

Internship Report

On

Marketing Practices of Kazi Farms Kitchen

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

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Marketing Practices of Kazi Farms Kitchen



Letter of Transmittal

24 August 2019

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Subject: Submission of Internship Report.

Dear Sir,

I have completed my internship under your supervision. My major is Marketing and I was selected as an intern at Kazi Food Industries Limited from 6th May, 2019 to 14th July 2019. I am submitting my internship report titled “**Marketing Practices of Kazi Farms Kitchen Limited**” following the guidelines provided by you. This report is a reflection of my working experience at Kazi Food, the office environment, the people I worked with and also the knowledge I gathered while working there as an intern.

I hope you will find this report up to the mark as your expectation and my work as an intern satisfactory. Thank you for guiding me with the internship and being patient throughout the trimester.

Sincerely,

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Acknowledgement

At the very beginning, I would like to express my gratitude to the Almighty Allah for blessing me enough to complete this report. This Internship report is a result of many others help and guidance. I am obliged to these people for their suggestions, support and opinions on how to make this report better. I would like to take this opportunity to express my sincere gratitude to these people.

At first, I would like to thank my honorable Internship Supervisor, Md. Kaium Hossain, Assistant Professor of SOBE at United International University for his instructions and suggestions on writing this report. He has been patient throughout my internship period and guided me well.

Then, I would like to thank my Organizational Supervisor at Kazi Farms Kitchen, **Rajib Shaha**, Senior executive of Kazi Farms Kitchen. He has helped me by giving his opinions on how I can do better. I thank him for being motivating and helpful towards me. I would also like to thank **Mr Shantonur Rahman, Mr Shoyeb, Moshior and Avijit** sir who are Assistant manager of marketing department. They reviewed my work also taught me the basics from day one.

Last but not the least, I would like to thank my family members for encouraging me always. This internship would not be possible without their continuous support. All of them extended their help and guidance which helped me to complete this report. I expect that it will help me.

.....

Md Fahim Ahmed

ID: 111 151 092

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Executive Summary

Kazi Farms Kitchen is the largest frozen food company in Bangladesh. Around 40% market share they are holding in Bangladeshi Frozen market. The frozen food industry has been growing day by day with the change of People's lifestyle & living standard. In this report, I discussed the marketing practices of Kazi Farms kitchen. Where I elaborate on the STP and Marketing mix process that means Segmentation, Targeting, Positioning & 4ps of marketing strategy. Here I also discussed Company Structure of Kazi Farm Kitchen and its departmental activities, SWTO Analysis. Then I analyzed those strategies that following by Kazi Farm Kitchen and found many interesting facts that I discussed later of in this report. After analyzing those strategies, I gave some recommendations that Kazi farms kitchen should follow.

Chapter One: Introduction

1.0 Introduction

Kazi Farms Kitchen is the largest frozen food company in Bangladesh. Around 40% market share they are holding in Bangladeshi Frozen market. Frozen food industry has been growing day by day with the change of People's personal life style & living standard. Nowadays job holder persons become so busy with their work so that they don't have time to cook. In Bangladesh the marketing practices of frozen food become popular day by day. In Bangladesh there are many companies who manufacturing frozen food such & Kazi farms kitchen is one of them, who continuously produced frozen food and become the top frozen food company in Bangladesh. They also trying to export their products such as Fresh vegetables, Frozen Parhata, Frozen Singara and Samosa is remarkable. Though **Kazi Farms kitchen** is not exporting their product directly, they are now export their products "**Shahi Parhata**" with the help of other company. But they trying their best to export fully managed by own way. Bangladesh is the densely populated country with the growing agriculture and fisheries industry. So, it is huge opportunity to export a frozen food that made by fish or agriculture-based ingredients. Like Europe or other developed areas, the frozen food's demand increasing incredibly because nowadays people have not enough time to cook and eat their meal, so frozen food is they key solution to cook meal within a short period of time. But, with the incredible demand frozen food in Bangladesh, the competitors become increasing day by day. The top frozen food companies like Golden Harvest, Lamisa, Ag Foods, Bengal Meat, Jhatpat, Brac Chicken, CP etc. So, it is not easy to survive in this industry. So, Kazi Farms Kitchen always trying to create innovative products to compete in this market. **According to KFIL CEO Mr Tanvir Haider Chaudhury**, "The industry is also growing very fast. Our understanding is that the industry is growing 15-16% yearly. There are other players in the industry obviously. Many of them have a comprehensive range of SKUs as well. But there was no direct market leader at that time. We took it is as an opportunity to be a category leader. The way coca cola means soft drinks and honda means motorcycle etc. There was an opportunity for a brand to come and be synonymous with frozen food. That's what we've tried to do. (Chaudhury, 2019).

1.1 Origin of the Study

I took internship at Kazi Food Industries limited; this is the prerequisite course to complete my Undergraduate program (BBA). The company have 2 more brands, such as **ZA 'N Zee & Bellissimo ice cream**. But I basically appointed for **Kazi Frozen foods**. I went there to learn something about frozen food industries in Bangladesh, how they promote their business and what type of marketing strategies they applied in their business, try to find out the SWOT analysis of the kazi food industries limited & gained proper understanding of their Business culture and environment and by these are my significant source of my study.

1.2 Purpose of the Study

The major purpose of this study is to discover and apply my prior knowledge of theory and practices of '**Marketing**' at Kazi food industries limited. In 27th April, I applied Kazi Food at and called for interview in May 2 and after successful interview I had selected there and joined at 6th may 2019.

I worked in "**the Marketing & Branding department**" of **kazi food industries limited**. My reporting supervisor was Rajib Shaha [Senior Brand Manager, Kazi food industries limited], In **kazi food industries limited** my **key responsibilities** are:

- Preparing **Requisition, Bill, Invoice & CS (Comparative statement)** on ERP software.
- Providing information about the other **competitors activity** both online and offline.
- Analyzing and finding **the food panel test report in excel** and send to R & D dept.
- Preparing online food purchase & Logistic report and sent to **product development manager**.
- Providing creative ideas about the trending marketing strategies.
- Editing Export Product description [e.g. Translating languages of export products]
- Monitoring Facebooks pages of Kazi Food Industries limited and provide weekly report about the customers responses, reactions, feedbacks etc.
- Checking Estimation recipients of various vendors such as Rivers sign, Bitopi, Promotes etc.

1.3 Objectives of the Study

1.3.1 Broad Objective

To know the Marketing Practices of **Kazi Farms Kitchen**.

1.3.2 Specific objectives

- To know the marketing practices of **Kazi Farms Kitchen**.
- To know the company profile and departmental activities of **Kazi Farms Kitchen**
- To analyze the strengths, weakness, opportunities & threats of **Kazi Farms Kitchen**.
- To provide recommendations on marketing practices of **Kazi Farms Kitchen**.

1.4 Methodology of Data Collection

Methodology is one of the most significant part in any study proposal. It explains the procedures and methods through which a particular study will be analyzed. It describes the methodology used completing my experience during internship period. This chapter contains the research design used for the any research based, the various formulas and processes that I gathered information form the two major sources Primary and secondary sources.

1.4.1 Primary Sources

- Acquired knowledge from the practical knowledge o during my job responsibilities,
- Took interview of my supervisors who were directly monitoring the marketing activities in the company,
- Gained knowledge by communicating with various vendors.

1.4.2 Secondary Sources

- Collected information from company web sites.
- Gained information from the companies' journal publications and brushers and note books.
- Gathered more information from the interview season of our CEO at "Future startup" official web site.

1.5 Limitations of the Study

Any research has some limitations, in my study were some limitations too. They are-

- Time limit to gather more information of the company,
- The employees are too much busy to share their experience related with my study,
- The company web site had not enough information to collect data for my study,
- Though I'm not their permanent employee, so I could involve in their marketing decision making process,
- Couldn't get opportunity to talk with higher level employees to get more information to complete my study

Though there were lots of limitations to complete this report but I tried my best to gathered and input more information from the various sources.

Chapter Two: The Organization

2.0 Company Profile

Kazi Farms Kitchen

Kazi Farms Kitchen is leading frozen food Company (A concern of Kazi Farms Group). A product line of frozen food items is sold under the brand name **Kazi Farms Kitchen**. Kazi farms Kitchen ensure that they don't use any antibiotic on their chicken, didn't produce any harmful ingredients on their chicken after 7 days of slaughter. The meat is also ensuring that they don't use **Meat and bone meals** per European standards.

Kazi Farms Kitchen started its arrived in November, 2013 with the goal that “**eat better**”. To accomplish their goal, they have published around 30 franchise outlets in major locations around Dhaka, Comilla, Sylhet, Khulna and Chittagong. To make it available in the market they continuously expanding their Business. Right Now, they have 130 Outlets around the country.

Vison

Kazi Farms Kitchen's vision is 'To be one of the most trusted and well-reputed consumer food company in Bangladesh.'

Mission

Kazi Farms Kitchen's mission is 'To provide consumers with food products that are innovative and are of the highest quality at affordable prices.'

Philosophy

Philosophy Everyone at Kazi Farms Kitchen's acknowledge the following philosophy with pleasure-

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

Unique Selling Proposition

- Vegetable Fed Chicken
- No Antibiotic Residue
- No Tasting Salt
- No Harmful Preservatives

“Vegetable Fed Chicken”

Kazi Food Industries never compromise about the health of their customers. They produce healthy chicken exclusively in Bangladesh.

They stop all their antibiotic before finish the chicken. That’s why there will be no harmful side effects enter for any customers.

At Kazi Farms Kitchen, chickens are grown up in the special house, where they ensure the better health of their chicken. And there is no risk to attacking bacteria on their chicken.



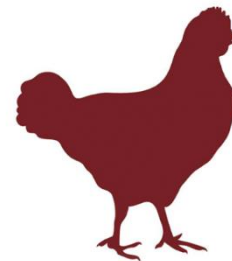
“এম.বি.এম. হচ্ছে কস্টাইন্যান্স উদ্ভূত, একটি স্বচ্ছ ও নিয়ন্ত্রিত প্রোটিন যা মুরগির দেহে বিভিন্ন ক্ষতিকারক ব্যাকটেরিয়ার জন্ম দিতে পারে। কাজী ফার্মস কিচেন-এর খামারের সকল মুরগি শস্যজাত খাবার দ্বারা পালিত যাতে সকল ডোজা থেকে ব্যাকটেরিয়ার ঝুঁকি থেকে সম্পূর্ণ মুক্ত।”



“No Antibiotic Residue”

Many Poultry Farms sometimes use “antibiotic” to protect chicken from Bacteria. As a result, general people sometimes think that they eat residual antibiotic by eating farms chicken.

Kazi Farms Kitchen ensure that they don’t use any antibiotic before 10 days of slaughter, So, it is safe to eat kaiz farms kitchen’s chicken without any hesitation,



“হালান উপায়ে জবেহ করার নির্দিষ্ট সময় পূর্বে আমাদের খামারের সকল মুরগির শরীরে অ্যান্টিবায়োটিক প্রয়োগ বন্ধ করে দেয়া হয়। এতে করে মুরগিকে দেয়া কোনও ঔষধের অবশিষ্টাংশ মানবদেহে প্রবেশ করতে পারে না।”



“No Tasting Salt”

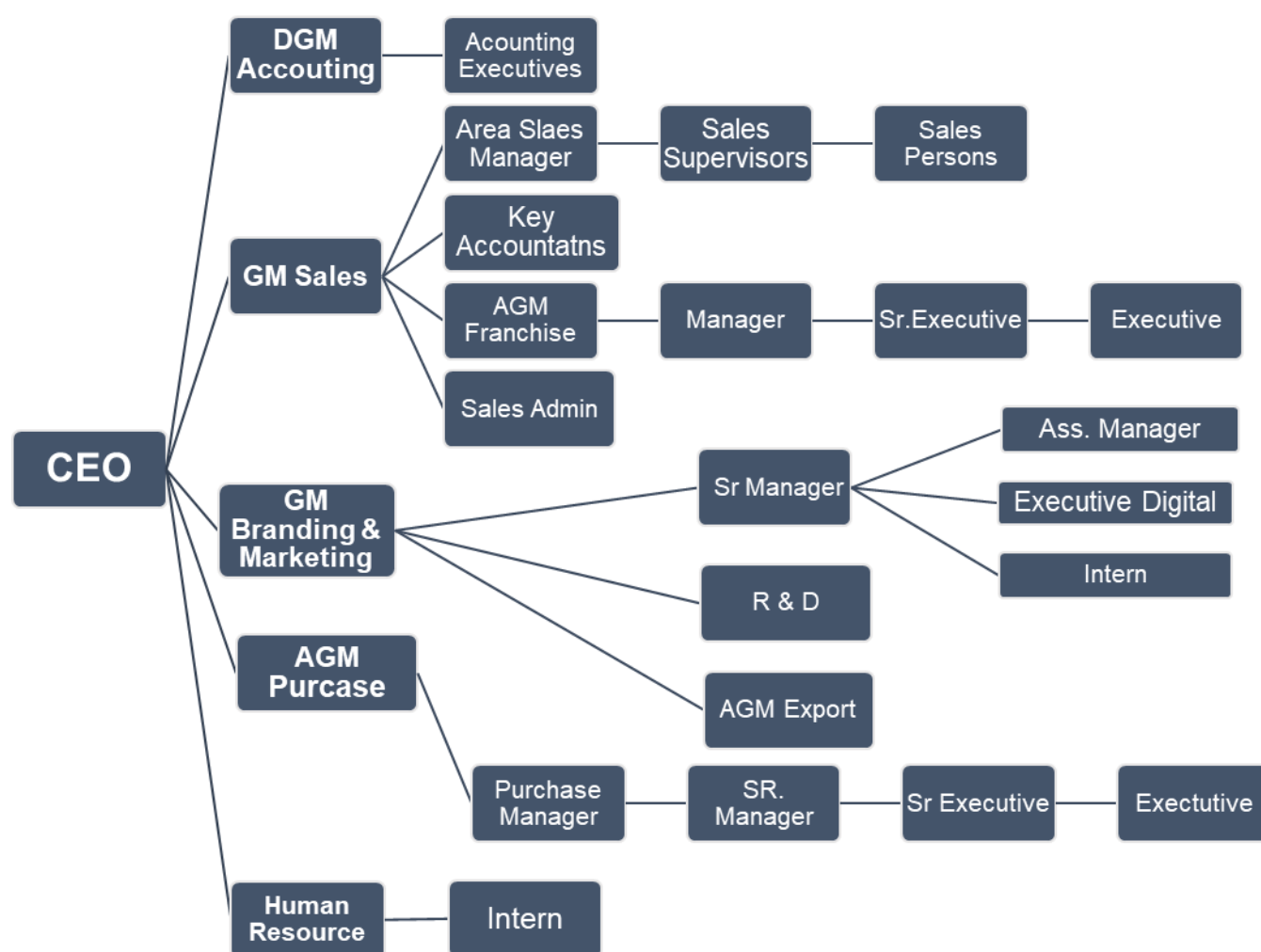
Many other companies are using high level of testing salt that are so harmful for human body. It contains cholesterol & high blood pressure. Kazi Food always conscious about using testing salt.

“No Harmful Preservatives”

Preservatives is dangerous for human body. It causes many diseases like cancer, blood pressure etc. By eating farms chicken preservatives can easily enter into the human body. Kazi farms kitchen don’t use any preservatives in their chicken.

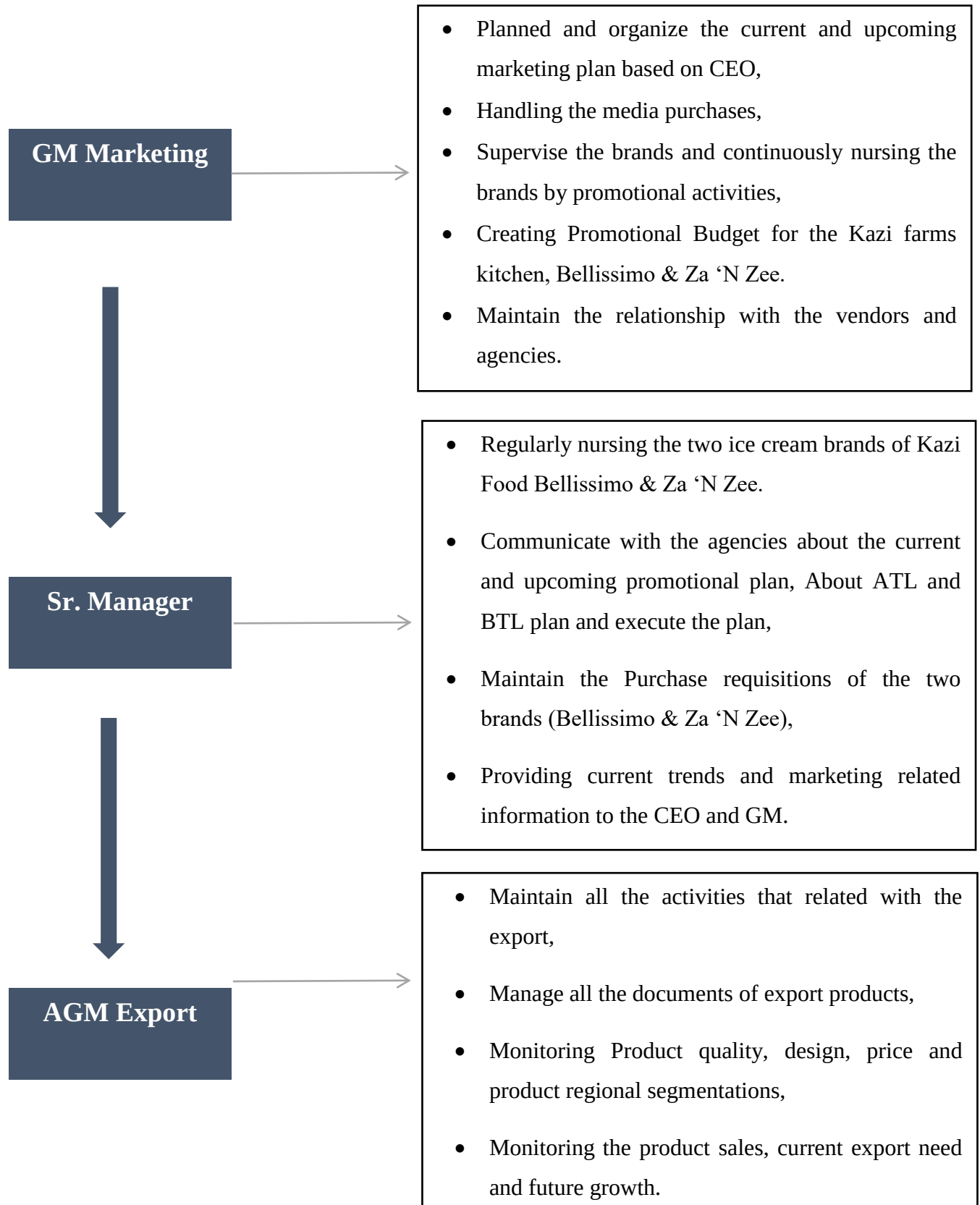
2.1 Organizational Structure

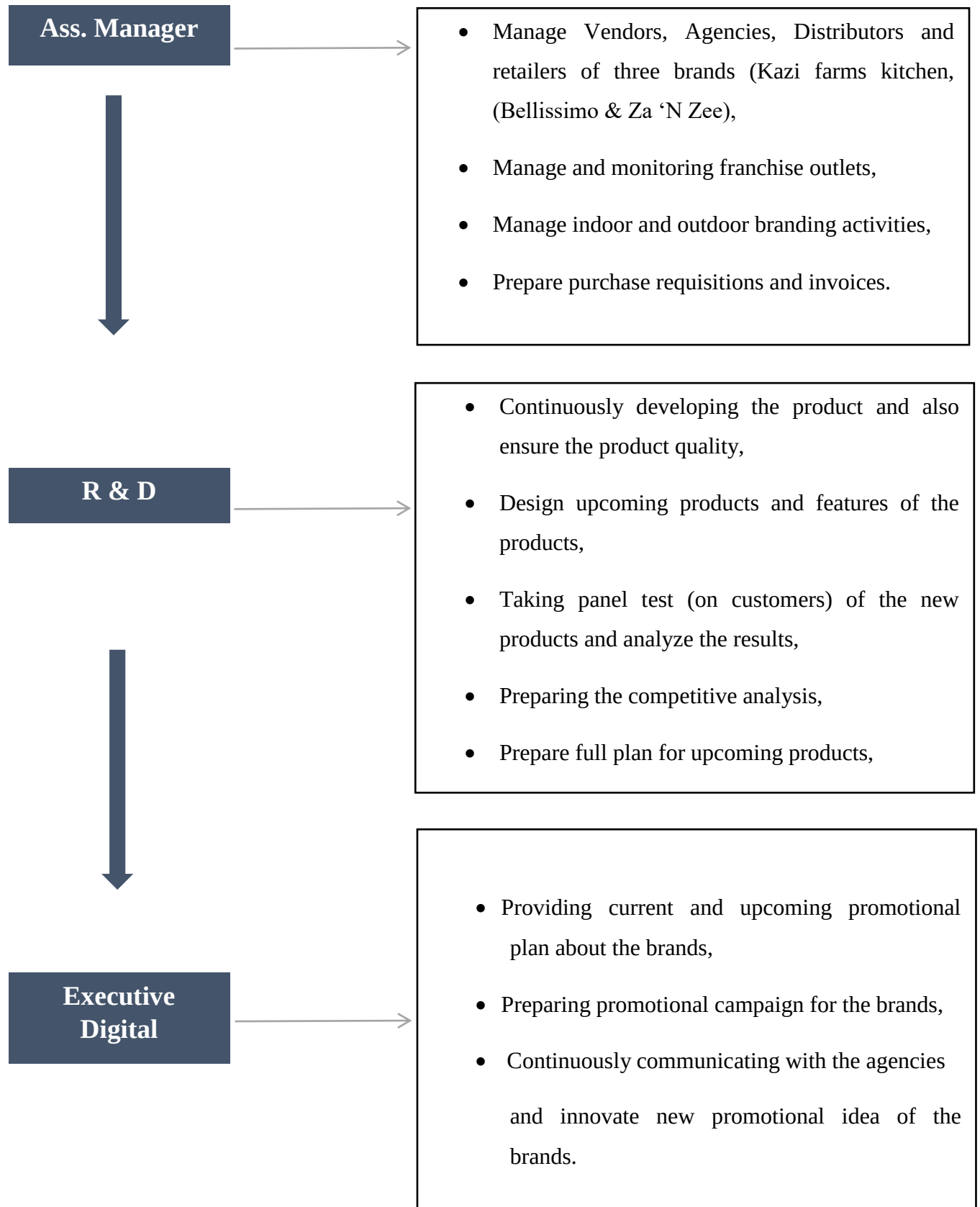
Kazi food industries limited is the one of the biggest frozen food manufacturing company in Bangladesh. Currently they are following “Hierarchical Structure” to run their business. The hierarchical model is the most popular organizational chart type.



2.2 Departmental Activities

I interned in the marketing and branding department of Kazi Food Industries where most of the task is creative and more unique than any other departments. The flowing chart is showing how the activities are planned and executed in this company:





2.3 SWOT Analysis

Kazi Farms Kitchen is frozen leading food company in Bangladesh where they have 130+ outlets around the country and multiple product lines. The swot analysis of Kazi Farms Kitchen is given below.

Strengths of Kazi Farms Kitchen

- **Leader in Frozen food industry**

Kazi Farms Kitchen is the market leader of frozen food specially they are famous for their Frozen Parhata and Spicy nuggets. However, they have other products too such as samosa, singara, spring rolls, shrimp, Alu puri, Dal puri etc.

- **Available around the country**

Kazi Food industries Limited have 12 depots around Bangladesh. As a result, they can easily produce their products to their customers. By following the production concept Kazi Farms Kitchen dominating the frozen market and make their product available than any other brand in Bangladesh.

- **Making local Foods**

Kazi Farms Kitchen is the first Bangladeshi company who made local frozen food items, such as samosa, sanigara, parthata etc. As a result, people don't need to make foods like parhata or singara, samosa just fry and eat fresh.

Weakness of Kazi Farms Kitchen

- **Criticism by various doctors**

In recent years many doctors dissatisfied with the frozen food and said "People who always eat frozen food that affects their body and cause 'Blood Pressure'.

- **False New in Media**

In May 2019, many news media published a news that kazi farms and other frozen food companies made chicken nuggets in unhinge environment and from this news companies may loss brand reputation and values.

Opportunity of Kazi Food industries Limited

- **Huge Market Growth**

Frozen food is one of the largest agricultural sectors in Bangladesh. From the total agriculture export, frozen food contributes around 23%, 'shrimp' alone contributes around 90%. So, it's a big opportunity in the upcoming years.

- **People are Busy**

Nowadays People are so busy to make food for their own meal. So, Frozen food is the best option to compete with the business. Around 5 to 10 minutes to make any frozen food. So, Frozen food has become more popular in the upcoming days, and it will be beneficial for kazi foods.

Threats of Kazi Farms Kitchen

- **Lots of Competitors**

By seeing high growth of frozen food in Bangladesh, many companies come in the market with great innovation. Such as Golden Harvest, Jhatpat, Bengal Meat, Brac Chicken ect. So, it may create difficulties for Kazi Farms Kitchen to survive in the market

- **High Price:**

The raw materials of frozen is increasing day by day and it may be difficult for companies to maintain their competitive prices, on the other hand Middle- and lower-class family can't buy frozen food easily.

- **Rules and Regulations**

As a food products marketer, Kazi Food is subjected to various food rules and regulations in our country with which it has to comply. This may also increase the price of the product.

Chapter Three:

Analysis and Findings

3.0 Analysis

In this part I discussed about the market of Kazi Farms Kitchen on the other hand I discussed about the core marketing strategies such as Marketing Mix, Segmentation, Targeting & Positioning.

3.0.1 Market

A market is a place where two people are gathering to exchange of goods and services. The parties involved are usually buyers and sellers. The market may be physical like a retail outlet, where people meet face-to-face, or virtual like an online market, where there is no direct physical contact between buyers and sellers.



Kazi Farms Kitchen is both physical and non-physical market where people buy their products from super stores and Franchise outlets. The continuously targeting the Job holder person as well as young people who don't have to cook their own meal. Kazi Farms Kitchen communicate their customers both online and offline. They organize several campaigns during special events and also give discount during Ramadan season and Kazi Farms Kitchen always committed to give healthy and fresh foods to their customers.

3.0.2 Segmentation

Market segmentation is the process of dividing up mass markets into groups with similar needs and wants. The purpose of market segmentation is that in order to achieve competitive advantage and excellent performance as we as more profit than others, firms should:

- (1) To identify the segments of industry and customers' needs and wants,
- (2) target specific segments of those needs wants and
- (3) develop accurate 'marketing mixes' for each targeted market segment.

From an economic perspective, segmentation is made on the forecasting that heterogeneity in demand allows for distinct demand functions.

There are 4 different types of market segmentation and all of them different in their implementation in the real scenario. These are discussed below:

Demographic segmentation

Demographic segmentation is referred as a simplest market segmentation method based on some specific variables such as age, gender, income etc. Demographic functions like age, sex, gender, religion, and educational qualification, play an important role in marketing research. Kazi Farms Kitchen follow some functions in this segmentation. The following functions are as follows:

- Age: 15-60
- Gender: Male & Female
- Occupation: Job Holder & Businessman
- Material Status: Both Single and married
- Income: 30,000 to 50,000
- These functions have been followed by Kazi Farms Kitchen.

Psychographic segmentation

Psychographic segmentation, which is sometimes referred as psychometric or lifestyle segmentation, is measured by identifying the activities, interests, and opinions of customers and consumers. It refers how people spend their leisure, and which external influences they are most responsive. Psychographics is a very popular that used on the basis for segmentation, because it enables marketers to identify accurate defined market segments and better understand consumer motivations for product or brand choice.

Kazi Farms Kitchen not directly follow this segment but indirectly some functions they have been followed. Example:

Lifestyle and interest: Lifestyle mean how people spend their time. Kazi Farms Kitchen segment this section such as people who have no time to prepare their meals but interest to eat some healthy foods, Kazi Farms Kitchen segment those people.

Geographic segmentation

Geographic segmentation divides markets according to geographic criteria. In practice, markets can be segmented as broadly as continents and as narrowly as neighborhoods or postal codes.

Though Kazi Farms Kitchen is not fully export based company, so they just follow the Bangladeshi region as their segmentation.

Behavioral segmentation

This type of market segmentation divides the population on the basis of their behavior, usage and decision-making patterns. For example – young women's will always use Sandelina Sandal soap as a soap, whereas sports enthusiast will use Lifebuoy.

Kazi Farms Kitchen don't follow this segmentation fully. They just follow:

- **Purchase/usage occasion**

Purchase or usage occasion segmentation concentrate on occasions when consumers might purchase or consume a product. This approach customer-level and occasion-level segmentation models and provides an understanding of the individual consumers' needs, behavior and value under different occasions of usage and time.

Kazi Farms partially segment their product in different occasions like Eid Ul Fitr and Azha and government weekend.

- **Usage Rate/Purchase Frequency:** (Light users, heavy users, moderate users)

Kazi Farms Kitchen also segment this area like which types of users (customers) buy their products. From this segment they can identify the users (Usage rate) and formulate their marketing strategies based on users.

1) **Loyalty Status:** (Loyal, switcher, non-loyal, lapsed)

Kazi Farms Kitchen segment their loyal customers based on the customer's purchase volume. So that they can hold their customers and make them regular customers so that they can increase word of mouth about their product.

2) **Buyer Readiness:** (Unaware, aware, intention to buy)

Kazi Farms Kitchen also segment which customers are ready to buy their product and also check which factors influence customers to purchase their products also.

3.02 Targeting

Targeting referred a market that is segmented by using age, gender, income, education, lifecycle, social status, social class and many more. After identifying segmentation from few segments are selected to reach target customers. This process of identifying then evaluating and selecting market segments is known as “Market Targeting”.

The target market typically consists of consumers who exhibit similar characteristics (such as age, location, income or lifestyle) and are considered most likely to buy a business's market offerings or are likely to be the most profitable segments for the business to service.

The following segments are following by Kazi farms Kitchen:

- Premium/Upper and upper middle-class segment of society.
- Family (Average monthly income of Tk. 60,000 and above).
- Both the husband and wife are busy with their jobs.
- Educated People
- Decision makers and influencer of family.
- Single family.
- People live in the hostel.
- Newly married group.

3.0.3 Positioning

In marketing and business strategy, market positioning means the consumer's individual perception of a brand or product in relation to competing brands or products. Market positioning also refers to the process of establishing the image or identity of a brand or product so that consumers perceive it in a certain way.

Kazi Farms Kitchen have their own Unique selling promotion that I already discussed from the previous part.

They are:

- Vegetable Fed Chicken
- No Antibiotic Residue
- No Tasting Salt
- No Harmful Preservatives



3.0.5 Marketing Mix (7 PS)

The marketing mix is one of the most popular marketing strategy tools. The marketing mix is the tactical or operational part of a marketing plan. The marketing mix is also called the 4Ps and the 7Ps and sometimes 9Ps. The 4Ps such as price, place, product and promotion. The services of marketing mix is also called the 7Ps and includes the addition of process, people and physical.



“The marketing mix is the set of controllable tactical marketing tools – product, price, place, and promotion – that the firm blends to produce the response it wants in the target market.

[Kotler and Armstrong (2010)]”

Product

Product means the goods-and-services of the company produce to the target market. For many a product is simply the tangible, physical item that we buy or sell. We can also think of the product as intangible such as services. Product including design of the product, color, size, shape, visibility of the product etc.

Kazi Farms Kitchen have 5 category products in their product line. They are Frozen packs for general sell, fried food for franchise outlet, dried fish, jam jelly and eggs.

1) Frozen Pack

Kazi Farms Kitchen have multiple frozen pack foods. Such as **Chicken Items:** Chicken Cutlet, Chicken Brgr, Chicken Lolipo, Chicken Teasers, Chicken Meatball, Chicken Spicy Nuggets, Chicken strips, Chicken Shami Kabab, Chicken Samosa, Chicken Singara, **Chicken Flour Based Items:** Parthata, Spring roll and French Fries. These all are “ready to cook” category food.

2) Fried food for franchise outlet

Kazi Farms Kitchen have 130 outlets around the country, they have multiple fried food for their franchise outlet. They are Hot & Spicy Wings, Kabab roll, Sausage, Fried Rice, chicken lollipop, Nuggets, French fries, lacchi etc.

3) Dried Fish

Kazi Farms Kitchen have some dried fish items too they are Churi , Kechki, Loitta, Shrimp.

4) Eggs

Kazi Farms Kitchen have organic eggs which contain high protein.

5) Jam jelly

Kazi Farms Kitchen two flavor of jam and jelly Orange and strawberry jelly.

These are Kazi Farms Kitchen product line. They follow simple **product design that is white** and actual products pictures.

Price

The price of the product is generally the amount that a customer pays for to consume it. Price is a very necessary component of the marketing mix strategies.

It is also a very useful component of a marketing strategy as it refers our firm's **profit and survival**. Adjusting the price of the product has a big change on the entire marketing strategy as well as greatly affecting the sales and demand of the product in the particular product line.

Kazi Farms Kitchen are following both costs based and sometime value-based pricing. They mainly set their price-based on competitors, raw materials cost and production cost.

Place

“Place includes company activities that make the product available to target consumers”. Kotler and Armstrong (2010).

Placement or distribution is a very crucial part of the product mix definition. We have to position and distribute the product in a place that is accessible to potential customers and consumers. The product should be available from where we target consumer finds it easiest to shop.

Companies investing huge in this section to ensure the smooth distribution service and trying earn more ROI.

Promotion

“Promotion includes all of the activity's marketers undertake to inform consumers about their products and to encourage potential customers to buy these products” [Solomon et al (2009)].

Promotion contains all of the tools available to the marketer for marketing communication with the potential buyers. It is the key of marketing strategy that impress customers to buy our products and increase sales as well. There are many promotional tools that applied my many companies such as ales, advertising, sales promotion, public relations, direct marketing, online communications and personal selling.

In **kazi Farms Kitchen** most of the promotional ideas, campaigns and other marketing activities prepared by their Add Agency. kazi Farms Kitchen's all marketing promotional activities are managed by “**Bitopi Adverting**”. And other promotional activities such as

Banner, Posters, T Shirt branding, festoons etc. are managed by many add agencies, River Sign, Promotes & Images Add are one of them. **kazi Farms Kitchen** are following both ATL & BTL promotion.

In **ATL promotion** they are following-

- Social media marketing
- Radio Advertising
- Brand Activation
- In Store Marketing
- Magazine and Newspaper
- Promote their products on Television Channel

■ **Social media marketing**

In this new ear of the digital world Kazi farms kitchen are following social media marketing regular basis. They promote by posting promotional videos in their Facebook page.

- ✓ If they introduce something new product, they post on Facebook so that, people can easily aware about their new product.
- ✓ They are giving post in special events like Eid-Ul-Fitr and Eid-Ul-Aaha, and wish all their Facebook followers, in this way they are polishing their brand.
- ✓ Organizing some contest at special events like Mother's Day, Father's Day, Friendship day etc. and provide amazing gift to the winner.
- ✓ They provide customer service through Facebook page messenger.
- ✓ Also posted Video on both FB Page & YouTube Channel about their add or special events.



▪ **Radio Advertising**

Kazi farms kitchen promote their products in Radio platforms like radio foorti 88.00fm and radio vhumu 99.00fm. During special events like Cricket world cup, Eid and other Govt holidays they give RDC during events. So that radio lovers can aware of their products or brands.

▪ **Brand Activation**

Whenever Kazi Farms Kitchen introduce their product in the market, they run some amazing campaigns like free food testing. They visit city to city by pickup with unique decoration and provide food to the audience, as a result customer will experience their new products and easily impress on it.

▪ **In Store Advertising**

Kazi Farms Kitchen promote their business in many popular super shops like Aagora, Meena Bazar & shopno. They give 10% discount in all their frozen products during special occasions.

▪ **Magazine & Newspaper**

Kazi Farms Kitchen give add in many popular newspapers and magazines like Prothom alo's weekly magazine. On the other hand, they give add on newspaper whenever they introduce their new products or give discounts on their frozen product.

▪ **Television:**

Television on of the popular way to promote our business. Kazi farms provide adds in television whenever they need. They broadcast some cooking-based program like “ Kazi farms kitchen Shohoj Iftar”.

In **BTL Promotion** they are following-

- Sales Promotion
- Sponsorship
- Brand Promoter

- Packaging
- Trade Fair Activation

▪ **Sales Promotion**

Kazi farms Kitchen promote their products by giving higher commission to their **retailers**. By doing this, they increase their sales ratio and earn high return on investment. On other hand, they give discounts to their customers, Prizes & gift also.

▪ **Sponsorship**

Kazi farms Kitchen sponsoring many popular events that held in our country. They provide sponsor in Educational events like Business case competition, School or club events, annual sports and other traditional events like Pohela Baishakh.

▪ **Brand Promoter**

Kazi farms Kitchen hire brand promoters during special events like Eid-Ul-Fitr and Eid-Ul-Adha. The Brand promoters promote Kazi farms Kitchen products in super shops like Aagora, Showapno etc by telling the products quality, features, benefits to their customers.

▪ **Packaging**

Kazi farms Kitchen maintain their packaging style greatly. In their product they clearly highlight the products actual look, size, pics, benefits, Nutrition facts that can help customers to buy their products.

▪ **Trade fair activation**

Kazi farms Kitchen lunch their special stall during Dhaka international Trade fair with highly decorated. On the other hand, they give stall on Dhaka University premises during Pohela Baishakh.

3.1 Findings

From the analysis part I discussed about the marketing overview and core marketing strategies like Segmentation, targeting, Positioning & Marketing Mix (7P). Kazi Farms Kitchen have **130 outlets** around the country. In the **Segmentation** part I see that Kazi Farms Kitchen target both male and female, consider income, age, family size, Life style like who are busy with their job life and also consider the purchase usage of their customers and the loyalty status. In the **targeting** part they target young and busy life people specially who have no time to prepare their meals. In the **positioning** part they have 4 unique selling propositions that I discussed previously, by using those propositions they are trying to create distinct idea in the mind of their customers. In **Marketing Mix** Section Kazi farms Kitchen have various **product** line in that I discussed previously, they follow the cost based and value-based **pricing**, they follow both ATL and BTL promotional activities and lastly, they have 12 exclusive depots where they can produce their products within a short period of time.

Overview of the competitors

Though Kazi farms Kitchen is the market leader in the Frozen food industry but in recent years there are lots of competitors for kazi farms kitchen, the major competitors are Golden harvest, Brac Chicken, Pran: Jhatpat, and Bengal meat, Cp. Kazi farms Kitchen continuously developing their product line on the other hand they introduce new products every time to their customers. To compete with the several competitors, Kazi farms Kitchen need to monitor the competitive analysis regularly and also trying to give better offer with good quality, so that they can stay in this market. Otherwise, they may kick out from this industry.

Chapter Four:

Conclusion and

Recommendations

4.1 Conclusion

In this study I learned lots of things that help me my next upcoming years. Kazi Farms Kitchen is the market leader in Frozen food. They will be the pioneer of this industry soon. During my study I try to observe their company culture, their management style and how they are working in this competitive market. I discussed all their marketing strategies that I learned during my internship period. So, I hope this study will help readers to know the overview of kazi farms Kitchen.

4.2 Recommendations

- Firstly, Kazi farms Kitchen should available of their product all over the country.
- Kazi farms Kitchen should available popular super shops like Aagora, Meena Bazar & Showapno. So that people can easily find it.
- They should maintain their product design with high quality to keep their product safe during move from one place to another.
- Though there are lost of frozen food companies are doing Business in Bangladesh, so to stay in the competitive market, Kazi farms Kitchen should keep their competitive price, it will ensure their stability in the frozen food industry.
- Kazi farms Kitchen Must maintain their product quantity with the price based on their target customers.
- Kazi farms Kitchen should emphasis more on research & development department, they need to forecast future growth of the frozen market sector, innovate more unique frozen products in the market to stay in this competitive market.
- Kazi farms Kitchen always monitoring their products from the factory to retailers' shop, they need check product quality, expiry date, taste etc ensure better customers satiation.
- Kazi farms Kitchen need to get more and more quality certificate to gain customer trust and confidence.
- They are getting continuous customer feedback both online and offline, Kazi farms Kitchen need convert feedback into feedforward.
- Kazi farms Kitchen need to know the consumer behavior regular basis, so that they can easily make their products based on their target customers.

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