

Report on  
**Sales and Marketing Strategies of Ahmed Food  
Products (Pvt) Ltd**

By

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An internship report submitted to BRAC Business School  
in Partial fulfillment of the requirements for the degree of  
**BBA- Bachelor of Business Administration**

BRAC Business School

Brac University

September 25,2020

## **Declaration**

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Fabiha Tabassum Khan**  
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**Supervisor's Full Name & Signature:**

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**Lecturer, BRAC Business School**  
**BRAC University.**

## **Letter of Transmittal**

September 21, 2020

Mahmudul Haq

Lecturer

Brac Business School

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66 Mohakhali, Dhaka-1212

### **Subject: Submission of Internship Report**

Dear Sir,

I have successfully accomplished my internship program in Ahmed Food Products (pvt.) Ltd. throughout this 3 months period, I have got some unique opportunities to go through some official experiences which were really productive. Those helped me to gain knowledge about the real life challenges to a great extent.

Now as a mandatory part for the fulfillment of this internship program I am submitting my internship report on “**Sales and Marketing Strategies of Ahmed Food Products (pvt) ltd**” which was a great pleasure for me to preparing this report.

I have attempted my best to finish the report with the essential data and credibility, and constructed the report with integrity towards my organization of work. I trust that the report will meet the desires of all involved and will provide a pathway for further study on the matter.

Yours sincerely,

Fabiha Tabassum Khan

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Brac Business School

Brac University

## **Acknowledgment**

First of all, I would like to show my gratitude's toward the Almighty who has given me strength to complete my report due in time. I would also like to thank my Supervisor Mahmudul Haq for providing me with necessary guidance and support .Next, I would like to thank, Rakib Ullah (Assistant Manager, HR Admin) of Ahmed food for his continuous assistance and guidance in completing my internship. Finally, it is necessary to mention that, this report is the result of days of hard work. I am thankful to the people who have contributed greatly behind the completion of the report, without their help this report would not have been completed within the deadline.

## *Executive summary*

Internship is such a program, where a student can gain experience in corporate structures. I was assigned as intern under marketing background. My report is on “Sales and Marketing Strategies of Ahmed food products private limited” and this made less than three months experience.

This internship program helped me to understand the practical scenario about how a organization function on. Ahmed food products private limited is a very well known food brand since the British era. Their business is mainly in nationwide. They started their journey in the early 1960’s. Since then their business has seen many ups and downs but apart from all complications and competitors they have a strong position in the market place. Ahmed Food has been awarded with The BIZZ award for Excellence in quality management from World Confederation of Business, Texas, USA constantly from 2012 to 2019; Excellence in Business Management 2013 from Global Business Corporation, USA; Business awards (2014-2015) for Best Food Company. Product quality is assured by manufacturing according to BSS (British Standard Specification) and BSTI (Bangladesh Standards and Testing Institution); it also follows Good Agriculture Practice (GAP), Good Manufacture Product (GMP), Good Hygienic Practices (GHP), ISO standards. Ahmed Food has always been trying to ensure customer satisfaction with its best quality production. They have various ranges of products like sauces, pickles, jam and jelly’s. Also they have got verities of spices and pastes. to prepare food.

Keeping main focus on their business in this food sector, they are maintaining the quality at its best. This company was the first introducer of sauce and ketchup of Tomatoes and is the only authorized producer of diabetic food products as approved by BIRDEM (Diabetic Research Institute) and public health. Besides, all items are produced with approval of Bangladesh Standard and Testing Institute, which is equivalent to the British Standard specifications and they also maintain Good Manufacturing Practice (GMP). IN fact they are the first recognized food industry in private sector in Bangladesh. Ahmed’s products are used in day to day life in almost all household, international standard hotels, restaurants, parties, residential schools, clinics, hospitals, defense forces, airlines catering etc. Today Ahmed's typical Bangladeshi taste has been well accepted throughout the world. It is now exporting to USA, UK, Australia, Italy and South Korea. Ahmed is also presently thinking of setting up plants in other parts of the world from where it can reach the European and American markets well.

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# *Chapter - 1*

## *Introduction*

### **1.0. Introduction**

Sales & Marketing Strategies of Ahmed Food is a huge tree with several branches. It is quite difficult to touch on all the components of the tree at a time, as it is impossible to conduct a study on all of its ground. So, I've chosen Overall Performance: Sales & Marketing Strategies as my internship topic. Throughout this whole report, I've tried to show the activities and actions regarding Overall Performance: Sales & Marketing Strategies of Ahmed Food.

Ahmed Food Products has a broad and well-organized Sales & Marketing department that performs various types of tasks inside the department along with other departmental duties. Their main motto is to establish a superior Sales & Marketing department that does not only work inside its department but also other operational of execution activities.

Ahmed Food Products Pvt. Ltd. wishes to become one of the leaders of the food industry with their vast line of products. Reaching their target is not possible without a specific and well-designed policy. As AFPPL is a manufacturing organization, they require a large number of human resources to make and distribute their products through the country as well as some foreign countries. Managing such an enormous help, they follow several strategies to achieve their desired goal.

### **1.1. Background of the Study**

This report is not only a part of fulfilling my course of graduation but also a tremendous opportunity to seek and gather knowledge from practical experience. I had to work as an intern at AFPPL for three months, where I got a chance to learn and gather valuable knowledge about my major subject. In these three months of the period, I did not



only worked on Marketing related departments, and I had to do market research, Logistic, survey, new product development, product line incensement, and also admin panel works.

I've tried to reflect all my learning's from AFPPL in this report. There may be some terms that I've missed in the report, but I have tried to include every important thing in this report.

## **1.2. Study Objectives**

The purpose of this report & study was to investigatethe marketing & sales activities in AFPPL. The culture of AFPPL is very non-identical from other similar organizations. In a specific manner, the supervisor support and organizational support plays a key role in indicating how companies like AFPPL engages with their employee and how well it responds to employee needs.

### **1.2.1. Broad-ranging Objective**

- The focal objective of this report is to understand Overall Performance: Sales & Marketing Activities of Ahmed Food Products (Pvt.) Ltd.

### **1.2.2. Specific Objective**

- To know and understand the Marketing Mix of Ahmed Food Products (Pvt.) Ltd.
- To know AFPPL's sales &marketing strategies.
- To know to Analyze the problem of Ahmed Food Products (Pvt) Ltd

## **1.3. Major difficulties faced**

Numerous constraints are given when it comes to taking part in any activities or programs. I have also faced some limitations when preparing for this report.

The most remarkable of them was:

- ✓ Being an intern, I was not allowed their internal software's at the very beginning.
- ✓ To prepare the report, I was needed many of their internal information, which was too much difficult to collect.
- ✓ The company does not have an adequate source of secondary data.
- ✓ As the company maintains so confidentiality in its resources of information, it was so difficult to get these data for my report.

# *Chapter - 2*

## *Company Profile*

### **2.0 Company Description**

AHMED is one of the most popular names when it comes to food products in Bangladesh. Their Pickles and Sauce are the best selling items among other products they have to offer, and the Pickles and Sauce are very well appreciated by the consumers as well.

At the starting point, the company sold only four categories of products, which include Pickle, Sauce, and Jam & Jelly, with a limited line of products. The company is known to be the 1<sup>st</sup> widely recognized food industry in Bangladesh in the private sectors. After carrying out a successful operation in the country, they only grew bigger over the years. They also soon became a household name. Ahmed foods were the 1<sup>st</sup> company that introduced Tomato Ketchup and Sauce for Diabetic patients. The company was the only novelty at that time to be approved by BIRDEM (Diabetic Research Institute) for all of their diabetic food products. Ahmed's food products follow the BSS (British Standard Specification), GMP (Good Manufacture Products), ISO standards, and BSTI regulations to manufacture all of their products

| <b>Name</b>           | <b>Ahmed Food Products (Pvt.) Ltd.</b>   |
|-----------------------|--|
| Corporate office      | Ahmed Food Bhaban.   |
| Factory               | M/4/4, Road # 07, Section # 07 Mirpur, Dhaka – 1216, Bangladesh.<br>Ashulia, village: Boro Rangamatia Savar, Dhaka.                                |
| Date of Establish     | 1st May 1983.  |
| Type of Company       | Private Limited.   |
| Type of Industry      | Food Processing and manufacturer.  |
| Type of Products      | Fruits Jam & Jelly, Pickles, Squashes, Tomato Sauce, Ketchup<br>Spices, Chanachur, Chutney, Soya, Sauce, White vinegar, Paste, Chips,<br>Cake etc. |
| Number of Directors   | 4 (Four)   |
| Marketing of Products | All over Bangladesh and Exports.   |
| Membership            | Bangladesh Agro-Processors' Association (BAPA).  |

*Table – 1.1: Company description.*

## **2.1. Vision, Mission, Objective**

### **2.1.1. Vision**

Ahmed Food’s vision is not to overlook the quality of their products, maintain a sustainable leadership position in the market, and then to reach the international market.

### **2.1.2. Mission**

Ahmed Food’s mission is to hold the position of market leadership and then to reach the international market.

### **2.1.3. Objective**

Ahmed Food’s main objective is to certify and maintain a healthy and wholesome situation for all other companies and offering great products with a good bang for their consumer's buck.

The products are utilized for everyday use around the house, hotels, parties, restaurants, schools, colleges, hospitals, cadet colleges, defense forces, airlines, and other catering services.

The company serves its perpetual life to cater to the humankind by giving them the utmost quality of foods. And because of this objective and consumers' acceptance, they were able to come this far.

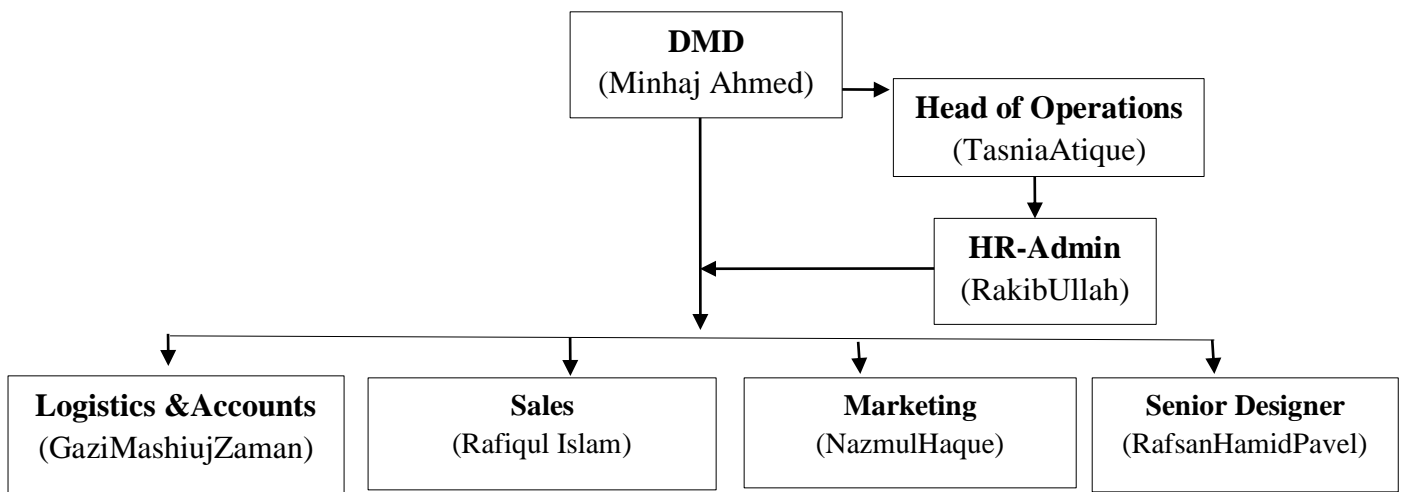
## 2.2 Organization Structure

Ahmed Food Product Pvt. Ltd. has two offices for their operations. They are

- I. Head Office (Located in Mirpur)
- II. Factory (Located in Savar)

I had the opportunity to work in the head office and know their basic operations of Marketing & Sales. The organogram that their head office has is shown below with the people behind the designations.

The organogram is maintained in the head office as well as in the factory in the same way.



*Figure 2.1: Organogram of AFPPL.*

There are subdivisions of the following departments, and a vast number of employees are working under their supervision.

# *Chapter – 3*

## *Data Collection and Processing*

### **3.1. Collection of Data**

The report is descriptive. No formal questionnaire was made to collect data; rather, informal communication and working experience were the main media of data collection. To complete this report, according to my expectation, I needed information that was mostly collected from websites, annual reports of AFPPL, informal conversations, etc.

### **3.2. Data Source & Variables:**

This part of the report describes all the types of data that are used in this report and their processing. I've maintained a dairy which was provided by Ahmed Food to record my day to day activities.

All the data that are used in this report are a combination of principle (Primary) and subordinate (Secondary) data.

#### **3.2.1. Data (Primary):**

I couldn't find any articles or reports on AFPPL to gather a brief idea about their activities, so I had to collect the data by myself.

### **3.2.2. Data (Secondary):**

Primary data alone was not sufficient to prepare the report. Therefore I had to collect other data and brief information from secondary sources like websites and internal reports.

### **3.3. Data Collection Method**

To collect primary data, I've taken some steps:

- ✓ Face to face Interview
- ✓ Observations
- ✓ During the internship period, learning's
- ✓ Short question-answer sessions with seniors
- ✓ Maintaining dairy

Apart from that, I've also taken some information from secondary sources, as\_

- ✓ Company Website
- ✓ Employee manual
- ✓ Research papers by the Logistics department, etc.

### **3.4. Data Processing:**

To process the data, I took the help of many software like Microsoft Excel, Snipping tools, etc. To process the raw data to information, I had to record data regularly in my notebook and find the linkage of data every day.

As one of my tasks at AFPPL, I had to conduct market research on their products and market positions.



# *Chapter - 4*

## *Result & Discussion*

### *Objective 1:*

*To know and understand the Marketing Mix of Ahmed Food.*

#### **4.1: Marketing Mix of Ahmed Food:**

The combinations of product offerings that the company uses to reach the market are called a Marketing Mix. There are four P's in the mix. Those mixes are given below:-

**4.1.1: Products:** The goods and services a company has to offer to its potential consumers are called products. Ahmed Food sells products such as Diabetic Jelly, Jelly, Jam, Sauce, Pickles, Beverage, Spices, paste, Snacks, Bakery, Oil, etc.

**4.1.2: Price:** Ahmed Food sets its prices according to its consumer's capability of purchasing. The company follows a "Cost Pricing Strategy." This strategy uses the current market situation to set its prices. The Deputy Managing Directors (DMD) usually are the ones who make the pricing decisions.

There are **three** stages of pricing products on the market in our country:

Stage-1: Prices are fixed by the factory. They are known as Initial Cost Prices.

Stage-2: The wholesalers then come to collect the products and sell them to the retailers. They are then known as Wholesale Price. (WP= Initial Cost + Transportation Cost Storage Cost+ Packaging Cost +Other Cost+ Profit Margin)

Stage-3:The Retailers then set a price that includes their profit margin and finally then sells it to the consumers.

**Listing Price:** The price that is written on the products.

**Allowance:** They are the promotional prices for Ahmed Foods consumers

**Period of Payment:** Cash on Delivery & Order to order Procedure (Max 1 month).

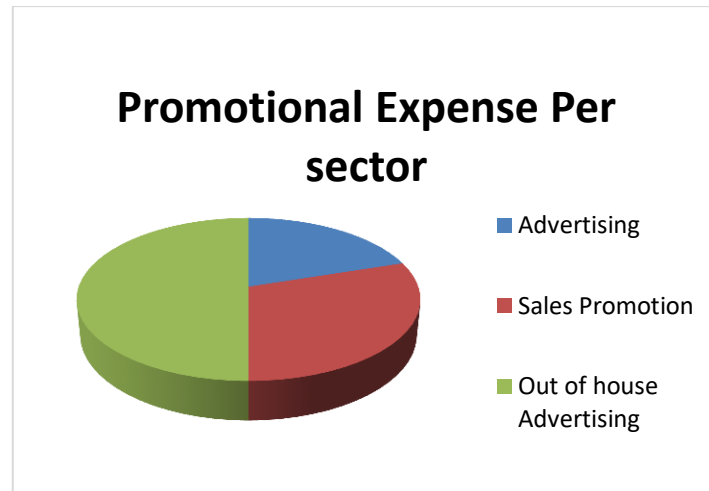
**Credit Terms:** There are no credit terms.

**4.1.3: Place:** Bangladesh is the mother ground where Ahmed food Products Pvt. Ltd. is doing their business, but they also export in several countries. Ahmed Food PVT Ltd has one of the biggest networks of the distribution chain in our country. The system includes salesperson, agents, retailers, private organizations, and contributions from the governments. The company has also successfully expanded its workings in the international markets. Consumers like us can buy food products from every local general shop. Supermarkets like Agora, Shwapno, Mina Bazar, etc. sell all sorts of Ahmed Food Products all over the country. The factory of Ahmed Food Pvt. Ltd. is located at BoroRangamatia, Asulia, Savar, Dhaka.

**4.1.4: Promotions:** The activity that includes promoting and spreading information about the product so it can be appealing enough for the customers to buy is called promotions. Ahmed Food Products Pvt. Ltd has been spending a huge amount of money each year on advertising to allure the customers into buying their quality products and persuade them to keep buying those products consistently. The adverts are very eye-catching. They also promote their products via Digital Media. The main target markets are households and hotels. Each advert is meticulously crafted by confederating all those things in mind.

## Promotional Mix:

The activity that includes promoting and spreading information about the product so it can be appealing enough for the customers to buy is called promotions. Ahmed Food Products (PVT) Ltd uses a few types of promotional mixes to tempt its consumers. Such as:-



- I. **Advertisement:** A form of paid promotion where companies communicate with the general public via Print Media, TVC, or Social Media so they can share the knowledge and idea of a certain product or service. Ahmed Food Products uses those mentioned non-personal components to communicate with their potential mass consumer market. Advertisement is the most cost-effective way for Ahmed Food's to reach its wide-scale consumers.

## **Advertisement of a product can be done in these following ways:-**

1. **Television Commercials:** It is the biggest media that reaches the consumer the fastest. Ahmed Food recognizes that and utilizes the slot for advertisement by paying a lot of money.
2. **Radio Ads:** The radio is mainly of the rural part of the country. So to reach their voice into the deepest part of the country, they pay the radio stations to play their advertisement.
3. **Newspaper Ads:** Avid readers read newspapers daily. So it is the most important medium to advertise their products on it. All the daily newspapers have been used and are getting used for the advertisement of Ahmed Food Products. Newspapers such as

Prothom-Alo, Ittefaq, Shamkal, Daily Star, Observer, etc. have been used for advertising Ahmed Foods products.

4. **Product Placement:** Carefully placing products in Cinema and Television Soaps is also a method Ahmed Food uses to advertise its food products.

## **II. Sales Promotions:**

Ahmed Food Products Ltd uses Trade oriented sales promotions. Which means it targets the marketing intermediaries (wholesalers, distributors, and retailers). Merchandising and Promotional allowances, sales contests, and trade shows are used as a promotional tool to promote and advertise the company's products. But fortunately, these trade-oriented sales promotions have been increased in the food industries, which is good news for the company and its willingness to sustain for the long term in the food market business.

**\*\*\*Out of home advertising:** It includes Billboards, Street furniture, Door to Door marketing, Van Marketing, Sponsorship, Alternative media, and transit.

- 1) **Door to Door Marketing:** Ahmed food use door to door marketing strategies. This Strategy follow to make a good relationship with the consumer.
- 2) **Van Marketing:** For Promotion Ahmed food use Van Marketing policy.
- 3) **Sponsorship:** For Sponsorship, Ahmed food spends a huge amount of money. The last Sponsorship Program is an NSU fest.

## **Objective 2:**

### ***To know AFPPL's sales & marketing strategy***

#### **Sales & Marketing strategies of AFPPL:**

##### **4.2.1: Marketing Strategy**

The overall game plan to outreach to people and turn them into potential customers of the services and products sold by the business or firm is called a marketing strategy. This strategy includes the value of the company's proposition, important marketing messages, some information on the targeted customers, and other upper distinctive elements.

##### **1. Market segmentation of AFPPL:**

Mass-marketing is the preparatory point when it comes to discussing market segments. Any product that we see in the market is made up of various components. We all know that the aggregate of consumers for any given development is called a market. The final users of the product have different sorts of buying patterns, behavior, and other characteristics.

##### **Effective Market Segment Attributes**

Here we will express Ahmed Food Products PVT ltd.'s market segments under the umbrella of age, gender, occupation, income, location, social class, Lifestyle, personality, and other behavioral attributes.

Different Ahmed Food Products needs to be in the top position to grow and sustain the business, according to the market researchers. The company, as if today, sells the best quality juice with various packaging to consumers at a competitive price.

##### **Age**

Ahmed Food Products (Pvt) Ltd.'s predominant target group is younger people. The age ranges from 16 years to 27 years. The company is not limited to that range. It also sells products among under 16 years old and above 27 years old.

##### **Gender**

Ahmed Food Products (Pvt) Ltd does not gender discriminate. All people are their customers as long they hold the potential to but their products.

## **Occupation**

Even though occupation does not play an important role in the target market of Ahmed Food Products, however because of the income factor, we can guess that if they buy our products, they are likely to be holding some form of a job or business.

## **Income**

The prices are kept on the lower spectrum of price ranges, so anybody with minimal income can buy Ahmed Food Products. The products they produce are within the stick conformity with British standards. The products go under R&D almost constantly.

## **Location**

The majority of the places they sell their products are in the urban area. They have successfully covered all parts of Dhaka and Chittagong. Around 25% of the total sales come from Dhaka. They are also selling their products in the deepest rural part of the country.

## **Social Class**

Ahmed Food Products (Pvt) Ltd targets the upper part of the middle class, upper-middle-class, and lower class of the society.

## **Lifestyle**

The lifestyle of the consumers of Ahmed Food Products is varied. It depends on the age of the consumers. If it's a younger person, then chatting, hanging, gossiping, and spending time with friends are their primary activities. So the company designs products based on their consumer's lifestyle

## **Personality**

According to market research, the personality of Ahmed Foods consumers is achievers and strivers. They are also the most action-oriented persons with a knack of experiencing new ideas and activities.

## **2. Target Market of Ahmed Food& how it's shaping for the future**

### **Demography**

Age is big causation when it comes to targeting the consumers. From the market research survey, we have come to know that the age group between 20-25 years makes most of the consumers. So it is about 85% of the total of 100. And the age of 35 and 45 above makes about 1% of the total 100%. The company is trying to remodel their products to appeal to a broad spectrum of consumers in the future.

## **Sex**

The majority of consumers are predominately male. According to market research, 71% are male, and 29% are female consumers. The study has been conducted mostly on the urban location. But as we all have established before, there is no gender boundary for the consumption of Ahmed Foods's products.

## **Occupation & Social Attitudes**

If we talk about social attitudes, occupation plays an important role in that factor. The social hierarchy and income will determine the lifestyle and the power of consumption. From our market research, we have gathered that most of Ahmed Food's consumers are upper and middle class. And their income levels are a minimum of 5000BDT.

People with jobs in public and private sectors make the majority of their customer base with the addition of the non-earning younger demography. The company has to lower their prices even more to attract new and more customers in the future.

### **3. How the company can improve its marketing strategy towards its target market (Demography, Lifestyle, and other Social Attitudes)**

Ahmed Food products have been a household name for decades due to its quality products and wide reach among target consumers all over the country. Ahmed group has always focused on correctly straining its marketing and print media campaigns to spread word of mouth about the products. Since its inception, Ahmed food has focused on promptly promoting and distributing their products. The prime motto of the Ahmed group is to provide top quality to the consumer. The food products may not require aggressive marketing strategy when the quality of the food products will encourage the consumer to perform repeat purchases. Ahmed Food's marketing strategy has always been to let the product quality, organic flavors of the food products, extraordinary taste, and beneficial, healthy ingredients. As the company has always focused on providing

quality products, so it also promotes the brand as the most qualified food product available in the market.



Figure 1: Marketing Campaign for Ahmed Pickle

The products of Ahmed food group are locally sourced, manufactured, and distributed. Due to its extraordinary quality, good taste, and sustainable packaging, Ahmed food products are also distributed in certain foreign markets.



Figure 2: TV Ad for Ahmed Cornflower

Ahmed food has always utilized every available resource to create awareness for the brand and spread the brand message among a wide group of consumers. Thus, Ahmed Food Products and its promotional activities were always active in the company's early days. Ahmed Food products were targeted towards female consumers who usually did grocery shopping in the household. The female members of the family watched TV during the morning while simultaneously doing their household chores. The commercials of the Ahmed



food products were frequently telecasted in commercial breaks between the drama shows. This led the products to gather the attention of the housewives and other female members of the family. Ahmed food focused on interactive print and billboard ads to reach a wide range of target consumers at a time with attractive pictures and catchy brand slogans.

In the time while the TV advertising industry boomed, Ahmed Food was always quick to grab that opportunity and utilized that medium to promote its products and spread the brand message. With the changing time, Ahmed Food has also shifted its demographic of the target group. As the products became more youth-driven, Ahmed Food also started casting young models for their commercials to attract the attention of younger consumers. The main products of Ahmed food include ketchup sauce, puffed rice, fried peas and nuts, spices, baking powder, cake, pickle, etc. Ahmed Food products have been recognized by international bodies for their impeccable quality. Since its inception about five decades ago, Ahmed food has always focused on quality and utilized the up to date mediums to promote their products.



Figure 3: Ahmed Campaign Targeted towards female consumers

The early days were less competitive for Ahmed food products as there were fewer market players in the food industry of Bangladesh. Along with the revolutionary industrial growth in Bangladesh, the quality of lifestyle improved, and so did the average income scale, which eventually increased expenditure. This enables foreign companies to enter the market and increase competition for local food manufacturers like Ahmed Foods.



Figure 4: Interactive Ad of Ahmed Sauce

This increased competitive situation encouraged Ahmed Foods to expand its product portfolio and adapt to the changing needs and demands of the consumers. Ahmed Food has always kept its product quality intact even after facing tough competition from foreign competitors. Many local competitors were adopting the strategy for aggressive marketing rather than focusing on providing quality products. Certain local companies were investing more funds in aggressive marketing campaigns but ignoring product quality control issues. This led to a conspicuous decline in the quality of those company's products. But Ahmed Food has always maintained the balance between product quality and ample marketing campaigns. With the changing time, Ahmed food has also adapted to the evolved marketing dynamics. The marketing strategies that can be taken by Ahmed Food to strengthen its market position is given below:

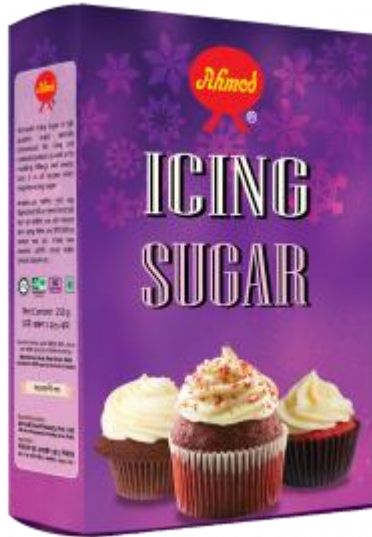
### **Youth-Driven Marketing Campaign:**

The younger generation is one of the prime consumers of food products in Bangladesh. The youth of Bangladesh are propelling the lifestyle changes and changing the trends of food purchase patterns. With the revolutionary emergence of several social media platforms, the young generation is inclined to gear towards trendy and convenient food products. The young generation of Bangladesh is hard-working and ambitious. In the busy lives of today's times, the young generation does not have time to invest their valuable time in shopping groceries, and they look for quality products that will make their life easy. Thus the young generation reaches for packaged products or ready to mix products. Keeping the young generation and

their needs in mind, Ahmed foods have expanded their product range and include ready to mix spice packets that will make cooking easy and less time consuming for the young working professionals. Thus, Ahmed food should focus on social media marketing and ensuring product coverage in channels most visited by young consumers. Young consumers are mostly used to shop through online portals. Ahmed Food must ensure that the products are available in every online portal such as Chaldal.com, Sindabad.com, pathao, sohoz, pandamart, etc. Ahmed food can partner with these online portals to ensure 100% coverage and reach of their products within their target consumer base. Supermarkets or superstores are also one of the modern shopping portals where the majority of the young generation go for grocery shopping. Ahmed Food must ensure the complete distribution of its range of products in every supermarket in the country.

### **YouTube Advertisement:**

As the youth generation is always connected through social media and stay updated with the latest trends, they are mostly keen on trying western recipes by following popular western food youtube channels like Tasty, Goodful. The young generation is mostly inspired by famous international chefs and frequently follow their social media platforms and youtube channels. Although these people are living in Bangladesh, they tend to follow the recipes prepared on those youtube channels. Thus, they look for many western ingredients that are mostly not familiar with our food recipes. Baking powder, cornflower, ketchup, chili sauce, soya sauce, icing sugar, baking soda, etc. ingredients are mostly used in Chinese, Thai, Korean, and American recipes.



*Figure 5: Icing Sugar of Ahmed Food*

As young people follow these international youtube channels, they also want to make the same recipes, and for this, they need these basic unique ingredients. Ahmed Food is also manufacturing these basic ingredients with keeping the quality complaint with the international standards. So, the youth generation should be informed that these ingredients are now available at Ahmed Food also. In order to do that, Ahmed food can invest in Youtube advertisements. By telecasting the advertisement of these items, it will give the consumer recall value. When the consumer buys this product in the market, they will recall that advertisement shown before the youtube video and will remember it. Then they will purchase the Ahmed food products. As the quality of Ahmed food products is of international standards, the consumer will definitely be satisfied with the product quality and will repurchase. The number of Bangladeshi You Tubers has also increased over the years, and many Bangladeshi people living overseas youtube channels now. Ahmed Food can enter into a paid partnership with such youtube channels to create awareness for their products. Entering into the Youtube world will definitely benefit the brand image of Ahmed food.

### **Influencer Marketing:**

The marketing scenario in the globe has drastically changed due to emerging social media platforms and evolving trends. Five decades ago, marketing only relied on print advertisements and television and radio commercials. Now the global marketing scenario has changed, and many new modes of promotion have been introduced. Social media influencer




marketing is one such trend that has emerged in the recent decade and has now become one of the prolific ways to promote products. The current generation is indulging in using every social media platform, including Facebook, Instagram, Snapchat, LinkedIn, YouTube, etc. On the other hand, it has been found that the young generation consists of the largest consumer base of Ahmed foods. So, an effective method of increasing Ahmed food product's popularity among the young generation is to engage in social media influencer marketing. Social media influencer is certain content creators who post frequent videos, posts about lifestyle-related issues, and most commonly has a decent number of social media followers. These influencers often have the power to influence their followers through their content. These social media followers partner up with brands to create content and promote the products in exchange for a certain amount of remuneration. Social media influencers can increase brand value and spread the brand message effectively within their followers. The benefit of promoting the products through social media influencers is that it is less costly than hiring models or brand ambassadors, and through this medium, a wide range of target consumers can be reached. Social media influencers also work in demonstrating the correct usage of products. The followers of those social media influencers trust the opinions and perspectives of the influencer. That makes the influencer's opinion valuable and credible for the followers. As Ahmed Food is a quality conscious brand, social media influencer will be encouraged to preach about the quality of its products to the target consumer. It will be beneficial for increasing the brand value and creating awareness for Ahmed's food products.

## **The positioning of Ahmed Food Products**

Ahmed Food Products are right now one of the admirable food and beverage brand in the Bangladeshi food industry, with millions of people enjoying their product each year. They export their products in 5 other countries. All of the products are produced respecting international food protocols with the highest level of quality at every stage.

## **Distribution Channel of AFPPL**

The retailers informed that every company follows the same distribution channel process for distribution. The distribution channel followed by the Ahmed Food Products companies is:

-  Producers
-  Distributors
-  Dealers or Retailers

## **Market Differentiation of AFPPL**

Ahmed Foods have always tried to position its products via image differentiation. It sets apart the brand from the rest of the food and beverage companies. It benefits not only the company but also the consumers who get to experience something different from the crowd of overwhelming products. The company positions its items via related marketing and product differentiation.

### **4.2.2: Sales strategy:**

The sales strategy they use is sales promotion, advertising, public relation, personal selling, and direct marketing techniques.

- ❖ They create an advertising campaign to build brand awareness and product differentiation.
- ❖ They use trade promotion to bear distribution strategy
- ❖ They also generate media coverage and publicity through product launch strategy.

AFPPL has conducted market research to measure brand awareness before and aftermath of each promotional marketing campaign. They have studied customer satisfaction levels and figured out potential opportunities for future product development efforts.

### **Objective 3:**

#### ***To know to Analyze the problem of Ahmed Food Products (PVT) ltd***

#### **4.3: Analyze the problem of Ahmed Food Products (PVT) Ltd.**

The third objective of this report was to inspect the issues that were faced in operating marketing functions by distribution participants. The problems faced by the customers, the wholesalers & retailers have been discussed. The non-identical questionnaire was made to identify the issues of those groups of peoples.

This section has been divided into three parts, and the problems of the customers, the retailers, & the wholesalers have been presented in those following parts. Mainly the marketing related issues have been discussed here since that is my field of the subject of this internship.

We know that buying, selling, storing, transportation, pricing distribution, promotions, and services are the key and primary functions of marketing. Our respected participants have to face a lot of inconvenience in operating those functions.

#### **4.3.1: The problems faced by the Wholesalers**

**(1) Problem of Buying:** Financial hardship is the main issue that they have to face. The wholesalers of Ahmed foods sometimes may not have liquid cash or current cash for current buying pursuits.

**(2) Problem of Selling:** Cash on credit, Sales forecasting, Retailer's pressure, Territory, & Motivation are the main issue here.

- **Credit Sales:** The distribution chain primarily depends on retailers. Most of the buying of retailers for Ahmed Food Products happens on credit. The process can be risky. So to minimize that risk, the retailers buy products on credit.
- **Forecasting Sales:** The respective whole sellers do not use any method when determining the figures for sales; instead, they just depend on the previous year figures to forecast sales numbers.

- **Territory:** Calculating territory for sales is an important factor. But unfortunately, no region has been fixed for sales by the wholesalers. They buy Ahmed Foods Product in their responsibility.
- **Motivation on Sales:** The majority of the wholesalers are frustrated as they have no clear idea of what they can do if they lose their work. They know that business from other sector has motivational programs to offers so that they may gravitate towards that more.

**(3) Transportation:** Whole sellers have no vehicle available to them. So the time gap between arranging one and distributing the products is huge. So they may face some time issues for that.

**(4) Cost of Distributions:**The distribution process can be a very costly procedure, and they involve some policy. The whole sellers of Ahmed Foods have to pay a huge amount of money to carry out their operation. The operation includes damages, insurance, tax, handling cost, and other financial cost. All of them can be quite costly procedures.

**(5) Government Policy:**Government is responsible for imposing various policies in the country and the business sectors. And as the citizen and business doing of this country, the whole sellers have to abide by the guidelines. So they can be directly affected by these policies.

**(6) Communication:** The wholesalers of Ahmed Food Products follows a traditional approach when it comes to communication methods. They are lagging on the modernized system to places orders and maintaining it.

#### **4.3.2: The problems faced by the Retailers:**

**(1) Problem of buying:** In the buying aspect of things, sourcing, finance, quality, and buying cost are the ones that retailers may face when purchasing the products from the wholesalers.

**(2) Problem of Sourcing:** Our retailers have no abundance of sources, so they cannot access current marketing and sales-related data; most of the time, they do not know what they have to do.



**(3) Finance:** The retailers of our country and especially Ahmed Foods, are not financially strong. The business they are in especially requires a lot of money. The collection of capital to run this business can be quite tricky if the collection process is not coming from reliable sources.

**(4) Time management:** The supply of Ahmed Food Products is a time consuming and long term process. So they face a hard time punctually matching the demands of consumers.

**(5) Problem of Pricing:** Because the pricing is sometimes demined by the wholesalers, the retailers may face some issues depending on the settled price by wholesalers. So no scopes are left for the Ahmed Food's retailers.

**(6) Problem of Storage:** According to our market researcher's around 35% of the retailers face some form of storage issues. Due to the lack of modern storage facilities, the stocks of the food products are not stored or maintained properly.

#### **4.3.3: The problems faced by the customers:**

After surveying sample consumer groups, we have come across a few issues that the customers of Ahmed Foods may have faced or facing right now. Customers faces problem in the quality of the product, regular supply, pricing system, poor services, and weight and portion.

**(1)Irregular supply and poor services:** The Company's actual services does not match with consumer's expectation. The wholesalers do not maintain the supply system, so it becomes a matter of a crisis for the customers. As the customers of Bangladesh depends on the quality ensured by wholesalers

**(2) Informative source:** The consumers cannot get any information regarding the latest news about Ahmed Food Products. The consumers have no reliable and permanent sources to get their information about Ahmed Food Products. They only way they get their information is from local retail stores.

**(3) Weight and Packaging:** The most frequent complaint that came from the consumers that packing and labeling are misleading. 30% of them said the same thing, and 15% complain

about the weight of the products, & they also found the labeling description and the outcome different.

## **Internship Experience**

I had the chance to work as an intern for three months at Ahmed Foods. My job location was at the head office, which is located at Ahmed Food Bhaban, M/4.4, Road 7, Mirpur-7, and Dhaka-1216. My job was to work in the Sales and Marketing Department. This internship program has allowed me to learn about practical tactics that I will be using to develop my career in the future.

Throughout the program of internship, I have learned all the ins and outs of a corporal work environment that would not have been possible just from studying a book from a classroom. The internship has thought me the entire sales and marketing process and the corporate cultures, challenges & overall corporate behaviors. I was given the opportunity of handling certain jobs, tasks, and responsibilities since the first time I joined the company.

### **My Responsibilities as an Intern:**

When working as an intern, a job description letter was handed to me that listed the following responsibilities

- To conduct market research on the sales perspective
- Door to door marketing.
- Van marketing.
- NDC Sponsorship program.
- Coordinate with the sales & marketing department.
- Work with office Executive & do office work.
- Other works assign by the management.

# **Chapter V**

## ***Major Findings, Conclusions & Recommendations***

### **5.1: Major Findings**

1. Ahmed Food Products' price depends on the accurate quality of products.
2. At present, Ahmed Food Products focus on direct promotion activity than media marketing.
3. Ahmed Food Products (Pvt.) Ltd. tries to attend every fair in Dhaka city.
4. Distribution channel weak than competitors.
5. Ahmed Food Products (Pvt.) Ltd. uses fewer preservatives to produce their products.
6. Try to cover the market gap by promotional activity.

### **5.2: Recommendations**

Ahmed foods need to overcome some weaknesses. The weaknesses are working as barriers, and setbacks for stimulating future progress of the company. The company needs to diminish these sorts of obstacles if they wish to sustain their market positions. To recover these barriers, they can take the following actions: -

- ❖ The current sales & marketing policy of AFPPL doesn't want any modifications in the company. Try to make it modified.
- ❖ Increase the sales figures
- ❖ Needs to improve the chain of command
- ❖ More focus towards an effective structure of salary
- ❖ Have to reduce the extra cost.
- ❖ Try to increase promotional activity.
- ❖ Work actively target basis, followed by a market gap.
- ❖ For more sales, try to give more incentives to sell people.

Ahmed Foods has shown great managerial performance, but if they wish to sustain for a long term in the market, then they should follow the actions below:

- Adapt and invest in advanced technology for the production of products.
- Improve on the structure of compensation for their employees and staffs.
- Use updated modern software in all aspects of accomplishing the task in all departments. This will save time and energy.
- Provide incentives and awards to the employees after they have shown remarkable performance.
- The company can take part in different CSR. Such as: providing medical aid or help fund underprivileged students.
- Enhance the existing product distribution system.
- More market research and Surveys to figure out what could be the flaws that hadn't been resolved yet.
- Utilization of modern software such as Zoho, Xplenty, etc. to record and evaluate company performances.
- Crosschecking all the daily records should be practiced more.
- Increasing market share and brand equity should be the main focal point now, as alone product distribution cannot help if the consumer demands are less.

### **5.3: Conclusion**

Ahmed Food is one of the most popular food products manufacturing company in our country. The company is improving its operations a bit by bit in the food industry sector. It has modified its growth policy by supplying good quality products to its consumers. The sales & Marketing department in this company needs constant development, which adds value to the company's reputation. The company always tries to analyze the market & set their product price stable. And also try to fix their price based on competitors' pricing strategy. Ahmed Food provides education, challenges to its employees to strengthen their potential and capabilities. This act of practical education supports and teaches the professional skills, behavior, and social responsibilities of each employee. My practical knowledge of sales and marketing has been enhanced from this internship, and I'm very full filled with the inner and outer working of Ahmed Food's Sales and Marketing Department. I truly presume that from this internship experience, I will be able to build up my hereafter career proficiently.

# Chapter VI

## *References Appendices*

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### **6.2. Appendices**

- DMD- Deputy Managing Director
- AFPPL- Ahmed Food Products Private Limited.
- FMCG- First Moving Consumer Goods.