

Internship Report

On

*Retail and modern trade survey to
analyse the market prospect of BRAC
Chicken*



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prospect of BRAC Chicken

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Date of Submission: 29th June, 2016

Letter of Transmittal

29th June, 2016

Fairuz Chowdhury

Lecturer

BRAC Business School

BRAC University

Sub: Submission of report for completion of course.

Dear Sir,

This is to inform you that I have completed my internship report on the topic ‘Retail and modern trade survey to analyse the market prospect of BRAC Chicken’. This report focuses on the findings of a particular market survey conducted for a period of three months to assess the market prospect for BRAC chicken frozen products as well as specify the competitors in the frozen product niche around Dhaka Metropolitan City. It was a great experience to work for a renowned organization as BRAC Dairy & Food Project which I believe would serve me well in the future.

I have put my best effort to achieve the objectives of the study and hope that my endeavour to properly explain the results of this survey would come to fruition. I have followed your instructions so as to present my views and findings in a clear and concise way. However, I will gladly acquiesce to elucidate any discrepancy that may arise.

Thank you.

Sincerely yours,

Muhammad Abdullah Asif Khan

ID: 13304155

Acknowledgements

This report is the product of both direct and indirect efforts of many wonderful individuals who helped me at their earnest along the way and without their cooperation I would not have made it this far.

Firstly, I would like to thank the Almighty for providing me with this opportunity to work as an intern at one of the most distinguished organizations of this country, BRAC Dairy & Food Project.

I dearly thank Mr. Saba El Kabir, Digital and Content Marketing manager of BRAC Dairy and Food project for giving me the opportunity to work with the mentioned survey project and also for giving me the privilege to explore the project in writing.

A token of gratitude also goes out to Mr. Saifur Rahman, DGM Sales of BRAC Dairy & Food project for pointing me to the right direction with his valuable insights at various stages of the survey. I would also want to thank my team members who helped me to bring out the best in me in terms of team playing with their unwavering determination and relentless hard work.

Last but not the least; I would like to thank my academic supervisor, Mr Fairuz Chowdhury for his valuable guideline and support.

Executive Summary

The poultry market in Bangladesh has been growing with prodigious leaps and bounds for a quite a long period of time. BRAC Enterprise has been the pioneer in the journey of a revolutionary growth in this sector and has always led by example from the forefront. In line with their strategy to keep ahead of this movement, BRAC Chicken was established to meet the ever increasing domestic demand of frozen ready-to-cook chicken snacks as well as the demand of high protein yielding hygienically processed raw chicken. Recently, BRAC Chicken has been accelerating their production schedule to penetrate the retail consumer market and this research strives to aid that effort by assessing the market condition for the frozen product niche through a two pronged approach from both retail and consumer perspective. This particular study analyses primary data gained through a market shelf share survey and a modern trade consumer survey to gain a placid market insight.

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Chapter 1

1.1 Origin

An internship is supposed to equip a student with a real life experience in a business organization so that he can dive into the murky depths of the modern business world with an iron clad conviction. The program aims at providing a much needed on-the-job exposure to the students and a chance for translation of theoretical concepts learned in the classroom in real life situation. I was placed in BRAC Dairy & Food project as a marketing intern and the topic of the report was proposed to my supervisor. This report was prepared with his approval.

1.2 The General Objective

The report strives to achieve the following objective as a whole-

- To assess the market prospect for BRAC Chicken frozen products and identify the competitors in the frozen product niche around Dhaka metropolitan City and gain an insight to the current market situation.

1.3 Specific Objectives

The specific objectives of this report are mentioned below-

- To find out the types of shops based on their size and location in Dhaka which has been divided into 5 zones.
- To find out the market leader in the frozen products niche by juxtaposing the primary survey data.
- To find out the distribution of Freezers in the shops.
- To find out the consumer preference of BRAC Chicken Frozen products in the Modern Trades in Dhanmondi (e.g. Agora, Meenabazaar etc).

1.4 Scope

This report mainly focuses on the market condition of BRAC Chicken frozen products. Their product line up is still developing and the management is constantly trying to find out new areas to improve. The retail survey project was started to properly assess the current chicken frozen product market in order to specify BRAC Chicken potential competitors as well as gain a proper insight into the market for future strategy formulation. This report was prepared based on the primary data collected through survey questionnaires.

1.5 Methodology

1.5.1 Type of Research

This survey was sanctioned by the top management as a part of their three pronged research project aimed to find a bridge between the retail, customer and wholesale point of view. As this survey was a mean of discovering what type of sales pattern exists, determining the relation between shop types and strategic location of an area to categorize relevant information, it can be dubbed as a descriptive research. We did not have a pre-conceived goal in our mind when we started the survey, rather we wanted to collect a large amount of information and then draw conclusion from the results of analysis.

1.5.2 Sources of Data

Data collection for the report has employed both primary and secondary sources, which include:

- i. Primary Sources
 - Market self-share survey questionnaire.
 - Direct observation.
 - Face to Face interview of customers at modern trades.
- ii. Secondary Sources
 - BRAC Enterprise website.
 - Factsheet.

1.5.3 Primary Data Collection Procedure

The whole Dhaka Metropolitan city was divided into five zones by the authority based on the locations of Aarong Zone Offices. Those areas are- Banani-Cantonment, Rampura-Motijheel, Uttara-Khilkhet, Mohammadpur-Dhanmondi, Mirpur-Pallabi. I was a member of the survey team which comprised of four members and our primary duty was to collect, categorize, analyse and present the primary data in a legible report format. We were instructed to conduct our survey in four types of outlets-

- i. Confectionaries
- ii. Local Super Shops
- iii. Small Varieties Store
- iv. General Store.

We went to these four types of retail shops and filled up the questionnaires. Later we went to Modern Trades in different locations and collected data from 537 customers who were selected purposively to know about their opinions about BRAC Chicken frozen products at the time of their departure from the Modern trades.

1.5.4 Research Instruments

Questionnaire

- Retail market shelf share survey questionnaire contained 14 questions
- Questionnaire contained two types of questions-
 - Likert Style close ended questions
 - Close ended questions.
- The Modern Trade Consumer had 9 close ended Likert Style questions.
- Questionnaire Format- Unstructured.

1.5.5 Scaling Technique

In this research, I've followed three different scaling techniques which are mentioned below-

- Nominal Scaling
- Likert Scaling
- Rank Order

1.5.6 Sampling Plan

-Sample Size: Random shops in an area.

-Theoretical Population: All the shops in Dhaka City

-Accessible Population: Retail Shops willing to help in filling out the questionnaire

-Sample Element- Individual Elements among the population.

- Consumer
- Retailers

-Sampling Frame: Shop lists provided by the BRAC Chicken Zonal offices and the 537 modern trade customers.

1.5.7 Limitations

I had to face multiple limitations while compiling the report. They are listed below-

- First of all, while completing the report, misrepresentation or disclosure of any confidential data pertaining to BRAC Dairy & Food Project has been strictly prohibited. Multiple datasets gathered from the primary data sources could not be used due to this reason.
- Very little amount of data could be gleaned from the secondary sources due to confidentiality. Appropriate references have been included for materials obtained from secondary sources.
- While conducting survey, some shopkeepers were reluctant to give out information.
- Due to the time constraint, some remote areas couldn't be included in the sampling frame. Therefore, the primary dataset doesn't represent the entire Dhaka city.

Chapter 2

2.1 Introduction

BRAC Enterprise operates under a unique model which enables it evolve over the period of time as a completely organic social enterprise. The 'BRAC Model' consists of an interactive network of multiple enterprises, development projects and investment portfolios- all of which come together to empower the broad vision and objective of BRAC, now the biggest NGO in the world. BRAC Dairy & Food project has the same goal, i. e. to empower the poor, alleviate social/environmental imbalance and enhance financial sustainability.

Today BRAC Chicken's operations include poultry farms that are capable of producing high-yield varieties of day-old chicks along with commercial grade broiler farms that produce adult chickens, broiler processing plant and a high tech laboratory for treating & diagnosing chicken diseases.

2.2 History

Poultry rearing was perceived as a source of income for the landless, especially the destitute women by Sir Fazle Hasan Abed as early as the late 1970s. However, there was a challenge as the local chickens were often undernourished and resulted in poor meat & egg yields in the villages. Later in the early 1980s a partnership was struck between BRAC and a partner to

form a participatory action research programme aimed at accelerating the productivity of Chickens in village condition and at the same time, develops a small replicable model. It was a success and eventually led to the inception of the national broiler chicken industry. So, it can be said without any doubt that BRAC was the pioneer in the poultry revolution of Bangladesh. The model involved women at all stages; from vaccinators, hatchery operators, chicken breeders, feed sellers to producers of eggs for the mass market. Both credit and marketing provisions were integrated into the model. Over time, BRAC social enterprise was formed to monitor these activities. BRAC Chicken, established in 2004, became the ultimate link in the chain. This particular enterprise was formed to meet growing demands for dressed chicken in large metropolitan areas, by buying chickens from BRAC's poultry farms, other commercial farms and from rural farmers. A diagram outlining the history of BRAC Chicken is given below-



Beginning in 2004

BRAC Chicken started out as a broiler processing enterprise in 2004, can process approximately 5,000 chickens per day and is the only automated plant of its kind in Bangladesh.



In 2007-2008

BRAC Chicken, started to generate a surplus of nearly BDT 25 million per year. As a result, not only has BRAC Chicken generated a surplus since then, but the number of day-old chicks it supplies has increased from 165,000 per month to 180,000.



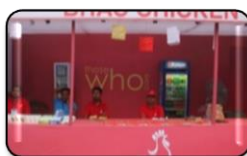
Beyond 2012

BRAC Chicken began operations at about 50 percent capacity, gradually increasing this as the demand for processed chicken has increased in Bangladesh.



In 2015

Brac Chicken initiated to take stall at International Trade Fair. The motto of this stall to promote the Brac Chicken & to full fill the customer demands & easy to access the product basket.



2016

This year was monitoring cycle of the Brac Chcken. The data collected from at most 600 customers .

Figure 1: BRAC Chicken History

2.3 BRAC Chicken Today

Currently, BRAC Chicken Enterprise is capable of processing approximately 10,000 chickens per day. In addition, they own the sole automated plant in Bangladesh which is the only one of its kind. These chickens are sourced from a large number of independent rural farmers at fair price. The plant directly purchases from both the independent farmers and BRAC's commercial broiler farms. After processing, the enterprise sells the dressed meat to a variety to a plethora of customers including restaurants, chain super shops, hotels and individual households. As the demand for poultry meat and eggs still exceed the supply by a good margin, BRAC chicken's operations play an important role in driving the economic growth of the rural poultry farmers as well as increase the supply of high quality processed meat.

2.3.1 At a Glance

- Daily processing capacity:
 - 16 Metric ton dressed chicken (raw)
 - 2 Metric ton frozen chicken (ready-to-cook products)
 - 18 types of frozen chicken (ready-to-cook products) (Factsheet, 2015).

2.4 Relation between BRAC Chicken & Enterprise

BRAC Chicken has been gradually increasing their capacity along with the increasing demand for processed chicken in Bangladesh since they started producing at 50 percent capacity. It currently plans to expand its chicken processing operation as well as its product line-up. However, along with the growing demand for processed chicken there comes a challenge to scale up operations to ensure supply of day-old chicks to the farmers. This is the reason BRAC's chicken rearing farms has also recently started increasing their capacity to serve this ever growing demand. Therefore, the chicken rearing farms under the BRAC Enterprise will supply BRAC chicken with enough broiler chicken to keep up their current production schedule (BRAC Chicken Factsheet, 2015).

2.5 Current Product Line-up

Currently, BRAC Chicken provides raw chicken to several restaurants; like- KFC, Nandos, Watercress and residential hotels. In addition, they produce 18 frozen chicken ready-to-cook products. I've provided a list of the current products below-

Product name	SKU
Brac Burger Patties	500gm
Brac Chicken Cutlet	500gm
Brac Chicken Drumstick	500gm
Brac Chicken Jumbo Masala Nuggets	250gm
Brac Chicken Kebab	500gm
Brac Chicken Kids Nuggets	250gm
Brac Chicken Lollipop	500gm
Brac Chicken Masala Nuggets	250gm
Brac Chicken Meatball	250gm
Brac Chicken Mini Nuggets	250gm
Brac Chicken Nuggets	250gm
Brac Chicken Pepperoni Sausage	340gm
Brac Chicken Sausage	340gm
Brac Chicken Tandoori	500gm
Brac Chicken Wings	500gm
Brac Pepperoni Slice	200gm
Brac Salami Slice	200gm
Brac Sausage Ball	200gm

2.6 Operational Network Organogram

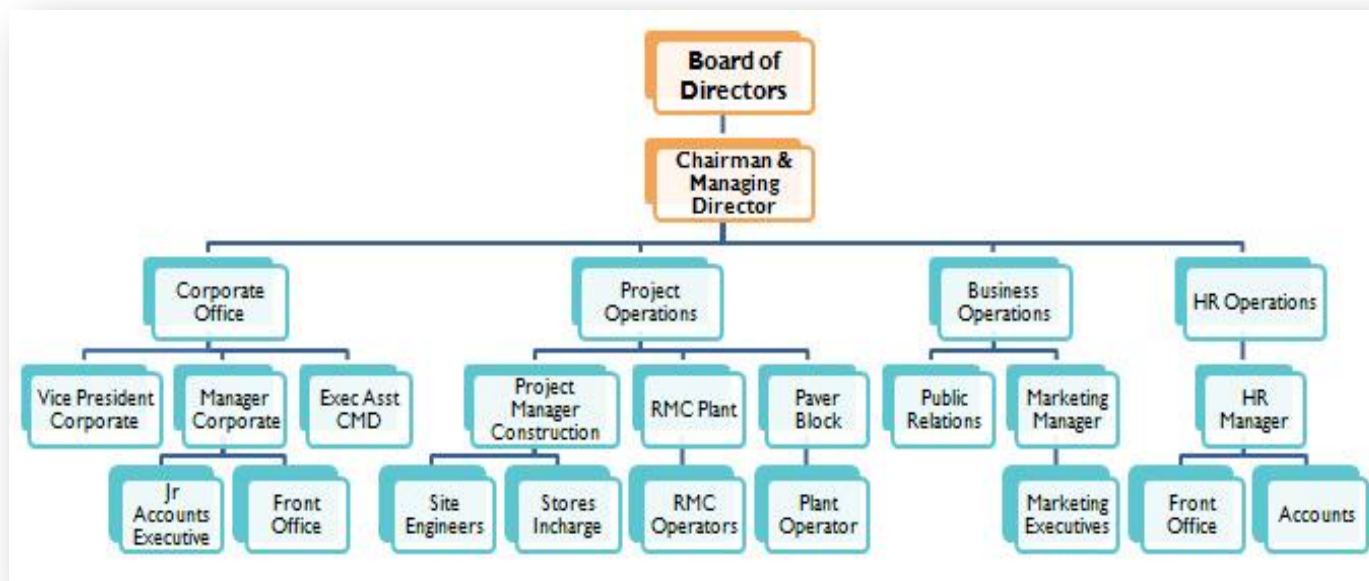


Figure 2: BRAC Dairy & Food Project Organogram

2.7 Visions for the Future

BRAC Chicken was established to meet the demand of the increasing demand for processed chicken by the general consumers. Now it strives to ensure the quality of the end product by introducing cutting edge technology and reassess the product strategy for consumer benefit & achieve key goals by practicing a production method that is beneficial for environment as well as sustainable.

Chapter 3:

3.1 Description of the Job

As a marketing intern, I was assigned under the supervision of the Digital and content marketing manager. I was assigned to an intern team comprising of four members. On the very first day, I was briefed about the survey project which was estimated to take about three months to be completed. I was asked to develop a questionnaire for the market shelf share survey of BRAC Chicken frozen ready-to-cook snacks. I immediately developed the questionnaire based on the given parameters. After the approval of the questionnaire from the

higher management, we were sent to five different zone offices around Dhaka City to collect the tentative shop list in the particular areas. Upon collecting the lists, we started surveying the different types of shops in different areas. It took us around two and a half months to complete surveying the areas. Minimum sample requirement was 15% of the list of shops of an area. After cross-checking and validating our collected data we were told to record the data on MS Excel and analyse it.

3.1.1 Specific Responsibilities of the Job

My specific job responsibilities were as follows-

- Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
- Seek and provide information to help companies determine their position in the marketplace.
- Gather data on competitors and analyse their prices, sales, and method of marketing and distribution.
- Collect and analyse data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.

3.1.2 Different aspects of the job

As a marketing intern not only was I responsible for the project I was assigned to but also I had to actively assist the organization in the development and implementation of the marketing, business development and Customer Relationship Management objectives.

Besides that, I keenly participated in developing marketing strategy for the quarterly plans. In the course of these three months, I was able to improve my organizational skills, attention to detail and the ability to prioritize in an ever changing dynamic environment. I was able to sharpen my proficiency in Microsoft Word, Excel and SPSS package. I also learned the subtleties of working as a part of a team and mastered the basics to excel as a valuable team player.

3.1.3 Critical Observation & Recommendation

Despite being a well performing institution there were more than a few limitations which hampered day to day activities but at the end I had to overcome with diligence. But I still believe that with proper steps these limitations can be overcome without a hitch. I've listed my observations as well as the recommendations below-

- Lack of Proper Division of Labour and man power: There were times often when we were supposed to go to an area for survey and we couldn't find anyone who would give us access to the photocopier or paper stash. As a result, valuable time was wasted. This problem could easily be solved by making a proper roster of employees and installing a fingerprint entry system.
- Lack of proper recording system of Files: We often could not find historical data that we needed to successfully conduct our survey. Installing some filing cabinets could help in this matter.
- Lack of enough computers and space: As interns, we were not given a dedicated space or computers. There was only a single machine for the four of us. We took our laptops to the office to negate this issue. However, as an organization of their stature they should buy more computers and designate a dedicated space for the interns.

Chapter 4

4.1 Retail Survey

The objective of the survey was to assess the market prospect for BRAC Chicken frozen products and identify the competitors in the frozen product niche around Dhaka Metropolitan City which will provide an insight to the current market condition.

We surveyed total 5 areas around Dhaka city using the Retail market shelf share survey questionnaire (See appendix A). Later we analysed and compiled the data. The results are mentioned below-

4.1.1 Banani-Cantonment

Total 262 shops were surveyed in the Banani-Cantonment area out of the 1500 shops on the list provided by the zone office. The sampling frame was 17.46% of the total shops. Based on the objectives the questionnaire data was categorised based on these criteria.

Types of Shops

Out of the 262 shops surveyed in this area; confectionaries, Small Varieties Store, Local Super Shops and General Shops accounted for 5%, 2%, 6% and 87% respectively.

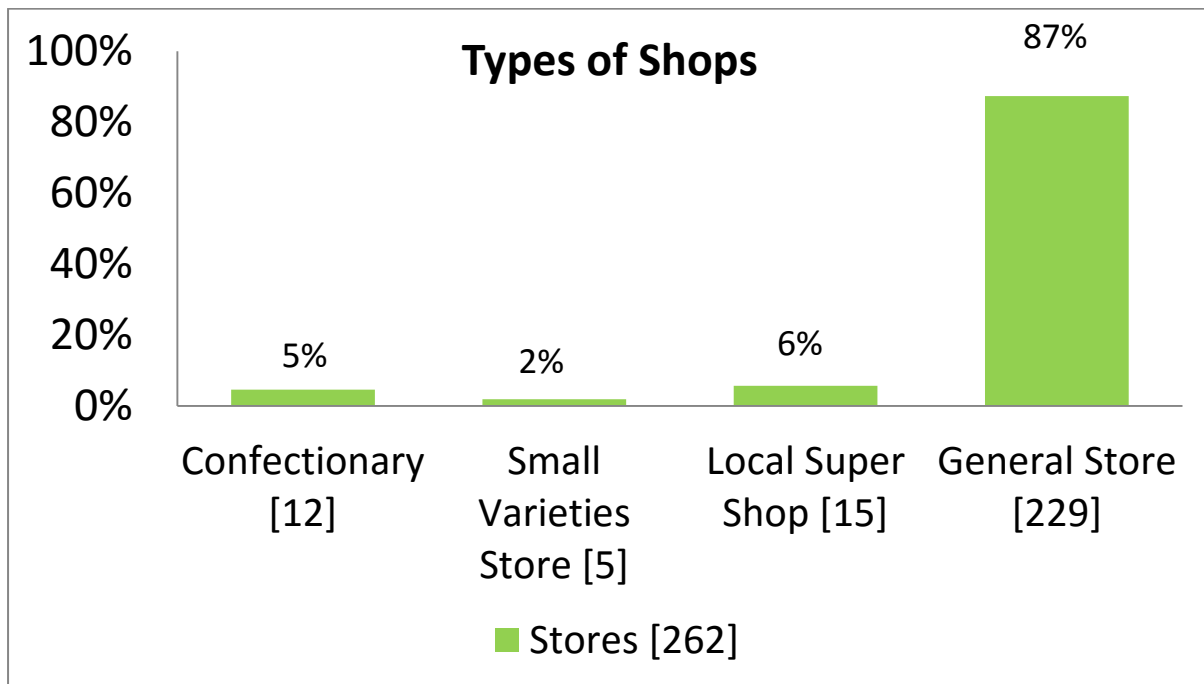


Figure 3: Types of Shops in Banani-Cantonment.

Freezer Distribution in Shops

Out of all the confectionaries surveyed in that area, 92% confectionaries have freezers; similarly the percentages are 80%, 93% and 68% for small varieties store, Local Super Shop and General Store respectively. Therefore, it can be seen that the local super shops have the highest percentage of freezers.

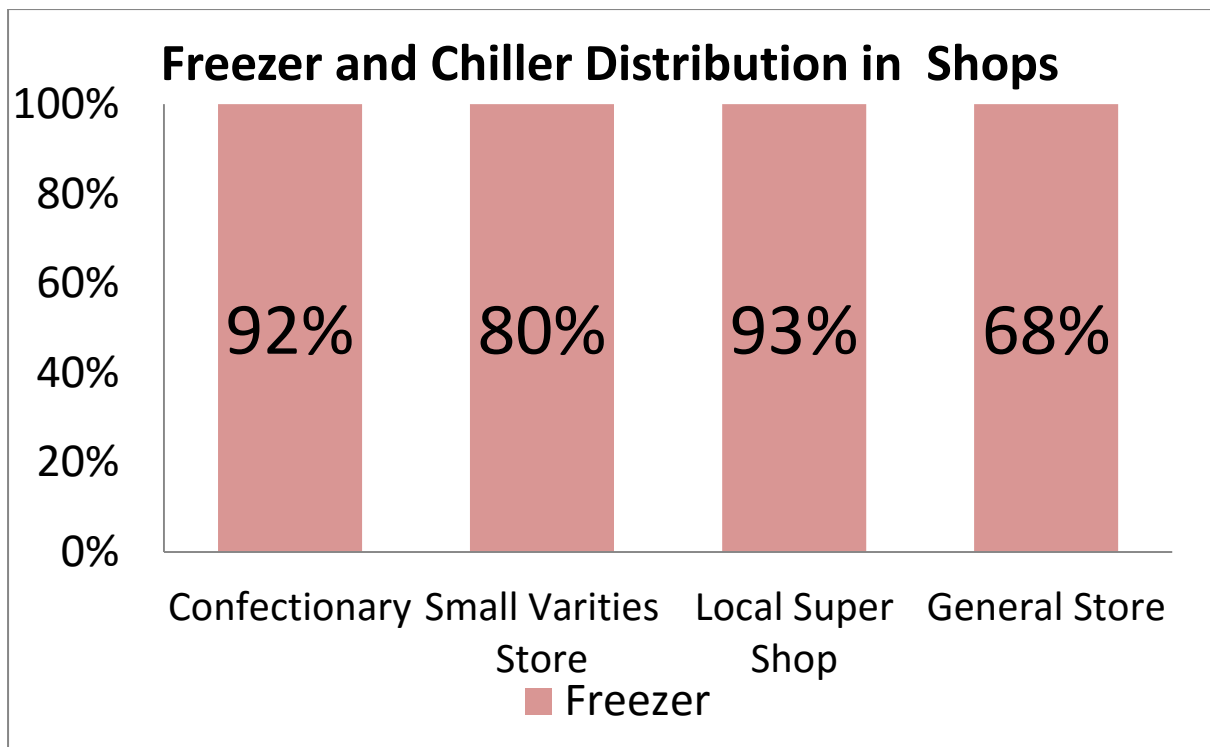


Figure 4: Freezer Distribution in different types of shops.

Frozen Snack Availability

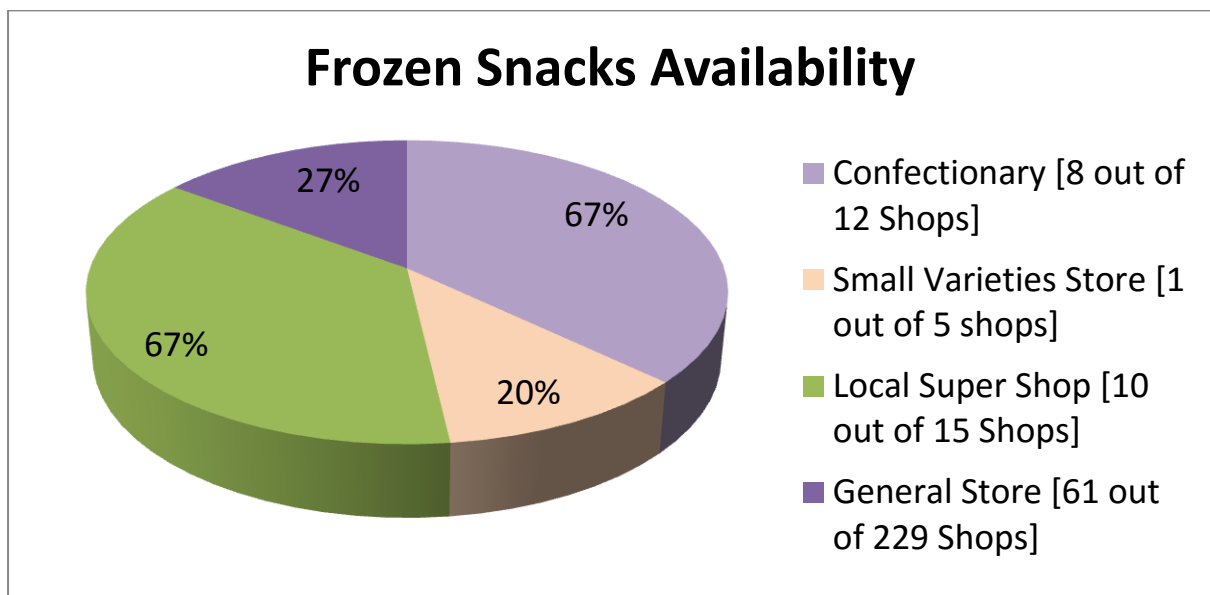


Figure 5: Frozen Snacks Availability in Banani-Cantonment

From the pie chart above, it is clearly visible that both the local super shop and confectionary have a high percentage of Frozen snacks availability at 67%. It will be feasible to assume that the confectionary and local super shops in this area are the target sales point.

Most Popular Frozen Product

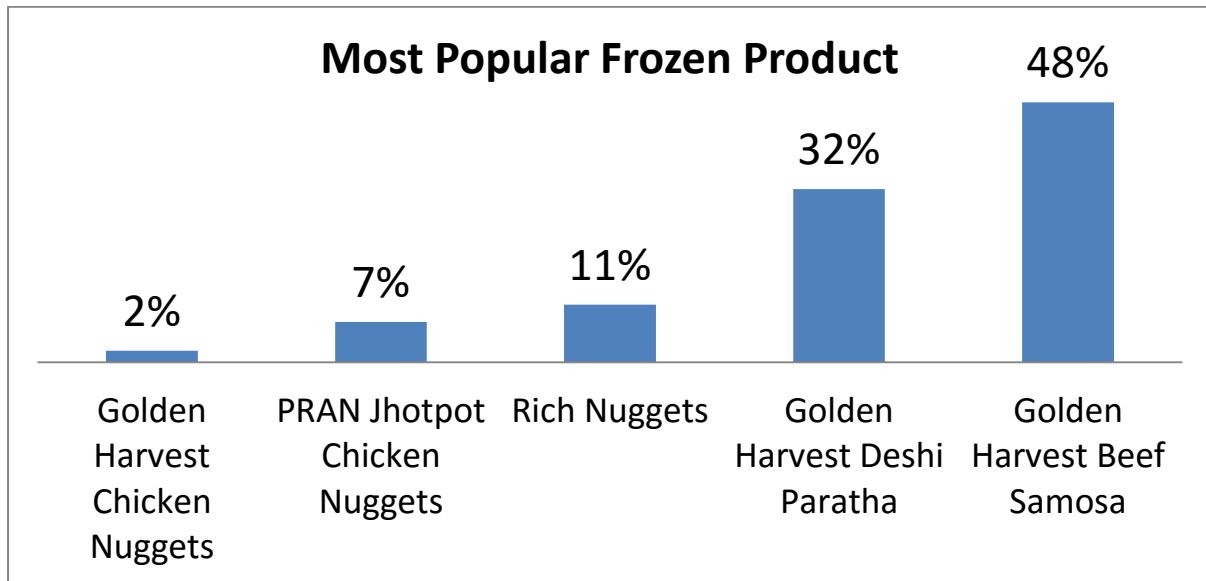


Figure 6: Most popular Frozen Product in Banani-Cantonment

Out of the shops where frozen products were available, sales data were collected. According to that information, Golden Harvest Beef Samosa and Golden Harvest Deshi Paratha were the best-selling frozen products. BRAC Chicken doesn't have any product other than chicken frozen products.

Findings

Banani-Cantonment survey results are explained through graphs as a means to demonstration the graphical representation of Data. However, for the remaining zones I will be presenting the data in a more concise graphical form which will not require verbatim explanations.

4.1.2 Khilgaon-Basabo

Number of Total Shops= 792

Shops Surveyed= 202

Sampling Frame= 25.6%

Types of Shops:

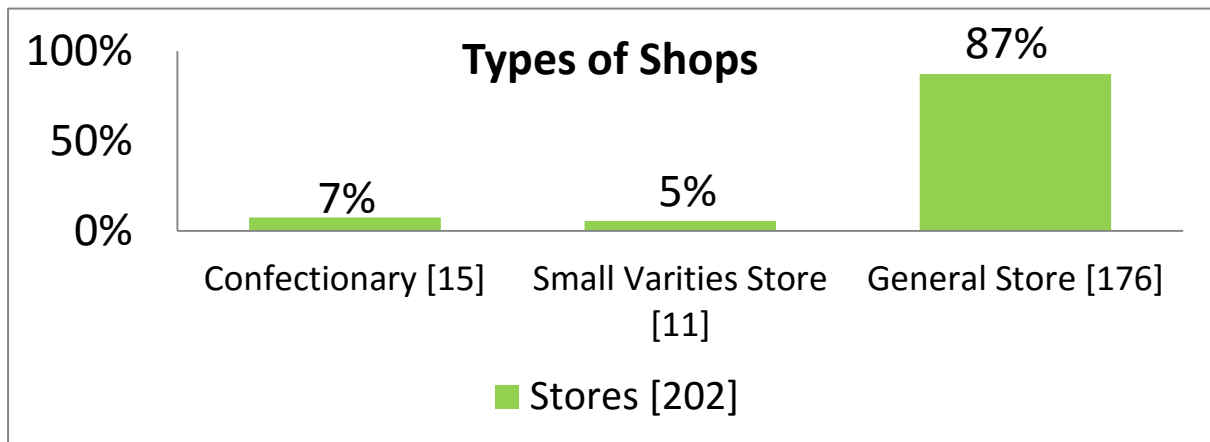


Figure 7: Types of Shops in Khilgaon-Bashabo

Freezer Distribution in Shops

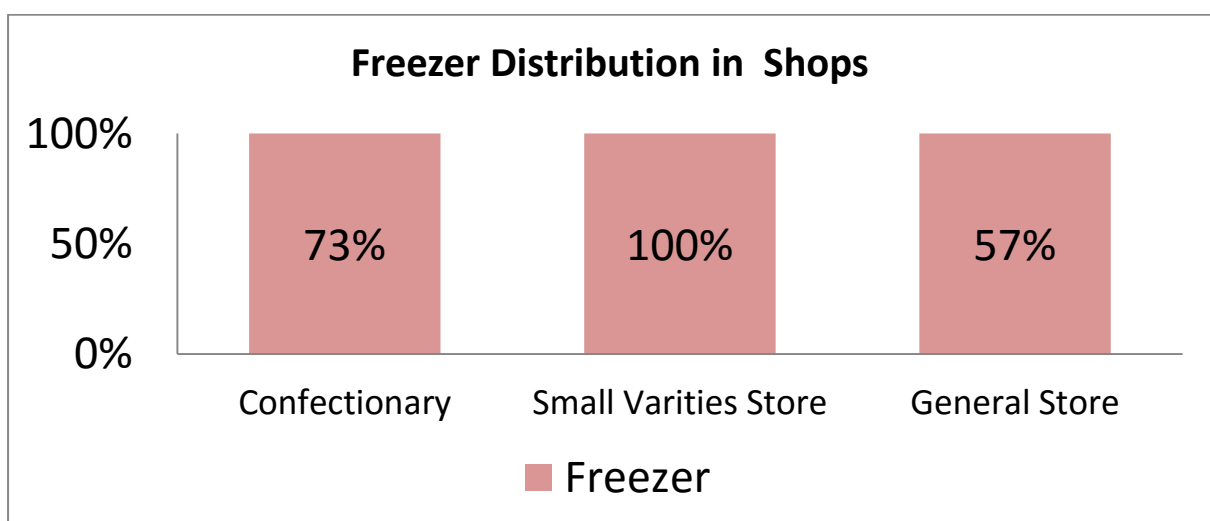


Figure 8: Freezer Distribution in Khilgaon-Bashabo

Frozen Snack Availability:

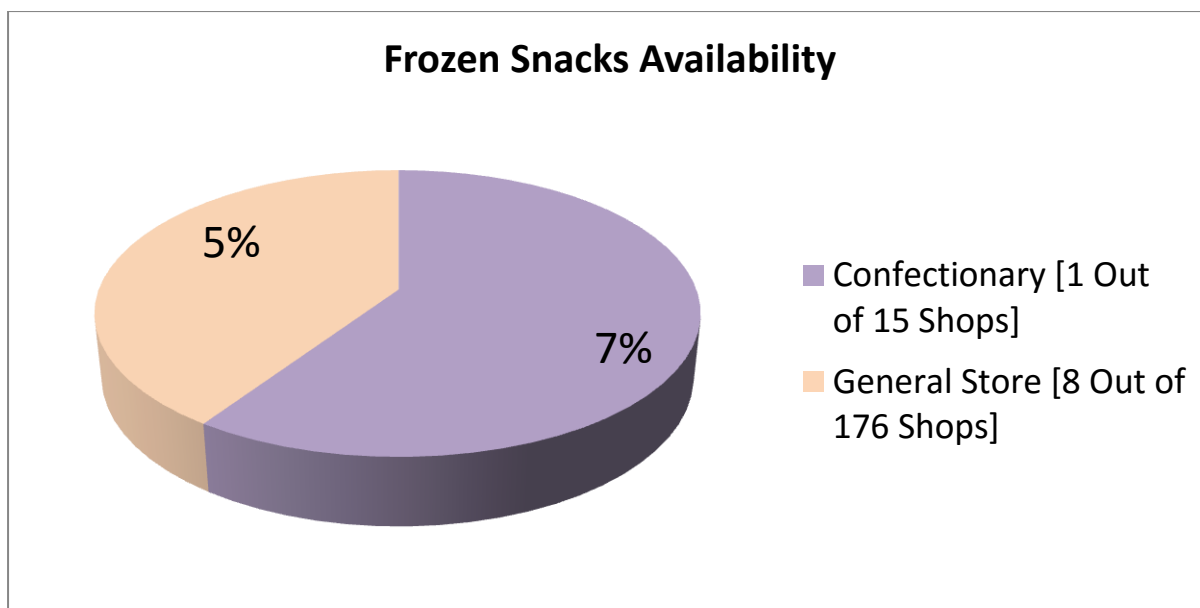


Figure 9: Frozen Snacks Availability in Khigaon-Bashabo

Most Popular Frozen Product

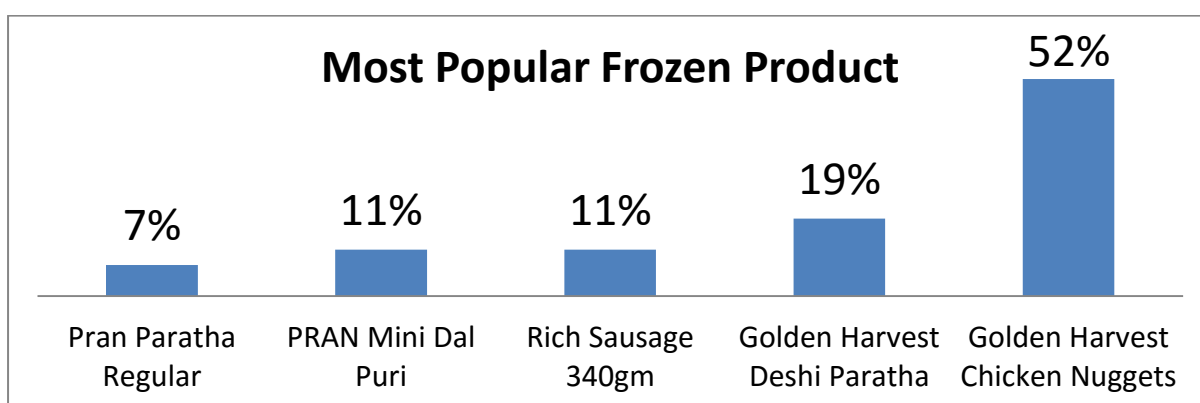


Figure 10: Most Popular Frozen Product in Khilgaon-Bashabo

4.1.3 Dhanmondi-Mohammadpur

Number of Total shops in Mohammodpur & Dhanmondi = 1120

Number of Shops Surveyed= 446

Sampling Frame= 40% of Total Shops

Types of Shops:

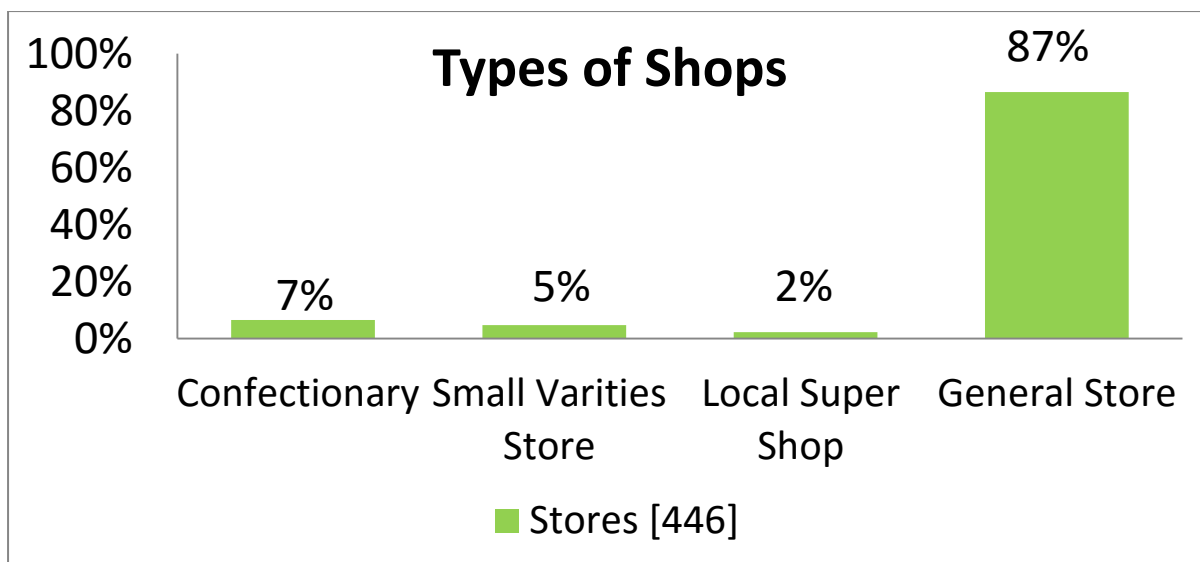


Figure 11: Types of Shops in Mohammadpur-Dhanmondi

Freezer Distribution in Shops

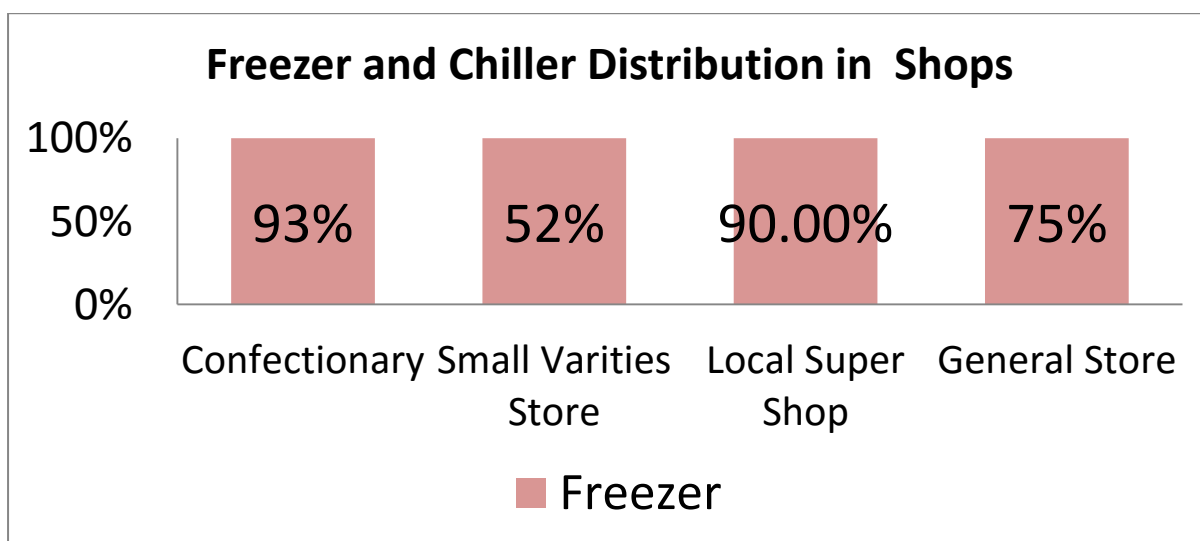


Figure 12: Freezer Distribution in Mohammadpur-Dhanmondi

Frozen Snack Availability

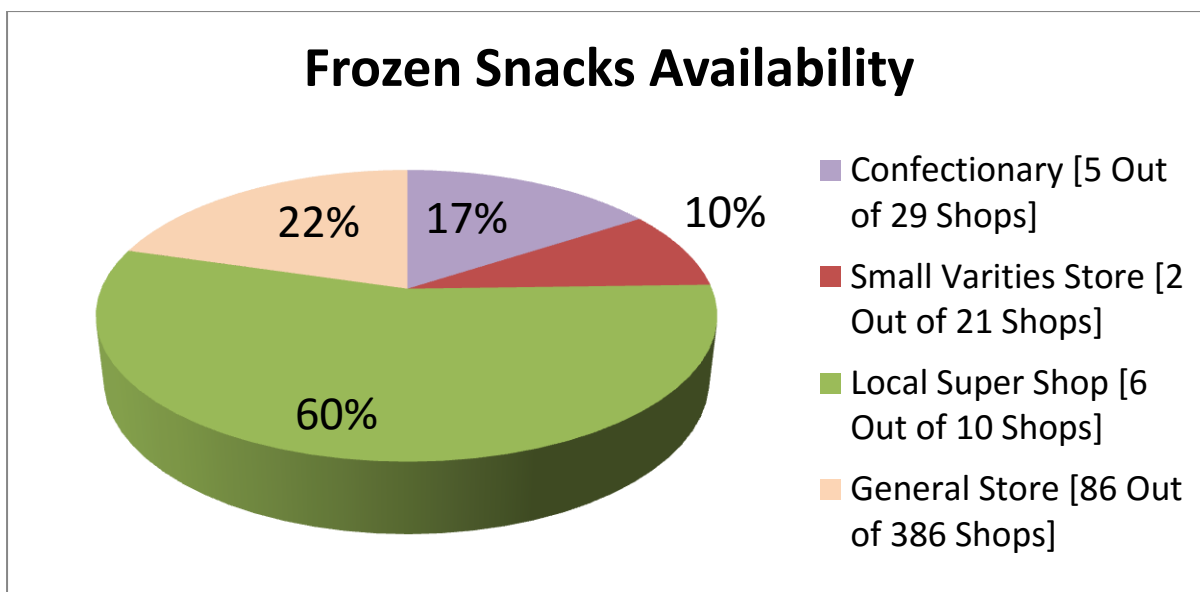


Figure 13: Frozen Snacks Availability in Mohammadpur-Dhanmondi

Most Popular Frozen Product

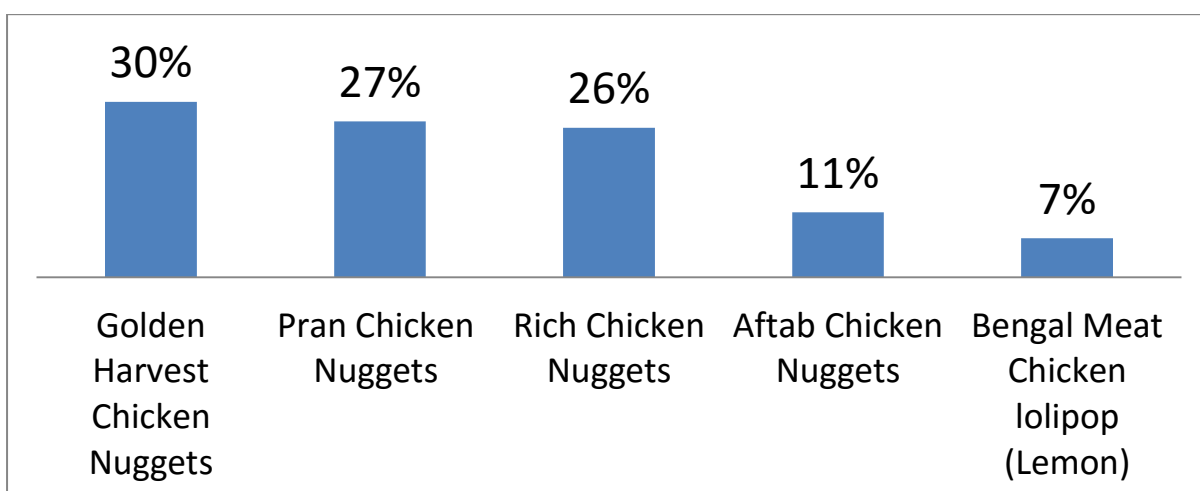


Figure 14: Most popular Frozen Product in Mohammadpur-Dhanmondi

4.2 Analysis & Discussion

The main objective of the survey was to assess the market prospect for BRAC Chicken products. The product line up of BRAC Chicken is relatively newer compared to the established frozen product brands like Aftab and Golden Harvest. This survey categorises the different types of shops against the distribution of freezers and availability of frozen products

as the shops that already sell other brands' frozen product will likely be keen to sell BRAC Chicken product. The secondary objective is to clearly identify the Market leader in this particular niche as to formulate marketing strategy to win market shelf share from the leading brand. Through our survey findings we were able to successfully identify the Market leader which is 'Golden Harvest'. In all the three survey areas, Golden Harvest products were the most selling product.

In Mohammadpur & Dhanmondi=Golden Harvest Chicken Nuggets

In Khilgaon & Bashabo= Golden Harvest Chicken Nuggets

In Banani & Cantonment= Golden Harvest Beef Samosa.

In all the areas, main competitor brand in this ready-to-cook frozen product is Golden Harvest. Through direct observation, we were able to find out two probable causes to this phenomenon.

- Golden Harvest has a huge product line up unlike BRAC Chicken which has only chicken frozen products. Golden Harvest provides freezers to the shop keepers as to sell their ice cream which provides them with an advantage as that same freezer can be used by the shopkeeper to store frozen products from Golden Harvest.
- Another cause is that Golden Harvest has other frozen snacks unlike BRAC Chicken which only specializes in chicken frozen products. It is easier for them to do branding as well as stay on top of mind of the consumers.

On the other hand, if we judge by the frozen product availability and number of freezers, Khilgaon & Basabo area seems like the most prospective market where the reach is still low. BRAC Chicken could provide freezers to the shops of that area and promote their products. Besides, they should re-evaluate their marketing strategy based on the data collected through this survey to be able to compete with the already established brands like Golden Harvest, Aftab and Bengal Meat.

Chapter 5

Modern Trade Consumer Survey

5.1 Sampling

In this survey, a total of 537 customers were selected to collect their opinion about BRAC Chicken frozen ready-to-go snacks after they completed their purchase from 9 super stores in Dhanmondi. Data was analysed using spss.

5.2 Findings & Analysis

Sex & Occupation

Out of the 537 respondents 397 respondents purchased BRAC Chicken frozen products. At the end time of the survey, the 57% of the respondents were male and 43% were female. It was found that most of the visitors (28%) were housewife. Then comes the service holders (22%) and businessman (20%). So the opinion is mostly dominated by the following groups of people. Find the details from the graph mentioned below.

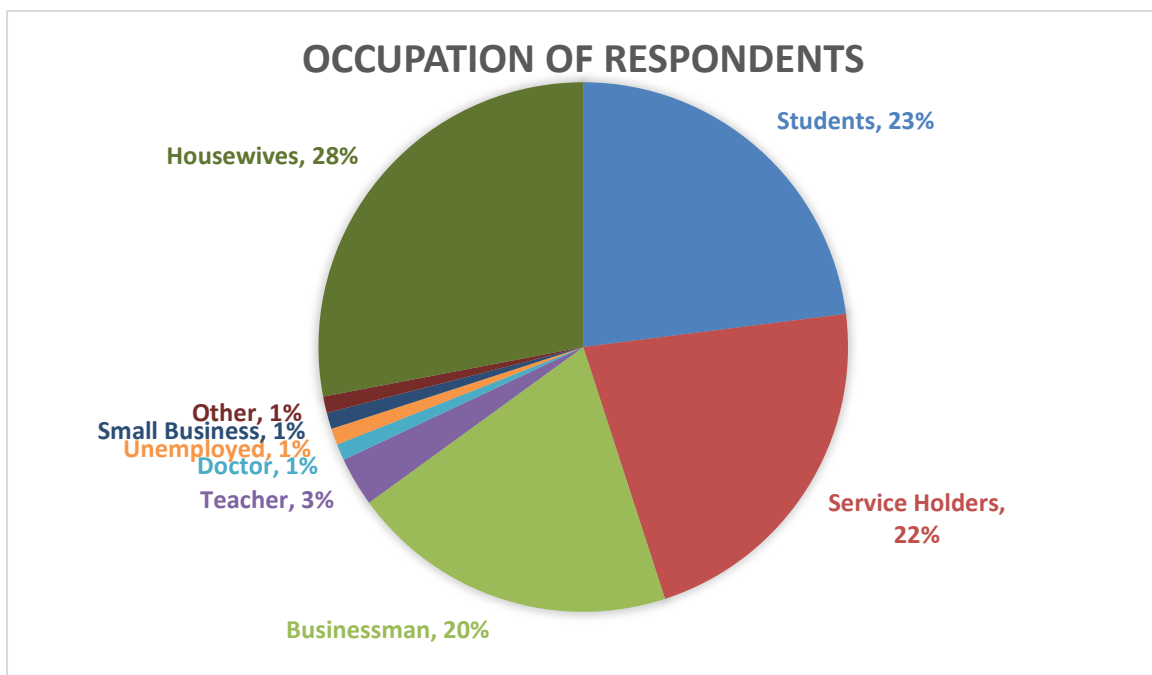


Figure 15: Occupation of respondents.

Frequency of Consumption of BRAC Chicken Products

Results depicted that only 6% of the respondents consume BRAC Chicken products regularly. 21% respondents never consumed BRAC Chicken products and 10% did not know about BRAC Chicken products. In the following graph, the detail information is shown-

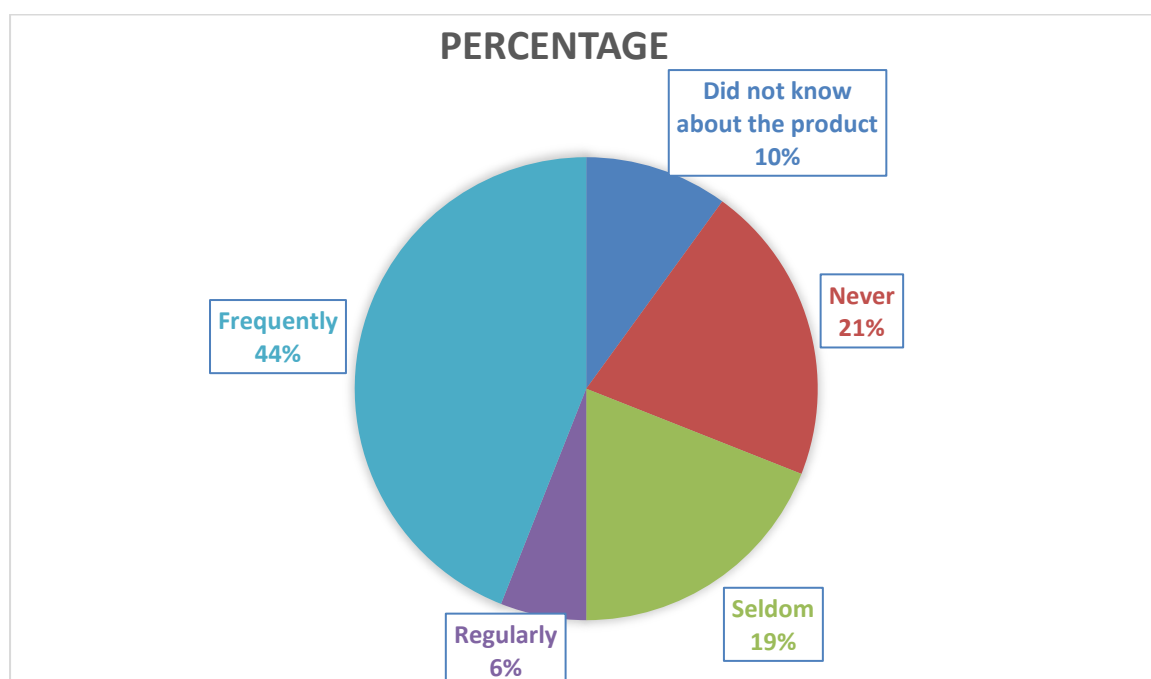


Figure 16: Frequency of Consumption

Opinion of the consumer about the taste of Chicken Fried Items

The respondents were asked about the taste of BRAC Chicken fried items taste. The 397 consumers who bought BRAC Chicken frozen products opined about the taste. From their opinion, it was found that only 5% consumers were highly satisfied with the taste. Most of the consumers opted that the taste was good (74%). Only one customer told that the taste wasn't up to the mark. Following graph show the details-

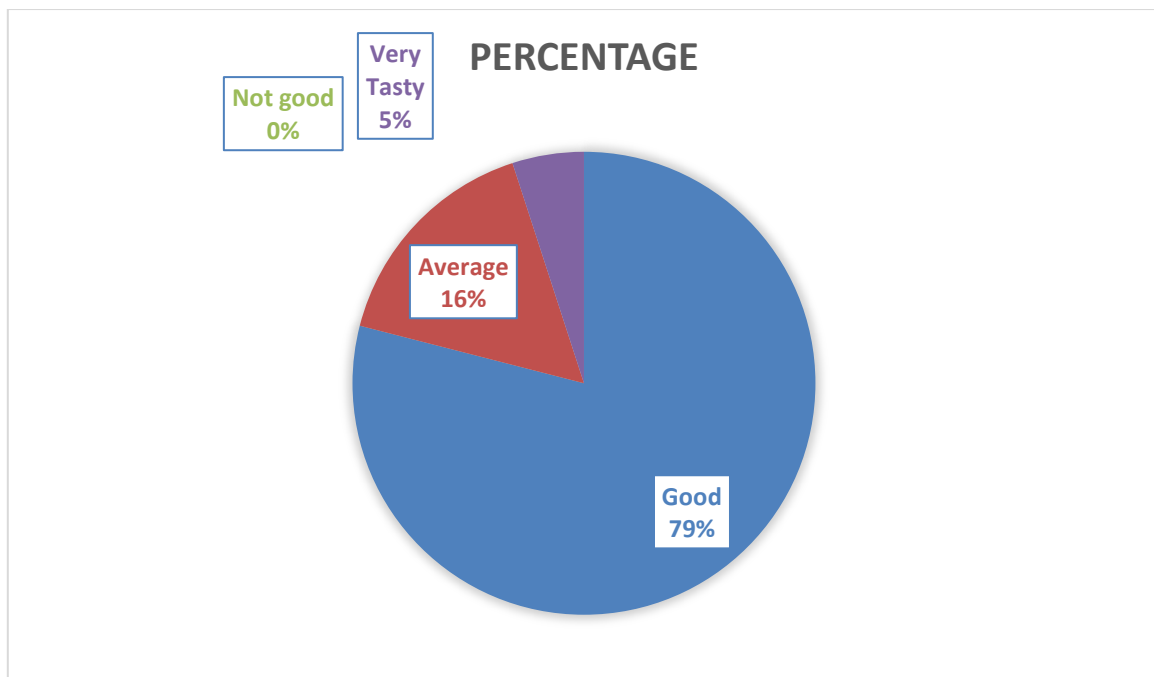


Figure 17: Opinion of consumer about the taste

Future purchase plan and expectation of the customer

397 consumers were asked if they would buy BRAC Chicken frozen products in the future. In response, 81% replied that they will buy the chicken products in the future and 19% said they wouldn't buy in the future.

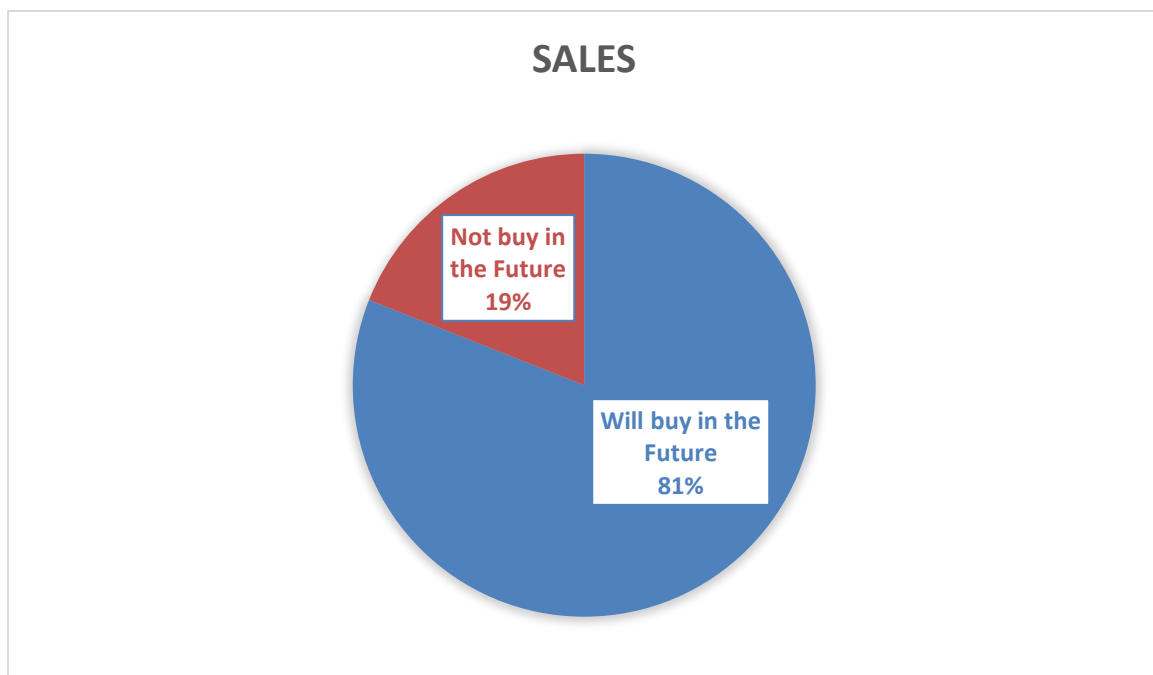


Figure 18: Consumer's willingness to buy in the future.

Purchase pattern of the consumers

The purchase pattern of the 397 customers was recorded and categorised to find out the top selling and least selling products. The result is categorised in the below table-

Table: Purchase Pattern in Modern Trade

Product name	SKU	Ranking	
		Number	Percentage
Brac Burger Patties	500gm	5	1%
Brac Chicken Cutlet	500gm	18	2%
Brac Chicken Drumstick	500gm	9	1%
Brac Chicken Jumbo Masala Nuggets	250gm	56	7%
Brac Chicken Kebab	500gm	114	15%
Brac Chicken Kids Nuggets	250gm	121	16%
Brac Chicken Lollipop	500gm	33	4%
Brac Chicken Masala Nuggets	250gm	42	5%
Brac Chicken Meatball	250gm	58	8%
Brac Chicken Mini Nuggets	250gm	108	14%
Brac Chicken Nuggets	250gm	116	15%
Brac Chicken Pepperoni Sausage	340gm	27	4%
Brac Chicken Sausage	340gm	11	1%
Brac Chicken Tandoori	500gm	13	2%
Brac Chicken Wings	500gm	5	1%
Brac Pepperoni Slice	200gm	3	0%
Brac Salami Slice	200gm	14	2%
Brac Sausage Ball	200gm	16	2%
Total		769 Units	100%

5.3 Analysis & Recommendation

After the survey, it was obvious that a considerable portion of the customers didn't know about the entire range of BRAC Chicken products and there was not enough awareness about the product quality. In short, the marketing activities in the super shop were not enough to raise the consumer awareness. I have suggested increasing marketing activities in the modern trades through the following ways-

Activity	Purpose
Place Gondolas	To generate impulse buying and increasing brand loyalty and product visibility
Display Freezer	To generate impulse buying and product visibility
Modern Trade Promotional Campaigns	To increase sales and quality branding
Re-launching of less popular products	To stay Top of Mind and create awareness about less popular products

5.4 Conclusion

To conclude, I would like to say that BRAC Chicken has immense potential to be the market leader in Frozen Product niche. They certainly have the capability and they have already become the market leader in raw chicken sector. Now they have to reformulate their penetration strategy in lieu with the incoming quantitative and qualitative data to set on the path to increasing market shelf share.

Appendix A

Questionnaire for Market Shelf Share Survey

Name of the Shop:

Location:

Zone:

1. What is the type of the Shop?
a. Confectionary b. Small Varieties Store c. Local Super Shop d. General Store
2. Where is the store located?
a. Cluster Market b. Neighbourhood c. Transit Point d. Commercial Area
3. Are they selling frozen snacks?
a. Yes b. No
4. Which types of snacks are most abundant on the store?
**a. Frozen Snacks-
b. Instant Noodles-
c. Biscuits/Cake-
d. Soup-**
5. Which brand's frozen snacks are most popular in the store?
**a. Aftab-
b. Golden Harvest-
c. Nestle-
d. Knor-
e. Others-**
6. How many freezers are there?
-
7. Do they sell raw chicken?
a. Yes b. No

8. What are the most available frozen snacks?

-

9. Does the shop signboard have any brand name on it? If yes, then what is it?

-

10. Comments from retailer-

11. Contact no-

12. Aarong dairy coverage:

a. Yes b. No

Appendix B

Consumer Survey Questionnaire for Modern Trades

1. What is your occupation?
-
2. How frequently do you consume BRAC Chicken products?
a. Regularly b. Didn't know about the product c. Never d. Frequently e. Seldom
3. What do you think about BRAC Chicken products' taste?
a. Good b. Average c. Not good d. Very tasty
4. Will you buy BRAC Chicken products in the future?
a. Yes b. No

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