

Report On
Re-branding of a corporate brand: A Case on Meghna Group of
Industries

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 (BBA)

BRAC Business School
BRAC University
June 6th, 2020

Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Md. Mazid Hossain

Student ID: 15204020

Supervisor's Full Name & Signature:

Raisa Tasneem Zaman

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Raisa Tasneem Zaman

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report

Dear Ma'am,

This is my pleasure to inform you that I've been appointed as an intern at Meghna Group of Industries from the 8th of January, 2020 for a period of 3 months in the Corporate Brand department. I would like to take this opportunity to thank you for your guidance and support without which this report would not have been possible.

I have attempted my best to collect all relevant information to make my report comprehensive and written it in a compact format while achieving all the objectives of the report.

I trust that the report will meet the desires.

Sincerely yours,

Md. Mazid Hossain

Student ID: 15204020

BRAC Business School

BRAC University

Date: June 6th, 2020

Acknowledgement

This report has come to fruition not by individual effort but rather by the endeavor of many people. I would like to start by thanking almighty Allah for giving the strength and capabilities to successfully finish this report before the deadline.

The collective knowledge and experiences I have been shared by a number of individuals greatly helped me write this report, without them it would not have been possible. So it is only fair to acknowledge them for their contributions.

Firstly, I would like to thank my supervisor Raisa Tasneem Zaman, Lecturer, BRAC Business School, BRAC University for her guidance, support and regular follow ups. Secondly, I would like to thank Faisal Rahman, Deputy Manager, Corporate Brand, MGI for not just being my supervisor but being a mentor by sharing his knowledge and experiences of working in branding.

Lastly, I would like to thank my parents for constantly pushing me and also providing me with financial support.

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Executive Summary

This internship report is a reflection of my 3 months tenure as an Intern in the Corporate Brand department of Meghna Group of Industries. The report “Re-branding of a corporate brand: A Case on Meghna Group of Industries” has been written with the purpose of better understanding the brand re-launching process that took place at Meghna Group of Industries, the reasons behind the relaunch and the potentials benefits they could get from it. The report first starts by giving an overview of my internship. It consists of my role as an intern, the duties, and responsibilities and tasks given to me in the 3months I was there, as well as some of things I have learnt from my experience, how they will benefit me and some recommendations to improve the experience for future interns. Second part of the report gives a vivid description about the organization, its mission, visions and core values followed up by all of its sub-brands and products under it. This gives us a better idea of the context of this report and the scope into which this fits. The final part of the report contains a literature review relevant to the topic followed up by all the findings. Findings part will explain why the relaunch took place and how it was conducted. To end the report I give provide some recommendations that would further improve the brand value of MGI.

Chapter 1: Overview of Internship

1.1 Introduction

Internship is a mandatory part for the completion of Bachelors of Business Administration (BBA) at BRAC Business School and is generally done at the very end after completion of all courses. The purpose of the internship is to give the students a firsthand experience of what it is like to work in an actual company. The theoretical things we have learnt over the last 4 years are put into practical use rather than just being used to get marks. Being a dual major in Marketing and Computer Information Management, I searched for opportunities to undergo my Internship semester at a place where I could effectively use my learnings to aid the department I was assigned at in competition of the tasks. Having several options to work at agencies that would prosper my marketing skills as well as working at organizations that would further cater to my interest in data management and development, I chose to undertake my Internship role as member of MGI for its rigorous achievements and presence that resonates through all its various products and services which served the people of this country and abroad over decades.

1.2 Internship Outcomes

I received an opportunity to work as an Intern in the Corporate Brand department at the head of Meghna Group of Industries situated in Fresh Villa, House 15, Road 24, Gulshan-1, Dhaka-1212, Bangladesh. The internship was for a period of 3 months under the careful supervision of Faisal Rahman, Deputy Manager, Corporate Brand. My job responsibilities during the tenure as per the acceptance form were:

- **Facilitating Documentation of Corporate Data and related activities-** Manual entries were to be made to get authorization for getting funds and resources for activities in regards to branding, along with relevant quotation or bills from vendors
- **Assisting in Record Keeping of Business Essentials and Data-** Making a journal of all information and resources that is being provided to me and where it is being forwarded to have transparency and liability in case of any issues.
- **Expediting Content Checking processes and undertaking Correction Measures-** Going through old content that has already been published and also new content that is to be published needs to be checked for errors and fact checked with relevant departments. Errors are edited with correct information then taken to relevant departments for final approval before publishing.
- **Monitoring of Corporate website and Social Media Handles-** Content of corporate website needs to be monitored to find out if there are any changes necessary. Necessary changes are recorded for future updates. Social media handles are monitored to see if customer engagement and check their demography. Ideas and recommendations need to be presented to enhance social media engagement and audience.
- **Promote processes and initiatives for effective Inventory management-** Facilitate delivery of MGI branded stationaries, T-shirts and other materials, have them brought to storage and keep record of where everything and how much is in stock. This helps the company to be aware of its inventories and make future orders accordingly.

- **Simplify Vendor follow-up processes and ease corporate efficiencies-** Communicate with printing and press vendors, review samples of products for quality and compare prices. Then convey that information with higher ups then place orders, follow up with vendors to make sure things are on schedule then take delivery.

In addition to the responsibilities mentioned above, my duties included making PowerPoint slides comparing company's Facebook page with pages from competitors and other similar companies and coming up with recommendations. This enabled me to get a larger insight on how MGI attempts to distinguish itself from its competitors and their efforts to use modern marketing tools and techniques that are needed to be implemented in order to have the edge over competitors.

Furthermore, I worked towards making forms for mobile phone requisition, conveyance bills etc., that provided for me a first-hand experience on how the human resources activities are carried forward by the respective department and the consistency required in order to maintain proper protocols and employee data documentation.

Moreover, I expedited in preparing speeches for award ceremonies and programs that aided the corporate representatives to present the values of MGI and the corporate responsibilities that MGI undertook to serve its shareholders and staff and customers. I was also tasked with translating documents between Bangla and English for effective understanding and representation of ideas and acted as a bridge to ensure that the data presented was coherent and adapt to the media it was to be presented in.

In addition, I was enrolled in arranging and conducting a corporate photo-shoot for the company website, coming up with ideas for gift boxes for dealers and clients, getting approval of contents to put in corporate brochure among other things and in general assisting supervisor whenever and wherever possible. This was a valuable learning experience as I was able to venture through most of MGI corporate buildings and facilities and gather a greater knowledge on the working conditions and practices that are put in to place at a leading conglomerate like MGI. This activity also provided me the opportunity to meet board members and officials who seated at the highest positions at the company and develop my networking skills to an extent that would not be possible had I not been assigned to such a task.

1.3 Learning Outcomes and Implications

This internship has been an excellent learning experience, being able to see up close how things work in such a massive conglomerate has made me aware of its complexities and appreciate the work that they do. Working under the Corporate Brand department requires working with a lot of the brands under Meghna Group of Industries and a few other departments. One of the biggest lessons of working in branding in a conglomerate is even though sub-brands have different identities from the corporate brand, there needs to be a certain trait that connects them and consistency and cohesion in the contents and communication being put out is key. My role was to bring forth my learning of modernized Marketing and CIM techniques and working at MGI has provided me a suitable place where I could implement those learning that not only benefitted in completion of my assigned tasks and responsibilities but also in providing me knowledge and context that would act as invaluable resources to boost my career perspectives to the next level.

1.4 Overall Experience and Recommendations

Overall experience of the internship has been very good except for the work load being very inconsistent. There will be some days of little to no work at all and that would become incredibly mind-numbing. A set of daily responsibilities should be given to future interns to improve their experience. Adapt modern technologies for handling interns, a systematic way should be developed where a new intern can pick up where the last intern left of in an easy streamlined way. An orientation should be done for the interns so that they can be made aware of the office culture and location of all the different departments. Most important recommendation would be to hire multiple interns together, I was the only interns and not having someone on my level made the experience not that good as socializing with people above my post was difficult. Having many interns together would give them a sense of collectivism.

Chapter 2: Organization Part

2.1 Introduction

A conglomerate at its roots is a multi-industry company which means that there is a corporate group/parent company under which there are many subsidiaries and business entities. Meghna Group of Industries is an example of one of the biggest conglomerates in Bangladesh, they have a presence in 1 out of every 2 households in one form or another. The object of this part of the report is to paint a vivid picture of how massive and complex Meghna Group of Industries really is and give some idea of how they function. All the information about the organization has been collected from the company website, company corporate brochure, conversation with supervisor and through observations. There were some limitations to the amount of information presented here in regards to the functions of different other departments mainly due to coronavirus pandemic and policies regarding how much information is made available to me an intern.

2.1 Vision

Be Bangladesh's most admired & progressive global conglomerate.

2.2 Mission

Delighting our customers and maximizing value by innovative solutions, inspired employees, adaptation of technological advancements and living in harmony with environment.

2.3 Values

- Integrity
- Respect
- Keeping Promises
- Customer Focus
- Team Work

2.4 About MGI

Employing over thirty five thousand people, having six thousand distributors and two thousand suppliers with forty eight industrial units, Meghna Group of Industries is amongst the largest conglomerates in Bangladesh with a yearly gross income of around two and a half billion US Dollars.

The history of Meghna Group of Industries can be traced back to 1976 with the inception of Kamal Trading Company. On a small piece of land at Meghnaghat, Narayanganj; Meghna Vegetable Oil Industries Ltd was started in 1989. With the passage of time, MGI expanded its operation with diversified industries. Now under the brand name “Fresh”, “No.1”, “Actifit”, “Pure” and “Meghnacem Deluxe” it has been producing and marketing various Fast Moving Consumer Goods (FMCG), construction supplies, pulp for manufacturing paper products, natural gas, animal feed, other bulk and industrial products. Moreover the group has power plants, shipping lines, seed crushing mills, chemical factories, ship building dockyards, financial securities & insurance, media, aviation and several other businesses.

Meghna Group of Industries has forty five years of experience both in national and international markets. If we visit households in Bangladesh, one in every two of them will have products from MGI. They have spread their presence far beyond Bangladesh to Middle Eastern, Southeast Asian & European countries, as well as states in South Africa, along with some North and South American states through exporting various products. MGI has become the largest player in the development of the industrial sector in Bangladesh through their aggressive growth.

MGI built “Meghna Economic Zone”, which is the first private economic zone in Bangladesh and went on to make 2 more economic zones. With the investment of around USD 451 million MGI has opened 9 new industrial units in 2020 within those private economic zones.

Mr. Mostafa Kamal, Chairman and Managing Director of MGI is the visionary leader behind the aggressive growth of MGI. He is known not only for his entrepreneurial foresight but also for his patriotism. He has made contribution towards industrial development, healthcare sector, education sector, sports sector, social welfare and various other sectors in Bangladesh. He is a philanthropist with unwavering integrity and dedication, his leadership since the inception of the group is what led to the group’s current success and long list of achievements.

Living in harmony with the environment is one of the core missions of Meghna Group of Industries (MGI). MGI is on its way to achieve the Zero Liquid Discharge plan which has already been adopted by the Government of Bangladesh. For industrial purposes we have an established Central Effluent Treatment Plant (CETP) to treat liquid waste. Some of our factories also have individual Effluent Treatment Plants (ETP) to treat their individual liquid waste.

The specialties of our ETPs are given below:

- Latest German Technology (Mutagen MBBR) for Biological Treatment
- PLC system for controlling and monitoring
- Online monitoring system to monitor water parameters like PH, DO, etc.
- MGI is the first company in the country that uses sludge for producing new products and sell them in the market
- Maintain the standard of water for a clean and safe environment

MGI has Rooftop Solar Plant (Green Energy) and it has huge positive environmental benefits such as:

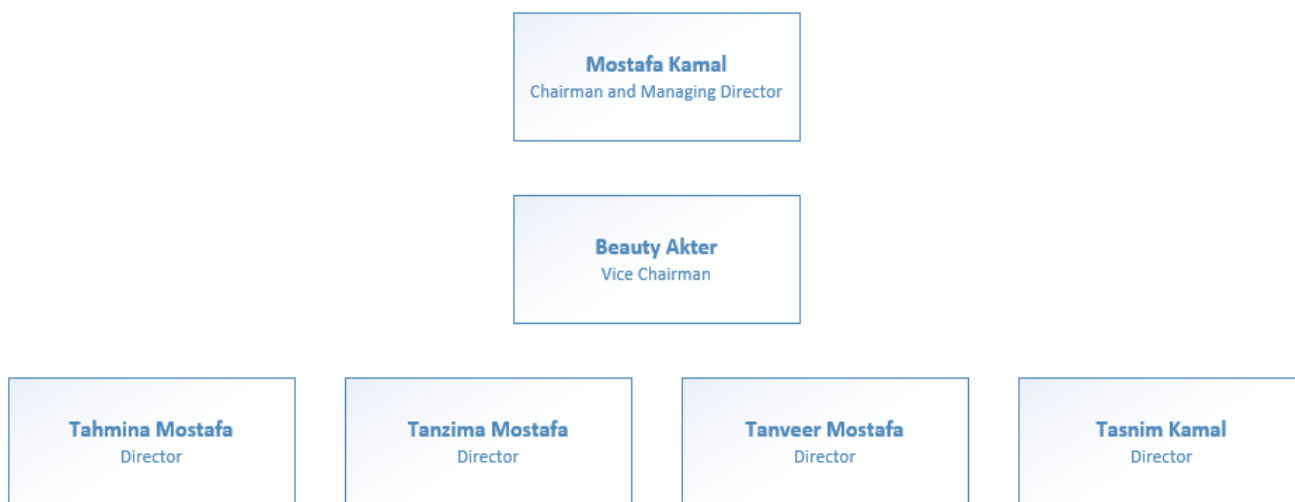
- Reduces pressure on conventional sources
- Reduces CO₂ emission
- No issue of SO_x & NO_x
- Low operation & maintenance cost
- Environment friendly clean energy

MGI has Power Tri-Generation, which includes; Wartsila Gas Engine, Exhaust Gas Boiler and Hot Air from Generator Exhaust. These three units help us to:

- Ensure internal power supply demand
- Ensure external customer power supply demand

- Ensure steam demand
- Reduction of CO2 emission by using EGB
- Increase efficiency by heat recovery

2.5 Board of Directors



2.6 Products

SOYBEAN OIL: Ensuring extra protection for your family every day

MGI's soya bean oil is enriched with right nutritional values as it is produced from the world's finest soya bean seeds & crude oil.

With the adoption of world class Lipico technology, soya bean oil maintains a three step purifying process - Perfect Degumming & Neutralization, Balanced Decolorization and Fivostez Deodorization to ensure intact Beta-carotene and right ratio of Omega 3 & 6 which helps to lower "High Blood Pressure".

It has no cholesterol. It also helps prevent cardiovascular disease and minimizes risk of blockage of blood. Currently MGI's Soya bean Oil is the largest Soya bean Oil selling brand of Bangladesh and the first brand to enter Indian market. (Paragraph and sentence structure edited)

MEGHNA EDIBLE OILS REFINERY LTD. - Soybean Oil

Established in 1991, the company is fitted with state of the art facilities to produce the finest soya bean oil, palm oil and sunflower oil to meet the consumer's daily cooking needs. Our brand has achieved acceptance across all sorts of clientele, individual and institution.

Brands	Super Fresh Fortified Soya bean Oil, No.1 Fortified Soya bean Oil, Fresh Actifit Fortified Soya bean Oil
Technology Used	Lipico Technology
Variant	Soybean Oil, Palm Oil, Sunflower Oil & Dalda
Sources of Raw Materials	Argentina, Brazil, USA, Malaysia, Indonesia and Ukraine.
Export Market	India: Tripura, Assam, Kolkata & West Bengal
Milestone	Brand Revitalization Award - 2017 3rd place among the Top - 10 local brands categories in 2017. No.7 Overall Best Brand Award - 2017. Most Improved Brand of 2016-by Bangladesh Brand Forum

MUSTARD:

Fresh Mustard Oil is produced from the world's finest & best quality mustard seeds and it is purified through automated plants. Our group of expertise ensures proper quality control. The brand has a reputation of providing great pungency & natural taste of our Bengali heritage.

SURMA MUSTARD OIL MILLS LIMITED

Under the brand name of Fresh, Surma Mustard Oil Mills Limited produces the purest Mustard Oil and Mustard Oil Cake. Fresh Mustard Oil is purified properly in an automatic plant. Our raw materials are sourced from Russia, Australia, Canada, Ukraine and Best Quality Seeds produced locally.

Brands	Fresh Mustard Oil
Consumers	General Consumers, Renowned Branded Restaurant & Pickles Companies of Bangladesh.
Technology Used	England, India, Pakistan and Bangladesh based Technology
Variant	Mustard Oil and Mustard Oil Cake
Sources of Raw Materials	Russia, Australia, Canada, Ukraine and Best Quality Local Seeds
Export Market	Bahrain, Singapore, Qatar

SUNFLOWER OIL: Ensuring extra protection for your family every day

Our Fresh Actifit Fortified Sunflower Oil is produced from meticulously sorted organic seeds giving it a completely natural taste. It contains exceptional nutritional value & promotes healthy cooking to aid your healthy lifestyle. It is completely Halal with a Natural Source of Vitamin E and Vitamin A fortified. It also contains Omega 3 & 6 which is good for heart's health. It is GMO Free which is good for the heart & healthy living. It helps prevent heart diseases. Highly recommended for cooking, baking, frying and especially salad dressing.

MEGHNA EDIBLE OILS REFINERY LTD. - Sunflower Oil

Established in 1991, the company is fitted with state of the art facilities to produce the finest soya bean oil, palm oil and sunflower oil to meet the consumer's daily cooking needs. Our brand has achieved acceptance across all sorts of clientele, individual and institution.

Brands	Fresh Actifit Fortified Sunflower Oil
Variant	Soybean Oil, Palm Oil & Sunflower Oil & Dalda.
Sources of Raw Materials	Malaysia & Indonesia

PALM OIL

Our Palm oil is vitamin - A fortified and perfect for deep frying and other specialized cooking needs. It helps to reduce cholesterol level. Vitamin - A fortification is an addition to our quality. MGI's Palm Oil is produced from the best palm fruit and crude oil imported from Malaysia and Indonesia

MEGHNA EDIBLE OILS REFINERY LTD - Palm Oil

Established in 1991, the company is fitted with state of the art facilities to produce the finest soya bean oil, palm oil and sunflower oil to meet the consumer's daily cooking needs. Our brand has achieved acceptance across all sorts of clientele, individual and institution.

Brands	Super Pure Fortified Palm Olein, Oleo Fortified Palm Olein
Variant	Soybean Oil, Palm Oil & Sunflower Oil & Dalda
Sources of Raw Materials	Malaysia & Indonesia

MILK POWDER:

FULL CREAM MILK POWDER

MGI sources its milk powder from world's best farms such as Murray Goulburn, Australia; Fonterra, New Zealand; Open Country Dairy, New Zealand; DairyGold, Ireland to provide the best quality Milk Powder to the consumers.

It contains choline, iodine and Omega 3 & 6 which help to improve intelligence. Also, its protein, fat, calcium, vitamin D, carbohydrates and iron help to gain strength and ensure better immune system function.

TANVEER FOOD LIMITED

Brands	Fresh Full Cream Milk Powder; Super Pure Full Cream Milk Powder.
Consumers	More than 7 Million Consumers
Technology Used	Sav Pack (Thailand), Nichrome (India), Hussia (India), Pakona (India).
Manpower	180 (Factory)
Variant	Full Cream Milk Powder, Instant Full Cream Milk Powder, Fat Filled Milk Powder.
Sources of Raw Materials	Sourced from the world's best farms such as Murray Goulburn-Australia; Fonterra-New Zealand; Open Country Dairy-New Zealand; DairyGold-Ireland.
Export Market	Japan
Milestone	Achieved 2nd position in Best Brand Award Bangladesh-2017

INSTANT FULL CREAM MILK POWDER:

This is a premium category Milk Powder of MGI, containing a high solubility nature.. It is sourced from the world's best farms of Australia and New Zealand. It is ideal for the health of kids drinking milk. Its 32 plus vital nutrients ensures proper nutrition intake.

TANVEER FOOD LIMITED

Brands	Fresh Insta Instant Full Cream Milk Powder
Consumers	More than 7 Million Consumers
Technology Used	Sav Pack (Thailand), Nichrome (India), Hussia (India), Pakona (India).
Variant	Full Cream Milk Powder, Instant Full Cream Milk Powder, Fat Filled Milk Powder.
Sources of Raw Materials	Sourced from the world's best farms such as Murray Goulburn-Australia; Fonterra-New Zealand; Open Country Dairy-New Zealand; DairyGold-Ireland.
Export Market	Japan.
Milestone	Achieved 2nd position in the Best Brand Award Bangladesh-2017

FAT FILLED MILK POWDER:

Fat Filled Milk Powder is a blend of evaporated skimmed milk and vegetable fat in powder form. It has been sourced from Europe's best Milk farms. We have two brands of Fat Filled Milk Powder- No.1 Pusti Protidin and Super Pure Pusti Protidin.

TANVEER FOOD LIMITED

Brands	No.1 Pusti Protidin, Pure Pusti Protidin.
Consumers	More than 7 Million Consumers
Technology Used	Sav Pack (Thailand), Nichrome (India), Hussia (India), Pakona (India).
Variant	Full Cream Milk Powder, Instant Full Cream Milk Powder, Fat Filled Milk Powder.

Sources of Raw Materials	Sourced from the world's best farms such as Murray Goulburn-Australia; Fonterra-New Zealand; Open Country Dairy-New Zealand; DairyGold-Ireland.
Export Market	Japan.
Milestone	Achieved 2nd position in the Best Brand Award Bangladesh-2017

DRINKING WATER: Made in Bangladesh, Made for the world. Super Fresh Drinking Water, was first launched by Meghna Group of Industries in 1998. Now it is among Bangladesh's one of the most popular and highest selling drinking water brands. The water is packed in F.D.A USA approved food grade PET bottles which makes it reliable and trustworthy. We proudly serve progressive, active, young and energetic individuals who value quality in every drop.

MEGHNA BEVERAGE LTD

Our plant is engineered and installed by German specialists. Unlike other drinkable water brands, Super Fresh Drinking Water is the only water brand that adheres to 15 steps for the refining processes which include Chlorination, Ozone Treatment and Ultra Violet (UV) ray Treatment, Activated Carbon Filtration, Reverse Osmosis (RO) process along with 5 other filtration processes. Strict compliance and hygiene practices are maintained in every step. As a result, Super Fresh Drinking Water is free from toxic substances such as Nitrite, Mercury, Arsenic, Cyanide, Carbon Dioxide, etc.

Brands	Super Fresh Drinking Water
Consumers	Currently we have 11 depots and approx. 1000 distributors around the country. Nationally available at approx. 80000 outlets.
Technology Used	Achieved Super Brand Award 2018-2019

Sources of Raw Materials	Underground water
Milestone	Achieved Super Brand Award 2018-2019

FLOUR: Keeps you fit and active

The brand carefully selects the best quality wheat for Fresh Atta, Fresh Maida & Fresh Suji. Our quality and taste is the end result of our careful selection of quality raw materials. Our brands ranging in, Fresh Whole Wheat and regular Atta, Maida, Suji, Bran, etc; also provide different food manufacturers with customized quality products.

SONARGAON FLOUR & DAL MILLS LIMITED

Established in 2000, Sonargaon Flour & Dal Mills Limited. Produces the country's best quality of Atta, Maida, and Suji. It uses meticulous multi step cleaning process and computerized Bhuler milling technology to keep nutritional goodness intact.

Brands	Fresh, Fresh Actifit, Super Fresh
Consumers	More than 4.0 Million Consumers
Technology Used	Buhler, Switzerland
Variant	Fresh Atta, Fresh Whole Wheat Atta, Fresh Maida, Fresh Suji, Fresh Actifit Premium Atta, Fresh
Sources of Raw Materials	Canada, USA, Ukraine, Russia
Milestone	1st position in “Best Brand Award Bangladesh, 2016, 2017 & 2018” 2nd position in “Best Brand Award Bangladesh, 2013”, Gold Star for quality in “Geneva, 2005”.

WHOLE WHEAT FLOUR

MGI carefully selects and sorts the best quality wheat. Its contents contain the most nutritious components of wheat seed like: wheat bran and wheat germ. It uses state of the art multi step Combo cleaning process and computerized Bhuler milling technology to keep nutritional goodness intact.

SONARGAON FLOUR & DAL MILLS LIMITED

Established in 2000, Sonargaon Flour & Dal Mills Limited. Produces the country's best quality of Atta, Maida, and Suji. It uses meticulous multi step cleaning process and computerized Bhuler milling technology to keep nutritional goodness intact.

Brands	Fresh, Fresh Actifit, Super Fresh
Consumers	More than 4.0 Million Consumers
Technology Used	Buhler, Switzerland
Variant	Fresh Atta, Fresh Whole Wheat Atta, Fresh Maida, Fresh Suji, Fresh Actifit Premium Atta, Fresh
Sources of Raw Materials	Canada, USA, Ukraine, Russia
Milestone	1st position in “Best Brand Award Bangladesh, 2016, 2017 & 2018” 2nd position in “Best Brand Award Bangladesh, 2013”, Gold Star for quality in “Geneva, 2005”

LENTIL:

Dal or Fresh Deshi Lentil is one of the major sources of plant based protein and an essential part of our diet in Bangladesh. Export quality Fresh Deshi Red Lentils are carefully procured from the best sources of the country. Stern quality check using Optical Color Sortex Z from Switzerland ensures healthy and quality grains every time for your daily protein intake. Food grade packaging keeps our products fresh and healthy during its entire shelf life. Quality is always our first priority.

SONARGAON FLOUR & DAL MILLS LIMITED.

Established in 2000, Sonargaon Flour & Dal Mills Limited. Produces the country's best quality of Atta, Maida, and Suji. It uses meticulous multi step cleaning process and computerized Bhuler milling technology to keep nutritional goodness intact.

Brands	Fresh Desi Masoor Dal Premium
Consumers	11 depots and approx. 500 distributors around the country. Nationally approx. 30000 outlets
Technology Used	Optical Color Sortex Z from Switzerland
Variant	Local & Imported
Sources of Raw Materials	Local

CONDENSED MILK: Best in Quality & Taste

300 Million Cups of Tea Every Month are made of our No.1 Sweetened Condensed Filled Milk. All ingredients and UV treated water are processed with Denmark's APV Technology, then they are normalized, sterilized and quickly chilled to guarantee the best quality milk with smooth texture and keeping nutrition intact. After fulfilling local demand, No.1 Sweetened Condensed Filled Milk is exported beyond borders to create a global footprint.

TASNIM CONDENSED MILK LIMITED

Established in 2011. Tasnim Condensed Milk Limited is one of the largest condensed milk

factories in Bangladesh with the latest manufacturing technology and automated processes while maintaining ISO 9001:2015 in Quality Management Systems and ISO 22000:2005 in Food Safety Management Systems.

Brands	No.1 Sweetened Condensed Filled Milk
Technology Used	APV, Denmark
Variant	Sweetened Condensed Filled Milk
Sources of Raw Materials	Australia, New Zealand, UK, USA, India, France, Poland, Belgium, Ireland, Argentina & Japan
Export Market	Maldives, Japan

SALT

EDIBLE SALT

Fresh Super Premium Salt provides the best blend of balanced minerals that carry the nutrition in every cell of the body that helps keep you active.

By using a combination of latest vacuum evaporation technology from Switzerland, Fresh Premium Salt is manufactured. This ensures a natural balance of all minerals like Sodium Chloride, Iodine, Calcium and Magnesium as a result it helps to create a balance of electrolytes in consumers body, activates nerve functions and carries nutrients to reach every cell within their body. To promote brain development and improve the immune system a balanced amount of Iodine is necessary.

SONARGAON SALT INDUSTRIES LTD.

To incorporate the goodness of seawater salt into your cooking, Fresh Super Premium Salt uses

the world's latest two technologies - Switzerland's Evatherm's Vacuum Evaporation and USD (Ultra Superior Dosage) technology. Evatherm's Vacuum Evaporation technology makes the final product more crystal clear. It also helps to make it more hygienic and free from all impurities. USD technology is used to get the salt removed from wastewater & free-flowing. These fully automated technologies ensure the end product is untouched by hand.

Brands	Fresh Super Premium Salt & No. 1 Vacuum Salt
Consumers	6.2 Million Customer including Household and Commercial
Technology Used	Switzerland's Evatherm's Vacuum Evaporation and USD (Ultra Superior Dosage) technology.
Variant	N/A
Sources of Raw Materials	Locally sourced from Teknaf.
Export Market	Bahrain, Malaysia, Singapore.
Milestone	ISO Certified & highest penetrated Fresh brands & largest selling salt brands among the households.

REFINED SUGAR: Free Flow Crystal Sugar

Fresh refined sugar is produced in a fully automated system; using the most modernized plant and latest technology ensuring its purity. To maintain the cleanliness and clarity inside, food grade packaging with an anti-humid is used in Fresh refined sugar; making it the market leader in regards to quality, and fulfils 33% of the country's demand.

MEGHNA REFINERY SUGAR MILLS

By using the latest technologies and best imported raw materials Fresh refined sugar is produced. They maintain ISO 9001-2008 and food safety standards by using approved food grade packaging. Through the adaptation of biological processes like purified flue gas for carbonation and maintaining effluent treatment plants, the factory is also environmentally friendly.

We have recently taken a new initiative to produce inverted sugar in its new sugar refinery plant. Financed by a consortium of German financial institutions DEG, FMO, OeEB and ICD.

Brands	Fresh Refined Sugar, No.1 Refined Sugar
Consumers	Serves 10 Million Households
Technology Used	Carbonation and ION Exchange Process
Variant	Refined Sugar, White Sugar
Sources of Raw Materials	Raw Cane Sugar from Brazil
Milestone	Achieved 3 Consecutive Times 2016, 2017, 2018 Best Brand in Sugar Category and Achieved 10th position among all the brands across all categories in “Best Brand Award Bangladesh 2018.

BEVERAGE

COLA:

Fresh Dhoom Cola is a unique cola drink for the new generation. Its intense color, flavor and taste carries the emotion of joy & happiness in every bottle. Made from a fully automated factory, every drop guarantees quality.

Available SKUs are 250ml, 500ml & 1000ml.

MEGHNA BEVERAGE LTD:

Our plant is engineered and installed by German specialists. Unlike other drinkable water brands, Super Fresh Drinking Water is the only water brand that adheres to 15 steps for the refining processes which include Chlorination, Ozone Treatment and Ultra Violet (UV) ray Treatment, Activated Carbon Filtration, Reverse Osmosis (RO) process along with 5 other filtration processes. Strict compliance and hygiene practices are maintained in every step. As a result, Super Fresh Drinking Water is free from toxic substances such as Nitrite, Mercury, Arsenic, Cyanide, Carbon Dioxide, etc.

Brands	Fresh
Technology Used	Energy efficient
Variant	Cola, Clear, Orange, Soda Water, Flavor CSD
Sources of Raw Materials	Asia and Europe
Export Market	Middle East (Malaysia, Dubai, Qatar)

CLEAR:

Fresh Soul Up

Fresh Soul Up has a distinctive flavor of lemon and homegrown green mangoes that no other local drink of the same category has. Made from the finest raw materials, it truly represents Bangladeshi taste.

FRESH MEJANDA

Did you know, the world now has a drink for anger management? Freshness of Bangladesh's local tamarind flavor is the secret of the drink.

MEGHNA BEVERAGE LTD

Our plant is engineered and installed by German specialists. Unlike other drinkable water brands, Super Fresh Drinking Water is the only water brand that adheres to 15 steps for the refining processes which include Chlorination, Ozone Treatment and Ultra Violet (UV) ray Treatment, Activated Carbon Filtration, Reverse Osmosis (RO) process along with 5 other filtration processes. Strict compliance and hygiene practices are maintained in every step. As a result, Super Fresh Drinking Water is free from toxic substances such as Nitrite, Mercury, Arsenic, Cyanide, Carbon Dioxide, etc.

Brands	Fresh
Technology Used	Energy efficient
Sources of Raw Materials	Asia and Europe
Export Market	Middle East (Malaysia, Dubai, Qatar)

ORANGE:

Fresh Googly is an orange flavored carbonated beverage made with world famous Valencia orange. Natural flavor of sweet and sour combination. Mouthwatering taste of Fresh Googly insists on drinking again & again. Available with 250 & 500ml SKUs.

MEGHNA BEVERAGE LTD

Our plant is engineered and installed by German specialists. Unlike other drinkable water brands, Super Fresh Drinking Water is the only water brand that adheres to 15 steps for the refining processes which include Chlorination, Ozone Treatment and Ultra Violet (UV) ray Treatment, Activated Carbon Filtration, Reverse Osmosis (RO) process along with 5 other filtration processes. Strict compliance and hygiene practices are maintained in every step. As a result, Super Fresh Drinking Water is free from toxic substances such as Nitrite, Mercury, Arsenic, Cyanide, Carbon Dioxide, etc.

Brands	Fresh
Technology Used	Energy efficient
Variant	Carbonated Beverage (Cola, Clear, Orange, Flavored Drinks, Soda)
Sources of Raw Materials	Asia and Europe
Export Market	Middle East (Malaysia, Dubai, Qatar)

SODA WATER:

Fresh Club 9 Soda

It is perfectly processed carbonated water is prepared with the purest raw materials.

MEGHNA BEVERAGE LTD

Our plant is engineered and installed by German specialists. Unlike other drinkable water brands, Super Fresh Drinking Water is the only water brand that adheres to 15 steps for the refining

processes which include Chlorination, Ozone Treatment and Ultra Violet (UV) ray Treatment, Activated Carbon Filtration, Reverse Osmosis (RO) process along with 5 other filtration processes. Strict compliance and hygiene practices are maintained in every step. As a result, Super Fresh Drinking Water is free from toxic substances such as Nitrite, Mercury, Arsenic, Cyanide, Carbon Dioxide, etc.

Brands	Fresh
Technology Used	Energy efficient
Variant	Carbonated Beverage (Cola, Clear, Orange, Flavored Drinks, Soda)
Sources of Raw Materials	Asia and Europe
Export Market	Middle East (Malaysia, Dubai, Qatar)

FLAVOR CSD:

Gear is the newest kind of carbonated beverage drink with long lasting tutti-frutti flavor. The unique flavor of sweet and sour with extra fizz makes it especially attractive to the young generation who want to be at a higher gear. Available in 250ml SKU.

TANVEER FOOD LIMITED:

Brands	Fresh
Technology Used	Energy efficient
Variant	Carbonated Beverage (Cola, Clear, Orange, Flavored Drinks, Soda)

Sources of Raw Materials	Asia and Europe
Export Market	Middle East (Malaysia, Dubai, Qatar)

TEA:

BLACK TEA: 100% Best Leaf Blend

Our Fresh tea is one of the most popular tea blends of Bangladesh, made of the finest tea leaves carefully chosen from the best gardens. MGI also has another brand in the name of No.1 and produces a number of variations to cater to all kinds of tea lovers both in and out of the home. Bright liquor, attractive color and natural flavor give you the garden fresh tea.

MEGHNA TEA COMPANY LIMITED.

Established in 2000.

Brands	Fresh Premium Tea, Fresh Hunan Green Tea, No.1 Gold Tea
Consumers	Serves Household, Super Store, Grocery Shop, Hotel, Restaurant and Tea Stall
Technology Used	Intex (Bangladesh), Nichrome (India), Packona (India), Perfecta (Germany)
Variant	Leaf, BOP, Dust, CD, TB
Sources of Raw Materials	Bangladesh Tea Board Auction and India
Export Market	Japan

GREEN TEA:

Fresh Hunan Green Tea is basically from China's oldest celebrated tea-growing region, Hunan. It is made from the carefully hand plucked and tipped green tender leaves, planted at an altitude of 3-7 thousand feet above the sea level. Its rich mineral composition gives signature taste, natural aroma and gentle refreshing aftertaste.

MEGHNA TEA COMPANY LIMITED.

Established in 2000.

Brands	Fresh Premium Tea, Fresh Hunan Green Tea, No.1 Gold Tea
Consumers	Serves Household, Super Store, Grocery Shop, Hotel, Restaurant and Tea Stall
Technology Used	Imtex (Bangladesh), Nichrome (India), Packona (India), Perfecta (Germany)
Sources of Raw Materials	Bangladesh Tea Board Auction and India
Export Market	Japan

SPICE:

BASIC SPICES:

To spice up your daily life with good taste and healthy twist Fresh spices offer you a range of aromatic and flavorful variety. Our grinding technology and modern manufacturing processes, demonstrate excellence in innovation to cater to shifting consumer needs.

Fresh spices have been able to create a strong foothold in consumer's minds and has become a household name.

In 2004 Fresh Spices started its journey in the field of Spice in Bangladesh. To break the clutter and gain market share, in 2004 Fresh Spices were launched with innovative packaging and a fresh campaign & Fresh Spice Perfect Blend- Gi & Fresh Spices offers a range of basic powdered spices along with Turmeric, Chilli, Coriander, Cumin to assist and quicken cooking processes.

TANVEER FOOD LIMITED

Brands	Fresh
Consumers	More than 0.5 Million Consumers including household users, corporate clients
Technology Used	Indian, Taiwan.
Variant	Turmeric, Chilli, Coriander, Cumin, Chicken Masala, Beef Masala, Haleem Mix, Firni Mix, Biryani Masala.
Sources of Raw Materials	Bogra, Natore, Khagrachari, Faridpur, Iran, Turkey, India, USA.
Export Market	Bahrain, Singapore, Japan, Malaysia.
Milestone	In Spices Category it has achieved 3rd position in Best Brand Award Bangladesh, 2016. Hospital-Apollo, Better Life, United, Impulse, Ibrahim Cardiac Hospital. Pharmaceuticals- Ziska, SMC.etc.

MIX SPICES:

On the basis of market situation, Spices Category has launched Mix Spices in 2018. Some of the mixed spices launched are - Fresh Chicken masala, Fresh Beef Masala, Fresh Haleem Mix, Fresh Firni Mix, Fresh Biryani Masala.

TANVEER FOOD LIMITED:

Brands	Fresh	
Consumers	More than 0.5 Million Consumers including household users, corporate clients	
Technology Used	Indian, Taiwan.	
Variant	Turmeric, Chilli, Coriander, Cumin, Chicken Masala, Beef Masala, Haleem Mix, Firni Mix, Biryani Masala.	
Sources of Raw Materials	Bogra, Natore, Khagrachari, Faridpur, Iran, Turkey, India, USA.	
Export Market	Bahrain, Singapore, Japan, Malaysia.	
Milestone	In Spices Category it has achieved 3rd position in Best Brand Award Bangladesh, 2016. Hospital-Apollo, Better Life, United, Impulse, Ibrahim Cardiac Hospital. Pharmaceuticals- Ziska, SMC.etc.	

CONFECTIONARY:**CHOCOLATES:**

MGI's chocolates are a very recent addition in the product line but they have already gained popularity. Introduced in 2019, they are made with carefully selected coco imported from Brazil, Malaysia and Indonesia. The combination of high quality ingredients, latest technology, precise process and meticulous quality control makes our chocolates one of the finest qualities in the country. The coco and creamy buttery milk fills the mouth creating a unique wholesome taste.

MEGHNA NOODLES & BISCUITS FACTORY LTD.

Brands	Fresh Chocolate Bar
Technology Used	European
Variant	Milk, Chocolate
Sources of Raw Materials	Brazil, Malaysia and Indonesia.

WAFER:

With 40 years of experience in the Consumer Goods Industry of Bangladesh, Meghna Noodles & Biscuits Factory Ltd. has introduced Wafers - a tasty and crunchy product line dedicated to our fun-loving young generation. Each variety of wafers delightfully fills up the craving for a tasty snack. With state-of-the-art technology, strong quality control and finest quality ingredients, the company is on a mission to serve the best quality snacks to our consumer

MEGHNA NOODLES & BISCUITS FACTORY LTD

Brands	Fresh Crispee Wafer Biscuit, No. 1 Wafer Biscuit, Fresh Crispee Chocolate Wafer Biscuit, Fresh Crispee Chocolate Coated Wafer Biscuit.
Technology Used	European
Variant	Milk, Chocolate, Coconut
Sources of Raw Materials	Brazil, Malaysia and Indonesia.

RICE:**AROMATIC RICE:**

Each grain of Fresh Chinigura Aromatic Rice gives you pure and aromatic rice. It is sourced from high quality locally produced rice grain. It's a very close part of our Bengali culture and popular choice of middle or upper middle class households for celebrating occasions and happy days.

TANVEER FOOD LIMITED:

Brands	Fresh Chinigura Aromatic Rice
Consumers	Middle & Upper middle class households
Technology Used	N/A
Sources of Raw Materials	Locally sourced from Dinajpur
Export Market	Japan, Singapore, Malaysia, Qatar, and Bahrain

UNIQUE CEMENT INDUSTRIES LIMITED

Unique Cement Industries Limited started cement manufacturing business in 2002. Since the beginning, the company has been continuously investing in the latest technology & continuously upgrading the existing manufacturing facilities to keep pace with the changing competitive environment, which make them stand out from the crowd of the cement manufacturers in Bangladesh. As a result of continuous efforts towards becoming the business leader Unique Cement Industries Limited has become one of the largest cement producers in Bangladesh.

STEEL

SONARGAON STEEL FABRICATE LTD.

To break the clutter and gain market, we have launched a complete set of solutions of Pre Engineered Steel Building PEB. The plant is eco-friendly with different capacities of Hydraulic cranes. Our dynamic staff in the erection team are skilled to undertake any challenging structure within the shortest possible time frame.

CHEMICALS

BASIC CHEMICAL

In 2009 MGI entered into the chemical industry by starting Tasnim Chemical Complex Limited. Their objective was to produce and distribute high quality chemicals which was on par with that of other countries to reduce dependency on them for basic chemicals. Two productions units were set up; chloro-alkali plant and hydrogen peroxide plant with distributed control system. Bi-polar Membrane technology and Auto-Oxidation technology are used in Chloro-alkali and Hydrogen peroxide plants respectively. This allows the plant to be environmentally friendly while also being energy efficient. Creating a safe working environment for their employees has also been important to them.

PVC & PET CHIPS

Bangladesh is one of the fastest growing countries of the world. In many parameters the progress of the country is clearly visible. In the modern world the progress of a country is mainly dependent on petroleum products. We are striving to catch up in this field. We are dependent on import for petrochemical products. MGI has taken up this project to construct 1, 50,000 MT/year capacity PVC plant and 1, 00,000 MT/year capacity PET plant. After startup its production we believe we will succeed in catering 60% of the country's PVC and PET market demand.

MEGHNA PVC LTD.

Plant Location	Meghnaghat, Sonargaon, Narayangan
Land Area	27 acres
Final products	Polyvinyl Chloride (PVC) Resin and Polyethylene terephthalate (PET) resin (bottle grade)
Technology used	Oxyvinyls (USA), Kemone (France) and Oerlikon (Germany)
Main Raw materials	Ethylene, MEG, PTA, Chlorine etc
Source of raw material	Marubeini, Japan/ LG Chem Ltd., Korea/Mitsubishi/ Sabic, Dubai

ECONOMIC ZONES

MEGHNA ECONOMIC ZONE

MGI is also the first Bangladeshi conglomerate to set up 3 private economic zones. Among them, Meghna Economic Zone (MEZ) is the first one, situated on August 23rd, 2016 by the banks of the mighty Meghna River in the Sonargaon Upazila of Narayanganj district. It is presently located upon approximately 67.92 acres of land, which is targeted to expand up to 245 acres of industrial land. The zone is already fully developed for industrial construction and operation and is secured by boundary walls. The zone is already equipped with all necessary utility facilities of electricity from its own Captive Power Plant, natural gas from TITAS, and underground water. This economic zone is attracting a good number of local and foreign investors that is not only earning foreign exchange but also creating huge employment opportunities for the locals.

MEGHNA INDUSTRIAL ECONOMIC ZONE (MIEZ)

Meghna Industrial Economic Zone Ltd. is the second of its kind on 110 acres of land right on the Dhaka Chattagram Highway. MIEZ has been established as the most modern Economic Zone in Bangladesh with all the necessary facilities including uninterrupted supply of electricity, gas, water, CETP along with modern amenities like Investors Recreation Club, Convention Hall, Helipad, etc. It also has an Effluent Treatment Plan and topnotch security system implemented for safe operations of all industries.

MIEZ has created a conducive investment ecosystem with a wide range of fiscal and non-fiscal incentives for investors along with infrastructural facilities.

COMILLA ECONOMIC ZONE (CEZ)

The 301 acres huge economic zone is Meghna Group's latest initiative. Situated by the Meghna river of Comilla district, the facility is currently undergoing development to prepare it for industrial construction and operation. It is going to be self-sufficient with its own power plants, underground water, natural gas from TITAS as well as CETP, STP, WTP Plant etc. Modern amenities like Investors' Club, commercial centers, residential buildings and parks will also be there.

ENERGY & POWER

POWER GENERATION

EVEREST POWER GENERATION COMPANY LTD.

Technology	Gas Engine and EHRB
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UNIQUE CEMENT INDUSTRIES LTD. (POWER PLANT)

In order to achieve maximum efficiency in their manufacturing process, MGI set up a 10MW power plant in the premises of Unique Cement Industries. The power plant is sourced from Wartsila Finland Oy, which uses hot gases to remove moisture from the clinker.

UNIQUE POWER PLANT LTD.

Technology	Gas Engine Based, Steam Boiler & Turbine
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LPG

With 2,000 MT own LPG carrier ship and 6,000 MT secured mounded LPG storage, Fresh LPG has Bangladesh's biggest LPG storage and distribution system. Established in 2019, Meghna Fresh LP Gas Limited started its journey with state of the art European Kosan Crisplant technology and Repkon machines and is all set to make an important contribution to the energy sector of Bangladesh.

Sources of Raw Materials	Middle East
Brands	Fresh LP Gas
Technology Used	European Kosan Crisplant technology
Variants	12 kg, 35 kg, 45 kg cylinder with both 20 mm and 22 mm valve

PULP & PAPER

WRITING PAPER: 100% virgin pulp, accurate GSM and page number ensured through automatic machine.

MGI produces high quality A4 writing paper now in Bangladesh under the brand name Fresh Paper. The state of the art factory and best raw materials from around the world guarantees top notch quality. We ensure accurate size and grammage using the world's best technology including sophisticated GSM control machines.

MEGHNA PULP & PAPER MILLS LIMITED

Meghna Pulp & Paper Mills Limited is a unit of Meghna Group of Industries (MGI) which is one of the largest paper producers in Bangladesh. It started its journey in 2012 aiming to produce Fresh Tissue Paper, Fresh A4 Paper, Fresh Flat Paper & Fresh Exercise Book. Meghna Pulp & Paper Mills Limited ensures quality products by importing the world's finest raw materials & using the world's best technology including sophisticated GSM control machines.

Brands	Fresh
Customers	More than 4 Million consumers including household, National Curriculum and Textbook Board, Bangladesh Army, The Security Printing Corporation BD Limited, BG Press Limited, Bangladesh Office Stationery and Purchase Department.
Technology Used	VOITH Germany Technology
Sources of Raw Materials	India, China, Indonesia, Brazil, Finland, France, Germany
Export Market	India, Nepal, Mauritius

TISSUE PAPER

FACIAL TISSUE

The most desired feature in a facial tissue is comfort and softness and Fresh is best at them at the best value. These are made in fully automated machines of our state of the art factory that ensures maximum quality and zero environmental impact.

PAPER NAPKIN

Made in our state of the art factory, Fresh Paper Napkin is made using the most modern technologies. With central ETP and green factories, MGI is cautious about zero emission while producing a wide array of sweet-scented and unscented paper napkins.

TOILET TISSUE

Toilet tissue is the most purchased tissue product by consumers in almost all parts of the world. We have different types and categories of quality toilet tissue to cater all types of customers. The quality of this tissue paper can be determined by the number of plies, durability, coarseness and fiber quality. A large variety of softness, patterns and textures of toilet paper are available under our brand fresh.

HAND TOWEL

Disposable hand towels bring a lot of convenience in busy public places like hotels and restaurants or cafeterias. Made out of 100% virgin pulp, each pack ensures a stack of hygienic paper towels.

KITCHEN TOWEL

Kitchen is the place which needs to be clean all the time yet creates the most clutter. Fresh Kitchen Towel works like magic to swipe off all the clutter and keep your kitchen hygienic and dry. These towels also help you absorb excess oil from oily food. This roll of convenience is an essential component of every kitchen in urban homes.

POCKET TISSUE

This pocket-sized convenience is known as Fresh Pocket Tissue. Be it for travel or everyday use, the cute pack of pocket tissue gives you a nicely folded and easy to carry tissue stack that you can keep in pocket or drop in your bag.

WALLET TISSUE

This innovative design of Fresh Wallet Tissue helps you to reuse the pack several times. Folded like a wallet, this holds two stacks of neatly folded tissues for diverse use.

CLINICAL BED SHEET

Fresh Tissue clinical bedsheet is an innovative new product that has been developed based on a deep understanding of the health care industry's needs. It has revolutionized the hospital management and saves daily cleaning and drying costs. Made from 100% Virgin pulp, these sheets guarantee hygiene and eliminate chances of infection and contamination.

EXERCISE BOOK

STAPLER PIN EXERCISE BOOK: 100% virgin pulp, accurate GSM and page number ensured through automatic machine

Exercise books are intricately attached to students of all ages. Fresh Stapler Pin Exercise Books make the experience even better with its premium quality 55 GSM paper and contemporary designs. The books come in all sizes and number of pages varieties for convenience of use for a wide variety of users.

SEWING EXERCISE BOOK: 100% virgin pulp, accurate GSM and page number ensured through automatic machine

Fresh Sewing Exercise books are for all ages. Great paper quality, unique designs and convenient page count make these books appealing and very comfortable to use. Round cut shape, high quality 55 GSM paper & strong binding nylon thread sewing helps these exercise books stand out from the competition.

BALL PEN & STATIONERIES

DF

Super smooth writing with longer coverage

Fresh Direct Fill (DF) pens consist of Fresh Classroom, Fresh Sailor, Fresh Campus & Fresh Shine.

MEGHNA BALLPEN & ACCESSORIES MFG LTD.

We are producing top notch quality products. Imported quality Tip & Ink is used to achieve super smooth writing. Automated machine filling guarantees accurate ink quantity and longer coverage.

Brands	Fresh
Consumers	School and college going students living in both urban and rural areas. Also corporate & government offices are our customers

Technology Used	German technology
Variant	Direct Fill (DF) Ballpen – Fresh Classroom, Sailor, Campus & Shine Refillable(RF) Ballpen – Fresh Good Day, Sprint, icon, icon Signature, Emoji & Allrounder
Sources of Raw Materials	India, China, Taiwan, Saudi Arabia, Korea, Germany, Switzerland, Japan

RF

Fresh Refillable (RF) pens consist of Fresh Good Day, Fresh Sprint, Fresh icon, Fresh icon Signature, Fresh Emoji & Fresh Allrounder.

SEEDS CRUSHING: Uncompromised quality

Soybean or Rapeseed processing plant of MGI is a backward integration initiative to extend MGI's value chain for greater efficiency. Meghna Seed Crushing Mills Ltd is one of the largest seed crushing plants in Bangladesh and is committed to produce the highest quality Soya meal/Rapeseed cake for feed mills across the country. For these, top quality raw materials and European technology is used.

MEGHNA SEEDS CRUSHING MILLS LTD.

Meghna Seeds Crushing Mills Limited supplies high quality soya meal/rapeseed cake to feed mills all over Bangladesh and is one the largest seed crushing mills in the country.

Brands	Fresh Soya meal, Fresh Rape Seed cake
Technology Used	European technology

Variant	Crude degummed Soyabean Oil, Crude degummed canola Oil, Soya Gum, Rape Seed Gum, Soya dust, Rape Seed Dust
Sources of Raw Materials	High quality Soya seed, Rape seed and Sunflower seed from USA, Argentina, Canada, Brazil, Uruguay, Australia, China, and Paraguay

FEEDS: Grow faster and healthier

Fresh Poultry, Cattle & Fish Feed are of high quality and perfectly balanced to promote faster growth of poultry, fish and cattle in Bangladesh. With raw materials from the best local sources as well as countries like India, Vietnam and China, Fresh Feeds help the animals to grow fast and be healthy in quick time to contribute to the protein intake of consumers.

UNIQUE HATCHERY & FEEDS LTD.

Unique Hatchery & Feeds Ltd. is an agro based company of MGI, functioning from 2003. It produces fish feeds under the brand-Fresh. Because of premium quality, Fresh branded feeds have already been established in the market with its customer satisfaction.

Brands	Fresh Feeds
Consumers	Poultry, Fish and cattle Farms
Technology Used	Denmark, Taiwan, Vietnam
Variant	Broiler Feed, Layer Feed, Sonali feed, Cattle Feed (Dairy & Beef), Fish Feed (Sinking & Floating)
Sources of Raw Materials	Local source, USA, German, EU, Vietnam, China, India

UNITED FEEDS LTD.

Since 2001 United Feeds Ltd. has been manufacturing various quality feeds with the aim of becoming a leader of agro business providing quality products & services. We are committed to our customer's well-being, making their lives easier and helping them grow.

Brands	Fresh Feeds
Consumers	Poultry, Fish and cattle Farms
Technology Used	Denmark, Taiwan, Vietnam
Variant	Broiler Feed, Layer Feed, Sonali feed, Cattle Feed (Dairy & Beef), Fish Feed (Sinking & Floating)
Sources of Raw Materials	Local source, USA, German, EU, Vietnam, China, India

PRINTING & PACKAGING

We started printing & packaging business with Tanveer Printing & Packaging Industries Ltd. to safely carry and package a variety of products that are manufactured in MGI's various companies. But to meet huge demand, it later established Sonargaon Printing & Packaging Industries Ltd. in MIEZ. With technologies from India and China, a diverse range of cartons and packages like 3 ply and 5 ply printed, unprinted and corrugated carton boxes are manufactured in these industries.

TANVEER PRINTING & PACKAGING INDUSTRIES LTD.

Products	3, 5 and 7 ply printed, unprinted, corrugated carton box
Consumers	Tanveer Food Ltd., Tasnim Condensed Milk Ltd., Tanveer Oils Ltd., Surma Mustard Oil Ltd., United Mineral Water & PET Industries Ltd., Tanveer Feeds Ltd., Sonargaon Salt Industries Ltd., Tasnim Chemical Complex Ltd., Meghna Pulp & Paper Mills (Tissue) Ltd. Meghna Noodles & Biscuit Factory, Meghna Ball pen & Accessories Mfg Ltd., Meghna Tea Co. Ltd., Meghna Edible Oils Ltd.
Technology Used	India, China
Sources of Raw Materials	RM (Media, Liner & Duplex White Paper) from own sources, chemical & others from abroad

SONARGAON PRINTING & PACKAGING IND. LTD.

Products	corrugated box carton 3/5 ply with C & B flute combination, tray, top & bottom, die cutting, punch box, colorful gift box, heavy duty pallet, auto lock carton box & all kind printed-unprinted carton box
Customer	Tanveer Food Ltd., Tasnim Condensed milk Ltd., Tanveer Oils Ltd., Surma Mustard Oil Ltd., United Mineral Water & PET Industries Ltd., Tanveer Feeds Ltd., Sonargaon Salt Industries Ltd., Tasnim Chemical Complex Ltd., Meghna Pulp & Paper Mills (Tissue) Ltd.
Sources of raw materials	RM (Medium, Liner & White Liner) from their own sources, chemical & others from abroad.

FIBRE: Uncompromised quality & commitment

MGI has been in Polypropylene Woven Sack Business since 1999 and now exports in European, North American, and Australian markets after meeting the local demand. Products of the packaging plants are ranged from Small Bag to Jumbo Bag/ Flexible Intermediate Bulk Container (FIBC).

Under Small Bag category WPP Cement Bag, Fertilizer Bag, Sugar Bag, Rice Bag, Feeds Bag etc. and Under Jumbo Bags are being produced in vertically integrated production facilities with latest machineries to maintain the quality requirements of the valued customers. MGI is going to start a new business in Foil Printing and Packaging and Offset Printing by 2020. To meet the local and international requirements, world class machinery is being sourced. Meghna Bulk Bag Industries Ltd. will be the expansion plant for producing Food/Pharma grade Jumbo bags/FIBCs with state of the art machineries to meet the quality and compliance requirement

AVIATION**MEGHNA AVIATION LIMITED**

We provide corporate air transportation and emergency medical transportation through helicopters. With a fleet of brand new helicopters, we can undertake any aerial flight on demand. It has the largest hangar facility at Hazrat Shahjalal International Airport with an independent fire protection system and ground ambulance for immediate transfer to hospitals. Meghna Aviation also provides other ancillary air charter supports like - private charter, medical evacuation during emergencies etc. They not only facilitate businesses but also save lives during emergencies.

Air charter:

Meghna Aviation Limited provides air charter support to travel to any place. You can take the service directly from airports to any destination such as heliports, factories, resorts, stadiums, hospitals, hotels or even at private properties. We offer services at best value customized according to your requirement.

Medical evacuation:

Our Emergency Medical Services (EMS) provides air ambulance facilities 24/7 for emergency medical evacuation. We have all necessary medical equipment required for medical evacuation including ground ambulance. The EMS equipment is on board according to the patient's requirement. We have highly efficient Paramedic experience in evacuating more than 500 medical patients in the last 5 years.

Private Charter:

We are one of the only two companies providing luxurious aircraft service. Our private charter is custom managed according to factors like; passenger numbers, flight duration, flight timing, IFR or VFR, single or multi engines and etc. Our efforts are dedicated to provide you with luxurious and comfortable flying experience and the service is also available during night.

Meghna Aviation Hangar:

We are currently operating the largest hangar facility at Hazrat Shahjalal International Airport (HSIA); with 16000 square feet of Hanger space, 8700 square feet of Tar marc (Takeoff and landing) and 4200 square feet of office with fire protection system. Due to the convenient location of our Hangar (HSIA) catering for VIP, CIP and Foreign Dignitaries needs.

LOGISTICS & SHIPPING

We have developed a complete set of maritime units with considerable fleet strength to provide a comprehensive range of integrated cargo transportation & logistic services. Our maritime units includes; Meghna Shipbuilders & Dockyard Ltd., Mercantile Shipping Lines Ltd., and United Shipping Lines Ltd.

These shipping lines are run using experienced and highly trained personnel. The docs are equipped with movable cranes, hydraulic press, CNC machine and other latest machineries for small ships

MEGHNA SHIPBUILDERS & DOCKYARD LTD.

They were established in 2008. Seventy five million US Dollars will be invested in this in an effort to start building larger ships with a capacity of 15000 tons soon.

Recently they have built 12 oil tankers of 2000 DWT, which are being leased by major oil companies in the country.

For the transportation of Unique Cement 6 bulkheads have been launched for movement across the river.

Meghna Princess & Meghna Pride are the vessels used to transport the raw materials for the company.

MERCANTILE SHIPPING LINES LTD.

They handle all inland water transport. It has 24 vessels in its fleet consisting of three oil tankers and 21 cargo ships which handle transport of raw materials and unfinished products for other factories to various destinations.

REAL ESTATE

Since 2007, we have been present in the Real Estate sector, with Meghna Properties Ltd. Through quality construction with modern innovative architectural design for its valued clients their aim with this new venture is to provide best quality housing at its price point.

FINANCIAL INSTITUTIONS

INSURANCE

Bangladesh National Insurance Company Ltd. started its journey under the flag of MGI with a mission to provide unparalleled service to its policyholders. With a dedicated, experienced and customer-oriented workforce, it has been providing a strong cover and shelter to its valuable clients against any mishap in life. MGI also holds Meghna Capital Management Ltd., Meghna Asset Management Ltd., Meghna Fund Management Ltd. incorporating the best financial practices and products in the country. MGI also owns Dhaka Securities Ltd. which has both Chittagong Stock Exchange Membership and Dhaka Stock Exchange. Membership running its business as a stock broker and stock dealer.

MEDIA

EKATTOR TV: Connectivity, Not news.

Connectivity, not news – with this motto Ekattor TV started its journey in 2012. Presenting honest and unbiased news has gained Ekattor TV the hearts of millions and has placed itself as one of the leading news channels of Bangladesh.

Chapter 3: Project Part

3.1 Origin of the Report

This report is necessary for the completion of the Internship Program which falls under the course BUS 400 and is mandatory for obtaining the degree of Bachelors in Business Administration under BRAC Business School from BRAC University. The required period for the internship is 3 months (12 weeks roughly) at different companies or institutions depending on their majors. This provides students with an excellent learning opportunity which is more hands on and practical, this program also helps students transition from being a student to a professional. The students are given tasks and assignments to do by an on-site supervisor, who is usually a full time employee of the company. The supervisor guides the students and shows them the ropes of the company while addressing any complications the students may face. I was assigned as a Brand Intern at Meghna Group of Industries under the Corporate Brand team, my experience and learning from there is what originated this report.

3.2 Objectives

The general object of this report is to provide an insight into the processes Meghna Group of Industries went through to relaunch their corporate brand.

The specific objectives:

- To identify the reasons behind the relaunch
- The activities and changes in the relaunch process
- To identify the benefits of the relaunch

3.3 Methodology

This is a qualitative analysis done on the Corporate Brand team at Meghna Group of Industries for the course BUS 400, data has been collected from primary and secondary data sources

Primary Data Sources:

- Conversation with on-site supervisor
- Conversation with General Manager of Corporate Brand Team
- Self-observation

Secondary Data Sources:

- Meghna Group of Industries Website
- Corporate Brochure
- PowerPoint of brief made for the relaunch

3.4 Limitations

- Policies preventing intern use of confidential information
- Three months is a very limited time to collect more information to make the report concrete especially due to work load and long office hours
- The Covid-19 pandemic has also limited how much information I can gather from employees and customers of the company
- Collection and use of information from other departments is not permitted

3.5 Literature Review

Brand

The American Marketing Association defines a brand as a name, word or phrase name, sign, symbol, design or combination, with an aim to create a product or service that is offered by the seller and that distinguish their products from other competing companies (Kotler and Armstrong, 2009). A brand is the perception consumers have in their minds about the products and/or services of a company as well as the activities it is doing. This perception is not just based on physical attributes but also the feeling it conveys. A brand instigates both a physical and emotional response in consumers mind when they are exposed to thing like the brand's name, logo, colors etc. This response is what helps create a brand identity unique to this brand and distinguishes itself from the competitors. According to Kotler and Keller (2015), branding is to endow upon products and services the power of a brand. Branding is the process of shaping the image of the brand, organization, products and services in the minds of the consumers, conveying to them what they are and are not about. Organizations design a strategy that helps consumers to quickly recognize and experience the brand, which gives them a reason to choose their products and services over the competitors. Branding also helps align all of its employees, they need to know what the values are of the company and what they stand for. If not then they might feel disconnected from the company and might not enjoy their work as they would not know what they are working for. The process of branding can be done by listing out a company's purpose, values and promise. A brand positioning statement can help convey to customers which group of people they are targeting with what kind of product. Brand identity can be established by their name, logo, color palette, typography, tone of voice etc. Advertising and marketing communications can be used to convey and familiarize consumers, the packaging design can also help do that. Sponsorships and partnerships can help create solid brand associations alongside CSR activities.

Rebranding

Rebranding is a neologism, which is made up of two already well defined words: Re and Branding. Re is a prefix to a verb, implying that the particular action is done twice and branding as discussed above is the process of shaping the image of the brand, organization, products and services in the minds of the consumers, conveying to them what they are and are not about (Muzellec and Lambkin, 2005). Therefore, rebranding is basically changing the existing image of the brand in

people's minds. The rationale behind a rebrand is unique to each company and hope to accomplish different things through this rebrand. It is very important to define the rationale and goal before starting the rebranding process to establish an appropriate rebranding strategy best tailored to meet the goals otherwise the rebranding can hamper the company's brand image. The reasons behind a rebrand could simply be that not much attention was given to branding during the initial launch due to more focus being on actually launching the company and they have gotten back to it later or there could be a drastic change inside the company or a change in the target market, values or industry. Others reason could be that they want a less restrictive brand image that helps them expand into other segments or to revamp their old image to something more advanced and appealing to the newer generation. (Stuart and Muzellec, 2004). Corporate brands are actually "visual, verbal and behavioral expression on an organization's business model" (Knox and Bickerton, 2003). However, it is highly unlikely for companies to change their name unless something has drastically changed in the environment.

3.6 Findings

After gathering all relevant information about the topic from primary and secondary sources and going through them intensively the key insights have been identified. They will be discussed in this part of the report and further elaborated on.

After its humble beginning in 1989 with Meghna Vegetable Oil Industries Ltd, Meghna Group of Industries has diversified its portfolio greatly over the years into multiple industries and has multiple sub-brands like "Fresh", "No.1", "Actifit", "Pure" and "Meghnacem Deluxe" all of which have been successful in creating a positive impression in the eyes of its consumers so much so that one in every two households use products from Meghna Group of Industries. This would have increased the brand value of Meghna Group of Industries greatly and gain the trust of its stakeholders, however, customer do not know that the products are from Meghna Group of Industries, they just know about the sub-brands. The brand value and recognition of the sub-brands have shot up due to the high quality of the products and their packaging but little to no branding of Meghna Group of Industry was put on those products leading to the sub-brands brand value and recognition exceeding that of the parent brand. Meghna Group of Industries has not been able to reap the full benefits of their sub-brands, if proper branding of the corporate brand had been

prioritized they would have far greater brand value making them more trust worthy. This trust would be very useful for further expansion into other industries through more sub-brands as this brand value would trickle down to the new companies. Customers would be more open to try products from a company they already recognize and trust than from a new one. Meghna Group of Industries have recognized the problem and knew major steps had to be taken, not just to get their name out there but a new persona to set themselves apart from the rest of the competitors.

Before starting the relaunching process they first had to find out the things they would hope to change and achieve through this complicated and expensive venture. The primary things they hoped to achieve from this relaunch were to increase customer recognition; that is to be unique so that even if consumers do not know much about the company, they are still able to distinguish Meghna Group of Industries from the competitors. This increased recognition and differentiation will help them get a competitive edge in the market. A new rejuvenated brand image will allow Meghna Group of Industries to venture into new industries as customers will recognize that they are a proven brand and worth their hard earned money, this will also help the company gain the trust of investors to secure funds for those future expansions. Meghna Group of Industries' core values and beliefs also need to be better conveyed to consumers so that they can help establish an emotional connection with them through shared values. Through all this credibility and rapport will be established, to increase ease of purchase by customers as they will be more likeable and trust worthy.

Meghna Group of Industries use the latest and most advanced technology in the manufacturing and packaging process in its sub-brands, another objective of the relaunch was for the brand to reflect this use of latest machineries. They wanted to reposition the brand to something that is perceived as more modern and energetic in an effort to be more appealing to the younger generations. Attract them not just towards their products but also appeal to them as a good career prospect. A younger generation of employees of audience can be very useless in this highly competitive market, a new idea and perspective can be highly valuable as the youth know how the youth think. The relaunch is also aimed to communicate to the existing employees what the company's goals, it is important for the employees of a company to be aligned about what the company is trying to do which in this case is to become the most admired and progressive global

conglomerate in Bangladesh through their core values. If employees resonate with them it can be a great motivational boost hence increasing work performance while also improving employee morale, giving them a sense of attachment and belonging.

To convey to all stakeholders what the company is all about they first had to self-reflect and identify who they really want to be. So they did and developed a brand-key.

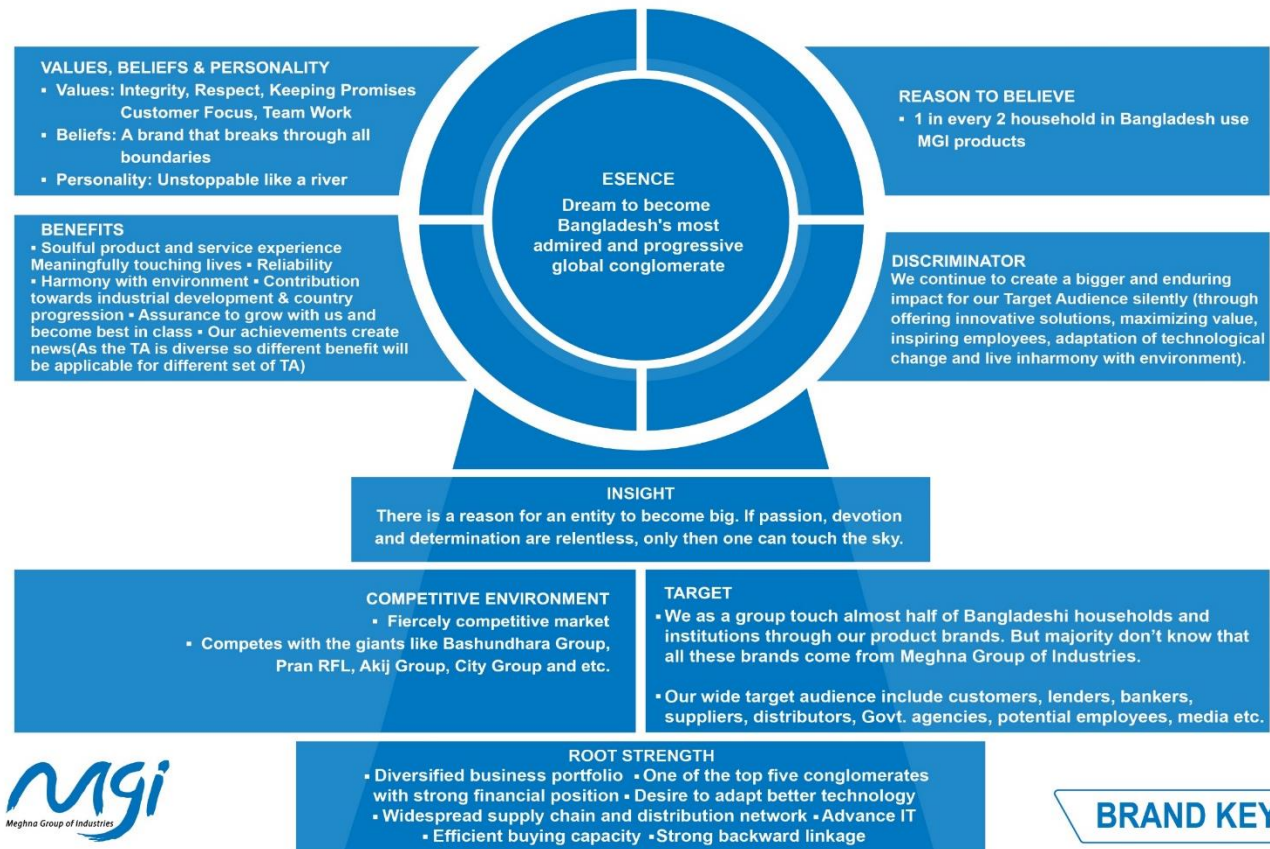


Figure 1: - Brand-key of Meghna Group of Industries

Essence

Meghna Group of Industries' essence or vision for themselves is to become Bangladesh's most admired and progressive global conglomerate, they don't want to like other big companies that want to increase their yearly turnover rather they want to be an entity that is admired by its consumers for its activities and recognized for its efforts to be broadminded.

Values, Beliefs and Personality

Meghna Group of Industries' values are its integrity, respect, keeping promises, customer focus and team work, these are the traits they want to establish in themselves. They want to work together to understand the wants and needs of a consumer and deliver solutions to them accordingly and consistently. They consider their personality to be like that of a river because when faced with barriers they will either go over it, under it or through it just the water in a river. This personality trait translates into their belief that they are a brand that breaks through boundaries.

Reason to Believe

Products of Meghna Group of Industries are already in one in every two households in Bangladesh, there is no doubt that customers already have faith in the brand so much so that 50% of homes have their products in one form or another.

Benefits

As a brand Meghna Group of Industries gives its customers a soulful product and service experience. Though the use of latest technology they have taken a more eco-friendly approach to their manufacturing process to reduce emissions and wastage. Meghna Group of Industries contributes greatly to the economy of the country with its high yearly turnover and through taxes. The target audience is very diverse for the brand and benefits them in diverse ways but a more generalized statement of their benefit would be that they will grow and along with them will grow the people involved.

Discriminator

Meghna Group of Industries wants to create meaningful and lasting impact on people's lives. They want to set themselves apart by providing innovative solutions by adapting latest technology while living in harmony with the environment.

Insight

Through relentless passion, devotion and determination, anything we set our sights on can be achieved is the insight Meghna Group of Industries has found for their brand. Their goal is to become Bangladesh's most admired and progressive global conglomerate.

Competitive Environment

As Meghna Group of Industries has a diverse portfolio of products its competitors vary from industry to industry and there are quite a few of them in each, all of whom are quite big in their own industry. For example, in bottled drinking water industry Fresh competes with Mum from Partex Beverages. In pulp and paper industry it competes with Bashundhara Group, in wafer, biscuits and cookies industry it competes with PRAN. Unique Cement Industries competes with Shah Cement, Holcim, Mir Cement etc. the list of competitors go on.

Target

Meghna Group of Industries is already touching the lives of 50% of Bangladeshi people in one form or another, but they are not aware of them. The target audience of the corporate brand is very wide, they include customers, investors, bankers, suppliers, distributors, Govt. agencies, potential employees, media etc.

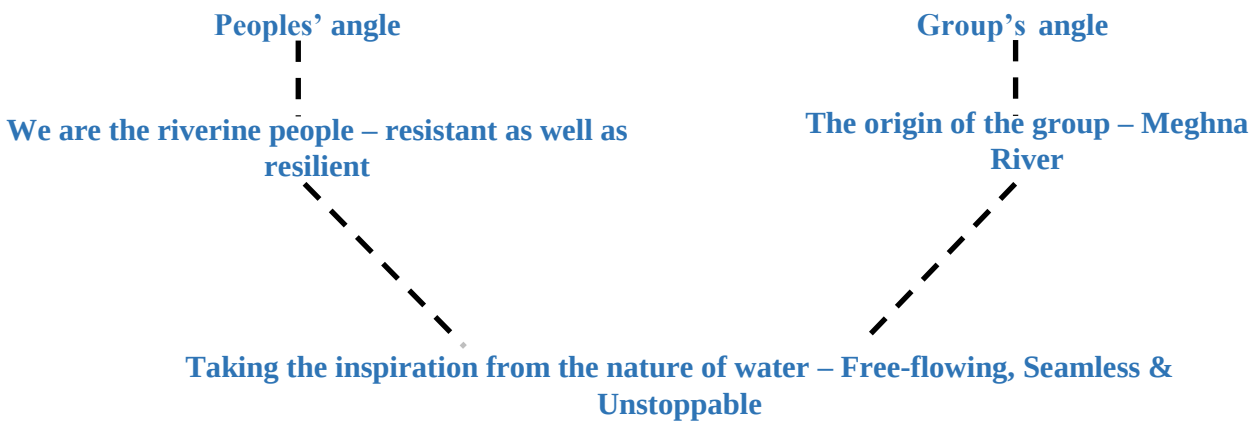
Root Strength

These are the core competencies of the brand. Meghna Group of Industries' vast brand portfolio is its biggest strength, the success of all its sub-brands in different industries opens up an excellent opportunity to get the corporate name out there. They are one of the top 5 conglomerates in Bangladesh, this gives them a lot of credibility, also their good financial position adds to that. Meghna Group of Industries always use the latest machineries in their factories, this leads to their product having excellent quality while being efficient and environment friendly. They have good backward linkage so they control most of the means of production and control the distribution as well, hence the margins are greater due to lesser costings and the supply chain is streamlined.

After preparing the brand-key and taking all of its findings into account, began the brand relaunch process. All the information about the company was given to the marketing team, first thing they

had to design was the new logo. This was the most important part, all relaunch activities would be based around what this logo would be, this logo had to convey what they wanted to tell everyone.

The seed of inspiration for this new identity came from a combination of 2 angles:



The figure below is the old Meghna Group of Industries logo:

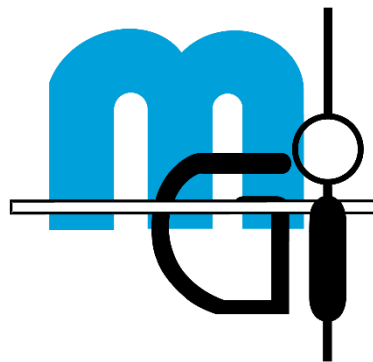


Figure 2: - Old Meghna Group of Industries logo

The figure below is the new Meghna Group of Industries logo:



Figure 3: - New Meghna Group of Industries logo

The seed of inspiration for the logo was that Meghna Group of Industries was born as a manufacturing company on the bank of Meghna River. No matter how far they go they cherish their roots and take pride in embedding it in their identity. The logo is that passionate expression of the love they carry for their roots. They searched for Meghna River on Google maps and found curves that makes the shape of an “m”. The shape was then translated into brush strokes and the “m” in the logo was developed. This style was then carried forward into “g” and “i”. The curve in the Meghna River is shown below.

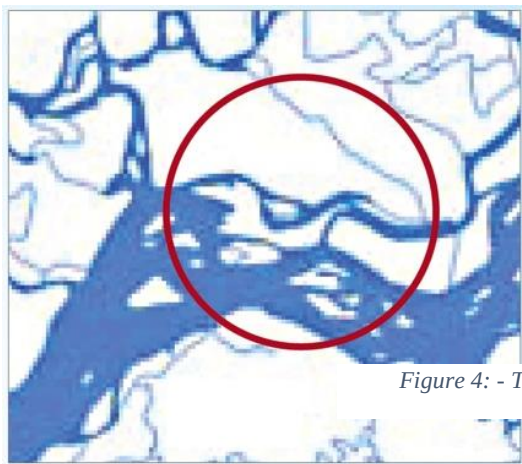


Figure 4: - The curve from Meghna River



The new

logo was modern to reflect their use of latest technology, it was made simpler and shorter. Meghna Group of Industries was no longer a long boring name, it was now “MGI”. The new shorter name

was an attempt to make the company more appealing to younger generations while color reflects the water flowing through the Meghna River. The logo expressed both where MGI has come from and where it is headed.

Now a new tagline was necessary, a series of dramatic words that would set the tone about what the company is set out to accomplish. First they made a manifesto depicting what are the things that the tagline should convey.

- I am unstoppable,
- Unstoppable like water.
- When my path encounters a block,
- I empty my mind, become formless, shapeless,
- Simply to flow around the edges of it,
- Or with patience to rise above it.
- I don't limit myself in any particular body.
- I multiply and diverge into as many routes as I can,
- Only to water the new seeds of elevation in all lives.
- When dropping down life's rapids,
- Froth and bubble into fragments if I must,
- I know the one me, now many, will be one again.
- When I've gone as far as I can go,
- I quietly await my next beginning to Rise Above.

After making this the tagline that they came up with to reflect the manifesto was:

ছাড়িয়ে যাই

BREAKING BOUNDARIES

**BREAKING
BOUNDARIES**

ছাড়িয়ে যাই

They came out with both an English and Bangla version of the tagline for internal, external and marketing communications in either language. Now that a logo and tagline have been created, it was time for them to get them out into the public and all stakeholders of the company. MGI organized a press conference for the relaunch of the brand where they would make the change official. The event was hosted at Shena Maloncho, investors, Govt. Officials, press and other stakeholders were invited, and the invitation had the new logo and tagline on it while using the same color scheme on the card. The event was bombarded with the new shade of blue everywhere; on the chair covers and table cloths, there were X-banners, backdrops, projector screen, balloons and many other touch points all of which had the new logo and tagline on them. Once the press conference began the new logo was officially introduced to the public by the Chairman and Managing Director of MGI, Mr. Mostafa Kamal. He gave a speech about why this change was made, the inspiration behind the logo and tagline, where the company has been and where it plans on going in the future.

The best way to get the logo out into the public is by using their existing products that are in one in every two households, after relaunch they have started placing the new MGI logo on all of their products from sub-brands. Some examples of logo on products are given below:



Figure 5: - New logo on bottom left of box



Figure 7: - New logo on bottom right



Figure 6: - New logo on bottom left of bundle

MGI has also launched a page on Facebook to reach its target audience digitally and update them about the recent happenings inside the company and share content about their products and sub-brands.



Figure 8: - MGI Facebook Page

The social media page has been launched but it has not been able to get the traction they hoped it would get, currently MGI is analyzing what type of content their target audience want and tailor posts according to those to gain more audience.

They are also currently in the process of revamping their corporate website as the current one looks and feels a bit old while in the interface is dated. Website design is done by external company Zanala and not in house, it is currently in testing phase and will be up and running soon. New website looks much more modern, there are smooth transitions between pages and the interface is very intuitive and interactive.

Previously all internal communications in the company where done without using proper consistent formatting, but after relaunch new pads, notes, forms, files and other stationaries have been designed using the new logo. They have been all very coherent and consistent.

The effectiveness and success of the relaunch has been hard to quantify and visualize unfortunately. This is due to the fact that brand value is something intangible and the way stakeholders feel about the brand is something very abstract and inconsistent. Studies and research have not yet been conducted due to this, so MGI is holding off on this. Also the relaunch has occurred not too long ago, its effects might take years to show maybe even decades. The response of the people however was very positive.

3.7 Recommendations

The purpose of the report was to find insights into the brand relaunching process from start to finish. Here are some recommendations to improve the brands reach to its target audience through social media. Social media has blown up in the last decade, it has become an excellent way for building audience in an effective and efficient manner. After evaluation of their Facebook page, the audience currently interacting with the posts are mostly middle aged working class men who are related to MGI in the form of customers, factory workers, distributors or people working in similar types of companies. To attract people from a younger generation the content being posted need to be more interactive like that of Nestle or Godrej. Boosting can be used to show post to a specific catered demography for greater effectiveness.

The Facebook page does not respond to messages sent by the followers consistently or quickly, there is a long delay. So a dedicated team should be assigned to respond to their queries appropriately. FAQ section should be added to their page as well as in their messages. Automated responses should be added to messenger. The page should reply to all comments posted on their pages and have a set tone to them so that the interaction is respectful and consistent.

Competitions that require sharing, linking and commenting should be done to get people to participate, engage and spread their name. Customer's stories with their product should be collected and shared through the page, this would make the company seem more human and connected to its consumers.

A good way to increase their brand value would be a dedicated CSR activity. What MGI can do is target one particular social problem in Bangladesh instead of doing multiple things. This would make that particular social issue their own thing. When people will think about the problem, they would think about MGI and all they are doing to fix it. This issue has to big enough that it has good reach and awareness of it while also being something that can be tackled by the company.

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