

“Opportunities of Animal Services through IT In

Bangladesh:

A Case of shurjoMukhi Limited”



Internship report

On

**“Opportunity of Animal Services through IT in
Bangladesh:
A Case of shurjoMukhi Limited”**

Prepared For

Dr. Khandoker Mahmudur Rahman
Associate Professor
School of Business & Economics

Prepared By

Isha Easmin Tuli
ID: 111 151 210



UNITED INTERNATIONAL UNIVERSITY

Date of Submission: 23rd December, 2019

Letter of Transmittal

December 23, 2019

Dr. Khandoker Mahmudur Rahman
Associate Professor
School of Business and Economics
United International University

Subject: Submission of the internship report on “Opportunity of Animal Service through IT in Bangladesh: A Case of shurjoMukhi Limited.”

Dear Sir,

I am submitting my Internship report on “Opportunity of Animal Services through IT in Bangladesh: A Case of shurjoMukhi Limited” that you are assigned me. It is a great pleasure for me to work on this. I did a lot of hard work for preparing my Internship report. I gained huge practical knowledge while preparing this report; this will surely help for my future career.

I worked on the report in a way so that it can provide its actual purpose and if you have any question I am ready to give answer regarding this report.

Therefore, I pray and hope that you will admire my hard work.

Sincerely yours,
Isha Easmin Tuli
ID- 111 151 210

Signature

Letter of Declaration

I am Isha Easmin Tuli, Id no: 111 151 210 major in Finance & Marketing, student of United International University declared that this is my internship report on “Opportunity of Animal Service through IT in Bangladesh: A Case of shurjoMukhi Limited” and it was completely prepared by me. Without copying anything I prepared this report.

I assured that only for my academic purpose, this report is prepared. It will not use for any purpose.

.....

Isha Easmin Tuli

ID NO: 111 151 210

Bachelor of Business Administration

United International University

Acknowledgement

I had a great opportunity to work with the employees of shurjoMukhi Limited (shurjoMukhi Pranisheba) during my internship period. As this is a software company, I gathered huge practical knowledge and experienced real life issues.

At first, I would like to thank my supervisor Dr. Khandoker Mahmudur Rahman Sir Associate Professor, School of Business and Economics, United International University for giving me the advices regarding this report. Without his guidance I cannot be able to prepare the report properly. When I faced any types of problems regarding this report sir always came forward to help me. Secondly, I want to thank all the executives of shurjoMukhi Limited for helping me when I need them. In shurjoMukhi Limited I worked as an intern under the Manager of Sales and Marketing department Md. Hasan Ali who provide much information related to this report. Without his support I cannot collect that information and my report would remain incomplete. So I thanked Md. Hasan Ali sir for giving his time and effort.

In this report I have tried my level best to give relatable information which is required to complete this report.

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Executive Summary

It was a great opportunity for me to work as an intern under the major in marketing. To do intern I choose shurjoMukhi Limited because here I see a huge opportunity to learn practical knowledge under marketing.

shurjoMukhi Limited is about creating and imagining a future they want to survive and leave behind. A future where communication is as natural as laughter, a future where grid electricity does not depend solely on charging our laptops, mobile phones, or getting lights and gadgets in our home. It's all about doing the necessary tasks like online banking, online bill payment and internet shopping from mobile or laptop, which are as easy and available as the sun on a bright sunny day. Modern business is extremely complex due to changing customer preferences and tastes etc. all the time for technical and high competition. So, every company should be of international quality.

We know that livestock breeds play a very important economic, social and cultural role or function for rural families in contributing to the improvement of income and income of rural families. Livestock contributes to food, family nutrition, family income, wealth savings, soil productivity, livelihoods, transportation, farming, agricultural diversity and sustainable agricultural production, employment of family and community, livelihood purposes and social dignity. Technology is considered as a set of knowledge and application strategies, which people strive to improve the world they need.

shurjoMukhi Limited has a strong point that not only helps the market survive, but it also has weak points that can reduce the demand for its products as well as improve the market. It also has some threats but also opportunities, opportunities are stronger than threats. shurjoMukhi Pranisheba Animal Services sets its prices following its penetration pricing policy for pricing services in the market for service delivery. The direct channel and the indirect channel are followed by shurjoMukhi Pranisheba. Initially both are used for service delivery. To capture the market, they use various techniques such as logistics as a supply and promotional tools that make people aware. In discussing the marketing strategy, I used Porter's Five Model, SWOT Analysis, Marketing 4P, Product Life Cycle, Promotion Strategy, Push View, and Distribution Strategy. Finding and analyzing the results of the program presented graphically, the financial section then shows the recommendations and conclusions after net income, 5-year budget on startups, the project completion budget and the dairy farm budget.

Chapter 01



1. Background of the Report

1.1 Introductions

Modern business is extremely complex due to changing customer preferences, and tastes etc. for technical and high competition all the time. Globalization has spread around the world as competition continues. So, every company should be of international quality. Each company or firm wants to create its loyal customer group. Every firm wants to maximize profits through customer satisfaction. Today, every company has to face so much competition. The marketer has to face up to perform all the marketing tasks. There are two types of environment, one is macro or external and the other is micro or internal environment.

We know that livestock species play a very important economic, social and cultural role or function for rural families in contributing to the improvement of the income and income of rural families. Livestock help to provide food, family nutrition, family income, wealth savings, soil productivity, livelihoods, transportation, farming, agricultural diversity and sustainable agricultural production, family and community employment, livelihood purposes and social status. The Livestock feature as a living savings can be converted into cash whenever the family needs it, a security asset that affects access to informal credit and loan and is also a guarantor for the loan. This livestock asset can be viewed as a "bank account" and is an important source of family savings that can be used as an important source of risk reduction and protection, reducing low crop production, income insecurity and weakening the family over the years.

From the beginning of humanity, the growth and spread of the population and society has led to the development of various technologies. As humans have appeared on earth, there is technology. Technology is considered as a set of knowledge and application strategies, which people use to try to change the world to the best they need. Technology is usually associated with the development of solutions to a problem or a problem that may arise in everyday situations. Undoubtedly one of the most surprising innovations was the agriculture and livestock sectors. The shurjoMukhi Limited is that the IT sector saves farmers time to meet the needs of the farmers and to create new needs and features in the mind of the customers, save money and eliminate the information about their animals. This company offers a device called "smaXtec" which is a cute bolus. This means that farmers can keep information about

livestock in their livestock, meaning that it is very easy for them to get information through this device.

This report attempts to focus on the “opportunities of animal service through information technology in Bangladesh”. It has become one of the most popular IT sectors in Bangladesh and is trying to capture large market share.

1.2 Topic of the report

A topic has to be selected for the report. A well-defined topic reveals what is going to be discussed throughout the report. The topic has been assigned “opportunities of animal services through IT in Bangladesh: A case of shurjoMukhi Limited”.

1.3 Origin of the report

In today’s world academic education is not enough to enable student compete with confidence and reach his/her goal without having experience of the outside world. The report which has given the opportunity to learn about how a particular company sets its Marketing demand in customers mind to launch its product in the market place to satisfy the organizational goal.

1.4 Background of the report

Internship program is a mandatory part of BBA Degree. After completion of all credit every student required to complete this program through attached with any organization based on their major course. In this program every student work like an employee of the organization and work at least three month or more based on the company requirements. After successful completion student required to submit a report to the course supervisor on the basis of the practical experience learned on that internship period.

I got an opportunity to intern at shurjoMukhi Limited, where I had learned a lot regarding marketing policy, customer support service, digital marketing and so many things.

This report is developed on the basis of creating opportunity of animal service through IT in Bangladesh. To complete the report, I have collected data from marketing course contents, initial discussion with the few managers of shurjoMukhi and communicating with the marketing manager. The purpose of this internship program is to enable to gain practical knowledge on business activities. Also learn about functions of organization and to develop analytical skill and scholastic attitude.

1.5 Objective of the report

Internship program is a realistic and practical subject to understand the situation nearly. It is a career development activity help a student to build their career. **The internship program provides me the following things:**

1.5.1 General objective

The general objective of this study is to complete the report. Obviously, the report would lead us towards what information we want from the market. Therefore, it is very important for us to have objectives of our own to carry out the report in order to have a proper guideline throughout the report.

- Visit farm and try understand about the demand of smart device for animals.
- To find the relationship between academic education and the real practical field.
- To know how to work in practical market field, neck to neck competing with the leaders.
- To develop my knowledge about marketing field that helps me to build my career as marketing leader in future.

1.5.2 Broad objective

To find out and analyze the current market scenario and opportunities of animal services through IT in Bangladesh and come up with different promotional strategies for shurjoMukhi Pranisheba

1.5.3 Specific objective

The report that I have to do as marketing student must have some specific objectives. The specific objective of the report is to explore the opportunities of animal services through IT in Bangladesh of shurjoMukhi Limited.

- To analyze the current market.
- Developing a set of desired traits necessary for successful marketing plan.
- Find out comparative position of the company.
- Identifying the pricing policies.
- Identifying the effectiveness of distribution strategy
- Identifying the target consumers according to demographic segmentation social class
- To know about shurjoMukhi Company as a whole.
- To design promotional strategies for shurjoMukhi Pranisheba under shurjoMukhi Limited.
- To recommend solutions for solving the problems faced by the organization.
- Identifying different promotional activities that the company offers like free sampling provide, discount, occasional gift, incentive etc.
- Identifying the standardization of the product.

1.6 Scope of the report

This report has been prepared through extensive discussion with shurjoMukhi employees, client and honorable supervisor. While preparing this report, I had a great opportunity to have an in depth knowledge of all the marketing activities.

1.7 Methodology of the report

For smooth and accurate study everyone has to follow some rules and regulations. **The study inputs were collected from two sources:**

1.7.1 Primary sources

- Practical Brand development
- Marketing Activities

- Face to face conversation with the Project Supervisor
- Direct observations
- Face to face conversation with the client/ employee

1.7.2 Secondary sources

- Websites of shurjoMukhi limited
- Brochure of shurjoMukhi limited

1.8 Limitation

In preparing this report certain limitations were faced:

- Lack of sufficient sources prevented verification of information.
- The analysis presented here may vary with opinions of experts in this field.
- Some aspects of the report may be considered confidential by the organization.

Chapter 02



2. Organization Part

2.1 Overview of the organization

shurjoMukhi Ltd. is all about imagining and creating a future that they want to live and leave behind. A future where communication is as natural as laughter, a future where grid electricity does not rely solely on charging our laptops, mobile phones or getting lights and gadgets in our homes. It's all about doing the necessary things like online banking, online bill payment and Internet shopping from your mobile or laptop as easy and available as the sun on a bright sunny day. With their relentless pursuit of making e-commerce, remittance systems, payment gateways and telecommunications solutions available as much as possible, they are determined to contribute to the realization and virtualization of living spaces as enjoyable and affordable as possible.

Mission: Contribute to creating living spaces - be it real and virtual - as affordable and enjoyable as possible.

Vision: Focuses on the next billion to whom traditional timber vendors and solution providers will not go.



shurjoMukhi Organogram

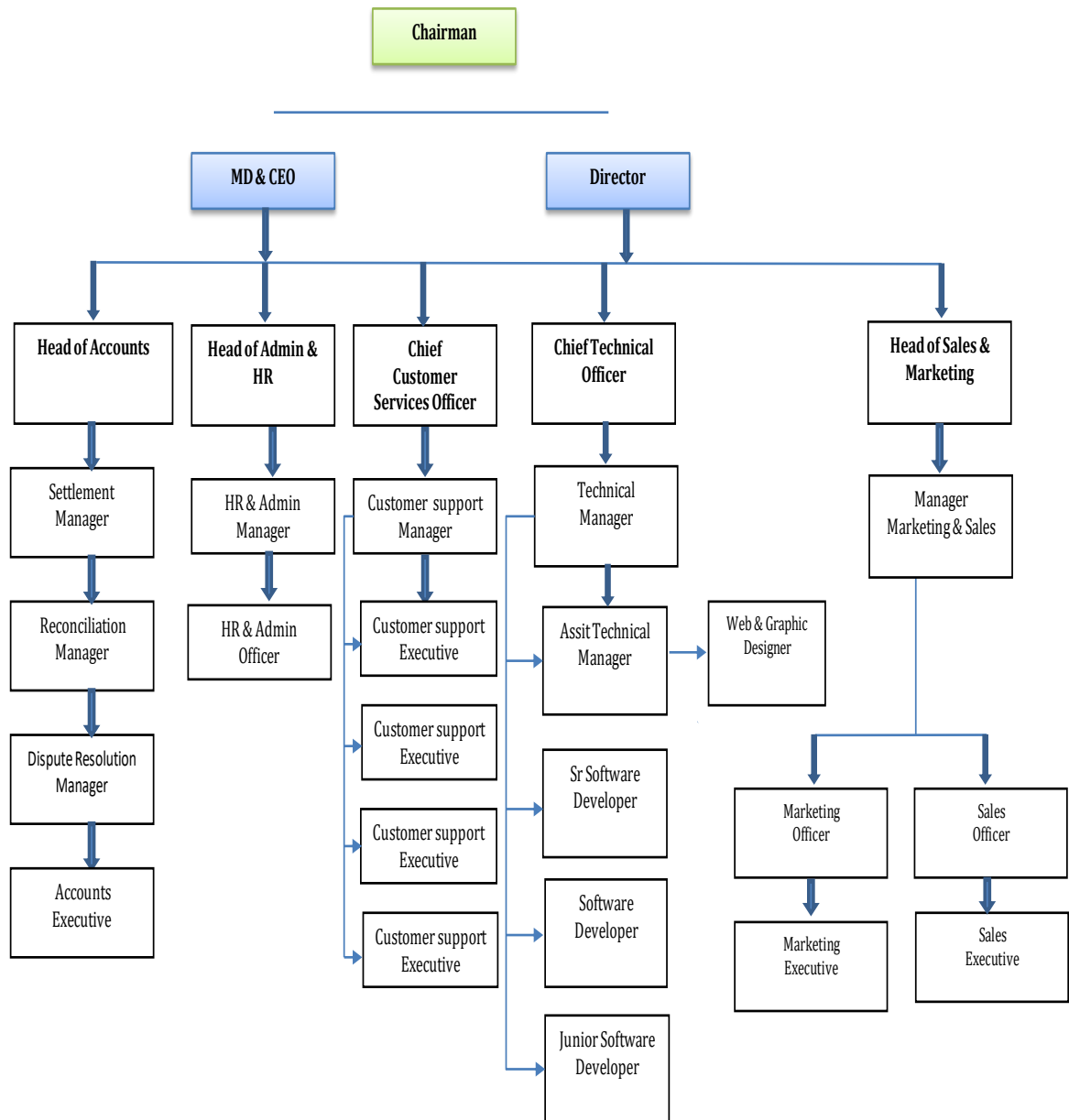


Figure 2.1: shurjoMukhi Organogram

shurjoMukhi Pranisheba Organogram:

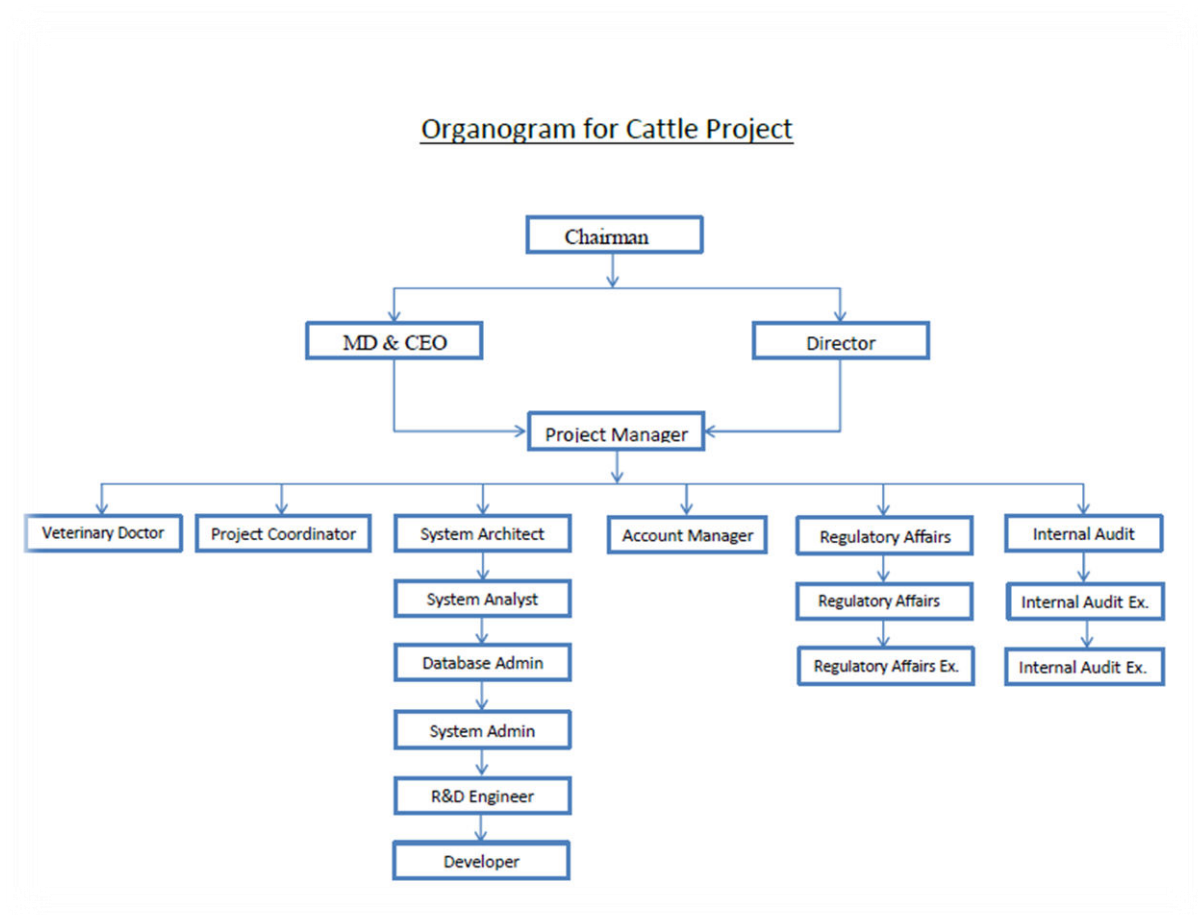


Figure 2.2: shurjoMukhi Organogram cattle project

2.2 Portfolios:

- PayPoint
- Shurjo pay
- Shurjorajjo
- Shurjobarta
- shurjoMukhi Pranisheba

2.2.1 Pay point



shurjoMukhi is creating and operating the largest online bill payment portal in Bangladesh called payPoint (payPoint.com.bd), which is used by card and m-wallet holders to purchase financial tickets from movie ticket purchases to mobile airtime to the Internet. shurjoMukhi Paypoint Portal provides online mobile top-ups to Teletalk, Grameenphone, Robi, Airtel and Banglalink using credit or debit cards from the comfort of their home or office anytime. shurjoMukhi has introduced online payment processing for other government (WASA, cadet college authorities, Bangladesh Army admission, and BIM fees) and commercial companies at paypoint.com.bd, which charge fees, credit or debit cards at PaymentPoint.com. Charges need to be taken through online portal. Pay a visit to Pay Point.

2.2.2 Shurjo pay



With the growing awareness of e-commerce opportunities in Bangladesh, many young entrepreneurs are developing websites that require payment gateways. Most of these entrepreneurs cannot afford a payment gateway and in some cases cannot justify the expense for a small startup business. In order to bridge the gap by creating a secure payment gateway, acquiring a payment terminal at Shurjo pay and making these websites (merchants) available at an affordable price. This implies the following: Any payment gateway in Shurjo pay will

provide access that accepts card payments (e.g., MasterCard, Visa, DBBL Nexus, and Q-Cash) and mobile wallet payments (Develop, DBBL M-Wallet) for merchants. ShurjoPay will raise money on behalf of the merchants. ShurjoPay will maintain a transparent account for each merchant using the payment gateway.

2.2.3 Shurjorajjo



Shurjorajjo is an Internet platform for the creative community to hang out on the internet, display their products regardless of digital or brick-and-mortar and sell online to buyers around the world. Shurjorajjo's place is a mix of social and commercial expression and opportunity. In order to replace this, people need to be a registered user of Shurjorajjo. Opening an account is absolutely free. Proceeds from the sale of the original work are distributed on soft / downloadable products on revenue, such as audio works, design and illustration, digital photography, literary works, mobile apps, software, video graphy and distribution products on 92.5 / 7.5 bases, such as books and magazines, Computers & Networks, Electronics, Entertainment, Fashion, Jobs & Courses, Mobile Phones, Musical Instruments, Visual arts and crafts. In addition to offering free space in Shurjorajjo, Shurjorajjo shows all the security, commercial and marketing aspects related to the platform.

2.2.4 Shurjobarta



Shurjobarta is a communication portal with a free web 2 SMS service. One of the various communication features are offered and one can send a free SMS to any mobile operator in Bangladesh from anywhere in the world called Shurjobarta. Send millions of SMS at low cost with bulk masking facility to the users who get the best message for bulk SMS at low prices. To ensure that the registration process is simple and straight forward yet sufficiently rigorous,

it will not be abused in any way or form. Two prerequisites for opening an account with a valid email address and a working mobile phone is necessary at Shurjobarta.

2.2.5 Shurjomukhi Pranisheba



The goal of the shurjoMukhi Pranisheba is to create a digital platform using IoT (Internet of Things) and RFID technology in rural areas of the country for the development of cattle breeds, genetic development, data protection, breeding, dairy management and provision of primary treatment. Most importantly, a livestock insurance policy is part and parcel of the platform to protect cattle farmers. Above all, the aim of the livelihood platform is to implement the government's vision and vision for rural socio-economic development through the use of ICT in cattle extension activities. A new livestock insurance project based on a digital health tracking system was launched in a joint venture by Phoenix Insurance and shurjoMukhi Ltd, shurjoMukhi livestock product that will prevent offspring, early detection of health disorders, monitoring calves and continuous measurements of temperature. A biosensor or bolus is kept inside the stomach of an animal for at least five years, which officials say does not create any adverse reactions. In order to receive the product, a farmer will have to pay Tk 500 per month for each cow and the insurance premium for the insured value of the cow should be from 2.75 percent to 5.5 percent. Insurance risk coverage is for death, theft and permanent incapacity.

2.3 Technical aspects:

2.3.1 Bolus

The following picture shows the bolus process in a cow's stomach:

A: **Bolus:** Bolus is an active device. It is inserted into the belly of the cow through the song Bolus. After the cow goes into the stomach, it starts giving information about 5 minutes later. The data from the bolus reaches the data cloud through the base station. Arrive from the cloud through shurjoMukhi Pranisheba.

B: **Bolus amplifier:** bolus amplifier is a device through which the cow is bolted fed. First, the bolus is activated and the bolus enters the applicator, then the song is inserted through the cow's mouth and pulling the handles.

Applicators for bolus:



Bolus



Bolus Gun



Base Station



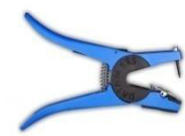
Climate Sensor



Ear Tag



Neck Tag



Ear Tag Clamp

How this system works:

How does the smaXtec system work?



Figure 2.3: How bolus works

- First lift the label underneath the smaXtec Balls. Next, activate the sensor (including the smaXTec base station) using the provided magnets.
- If the smaXtec bolus is successfully activated, the LED light at the bottom of the smaXtec bolus shines briefly every 0.5 second.
- Note the exact position of the magnet mentioned in the given guide.
- Add pH 1.0 to the buffer solution in a thin container and remove the sponge from the sensor tip. Then first place the smaXtec Premium bolus on the container sensor and tap.
- It takes at least 5 minutes to start the smaXtec bolus. Flash three times during this period. If the preparation is consistently successful, the LED flush for 5 minutes every two seconds. If unsuccessful, the LED flush too fast (every 5 milliseconds) for a duration of 5 minutes.
- After a successful startup, the smaXtec bolus can be sorted using a smaXtec sensor amplifier. After selecting the appropriate animal, the animal identification data must be entered in the supplied list next to the serial number of the smaXtec sensor.

- Activation sensor is required by clicking on the "animal" icon to the right of smaXtec Messenger and activating it in smaXtec Messenger to make sure smaXtec Messenger is correctly directed to one of the entities.
- Read After successfully deploying a readable device, the measured data from the smaXtec sensor will be available in smaXtec Messenger in about 5 minutes.

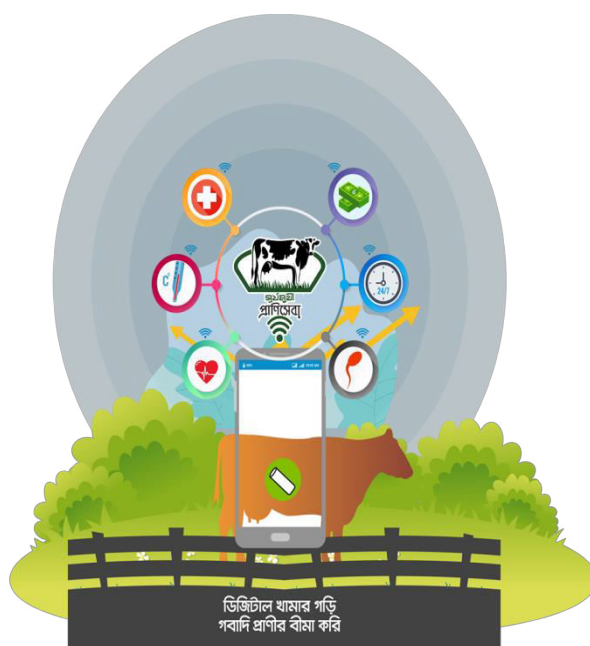
Method of inserting bolus:

- First, with the sensor tip on the head, first. Insert the smaXtec bolus into the amplifier so that the sensor tip is at the end of the apical. Make sure the amplifier push rod is kept flat. The push rod should not be directly pressed on the sensor tip.
- This ensures that the smaXtec bolus is first pressed on the belly sensor. People can handle the smaXtec bolus with a stretchy and steep angle to the beef head and neck.
- It is better to handle the smaXtec Premium bolus before the first feed out of the front of the tongue before the Applica Applicant releases, but otherwise it will decrease as the smaXtec bolus move into the reticulum.
- Make sure do not feed the cow at least two hours before entering the smaXtec bolus.

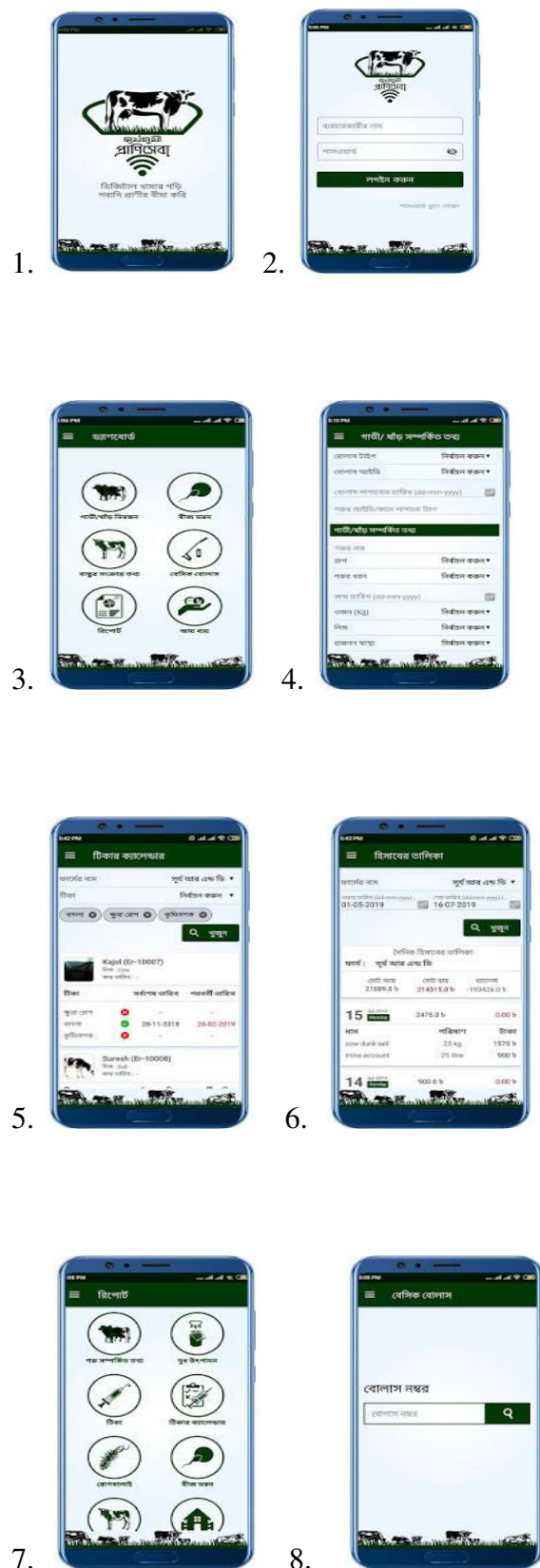


Benefits of using bolus:

- Identify the exact location and movement of the Cattle
- Early illness detection
- Monitor the body temperature of the Cattle
- Heat of the cattle and determines it in due time
- Ending repetition reduces fertility
- Identify the possible timing of calving
- Fix inbreeding problems
- Stress thermal pressure detection
- Herd detection
- Support for insurance policies



2.3.2 App service:



shurjoMukhi Pranisheba app enables to monitor livestock even when people on the move. People will be updated with automatic alerts and take targeted action whenever a cow catches people's eye. Download shurjoMukhi Pranisheba app from the Google Play Store is free of cost.

- To use this app first farmers have to log in to this app.
- For log in to this apps farmers must have to use a username and password
- After log in to this apps farmers can find a home page where various types of information about cow are included
- These information are based on:
 - registration of cow
 - vaccination date
 - insemination date
 - heat detection date
 - calving date
 - report of farms
 - income statement of farms
 - bolus information
 - milking statement

2.3.3 Heat detection: smaXtec example curve

The smaXtec system detects estrus based on common variations in the activity of the cow. In the given example, the movement activity (red curve = movement activity) increased significantly on June 5, so a thermal detection notice was sent. After reaching the main heat, the pregnancy window is shown to the user with the best gestation time. The optimum gestation period for the animal is June 1: 16: 1: 16 to 5: 3. Was in it this period in the notice is marked as green. After reaching the red dot, smaXtec recommends abstaining from pregnancy.



Figure 2.4: Heat detection curve

2.3.4 Temperature detection: smaXtec example curve

The smaXtec bolus of Beef Forests provides continuous body temperature measurements within the cow's body. The location of the sensor enables accurate and incomplete measurement to be taken in real time. The use of the smaXtec system means farmers will no longer have to take the temperature themselves. It saves time and allows the temperature of each animal to be tracked over time, allowing for quicker response to the onset of illness or finding causes for temperature changes. smaXtec bolus not only enables to detect the onset of disease and calving in the early stages through temperature monitoring, but also gives farmers the opportunity to monitor how their animals are being recovered. Both

increased and decreased temperatures can be detected immediately by bolus and measurements can be taken as soon as possible.

2.3.4.1 Increase in temperature: mastitis



Figure 2.5: Temperature detection curve (Increase)

2.3.4.2 Decrease in temperature: mastitis

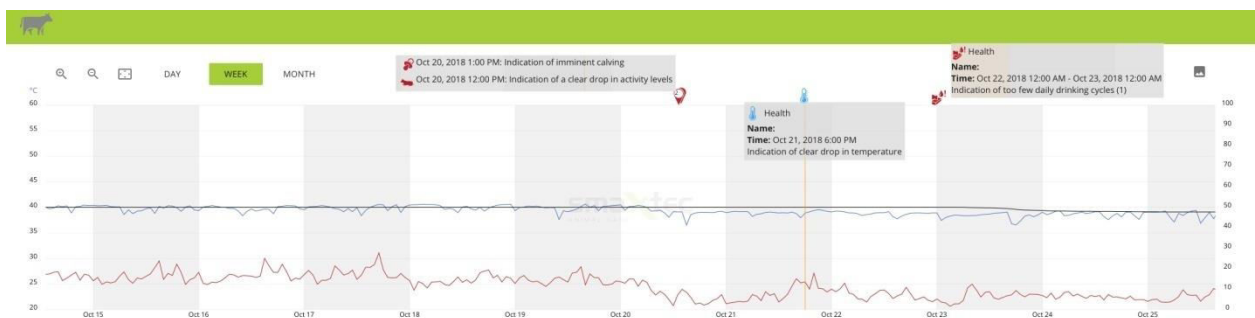


Figure 2.6: Temperature detection curve (Decrease)

2.3.5 Calving detection: smaXtec example curve

Calving detection is based on significant temperature drop (blue curve) before engraving. The alarm is generated 36 hours before the actual calving. A notice was sent to the farmer at 11:30 a.m. on September 18 at the example graph. It was possible for the farmer to separate the mother cow and bring it into a feeding box, taking all necessary precautions and thus guaranteeing a hassle-free birth. A few hours later the cow gave birth to a healthy calf.

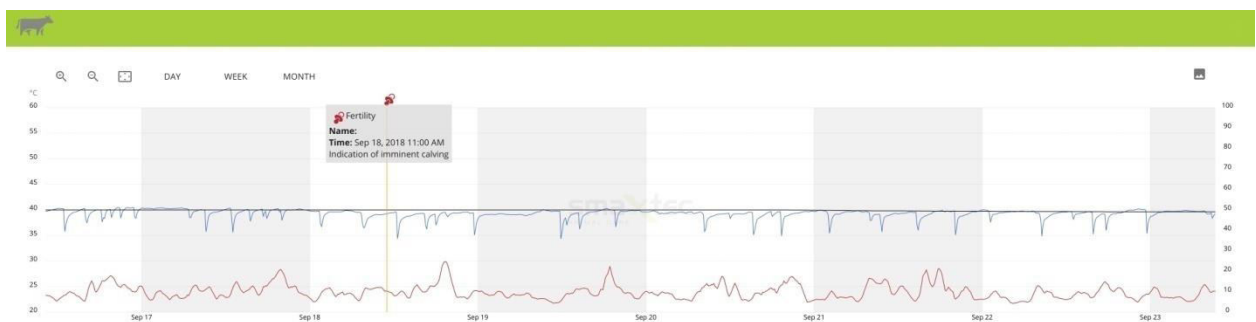


Figure 2.7: Calving detection curve

2.3.6 ShurjoHMS

It is an admin panel where information on dairy farm is inputted. The picture of this panel is given below:

AUTH TOKEN

Tokens

[Add](#) [Change](#)

AUTHENTICATION AND AUTHORIZATION

Groups

[Add](#) [Change](#)

Users

[Add](#) [Change](#)

CATTLE

Animal groups

[Add](#) [Change](#)

Bolus Suppliers

[Add](#) [Change](#)

Boluses

[Add](#) [Change](#)

Calving

[Add](#) [Change](#)

Contact no

[Add](#) [Change](#)

Cow diseases

[Add](#) [Change](#)

Cow heats

[Add](#) [Change](#)

Cow inseminations

[Add](#) [Change](#)

<u>Cow types</u>	<u>Add</u>	<u>Change</u>
<u>Cow vaccinations</u>	<u>Add</u>	<u>Change</u>
<u>Cows</u>	<u>Add</u>	<u>Change</u>
<u>Diseases</u>	<u>Add</u>	<u>Change</u>
<u>Districts</u>	<u>Add</u>	<u>Change</u>
<u>Divisions</u>	<u>Add</u>	<u>Change</u>
<u>Farmers</u>	<u>Add</u>	<u>Change</u>
<u>Farms</u>	<u>Add</u>	<u>Change</u>
<u>Genetic percentages</u>	<u>Add</u>	<u>Change</u>
<u>Income expense account units</u>	<u>Add</u>	<u>Change</u>
<u>Income expense accounts</u>	<u>Add</u>	<u>Change</u>
<u>Income expense ledgers</u>	<u>Add</u>	<u>Change</u>
<u>Insurance Companies</u>	<u>Add</u>	<u>Change</u>
<u>Insurance policy types</u>	<u>Add</u>	<u>Change</u>
<u>Milk productions</u>	<u>Add</u>	<u>Change</u>
<u>Reproductive health problems</u>	<u>Add</u>	<u>Change</u>

<u>Semen suppliers</u>	<u>Add</u>	<u>Change</u>
<u>Settings</u>	<u>Add</u>	<u>Change</u>
<u>Thana's</u>	<u>Add</u>	<u>Change</u>
<u>Vaccinations</u>	<u>Add</u>	<u>Change</u>
<u>SMAXTEC</u>		
<u>Smaxtec animals</u>	<u>Add</u>	<u>Change</u>
<u>Smaxtec event messages</u>	<u>Add</u>	<u>Change</u>
<u>Smaxtec events</u>	<u>Add</u>	<u>Change</u>
<u>Smaxtec groups</u>	<u>Add</u>	<u>Change</u>
<u>Smaxtec heats</u>	<u>Add</u>	<u>Change</u>
<u>Smaxtec organizations</u>	<u>Add</u>	<u>Change</u>

Chapter 03



3. Project Part

3.1 Situation analysis

This section will deal with the situation in the industry and provide details on the situation analysis. It is based on the Porter's Five Forces model. Michael Porter provided a framework that modeled an industry as influenced by five forces. The strategic business manager seeks to build an edge over rival firms by better understanding the context of a visually managed industry.



Figure 3.1: Industry Analysis based on Porter's five Forces

3.2 Threat of new entrants

Potential competitors are companies that are not currently competing in an industry but have the ability to do so if they so choose. Although firms are trying to discourage potential competitors from entering the industry, entering more companies makes it more difficult for established companies to retain their market share and gain market share. The high risk of entry by potential competitors represents a threat to the profitability of established companies. **Example-** The foreign country always helps its entrepreneurs but our country is completely opposite. Harassment of entrepreneurs in all aspects of the process, from bankruptcy to production, they make it difficult for many entrepreneurs to manage their business.

On the other hand, the risk of new entry is lowering; responsible companies can exploit this opportunity and earn more by raising prices. Barriers to entry mean it's one of the reasons that make it expensive for companies to enter an industry. **Below are some access barriers:**

3.2.1 Brand loyalty

Brand loyalty means how much the buyer is connected to the brand and the buyer's preferences for the products of the incoming company. Grameenphone carries a large percentage of brand loyalty to the market. It builds through availability and fast movers and strong brand image in the market. shurjoMukhi is new to life so it is difficult to build brand loyalty. Brand loyalty can create consistent advertising and promotion of brand and company name, patent protection for products, etc. Here are some more strategies for brand loyalty:

- ❖ Provide quality product and services.
- ❖ Continuous advertisement.
- ❖ Strong customer relationship.
- ❖ Product availability in market.

shurjoMukhi Pranisheba tries to provide those services to create the brand loyalty and long term stay in market. And also try to market leader in future.

3.2.2 Government regulation

Government legislation has created a major barrier too many industries in our country. Government office activities are steadily and slowly demanding unethical money or other things, which is not possible as a new business person or entrepreneur. When a file comes up in the official survey, it rounds one table for another table in our country. Every government sector and online website also works slowly. They are always busy because very few people care for most departments. They are not enough people to work or have enough people experience but they are not, which is a problem of government control. **Example** - When shurjoMukhi Pranisheba applied for a trade license and BSTI exemption from DLS, the government office was sending a table from another table.

3.2.3 Economies of scale

Economic meaning of scale refers to an increase in productivity or a decrease in the average cost of production. These include:

- Massive production of standardized output.
- Discount on bulk purchase of raw materials.

If the benefits of these costs are significant, a new entrant may be hesitant to enter a lower level and suffer a costly inconvenience or to enter a larger scale and carry the greater risk of significant capital expenditures. **Example** - When shurjoMukhi Pranisheba starts to increase its costs, productivity increases after a while and its total cost decreases by providing standard output.

3.3 Rivalry among established companies

The second of Porter's five competitive forces is the extent of competition among firms established within an industry. If these challenges are weak, firms have the opportunity to raise prices and generate more profit. Significant price competition, including price war, can

result if competition is strong. The extent of conflict between firms established within an industry is primarily a function of three factors:

- ❖ The industry's competitive structure.
- ❖ Demand condition.
- ❖ The height of exit barriers in the industry.

3.3.1 Competitive structure

Competitive structure refers to the number and size distribution of firms in an industry: structures vary from fragmented to integrated and have different implications for competing. In a fragmented industry there are a small number of small or medium-sized companies, none of which can affect this industry. In a consolidated industry, a large number of firms or in extreme cases can be influenced by only one company (exclusive). Fragmented industries range from agriculture, video rentals and health clubs to real estate brokers and sun tanning parlors. Integrated industries include aerospace, automobiles and pharmaceuticals, etc. - **Example** - Grameen Phone Air Tag exists in the market as the shurjoMukhi Pranisheba, but its competitive structure is increasing. Can't make sure it stays with time because there are other IT firms, they always try to lead the market. So the market is always competitive if one slows down the other, the other market is faster to capture.

3.3.2 Demand conditions

Increasing demand from new customers or additional customers by existing customers tends to moderate competition, providing greater space for expansion. Increasing demand can reduce competition as all companies can sell more without getting market share from other companies, and higher profits are often the result. As firms struggle to maintain revenue and market share, competitiveness reduces demand more demand decreases when customers leave the market or when each customer buys less. Under these conditions a company can only grow by taking market share from other companies.

Example- There is already airplane tags on the market. But customers don't always buy air tags, they also buy smaXtec bolus. When they are not satisfied with the brand they buy another brand.

3.3.3 Exit barriers

Exit barriers are the economic, strategic and sensitive factors that keep companies in such a company even though the return is low. If exit barriers are high, firms may be locked into a nonprofit industry where aggregate demand is stabilizing or decreasing.

- There is no option to invest in plants and equipment that cannot be sold. If the company wants to leave the industry, they have to write down the book value of these assets.
- It highly fixed expense of departure, such as severance pay for workers who become waste.
- A sensitive attachment to an industry, when it is unwilling to leave its core industry due to concern for a sensitive reason.
- Economic dependence on industry such that no company is diversified and therefore depends on industry for its income.

Others are that effect the market for new entrees:

- Number of competitors
- Quality differences
- Switching costs
- Customer Loyalty

Table 3.1: Current IT firm in market

Current
shurjoMukhi Limited
Grameen Phone
Tiger IT Bangladesh limited
Datasoft syetems BD limited
Magnito digital limited
Newscred
Southtech group
Leadsoft Bangladesh limited

Now Number of competitors in market – High

3.4 Buyer's power

The power of buyers has the impact that consumers have on a manufacturing industry. Generally, then, the strength of the buyer, the relationship with the manufacturing industry refers to the economist as a stand-alone market in which there are many suppliers and one buyer in the market. This sets the buyer price in terms of national market. In reality, there are a few purely monopolistic companies, but often there is some discrepancy between a manufacturing industry and buyers. shurjoMukhi Limited is new to the restricted market so the impact of buyer power on the company's profitability is related to the company's profitability. If the power changes, influence the activities of the company as a whole will change.

- Number of Customers
- Size of each order
- Different between competitors

- Price Sensitivity
- Ability to Substitute
- Cost of changing

The third of Porter's five competing forces is the ability for buyers to bid. Buyers of a company can be customers who ultimately consume its products, but they can also be companies that distribute its products to end users, such as retailers and wholesalers. According to Porter, buyers are most powerful in the following situations:

- When the logistics industry is made up of many small companies and the buyers are large and large. This situation allows buyers to dominate the supplying companies
- When buyers make large purchases, in this case buyers can use their purchasing power to negotiate a bid to lower the price
- When the supply industry relies on buyers for a large percentage of its total order
- When shoppers can switch orders between low-cost delivery companies, firms shut down against each other to push prices
- It is economically feasible for buyers to buy inputs from several companies simultaneously
- When buyers can use the threat to supply their own needs through vertical integration as a device to reduce prices

Example- There is many sellers in the IT sector as well as buyers, so the buying situation depends on the interest of the buyers. It is completely his choice that consumers can buy any product. Customers want to do Grameenphone Air Tag Shopping, but if the Air Tag is not available then the smaXtec bolus can totally depend on the buyer.

3.5 Supplier's power

The fourth of Porter's competitive forces is its ability to bargain on suppliers. Suppliers can be seen as a threat when they are able to compulsorily price a company that has to pay for its

inputs or reduce the quality of the inputs they supply, thereby degrading the profitability of the company. According to Porter, suppliers are the most powerful:

- When the product they sell has a few options and it is important to the company.
- When the company's industry is not their key customer, For example, supplier health does not depend on the company's industry and there is little incentive for suppliers to reduce prices or improve quality.
- When their respective products are separated to such an extent that it is expensive to go from one supplier to another in another company, in such cases, the company relies on its suppliers and cannot play against each other.
- When Prices, to raise prices, they can use the threat of moving ahead in the industry vertically and competing directly with the company.
- Buying companies cannot use the threat of supply own demand as a way to integrate vertically and reduce input costs while buying.

shurjoMukhi Pranisheba is new company in market, so shurjoMukhi search best and good clients in market though they provide their product best quality within same price. shurjoMukhi justified all clients then put one client because in market lot of clients that for shurjoMukhi searches the best qualified clients.

- Number of clients
- Size of clients
- Uniqueness of service
- Ability to substitute
- Cost of changing

Example- in IT sector seller can't impose buyer to buy his product. If buyer wants air tag and it's not available in the shop, the shop can suggest buy intelligent bolus but not imposed to buy the intelligent bolus.

Supplier's power in market – Low

3.6 Threat of substitute products

In Porter's model, alternative products refer to products from other industries. To economists, the threat of alternatives is present when demand for a product is affected by the change in the price of alternative products. Alternative products affect the price elasticity of a product as more options become available; Demand becomes more resilient as customers have more options. A close alternative hinders firms' ability to raise commodity prices. Understand the option first -

- Option performance
- Cost of change
- Switching costs

The ultimate strength in Porter's model is the threat to alternative manufacturers. Alternative products are in industries that serve consumer demand in a manner that is similar to the one being served by the analyzed industry. However, if a company has a few close alternatives to its products (that is, if the alternatives are weak competitive forces), then other things being equal, the company has the opportunity to raise prices and generate additional profit.

But shurjoMukhi Pranisheba is new in Bangladesh market so it can't get additional charge of price. shurjoMukhi Pranisheba needs to get incentive or charge to lower or similar price in the competitive market. shurjoMukhi Pranisheba smaXtec bolus substitute is Grameen Phone air tag.

Substitute's effect is high

- **Highly competitive market**

Example-Now in our country shurjoMukhi Pranisheba's main competitor is Grameen Phone air tag. In maximum dairy farms are use Grameen Phone air tags, for low cost of air tag. The air tag set on cows' throat which is more reliable for farmers anybody can take out this tag anytime. But farmers can't take out bolus from cows as it is set in cows' stomach. So bolus substitute's effect is high in the market.

3.7 SWOT analysis

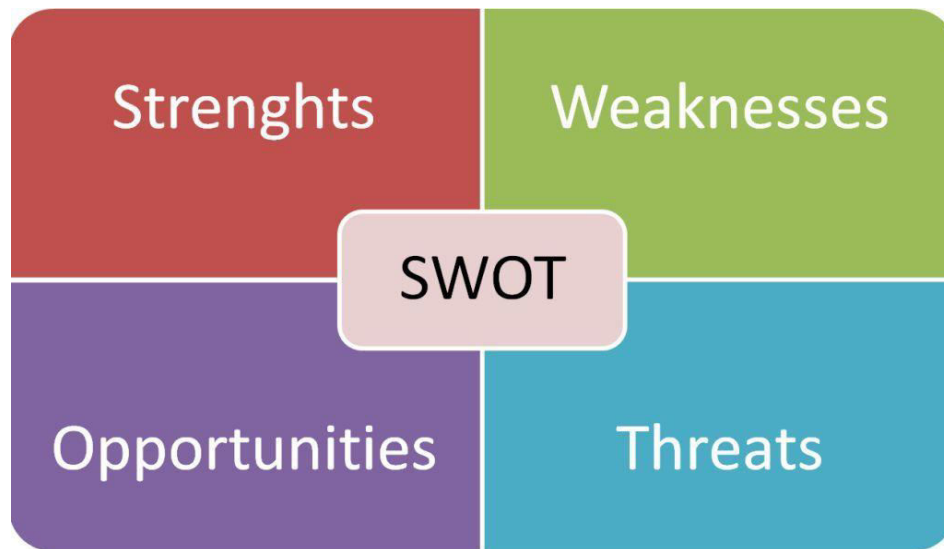


Figure 3.2: SWOT Analysis of shurjoMukhi Pranisheba

The SWOT analysis is having identified the company's external opportunities and threats as well as internal strength and weakness. In other word the overall evaluation of a company's strength, weakness, opportunities, and threats is called SWOT analysis. It can be developed new function business or corporate strategies to accomplish this change. **A SWOT analysis for shurjoMukhi Pranisheba of shurjoMukhi limited is as follows:**

3.7.1 Strengths

- Strong and dedicated employee
- Good quality product
- DLS certified
- Good production capacity
- Eligibility to manage
- Good marketing skills
- The efficiency of the information system
- Brand name fame

- Appropriate management style
- Good monitoring system

3.7.2 Weaknesses

- New in market
- Lack of proper distribution channel
- Lack of experience

Overcome – When a company start his business, then it's new in market. New in market is not a problem if its other relevant element is strong. If shurjomukhi pranisheba can create strong distribution channel, hire experience person and proper supply chain then it possible to overcome the weakness.

3.7.3 Opportunities

- It is a growing market
- Market players are limited
- Diversity in the business of new growth
- Expand the benefits of cost or difference
- Absorb new market segments
- Overcoming the barrier to entry

3.7.4 Threats

- Understanding about the brand
- Competitors are strong in market
- New regulations imposed by DLS
- Changes in consumer perception
- New forms of vigorous industry competition
- Political instability and government regulation
- Economic depression

Overcome – For a new business, there has lot of threats as same ways shurjoMukhi Pranisheba has some threats. But the threats can possible to overcome by consciousness of

management team and shurjoMukhi Pranisheba management team are expert people, so it's easy to overcome the threats.

3.8 Marketing Mix

Every marketer has heard of four P's - products, prices, place and promotions. These are the foundation of many marketing education and are the cornerstone of the practice of many marketers. A new marketing mix based on four P's is beginning to emerge. This new marketing mix is based on four C's - Create, Connect, Correct, and Cancel.

3.8.1 4 C's of Marketing Mix

3.8.1.1 Create

This is the basis of the New Marketing Mix. Gone are the days where a marketer could barely make a product and then spend all his money to convince people. In today's marketplace, where information flows quickly and freely, it's important to put all efforts into creating something truly trustworthy to people. If she can take care of them, she has really accomplished something.

3.8.1.2 Connect

As such it makes it possible for his / her customers and their customers to connect with each other. This national connection is vital to the growth and success of any person / product / company / service. Find out what people like and what they don't like. All these connections create a community, where the whole is always greater than the sum of its parts.

3.8.1.3 Change

As it is, if it doesn't work, change it, tests and repeated measurements. The solution is to make more money in it and not wait for people to "get caught" ad Use analytics to test the success of ad campaigns or landing pages. Measure the results, tweak it, and measure it again, and then ret weak it, etc. New marketing is not only a constant measure of

improvement, it is also needed. Just because the ad is finished or the copy is completed does not mean that it is set in stone.

3.8.1.4 Cancel

To get rid of it, if you have tried to fix something that still does not work, stop doing it. Don't be afraid to give an under-performing ad / product / service / page an axe. With so many others, positive things look for spending time with.

3.8.2 4 P's of Marketing

The major marketing management decisions can be categorized into one:

- Product
- price
- Place (distribution)
- Promotion

These changes are variables that marketing managers can control to best satisfy customers in the target market, known as marketing mix or 4P of marketing mix. **The marketing mix is illustrated in the following figure:**



Figure 3.3: 4p's of Marketing

Product

Product objective

To place the product by understanding the Target Group insights in line with their decision making tools like:

- Digital record keeping
- Heat Detection
- Advance disease notification
- Sms alert service
- Pregnancy Detection
- Calving Detection
- Movements and Temperature Tracking
- Insurance for Livestock Deaths and Insurance for Crippled Livestock

Strategy

To focus Product differentiation in market:

- Design
- Value
- Quality
- Warranties
- Almost generic in nature compare to all other competitor

Place

Place objective

shurjoMukhi Pranisheba sell their bolus own to the farmers. Where selling the bolus or distribute the bolus in different locations.

- Direct Sales
- Multi-channel

Strategy

shurjoMukhi Limited maintains the distributor channel and gives bolus in different locations.

Pricing

Pricing decisions should be taken in response to the profit margin of the account and the potential value of the competitor. The purpose of pricing is to maximize revenue and generate funds to ensure the right tension for the brand.

Strategy

shurjoMukhi Pranisheba is new in market, so its need charge lower price or similar price and insure best quality product in market to compete the competition and can follow competitive base pricing.

Promotion

Promotions are so broad in the market; it is not possible to expand brand without promotion.

- Advertising (billboards, press, radio television, etc)
- Online promotions such as Face book, YouTube, LinkedIn, Twitter, etc
- Special offer
- Free sample
- The guarantor
- User trial
- Direct mailing (SMS marketing)
- Leaflets / posters
- Arrange contests
- Provide bolus at different location

Table 3.2: Summary of the Marketing Mix based on shurjoMukhi Pranisheba

Product	Price	Place	Promotion
Functionality	List Price	Channel Members	Advertising
Appearance	Discounts	Channel Motivation	Personal Selling
Quality	Allowances	Market Coverage	Public Relation
Brand	Financing	Location	Message
Warranty		Logistics	Media
Service/Support		Service Level	Budget

shurjoMukhi Limited need four marketing mix very well for shurjoMukhi Pranisheba.

- The presence of shurjoMukhi Pranisheba is good but the expiry date of its service should be changed as not all farmers are able to avail this service for five years in Bangladesh.

So to create and capture the attention of customers, change the expiration date of this service.

- In the context of the Bangladeshi market there is concern about the expiration of shurjoMukhi Pranisheba and its comparison with its competitors and concerns. The price of shurjoMukhi Pranisheba is fixed and quite high but reasonable compared to its competitors.
- Be motivated by channel members such as distributors, employees, subscribers, etc. and market coverage to prove their best efforts for service.
- To build a strong brand "shurjoMukhi Pranisheba", shurjoMukhi Limited needs to be adequately advertised on TV, radio, newspapers, etc. and build good public relations by participating in many social functions, fair and events.

3.9 Pricing Policy and Strategy

The price is the sum of all the quality that consumers exchange for the convenience of having or using the product in the environment. Or, historically, prices serve as the major determinant of a buyer's choice.

3.9.1 Pricing policy

Since this company has a purpose for being in the market as much as possible. It has adopted the penetration pricing policy, both in the domestic market. Another aspect is that the company has adopted a fixed pricing strategy. The reason behind this strategy is that target customers generally do not like to bid, and the other reason is the cost of setting up this device.

- Competitive base price
- Penetration pricing policy

3.9.2 Pricing strategy

If the pricing strategy is selected then the customers' preferences, satisfaction, market demand etc. should be considered. The company follows the price of the bolus "cost-plus pricing" strategy. The pricing strategy is very precise and straightforward in the current market situation. Price decisions are made through discussions among management managers.

There are two types of bolus, and there are three types of packages shurjoMukhi Pranishaba provides. Below are two types of bolus prices and three types of package prices:

Figure: 3.4: shurjoMukhi Pranishaba and Price and packages

সূর্যমুখী প্রাণিসেবা

তিন প্যাকেজের বর্ণনা

আপনার খামারের গবাদি প্রাণীর স্বাস্থ্য, প্রজনন স্বাস্থ্য এবং বীমাসুবিধা নিশ্চিত করতে সূর্যমুখী প্রাণিসেবা অভূতপূর্ব অবদান রাখতে পারে।

এই মুহুর্তে সূর্যমুখী প্রাণিসেবা তিন ধরনের প্রযুক্তিক প্যাকেজে পাওয়া যাচ্ছে। আপনার চাহিদা এবং প্রয়োজন বুঝে বেছে নিন আপনার জন্য সবচেয়ে উপযোগী প্রাণিসেবা প্যাকেজটি।

সব প্যাকেজের সাথেই থাকছে মৃত্যুঝুঁকির বিপরীতে বীমাসুবিধা। সব প্যাকেজেই থাকছে মোবাইল অ্যাপ এবং এস এম এস-এর সুবিধা।

সূর্যমুখী প্রাণিসেবা প্যাকেজ ১:

সেস স্কেনিং, জলবায়ু সেন্সর এবং রিপোর্ট সহ অষ্টটি বোলাস

গবাদি প্রাণী সনাক্তকরণ এবং স্বাস্থ্য সুরক্ষার জন্য সবচেয়ে স্মার্ট সমাধান এটি। সূর্যমুখী প্রাণিসেবার এই প্যাকেজের মাধ্যমে খামারিরা যে সব সেবা পাবেন:

১. মোবাইল অ্যাপের মাধ্যমে অনলাইনে গবাদি প্রাণীর রেজিস্ট্রি সংরক্ষণ
২. গবাদি প্রাণীর রোগ এবং প্রাথমিক অসুস্থতা সম্পর্কে আগাম তথ্য প্রেরণ
৩. এসএমএস-এর মাধ্যমে আগাম সতর্কবার্তা প্রেরণ
৪. সময়মত গাভীর হিট নির্ণয় এবং সঠিক সময়ে বীজ ভরন সংক্রান্ত তথ্য প্রেরণ
৫. গবাদি প্রাণীর সার্বজনীন শারীরিক তাপমাত্রা পর্যবেক্ষণ
৬. গর্ভাবস্থা সনাক্তকরণ
৭. বাছুর হওয়ার সম্ভাব্য সময়ের আগাম তথ্য প্রেরণ
৮. গর্ভধারণ সহ প্রজনন সম্পর্কিত তথ্য সংরক্ষণ
৯. বংশের তথ্য সংরক্ষণ
১০. স্বাস্থ্য এবং টীকা সংক্রান্ত তথ্য সংরক্ষণ

সূর্যমুখী প্রাণিসেবা প্যাকেজ ২:

আরওফ্রন্টাইডি বোলাস

এটি গবাদি প্রাণী সনাক্তকরণের আরেকটি ভাল সমাধান। সূর্যমুখী প্রাণিসেবার এই প্রযুক্তির মাধ্যমে খামারিরা যে সব সেবা পাবেন:

১. মোবাইল অ্যাপের মাধ্যমে অনলাইনে গবাদি প্রাণীর রেজিস্ট্রি সংরক্ষণ
২. এসএমএস-এর মাধ্যমে আগাম সতর্কবার্তা প্রেরণ
৩. গর্ভধারণ সহ প্রজনন সম্পর্কিত তথ্য সংরক্ষণ
৪. বংশের তথ্য সংরক্ষণ
৫. স্বাস্থ্য এবং টীকা সংক্রান্ত তথ্য সংরক্ষণ

সূর্যমুখী প্রাণিসেবা প্যাকেজ ৩:

আরওফ্রন্টাইডি ট্রায়াল ট্যাগ

এটি গবাদি প্রাণী সনাক্তকরণের একটি সুলভ সমাধান। সূর্যমুখী প্রাণিসেবার এই প্রযুক্তির মাধ্যমে যে সব সেবা পাবেন:

১. মোবাইল অ্যাপের মাধ্যমে অনলাইনে গবাদি প্রাণীর রেজিস্ট্রি সংরক্ষণ
২. এসএমএস-এর মাধ্যমে আগাম সতর্কবার্তা প্রেরণ
৩. গর্ভধারণ সহ প্রজনন সম্পর্কিত তথ্য সংরক্ষণ
৪. বংশের তথ্য সংরক্ষণ
৫. স্বাস্থ্য এবং টীকা সংক্রান্ত তথ্য সংরক্ষণ

প্রাণিসেবা প্যাকেজ তিনটির মধ্যে তুলনা

সেবার বিবরণ	প্যাকেজ ১	প্যাকেজ ২	প্যাকেজ ৩
খামারে প্রাণীর সংখ্যা (নূনতম)	২০	যেকোনো	যেকোনো
গবাদি প্রাণী সনাক্তকরণ	✓	✓	✓
গবাদি প্রাণীর সকল তথ্য রেকর্ড রাখা	✓	✓	✓
এসএমএস এর মাধ্যমে টীকা সম্পর্কিত সতর্কবার্তা প্রেরণ	✓	✓	✓
বীমা সেবা	✓	✓	✓
হ্যান্ডহেল্ড রিডার	✗	✓	✓
২৪ ঘণ্টা গরুর তাপমাত্রা পর্যবেক্ষণ	✓	✗	✗
প্রাথমিক অসুস্থতা সনাক্তকরণ	✓	✗	✗
হিট সনাক্তকরণ এবং বাছুর হওয়ার আগাম তথ্য প্রেরণ	✓	✗	✗

মূল্য:

এককালীন ফী (টাকা)	১,০০০/গাভী	৫০০/গাভী	২০০/গাভী
ডিজিটাল ফ্রন্টাইডি গবাদি প্রাণীর রেজিস্ট্রি সংরক্ষণ ফী (টাকা)	৫০০/গাভী/বাস	১৫০/গাভী/বাস	১০০/গাভী/বাস

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3.10 Distribution channel

A set of interdependent entities involved in the process of making a product or service available for use by a customer or business user. There are two types of shurjoMukhi Pranisheba services that can be distributed directly to a third party.

3.10.1 Direct distribution

Select Distributors on a division basis, Bangladesh has 8 divisions, select 8 Distributors in each category by division. These people get paid wages and receive commissions to increase sales. All 8 ordered 10-15 employees to collect or promote a basic bolus for farmers. shurjoMukhi use direct distribution for intelligent bolus.

- Recruit employees
- Paying salaries
- Monitoring and motivating staff
- Provides other benefits

3.10.2 Indirect distribution

Indirect distributors if they receive one, they follow a four-level distribution channel. shurjoMukhi Pranisheba simply offers the agent and the agent his way for basic bolus. Agent Device Form The firm can then collect retailers, distributors 'agents, wholesalers' retailers and ultimately retailers to buyers. Industry shoppers primarily sell boluses to wholesalers. They have planned to sell boluses to wholesalers as well as to retailers, but they are not. Buyers mainly sell it to retailers as well as to customers. They also sell it to retailers next to customers. The customer basically collects it from the retailers.

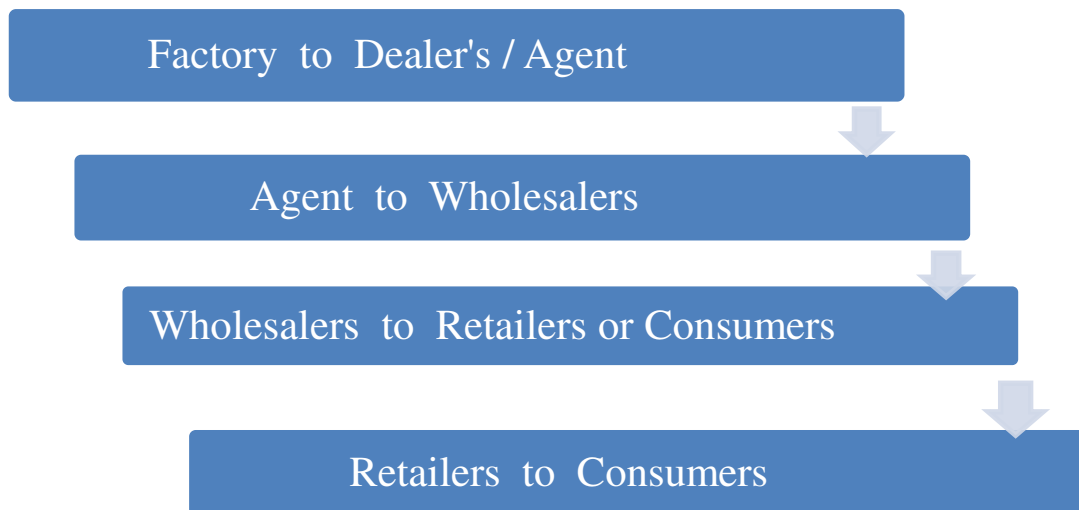


Figure 3.5: Indirect distribution channel

Wholesalers of the company are trained and contractual. The company divides sales territories among the wholesales. It provides commission and other financial facilities to the wholesalers to motivate them. The company does exclusive distribution. It has power of controlling wholesalers.

3.11 Promotional strategies of shurjoMukhi Pranisheba

Promotional Mix consists of four major modem of communication these are: Advertising, personal selling, sales promotion, and publicity.



Figure 3.6: Promotional strategies of shurjoMukhi Pranisheba

shujoMukhi Pranisheba, a product of shurjoMukhi Limited, Company uses all above promotional strategy to enhance its sales and create awareness.

3.11.1 Advertising

Advertising is one of the most common tools that companies have long used to inspire communication to target buyers, customers and the public. It is aware of the customer about its quality, price and type of consumption. Advertising can be done in various ways such as:

3.11.1.1 Television

TV is the biggest media in Bangladesh to reach the consumer. The firm realized it and started to spend for TV advertising of shurjoMukhi Pranisheba. The advertisement of shurjoMukhi Pranisheba has shown on the TV channels:

- ATN Bangla
- Channel I etc.

3.11.1.2 Radio

Most of the people of Bangladesh live in village. Radio is now available everywhere and known as FM Radio. Radio can build up good appeals. So, the company emphasizes advertisement on radio. This promote are telecast some special program that people are hear always like-

- Voot FM
- Kuasha
- Bhoutik
- Jiboner golpo

3.11.1.3 Newspaper

Newspapers are an important media a company can easily reach the target customer through a newspaper. Almost all the daily magazines are used to advertise the marketing of livestock in Bangladesh. **Ex:**

- Prothom Alo
- The Daily Star
- New age

- Kaler kantha

3.11.1.4 Cinema

Some people especially middle lower class enjoy cinema. So to increase sales volume the company has to arrange advertisement through cinema.

- Upcoming Cinema
- Song

3.11.1.5 Magazine

Various kinds of Magazine are published in Bangladesh and a specific target group of (shurjoMukhi Pranisheba) is reading these magazines. So to create attention of shurjoMukhi Pranisheba, the company has spent a large number of amounts for advertising in the magazine.

- Weekly Magazine
- Current News / Affairs / World

3.11.2 Personal selling

Personal sales are most important to the firm. Personal sales create a good relationship with the customer, including dealers, distributors, wholesalers, retailers. So, the salespeople of the organization also play an important role there.

3.11.3 Sales promotion

Sales promotion is another essential component of marketing campaigns. These types of promotions have different collections of different promotional tools, mostly short-term, designed to promote faster and make larger purchases of specific products or services by the customer, where advertising bolus provide others with business promotion and customer promotion reasons such as:

- Free sample
- Incentive
- Low prices (smaller scale) than competitors

- Package (retailer, retailer, distributor)

3.11.4 Publicity

In Bangladesh shurjoMukhi Pranisheba use some publicity; the company often provides material for publicity in the form of news releases, press conferences and photographs.

- Region-wise selected people for promotion
- Billboard
- Hanging banners over the bridge

3.11.5 Outdoor advertising

- Neon signs, bell signs, billboards, walling art etc are used to aware the people.
- Bus, Rail & Lunch Station Branding
- Most popular visiting place

3.11.6 Special sales drive

- Pharmacy Outlet
- Lunch Gate
- Rail Station

3.12 Target market

Initially whole Bangladesh is target market of shurjoMukhi Limited for selling the shurjoMukhi Pranisheba “bolus” but they specifically target north and east side of Bangladesh to sell their product.

3.13 Competitor analysis of shurjoMukhi Pranisheba

shurjoMukhi Limited identify the following competitors are compete extensively. shurjoMukhi Limited’s main competitors are Tiger IT Bangladesh limited, Datasoft syetems BD limited, Magnito digital limited, Newscred, Southtech group, Leadsoft Bangladesh limited, Grameen phone . shurjomukhi limited assess objective, strategy,

strength, weakness of the same level company and try to capture strategy and philosophy and remove weakness as possible.

Table 3.3: Competitors Analysis of shurjoMukhi Pranisheba

Name of brand	Market share in %
Tiger IT Bangladesh limited	12%
Datasoft syetems BD limited	13%
Magnito digital limited	19%
Newscred	2%
Southtech group	7%
Leadsoft Bangladesh limited	6%
Grameen Phone	41%

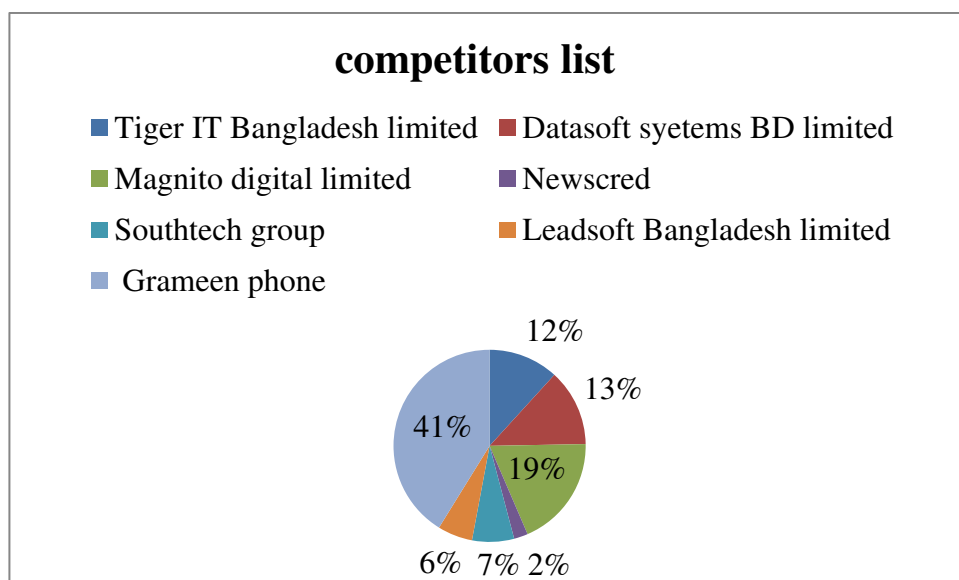


Figure 3.7: Competitors Analysis of shurjoMukhi Pranisheba

3.14 Positioning

The competitive advantage of the company is the high quality, the benefit to the customers; this feature distinguishes the company from the competitors. shurjoMukhi Pranisheba follows competitive pricing, following penetration pricing system that helps create a position in the market and maintains a stick supply schedule and standard quality product.

- Quality products
- Competitive price
- Available in the market
- Support Services / Instant Response
- Attractive design

3.15 Product management

The marketing and sales department manager leads a team of highly qualified employees and sales executives selected among highly skilled young people and entrepreneurs. A team of well-trained people will always ensure the proper management of the service and the research team will always strive to improve the service through research and development. Keep good product supply and requirements in the market.

- Strong management team
- Young and energetic person
- R&D team

3.16 PLC (Product Life Cycle) of shurjoMukhi Pranisheba

Through the product life cycle one can know the current state of a product. From the PLC graph we can find out which product is in which position. From the data and the organization's data, we know that shurjoMukhi Pranisheba are currently in the identification stage because they currently have no existing brand. shurjoMukhi Pranisheba simply start their service, they already do market research and all their processes are done. When their construction process is over, they start to provide service. The market share of Grameen Phone is 55% in the market but the current market share is 41%. **The PLC of shurjoMukhi Pranisheba:**

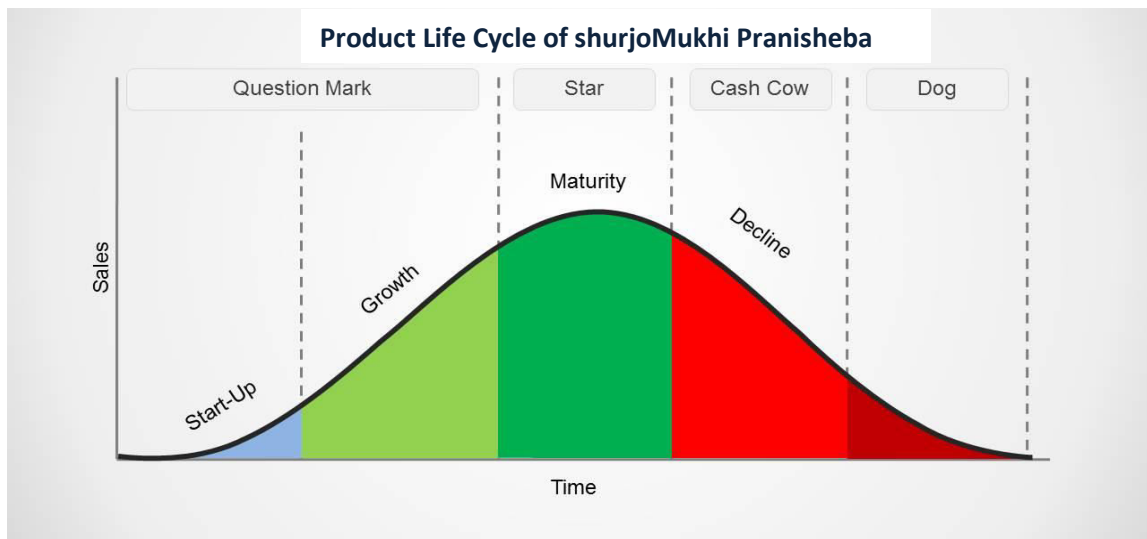


Figure 3.8: Product lifecycle of shurjoMukhi Pranisheba

3.17 Push & Pull strategy

shurjoMukhi Pranisheba currently in the stating stage so they no plan to pull stage. When they start to provide digital device they follow push strategy both for intelligent bolus and basic bolus. When their product is familiar in market then they go to pull strategy they have planned.

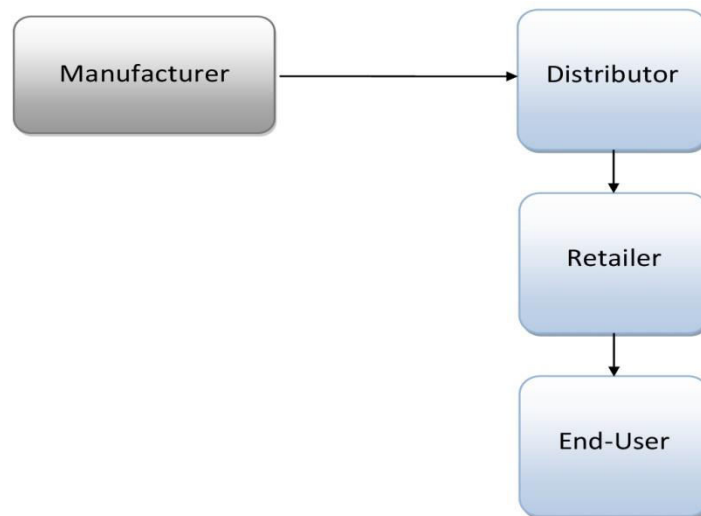


Figure 3.9: Push Strategy (basic bolus)



Figure 3.10: Push strategy (intelligent bolus)

Chapter 04



4. Findings

- Findings and analysis of variation in bolus types
- Findings and analysis of variation in package types
- Findings and analysis of variation in price
- Findings and analysis of cows number in case of getting this service
- Findings and analysis of users of bolus
- Findings and analysis of new brand opinion
- Findings and analysis of promotional services

4.1 Findings and analysis of variation in bolus types:

shurjoMukhi Pranisheba provides two types of bolus. One is basic bolus and another one is intelligent bolus. Whereas Grameen Phone provides only one type of bolus which is intelligent the device which Grameen Phone provides is smart tag which is used in cows' throat. And the devices shurjoMukhi provides both uses in cows' stomach. Farmers can't transfer this bolus from one cow to another as it is set in cows' stomach. But in case of Grameen Phone smart tag as it is set in cows' throat so it is more flexible for cows and also for farmers to use it as it is transferrable.

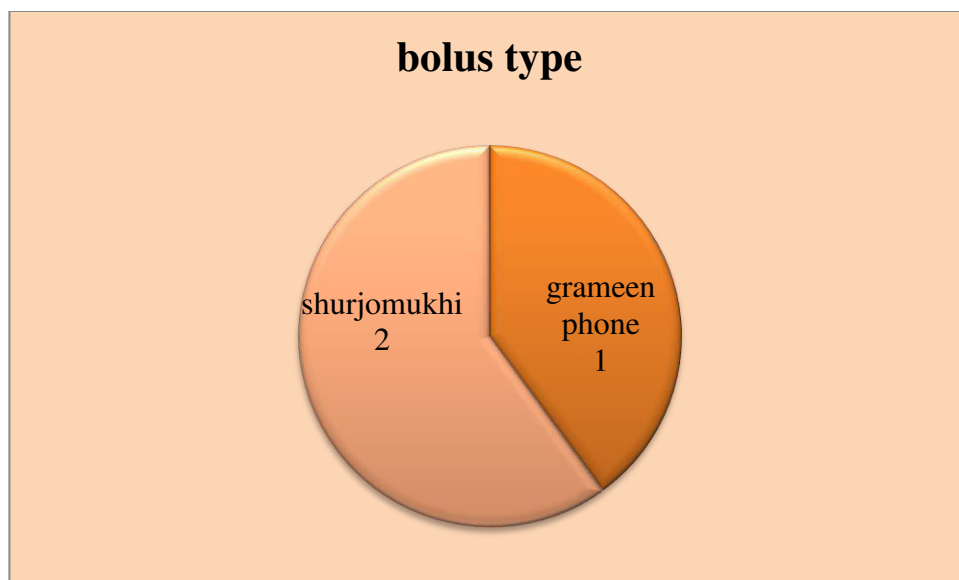


Figure 4.1: Variation in bolus types

4.2 Findings and analysis of variation in package types:

- shurjoMukhi provides three types of packages.
 - In package one, farmers can identify cows' type, farmers can record cows' information, farmers can get alert message on cows' vaccination, farmers can get insurance service, farmers can get information about cows' temperature, primary health related issues, farmers can detect heat and also can get information on expected calving.
 - In package two, farmers can identify cows' type, farmers can record cows' information, farmers can get alert message on cows' vaccination, farmers can get insurance service, farmers can get information about cows' temperature, primary health related issues, and farmers can detect heat and also can get information on expected calving. Farmers also get handheld reader.
 - In package three, farmers can identify cows' type, farmers can record cows' information, farmers can get alert message on cows' vaccination, and farmers can get insurance service. Farmers also get handheld reader.
- In case of Grameen Phone they only provide two types of packages. First one is Base solution. Second one is smart tag. The smart tag is a sensor which is required for individual cow. The tag continuously transmits the health anomaly data and hormonal heat period automatically through internet.

shurjoMukhi provides three packages at different price which is not flexible for farmers. But Grameen Phone provides two types of packages and first one is totally free and for second one, farmers have to pay for it and the price is affordable for farmers.

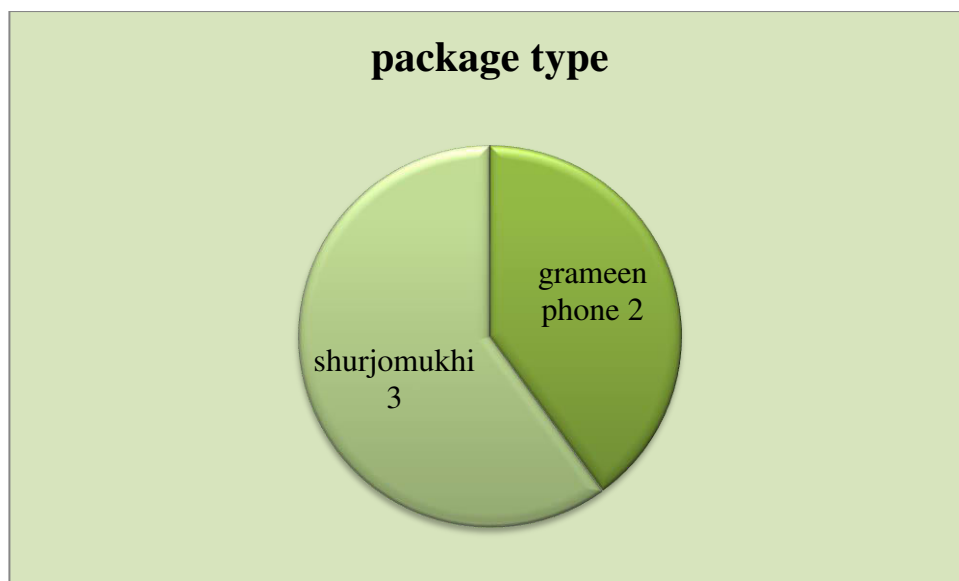


Figure 4.2: Variation in package types

4.3 Findings and analysis of variation in price:

The devices which shurjoMukhi provides are fixed at price. But the device which Grameen Phone provides is not fixed at price farmers can negotiate price of this device. In case of shurjoMukhi for setting devices in cows' stomach other cost is high for this reason the price of these bolus is little bit high than Grameen Phone smart tag.

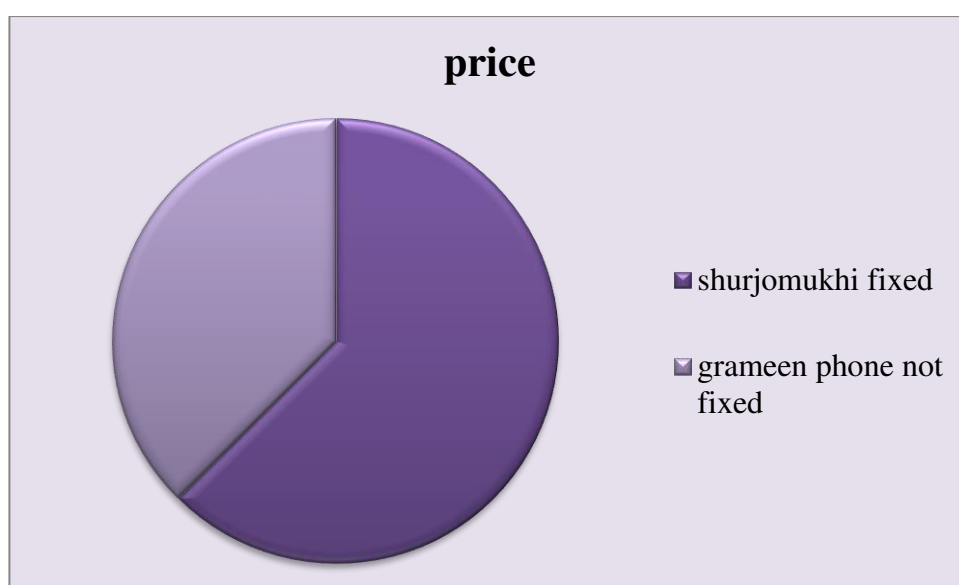


Figure 4.3: Variation in price

4.4 Findings and analysis of cows number in case of getting this service:

In case of shurjoMukhi there is a rule to get this service which is depending on cows' number. shurjoMukhi allow at least 20 cows for getting this service and it is fixed. But in case of Grameen Phone they do not fixed cows number in case of getting the service

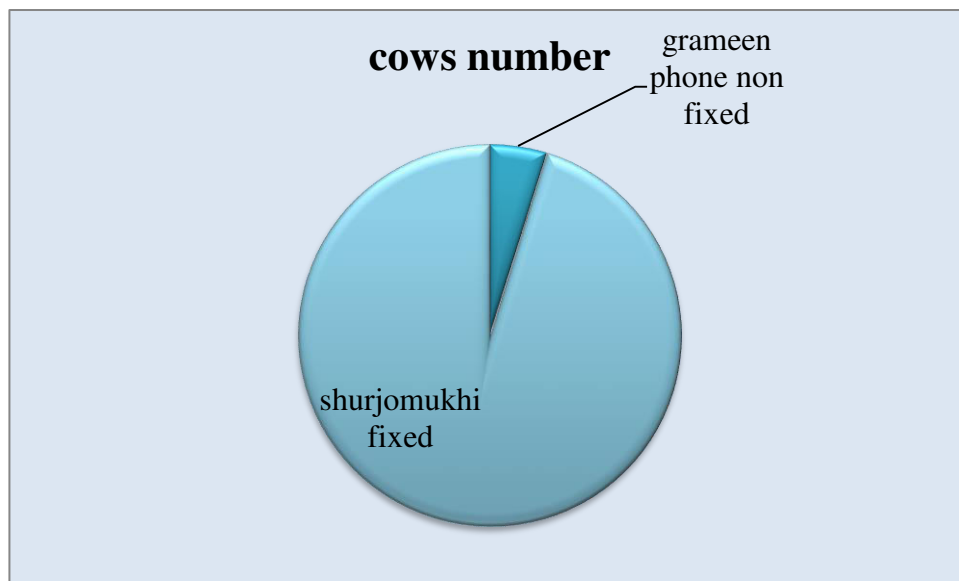


Figure 4.4: Variation in cows' number in case of getting this service

4.5 Findings and analysis of users of bolus:

In case of shurjoMukhi farmers can't rely on this bolus easily as it is set in cows' stomach, farmers confuse on that point whether it has side effect or not. But case of Grameen Phone smart tag, as it is set in cows' throat farmers rely on that point that it has no side effect as it is set in outside.

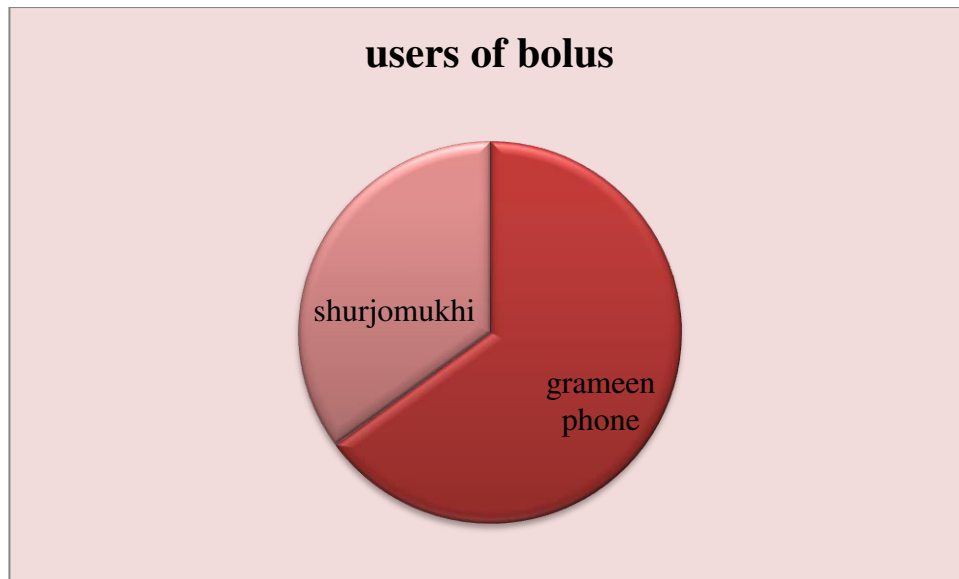


Figure 4.5: Users of bolus

4.6 Findings and analysis of new brand opinion:

As shurjoMukhi Pranisheba new in market farmers do not rely on this service easily. But although Grameen Phone smart tag is new in market but because of their brand value people easily get convinced on their product. And till now Grameen Phone capture a big area of market because of their brand opinion and promotional activities.

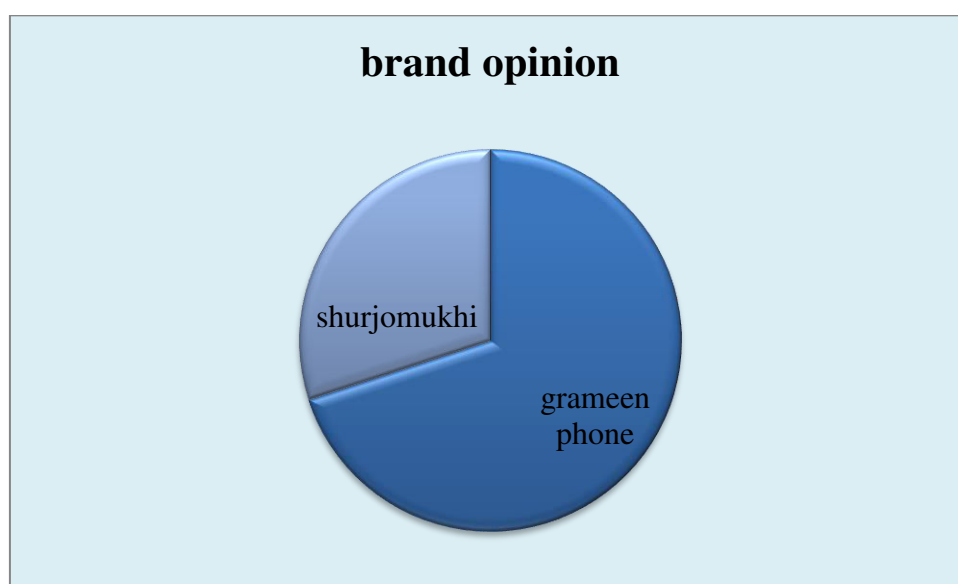


Figure 4.6: New brand opinion

4.7 Findings and analysis of promotional services:

Although Grameen Phone smart tag is new in market but they promote their product highly in so many different ways. As a result of this farmers easily convinced on their product and they easily capture the market. But till now shurjoMukhi can't promote their product highly, till now many farmers do not know about this device.



Figure 4.7: Variation in promotional service

Chapter 05



5. Financial Analysis

5.1 shurjoMukhi Pranisheba five years budget:

Basics			Income Assumptions			
Start	2019		* SME pays BDT 5,000/cow as One Time Fee (OTF) during installation			
End	2023		* SME pays BDT 500/cow/month as recurring fee at the beginning of the year			
SME Target	65,000		*1US\$=BDT85			
Cattle Target	1,300,000					
Yearly sales target						
	2019	2020	2021	2022	2023	Total
% of total target	5	10	20	30	35	100
SMEs	3,250	6,500	13,000	19,500	22,750	65,000
Cattle	65,000	130,000	260,000	390,000	455,000	1,300,000
Gross Income (OTF+ recurring fee) (BDT)	325,000,000	1,439,750,000	2,879,500,000	4,329,000,000	5,063,500,000	14,036,750,000
Expenditure (BDT)	646,448,000	1,256,860,000	2,465,160,000	3,668,240,000	4,244,620,000	12,281,328,000
Net Profit (BDT)	-321,448,000	182,890,000	414,340,000	660,760,000	818,880,000	1,755,422,000

	000					
Gross Income (OTF+ recurring fee) (US\$)	3,823,529	16,938,235	33,876,471	50,929,412	59,570,588	165,138,235
Expenditure (BDT)	646,448,000	1,256,860,000	2,465,160,000	3,668,240,000	4,244,620,000	12,281,328,000
Expenditure (US\$)	7,605,271	14,786,588	29,001,882	43,155,765	49,936,706	144,486,212
Net Profit (BDT)	- 321,448,000	182,890,000	414,340,000	660,760,000	818,880,000	1,755,422,000
Net Profit (US\$)	- 3,781,741	2,151,647	4,874,588	7,773,647	9,633,882	20,652,024
Expenses Breakdown						
Bolus	325,000,000	650,000,000	1,300,000,000	1,950,000,000	2,275,000,000	6,500,000,000
Base station	195,000,000	390,000,000	780,000,000	1,170,000,000	1,365,000,000	3,900,000,000
Climate Sensor	48,750,000	97,500,000	195,000,000	292,500,000	341,250,000	975,000,000
Installation	9,750,000	19,500,000	39,000,000	58,500,000	68,250,000	195,000,000
CEO	1,800,000	2,040,000	2,280,000	2,520,000	2,760,000	11,400,000
COO	1,200,000	1,320,000	1,440,000	1,560,000	1,680,000	7,200,000
CTO	1,200,000	1,320,000	1,440,000	1,560,000	1,680,000	7,200,000
Veterinary Doctor	2,400,000	2,400,000	3,600,000	3,600,000	7,200,000	19,200,000
Web Developer	1,920,000	1,920,000	3,240,000	4,320,000	6,000,000	17,400,000
Mobile App Developer	1,920,000	1,920,000	3,240,000	4,320,000	6,000,000	17,400,000
Tech Manager	1,200,000	1,320,000	2,880,000	3,120,000	3,360,000	11,880,000
DBA	1,440,000	1,440,000	1,620,000	1,620,000	1,800,000	7,920,000
QA	1,440,000	1,440,000	1,620,000	1,620,000	1,800,000	7,920,000
Network Engineer	480,000	960,000	2,160,000	2,160,000	2,400,000	8,160,000

Junior Net Engineer	720,000	1,800,000	2,400,000	2,880,000	3,600,000	11,400,000
Business Manager	3,600,000	5,280,000	5,280,000	8,640,000	12,480,000	35,280,000
Assistant Manager	480,000	2,160,000	2,400,000	3,960,000	5,760,000	14,760,000
Marketing/Sales/Branding/Operation executives	2,160,000	3,360,000	4,800,000	6,480,000	9,600,000	26,400,000
Field sales force	1,728,000	2,160,000	3,600,000	5,760,000	9,600,000	22,848,000
Collection team	2,400,000	4,320,000	4,320,000	6,720,000	8,400,000	26,160,000
Call Center Agents	1,200,000	2,160,000	2,520,000	4,800,000	4,800,000	15,480,000
Head office	2,400,000	3,000,000	3,600,000	4,200,000	4,800,000	18,000,000
Branch office	960,000	1,440,000	1,440,000	2,400,000	2,400,000	8,640,000
Sales & Marketing	32,500,000	52,000,000	91,000,000	117,000,000	91,000,000	383,500,000
LSP training	2,000,000	2,400,000	2,400,000	2,800,000	2,800,000	12,400,000
R&D	600,000	1,200,000	1,200,000	2,400,000	2,400,000	7,800,000
Furniture+ computer	1,600,000	1,600,000	1,600,000	1,600,000	1,600,000	8,000,000
Data center rentals	600,000	900,000	1,080,000	1,200,000	1,200,000	4,980,000
Total	646,448,000	1,256,860,000	2,465,160,000	3,668,240,000	4,244,620,000	12,281,328,000

5.2 shurjoMukhi Pranisheba dairy farm budget:

ShurjoMukhi					
IoT Based Cattle Insurance Project					
Budget for Dairy Farm					
Fixed Asset and Equipment Cost					
SN	Name of Items	Unit	Unit Cost	Total Cost	Remarks
1	Shed Construction (30x20)Ft	1	648000	648000	
2	Cow Purchase	12	60000	720000	
3	Bullock	2	50000	100000	

					Not needed now, maybe after 6 months	
4	Milk Machine	0	45000	0		
5	Measuring Scale	1	8000	8000		
6	Measuring Pot	2	200	400		
					To keep concentrated feed	
7	Bulk Tank	2	800	1600		
8	Bucket	4	150	600	15 Litter	
9	Drum	3	700	2100	300 Litter	
10	Delivery Van	1	8000	8000		
11	Fan	7	2000	14000		
12	Stand Fan	1	4500	4500		
13	Spade/Belcha	4	500	2000		
14	Scissors	8	120	960		
15	Broom	10	100	1000		
16	Floor Matt	13	450	5850		
17	Neck Rope	26	130	3380	1x2	
18	Staff room	1	15000	15000		
19	Pure it Water Filter	0	4000	0	Maybe later	
20	Toilet	1	5000	5000		
21	Water pump	0	35000	0		
22	Transportation			60,000.00	Approximately	
Sub Total				1600390		
Operational Expenses (Monthly)						
SN	Name of Items	Unit	Unit Cost	Total Cost	Remarks	
1	Farm Supervisor	1	18000	18000	Monthly	
2	Laborer	2	10000	20000	Monthly	
4	Staff Food Cost	360	30	10,800.0	3x120	
5	Hand Wash	2	100	200.0	Monthly	
6	Antiseptic/Dettol	3	180	540.0	4 Litter	
7	Land Lease	1	4000	4,000.0		
Sub Total				53,540.0		
Cattle Feed and Medicine for Cattle (Monthly)						
SN	Name of Items	Unit (KG)	Unit Cost	N. of cattle	Monthly Cost	Remarks
1	Wheat Bran	0.5	30	13	5,850.00	Monthly
2	Rice Bran	0.5	26	13	5,070.00	
3	Oil cake	0.4	40	13	6,240.00	
4	Salt	0.05	40	13	780.00	
5	DCP Plus	0.025	90	13	877.50	

6	Molasses	0.025	35	13	341.25	
7	Straw	3	5	13	5,850.00	
8	Green Grass	0	2	13	0.00	
9	Urea Fertilizer	0.05	12	13	7.80	
Sub Total					25,016.55	
SN	Name of Items	Unit Cost		N. of cattle		
10	Medicine	500		13	6,500.00	Monthly
11						
Sub Total					66,500.00	

	Total Project Cost (for 24 months)					
SN	Name of Items	Monthly	Duration	Total Cost	Remarks	
1	Op Ex	66,500.00	24	1,596,000.00		
2	Depreciation for Cowshed Construction	75,000.00	1	75,000.00		
3	Feed cost	25,016.55	24	600,397.20		
4	Medicine	6,500.00	24	156,000.00		
5	Fixed Asset and Equipments	1600390	1	1,600,390.00		
Grant Total (Cost)				4,027,787.20		

	Cow Shed Cost Breakdown					
SN	Name of Items	Unit	Unit Cost	Total Cost	Remarks	
1	Cement Bag	50	500	25000	KG	
2	Iron Rod Bar	1000	60	60000	KG	
3	Sand (Truck)	2	5000	10000	1 truck	
4	Iron thread	10	60	600		
5	Tin	72	450	32400		
6	Angel Bar	1	80000	80000	1 MT	
7	Rabies	10	5000	50000		
8	Engineering Cost	1	5000	5000		
9	Hose pipe	100	20	2000	Ft	
10	Carpenter	1	30000	30000		
11	Fiber Ceiling	1	60000	60000		
12	Fence	1	10000	10000		
13	Angle Thum	16	3000	48000		
14	Bricks	20000	8	160000		
15	Masson Cost	1	30000	30000		
16	Transportation Cost	1	5000	5000		
17	Staff Toilet Setup	1	5000	5000		

18	Miscellaneous	1	35000	35000	
All Total				648000	
	Income				
SN	Items	Unit	Unit price	Total	Remarks
1	Milk sell per day after 12 months	100	80	2,920,000	365
2	Calf Sell	12	40000	480,000	
3	Cow Dung	80	144	11,520	
4	Total			3,411,520	
SN	Net profit	Total Cost	Total Income	Remarks	
1		4,027,787.20	3,411,520	-616,267	
	Note: After 1 year the farm's net income will be		-616,267		

5.3 shurjoMukhi Pranisheba project completion budget:

	Target: Insurance coverage extended to 400 MSEs and 1500 cattle heads				
	Following Criteria (Must be followed)				
	1. Select 50 top farms and from sM have to communicate these farms directly				
	2. Linkage develop with Livestock Service Providers (LSP)				
	3. feasibility study to select potential dairy farmer				
	4. Reduction of premium (Further discussion/ negotiate				

	with Phoenix Insurance (PI)				
	5. Claim settlement with mass communication (Mass advertisement)				
	6. No claim bonus offer to farmers (Negotiate with PI)				
	7. Market campaign at social media, Krishi Shurokkha, adwords and prothom-alo.com				
	To fulfill the target we can follow the following budget				
SN	Activities	Unit	Unit cost	Total cost	Remarks
1	LSP selection under 20 upazila	20	0	0	We select only 20 upazila out of 51 upazila
2	Training cost	10	10000	100000	PM, VD and ULO officials will lead the training
3	Honorarium for ULO officials for training	10	1300	13000	VS-600 and ULO 700
4	Organize awareness programmed for Pranisheba	20	10000	200000	
5	Transportation of sM staff	20	7000	140000	Staff assigned (PM, VD, PC and Farm Supervisor)
6	Accommodation	20	3000	60000	
7	Food cost	20	2000	40000	
8	Entertainment for social elite	20	1000	20000	
9	Leaflet and poster papers and others documentation	20	1000	20000	
10	LSP Commission for 1500 cattle	1500	500	750000	Each LSP assigned for 4 MSEs each having at least 4 cattle. This amount should be taken from PI commission %

					as like commission agent.
11	Device Cost (smaXtec)	1500	10000	15000000	
Total Cost (smaXtec)				16343000	
11	Device Cost (Fofia)	1500	200	300000	
Total Cost (Fofia)				1643000	
11	Earning from (OTP)smaXtec	1500	1000	1500000	
12	Income from every months MRF 500 BDT	1500	500	750000	
13	Earning from (OTP) fofia	1500	200	300000	
Note: 1st year cost 5+1+6=12K/2nd year 4.5+6=10.5k					

Chapter 06



6. Recommendation

6.1 Future course of action

The smart device market for cattle is very competitive in our country. shurjoMukhi Pranisheba can be in the market or need a new strategy if they want to be top in the market. Grameenphone smart tag market demand is very high and new brands are coming into the market, in this situation it takes a position in the market or enhances the brand image as well as brand loyalty need to adopt new strategies to expand their market. shurjoMukhi Pranisheba can adopt a market-making strategy or change the lower price of a package, following a lower price charge. shurjoMukhi Pranisheba can take a lower price to put on the market first, and if shurjoMukhi Pranisheba is available in every field that helps create a position in the market.

- Hire expert people and take steps to create a strong brand image.
- Create and maintain strong supply chain systems.
- Take action even if wholesalers or retailers store goods in their stores or in their stores.
- shurjoMukhi Pranisheba can create strong promotional activities for the farmers so that they become more motivated to take this service and also can rely on this service.
- shurjoMukhi Pranisheba can sponsor to sports program in different school, colleges and University etc for create brand image or brand awareness.
- shurjoMukhi can charge lower cost of the packages so that farmers can avail this service.
- shurjoMukhi can charge non fixed cost of this service so that farmers get flexibility from this service.
- If shurjoMukhi do not fixed cows number for getting this service then it will be easy for farmers for getting this service.

Chapter 07



7. Conclusion

Although dairy is the oldest profession established in the rural environment of Bangladesh, its development is unsatisfactory due to several problems. The main problems are related to breeding, feeding, management, disease and marketing. The dairy sector is not getting enough attention on current policies and issues in the field of data and research. It is important to have knowledge of existing demand, its growth over time and the potential for existing supply. Different types of information are also needed to properly manage the markets. The economy of Bangladesh is largely based on agriculture and livestock is an essential component of the livelihood of the rural economy and livelihood farmers. Due to lack of data on livestock diseases, it is not possible to provide accurate services. Information about the breeding of cattle cannot be properly collected and stored. Because cows do not recognize the hatch at the right time, it is not possible to breed on time. Due to which envelopes suffer huge economic losses. Fertility problems exist in cattle. Cows do not store seed distribution information. Cattle cows cannot determine the possible date of delivery, thus increasing the calorie mortality rate. Without livestock insurance, livestock development and financial investment are hampered. The yeast will receive all the services through shurjoMukhi Pranisheba. They can detect the overall location of the organism. Farmers can also get advance information about cattle diseases. They can also monitor the body temperature of cattle. Farmers can identify the cows at the right time and give the information on the timely filling of the seeds. Reduce repetitive reproduction. Determine the pregnancy of the cow. Information is available in advance of the possible time to supply the cows. Farmers can solve inter-breeding problems. In low-income countries inhabited by agriculture, growth in a large domestic market is possible only if income in the agricultural sector is increasing. Thus, technological changes in agriculture, which increase production, increase income, and consequently demand in rural areas, are central to a strategy that produces high rates of economic growth and widespread participation in the development process produces by dispersing productive resources to the largest potential segment of the population. shurjoMukhi Pranisheba can create large, in terms of employment and income. That is why I hope shurjoMukhi Pranisheba creates a strong position in the market by its success and its own strategies and expertise in the animal market.

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Appendix

There are some questions that I asked to the Sales and Marketing Manager of shurjoMukhi Limited is given below:

- Do farmers need a SIM card for a smart firm?
- Where can farmers contact for any service issues related to Smart Firm?
- How many packages does a smart firm have?
- How does it work?
- Are there any maintenance charges?
- What are the benefits of using a smart firm?
- On how long is the return on investment?
- Does it apply to other animals as well?
- Who will install the device?
- What if farmers need a change after the initial setup?
- Who should farmers contact if I have a problem?
- Are there additional installation charges?
- How long will it take for delivery?
- Does this device have any side effect?
- Will meat and milk production be increased by this service?
- Will this service protect animals from diseases?
- Will farmers find their missing cows from this service?
- Does the government have any approval for the animals that Pranisheba offers?
- Are there any additional fees for treating Animals?
- How and from whom can farmers get sick animal treatment?
- What is the minimum number of animals required to receive this service?
- Can farmers sell insured cattle?
- Can farmers Insurance Calves?
- Can farmers stop the Insurance Service?
- What is the insurance premium for each cow in a month?

Some achievement pictures of shurjoMukhi Pranisheba



Al- Bakarah dairy farm



Jaitun dairy farm



Mayer Doa dairy farm

