



Submitted to

Mohammad Tohidul Islam Miya
Assistant Professor
School of Business & Economics
United International University

Submitted by

Tasnia Zaman
Id: 111 141 140
United International University

Date:

May 23, 2019

AN INTERNSHIP REPORT
ON
RETAIL SURVEY OF IGLOO



A CONCERN OF
ABDUL MONEM LIMITED

Letter of Transmittal

May 23, 2019

To,

Mohammad Tohidul Islam Miya

Assistant Professor

School of Business and Economics

United International University

Subject: Submission of Internship Report

Dear Sir,

I would like to submit my internship report titled, “Retail Survey of Igloo” under the portfolio of Igloo Ice cream and Milk Unit of Abdul Monem Ltd. It was a wonderful experience to work under your supervision and guidance and preparing this report. I have gathered much knowledge and experience while working in a leading business conglomerate of the country.

While working on this report, I have tried to follow each and every instructions and I tried to make it informative. I tried to represent the Igloo retail survey program 2018 details. The informative as well as its detail Sales process will help you to understand the result of the whole retail survey program 2018.

I hope that, this report will fulfill your requirements. Thank you for your consideration.

Sincerely yours,

Tasnia Zaman

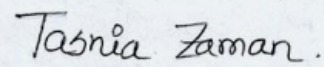
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School of Business & Economics

United International University

Declaration

I am Tasnia Zaman, student of the Business and Economics (Marketing), of United International University, Bangladesh, and this report is based on “**Retail Survey of Igloo**” to meet the mandatory requirement of the BBA internship program and it is an original work which has not been previously submitted before any degree, diploma or recognition.



Tasnia Zaman.

Tasnia Zaman

ID: 111 141 140

School of Business & Economics

United International University (UIU)

Acknowledgement

At the very beginning, I would like to thank the Almighty for the strength He gave me to prepare this report with the assistance of some wonderful people. My gratitude to my respected supervisor faculty Mohammad Tohidul Islam Miya, Assistant Professor, School of Business & Economics, United International University for his guidance and supervision. Without his instruction, it would have been tough for me to prepare this report. His instructions and corrections regarding the report helped me a lot while collecting data and preparing the report.

My cordial thanks to the CEO of Igloo Ice-cream Mr. GM Kamrul Hasan for offering the opportunity to gain work experience in this top corporation of the country.

I am glad and lucky to have my organizational supervisor Mr. Asif Mahmood Abbas, Deputy Manager, Business Strategy and Innovation, Igloo Foods Ltd, who, motivated and inspired me to fulfill my responsibilities in a flexible manner even in a tough situation. He also enlightened me with some key business strategies of Igloo and shared his learnings that enriched my knowledge base. He always assisted me with his advice and cooperation while preparing this report.

Besides, I would like to appreciate the support and assistance of all my colleagues and seniors who assisted me throughout my internship period and thanks to all the respected dealers, TSO and DSR who shared their life at Igloo by describing their responsibilities and the challenges they faced in their daily life in sales operations.

Executive Summary

This report is prepared on Igloo Ice-cream Limited a concern of Abdul Monem Limited (AML). It illustrates an overview of Abdul Monem Limited, the largest conglomerate of Bangladesh and the analysis of Igloo retail survey-2018.

Abdul Monem Limited is the largest conglomerate of Bangladesh. They started their business operation even before the independence of the country. Though they started their journey as a construction company, later on their success in that business led them to be the largest conglomerate of the country. Igloo Ice-cream is one of their successful sister concern that is conducting business successfully ever since they established.

Igloo is considered the top ice-cream company of Bangladesh since its birth. Today they are leading the industry with more than hundreds of ice-cream flavors. Recently they have added more wings to Igloo, Igloo dairy products and Igloo foods. Today, Igloo is facing intense competition in the market, as the competitors in the market has increased over the past decades and is challenging them in every possible segments of the market.

To remain competitive and to hold a sustainable position in the market, Igloo has conducted “The Igloo Retail Survey-2018” to find out their lacking and weaknesses. The interns were hired under the marketing department to conduct this survey. The interns were responsible for conducting the survey throughout the Dhaka City, and later on they gave their feedback and possible solutions for the problems they identified while the survey took place.

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CHAPTER ONE

Introduction

Chapter 1: Introduction

1.1 Origin of the Report:

This report is prepared as a mandatory requirement of the internship program under the BBA program at United International University. The organization this report represents is Igloo Ice-cream Unit of Abdul Monem Limited. The preparation of the report was done under the supervision of Mohammad Tohidul Islam Miya, United International University.

1.2 Scope:

This report provides the following scopes:

1. To understand the business operation of the number one ice-cream brand of the country.
2. To gather knowledge about sales and promotional activities of Igloo.

1.3 Objective of the Report

The sole objective of this report is to analyze and understand the sales operations brought out by the marketing department of Igloo Ice cream.

The key Objectives of this study are:

1. Understanding the overall marketing and promotional activities of Igloo.
2. Studying and analyzing the lacking of the company through the Retail Survey Program.

1.4 Methodology

This report is prepared based on the practical experience based knowledge. The report is illustrated depending on the nine weeks of practical working experience as an Intern at Igloo Ice-cream, both primary and secondary data have been considered to prepare this report.

Primary Data

Primary data consists information about the company that were collected from the official staffs, internship Supervisor. The other sources of primary data are collected through the retail survey, on field experience, industrial and corporate visit.

Secondary Data

Secondary data are the information that were used previously by others. The sources of secondary data are collected through and from internet, various articles, journals, websites and relevant sites are considered. Although, it was difficult to get any sales report of AML for the confidential issue.

Field work and data collection

To prepare this report, a field survey was conducted with the interns by invigilating retail shops across Dhaka city and some corporate visits to different educational institutions, modern trades and restaurants. Ensuring proper merchandising of the products, customer feedback and satisfaction, product quality, pricing, availability of the products and carrying out promotional activities were also part of this survey procedure.

Data Collection and Sampling

Sample: All the 27 interns covered all the retail shops, super shops of the Dhaka city, found out the number of deep freezers, Igloo freezers, Ice creams, demand of ice creams based on area, customer review and so on.

1.5 Limitations of the Report:

- The company maintains strict confidentiality of their information, which is why interns failed to get hand on lots of information about the company.
- The information about the market situation was not available.
- The company refused to provide any sort of reports due to privacy concerns.
- Some of the shopkeepers hardly wanted to co-operate due to the miscommunication with the Distributions Sales Representative (DSR).

CHAPTER TWO

Company Overview

Chapter 2: Company Overview

2.1 Company Background

Abdul Monem Limited (AML):

Abdul Monem Limited (AML) is the company that comes first while talking about the leading conglomerate of Bangladesh. The slogan of the company is- ***“Touching Lives... Building Capabilities...!”***

In the year 1956 it was established by Mr. Abdul Monem who is one of the most successful entrepreneurs of our country. In the past he was the Managing Director of AML. Today he is Chairperson of this company and he is working side by side with his two sons as the Deputy Managing Director, Mr. A.S.M Mainuddin Monem and Mr. A.S.M Mohiuddin Monem.

Abdul Monem Limited is well known for their construction business in Bangladesh. It is not only largest constructions company but also it has favorite beverage brand, Coca-Cola, Igloo Ice Cream, Igloo milk, Igloo foods & snacks, producer of pharmaceuticals and so on. Back in 2015, the company was awarded for taking the initiative of developing the first private Economic Zones of the country named Abdul Monem Economic Zone.

AML has more than 10,000 workforces who are more skillful and talented. The policy of the company focuses on that they take the responsibility for the purpose of ensuring employees’ safety and security and their health and welfare. This organization is more concerned about their employee.

The company’s ultimate goal is to use its resources to create products and services that can add value to the customer’s life, which would eventually furnish to the economy, society and environmental progression and prosperity of the country. The organization looks forward to lead by an example and to learn from day to day experiences; it sets its endeavors to high standards for its people at all levels and consistently meet them.

2.2 Vision and Mission of the Company:

The company’s vision is to contribute to the economic, social and environmental progression of the country along with developing the country to be competent in the world economy through efficient use of their resources to create value added products and services for the people.

The mission of AML is the reflection of their path, which they take to remain sustainable in the market. They thrive to offer their customer with value-added products and services, outperform their rivals in every possible situation, build relationship with its business associates and stakeholders, provide a dynamic and challenging environment to its employees to keep them excited and aim to

achieve incremental growth of its business thereby having a positive economic and social impact on the community and the nation.

2.3 Values of the Company:

The management of Abdul Monem Limited put their principles into their day-to-day business practices.

Their core beliefs are-

- ⇒ People
- ⇒ Progress and
- ⇒ Prosperity

People: The Company believes “*Our people are our strength*”. They prioritize on their efforts to fulfill the needs of their customers, business partners and the society in general by being responsible in creating and delivering their valuable products, services and business practices.

Progress: “*We explore for progress*”. For the objective of establishing sustainability by investing in the future of the country people, their business, the society and the nation as a whole.

Prosperity The company belief is “*Prosperity outlook is the key to success*”. Therefore, they ensure the proper utilization of resources; upgrade technologies, good training and so on.

2.4 Corporate Profile

Name	Abdul Monem Limited (AML)
Founded on	1956
Type of the Company	Pvt. Limited Company
Country of Origin	Registered Bangladeshi Company
Number of Staffs	More than 10,000
Corporate Address	Monem Business District, Sonargoan Road, Dhaka-1205.
Website	http://www.amlbd.com

2.5 Business Wings of Abdul Monem Ltd



Aims to deliver quality services on due date as well as meeting pre-set construction standards, they offer several services-

- Metro Rail Project
- River dredging; Land Development
- Highway construction
- Building infrastructure such as Runway, Apron including AGL & Nav-Air works.
- Bridge & Flyover construction

Otherwise there are many projects are developing by AML such as-

- Smani Airport at Sylhet
- Mohakhali Inter district bus terminal
- Construction of lane Mohipal Flyover at Dhaka.



Igloo Dairy Milk

Igloo Daily Milk started from the year 2004 that can process 14,000 liters of milk per day. Along with milk this company produces mango and chocolate flavored milk.



Abdul Monem Beverage Unit (Coca-Cola)

AML started bottling Coca-Cola, Sprite and Fanta in 1982 as an authorized bottler of the beverages. AML was awarded by the CEO of Coca-Cola in 1990 with “President’s Turtle Award” based on branding in this market.



Igloo Foods Ltd.

Hash browns, Criss cut, French fries, potato wedges etc. snacks items are made by Igloo Foods Ltd which have a good demand in the market.



Danish Bangla Emulsion Ltd.

A joint-venture company between Abdul Monem Ltd. and ENH Engineering A/S, Denmark is DBEL. Bitumen emulsion of international standards is produced by DBEL which is fully automated plant.



AM Securities and Financial Services Ltd

AM securities is a brokerage house of Bangladesh. AMSFSL includes diverse clientele of institutions, foreign funds etc.



Abdul Monem Suger Refinery Ltd.

AM Suger Refinery Ltd was established in 2006 and produced more than 3lac metric tons of sugar, named as Igloo Sugar. Abdul Monem Suger Refinery Ltd is the first ISO certified refinery company.



AM Energy Ltd

AM Energy Ltd was found in 2015 as a captive power generating plant which is located at the bank of the Meghna River. Now 6 MW capacity with 3.5 MW belonged by it.



Novus Pharmaceuticals Ltd.

It was established in 2008 to fulfill the need of proper medicine.



AM Asphalt & Ready Concrete Ltd.

For the purpose of providing high quality concrete mix for the construction project , AM Asphalt & Ready Concrete Ltd was founded.



AM Auto Bricks Ltd

AM Auto Bricks Ltd

Aims to provide good quality Auto Bricks, AM Auto Bricks Ltd is situated at Munshiganj.



Abdul Monem Rice Bran Oil Company Ltd.

‘Natural Fresh Rice Bran Oil’ is a slogan of AM Bran Oil which looks to offer healthy and heart friendly consumable oil to the consumers. It is operating as a joint venture with a Thailand based company named Surin Bran Oil Limited.

Service Engine BPO



It is the first business process outsourcing company in Bangladesh which is a joint-venture with a US company. It provides several digital platform services such as Interactive Marketing, Website designing and development, Auditing services, Digital Marketing and so on.



Monem Business District

Monem Business District is the head quarter of of Abdul Monem Ltd. It is also the corporate office of many renowned organization which is situated in Kawran Bazar, Dhaka.

Igloo Ice Cream



AML started the Igloo ice cream unit in 1964 and its slogan is ‘A world of great taste’. It is the number one ice-cream brand of the country.

Strategic Partners

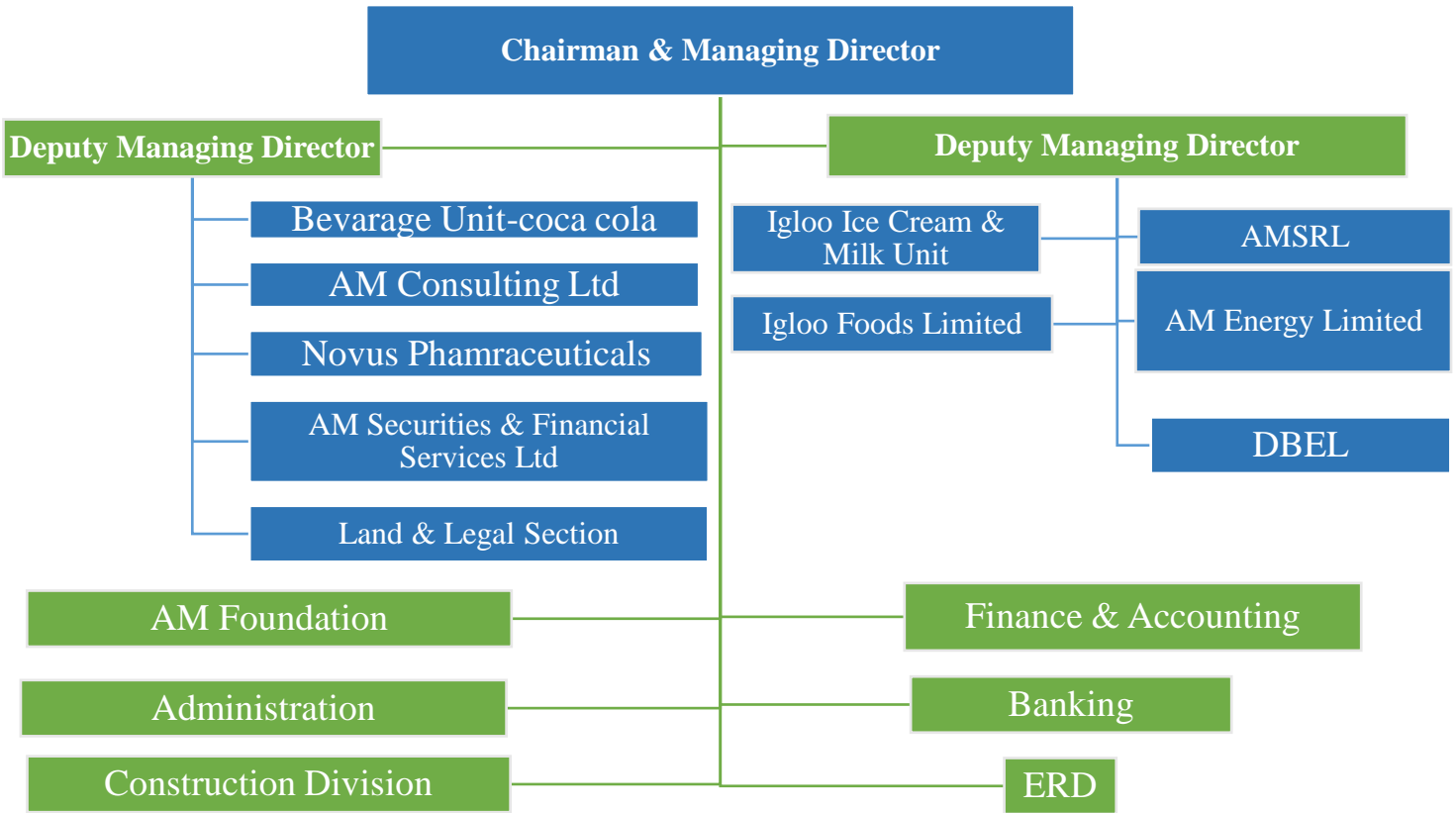
Strategic Partners: AML has many strategic partners such as Government of Bangladesh, World Bank, ADB, JICA etc.



Figure: Strategic Partners of AML

2.6 Organizational Structure

This is the organogram of Abdul Monem Limited-



Source: AML Official Website

The overall management of Abdul Monem Limited is done by the chairman and deputy managing directors. The chairman is concerned about the AM Foundation, Finance and Accounting, Administration, Banking, Construction Division and ERD. The two deputy managers are responsible for all the other business concerns of Abdul Monem Limited.

2.7 Achievements and Recognition



Receiving Best Brand Award of 2018

- The Best Tax Payer Award, Deputy Managing Director, Mr Mohiuddin Monem [November 2016-17]
- IFA AWPCA gold medal
- TAX & VAT payer award (December 2016)
- The President's Industrial award
- Business person of the year
- Excellence for business performance from Jamuna Bank Ltd.
- Commercial important person (2010,2011,2012)

2.8 Igloo Ice-cream

Igloo ice-cream is a sub unit of Abdul Monem Limited that was started from 1964. Igloo is now inarguably the top ice cream brand in the country. Later on, Abdul Monem Limited added more sub-units to Igloo, they are Igloo milk and dairy products, Igloo food items and snacks. Igloo is leading the ice-cream industry. They are the only ice cream company of the country who have achieved the prestigious ISO certificate. Currently more than 20,000 retail shops sell Igloo products. It has developed over 100 different varieties of flavors for their customers all around the country. Igloo is always concerned to provide their customer with best quality, thus they have equipped themselves with the most modern machineries, skilled human resources. Customer's choice and preferences change over the time thus Igloo always has to be prepared to introduce new flavors to achieve consumer's satisfaction. Igloo has captured the top position in the industry through their constant priority on the quality and taste of the ice-cream.



IGLOO ICE-CREAM

NO. 1 Ice Cream Brand in Bangladesh

BRAND AWARD

MARKET LEADER FOR 5 DECADES

Sole manufacturer of IGLOO ice cream

Countrywide availability, best price/quality analog
Started through the installation of the country's largest ice cream factory in 1964
Consumers preferred brand with over 100 SKUs.

Operating under ISO 22000:2005 & HACCP

Mechanical Strength:
-Extrusion line -Molding line -Two Cup & Cone filling line -Semi automatic filling line for tubs -Two Mix preparation line
Best brand award 2014 by Milward Brown
Capacity: 18 million liters/year

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Igloo the Number one Ice-cream Brand in the Country

2.9 Quality Certification

Igloo has achieved the following certificates regarding their product quality-

- **Halal Certification:** Igloo received Halal Certification from BSTI.
- **HACCP Certification:** HACCP certification is awarded to Igloo Ice Cream for maintaining food safety.
- **ISO Certification:** Igloo received the ISO 22000: 200 Certification for their Food safety management systems. They are only ice-cream company of the country to achieve this prestigious certification.
- **Quality Control System:** Igloo has employed expert personnel to maintain the quality control system of production of ice-cream.

2.10 Organogram of Igloo Marketing Department

The organogram of Marketing Department-






Source: Deputy Manager

Chief Marketing Officer (CMO) is the Head personnel of marketing dept. under his authority, Senior brand manager, manager brand activation & manager PR work accordingly to the marketing plan. Senior brand manager control the three department Brand and promotional dept., event activation and digital activities. Manager of brand activation responsible for channel development, Outdoor and event activation. The channel development dept. Observe Call Centre and delivery channel. Manager of public relations (PR) plans and directs for merchandising, Helps to choose the ingredient of products that will maintain or promote the public image of their client and employer.

2.11 Igloo Ice-cream Product Line & Categories

Igloo has always respected their customer choice. Over the 50 years of their operation they have provided the customers with more than 100 of ice-cream flavors. They target all types of customer segments regardless of their income level. Currently they have more than 50 types of ice-creams to attract all the customer segments. All in all giving importance to the income level and buying power of the customers they have categorized their products in the following categories-

Economy	Mainstream	Premium
 <p>Economy segment is for the low income customers in the market. Ice-creams in this segment are cheap but consists only few flavors. This segment has some common flavors like Vanilla, Strawberry, Chocolate and Mango bar.</p> <p>The products include-</p> <ul style="list-style-type: none"> Cup Ice-creams Chocbar Mini Chocbar Shell & Core Lolly 	 <p>Mainstream is better than the economic segment. Here the price of the ice-creams are moderate and the taste and quality are better and similar to the premium. This variant is very much liked by the young generation.</p> <p>The Products are-</p> <ul style="list-style-type: none"> Cornelli Classic (Mini), Classic, Premium Belgian Chocolate Igloo Ego Igloo Mega Igloo Macho 	 <p>This line consists the top quality ice-creams. The customers who want top quality and the richest taste will go for the premium segment. The premium ice-creams are much costly and offers varieties of flavors. The premium segment consists-</p> <ul style="list-style-type: none"> IceCafé Nutricks Pea-nut Butter Choco Brownie Choco Shake Mango Shake

2.12 Market Analysis

Market Share: The ice cream market of Bangladesh worth BDT 1200 crores. 3 of the 6 companies hold 79% of the market share.

Segmentation and Targeting Customer

Segmentation: Segmentation of Igloo ice-cream market-

- Demographic Segmentation
- Consist of occupation and income
- Very cheap and tasty

Targeting: Igloo targets the following segments as their target market for ice-cream-

- Ice cream lover
- Middle class, upper middle, upper class income people.

Positioning and Branding of Igloo:

The Manager of Igloo provided us with the information about marketing department that the marketing operations are overseen by the Marketing Manager. There are three key personnel who are responsible for the implementation. They are the Senior Brand Manager, Brand Manager Activation, and Manager PR. For the marketing management they apply three types of strategies ---

1. Above the line Strategy (ATL)
2. Below the line Strategy (BTL)
3. Digital Activation.

- **Above the line (ATL):** Igloo ice cream applies this strategy to reach their consumers through the mass media like Tvc, Rdc, Press Ad, Tv Program Branding.
- **Below the line (BTL):** Igloo also applies this strategy in order to minimize their cost and to efficiently reach out the leads and turning them into potential customers. They undertake consumer engagement program, sales activation, ice-cream fest, corporate house activation, apartment activation, retail drive.
- **Digital:** All the other strategies are carried out by digital marketing strategy. They apply their digital media to promote sales offer via sms, mail and Hello Igloo Service.



জিতে নিন*

প্রতিসপ্তাহে মোটরবাইক

এবং প্রতিদিন থাকছে

বাইসাইকেল, পাওয়ার ব্যাংক, হেডফোন, সেলফি স্টিক এবং এসএমএসকারী প্রথম ১,০০০ জন পাবেন ১০ টাকা রিচার্জ

অফারটি পেতে "Bikel<space>(স্টিকের গায়ে লেখা ৪ Digit Number)<space>Location" লিখে সেন্ড করুন 2777 নাম্বারে

নিয়ম ও শর্তাবলি:

- অফারটি সীমিত সময়ের জন্য
- অফারের যেকোনো পরিবর্তন ও পরিবর্তনের সকল ক্ষমতা ইগলু কর্তৃপক্ষ কর্তৃক চূড়ান্ত বলে গণ্য হবে
- অফারটি আব্দুল মোমেন গ্রুপ, এ-এমসি-এল, টপ অফ মাইন্ড, মাই আউটসোর্সিং লি, এবং উইনটেল-এর সাথে সরাসরি সম্পর্কিত করণও জন্য প্রযোজ্য হবে না।

বিস্তারিত জানতে ভিজিট করুন ইগলুর FB পেইজে (V/AML.IGLOO) চোখ রাখুন পত্রিকায় অথবা কল করুন 09610 007008

Promotional Activities by 'Hello Igloo'

Under their *Annual Business Plan (ABP)*, on the basis of 2018 sales review, marketing activity review then they set their activity plan, sales forecast, and budget plan of 2019. Igloo's marketing operations are basically taken out by the marketing department that is shown before by marketing organogram.

The marketing manager is mainly responsible for all the marketing activities. He/she plans and implements the overall marketing activities through the responsible employees under his/her authority. There are three personnel under the marketing manager which basically ensures the proper implementation of the marketing plan. The National Sales Manager, the Brand Manager and the Functional Manager. The national sales manager is responsible for the selling of products throughout the country, he sets up a plan and target for the selling of products for each day. The Regional manager is informed by him/her about the daily target and through the regional manager the distributors and suppliers are communicated and strictly ordered to fulfill each day's target.

Igloo's operation are carried out by three different range of plans, long-term, medium-term and short-term.

Long-Term Plans: The long-term plans include-

- To hold the top position in the market.
- To make sure the reputation of the company keep building.
- To increase their business both in the country and in foreign markets.
- To make sure the business remains profitable and sustainable.

- To make contributions for the development of the country.
- To setup Igloo ice-cream parlors in the prospected areas.

Medium-Term Plans: The medium-term plans include-

- To ensure the best quality products are served to the consumers.
- To make sure the demands of the market are well-served.
- To make the business sustainable through constant growth of business.
- To increase market share through gaining competitive advantage over competitors.

In order to keep the strategies in action, Igloo provides its employees, suppliers and others directly connected to company's operation with some incentives, advantages and additional support.

Short –Term Plans: The short-term plans include-

- To provide the consumers with varieties of ice-creams.
- To be more responsive to the changing taste and demands of consumers.
- To make sure the current efficiency and profitability remains constant and try to improve.
- To look for more quality raw-materials.
- To make sure the supply chain of the raw-materials remain running so no hindrance to production may not occur.

2.13 Industry Analysis

Competitors:

Igloo is the industry leader of the ice-cream industry of the country. Igloo has so many competitors in the market that are constantly posting new challenges to them. The number of competitors in the market have increased significantly in the past decade. The companies are making intense competition in the market. The new companies can snatch away customers from Igloo through aggressive price cuts and innovative marketing campaigns. Igloo is facing challenge from all the ends, the rivals can snatch away their customers and as well as their suppliers, if Igloo fails to fulfill their demand. Igloo once had a monopolistic business, but today they do not have any way to dictate the market as they did before. They need to remain efficient from all the ends to remain competitive in the market.

Igloo in this case is in a very good position in terms of Competitive Rivalry. The rivals of Igloo are Polar, Bloop, Kwalitiy, Lovello, Zaa n' Zee, Belissimo and other non-branded ice creams. No one can match the quality of Igloo, its product ranges and the in-depth service provided to the very root level of the country.

The pricing of Igloo is always premium and also runs its marketing campaigns very smoothly and efficiently – which are very visible as well as effective. The suppliers and buyers always expect the best from Igloo and they are satisfied in most of the cases.



In this case the Ice Cream manufactures are categorized across two criteria: Price/Quality and Geographic Coverage.



CHAPTER THREE

Internship Experience

Chapter 3: Internship Experience

3.1 Orientation: On 21st October the orientation program of igloo ice-cream and the procedures of conducting the survey was held. Through this orientation our supervisor gave us all the direction and overall idea about the project related issues .he told there are four team with six persons. These team have to go for conducting survey related activities to retailer shop, modern trade school college, university, and restaurant. Every person assigned for target based objective. Speech given by CEO G.M. Kamrul Hassan sir, brand manager Sumit Chakraborty, Deputy General Manager Shamim Ahamed.

3.2 Factory Visit: On 25th October, We visited the factory of Igloo Ice-cream which is situated in Narayanganj. We were introduced with the machineries used to make ice-cream, the whole production process, the preservation of the ice-cream, quality controlling etc. raw material of products which are mainly imported from Denmark, Sweden, and Australia. Daily production planning mainly analysis by sales forecast. There are mainly over 300 people work, in a team of about 853 people in operations and around 270 distributors across the country. there are maintain 60% & 40% ratio 60% impulse like lolly, cone ice cream , cup ice-cream, 40% are family pack like 1 liter, half liter ice-cream box .There are three types of obligation impose on employee like *Trade Obligation* where provide effort on best quality full product for expend factory and increase sales also. *Moral Obligation* ensures the good quality product to gain faith of consumers. *Legal Obligation* to protest the scandal of products ,goods maintain the legal obligation .Also Focused on ‘4M’ --Man, Machine, Method ,Materials and for best production emphasized on best recruitment process like department of Engineering ,Manufacturing ,HR , Marketing. When receive imported raw material from supplier those product send for the physical fitness or lab test. we went to the cold store the temperature was -25 degree .In freezing chamber that called IQF (Individually Quick Frozen).when we visited at Igloo factory we wear apron, mask and not allowed for capture a single picture of machines .we visited production unit , processing unit ,quality control unit ,lab ,cold store , finish products sector and plastic unit .

3.3 Starting of Survey: The survey started from 29th October. We were provided with all necessary accessories such as survey paper, survey stickers, board, markers, pencils etc before starting the survey. In survey paper there are mainly focused on Igloo Freezers, other Freezers, Igloo products, other competitors products Like Polar, Zaa n Zee, lovello and also focused on Igloo frozen food (Delifrost) and other companies frozen food .While conducting the survey we discussed certain things with the retailers.

The retailers were very glad to get official personnel from the Igloo Company. They gave us their feedbacks on Igloo's product. Their problems regarding the receiving of the products. We tried to give them assurance of solving their problem as soon as possible. The survey is conducted for two week. 1st week we covered Hatirpul, Lalbagh, Azimpur, Lalmatia, Mohammadpur, Shyamoli. Second week we covered Kafrul, Badda, link road, Ibrahimpur.

3.4 Market Visit: Before market visit our brand manager Sumit sir briefed us about the whole procedure what we have to do. He told us that from every team each member will have to go with distributor sales representative (DSR) and Merchandiser. Approximately it was Two weeks work for us. Then we had gone to igloo depot which is located at 'Maghbazar Rail Gate'. The Head of Sales Manager, Territory Sales Officer (TSO), Regional Sales Manager (RSM), Distributor Sales Officer (DSO) and Merchandisers. Sales of head provide target to the DSR and merchandiser for that day at least 20 lakh to sales product of Igloo to achieve target DSR load product for two times at distribution point. Then they convince shopkeeper to keep product. They saw which product is small quantity then they fulfill their freezer with those product. At dealer point there are maximum 10 freezer. We learnt from direct selling procedure, communication of DSR with shopkeeper.

The reason I choose this internship:

AML is the licensed bottler of world leading brand Coca-Cola & also the manufacturer of top ice-cream brand Igloo. So when I got opportunity to work in this organization I thought it would be a great experience for me to work in countries one of the leading & successful company. I would gain practical knowledge about their business operation, strategic decision & marketing strategy of this organization. For all of this reason, I choose this organization for my internship

Results:

Difficulty faced & how I deal with them:

- ✓ During my internship at AML I did not face any major difficulties but I faced some minor that I can be mentioned here. At first I face some trouble to understand their operation by just reading their manual but I constantly asked to my supervisors if could not understand anything regarding their operations system. My supervisor was very cooperative but sometimes he was not able to fully

explain as he is very busy person. But when he completed his task he tried his best to solve my problems.

- ✓ The responsibility of calculating & checking distribution & sales report are highly sensitive works. I had to give a lot of concentration to do this task. Sometime I did not understand what I should have actually calculated. So I had to frequently asked question to my instructor regarding reports.
- ✓ Assigning & allocating of multiple tasks at same time schedule was another problem. But, I was able to deal with work allocation problems & could complete my task effectively.

Application of classroom learning in a professional context:

I am a business graduate student with major in Marketing. When I worked at AML I understood that there is so much difference between in academic knowledge & professional context, although some of my academic knowledge I can applied in my professional works. Such examples are given below:

1. I had to make survey question to measure customer's feedback. I have already learned how to make professional survey question from "Marketing Research" course.
2. Some technical task such as power point & Microsoft office that's I learnt from my "Management Information System" course.
3. I also helped to make some forecasting of sales & production report to my supervisor that's I have learn from my "financial & managerial accounting course"
4. Finally I have some basic idea of production & manufacturing process that's I acquired from my "Production Management" academic course"

Evaluation of the Internship Experience:

But overall as an intern student I did not get any scope to prove myself. I did not get any challenging works where I could apply my creative knowledge. Here I disappointed compare to my expectation level.

3.5 Project Retail Survey: The interns were mainly recruited to carry out the retail survey project of Igloo Ice-cream. Here the brief description about the retail survey project is highlighted-

3.5.1 Purpose of the Survey

The purpose of this survey is to understand and fulfill customer needs, it is important to understand first, what are the touch points they need to deal with to consume the product. For Igloo Ice Cream, it is the retailers who deal with the end customer. Customers will get the quality service by the retailer only if the retailers are happy with Igloo. Market research is a tool by which we can measure the satisfaction of retailers.

3.5.2 Methodology

This survey report is based on the data that were collected throughout during the survey took place. To prepare this survey report mainly the primary data were considered and in some cases the secondary data were used to make a better conclusion to this survey report.

Primary Data:

The primary data were directly collected from retail shop of Dhaka City, organizational Supervisor and from other colleagues. Total 6603 retail shops from both Dhaka North City Corporation and Dhaka South City Corporation were surveyed which includes 8799 freezers. From them, 253 retail shops have been used in this report as sample. Some of those territories are Panthapath, Dhanmondi, Kolabagan, Sukrabad, Kathalbagan, Shahbag, Poribag, Hatirpul, Mirpur 1, Mirpur 2, Mirpur 6, Mirpur 10, Mirpur 14, Gabtoli, Rupnagar, Rupnagar Residential Area, Duaripara, Eastern Housing, Banasree, Rampura, Aftabnagar, Kawran Bazar, Tejgaon, Tejturi Bazar, Tejkunipara, Nakhalpara, Farmgate, Mohakhali, Arjotpara, Shaheenbag, Begunbari, Niketon, Hatirjhil, Tikatuli, Gopibag, Dholpur, Narinda, Hatkhola, Zatrabari, Kafrul, Bhasantek, Mirpur Mazar, Azimpur, Lalbag, Rayerbazar, Rajabazar, Islambag, Malitola, Bongshal, Samibaag, Wari, Doyagonj, Saydabad, Elenbari, Nabisko, Bitopi, Tejgaon Industrial Area, Amtoli, New Market, Noyatola, Dhaka University Area, Fulbaria, Gendaria, Jurain, Puran Dhaka. Primary data are collected by **Igloo Retail Survey 2018**, the Field Experience, and collected interviews. All these were collected through direct involvement of internship responsibility.

Secondary Data:

Secondary data for this survey report were very limited. As to make a better conclusion to this survey report some of the previous information collected from the Igloo officials were used.

Data Analysis

There was a questionnaire provided by organizational supervisor. The questionnaires were filled from retailers regarding Igloo Distributors and Delivery Sales Representatives (DSR). Besides, **Google Sheet** by **Google Form & Microsoft Excel** were used for sorting and analyzing data.

The questionnaire is attached in the next page-



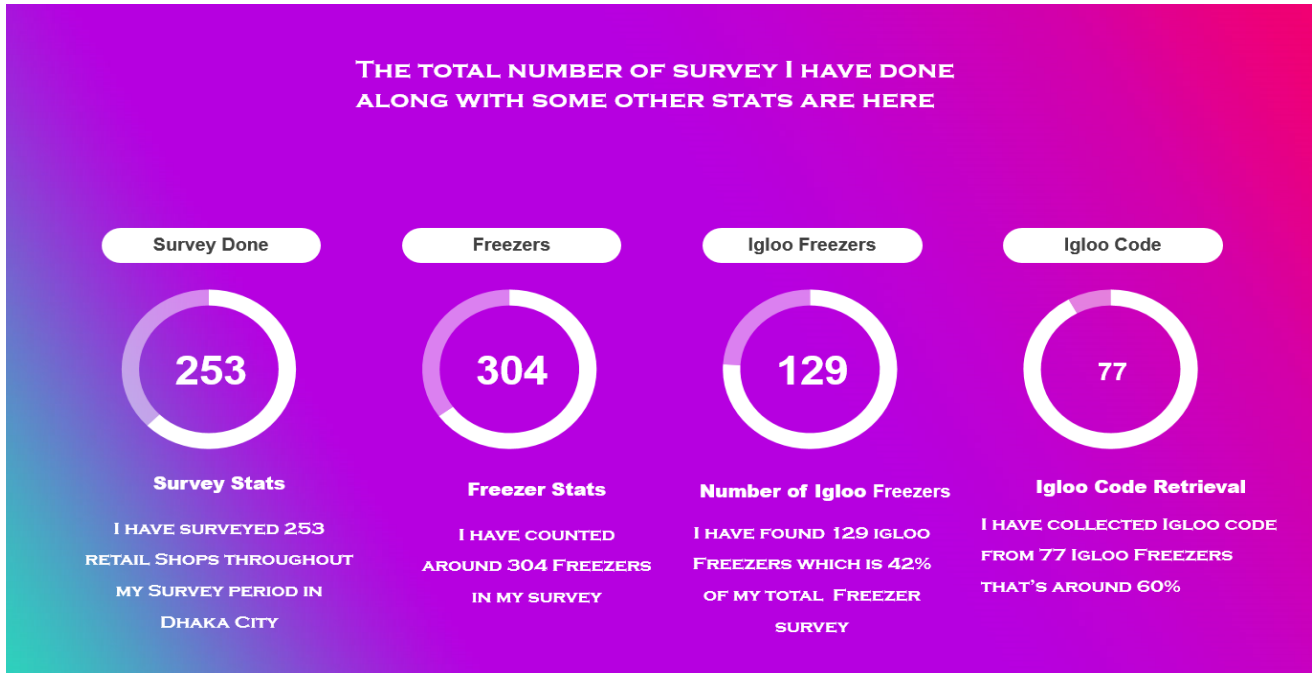
IGLOO Retail Survey

group member month date survey number

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Freezer Information							
Freezer Code							
Freezer Type	100	200	260	300	400	450	600
General Information							
Shop Name							
Address							
Territory/Zone							
Distributor							
Contact Details							
Owners Name							
Cell Number							
Manager Name							
Cell Number							
Freezer Survey							
Number of Freezer	0	1	2	3	4	5	5+
Number of Igloo Freezer	0	1	2	3	4	5	5+
Polar	0	1	2	3	4	5	5+
Bloop/Golden Harvest	0	1	2	3	4	5	5+
Zaa n Zee/Bellisimo/Kazi	0	1	2	3	4	5	5+
Lovello	0	1	2	3	4	5	5+
Pran Jhatpot	0	1	2	3	4	5	5+
Other Deep Freeze	0	1	2	3	4	5	5+
Igloo Placement & Merchandising							
Proper Merchandising of Igloo Ice Cream	0%	< 5%	20%	40%	60%	80%	100%
Proper Merchandising of Other Ice Cream	0%	< 5%	20%	40%	60%	80%	100%
IGLOO Ice Cream in IGLOO Freezer	0%	< 5%	20%	40%	60%	80%	100%
IGLOO Ice Cream in other Freezer	0%	< 5%	20%	40%	60%	80%	100%
Other Ice Cream in IGLOO Freezer	0%	< 5%	20%	40%	60%	80%	100%
Frozen Foods in IGLOO Freezer	0%	< 5%	20%	40%	60%	80%	100%
Frozen Foods in Other Freezer	0%	< 5%	20%	40%	60%	80%	100%
Comments							

3.6 Data Analysis:



The above photo represents the overview of my individual survey task.

Some samples of Freezers of Igloo and other competitors that are covered throughout the retail survey-



Igloo Freezers



Competitor's Freezers

Distributor: This report contains feedback from retail shop which is served by 8 distributors. The distributors are:

Distributor Name	Shop Covered
Amena Enterprise	26
D2D – Kafrul	29
Dhaka Associates	21
Alam Traders	39
Moon Shop	44
Nafiza Enterprise	33
Global Enterprise	35
ST2	26
Total	253

Table 1: Distributor Detail

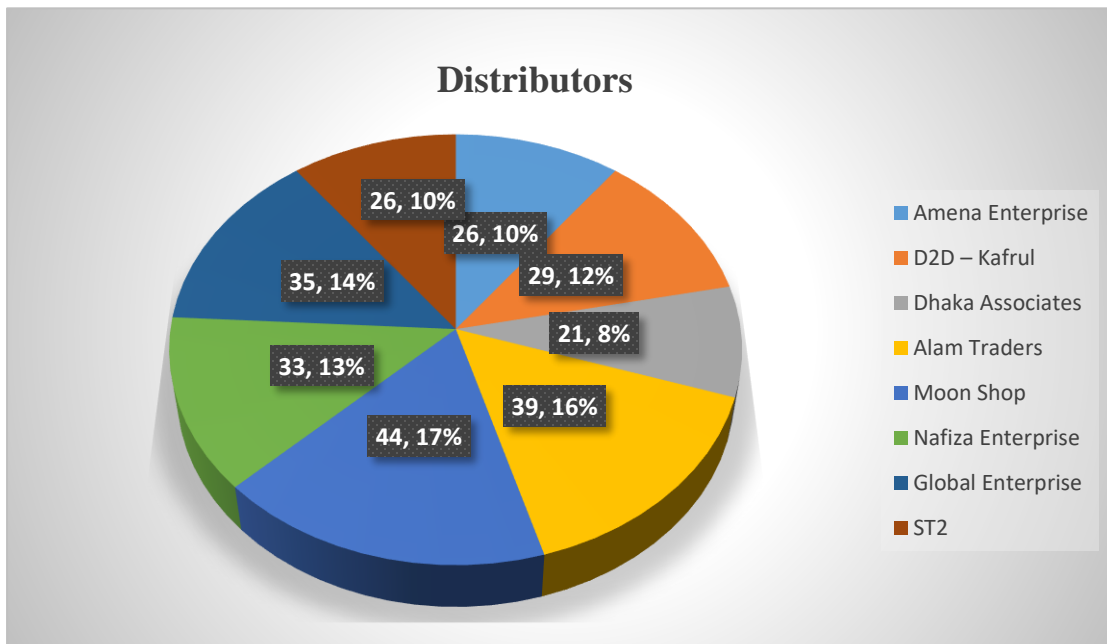


Chart 1: Total shops covered by Distributors

The total survey retail shops are 253 and 10% of this are served by Amena Enterprise, 11% by D2D – Kafrul, 8% by Dhaka Associates, 16% by Alam Traders, 17% by Moon Shop, 13% by Nafiza Enterprise, 14% by Global Enterprise and 10% by ST2.

Freezer Survey:

The research has come out with 658 freezers from 462 retail shop. Researcher found 8 types of freezers including Igloo deep freezers. The freezer details are given below:

Ice Cream Company	No of Freezer
Igloo	129
Polar	65
Bloop/ Golden Harvest	32
Zaa'n'Zee/ Bellisimo/ Kazi	42
Lovello	14
Praan Jhatpot	1
Other Freezer	10
Kwality	11
Total	304

Table 2: Freezer Detail

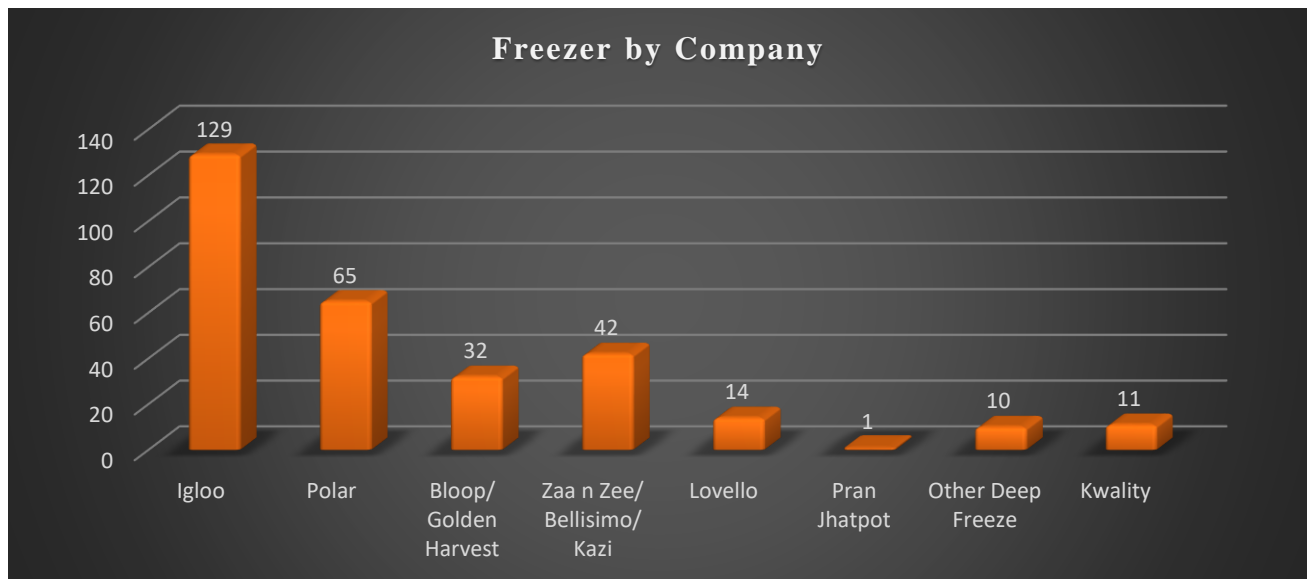


Chart 2: Total freezer

The total amount of freezer of this survey was 304. The number of Igloo freezer was 129, Polar 65, Bloop 32, Zaa n Zee 42, Lovello 14, Pran Jhatpot 1, Kwality 11 and the number of other deep freezer was 10.

Igloo Placement and Merchandising

This section deals with the current placement and merchandising of Igloo ice-cream as well as other ice-creams. Proper Merchandising of Igloo Ice cream

	0%	<5%	20%	40%	60%	80%	100%	Total
On Total Shop's Freezer	15	02	11	06	14	51	76	175
Only Igloo Freezer	07	05	07	13	12	29	56	129

Table 3: Proper Merchandising of Igloo Ice cream & Other Ice-cream

The total surveyed Igloo freezer is 129. Among them 56 shop's freezers are 100% merchandized, 29 shop's freezers are 80% merchandized, 12 shop's freezers are 60% merchandized, 13 shop's freezers are 40% merchandized, 7 shop's freezers are 20% merchandized, 5 shop's freezers are 5% or less than 5% merchandized and lastly 7 shop's freezers are 0% merchandized.

The research shows that, the 76 freezers of other company are properly merchandised, 51 are 80% merchandised, 14 are 60% merchandised, 6 are 40% merchandised, 11 are 20% merchandised, 2 are less than 5% merchandised and 15 are totally 0% merchandised.

Igloo Ice-cream in Igloo Freezer

	0%	<5%	20%	40%	60%	80%	100%	Total
Only Igloo Freezer	6	5	15	16	13	52	22	129

Table 4: Igloo Ice Cream in Igloo Freezer

Among 129 Igloo freezers, 22 freezers contains 100% Igloo products, 52 freezers contains 80% Igloo products, 13 freezers contains 60% Igloo products, 16 freezers contains 40% Igloo products, 15 freezers contains 20% Igloo products.

Lastly, 5 freezers contains less than 5% Igloo products and 6 Igloo freezers do not contain any type of Igloo product, which is not good.

Igloo Ice Cream in Other Freezer

0%	<5%	20%	40%	60%	80%	100%	Total
138	8	4	8	7	5	5	175

Table 5: Igloo Ice Cream in Other Freezer

No shopkeeper keeps Igloo Ice Cream in other company's freezer. Only 37 shopkeepers out of 175 keep Igloo Ice Cream in other freezer.

Other Ice Cream in Igloo Freezer

0%	<5%	20%	40%	60%	80%	100%	Total
103	7	5	2	8	4	0	129

Table 6: Other Ice Cream in Igloo Freezer

Total 26 shopkeepers are found keeping other brand's ice cream in Igloo freezer. Total 12 shopkeepers are found using 60% or more than 60% space of Igloo freezer to keep other company's product. This should be a concern to the Igloo as their freezers are not using efficiently.

Frozen Foods in Igloo Freezer

0%	<5%	20%	40%	60%	80%	100%	Total
98	20	5	4	2	0	0	129

Table 7: Frozen Foods in Igloo Freezer

Frozen food is new concept for Bangladesh. Delifrost is the business concern of Igloo for frozen food. Total 31 shopkeepers keep frozen food in Igloo freezer. Here, mostly they keep other company's frozen food in Igloo freezer. Igloo should deliver their product (Delifrost) in these shops.

Frozen Food in Other Freezer

0%	<5%	20%	40%	60%	80%	100%	Total
148	11	4	1	4	5	2	175

Table 8: Frozen Foods in Other Freezer

The total number of other company's freezer that contains frozen foods is 27. Mostly these freezers contain frozen food from Golden Harvest.

3.7 Data Analysis

The information regarding the study were collected with survey paper and analyzed through Google Sheet and MS Excel.

The feedbacks of total 253 retail shopkeeper have been used to measure the satisfaction level about Igloo

Ice Cream. The questionnaire had total 26 questions. The questions were regarding **researchers' information, freezer information, general information, retailers' contact details, freezer survey and Igloo placement and merchandising**. One comment section was there to enlist the retailer's opinions. Igloo did not shared the contact details section for this report as per it was confidential.

Retailers who have not any Igloo freezer were interested relatively low. There are multiple possible reasons for the low response rate, one being that the retailer demanded Igloo freezer previously but Igloo did not respond.

3.8 Limitations of the Survey:

- This report is based on **Igloo Retail Survey 2018**; some of the shopkeeper did not cooperate by giving their personal data.
- The time given to formulate this report was comparatively short.
- The company did not provide many information due to confidentiality issue.
- The company did not agree to provide the total survey report for some internal issues.
- Survey conducted for Igloo Retail Survey 2018 is on more than 5 thousand retail shop but I got permission to have 404 retail shop data for making the report.

CHAPTER FOUR

Findings & Recommendations

Chapter-4: Findings & Recommendations

4.1 Findings

1 The major findings of the report is, the Delivery Sales Representative (DSR) of Igloo have behavior issue. Most of them do not behave well enough with the shopkeepers. The research shows that 7 shopkeepers complained that the DSR do not behave well with them. They also complained, they do not get product from the DSR at time. A shopkeeper complained that he has returned his freezer and closed his business relation with Igloo Ice Cream as the Delivery Sales Representative misbehaved with him.

Another case shows that, an Area Manager took freezer from a shopkeeper as he had some due. Then the shopkeeper closed business relation with Igloo Ice Cream.

2 The next concern is about visiting of Delivery Sales Representative. Total 18 shopkeeper said that, the Igloo DSR do not come to them properly. The job responsibility of DSR describe that, the DSR should visit the shopkeeper and provide them the product they need. The DSR do not visit to the shopkeeper properly, so that, the shopkeepers do not get the product they need. This is one of the major reasons of shift of retailers to other competitor company.

3 Some retailers complained that they do not get proper mechanical support from Igloo Ice Cream. Most of them said that, the freezers are outdated. The freezers do not give proper service. Some freezers are getting cooling related problem. This increases the probability of product damage. Some freezers are getting compressor related problems.

A retailer from old Dhaka complained that, his freezer is not working since 1.5 years. He contacted with distributor but the distributor did not exchange his freezer. Then he took a new freezer from a competitor brand of Igloo. Another shopkeeper from Badda complained that, he took Igloo freezer back in 2009. Currently his freezer is not working but the distributor again demanded security money from him. He will switch to another company if Igloo does not exchange his freezer.

There were some issue with broken wheels, torn electric wire, broken freezer glass and freezer inside light.

4. Ice cream should be always kept in cold storage. This product will be damaged if kept in general temperature. In summer, shopkeepers face a major concern about proper electric supply. The products got hampered if the electricity does not stay properly. The DSR should return the damaged product if retailer demand.

Some retailers are concerned about the ignorance of returning the damaged product from DSR. They complained that, DSR do not return their damaged product in their need. The retailers said that, other ice

cream company return the damaged product on time but Igloo do not return their damaged product on time.

5. In Mirpur zone, retailers do not get Igloo product properly. Some products especially, Kheer Malai, Small Cone, Cake and Ross Malai are not available in Mirpur zone. Some retailers said that, these products are well demanded at this place but they do not get this product properly. Customers should buy this type of products from another company.

6. Frozen foods are comparatively new for Bangladeshi consumers. People are consuming frozen food now-a-days. The Delifrost is a business concern of Igloo. The research shows that, Igloo have a big market for frozen food but Igloo could not capture the market that well.

7. Ice cream industry is emerging day by day in Bangladesh. People are consuming more ice cream than before. Retail shops are increasing. The consumers want product variety in ice cream.

All the ice cream sales points do not get Igloo ice cream. As mentioned before, Igloo DSR does not visit properly, so, all possible ice cream shop do not get Igloo products.

8. Total 18 retailers wanted Igloo freezers. They want to start business with Igloo Ice Cream. Igloo is a reputed company with great product quality. They want to start a business relation with Igloo and sell Igloo products.

9. Every company gives freezer without any sort of security money but shopkeeper needs to pay security money to Igloo for taking new freezer. New shopkeepers are taking freezers from other company as they get that without any security fee and the market for Igloo are narrowing down.

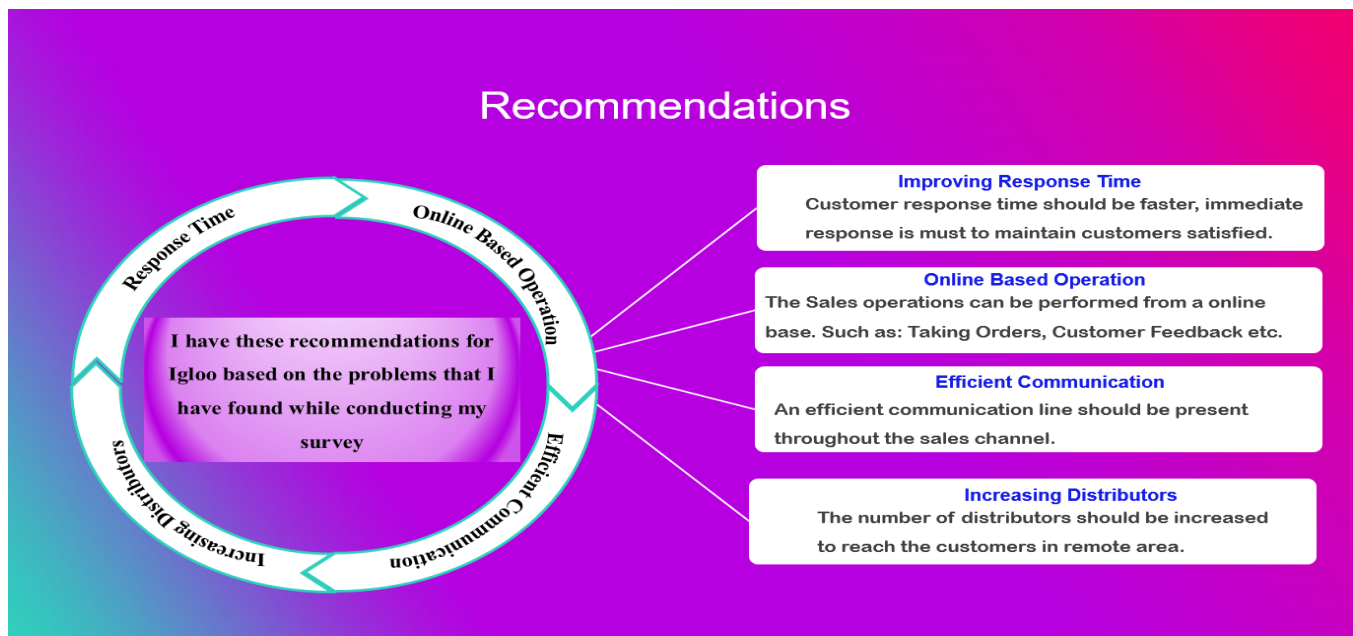
10. Every company is giving the product in credit. Retailers can pay them after selling the products. Igloo does not give this service so that, some retailers are shifting towards other brands.

11. Some retailers complained about the expiry date label on the product. A retailer was fined by the mobile court due to the missing of expiry date label on the product.

4.2 Recommendations

Igloo should consider the following recommendations in order to remain competitive in the market-

- Improve Response Time
- Online Based Operations
- Efficient Communications
- Increasing Distributors



Conclusion

Due to the rapid reach of electricity across the country and changes in the life style and food habit of the country, market size of branded ice-cream grows rapidly. Bangladesh's many of the ice-cream market is still remain untouched, and as a leading company of the country, Igloo's ultimate target is to attract the maximum number of consumers and seize more of the Tk 1200 crore worth ice-cream industry.

Ice-cream is a potential business in our country. As people love this cool, yummy and relaxing item very much. Igloo is currently the market leader by owning 40 percent of the total market share. In this industry of the country there are 7 to 8 companies competing in the industry. The consumption of ice-cream at household is only 1 percent. If people start to add ice-cream as a normal food habit and increases consumption daily, the market size will be double. Today is the era of social media and platforms, the ice-cream companies are trying their best to promote ice-cream as a hygienic, nutritious food and is healthy for people through the social platforms.

Igloo has recently opened a call center named, "Hello Igloo" through which they look forward to connect with their customers, to provide them all the solutions regarding their products and services. Igloo delivers product in Dhaka city free of cost. They are planning to invest more on the logistics to make sure free flow of products to the customers and a hassle free customer service.

Igloo is growing their business gradually, but they are facing intense competition from their existing and new competitors. To make a sustainable position in the market, Igloo must emphasize on their research and development to gain competitive advantage over their competitors and ensure the growth of the company.

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