

Marketing (Research & Market Analytics)
Department Practices of M.M Ispahani:
An Internship Experience

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.

**Marketing (Research & Market Analytics) Department Practices of
M.M Ispahani: An Internship Experience**



School of Business and Economics

United International University

SUBMITTED TO

Dr. Khandoker Mahmudur Rahman

Professor

School of Business & Economics (SoBE)

United International University (UIU)

SUBMITTED BY

Yeasin Arafat

111201203

Course Code: INT 4399

Major: Marketing

DATE OF SUBMISSION: 25 July, 2025

Letter of transmittal

25 July, 2025

Dr. Khandoker Mahmudur Rahman
Professor
School of Business & Economics (SoBE)
United International University

Subject: **Submission of the Internship Report**

Dear Sir:

The “Marketing (Research & Market Analytics) Department Practices of M.M Ispahani: An Internship Experience” – the report is hereby submitted for your kind perusal. The largest benefit for me has been your instruction, which I truly appreciate. I followed your and my company supervisor’s guidance while writing this report.

The experience of working with Ispahani Group has been incredible. I think the skills and information I picked up from my internship will help me greatly in my future professional endeavors. I sincerely hope you will look over this report and offer your wise comments. If my report gave you a better understanding of the problem and relevant information, I would be extremely happy.

Sincerely,

Yeasin Arafat
ID- 111 201 203
Program: BBA
Major: Marketing

Certification of Similarity Index

This report has been in compliance with the requirements as declared by the policy of the United International University with regard to Similarity Index and satisfies the criteria as laid by the aforesaid authority. Should there be any detection of non-compliance, exceeding the accepted limit of similarity, or unlawful duplication of work without referring proper credits, the author will be liable to punitive measures as per the institutional policy in this regard. The report is hereby submitted which is subject to similarity evaluation according to the current policy at force, applicable and interpretable on a specific and relevant date and time when the similarity evaluation was done.

Declaration of the student

As the author of the project report “Marketing (Research & Market Analytics) Department Practices of M.M Ispahani Tea & Food: An Internship Experience”, I’m Yeasin Arafat acknowledge my personal accountability. All of the data in this report was collected and analyzed prior to being used in the study. All of the study's facts are true and relevant. Every piece of information is included with the appropriate consent and authorization. Additionally, no content from another website is directly copied or shared without properly citing the original author.

Corporate Evidence



ISPAHANI TEA LIMITED

Ref: ITL/HR/INTRN/1448/2025

Dated: April 17, 2025

Nahid Hassan Khan
Director
Directorate of Career Counseling & Student Affairs
United International University
Dhaka

Subject: Internship Offer

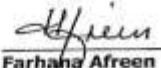
Dear Sir,

Reference is made to your letter, requesting an Internship with a BBA program student. Please be informed that the Management has decided to give a scope of internship to **Mr. Yeasin Arafat**, bearing ID # 111201203 of the BBA of your institution, for three months with effect from April 20, 2025. He will be entitled to get a consolidated honorarium amount of [REDACTED] during the mentioned period. On completion of the internship, he is required to submit a report to the Human Resources Department.

We would advise Mr. Yeasin Arafat to contact Mr. H. M. Fazle Rabby, Deputy General Manager – Marketing, Ispahani Tea Limited, on April 20, 2025, at our Corporate Office, Ispahani Building, 14 - 15, Motijheel C/A, Dhaka, for internship assignments.

Thank you, with best regards

Yours faithfully,
Ispahani Tea Limited


Farhana Afreen
General Manager
Human Resources Department

CC:
• Personal file.

Acknowledgement

Above all, I would like to thank Almighty Allah for giving me the ability and strength to finish all of the BBA courses and for enabling me to turn in my report on time. This publication is the result of a great deal of research and work that took up the entire attention of multiple persons. Without their direction, assistance, cooperation, and navigations, this report would not have been possible.

I would like to thank everyone who contributed to the compilation of this report. I would especially like to thank my supervisor at United International University (UIU), Dr. Khandoker Mahmudur Rahman, Professor, Department of School of Business & Economics (SoBE), for his help with my internship report from the beginning. My respected supervisor provided me with frequent advice and feedback while I was writing my report. Without his assistance, this report would not have been possible.

Additionally, I would want to express my gratitude to my entire team at Ispahani Group for assisting me in completely understanding the impact that soft skills and Techniquial training has on employee behavior and productivity. Their collaboration and encouragement in providing me with this chance, as well as their ongoing support and encouragement in helping me to produce a high-caliber report.

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List of Abbreviation

ASO	Assistant Sales Officer
BL	Best Leaf
BOP	Broken Orange Pekoe
BRD	Broken Reddest
CS	Confectionary Shop
FFD	Farmer's Field Day
IAL	Ispahani Agro Limited
MM	Mirza Mohammad
DS	Departmental Store
PD	Premium Dust
TM	Territory Manager
TO	Territory Officer
VFM	Value for Money
ASO	Assistant Sales Officer
BL	Best Leaf
BOP	Broken Orange Pekoe
BRD	Broken Reddest
CSR	Corporate Social Responsibility
PB	Promotional Billing
ITL	Ispahani Tea Limited

Executive Summary

This internship report highlights my three-month practical experience at M.M. Ispahani, specifically in the Marketing (Research & Market Analytics) department. As part of my BBA program at United International University (UIU), this internship allowed me to apply theoretical marketing knowledge in a real-world business setting and gain hands-on exposure to various marketing research activities.

During the internship, I was actively involved in focus group discussions (FGDs), product testing, packaging research, competitor analysis, retail visits, and consumer insight studies. I participated in two major FGDs — one for Ispahani Mirzapore Tea's pack design and another for Blender's Choice Premium Tea's logo and pack selection, which provided deep insights into consumer preferences, brand positioning, and packaging effectiveness. I also contributed to quantitative studies on product attributes (e.g., for Puffy Bite biscuits and Spicy Tomato Thin Biscuits) and helped analyze consumer ratings using sentiment charts and Likert-scale data.

Furthermore, I took part in field visits to observe in-store product displays, retailer feedback, and distribution challenges in different areas of Dhaka. These visits helped me understand the practical challenges of marketing execution, such as supply chain gaps and competitor threats.

Overall, this internship not only strengthened my understanding of market research and consumer behavior but also taught me valuable soft skills such as communication, observation, and critical thinking. The experience provided a bridge between classroom learning and actual corporate practices, contributing significantly to my personal and professional growth.

Chapter-1

1.1: INTRODUCTION

An essential component of the BBA program is the internship. Since I'm a BBA student, I need to improve my understanding and skills to compete in the future. If theory isn't applied to actual circumstances, it will be pointless. Realistic perspective is therefore a positive development in a work environment. In this sense, three months of practical exposure and practical delight are among the most crucial components of a four-year BBA curriculum. The current record in this case attempts to read the experiences of realistic orientation related to an appraisal of Ispahani Group.

1.2: ORIGIN OF THE STUDY

As part of the internship required for the Bachelor of Business Administration (BBA) program at United International University, this report was written. A 12- week internship program is required of all students. An internship's primary goals are to provide students with real-world job experience and the opportunity to put their academic concepts into practice. Students are assigned to actual businesses, organizations, research centers, and development projects. Thus, after completing a 12-week organizational attachment at Ispahani Group, this study was completed.

1.3: OBJECTIVES OF THE STUDY

The study attempts to differentiate between theoretical and practical knowledge and establish how an organization uses theoretical approaches in the field. This study will use employee interviews to gain a better understanding of the importance and details of Research & Market Analytics activities in order to make some findings and provide recommendations for enhancing these areas and boosting the efficacy of Marketing (Research & Market Analytics) operations for the company.

My main objective is to complete the BBA program at United International University.

1.4: SCOPE OF THE STUDY

The scope of this study is limited to the **Marketing (Research & Market Analytics) department of M.M. Ispahani**, particularly focusing on activities related to brand research, consumer behavior analysis, packaging evaluation, and retail market visits. The study reflects my direct experiences and observations during a 12-week internship program, which was a mandatory component of my BBA degree at UIU.

This report covers:

- How marketing research is conducted at Ispahani, including focus group discussions, product testing, and consumer feedback analysis.
- Practical exposure to data collection methods like interviews, surveys, and in-store observations.
- Real-time involvement in pack design studies, logo evaluation, and market visits in various retail environments.
- Insights into Ispahani's distribution strategies, product placement techniques, and competitor benchmarking in the tea industry.

Due to confidentiality and time limitations, the report focuses only on selected research initiatives and does not cover financial or technical operations. However, it provides a comprehensive understanding of how theoretical marketing concepts are applied in a real corporate environment, using Ispahani's marketing activities as a case study.

1.5: METHODOLOGY

Methodology is a major component of this study. It has been constructed in a very particular way to guarantee that the goals of the study are fulfilled. Every piece of data included in this study came from primary and secondary sources. The information is arranged, calculated and arranged in a reasonably methodical manner. To carry out these studies, both qualitative and quantitative knowledge were used. The following procedure was used in the organization of this report. The two procedures that are used to gather data are as follows:

Primary data:

1. Verbal communication in person with all staff and officer of the company.
2. Customer consultation
3. Hands-on job experience from various areas within the organization.

Secondary Data:

I collected data from a number of websites, particularly those operated by Ispahani Group. Additionally, I obtained information from a few other sources, including:

Data collection method:

By looking through primary and secondary sources, I was able to compile all of the data I required for my study.

While I was writing my report, I mostly observed workers at work and asked them questions. Lastly, I have reviewed all of the data in order to prepare my internship report.

1.6: LIMITATIONS OF THE STUDY

The study was challenging due to several issues. The following are some limitations:

Data from limited sources:

- I. Organizations with certain levels of confidentiality choose not to reveal all of the information for security reasons.
- II. They can't always provide information because to their hectic work schedules.

Chapter 2: COMPANY & INDUSTRY ANALYSIS



2.1: Company Overview

Organization History:

Ispahani Tea Limited, one of the most prominent private conglomerate industries in South Asia, has been in business since 1820 and holds ISO 9001: 2008 certification. In 1900, it had its headquarters in Kolkata. Later, in 1947, it relocated to Chittagong, with numerous corporate offices progressively opening in Dhaka, Khulna, Sylhet, Tea Estate, production zones, etc. Every day, the group is generating job opportunities across a range of industries. in our nation. It holds a huge market share in the tea industry and is the largest tea trading company. A well-known tea brand in the nation, "Ispahani Mirzapore Tea" is more of a generic name and category for tea than a brand. The group owns numerous subsidiary businesses across various industries. Additionally, it supports the country through its Corporate Social Responsibility (C.S.R.) initiatives, which include the establishment of EYE Hospital and numerous educational institutions as part of its corporate philosophy. Since its founding, it has been dedicated to providing the country and the world with high-quality goods and services. This idea has produced a positive corporate image that affects the business in

the community. As a group, Ispahani is starting to win the love, support, and reliance of the community. It was founded with the goal of providing the country with the highest caliber goods and services for as long as it exists.

The biggest tea company in Bangladesh is called Ispahani. Being a trailblazer in the tea industry in Bangladesh, they have brought the first food-grade jar, laminated pouch, double chamber T-bag, stack-up pouch, three-layer wide pouch, 10-gram packs, and bag-in-bag packets to the market.

For Bangladeshis, tea is synonymous with Ispahani. They care about giving our customers long-lasting enjoyment and restless satisfaction.

2.2 Organization Mission

Ispahani Tea Limited is on a mission to observe the business in Bangladesh and other nations.

A few of these are listed below:

- Raising overall sales to increase profit size.
- To dominate the serving industry's market.
- Balancing the cost of goods and services with their quality.
- To protect consumer rights while offering the highest caliber of cuisine and service.

2.3 Organization Values

Ispahani Tea Limited upholds a very high ethical standard. Their values reflect the following set of standards:

- Respecting industry competitors.
- Avoiding compromising on quality.
 - ✓ Development and research.
 - ✓ Maximum value to the customer.
- Making the best use of the available resources.
- Corporate Social Responsibility: a service to society.

2.4: Organizational Chain of Command (Hierarchy for Marketing)

Since M. M. Ispahani Limited is a conglomerate, its hierarchy is horizontal. Every department operates according to its own structure. The model marketing hierarchy is provided below:

Designation	Level
Chairman	Top Line Management
Managing Director	
Directors	
General Manager	
Senior Manager (Sales & Marketing)	Mid Line Management
Senior Manager (Marketing)	
Manager (Sales & Marketing)	
Divisional Manager	
Territory Manager	Bottom Line Management
Territory Officer	
Sales Officer	
Assistant Sales Officer	

2.5 Company Businesses

The company operates in over 13 different industry sectors. These industries include trading, agriculture, hospitality and leisure, packaging, energy, poultry, food, real estate, shipping, jute, cotton, and textiles, tea gardens, and a well-established tea trade. Here, a brief synopsis of these businesses and contests is provided gradually.

2.5.1 Trading

South East Trading Limited is the name of the company's trading division. It was founded in 1979 and includes larger projects like water and sewerage in our nation, utility provider's state-owned organization, and port and shipping supply.

2.5.2 Agro

The group founded Ispahani Agro Limited in 2007 with the goal of ensuring the food security of the country through three distinct wings: agroprocessing, biopesticides, and seeds. As a company that operates in an economy that is primarily based on agriculture, it pledges to meet the country's agro industry development.

2.5.3 Hospitality and Leisure

The Avenue Hotel and Suites, a hospitality and leisure establishment in Chittagong, is owned by Ispahani. Pitstop Bakery and Sweets, Pitstop Store, and Pitstop Restaurant are all located on the same property and are owned by the company for catering purposes. These give customers the highest-quality food and drinks.

2.5.4 Packaging

To provide poly products for a variety of industries, including tea packaging, consumer food packaging, food preservation, and clothing and textiles. One of Bangladesh's first poly manufacturers is Ispahani Marshal Limited. For many prosperous years, it has provided services to both domestic and international businesses.

2.5.5 Energy

In addition to a project agreement with the Bangladeshi government's power development board, Ispahani has a power (electricity) supply company called Paktali Power House for its factory. The plant is located in Chittagong, close to one of the company's factories.

2.5.6 Information and Communication Technology (ICT)

The nation's internet usage industry is served by I.C.T. solutions from Broad Band Telecom Services Limited. It was established in 2002. It has an exceptional network that spans seven divisions, including all 48 districts in the nation.

2.5.7 Poultry

In order to supply the nation's protein needs, Zareen Farms Limited was founded in 1997 as a joint venture with M. M. Agha Limited as a public limited company to sell

chicken and eggs. Every year, it supplies the market with 7.76 million eggs and 5.5-million-day-old chicks.

2.5.8 Foods

Ispahani Foods Limited was established in 1999 as a factory plant in Gazipur and is a subsidiary of the Ispahani Group. It engages in food and agricultural enterprises, such as the production of fast-moving consumer goods (FMCG). Rice, potato chips, energy cookies, biscuits, chanachurs, and bakery and snack items like ISPI powder drinks are all included in this product category.

2.5.9 Real Estate

Its real estate wing consists of two businesses: Nasirabad Properties Limited and Free School Street Property Limited. These support the growth and design of businesses as well as third-party construction projects like buildings and roads. The company's tea state water plantation facilities are provided by Sikomi Properties Limited, another business.

2.5.10 Shipping

For more than 50 years, Ispahani Limited has served as the second-oldest agent for numerous shipping lines in Bangladesh. It functions as a non-vessel common carrier for well-known companies such as Holland Lines, Oslo, and others.

2.5.11 Jute

Ispahani has made great strides in the jute industry, despite it being regarded as one of Bangladesh's dying industries. Chittagong Jute Manufacturing Company Limited was founded in early 1950 with the goal of producing and supplying jute. Later, a different business called Victory Jute Products Limited was also founded, but due to declining demand, it became a warehouse.

2.5.12 Cotton and Textiles

One division of Ispahani's thread yarn manufacturing company is Pahartali Textile & Hosiery Mills. Since its founding in 1954, it has remarkably supplied the nation's export-oriented knitting industry with categorized, premium yarns. For the Ispahani

Group, it is regarded as one of the largest yarn suppliers and the department that generates the most revenue.

2.5.13 Tea Garden

Four tea gardens are owned by the Ispahani group nationwide. Neptune tea estate is situated in Chittagong, while Mirzapore, Gazipore, and Zareen tea estates are situated in Moulavi Bazar, Sylhet. These estates provide tea to their own businesses as well as to the market through their participation in the Chittagong tea auction. On average, those gardens produce 1800 kg, which is the most in the country. A small amount of raw rubber sheet is produced in Tea Gardens Ispahani, and seventy-five percent of its total output is exported to foreign markets.

2.5.14 Tea Trade

The most well-known and only big tea brand in Bangladesh is Ispahani Mirzapore Tea. Since the inception of the nation's tea manufacturing history, it has led the tea market segment. Since its inception, the Ispahani tea department has been one of the company's most lucrative revenue streams. Its Chittagong-based tea blending and packaging plant guarantees the highest caliber of packaging for both domestic and international markets. Due to excellent management coordination, Tea.it has obtained IOS 9001:2008 certification for its high-quality tea products. As the industry leader in branding, it also becomes a well-known consumer brand. Wherever the brand is found, the community recognizes it as a category.

2.6: Sales Volume of Ispahani Tea

Ispahani tea limited during my internship session i got opportunities to work in different department of the organization mainly under their business development.. According to last tea sales record (source: audit 2017-18), Ispahani tea department has been sold out to 20 million kg tea (approximately).

2.7: Size of Workforce

Together, Ispahani Limited employs over 10,000 people, and this employment rate is steadily rising.

2.8 Ispahani's Competition among Industry

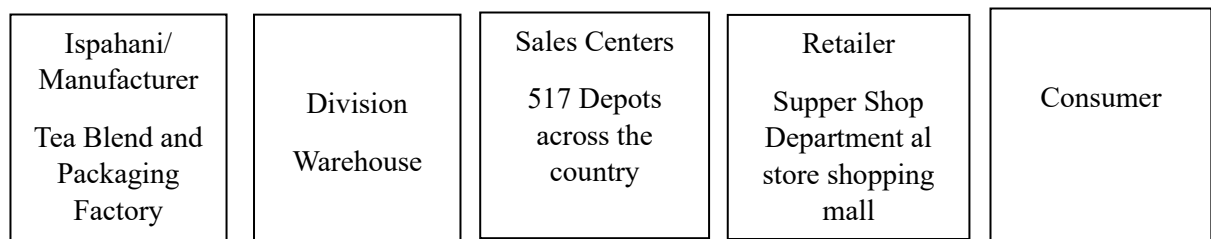
In the Tea Market segment, Ispahani remains a market leader. The most well-known tea competitors in the market are other brands such as Seylon (from the AbulKhayer Group of Companies), Taaza (from Unilever), Fresh, No. 1 (from the Meghna Group of Industries), HRC (from HRC Products Limited), Tetley (marketed by ACI Limited in a joint venture with Tata Group), Danish (from Partex-Star Group), Shaw-Wallace (from Shaw-Wallace Bangladesh Limited), Pusti (from the T. K. Group of Companies), Muskan (from the S. A. Group of Industries), and Finlay (from the Consolidated Tea and Lands Company Bangladesh Limited). Only Taaza is thought to be a serious rival of Ispahani Tea Brand in the urban market these days. Taaza is the second best-selling product after Ispahani, according to the majority of wholesalers I spoke with during my market visit. Seylon is becoming more and more well-known every day, and it is being accepted by hotels and hot tea shops at a faster rate. According to my survey, Seylon is also gaining a significant portion of the market, particularly at the Dhaka city Hot Tea Stall market. Some rivals are doing well in cities or specific areas, but Ispahani Tea brands are unstoppable due to their aggressive, effective distribution channel strategy and high brand value among Bangladeshis. Pahartali Textile & Hosiery Mills (PTHM) is up against fierce competition in the textile sector. The primary rival textile manufacturers in this sector are Beximco, Square, Badsha, and Desh. Here, PTHM is positioned to serve a wide variety of cotton yarn supplies and is regarded as one of Ispahani's profitable units. One of the group's expanding food product manufacturers is Ispahani Foods Limited. In this case, competitors in the food and beverage sector that perform well include Square Food & Beverage Limited, Akij Food & Beverage Limited, Pran-RFL Group, Bombay Sweets, and others. Ispahani Foods Limited can be considered a question-marked unit in the Boston Consulting Group (BCG) matrix when compared to the success of its competitors. Ispahani Agro Limited (IAL) is up against fierce competition from well-established businesses in the agro division. Here, the major market players that IAL must contend with are Supreme Seeds, United Seeds, Petrocam, LalTeer, and others. Since it has only been in the agricultural industry since 2007, IAL is regarded as a developing company for the group. Through the diversification of numerous business units, Ispahani as a group competes with other mergers. The industry is now more competitive than it was during the previous boom thanks to big, well-known firms like Unilever, Beximco, ACI, AFBL, Square, etc.

Ispahani has a monopoly on the market in the tea industry alone. In order to remain in business, M. M. Ispahani Limited wants to provide the market with the highest caliber goods and services while adhering to a set of corporate ethics.

2.9 Ispahani Tea Distribution Channel

In Bangladesh, Ispahani distributes its goods in 64 districts. They have 528 depots and 26 divisional warehouses nationwide. They move their goods from the divisional warehouse to sales centers. The staff at the sales center then sells goods to the retailer.

Lastly, customers are purchasing from the merchant.



Ispahani Tea divides the market into demographic groups. The way that tea is consumed in Bangladesh varies from place to place. As a result, the company had been required to sell various branded teas throughout the nation. Ispahani chose line extension over category extension for the most popular tea brands. Below are a few of their tea brands, along with their current market area, as determined by Line Extension.

Brand Name	Served Area
Blender's Choice	All Districts
Five Star	Bogura
Green Spot	Chittagong, Rangpur, Bogura
Hot Tea Stall	All Districts
Hotel Dust	Bogura
Lion Dust	Rangpur and Rajshahi Divisions
Lion Leaf	Rangpur and Rajshahi Divisions

Mayur	Dianjpur, Rangpur, Rajshahi and Khulna
Mirzapore BL	All Districts
Mirzapore BOP	All Districts
Mirzapore BRD	Dhaka
Mirzapore PD	All Districts
MTB Bag in Bag	All Districts
Mirzapore TB	All Districts
Superior Tiger	Dinajpur, Rangpur and Cox's Bazar
Tea Stall Special	All Districts
Zareen	All Districts

2.11: ISPAHANI Tea SKU & PRICE-

Brand	SKU	MRP Price (Taka)
Ispahani Mirzapore Best Leaf	400 gm	210
Ispahani Mirzapore Best Leaf	200 gm	110
Ispahani Mirzapore Best Leaf	100 gm	57

Ispahani Mirzapore Best Leaf	50gm	30
Ispahani Mirzapore Best Leaf	15gm	10
Ispahani Mirzapore Best Leaf	7.5gm	5
Ispahani Mirzapore Best Leaf (Jar)	350 gm	200

Ispahani Mirzapore Tea Bags

Brand	SKU	MRP Price (Taka)
Ispahani Mirzapore Tea Bags 50 double chamber tea bags	100 gm	90
Ispahani Mirzapore Smart Pack 25 double chamber tea bags	50 gm	50

Blender's Choice Premium Green Tea

Brand	SKU	MRP Price (Taka)
Blender's Choice Premium Green Tea (Loose Tea)	100 gm	175
Blender's Choice Premium Green Tea Bag-in-Bag Tea Bags (25 Tea Bags)	35 gm	175

Blender's Choice Premium Green Tea Bag-in-Bag Tea Bags (25 Tea Bags)	70 gm	200

Blender's Choice Flavored Premium Green Tea

Brand	SKU	MRP Price (Taka)
Blender's Choice Premium Green Tea Honey & Lemon	35gm	140
Blender's Choice Premium Green Tea Lemon	35gm	140
Blender's Choice Premium Green Tea Ginger & Lemon	35gm	140

Zareen Premium Tea

Brand	SKU	MRP Price (Taka)
Zareen Premium Tea	400gm	250
Zareen Premium Tea	200gm	130

Chapter 3: Internship Experience



3.1: FGD -1: Pack Design Testing for Ispahani Mirzapore Tea

Ispahani Tea Limited is planning to test new pack design elements for its flagship Ispahani Mirzapore Tea brand. The objective is to evaluate the appeal, effectiveness, and brand association of three new pack designs alongside the existing one. In addition, in terms of growing environmental pollution in Dhaka city, as well as in the country, the future sustainability issues will rise. This research aims to understand consumer preferences, emotional engagement, and the impact of design on purchase behavior. Additionally, it will provide insights into design elements, brand alignment, and purchase intent to guide final packaging decisions.

Research Objectives

- Assess the visual appeal and consumer preference for each pack design.
- Evaluate the alignment of new designs with Ispahani Mirzapore Tea's brand identity.
- Analyze the impact of packaging elements such as color, typography, images, and layout.
- Determine consumer awareness and perception of changes in pack design.
- Examine the influence of packaging on purchase intent and brand loyalty.

Key Research Questions

- a. Appeal & Preference:
 - Which pack design is most visually appealing to consumers?
 - What elements contribute to consumer preference?
- b. Brand Association & Recognition:
 - Do the new designs align with Ispahani Mirzapore Tea's brand identity?
 - How do consumers perceive the new designs compared to the current one?
- c. Packaging Elements & Design Aspects:
 - How do different colors, typography, images, and layouts impact perception?
 - Are the designs easy to read and understand?
 - Do consumers notice and react to changes in the new pack designs?
 - How do consumers compare fonts across various packs?
- d. Functionality & Practicality:
 - Is the packaging easy to handle, open, and store?
 - Does it provide clear information about product quality, benefits, and preparation?
- e. Purchase Intent & Market Response:
 - Which design is most likely to drive purchase decisions?
 - How does the pack design influence consumer trust and loyalty?

Key Metrics for Evaluation

- Visual Appeal Score: Ranking of design elements
- Brand Association Score: Alignment with Ispahani Mirzapore's identity.

- Ease of Use Rating: Functionality and practicality of packaging.
- Purchase Intent Score: Likelihood of buying based on design.
- Impact on Visibility: Consumer noticeability and shelf appeal.

Core Target Market

- Geographical Coverage: Urban and rural areas of Dhaka, Chattogram, and Sylhet.
- Demographics: o Household Consumers: o Urban:Rural Ratio: 50:50.

Socioeconomic Class (SEC): B & above.

Gender Split: Male: Female = 50:50.

Age Group: Female (25-50), Male (28-50).

3.2: FGD- 2: Blender's Choice Premium Tea Logo & Pack Selection Study

Blender's Choice Premium tea is the epitome of premium tea excellence under the House of Ispahani. Designed for discerning young adults and professionals from SEC A & above, the brand embodies sophistication, modernity, and an exquisite taste experience. With five distinct variants, the brand aims to establish itself as the benchmark of premium tea. To enhance its market appeal and brand recognition, this study seeks to finalize an ideal logo and packaging design that not only reflects its premium identity but also resonates with the evolving preferences of contemporary consumers.

Broad Objective

The primary objective of this study is to meticulously select the most suitable logo and packaging design for Blender's Choice Premium tea through a systematic knockout process. The study will:

- Evaluate nine different logo designs and finalize one that best represents the brand's premium identity.

- Assess two packaging designs to determine which one aligns best with the selected logo while effectively communicating brand positioning.
- Ensure the final selection integrates premium essence, modern aesthetics, and exclusivity, while strongly appealing to the target audience.

Specific Objectives

- Logo Selection: Identify a visually compelling logo from nine different options that effectively conveys the brand's premium essence and contemporary elegance.
- Font Evaluation: Determine the most refined and sophisticated font style that enhances brand exclusivity, modernity, and memorability.
- Packaging Selection: Choose between two packaging designs that best harmonize with the selected logo while reinforcing the brand's luxurious appeal.
- Premium Appeal & Consumer Preference: Assess consumer perceptions of premiumness in the logo and packaging, ensuring a strong aspirational appeal.
- Brand Association & Recognition: Evaluate the effectiveness of the logo and packaging in strengthening Blender's Choice brand identity and premium positioning.
- Premium Packaging Elements & Design Aspects: Analyze high-end design elements such as color psychology, texture, material quality, embossing, and overall structural aesthetics.
- Functionality & Practicality: Assess the ergonomics, convenience, and durability of the selected packaging design to enhance the user experience.
- Visual Appeal & Market Response: Measure first impressions, desirability, and emotional impact of the logo and packaging through consumer insights.
- Purchase Intent: Understand the influence of the logo and packaging on consumer willingness to purchase and perceived value.

Core Target Market

- Geographical Coverage: Urban areas of Dhaka & Chattogram.
- Demographics:
 - Household Consumers of Urban Area

- Socioeconomic Class (SEC): A & above.
- Gender Split: Male: Female = 50:50.
- Age Group: Female (25-45), Male (28-45).

3.3: Quantitative Analysis

Comparative Evaluation of Puffy Bite Chocolate Cream Sandwich Biscuits: Sample 1(PDC-02/130325) vs. Sample 2 (PDC-03/110525)

A detailed comparative survey was conducted to evaluate two samples of Puffy Bite Chocolate Cream Sandwich Biscuits Sample 01 (Code: PDC-02/130325) and Sample 02 (Code: PDC-03/110525). The study involved 24 participants from the 17th and 18th floors of the ispahani Office, who evaluated both samples simultaneously.

Participants rated each sample across multiple product attributes using a 5-point Likert scale, ranging from 1 (least favorable) to 5 (most favorable), based on their personal preferences.

Using a visual and data-driven comparison, this analysis offers a thorough summary of their opinions, emphasizing each sample's main advantages, shortcomings, and general sentiment.

Divergent Stacked Bar Chart: Sentiment Analysis Across Key Attributes

The chart shows how people rated different features of a product. Each bar shows how many people gave positive, neutral, or negative feedback

Color Meaning:

Green (Right side): Positive feedback

Blue (Center): Neutral or moderate feedback

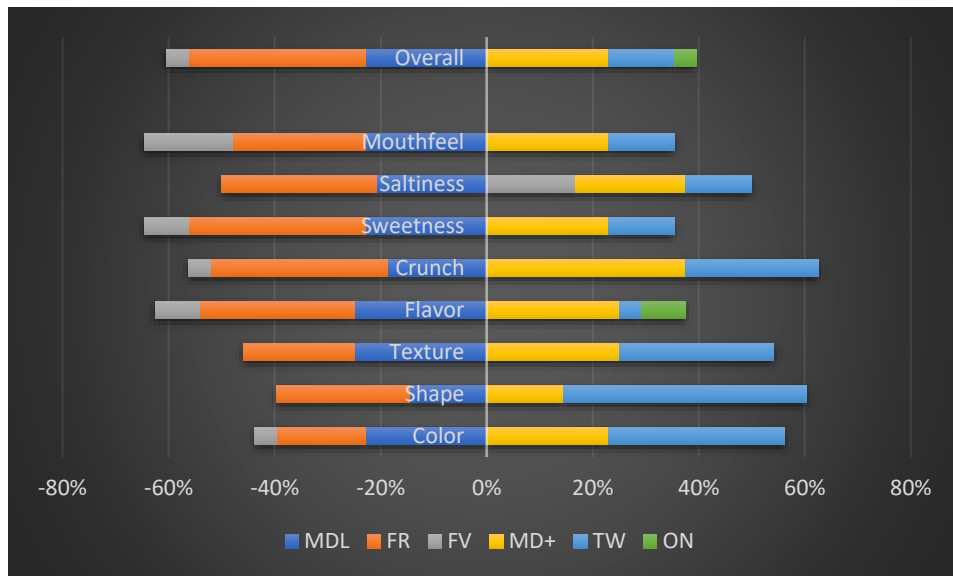
Orange/Red (Left side): Negative feedback

A greater presence of green reflects approval, while red/orange signals dissatisfaction.

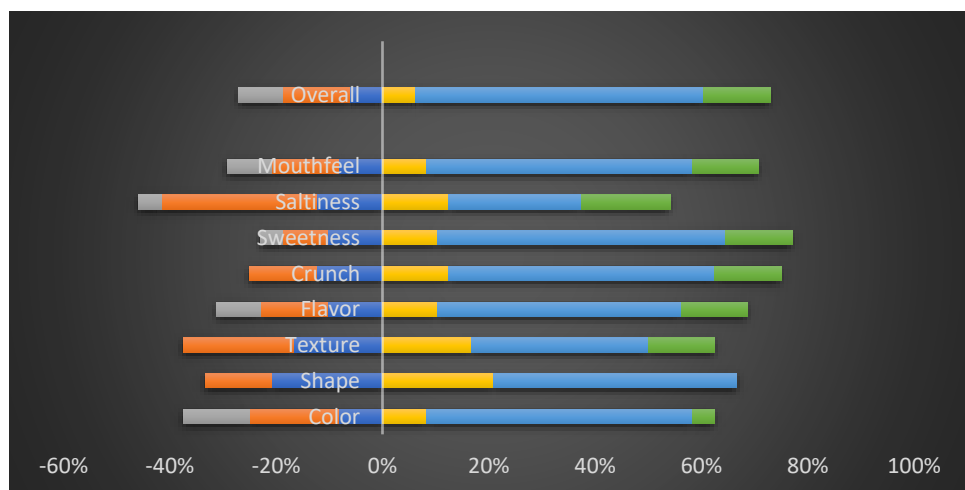
The five color categories are as follows:

Least	1	2	3	4	5	Best Fit
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Sample 1:



Sample 2:



Attribute-Wise Comparison Table

Attribute	Sample 1	Sample 2	Comparison & Insights
Overall	Moderately positive with significant neutral & minor negative	Strongly positive, minimal negative	Sample 2 is better received overall
Mouthfeel	Noticeable negative sentiment	Positive with low neutral/negative	Major improvement in Sample 2
Saltiness	High negative, some confusion	Improved, still moderate negative	Still problematic, but clearer in Sample 2
Sweetness	High negative, some confusion	Positive feedback	Sweeter profile of Sample 2 is better liked
Crunch	Positive, but with a strong neutral core	Positive	Crispier experience in Sample 2 preferred
Flavor	Mixed, some dissatisfaction	Much more positive	Taste clearly improved in Sample 2

Texture	Balanced with slight negative	More positive overall	Improved texture perception in Sample 2
Shape	Positive with more neutral	Highly positive	Shape design more appreciated in Sample 2
Color	Mixed (neutral-heavy, some dislike)	Mixed (neutral-heavy, some dislike)	Visual appeal improved in Sample 2

Summary of Comparative Insights

- Sample 2 outperformed Sample 1 across all key attributes, especially in:
 - Mouthfeel, Overall impression, and Sweetness
 - Stranger positive feedback and reduced confusion or dissatisfaction
- Sample 1 showed higher neutrality and dissatisfaction, especially in flavor, mouthfeel, and saltiness.

Summary: Sample 1 vs Sample 2- Key Insights

Indicators		Avs. Of Sample 1	Avg. of Sample 2	Preferred Sample
Apperance	Color	3.8	3.2	1
	Shape	3.2	3.3	2
	Texture	3.1	3.4	2
Taste	Flavor	2.8	3.4	2
	Crunch	2.8	3.6	2
	Sweetness	2.6	3.6	2
	Saltiness	2.5	3.2	2
	Mouth Fill	2.5	3.5	2
	Overall Acceptance	2.8	3.5	2

A comparative survey of two Puffy Bite biscuit samples shows:

- Sample 2 outperformed Sample 1 in 8 out of 9 attributes.
- Sample 1 was only preferred in color appearance.
- Sample 2 scored higher in taste, texture, mouthfeel, and overall acceptance, Indicating a more satisfying product experience.

Key insights based on the response of the participants

1. Clear Consumer Preference for Sample 2

Sample 2 (Code: PDC-03/110525) emerged as the preferred option, outperforming Sample 1 (PDC-02/130325) in 8 out of 9 product attributes. The only area where Sample 1 was rated higher was color appearance.

2. Relatively better Taste and Texture Profile

Sample 2 demonstrated marked improvements in critical sensory attributes such as flavor sweetness, crunch, and mouthfeel, leading to significantly higher overall acceptance.

3. Mouthfeel & Saltiness Notable for Turnaround and Caution

- Mouthfeel, previously a weakness in Sample 1, received substantially more favorable feedback in Sample 2, indicating successful reformulation.
- Saltiness, while improved, still reflected some participant confusion or inconsistency, suggesting the metric may be misunderstood or ambiguous

4. Visual Appeal: A Minor Trade-Off

While Sample 2 excelled in almost all dimensions, color appearance was slightly better rated in Sample 1. This suggests a potential area for enhancement without altering the improved taste and texture.

3.4: Quantitative Analysis 2

Evaluation of Spicy Tomato Thin Biscuits

A detailed survey was conducted to Evaluation of Spicy Tomato Thin Biscuits. The study involved 42 participants from the 17th and 18th floors of the Ispahani Office.

Participants rated each sample across multiple product attributes using a 5-point Likert scale, ranging from 1 (least favorable) to 5 (most favorable), based on their personal preferences.

This analysis provides a comprehensive overview of their perceptions, highlighting key strengths, areas for improvement, and overall sentiment toward each sample through a visual and data-driven comparison.

Divergent Stacked Bar Chart: Sentiment Analysis Across Key Attributes

The chart shows how people rated different features of a product. Each bar shows how many people gave **positive**, **neutral**, or **negative** feedback.

Color Meaning:

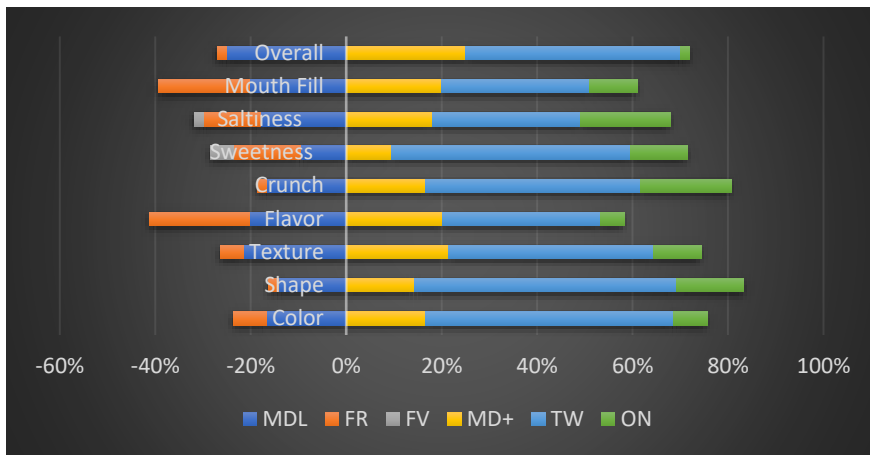
Green (Right side): Positive feedback

Blue (Center): Neutral or moderate feedback

× Orange/Red (Left side): Negative feedback

A greater presence of green reflects approval, while red/orange signals dissatisfaction. The five color categories are as follows:





Insights Based on Key Attribute's

- **Mouth Fill** - Good reception with some noticeable dissatisfaction.
- **Saltiness** - Mostly positive, but a few found it imbalanced.
- **Sweetness** - Mixed views, with a small group strongly dissatisfied.
- **Crunch** - Excellent performance, the most liked feature.
- **Flavor** - Significant negative feedback, needs improvement.
- **Texture** - Well-received with minimal concerns.
- **Shape** - Highly appreciated, indicating appealing design.
- **Color** - Strongly liked, though not without minor critique.
- **Overall** - Largely positive feedback, indicating strong general acceptance.

Sample Comparison Overview: Insights Derived from Indicator Averages

Indicators		Avg.
Apperance	Color	3.6
	Shape	3.8
	Texture	3.6
Taste	Flavor	3.2
	Crunch	3.8
	Sweetness	3.5
	Saltiness	3.5
	Mouthfill	3.3
	Overall Acceptance	3.5

Overview

The overall average scores suggest the product is moderately well-received by consumers, with a total acceptance score of 3.5. There are clear strengths and a few weaker points that could be improved.

Appearance Indicators

1. Shape (3.8) - Highest among appearance attributes, indicating the product's visual form or design is very well-liked.

2. Color (3.6) - Also scored well, suggesting the color tone appeals to most consumers.

3. Texture (3.6) - Shows that the product has a generally pleasing surface or internal consistency.

Insight: Appearance attributes are all above 3.5, showing strong visual and tactile appeal.

Taste Indicators

1. Crunch (3.8) - Joint highest score overall, a key sensory strength of the product.

2. Sweetness & Saltiness (3.5) - Balanced taste elements, suggesting broad satisfaction across consumers.

3. Mouthfill (3.3) - Slightly lower, possibly indicating the product could be richer or more satisfying in volume/feel.

4. Flavor (3.2) - Lowest score of all indicators; suggests a need for flavor enhancement or better integration of taste elements.

Insight: While crunch and basic taste balance are appreciated, tomato flavor depth is lacking.

Overall Acceptance (3.5)

This score reflects the composite satisfaction level, which is decent but not outstanding. There's a clear opportunity to elevate the product's profile by improving weaker dimensions, especially flavor and mouthfeel.

Key Takeaways

- **Strengths:** Crunch, Shape, Texture - These are the standout features and should be maintained or even emphasized in marketing.
- **Improvement Areas:** Flavor and Mouth fill - Enhancing these could significantly boost overall product appeal.
- **Balanced Elements:** Sweetness and Saltiness are well-managed and should be preserved.

Key Consumer Feedback Summary

Attribute	Consumer Sentiment	Action Suggestion
Flavor	Heavy, inconsistent, Less Tomato Flavor	Balance flavor, reduce overload
Sweetness	Too high	Reduce sweetness
Spiciness	Lacking or missing	Increase and balance spice
Tomato Flavor	Tomato flavor is inconsistent or not found	Make it clearer and more consistent
Mouth Fill	Lacking flavor	Improve richness and distribution
Overall Taste	Generally good but not perfect	Small refinements could make it excellent

3.5: Market Visit 1

Purpose of Visit:

To understand Ispahani product display techniques, interact with retailers, observe in-market product visibility, and gain knowledge on different Ispahani products.

Area Covered: Niketon, Gulshan, Mohakhali, Wireless, TV Gate

▲ Activities Performed:

1. Store Visits:

Visited multiple retail stores across Niketon, Gulshan, Mohakhali, Wireless, and TV Gate areas.

Observed product positioning, shelf management, and brand visibility in different outlets.

2. Product Display Learning:

The market supervisor demonstrated ideal product display techniques.

Learned the importance of facing, cleanliness, eye-level placement, and organized stacking of products.

Noticed that Ispahani Tea, Mirzapore, Blender's Choice, and other SKUs were mostly displayed in premium shelf spaces in many stores.

3. Retailer Interaction:

Under the supervision of the market supervisor, engaged with retailers to understand their feedback.

Learned how to introduce Ispahani products to retailers clearly and professionally.

Discussed fast-moving items, customer preferences, and seasonal sales trends.

4. Product Knowledge:

Supervisor explained the key features and positioning of various Ispahani products:

Mirzapore Best Leaf - High consumer demand, strong brand identity.

Blender's Choice Premium Tea - Positioned for higher-end customers.

Zareen Premium Tea - Focused on quality-conscious consumers.

Also introduced to Ispahani Snacks and other FMCG products under the brand.

Biscuit item's

5. Competitor Observation:

- Took note of competing brands on display.
- Compared shelf positioning, retailer feedback, and promotional visibility.

Key Learnings:

- Effective display increases brand visibility and helps in driving sales.
- Building strong retailer relationships is essential for maintaining shelf space and trust.
- Market visits provide ground-level insights that support strategic decisions.

Challenges Observed:

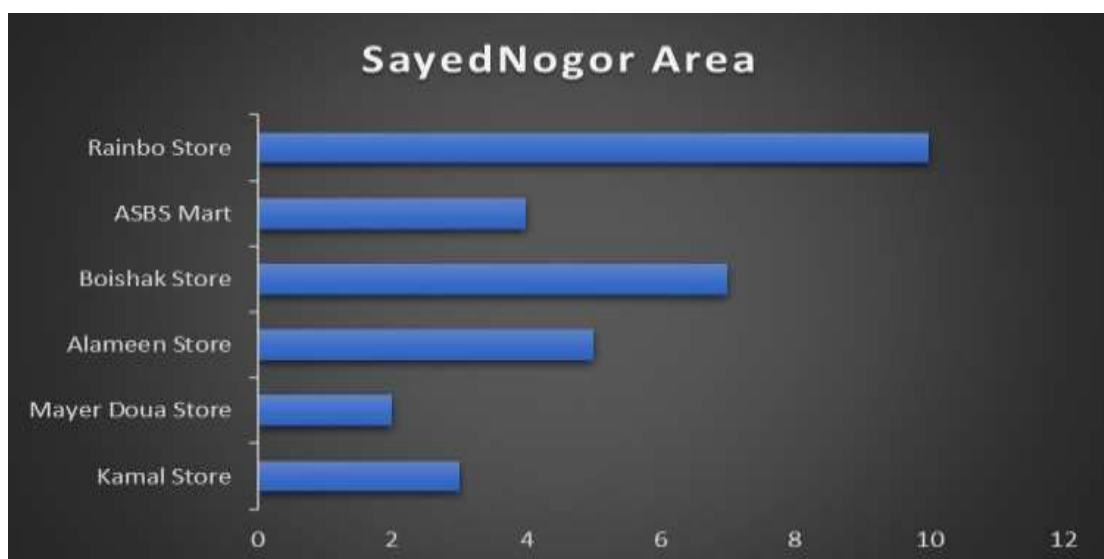
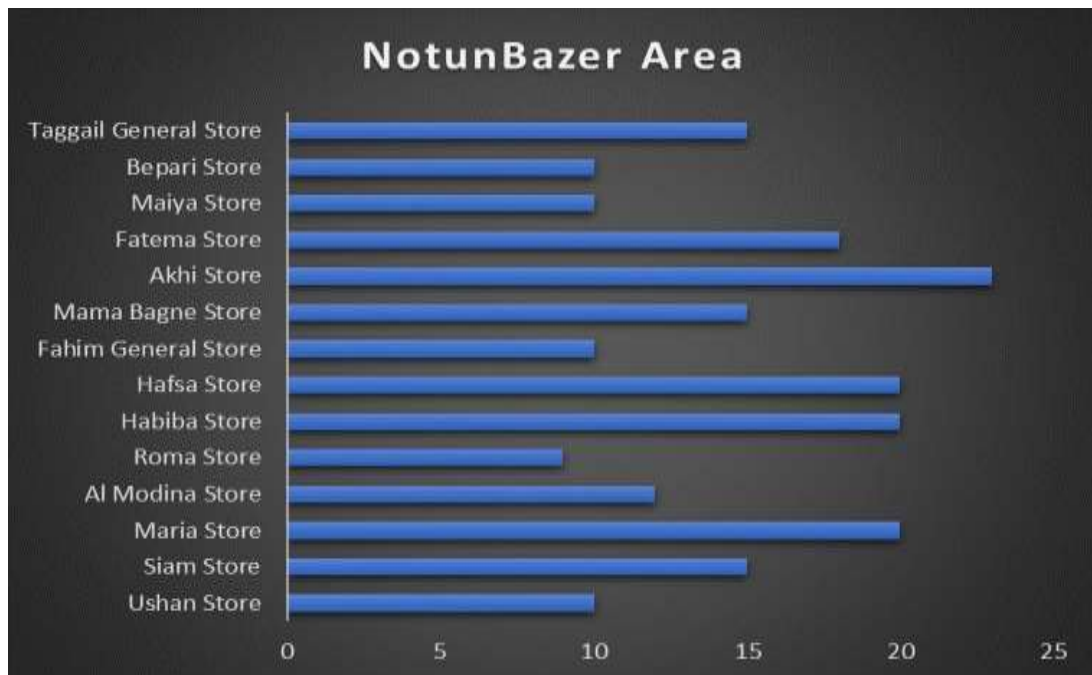
In some outlets, limited space reduced product visibility.

This market visit was highly educational and practical. It gave me first-hand exposure to how sales operations are conducted in the field, how product placement affects customer purchasing behavior, and the importance of maintaining good relationships with retailers. I appreciate the opportunity and look forward to participating in more market activities to enhance my learning.

3.6: Market Visit 2

This report summarizes tea sales data and customer insights gathered from 20 retail stores and 10 tea stalls located between Notun Bazar and Sayednogor. The goal was to assess weekly Ispahani Tea sales and understand current market positioning against competitors.

Store-Wise Weekly Sales



Competitor Analysis

Second highest selling brand: Taaza Tea

Third highest selling brand: Ceylon Tea

Tea Stall Scenario



Notun Bazar Area

- Around 95% of tea stalls use Number One Tea.

Sayednagor Area

- Similarly, 95% of tea stalls use Number One Tea.

Reason (from tea stall feedback):

- Number One Tea is cheaper than Ispahani.
- Tea stall owners prefer it to keep costs low.

Key Insights

High Sales Stores (20 kg or more per week):

- Maria Store
- Habiba Store
- Hafsa Store
- Akhi Store
- Fatema Store

Low Sales Stores (under 5 kg per week):

- Kamal Store
- Mayer Doua Store
- ASBS Mart

Challenges in Sayednigor Area:

- Low product availability
- No active supplier/distributor for Ispahani Tea
- High preference for cheaper alternatives like Number One

Recommendations**1. Improve Distribution in Sayednigor:**

- Appoint local distributor/supplier
- Ensure regular stock delivery to stores

2. Pricing Strategy Review:

- Consider competitive pricing or offer discounts for bulk buyers (like tea stalls)

3. Promotional Campaigns:

- Run awareness campaigns about Ispahani Tea's quality
- Offer sample packs to new stalls in Sayednigor

4. Incentivize Retailers:

- Provide commission or bonus for high-volume sales

3.7: Project Supervision 1:

Quantitative Research Report: Blender's Choice Premium Tea Logo & Pack Selection Study

As part of Ispahani Tea Limited's initiative to revitalize the packaging of its flagship product, Ispahani Mirzapore Tea, a quantitative study was conducted to evaluate the effectiveness, appeal, and consumer perception of three newly developed pack designs against the existing one. The objective was to gather data-driven insights on design preference, brand association, and the influence of packaging elements on consumer behaviour.

A quantitative research approach was adopted using structured face-to-face interviews. Respondents were shown the existing and new pack designs and were asked to rate and provide feedback on specific elements using pre-designed questionnaires. All data was later digitized and analyzed using statistical tools.

Sampling Method

- Sample Size: 100 respondents
- Sampling Technique: Non-probability quota sampling
- Gender Split: 50% Male, 50% Female
- Age Group:
 - ✓ Female: 25–50 years
 - ✓ Male: 28–50 years
- Socioeconomic Class (SEC): B and above
- Urban:Rural Ratio: 50:50
- Geographical Coverage: Dhaka, Chattogram.

Field Supervision & Monitoring

As part of my internship responsibilities, I actively participated in overseeing the quantitative data collection process for the Blender's Choice Premium Tea Logo & Pack Selection Study, particularly in the Dhaka metropolitan area, while also maintaining

coordination with the Chattogram zone team remotely. **Dhaka Zone Supervision (On-Ground)**

Over a period of 7 consecutive days, I directly supervised fieldwork operations across five key residential and commercial areas of Dhaka:

- Banani
- Dhanmondi
- Gulshan
- Badda
- Bashundhara Residential Area

These locations were strategically selected to represent diverse socioeconomic groups within the SEC B and above categories, ensuring the sample was reflective of our core target market.

Key Responsibilities in the Field:

1. Enumerator Coordination & Briefing: I worked closely with a third-party market research agency (name withheld for confidentiality) to ensure field enumerators were thoroughly briefed on the survey objectives, questionnaire structure, ethical protocols, and respondent handling techniques.

2. Quota Management:

Throughout the fieldwork, I monitored respondent demographics to ensure that the gender split (50% male, 50% female) and other criteria such as age group and SEC classification were being met accurately and uniformly across all locations.

3. On-Site Supervision & Spot Checks:

I conducted spot visits during active data collection to observe interviews, validate responses, and assess enumerator conduct. This ensured the integrity of data and that respondents were being selected and interviewed appropriately.

4. Logistical Support & Troubleshooting:

I assisted in resolving logistical challenges such as location access, respondent availability, or time conflicts that arose during the fieldwork. This ensured the smooth execution of data collection within the planned timeline.

Chattogram Zone Monitoring (Remote)

While I was based in Dhaka, I also took responsibility for monitoring the Chattogram zone remotely. My role involved:

- Daily communication with the Chattogram field team to track progress, provide clarifications, and ensure alignment with the research protocol.
- Monitoring sample quota achievement and ensuring consistency in respondent selection and interview quality.
- Providing troubleshooting support over the phone in case of delays, location-based complications, or questionnaire-related issues.

Despite the geographical distance, this remote oversight allowed me to maintain a high level of control and ensure that the data collection process across both zones was uniform, accurate, and completed within the stipulated timeframe.

Value of My Supervision

Through this hands-on supervision experience, I gained practical exposure in:

- Managing field research operations in real-world market environments
- Coordinating with external research partners and internal teams
- Ensuring data quality and respondent authenticity
- Understanding the operational challenges of large-scale consumer research

This role not only strengthened my knowledge of marketing research execution but also enhanced my project management, communication, and problem-solving skills—key competencies for a career in data-driven marketing strategy and analytics.

3.8: Project Supervision 2:

Field Supervision & Monitoring: ISPI Promotional Gifts Consumer & Retailer Insight Study

As part of my internship at Ispahani Food Limited (IFL) under the Marketing Research & Analytics division, I was entrusted with the responsibility of supervising and monitoring the Consumer & Retailer Insight Study conducted to evaluate the promotional gift strategy of ISPI, a flagship spice brand.

Field Locations & Timeline

The research fieldwork was carried out over 7 consecutive days across seven key geographical areas in Bangladesh, strategically selected to ensure representation from both urban and rural consumer segments. The study locations were:

- **Dhaka Division (On-ground Supervision):**

- ✓ Uttara
- ✓ Mirpur
- ✓ Dhanmondi
- ✓ Badda

- **Outside Dhaka (Remote Monitoring):**

- ✓ Cumilla
- ✓ Chattogram

Supervision Role in Dhaka Region (Physical Presence)

I was physically present during the data collection phase in the Dhaka metropolitan region, actively supervising the research execution in five different zones. My role involved:

- 1. Enumerator Briefing & Quality Control**

- ✓ Coordinated with the third-party data collection agency to ensure enumerators were briefed on the survey objectives, respondent profiling, and questionnaire protocols.
- ✓ Conducted spot audits to ensure that respondents met the target criteria (e.g., female primary grocery purchasers, recent ISPI buyers).

2. On-site Monitoring of Interviews

- ✓ Visited live data collection sites in all five Dhaka locations to oversee interview quality, adherence to survey scripts, and respondent engagement.
- ✓ Ensured female respondents felt comfortable and understood the context of the study.

3. Quota Tracking & Sampling Compliance

- ✓ Closely tracked sample quotas for gender, location (urban/rural), and retailer vs. consumer split.
- ✓ Provided real-time updates and feedback to the agency team to adjust for quota imbalances.

4. Field Issue Resolution

- ✓ Addressed logistical and operational challenges such as retail store availability, consumer refusals, and location access, ensuring uninterrupted fieldwork flow.

Remote Monitoring of Cumilla & Chattogram

While I was based in Dhaka, I also took charge of remotely monitoring the field activities in Cumilla, and Chattogram. My responsibilities included:

1. Daily Coordination Calls

- ✓ Maintained regular communication with field supervisors and enumerators working outside Dhaka to track data collection status and ensure protocol compliance.

2. Monitoring Sample Quality

- ✓ Reviewed incoming data samples (via digital dashboards or reporting sheets) to identify any inconsistencies, sampling errors, or gaps.

3. Supporting Field Challenges Remotely

- ✓ Provided guidance over the phone on handling difficult respondents, ensuring retail store cooperation, and maintaining a balanced mix of consumer and retailer respondents.

4. Time & Quality Assurance

- ✓ Ensured that the entire fieldwork across all regions was completed within the 7- day timeline with a high standard of data integrity.

Value of My Contribution

By actively supervising field activities in Dhaka and remotely supporting operations outside the city, I contributed to the overall success of the study by ensuring data quality, consistency, and operational efficiency. This hands-on experience strengthened my skills in:

- Field research coordination and logistics
- Data validation and sample control
- Communication with agency personnel and retailers
- Understanding the complexities of consumer insights at the ground level

This project deepened my appreciation of the practical challenges involved in marketing research and gave me a holistic understanding of how quantitative data is gathered, cleaned, and interpreted to guide brand-level strategic decisions.

Sampling & Fieldwork Overview

To ensure a robust and representative data set, the study included both consumers and retailers across key geographical markets where ISPI has an established retail footprint and diverse customer base.

Total Sample Size:

400 Respondents

- **Consumers:** 300 respondents
- **Retailers:** 100 respondents

Chapter 4: Analysis & Findings

4.1: SWOT Analysis:

SWOT analysis, a comprehensive assessment of a company's Strengths, Weaknesses, Opportunities, and Threats, aids in identifying potential areas for marketing activity modifications. An overview of the internal and external environments of Ispahani Tea Limited.

Strength

- Top tea brand in Bangladesh
- Excellent company image
- Powerful distribution network
- Superior products
- Reliable with a lengthy history

Weakness

- Lack of emphasis on online shopping and services
- Inadequate print and electronic media advertising
- Insufficient digital marketing activity

Opportunities

- Systems for online ordering and delivery
- The number of people drinking tea is growing daily. This is a fantastic chance to grow the company.

Threats

- The competitors are fiercely competitive.
- Expensive product

Chapter 5: Recommendations & Conclusion

5.1 Conclusion

In Bangladesh, Ispahani is a well-known tea brand. Although it has taken a while for Ispahani to achieve its highest level of success, the business has always prioritized overcoming all challenges. Since its inception, the business has concentrated on offering the providing customers with the highest quality and level of satisfaction, which has been essential in creating and preserving the company's tea product brand image. Ispahani currently holds the top spot in terms of consumer brand awareness and is the biggest tea company in the nation. Ispahani tea's reputation will continue to rise, and eventually it will spread outside of Bangladesh.

5.2 Recommendation:

Ispahani is able to create their own online ordering platform. It will give the business a digital platform.

- ❖ To close the gap between Ispahani's failure and that of its competitors, a market penetration strategy should be implemented.
- ❖ The owner of a hot tea stall and the marketing channel have complained that the cycle men are not as involved in distribution. As a result, occasionally they are unable to serve their customers tea on time. As a result, other brands have an opportunity to gain market share. Perhaps they lack adequate compensation and other amenities (as stated by the owner of the tea stall), and it needs to be redesigned.
- ❖ To better understand the needs, desires, and demands of their customers, they can enhance their R&D department.
- ❖ Employee process and behavior can be improved with adequate training and workshops.
- ❖ Ispahani should continue to have a better reputation than other brands because it is a well-known and established brand. It must continue to hold the top spot for setting promotional activities and is deserving of charging more for tea than its rivals. It is not a good idea for Ispahani to compete with rivals on price

reductions because occasionally a good brand's price speaks volumes about it. Price reductions frequently have a negative impact on brand image. Here, the business can provide additional value for their target customers (for example, offering more tea at the same price in a variety of package types can work well). In addition to strengthening Ispahani branding, this trade promotion boosts sales at hot tea stalls and in the hotel industry. In general, Ispahani ought to heed Steven Bradley's sage advice here. "Give your customers the best value for their money, not the best price.

- ❖ They must update their technology. They must create a robust website with up-to-date content.

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