



Internship Report
On
Sales & Distribution Management of Ahmed Food Products (Pvt.)
Ltd.

Submitted to:
Mohammad Afsar Kamal
Assistant Professor
Department of Business Administration
Uttara University.

Submitted by:
Md Kanak Hasan
ID No-2193061032
Batch: 50th
Program-MBA for BBA
Department of Business Administration

Date of Submission: 30 August, 2020

Letter of Transmittal

30 August, 2020

Mohammad Afsar Kamal

Assistant Professor

Department of Business Administration

Uttara University.

Subject: Submission of Internship Report on “Sales & Distribution Management of Ahmed Food Products (Pvt.) Ltd.”

Dear Sir,

With due respect, I am submitting my Internship report on the topic titled “Sales & Distribution Management of Ahmed Food Products (Pvt.) Ltd.” as a partial fulfillment of my MBA Program.

I would like to thank you for giving me the opportunity to work on this assigned topic to enhance my knowledge in the practical field of Marketing. This report explores the operational activities done by Ahmed Food. The Internship report has been prepared based on the practical experience, discussion and interview which have been carried out among the selected employees of Operations team of Ahmed Food. I hope you will find it worthy.

Therefore, I sincerely hope that you will appreciate my effort.

Sincerely yours,

Md Kanak Hasan

ID No-2193061032

Batch &: 50th

Major in Marketing

Program-MBA For BBA

Bachelor of Business Administration

Student's Declaration

I'm Md Kanak Hasan Id- 2193061032, Batch-50th , Major- Marketing Program-MBA for BBA student of Uttara University hereby declare that the internship project work entitled 'Sales & Distribution Management of Ahmed Food Products (Pvt.) Ltd.' submitted to Uttara University as a part of my MBA curriculum is a report of an original work done by me under the supervision of Mohammad Afsar Kamal (Assistant Professor, Uttara University).

This report has not been previously submitted for any purpose like examination, journal etc.

Md Kanak Hasan

ID No - 2193061032

Batch &: 50th

Major in Marketing

Program-MBA For BBA

Bachelor of Business Administration

Date: 30 August, 2020

Supervisor's Declarations

30 August, 2020

Md Kanak Hasan

ID No - 2193061032

Batch &: 50th

Major in Marketing

Program-MBA For BBA

Bachelor of Business Administration

Subject: Supervisor's declarations.

Dear student,

I, Mohammad Afsar Kamal Assistant Professor, School of Business, Uttara University certify that Md Kanak Hasan, ID- 2193061032, Batch-50th , Major- Marketing was assigned by the School of Business , Uttara University under my supervision to fulfill his internship report. He joined Ahmed Food to complete his three months of internship. His internship topic is 'Sales & Distribution Management of Ahmed Food Products (Pvt.) Ltd.' I'd also like to thank Ahmed Food for giving him the opportunity to complete his internship at their organization. This internship report is prepared under my supervision and has not been submitted to anywhere for any other purpose.

I hope this study and experiences that he gathered will help him in building up his career.

Mohammad Afsar Kamal

Assistant Professor

Department of Business Administration.

Uttara University

Acknowledgements

I would like to mention some people with due respect and honor who assisted me, without any hesitation to complete my Internship report within the due time. Therefore, I would like to thank them a lot all from the bottom of my hearts. In this procedure, at first, I would like to thank my faculty supervisor Mohammad Afsar Kamal Sir for her kind effort to supervise me on the right direction to accomplish my internship goal.

Most importantly I would like to give my thanks to honorable Nazmul Sadman sir (Assistant Manager- Operation & Marketing), Rakib Ullah sir (Assistant Manager – HR & Admin) who were always helpful and ready to guide to the right path if I've faced any difficulties during the period of my internship.

I'd also like to thanks Fahad Kowshik &Topu Rayhan who are helped me accomplish my tasks given during the internship period and for helping on collecting data for this report.

I was closely attached with them during my internship period. Without their help this project would have been difficult to complete.

Ta Table of contents

Serial no.	Title	Page no.
	Letter of Transmittal	i
	Student's Declaration	ii
	Supervisor's Declarations	iii
	Acknowledgements	iv
	Table of contents	V,vi
	Executive Summary	1
Chapter - I: Introduction to Study		2
1.1.	Introduction	3
1.2.	Background Of The Study	3
1.3.	Objective Of The Study	4
	1.2.1. Board Objective	4
	1.2.2. Specific Objective	4
	1.4. Major Difficulties Faced	4
Chapter - II: Company Profile		5
2.0.	Company Description	6,7
	Organization Structure	8
2.3	Vision, Mission , Objective	8
2.3.1.	Vision	8
	2.3.2. Mission	8
	2.3.3. Objective	8
	2.4. Achivement	9,10
2.5.	Description of Internship Work-Related Section	11
Chapter - III: Data Collection and Processing		12
3.1.	Data Collection	13
3.2.	Data Source And variable	13
	3.2.1 Primary Data	13
	3.2.2. Secondary Data	13
3.2.3.	Data Collection Method	13
3.3.	Data Processing	13
Chapter - IV: Discussion on the Objectives		14
4.1.	Selling process of Ahmed Food products (pvt.) Ltd	15
	4.1.1. Pre-Sale Preparations	15
	4.1.2. Prospecting	15
	4.1.3. Pre-Approach	15
	4.1.4. Approach	16
	4.1.5. Sales Presentation	16
	4.1.6. Objections	16
	4.1.7. The Follow-up	16
	4.1.8. Prospecting	17
	4.1.9. Researching	17
	4.1.10 Connecting	17
	4.1.11 Presenting	17
	4.1.12 Addressing objections	18,19
4.13	Selling problems	20,21
4.2.	Distribution system of Ahmed Food products (pvt.) Ltd.	22

	4.2.1.	Distribution system	22
	4.2.2.	Distributions Strategies	23
	4.2.3.1	Push vs pull strategy	23
	4.2.3.2	Channels and intermediaries	24
	4.2.3.3	Channel design	25
	4.2.3.4	Channel mix	25
	4.2.3.5	Managing channels	25
	4.2.4	Trends in distribution	25
	4.2.4.2	Customer value	27
4.3.		The management strategy of Ahmed Food Products (pvt) Ltd	28
	4.3.1	Ahmed Food's Management is Essential for their Business	28
	4.3.2	Setting the Goal	28
	4.3.3	Initial Assessment	29
	4.3.4	Situation Analysis	29
	4.3.5	Strategy Formulation	29
	4.3.6	Strategy Implementation	29
	4.3.7	Strategy Monitoring	30
	4.3.8	SWOT Analysis	30
	4.3.9	Plan for The Future	30
Chapter - V: Major Findings			31
5.1.		Major Findings	32
Chapter – VI : Recommendations			33
6.1		Recommendations	34,35
Chapter – VII : Conclusion			36
7.1		Conclusion	37
	Internship Experience		38
Chapter - VIII: Appendices& Reference			39
8.1.		Appendices	40
8.2.		Reference	40

List of Tables

Serial	Details	Page
Table - 1.1	Company Description	7
Table - 2.1	Management Team	8

Executive summary

Ahmed Food Products (Pvt.) Ltd. is one of the major business companies in Bangladesh. Ahmed Food has a well-established reputation in this business of food industries. The internship report on “Sales & Distribution Management of Ahmed Food Products (Pvt.) Ltd” as required by the Supervisor Afsar Kamal, Assistant Professor School Business, Uttara University. The objectives of the study are to discuss the marketing mix of Ahmed Food Products (Pvt.) Ltd. in detail, to discuss the Sales & Distribution Management of Ahmed Food Products (Pvt.) Ltd. in detail, to analyze the problem of Ahmed Food Products (Pvt.) Ltd.& to discuss the market Gap of Ahmed Food Products (Pvt.) Ltd. Both primary & secondary data are used to prepare this report.

This report is divided into six chapters. The first chapter of this study deals with introduction that presents the Background of study, Objectives of the study, Major difficulties faced for accomplishing Internship. The second chapter of the study deals with some theoretical concept about Profile of Ahmed Food Products (Pvt.) Ltd. The third chapter is about the Data Collection & Processing how the data are collected and process. The fourth chapter is about the Discussion of the specific objectives& Internship experience. The fifth chapter deals with Major Findings, Conclusions & Recommendations. Lastly the chapter six is on Reference &Appendix part.

The main findings of the study are as follows: Ahmed Food Products price depends on accurate quality of products, at present Ahmed Food Products focus direct promotion activity than media marketing, Ahmed Food Products (Pvt.) Ltd.try to attend every fair in Dhaka city, distribution channel weak than competitors, Ahmed Food Products (Pvt.) Ltd.uses less preservative to produce their products, try to coverage the market gap by promotional activity etc.

Some recommendation of the study is: Have to increase sales, Company must follow the chain of command, to make effective salary structure, the current sales & marketing policy of AFPPL doesn't want any modifications in the company. Try to make it modified, have to reduce extra cost, try to increase promotional activity, work actively target basis followed by market gap, for more sell try to give more incentive to sells person and so on.

Chapter - 1

Introduction

1.1. Introduction

The purpose of this report is to explain what I did and learned during my internship period with Ahmed Food Products (Pvt.) Ltd and is prepared as an essential requirement for the completion of the BBA program from Uttara University. This is also a requirement for the partial fulfilment of Ahmed Food Products (Pvt.) Ltd.'s internship program. The report focuses primarily on the working environment, successes and shortcomings. And secondarily, it focuses on Brand Developing Policy & strategy of Ahmed Food Products (Pvt.) Ltd. As I have worked with the branding department of the company for the past three month, I have selected "Brand Developing Policy & Strategy of Ahmed Food Products (Pvt.) Ltd" as my internship report topic.

1.2. 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 implementations. I had to work as intern at AFPPL for 3 months where I got an opportunity to learn and gather practical knowledge. In these 3 months of period I was fully engaged in branding activities of AFPPL. I've tried to reflect all my learning's from AFPPL in this report. There may be some terms that I've missed in this report but I've tried to put all the important things in this report.

1.3. Objectives of the Study

This report was a scope for me through which I can relate my theoretical knowledge with my practical experience. These three months while I worked on “Ahmed Food Products (Pvt.) Ltd”, I had an opportunity to work in a real business field and those experiences which I have gathered will be shared in this report along with theoretical collaboration. The objectives of this report are given below-

1.2.1. Broad Objective

- The broad objective of the study is to understand the sales and distribution management of Ahmed Food products (pvt.) Ltd.

1.2.2. Specific Objective

- To know the selling process of Ahmed Food products (pvt.) Ltd.
- To describe the distribution system of Ahmed Food products (pvt.) Ltd.
- To understand the management strategy of Ahmed Food Products (pvt) Ltd.

1.4. Major Difficulties Faced

During doing this report I face some difficulties regarding information's and restrictions on some internal data to use in this report. The limitations are given below:

- Unavailability of information's due to confidentiality.
- Short time span.
- Inconsistent information.
- Had limited access to other related department during my working period.
- Lack of experience.

Chapter - 2

Company Profile

2.1. Company Description:

Ahmed Food Products (Pvt.) Ltd was established in **1st May 1983** as a **Private Limited** company. Ahmed Food Products (Pvt.) Ltd. is a family owned concern and the leading brand name in the Food Industry. It's CEO and Founder of the firm was **Mr. Mohammad Ahmed**. He was a foreign trained food technologist himself and was the head of R&D Department & guided the organization towards quality products and its success.

Since the beginning, Ahmed Food has started with only four categories of products which are Jam, Jelly, Pickle and Sauce with a very small product line. In fact, it is the **first recognized food industry** in private sector in Bangladesh. They gained acceptance from the consumers through its superior quality.

The company was the first introducer of Sauce and Ketchup of Tomatoes and is the only authorized producer of Diabetic Food Products that are Sugar Free. We are the **first and only quality manufacturer of Diabetic items** as approved by BIRDEM (Diabetic Research Institute) and Public Health. Gradually they launched many new products and beside **local market** they also started to serve international market through **export**.

Currently they are producing different types of fruits Jam & Jelly, Pickles, Squashes, Tomato Sauce, Ketchup, Spices, Chanachur, Chutney, Soya Sauce, White vinegar, Custard Powder, Baking Powder, Corn flour, Paste, Chips, Cakes etc. The products are delighting the consumers by providing 100% dirt free, pure and natural food ingredients which can compete against any international products.

Their products quality is assured by according to **BSS** (British Standard Specification) and **BSTI** and they also follow Good Manufacture Product (**GMP**), Good Hygienic Practices (**GHP**), **ISO** standards.

Ahmed's products are used in day to day life in almost all household, five star hotels, restaurants, parties, residential schools & colleges ,universities ,cadet colleges, clinics, hospitals, defence forces, airlines catering etc.

Today Bangladesh is a growing market and having competition from all over the world. Ahmed Food take competition as an opportunity to prove them. It also helps them in improving their quality continuously. This enable them to serve people better through continuous quality improvement.

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 Food dedicates its perpetual life to serve the mankind by providing them with the best possible food as it is the primary necessity of mankind and it is for the kind acceptance of people that Ahmed has come so far.

Name	Ahmed Food Products (Pvt.) Ltd.
Corporate office	Ahmed Food Bhaban.
Factory	M/4/4, Road # 07, Section # 07 Mirpur, Dhaka – 1216, Bangladesh. Ashulia, village: BoroRangamatiaSavar, 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 Spices, Chanachur, Chutney, Soya, Sauce, White vinegar, Paste, Chips, Cake etc.
Marketing of Products	All over Bangladesh and Exports.
Membership	Bangladesh Agro-Processors' Association (BAPA).

Table – 1.1: Company description.

Logo:

Brand colour plays a very vital role in branding. By brand logo consumer can recognize the brand.



Logo of Ahmed Food Products (Pvt.) Ltd

Slogan:

Slogan helps a company to increase their brand awareness. By a good slogan consumer can recognize the brand and recall it easily. A powerful slogan can contribute to increase brand equity in different ways. Slogan of Ahmed Food Products (Pvt.) Ltd is “The Best From Bangladesh.”

2.2. Organizational Structure

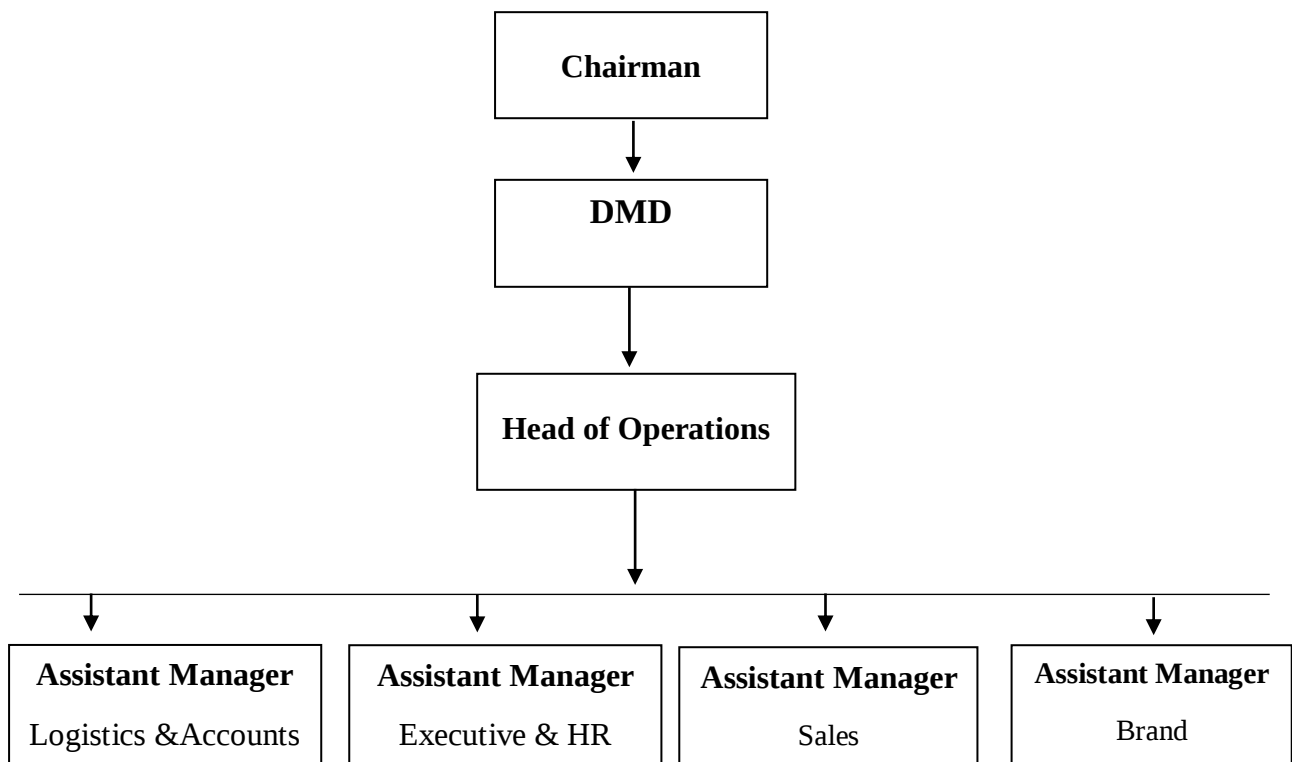


Figure 2.1: Organogram of AFPPL

2.3. Vision, Mission, Objectives

2.3.1. Vision:

Ahmed Food's main Vision is to never compromise with quality, towards retaining the position of marker leader and sustaining it, and then reach the global market.

2.3.2. Mission:

Mission for everybody at Ahmed is “Let’s give the World the Ahmed they prefer and want”.

2.3.3. Objective:

The Objective of the company is “Provide Ahmed's Foods at every corner of the Nation”.
“Caring for the taste of Bangladesh”

2.4. Achievements:

THE BIZZ 2012 Award for Excellent in Quality Management from World Confederation of Business, Texas, USA.



Peak of Success 2013 Award for Excellent in Quality Management from World Confederation of Business, Texas, USA



Business Management Award 2013 award for its Excellence in Business Management from GLOBAL BUSINESS CORPORATION, USA



Beyond the Success 2014 Award for Excellent in Quality Management from World Confederation of Business, Texas, USA



Be a legend 2015 Award for Excellent in Quality Management from World Confederation of Business, Texas, USA



Business Awards 2014-15 for Best Food Company



2.5. Description of Internship Work-Related Section:

During my internship period, I got opportunity to work at the Branding department of Ahmed Food Products (Pvt.) Ltd. In this department, all types of branding related planning and forecasting are made. I also learned how to forecast, planning, how to evaluate past weeks work. My supervisor was Assistant Manager (Brand) Mr. Nazmul Haque. Under his supervision in the Branding Department I got an opportunity to gain practical knowledge regarding brand building and brand development which will surely help me in my future career.

Chapter – 3:

Data Collection and Processing

To make this report resourceful I had to collect lots of information about the Food industry along with Ahmed Food Products (Pvt.) Ltd.'s branding activities.

3.1 Data Sources:

I have used the following two sources for collecting data to complete this report:-

- Primary Data
- Secondary Data

3.2 Data Collection Method:

3.2.1. Primary Data:

Primary data is collected by practical experiences while working on Ahmed Food Products (Pvt.) Ltd.'s brand department and interviewing some other topic related personnel.

3.2.2. Secondary Data:

Secondary data is collected by visiting relevant websites, books and published journals.

Data Collection Method

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

- ✓ Face to face Interview
- ✓ On internship period learning's
- ✓ Short question – answer sessions with seniors
- ✓ Maintaining dairy
- ✓ Company Website
- ✓ Employee manual
- ✓ Research papers by Logistics department, etc.

3.3 Data Processing:

To process the data, I took help of several software's like Microsoft Excel, Snipping tools etc.

To process the raw data into information I had to go record data regularly in my note book and find the linkage of data every day.

Chapter - 4

Discussion on the Objectives

Objective:- 01

To know the selling process of Ahmed Food products (pvt.) Ltd.

4.1 Selling process:-

Selling is a process involving the interaction between a potential buyer and a person hired by a company to sell its products to potential buyers. Sales is a recognized business profession, and ranges from a shoe salesman to an investment banker who manages company stock with billions of dollars at stake.

4.1.1 Pre-Sale Preparations:

Ahmed Food's salesman has to serve the customer and must identify a customer's problems and prescribe a suitable solution. For this, a salesman must be familiar with the product characteristics, the market, the organization and the techniques of selling. Also he must know the customer, himself and the company. He must know buying motives and buying behavior of the customers or prospects. He should be aware of current competition and market environment.



4.1.2 Prospecting:

Ahmed Food's salesman has to seek potential customers who are his prospects i.e., probable buyers. A prospect has unsatisfied need, ability to buy and willingness to buy. Prospecting relates to locating prospects. They can be through present customers, other salesman, phone directories, or by direct cold canvassing. These prospects must, of course, be accessible to salesman. Thus, prospecting is similar to the seeking function for the total marketing activities.

4.1.3 Pre-Approach:

After locating a prospect, salesman should find out his needs and problems, his preferences and behavior etc. The product may have to be tailored to the specific requirement of customer. On the basis of adequate information of the customer's wants and desires, salesman can prepare his plan of sales presentation or interview. The sales presentation should match to the needs of the individual prospect. It should enable the salesman to handle his prospect smoothly through the buying process, i.e., during, the sales talk.

4.1.4 Approach: The next step is approach where the salesman comes face to face with the prospect.

4.1.5 Sales Presentation:

After the salesman has found a prospect and he has matched the customer's wants with his product, he becomes ready to make a sales presentation. The sales presentations is closely related to the buying process of customers.



4.1.6 Objections: At any stage of sales interview, the prospect may attempt to postpone the purchase or resist purchase. A good salesman must consider an objection as an indication of how the prospect's mind is working. The clever salesman should welcome an objection, interpret it correctly and will avoid it tactfully, without arguing with the customer. (vii) Close: The close is the act of actually getting the prospects' consent to buy. It is culmination of the efforts so far made by the salesman and is the climax of the entire sales process. It is very important for salesman to be alert and find out the right moment for closing the deal. This is the "Psychological or reaction movement", at which the minds of salesman and prospect are tuned together. The salesman watches every sign of prospect willing to buy and shall apply "the close". A sale is never complete until the product is finally in the hands of a satisfied customer.

4.1.7 The Follow-up: This stage is the post sale contacts. The salesman after obtaining the order, arranges for dispatch and delivery of the product, facilitate grant of credit, reassure the customer on the wisdom of his purchase decision, and minimize dissatisfaction, if any. The salesman should contact the customer periodically to maintain his goodwill. A sale is made not in the mind of salesman, nor over the counter, but in the mind of the buyer. A salesman should have the quality of empathy, i.e., reading customer's mind. This will provide the salesman accurate information of buyer's motives, feelings, emotions, and attitude etc.

4.1.8 Prospecting:- As the sales environment matures, we're seeing a shift from and either/or methodology of prospecting. Reps no longer have to choose between inbound or outbound prospecting. Instead, they must decide how to do both responsibly.

4.1.9 Researching:- Prospect research is critical to personalizing and delivering a successful sales pitch. The reason for this is simple: without the appropriate background information, your offer lacks context, personalization, and authority—three important factors when it comes to closing a deal.



Consider these statistics:

- 90% of business professionals agreed that sales outreach personalized to their industry is very important.
- 83% of business professionals agreed that sales outreach personalized to their specific business problem is very important.
- 70% of business professionals agreed that sales outreach personalized to their specific role within their company is very important.

4.1.10 Connecting:- Get the customer's attention. It may be hard for you to believe, but your customers don't always pay a whole lot of attention to what you say, so it's a good idea to begin a sales conversation by saying something that grabs your customer's attention.

- Ask questions. Open-ended questions are the best for beginning a conversation and priming the pump for a productive interaction. When conversations wander off into unrelated waters you can lasso them back on track by asking closed-ended questions.
- Make benefit statements. Don't get too hung up with the features of your product or service because it's the benefits that really have an impact on whether your customers.

4.1.11 Presenting:- In selling technique, a sales presentation or sales pitch is a line of talk that attempts to persuade someone or something, with a planned sales presentation strategy of a product or



service designed to initiate and close a sale of the product or service.

4.1.12 Addressing objections:- Listen Fully to the Objection. Your first reaction when you hear an objection may be to jump right in and respond immediately. ...

- Understand the Objection Completely. ...
- Respond Properly. ...
- Confirm You've Satisfied the Objection.

A seller of services, I will say in all candor—much about responding to the proposal process is frustrating. A prospective customer issues a request for a proposal, and once received, a vendor will spend many weeks or days creating a carefully thought out, qualitative and quantitative response. Despite all due diligence, the end result may or may not achieve the desired result. If the work is not won, it may appear that the seller has just engaged in an exercise in wasted time and effort; time and effort that could have been spent elsewhere, on other initiatives.

However, as a former Information Technology manager in a large corporation—a buyer of professional services—I must admit, the process is equally challenging. The buyer has to spend a great deal of time and effort, articulating requirements on paper. In addition, the buyer must formulate fair and impartial selection criteria, designed to hold up under intense internal scrutiny. Furthermore, the request for a proposal must be written such that a wide audience understands the contents. Please keep in mind, that buyers must live with the results of their decision. A buyer's ultimate success is tied to a vendor's ability to deliver what is requested, and add value along the way.

In many respects, this two-sided perspective has made it easier for me to be involved in the proposal effort, and to navigate around the highs and the lows of the proposal process. Seeing both sides is a great equalizer. In the long run, no well-thought-out response to a proposal is really wasted, whether one wins or not. Assuming a solid, rationale process is followed, everyone on the team gains perspective, experience, and ultimately, wisdom. The key to an effective learning experience is, of course, to continually reinforce the roles and responsibilities of each member of the proposal team. Secondly, it is important to identify the key deliverables and activities—as well as, the interactions—required of each team

member. Of course, it goes without saying that it is important to make certain the final product is on point, addresses all of the questions in the proposal request, and demonstrates a clearly articulated value proposition and market savvy.

If all three functions—sales, delivery and business—contribute to the process, observe their roles and responsibilities, and leverage their knowledge and experience, they have gained invaluable experience. A distinct division of labor will prevent the tendency some of us have to respond to proposals without the intervention of the sales or business functions.

I have, from time to time, had this tendency. After all, the nexus of many proposals relates more to the actual delivery aspects of a project, than it does to the sales and business functions. For example, why involve the Sales function? Delivery, after all, comprehends the methodology, understands the requirements, and determines the staffing and skill mix. Delivery also provides an estimate for the project duration. All of this, of course, feeds into the costing model. Isn't a response from Delivery enough?

And why involve the Business function? Is a business review really required? Odds are, probably not. After all, Delivery certainly understands the required profitability percentages, branch contribution margins, hidden costs, and factors all of this into the costing model. An individual experienced in Delivery has probably written so many comprehensive and thorough “Statements of Work” they anticipate any and all constructive criticism and formulate mitigation strategies before anyone else manages to articulate their concerns.

I have embraced these prevailing attitudes for much of my career. Yet, I finally realized, after a number of years of working on proposals and winning and losing a number of them, when all is said and done, teaming results in a better product. While I did indeed provide the delivery and project management rigor, which is what I often refer to as the scientific foundation—it was Sales who made sure I didn't waste my time on unqualified prospects. Sales also helped me develop a more artistic approach to the presentation. And it was Business that provided clarity on the company, on the whys and wherefores of the financial model, and offered additional review points. Business also caught many subtle errors or omissions, which I wouldn't have caught until I was halfway through the project model I had created.

Thankfully, most corporations have enough sanctions built into the process to prevent any one function from going it alone. Because of this, I finally came to realize any effort

containing combined and differing agendas, multiple business cultures— and requiring multiple skill mixes—should indeed be addressed by a joint effort between the Sales, Business, and Delivery functions. The experience may make for frayed nerves here and there, but it's worth it in the long run. The process really does result in a compelling, articulate, and comprehensive response—one that will either win the work—or sufficiently position your company, for future initiatives. What follows, then, is a model for responding to proposals; one that requires the participation and intervention of the Sales, Business, and Delivery functions. The model is designed to work

from the seller's perspective—the primary objective being to design, develop, and deliver a proposal to a prospective customer.

4.13 Selling problems: The main selling problems of the wholesalers are sales on credit, sales forecasting:

- **Sales on credit:** The distribution mainly depends upon the retailers for selling Ahmed Food. So, the wholesaler has to face some of the demand of the retailers. Most of the retailers want to buy Ahmed Food Products on credit. There are many risks involved in sales on credit of Ahmed Food Products. Retailer does not want to take risk. So, most of the retailers buy the Ahmed Food Products on credit.
- **Sales forecasting:** We know that now the business arena is much competitiveness. Most of the firm would like to gain challenge this competition. So, here sales forecasting is the main problems in the case of selling. The wholesaler does not use

any method for determining sales forecasting most of the wholesaler sales forecast on the basis of last year sales.

- **Retailer's pressure:** The retailer's pressure is a great problem of the wholesalers in the case of selling. The wholesalers cannot supply the Ahmed Food Products to the retailers regularly. At this time, the retailers give a lot of pressure to the wholesalers.
- **Territory:** Determining sales territory is an important matter for the wholesalers. No sales territory has been fixed for the wholesalers. The wholesalers buy and sell PRAN juice pack in their own responsibility.
- **Sales motivation:** There is no sales motivational program in the PRAN juice pack marketing in Bangladesh. On the other hand, the wholesalers see that in the other business motivational program has become popular. So most of the wholesalers are frustrated and they do not know what will be happened.

Objective:- 02

To describe the distribution system of Ahmed Food products (pvt.) Ltd.

4.2.1 Distribution system:-

Distribution is fundamentally concerned with ensuring that products reach target customers in the most direct and cost efficient manner. In the case of services, distribution is principally concerned with access. Although distribution, as a concept, is relatively simple, in practice distribution management may involve a diverse range of activities and disciplines including: detailed logistics, transportation, warehousing, storage, inventory management as well as channel management including selection of channel members and rewarding distributors.

4.2.2 Distribution strategies

Prior to designing a distribution system, the planner needs to determine what the distribution channel is to achieve in broad terms. The overall approach to distributing products or services depends on a number of factors including the type of product; especially perish ability; the market served; the geographic scope



of operations and the firm's overall mission and vision. The process of setting out a broad statement of the aims and objectives of a distribution channel is a strategic level decision.

In an intensive distribution approach, the marketer relies on chain stores to reach broad markets in a cost efficient manner.

Strategically, there are three approaches to distribution:

Mass distribution: When products are destined for a mass market, the marketer will seek out intermediaries that appeal to a broad market base. For example, snack foods and drinks are sold via a wide variety of outlets including supermarkets, convenience stores, vending machines, cafeterias and others. The choice of distribution outlet is skewed towards those than can deliver mass markets in a cost efficient manner.

Selective distribution: A manufacturer may choose to restrict the number of outlets handling a product. For example, a manufacturer of premium electrical goods may choose to deal with department stores and independent outlets that can provide added value service level required to support the product. Dr Scholl orthopedic sandals, for example, only sell their product through pharmacies because this type of intermediary supports the desired therapeutic positioning of the product. Some of the prestige brands of cosmetics and skincare, such as Estee Lauder, Curlicue and Clinique, insist that sales staff are trained to use the product range. The manufacturer will only allow trained clinicians to sell their products.

Exclusive distribution: In an exclusive distribution approach, a manufacturer chooses to deal with one intermediary or one type of intermediary. The advantage of an exclusive approach is that the manufacturer retains greater control over the distribution process. In exclusive arrangements, the distributor is expected to work closely with the manufacturer and add value to the product through service level, after sales care or client support services. Another definition of exclusive arrangement is an agreement between a supplier and a retailer granting the retailer exclusive rights within a specific geographic area to carry the supplier's product.

4.2.3 Summary of strategic approaches to distribution

The producer selects only very few intermediaries. Exclusive distribution occurs where the seller agrees to allow a single retailer the right to sell the manufacturer's products. This strategy is typical of luxury goods retailers such as Gucci.

4.2.3.1 Push vs pull strategy:

In consumer markets, another key strategic level decision is whether to use a push or pull strategy. In a push strategy, the marketer uses intensive advertising and incentives aimed at distributors, especially retailers and wholesalers, with the expectation that they will stock the product or brand, and that consumers will purchase it when they see it in stores. In contrast, in a pull strategy, the marketer promotes the product directly to consumers hoping that they will pressure retailers to stock the product or brand, thereby pulling it through the distribution channel. The choice of a push or pull strategy has important implications for advertising and promotion. In a push strategy, the promotional mix would consist of trade advertising and sales calls while the advertising media would normally be weighted towards trade magazines, exhibitions, and trade shows while a pull strategy would make more extensive use of

consumer advertising and sales promotions while the media mix would be weighted towards mass-market media such as newspapers, magazines, television and radio.

4.2.3.2 Channels and intermediaries

Distribution of products takes place by means of a marketing channel, also known as a distribution channel. A marketing channel is the people, organizations, and activities necessary to transfer the ownership of goods from the point of production to the point of consumption. It is the way products get to the end-user, the consumer. This is mostly accomplished through merchant retailers or wholesalers or, in the international context, by importers. In certain specialist markets, agents or brokers may become involved in the marketing channel.

Typical intermediaries involved in distribution include:

Wholesaler: A merchant intermediary who sells chiefly to retailers, other merchants, or industrial, institutional, and commercial users mainly for resale or business use. The transactions are B2B (Business to Business). Wholesalers typically sell in large quantities. (Wholesalers, by definition, do not deal directly with the public).

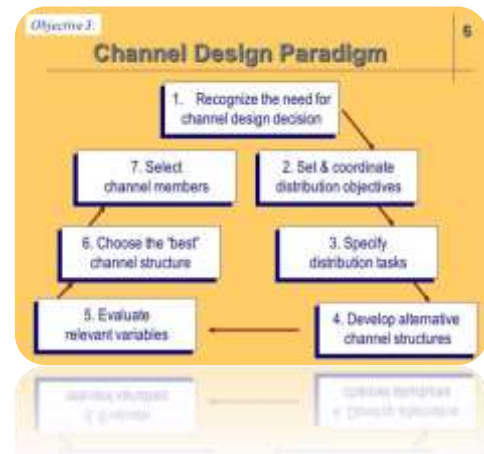
Retailer: A merchant intermediary who sells direct to the public. There are many different types of retail outlet - from hyper marts and supermarkets to small, independent stores. The transactions in this case are B2C (Business to Customer). **Agent:** An intermediary who is authorized to act for a principal in order to facilitate exchange. Unlike merchant wholesalers and retailers, agents do not take title to goods, but simply put buyers and sellers together. Agents are typically paid via commissions by the principal. For example, travel agents are paid a commission of around 15% for each booking made with an airline or hotel operator.

Jobber: A special type of wholesaler, typically one who operates on a small scale and sells only to retailers or institutions. For example, rack jobbers are small independent wholesalers

who operate from a truck, supplying convenience stores with snack foods and drinks on a regular basis.

4.2.3.3 Channel design

A firm can design any number of channels they require to reach customers efficiently and effectively. Channels can be distinguished by the number of intermediaries between producer and consumer. If there are no intermediaries then this is known as a zero-level distribution system or direct marketing. A level one (sometimes called one-tier) channel has a single intermediary. A level two (alternatively a two-tier) channel has two intermediaries, and so on. This flow is typically represented as being manufacturer to retailer to



consumer, but may involve other types of intermediaries. In practice, distribution systems for perishable goods tend to be shorter - direct or single intermediary, because of the need to reduce the time a product spends in transit or in storage. In other cases, distribution systems can become quite complex involving many levels and different types of intermediaries.

4.2.3.4 Channel mix

In practice, Ahmed Food use a mix of different channels; a direct sales force may call on larger customers may be complemented with agents to cover smaller customers and prospects. When a single organization uses a variety of different channels to reach its markets, this is known as a multi-channel distribution network. In addition, online retailing or e-commerce is leading to disintermediation, the removal of intermediaries from a supply chain. Retailing via Smartphone or m-commerce is also a growth area

4.2.3.5 Managing channels

Ahmed Food marketing department to design the most suitable channels for the firm's products, then select appropriate channel members or intermediaries. An organization may need to train staff of intermediaries and



motivate the intermediary to sell the firm's products. The firm should monitor the channel's performance over time and modify the channel to enhance performance.

4.2.3.6 Channel motivation

To motivate intermediaries Ahmed Food can use positive actions, such as offering higher margins to the intermediary, special deals, premiums and allowances for advertising or display. On the other hand, negative actions may be necessary, such as threatening to cut back on margin, or hold back delivery of product. Care must be exercised when considering negative actions as these may fall foul of regulations and can contribute to a public backlash and a public relations disaster.

4.2.3.7 Channel conflict

Channel conflict can arise when one intermediary's actions prevent another intermediary from achieving their objectives. Vertical channel conflict occurs between the levels within a channel, and horizontal channel conflict occurs between intermediaries at the same level within a channel. Channel conflict is a perennial problem. There are risks that a powerful channel member may coordinate the interests of the channel for personal gain

4.2.4 Trends in distribution:-

4.2.4.1 Channel switching:

Channel-switching (not to be confused with zapping or channel surfing on TV) is the action of consumers switching from one type of channel intermediary to a different type of intermediary for their purchases. Examples include switching from brick-and-mortar stores to online catalogues and e-commerce providers; switching from grocery stores to convenience stores or switching from top tier department stores to mass market discount outlets. A number of factors have led to an increase in channel switching behavior; the growth of e-commerce, the globalization of markets, the advent of Category killers (such as Office works and Kids 'R Us) as well as changes in the legal or statutory environment. For instance, in Australia and New Zealand, following a relaxation of laws prohibiting supermarkets from selling therapeutic goods, consumers are gradually switching away from pharmacies and towards supermarkets for the purchase of minor analgesics, cough and cold preparations and complementary medicines such as vitamins and herbal remedies.

For the consumer, channel switching offers a more diverse shopping experience. However, marketers need to be alert to channel switching because of its potential to erode market share. Evidence of channel switching can suggest that disruptive forces are at play, and that consumer behavior is undergoing fundamental changes. A consumer may be prompted to switch channels when the product or service can be found at cheaper prices, when superior models become available, when a wider range is offered, or simply because it is more convenient to shop through a different channel (online or one-stop shopping). As a hedge against market share losses due to switching behavior, some retailers engage in multi-channel retailing.

4.2.4.2 Customer value.

The emergence of a service-dominant logic perspective has focused scholarly attention on how distribution networks serve to create customer value and to consider how value is co-created by all the players within the distribution chain, including the value created by customers themselves. This emphasis on value-creation is contributing to a change in terminology surrounding distribution processes; "distribution networks" are often termed value-chains while "distribution centers" are often termed customer fulfillment centers. For example, the retail giant Amazon, which utilizes both direct online distribution alongside bricks and mortar stores, now calls its dispatch centers "customer fulfillment centers". Although the term, "customer fulfillment centre" has been criticized on the grounds that it is a neologism, its use is becoming increasingly mainstream as it slowly makes its way into introductory marketing textbooks.

4.2.4.3 Disintermediation

Disintermediation occurs when manufacturers or service providers eliminate intermediaries from the distribution network and deal directly with purchasers. Disintermediation is found in industries where radically new types of channel intermediaries displace traditional distributors. The widespread public acceptance of online shopping has been a major trigger for disintermediation in some industries. Certain types of traditional intermediaries are dropping by the wayside.

Objective:- 03

To understand the management strategy of Ahmed Food Products (pvt) Ltd.

4.3. management strategy of Ahmed Food:-

4.3.1 Ahmed Food's Management is Essential for their Business:

Ahmed Food's has grown up in stature and became the largest fruit and vegetable processor in Bangladesh from 1983. "**Ahmed Food's** " is currently the most well-known household name among the millions of people in Bangladesh.



Strategic management creates a necessity to commit to strategic planning that represents an organization's ability to set their short-term and long-term goals and determines the actions that need to be taken to achieve those goals.

Now that we have understood the concept of strategic management and its importance, let's study the important 7 stages of the strategic management process:

4.3.2 Setting the Goal

The first stage of Ahmed Food's strategic management is to set the goals your company wants to achieve. This includes both the short-term and long-term goals of the organization. Share these goals with the entire organization and explain how each goal will impact the organization's future. This will give each team member a sense of purpose and meaning to their job.

4.3.3 Initial Assessment

The second stage involves gathering as much data and information as possible. This information will be an integral part of identifying the organization's mission and vision.

The vision component answers the question: What does an organization want to become?

Whereas the mission component describes the company's business and everything related to the products, customers, markets, values, employees of the organization, etc.

4.3.4 Situation Analysis

After identifying the mission and vision component of the organization, the next stage arrives where the organization has to assess its current situation in the market. This stage involves evaluating the internal and external environments of the business and analyzing its competitors.



4.3.5 Strategy Formulation

A Situation Analysis is followed by the creation of long-term goals and objectives. These long-term objectives indicate how a company can improve its competitive position in the long run. In any goal-oriented organization, strategies are chosen at 3 different levels: Business level, Corporate level, and global/international level.

4.3.6 Strategy Implementation

Even the best strategic plans will give the best results when executed in such a way that it successfully creates a competitive advantage for the company. At this stage, the managerial skills are of utmost importance rather than using analytics. Communication is essential at this

stage of strategic management because new strategies must get support all over the organization for its effective implementation.

4.3.7 Strategy Monitoring

After implementing the strategy, it must be monitored constantly to make it successful. Due to the dynamic conditional, managers must do a SWOT analysis that prepares the organization for any new strengths, weaknesses, opportunities, and threats that may arise.

4.3.8 SWOT Analysis

SWOT analysis is a very crucial element in strategic management which most organizations forget about. It helps the organization identify their strengths, weaknesses, opportunities and threats. Also, it helps prepare the organization for its future by detecting and analyzing the internal and external environments and other factors that may impact the business.



4.3.9 Plan for The Future

Ahmed Food Planning for the future is essential for operating a successful organization. The concept of strategic management is a great first step towards your end goal. To help you achieve that goal, there are several strategic management courses that will guide you to keep a track of opportunities and any unexpected shifts in the strategy.

Chapter V

Major Findings

5.1: Major Findings:

Some important fact I have found during my internship period on which they should concentrate immediately in order to create a strong and sustainable brand. Among them some may be useless but I think some of are important for the company and these findings are given below-

1. Ahmed Food Products price depends on accurate quality of products.
2. At present Ahmed Food Products focus direct promotion activity than media marketing.
3. Ahmed Food Products (Pvt.) Ltd. try to attend every fair in Dhaka city.
4. Distribution channel weak than competitors.
5. Ahmed Food Products (Pvt.) Ltd. uses less preservative to produce their products.
6. Try to coverage the market gap by promotional activity.
7. They are not using television media at present, but I think they should do it.
8. They have no credit policy for their dealers, but when all companies is giving more facility and flexibility to their dealers.
9. At AFPPL branding department do not get sufficient budget to expand branding activities.
10. They are not involved in social media marketing.
11. Lack of CSR activities.
12. Website of AFPPL is not resourceful enough for consumers and stakeholders of the company.
13. Distribution channel weak than competitors.
14. Ahmed Food Products (Pvt.) Ltd. uses less preservative to produce their products.
15. Try to coverage the market gap by promotional activity.

Chapter VI

Recommendations

5.2. Recommendations

To create a sustainable and strong brand I have some recommendations which are -

Television Advertising:

Television advertisements for AFPPL were telecasted on the television in past. But recently, they have stopped it. In order to compete with the competitors and to create brand associations with the customer they should launch it again.

Credit Facility:

To increase the facility and to compete with the strong competitor they can introduce another little bit more credit facility for their retailer so that they try to give more emphasis to this brand for their own facility. And if they do this they will help the brand to take a strong position, because without a strong brand image they could not sell the product after a certain stage.

Branding Budget:

They should have separate budget for branding department which will be used throughout the year except offer period. This will create a solid brand image separated from offerperiod branding.

Social Media Marketing:

They can use Social Media marketing to create a strong brand. They can use that platform to inform their customers about their products and their activities.

CSR Activity:

- Before 16th December and 26th March AFPPL can run a campaign where they will donate a part of the money collected from every sell in the freedom fighters welfare foundation.
- AFPPL can take the initiative to light/sponsor lamp post of some busy and important areas of the country. Where it will be written that, this lighting facility is sponsored by “Ahmed Food Products (Pvt.) Ltd” which can beconsidered as a huge boost for the

brand a responsible brand. This will help to establish the brand in the mind of the customer.

Resourceful Website:

The www.ahmedfood.com contains less useful information for the customer related to the products and promotion. It's a world of technology, where customers try to search and gather information before buying a product. So many of them use internet as a medium of collecting information of specific product. As a result the brand is getting less focus from the internet users. The website should be well maintained where the product news and promotional news will be given. There should also be a section for feedback/reviewing for the customer where they can rate/review the product. When a customer gets his answer in the feedback section he or she feels important and valued and become satisfied. A satisfied customer become loyal to a brand and helps the brand to become a well-known brand.

Endorser involvement:

They can bring a renowned celebrity to their ad to make more people attracted to their brand.

Scholarship program:

To create a strong brand they can launch a scholarship program to give scholarship to the poor children's, which will surely boost up the brand image of the company.

Radio:

Now a day's radio became a very useful medium of advertising. So Ahmed Food Products (Pvt.) Ltd can use this medium for developing their brand.

Chapter VII

Conclusions

7.1 Conclusions

Ahmed Food is most popular food products manufacturing company in Bangladesh. The company is developing business day by day in this sector. It has adapted expansion policy all over the country by providing better quality product to customer satisfaction according to their demand and choices. Branding department is the most important factor which requires continuous development as well as adding value to the company. The real power of powerful brands is that they meet the expectations of those that buy them or, to put it another way, they keep their promise. Building powerful brands has amazing rewards. There is a good opportunity ahead for AFPPL to establish their brand and become the ultimate choice for the customers, though it has an increasing demand in the Bangladeshi & Global Market. From my internship I can say that I am very satisfied working with the Branding Department. I believe my Internship experience will help me in build up my future career successfully.

My Responsibilities as an Intern \$ Experiences:

Internship program at AFPPL branding department has provided me remarkable opportunities and scopes to learn about branding practically. Through the internship program I have gathered regular corporate work experience that could not be learnt from classroom. From the regular work experience I have learnt about the whole brand development process & strategies. I have also learnt about the challenges, limitations, corporate culture and behavior of corporate world. Since my first day, I had the chance to handle a multitude of tasks and responsibilities. Which is as follows:

- For Corona affect most of the branding activities postponed.
- I have also organized different activation programs to boost-up our brand image through online.
- I have visited different places to find out scopes for branding.
- I got a complete knowledge about a company marketing activities.
- Got the opportunity to know different types of activations like vans sales marketing, pickup sales marketing, sponsorship, door-to-door sales marketing, free sampling and branding.

Chapter VIII

References& Appendices

6.1. References

- ✓ Ahmed Food Products Website (<http://ahmedfood.com>)
- ✓ Annual Report 2018
- ✓ Nazmul Haque
Manager (Sales & Marketing)
- ✓ Employee Engagement definition by Perrin's Global Workforce Study (2003)
- ✓ Banglalink Field Force Locator (<https://vas.banglalinkgsm.com/fflpremium2>)
- ✓ Organizational Behavior, Global Edition
Book by Stephen P. Robbins and Tim A. Judge
- ✓ <https://betterwork.org/blog/portfolio/bangladesh-labour-act-2006>
- ✓ The Truth About Employee Engagement: A Fable About Addressing the Three Root
...
Book by Patrick Lencioni

6.2. Appendices

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