

# **PROJECT REPORT**

**ON**

## **Marketing Strategies of Bashundhara Food and Beverage Limited**



**BASHUNDHARA GROUP**

*For the People, for the Country*

Project Report  
On  
**Marketing Strategies of Bashundhara Food and  
Beverage Limited**

Course code: INT 4399

**Submitted To**

**Muhammad Rehan Masoom**

Assistant Professor

School of Business and Economics

United International University

**Submitted By**

**Shihab Sharif**

ID: 111 161 255

School of Business & Economics

Major in Marketing

School of Business and Economics

United International University

**Date of Submission**

**July, 31, 2022**



**United International University**

## Letter of Transmittal

---

July 31, 2022

**Muhammad Rehan Masoom**

Assistant Professor

School of Business and Economics

United International University, Dhaka

**Subject:** Submission of project report on Marketing Strategies of Bashundhara Food and Beverage Limited.

Dear Sir,

I am very glad to inform you that I have completed my project report on “Marketing Strategies of Bashundhara Food and Beverage Limited.” that has been assigned to me in order to partially meet the requirement of the BBA Program.

I sincerely hope that this report will satisfy both the requirements and the expectations you had. I would be very grateful if you would accept the report with valuable consideration.



**Shihab Sharif**

ID: 111 161 255

Bachelor of Business Administration

Major in Marketing

School of Business and Economics

United International University

## Declaration of the Student

---

I am **Shihab Sharif**, hereby declare that

- The project report on “**Marketing Strategies of Bashundhara Food and Beverage Limited**” has been prepared by my original works and efforts.
- Without following any unethical ways, I have prepared the report and this report is prepared for only academic purpose and under the supervision of **Muhammad Rehan Masoom**, Assistant Professor, School of Business and Economics, United International University.



**Shihab Sharif**

ID: 111 161 255

Bachelor of Business Administration

Major in Marketing

School of Business and Economics

United International University

## Acknowledgements

---

My deepest gratitude goes out to Allah for granting me the power and capacity to successfully complete the report required for my project program and to hand it in on time.

I would also like to express my gratitude to **Muhammad Rehan Masoom**, Assistant Professor, School of Business and Economics, United International University for all of his excellent suggestions and support. I could not have finished the report on time and properly without his tremendous advice, assistance, and cooperation throughout the process. In addition, I appreciate the opportunity to work with him on my paper.

In conclusion, I would like to take this opportunity to thank the employees as well as the marketing teams of Bashundhara Food and Beverage Limited for their involvement in the interview process.

## Table of Contents

---

Executive Summary .....	6
<b>Chapter 01: Introduction</b>	
1.1 Introduction of the Report.....	8
1.2 Origin of the Report .....	8
1.3 Objectives of the Report .....	9
1.3.1 Broad Objective .....	9
1.3.2 Specific Objectives .....	9
1.4 Methodology of the Report.....	9
1.4.1 Primary Sources .....	9
1.4.2 Secondary Sources .....	9
1.5 Scope of the Report.....	10
1.6 Limitation of the Report.....	10
<b>Chapter 02: Organization Profile</b>	
2.1 Take a Look at Bashundhara Food and Beverage Limited .....	12
2.2 Vision.....	13
2.3 Mission.....	13
2.4 Core Values.....	13
2.5 Business Philosophy .....	14
2.6 Management of Operations .....	15
<b>Chapter 03: Industry Analysis</b>	
3.1 Porter's Five Forces Model of Industry Competitiveness.....	19
3.1.1 Competitiveness (High) .....	19
3.1.2 Threat of New Entrants (High) .....	20
3.1.3 Bargaining Power of Customers (Low) .....	21
3.1.4 Bargaining Power of Suppliers (Moderate) .....	21
3.1.5 Threat of Substitute (High) .....	21
3.2 SWOT Analysis of BFBL.....	22
<b>Chapter 04: Project Analysis and Findings</b>	
4.1 Marketing Strategies of BFBL.....	26
4.1.1 STP (Segmentation, Target Customers and Positioning).....	26
4.2 Marketing Mix Strategy for BFBL .....	29
4.3 Findings.....	37

4.3.1	Prioritizing the retention of existing customers rather than Acquisition of new ones .....	37
4.3.2	Lack of Product Development in the Competitive Market .....	37
4.3.3	Strict Rules and Regulation of Consumer Right Protection Act in Bangladesh .....	38
4.3.4	Steps are not Taken on Plastic Elimination.....	38

## **Chapter 05: Recommendations and Conclusion**

5.1	Recommendations.....	40
5.1.1	Formulation of Customer Centric Model for Attracting New Customers.....	40
5.1.2	Selected Trusted Suppliers.....	41
5.1.3	Taken CSR Initiatives on Reduce the Waste of Plastic Bags .....	41
5.2	Conclusion .....	41
	References.....	43

## Executive Summary

---

In Bangladesh, the production of food and beverages is a rapidly expanding industry that provides employment for a sizeable percentage of the country's population. There are about 246 medium-sized food processing companies in Bangladesh. About 8% of the industrial workforce is dedicated to promoting these companies. Through the rapid delivery of products and services of an exceptionally high standard, Bashundhara Food and Beverage Limited (BFBL) has in a very short amount of time established itself as a significant player in the sector. The company has achieved a dominant position in its industry as a result of its dedication to quality, implementation of cutting-edge technology, cultivation of human resources, and introduction of new products tailored to meet the needs of growing markets. The main purpose of the study of the report is to provide an analysis on how Bashundhara Group captures the markets in the food and beverage industries of Bangladesh as well as a study on their marketing strategies and activities for the growth of the organization. After analyzing the industry and company analysis, some of the challenges have been sorted for Bashundhara Group in their food and beverage business. Due to prioritizing the retention of existing customers, lack of product development in the competitive market, government rules and regulations, and CSR activities, there is a high risk of competition among the current market competitors, and they need to take some steps to keep the lead position in Bangladesh. Besides, the threat of a prospective new entry with an international brand in Bangladesh's F&B market is high. Based on the results of this study, this report makes some suggestions for Bashundhara Food and Beverage Limited that might help them understand the problems they are facing right now in growing their business in the food and beverage industry in Bangladesh. Bashundhara Group should use a variety of materials to build barriers against it, and they also need to come up with some new ways to market their products.



## CHAPTER 01

# **INTRODUCTION**

## **1.1 Introduction of the Report**

---

The food and beverage industry is one of the country's most attractive industrial areas in terms of job creation and value development. Over 22% of all manufactured output is produced in this industry, which employs roughly 20% of the working force. A total of 2% of the country's GDP is derived from food processing businesses. A wide range of foods are processed in the food processing industry, such as grains, pulses and oilseeds, baked goods, fruits and vegetables, dairy products and carbonated and non-carbonated fruit juices, sodas and other drinks, in addition to many other types of food (The Daily Star , 2015).

The Bashundhara Group is the country's most powerful conglomerate. These two valued enterprises, Bashundhara Food & Beverage Industries Ltd. and Bashundhara Multi Food Products Ltd. are two of the giant's key business divisions that consistently supply safe and nutritious services for the people's well-being to guarantee a healthy country. Since its inception in 2009, Bashundhara Food and Beverage Industries Ltd. (abbreviated BFBIL) has been flourishing in order to address the rising need of people for high-quality food goods. The main purpose of preparing this report is to study on how Bashundhara Food & Beverage Limited captures the markets in food and beverage industry of Bangladesh as well as study on their marketing strategies and activities for the growth of the organization.

## **1.2 Origin of the Report**

---

The firm I have selected is Bashundhara Food & Beverage Limited, and the marketing tactics and practices of is Bashundhara Food & Beverage Limited is the subject of the report as part of the Bachelor of Business Administration degree requirements. Throughout my study and analysis of the issue, I have received second-hand knowledge of how is Bashundhara Food & Beverage Limited has built and positioned its food & beverage market in Bangladesh, as well as the use of marketing strategies and the subsequent marketing activities. Under the direction and supervision of my internship supervisor, Muhammad Rehan Masoom, Assistant Professor, School of Business and Economics, United International University, I have conducted the both of primary and secondary research for my report, which includes a considerable focus on these topics.

## **1.3 Objectives of the Report**

---

### **1.3.1 Broad Objective**

- To know about the marketing strategies and activities of Bashundhara Food and Beverage Limited (BFBL).

### **1.3.2 Specific Objectives**

- To know about the organization profile, business philosophy and operational activities of BFBL.
- To identify the external and internal factors that can impact of BFBL in their growth of the business.
- To identify the current situation of BFBL in the food and beverage industry in Bangladesh.
- To analyze on the STP process of BFBL.
- To understand about the application of marketing mix strategies of BFBL.
- To find out the challenges of marketing activities that can impact on the growth of the BFBL in food and beverage industry of Bangladesh.
- To provide some recommendation that can be solve the challenges of the lack of marketing activities of BFBL.

## **1.4 Methodology of the Report**

---

The information used in this study and research came from two different kinds of sources. The particulars are as follows:

### **1.4.1 Primary Sources**

- Communication and discussion with employees employed in FMCG corporations via the use of the social media.

### **1.4.2 Secondary Sources**

- Newspapers, articles and journals that is associated with the idea of the food and beverage industry.
- Books and blogs that is associated with the concept of competitive situation analysis and marketing strategies.
- Annual Reports of Bashundhara Group and Bashundhara Food and Beverage Limited.

- Website of Bashundhara Food and Beverage Limited.

## **1.5 Scope of the Report**

---

This report's objective is to provide a more in-depth analysis of marketing strategies & activities and also advertising methods used by Bashundhara Food & Beverage Limited for the growth of the business and organizational performance with potential profits and revenue. This study investigated the reasoning behind the organization's participation in the different actions that it does in order to manage its consumers. In addition to this, the study makes an attempt to throw light on the question of whether or not the efforts made by the organization to keep its customers are actually successful. In this study, an effort is made to identify all of the functions that the marketing department plays as well as potential areas for development. In addition to this, the research analyses the rivals from the perspective of the customers and how they are perceived by those customers.

## **1.6 Limitation of the Report**

---

The great majority of well-known companies protect the confidentiality of their confidential documents. It is very apparent that they prefer to maintain the confidentiality of their information, and Bashundhara shares this objective. The majority of the time, I was required to work around a lack of data. In spite of this, since I was making a concerted effort to find out other food and beverage company reports, I was able to amass enough information for my report to be instructive, despite the fact that doing so presented a problem in the context in which it was being written.

CHAPTER 02

**ORGANIZATION PROFILE**

## Company Analysis

An overview of the organization, its mission, vision, objectives, core values and five years' business performance has been highlighted in this chapter that will provide a short relevant scenario of the topic of the report.

### 2.1 Take a Look at Bashundhara Food and Beverage Limited

---

The Bashundhara Group is the country's most powerful conglomerate. These two valued enterprises, Bashundhara Food & Beverage Industries Ltd. and Bashundhara Multi Food Products Ltd. are two of the giant's key business divisions that consistently supply safe and nutritious services for the people's well-being to guarantee a healthy country.



Since its inception in 2009, Bashundhara Food and Beverage Industries Ltd. (abbreviated BFBIL) has been flourishing in order to address the rising need of people for high-quality food goods. The company's full manufacturing facility is located in Dhaka's capital city of Pangaon, keranigonj, to facilitate transportation and distribution. Apart from making money, the corporation also has a moral obligation to give its customers with nutritious meals, a variety of healthy choices, and high-quality food goods. It has so far established itself in a wide range of culinary categories and has been praised by a large client base, according to this information. Noodles, macaroni, pasta, puffed rice, semai, sauces, spices, and crackers, toggi chips, and poppers are among the company's most popular products. They are distributed throughout the country via well-established channels.



There is a strong focus on quality, a focus on technology, a focus on developing the company's people resources, and a focus on developing new products for increasing markets. In this area, Bashundhara ATTA has already become the most popular brand because to its high-quality products and efficient distribution network. A global leader and a respected member of the Bashundhara Group, Bashundhara Food & Beverage Limited is committed to providing its customers with high-quality products. Commitment to its consumers is shown in the company's dedication to putting together only the finest possible ingredients. It ensures

that the products are always of the highest quality and that the latest technology is constantly accessible. The success of this is based on the highest quality wheat, state-of-the-art production facilities, and devoted human resources to ensure that the standard quality is maintained. Another low-cost ATTA brand, CENTURY, is in addition to the Bashundhara ATTA one. In light of the rising demand, the firm is now enhancing its capabilities in order to achieve maximal excellence.

## **2.2 Vision**

---

- To be the most renowned food and Beverage Company in Bangladesh, distinguished by a dedication to excellence.

## **2.3 Mission**

---

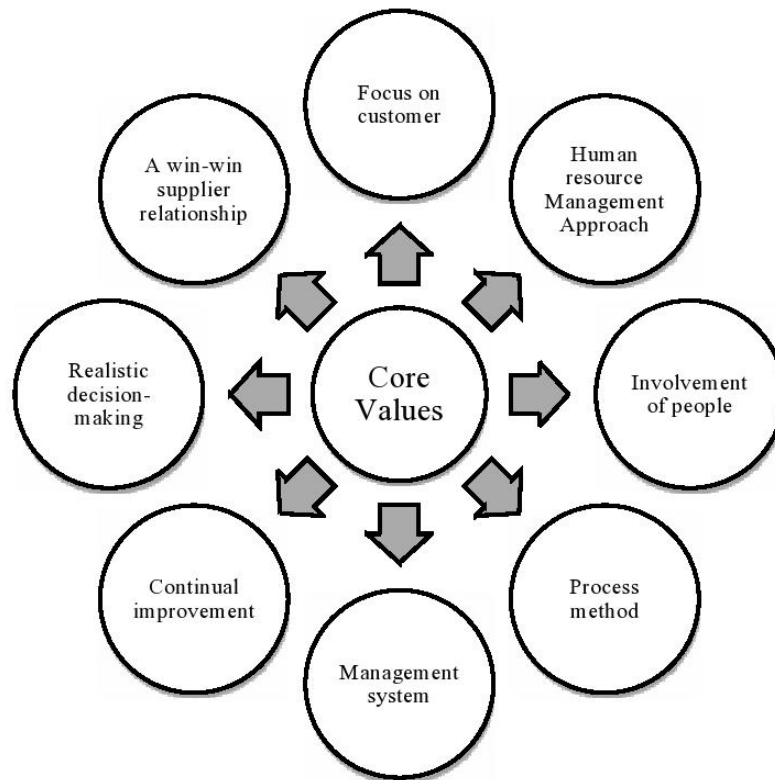
- For the aim of providing the best possible service to consumers, they have taken this step.
- Expansion into new markets and the provision of services to such areas are the goals.
- This involves preserving the intrinsic quality of hygienic food products.
- Increase the nutritional level of consumers' food patterns.
- In order to ensure that the goods are easily accessible to consumers at their doorsteps.
- Enhance the organization's strength and knowledge, which will aid in the company's further development into new areas, both domestic and worldwide.

## **2.4 Core Values**

---

Founded in 2009, Bashundhara Food & Beverage Limited has been recognized for its superior quality management system, earning the company the ISO 9001 accreditation. The organization's food safety management system has also been certified by ISO 22000. As a result of its strong focus on quality, cutting-edge technology, concentration on human resource development, emphasis on continuous improvement, and introduction of new products for increasing markets, the firm has taken a dominating position in the industry.

Square Food & Beverage Limited is committed to producing and packaging its products in line with the HACCP, CODEX, and FDA laws in order to meet the demands of local and foreign customers. A few things worry the corporation the most:



**Figure 2.1:** Core Values of Bashundhara Food and Beverage Limited<sup>1</sup>

## 2.5 Business Philosophy

Due to the fact that Bangladesh has 168 million people, the Bashundhara Group decided to diversify their operations into the Food and Beverage sector. To service such a vast market, it is necessary to provide food on a continuous basis for the populace. Bashundhara food & beverage is focused on providing high-quality meals to its target market.

There are several local and international enterprises involved in the food and beverage sector. Bashundhara aspires to be a one-of-a-kind local food and beverage items maker with the same quality as a foreign firm. This is accomplished by the production of chips for a youthful target audience that enjoys a fashionable lifestyle. The main motto of BFBL is "**The Home Nutrition.**"

The marketing and sales department of Bashundhara has a broad range of responsibilities in the food and beverage business. These responsibilities are constantly changing. The following are the primary responsibilities of this department:

<sup>1</sup> (2021). *Annual Report of Bashundhara Food and Beverage Limited*. Bangladesh: Bashundhara Group.



- Development of product
- Sourcing of raw materials
- Build a market for selling its product
- Set up price
- Development of packaging
- Communication with the customers
- Forecasting on sales and involvement in sales management
- Keeping track of both sales and inventories.
- The gathering and analysis of competitor data

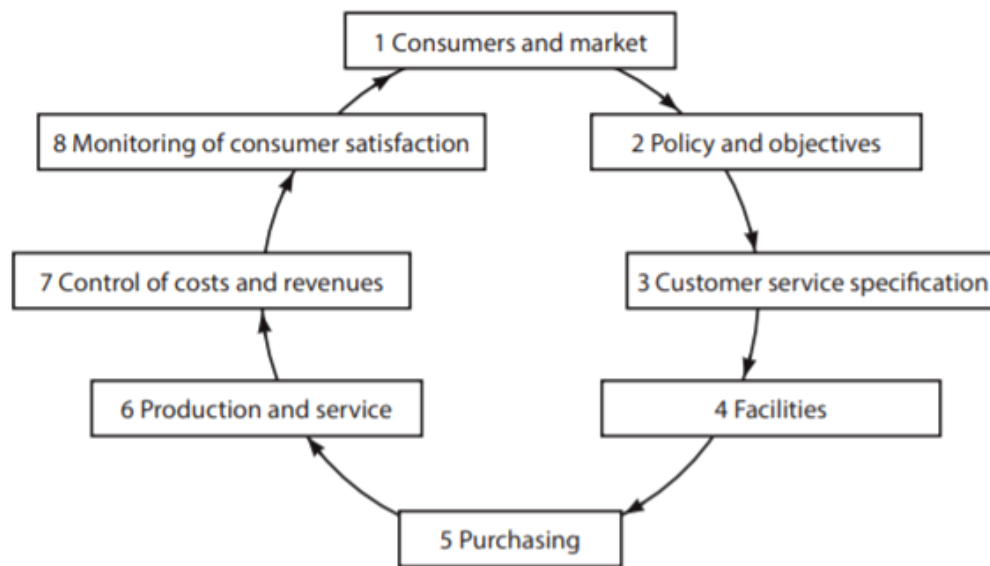
Aside from these, it is responsible for a variety of tasks necessary for the operation of their daily operations. A Brand team is positioned inside the marketing and sales department and is responsible for the most important aspects of practical marketing.

## **2.6 Management of Operations**

---

Brand names, flavors, and mouth feel are all distinguishing features of BFBL's high-quality products. In the course of business, Bashundhara Food and Beverage Limited offer its customers a diverse selection of foods and oils to choose from. Every day, Bashundhara Food and Beverage Limited provide millions of meals in a diverse variety of food service businesses around the nation, earning the company a reputation for excellence.

It is essential for managers of food and beverage operations to be proficient in all facets of business management, from marketing strategies to supply chain logistics to customer service to quality assurance to operational budgeting. In order for a firm to survive, these abilities are necessary for managing both the service delivery and customer experience. Bashundhara Food and Beverage Limited's business may be broken down into the eight stages of the Food Service Cycle:



**Figure 2.2:** Food and Beverage Service Cycle of BFBL

According to Figure 1.2, the eight processes are organized in a predefined sequence, with the first step being the definition of the market requirements that the operation is meant to satisfy and the next step being the evaluation of whether or not those criteria are currently being met. The following concerns are relevant to the food service activities carried out by Bashundhara Food and Beverage Limited:

In addition to present and future customer needs, the projected market that the organization serves are taken into account. Making recommendations on which operational processes should be implemented. It is essential to prepare the meal, beverage list, additional services, and pricing for the event well in advance in order to guarantee its success. Organizing and managing the design and management of buildings, plants, and equipment in order to suit the needs of customers. Techniques for obtaining, holding, and regulating inventory are being developed in order to meet the needs of the food and beverage production and distribution industries and other service providers. In order to suit the demands of clients, effective food production and service procedures are used. Accounting for revenues as well as materials, labor, and overhead expenditures are all part of maintaining cost and revenue management systems that can be relied on. Regular customer satisfaction surveys are conducted to see whether the company is meeting the needs of its clients and, if so, whether or not they are happy with the results.

This success is due to a strong dedication to food safety, cutting-edge technology, concentration on human resources development, emphasis on continuous improvement, and the launch of new goods for emerging markets.

CHAPTER 03

**INDUSTRY ANALYSIS**

## **Industry Analysis**

Industry analysis or competitive situation analysis provides business planning insights. After identifying industry risks, businesses may minimize them. If the business company gives technical help to other business owners, company might profit on security shortcomings by providing comprehensive, highly monitored security services using the newest technologies. SWOT analysis and Porter's forces are two methods for industry analysis or competitive situation analysis (Sineriz, 2018). In regarding of Bashundhara Food and Beverage Limited, these two methods are discussing below.

### **3.1 Porter's Five Forces Model of Industry Competitiveness**

---

Porter's five forces model is used to estimate the level of competition in a particular market. When starting a new business or entering a new field, this approach comes in very handy. Due to the five forces framework, competition in a firm or industry is affected by the threat of new entrants, substitutes, suppliers' and buyers' bargaining power, and industry rivalry as well as direct competition (Porter, 1979).

The combination of these factors frequently determines the success of a company or sector. When all five of these variables are present, there is almost no business in this industry that can provide investors with a positive return on their investment. It's possible to generate a profit in the food and beverage sector, for example, since the five components are modest.

#### **3.1.1 Competitiveness (High)**

The market for foods and beverages is notorious for its high level of competition. The Food and Beverage Industry is one of the most prosperous businesses in this extremely competitive industry, which is home to a number of formidable competitors in Bangladesh such as Square, PRAN, ACI, and AkIJ Food and Beverage Limited. The Food and Beverage Industry is one of the most successful businesses in this sector. This country's food and beverage business has been doing nicely over the past 10-20 years. Each business has a certain share of the market. Quality, creativity, and diversity are all factors in this rivalry, not just price. Maintaining a strong presence in the marketplace is a top priority for all businesses. The Bangladeshi Food and Beverage Industry, however, still have to contend with heated rivalry.

01	Square Food & Beverage Limited	04	ACI Food & Beverage Limited
02	PRAN Food and Beverage Limited	05	IFAD Multi Products Limited
03	AKIJ Food & Beverage Limited	06	City Group

Developing businesses in consumer items may be found around the country. Customers are free to switch to other firms at any time. There is a lot of rivalry in the market for Bashundhara Food and Beverage Limited (BFBL). So, it can be said that, the competitiveness is high in the food & beverage industry in Bangladesh.

### **3.1.2 Threat of New Entrants (High)**

For new entrants to enter the consumer food market there are several hurdles to overcome. A few newcomers have a possibility in this sector since it requires the opportunity to know what customers want, while recent opponents are already aware of this and have developed with the success of their products through time. Due to the enormous worldwide distribution network and well-established brand name that the food and beverage business has, entering the market is not particularly difficult at all.

01	New Zealand dairy	04	Kazi Agro Limited
02	Eon Foods Limited	05	Intra Food & Beverage Limited
03	Dan Foods Limited	06	Dynasty Food and Beverage

Because Bashundhara Food and Beverage Limited (BFBL) has set such a high bar for quality, subsequent neighborhood companies will have a difficult time competing with them. However, if foreign organizations place a greater emphasis on strategies that differentiate their products, they may find that it is easier to acquire their existing customer base.

### **3.1.3 Bargaining Power of Customers (Low)**

Customers have a lot of negotiating power because of the high number of competitors. Customers may easily transfer from one provider to another since so many do the same thing. This seems to be a significant risk for any company involved. As a direct consequence of this, the Food and Beverage Industry works hard to keep its customers satisfied. As a direct consequence of this, the Food and Beverage Industry has built up a strong reputation among its customers.

Bashundhara Food and Beverage Limited (BFBL) customers that make purchases have very limited bargaining power. Since their prices are already established, customers do not attempt to negotiate with them. Although BFBL's product is priced at a premium, the company continues to provide a high degree of quality, which encourages repeat business from existing clients.

### **3.1.4 Bargaining Power of Suppliers (Moderate)**

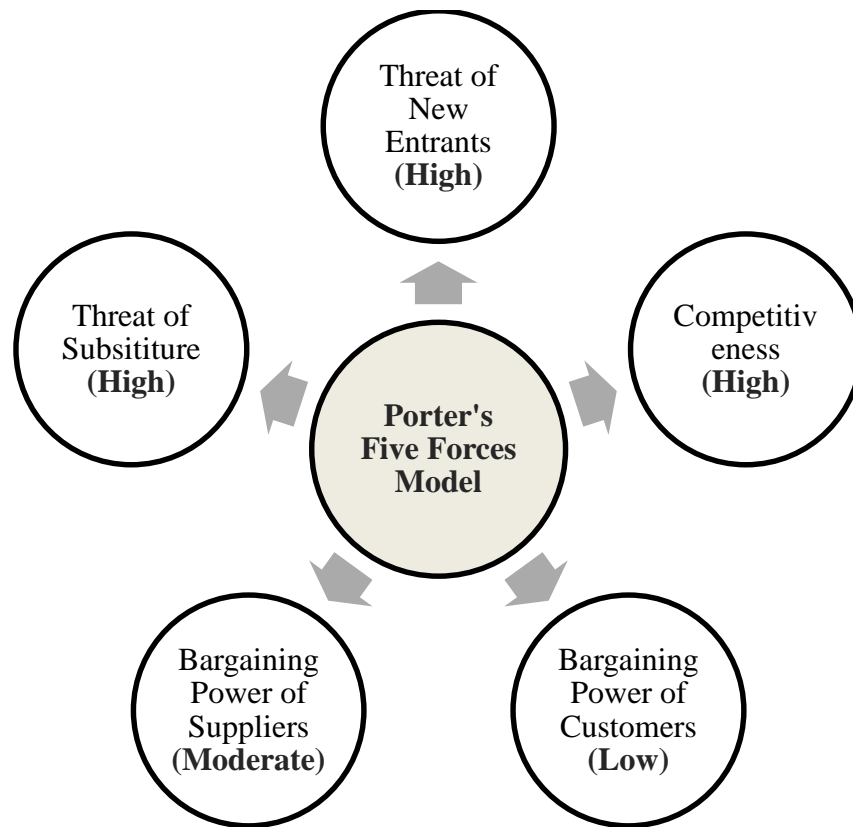
When it comes to demands of food and beverages items on regular basis, the Food and Beverage Industry has the highest demand for every customer. So, since it cherishes long-term connections, the food and beverage sector is worried about the future of its suppliers.

The quantity of goods available on the market has an effect on the suppliers' ability to negotiate favorable terms. As a direct consequence of this, there are more individuals in this situation than there are suppliers. It is necessary for service providers to be able to meet the requirements of the whole population. As a result, the bargaining power of the suppliers is constrained for Bashundhara Food & Beverage Limited.

### **3.1.5 Threat of Substitute (High)**

Profitability is reduced when a new product or service satisfies the same market need in a different way. Food poisoning may occur when non-Nestlé alternatives, such as boiling water and pasteurized milk, are used. Some of its goods have also been accused of being harmful to use, which has resulted in decreasing sales. The food and beverage sector began to emphasize the health advantages of its goods in order to compete with the alternatives.

Since there are several other options available, Bashundhara Food and Beverage Limited (BFBL) does not have a significant competitive edge in this sector. It is possible that this will have a considerable impact on the total amount of revenue they make.



**Figure 3.1:** Porter's five forces of BFBL

### 3.2 SWOT Analysis of BFBL

---

Identifying your company's strengths, weaknesses, opportunities, and threats (SWOT) may help you make better business decisions. Your own internal characteristics determine your strengths and weaknesses. From circumstances outside of one's control, threats and opportunities develop. You have an external issue if your firm doesn't exist (such as a huge flood or changes in technology).

In this report, we have developed the SOWT for Bashundhara Food & Beverage Limited by designing the external & internal analysis. For the external analysis, we have considered the variables that are not associated with BFBL, and for the internal analysis, we have considered the elements that are not associated with Square Food & Beverage Limited. The SWOT analysis of Bashundhara Food and Beverage Limited are listed below:

#### A. Identifying Strategic Strengths of BFBL



- Establishment of brands such as Bashundhara Oil, Bashundhara Spice Mix, Bashundhara White Flour in a short amount of time.
- The high standard quality maintains on every items.
- They are regarded as the pioneers of the market by all of its rivals.
- Achieving and maintaining a dominant standing in the market of oil, white flour, spice mix.
- A pricing and packaging approach that is effective.
- Support from Government, Bashundhara Group and Jamuna Group.
- Produce an efficient capacity for production by making sure there are economies of scale in the manufacturing process.

#### **B. Identifying Strategic Weakness of BFBL**

- High levels of competition prohibit Bashundhara Foods and Beverage from increasing its market share.
- Depending on outbound sources for its basic raw materials.
- However, while holding the leading position in terms of market share, Bashundhara Foods and Beverage limited does not collect customer feedback, which is a factor that might be essential in increasing product demand among consumers.
- Sometimes, irregularity in supply of items occurs as a result of manufacturing inefficiencies, and as a consequence, manufacturers are unable to timely offer such products to retailers.

#### **C. Identifying Strategic Opportunities of BFBL**

- Increasing the product's distribution is the most effective method, as well as the only one, for consumer goods firms to sell more units. A delay in distribution is also caused by issues with production and storage stability.
- Regulatory power that is friendly to the interests of domestic producers.
- BFBL has a growing opportunity to export items to new markets that they haven't yet been able to reach.
- Increased consumer awareness about health and regulatory backing are driving this industry's rapid expansion growth.

#### **D. Identifying Strategic Threats of BFBL**

- Threats on a social, political, and economic level are instances of unpredictability.
- There is intense rivalry from multinational corporations, and process licenses are increasingly being converted into product patents.

- More foreign firms investing in Bangladesh's food and beverage industry might lead to a saturation of the present market.

**CHAPTER 04**

**ANALYSIS AND FINDINGS**

## 4.1 Marketing Strategies of BFBL

Bashundhara Food and Beverage Limited's fundamental marketing strategies and techniques, such as segmentation, targeting, and positioning (STP Process) and the Marketing Mix (4Ps), are addressed in further detail in this section.

### 4.1.1 STP (Segmentation, Target Customers and Positioning)

In today's world of marketing, it is essential to understand the concept of segmentation, targeting, and positioning. Without it, marketing strategies would be impersonal, generic, and unable to convert at a rate that most firms would consider successful. Personalization is essential (Yieldify, 2020).

#### a) Segmentation Strategy of BFBL

Dividing huge groups of individuals into groups with similar needs and objectives is known as market segmentation in the context of marketing. In order to outperform the competition and make a profit, companies use market segmentation to get a competitive edge and better performance.

According to the economic theory of segmentation, a wide range of demand functions are possible because of a diverse market. Each of the four major market classifications has its own individual implementation. From Bashundhara Food and Beverage Limited's point of view, the following are important considerations:

- **Demographic Segmentation**

Demographic segmentation is market segmentation based on demographic data such as age, gender, income, etc. In marketing research, demographic data such as gender, race, and education are crucial.

Bashundhara Food and Beverage Limited conform to a variety of functions under this classification. The following are some of the features that are offered:

- Age between 8 to 60 years old.
- Both male and female consumers.
- Middle ranged income to higher ranged income.
- Both bachelors and married people.

- **Geographic Segmentation**

The technique of dividing a market into distinct parts depending on their geographic locations is known as geographic segmentation. In the actual world, markets are often segmented into submarkets that might be as general as regions or as specialized as urban centers.

Bashundhara Food and Beverage Limited is largely an open and market business; however, they've decided to separate their markets.

- **Psychographic Segmentation**

Psychographic segmentation measures customer and consumer behavior by determining their activities, interests, and perspectives. It pertains to how people spend their time and which external influences they are most receptive to. Psychographics is a valuable segmentation tool since it helps marketers define market groups and understand customers' product or brand preferences.

Although Bashundhara Food and Beverage Limited do not directly follow this section, it has had an impact on some of the duties that they do. Example:

- **Life Style (Health Conscious and Interest):** A person's preferred approach to using their spare time is what is meant when others discuss about their "lifestyle." People that are willing to eat authentic and nutritious meals make up a portion of Bashundhara Food and Beverage Limited's customer base.

- **Behavioral Segmentation**

The population is divided into several groups according to their preferences, interests, and patterns of consumption in this kind of market segmentation. For instance, when it comes to the Sandelina Sandal soap, young women would always prefer to use it as soap, but sports fanatics will always choose for Lifeboy.

This method is not being used by Bashundhara Food and Beverage Limited to segment their food and beverage industry. They're merely following:

- **Loyalty and Commitment Customers:** Groups of consumers are based on how much money they spend with Bashundhara Food and Beverage Limited so that they may increase the quantity of favorable word-of-mouth about their product by keeping their clients as repeat customers.

- **Purchasing Items on occasions:** Purchase or usage occasion segmentation focuses on when consumers may purchase or consume a product. A deeper understanding of individual customers' needs, behavior, and value is achieved across a wide range of circumstances of usage and time via the use of segmentation models established at both the customer and occasion levels. For Eid Ul Fitr and Azha, Pohela Baishak as well as weekends and weddings, Bashundhara Food and Beverage Limited categorize its food and beverage products into distinct categories.

#### **b) Target Customers of BFBL**

When the phrase "targeting" is used to describe a market, it refers to a market that has been segmented based on variables such as age, gender, income, education, and way of life, social status, and social class. After a segmentation strategy has been developed, a subset of the segments that include potentially interested customers is chosen for further investigation. The process of finding, assessing, and ultimately choosing which market segments to target are referred to as market targeting. Market targeting is a word used to describe the process.

The bulk of the time, the target market consists of customers with similar qualities (such as age, location, income, or style of life) and who are seen as the most likely to acquire the market offerings of a company or as being the most profitable sectors for the company to service. The niche market is another name for this sector.

Bashundhara Food and Beverage Limited is targeting two distinct demographics, both of which will have the ability to make purchases and have a strong preference for food and beverage items from Bashundhara branded products.

Bashundhara Food and Beverage Limited adhere to a number of functions because it takes into account the different types of customers it serves. The following are some of the functions that are:

Target Customers ( <b>BFBL</b> )	Baby Boomers - those born between 1946 and 1964
	Millennial - those born between 1981 and 1996
	Middle and Upper class segment of society
	The activities of the husband and wife, each in their own specialized field, keep them busy.

### c) **Positioning Strategy of BFBL**

Marketing and business strategy refer to a brand's or product's position in the market in comparison to other brands or goods as market positioning. "Market positioning" refers to the process of creating a brand or product's image or identity in order for others to perceive it in a certain way.

The following is a list of the distinct value strategies that are used by Bashundhara Food and Beverage Limited at some of the company's unique selling points:

- **Quality Assurance**

To ensure that the products it sells to its customers are of the best possible quality, Bashundhara Food & Beverage Limited is part of the leading Bashundhara Group. Commitment to its consumers is shown in the company's dedication to putting together only the finest possible ingredients. That the products are always of the highest quality and equipped with the most up-to-date technology is ensured.

## 4.2 **Marketing Mix Strategy for BFBL**

---

The marketing mix is the part of a marketing strategy that deals with the day-to-day operations or tactical aspects of the business. The elements that make up the marketing mix are known by a variety of names, such as the 4Ps, the 7Ps, and even the 9Ps. Product, pricing, place, and promotion are the four components that make up the marketing mix (Kotler, 2018).

The 4Ps of marketing mix of Bashundhara Food & Beverage Limited are described below:

### a) **Products and Services**

Product refers to the goods and services that a business offers to its intended audience. For many individuals, a product is just a tangible item that we buy or sell on a daily basis. In the case of services, the product may also be termed intangible. The product's design, color, size, shape, and visibility are only a few examples of characteristics.

The product line offered by Bashundhara Food & Beverage Limited includes a total of two distinct branded product categories as well as a broad variety of subcategories to choose from, Retail commodity, Snacks make up its constituent parts. Following is a list of these:

<b>Table 4.1: Food &amp; Beverage Items of BFBL</b>		
<b>Product</b>	<b>Segmentation</b>	<b>Size</b>
<b>Retail Commodity</b>	Wheat Flour	1 kg and 2 kg
	Suzy	250 gm
		500 gm
	Fortified Soybean Oil	500ml – 8 Liter
	Super Fine Fortified Palm Oil	1 Liter
	Ready Cook Bread	12p
	Spice	50 gm
Chips	100gm	
<b>Snacks</b>	Instant Noodles	4 packs to 8 packs
	Stick Noodles	180 gram
		330 gram
	Pasta	Tube Pasta
		Sea – Shell Pasta
	Panda Noodles	200 gram
	Toggi Chips	50 gram



	Sauce	Mini Pack (10 gram)
	Shemai	200 – 400 gram
	Bamboo Macaroni	200 – 400 gram
	Puffed Rice	250 – 500 gram

**b) Price**

To determine the cost of a product, consider what the consumer must spend to utilise it. When it comes to the marketing mix, price is a major concern. An integral aspect of any marketing plan, it is closely tied to the financial performance and long-term survival of a business. Prices may have an enormous influence on the whole marketing strategy, sales, and demand for a product within a certain product range (Kotler, 2018).

The price of food and beverage products has never been able to remain stable over the length of a year. A mix of cost-based and value-based pricing approaches is used by Bashundhara Food & Beverage Limited to set its rates. Based mostly on competitors' prices, suppliers' expenses and raw material prices as well as product quality as well as quantity and bottle sizes, they make their pricing judgments based on these factors.

**c) Places**

Place comprises the company's efforts to ensure that the product is available to its target consumers. It is important that the product be made available at the point of sale (POS) where our ideal consumer does the majority of their purchasing since they find it most convenient to do so there goods, as well as the sizes of the individual packs and bottles (Kotler, 2018).

It is impossible to provide a thorough explanation of the product mix without including addressing issues of placement and distribution. The distribution and placement of a product must take place in a location that is easily accessible to both existing clients and potential new ones. It is important that the product be available in the stores where Bashundhara Food & Beverage Limited's target demographic is the most likely to make a purchase so that it may be marketed effectively. Bashundhara Food & Beverage Limited invests a significant amount of money on this component to ensure that distribution goes as smoothly as possible and to boost return on investment. They constructed a network distribution system that covered the whole of Bangladesh.

#### d) **Promotion**

"Promotion" covers all of the activities that marketers engage in to tell consumers about their goods and encourage them to purchase them, according to the standard definition. Marketers use every instrument at their disposal to connect with customers through various marketing channels in their promotional operations. A successful marketing plan encourages people to purchase our items while simultaneously increasing sales. Advertising, public relations, sales promotion, direct marketing, online communications, and personal selling are just a few of the many promotional strategies employed by a wide range of firms (Kotler, 2018).

The Bashundhara Food & Beverage Limited has a number of marketing activities and campaigns designed by the Ad Agency. All of Bashundhara Food & Beverage Limited's marketing and promotional operations are handled by "FCB BITOPI Advertising Firm and MediaVest Bangladesh".

A number of advertising agencies manage banners, posters, logos for T-shirts, and festoons, to name a few. They are employing both ATL and BTL marketing tactics for their marketing campaigns and promotional activities at Bashundhara Food & Beverage Limited.

#### **Above the Line (ATL) Marketing**

---

The following are some of the activities that Bashundhara Food & Beverage Limited is participating in as part of its ATL promotion:



**Figure 4.1: ATL Marketing Methods of BFBL**

- **Brand Activation**

When Bashundhara Food & Beverage Limited launches new items on the market, one of the most common strategies they use is to provide free tastings of their food. It is a pickup truck that has been specially decorated and outfitted with gastronomy for the audience in order to provide the clients with the opportunity to try out their new products and be readily impressed by them.



- **TV Advertising**

A number of TVC about Bashundhara Food & Beverage Limited' product items have been broadcasting on different channels of TV. Besides, the need for proper development of talent in the progress of future generations as well as ensuring nutritional needs of food is undeniable. So, "Bashundhara Noodles with Education" brought an educational called "Wireless School Show" which is broadcasted on News 24 channel on every Friday.



- **Newspaper and Magazine**

Advertisements for Bashundhara Food & Beverage Limited may be seen in a wide variety of newspapers and magazines, including the monthly magazine that is published by "Kaler Kantho." They will run an advertisement in the newspaper whenever a new product or a promotion is made available.



Gyantu Kaler Kantho Press Ad

- **Social Media and YouTube Marketing**

In today's digital world, Bashundhara Food & Beverage Limited keeps up with social media and YouTube marketing on a regular basis. On Face book, YouTube they publish promotional efforts, such as updates on the pricing of their goods and commodities; offers; discount coupons; customer reviews; as well as video testimonials from satisfied consumers. On



YouTube and Face book pages, their marketing teams involved the digital marketing activities such as:

- When new products, commodities, and recipes are introduced, they post about them on Face Book to ensure that everyone is aware of them.
- Generating and disseminating information on the benefits of their goods and the methods they use in the preparation of meals.
- They are able to polish their brand further with the use of this social media marketing by posting on key events like Eid-UI-Fitr and Eid-UI-Aadha and greeting all of their Face book fans, which helps them, polish their brand even more.
- Developing and publishing a variety of content in conjunction with key days like Mother's Day, Father's Day, and Friendship Day, amongst others, is a good strategy.
- By use of online chatting and commenting systems, Bashundhara Food & Beverage Limited provides customer care and support capabilities for customers through their Face book page.

- **Radio Marketing**

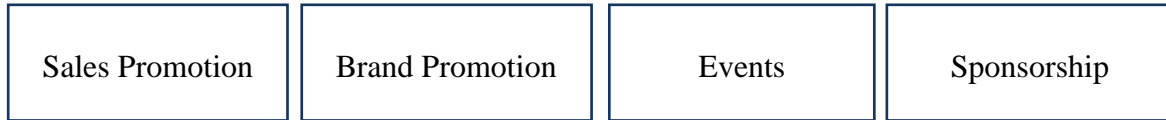
Bashundhara Food & Beverage Limited uses radio platforms like Radio Vhumi 99.00 Fm and Radio Foorti 88.00 Fm to market their goods. Public distribution of RDC occurs at major occasions like the Cricket World Cup, the Islamic festival of Eid, and other official celebrations. They are attempting to get radio listeners to learn more about their products or companies by promoting them over the airwaves.

- **In Store Marketing**

Bashundhara Food & Beverage Limited visits supermarkets including Meena Bazar, Aagora, KB Square and Swapno. On important occasions, they provide a 10% discount on all of their products.

## Below the Line (BTL) Marketing

The following are some of the activities that Bashundhara Food & Beverage Limited is participating in as part of its BTL promotion:



**Figure 4.2: BTL Marketing Methods of BFBL**

- **Sales Promotion and Leaflet**

The organization Square Food & Beverage Limited intends to sell more of its products, therefore it is increasing the commissions that retailers get for selling those products. They estimate a rise in sales as a direct consequence of this, as well as a large increase in return on their investment. On the other side, they offer their customers promotional prices and other gifts and presents.

- **Sponsorship**

Bashundhara Food & Beverage Limited is a major sponsor of a significant number of our country's most well-attended events. The organization provides financial support for a variety of scholastic competitions and activities, including business case competitions; annual sports competitions, and various cultural celebrations such as Pohela Baishakh.

- **Brand Promoter**

Items being sold by Bashundhara Food & Beverage Limited is marketed at large supermarkets such as Nutritionist or Chiefs by brand advocates. These advocates inform customers about the quality and benefits of the products they are purchasing.



## Sales Promotion and Brand Promoter Activities of BFBL

- **Events**

Bashundhara Food & Beverage Limited had a sumptuously constructed exhibit at the International Bashundhara Conventional Center Events and trade fair. They launch their new products item at the events during the occasional days.

### 4.3 Findings

---

Bashundhara Food & Beverage Limited's food and beverage business growth has been hindered by a number of factors, including the company's current status and marketing efforts. In Bangladesh, Bashundhara Food & Beverage Limited serves customers from all across the country. Some of the challenges Bashundhara Food & Beverage Limited have, including the existence of major food and beverage firms and a strong local market, are preventing it from expanding its food business and increasing sales and profitability.

The following variables have an impact on Bashundhara Food & Beverage Limited's food and beverage business:

#### 4.3.1 **Prioritizing the retention of existing customers rather than Acquisition of new ones**

When designing sales and expansion plans for their food and beverage businesses, Bashundhara Food & Beverage Limited's business development team often overlooks existing customers and consumers rather than new customers.

An industry's ability to expand its revenue and profits depends on its capacity to not only attract and retain customers but also attract new ones by offering competitive pricing and discounts and offers. These actions are important to the achievement of any organization. In order to acquire new customers and consumers, they are not making any effort in the fields of research and development or marketing.

#### 4.3.2 **Lack of Product Development in the Competitive Market**

It is quite difficult for Bashundhara food & Beverage ltd. to gain the large scale of marketing by competing with companies such SQUARE and ACI food & Beverage Limited because these large food and beverage companies dominate between 50 and 60 percent of the market share in their respective industries. The product diversity offered by Bashundhara food & Beverage ltd. is also limited to the white flour, oil, and noodles brand categories. This results

in a loss for the company as customers go on to other branded firms in search of a greater selection of things.

#### **4.3.3 Strict Rules and Regulation of Consumer Right Protection Act in Bangladesh**

In spite of the fact that standards for doing business in Bangladesh are in the process of being implemented, if a company is discovered to be involved in unethical behavior, it may be shut down immediately or rejected under the Bangladesh's Consumers Right Protection Act. Therefore, Bashundhara Food & Beverage Limited has a difficult time keeping customers even if the company's products are of a high quality and their pricing are reasonable.

For the most part, the importation of raw materials and technology for food and beverage products needed government approval. Businesses like Bashundhara Food & Beverage Limited find it challenging to expand their operations in all over the country because of the prevalence of corruption and other types of political issues.

#### **4.3.4 Steps are not Taken on Plastic Elimination**

An idea that has been argued on worldwide forums for years has now come to fulfillment in the implementation of the 'plastic ban'. Industrialization, which includes the food and beverage industry, has had a detrimental impact on the environment, and eco-friendliness has become the campaign motto. Excessive plastic use and inappropriate disposal, whether intentional or not, has emerged as a significant issue for today's food and beverage management. An eco-friendly product is inherently more appealing to consumers and is more likely to be sold than a product that is marketed as destructive to the environment.

Through the implementation of a wide variety of recycling procedures, Bashundhara Food and Beverage Limited should need to work toward the goal of producing food in a manner that is less harmful to the surrounding ecosystem throughout the production process. In order to effectively address the problems that currently exist in the food & beverage sector, it is essential to implement environmentally responsible business practices at every stage, beginning with manufacturing and continuing with packaging and the management of supply chains.



CHAPTER 05

**RECOMMENDATIONS AND**

**CONCLUSION**

## 5.1 Recommendations

After conducting research on Porter's Five Forces, SWOT analysis, the STP process, and following marketing mix strategies of Bashundhara Food & Beverage Limited, a number of challenges and gaps in marketing activities have been identified as having the potential to impede the expansion of the company and prevent Bashundhara Food & Beverage Limited from gaining a competitive advantage. These issues can have an effect on the growth of the business. Some recommendations for Bashundhara Food and Beverage Limited are made based on the findings of this study, which might assist in understanding the current difficulties they face in the growth of the business in food and beverage industry in Bangladesh.

### 5.1.1 Formulation of Customer Centric Model for Attracting New Customers

Bashundhara Food & Beverage Limited should priorities both existing and new consumers equally in order to preserve a competitive edge. In spite of its efforts to serve present consumers, the food and beverage company must remember that in order to grow and stay sustainable, it must attract new customers and clients.

- **Run Limited Time Promotions:** Despite the fact that it is a marketing classic, it is still relevant today. Customers, on the other hand, feel compelled to take advantage of a deal before it expires in this era of instant gratification. It's possible to conduct specials (free food testing for new product launching on specified days and hours) for special months like EID festival or Pohela Baishak, which is an essential month for growing sales.
- **Creating Strategic Alliances with Local Food Catering Business, Restaurants or Offices:** By forming connections with local business and companies that often host parties, meetings, and other gatherings, they should ensure that their goods are consistently consumed by their employees. In this approach, consumers who are referred by the staff of these firms might have a steady stream of revenue.
- **Making TVC or Documentaries about the Manufacturing Process and Sourcing of Ingredients:** Bashundhara should start to make TVC or documentaries about the real time their manufacturing process and sourcing and collection of ingredients for making their products and these should broadcast on various social media platforms and YouTube channels in order to influence the new consumers to buy their food and

beverage items. This will increase the likelihood that the consumers will buy their products.

### **5.1.2 Selected Trusted Suppliers**

In order to construct a business that is focused on expansion, Bashundhara Food & Beverage Limited has to have a methodical strategy for gathering and evaluating vital pieces of business information. This form of inspection is an important function that is fulfilled by third-party inspections of the food and beverage sector. High-performing businesses are able to receive the expertise they want when they require it at a price that is acceptable because they have built trusting relationships with their outsourcers.

### **5.1.3 Taken CSR Initiatives on Reduce the Waste of Plastic Bags**

Using paper or cardboard instead of plastic bags is an environmentally friendly option. Printing and adding a glossy or matte texture to the material are two additional benefits of this kind of packaging. With or without handles, Bashundhara Food and Beverage Limited, they may provide cardboard packing as well as it can help to build their brand image and reputation of the company.

## **5.2 Conclusion**

---

The study's goal is to identify Bashundhara Food & Beverage Limited's lack of marketing tactics that might affect the company's development and its position at the top of Bangladesh's competitive food and beverage sector. BFBF's progress is influenced by a wide range of factors, the findings of the research show. Some of Bashundhara Food & Beverage Limited's marketing actions have a negative influence on the development of the food and beverage market, according to Porter's Five Forces, SWOT analysis, Segmentation, targeting and positioning strategy, and the marketing mix strategies of Bashundhara Food and Beverage Limited. There are expanding prospects in the food and beverage sector as sales to fulfill consumer needs at home and to send pre-packaged cooking products to customers' homes are growing at an increasing rate. Since Bashundhara Food & Beverage Limited lacks efforts in marketing development for attracting new customers, it must compete with other food and beverage sector rivals in order to exist Bashundhara Food & Beverage Limited must improve its customer centric model for attracting new customers, expand its marketing strategies and activities, and engage in training to find prospective territory sales executives in order to attract new consumers, selection on trusted suppliers ones and taken initiatives on

CSR activities and this marketing activities will assist to them gain the competitive advantage in the food and beverage industry in Bangladesh.

## References

---

- (2021). *Annual Report of Bashundhara Food and Beverage Limited*. Bangladesh: Bashundhara Group.
- Company Profile* . (n.d.). Retrieved from Bashundhara Food & Beverage Limited: <https://www.bashundharafood.com/>
- International Plastic Bag Free Day: CSR Initiatives to Eliminate use of Plastic Bags*. (2021, July 02). Retrieved from THE CSR JOURNAL: <https://thecsrjournal.in/international-plastic-bag-free-day-csr-corporate-social-responsibility/>
- Kotler, P. (2018). *Principles of Marketing*. South Asia: Manipal Press Pvt Ltd.
- Porter, M. E. (1979, March-April). *How Competitive Forces Shape Strategy*. Retrieved from Harbard Business Review: <https://hbr.org/1979/03/how-competitive-forces-shape-strategy>
- Sineriz, M. H. (2018, December 07). *The Importance of Industry Analysis*. Retrieved from Biz fluent: <https://bizfluent.com/info-7747775-importance-industry-analysis.html>
- The Daily Star* . (2015, January 13). Retrieved from Food industry in Bangladesh: <https://www.thedailystar.net/food-industry-in-bangladesh-6622>
- Yieldify. (2020, September 30). *The Complete Guide to STP Marketing: Segmentation, Targeting & Positioning*. Retrieved from BLOG: Yieldify: <https://www.yieldify.com/blog/stp-marketing-model/>