

Internship Report

On

Sales Promotion Practices of Square Food and Beverage Limited

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

Submitted To

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Submitted By

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Date of Submission

August 17, 2019



United International University

Sales Promotion Practices of Square Food and Beverage Limited



Letter of Transmittal

August 17, 2019

Md. Kaium Hossain
Assistant Professor
School of Business and Economics
United International University

Subject: *Submission of the report on “Sales Promotion Practices of Square Food and Beverage Limited.”*

Dear Sir,

With great pleasure, I am submitting to you this internship report which was assigned to me as a significant necessity of finishing "Bachelor of Business Administration" program at United International University. I have finished this report titled as "Sales promotional Practices of Square Food and Beverage Limited by the learning that I have accumulated my 3 months' Internship at Square Food and Beverage Limited at Management Information system Department.

I have attempted my best to make the work according to following your rules and my dimension of understanding and ability. In addition, I am incredibly grateful for the open door that you offered me to express my capacity and I eagerly trust that you will like the work that I have done. Any challenges or imperfections may emerge as due to my learning viewpoints. I will wholeheartedly acknowledge any recommendation or assessment with respect to my report.

Sincerely Yours,

.....

Ananya Saha

ID: 111 151 370

Acknowledgement

I would like to thank the internship Supervisor, Md. Kaium Hossain who has helped me in every step of my internship. I am very much grateful to Ms. Tahmin Begum (Senior Executive, Human Resources, SFBL) for giving me the opportunity to complete my internship at Square Food & Beverage Ltd. I am sure that her dynamic managerial activities will give inspiration to anybody to build one's career properly.

I also want to thank Mr. Anjan Kumar Das (Assistant Manager-MIS department) and Mr. Habib Elahi (Executive-1equivalent as Brand Manager, Planning & Development Manager) also all individual of the Square Food & Beverage, for their support that I have been provided for preparing my report. I practically work with them, try to share their perception, feelings and on the basis of my realization, I prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get benefit from this report at present and in future.

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Executive Summary

Being an intern of the MIS team of Square Food and Beverage, I have chosen the topic base on my job responsibilities and practical knowledge which is titled “Sales Promotion Practices of Square Food and Beverage Limited. This is one of the largest and Fast-Moving Consumer Goods (FMCG) Company in Bangladesh. There has the four Brand in Bangladesh Market Like Ruchi, Radhuni, Chopestic and Chashi, and Radhuni is the number one brand in Bangladesh. According to your company policy, they offer various types of Trade/Sales promotional programs (Trade program, Gift program) that programs are increasing company sales, profit margin and maintain the relations with Retailers and Distributors. This report provides an in-depth analysis and interpretation of their trade program. Moreover, details about pre requisitions and planning of programs, budgeting and implementation of the program, accurate auditing and disbursing rewards for filling up targeted sales are explained through the levels of arranging promotional programs for Company’s business customers and final consumers. After analyzing the overall “Promotional Programs” with its actual outcomes, I have found some issues; those are associated with the levels of these programs. And based on those issues, I have pointed out some actions, which can decrease the possibility of happening such on-going problems. Therefore, I have tried to apply my theoretical and practical knowledge of marketing, finance, accounting, Human Resource Management, and Management information system to prepare the report and to explain the problems in term of benefitting Square’s promotional programs in case of Square Food & Beverage.

Chapter – 1

Introduction



1.0 Introduction

Being an Intern, my task was to give input to the data and evaluates the trade promotion. SFBL has four brands like Radhuni, Ruchi, Chashi chinigura chal and Chopstick noodles. Generally, SFBL gives more importance on trade promotion. It is believed that before convincing your customer it is more important to impress the distributor. No matter how good our product is but if we fail to ensure the product availability in the market then the end of the day we can't make a profit. Giving an attractive promotion is the best way to impress the distributor. When the distributor feels happy to the company, then they try to sell the products to the customer willingly. Most of the cases, only trade promotion can make this scenario in real life. This is the beauty of "Trade promotion."

SFBL operates its business on the basis of six divisions around Bangladesh. It has 35 areas. Total distribution point is 332. SFBL mainly distributes its products in two ways. One is lifting process and IMS.

Lifting: In the perspective of SFBL, lifting means when product goes to directly in store from factory is called lifting.

IMS: On the other hand, when product goes to the store from distribution point is called IMS.

1.1 Origin of the Study

For completing all the credits of “Bachelor of Business Administration (BBA)” program, writing up this report was assigned to me by from UIU Business School, United International University. And, it has been prepared from the perspective of my internship in Square Food & Beverage Ltd. I was worked as an intern of Square Food and Beverage Limited in the MIS (Management Information System) department. After completing my three month times of internship at Square Food And Beverage Limited successfully, I have come up with a report on, “Sales Promotion Practices of Square Food and Beverage” and this report has been set up under kind supervision of Academic Supervisor, Md. Kaium Hossain from United International University and Organizational Supervisor were Mr. Anjan Kumar Das from Square Food and Beverage Limited.

1.2 Purpose of the Study

For any manufacturing organization, their product & services are the fundamental segments in doing the business effectively. Besides, promotional programs are the strategies for setting up the Organization in the commercial center broadly and universally. In this way, for appropriate task and usage of these promotional programs, it is required to keep up essential rules. As Square group is aggregate foundation, there may have opportunity to production of fumble and different issues in the means of handling promotional programs for their distributor, retailers and purchasers. Along these lines, the fundamental purpose of the report is:

- To get mindful of certain issues including in sales promotion program
- To give the solution for these problems in sales promotional programs’ dimension
- To clear up about reviewing methodology of the Organization through including in down to earth stage if there should arise an occurrence of "Sales Promotional program "
- To recognize about the procedures of Audit department

1.3 Objective of the Study

1.3.1 Broad Objective

- To know the Sales Promotion Practices of Square Food and Beverage Ltd.

1.3.2 Specific Objective

- To know the Departmental activities of SFBL
- To analyze the SOWT of SFBL
- To make some recommendation on sales promotion practices of SFBL

1.4 Methodology of Data Collection

1.4.1 Primary Sources

Primary sales promotional program data are collected to my department's activities, rules & regulations, company policies like manual and automation procedures

1.4.2 Secondary Sources

The secondary data are collected by company and its annual reports

1.5 Limitations of the Study

Regardless of knowing every one of the impediments while setting up this report, I have put my full endeavors and vitality to make my internship fruitful just as my report.

For me, the primary restriction was time constraint. As a quarter of a year's internship isn't sufficient to learn immense and get involvement in various segments of MIS department.

Besides, the vast majority of the prestigious associations don't unveil their interior data to other people. Clearly, they need to keep their data emit and Square additionally needs the equivalent. More often than not, I was confronting some issue of information accessibility. For this situation, it's somewhat hard to make my report informatics however as I was engaged with my duties at the organization, I got some data that was sufficient to make my report pertinent.

I might want to make reference to that to look after classification, a portion of the models and numerical information given in this report are not correct as real sum however the situation is at proper.

Chapter – 2

Organization



2.0 Company Profile

Square Consumer Products Limited, has started its journey in 2000 as a member of Square Group, the leading corporate house in Bangladesh. Within a short span of time, it has been able to create a strong foothold in the market through its quality products and customer services. For its obsession with quality management, the company had obtained the international quality standard ISO 9001 in 2005. Strong commitment to quality, adoption of advanced technology, stress on human resource development, focus on continuous improvement and introduction of new products for the growing markets have given the company a decisive position in the industry. In 2010, the company achieved 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 introduced four popular brands in the market namely Radhuni, Ruchi, Chashi and Chopstick. Radhuni is the flagship brand of the company. Just after its introduction, Radhuni drew the attention of housewives who demanded convenience and time saving cooking. The product range of Radhuni is enriched with basic spices, ready mixes, cereals & pulses-based products and edible 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 youngsters for its healthy, tasty & innovative ground breaking products. Chashi is the landmark of those products which are collected directly from the farmers having the indigenous essence and freshness. The latest addition in the brand portfolio is Chopstick, which has been launched with a promise of providing tasty, nutritious and quality instant noodles in the market. Chopstick Instant Noodles is making a difference in the market as the only tasting salt free noodles in the category 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 standards are being exported to 30 countries. Dedication to quality, innovative products, customer service and reasonable price has given the company a unique position in the food business.

2.1 Background of the Company

Square group significant a reputation of fame and prosperity not solely in Bangladesh however additionally some other countries in this world. Square isn't simply a name in Bangladesh. It's associates icon in business. The journey of Square wasn't bed of roses that finishes at some extent of success. This company is currently blooming solely due to troubled and hardship. It's currently one amongst the leading producing firms in Bangladesh that has product and services each. Square is currently a gaggle of prescription drugs, toiletries, garments, textile, data technology, health product, food product, and hospital - with a mean annual turnover of quite Tk 6,000 large integer and personnel of around 33,000 people. Samson H Chowdhury is the founding father of this square group with four brands over forty products through its quality product and customer services in our country. It had obtained the international quality normal ISO 9001 due to its quality management. With the advanced technology, human resources sturdy and powerful and robust} commitment to quality of product and services it's set strong position within the business. In 2010 the corporate achieved ISO 22000 for its food safety management system. In 2014 it reinvented as square Food & beverage Ltd. from square group Ltd. it's currently U. S. Food and medicines Administration qualified. SFBL has introduced three in style brands within the market named Ruchi, Radhuni and Chashi. It's production area unities that are set at Pabna and Dinazpur. Currently SFBL has close to concentrating 2500 staff and because of its working surrounding and extremely impelled staff it's lower turnover rate.

SFBL will conjointly such a big number of different programs and activities like Radhuni Kirtimoyee Sommanona that is organized for self-developed and booming girl to reward them each year. Additionally, as recently it organized International folks Fest and classical music competition to save lots of ancient cultural aspects of Bangladesh.

2.2 Mission:

SFBL's vision is to be the world class manufacturers in Bangladesh by ensuring intrinsic quality products and customer services with state-of-the-art technology and motivated employees.

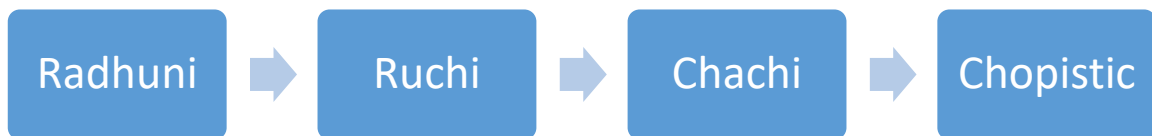
2.3 Objectives:

There are few objectives of SFBL. It includes:

- Provide the very best of what the consumer wants.
- Explore new segments of market and to cater to it.
- Assure intrinsic quality of hygienic food products
- Enhance consumer standard of food habit
- Ensuring that products are available at consumer's doorsteps.
- Enhance the skill and strength of the organization that will contribute of company's increasing growth.

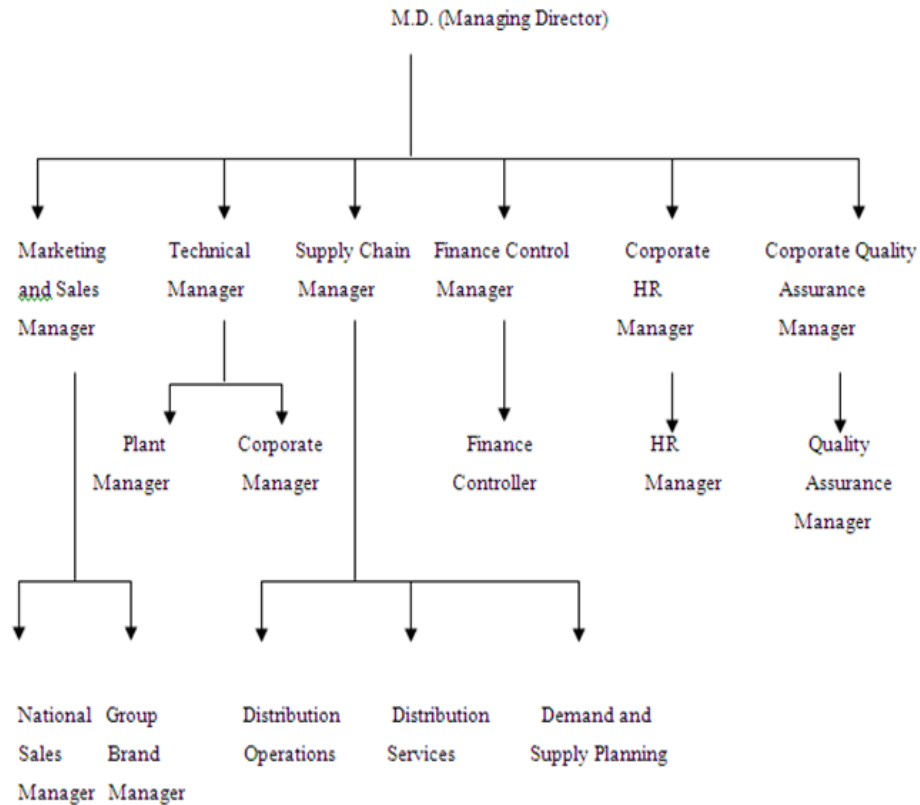
2.4 Brands under Square Food & Beverage Limited

On the other hand, Square Consumer Products Limited has started its journey in 2000 as a member of Square Group but at present, it has been renamed as Square Food & Beverage Limited and has started its operation as an individual company. Within a short period of time, it has been able to create a durable position in the market through its quality products and customer services. It has a huge range of products but they are basically divided into 5 brands, they are:



Currently, Square Toiletries Limited and Square Food & Beverage Limited are carrying out its production in its two automated plants at Rupsi and Pabna. They use raw materials from the world-renowned suppliers like Dragoco, Firmeuich etc. Square Group always follows international standard production process which executes the Good Manufacturing Practice (GMP)

2.5 Organizational Structure



2.6 Departmental Activities

The Management Information system department are basically working with sales department. MIS department are analyzing the sales data and intensified the sales growth. Company will predict their sales target, sales growth depending on those data in next year.

2.7 SOWT Analysis

Strength -

To help the Identifying the target customers

Maintaining to the good PR in various Corporate House /Media

Convincing the customers for using our digital product in various segments

Weakness –

Low Investment

To meet the deadliness for insufficient resources

Market research data not available for new business

Opportunities -

Taking the fast mover advantage form Bangladeshi market

People will be attracted our digital product because they feel entertain and enjoying their leisure time

Getting more investment form stakeholders and Earning moor profit

Expand our business outside the country

Threats-

Turnover the employees

Increased Competitors

Competitors launched a new advertising campaign

Chapter – 3

Analysis & Findings



3.1 Background of the Trade Programs

SFBL operates different types of trade promotion on the basis of sells growth, different festival, off season etc. Now I am Analysis of “Special Trade Offer for Radhuni Mustard Oil” trade program.

For keeping the pace of sales volume of Radhuni Mustard Oil on track and to have a good start at the beginning of the year 2019, we would like to introduce a Trade Program for traders/retailers.

Here I’m presenting the full analysis of “**Special Trade Offer for Radhuni Mustard Oil**”:

My analysis consists of division wise different sales data and how it had given impact on further sales throughout the national area.

Before jumping to the trade promotion analysis discussion, I love to give a brief idea about how the trade promotion offer occurs from the planning to the implementation.

3.2 Objective of the Trade program:

- To ensure maximum sales volume at the beginning of new year.
- To motivate retailers.
- To increase both numeric and weighted distribution.

3.3 Program Details:

- Duration: 1 January 2019 to 31 January 2019.
- Product: Radhuni Mustard Oil 80ml, 250mL500mland 1000m1.
- Region: National.

3.4 Program Module:

- Retailers will be offered to buy a selected SKU where they will get instant additional piece of that SKU or specified discount with purchased bundle.
- Retailers can take multiple bundle of same SKU as well as the other declared products of the program in a single memo.
- Every purchase of minimum bundle quantity needs to be ordered in a single memo and the summary report of individual distribution point along with original memo will be submitted to CHQ at the end of the program.

3.4.1 Trade program Modality

Pack Size	Modality
80 ml	a. Purchase 12 pcs in a single invoice, get 1 pc additional b. Purchase 5 pcs in a single invoice, get 9 tk. Discount
250 ml	a. Purchase 12 pcs in a single invoice, get 1 pc additional b. Purchase 6 pcs in a single invoice, get 22 tk. Discount c. Purchase 3 pcs in a single invoice, get 11 tk. Discount
500 ml	a. Purchase 24 pcs in a single invoice, get 1 pc additional b. Purchase 12 pcs in a single invoice, get 48 tk. Discount c. Purchase 6 pcs in a single invoice, get 23 tk. Discount

	d. Purchase 3 pcs in a single invoice, get 1t tk. Discount
1000 ml	a. Purchase 24 pcs in a single invoice, get 1 pc additional b. Purchase 12 pcs in a single invoice, get 93 tk. Discount c. Purchase 6 pcs in a single invoice, get 44tk. Discount d. Purchase 3 pcs in a single invoice, get 21 tk. Discount

3.5 Bonus Adjustment process:

- We are projecting 90% sales from Trade Program which will be availed by sales force. Before execution this program, Field Team will take physical and pending stock of particular SKU and send to CHQ
- MIS department will produce lifting information of bundle offer of each distribution point daily basis
- Field Team must ensure the IMS of bundle offer from 01 January' 19 to 31 January' 19.
- After completing this program distributor will send the original invoice along with summary report from exact distribution point to CHQ against bundle offer by 07 Feb'19. Claim adjustment from this bundle offer will be done after distributor claim settlement from audit. Management can audit any distribution points/Territory/Belt /Area for any part of the program policy and administrative action will be taken if found any malpractice
- Settlement must be done within 30 working days after program ending. Here, sales department will handover necessary invoices and distributor wise

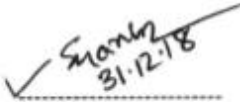
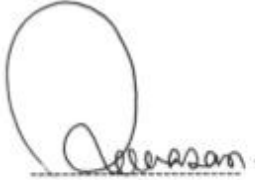
summary to MIS within 15 working days after the program ending. After collection, MIS and Audit will settle the claims within next 15 working days.

Special Note:

- Lifting & IMS will be monitored strongly through stock status to ensure the program success
- Superfluous IMS will be strongly discouraged and supervised to reduce the product replacement

3.6 Budget Adjustment:

The total Trade Program cost (9,178,770 Tk.) will be adjusted from Head 5 of sales budget 2019.

 Mahmud Hasan Sr. Manager, A & F	 Md. Naimul Hasan Head of Sales & Distribution	 Md. Golam Kibria Director, Accounts & Finance
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3.7 Program Sales and Costing:

Product Name	Pack Size	Trade Price	Operational Unit Target	Operational Value Target	90% Unit	90% Value	Additional Offer	Cost of Additional
Radhuni Mustard Oil	80 ml	22.25	1,609,586	35,813,284	1,448,627	32,231,956	120,719	2,685,996
	250 ml	54	1,393,607	75,254,778	1,254,246	67,729,301	104,521	5,644,108
	500 ml	105	143,228	15,038,949	128,905	13,535,054	5,371.05	563,961
	1000 ml	204	37,216	7,592,116	33,495	6,832,904	1,395.61	284,704

According to this data, The Total cost is 9,178,770 and Total sales of this Radhuni Mustard Oi trade program is 130,437,635. After calculating this data, the profit is shown 92.96%. We considering this profit, the trade program help starting the new year by good profit and the sales will be boosted to whole year. When retailer will get exclusive gift starting in the year 2019, they will be interested to participate in another trade programs.

To get maximum Business customer satisfaction: The objective of giving trade offer is to capture maximum business satisfaction. From the beginning time of Square Food and Beverage Ltd. concerns with accuracy and inspection of information so it

tries to disburse the gift as early as possible. It is true that in reality SFBL can't disburse the gift within standard frame of time.

3.8 Some relevant parties who are actively involved in Trade Program:

Distributor and Wholesaler: In Square Food and Beverage Ltd. Distributor and wholesaler play a vital role for company growth. They collect product either lifting or IMS process. The whole concept of lifting and IMS have already discussed in this report. Generally, distributors give various supports like strong manpower, financial support, product information, technical support, estimate demand, customer insights to the square food and beverage ltd always provide the products to its selected distributor. The listed distributor resells those products to the retailers.

Square food and beverage Ltd never compromise product quality. That's why to ensure the highest quality of product SFBL always concerns for choosing good distributor. There are some criteria that SFBL usually follows while selecting distributor:

- The distributor must have the strong experience of trading and relevant activities.
- The distributor must have the sound knowledge of product portfolio of square food and beverage
- The distributors must have their own warehouse.
- The distributor must have the own vehicle facilities.
- The distributor must have the capacity of good amount of investment

It is clear and cut that Square food and beverage Ltd. is very strict while choosing the distributor but it is also true that SFBL give various facilities and extra benefits to the listed distributors like credit facilities, opportunity to buy product at TP price. Another important fact I would like to clarify that though distributor resell product at TP (Trade Price) but they got a huge commission from Square food and Beverage Ltd.

Retailer: For any FMCG (Fast Moving Consumer Goods) related company, it is quite impossible to run the business operation smoothly without the help of retailers. It is very difficult to find out any outlet where the product of SFBL (Ruchi, Radhuni, Chopstick, Chachi Chinigura Chal) will not be found.

Both the TSO (Territory Sales Officer) and retailer are assigned to make sales to the retailers point. First of all, distributors purchase the product from company's warehouse and then resell the products to the retailers. Throughout the process retailers are the ultimate gainer because they purchase the products from the distributors at TP (Trade Price) but resell the products to the customer rather I should say end user at MRP (Maximum Rate Price).

Consumers:

Consumers are the ultimate party who help to build a sustainable financial growth of a company. They purchase products in exchange of money.

3.9 The whole process of trade promotion:

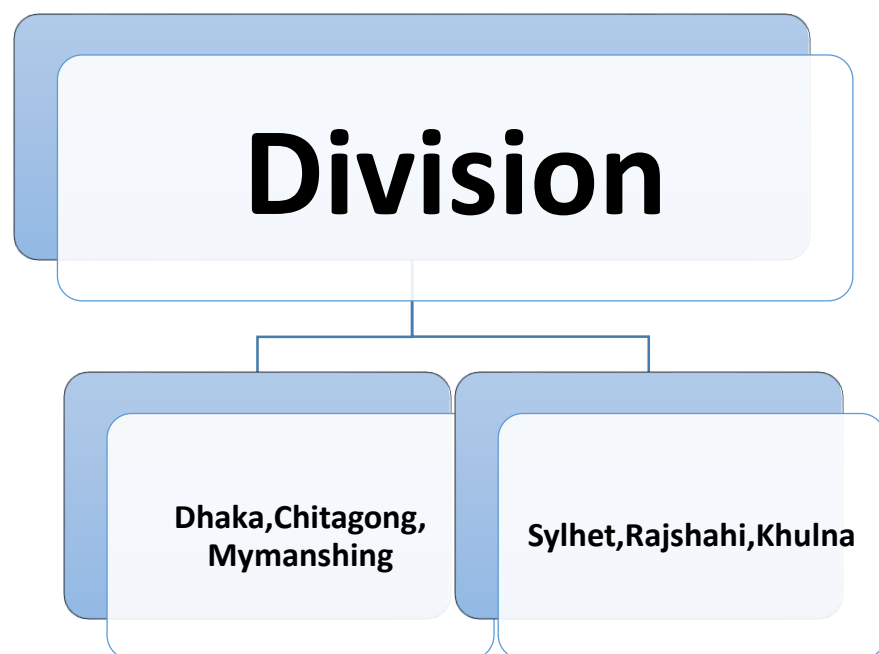
First of all, "Sales department" has taken the step to conduct this trade promotion. This department prepares the trade promotion offer which is consisting of various slabs, gifts, IMS amount etc. Then whether this offer will implement or not that depends on various departments' recommendation and approval. If the approval is recommended by the Marketing and Accounts & Finance department then the CEO will approve the particular trade promotion offer. It is noted that the approval is called circular in Bangla.

Throughout the process this program is monitored by Audit department.

- 1. Preparing Proposal Panel/Approval:** This is the first level of trade program. In this step Sales department has taken the initiatives to create a proposal for specific trade promotion. This proposal letter is called as approval letter also. There is another Bengali version of this approval is crated for field. It is called Circular. There are several factors which is influenced by trade program like

occasional, seasonal, product analysis and market mapping. Most of the trade program is made by concerning occasion, festival etc. During festival people tend to buy and consume more products than regular days. So, keeping that on mind trade program is formulated. For example during Eid, Puja and other religious festival there is a trend to make more delicious foods like firni, payeshroast so keeping on that mind SFBL always make its special trade program.

2. **Budgeting and analysis of product outcome:** The second level of task is making a relevant budget and analysis the outcome. This task is assigned by Accounts and Finance Department Accounts and Finance department forecast budget for each trade program. To make it more justified they analysis previous data, do calculation profit and cost, analysis ratio. This department also collected relevant information about trade program. Sometimes making a realistic budget is really tough task. In square food and beverage Ltd. the personnel from both Accounts & Finance department and Sales department do this task. Usually Budgets of trade program is prepared between two Divisions:



3.9.1 Approval from Management:

Prepared By <i>Abidur Rahman</i> 31.12.17 Md. Abidur Rahman TCE, Sales	Proposed By <i>Amir</i> 31.12.17 K M Nizam Uddin Assistant Manager, Sales	Checked By <i>[Signature]</i> Md. Akhteruzzaman Sr. Executive, A & F
Recommended By <i>[Signature]</i> S.M.M Ibrahim Mahmud Manager, S & D	Recommended By <i>[Signature]</i> Md. Imtiaz Firoze Sr. Manager, Marketing	Recommended By <i>[Signature]</i> 01.01.18 Mahmud Hasan Sr. Manager, A & F
Recommended By <i>[Signature]</i> A.T. Siddiquee DGM, S & D	Recommended By <i>[Signature]</i> Md. Golam Kibria Director, A & F	Approved By <i>[Signature]</i> Zakir Ibne Hai COO, SFBL

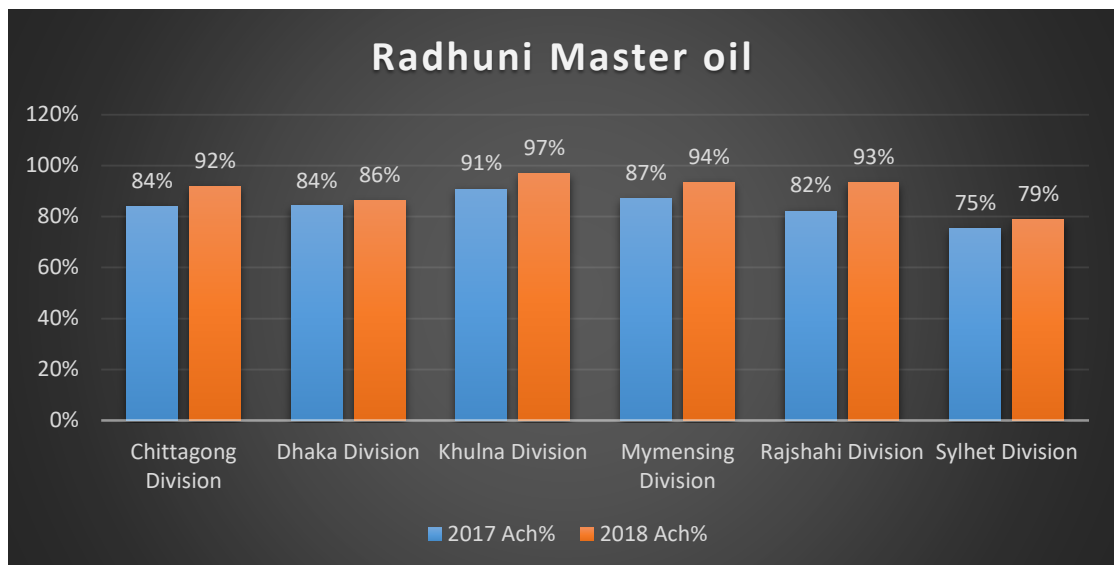
It is quite natural that there have some differences between estimated budget and actual budget. But sales department always tries hard to make that difference in minimum level. History says there always have the huge gap between forecasted and actual sales but Sales department always tries to minimize this gap by taking some initiatives like market research, product innovation and revolution. After budgeting and analyzing the trade Programs, it is presented to the top-level management. If the top-level management people find that the program is worthy to invest and high profitable then they approve the particular trade program. After getting the approval from higher authority the program is ready to launch. We can't ignore the error of forecasting but it is also true that there are some products in SFBL which has a great demand in the market. Sometimes the demand of those products can even exceed beyond the forecasted quantity.

3.9.2 Circular for executing Programs

After obtaining the approval from management, the next level task is to start the implementation of trade program. Till the previous level, all the calculation, and analysis information only available to high-level management and maintain confidential. Circular is created with mentioning specific policies which can be followed by stakeholders and department to hold out the program with proper guidelines and ethically. Circular is basically given to speak the Program's method, terms and conditions with all departments and business customers. It is mentioned that Circular is nothing but the Bengali version of approval. It is created for maintaining a smoothly communication with the retailers.

3.10 Analysis of Trade Program by Divisional wise

Division Name	Brand Name	2018	2019
		Ach%	Ach%
Chittagong Division	Radhuni Master Oil	84%	92%
Dhaka Division	Radhuni Master Oil	84%	86%
Khulna Division	Radhuni Master Oil	91%	97%
Mymensing Division	Radhuni Master Oil	87%	94%
Khulna Division	Radhuni Master Oil	82%	93%
Sylhet Division	Radhuni Master Oil	75%	79%



We see that graph the data is showing the achievement rate 2019 batter than 2018 that means the company's sales growth rate is high by flowing the previous year.

Now I would like to compare the achievement among the division so that I can say which division did great performance after getting trade offer. In this graph we can see that before giving trade program Khulna division and Khulna division was the best performers but after launching "Radhuni Master Oil" Khulna division was still in the highest position. On the other hand, Dhaka division was the lowest position in the both segments.

3.11 Justification of this interpretation:

Why Khulna division is in highest position?

From the beginning Journey of Square Food and Beverage, Khulna division always contribute major portion in national sales. The TSO (Territory Sales Officer, RSM, SR, DSR from this division are very loyal employee. They have the sound knowledge about the market and product line also maintains good relationship with the distributor. Besides there has a great demand of SFBL products.

Why Dhaka division is in the lowest position?

There are several factors that make Dhaka division is in the lowest position such as:

- **Market Rearrange and merge:** Previously Saver was in under Mymensing division but now Saver is in Dhaka division. Besides Dhanmondi, Lalmatia was under Dhaka-A area but these areas are now in Dhaka-B area. Same things goes on Mohakhali, Gulshan, Baridhara market. Now these areas are in Dhaka-E. Nikunjo market is now khilket market. So frequent change of market and rearrangement of areas are one of the main reasons for decreasing overall sales in Dhaka division.
- **Frequent change of employees:** As we all know the job as a TSO, RSM, SR, DSR are very challenging. There is no job security. To maintain 100% business operation transparency and ethical SFBL follows zero tolerance for unethical conduct. So SFBL usually hires new employee on the basis of emergency. So sometimes it takes a lot of time for a new employee to understand the new market, market trend, product line etc. So they can't take the initiatives to increase sales.

- **Brand conscious customer:**

The people of Dhaka area have the highest income around the country. So they are very choosy while purchasing any single product. No matter how good quality the local product is but they prefer to buy foreign branded products. It is another reason for decreasing sales of Dhaka division.

- **Bold movement of City corporation:**

Recently City corporation have evicted the tong (Small grocery shop) from the Dhaka city. The products from SFBL like Ruchi chips, Chewing range: Chanachur is mostly found in these types of shops. So, this incident had a negative impact on sales volume in Dhaka division.

3.12 Qualitative Analysis of Survey Questioner



Retailer Name: 30 Retailers

Mobile No:

Address:

Market: Mohakhili

Bazar, Natun Bazar

1. Which company's product do you sell in your retail shop?

Most of the retailers are selling the square Food and beverage product because Radhuni Ruci are most consuming good in Bangladesh. Chachi and Chopistic are gradually getting popularity in this market.

2. Are you participating in the Trade Program of Square food and beverage?

Most of retailers are participating in trade program camping and they are satisfied of this camping. But few retailers do not know about the square sales promotion campaign. This is the identification of communication gap between retailers and Territory officer.

3. Are you getting the product delivery on time?

Few retailers are said that they did not get the products in on time. The main problem is the Mohakhali distribution office recently are closed. Retailers are facing problem.

4. Are you satisfied with our trade program?

75% people are satisfied by trade program.

5. In our Square Food and Beverage trade programs, in which program you are most satisfied with?

The trade programs are quite similar in terms of rules and gift. But display trade program are doing regular in over the year. So, retailers are more focus on that trade programs rather than others.

6. Do you think you can fulfill our slab target can be fulfilled in specific time?

80% of the retailers said no. The slab target is very high they could not meet the target because they mention the specific timeline are very short.

7. Do you think our slab policy is better than our competitors?

They said No because competitors are getting good offers to retailers by verities benefits.

8. What type of promotion policy you prefer to increase our sales?

85% of retailers said that they prefer the product by discount, it will be increased the sales target.

9. Which type of gift you prefer from these trade programs?

90% of retailers said that they wanted to cash money as a trade program gift.

10. In Winter trade program which gifts is offered by others, which isn't offered by us?

In that question's retailers did not give particular answer but we identify some issue like nestle are taking back to date over products, Pran are giving to retailer in many lucrative gifts, Basundhara group are giving the discounts. In That case square have to change some policy in trade programs that's why to meet the sales target and increased sales growths

Chapter -4 Recommendations & Conclusion



4.0 Recommendations

To deal with the issues that are occurring in some of the levels, here are suggestions to change some of their monitoring processes and overcome the situation and make improvement in increasing sales as well as revenues.

After analyzing the budgetary gap of having under-estimated or over-estimated forecasting, I have pointed out some solutions.

Analyzing past history of target and achievement

To make appropriate target and forecasting, in depth

Information for forecasting should realistic rather than assumption

While preparing budget raw materials costs are calculated based on assumptions. In such cases, in depth analysis of costing should be done by discussing with their suppliers. Company can use “Derivative” process. Derivative is a financial term and a contract paper where buyer and seller can exercise the trading at a price as mentioned in the contract, even the price increases in future. So, company can analysis and make a deal when the price is lowest and can buy past history should be explored to know about on-going scenario.

- Prepare budget on the base of market demand and capacity of productivity and supply
- Proper feasibility Analysis should be done before implementing Budget
- Build the awareness at monitoring level

To boost the sales, promotional programs should be properly established to the Company representative, Distributors and Retailers. And the rules and regulations must be described in an easy way so that, distributors, retailers can understand the overall idea successfully.

Most of the retailers are so much eager to fill up the mentioned targeted sales that, sometimes they do a lot of overwriting in their sales invoice, make fake sale invoices and do unethical practices to be enlisted for getting the gifts or bonuses of the promotional programs. It becomes quite challenging for the auditors to identify these offenders and hence they have to give them expensive gifts or bonuses. This is a huge expense for the Company which needs to be considered more carefully while monitoring the audit process. Also, the Company should give proper training or information about the promotional offers to the retailers and distributors. So, they do not continue with the unethical practices in future promotional programs.

Because of rejection of slabs or cards, creation of dissatisfaction among distributors, retailers are usual as it causes of losing incentives. But it is a great barrier in term of business expansion. As I have talked about the reasons of rejected invoice, these reasons arise due to negligence or unethical practices or communication gap of sales representative or sales team. A team leader should be given suitable time (neither much nor less) to carry out the whole sales instructions properly **Digitalized Auditing Procedure**

SFBL lags behind six months for checking trade program invoices. Digitalized auditing procedure can minimize both the workload and time duration to disburse the gifts to business customers. Company can give such requirement of software to Management Information System department. MIS department can build such a mechanism that actual

data can be stored in the software immediately after each sale. And this mechanism should be cleared to business customers as well.

At present SFBL has already taken the initiatives to launch Automation. Currently SFBL has 25 automation points. Ins-A-Allah it can operate the business through automation in whole Bangladesh by next year of June. To cope up with this new software, quality training must be provided to the existing employees of Square Food and beverage ltd.

How Automation process works:

Previously all the tasks were done by manually. It takes huge time and manpower. But after launching automation the business operation become smooth in Square Food and Beverage. Here I'm sharing the process of automation system:

Previously SO (Sales Officers) were taking order manually but now they are taking order by using tab and apps. SFBL provides tab and MB to sales officer for conducting their task smoothly. Firstly, Sales officer goes to store and taking order by using apps. Then the order history is automatically updated in main server of CHQ (Corporate Head Office). If automation operates around Bangladesh successfully then distributor can easily get the claimed amount and gift promptly. End of the day our main motive of giving trade offer is to satisfy the distributor but due to Manuel process most of the cases it takes huge time to disburse the gift. Only automation can solve this problem

4.1 Conclusion

Throughout my internship report, I'm trying to show the real scenario of trade program effectiveness. Most of the time trade program made a great impact on sales volume at the same time, sometimes the same trade program didn't work for all divisions. So before giving the trade program, SFBL needs to forecast the outcome very efficiently. As we all know, Square Group is one of the local Bangladeshi Company, which maintains international standards in term of maintaining quality products and services and also for having a standard corporate environment. To be the market leader, the higher authority should give priority in every small and big issue that spotting the growth backward. Being a consumer-product manufacturing organization, sales promotions assists Square Food & Beverage to achieve significant revenue and profit. So, this report will help them to overcome those issues and generate revenues.

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Appendix

Survey Questionnaire



Retailer Name:

Mobile No:

Address:

Market:

1. Which company's product do you sell in your retail shop?
 - i. Yes
 - II. No
2. Are you participating in the Trade Program of Square food and beverage?
 - i. Yes
 - II. No
3. Are you getting the product delivery on time?
 - i. Yes
 - II. No
4. Are you satisfied with our trade program?
 - i. Yes
 - ii. No
5. In our Square Food and Beverage trade programs, in which program you are most satisfied with?
 - i. Winter Trade Program
 - ii. Display Trade Program
 - iii. Chopstick Instant Noodles Trade Program
6. Do you think you can fulfill our slab target can be fulfilled in specific time?
 - i. Yes
 - ii. No
7. Do you think our slab policy is better than our competitors?

i. Yes

ii. No

8. What type of promotion policy you prefer to increase our sales?

i. Gift

ii. Cash

iii. Product

9. Which type of gift you prefer from these trade programs?

i. Gift

ii. Cash

iii. Products

10. In Winter trade program which gifts is offered by Pran , which isn't offered by us?