

Internship Report on:

Market Development Activities of “North End Coffee Roasters Ltd”. Analysis of Upcoming Trends and Current Growth Scenario of Coffee Business in Bangladesh

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Letter of transmittal

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Subject: Submission of internship report on “Market Development Activities of North End Coffee Roasters Ltd.”

Sir,

I am pleased to submit my internship report, titled “Market Development Activities of North End Coffee Roasters Ltd. Analysis of Upcoming Trends and Current Growth Scenario of Coffee Business in Bangladesh”, as a part of the Bachelor of Business Administration (BBA) program requirements at United International University.

This report presents an analysis of the market development activities of North End Coffee Roasters Ltd., along with an in-dept look at trends and growth prospects within Bangladesh’s coffee industry. Throughout my internship, I gained valuable insights into market dynamics, business operations, and the strategies that drive growth in this rapidly evolving sector.

I would like to express my gratitude for your guidance and support throughout my internship journey. Your feedback and encouragement were instrumental in helping me complete this report.

Thank you for the opportunity to conclude this study, and I look forward to any suggestions or feedback you may have.

Sincerely,

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Declaration of the student

I, Muntakim Rahman, a student of the Bachelor of Business Administration (BBA) program, majoring in Marketing at United International university, hereby declare that this internship report titled “Market Development Activities of North End Coffee Roasters Ltd. Analysis of Upcoming Trends and Current Growth Scenario of Coffee Business in Bangladesh” is my original work. This report has been prepared as a requirement for the completion of my degree program and is based on the knowledge and experience gained during my internship

I further declare that this report has not been submitted to any other institution or organization for any academic or professional purpose. I have acknowledged all sources of information and have adhered to the university’s guidelines for academic integrity

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Acknowledgment

I would like to express my sincere gratitude to everyone who supported me throughout my internship and the preparation of this report, titled "Market Development Activities of North End Coffee Roasters Ltd. Analysis of Upcoming Trends and Current Growth Scenario of Coffee Business in Bangladesh."

First and foremost, I am deeply grateful to my academic supervisor, [Supervisor's Name], for their continuous guidance, constructive feedback, and encouragement throughout this project. Their insights and suggestions were invaluable in shaping the direction of my study and improving the quality of my work.

I would also like to extend my appreciation to the team at North End Coffee Roasters Ltd., especially my internship supervisor, [Internship Supervisor's Name], for providing me with the opportunity to work in such a dynamic environment. Their mentorship, along with the valuable practical knowledge and resources they provided, greatly contributed to my understanding of the coffee industry in Bangladesh.

Additionally, I am thankful to my family and friends for their unwavering support and encouragement, which motivated me to complete this report. I am sincerely grateful to everyone who assisted me in any way throughout this journey.

Thank you all for your guidance, support, and encouragement.

Abstract/ Executive summary

This report, titled "Market Development Activities of North End Coffee Roasters Ltd. Analysis of Upcoming Trends and Current Growth Scenario of Coffee Business in Bangladesh," explores the dynamic and evolving coffee market in Bangladesh through the lens of North End Coffee Roasters Ltd., a pioneering company in the industry. The primary objective of this study is to analyze the market development strategies employed by North End Coffee Roasters Ltd., assess the current trends in the coffee business, and evaluate growth opportunities within this sector.

Through a combination of primary research, conducted during my internship at North End Coffee Roasters Ltd., and secondary data from industry reports and market analyses, this report outlines key insights into consumer behavior, competitive forces, and emerging trends in the coffee market. The report also examines the internal and external factors influencing North End Coffee Roasters Ltd., including a detailed SWOT analysis to identify the company's strengths, weaknesses, opportunities, and threats.

Key findings from this report indicate that the coffee market in Bangladesh is experiencing significant growth, driven by changing consumer preferences and an increasing demand for premium coffee experiences. North End Coffee Roasters Ltd. has leveraged these trends through innovative product offerings, strategic market positioning, and a strong emphasis on quality and customer experience. However, challenges remain, including competition from both local and international brands and the need to adapt to evolving consumer expectations.

In conclusion, this report provides recommendations for North End Coffee Roasters Ltd. to sustain its growth trajectory and strengthen its position in Bangladesh's coffee market. The study highlights the importance of ongoing market analysis, customer engagement, and strategic innovation to address the evolving landscape of the coffee industry.

This summary encapsulates the core themes and findings of your report. Make sure it aligns with your actual content as you complete your report. Let me know if you'd like more detail in any specific section!

Table of Contents

LETTER OF TRANSMITTAL.....	2
DECLARATION OF THE STUDENT	3
ACKNOWLEDGMENT	4
ABSTRACT/ EXECUTIVE SUMMARY	5
TABLE OF CONTENTS	6
LIST OF FIGURES.....	8
LIST OF ABBREVIATION.....	9
CHAPTER I: INTRODUCTION.....	10
I.1 BACKGROUND OF THE REPORT.....	10
I.2 OBJECTIVES OF THE REPORT	11
I.3 MOTIVATION OF THE REPORT.....	12
I.4 SCOPE AND LIMITATIONS OF THE REPORT	12
I.5 DEFINITION OF KEY TERMS.....	15
CHAPTER II: COMPANY AND INDUSTRY PREVIEW	17
2.1 COMPANY ANALYSIS	17
2.1.1 Overview and history.....	17
2.1.2 Trend and growth.....	18
2.1.3 Customer mix.....	19
2.1.4 Product/service mix	20
Products	20
Services.....	21
2.1.5 Operations.....	22
2.1.6 SWOT analysis	24
2.2 INDUSTRY ANALYSIS.....	26
2.2.1 Specification of the Industry	26
2.2.2 Size, trend, and maturity of the industry	28
2.2.3 External economic factors	30
2.2.4 Technological factors.....	32
2.2.5 Barriers to entry	34
2.2.6 Supplier Power.....	36
2.2.7 Buyer Power	38
2.2.8 Threat of Substitutes	40
2.2.9 Industry rivalry	42
CHAPTER IV: INTERNSHIP EXPERIENCE	45
4.1 POSITION, DUTIES, AND RESPONSIBILITIES.....	45
4.2 TRAINING.....	47

4.3	CONTRIBUTION TO DEPARTMENTAL FUNCTIONS	49
4.4	EVALUATION	52
4.5	SKILLS APPLIED	54
4.6	NEW SKILLS DEVELOPED	56
4.7	APPLICATION OF ACADEMIC KNOWLEDGE	59
CHAPTER V: CONCLUSIONS AND KEY FACTS		62
5.1	RECOMMENDATIONS FOR IMPROVING DEPARTMENTAL OPERATIONS	62
5.2	KEY UNDERSTANDING	64
5.3	CONCLUSION	67
REFERENCE		68

List of Figures

- **Figure 1** – Coffee Consumption Trends in Bangladesh
- **Figure 2** – SWOT Analysis of North End Coffee Roasters Ltd.
- **Figure 3** – Market Share of Coffee Brands in Bangladesh
- **Figure 4** – Sales Growth of North End Coffee Roasters Ltd. (2019-2024)
- **Figure 5** – Customer Satisfaction Survey Results
- **Figure 6** – Process Flow of Coffee Brewing
- **Figure 7** – Inventory Management System at North End Coffee Roasters Ltd.
- **Figure 8** – Barista Workstation Layout
- **Figure 9** – Seasonal Promotions for Coffee Beverages
- **Figure 10** – Sales Performance Comparison by Product Type

List of Abbreviation

1. **BBA** – Bachelor of Business Administration
2. **ROI** – Return on Investment
3. **POS** – Point of Sale
4. **SWOT** – Strengths, Weaknesses, Opportunities, and Threats
5. **CSR** – Corporate Social Responsibility
6. **GDP** – Gross Domestic Product
7. **SOP** – Standard Operating Procedures
8. **CSI** – Customer Satisfaction Index
9. **COGS** – Cost of Goods Sold
10. **TQM** – Total Quality Management

CHAPTER I: INTRODUCTION

I.1 Background of the Report

The coffee market in Bangladesh has seen remarkable growth in recent years, with changing consumer lifestyles and an increasing interest in coffee culture. While traditionally a tea-drinking nation, Bangladesh is witnessing a shift as more young consumers, professionals, and urban dwellers are turning to coffee as a part of their daily routines. This evolving trend has opened up new opportunities and challenges for businesses in the coffee sector, especially those focusing on quality, branding, and customer experience.

North End Coffee Roasters Ltd., established as one of the first specialty coffee brands in Bangladesh, has played a crucial role in cultivating this growing coffee culture. Known for its premium quality and unique blend of products, North End Coffee Roasters has positioned itself as a market leader and innovator in the Bangladeshi coffee industry. This report is based on an internship experience within North End Coffee Roasters Ltd., which provided an in-depth view of the company's market development activities and strategic approaches to capture and sustain market growth.

The purpose of this report is to analyze the company's market development strategies, understand the current and emerging trends in the coffee industry, and assess the challenges and opportunities within the sector. By examining North End Coffee Roasters Ltd.'s approach to market development and growth, this report aims to provide insights into the broader landscape of Bangladesh's coffee business and explore the factors driving its evolution.

I.2 Objectives of the Report

The main aim of this report is to evaluate the market development initiatives of North End Coffee Roasters Ltd. and to examine the present growth landscape and new trends in Bangladesh's coffee sector. This report intends to accomplish the following particular objectives:

1. Assess the Market Development Approaches: To analyze the tactics used by North End Coffee Roasters Ltd. to increase its market presence, draw in new customer groups, and enhance its standing within the coffee sector.
2. Analyze Industry Trends: To examine and assess the main trends shaping the coffee market in Bangladesh, focusing on consumer tastes, shifts in lifestyle, and the growing demand for high-quality coffee experiences.
3. Assess Growth Potential: To assess the growth potential of the coffee sector in Bangladesh and to comprehend the contribution of North End Coffee Roasters Ltd. in fostering this expansion.
4. Perform a SWOT Analysis: To conduct a SWOT analysis of North End Coffee Roasters Ltd., identifying its strengths, weaknesses, opportunities, and threats in the context of a competitive and evolving coffee market.
5. Provide Recommendations: To offer strategic recommendations for North End Coffee Roasters Ltd. to enhance its market development efforts and address potential challenges in the future.

These objectives will guide the analysis and help to provide a comprehensive understanding of both North End Coffee Roasters Ltd.'s market positioning and the broader growth scenario of the coffee business in Bangladesh.

I.3 Motivation of the Report

The coffee sector in Bangladesh has experienced significant expansion in recent years, showcasing a change in consumer habits and preferences. This change is particularly fascinating as it signifies an evolution in consumer tastes and a wider social and lifestyle transformation among the urban population. The increasing desire for premium coffee experiences has motivated local and global coffee brands to enter the market, creating a thrilling moment for industry evaluation.

My drive for this report originates from a wish to comprehend how an innovative company such as North End Coffee Roasters Ltd. has played a key role in nurturing the coffee culture in Bangladesh. As one of the earliest specialty coffee brands in the nation, North End Coffee Roasters has established benchmarks in the industry through its dedication to quality and creative market strategies. Investigating the tactics that have allowed the company to lead and expand in a developing market provides valuable lessons in successful market development practices.

Furthermore, this report provides a chance to utilize academic knowledge in a practical business environment, specifically in the realm of marketing. By exploring the elements that are fueling the growth of the coffee market and the involvement of North End Coffee Roasters Ltd. within that landscape, I intend to offer valuable insights into the company's strategy and the coffee sector in Bangladesh. This research also holds personal importance, as it presents an opportunity for me to enhance my practical skills and gain a deeper comprehension of market analysis, consumer behavior, and industry dynamics, which are crucial for a career in marketing.

I.4 Scope and limitations of the Report

This report centers on examining the market development initiatives of North End Coffee Roasters Ltd. about the changing coffee landscape in Bangladesh. The analysis includes a comprehensive evaluation of the company's marketing strategies, customer interaction methods, product range, and competitive stance. Furthermore, this report investigates industry trends, changes in consumer behavior, and the potential for growth in Bangladesh's coffee market, particularly in urban regions where coffee culture thrives.

The report also includes a SWOT analysis to assess the internal and external factors impacting North End Coffee Roasters Ltd., as well as a review of market trends that influence the company's strategic direction. By leveraging both primary insights gathered during the internship and secondary research, this study aims to provide a comprehensive understanding of the company's role in the coffee industry and the broader market landscape.

Limitations of the Report:

Several limitations affect the depth and scope of this report:

Data Accessibility: Access to some internal data of North End Coffee Roasters Ltd. was limited because of confidentiality requirements. This restriction impacted the capacity to perform a detailed analysis of particular financial and operational metrics.

Time Constraints: The limited duration of the internship and the allotted timeframe for this report restricted the breadth of research and data gathering. A more extended study period would have enabled a deeper examination of market trends and the company's performance over time.

Industry Data Availability: Since the coffee sector in Bangladesh is still in its infancy and expanding, detailed industry reports and current data specific to this market are scarce. This has created difficulties in conducting a thoroughly comprehensive industry analysis.

Geographical Focus: The report mainly centers on urban regions, where the coffee culture is most advanced. This concentration might not accurately reflect the trends in coffee consumption and market growth in rural or less populated areas of Bangladesh.

Although there are some limitations, the report offers important perspectives on the market development activities of North End Coffee Roasters Ltd. and the growth path of the coffee sector in Bangladesh. Future research that has access to more comprehensive data could expand on the insights from this report to achieve a better grasp of the industry.

I.5 Definition of Key Terms

1. Market Development: A growth strategy that focuses on recognizing and pursuing new customer demographics or regions to broaden the accessibility of a business's products or services.
2. Coffee Culture: The social and cultural environment associated with coffee consumption is frequently defined by coffee shops, specialty coffee brands, and changing consumer tastes.
3. SWOT Analysis: A planning strategy utilized to recognize a firm's internal advantages and disadvantages, as well as external prospects and risks.
4. Customer Mix: The classification of consumers according to demographic, geographic, psychographic, and behavioral characteristics that affect their purchasing choices.
5. Premium Coffee: Premium coffee is usually characterized by exceptional flavor, responsible sourcing, and meticulous brewing techniques.
6. Growth Scenario: A study of the elements that lead to the growth or advancement of a market or industry.
7. Barriers to Entry: Elements that hinder new businesses from entering a particular market include substantial initial investment expenses, compliance with regulations, and the presence of established competitors.

8. Buyer Power: A principle from Porter's Five Forces model that describes the power of customers to affect the pricing and quality of goods or services.

9. Specialty Coffee: Coffee scoring 80 or above on a 100-point scale indicates outstanding quality regarding flavor, aroma, and bean origin.

10. Industry Trends: Trends and changes that show the trajectory of a specific industry, including shifts in consumer habits, the embrace of new technologies, or variations in market dynamics.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history

North End Coffee Roasters Ltd. stands out as a prominent specialty coffee brand in Bangladesh, known for its dedication to quality, sustainability, and customer satisfaction. Founded in 2011, the company was one of the pioneers in bringing the specialty coffee concept to the nation, addressing the increasing appetite for high-quality coffee products and a superior café ambiance.

The creators of North End Coffee Roasters recognized an opportunity in the Bangladeshi market, where tea had historically been the primary beverage. By concentrating on ethically sourced, top-quality coffee beans and a tailored customer experience, the company swiftly established itself as a leader in developing the coffee culture in Bangladesh.

North End Coffee Roasters functions through a blend of retail cafés, roasting operations, and wholesale coffee distribution. Their products include single-origin coffees and espresso blends, as well as cold brews and specialty drinks, catering to a wide variety of consumers. The company also prioritizes education and transparency by providing barista training and engaging with customers to explain the journey of coffee from bean to cup.

Throughout the years, the company has grown its presence in key cities such as Dhaka and Chattogram, positioning itself as a significant contender in the urban coffee market. Currently, North End Coffee Roasters is recognized not only for its exceptional products but also for nurturing a community of coffee lovers and spearheading innovation within the local coffee sector.

2.1.2 Trend and growth

The coffee sector in Bangladesh has witnessed significant growth lately, mirroring changing consumer tastes and the impact of worldwide coffee culture. North End Coffee Roasters Ltd. has been instrumental in this evolution, leading the specialty coffee market and exposing consumers to exceptional coffee experiences.

With increasing urbanization and rising disposable incomes, a greater number of people in Bangladesh, especially younger individuals and working professionals, are adopting coffee as a part of their daily routine. This transformation has led to a notable rise in the demand for high-quality coffee and café experiences, as consumers look for not just excellent beverages but also inviting, visually appealing environments to socialize, work, and unwind.

North End Coffee Roasters has effectively taken advantage of these trends, demonstrating consistent growth in both its customer base and revenue over the years. The company's emphasis on innovation, including the launch of cold brews, specialty single-origin coffee, and seasonal blends, has allowed it to maintain a competitive edge in the market. Furthermore, its expansion into retail locations and wholesale distribution has increased its accessibility, reaching a broader audience.

The company's growth has also been strengthened by its commitment to sustainability and ethical sourcing practices. By fostering relationships with both local and global coffee growers and highlighting fair trade initiatives, North End Coffee Roasters attracts eco-conscious consumers, enhancing its brand value.

Although challenges like rising competition and changing consumer preferences remain, North End Coffee Roasters continues to thrive by capitalizing on its strong brand identity, dedication to quality, and agility in responding to market changes.

2.1.3 Customer mix

North End Coffee Roasters Ltd. serves a diverse customer base, reflecting the growing appeal of specialty coffee across various demographics in Bangladesh. The company's customer mix can be broadly categorized into the following segments:

1. Young Professionals and Students

Many of North End's patrons are young professionals and university students. This demographic is attracted to the café atmosphere, which offers a suitable setting for working, studying, and socializing. The reasonable pricing of some menu options, paired with a high-quality ambiance, makes it an appealing option for this audience.

2. Affluent Urban Consumers

Urban consumers with middle to high incomes are a vital target market for North End Coffee Roasters. This demographic is prepared to spend more for top-quality coffee, typically in pursuit of distinctive flavors, single-origin varieties, and specialty drinks. Additionally, they are drawn to the company's focus on sustainability and ethical sourcing, which resonates with their principles.

3. Corporate Clients

North End serves corporate clients by providing wholesale coffee distribution services. A variety of businesses, hotels, and restaurants depend on North End to supply high-quality coffee that enhances their offerings and delivers excellent beverages to their customers and staff.

4. Expats and Coffee Enthusiasts

A specific segment of North End's clientele consists of expatriates residing in Bangladesh and local coffee lovers. This demographic values the high-quality specialty coffee experience and recognizes the company's commitment to both quality and authenticity. They tend to be more informed about coffee and look for particular brewing techniques and blends.

5. Casual Consumers

As coffee culture gains traction in Bangladesh, North End is drawing in casual coffee enthusiasts who are making the shift from traditional tea to coffee. This group typically begins with basic offerings such as lattes and cold brews before refining their palate for more advanced selections.

By tailoring its offerings to meet the needs of these varied customer segments, North End Coffee Roasters effectively captures a wide audience while building loyalty through consistent quality and excellent customer service.

2.1.4 Product/service mix

North End Coffee Roasters Ltd. provides a thoughtfully selected range of products and services aimed at meeting the changing tastes of its varied clientele. The business prioritizes excellence, diversity, and creativity in its offerings, guaranteeing a top-notch experience for both coffee lovers and occasional drinkers.

Products

1. Specialty Coffee

- A diverse selection of coffee choices is available, featuring single-origin beans and skillfully designed blends, ethically obtained from both local and global producers.

- Choices are available for whole beans or ground coffee to accommodate personal tastes.
 - Coffees available for a limited time and during specific seasons that showcase distinctive flavors and origins.
- 2. Espresso-Based Beverages**
- Traditional choices like espresso, cappuccino, latte, and macchiato.
 - Tailored tastes with syrups and milk substitutes designed to satisfy a range of preferences.
- 3. Cold Brews and Iced Beverages**
- Trendy cold brews, iced lattes, and frappes attract younger patrons and individuals looking for refreshing choices.
 - Creative seasonal cold brew options such as vanilla or cinnamon to ensure diversity.
- 4. Specialty Drinks and Non-Coffee Options**
- Non-coffee beverages such as hot chocolate, teas, and matcha lattes.
 - A selection of herbal and specialty teas to attract non-coffee drinkers.
- 5. Food Offerings**
- Complementary food items such as pastries, cakes, sandwiches, and breakfast options.
 - Freshly baked goods that enhance the café experience.
- 6. Merchandise**
- Branded merchandise, including mugs, tumblers, and coffee-making equipment such as French presses and pour-over kits.

Services

1. Café Experience

- A premium ambiance with well-designed interiors offering a comfortable space for work, meetings, or casual socializing.
 - Free Wi-Fi and charging ports to accommodate professionals and students.
- 2. Barista Training and Workshops**
- Training sessions for aspiring baristas and workshops for coffee enthusiasts to learn about brewing techniques and coffee culture.
- 3. Wholesale Distribution**
- Supplying high-quality coffee beans to restaurants, hotels, and corporate offices, expanding the brand's reach beyond retail consumers.
- 4. Online Sales and Delivery**
- A robust e-commerce platform offering online ordering and home delivery of coffee products, merchandise, and café items.
 - Subscription services for regular coffee deliveries tailored to customer preferences.
- 5. Event Catering**
- On-site coffee services for corporate events, weddings, and private functions, adding an experiential touch to special occasions.

By offering a comprehensive product and service mix, North End Coffee Roasters Ltd. caters to a broad range of consumer needs while maintaining its reputation as a premium coffee brand. Its focus on quality, variety, and customer engagement ensures its continued leadership in Bangladesh's growing coffee industry.

2.1.5 Operations

North End Coffee Roasters Ltd. is dedicated to providing top-notch coffee products and outstanding customer service by utilizing an effective and efficient operational framework. The company's activities encompass various areas such as sourcing, roasting, distribution, and managing retail cafés, all of which play a role in establishing its reputation as a frontrunner in Bangladesh's specialty coffee industry.

1. Sourcing and Supply Chain Management

North End focuses on ethical and sustainable sourcing methods, obtaining premium coffee beans from local and global producers. The company places a strong emphasis on cultivating enduring partnerships with coffee farmers to maintain consistent quality and traceability. This strategy not only promotes fair trade practices but also meets the increasing consumer demand for products that are sustainably sourced.

2. Roasting and Production

Central to North End's operations is its advanced coffee roasting facility, where green beans are meticulously roasted to achieve optimal flavor. The company has adept roasters who apply specific methods to accentuate the distinct flavors and scents of every coffee batch. Maintaining quality is paramount, with thorough testing carried out to ensure uniformity across all offerings.

3. Distribution

North End manages a streamlined distribution network to supply coffee beans and associated products to its retail locations, corporate customers, and wholesale partners. The company's distribution approach aims to guarantee prompt deliveries while preserving the freshness of its offerings. Furthermore, North End provides direct-to-consumer sales via its e-commerce platform, facilitating online orders and home deliveries.

4. Retail Café Operations

The business operates a network of café locations in prominent cities, including Dhaka and Cox's Bazar, offering customers high-quality coffee experiences in a cozy and welcoming atmosphere. Skilled baristas staff each outlet, guaranteeing uniform product quality and excellent customer service. Every café features state-of-the-art brewing equipment to provide a range of coffee choices customized to suit personal tastes.

5. Marketing and Customer Engagement

North End prioritizes customer interaction through various marketing strategies, loyalty programs, and informative events. The organization organizes workshops and barista training courses to engage with coffee lovers and build a community around its brand.

6. Sustainability and Waste Management

Sustainability is a fundamental aspect of North End's operations. The company incorporates environmentally conscious practices, like decreasing packaging waste and promoting the use of reusable cups, into its business strategy. Additionally, measures are taken to reduce waste produced during the roasting and brewing stages.

7. Continuous Innovation

In order to remain competitive in the ever-evolving coffee industry, North End consistently develops new product offerings and enhances its operational methods. The company explores various flavors, brewing methods, and menu options to meet the evolving tastes and preferences of consumers.

With its thorough and well-organized operational framework, North End Coffee Roasters Ltd. guarantees the provision of top-quality coffee and outstanding service, reinforcing its status as a leading contender in Bangladesh's specialty coffee market.

2.1.6 SWOT analysis

The SWOT analysis for North End Coffee Roasters Ltd. highlights the company's internal strengths and weaknesses, as well as external opportunities and threats in the dynamic coffee market of Bangladesh.

Strengths

Pioneer in Specialty Coffee: North End Coffee Roasters is one of the first specialty coffee brands in Bangladesh, establishing a strong market presence and brand recognition.

Commitment to Quality: The company emphasizes premium-quality coffee sourced from ethical suppliers, ensuring customer satisfaction and loyalty.

Innovative Product Offerings: A diverse product range, including single-origin coffees, cold brews, and specialty beverages, caters to various customer preferences.

Strong Customer Engagement: The company builds lasting relationships through personalized service, educational workshops, and loyalty programs.

Strategic Locations: Its café outlets are located in major urban areas like Dhaka and Chattogram, tapping into affluent and coffee-savvy demographics.

Sustainability Practices: A focus on eco-friendly operations and ethical sourcing enhances the brand's reputation among environmentally conscious consumers.

Weaknesses

High Pricing: Premium pricing may deter price-sensitive customers, limiting market penetration.

Limited Geographical Reach: The company primarily operates in urban areas, leaving rural markets untapped.

Dependency on Imported Beans: Reliance on international suppliers makes the company vulnerable to fluctuations in global coffee prices and supply chain disruptions.

Resource Constraints: Being a local brand, North End may face challenges in scaling operations compared to international competitors with larger capital reserves.

Opportunities

Expanding Coffee Culture: The growing coffee trend in Bangladesh presents opportunities for market expansion and increased customer base.

E-commerce Growth: Rising online shopping habits provide an avenue for expanding sales through digital platforms and subscriptions.

New Markets: The potential to expand into less urbanized areas and rural regions could unlock untapped demand for coffee.

Collaborations and Partnerships: Partnering with restaurants, hotels, and co-working spaces could enhance brand visibility and revenue streams.

Health Trends: Capitalizing on health-conscious trends by introducing organic and low-calorie beverage options.

Threats

Intense Competition: Increasing competition from local and international coffee chains could impact market share.

Economic Uncertainty: Inflation and economic downturns may affect consumer spending on premium coffee products.

Changing Consumer Preferences: Rapid shifts in consumer behavior could make existing products less relevant.

Supply Chain Challenges: Disruptions in global coffee supply chains and rising raw material costs could increase operational expenses.

Regulatory Changes: Changes in import policies, taxes, or food safety regulations could impact operations and profitability.

2.2 Industry analysis

2.2.1 Specification of the Industry

The coffee sector in Bangladesh is an emerging and swiftly expanding field, propelled by evolving consumer tastes, rising urbanization, and greater awareness of international coffee culture. Historically a nation that favors tea, Bangladesh is experiencing a transition towards coffee drinking, especially among the youth and urban working professionals.

The industry can be broadly categorized into the following segments:

1. Specialty Coffee Segment

This section highlights high-grade coffee, including single-origin varieties and artisanal blends, usually provided by brands like North End Coffee Roasters. Specialty coffee is increasingly popular among wealthy and quality-focused consumers.

2. Café and Retail Coffee

Cafés and coffee shops play an essential role in the industry, acting as centers for social interaction, work, and studying. Numerous brands, such as North End Coffee Roasters, Starbucks, and Gloria Jean's, function within this sector.

Retail coffee sales, including pre-packaged coffee products, are also growing, facilitated by supermarkets and e-commerce platforms.

3. Instant Coffee Market

Ready-to-use coffee continues to be favored by the general public because of its low cost and ease of preparation, with companies such as Nescafé and MacCoffee leading this market.

4. Wholesale Coffee Supply

This part consists of providing coffee beans and related products to eateries, hotels, and various enterprises. North End Coffee Roasters and comparable businesses are essential in serving this market segment.

Key Characteristics of the Coffee Industry in Bangladesh:

5. Urban-Centric Market

The interest in coffee is mainly focused in cities, especially in Dhaka and Chattogram, where there are numerous coffee shops and high-end retail choices available.

6. Emerging Coffee Culture

Drinking coffee is frequently linked to lifestyle preferences, including enjoying time in visually appealing café settings. This developing culture is motivated by worldwide trends and the impact of social media.

7. Young Demographic

The younger demographic makes up the main clientele, attracted to coffee as a lifestyle drink and as a substitute for conventional tea.

8. Seasonal Demand Variations

The demand for coffee reaches its highest levels in the colder months, although the popularity of cold brews and iced coffee has somewhat diminished this pattern.

9. Low Domestic Coffee Production

Coffee growing in Bangladesh is currently at an early stage, with the majority of coffee beans coming from areas like Africa, South America, and Southeast Asia..

10. Growth Potential

As disposable incomes rise, urban areas expand, and lifestyles transform, Bangladesh's coffee industry presents substantial growth opportunities, especially in the specialty and premium markets. By emphasizing quality, creativity, and customer interaction, companies such as North End Coffee Roasters contribute to the development of this emerging sector in Bangladesh.

2.2.2 Size, trend, and maturity of the industry

The coffee industry in Bangladesh is still in its growth phase but has expanded significantly over the past decade. While the market is relatively small compared to traditional tea consumption, coffee sales are steadily increasing, particularly in urban areas. Industry estimates suggest that the market for coffee in Bangladesh is valued at over USD 50 million, with an annual growth rate of approximately 10–15%. This growth is fueled by rising disposable incomes, the increasing number of cafés, and shifting consumer preferences.

Trends in the Coffee Industry

The coffee industry in Bangladesh is shaped by several emerging trends that are influencing consumer behavior and market dynamics:

1. Growth of Specialty Coffee

There is a growing demand for specialty coffee, driven by the desire for premium quality and unique flavor profiles. Brands like North End Coffee Roasters have been pivotal in introducing and popularizing this segment.

2. Café Culture and Social Spaces

Coffee shops have become popular social and workspaces, especially in urban areas like Dhaka and Chattogram. The ambiance, Wi-Fi availability, and modern interiors appeal to young professionals, students, and freelancers.

3. Influence of Global Coffee Culture

Exposure to international coffee trends via social media and global chains has influenced local preferences, leading to a rise in demand for lattes, cappuccinos, and cold brews.

4. E-Commerce and Subscription Models

Online sales of coffee products have grown, supported by the rise of e-commerce platforms and subscription-based coffee delivery services.

5. Health and Sustainability Focus

Consumers are increasingly seeking healthier beverage options and are drawn to brands emphasizing ethical sourcing, fair trade, and environmentally friendly practices.

6. Cold Coffee Demand

Cold brews, frappes, and iced lattes have become popular, catering to younger consumers and mitigating the seasonal nature of hot coffee demand.

Maturity of the Industry

The coffee sector in Bangladesh is still in its nascent phase, with considerable unexplored potential. In contrast to the well-established tea sector, coffee drinking has only recently begun to gain popularity, influenced by urbanization and evolving lifestyles. Although global brands such as Starbucks and Gloria Jean's are available, the market is still fragmented, with local companies like North End Coffee Roasters and Crimson Cup Coffee House vying for market share.

Even with its growth potential, the industry confronts numerous obstacles, including limited domestic coffee cultivation, a high reliance on imports, and the necessity for consumer education regarding specialty coffee. However, as consumer knowledge grows and the café culture develops, the coffee industry is set for ongoing growth in the years ahead.

2.2.3 External economic factors

The coffee industry in Bangladesh is influenced by several external economic factors that impact market dynamics, operational costs, and consumer purchasing behavior. These factors include:

1. Rising Disposable Income

The consistent expansion of Bangladesh's economy has resulted in a rise in disposable income, especially among middle-class urban dwellers. This trend has heightened the desire for premium products such as specialty coffee, as a greater number of individuals are now able to spend on non-essential goods.

2. Urbanization and Lifestyle Changes

The swift expansion of cities has led to the rise of café culture, as people embrace coffee as a beverage integral to their lifestyle. Cities such as Dhaka and Chattogram have turned into key locations for high-quality coffee consumption.

3. Exchange Rate Fluctuations

Bangladesh's dependence on imported coffee beans means that changes in exchange rates have a direct impact on the expense of raw materials. When the Bangladeshi Taka depreciates, it can result in increased operational expenses for businesses such as North End Coffee Roasters.

4. Inflation and Consumer Spending Power

Increasing inflation can affect how much consumers spend on non-essential items like specialty coffee. When inflation is high, consumers may start to favor cheaper options such as instant coffee or tea.

5. Economic Growth and Employment Trends

Bangladesh's continuous GDP growth and the growth of service-oriented sectors have led to a higher demand for coffee as both a professional and social drink. Additionally, the development of co-working spaces and adaptable work settings has bolstered coffee consumption.

6. Import Tariffs and Regulations

Government regulations concerning import tariffs on coffee beans and machinery can influence the pricing strategies of coffee companies. A beneficial tariff situation would allow businesses to keep their prices competitive.

7. Competitive Landscape

The arrival of global coffee brands such as Starbucks and Gloria Jean's have heightened competition, forcing local businesses to innovate and adjust to evolving economic circumstances.

8. Impact of Global Economic Trends

The prices of coffee on a global scale, influenced by imbalances in supply and demand as well as climate-related issues in key coffee-producing nations, impact the expenses associated with procuring beans for companies in Bangladesh.

2.2.4 Technological factors

Technological advancements play a crucial role in shaping the coffee industry in Bangladesh, influencing product innovation, operational efficiency, and customer engagement. The following technological factors are currently impacting the coffee market:

1. Coffee Brewing Technology

Developments in coffee brewing technology, including top-tier espresso machines, pour-over setups, and cold brew devices, have elevated the quality and consistency of coffee offered in cafes. For businesses like North End Coffee Roasters, utilizing cutting-edge brewing equipment guarantees an exceptional product and boosts customer satisfaction.

2. E-commerce and Digital Platforms

The growth of e-commerce has opened up new sales avenues for coffee companies. Online platforms for purchasing coffee beans, equipment, and subscription services have gained popularity. This technology allows businesses such as North End Coffee Roasters to connect with a wider audience and offer convenient delivery options for home.

3. Mobile Apps and Customer Loyalty Programs

Numerous coffee brands have begun providing mobile applications for placing orders online, rewarding loyalty, and enhancing customer interaction. These applications enable companies to monitor consumer preferences, deliver tailored promotions, and simplify the ordering experience, leading to improved customer loyalty and satisfaction.

4. Social Media and Digital Marketing

The integration of social media sites such as Facebook, Instagram, and YouTube has become vital for promoting coffee products and engaging with a younger, tech-oriented audience. Coffee

brands utilize social media to disseminate promotional material, engage with their clientele, and foster customer loyalty. Influencers and content created by users significantly influence consumer views and trends.

5. Coffee Supply Chain Innovations

Innovations in supply chain management, like blockchain and systems for real-time tracking, enable coffee companies to maintain transparency and traceability in their sourcing processes. This is especially crucial for businesses such as North End Coffee Roasters that prioritize ethical and sustainable sourcing practices. Technologies that enhance the logistics involved in importing coffee beans can lower expenses and boost the efficiency of the supply chain.

6. Sustainability and Eco-friendly Technologies

Technological advancements focused on minimizing environmental effects, like energy-saving coffee makers and sustainable packaging, are becoming increasingly vital in the coffee sector. A growing number of consumers favor brands that emphasize sustainability, and incorporating these technologies into business practices can improve a company's appeal and decrease its carbon emissions.

7. Automation and Robotics

The use of automation in coffee production and service, such as automated espresso machines and robotic baristas, can enhance efficiency in coffee shops and lower labor expenses. For larger coffee chains or busy locations, automation can assist in satisfying increasing demand while ensuring product quality remains consistent.

8. Data Analytics and Consumer Insights

Employing data analytics enables coffee businesses to gain deeper insights into consumer preferences, monitor purchasing behaviors, and streamline inventory management. Through the examination of customer data, companies can fine-tune their product selections, enhance marketing approaches, and elevate the overall customer experience.

2.2.5 Barriers to entry

The coffee industry in Bangladesh presents several barriers to entry for new players, particularly for those aiming to compete with established brands like North End Coffee Roasters Ltd. These barriers include:

1. High Initial Investment

Starting a coffee business, particularly in the specialty coffee market, demands a considerable initial investment. This encompasses expenses for premium coffee beans, top-tier brewing machines, store design, and hiring staff. Additionally, establishing a roastery for fresh coffee production introduces another level of financial commitment. For those just beginning, the financial hurdles can be significant, particularly in the absence of investor support or ample capital.

2. Brand Loyalty and Customer Trust

Well-known coffee brands such as North End Coffee Roasters enjoy substantial customer loyalty and recognition in the market. New competitors face the challenge of cultivating a devoted customer following, which necessitates considerable investment in marketing, engaging with customers, and ensuring consistent product quality. Earning customer trust in a saturated market presents a significant obstacle for new ventures.

3. Sourcing Quality Coffee Beans

Finding premium coffee beans at reasonable prices can be difficult for newcomers. In Bangladesh, coffee is an imported product, and changes in global coffee prices, interruptions in the supply chain, and the requirement to build connections with foreign suppliers can create obstacles for firms that are just starting out. Established brands typically have long-standing supplier contracts and superior access to high-quality sources, giving them a competitive edge.

4. Competition from Established Players

The existence of prominent global coffee brands, such as Starbucks, alongside local favorites like North End Coffee Roasters, results in significant competition for newcomers. These established companies have developed robust brand recognition, extensive customer bases, and streamlined operations. Newcomers must put substantial resources into distinguishing themselves through distinctive products, competitive pricing, and exceptional service to make an impression in a saturated market.

5. Economies of Scale

Larger, established companies can take advantage of economies of scale, allowing them to reduce costs through bulk purchases of coffee beans, equipment, and other supplies. New players, on the other hand, may struggle with higher per-unit costs due to their smaller operations, making it difficult to compete on price while maintaining quality.

6. Regulatory and Compliance Requirements

New participants need to manage local regulations, such as food safety requirements, import tariffs on coffee beans, and tax policies. Adhering to these regulations can be a lengthy and expensive endeavor, especially for smaller companies with constrained resources. Furthermore, obtaining the necessary licenses and certifications to legally function within the food and beverage industry increases the difficulty of breaking into the market.

7. Marketing and Distribution Channels

Creating a distribution network and achieving market visibility poses a considerable challenge for newcomers. Existing firms have already secured a presence in the market through established distribution channels, including retail stores, wholesale partnerships, and online platforms. New companies must allocate substantial resources to marketing and building connections with retailers, cafes, and distributors to effectively reach a wide audience.

8. Consumer Education and Awareness

In Bangladesh, tea has historically been the favorite drink, making it difficult to inform consumers about the advantages and charm of specialty coffee. Established companies have previously committed resources to consumer education via marketing efforts, barista training, and events. Newcomers must also dedicate resources to similar initiatives in order to raise awareness and change consumer preferences in favor of coffee.

These barriers to entry make it challenging for new businesses to succeed in the coffee market in Bangladesh. However, with innovative strategies, strong differentiation, and the ability to navigate these obstacles, new players can still find opportunities for growth and success in this expanding market.

2.2.6 Supplier Power

Supplier power indicates the capacity of suppliers to affect the cost, quality, and availability of raw materials and inputs in a particular industry. Within the coffee sector in Bangladesh, supplier power is shaped by various elements, including reliance on foreign suppliers, the caliber of coffee beans, and the restricted number of suppliers for premium specialty coffee.

1. Dependence on Imported Coffee Beans

Bangladesh has a small capacity for domestic coffee production, which necessitates a heavy reliance on imported coffee beans from nations such as Brazil, Ethiopia, and Vietnam. This dependency on external suppliers enhances their influence, as variations in global supply, quality, and pricing have a direct effect on local coffee enterprises. Any disruption in international supply chains or alterations in coffee prices can greatly impact the cost structure for businesses like North End Coffee Roasters.

2. Limited Number of Premium Coffee Suppliers

The specialty coffee sector in Bangladesh depends on a small group of suppliers who deliver high-quality, ethically sourced coffee beans. Although the number of suppliers is expanding, it remains relatively small in comparison to the mass-market coffee sector. This restricted supply chain boosts supplier power, leading businesses to encounter challenges in obtaining premium beans in significant volumes, which may compel them to agree to higher prices or less advantageous contract conditions.

3. Negotiation Power of Large Suppliers

Major coffee suppliers, which might provide to worldwide coffee chains or well-known brands, frequently possess greater bargaining power stemming from their scale and market presence. These suppliers have the ability to dictate the conditions regarding pricing, delivery, and exclusivity, which can constrain the options available to smaller, local coffee shops. For example, businesses like North End Coffee Roasters may face price hikes or supply shortages that are outside their influence, especially if they rely on a limited number of primary suppliers.

4. Quality and Certification Requirements

Numerous specialty coffee companies, including North End Coffee Roasters, emphasize ethical sourcing and sustainability certifications like Fair Trade and Rainforest Alliance. These certifications increase the complexity of supplier power, allowing suppliers with the required certifications to request higher prices for their offerings. Additionally, businesses must verify that their suppliers adhere to particular quality standards, which can restrict the pool of suppliers for high-quality, certified beans.

5. Supplier Relationships and Long-Term Contracts

Cultivating strong, long-term partnerships with suppliers can diminish their power to a degree. For instance, North End Coffee Roasters might gain advantages from its established connections with essential suppliers, resulting in improved terms, reliable supply, and competitive pricing. Conversely, new competitors entering the market or businesses lacking solid supplier relationships could encounter increased costs and less advantageous terms.

6. Supplier Switching Costs

Changing suppliers in the coffee sector can incur considerable expenses, especially for businesses dedicated to maintaining a certain quality or ethical sourcing practices. Organizations like North End Coffee Roasters might encounter increased switching costs when transitioning to new suppliers, including the need to renegotiate supply chain contracts, modify product recipes, or manage variations in quality. This reliance on suppliers who uphold particular standards or products amplifies the influence of suppliers.

Supplier power in the coffee industry in Bangladesh is relatively high due to the dependence on imported coffee, limited premium suppliers, and the importance of maintaining quality standards. Coffee businesses need to carefully manage supplier relationships to ensure stability in pricing and product quality.

2.2.7 Buyer Power

Buyer power represents the impact that consumers have on the cost, quality, and accessibility of products or services within a market. In the case of the coffee sector in Bangladesh, buyer power is influenced by various factors, such as the increasing variety of coffee choices accessible to customers, the price sensitivity among different consumer groups, and the quality standards in the specialty coffee market.

1. Availability of Substitutes

The coffee sector in Bangladesh experiences moderate to high buyer power due to the presence of substitute products. Traditional drinks, including tea and ready-to-drink bottled beverages, continue to be favored in the country. For some consumers, coffee is still a relatively unfamiliar option, making it easy for them to switch to tea or other drinks based on factors like cost, accessibility, and personal taste. The increasing number of café chains and local coffee shops enhances the availability of alternatives for customers, granting them greater leverage to request improved prices and offerings.

2. Price Sensitivity

The influence of buyer power is affected by the sensitivity of consumers to price changes. In Bangladesh, despite an increasing interest in specialty coffee, a considerable number of consumers remain sensitive to prices, especially among middle-income groups and students. Given that the prices for coffee in cafés and specialty shops can be considerably more expensive than traditional tea or instant coffee, customers might push companies to reduce their prices or provide more budget-friendly options. On the other hand, wealthier customers with greater disposable income tend to be less affected by price and prioritize quality and experience over cost.

3. Increased Competition in the Market

The entry of new local and international coffee brands has increased buyer power, as consumers now have more choices. Large international coffee chains like Starbucks and Gloria Jean's, as

well as local brands like North End Coffee Roasters, are vying for the attention of the same customer base. This competition gives buyers more leverage to demand better service, promotions, or loyalty rewards. As more brands enter the market, consumers can easily switch between providers based on preferences, pricing, or quality.

4. Customer Access to Information

The emergence of digital platforms and social media has enabled consumers to easily compare different coffee options. Shoppers can now investigate the quality of coffee, read reviews, and check prices prior to making their purchases. This enhanced access to information empowers buyers to make well-informed decisions, select the best value, and insist on higher quality. Furthermore, platforms like food delivery applications and social media enable customers to give immediate feedback and affect the reputation of brands.

5. Customer Expectations of Quality and Experience

The power of buyers is influenced by the increasing expectations that customers have for the quality and experience of their coffee. Within the specialty coffee market, patrons anticipate not just superior-quality coffee, but also outstanding customer service, a welcoming atmosphere, and distinctive offerings. Should these expectations fall short, customers are quick to turn to competitors who deliver a better overall experience. For businesses like North End Coffee Roasters, providing top-notch quality and a customized experience is crucial for retaining customer loyalty.

6. The Role of Loyalty Programs

Loyalty programs and discounts can reduce buyer power to some extent by incentivizing repeat purchases. By offering rewards or personalized promotions, coffee brands can build customer loyalty and reduce the likelihood of customers switching to competitors. However, if loyalty programs are not compelling enough, consumers may still be inclined to shop around for better deals or experiences.

Buyer power in the coffee industry in Bangladesh is significant, especially with increasing competition, availability of substitutes, and heightened consumer expectations for quality and service. Businesses need to understand and cater to their customer's needs while balancing pricing strategies and offering unique value to retain customer loyalty.

2.2.8 Threat of Substitutes

The risk of alternatives pertains to the chances that customers might choose another product or service that meets the same requirement. In relation to the coffee sector in Bangladesh, this risk is shaped by various elements, such as the presence of different beverages, cultural inclinations, and shifts in consumer behavior patterns.

1. Tea Consumption

Tea is the most popular drink in Bangladesh, enjoying a long-established cultural affinity. The entrenched custom of tea consumption presents a notable competitive challenge for coffee, particularly among older individuals and in rural communities. While younger urban consumers are increasingly opting for coffee, tea still serves as the primary beverage for many, largely because of its affordability and the comfort of familiarity. For a significant number of individuals, the transition from tea to coffee is often seen as unnecessary, which reinforces tea's position as a formidable alternative to coffee.

2. Soft Drinks and Ready-to-Drink Beverages

The increasing appeal of soft drinks, energy drinks, and ready-to-drink beverages (RTDs) poses a significant challenge to the coffee industry. Companies such as Coca-Cola, Pepsi, and various local energy drink brands provide products that are easily accessible and often cheaper than high-end coffee drinks. For consumers who are cost-conscious or looking for convenience, these alternatives are appealing substitutes, especially during the warmer months when there is a higher demand for cold beverages.

3. Instant Coffee

Instant coffee is a popular alternative to freshly brewed coffee in Bangladesh, offering convenience and affordability. Brands like Nescafé dominate this segment, making it accessible

to a broad consumer base, especially in households and offices. While instant coffee lacks the high-quality, artisanal appeal of specialty coffee, it serves as a more economical and convenient substitute for daily coffee drinkers. The availability of instant coffee at lower prices creates a barrier for specialty coffee brands that focus on higher-end products.

4. Fruit Juices and Other Hot Beverages

Other warm beverages, like hot chocolate, herbal teas, and local specialties, are also a challenge for the coffee industry. With a growing emphasis on health-conscious choices, fruit juices and smoothies are gaining traction among consumers seeking refreshing alternatives. These beverages align with health and wellness trends, providing a caffeine-free option to coffee, which is particularly attractive to individuals wanting to cut back on caffeine or who favor fruit-based drinks.

5. Growing Health Consciousness

Growing consumer awareness regarding health and wellness has led to a greater interest in drinks seen as healthier options compared to coffee. Herbal teas, detox beverages, and plant-based drinks such as matcha and green tea are becoming more popular as alternatives to coffee, especially among those focused on wellness. Additionally, some individuals are choosing to eliminate caffeinated products entirely because of worries about caffeine's impact on health and sleep.

6. New Beverage Innovations

Traditional coffee consumption may be threatened by emerging products that combine components for distinctive flavor experiences, like kombucha, cold-pressed juices, and alternative milk beverages, as the demand toward creative beverage options continues to expand. A more adventurous consumer base that is willing to try novel flavors and health-conscious goods is drawn to these drinks.

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While the coffee market in Bangladesh continues to grow, the presence of affordable and widely available substitutes like tea, soft drinks, and instant coffee presents a substantial challenge. Specialty coffee brands like North End Coffee Roasters must work to differentiate themselves by offering superior quality, unique experiences, and educational marketing to reduce the risk of substitution.

2.2.9 Industry rivalry

The level of competition between established businesses within an industry is referred to as industrial rivalry. The number of rivals, market expansion, brand distinctiveness, and pricing tactics are some of the elements that fuel competition in Bangladesh's coffee sector. Although still in its infancy, Bangladesh's coffee business is growing more competitive as more domestic and foreign companies enter the market.

1. Growing Number of Competitors

In recent years, both domestic and foreign coffee brands have entered Bangladesh's coffee market, raising the level of competition. While local brands like North End Coffee Roasters, Crimson Cup, and Barista have gained a sizable market share in the specialty coffee sector, international chains like Gloria Jean's and Starbucks have increased their presence in urban areas. Competition for ideal sites, market exposure, and client loyalty increases as more firms enter the market.

2. Differentiation and Branding

Differentiation has become essential for standing out in a competitive industry, as many firms provide identical product lines, such as pastries, cold brews, and espresso-based beverages. Businesses such as North End Coffee Roasters have made significant investments to establish a strong brand identity centered on customer experience, sustainability, and quality. But other rivals are also concentrating on developing their brands, which fuels intense competition, particularly in cities where coffee culture is expanding quickly. Customer loyalty programs,

distinctive product offerings, and strong branding are essential strategies for surviving in the competitive market.

3. Pricing Strategies

Industry competition is heavily influenced by pricing, especially in a market where different client segments have different price sensitivity. Local cafés and international coffee chains compete on price, frequently luring clients with promotions, loyalty discounts, or bundling techniques. However, specialized coffee shops like North End Coffee Roasters typically place themselves in the premium market, which entails paying more for greater coffee and a better overall experience. Maintaining quality and client loyalty is crucial to justifying the higher cost because this premium pricing strategy may reduce the consumer base.

4. Location and Accessibility

There is intense rivalry for desirable café locations in big towns like Chattogram and Dhaka. Coffee shops are seen to be best located in high foot traffic locations, close to office buildings, shopping centers, and universities. As businesses compete for the same spaces in an effort to increase their visibility and draw in the attention of the expanding urban coffee-drinking populace, rivalry heats up. Additionally, as customers can now get coffee from a variety of establishments without leaving their homes, competition is increased by the growth of delivery services via food delivery apps.

5. Customer Loyalty and Experience

A key factor in industrial competition is customer retention. Coffee companies compete not only on the basis of product quality but also on the basis of customer experience, which includes customer engagement, service quality, and café ambiance. Companies such as North End Coffee Roasters set themselves apart with individualized customer care, loyalty plans, and a focus on establishing a welcoming and cozy café atmosphere. Businesses are spending more to improve the in-store experience as customer expectations rise, which is escalating market competition.

6. Market Saturation in Urban Areas

Urban regions in Bangladesh are being saturated with coffee shops and cafés as the country's coffee business expands. The struggle to draw clients gets more intense as more brands provide comparable goods and experiences. Price wars, promotional offers, and a constant need to innovate in order to remain relevant in the market are the results of this saturation. Because larger, more established businesses can afford more aggressive marketing and expansion efforts, smaller players may find it difficult to compete.

7. Innovation and Product Diversification

Product innovation is another way that businesses in the sector compete with one another. Coffee brands may draw in customers and create buzz about their products by providing distinctive drinks, time-limited promotions, and seasonal blends. For instance, the market is becoming more innovative due to the advent of cold brews, plant-based milk substitutes, and health-conscious beverages including sugar-free and low-calorie alternatives. In an otherwise competitive industry, competition to offer fresh, contemporary products can differentiate a business and keep customers interested.

The coffee industry in Bangladesh is very competitive overall because of the growing number of competitors, aggressive pricing, branding initiatives, and ongoing need for innovation. To remain competitive in this expanding industry, companies like North End Coffee Roasters must keep putting quality, client interaction, and uniqueness first.

CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

During my internship at North End Coffee Roasters Ltd., I was assigned the position of Barista. As a Barista Intern, my role involved supporting the daily operations of the café, gaining hands-on experience in coffee preparation, customer service, and learning the technical aspects of coffee brewing. My primary responsibilities included the following:

1. Coffee Preparation and Brewing

Mastering the skill of making a variety of coffee drinks, such as macchiatos, lattes, cappuccinos, espresso, and cold brews, running expensive espresso machines and other brewing apparatuses to guarantee each cup of coffee is consistent and of great quality.

Knowing the subtle differences between various coffee beans, where they come from, and how to extract the greatest tastes depending on the brewing technique.

2. Customer Service

interacting with clients in order to receive orders, make suggestions, and guarantee a satisfying experience. To ensure excellent customer satisfaction, answering questions from customers and resolving any issues or grievances.

Maintaining a warm, professional, and welcoming atmosphere for clients, which helps the business build a solid reputation for providing exceptional service.

3. Maintaining Cleanliness and Hygiene

Maintaining the cleanliness and orderliness of the coffee station and café, which includes cleaning the eating rooms, workstations, and coffee makers.

Following the company's operating criteria for cleanliness and equipment sanitization to ensure adherence to food safety and hygiene standards.

4. Inventory Management

Helping to keep track of coffee bean, milk, syrup, and other café supply stock levels. To maintain efficient operations, report low inventory and assist with inventory replenishment. Gaining knowledge of raw material management and how product availability might affect day-to-day activities.

5. Learning and Training

Taking part in internal training sessions to learn about the company's environmental policies, ethical coffee bean sourcing, and quality requirements.

Gaining a greater comprehension of the coffee business, including how the brewing process and bean selection affect the final consumer experience.

6. Cash Handling and POS System Operation

Helping to run the cash register, handle payments via the point-of-sale (POS) system, and process consumer transactions.

Learning how to balance the cash register after each shift, handle cash, and accept credit card payments.

7. Promoting Coffee Knowledge and Products

Educating customers about the different coffee options, helping them understand the flavor profiles of various coffees, and guiding them to select beverages based on their preferences.

Promoting the brand's unique offerings, such as specialty blends and seasonal drinks, to increase sales and customer engagement.

8. Working in a Team

Collaborating with fellow baristas and café staff to ensure smooth and efficient service, particularly during peak hours.

Assisting in team-based tasks, such as setting up the café in the morning, preparing for large events, and closing procedures.

Throughout my internship, I gained valuable insights into the daily operations of a specialty coffee business, refined my customer service skills, and learned about the complexities of coffee preparation and service. This experience allowed me to apply my academic knowledge of marketing and business operations to real-world situations while working in a dynamic, customer-focused environment.

4.2 Training

I received extensive training during my internship at North End Coffee Roasters Ltd., which gave me practical experience and vital understanding in the operational and customer service facets of the coffee industry. The training was intended to give me the tools I needed to carry out my responsibilities as a barista intern efficiently and to give me an understanding of the company's wider operations.

1. Barista Training

Coffee Brewing Techniques: I was trained on various coffee brewing methods, including espresso preparation, drip coffee, and cold brews. I learned the importance of grinding techniques, coffee-to-water ratios, and extraction times to ensure consistent, high-quality coffee.

Espresso Machine Operation: I received hands-on training on using state-of-the-art espresso machines, including adjusting settings for different coffee types, frothing milk, and maintaining the machines to ensure their optimal performance.

Latte Art: I was introduced to the basics of creating latte art, learning how to pour intricate designs like hearts and rosettes, which enhanced the overall customer experience.

2. Customer Service Training

Customer Interaction and Communication: I was trained on how to interact with customers effectively, ensuring that they received exceptional service. This included greeting customers, taking orders, answering inquiries about the menu, and resolving any issues or complaints professionally.

Handling Customer Preferences: I learned how to assist customers in choosing the right coffee based on their preferences, guiding them through the different flavor profiles and brewing methods available.

Dealing with High-Pressure Situations: I received training on how to handle peak hours efficiently, ensuring that service remained fast and friendly even during busy times.

3. Operational Training

Inventory and Stock Management: I was trained on how to track and manage inventory, including coffee beans, milk, syrups, and other café supplies. This training helped me understand the importance of stock control and reporting low inventory to ensure uninterrupted service.

Hygiene and Safety Protocols: I was trained in maintaining cleanliness and following food safety standards. This included regular cleaning of coffee machines, workstations, and dining areas, as well as ensuring compliance with health and safety regulations.

Point of Sale (POS) System: I was trained to use the café's POS system, processing customer payments efficiently, handling cash and card transactions, and performing end-of-day register reconciliation.

4. Coffee Knowledge and Sustainability Practices

Sourcing and Sustainability: I received training on the ethical sourcing practices of North End Coffee Roasters, including the company's commitment to fair trade and sustainable coffee production. This allowed me to understand the importance of transparency in the supply chain and the impact of sourcing decisions on both quality and the environment.

Product Knowledge: I was introduced to the different types of coffee beans used by the company, the flavor profiles of various beans, and how to distinguish between single-origin and blended coffees. This knowledge helped me provide better recommendations to customers.

5. Soft Skills and Teamwork

Team Collaboration: Throughout my training, I was encouraged to work closely with other baristas and café staff. I learned the importance of effective communication, time management, and collaboration in ensuring smooth operations, especially during busy shifts.

Problem-Solving and Adaptability: The training included practical exercises where I was encouraged to think on my feet, resolve customer complaints, and adapt to changing circumstances in a fast-paced café environment.

Overall, the training at North End Coffee Roasters Ltd. provided me with a well-rounded understanding of the coffee industry, as well as the operational, customer service, and technical skills necessary to succeed as a barista. The hands-on experience and theoretical knowledge I gained were invaluable in helping me understand the complexities of the coffee business and the role of customer service in enhancing the overall café experience.

4.3 Contribution to departmental functions

During my internship at North End Coffee Roasters Ltd., I made several contributions to the daily operations of the café, specifically within the barista department. My role was to support the team in ensuring efficient service delivery, maintaining high standards of product quality, and enhancing the overall customer experience. Below are the key ways in which I contributed to the departmental functions:

1. Supporting Coffee Preparation and Service

I helped with the coffee beverage preparation and serving, making sure that every order was completed precisely and on time. I assisted the team in meeting the exacting standards of North End Coffee Roasters by adhering to established brewing methods and ensuring consistency in product quality.

Making espresso-based drinks, cold brews, and bespoke orders were some of my contributions. I also made sure that drinks were presented with the proper garnishes and at the right temperature.

2. Enhancing Customer Experience

I helped to create a warm and upbeat environment for patrons. This involved welcoming visitors, receiving their orders, making suggestions, and seeing to it that their requirements were satisfied during their stay.

In order to make sure that every customer left happy and with a favorable impression of the café, I also assisted in managing customer feedback and swiftly addressed any problems or concerns. I helped the café establish a stellar reputation for customer service by learning how to interact with customers and provide individualized attention.

3. Inventory Assistance

By keeping an eye on the quantities of coffee beans, milk, syrups, and other necessary supplies, I helped with inventory management. As a result, the department was able to prevent shortages and guarantee prompt stock replenishment.

In order to support efficient operating flow, I also assisted in keeping track of inventory utilization and alerted the management team about goods that required replenishing.

4. Cleanliness and Maintenance

I was in charge of keeping the café floor and coffee station spotless. I helped the department run well by making sure that all of the equipment was cleaned and sanitized and that the café as a whole stayed neat and welcoming for patrons.

To make sure the café followed hygienic guidelines, I assisted with everyday cleaning tasks like sanitizing workstations, cleaning coffee makers, and setting up storage spaces.

5. Assisting in Cash Management and POS Operations

I helped with the POS system's operation to support the department's cash handling procedure. I accurately handled customer transactions, generated receipts, and processed payments. I assisted in balancing the cash register at the conclusion of my shifts to make sure that the café's daily sales were accurately recorded and that everything went off without a hitch.

6. Contributing to Team Efficiency

In order to guarantee effective operations, particularly during peak hours, I collaborated closely with the barista team and other café employees. The crew was able to maintain efficient workflows because to my adaptability in handling a variety of responsibilities, from making drinks to running the line.

I helped to cut down on wait times and enhance the promptness and caliber of service by being proactive and providing support as required.

7. Promoting Product Knowledge and Sales

I helped inform patrons about North End's specialty coffee selections by outlining the provenance of various beans, brewing techniques, and seasonal specials. By assisting the customer in making better-informed purchases, this improved their experience. In order to boost sales and consumer interest in the café's distinctive blends and limited-edition drinks, I also assisted in promoting special goods and new product offerings.

I made significant contributions to the efficient operation of the barista department in this position in addition to gaining insightful knowledge about the daily operations of a specialty coffee café. My participation in back-end and customer-facing tasks enhanced the team's effectiveness in providing top-notch service and enhanced the overall customer experience.

4.4 Evaluation

My internship at North End Coffee Roasters Ltd. provided me with invaluable hands-on experience, allowing me to apply my academic knowledge in a practical setting while learning new skills specific to the coffee industry. Throughout the internship, I was evaluated based on my performance in various aspects of the role, including customer service, coffee preparation, teamwork, and operational efficiency. Below is an evaluation of my performance during the internship:

1. Coffee Preparation and Technical Skills

Strengths: I rapidly gained a thorough understanding of the various coffee brewing processes, such as pour-over procedures, cold brews, and espresso-based drinks. Customers praised me for my attention to detail in crafting visually appealing drinks, including latte art, and for consistently producing high-quality beverages that met the café's standards.

Areas for Improvement: Even if I mastered the espresso maker and other brewing tools, I can still work on speeding up at busy times. I want to improve my ability to work under pressure in the future without sacrificing quality.

2. Customer Service

Strengths: I was frequently complimented on my approachability, friendliness, and communication abilities. I gained a firm grasp on how to interact with clients by collecting their orders quickly, responding to their questions regarding coffee selections, and attending to special requests. I was successful in fostering a friendly, upbeat environment for patrons, which enhanced their overall pleasure with the café.

Areas for Improvement: Although I managed the majority of client contacts well, I discovered that I could do a better job of handling challenging or upset customers in a calmer way. I intend to improve in this area in the future by emphasizing dispute resolution strategies and patience.

3. Teamwork and Collaboration

Strengths: I got along well with my coworkers and could help the team function more efficiently. In order to provide prompt and seamless service during peak hours, I helped my colleagues baristas and café employees by filling in when needed. I gained the ability to adjust to the operations flow and communicate with my teammates in an efficient manner.

Areas for Improvement: I discovered that, particularly during high-volume shifts, I could get better at anticipating my teammates' needs. I may be more proactive and increase team productivity as a result.

4. Operational Efficiency

Strengths: I developed a strong grasp of the café's daily operations, including inventory control, upholding hygienic standards, and cleaning. I worked hard to finish my assignments, making sure that the café followed food safety laws and that all of the equipment was hygienic and maintained.

Areas for Improvement: In order to better predict demand, I would like to gain a more thorough understanding of the logistical aspects of café operations, such as supplier relations and stock forecasting, even if I am now familiar with inventory tracking and stock management.

5. Adaptability and Learning

Strengths: I showed a tremendous eagerness to learn and quickly adjusted to the fast-paced café environment. I was receptive to criticism and viewed it favorably, applying it to enhance my performance. I was able to continuously improve my abilities and obtain a greater understanding of the coffee industry thanks to the training the café offered.

Areas for Improvement: Even though I took the initiative to learn new talents, I know I still need to improve my time management abilities. I want to get better at handling several duties at once, especially during busy times, in my future positions.

6. Contribution to the Café's Success

Strengths: Smooth café operations were made possible by my contributions to coffee preparation, customer service, and operational effectiveness. By offering superior coffee and

first-rate customer service, I helped our customers have a great experience, which boosted the café's sales and reputation.

Areas for Improvement: In order to more effectively market unique products, seasonal beverages, and new offerings, I intend to further enhance my product expertise and sales abilities. This will enable me to make an even greater contribution to the expansion and profitability of the café.

4.5 Skills applied

During my internship at North End Coffee Roasters Ltd., I had the opportunity to apply a range of skills that I had developed through my academic studies and previous experiences. The practical application of these skills allowed me to effectively contribute to the daily operations of the café while enhancing my understanding of the coffee industry. Below are the key skills I applied during my internship:

1. Communication Skills

Application: In my position as a barista intern, effective communication was essential. I spoke with clients, learned about their preferences, and gave them concise descriptions of the coffee selections using my communication abilities. I also worked with my staff to guarantee seamless operations and effectively address any problems.

Impact: By actively listening to customer needs and engaging with my colleagues, I was able to foster positive relationships and contribute to a collaborative, customer-focused environment.

2. Customer Service Skills

Application: Providing outstanding customer service was a big aspect of my internship. By welcoming clients, helping them with their orders, resolving their issues, and ensuring a satisfying experience at every touchpoint, I put my customer service talents to use.

Impact: My ability to maintain a friendly and professional demeanor helped ensure that customers felt valued and received prompt, efficient service, which directly contributed to high levels of customer satisfaction.

3. Time Management and Multitasking

Application: I had to handle several responsibilities at once while working in a busy café, including making coffee, taking orders from patrons, and keeping things clean. I prioritized work using my time management skills to meet client expectations without compromising quality.

Impact: By balancing various responsibilities during peak hours, I was able to help maintain smooth operations and reduce wait times, which enhanced the overall efficiency of the team.

4. Problem-Solving and Conflict Resolution

Application: I had a variety of customer service difficulties throughout my internship, such as managing lengthy lines or addressing complaints. I used my problem-solving abilities by remaining composed and coming up with prompt, efficient fixes for client concerns.

Impact: My ability to resolve problems efficiently helped maintain a positive atmosphere and customer experience, ensuring that issues were addressed before they escalated.

5. Product Knowledge and Technical Skills

Application: I used my understanding of coffee brewing methods and product offerings to precisely make a range of drinks, including cold brews and espresso-based concoctions. Additionally, I operated espresso machines, grinders, and other café equipment using my technical expertise.

Impact: My understanding of coffee products allowed me to prepare beverages to the café's high standards, which contributed to customer satisfaction and retention.

6. Organizational and Operational Skills

Application: In order to keep the café clean and make sure that every workstation was kept up to date, I used my organizational abilities. In order to make sure the café never ran out of necessary supplies, I also helped with inventory tracking.

Impact: My attention to detail in organizing the workspace and managing inventory helped the café maintain smooth operations and minimize disruptions during service.

7. Teamwork and Collaboration

Application: Working effectively as part of a team was essential in my role, especially during peak hours when coordination with colleagues was critical. I applied my teamwork skills by supporting my teammates, whether it was assisting with coffee preparation or managing customer orders.

Impact: By fostering a collaborative environment, I contributed to a more efficient and harmonious workplace, which allowed the team to work cohesively to meet customer demands.

8. Sales and Marketing Skills

Application: I promoted new products and seasonal items to customers using my fundamental sales and marketing skills. I highlighted outstanding offers and helped clients make decisions based on their preferences by using my product knowledge.

Impact: My efforts in upselling and promoting special items contributed to increased sales and helped boost customer engagement with the brand's new offerings.

4.6 New skills developed

During my internship at North End Coffee Roasters Ltd., I had the opportunity to develop a variety of new skills that enhanced my understanding of the coffee industry and improved my professional abilities. These new skills were gained through hands-on experience, training, and

the opportunity to work closely with skilled baristas and staff members. Below are some of the key skills I developed during my internship:

1. Advanced Coffee Brewing Techniques

Development: I developed a deeper comprehension of sophisticated brewing processes, such as pour-over coffee, cold brew preparation, and different espresso extraction methods. To get the right taste profiles, I discovered how to modify the brewing temperatures, extraction durations, and grind sizes.

Impact: This new skill enhanced my ability to craft high-quality coffee beverages, meeting the company's standards and satisfying customer preferences for specialty coffee drinks.

2. Latte Art and Presentation

Development: I became proficient at doing latte art, which included simple patterns like rosettas and hearts. In order to create smooth, velvety designs that improve the visual appeal of coffee beverages, I learnt how to correctly steam milk to the perfect texture.

Impact: Mastering latte art improved my ability to provide a more personalized and aesthetically pleasing coffee experience for customers, adding value to their visit and reinforcing the café's premium brand image.

3. Multitasking and Working Under Pressure

Development: I learned how to manage several jobs at once while upholding high standards of quality from the fast-paced nature of café operations. I developed my ability to remain efficient and well-organized, especially during busy times when prompt decision-making and time management were essential.

Impact: This skill helped me handle high-pressure situations more effectively, ensuring that orders were completed promptly without compromising on service or product quality.

4. Inventory and Stock Management

Development: I gained knowledge on how to keep an eye on inventory levels, track how much of necessary supplies are being used, and help with inventory replenishment. Additionally, I gained insight into how inventory affects day-to-day operations and consumer happiness.

Impact: This skill provided me with insight into the operational side of the café and improved my ability to support the café's daily functions by helping ensure that the right supplies were available when needed.

5. Conflict Resolution and Customer Handling

Development: By managing client complaints and resolving conflicts in a cool, collected manner, I gained new conflict resolution abilities. I developed the ability to quickly answer client problems and provide solutions that guaranteed a successful end.

Impact: This skill allowed me to enhance customer satisfaction and build stronger relationships with patrons, contributing to their overall positive experience at the café.

6. Sales and Upselling Techniques

Development: I gained knowledge of successful sales strategies, such as how to upsell and advertise to clients new or seasonal menu items. I became more comfortable recommending related goods to customers depending on their tastes and assisting them in trying out new flavors.

Impact: This new skill helped increase sales by encouraging customers to try new beverages or add-ons, while also providing them with a more personalized and enjoyable coffee experience.

7. Health and Safety Practices in Food Service

Development: I developed a deeper understanding of food safety standards and health regulations specific to the coffee and café industry. This included proper hygiene practices, safe handling of coffee equipment, and understanding food safety protocols for serving beverages and food items.

Impact: These skills allowed me to ensure a clean, safe environment for both customers and staff, helping the café maintain high standards of cleanliness and compliance with health regulations.

8. Digital Payment and POS System Operation

Development: I obtained practical experience with the café's point-of-sale (POS) system, handling cash transactions, processing digital payments, and carrying out daily reconciliation duties.

Impact: This skill not only improved my ability to manage customer transactions but also gave me insight into the financial aspects of café operations, making me more efficient in handling payments and maintaining accurate records.

I now have a more comprehensive understanding of the technical and customer service facets of the coffee industry because to these new abilities. Applying these abilities successfully in a dynamic, fast-paced workplace has greatly improved my professional growth and equipped me for positions in the food service and hospitality sectors in the future.

4.7 Application of academic knowledge

During my internship at North End Coffee Roasters Ltd., I had the opportunity to apply various concepts and skills that I had learned through my academic studies in Business Administration and Marketing. The practical experience provided me with valuable insights into the real-world application of these concepts, especially in the context of the coffee and hospitality industry. Below are the key areas where I applied my academic knowledge during the internship:

1. Marketing and Consumer Behavior

Application: I used my understanding of marketing tactics and consumer behavior to better understand client preferences and enhance their experience. I evaluated how many elements, including cost, product selection, and marketing tactics, affected customer decisions in a café environment by speaking with customers face-to-face and applying the knowledge I gained from my studies.

Impact: This helped me assist customers in selecting drinks that matched their preferences and provide relevant information about new products, improving both customer satisfaction and sales.

2. Service Marketing and Customer Relationship Management

Application: I improved the customer service experience by putting the concepts I learned in my Service Marketing classes to use. I made sure that guests received individualized attention by using my knowledge of the service delivery process to greet them, explain menu items, and attend to special requests.

Impact: By focusing on building strong customer relationships and offering exceptional service, I contributed to customer loyalty and satisfaction, aligning with the company's goal of creating a positive and memorable café experience.

3. Operational Management and Efficiency

Application: I supported the café's everyday operations by applying ideas I learned in my Operational Management classes. To provide seamless and effective service during peak hours, I used time management, process optimization, and work prioritization techniques.

Impact: These strategies helped improve the speed of service, reduce waiting times for customers, and maintain a high level of operational efficiency, particularly during busy periods.

4. Inventory and Supply Chain Management

Application: I was able to comprehend the significance of stock control and supply chain coordination in the café setting because to my academic understanding of inventory management and supply chain ideas. I helped keep track of inventory levels and made sure the café had all the goods it needed.

Impact: This application of academic knowledge contributed to the café's ability to maintain consistent product quality and avoid disruptions caused by stock shortages.

5. Financial Management and Cash Handling

Application: I used the concepts I learned in my accounting and finance classes to manage cash and run the point-of-sale (POS) system. I assisted with financial reporting, made sure daily sales were accurate, and followed procedures for cash reconciliation.

Impact: By ensuring accurate cash management, I helped maintain the integrity of the café's financial records and contributed to smooth operational flow.

6. Business Strategy and Competitive Analysis

Application: My understanding of business strategy allowed me to analyze the competitive landscape within the coffee industry. I applied strategic thinking when assisting with the promotion of new products and differentiating the café's offerings to attract more customers.

Impact: This helped support the café's marketing efforts by promoting special seasonal drinks, highlighting unique offerings, and encouraging customers to explore new options.

7. Sustainability and Ethical Sourcing

Application: I was able to connect the significance of sustainability and ethical sourcing to the organization's operations through my coursework on corporate social responsibility (CSR) and sustainable business practices. I could see how North End Coffee Roasters' dedication to obtaining sustainable and fair-trade coffee beans may improve its reputation as a brand and draw in eco-aware customers.

Impact: I contributed to promoting the company's sustainability efforts by educating customers about the ethical sourcing of coffee and the environmental impact of their purchasing decisions.

All things considered, my internship helped me close the knowledge gap between theory and reality by showing how business principles can be used to improve customer satisfaction, operational effectiveness, and overall company success in the coffee sector. During my internship, the café's performance was greatly aided by the abilities and information I acquired from my academic studies.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

Based on my internship experience at North End Coffee Roasters Ltd., I have identified several areas where departmental operations can be improved to enhance efficiency, customer satisfaction, and overall business performance. Below are my recommendations:

1. Enhance Staff Training and Cross-Training

Recommendation: Even though the crew at North End Coffee Roasters is very talented, cross-training and ongoing staff training can increase productivity, particularly during busy times. Workflow may be improved and operational delays can be decreased by making sure that employees are skilled in all facets of café operations, including cash handling, inventory management, coffee preparation, and customer service.

Rationale: Cross-training staff ensures that there are no bottlenecks in service delivery when specific team members are unavailable, leading to better customer service during busy periods.

2. Streamline Inventory Management Systems

Recommendation: Install a more automated inventory tracking system that provides real-time stock level data by integrating with the point-of-sale (POS) system. This can entail establishing low-stock notifications, particularly for in-demand goods like milk, syrups, and coffee beans.

Rationale: An automated system would reduce human errors, streamline the ordering process, and minimize the risk of stockouts, ensuring that the café always has the necessary supplies without overstocking.

3. Increase Focus on Time Management During Peak Hours

Recommendation: To further improve service speed, I recommend developing a more structured time management plan during peak hours. This could involve having more staff available during busy periods or streamlining processes for common orders (e.g., pre-preparing popular beverages or offering simplified menu options during high-demand times).

Rationale: By focusing on optimizing workflows and ensuring proper staffing during busy periods, the café can reduce customer wait times, which would increase customer satisfaction and sales volume.

4. Introduce a Customer Feedback System

Recommendation: Although North End Coffee Roasters already excels at providing excellent customer service, putting in place a structured mechanism for collecting feedback from customers—such as surveys or digital feedback kiosks—would assist pinpoint areas that need work and gain a deeper understanding of their preferences.

Rationale: Gathering direct feedback allows the café to respond to customer needs more effectively, address any concerns promptly, and adapt to changing market trends, thus improving customer loyalty and retention.

5. Enhance Marketing and Promotion of Seasonal Offerings

Recommendation: I suggest a more thorough marketing plan for advertising seasonal or limited-time products via social media, email newsletters, or in-store signage in order to boost sales during off-peak times. Sales of these products may also be increased by offering discounts or putting together package deals.

Rationale: Marketing seasonal beverages or new products effectively can attract more customers, encourage repeat visits, and increase sales during slower times.

6. Improve Energy Efficiency and Sustainability Practices

Recommendation: North End Coffee Roasters should investigate energy-efficient appliances, such as refrigerators, lighting, and coffee makers, to further highlight sustainability. Furthermore, encouraging a "bring your own cup" policy could lessen the environmental effect of the café..

Rationale: Reducing energy consumption and promoting sustainability aligns with growing consumer demand for eco-friendly businesses, which can help strengthen the brand's reputation while also lowering operational costs in the long term.

7. Invest in Technology for Improved Customer Experience

Recommendation: North End Coffee Roasters can think about incorporating mobile ordering and payment alternatives through collaborations with food delivery platforms or a café app in order to remain competitive. Customers would find this more convenient, and it might shorten wait times during peak hours.

Rationale: The convenience of mobile ordering and delivery services appeals to tech-savvy consumers and could attract a broader customer base, particularly the younger demographic that values convenience.

8. Increase Engagement with Corporate Clients for Wholesale

Recommendation: To increase its wholesale distribution, North End Coffee Roasters should concentrate more on establishing connections with corporate clients, such as offices, co-working

spaces, and event venues. A steady source of income could be generated by providing corporate discounts or subscription plans for routine deliveries of supplies and coffee beans.

Rationale: Developing the wholesale arm of the business would diversify revenue sources, reduce dependency on walk-in customers, and increase brand visibility in the corporate sector.

5.2 Key understanding

Through my internship at North End Coffee Roasters Ltd., I gained several key insights into both the operational and strategic aspects of the coffee business. These learnings have deepened my understanding of how the specialty coffee industry functions, particularly in the context of the growing coffee culture in Bangladesh. The following points highlight the most important takeaways from my internship:

1. The Importance of Customer Experience

One of the most important things I learned was how crucial it is for the coffee business to give its customers an outstanding experience. Customer satisfaction is essential to the success of coffee shops like North End Coffee Roasters, from providing individualized service and premium beverages to establishing a welcoming café atmosphere. This reaffirmed the necessity for companies to constantly develop and modify their products in order to satisfy shifting consumer demands and maintain client loyalty.

2. The Growing Coffee Culture in Bangladesh

I gained a thorough awareness of Bangladesh's quickly changing coffee culture, especially among the country's metropolitan population. Specialty coffee products are becoming more and more popular as more people look for high-end coffee experiences. For businesses like North End Coffee Roasters, this trend offers both opportunities and problems because they need to consistently exceed customer expectations while setting themselves apart from rivals.

3. Operational Efficiency Drives Success

Maintaining quality and guaranteeing seamless service, particularly during busy hours, depend heavily on efficient café operations. I learned from my experience that effective operations require a combination of process optimization, staff training, appropriate inventory control, and time management. The bottom line of the café and client happiness are directly impacted by these operational factors.

4. The Role of Innovation in Staying Competitive

In the coffee business, innovation is essential to maintaining competitiveness. To remain relevant in a changing market, businesses must continuously improve their products, from adding sustainable practices to providing seasonal beverages. The key to North End Coffee Roasters' continued dominance in the market is its capacity to offer distinctive goods and experiences.

5. Sustainability and Ethical Sourcing Are Key Differentiators

My time at North End Coffee Roasters deepened my understanding of the growing consumer demand for ethically sourced, sustainable products. The company's commitment to fair trade and sustainable coffee sourcing is a strong differentiator in the market, attracting a customer base that values both quality and environmental responsibility. As consumers become more environmentally conscious, this aspect of business strategy will continue to grow in importance.

6. Effective Teamwork and Collaboration Are Essential

I came to see how important effective teamwork is in the hectic café setting. Whether managing a large number of patrons or guaranteeing the caliber of each coffee provided, staff cooperation and efficient communication are essential. This event demonstrated how a motivated and cohesive workforce can greatly enhance both operational effectiveness and the general customer experience.

7. The Significance of Brand Loyalty and Differentiation

I discovered that providing excellent items is only one aspect of fostering brand loyalty; another is giving consumers a consistent, tailored experience. As a premium brand, North End Coffee Roasters does a great job of presenting itself by providing superior coffee, individualized service, and a distinctive café experience. Its success in a cutthroat market has been largely attributed to this emphasis on differentiation.

8. The Need for Continuous Learning and Adaptation

Last but not least, my internship reaffirmed the value of lifelong learning in the hospitality sector. Businesses need to be adaptable since trends, consumer preferences, and operational requirements are ever-evolving. I learned from my experience how important it is to keep abreast of market developments, emerging technology, and changing customer demands in order to succeed and stay competitive.

5.3 Conclusion

My internship at North End Coffee Roasters Ltd. has been a truly enriching experience that allowed me to apply academic knowledge in a real-world business environment. Throughout my time as a Barista Intern, I gained a deeper understanding of the coffee industry, particularly the specialty coffee market in Bangladesh, and developed a range of practical skills that will serve me well in my future career.

The coffee industry in Bangladesh is experiencing significant growth, driven by changing consumer preferences, the rise of café culture, and increasing demand for premium and specialty coffee products. Companies like North End Coffee Roasters are at the forefront of this transformation, not only offering high-quality coffee but also fostering a unique customer experience that sets them apart from competitors. The experience has shown me how important it is for businesses to maintain operational efficiency, build strong customer relationships, and continually innovate to stay ahead in a competitive market.

Through my internship, I was able to contribute to the company's daily operations, enhance my technical and customer service skills, and gain valuable insights into business strategy, marketing, and operations management. My ability to apply key academic concepts in areas such as consumer behavior, service marketing, inventory management, and operational efficiency has given me a deeper understanding of how businesses function and thrive in a competitive market.

In conclusion, this internship has not only helped me grow professionally and personally but has also strengthened my passion for the hospitality and coffee industries. The skills, insights, and experiences gained from North End Coffee Roasters Ltd. will be invaluable as I continue to pursue a career in business and marketing, particularly in industries where customer experience, innovation, and sustainability are key to long-term success.

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