



REPORT ON

The Emerging Frozen Food Market of Bangladesh: The case of Kazi Farms.



United International University
QUEST FOR EXCELLENCE

Internship Report

Programme-BBA

Summer-2019

Submitted To

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Date of Submission: 27 July, 2019

Letter of Transmittal

27 July, 2019

To

Muhammad Rehan Masoom

Assistant Professor

School of Business & Economics

United International University

Subject: Submission of Internship Report on “The Emerging frozen food market of Bangladesh: The case of Kazi farms”.

Dear Sir,

I would like to inform you that this report is made on the topic given by you. Through this internship report I have tried my level best to present the real picture of the “The Emerging frozen food market of Bangladesh: The case of Kazi farms”. I have given enough efforts to prepare the report as per your instructions.

Though I have put my earnest effort to prepare the report, this report may have some loopholes. I hope you will consider those mistakes on this report.

Sincerely yours

Sauma Samia

ID: 111 151 387

Executive Summary

The frozen food industry in Bangladesh is growing rapidly because of growing urbanization and rising disposable income. Within this industry, the Kazi farm group is leading the market because of many unique factors. Several frozen food products are sold under their brand name, for example, frozen items, dried fish product, fish-based frozen product, jam jelly, etc. This farm is the market leader because they follow vital health standards for their customers. They make sure MBM (meat and bone meal) free food so that they can ensure that there is no residual of antibiotics to their products. They do not use any testing salt. The other two brands are- Bellissimo and Za n Zee. Bellissimo offers premium ice cream with 10% milk fat according to international standard to their customers with unique flavour and delicious tastes. The sales of these premium ice creams are medium. Za n Zee is another type of ice cream with variety types of taste, flavour, shape and packaging. Za n Zee attracts its customers with innovative marketing tools, campaign and advertising. The main target people are young generation and kids. The title of the report is “The Emerging frozen food market of Bangladesh: The case of Kazi farms”. The overview of the Kazi farm kitchen is displayed along with their variety of frozen food products. The competitors of this farm are also mentioned. They are mainly C.P. Bangladesh Co. Ltd, Golden Harvest Agro Industries Ltd, BRAC chicken, etc. Because of healthy competition, this industry is emerging at a rapid rate. **SWOT** analysis has been conducted to find out the strength, weakness, opportunity, and threat of this company. At the end of the report, the ERP system of this farm is represented. It is found that the frozen food industry has a huge potential in Bangladesh because of the lifestyle people follow in this modern period. To capitalize on this opportunity, Kazi farm is ahead of its competitors.

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Chapter One – Introduction

1.1 Introduction

In Bangladesh, the frozen food industry is increasing rapidly, generally in main towns. With the population growing at a fast rate in cities, particularly the capital and people (young adults, couples) becoming progressively active and with the emergence of nuclear families (with working parents) the demand for comfort food "ready to cook" is expanding. Urban residents and families are gradually shifting to frozen items (not only protein, such as fish and meats but also vegetables).

Competition is also growing as demand increases. It is high time to identify and accomplish the main considerations for sustaining competition as well as for achieving leadership in Bangladesh's frozen food industry. Leadership requires optimum market share in a particular area, first to launch the innovative products on the market, first to observe changes in buying behavior/consumption type and rate, first to react to changing demand from customers, and so on. Several functionalities are visible in that particular business that seeks leadership. In November 2013, Kazi Farms Kitchen began operating in this sector. Although it is relatively new, it has become one of the significant producers of frozen food. 'The Frozen (Processed) Food Industry's vital determinants' will assist them in attaining leadership.

1.2 Origin of the report:

For the fulfillment of BBA internship program is required. The contrivance of the internship program is to prepare the students for the job world. Through this internship, I get the opportunity to apply my theoretical knowledge, which I gained throughout the BBA program into the real work-life experience. An internship is a semblance of the actual job world.

Reason for internship report-

1. To know actual the job responsibility.
2. To face the corporate world.
3. To parallel the factual situation with the theoretical knowledge that is learned in the Academy.
4. To fulfill the partial requirement of both internship and BBA program.

1.3 Objective of the report:

Overall Objective:

- Observing and knowing the present situation of the Frozen Food Industry in Bangladesh as well as the current and upcoming condition of Kazi Farms.

Particular objective:

- Understand the marketing policy of KFIL.
- Gather recruitments and marketing-related information that helps to understand the present marketing condition of KFIL.
- Learn the system (ERP) that is followed by KFIL.
- Compare the theoretical knowledge and experience throughout the internship to understand the difference between real work-life and learned a lesson from the university.
- Conduct a survey and research to know outlet owners' overall condition and sales rate of Kazi Farms Kitchen.
- Present Excel Sheet work and graphs and PowerPoint slides on the sales rate and overall condition of Kazi Farms Kitchen outlet owner.
- Help in giving unique ideas in applying marketing tools and campaign.

1.4 Scope of the study:

I desire to understand the topic of my report “The Emerging frozen food market of Bangladesh: The case of Kazi farm” throughout the three months of my internship in KFIL (Kazi Food Industries Limited) where I have joined as an internee.

1.5 Significance of the study:

This report has some importance for KFIL as well as myself. I can learn what the corporate world is using this report. The Marketing department of Kazi Food Industries Limited will be benefited from this study. They will get to know about the marketing policies and the system they use. The organisation can find out their flaws from inside, and the findings and information which are given to the report will help them to improve their working environment.

1.6 Methodology:

- ✓ Observation

Sources:**1.6.1 Primary sources:**

- ✓ Observations
- ✓ Interview with the outlet owners of Kazi Farms Kitchen

1.6.2 Secondary Sources:

- ✓ KFIL website
- ✓ Internet
- ✓ Google Scholar
- ✓ Mendeley for reference

1.7 Limitations

There are some limitations that exists in this report -

- ✓ There was a significant lack of information from secondary sources. The official websites and the journal of the related issue are not user-friendly.
- ✓ Due to the confidentiality of some information, some of the marketing policies cannot be mentioned.
- ✓ As some assumption is made based on the collected data, so here can remain some error in this report.

Chapter Two- Discussion

2.1 The History of Frozen Food

Frozen food are basically the food that is preserved from the time it is made to the time it is consumed, which is called frozen food. From the early ages, farmers used to preserve grains in their hoardings and eventually used those grains to produce food in the greenhouse structure during the winter season. When food reaches freezing temperatures; food decreases its rate of oxidation by transforming excess moisture into ice and preventing pathogenic growth. In our food commodity industry, there are two kinds of freezing methods. They are mechanical (or flash freezing) and cryogenic. It is essential to keep freezing kinetics to retain the quality and texture of the food. The faster freezing method produces smaller ice crystals and maintains the structure of the cell. The fastest freezing technology is cryogenic freezing. Because of the ultra-low liquid nitrogen temperature -196°C (-320°F), this freezing technology is feasible. At present Domestic families restore food through household freezers. For householders, the most conducted practice is to freeze the food products from the date of purchase. The history of frozen food appears considerably sooner than the invention of the microwave. Furthermore, it has been shown by many latest trails that frozen food is as healthy as fresh food. Presently, in terms of taste, flavor, and dietary equilibrium, we have come such a long way.

1000 B.C.

The Chinese people used isolated ice cellars thousands of years ago to keep food last longer. Remaining the vegetables and meats fresh and last through the summer months was an efficient technique. Besides, cultures such as the Romans and Greeks used filled snow to store food for a longer period.

1850-1920

Some nations, along with the United States, used iceboxes around the mid-19th century to freeze food and maintain it cold. This method needed a constant supply of ice, and these ices were often collected from frozen lake and ponds.

The 1930s

To freeze seafood for commercial production, Clarence Frank Birdseye II from New Jersey patented a process. Eventually, he formed Birdseye Seafood Ltd. and began to sell quick-frozen foods. He developed a double belt freezer for his business afterward in 1928. This technology was the ancestor of today's frozen food technology.

Birdseye found something exciting while working as a fur trader in Labrador, Canada. He mentioned that the fish those were caught and froze almost immediately after being pulled out from the sea were just as delicious as a fresh one when melted out after months later. Based on this experience, he hypothesized that food must be frozen very quickly to preserve its taste and texture.

Birdseye was right about his freezing technique assumption. Before the quick-freezing technique, people used to freeze food at a sluggish rate. This slow process created big ice crystals around the vesicle membrane of the food and cracked the food. The big ice crystals melted while the food defrosted. During the melting process, water would fall out along with the food's zest and texture. Birdseye later created two methods to freeze the food rapidly. He used the idea of packaging the food in both of his methods. The package holds between two metal belts cooled down to -40 ° F to -45 ° F in its first method. For this purpose, he used a calcium chloride solution. His second technique was more popular. In this technique, the packaged food holds between two swelled metal plates, which were cooled to -25 ° F by ammonia volatilization. This technique is useful to freeze a two-inch-thick package of meat in about 90 minutes. On the other hand, vegetables and fruits take about 30 minutes.

Eventually, Birdseye's fast-freezing technique was completed in generating 168 patents. Such patents incorporated the freezing technique, the packaging, type of paper used, and other related innovations.

The 1940s

In the 1920s refrigerant frozen was introduced. Since then separate freezer units, known as deep freezers or chest freezers became general in homesteads.

The 1950s

TV dinners beat the market after World War II. Frozen food had been bought from a shop, and then heated up at home in the oven. After that, it appeared with distinct compartments in steel dishes. This method is comparable to what we used in food for aircraft. To prepare these meals, it took around 25 minutes to heat.

The 1970s

Reproduction of microwaves made thawing and preparing frozen food quicker than that previous time.

The 1980s

The competitive frozen food industry is ready to quickly accommodate to the common interest with more frozen meals. Besides, frozen food was made accessible to satisfy all desires at that time. The grocer's freezer offered seasonal foods around the year. Brands continuously brought innovation with ready meals backed by consumer advertising. Findus started calorie counted Lean Cuisine in microwaveable packaging. In 1988 McCain promoted the sound outline of its pioneering Oven Chips with the initiation of Sunflower Oil.

The 1990s

Even after in emerging recession, people wants to indulge in quality food whether they eat at home or out of the home. During this period the catering industry bloomed affording a variety of quality meals across the different price spectrum. Frozen food is the main ingredient for the catering industry's backbone. The main reason behind this is the guaranteed availability, convenience, low wastage of frozen food. In that period, quality and genuineness were the main goals of product development.

The 2000s

Throughout this period, new ingredients are extremely demanding in the aftermath of celebrity chefs and cookery authors. The trend of the last couple of centuries seemed to reverse and become unwilling to include frozen food in regular meal plans. But people are increasingly demanding, and ready-made meals are getting better than ever.

1. Frozen food contains little amount of preservatives.
2. Frozen fruits and vegetables are safer in nutrition than new fruits. Freezing avoids the loss of vitamins and nutrients during the moment of transport.
3. Frozen food guarantees that most of the delicious food is on demand.
4. Frozen food encourages people to lessen food waste since people consume only what they require. It is a great practice to reduce money and protect the environment.
5. So frozen food is the best choice in term of health, environment, variety, taste, flavor, and budget.

The 2010s

Since 2010 many misconceptions about the frozen food have arisen. But later on, much independent research helped people to understand the benefits of frozen food and promoted its quality, price, nutritional value, and sustainable advantages.

Since people realize the various uses of frozen food, many businesses have introduced their frozen food campaigns, such as Iceland and Iglo (Europe's biggest frozen food company). Now a movement of the power of frozen is favoring the privileges of frozen food. Besides, they spread the message that frozen food is not only healthy, savory and secure, but also of excellent quality.

2.2 The Food Industry in general in Bangladesh

The food industry in Bangladesh is a rapidly growing sector, employing an important part of our country's labor force. The food processing industry in Bangladesh grew at an average annual rate of 7.7 percent between 2004 and 2010. In its 25006 Economic Census, the Bangladesh Bureau of Statistics indicated that there were approximately 246 medium-sized food processing industries exercising 19% of Bangladesh's industrial manufacturing workforce or 8% of the total manufacturing workforce. The food industry employs 2.45 % of the total workforce in the country, and 2010, it accounted for 2.01 % of GDP. Throughout the nation, there are also various small-scale factories and national units engaged in food processing. The food processing division in Bangladesh is a USD 4.5 billion industry, as per some industry interpreters. Bangladesh exported concocted food and drinks worth more than \$700 million, of which over 60 percent were shrimp and fish items in 2010.

Food processing has been a mild scale in Bangladesh, with domestic or family businesses using easy processing expertise to store and handle raw agricultural products to produce them as food and feed. Though the industrial scale of food processing using contemporary technology especially for wheat and rice milling, mustard seed grinding and very shortbread

and cookie manufacturing came in the 1960s, this development did not gain momentum in terms of operating scale and grade till the 1980s. The industry is booming lately and has been the processing of regularly discrete commodities to satisfy the needs of the Bangladeshi population. The major food processing sub-sectors in Bangladesh are rice, wheat, culinary oil, sugar, farm, vegetables, fruits, tea, poultry/beef, spices and pulses, and fish processing industries. Due to the rapid growth of population and the growing demands for additional consumption, the food processing industry is set to testify to a further heavy expansion in the upcoming years of Bangladesh.

Present Circumstance of Food Industry in Bangladesh: In terms of value enrichment and jobs, the food processing industry in Bangladesh defines one of the significant possible fields within the industrial segments. The industry accounts for about 20 percent of the labor force for more than 22 percent of all manufacturing production and operation. This industry includes processing of pulses & oilseeds, dairy, bakery and confectionery, cereals, vegetables and fruits, carbonated beverages and non-carbonated fruit juices, drinks, other beverages, and numerous other food products. Three hundred seventy members of BAPA (The Bangladesh Agro processors Association) involved in the processing, production, and exporting of products. Approximately 90 products are now exported to 70 countries globally, and they are mostly agro-based food items. The main export markets for agro-based products are Asia, and Africa, the Middle East. The key products exported are pickles, beverages, juice, tea, spices, rice, chips, chanachur, fun food, nuts, potato flakes, mustard oil, biscuits, rose water, sweets, puffed rice, etc.

GDP impact:

There is an enormous chance to expand our domestic GDP by diversifying the exports of various agro-processed goods such as:

- i. Exporting maize/corn to Egypt and Nigeria as our country's soil is appropriate for high-quality manufacturing and sweet maize.
- ii. Export to Iran, Indonesia, and Turkey of fresh horticultural foodstuffs.

In the domestic and export sectors, there is tremendous potential for food manufacturing sub-sectors along with vacuum fried fruit chips, potato chips, bakery items, soft drinks, confectionery items, frozen vegetables and meat, processed fish, grain products, poultry and milk processing, spices powder, tomato and different types of spices' paste, canned jackfruit and pineapple, fast food, ready to eat breakfast cereals, food additives, aromas and so many.

With the population expanding at a rapid pace in cities, especially the capital and individuals being increasingly busy – young adults, couples and the advent of nuclear families (with parents who work) indicate an increasing need for "ready-to-cook" natural food. City residents and families are gradually switching to frozen foods (not only protein-like fish and meats but also vegetables as well). Furthermore, the frozen food market is in too much competition, and the marketing campaigns of different brands are very much unique and creative in attracting consumers.

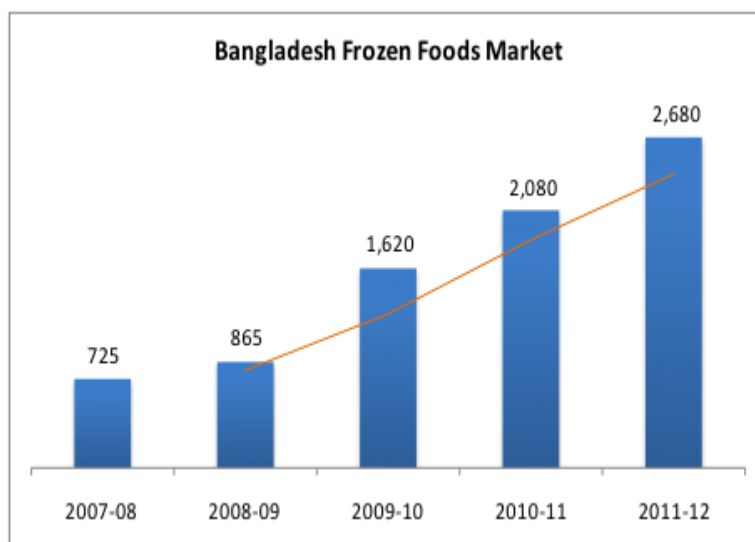
Different types of frozen food can be divided into four broad segments in the domestic market of Bangladesh. They are:

1.Frozen Ready to Cook Snacks – This contains snacks based on both meat and fish such as chicken nuggets, meatballs, fish ball, fish cakes, strips, and common snacks based on vegetables such as AlooPuri, Dal Puri, Spring Roll, Samosa, Singara etc.

2.Frozen Ready to Cook Meat – This involves complete chickens, mutton and beef. These are presently accessible at superstores and order-based clients such as fast food outlets and restaurants.

3. Frozen Ready to Cook Vegetables – Frosted vegetables such as seeds from Bean, Ladies Finger, Patol, Jack Fruit seeds is included in this type.

4. Frozen Ready to Cook Fishes – It is a popular type nowadays. Hilsha, Koi, Chingri, Keski, Mola, Foli, Pabda, Baila, Batashi, and Air are available on the market.



2.3History of Kazi Farms

Kazi Farms is one of the largest poultry farms that started 18 years ago in Bangladesh. Established in 1996 as a hatchery for imported eggs, it began its parent farms the next year. Production in their grandparent (GP) farms began in 2004. It remains with the recent products as services, taking into account the viewpoint of consumers and customers. Kazi farm always tries to keep the trust of consumers over time, and the group knows it is liable to consumers. That's why it always provides standard and quality products. They set up the largest and most developed feed mill in 2006, in addition to generating breeder feed to fulfill their demands, with technical support from Cargill USA and Buhler Switzerland. Kazi Farm Group is the largest grand-parent franchisee of Cobb-Van tress USA for Cobb 500 which is recognized as the finest broiler globally.

They also have a lower amount of grandparents from Aiagen (USA's famous Ross broiler). Regarding layer, for Hy-line USA, the world's greatest layer breed, they are the Bangladeshi distributor. They were Bangladesh's first hatching eggs and day-old chicks exporter. The Group has established in different locations throughout Bangladesh over 70 broiler parent farms, broiler grand-parent farms, layer farms, hatcheries, feed mills, and sales offices.

Kazi Farms is in a distinctive place to comprehend the nutritional, hygiene, and farm care interrelationships. With their powerful bio-security capacity science and their locally rooted consumer inside, they can do this job. It contributes to take the initiatives in the farming sector, not only through its powerful economic position but also through the product and service innovation. It also guarantees greater value for clients and shareholders that are demanded. The farm has concentrated on bringing services to its customer's doorstep and bringing millions into the farm channels of those outside the mainstream farming area, Kazi Farms has continually invested in its largest asset, the "human resource" to carry forward its mission of “to be the best performing farm in the country.”

2.3.1 Corporate Information of Kazi Farms Group:

Name of the Company: Kazi Farms Group

Type: Private

Industry: Poultry

Founded: 1996

Founders: KaziZahedulHasan
KaziShahidulHaque

Owners: KaziZahedulHasan

Employees: 7000

Corporate Office: Ahmed Kazi Tower, House-35, Road-02, Dhanmondi, Dhaka

Telephone: +880-2-9612290-93, 9612184

Fax number: +880-2-9612185

IP No: +09613606060

Email address: info@kazifarms.com

2.3.2 Current Products and services of Kazi Farms Group and Kazi Food Industries Limited:

Broiler parent chicks and broiler chicks

Kazi Farms Group is the Cobb-Vantress USA's Bangladesh franchisee for the Cobb 500 broiler, recognized as the world's finest broiler. Kazi Farms Group's Cobb 500 parent and broiler chicks are regarded as the top-performing domestic chickens and are priced at a premium over other broiler breeds.

Layer chicks and table eggs

Hy-line International is the world's aged poultry breeding business, and Kazi Farms Group's leading breeders of layers are also the distributor of hy-line brown and white layers and Kazi Farms' commercial layer farms secures it the biggest generator of commercial table eggs in Bangladesh.

Feed

In 2006, Kazi Farms Group extended its operation to produce poultry feed. It has become acknowledged as a dominant player in both quality and quantity within a very little period the Gajaria feed mill utilizes state-of-the-art sanitizing pellet mills from Buhler of Switzerland, the maker of the finest feed machinery in the world. The Buhler sanitizing pellet mills guarantee that poultry breeders face fewer epidemics and notice better outcomes by eradicating any probable bacterial growth from the feed.

Bellissimo:

Kazi Food Industries Limited is a Kazi Farms Group undertaking. Bellissimo is a premium ice cream brand of this Kazi Food Industries Limited. It is dairy ice cream with a minimum 10% milk fat (as per international standard). It attracts target customers as it is a premium ice cream brand in Bangladesh. It tries to bring new types of ice cream with new flavors. It spends a huge amount of money on research and development.

Za N Zee

Za n Zee is another type of ice cream brand of Kazi Food Industries Limited. It is a new line of ice creams and ice lollies with numerous flavors. The company maintains different types of marketing advertising and tools to attract young consumers.

2.3.3 Kazi Farms Kitchen

Under the brand name Kazi Farms Kitchen, a variety of frozen food items are marketed. All of these are ensured to contain no antibiotic residues, as no antibiotics are given to chickens within seven days of slaughter, as per international discipline. The meat is also ensured to be produced by European standards as chicks grown on the feed that does not have MBM (meat and bone meal). As there is no contamination of toxic substances during food preparation, the meat items are also assured to be MSG and nitrate-free.

Franchise Operation:

Kazi Farms Kitchen started its franchised operation in October 2014, and within a very short time it has expanded nationwide with the promise of 'Eat Better.' Presently Kazi Farms Kitchen has more than 130 franchised outlets across the country, and the number is increasing in every month. These franchised outlets sell chicken-based fried items, frozen packs (flour, meat, and fish-based) as well as Bellissimo premium ice cream.

Associates and Sister Concerns of Kazi Farms Group:

- Kazi Farms Limited (Bangladesh's biggest poultry house started in 1996)
- Kazi Food Industries Limited – Under three brands, they are Bellissimo, Za N Zee, and Kazi Farms Kitchen.
- Sysnova Information Systems Limited (IT Company at Dhanmondi, Dhaka)
- Kazi Media Limited (Deepto TV, a private TV channel)
- Central Women's University –The first private university for females in Dhaka, Bangladesh.
- KaziZahurulHuq College (Gopinathpur, Gopalganj)

2.4 Kazi Food Industries Product Varieties

Kazi Food Industries Limited is the Kazi Farms Group's latest undertaking. They are located in Byron, Ashulia. Under the brand name Bellissimo, KFIL manufactures and distributes premium dairy ice cream with at least 10% milkfat (as per global standard). Another ice cream and ice lollies are manufactured and marketed under the brand name Za N Zee. Under the brand name Kazi Farms Kitchen, a variety of frozen food items are marketed. All of these are ensured to contain no antibiotic residues, as no antibiotics are given to chickens within seven days of slaughter, as per international discipline. The meat is also ensured to be produced by European standards as chicks grown on the feed that does not have MBM (meat and bone meal). As there is no contamination of toxic substances during food preparation, the meat items are also assured to be MSG and nitrate-free.

2.4.1 Bellissimo Ice Cream is a subsidiary of Kazi Farms Industries. **Bellissimo** wanted to introduce a locally made premium, high-quality **ice cream**, made with real milk fat and natural flavors. Bellissimo has different types and categories of ice-cream. They are- **1 Litre Container:** Premium Vanilla, Premium Chocolate, Premium Strawberry, Premium Mango; **Bellissimo Creations:** Cookies and Cream, Stracciatella, Butterscotch Caramel Almond, Mint Chocolate Chip, Chocolate with Chocolate Ripple, Vanilla Caramel Ripple, Dark Chocolate Chip etc.; **Cone:** Perfetto Vanilla, Perfetto Strawberry, Perfetto Chocolate; **Cup 100ml:** Premium Vanilla, Premium Chocolate, Premium Strawberry, Premium Mango; **Ice cream Log:** Fantastico; **Ice cream sandwich:** Biscotto Strawberry, Biscotto Vanilla, Biscotto Chocolate; **Stick:** Supremo Bianco, Supremo Nano Strawberry, Supremo Nano Chocolate, Supremo Nano Vanilla, Spremo Strawberry, Supremo Chocolate, Supremo Vanilla; **Tub 500ml:** Premium Vanilla, Premium Chocolate, Premium Strawberry.



2.4.2 Za 'n Zee has different types of Ice cream. They are- **Eureka, Epic, Vanilla Bar; Rock 'n Roll; Malai, Kulfi; Mini Za 'n Zee; Ice Lolly:** Leaf Shaped Ice Lolly (Mango, Lemon, Orange flavors), Umbrella Shaped Ice Lolly (Mango, Lemon, Orange flavors), Rocket Shaped Ice Lolly (Mango, Orange, Lemon), Green Mango Ice Lolly, Lychee Ice Lolly, **Cone:** Chocolate Flavor, Vanilla Flavor, **Toy Shape:** Doors, MangoaZango; **Ice Cream Sandwich:** Vanilla Biscuit, Chocolate Biscuit; **Take-home Boxes:** Mango Flavors, Strawberry Flavors, Chocolate Flavors, Vanilla Flavors, Double Fundae, ShahiMalai; **500 ml Tub** (Mango, Chocolate, Vanilla flavors).

2.4.3 Kazi Farms Kitchen has huge number of products in different varieties. **Frozen Items:** Chicken Burger, Chicken Cutlet, Chicken Nuggets Kids, Chicken Nuggets Original, Chicken Nuggets Spicy, Chicken Strips, Chicken Meat Ball, Chicken Spicy Meat Ball, Chicken Sausage, Chicken KeemaParatha, Chicken ShamiKabab, Garlic Butter Chicken Kiev, AlooPuri, Chicken Samosa, Chicken Spring Roll, Dal Puri, Filo Pasty, Plain Paratha Regular, Vegetable Singara, Chicken Liver Singara; **Dried Fish Products:** Loitta, Cherry,

Keski, Shrimp small; **Fish based Frozen Products:** Shrimp Samosa, Shrimp Nobashi; **Jam Jelly:** Orange Jelly, Strawberry Jam.



2.4.4 Health Promises:

Kazi Farms Kitchen gives four health promises that its frozen products have been strictly carried. These health promises are exceptional in Bangladesh, and it has already enjoyed a competitive advantage to Kazi Farms Kitchen among its competitors because of these health promises.

MBM (meat and bone meal) free feed: Chickens are grown on feed which does not contain any MBM or Meat and Bone Meal (also referred to as 'slaughterhouse waste'). This is why our chickens do not have any dangerous bacteria being contained. For those reasons, the products are free from bacteria.

No antibiotic residue: Sometimes, chickens are provided with antibiotics to cure the infections of bacteria on farms. When individuals eat farmed chickens or products produced from those chickens, they may unwillingly consume "residual" antibiotics, which may still have been in the chicken's body at slaughtering time. This may end up building resistance to antibiotics in the human body. They guarantee that there are no residual antibiotics in Kazi Farms Kitchen products.

No harmful preservatives: In food products, preservatives are detrimental to human health. There are no harmful preservatives in Kazi Farms Kitchen products.

No tasting salt: High blood pressure, headache and many more diseases can be caused by food additives such as tasting salt (also known as MSG or monosodium glutamate). Kazi Farms Kitchen products are completely free from tasting salt because they believe in healthy and hygienic products.

2.5 Kazi Farms Kitchen Products price list:

Kazi Farms Kitchen Products' Price List								
SL No.	Category	Product Name	Weight	Carton Size	Pieces Per Pack	Invoice Price (In Tk.)	Trade Price (In Tk.)	MR P (In Tk.)
1	Meat-based Frozen Products	Chicken Burger	200gm	36	4	130.03	139.13	160
2		Chicken Cutlet	200gm	32	4	134.00	143.00	165
3		Chicken Nuggets Kids	250gm	20	18 to19	134.09	143.48	165
4		Chicken Nuggets Original	250gm	20	14 to 15	130.03	139.13	160
5		Chicken Nuggets Spicy	250gm	24	13 to14	134.09	143.48	165
6		Chicken Strips	250gm	12	12 to13	170.00	183.00	210
7		Chicken Teasers	250gm	20	28 to 29	146.00	157.00	180
8		Chicken Meat Ball	250gm	20	19 to 20	134.09	143.48	165

9		Chicken Spicy Meat Ball	250gm	20	19 to 20	134.09	143.48	165
10		Chicken Sausage- Plain	170gm	72	5	93.00	100.00	115
11		Chicken Sausage- Plain	340 gm	36	10	177.87	195.65	225
12		Chicken Sausage- Spicy	340 gm	36	10	181.82	200.00	230
13		Chicken Sausage- Spicy	170gm	72	5	96.62	104.35	120
14		Chicken KeemaParat ha	250 gm	24	2	72.50	78.25	90
15		Chicken Lollipop	300gm	24	12-13	183.00	196.00	225
16		Chicken ShamiKabab	250 gm	24	10-12	147.00	159.50	185
17		Garlic Butter Chicken Kiev	360 gm	21	3	228.90	248.93	295
18	Flour- based Frozen Products	AlooPuri	450 gm	32	10	79.14	85.47	100
19		Chicken Samosa	250 gm	15	22 to 25	113.88	121.85	145

20		Chicken Samosa	500 gm	15	46 to 48	221.34	240.16	280
21		Chicken Spring Roll	250gm	24	22-24	121.90	130.43	150
22		Dal Puri	450 gm	32	10	82.75	87.72	100
23		Filo Pastry	400 gm	36	34 to 40	138.00	149.00	170
24		Plain Paratha Regular	325 gm	24	5	59.00	64.00	75
25		Plain Paratha (10pcs)	650 gm	12	10	110.50	120.17	140
26		Plain Paratha family	1300 gm	6	20	197.00	213.00	250
27		Vegetable Singara	300gm	20	10	64.00	69.00	80
28		Vegetable Singara	500 gm	15	16 to 18	94.72	103.00	120
29		Chicken Liver Singara	300gm	15	15	78.93	85.84	100
30		Vegetable Samosa	400 gm	20	10	95.00	103.00	120
31		Vegetable Spring Roll	400gm	20	10	96.00	104.00	120
32	Dried Fish Products	Lottia	125 gm	20	N/A	118.80	133.65	165
33		Churry	125 gm	20	N/A	187.20	210.60	260
34		Keski	125 gm	20	N/A	165.60	186.30	230

35		Shrimp Small	125 gm	20	N/A	169.20	190.35	235
36	Fish-based Frozen Products	Shrimp Spring roll	250 gm	24	22 to 23	143.95	155.46	185
37		Shrimp Samosa	250 gm	15	22 to 23	140.06	151.26	180
38		Shrimp Nobashi	250 gm	15	12 to 15	196.94	213.68	250
39	Jam-Jelly	Orange Jelly	340 gm	12	N/A	105.00	114.00	130
40		Strawberry Jam	340 gm	12	N/A	185.00	202.00	230

2.6 Competitors of Kazi Food Industries

Competitors of Kazi Farms Kitchen are:

- 1) CP
- 2) Golden Harvest
- 3) Brac Chicken
- 4) Paragon
- 5) AG Foods
- 6) Jhotpot
- 7) Lamisa
- 8) Ready Cheaf
- 9) Bengal Meat
- 10) Rich

C.P. Bangladesh Co. Ltd.

C.P. Bangladesh Co., Ltd. is C.P. Group Thailand's sister concern. Founded in 1999, C.P. Bangladesh Co., Ltd. is doing business in the Agricultural industry, Poultry sector. The firm is dedicated to fulfilling the desire for quality food products that are nutritious, hygienic and with food safety integrity from customers whose satisfaction and habits have changed from time to time, with a vision to be "Kitchen of the World."



Golden Harvest Agro Industries Ltd.

Golden Harvest Agro Industries Limited is a publicly registered company which is one of the pioneers in frozen food production in Bangladesh. It is famous for broad variety of ready-to-cook frozen products, both regionally and abroad.





Paragon Agro Ltd.

Paragon Agro Ltd. is one of Bangladesh's preeminent broiler chicken processors, frozen foods manufacturing, its own garden-packed tea and branded egg manufacturers.



BRAC Chicken

BRAC Chicken, a BRAC social company, unveiled its recent variety of frozen foods, including masala nuggets, children's nuggets, standard nuggets, drumsticks, wings, burger patties, sausage, kebab, cutlet and chicken tandoori.



2.6.1 Competitors of Bellissimo Ice-cream:

Igloo



Igloo is Bangladesh's most famous impulse and take-home ice cream. Implemented with the most present material, Igloo never yields quality and taste with qualified human resources and utilizing only the most refined ingredients. The variety of ice creams is increasing day after day, and Igloo remains to guide the consumer's top mind consciousness. Igloo ice cream is accessible in over 20,000 retail stores throughout the nation as well as in superstores, hypermarkets and has many corporate clients. They offer different types of ice creams for multiple purposes and the mood of the people. It offers cups, cones, family, festivities, cakes, sticks, milkshakes, a celebration of a birthday, wedding, party, exceptional occasion, and so on. **Gold series the premium version of Iglo.**



2.6.2 Za' n Zee Ice-cream Competitors:

Polar Ice-cream:



In 1987 Polar brand arrived, Dhaka Ice Cream Industries Ltd. developed the hygienically manufactured and marketed ice cream in Bangladesh for the first time, mostly from renowned Australian, Europe manufacturers. Polar ice-cream's core issue is food safety for its valuable

consumers. Its variety expands to a broad variety of wrapped ice creams, ice cream stickers, cup ice creams, and lollies in a variety of delightful flavors plus textures.



Bloop:



Golden Harvest Ice-Cream Limited is the current player in the ice cream sector in Bangladesh with the BLOOP brand. The brand provides about 40 different variations, such as sticks, cups, cones, calippo, sorbets, tubes, cakes, etc.



Kwality:



It all began in 1997. At the time, the ice cream market was dominated by three big companies. But Kwality Ice Cream had the vision to begin as another ice cream making company -one that can produce a variety of ice cream at a minimum price, including such a taste and flavor.

The search for variation has held the business proactive with the development of innovative fresh flavors and products over the years. They have developed flavors for everyone from classics such as Vanilla and Chocolate to more innovative flavors such as Kheersa, Mango Max, Green Mango Chili, Malai, Ambrosia and Chocolate Chips, Caramelo. And they've had fun formulating distinct ice cream demographics, with a hope that everyone can appreciate their items.



2.7 SOWT analysis of Kazi Farms Group

For my internship, I have chosen the topic -**The Emerging Frozen Food Market in Bangladesh: The Case of Kazi Farms.**

Now a day's, it is a big industry in our country. Through SOWT I am going to show about this industry's different types of strengths, challenges and barriers.

Here is the SWOT analysis of Kazi Farms Group

Strength:

- Kazi Farms Kitchen (KFK), a frozen food brand launched by KFIL in late 2013, has become one of the leading brands in this category in Bangladesh.
- They have the highest number of distributors than their competitors. At present they have 130 outlets throughout the country, and its number is increasing.
- It offers a wide range of products like Frozen Packs, fried products, franchised outlet products, dried fish, jam and jelly, fresh egg. They are consistently looking at launching new products.
- It is a market challenger in the processed chicken sector.
- The economic strength of the company is very strong.
- Kazi Farms Kitchen products are completely free from tasting salt.
- There are no residual antibiotics in Kazi Farms Kitchen products.
- No harmful preservatives for health issues.

- At Kazi Farms Kitchen, chickens are raised on feed that does not contain any MBM or Meat and Bone Meal (also simply known as 'slaughterhouse waste'). That is why our chickens do not run the risk of containing any harmful bacteria.

Weakness:

- The frozen foods industry is subjected to criticism by various doctors and dieticians who consider frequent consumption of frozen food is bad for health as it affects the blood pressure.
- Low total purchase by per customer.
- Maintaining the health of large chicken is difficult.

Opportunity:

- There is a growing market in Bangladesh.
- With developing lifestyles and fast urbanization, the food industry is expanding.
- The Internet promotion campaign is easy and cheap.

Threat:

- In particular, health awareness is growing across the country, and thus fast food and frozen food taking may decline.
- Continuously rising prices of commodities such as flour, oil and raw vegetables is a great pressure to the company.
- Kazi farm kitchen faces so many competitions as there are a lot of competitors.
- Frozen foods and vegetables are not in great demand right now.

2.8 ERP:

Enterprise Resource Planning is the acronym of ERP. It relates to organizations ' systems and software packages used to handle daily company activities such as accounting, procurement, project management, and manufacturing. ERP systems connect and establish a multitude of business processes and enable information flow between them. ERP systems eradicate information fragmentation as well as provide data security with a "single source of truth" by gathering shared transactional data from various sources. ERP systems today are crucial to the management of thousands of enterprises of all areas and in all sectors. ERP is essential for these businesses as the electricity that keeps the lights on.

ERP software aims to improve effectiveness, streamline procedures, and encourage the organization's culture of cooperation, resulting in minimized expenses and enhanced productivity that may ultimately lead to better outcomes. Let's break down the ERP software advantages:

1. It Increases Efficiency

In one ERP platform, business processes such as accounting, sales, marketing, manufacturing, and inventory are incorporated. Collecting and accessing data across the organization is simpler, streamlining workflows across departments.

ERP also automates daily activities such as information entry or report generation. It reduces repeated procedures, releasing teams to fix on their key deliverables. For example, marketing can operate a weekly web traffic report without tech bugging.

2. It Promotes Collaboration

ERP decomposes department walls. Integrate data silos and connect local workstations with a process superhighway. This technique permits teams within the ERP platform that managed to work in a vacuum to work smoothly with other groups.

3. It Increases Data Security

To protect against data breach, ERP solutions have firewalls and limitation controls. Having a single data warehouse implies tight tracking of access points and intensity of safety. Similarly, user authorization laws provide the administrator with the option to lock confidential data without restricting user access to other information.

4. It enables you to make precise predictions

The only worse thing about the absence of a prediction is an incorrect one. It prognoses shape policies; therefore, it is essential for organizations to get the true image. Using a centralized database, ERP gives a structured method to the diverse company alternatives of a company, eventually improving data integrity.

5. It Reduces Operational Costs

Furthermore, a business can utilize ERP to reduce expenses. When procedures are simplified and important metrics are controlled carefully, slowdowns, postponements and breakdowns are expected or their effect is managed better. Production and distribution are particularly susceptible to interruption. But with ERP enabling manufacturing, engineering, customer service and other company units to collaborate tightly using real-time information, it is quicker to solve unexpected issues. Operating costs are maintained within the budget. It diminishes the cost of operations.

Types of ERP:

There are different types of ERP Software. It can be categorized according to functional levels, size of the company, and implementation. ERP can be categorized as follows:

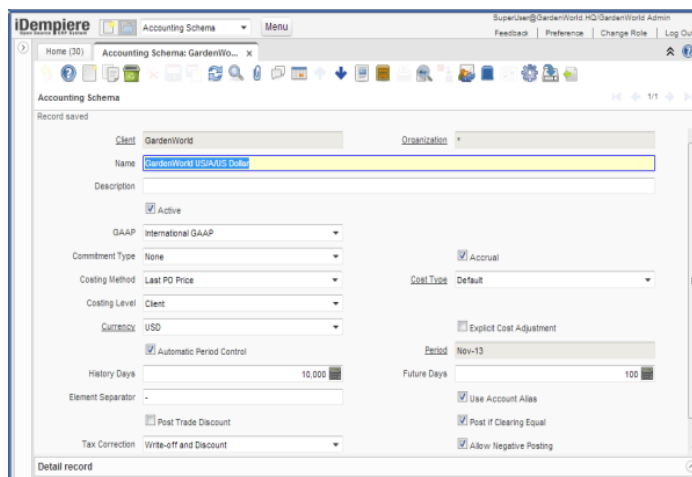
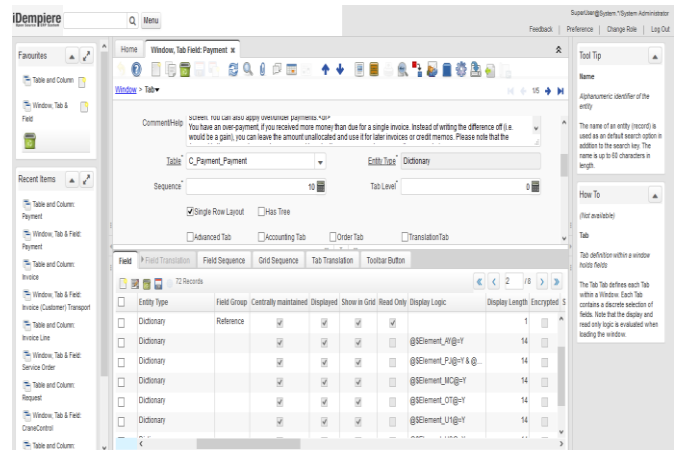
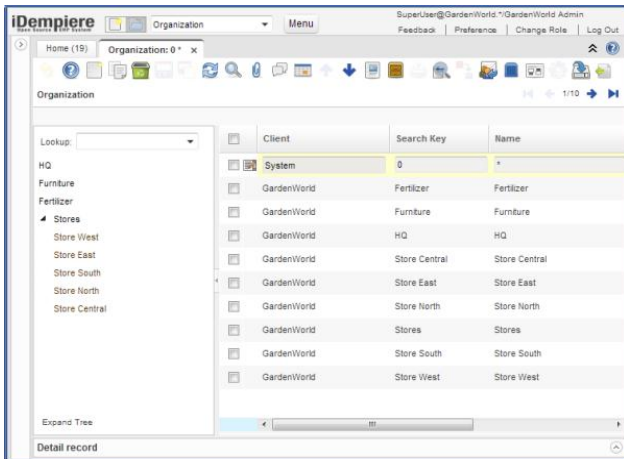
1. **Generalist ERP.** There are various specialists in legacy and cloud ERP alternatives. They evolve to industry-wide procedures. The approaches have powerful segmentation and assimilation to meet the different demands of the sector. Also, considering that its big business generalist ERP vendors are one of the biggest, it's not surprising. NetSuite ERP is some instances of this kind of ERP solution.
2. **Open-Source ERP.** Open-source ERP solutions are still a small fraction of the ERP market as a whole. But alternatives such as Odoo ERP provide versatility for businesses with expat tech teams to create and incorporate their applications into the ERP. Open-source improves the usability and acceptance of users for developers as the ERP can churn out extremely tailored procedures.
3. **Vertical ERP.** Vertical ERP vendors are often startups or smaller firms trying to concentrate on a target market such as building, allocation of supermarkets, or retail fashion. Microsoft Dynamics AX is one of the most famous examples of this specific platform.

4. **Small Business ERP.** These are ERP solutions on-site or off-the-shelf. Often, pared-down characteristics modularize the ERP. Small business ERP like PeopleSoft provides one or two company procedures rather than providing a fully embedded system and leaves the others out. It emphasizes only HRM and accounting functions, for example, with CRM, inventory, or supply chain management add-on possibilities. This ERP is also known as lightweight ERP for this purpose.

Kazi Food Industries Limited uses **iDempiere ERP software**, which is an open-source ERP software? This software is used in several departments of KFIL. It is used in accounts, purchase, marketing departments, and so on. The marketing department of KFIL uses iDempiere on making purchase requisition, purchase invoice, and many more activities.

iDempiere Business Suite, also known as OSGi + ADempiere, is an open-source Enterprise Resource Planning (ERP) software that is completely dirigible on PCs, tablets and smart phones, with customer relationship management (CRM) and supply chain management (SCM) functions. It is in contrast to proprietary or most other open source ERP solutions run only by a community of users.

iDempiere is based on original Compiere/Adempiere plus a new architecture to use state-of-the-art technologies like OSGi, jetty, zk, Buckminster.



Chapter Three- Conclusion

The frozen food industry has a huge prospect in Bangladesh. At present, growing urbanization and rising disposable incomes are the major factors that contribute to the growing demand for frozen food. Besides, the rapid rise of frozen food products in the local and international markets are helping to increase the demand. Frozen foods are cooked just in oil. There are no hassles of cutting and washing. This is the fact that it has made them very popular.

"Frozen food can earn export revenue several times greater than the garments industry does. It is said that people may need at best two new shirts in a month, but they take either meat or fish every day," says Iqbal Ahmed, chairman, and chief executive of Seamark (BD) Ltd. Frozen Food Industry of the country has experienced a growth of 15.41 percent than the previous year despite different global obstacles.

Currently, ten organizations, including BRAC Chicken, Golden Harvest, Kazi Farms, Paragon, CP, Rich Food and AG Group, are marketing frozen foods. There are numerous types of frozen products such as parathas, samosas, chicken spring rolls, chicken nuggets, chicken patties, chicken sausages, puris, popcorn, and French fries.

Frozen food has the potential of overtaking readymade garment as the number one export item, says a leading entrepreneur in the food processing sector. The frozen food industry should take advantage of this opportunity because it has the future.

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