

An Internship Report
On
Branding Practices of Kazi Food Industries Limited:
A Case Study on Bellissimo and Za 'n Zee Brands

An Internship Report Submitted to the School of Business & Economics in Partial
Fulfillment of the Requirements for the Degree of Bachelor of Business
Administration.

Submitted To:

Md. Kaium Hossain
Assistant Professor - Marketing

Submitted By:

Shagufta Rahman Asha
111151022
Major in Marketing



United International University

School of Business and Economics

Date of Submission: August 06, 2019

Branding Practices of Kazi Food Industries Limited:

A Case Study on Bellissimo and Za 'n Zee Brands



Letter of Transmittal

August 06, 2019

Md. Kaium Hossain

Assistant Professor - Marketing
School of Business & Economics
United International University

Subject: **Submission of internship report.**

Dear Sir,

With due respect I would like to express my enormous pleasure to submit the internship report on “**Branding Practices of Kazi Food Industries Limited: A Case Study on Bellissimo and Za 'n Zee Brands**” which you assigned me to work on.

This report is carefully made with due details on how Kazi Food Industries Limited communicate their brands, Bellissimo and Za 'n Zee, and make brand awareness on the basis of my experience of working with their Marketing & Branding team.

If you have any queries please contact me on: +8801795033665 or send me an email at: shagufta.rahman.asha@gmail.com .

Yours Sincerely,

Shagufta Rahman Asha

Student ID: 111151022
School of Business & Economics
United International University

Acknowledgement

It is always a matter of pleasure to remind the faculty members of the School of Business & Economics, United International University, who guided me throughout my journey in completing Bachelors of Business Administration degree with clear theoretical understandings of the subjects. My heartiest thanks goes to the faculty members who enriched me with much knowledge of Marketing and Branding with clear understandable and practical definitions.

My cordial thanks goes to **Md. Kaium Hossain**, *Assistant Professor - Marketing*, School of Business & Economics, United International University. Without his proper guidance it would be impossible for me to give this report an executive and professional look.

My heartfelt thanks goes to my honorable supervisor **Mr. Rajib Saha**, *Senior Manager*, Marketing and Branding, Kazi Food industries Limited for his deliberate guidance, inspiration and sharing of information which not only helped me in completing this report but also helpful for shaping my future career.

I would also like to mention about some recognizable personnel from Marketing and Branding team of Kazi Food Industries Limited:

A.B.M. Shoeb

Manager (Product Development & Market Research)

Avijit Roy

Assistant Manager

Moshiur Rahman

Assistant Manager

Without their support and sharing of adequate information, my learning experience in there would be so incomplete.

Table of Contents

Chapter 01: Introduction

1.0 Introduction.....	9
1.1 Origin of the Study.....	10
1.2 Purpose of the Study	11
1.3 Objectives of the Study	12
1.3.1 Broad Objectives.....	12
1.3.2 Specific Objectives	12
1.4 Methodology of Data Collection	13
1.4.1 Primary Sources	13
1.4.2 Secondary Sources	13
1.5 Limitations of the Study.....	14

Chapter 02: The Organization

2.0 Company Profile	16
2.0.1 Mission of KFIL	16
2.0.2 Vision of KFIL.....	16
2.0.3 Philosophy of KFIL	16
2.0.4 Goal of KFIL.....	17
2.0.5 Brands of KFIL	17
2.0.6 Products of KFIL	19
2.1 Organizational Structure	22
2.1.1 Corporate Office Organogram of KFIL	22
2.1.2 Factory Organogram of KFIL	24
2.2 Departmental Activities	25
2.2.1 Accounts Department.....	25
2.2.2 Sales Department	25
2.2.3 Marketing & Branding Department	26

2.2.4 Purchase Department	28
2.3 SWOT Analysis	30
2.3.1 Strengths of KFIL	30
2.3.2 Weaknesses of KFIL	31
2.3.3 Opportunities of KFIL	31
2.3.4 Threats of KFIL	33
Chapter 03: Analysis and Findings	
3.0 Understanding Brand & Branding	35
3.1 Brand Management of Bellissimo and Za 'n Zee.....	38
3.1.1 Visual Branding of Bellissimo.....	38
3.1.2 Visual Branding of Za 'n Zee	41
3.1.3 Brand Touch Points of Bellissimo and Za 'n Zee.....	43
Chapter 04: Conclusion & Recommendations	
4.0 Recommendations.....	49
4.1 Conclusion	54
Appendix	
References.....	48

Table of Figures

Figure 1: Kazi Farms Group's Sister Companies	16
Figure 2: Brands of Kazi Food Industries Limited	17
Figure 3: Logo of Bellissimo	17
Figure 4: Logo of Za 'n Zee	18
Figure 5: Logo of Kazi Farms Kitchen	18
Figure 6: Corporate Office Organogram of KFIL	22
Figure 7: Factory Organogram of KFIL	24
Figure 8: Functional Departments of KFIL	25
Figure 9: Activity set of Marketing & Branding Department of KFIL	26
Figure 10: Marketing & Branding Methods followed by the Department	27
Figure 11: Sources of Brand Equity.....	36
Figure 12: Creation of Brand Awareness.....	36
Figure 13: Logo Design of Bellissimo.....	39
Figure 14: Packaging Shape of Bellissimo Creations' 500ml Tub	39
Figure 15: IML Printing in Lid of 1 Liter Tub.....	40
Figure 16: Advertisement Layout of Bellissimo.....	40
Figure 17: Logo Design of Za 'n Zee	42
Figure 18: Packaging Shape of Za 'n Zee 500ml Tub.....	42
Figure 19: Promotional Styling of Za 'n Zee	43
Figure 20: Brand-Customer Touch Points of Bellissimo and Za 'n Zee	43
Figure 21:Za 'n Zee ad in Chhakka Magazine	45
Figure 22: Za 'n Zee Display Advertising at cricbuzz.com	45
Figure 23: Za 'n Zee Stall in Toycon 2019	46
Figure 24: Bellissimo Crunchy Coconut Caramel ice cream caravan	46
Figure 25: Freezer Branding by Bellissimo	47
Figure 26: Functional Magnetic Resonance Imaging	50
Figure 27: Creating Brand Insistence	51
Figure 28: Magnum Ice Cream's Social Media Influencer Marketing	51
Figure 29: Characteristics of Successful Brand Promise.....	52
Figure 30: Joining Letter.....	559

Executive Summary

Kazi Farms Group is one of the leading businesses in the poultry industry of Bangladesh. The report is made on the branding practices of the company for two of its brands: Bellissimo and Za 'n Zee. It will provide its readers with an insight into the overall company, its product offerings, its brands, organizational hierarchy, and departmental activities. It also includes branding and marketing activities performed by that particular company. The events are analyzed in context with how much success the company has made awareness for its two brands. The report will provide readers an idea of how a local FMCG (Fast Moving Consumer Goods)/Food company adopts branding practices in Bangladesh in this century. It showcases prior branding strategies made by ice cream brand(s) and how they associate their promotional, advertising, and design activities likewise to create a successful brand. Readers may find this report easy to understand as it includes a clear and in-depth definition of brand terminologies. The report also consists of some recommendations made by the reporter depending on the findings, which are general and briefly explained.

Chapter 01: Introduction

1.0 Introduction

Kazi Farms Group is one of the leading businesses in the poultry industry of Bangladesh with its products: Broiler parent chicks, broiler chicks, layer chicks, table eggs and poultry feed. Starting its journey as a hatchery for imported eggs in 1996, now it is operating as franchisee, distributor and manufacturer. Gradually spreading its businesses Kazi Farms Group started producing ice creams, ice lollies and frozen food products under its sister concern: Kazi Food Industries Limited (KFIL) in 2013.

It was planned for Kazi Food Industries Limited (KFIL) to produce ice cream and frozen food products for Kazi Farms Group. As the two product categories are different in nature and product lines are going to be extend with future production of many products, it was necessary to give the two product categories an identity. So, the ice cream category of products are introduced under the name: Bellissimo and frozen food category of products are introduced under the name Kazi Farms Kitchen. Later in 2014, another ice cream and ice lolly category of products are introduced under the name: Za 'n Zee. Names are given to distinguish the category of products. But what actually makes these names brand names is still a thing to understand.

Brands are not made overnight. There is a clear distinction between branding and marketing. Branding is the strategy that has to be taken to gain a distinctive identity in the market, in the industry and among the competitors. To achieve the trust and loyalty of targeted customers. And marketing is the supporting activity set to achieve that goal.

In the ice cream industry of Bangladesh there are already many established brands. Bellissimo and Za 'n Zee are operating in the industry for only about past 7 and 6 years respectively. Though they have positioned themselves among the leading 7 ice cream brands while the other brands are operating for many more years (one nearly for the past 55 years).

How Bellissimo and Za 'n Zee came into play and established itself as ice cream brands among the other players have to be understood. What brand strategy they took, what practices they are doing, all this are for one thing to achieve: making a brand. This report gives a clear understanding towards that.

1.1 Origin of the Study

The reporter was required to complete her summer 2019 internship as a partial requirement of her Bachelors of Business Administration (BBA) degree from the School of Business and Economics (SOBE) - United International University (UIU). The internship course had to be completed with an experience over the studies she acquired during BBA program and a practical hands on experience on that.

For this reason she joined the company: Kazi Food Industries Ltd as an intern in May 6, 2019. Prior to her Major area from the study (Marketing), she joined the Marketing and Branding department. Her reporting supervisor was the Senior Manager. Though she worked for all personnel related with marketing and branding activities.

- Assisting senior manager through market research, observation, idea generation for branding and marketing related activities.
- Monitoring marketing and branding related activities of competing brands (e.g. Facebook Marketing) and reporting to senior manager.
- Doing market research related to food, competitor price, competitors' promotional campaigns and activities, customer tastes, preferences etc. and reporting to product development manager.
- Proof-reading export product packages for Export AGM.
- Monitoring events, activations, superstore brand promotions and making report to assistant manager-events and activations.
- Recording and keeping data of Facebook posts boosting cost, price list, SKU wise sales, franchise sales, requisition etc. through excel and providing to deputy manager, senior manager and product development manager.
- Documenting requisitions, bills and comparative statements through ERP for assistant manager-outdoor branding.

Throughout her experience in the job, she had a diverse knowledge over the branding, product development, promotion and advertisement activities of the organization. Her student supervisor **Md. Kaium Hossain** assigned her to make a report on those particular observations.

1.2 Purpose of the Study

In Bangladesh Brand and Branding are still unexplored areas for many of the local organizations. Branding practices were not taken as rigorously before as it is taken now by the growing number of multinational organizations. Those big organizations operating in Bangladesh with their diverse brand and business portfolios. Following their success stories, local organizations too felt the importance to manage brand and branding activities alongside marketing activities. No wonder many local big organizations, e.g. FMCG companies are successfully managing their different brands in Bangladesh through proper practices.

Long gone the era when customers are targeted with marketing and advertising activities to purchase a particular product/service. With the advancement of technology, customers are now very much concern when making purchase decisions. They can search through products/services over the web for specifications. They can provide and explore reviews on the products/services over the web. While there are big number of alternatives for a particular category of product/service and an exaggerated number of advertising activities targeted over the customers, customers become reluctant to accept those because of huge exposure. The only solution here is a brand and its products.

A brand creates a perception of quality, trust and assurance among the target customer group. People find it easy and comfortable to decide for a branded product/service over a non-recognizable brand or non-branded product.

For all these importance of brand, both from the side of businesses and consumers, it is high time marketers should know how branding practices are conducted on organizations. With focus on that particular cause, this report is made.

1.3 Objectives of the Study

1.3.1 Broad Objectives

- ❖ To know in depth about how a food company like Kazi Food Industries Ltd (KFIL) have positioned themselves in the industry; their goal, mission, values and beliefs.
- ❖ To figure out the branding practices of the two brands: Bellissimo and Za 'n Zee.

1.3.2 Specific Objectives

- ❖ To know about the background of Kazi Food Industries Ltd (KFIL); its company profile, mission, vision, philosophy, goal.
- ❖ To know about the brands operating under KFIL and the SKUs/products under each brand.
- ❖ To know its organizational structure; both of corporate office and factory organogram.
- ❖ To find out about the departments operating under KFIL.
- ❖ To figure out the strengths, weaknesses, opportunities and threats of the company.
- ❖ To understand how Bellissimo and Za 'n Zee doing visual branding.
- ❖ To find out the customer touch points the two brands have created.
- ❖ To point out some measures that should be further taken by the brands for improvement.

1.4 Methodology of Data Collection

This report is a basic research report to develop knowledge on branding practices taken by Kazi Food Industries Ltd for its Bellissimo and Za 'n Zee brands. It also includes predictions on how to improve those practices further. The report is aimed to solve practical problem.

Research Question: How successfully Kazi Food Industries Limited is conducting branding practices to achieve its goals for Bellissimo and Za 'n Zee brands and what further improvements it can make? The sources of data included:

1.4.1 Primary Sources

To solve the research problem, **qualitative** data collection and analyzing technique we have followed to contextualize and describe the concepts and observations. Methods included:

- ☐ **Chance Conversations** with senior manager, deputy manager, product development manager, assistant manager(s), export – a.g.m.
- ☐ **Social Media Monitoring** of Za 'n Zee and Bellissimo Facebook pages.
- ☐ **Interview** with assistant manager (events and activations).
- ☐ **Personal Observation** while on the job role.

1.4.2 Secondary Sources

- ☐ **Company Websites** of Kazi Farms Group and other international ice cream brands.
- ☐ **Report** on *Exploring Marketing Mix of the Brands: A Study on Kazi Food Industries Limited* by Fahim Saad Mamoon.
- ☐ **Book** of Kevin Lane Keller - *Strategic Brand Management*.
- ☐ **Online Articles**
- ☐ **Social Media**

1.5 Limitations of the Study

- ❖ The study conducted here is based on only one organization: Kazi Food Industries Ltd (KFIL) which may not be appropriate or applicable for other food/FMCG/ice cream companies.
- ❖ Some of KFIL's system and procedures could not be disclosed. The company maintains confidentiality towards management of those systems and procedures which is why disclosure of related information is highly prohibited.
- ❖ Data and information related to: sales, market analysis, product price, SKU etc. all are treated as highly confidential which is why disclosure of those data and information is counted as a punishable offense. For these reasons, supporting data could not be presented by the reporter in the analysis part.
- ❖ Many of KFIL's work procedures are partly done by the head office: Kazi Farms Group. As an intern of KFIL only, collecting those information was near to impossible for the reporter because of time constraints.
- ❖ The reporter's job role was limited to only assisting and supporting the departmental activities which is why the reporter was not able to directly participate in branding activities. The information presented here are mostly based on her observation over the activities of her supervisor(s).

Chapter 02: The Organization

2.0 Company Profile

Kazi Food Industries Limited, abbreviated as **KFIL**, is one of the sister concerns of **Kazi Farms Group**. It started operating as a venture of Kazi Farms Group in the year of 2013. KFIL have its factory located in Beron, Ashulia, Gazipur, Dhaka. Its head office, Kazi Farms Group, is located in House #35, Road #02, Dhanmondi, Dhaka – 1205. Its corporate office is in Shimanto Shambhar, Level – 5, Peelkhana, Road #02, Dhanmondi, Dhaka – 1205. Phone: (+8802) 9612290-93; Email: info@kazifoodindustrieslimited.com.

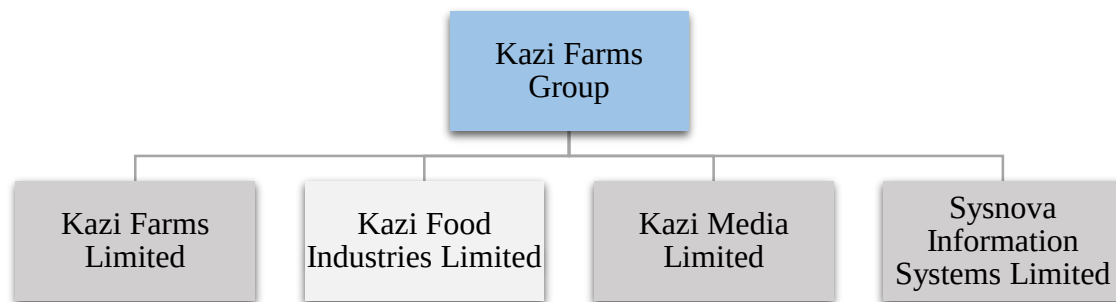


Figure 1: Kazi Farms Group's Sister Companies

Kazi Food Industries Limited (KFIL) is a private limited company. The founder of this company is Mr. **Kazi Zahedul Hasan**, who is also the founder and managing director of Kazi Farms Group. KFIL belongs to the industry of Food & Beverage. KFIL is committed to provide consumers with highest quality of food products. KFIL has 12 depots with a total capacity of 2, 10,000 Liter. It owns more than 55 vehicles of different capacities. KFIL owns 14,000+ freezers across the country. The number of total distributors are 300+ operating all over Bangladesh.

2.0.1 Mission of KFIL

To provide consumers with food products that are innovative and of highest quality at an affordable price.

2.0.2 Vision of KFIL

To be one of the most trusted and well-reputed consumer food company in Bangladesh.

2.0.3 Philosophy of KFIL

- ❖ We believe innovation
- ❖ We believe in quality
- ❖ We believe in rapid progression

2.0.4 Goal of KFIL

Our people, products and processes are aligned to meet the demand of our discerning customers. Our goal is to achieve a distinction like the luminaries in the sky. Our prime objective is to deliver a quality that demonstrates a true reflection of our vision.

2.0.5 Brands of KFIL

KFIL owns three brands and a sub-brand. It started its journey with **Bellissimo** brand of premium ice cream. Then extended the brand into **Bellissimo Creations**, a sub-brand under Bellissimo, which produces parlor quality ice cream. Another, more popular brand of ice cream it produces under the name of **Za 'n Zee**. The third one is **Kazi Farms Kitchen**, which sells its frozen food products and also it has franchise outlets operating all over Bangladesh under the same name.

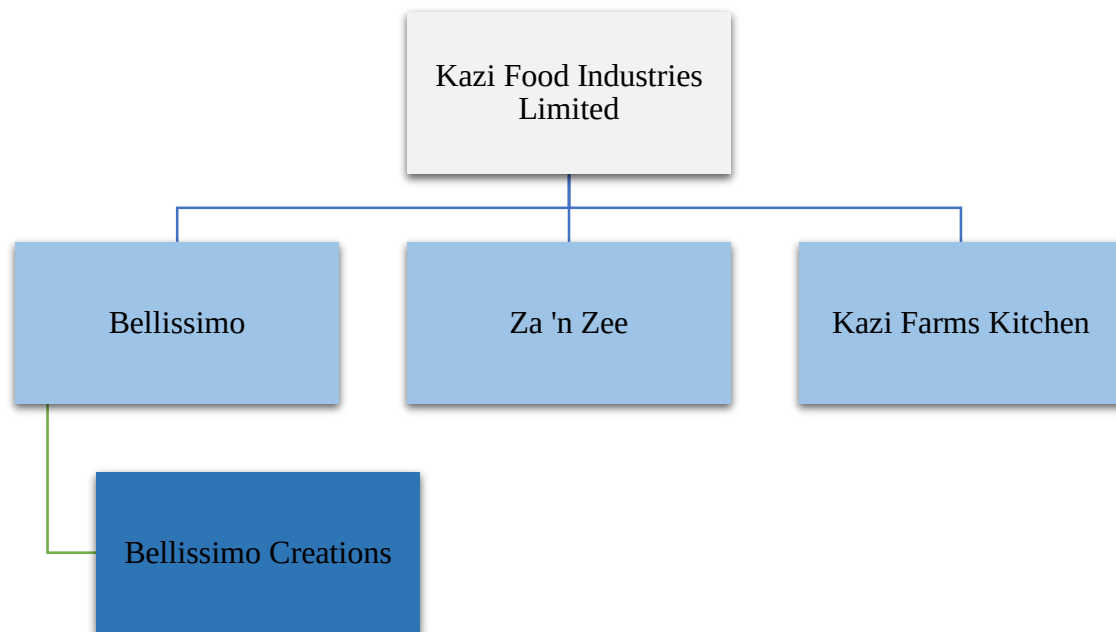


Figure 2: Brands of Kazi Food Industries Limited

❖ Bellissimo Premium Ice Cream

Kazi Food Industries Ltd. Started its operation with Bellissimo in 2013. Bellissimo Premium Ice Cream brand is made to give people of Bangladesh the taste of international quality ice creams. It is the very first premium ice cream brand in Bangladesh hence the market leader of premium ice cream. The “premium” goes with the brand is because it is made with 10% milk fat and natural flavors



Figure 3: Logo of Bellissimo

which gives it creaminess, texture and unmatched taste. It is reasonable to mention that it is the only ice cream brand in Bangladesh which uses at least 10% milk fat. The ice creams are rich, dense, creamy and flavorful and made with real ingredients. Bellissimo achieved superstore leadership among other brands sold in superstores.

❖ **Za 'n Zee Ice Cream**

KFIL launched Za 'n Zee brand of ice cream in 2014 to meet the mass demand of people in the country. Za 'n Zee brand produces ice creams that are delicious, fun to consume and are at affordable prices. This is the popular ice cream brand among youth of Bangladesh and competing head to head with other popular ice cream brands in the industry. Za 'n Zee is well known for its brand ambassador, Bangladesh's popular and favorite cricket super star Sakib Al Hasan, who is seen in every advertisement of Za 'n Zee.



Figure 4: Logo of Za 'n Zee

❖ **Kazi Farms Kitchen**

Kazi Farms Kitchen, abbreviated as KFK, has more than 130 franchise outlets all over Bangladesh and has its own range of frozen products. It launched its frozen food products at superstores in November, 2013. And the first franchise outlet launch took place in October, 2014. It is one of the leading frozen food producers in Bangladesh. It operates in 100% Halal way. KFK has products based on chicken, vegetable and fish. All KFK's chicken based products are made with chickens that are vegetable-fed, completely free of tasting salt, antibiotic residue and preservatives. As per international practice, KFK's chickens are not fed any antibiotics within 7 days of slaughter. As per European standards, chickens are raised on feed not containing MGM (maggot-meal). During food preparation no MSG and Nitrate are used so the chicken meat is also guaranteed to be free of these chemicals. The amount of franchise outlets it owns are rapidly growing.



Figure 5: Logo of Kazi Farms Kitchen

2.0.6 Products of KFIL

❖ Products of Bellissimo

Category of Ice Cream	Name of Product & Flavor	Volume
Bar	Primo - Vanilla	70 ml
	Primo – Chocolate	70 ml
	Supremo - Vanilla	102 ml
	Supremo - Chocolate	102 ml
Cone	Perfetto - Vanilla	121 ml
	Perfetto – Choco Ripple	121 ml
Sandwich	Biscotto - Chocolate	54 ml
	Biscotto - Vanilla	54 ml
100 ml Cup	Premium Vanilla	100 ml
	Premium Chocolate	100 ml
	Premium Mango	100 ml
	Premium Strawberry	100 ml
	Premium Guava	100 ml
	Premium Toffee	100 ml
500 ml Tub	Premium Vanilla	500 ml
	Premium Chocolate	500 ml
	Premium Mango	500 ml
	Premium Strawberry	500 ml
900 ml Tub	Crunchy Coconut Caramel	900 ml
1 Liter Tub	Premium Vanilla	1000 ml
	Premium Chocolate	1000 ml
	Premium Mango	1000 ml
	Premium Strawberry	1000 ml
	Premium Dolce Malai	1000 ml
	Premium Guava	1000 ml
	Premium Toffee	1000 ml
	Premium Mango Yoghurt	1000 ml
	Sugar Free Vanilla	1000 ml
Log	Fantastico (Vanilla, Chocolate and Strawberry)	733 ml
Bellissimo Creations	Vanilla Fudge Brownie	450 ml
		900 ml
		4500 ml
	Chocolate Midnight Cookies	450 ml
		4500 ml
	Strawberry Cheesecake	450 ml
		4500 ml
	Butterscotch Caramel Almond	450 ml
		900 ml
		4500 ml
	Cookies & Cream	450 ml
		4500 ml
	Vanilla Caramel Ripple	4500 ml
	Strawberry with Ripple	4500 ml

	Dark Chocolate Chips	4500 ml
	Mango with Ripple	4500 ml
	Chocolate with Ripple	4500 ml
	Vanilla Chocolate Chips	4500 ml
	Classic Vanilla	4500 ml
	Toffee	4500 ml
	Chocolate Fudge Brownie	4500 ml

❖ **Products of Za 'n Zee**

Category of Ice Cream	Name of Product & Flavor	Volume
Ice Lolly	Orange/Lemon	45 ml
	Lichi/Green Mango	45 ml
	Mango-Lemon	62 ml
	Laal Shobuj	62 ml
	Mango	66 ml
Frostees	Tutti Frutti	60 ml
	Merry Berries	60 ml
Rock 'n Roll	Strawberry & Vanilla	62 ml
	Mango & Vanilla	62 ml
Epic & Eureka	Epic	70 ml
	Eureka	70 ml
Bar	Vanilla	70 ml
Mini Bar	Vanilla	45 ml
Malai	Malai	45 ml
Cup	Mango	100 ml
	Strawberry	100 ml
	Chocolate	100 ml
	Vanilla	100 ml
Mini Cup	Mango	50 ml
	Strawberry	50 ml
	Chocolate	50 ml
	Vanilla	50 ml
Cone	Vanilla	121 ml
	Chocolate	121 ml
Sandwich	Vanilla Biscuit & Vanilla Ice Cream	68 ml
Tub	Mango	500 ml
		1000 ml
	Strawberry	500 ml
		1000 ml
	Chocolate	500 ml
		1000 ml
	Vanilla	500 ml
		1000 ml
	Double Fundae (Chocolate & Vanilla)	1000 ml
	Double Fundae (Mango & Vanilla)	1000 ml
	Double Fundae (Strawberry & Vanilla)	1000 ml

	Shahi Malai	1000 ml
Ice Cream Cake	Tripple Rocker (Vanilla, Chocolate & Strawberry)	1000 ml
2 Liter Tub	Mango	2000 ml
	Strawberry	2000 ml
	Chocolate	2000 ml
	Vanilla	2000 ml
5 Liter Tub	Mango	5000 ml
	Strawberry	5000 ml
	Chocolate	5000 ml
	Vanilla	5000 ml

❖ Products of Kazi Farms Kitchen

Sold in Franchise Outlets	Take Home Boxes
Chicken Breast	Chicken Nuggets Original/Kids'/Spicy
Chicken Thigh	Chicken Meatballs Original/Spicy
Spicy Chicken Sausage	Chicken Teasers
Crispy/Spicy/Hot & Spicy Chicken Wings	Chicken Burgers
Chicken Strips	Chicken Strips
Chicken Drumstick	Chicken Cutlets
Spicy Chicken	Chicken Sausage
Spicy Chicken Meatballs	Spicy Chicken Sausage
Milk Shakes & Lassis	Chicken Shami Kabab
Chicken Nuggets	Garlic Butter Chicken Kiev
Chicken Teasers	Chicken Lollipop
French Fries	Shrimp Nobashi
Chicken Bologna Lollipop	Plain/Family/Chicken Keema Paratha
Fried Rice	Puri – Dal/Aloo
Kabab Roll	Vegetable/Chicken/Shrimp Samosa
Chicken Cutlet	Chicken/Vegetable Spring Roll
Chicken/Mini Chicken Burger	Vegetable/Chicken Liver Singara
Instant Noodles/Soup	Filo Pastry
Combo Meal	Fresh Eggs
	Fresh Orange Jelly/Strawberry Jam
	Dried Fish Products

2.1 Organizational Structure

2.1.1 Corporate Office Organogram of KFIL

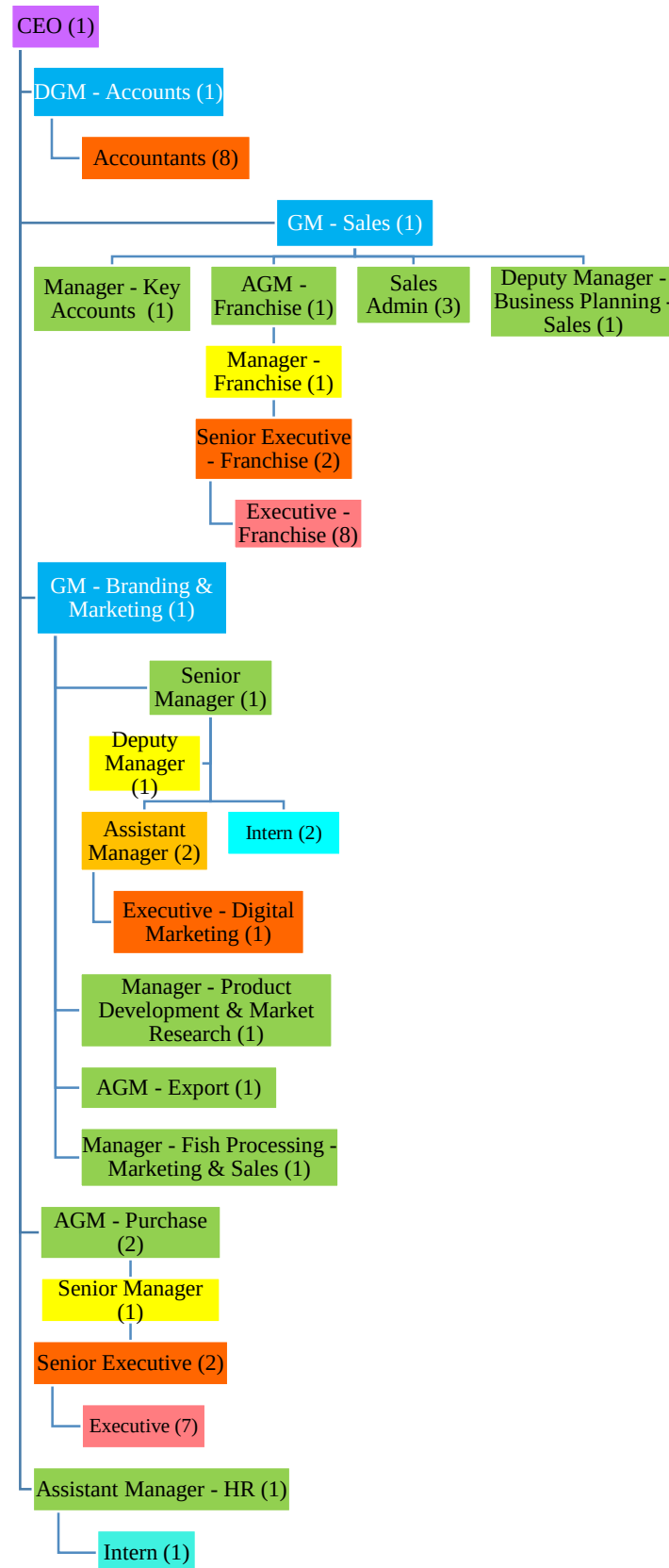


Figure 6: Corporate Office Organogram of KFIL

It is important to mention that, KFIL's corporate organizational structure is followed by **functional structure/communication organizational structure** where all the departments work in an integrated way. The divisions and subdivisions are based on their reporting personnel. This structure gives employees of KFIL a flexibility in decision making, to easily communicate with other departments and work in a co-operative manner. The importance of these integration can be understood in the further section which will give a brief about the functions/tasks performed by each of the departments of KFIL.

2.1.2 Factory Organogram of KFIL

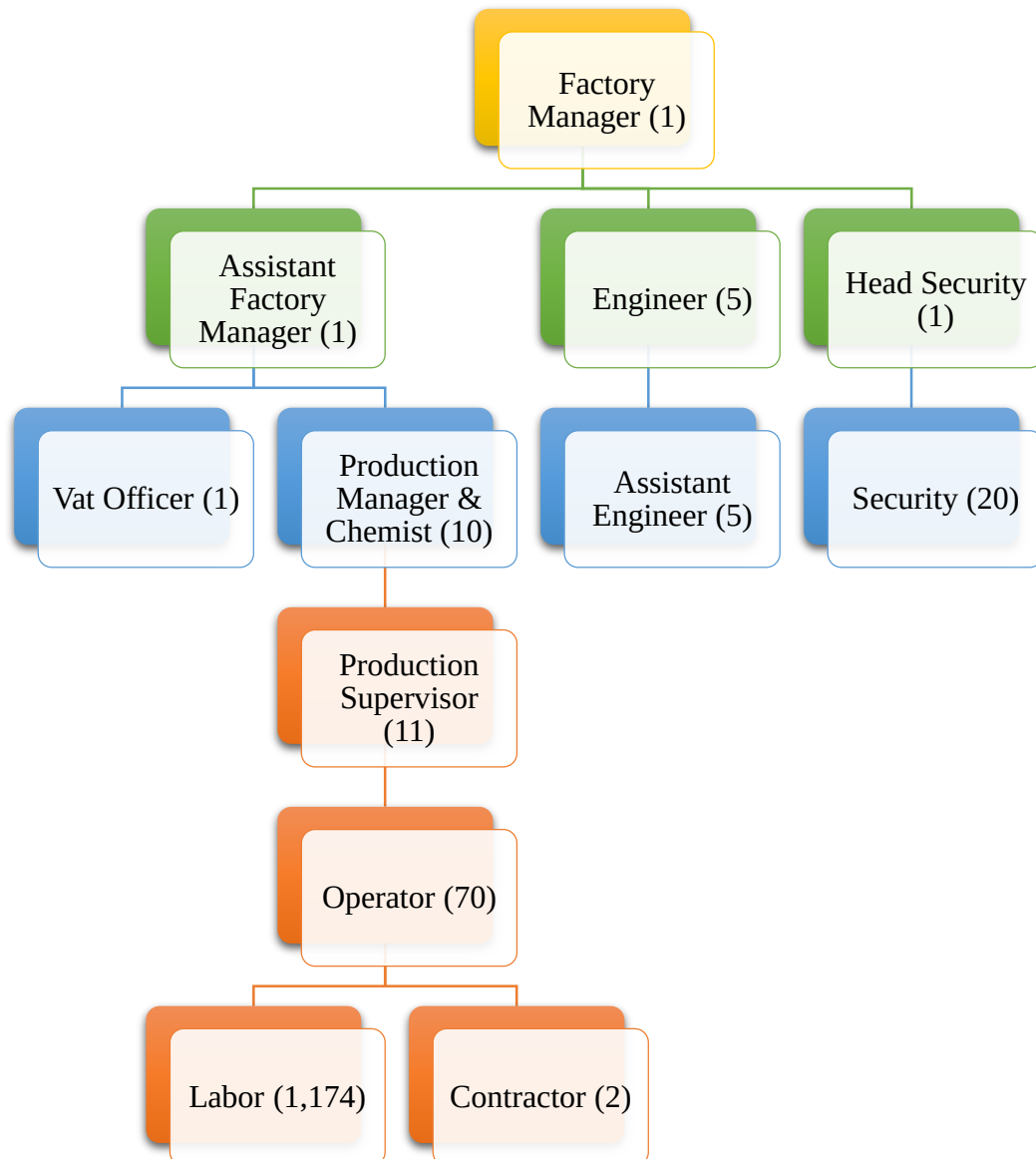


Figure 7: Factory Organogram of KFIL

2.2 Departmental Activities

There are in total of 4 main functional departments in KFIL. These are:

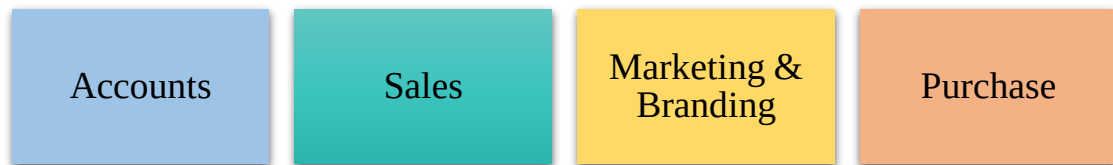


Figure 8: Functional Departments of KFIL

2.2.1 Accounts Department

Accounts department of KFIL does all monetary related tasks. All day to day transactions are completed and recorded by them. They finance the purchase department. They also finance for short term and long term investments of KFIL. They co-operatively work with vat officer of KFIL factory. The department ensures steady and continuous flow of monetary supply to support the purchase department and for all the day-to-day activities. The department also does forecasting and budgeting.

It is necessary to mention that, KFIL's accounts department is a subdivision of Kazi Farms Group's accounts department. They work collectively.

2.2.2 Sales Department

There are mainly four set of activities done by the sales department. These are:

- ✓ General sales tasks
- ✓ Superstore sales tasks
- ✓ Franchise Sales tasks
- ✓ Sales Management tasks
- ✓ Strategic planning for sales

General sales tasks are related with sale of Bellissimo and Za 'n Zee brand of ice-creams in different areas of Bangladesh, generally sales in different distribution channels: local shops, kiosks etc. These tasks are done by 200 Sales Representatives throughout the country, supervised by 60 area supervisors and thus managed by 40 area managers. The activities related to general sales are done outside the organization. Which is why they are not part of the corporate office organogram.

Sales in different superstores all over Bangladesh (Meena Bazar, Unimart, Agora, Swapno and others) are managed by the Key-Accounts Manager.

Franchise sales are related with 130 Kazi Farms Kitchen franchise stores all over Bangladesh. The department supervises and confirms flow of products, availability of products in all the franchise stores of Kazi Farms Kitchen, all over the country.

Sales Admins are responsible for all management related tasks supporting sales department. They perform as a hub for the department. They work as a channel between area sales managers and corporate office sales managers. They ensure availability of product, information and service to all people related to sales whether they are in the field or within the organization.

Lastly, strategic/business planning for sales are tasks performed by Deputy Manager who make future plans on how and what target the department should set and also plans on what strategies should be taken by the department to meet those targets.

2.2.3 Marketing & Branding Department

The Marketing & Branding department is responsible for these main jobs:



Figure 9: Activity set of Marketing & Branding Department of KFIL

✓ **Marketing and Branding of brands:**

The marketing and branding tasks of Bellissimo and Za 'n Zee brands are done by Senior Brand Manager. The marketing and branding jobs of Kazi Farms Kitchen brand are done by Deputy Brand Manager. One of the Assistant Brand Manager does jobs related to all outdoor branding of Bellissimo and Za 'n Zee. Another Assistant Brand Manager does tasks related to events and activation of the three brands. Executive of Digital Marketing is responsible for all online marketing and Facebook marketing of the three brands. There are two renowned advertising agencies with whom the Senior Brand Manager and Deputy Brand Manager communicate thoroughly for creating creative contents to use them in all marketing, branding and promotion related tasks. The most used 5 media for marketing, branding and promotion of the brands are:



Figure 10: Marketing & Branding Methods followed by the Department

✓ **Documentation and record keeping:**

Though making documents related to purchase is the job of the purchase department but as the marketing and branding activities need special clarification, clear and persistence of information given in the documents so the department does it by itself. The Assistant Brand Managers does it. The task involves collecting estimates from different third parties (print houses, ad agencies, newspapers, magazines etc.) for any particular job to be done. Then comparing the estimations and matching with the context of the job, a suitable party is selected for assigning the job. Then requisition is made likewise and given to the purchase department. The purchase department then issues a purchase order. The purchase order then is send to the party. The party issues a bill. Depending on the bill the department makes a purchase invoice. Here, the

documentation task for the branding and marketing department ends. All these purchase requisition records are kept by the department for future audit purpose.

✓ **New and existing product development:**

These includes idea generation, planning and developing new products and packaging of the products. Also includes development of existing products and packages. The Manager for Product Development and Market Research is responsible for this. He does market research, conducts panel tasting for new and developed versions of products, does analysis and transmits the findings with factory product scientists and specialists.

✓ **Exportation of frozen food products in other countries**

The Export AGM does all activities related with exportation of Kazi Food Industries Limited's frozen food products. Till date, KFIL exported processed vegetables to Italy and Paratha to London, under brands that are popular in those markets/countries.

✓ **Marketing and sales of fish based food products:**

The Manager for Fish Processing supervises all sales related tasks and does all marketing tasks of KFIL's fish based products which are produced, processed and locally sold to many familiar shops and under Kazi Farms Kitchen's frozen food section, these processed fishes are sold as processed frozen food, namely: Shrimp Nobashi, Shrimp Samosa, Shrimp Spring Rolls, Shrimp Rolls etc. Also, the processed dried fishes are sold under dried fish product category of Kazi Farms Kitchen.

2.2.4 Purchase Department

The purchase department does all activities related to purchase of commodities to support the other departments. These include purchase of machineries, freezers, accessories, raw materials, ingredients and many other. The department co-operatively works with the factory managers, the sales managers and the brand managers to support their needs on time.

KFIL's purchase department is a subdivision of Kazi Farms Group's purchase department. Which is why they do their activities for both of the company in an integrated manner.

It is important to mention that, all human resource activities are done by Kazi Farms Group's Human Resource Department. For that reason, KFIL does not have any

separate human resource department. All human resource activities within KFIL are done by Assistant Manager of Human Resource. The manager communicates with the Kazi Farms Group's human resource department about any human resource support, need or information of KFIL. The manager also does performance measures, keeps KPI records etc.

2.3 SWOT Analysis

2.3.1 Strengths of KFIL

- KFIL sets prices of its products in accordance with the competitive prices in the market for similar products. It decides strategically about the price points. Which is why the brands are acceptable to the customers and the brands are sustaining in competition with other brands in the industries.
- KFIL successfully keeping the cost of its two brands lower with proper planning and execution. This cost advantage is giving the organization scope to give benefit to target customer groups.
- KFIL shares a good percentage of the market share in the similar industries with its competitors.
- The marketing and branding strategies of KFIL has been proved to be effective which is helping the company to uphold its profile in the market and raise its profit potentiality.
- The human resource deployment of KFIL are done so carefully and strategically that the positions are equipped with experts and experienced personnel. This is one of the keys of KFIL's success.
- Throughout its inception, the company has grown vast consumer base which is KFIL's one of the major key success indicator and strength.
- KFIL follows a long and distinctive channel of distribution than many of the companies which is one of its major strength.
- Relationship of KFIL with its suppliers and other external stakeholders are strong and persisting which counts as a great strength for the company.
- The name of the brands of KFIL and the name of the company itself have gained popularity among consumer groups and businesses for its health promises that the company always sticks to. And that belief of consumer groups and businesses supported the company to create strong reputation.
- KFIL's three brands creates a major strength for the company as each of the brands are recognized and renowned.
- KFIL's ice cream brands are very up to trend with development of new tastes to meet consumer taste explorations, creating an inevitable strength for the company.

- KFIL's brands: Bellissimo, Za 'n Zee and Kazi Firms Kitchen topped in Facebook Marketing activities in comparison with their respective competing brands.

2.3.2 Weaknesses of KFIL

- Slow and steady investment on updated technologies used in production and operations limits its performance comparing to other competitors in the industry.
- The steady decision making process results in many lost opportunities.
- No forecasting, strategic planning, future proofing of activities and plans, make it less visionary than its competitors.
- Steady function in exportation, spreading its business internationally, not only taking huge time than expected but also letting other competitor expand their markets internationally and resulting in future difficulties for the company to enter those international markets.
- Low availability of fridges in distribution points around the country is a major weakness for KFIL for its ice cream brands. Local shops that have fridges of KFIL's ice cream brands are mostly of C and D categories (Among A,B,C,D categories of local shops, category C and D are of least popular).
- No availability of raw materials and ingredients locally and a comparatively higher investment on importing them, the additional cost of logistics, all of it makes it almost difficult to cut the cost of production of its Bellissimo brand of products. KFIL's Bellissimo is left with no option other than to import its ingredients from India, New Zealand and other European countries because those ingredients: Skimmed Milk Powder, Fudge, Chunks, Flavors etc. are not manufactured here in Bangladesh in any industry.
- KFIL's ice cream brands have very few Television Commercials (TVCs) compared to its industry competitors.
- KFIL's brands take larger response time to respond to customer queries and act accordingly.

2.3.3 Opportunities of KFIL

- KFIL abiding by all rules and regulations of Bangladesh Agro Processor's Association and incurring advantage in market since its inception. Now, as BSTI also came into regulating KFIL's and many other food company's packaging

process, if KFIL abides by those regulations and continuous to do so, it can gain many advantage in the future.

- Government of Bangladesh encourages food companies to export foods internationally. Part of this encouragement comes in incentive. Incentive as in if any company exports its food products internationally Bangladesh Government will give an extra 25% over its 100% of profit which counts in 125% in profit. KFIL should enjoy these opportunity as vastly as possible to take on the international markets head to head with its competing brands/companies.
- Updating the technologies it is following for food production and processing will support future opportunities on product development and invention growth as well as it can sustain in the competition.
- The food and beverages industry is growing and so the opportunities in this industry. Exploring those opportunities and investing in new projects, hence adding new brands/product categories will help the company to grow more.
- As opportunities can be explored so that new opportunities can be created within the industry. KFIL has expertise and experienced people to plan on that. After all, entering a new market would boost KFIL's financial performance as well as will ensure growth in market share.
- Customer groups are the major indicators for a company's success. Through new product development or through entering new markets or expanding geographically in existing markets, through all of these KFIL can grow its customer groups hence entering new customer groups under its umbrella.
- The increasing change in social lifestyle of people in Bangladesh, especially working class people and their busy lifestyle for home cooking, gives KFIL brand Kazi Farms Kitchen to grow its frozen food products to nurture these opportunity.
- KFIL already has expertise and experienced human resource base within its company. Training and development opportunities for them will create further knowledge and skill growth for the company.
- Expanding product lines of KFIL can help them with rise on sales and well as increasing their product portfolio.
- Structural changes in the company would ensure quick and accurate decision making on demand of the situation.

2.3.4 Threats of KFIL

- Changes in consumers' choice of products, tastes and preferences of frozen food and ice cream could be an affective threat for KFIL.
- Inception of many renowned ice cream parlors and fast food chains, cafes all that are threat for the frozen food and ice cream industry, decreasing in product preferences and choices. Ultimately it is a threat for KFIL.
- The amount of fast food chains are increasing as existing food companies are coming into franchise store business and many international brands are coming with their franchise chain shops hence creating a future threat for the Kazi Farms Kitchen brand of franchise stores which belongs to KFIL.
- Competitors in ice cream industry are also exploring with their ingredients and tastes of ice cream. They also came into play with buying ingredients from international suppliers hence creating an advantageous situation for the suppliers, giving them scope for price domination. This kind of threat is unavoidable.
- The ice cream and frozen food industries are packed with existing and new competitors coming up next. They all are competing with each other. Any action by them is a threat for KFIL whether it's an invention of new production method, updating to latest technology or acquisition of new knowledge in their companies.
- The most threatening situation for KFIL would be if it fails to sustain its position in price war and falls behind resulting into extensive cost cut.
- Any expansion strategy, whether its new product development or entering a new market, comes with a huge investment strategy to support. If KFIL falls short in its financial support, major threat will come to its growth and expansion.
- Availability of alternative products or substitute products among consumer groups could possess a threat for KFILs' brands.

Chapter 03: Analysis and Findings

3.0 Understanding Brand & Branding

❖ Brand

American Marketing Association (AMA) has defined brand as “something” that helps people to identify the products, services or any goods sold by a seller and to differentiate that product/service from the product/service of some other seller. This “something” can be the seller’s (company’s) name, logo, symbol, motto or anything. But, author **Kevin Lane Keller** on his book *Strategic Brand Management* has added that, many of the practicing brand manager sees brand as something that has created a certain amount of awareness, recognition and fame and so on in the market or among the industry.

The brand manager of Bellissimo and Za 'n Zee’s believes that too. These two brands are managed to create awareness in market, gain recognition of the people and grow fame among the industry or over its competitors.

❖ Brand Element

Seller/the company’s name, logo, product design, package design, color scheme, motto etc. all these that help customers to distinguish the product/company are brand elements.

Bellissimo and Za 'n Zee both of the brands have their individual name, logo, package designs, color schemes, motto and branding practices.

❖ Brand Equity

Brand equity or brand value is nothing related with the value a consumer agrees to exchange against a certain product or service. Brand value is an intangible asset. It cannot be measured in any tangible mean. Brand equity or brand value is measured as followed: when a brand takes distinctive marketing measures alongside a non-brand and impose it over the same customer group, customers are more acceptable to the marketing measures taken by the brand. This acceptance come in turn of buying products of the brand, spreading positive word of mouth or simply noticing the brand. All these returns add value to the company. These value is the brand value or brand equity. A customer who noticed the brand today will try the brand tomorrow. A customer who bought the brand’s product today will continue to buy in the future. This is why brand equity is counted something that can be generated by the customers/potential customers in the future.

Bellissimo and Za 'n Zee's brand equity is increasing. Any marketing initiative taken by the brands are successful if compared to any non-brand ice cream. Which means customers are accepting its marketing measures which ensures brand equity growth potential for the future.

❖ Customer Based Brand Equity (CBBE)

From the customer's point of view, when the customer has a high level of awareness and familiarity with the brand and holds acceptable, favorable, strong and unique brand associations in his memory, it conceptualizes CBBE.

Bellissimo and Za 'n Zee both of the brand aims to create high level of brand awareness and familiarity among customer groups to increase its brand equity.

From the understanding of CBBE it can be concluded that brand awareness and brand image together creates customer based brand equity or simply brand equity.

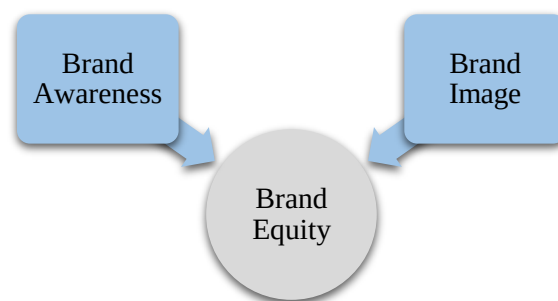


Figure 11: Sources of Brand Equity

❖ Brand Awareness

It is the ability of customers to identify a certain brand through its characteristics or in any purchase situation. Brand recognition and brand recall performance together creates brand awareness.

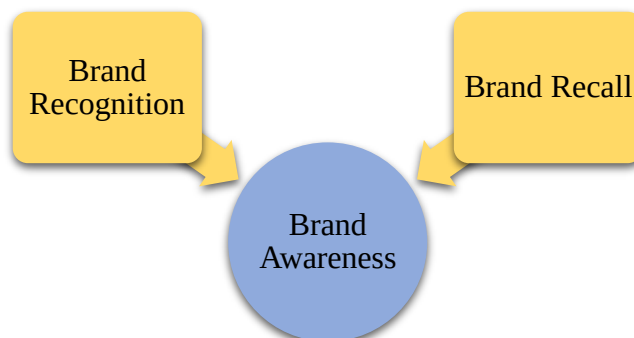


Figure 12: Creation of Brand Awareness

- **Brand Recognition:** It is the situation when the customer recognizes a previous exposure to a brand in a purchase or experience situation of that brand's product.
- **Brand Recall:** It is the situation when the customer successfully retrieves or recalls a brand from his memory when he is in a purchase situation, in demand situation or in a decision making situation for the same category of product.

❖ **Branding**

Any action taken by a seller/company to brand its product or the company itself is called branding. Branding is to sort out the brand elements. Thereby. Branding is deciding a name for the business/company, making a logo, deciding a color scheme, designing packages, deciding tagline, making promotional campaigns, marketing strategies or anything of this kind.

❖ **Brand Management**

Brand Management is planning out on how a brand should be perceived by the targeted customers in the market, how the brand should compete for its place in the market compared to other brands, making it distinctive, unique and acceptable. Bellissimo and Za 'n Zee does brand management to achieve the same goals as mentioned.

❖ **Visual Branding**

Visual branding or imagery branding is a visual identity of a brand which marketers does in order to make customers recall about certain feelings and experiences with the brand. The brands Bellissimo and Za 'n Zee does so too which is discussed later on.

❖ **Brand touch point**

Brand touch point or brand-customer touch point is any situation of interaction or communication occurred between the brand and target customers. These touch points are made and positioned by the brand itself. Brand touch points or customer experience with the brand may occur into three stages: pre-purchase, purchase and post-purchase. Bellissimo and Za 'n Zee created touch points for their brands into all these three levels.

3.1 Brand Management of Bellissimo and Za 'n Zee

The ice cream industry of Bangladesh already has brands that are competing with each other. In this competitive market, both Bellissimo and Za 'n Zee practices to develop and sustain their brands and to build a valuable identity. Thus, through planning distinctive identity for each of their brand and through regularly implementing marketing strategies for each of the brands, they are building up brand awareness and reputation.

A unique identity can only be transmitted to the target customers through visual branding. These are visual elements that give the brand a distinctive identity among a market full of other competing brands.

3.1.1 Visual Branding of Bellissimo

Brand Positioning:

Bellissimo has positioned itself as a “premium” ice cream brand. The word “premium” here is indicative to something of great quality, something that is luxurious and comforting. This sort of brand positioning helps Bellissimo to create a unique identity.

Bellissimo is only ice cream brand in Bangladesh which uses the maximum amount of up to 10% milk fat in its ice creams. Which is the result of its creaminess and textured look. All premium quality ingredients imported internationally are used in these ice creams. All these ensures quality, luxury and comfort in consuming the ice creams. So it is reasonable to position the brand as “premium”.

Target Group:

Bellissimo targets people of elite society, people of middle to higher income group and people who have higher expending potentials. For which bellissimo makes it ice creams available mostly in super-stores, cafes and restaurants alongside regular shops and sweet shops.

Brand Name:

The word “Bellissimo” is an Italian word which means “very beautiful.” The word is selected as the brand’s name as beauty is indicative to something of valuable, deluxe and luxurious. All these compliments the brand’s positioning strategy.



Figure 13: Logo Design of Bellissimo

Logo Design:

Bellissimo's logo has been designed to communicate the brand's premiumness. The **shape** of the logo indicates ice cream scoops. The color scheme of the logo, a dark chocolate brown and subtle copper gold color is indicative to something luxurious. The typography used in the logo also indicative to luxury and premium. All of it together communicates the brands positioning. As a brand's logo is the very first thing that comes into notice by the people, bellissimo ensures the use of its logo at the very first place in every marketing communication.

Typography:

Bellissimo sticks on following English as the first communication language while designing every marketing material from its logo, to social media posts to banners and festoons. Choice of word and phrases, vocabulary are very much bold and aesthetic to complement its brand positioning.

Brand Promise:

Bellissimo's brand promise is: "**You deserve better**". This intends to gain the attention of target groups towards bellissimo's ice creams. People are encouraged to consume bellissimo's range of ice creams for a better experience compared to other ice cream brands, surely indicating to bellissimo's better range of ice cream products. The brand promise spreads the brand value that the targeted customers deserve better than the ordinary, a true branding practice. This brand promise is placed under bellissimo's logo in every marketing material of the brand.

Shape:

Bellissimo's product packaging shape beholds a luxury in its look. Their 500ml Bellissimo Creations' Tub can be taken as a reference. The shape of the tub design communicates comfort, classiness and premiumness. Bellissimo's this shape of product packaging is unique to its product category.



Figure 14: Packaging Shape of Bellissimo Creations' 500ml Tub

Color Scheme:

Bellissimo's logo follows a dark chocolate brown and light copper gold gradient color. Contrasting with that bellissimo's branding materials, like: POSM, merchandises, freezer sticker design, banner design, festoon design, shop signage design etc. all these are designed in orange color so the logo pops out. And for its graphics and visuals for Facebook marketing, banner and festoon design, bellissimo follows gradient light colors with darker hues: sky blue, midnight blue, turquoise blue, bottle green, pale yellow etc. Colors followed are very warm and subtle to look at and compliments the brand itself.

Materials:

Bellissimo uses not only premium ingredients (real ingredients imported from foreign countries) in its production of ice cream but also premium materials in its packaging. For reference, bellissimo uses IML technology (In Mold Labelling) to imprint labeling on its 1 liter tub ice cream's lid. This sort of materialization is expensive than using regular stickers for labelling. This ensures durability of labelling even in extensive handling of product.



Figure 15: IML Printing in Lid of 1 Liter Tub

Composition:

Bellissimo's advertisement emphasis layouts that follows to include photos and graphical visuals of its ice cream products, ingredients as subject and gradient light colors as backgrounds while making a contrast in composition. Also for Facebook marketing the visuals are designed with bellissimo's ice cream scoops while giving them many unique forms and characters to communicate the essence of advertisement campaign reason or situation. Here the brand emphasis on to showcase its products firstly. Every advertisement layout is sure to have bellissimo's logo and tagline.

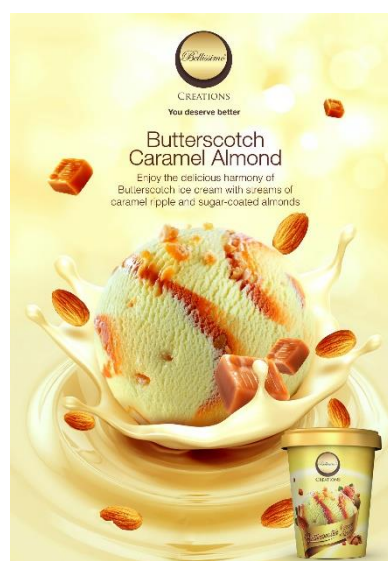


Figure 16: Advertisement Layout of Bellissimo

3.1.2 Visual Branding of Za 'n Zee

Brand Positioning:

Za 'n Zee has positioned itself as a youthful brand. The range of products, the marketing and branding creative all compliments this brand positioning. Za 'n Zee through its brand positioning have successfully created a unique identity in the market.

Target Group:

Za 'n Zee targets to serve the youth of Bangladesh. The target group for its product ranges are students of schools, colleges, universities etc. The brand's events, activations, sponsorships, creative designs all that marketing efforts are targeted upon these particular groups.

Brand Name:

The brand name for Za 'n Zee has been established following the names of **Mr. Kazi Zahin Hasan** and **Mr. Kazi Zeeshan Hasan** (Directors of Kazi Farms Ltd and its sister concerns) who are the sons of **Mr. Kazi Zahedul Hasan** (Founder and Managing Director of Kazi Farms).

The name “Za 'n Zee” came from the Italian word “Zanzi” which is pronounced as “Zan-zee”. It is a descriptive word which means extreme feeling of happiness and energy. It can also be used to describe a place or experience a person perceives to be very fun and exciting. No other better name can suit other than this for the brands positioning.

Tag Line:

Za 'n Zee brand's tagline is: “**czivB CRAZee**” which means “totally crazy”. The tag line is indicating the fun loving, joyous youth of the society who loves to do crazy things. Za 'n Zee's ice cream designs are funky and flavors are very youthful. The tagline goes well with the brand positioning and its products. The tagline along with the logo takes place in every Za 'n Zee's marketing material.

Logo Design:



*Figure 17: Logo Design of
Za 'n Zee*

Za 'n Zee's logo follows a crazy looking big “Z” with “Za 'n Zee” written within the logo in funky comic fonts. The color scheme for the logo is dark purple and yellow (in the background of the ice cream writing). The color choices here is very much youthful and fresh. The total logo compliments the “craziness”, the fun, joy and youthfulness as the brand wants to establish itself.

Typography:

Za 'n Zee follows Bengali as its primary communication language in every communication material of the brand as Bengali is commonly used among the majority of people of Bangladesh and it is easy to express emotions and feelings in Bengali which makes it easy for the brand to design its marketing materials with funny and humorous phrases, captions, jingles and songs.

Shape:

Za 'n Zee, being true to its brand positioning, makes almost every product and packaging of them in a funky shape. Za 'n Zee's 500ml tub ice cream's packaging can be taken as a reference. The triangular shape of the tub is fun to hold and look. This shape of packaging is only adopted by Za 'n Zee exclusively till date in the ice cream industry of Bangladesh.



*Figure 18: Packaging Shape of Za 'n
Zee 500ml Tub*

Color Scheme:

Za 'n Zee uses bright yellow-orange color/yellow color on its every promotional materials in contrast with its brand logo which is in dark purple color, so that the logo can catch people's attention easily. For Facebook marketing and other designs of its banners, festoons and billboards, it follows bright colors: green, purple, orange, pink, cobalt blue, yellow, red, violet etc. so that all funny and crazy graphics, animations and photos of the brand ambassador can pop in the design.

Composition:

Za 'n Zee's almost all advertisement layout is designed containing Shakib Al Hasan, the brand ambassador for Za 'n Zee, in the very center point. Layouts are designed with funny photos of the brand face Shakib Al Hasan or any 3d animation, cartoon or graphics of him. Backgrounds of these layouts include comic like or pop culture inspired graphics placed upon bright colors that are flashy and catchy to grab the attention of the young people, especially of children. Every advertisement layout includes the brand logo and tagline.

Promotional Styling:

Za 'n Zee's promotional styling is very distinctive than any other ice cream brands in the industry. This brand's advertisements are focused on humor, craziness and fun. The brands' face/ambassador, Shakib Al Hasan, is portrayed as a funny character in every advertisement campaign. This is the one advertising approach that Za 'n Zee follows in every of its marketing material design: product packaging, advertisement campaign and many more.



Figure 19: Promotional Styling of Za 'n Zee

3.1.3 Brand Touch Points of Bellissimo and Za 'n Zee

Bellissimo and Za 'n Zee, the brands' are associated with two different advertisement agencies who do tasks related to idea generation, designing and executing branding activities. There are an overwhelming number of newspapers, TV channels, radio channels, vendors and printing presses who make it possible for the

Pre-Purchase	Purchase	Post-Purchase
• Newspaper Ad • Magazine Ad • TVC • RDC • TV Show • Billboard Ad • Display Ad • Facebook • Youtube • Promotional Merchandise	• Packaging • Sponsored Events • Roadshow • Sales person • POSM • Brochure	• Facebook

Figure 20: Brand-Customer Touch Points of Bellissimo and Za 'n Zee

brands to build up the brand touch points.

Some notable touch points created by Bellissimo and Za 'n Zee are discussed as followed:

Pre-Purchase:

❖ **Facebook:**

Za 'n Zee and Bellissimo, the brands do their most of the digital marketing activities through Facebook to create brand awareness. Facebook Marketing as in today's era is a vastly used and effective medium of Digital Marketing.

Through geo-targeting, paid Facebook Advertisements are targeted over the people of Bangladesh so that Facebook users in Bangladesh can come in contact with the brands and their products which are shown as Sponsored Ads in their newsfeed. Not only product advertisements but also many social awareness, special day advertisements are displayed as sponsored ads which include: Eid Greeting Post, World Cup Wishing Post, Buddha Purnima Greeting Post and many other.

Another way followed by the brands is to create engaging contents like: competitions, games, quizzes and other promotional campaigns to engage the people with the brands. Some of these notable Advertisement/Promotional Campaigns include: Bellissimo World Cup Super-Scoop Challenge, Bellissimo Mother's Day Contest, Za 'n Zee World Cup Craze Fan Contest, Za 'n Zee Mother's Day Contest and many more.

Winners of these engaging competitions get to taste a range of the brands' products through which they experience the brands' products before even before purchasing them. The experience they get drives them more towards purchase intention for these products.

❖ Newspaper and Magazine Advertising:

Bellissimo and Za 'n Zee, both of the brands do advertising on renowned newspapers for getting maximum brand recognition. Newspapers include: Prothom Alo, The Daily Star, New Age and many other. Magazines include: Silkroute by Banik Barta, New Age – World Cup Special, Kaler Kantho – Eid Special, Chhakka – World Cup Special by Shomokal, Prothom Alo – Bornil Baishakh, Kaler Kantho – Rangila Bahishakh, All In – The Daily Star Cricket World Cup Special and many more.



Figure 21: Za 'n Zee ad in Chhakka Magazine

❖ TV Show:

Bellissimo in association with Deepto TV, one of the sister concerns of Kazi Farms Group, have made its own cooking show which telecasts episodes in Ramadan, named: Cool Recipes by Bellissimo. It shows products of Bellissimo, recipes made by them, the logo and many more.

❖ Display Advertising:

Za 'n Zee places its display advertisements on huge number of sites across the web with the help of Google Display Network (GDN).

❖ RDC:

Bellissimo and Za 'n Zee choose popular radios of Bangladesh like: Radio Bhumi, Radio Foorti and many more to cast their RDC (Radio Data Communication) on them. The RDCs' are made by the advertisement agencies followed by their new products. For example, both the brands casted their RDCs in between ICC Cricker World Cup 2019 telecast on Radio Bhumi.

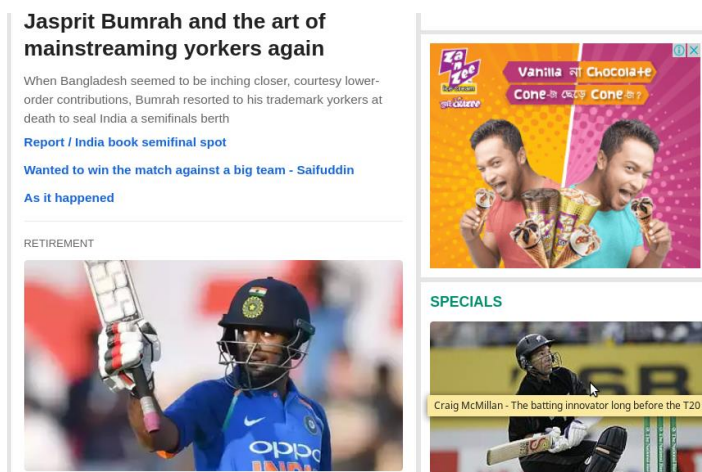


Figure 22: Za 'n Zee Display Advertising at cricbuzz.com

Purchase:

❖ Sponsored Events:



Figure 23: Za 'n Zee Stall in Toycon 2019

For the past couple of years Za 'n Zee is sponsoring two popular events among the youth of Bangladesh, these are: Toycon and Comicon. Not only that, Za 'n Zee is the ice cream partner for Intra University Cricket Competition held every year in Mirpur. Other activations include: sponsorship at channel I Boishakh Uthshob, School Activation with Prothom Alo and many more. In these events Za 'n

Zee establishes its stalls with many other

associated engaging activities to drive customers to purchase their ice cream products.

❖ Roadshow:

Bellissimo's most recent popular roadshows included: "Bella Rosa" - beautiful roses made entirely of Bellissimo ice cream exclusively sold during Valentine's Day 2019 in different locations surrounding the occasion into exclusively designed ice cream vans. And "Bellissimo Crunchy Coconut Caramel Ice Cream Activation" –



Figure 24: Bellissimo Crunchy Coconut Caramel ice cream caravan

Caravan activation where people participated in puzzle game and winners got a scoop of Crunchy Coconut Caramel ice cream which Bellissimo recently introduced in the market. Every year Bellissimo and Za 'n Zee does similar activations/roadshows to engage people, introduce their new product and leverage on sales.

❖ **POSM:**

Za 'n Zee and Bellissimo both the brands does Point of Sales Marketing (POSM) by freezer branding. Bellissimo uses banners, festoons, freezer tops at the point of sale. Bellissimo also does shop sign branding.

Post-Purchase:

❖ **Facebook:**

Customers can give their reviews, recommendations and comments about their consumption experience in Facebook which are ultimately helping the brand personnel to know about customers' perception on their brands.



Figure 25: Freezer Branding by Bellissimo

Chapter 04: Conclusion & Recommendations

4.0 Recommendations

- Bellissimo and Za 'n Zee, both of the brands should measure how much brand diffusion or acceptance of the brands by the target customers, they have created in the market by applying appropriate market analysis techniques.
- Both the brands should measure that if they have achieved the brand quality that customers expect from them after marketing and branding measures implemented upon them.
- Creating two brand metrics, one for each of the brands, would let them measure value of the brands, evaluate their performances, product development, campaign, promotion etc. This is one of the general method to do so.
- Both the brands should identify their brand reputation in the market. This brand reputation is the result of everything the two brands did: branding, promotion, campaign, pricing, product development, public relation etc.
- Both the brands should discover if their brand identity matches with their intended brand image. Brand identity is how bellissimo and Za 'n Zee wants to be perceived. And brand image is how bellissimo and Za 'n Zee is actually perceived by their target customer groups.
- Bellissimo and Za 'n Zee, both the brands should open their own websites and enlist them on search engine. Websites are a great source of customer interaction. Whenever a target customer comes to know about a brand (finds out its logo somewhere or heard about the name) the first thing what he/she does is to search for them online. Through the help of SEO (Search Engine Optimization), the brands can increase their website visibility to maximize the exposure of their brands. Every renowned ice cream brand around the globe have their own websites enlisted. SEO is a great tool of digital marketing that is yet not used by any of the brands – Bellissimo and Za 'n Zee. Websites give customers a more in depth knowledge about the brand. A popular example could be: Brayers. A popular Philadelphia ice cream brand owned by Unilever has their own website enlisted online. When anyone search online with the key word “Brayers Ice Cream” the first link follows the company website. In the company website it has information about: its products, its health and ingredient promises, its recipes, and its history and store locations. It's evident that when target customers come to know more about the brand's history he/she feels more connected and committed to the brand.

A website enables the brand to attend to customer online queries more promptly.

- Websites for Za 'n Zee and Bellissimo should be designed in such a way that it proves to be adaptable for all kinds of devices, whether it's a smartphone, tablet pc or computer pc.
- Bellissimo and Za 'n Zee, both the brands should start online delivery service through their Facebook page or through opening websites with option for home delivery. These approaches will ensure purchase simplicity. Also this will ensure more product availability for the brand. That is how websites can be used as e-commerce site by offering an online shop to the consumers to buy ice creams. These online shops should be supported by simplified ordering and payment system for customers.

A successful ice cream brand in the industry of Bangladesh already doing home delivery service. Also the brand is offering discounts, extras and free gifts on ordering their products on occasions thus creating greater exposure to its target group.

- Bellissimo and Za 'n Zee should do free sampling of their products in events and activations more frequently. Because, neuron-imagery shows that when evaluating brands, consumers primarily use emotions rather than information. This concept is known as Functional Magnetic Resonance Imaging (fMRI). Here “information” mean brand attributes, features and facts. And “emotions” mean personal feelings, experiences about the brand. Free sampling of products would let prospect customers to experience the brands and their products.

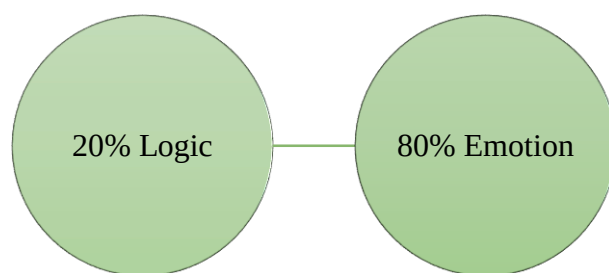


Figure 26: Functional Magnetic Resonance Imaging

Bellissimo recently did free sampling of Crunchy Coconut Caramel Ice Cream during a Caravan activation.

- Through its every branding approach Bellissimo should communicate its quality promises to the market for greater brand awareness. An example could be, communicating that only Bellissimo's ice creams are made of 10% milk fat for more creamy and textured ice cream feel, than any other ice cream brand in the country.

- Bellissimo should take measures to make all its customer groups loyal to only purchase ice cream of Bellissimo brand, creating a brand insistence. This is how Bellissimo can ensure that its customers strongly endorse the brand and be price insensitive.

Now the question may arise that how Bellissimo can create brand insistence. To answer this we can see that generally how brand insistence can be created:

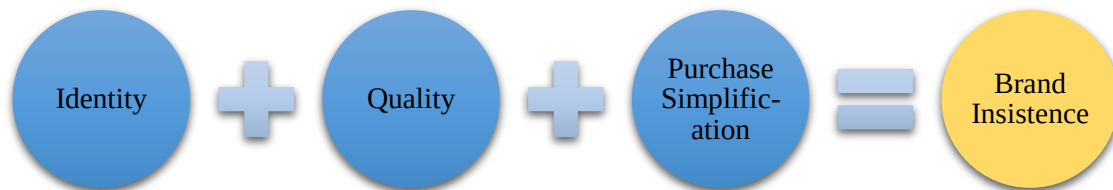


Figure 27: Creating Brand Insistence

Bellissimo already maintaining to produce ice creams that are of great quality, ensuring hygiene in production, packaging and using real imported high quality ingredients as raw materials for them. The other two things that the brand needs to work on is: identity and purchase simplification.

Bellissimo's visual branding, digital branding/marketing approaches are already very appreciable. Yet there are more digital branding opportunities that are left unexplored for the brand. One of them is social media influencer marketing. Influencer marketers showcase a product or brand as a part of lifestyle. Ice creams that are generally impulsive products when shown by an influencer as part of their everyday lifestyle, by putting supportive contents in their social media accounts: Instagram, Facebook, Twitter etc., people put their trust on that product, they get encouraged to try that, whether it's only an ice cream. A reference can be: Magnum Ice Cream. A brand owned by British/Dutch Unilever Company. It has its social media account on instagram (@magnum) where it features



jesskeys_ (#MagnumPartner) Favorite sentimental Italy memory: the first time I tasted a @Magnum Doubles bar, my mom was visiting me during my semester studying abroad. We had the best day exploring the hilltop town of Fiesole that looks over all of Florence and we decided to split one while sitting on the hill looking over the whole city ❤️ We STILL talk about how good it tasted! Luckily now they're in the states and their Double Caramel bars

Figure 28: Magnum Ice Cream's Social Media Influencer Marketing

pictures of social media influencers tagged as: #magnumpartner to leverage the goodwill of the brand by positive word of mouth shared by the influencers. One of the photo features Jess Keys (@jesskeys_), a Chicago based blogger and social media influencer, who posted a photo sharing her experience with Magnum Ice Cream.

The role of a website to simplify the purchase system is unavoidable. Almost all renowned ice cream brands around the globe has their own website. For example, Ben & Jerry's Ice Cream, manufactured by American company Ben & Jerry's Homemade Holdings Inc., has their own website enlisted where they have options of: finding nearby or online grocery stores for ice cream delivery, finding e-commerce sites who sell Ben & Jerry's ice cream, finding nearby scoop shops and finding nearby caterer for their ice cream.

- When deciding for new flavors, Bellissimo should consider customer recommendations. Recommendations can be gathered from customer reviews (Facebook reviews).
- Za 'n Zee's tagline should reflect value and credibility. A brand promise/tagline is successful when it has the below characteristics:

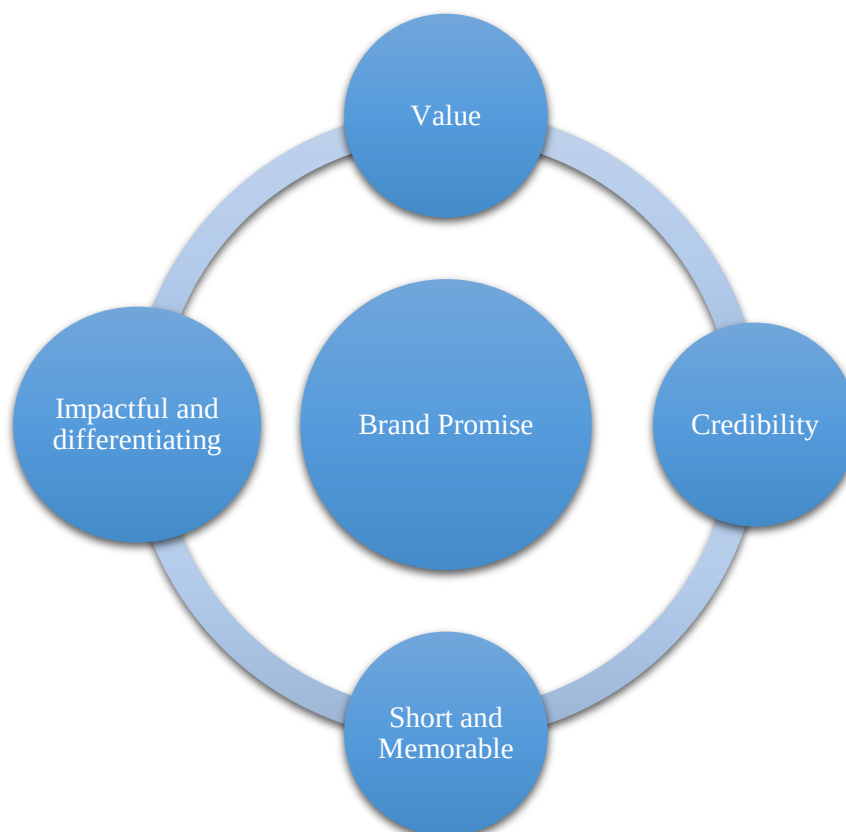


Figure 29: Characteristics of Successful Brand Promise

The brand's tagline: “**czivB CRAZee**” is very much unique and differentiating to other brands’ and their tagline in the industry. It is short and because of being short and unique, it is memorable too. But it does not show the value the brand promises to give. For which it lacks credibility that people do not feel to rely or trust the brand. What Za 'n Zee can do here is to rewrite/restructure its brand promise to showcase its promises to people so that people believe on the brand and comes in connection to the brand.

4.1 Conclusion

Recommendations for Kazi Food Industries Ltd's two brands: Bellissimo and Za 'n Zee are based on no prior research. Recommendations written here are in no prior order and reader(s) may possess more justified and practical recommendations over the findings of the analysis conducted in this study.

Being a food company, Kazi Food Industries Ltd (KFIL) always maintains a sense of honesty and transparency towards its customers by offering quality products. It is regardless to say that, because of such authenticity KFIL is always confident about their products.

KFIL knows that how much brand value there is to be honest with their customers. In this era of digitalization customers appreciate brands who are honest to them than the brands who follows traditional sales and marketing approaches. Bellissimo especially is a brand who does not target to increase its sales in any cost rather it targets to sell its products to customers who are truly going to hold a sense of loyalty towards its brand.

Za 'n Zee and Bellissimo wants to convey a sense of authenticity and credibility among their target customers through their branding practices. Till date they are successfully doing that. If further improvements are made, which is obvious to be done by them in the near future as they are still a growing company, there brand value will increase more.

Appendix

References

- ❖ Mamoon, F. S. (n.d.). *Exploring Marketing Mix of the Brands: A Study on Kazi Food Industries Limited* (pp. 10-89, Rep. No. 1).
- ❖ Williams, J. (2005, May 02). The Basics of Branding. Retrieved June 25, 2019, from <https://www.entrepreneur.com/article/77408>
- ❖ Butler, N. (2018, December 18). How to Create a Powerful Brand Identity (A Step-by-Step Guide). Retrieved June 25, 2019, from <https://www.columnfivemedia.com/how-to-create-a-brand-identity>
- ❖ DeBara, D. (2019, June 26). What is branding? Retrieved June 26, 2019, from <https://99designs.com/blog/logo-branding/what-is-branding/>
- ❖ Spacey, J. (2016, February 25). 60 Branding Techniques. Retrieved June 30, 2019, from <https://simplicable.com/new/brand>
- ❖ Brayers Ice Cream and Frozen Dairy Desserts. (n.d.). Retrieved July 25, 2019, from <https://www.breyers.com/us/en>
- ❖ Magnum Ice Cream (@magnum) • Instagram photos and videos. (n.d.). Retrieved July 05, 2019, from <https://www.instagram.com/magnum/>
- ❖ Ben & Jerry's Ice Cream. (n.d.). Retrieved July 05, 2019, from <https://www.benjerry.com/>
- ❖ Keller, K. L. (2013). *Strategic Brand Management* (4th ed.). Harlow, Essex: Pearson Education.
- ❖ Kazi Farms Group. (n.d.). Retrieved June 23, 2019, from <https://kazifarms.com/>
- ❖ Surah, S. S. (n.d.). Za 'n Zee. Retrieved June 23, 2019, from <https://www.facebook.com/zanzeebd/>
- ❖ Surah, S. S. (n.d.). Bellissimo. Retrieved June 23, 2019, from <https://www.facebook.com/bellissimobd/>
- ❖ Jess Keys (@jesskeys_) • Instagram photos and videos. (n.d.). Retrieved July 05, 2019, from https://www.instagram.com/jesskeys_/

Date: May 06, 2019

To,
Senior Manager- Branding & Marketing
Kazi Food Industries Limited
Dhaka-1205

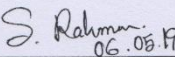
Sub: Joining Letter

Sir,

With due respect, I find my pleasure to join under your authority and submitting my joining letter as **Intern-Branding & Marketing** on **May 06, 2019**.

I pray and hope that you would be kind enough to accept my Joining Letter and obliged thereby.

Sincerely Yours,


06.05.19
Shagufta Rahman Asha

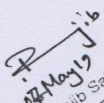

07 May 19
Rajib Saha
Sr. Manager
Marketing & Branding
Kazi Food Industries Ltd.

Figure 30: Joining Letter