



Internship Report
On
Brand Developing Policy & Strategy of Ahmed
Food Products (Pvt.) Ltd.

Submitted to:

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Date of Submission: 30th August, 2020

*Brand Developing Policy & Strategy
Of
Ahmed Food Products (Pvt.) Ltd.*



Letter of Transmittal

August 30th, 2020

Dr. Md. Golam Morshed

Assistant Professor

School of Business

Uttara University

Subject: **Submission of Internship Report**

Dear Sir,

I am pleased to submit this report, which has been prepared for the requirement of internship program. I have tried my best of my ability to complete the report properly and to bring out a meaningful insight within the constraints.

This report is based on “**Brand Developing Policy & Strategy of Ahmed Food Products (Pvt.) Ltd**”. I worked with branding team, so this report will cover the brand related activities. As per university requirement I have compiled all my working experience of branding department on this report for your kind consideration.

I had to face some difficulties while gaining information for the project. While preparing this report, I have learnt many things regarding brand building, attracting consumer attention and consumers attitude towards the organization and ways to control it.

I appreciate your kind advice, cooperation, patience and suggestions regarding this report which will definitely help me to go ahead as a brilliant guideline. I will be available for any query and clarification regarding this report whenever necessary.

Sincerely yours,

S. M. Hasan

ID-2193061031

Batch & Section: 50th (A)-MBA

Major: Marketing

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Student's Declaration

I, S.M. Hasan student of Uttara University hereby declare that the internship project work entitled “**Brand Developing Policy & Strategy 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 ***Dr. Md. Golam Morshed*** (Assistant Professor, Uttara University).

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

S. M. Hasan

ID-2193061031

Batch & Section: 50th (A)-MBA

Department of Business Administration

Uttara University

Date: 30th August, 2020

Supervisor's Declarations

30th August, 2020

S. M. Hasan

ID– 2193061031

Batch & Section: 50th (A)-MBA

Department of Business Administration

Uttara University

Subject: Supervisor's declarations.

Dear student,

I, **Dr. Md. Golam Morshed** certify that S. M. Hasan, ID- 2193061031, Batch-50th MBA , Major- Marketing was assigned by the Department of Business Administration, Uttara University under my supervision to fulfil his internship report. He joined Ahmed Food to complete his three months of internship. His internship topic is “**Brand Developing Policy & Strategy 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.

Dr. Md. Golam Morshed

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 **Dr. Md. Golam Morshedsir** 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 honourable **Nizam Uddin** sir (Executive), **Nazmul Haque Sadman** (Asst. Manager) **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 **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.

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Executive Summery

Ahmed Food Products (Pvt.) Ltd was initiated in 1983. 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 which is sugar free & 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. The products are delighting the consumers by providing 100% dirt free, pure and natural food ingredients which can compete against any international products.

Corporate vision, mission, values, goals and objectives of Ahmed Food Products (Pvt.) Ltd have been discussed in internship report. Moreover, all the products and services that Ahmed Food offers to the customers have been descried. In job profile chapter, there have discussion about the nature of the job and the specific responsibilities that had to do throughout the internship period in Ahmed Food Products (Pvt.) Ltd.

For brand development and to create brand awareness they basically use different kinds of promotional activities like- Activation Programs, Leaflet, Billboard, Banner, Poster, and Electronic Media, Social Media, Newspaper Advertising etc. Among promotional activities Cash discounts in Super shops and Various Trade Fair offers are most popular in which they are giving discounts and gift items along with their products.

However, Evaluating brand performance depending on three months working experiences of brand department is not an easy task. Even then through SWOT, Four steps of Brand Building, Perceived quality, Brand Power Grid Model, I tried to highlight the position of Ahmed Food Products (Pvt.) Ltd's Brand position.

Furthermore, Consumer analysis has been made for branding strategies to figure out some of the finding regarding the performance of Ahmed Food Products (Pvt.) Ltd. Meanwhile suggestions and recommendations depending on my practical knowledge were included in order to eradicate their weaknesses and enhance their position in the market.

Finally, the report is ended up through including references and sources that have been used to prepare this report

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-

1.3.1. Broad Objective

Broad objective of the report is “Brand Developing Policy & Strategy of Ahmed Food Products (Pvt.) Ltd” And identify the various strategy which they are using for establishing their brand

1.3.2. Specific Objectives

The specific objectives of the study are:

- To know and understand brand & how an organization can develop its brand image.
- To relate theoretical knowledge with real life experiences in developing brand.
- To recommend for improvement of brand development strategies of Ahmed food.

1.4. Limitations of the Study

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

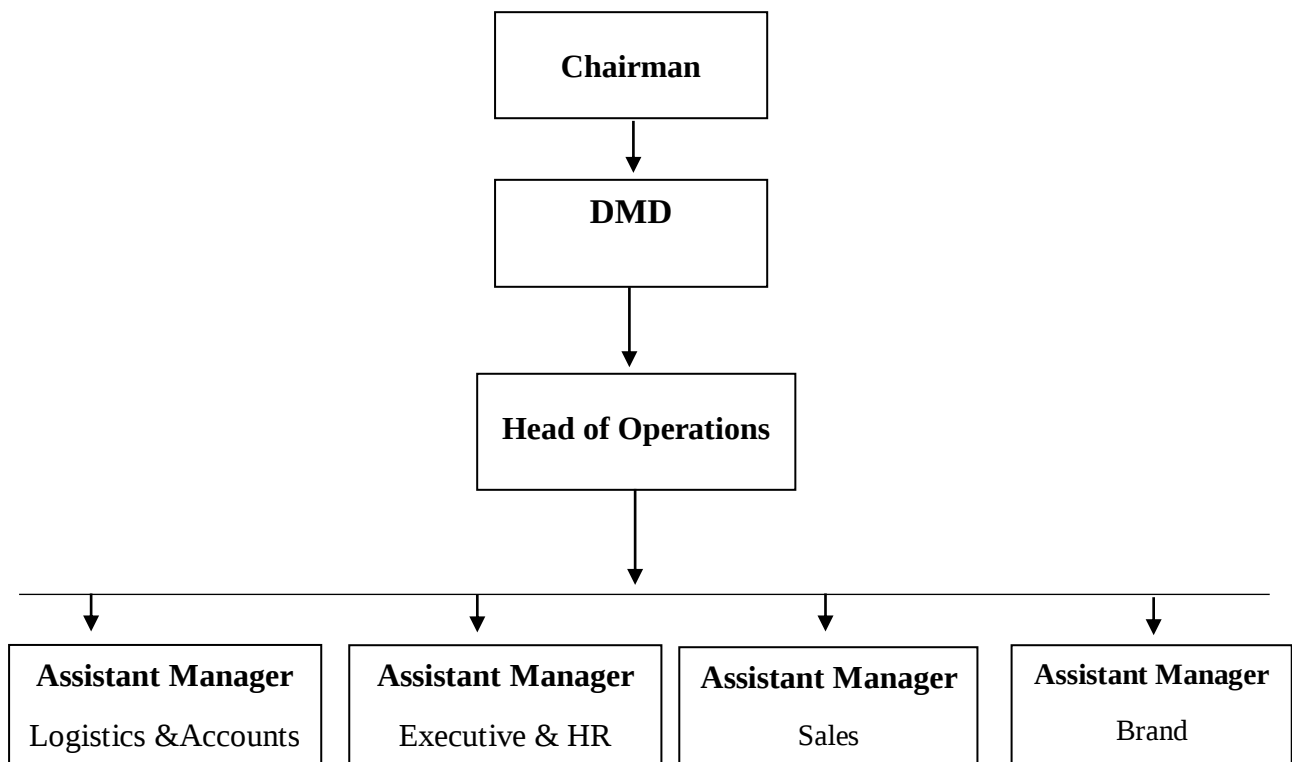


Figure 2.1: Organogram of AFPPL

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
Result & Discussion

Objective 1:

To know and understand brand & how an organization can develop its brand image.

4.1. Brand:

A brand is a name, symbol, logo, sign, or design or a combination of all of them, intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors.

4.1.1. Brand Value:

Brand values are the core values represented by a brand. A brand value is something for which a customer basically purchases a product or not at a certain price point. In a word, brand value is something for which customers are willing to pay a premium for their purchasing product or not.

4.1.2. Brand Feelings:

Brand feelings are customer's emotional responses or reactions to the brand. The emotions evoked by a brand become so strongly associated that they are accessible during product consumption or use.

4.1.3. Brand Resonance:

Brand Resonance describes the nature of customer's relationship with the brand. Here comes the brand loyalty, which indicates repeat purchase but it is not sufficient for resonance to occur. More than behavioral loyalty sometimes resonance requires strong personal attachment.

4.A. Brand Development Policy & Strategies Adapted by AFPPL:

To keep a product running in the market, it is important to do some activities which will help customers to keep the brand in their mind. That's why AFPPL is taking initiatives to establish their brand. Currently they are conducting few consumer promotions and few trade promotions. The activities that AFPPL has taken are as follows:

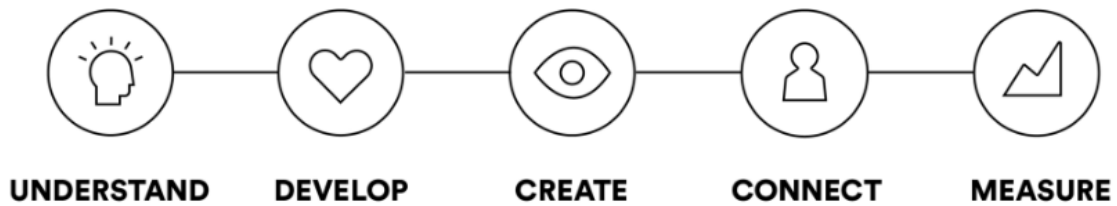


Figure 4.1: 5 step approach to developing your brand strategy

The brands to life 5 step approach to developing your brand strategy & taking it to market.

- 01) Understand the current state of play
- 02) Develop the core of our brand
- 03) Create with insight
- 04) Connect with our target audiences
- 05) Measure the new state of play

Steps 1 and 2 focus on brand strategy development, steps 3 and 4 deliver the brand to market and step 5 is about checking to see if the investment in branding is actually working for you.

01) UNDERSTAND THE CURRENT STATE OF PLAY

Start by understanding the world that our Company or brand lives in or is going to be launched into, and where we want to take it. This stage starts by ensuring we've set goals for our business so we'll be able to measure success down the track. It's about ensuring us understand our customers and our competitors through research and sometimes a bit of soul searching.

Have we thought about how we would like to be regarded 10 year down the track?

Have we documented shorter term 3 – 5 year measurable objectives for the business?

Have we agreed to our more immediate goals that we think branding will address?

Have we worked out how we are going to judge/measure the success of these goals?

What sort of budget and timelines do we have to allocate to achieving these goals?

What is the current state of our brand/brand strategy/position in the marketplace?

How do our employees currently describe your business/brand?

Who are we external target audiences? And what are our pain points? Do you have any insight about how we currently think about us?

Who are we competitors and how are we currently positioning ourselves? Can we learn anything from them? Who in your opinion is doing it best in market nationally or internationally?

02) DEVELOP THE CORE OF BRAND

This stage is where brand strategy is created. Brand goals and your ‘Simple Truth’ are defined and the core things you will need to start the journey to bring the strategy to life are developed – brand name (if required), brand positioning & brand story.

In this Step Ahmed Food Products create their brand Strategy.

i. Brand Strategy

Define your Simple Truth & Brand Character Strategy & Key Messaging & Magnetic Customer.

Tagline of Ahmed Food is “The Best From Bangladesh”

& key messaging is “Ahmed Food is to never compromise with quality.”

ii. Brand Name

Review your Brand Name if the existing fights with your strategic goals, or create a new one if it’s a new brand.

Ahmed Food Create new brand name “DAROON” for snacks item.

iii. Brand Positioning

Brand Positioning may be required to quickly establish, or re-establish your business/brand in the marketplace.

Ahmed food run their business 1983, but in present time they are not capable to distribute overall Bangladeshi market. For that reason they try to re-establish their brand name through many marketing strategy.



03) CREATE WITH INSIGHT

With the strategy and core brand elements established, we progress to creative development. It’s the combination of the sharp strategic thinking and the creative articulation of it that is key to effectively telling the story of your brand and establishing the emotional connection you are seeking with your audiences.

i) Brand Mark & Visual Identity/Language Concepts.

We typically create two concepts demonstrating how visual language can articulate your new brand strategy. With a single visual concept agreed to, you can begin the process of going back to your touch point list and deciding what touch points in what order of priority need updating as per the newly approved look and feel based on budgets and timelines.

ii) Touch point Roll-out.

Now we're able to begin applying the new branding to all internal and external touch points to take the new strategy to market.

04) CONNECT WITH TARGET AUDIENCES

While this is stage 4, you can start to road-map how to connect your brand with target audiences. Tackle how you are going to convince everyone within your business/organization first about why you're reviewing the brand, what the vision is and give them the tools to easily understand and articulate it.

i) Create fans within your own organization.

Ahmed Food made sob fan who only try to buy Ahmed's Product. All Swapno Outlet, Meena Bazar, Uni Mart sell our products overall Bangladesh.

Leadership team first from the CEO down, then they help teach everyone else to understand the brand. Launches, Roadshows, Parties, Video Intros, even the classic goodie bag. Employees are looking for leadership, clarity and goals – you can hand it to them on an exciting platter.

Plan how you are going to take your story to market. Roadmap the rollout of the brand to market. Obviously, this depends on the budgets you have as to what form this might take shape. PR, Media Planning & Creative Communications/Advertising, Content and SEO planning, Search Engine Marketing, Promotions, Events, Guerrilla Marketing/Stunts. If we circle right back to the start of this article, we recognise not everyone has Coca Cola budgets but it's not rocket science that promotion and connection with the right audiences, in the right ways is always going to be more effective than doing nothing at all. Invest what you can, measure, adjust.

05) MEASURE THE NEW STATE OF PLAY

Which brings us to the final step of successful brand (and business) strategy which is to ensure you are consistently reviewing results against your established measurable objectives.

Circle back to the first step and see (after a pre-determined time) what's changed?

Is the state of play from a market/competitors/audience POV still all the same?

Are your brand objectives and your business objectives being achieved? I.e. turnover, profitability, staff retention, customer base etc?

If they are, can we pinpoint if anything specifically has been driving this and do more of it? What can be done to improve positive results even further?

If objectives are not being met, why not? Has the marketplace changes? Is the brand not resonating or is it just not getting enough exposure? What needs to change to achieve the goals initially set or do expectations need to be adjusted?

All of this strategy & Policy “Ahmed Food Products (Pvt.) Ltd.” Maintain.

4.B. Ahmed Food does some promotional activity as like.....

***Promotional Campaigns:**

Ahmed Food Products (Pvt) Ltd. offers few promotional campaigns over the year and this are-

- **Bonus Product:** AFPPL offers extra products to its distributors after a certain amount of purchase to encourage them to purchase more.
- **Supershop Offers:** There are special discounts for AFPPL’s products in supershops and to boost up their new products AFPPL sometimes offer “Buy 1,Get 1 Offers in Supershops”
- **Fairs:** Ahmed Foods attends different fairs all over the year to build a strong relationship with their customers by providing some lucrative offers like “cash discounts”, “Buy 1, Get 1” and “free gifts”.

***Leaflet:**

AFPPL distribute leaflet in different events, programs, fairs in order to grab a brand image. Along with brand image, this leaflet will help them to inform their customer about their ongoing offers. Leaflet is one of the best ways to communicate directly with the customer. It is a fantastic way to build brand recognition over a period of time. It might not bring instant reaction from the target group but leaflet will create the brand recognition which might cause a future purchase.

***Program Sponsorship:**

The Company always sponsor different kinds of program which is related to brand building. They also sponsor different kinds of programs in universities and colleges in order to develop brand image.

***T-shirt, Polo shirt and Umbrella:**

AFPPL brand authority give away T-shirt, Polo Shirt and Umbrella which are designed especially for AFPPL in different occasion to the wholesalers, retailers, sales team of the

company which enhance the company image by giving more visibility to the company's name than any other promotional item.

***Activation Programs:**

Ahmed Food organizes several activation program over the year targeting special occasions like Pohela Falgun, Valentine's Day, International Mother Language Day, Women's Day, Independence Day, Victory Day, May Day etc in order to draw customers attention to the brand.

***Outdoor Advertising:**

Ahmed Food Products (Pvt.) Ltd is also engage in outdoor advertising. They have some billboards in different districts. They have also huge number of shop sign in whole Bangladesh. They have also placed road cones in different locations. Now they are planning to do rickshaw paint and restaurant branding along with in an extensive manner.

***Newspaper advertising:**

In order to establish Ahmed Food as a powerful brand, the brand department of AFPPL often provides their advertisement in newspapers. They also go for newspaper advertisement in different occasions, which are mainly thematic advertisements. Newspaper advertisement is very much important for brand establishment. By newspaper advertisement it is possible to reach a huge number of target audiences.

*** Covered Van Painting:**

AFPPL started their own covered van painting in 2018. This is an activity which falls under term Mobile Billboard. Covered van branding is a type of rolling advertisement in which a poster mounted on the side of a vans. As these covered vans visit different places all over the country, it gives a huge geographical coverage, high frequency and long exposure.

*** Advertisement in Magazines:**

The company post advertisement in different popular magazines in order to describe customers about their new products and also developing their brand image.

Objective 2:

To relate theoretical knowledge with real life experiences in developing brand.

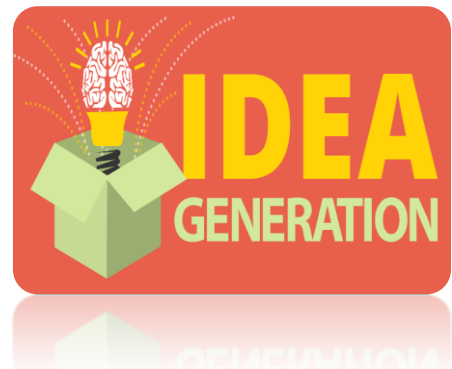
In order to stay successful in the face of maturing products, companies have to obtain new ones by a carefully executed new product development process. However, they face a problem: although they must develop new products, the odds weigh heavily against success. Of thousands of products entering the process, only a handful reach the market. Therefore, it is of crucial importance to understand consumers, markets, and competitors in order to develop products that deliver superior value to customers. In other words, there is no way around a systematic, customer-driven new product development process for finding and growing new products. We will go into the **eight major steps in the new product development process**.



4.2.1. Idea Generation

Idea generation is the New Product Development process. It is a systematic search to find out new ideas. It comes from everywhere and in any form. In the first stage, new ideas are collected from many sources.

Ahmed Food's Sales Manager call a meeting with the on field employees who interact with the customers and have practical understanding about the market. The manager can have a clear understanding about the current market situation. Then Ahmed Food Management listen the experience and demand of market from the field staffs.



- **Internal Sources.** Mostly, Ahmed Food have their own formal Research and Development department. But normally any employee can come up with a good idea.
- **Customers.** A company should always listen to customers' questions, complaints and feedbacks that help to generate new product ideas to satisfy customer problems. And Ahmed Food always does this.
- **Competitors.** To generate ideas companies can conduct competitors swot analysis.

4.2.2. Idea screening

Idea generation can provide us with a pool of ideas. But the second step of new product development is to find good ideas and drop the poor one.

Ahmed Food Products Management provides open floor to the sales employees to share their opinions and ideas to improve the sales. So, that management good have new and creative ideas and make a short list of those.



4.2.3. Concept development and test marketing

Concept development and testing is the third step of new product development. A product concept provides a detailed description of the idea, keep in mind your consumer perspective.

Before Ahmed Food launching a product to the market management provides the product among the employees of the company for a trail, to determine any kind of lacking in the product if have or need to make any change in packaging.

Those ideas qualify the screening stage to become a concept and it must be tested. Ahmed Food cannot launch a new product without properly testing the concept. Concept testing help companies to investigate customer's reactions before introducing to the market.



A more physical and visual presentation is required for a more reliable concept test. The concept further engages target market. After exposing the concept, Ahmed Food companies ask questions from consumers. Companies want to know the customer's reactions in term of feedback. Is the concept appealing or not and fulfilling the customers wants?

4.2.4 Market Strategy and Business Analysis

In this sector, Ahmed Food develops marketing and business strategy to introduce a new product in the market successfully. The company engages different business units – to perform marketing and financial analysis – to meet the marketing objectives.

Understanding the market need, wants and demand and launching Ahmed Foods products accordingly. My company also perform a survey before introducing any new product to the market. So, the company could have a Cristal clear understanding about what the market needs or wants.



The company initially explain target market and product positioning. It should also explain forecasted sale, market share and profit both in short and long-run. The company also describes the marketing mix strategy.

Business analysis involves a detailed review of company cost, sales, profit projections whether the company is satisfied with objectives.

4.2.5. Product Development

When all the marketing and business strategies are finalized. In this step, the product concept is transformed into a physical product. In the development stage, a prototype is designed that is functional and able to satisfy the consumer wants. The product undergoes serious tests to make sure its effectiveness and performance.



4.2.6. Test Marketing

Ahmed Food Also After designing a successful prototype, it is introduced for further research and feedback. With the help of test marketing, the company tries to understand the consumers and dealer's feedback and reaction. Important changes are made in the actual product if needed. This step completes the process empowers the company to successfully introduce the new product in the market.



Free Sampling

4.2.7. Commercialization

Test marketing helps Ahmed Food to make decisions and launch the new product in the market. Commercialization is introducing the new product in the target market. The marketing mix strategies are applied. Four decisions are important when launching a new product.

- **When** to introduce the product.
- **Where** to launch a new product in single or multiple location, national or international market.
- **To whom** Ahmed Food must decide distribution and promotion (already decided in test marketing phase).
- **How** (action plan) Ahmed Food should introduce the new product in the target market.

4.2.8 Distributors and suppliers: Also known as collaborators are close to the market. They know the consumer problems and new ideas and techniques to address these problems.

Review of market performance Ahmed Food also takes feedback from the customers.

Objective 3:

To recommend for improvement of brand development strategies of Ahmed food.

In marketing, the promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It has been identified as a subset of the marketing mix strategy.

It is believed that there is an optimal way of allocating budgets for the different elements within the promotional mix to achieve best marketing results, and the challenge for marketers is to find the right *mix* of them. Activities identified as elements of the promotional mix vary, but typically include the following:



4.3.1 Advertising

Is the paid presentation and promotion of ideas, goods, or services by an identified sponsor in a mass medium?

Examples include print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, mobile apps, motion pictures, web pages, banner ads, emails. Personal selling is the process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation, often in a face-to-face manner or by telephone. Examples include sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing.



বাণিজ্য মেলায় বাপার প্যাভিলিয়নে আহমেদ ফুড প্রডাক্টসের ষ্টলে ক্রেতাদের ভিড়। তারা সব পণ্যেই বিভিন্ন হারে মূল্যছাড় দিচ্ছে। গতকাল মেলা প্রাঙ্গণে। ছবি : প্রথম আলো



We are setting up our own plant at Mirpur very soon it will go for production.

Prothom Alo Newspaper

SPLASH Magazine

Ahmed Food provides advertisements on television channels. As put of advertisement, it makes contracts with



Ahmed

স্মাদটাই এসেন

এসেন প্রকৃতিত যত্নে স্নান

SAUCE
TOMATO
صلصة الطماطم

www.ahmedfood.com

Hot Line 01987877877

Our company's model

SabilaNur

Professional Actors in Bangladesh

4.3.2 Sales Promotion

Is media and non-media marketing communication used for a pre-determined limited time to increase consumer demand, stimulate market demand or improve product availability. Examples: That times our company given a special discount for over all products.

4.3.3 Public relations or publicity

Is information about Ahmed Food products and services carried by a third party in an indirect way. This includes free publicity as well as paid efforts to stimulate discussion and interest.

It can be accomplished by planting a significant news story indirectly in the media, or presenting it favorably through press releases or corporate anniversary parties. Examples include newspaper and magazine articles, TVs and radio presentations, charitable contributions, speeches, issue advertising, seminars.

4.3.4 Direct Marketing

Is a channel-agnostic form of advertising that allows businesses and nonprofits to communicate directly to the customer, with methods such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising.

Now I'm showing some activation, there are following below

4.3.5 Vans sales activations

Sometimes Ahmed Food provides special snacks offers like buy 1 get 1 on specific occasions like valentines, Independence day, women's day that's like all days. In addition, on those special dates or occasions our company asked its sales executives reach very possible customers as a part of it.



4.3.6 Door to Door activations

Ahmed Food provides sometimes some special discount offers Like Garlic powder, Garlic paste, Ginger paste, Tamarac powder, chilli powder etc. the sales executives go door to door and introduce this product to the customers.



Activation International Women's Day 2019

4.3.7 Corporate image

Campaigns have been considered as part of the promotional mix.



4.3.8 Sponsorship

As a part of advertisement the company provides sponsorship to different cultural, debating etc. programs of university and college students.

*Representing Ahmed Food Products
(Pvt.) Ltd.*

*Snacks Partner: "30th NDDC NATIONALS
2019"*



Notre Dame Collage

4.3.9 Guerrilla marketing

Tactics are unconventional ways to bring attention to an idea or product or service, such as by using graffiti, sticker bombing, posting flyers, using flash mobs, doing viral marketing campaigns, or other methods using the Internet in unexpected ways.

4.3.10 Product placement

Is paying a Cricket match or television show to include a product or service prominently in the show.

4.3.11 Digital marketing

Is the marketing of products or services Ahmed Food using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium?

We market our product through our website and Facebook page.



Facebook Page



Website

4.3. 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 V

Major Findings, Conclusions & Recommendations

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.

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 offer period 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 be considered 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 renownedcelebrity 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.

5.3. Conclusion

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.

Chapter VI

References & Appendices

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