



SQUARE FOOD & BEVERAGE





Project Report on:

“Marketing Approach of SQUARE Food & Beverage Ltd.

Submitted to-

Muhammad Rehan Masoom

School of Business & Economics.

United International University.

Subbitted by-

Naimul Haque Rakin

ID-111141257

School of Business & Economics.

United International University.

Date of Submission

27th june,2018

Letter of transmittal

27th june,2018

Muhammad Rehan Masoom

Assistant professor

School of business and Economics

United International University

Subject: Submission of Project paper on “Marketing Approach of SQUARE Food & Beverage Ltd”.

Dear Sir,

I am hereby submitting my project paper which is a part of BBA Program curriculum. It is an honor and great pleasure for me to prepare my report on the following topics.

While preparing this report, I tried my level best to follow your instructions and the instructions that have given to me by you. I tried my level best to provide what I have learned during the Report at SQUARE Food & Beverage Ltd. I would like to thank you for your prolonged support and guidance during preparing the report. And I hope that you would be kind enough to see inconveniences or mistakes that may have appeared beyond my knowledge.

Sincerely yours,

Naimul Haque Rakin

ID-111141257

Acknowledgement

At the very beginning, I would like to convey my sincere appreciation to almighty God for giving me the strength and the ability to finish task within the planned time.

I am thankful for the help and assistance of various people who helped me while working on this project paper. Appreciation from different people has helped me to present a satisfactory project paper. In addition, I would like to thank my supervisor Muhammad Rehan Masum, Senior Lecturer, for his kind guidance, advice, help, effort their Investment and encouragement when preparing this project paper on “Marketing Approach of SQUARE FOOD & BEVERAGE LTD”. Without his instruction, this project paper could not be possible to prepare.

At the event of the project paper submission I sincerely remember all of them. Lastly, I wish to express my sincere gratitude to my senior brother for their encouragement and moral support

Company Profile

SQUARE Consumer Products Limited, has originated its journey in 2000 as a member of Square Group, the advance corporate house in Bangladesh. Within a short extent of time, it has been able to build a strong space in the market through its quality products and customer services. For its attraction with quality management, the company had acquired the international quality standard ISO 9001 in 2005. Strong dedication to quality, appropriation of advanced technology, trial on human resource development, focus on continuous improvement and launching of new products for the growing markets have given the company a decisive place in the industry. In 2010, the company gained ISO 22000 for its food safety management system. More than a decade later, in 1st September 2014 it reinvented as Square Food & Beverage Ltd.

SQUARE Food & Beverage Ltd. has launched four popular brands in the market namely Radhuni, Ruchi, Chashi, and Chopstick. Radhuni is the flagship brand of the company. Just after its opening, Radhuni drew the attention of housewives who needed support and time saving cooking. The product range of Radhuni is enhanced with basic spices, ready mixes, grains & pulses based products and delicious oil. On the other hand, Ruchi is providing ready-to-eat snacks like Chanachur, Fried Dal, Potato Crackers, Muri, Jhalmuri, Sauce, Ketchup, Jhuribhaja, Chutney, and Pickles. Ruchi has won the heart of the children for its healthy, tasty & innovative ground breaking products. Chashi is the milestone of those products which are collected immediately from the farmers having the original essence and freshness. The latest addition to the brand collection is Chopstick, which has been started with a promise of providing tasty, nutritious and quality instant noodles in the market. Chopstick Instant Noodles is making a variety in the market as the only tasting salt free noodles in the division which is specially developed with the health concern of children.

The company assures to meet the increasing demand for quality products both at home and abroad. The products with international criteria are being exported to 30 countries.

Commitment to quality, innovative products, customer service and fair price has given the company a unique space in the food business.

Executive Summary

SQUARE food and beverage co. is the world's premier products company concentrated on comfort spices. We seek to produce healthy financial reward to investors as we provide possibilities for growth and advancement of our employees.

As one of the leading spices company in Bangladesh, SQUARE.CO. offers consumers a wide-ranging portfolio of delightful and beneficial products which will be cost-efficient and of the best quality. The human resource capacity is 105 and the total investment is 150 million.

The group has built a strong business in Bangladesh with 14 grinding machine plants which are imported from China and our plant will be set up in the industrial section of Bogra in the North

Bengal area. The raw materials will be collected from India as the best quality will be guaranteed. SQUARE.CO commitment to live with this vision every day is visible to its country, consumers, and farmers.

They hold a future goal in the near future to introduce products like juice, Soybean oil and some dry range of products like sugar, rice, and flour when we can capture the highest demand of consumers.

Contents

Letter of transmittal.....	1
Acknowledgement	3
Company Summary	4
Executive Summary.....	4
List of tables and figures	8
1 Management Department.....	9
2 Product resource department.....	11
2.1 Resource of Raw Materials	11
2.2 Transportation.....	12
2.3 Price.....	12
3 Difference between India & Bangladesh.....	13
3.1 Communication	13
3.2 Final destination	13
4 Machineries and Technologies	14
4.1.1 Specifications:	15
4.2 PRODUCTION PROCESS:	17
4.3 Packaging.....	18
Technical Data	19
4.4 Pricing.....	19
4.5 Human Resource Requirement	Error! Bookmark not defined.
5 Markets & Stocks.....	25
5.1 Television Advertisement.....	25
5.2 Taking Participation on International Trade-Fair	26
5.3 Stocks & Share.....	27
6 Distribution plan	28
6.1 Supply Chain	31
6.2 Online Distribution	32
6.3 General Consideration in Distribution	33
6.4 Our Transport.....	34
6.5 Insurance and security	35

7 Conclusion.

List of tables and figures

Figure 1: RADHUNI logo	9
Figure 4: Raw Materials	11
Figure 5:Transportation way.....	12
Figure 6: Grinding machine.....	Error! Bookmark not defined.
Figure 7 : Grinding Machine.....	16
Figure 8: Production process	18
Figure 9: Packaging Machine	18
Figure 10 : FAMOUS TV CHANNELS	25
Figure 11: Social Massage	26
Figure 12 : International trade fair	27
Figure 14: Stock Exchange	27
Figure 15: Distribution Plan	29
Figure 16: Supply chain	31
Figure 17 : Transportation way.....	33
Figure 18: Transportation way.....	34
Table 1: A table of expenses	12
Table 2: Differentiation of Price.....	13
Table 3: Machine's name	16
Table 4 Technical data	19
Table 5 :Production rate & amount of Chili.....	20
Table 6: Production rate & amount of turmeric.....	21
Table 7 : Production rate & amount of Cumin	21
Table 8: Production rate & amount of Coriander.....	22
Table 9 : Salary of employees	Error! Bookmark not defined.
Table 10 : Salary of employees	Error! Bookmark not defined.
Table 11: Company name & Distribution area	34

1 Management Department

SQUARE FOOD & BEVERAGE



Figure 1: SQUIRE logo

"SQUARE Food & Beverage" is a private limited company. This company produces primary products such as (Turmeric powder, Red-CHILI powder, Cumin powder, Coriander powder). After 5-6 years, we want to develop and increase our company and add new products such as **"JUICE"** (Mango, Orange, Grape) Sugar, Basmati-Rice, Chips, Soybean Refinery etc. We have chosen these products because we need these products in our daily life.

Our tagline: -

Square Food & Beverage Limited is strengthening its export operations to become a high performing global player by supplying quality food products at reasonable prices. Its products comply with international phytosanitary requirements. Starting its first export to South Korea in 2002, the company is currently exporting the products with international standards in 30 countries around the world which includes Australia, Europe, North America, Africa and Asia.

Technical capabilities in processing, post-harvest handling, maintaining Good Manufacturing Practice (GMP) and modern grinding technology have given Square Food & Beverage Limited a strong competitive edge in the industry.

FUTURE GOALS

Square Group has had a long journey. Starting in 1958, our journey has continued over half a century, but we are far from tired. The long journey has only strengthened our bond as a family and opened doors that lead to future potential.

Our Founder Chairman always treated members of the Square Group as family. He believed that to be truly successful, integrity, solidarity and the bond of mutual respect must reach from the ground floor to the very top. Square Food & Beverage Limited will function with those same principles at its core.

As individuals and in a group, we strive to excel and add value to each of our contributions. And with our unerring dedication to quality, we will keep doing the best for our consumers.

We want to be the world-class food products manufacturer in Bangladesh by ensuring intrinsic quality products and customer services with state-of-the-art technology and motivated employees.

Objectives

- To continue to provide the very best of what the consumer want
- To continue to assure intrinsic quality of hygienic food products
- To enhance consumers' standard of food habit
- To ensure that the products are available at consumers' doorsteps
- To enhance the strength and skill of the organization that will contribute to company's increasing growth both in domestic and global markets

2 Product resource department

2.1 Resource of Raw Materials

The product is four kinds of masala. We will collect our raw materials from “**India**” because the price of our needed raw materials are so cheaper than other nations .Mainly we will import the raw materials from **Rajasthan Jaipur**. They will contact with **Sookhi Lal Mirchi Dealer**. They will give us the dry red chili. We will collect cumin seeds from jodhpur Gujrat. **Shri Gm Enterprises & Exim** will supply the cumin seeds. We will also collect our turmeric from **India ,Mahalaxmi Nagar, Madhya Pradesh**. **Sri Sathya Traders** will give us the turmeric. We will collect our Coriander from **Himachal Pradesh ,India** also.



Figure 2: Raw Materials

2.2 Transportation

Suppliers will also provide us the transportation facilities .They will supply the raw materials to “Hilli” port and we will take the raw materials from “Hilli” port by using our own transportation system. All the products which are imported from India uses “Hilli” port, Bangladesh .



Figure 3:Transportation way

2.3 Price

The price of our raw materials in **India** and **Bangladesh** are not same. Indian Masala ingredients are cheaper than Bangladeshi masala ingredients and the quality and the color of Indian Masala is better than Bangladeshi masala ingredients. The prices are not same so that’s why we import our raw materials from **India** . A table of price of our raw materials which we are importing from **Indian** is given below...

Raw materials	Quantity	Rate per kg	Cost amount	Import tax	Total amount
Red dry chili	90 ton	130	11700000	5%	12285000
Cumin seeds	45ton	315	14175000	5%	14883750
Turmeric	70 ton	128	9984000	5%	10483200
Coriander	45 ton	180	9000000	5%	9450000
					= 47101950

Table 1: A table of expenses

Transportation, insurance and other expenses will be deducted as well. Our budget is 5.5 crore and our total expenses will be around 50 million. The surplus amount will be send to a security department. As far we know that the prices of both country is not same, so a table of deference between both country's price is given below.

3 Difference between India & Bangladesh

Raw materials	Price in Bangladesh	Price in India
Red dry chili	220	130
Cumin seeds	380	315
Turmeric	180	128
Coriander	290	180

Table 2: Differentiation of Price

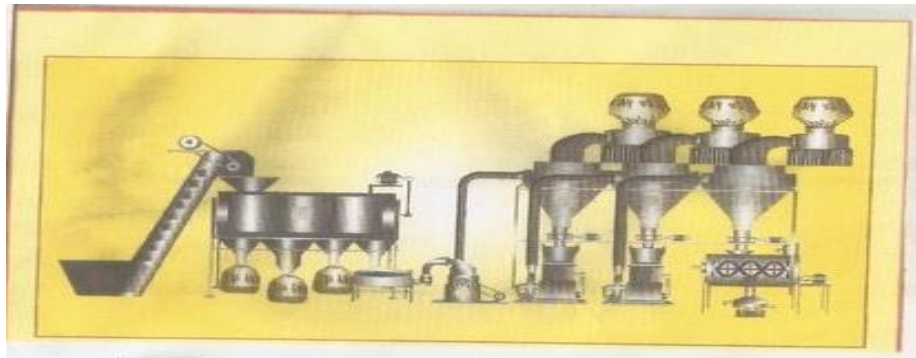
So, if They import our raw materials from **India** we would be able to save money. Though it's a long process but beneficial.

3.1 Communication

They communicate by telephones, Email and other technology and it is not necessary to mention that. Our company's agents will communicate with the supplier and they will make the all deals. When Suppliers are going to supply our products agents will go there and check the all raw materials as the requirement says. Before getting raw material we will pay the half amount of payment. Our target is make a good relation with suppliers so that we can have the best raw materials.

3.2 Final destination

Firstly suppliers will provide transportation to "**Hilli**" port. Then, we will catch our raw material from "**Hilli**" port and bring them all to our factory. After getting all raw materials we can start our production. In future when we go for new production we will find new resources of raw materials. Our main target is collect raw materials cost efficiently.



4 Machineries and Technologies

The main target is to obtain the raw materials and to develop them into the desired product in a cost-effective way. The machineries we will use will be imported from China as they have the best technology available as well as it will be cost efficient. The raw materials will be imported from India as they have the best quality spices available.

This **Spice Grinding Machine** will be used due to their outstanding features like dimensional accuracy, optimum strength and fine finish. This one comes with a torsion resistant design, Monoblock gearbox and slide. Speed control and torque control are the features that separates it from its competitors.

Features:

- Magnetic indicator
- Complete internal cabling
- Safety covers for turning
- Clean suction system
- Removable trays

4.1.1 Specifications:

- Power: 2 hp-4 hp
- Capacity: 65 kg/hr- 250 kg/hr
- Material: Stainless Steel & Mild Steel



Figure 4 : Grinding Machine

This machine will be used for grinding high capacity and single line of product spices like:

Machine name	Amount
Red dry chili grinding machine	5
Turmeric grinding machine	4
Cumin grinding machine	3
Coriander grinding machine	3

Table 3: Machine's name

Specifications:

- 50 kg\hr
- 100kg\hr
- 500kg\hr
- 1000kg\hr

4.2 PRODUCTION PROCESS:

A typical setup for packaged spices goes through three main stages end up with storage. The process is very simple which starts from the procurement of whole spices sent to the grinding process where mixing is also carried out. Mixed spices are stored in tanks or large sized tumblers from where it is shifted to the packaging machines to be converted into desired packet sizes.

Process Flow:

Unlike a manufacturing concern, a spices business has a very basic process flow diagram which enables a person to understand the underlying principles involved in the workflow.

Process flow consists of four steps:

1. Finish Drying – Generally dried spices are used which need to be further checked whether humidity has influenced the quality. A finish drying may be needed if material is not completely dried. Various types of dryers are used for processing spices, ranging from simple sun-drying to gas or kerosene-fired dryers.
2. Grinding and Mixing – Spices are grinded and mixed using stone mill.
3. Packing – Grinded spices are packed into desired sizes using automatic packaging machines.
4. Storage – Finished packets are cartooned and stored in warehouse.
5. Distribution- The final product is then distributed to stores and outlets across the nation as well as exported to other countries.

The following illustration gives an understanding of how work is routed in a conventional spices processing, packing and marketing business:



Figure 5: Production process

Products profile: Basic spice range

4.3 Packaging

Packaging is very important to protect the product. So, Square use the most advance packaging product. Which machine the will use is showing below



Figure 6: Packaging Machine

Features:

This chili powder sachet packing machine can automatically complete bag making, measuring, filling, inflating, counting, sealing, code printing, material giving, stopping in certain quantity, fixed-bag cutting and same cutting, with CE Certification.

Main Features:

- 1.High accuracy, high efficiency without crashing the materials.
- 2.Adopting double high precision sensor and intelligent meters, Error automatically amended, trouble self-inspected, packaging speed display;
- 3.Adopting famous brand process switch and air equipment, suitable for package of foodstuff, daily chemical articles seasoning and medicine (For example: milk powder, soy milk powder, sesame walnut powder, five spices power, oatmeal, glucose powder and non-sticky powder, masala powder, turmeric powder, toner powder and so on.) This automatic packing machine is easy to operate, and working stabilization.

Technical Data	
Model	LG-500
Bag Size Making	L:40-320mm W: 40-220mm
Thickness of Packing Film	0.03-0.07mm
Diameter of Rolling Paper	=<400
Packing Speed	40-65 Bags/min
Power	1.8KW/220V
Measure Range	300-1000g
Weight	500kg
Dimensions	950*1200*1900 (mm)

Table 4 Technical data

4.4 Pricing

When processing, packing and everything is done then we will set our products price by analyzing competitors price and conducting cost analyses. We are going to set an actual cost of our products. In our country Radhuni is producing different kind of masala's. Our target is our price will be less than Radhuni but quality will be better than Radhuni. Differences of prices between two companies are given below...

The chili powder is produced in vivid color and gives out the best flavor color.

S.L	Product Name		Pack Size	Current MRP	Product name	size	MRP
1	Radhuni Powder	Chili	50gm	24.00	Pran chili powder	50gm	25.00
2	Radhuni Powder	Chili	100gm	46.00	Pran chili powder	100gm	47.00
3	Radhuni Powder	Chili	200gm	88.00	Pran chili powder	200gm	90.00
4	Radhuni Powder	Chili	500gm	20.00	Pran chili powder	500gm	22.00
5	Radhuni Powder	Chili	1000gm	250.00	Pran chili powder	1000gm	252.00

Table 5 :Production rate & amount of Chili

The Turmeric powder is produced in vivid color and gives out the best flavor color.

S.L	Product Name		Pack Size	Current MRP	Product name	Pack size	MRP
1	Radhuni Powder	turmeric	50gm	18.00	Pran turmeric powder	50gm	20.00
2	Radhuni Powder	turmeric	100gm	37.00	Pran turmeric powder	100gm	38.00
3	Radhuni Powder	turmeric	200gm	75.00	Pran turmeric powder	200gm	76.00
4	Radhuni Powder	turmeric	500gm	175.00	Pran turmeric powder	500gm	176.00

5	Radhuni turmeric Powder	1000gm	350.00	Pran turmeric powder	1000gm	355.00
---	-------------------------	--------	--------	----------------------	--------	--------

Table 6: Production rate & amount of turmeric

The Cumin seeds powder is produced in vivid color and gives out the best flavor color.

S.L	Product Name	Pack Size	Current MRP	Product name	Pack size	MRP
1	Radhuni Cumin Powder	50gm	14.00	Pran Cumin Powder	50gm	15.00
2	Radhuni Cumin Powder	100gm	28.00	Pran Cumin Powder	100gm	30.00
3	Radhuni Cumin Powder	200gm	52.00	Pran Cumin Powder	200gm	52.00
4	Radhuni Cumin Powder	500gm	127.00	Pran Cumin Powder	500gm	128.00
5	Radhun iCumin Powder	1000gm	246.00	Pran Cumin Powder	100gm	248.00

Table 7 : Production rate & amount of Cumin

The Coriander powder is produced in vivid color and gives out the best flavor color.

S.L	Product Name	Pack Size	Current MRP	Product name	Pack size	MRp
1	Radhuni Coriander Powder	50gm	40.00	Pran Coriander Powder	50gm	42.00
2	Radhuni Coriander Powder	100gm	75.00	Pran Coriander Powder	100gm	76.00
3	Radhuni Coriander	200gm	150.00	Pran Coriander Powder	200gm	152.00

	Powder						
4	Radhuni Powder	Coriander	500gm	370.00	Pran Coriander Powder	500gm	372.00
5	Radhuni Powder	Coriander	1000gm	735.00	Pran Coriander Powder	100gm	736.00

Table 8: Production rate & amount of Coriander

Balance Sheet Of RADHUNI FOOD & BEVARAGE	
Revenue:	
Expected Gross Revenue.....	94203900
Less: Sales returns allowance	5899100
Net revenue	
88304800	
Cost of Sales:	
Beginning Inventory	50,00,000
Raw Material	47101950
Ending Inventory	10,00,000
Cost of Sales	
48601950	
Gross Profit:	
Sales Salaries.....	57,42,000
Promotion & activities.....	6500000
Total selling Expenses	12242000
General and administrative Expenses:	
Administrative salaries.....	33,00,000
Utilities.....	62,00,000

Insurance 15% on Purchase.....	70,65,292
Depreciation 5% on purchase.....	2355097
Total general expenses.....	100320
Total Operating expenses	16901209
Net-Income Before Taxes:	10559641
Net-Income after Taxes: 24%	8020377



4.5 The owner is required to manage the following jobs:

- Overall business operations including general administration.
 - Procurement of new orders
 - Distribution
 - Customer handling
 - Product quality
 - Ensuring adequate cash flow to meet working capital requirements etc.
1. **Machines Operators** are required to operate the packing machine. They are also responsible for machine's timely maintenance, oiling, etc.
 2. **Quality Assurance Officer** The person will be responsible for the quality check of the raw material and finished products according to the industry standards.
 3. **Sales Coordinators** are responsible for day to day coordination with distribution and production operations and coordination with the distributor. They are also responsible to carry out field surveys and ensuring product availability in the immediate market.

4. **Admin. / Accounts Officer** is mainly responsible for carrying out day to day administrative activities of the overall business including facilitation provided to the owner as and when required.

5 Markets & Stocks

Marketing Promotion

To sell a product in the market, it is very important to represent this product as a brand. As their main goal is to establish themselves as a leading brand in Asia, it is necessary to set a strong strategy about our marketing and promotions. “Marketing-head”, their responsibility to sell product as well as earn profit for my company.

Below are some strategies that they use for promoting my product as a brand:

5.1 Television Advertisement

Television advertisement plays an important role for the publicity of any product. To sell our products we are going to advertise our product in various television channels. As we are mainly targeting the people of India & Bangladesh, we have decided to promote in the following channels.



Figure 7 : FAMOUS TV CHANNELS

As far we know, that these channels- (Star-Jalsha, Sony-Entertainment, Channel-Nine) are very famous in our nation and also in India. Women of our country spend hours watching these channels after working hard all day long. So if we make advertisement on these channels between 8.00pm- 10.00pm it will be easier to grab their attention. People of our country are also fascinated by Indian products and their quality. During the festival of our country we can see the several example of how the people are fascinated by the product of India.

✚ So if we use Indian serial co-stars for promoting, people will get easily attracted by our product.

In Asia, the quality of education is too much expensive according to earning capability of a person. Lots of people leave education as they are incapable of managing the expenses. So if we spend a proportion of money to the education which comes from profit, we will have basically have two advantages:

- ✚ We can make a contribution for the Social-Responsibilities.
- ✚ Make this as our marketing promo and inspire people for purchasing our product.



Figure 8: Social Message

Humans are naturally emotional. So if we can convey the message through the TV advertisement about our cause, it will help our product to establish in market.

- ✚ We are going to be the co-sponsor of famous sports- league like IPL, BPL, National-Hockey etc.
- ✚ We can also organize free concert for people by famous band in nation. So it will get free TV coverage and huge publicity of our product.

5.2 Taking Participation on International Trade-Fair

Communication with people is the highest level of experiment in the market. If we set-up a “STALL” on “International Trade-Fair” we can directly discuss about the product and understand their wants, as a result we can provide the best level of service to our customers. We can also give the customer **10%-off** on family size purchase of our total products.



Figure 9 : International trade fair

5.3 Stocks & Share

When we reach the highest level of customer demand, we will sell our 30% shares to the “**Stock Market**”. We will collect the capital from our market and we will set our next assembly line of our new product “**Juice**”. When we have more products in market we will receive more revenue and the price of our shares will increase. Thus, we can earn more profit from stock market.



Figure 10: Stock Exchange

If we can maintain the value of our product and keep continuing our product launch, we hope that within 10-12 years, we will successfully be the giant and leading brand in “**Food & Beverage**” industry.

6 Distribution plan

Every business plan has a Distribution plan so, as usual we also have a distribution plan. We will use our own distribution method but our method must be go with the method of a area where we are going to sell our products. In **India** first We will start to sell our product globally then after adopting foreign and domestic market we will sell the product among Asia.

Figure 11: Distribution Plan



Middleman: We will contact with a middleman and he will operate as a link between consumers and us. He will let us know the choice and the demand of our product.

Merchant Middleman: We will sell our products to a Merchant Middleman and he will send our products to consumers.

Wholesaler: We will also sell our products to wholesalers. They will take our products to retailers and retailers will provide the goods to customers. Basically we will select wholesalers in every district and areas where we are going to sell.

Retailer: We will select some retailers for some special area. We will directly provide our products.

Manufacturer's agent: We will appoint a manufacturer's agent and he will make the all deals and find the sources how to sell products efficiently. He will negotiate with all wholesalers and retailers and he will handle the all deals.

Retail outlets: We will build some own retail outlets for special areas and places. Sometime it is very important to have a retail outlets which should be owned by companies .

6.1 Supply Chain

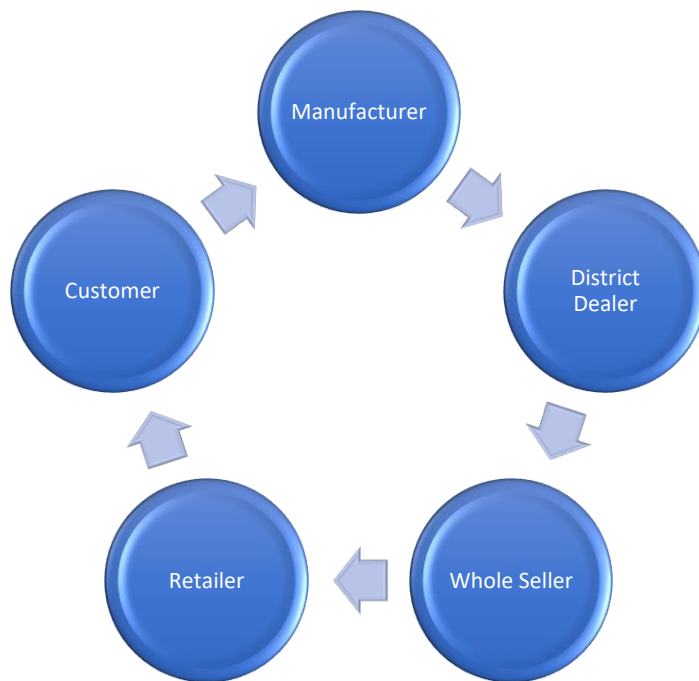


Figure 12: Supply chain

After Manufacturing we will distribute our product directly to district dealer by our own transport. We will give them 7% commission on their sells. After that District Dealer will whole sell our products directly to retailer shop. From Retailer shop our customer will get their product.

We will also supply our product directly to the super-shop like Mena bazar , Agora, big bazar etc.

6.2 Online Distribution

This is digital generation and our company is manufacturing company so our distribution system must be digital. We are producing spicy masala's so our products will have great demand. Because every masala has a significant demand. So, we are also make our distribution system digital. By analyzing competitors distribution system we will develop our own distribution system to sell our products. To use the best strategy of distribution system we will use **online**. Today the use of internet is increasing so customer to manufacturers everyone is using internet. If we distribute our products through online it would be easier beside it will work as a **promotion**. We will make some plans for online distribution system.

- Facebook webpage
- Own website
- Online order system
- Online delivery system
- Smart order system
- Smart phone app

These are the procedures of distribution products through online. These are the most smartest way to distribution products through online.

6.3 General Consideration in Distribution

We believe that “ **AS FAST WE GO, AS FAST WE ACHIEVE** ” First of all our main target will be how to deliver our product fast cost efficiently. So deliver our product to district dealer we will use our own transport beside that we will contract with bangladesh railway & Indian railway, cause by train is much efficient than by road. We will use river for our internal transportation for our product.



Figure 13 : Transportation way

6.4 Transport

We will purchase 10 mini-van it will cost 20 lac each total 2 core. Rest of the money will be used for contract with other company. So that we can reach to our customer very easily.



Figure 14: Transportation way

Company Name	Distribute Area
Vanik distributors	India, Delhi
Gayatri Electric Vehicles	Across India
Akshar Pharmacy	West Bengal, Andaman and Nicobar Islands, Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chandigarh, Chhattisgarh, Dadra and Nagar Haveli, Daman.
La Botanique International	Delhi, Mumbai, Chennai and kolkata
Rahim's transportation	Rajsahi, Bangladesh
Fahim enterprise	Karwan bazar Dhaka
Subonis distributors	Whole Bangladesh

Table 9: Company name & Distribution area

Square will send there products to these companies which are showing on the table. To send our products we will use our own transportation system. After getting the products These distributors companies will distribute our products among their areas.

6.5 Insurance and security

Insurance is very important for a company it should be first priority. There is proverb that **“INSURANCE GIVE ASSURANCE TO A COMPANY”**. As we are going to sell and distribute our products globally we must have insurance. It’s a big safety for a company. A company with insurance it can take any step with risk. An insurance works as a motivation. In our distribution department we have budget. After conducting all expenses and insurance premiums from budget the amount which will exist and the amount will give into security fund for the upcoming future accident. So, we will assure our insurance and security so that we can keep safe from future accidents.

7- Conclusion.

Food marketing approachs guides together with the food generator and the user through a chain of marketing movements. The marketing of even a single food good can be a difficult process including many generators and companies. For example, fifty-six companies are involved in making one can of chicken noodle soup. These companies include not only chicken and vegetable processors but also the companies that move the elements and those who print labels and production cans. The food marketing practice is the largest direct and indirect nongovernment organization in the United States. Pomeranz & Adler, 2015, describe food marketing is described as a chain of marketing actions that take place inside the food operation between a food organization and the consumer. This has the potential to be a complex method, as there are many rules that are used prior to the sale of the food product. These hold food processing, wholesaling, retailing, food service, and transport. Due to these many means, a multitude of organizations has to be involved in the sale of one food stock. For Schaffner & Schroder, 1998, food marketing is the act of writing to the consumer through a range of marketing methods in order to add value to a food product and persuade the user to purchase. This involves all activities that happen in between the finish of a product into to the purchasing process of users. Food marketing methods change worldwide due to the level of growth in the special country, economically and technologically. Knowing and understanding a particular peoples food marketing methods also requires taking into the report the socio-economic, social, legal-political and technological conditions of that roots.

SQUARE Food & Beverage is the leading company in the Food & beverage industry among Bangladesh. With their products, they grab the worlds different countries and supply there

products .The proper Marketing strategy helps to rule them in the market and lead the market in Bangladesh besides in abroad.They serve the consumer market by there different products like Radhuni Gura Moshla, Ruchi aachar,Chanachur,chasi foods, Chopstic noodles etc. This company produce primary produce such as-(Turmeric powder, Red-CHILI powder, Cumin powder Coriander powder. After 5-6 years we want to develop and increase our company and added new product such as “**JUICE**”-(Mango, Orange, Grape) Sugar, Basmati-Rice, Chips, Soybean Refinery etc. We have chosen the products because we need this product in our daily life.