



United International University

Internship Report (INT 4399)

Internship Report on Igloo Ice Cream and its retail survey.

Trimester: Summer-2019

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Date of Submission: 15th September, 2019

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Letter of Transmittal

September 15, 2019

Mohammad Tohidul Islam Miya

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School of Business and Economics

United International University

Subject: Submission of Report on, **“A Report on Internship at Igloo Ice Cream and its retail survey in 2018”**

Sir,

With due respect and humble submission, I am a student of BBA department and also student of this “Internship paper” submitting my Report on **“A Report on Internship at Igloo Ice Cream and its retail survey in 2018”**

It gives me immense pleasure to inform you that I have completed my Report under your kind hearted direct supervision.

In preparing this term paper, I tried my level best and worked with most sincerity and Make it as well structured as possible. I hope that this will help me to upgrade my business Knowledge as well as understanding how to operate a real business practically at the same time scope of the business of Igloo Ice Cream and its nature of the business.

Thanks and Best Regards,

.....

Mojammel Hossain

(111 142 027)

Acknowledgement

At first, I would like to express my gratitude to **Miya Mohammad Tohidul Islam** sir for instructing me to prepare this report & supporting me all the time. I have taken help from Abdul Monem ltd. Websites, Igloo Ice Cream websites, my supervisor at AML, my colleagues, my supervisors colleagues and some other seniors, Magazine and magazine and publication of our talented CEO GM Kamrul Hasan (Group CEO of Igloo Ice Cream, Milk Unit & Foods), and some others authentic websites and structured which have been given by you as well as us our marketing related text books such as Marketing Management (14th edition) and Introduction to marketing text books. I have indebted to my senior mates and friends who have guided me from different corners to complete this report. I tried my level best to include most of the relevant information what I have collected regarding the respective informer and sources.

And I want to give thanks to the authority of our university for adding this internship course as our academic requirement and I would like to give special thanks to the authority of Abdul Monem Ltd. As well as Igloo Ice cream and milk unit to give me the opportunity to work with such a giant and market leading company to do my three months internship program. In that three month of work time I have learnt how to operate a real business as well as I have understand the corporate behavior and all about of Abdul Monem Ltd. Business and its business unit. I also want to give thanks to my mates for works as a team from beginning to ending as the supportive and cooperative colleagues.

Executive Summary

Igloo Ice Cream and Milk Unit is the very crucial concerns and Strategic Business Unit (SBU's) of Abdul Monem Ltd. Igloo Ice Cream started its journey in the years of 1964 and successfully run its business with 86 flavors of Igloo Ice Cream. The industry of Ice cream is growing day by day. Nowadays, the size Ice cream industry is about 1200 crore per year and igloo Ice Cream is successfully holding 60% of the market share to operate their business successfully. Nevertheless, igloo ice cream is trying very hard to grab more market share from competitor by intensive competition. Igloo Ice cream has used their retail promotion tools to expand their business because retailers have played a vital rule to influence consumer buying behavior process and used integrated marketing tools to reach the customers.

Igloo Ice Cream authorities evaluate their business operation and expect sustainable business growth. Every year they arrange retail survey to know about how to operate the business at the leading position in the retail segment as well as knew about Igloo products' image , problems faced by the retailers and their stakeholders. This report is the part of these **retail survey operations in 2018**. In that retail survey, it explores the business performance of Igloo ice cream in the retail segment and measures the effectiveness of Integrated Marketing Communications (IMC) strategies.

By this retail survey operation there are lots of findings and information collected by me which adds insight about the ground reality of retail segment, number of freezers existing in single territory, the condition of freezers, where actually the freezers are located, functional problems of the freezers for example freezers lock & glass, wheel, sticker, sign board, compressor, light, complaints against damage product collection, retailers wanted credit products but never provided, complaint of changing less cooling freezers to collect new one and knowledge about the competitors' business etc.

By collecting, analyzing, findings, interpreting these information Igloo Ice cream authorities knew the information about their business operations, stakeholders, competitors as well their perceptual positioning in the retail segment.. These findings may help, decision makers at Igloo, formulating proper strategies for business expansion and grabbing more market share in Ice-cream market primarily in Dhaka city and eventually cementing their leadership position in the Ice-cream Industry.

Chapter-01

Introduction

1.0. Introduction

Abdul Monem Ltd. Started its journey with the amazing quote of “**Touching lives, Building capabilities**” in the year of 1956. Abdul Monem ltd. was founded by honourable managing director and Chairman Mr. Abdul Monem. Since 1956 to onwards Mr. Abdul Monem run his company more successfully with his two compatible sons as Deputy Managing Director (DMD), Mr. A.S.M. Mohiuddin Monem & Mr. A.S.M. Mainuddin Monem. Since 1956 they haven leading their construction business and others SBU’s others to follow. Mr. Abdul Monem is called as a construction King in Bangladesh. The main strength of company to integrating resources at root level and building infrastructure at massive scale which are funded by ADB, world bank, JICA etc.

Abdul Monem ltd. is one of the conglomerate businesses which have 18 SBU’s and igloo foods ltd. is one of them.

After having capabilities to meeting international standards of in a good quality infrastructure and building industry AML moved forward to other business to provide their quality products and services. Now, AML has the authorized bottler of coca cola, Fanta and sprite. In the year of 1982 AML acquired the bottler plant from K. Rahman and company and starting its business operation successfully. In the year of 1964 AML started its cold sweets products of Ice cream called “**Igloo ice cream**” which is now operating its business as a number one ice cream brand in cold sweet product of ice cream industry in Bangladesh. Later on AML operating their business expansion policy and they have been starting igloo dairy and milk, igloo foods and snacks, AM sugar refinery ltd., AM rice bran oil, service engine BPO, AM securities and financial services ltd.,

After being able to meet the international standards of quality and services in infrastructure building industry, they moved forward to other business to deliver quality products and services. AML has gained the authorization of being bottler of Coca-Cola, Fanta and Sprite. In the year 1982, AML acquired the bottling plant from K. Rahman and Company and started its operation. In 1964, AML started to produce ice cream, which is now number one ice cream brand named

IGLOO in Bangladesh. Later, they started to expand business operations through introducing Igloo milk and dairy products, Igloo food items and snacks, AM Sugar Refinery Ltd, AM Rice Bran Oil, Service Engine BPO, AM Securities and Financial Services Ltd. They have also manufacturer of pharmaceuticals, manufacturer of auto bricks, bitumen and other selected construction materials. They have also started Abdul Monem Economic Zone (AMEZ) which is one of the most popular economic zones in Bangladesh which is located in Daudkandi, Munshigonj on its land of 216 acres.

Nowadays, moreover 10000+ highly skilled man power are working at Abdul Monem Ltd. AML has putting highly impact on society to providing their high-quality products and services and creating higher employment to solving unemployment issues in our country. Later on AML takes pride for the contribution to the society through higher corporate social responsibilities. Their ultimate goal to focus is delivering value added product and services by using the limited resource of the country to contribute the Bangladeshi economy, social and environmental development of Bangladesh.

1.2. Vision

The vision of Abdul Monem Limited is to contribute to the economic, social and environmental progress of Bangladesh through creating value added products and services utilizing our national resources.

1.3. Mission

AML excels to develop and deliver value added goods and services to their esteemed customers, consistently outperform their peers, build sustainable relationship with their stakeholders, provide a dynamic and challenging environment for their employees and aim to achieve incremental growth of our business thereby having a positive economic and social impact on the community and the nation.



Monem Business District (Head Office: Abdul Monem Limited)

1.4. Corporate Profile



Name of the Company	Abdul Monem Limited (AML)
Year of Establishment	1956

Status of the Company	Private Limited Company
Country of Registration	Registered under Registrar of joint Stock Companies, Dhaka, Bangladesh
Number of Employee	10,000+
Corporate Head Quarters	Monem Business District, 111, Bir Uttam C.R. Datta Road, Sonargoan Road, Dhaka-1205.
Telephone	+88 (02) 9632011-13, +88 (02) 9675955 +88 (02) 9632304-10, +88 (02) 58610679
Fax	+88 (02) 9632315-17, +88 (02) 9668638
E-mail	info@amlbd.com
Website	http://www.amlbd.com

1.5. SBUs of AML



1.5.1. AML Construction

Abdul Monem limited owns the country' largest construction share. They belongs the higher reputation to delivering quality services on the designated

time periods to meeting the higher standards in the construction sector. The value and services AML providing is following:

- Bridge and flyover construction.
- Highway construction.
- Metro rail project.
- Land development.
- River Bank protection.
- Building construction including MEP work.
- River dredging.
- Airport infrastructure including terminal building, runway, Apron including AGL and Nav-Aid works.
-

Through the years AML has been constructing and developing many construction projects are following:

- Osmani Airport located at sylhet region.
- Syedabad and Mohakhali inter didtrict bus terminal.
- Construction of under service area of Padma Multipurpose bridge project.
- Construction of 6 lane Mohipal flyover on Dhaka to Chittagong national highway located at Feni.

Apart from these AML recently involved in many highways and construction project in Bangladesh.



1.5.2. Monem Business District

Monem business district is the corporate headquarter of Abdul Monem Ltd. On the other hand Monem business district is the corporate head office of some other business. It is located at the intersaction of Kawran Bazar infront of Sundarban Hotel, Dhaka, Bangladesh 6,05,000 square feet of total 4 basements area.

1.5.3. IGLOO Ice Cream



Igloo Ice Cream is one of the very crucial SBU for AML. AML is starting to offering very in a good quality ice cream with high value test in the name of Igloo in 1964 with the slogan of “**A world of great taste**”. Over the years Igloo Ice Cream is reputed as the number one ice cream brand in the ice cream industry with vital competition by providing consistent quality ice cream taste.



1.5.4. Igloo Dairy Milk

For the purpose of supporting igloo ice cream production as well as providing pasteurized milk to the consumers considering per capita milk consumption and the necessary nutrition value to our country people Igloo Dairy & Milk unit was established in 2004. On and average it has been processing around 14000 litres milk including mango and chocolate flavoured.



1.5.5. AM Beverage Unit Coca-Cola

In the year of 1982 Abdul Monem Ltd. started the successful & authorized bottler of Coca Cola, Sprote and Fanta. AML started its bottling activities after acquisition of the bottling plant from K. Rahman Khan. In 1990 AML awarded by coco cola after successful bottler and contributing to positioning the brand which was very prestigious. The tittle of that award was “President’s Turtle Award”.



1.5.6. IGLOO Foods Limited

Igloo foods Ltd. is one of the very potential SBU’s of AML. It’s distributing

many snacks item both producing and importing. Most of the products igloo foods are producing such as Momo, chicken mini samucha, beef mini samucha, parata, chicken ball, chola-chickpeas curry, payaju, singara, spring roll, potato wedges, curly fries, criss cut, chicken mini spring roll, beef mini spring roll, vegetables mini spring roll, vegetables mini samosa, vegetables mini singara, liver mini singara, kima puri, alo puri, daal puri, chocolate dumpling, chicken dumpling, beef dumpling, vegetables dumpling etc. The foods they are importing such as French fries from Belgium and sausage from france.

Nowadays Igloo foods have producing fortified rice in the name of nature fresh also they will launch Igloo mango juice shortly.

Others potential SBU's of AML are following:



1.5.7. Danish Bangla Emulsion Ltd



1.5.8. AM Securities and Financial Services Ltd (AMSFSL)



1.5.7. Abdul Monem Sugar Refinery Ltd



1.5.9. AM Energy Ltd



1.5.9. Novus Pharmaceuticals Ltd



1.5.10. AM Ashpalt & Ready-Mix Concrete Ltd.



AM Auto Bricks Ltd

1.5.11. AM Auto Bricks Limited



1.5.12. AM Bran Oil Company Ltd.



1.5.13. Service Engine BPO

1.6. Achievements and recognitions of AML

- Business person of the year of 2008 in Bangladesh.
- The longest VAT payer Awards.
- The president's award.
- IFAWPCA gold medal.
- Commercially important person of 2010, 2011, & 2012.
- Igloo No.1 brand recognized by Bangladesh brand forum.
- The longest TAX payer award (5 times in a row including 2018).
- Excellence for business performance by Jamuna Bank Ltd.
- Some others recognition from various government departments for business performance, contribution to national development, and corporate governance.

1.7. Business partners of AML





Overview of IGLOO

Chapter-02

Introduction



2.0. Introduction

Since 1964 and over more than 55 years Igloo Ice Cream operating their business and contributing in the ice cream industry by promising to delivering higher value and quality taste of ice cream. Igloo ice cream was started its journey with a slogan of “A World of Great Taste”. Still Igloo ice cream is delivering with their promising a higher customer value and in a good quality taste of igloo ice cream. Igloo has been reputed and recognized by Bangladesh brand forum as a No. 1 ice cream brand in ice cream industry.

Through of the recent years of Bangladesh ice cream industry has producing ice cream around at 1200 crore BDT annually and igloo ice cream belongs to 60% market share in ice cream industry. Nevertheless, Igloo has trying to increase its market share by expanding their consumer market by providing higher value and high quality taste of Ice Cream (ice cream market still remains untapped, Reported by Daily Sun, March 2018). Still Igloo Ice Cream has moving forward to increasing its consumer, products category or variety taste of ice cream.

In order to providing its promise to higher value of products according to its slogan, Igloo never compromises with its taste and quality. The raw materials or ingredients of Igloo Ice Cream

imported from New Zealand, Australia, and Belgium in preferring to its standards. In order to manufacturing of ice cream igloo is using the most modern machineries and technologies to producing 20000 litres ice cream per day.

In order to considering consumer mind and taste igloo has introducing newer shaped, flavoured, and formed. Nowadays consumer of our country intend to prefer coffee so Igloo has introducing coffee ice cream in the name of “Ice Café”, consumers have preferring have to Doi so igloo is producing igloo “Doi” ice cream, to cope up with the consumers taste and their behaviour for occasion igloo also has producing Igloo ripple cake 1 and 1.5 litre and various products line extension.

Consumers of our country still consume or buy ice cream as occasionally and mainly in summer. Though ice cream is the fascination of winter also. Nevertheless igloo is trying to change consumer behavior to not taking ice cream as occasionally rather regularly even in the season of winter. Therefore, the cultural practice of Bangladesh to having sweets in the occasion following over the years. By considering the social trends and cultures Igloo has trying to cope up with the consumers trends, taste, and culture by adding additional pay of attention of Integrating Marketing Communication (IMC). The new pay of line as IMC for Igloo is:

“যেখানেই মিষ্টি মুখ সেখানেই ইগলু”



For the purpose of let the consumers attention to have ice cream through of the years as well as occasions igloo has introducing and producing different taste of products line extension in the industry such as Kheer Malai, Doi ice cream, Horlics ice cream as Nutrics Ice cream, Black forest, Blueberry, Ripple cake etc.

2.1. Quality Certification Igloo Ice Cream.

- **ISO Certified:** ISO 22000:200 Certified, Food safety management systems required for a food manufacturer.
- **Halal Certified:** Certified by “BSTI” as halal ice cream.
- **HACCP Certification:** Igloo Ice Cream has been certified by Hazard Analysis Critical Control Points (HACCP).
- **QCS (Quality Control System):** Well trained personnel professionals have been appointed to ensure the quality of our products.

2.2. Achievement



It is very much honour for Igloo ice cream has been awarded as no. 1 ice cream brand in Bangladesh for four times consecutively by Bangladesh Brand forum.

2.3. Product line and Categories

Igloo always approaches according to the demands of the customers as well as let them to enjoy the taste they never have concerning their buying power. Igloo is offering more than 60 flavours to reach all segments of customer. Considering the choice and buying power of the customers igloo has divided their market or customers into three categories are following:



2.3.1. Economy

The market of the economy segment of igloo is very comprehensive. So economy class of people buys these items mostly because of low price of the products. Economy items of Igloo ice cream are following: Cups (Vanilla, Mango, strawberry, and

Chocolate), Chockbar, Mini Chockbar, Shell & Core, Lolly- Lemon & Orange, Dudh Malai, ½ Litre, 1 litre, 2 litre (Vanilla, Mango, chocolate and strawberry).



2.3.2. Main Stream

Igloo ice cream in main stream category is very much popular especially for young generation. Ice Cream of main stream category is following: Such as-

Cornelli classic, Cornelli Classic (mini), Cornelli Premium, Belgium chocolate (Mini), Ego, Mega, Macho, Almond Split (Exotic Bar), Swiss Chocolate (Exotic Bar), Mango Bar, Orange Bar, Mango Melody, Piata Passion, Strawberry Sparkle, Choco cheers, Caramel Combo, Coconut Cooler etc.



2.3.3. Premium

Ice Cream of Premium categories are mainly for the premium customers who prefer the high price high value products. Price of those categories of products mainly high. The premium items of products offering by the company are following: Ice café cup (paper cup),

Nutricks cup (paper cup), Black forest, Horlicks cup & litre item, Peanut Butter Cream Cup,

Chocolate Fudge Brownie, Chocolate Milk Shake, Yoghurt Milk shake, Firni, Kheer Malai, Rash Malai, Diet Vanilla, Nawabi Mithai, Lassi, Gold: Blueberry Yoghurt, chocolate chips, Cookie Dough, Butter Pecan, Ice Cream Cake, Ciao Bella (5 litres), Butter Scotch.

2.4. Product line, Categories & Prices

ABDUL MONEM LTD.
IGLOO ICE CREAM & MILK UNIT
Price List



From 16th August, 2019 new TP & new MRP is applicable in the market.

Category	SKU	Pack Size	Volume (ml)	Trade Price (Taka)		MRP (Taka)		Retailer Margin
				Per Pc	Per Carton	Per Pc	Per Carton	
Stick	CHOCOBAR	24	70	25.00	600.00	30.00	720.00	20%
	MINI CHOC	24	65	20.00	480.00	25.00	600.00	25%
	SHELL & CORE	25	58	15.00	375.00	20.00	500.00	33%
	LOLLY - LEMON	25	58	12.00	300.00	15.00	375.00	25%
	LOLLY - ORANGE	25	58	12.00	300.00	15.00	375.00	25%
	DUDH MALAI	25	50	12.00	300.00	15.00	375.00	25%
	EGO	12	75	45.00	540.00	55.00	660.00	22%
	MEGA	16	100	34.00	544.00	40.00	640.00	18%
	MACHO	16	100	34.00	544.00	40.00	640.00	18%
	ALMOND SPLIT (EXOTIC BAR)	10	100	54.00	540.00	65.00	650.00	20%
	SWISS CHOCOLATE (EXOTIC BAR)	10	100	54.00	540.00	65.00	650.00	20%
	MANGO BAR	16	100	38.00	608.00	45.00	720.00	18%
	ORANGE BAR	16	100	38.00	608.00	45.00	720.00	18%
	VANILLA - CUP	18	100	21.00	378.00	25.00	450.00	19%
	STRAWBERRY- CUP	18	100	21.00	378.00	25.00	450.00	19%
Cup	CHOCOLATE- CUP	18	100	21.00	378.00	25.00	450.00	19%
	MANGO- CUP	18	100	21.00	378.00	25.00	450.00	19%
	CHOCOLATE BLACK FOREST (P. CUP)	12	120	38.00	456.00	45.00	540.00	18%
	CHOCOLATE ORANGE (P. CUP)	12	120	38.00	456.00	45.00	540.00	18%
	CHOCOLATE CHIPS (P. CUP)	12	120	38.00	456.00	45.00	540.00	18%
	ICE CAFÉ (P. CUP)	12	120	33.00	396.00	40.00	480.00	21%
	NUTRICKS (P. CUP)	12	120	33.00	396.00	40.00	480.00	21%
	IGLOO DOI (P. CUP)	12	120	38.00	456.00	45.00	540.00	18%
	STRAWBERRY CHEES CAKE (P. CUP)	12	120	40.00	480.00	50.00	600.00	25%
	FRENCH VANILLA (P. CUP)	12	120	40.00	480.00	50.00	600.00	25%
	FIRNI (P. CUP)	12	120	38.00	456.00	45.00	540.00	18%
	LASSI (P. CUP)	12	120	38.00	456.00	45.00	540.00	18%
	SINGLE SUNDAE	12	120	28.50	342.00	35.00	420.00	23%
	MANGO MAGIC	20	125	21.00	420.00	25.00	500.00	19%
	SNOW/FOOT BALL	20	100	21.00	420.00	25.00	500.00	19%
Cone	CORNELLI CLASSIC (MINI)	24	85	25.00	600.00	30.00	720.00	20%
	BELGIAN CHOCOLATE (MINI)	24	85	25.00	600.00	30.00	720.00	20%
	COLOURS CONE (MINI)	24	85	25.00	600.00	30.00	720.00	20%
	CORNELLI CLASSIC	14	115	41.00	574.00	50.00	700.00	22%
	CORNELLI PREMIUM BUTTER SCOTCH	14	115	41.00	574.00	50.00	700.00	22%
1/2 Ltr. Box	BELGIAN CHOCOLATE	14	115	45.00	630.00	55.00	770.00	22%
	VANILLA - 1/2 LTR.	1	500	98.00	98.00	115.00	115.00	17%
	STRAWBERRY - 1/2 L	1	500	98.00	98.00	115.00	115.00	17%
	MANGO - 1/2 L	1	500	98.00	98.00	115.00	115.00	17%
	CHOCOLATE - 1/2 L	1	500	98.00	98.00	115.00	115.00	17%
01 Ltr. Box	SHAHI KULFI - 1/2 L	1	500	110.00	110.00	130.00	130.00	18%
	PHAL BAHARI - 1/2 L	1	500	107.00	107.00	125.00	125.00	17%
	VANILLA LITE- 1/2 L	1	500	120.00	120.00	140.00	140.00	17%
	NAWABI MITHAI - 1/2 L	1	500	110.00	110.00	130.00	130.00	18%
	VANILLA - 1 LTR.	1	1000	190.00	190.00	225.00	225.00	18%
	STRAWBERRY - 1 L	1	1000	190.00	190.00	225.00	225.00	18%
	CHOCOLATE - 1 L	1	1000	190.00	190.00	225.00	225.00	18%
	MANGO FRESH - 1 L	1	1000	190.00	190.00	225.00	225.00	18%
	FIRNI - 1 L	1	1000	195.00	195.00	235.00	235.00	21%
	KHEER MALAI - 1 L	1	1000	253.00	253.00	300.00	300.00	19%
One Ltr. Double Sundae Box	RASH MALAI - 1 L	1	1000	300.00	300.00	360.00	360.00	20%
	LASSI - 1 L	1	1000	220.00	220.00	260.00	260.00	18%
	DOI - 1 L	1	1000	250.00	250.00	295.00	295.00	18%
	NAWABI MITHAI - 1 L	1	1000	210.00	210.00	255.00	255.00	21%
	DIET VANILLA - 1 L	1	1000	235.00	235.00	275.00	275.00	17%
	BLUEBERRY YOGHURT - 1 L	1	1000	340.00	340.00	400.00	400.00	18%
	CHOC. CHIPS COOKIE DOUGH - 1 L	1	1000	340.00	340.00	400.00	400.00	18%
	BUTTER PECAN - 1 L	1	1000	340.00	340.00	400.00	400.00	18%
	ICE CAFÉ - 1 L	1	1000	240.00	240.00	290.00	290.00	21%
	NUTRICKS - 1 L	1	1000	240.00	240.00	290.00	290.00	21%
	STRAWBERRY CHEESECAKE - 1 L	1	1000	380.00	380.00	450.00	450.00	18%
	FRENCH VANILLA - 1 L	1	1000	380.00	380.00	450.00	450.00	18%
	RED VELVET - 1 L	1	1000	425.00	425.00	500.00	500.00	18%
	WHITE CHOCOLATE PISTACHIO-1 L	1	1000	425.00	425.00	500.00	500.00	18%
	MANGO MELODY - 1 L	1	1000	230.00	230.00	280.00	280.00	22%
Cake	STRAWBERRY SPARKLE - 1 L	1	1000	230.00	230.00	280.00	280.00	22%
	CHOCO CHEERS - 1 L	1	1000	230.00	230.00	280.00	280.00	22%
	CARAMEL COMBO - 1 L	1	1000	230.00	230.00	280.00	280.00	22%
	COCONUT COOLER - 1 L	1	1000	230.00	230.00	280.00	280.00	22%
	1 LITER - CAKE	1	1500	345.00	345.00	400.00	400.00	16%
02 Ltr. Box	SPECIAL-CAKE	1	1000	350.00	350.00		0.00	-100%
	VANILLA - 2 LTR.	1	2000	325.00	325.00	380.00	380.00	17%
	STRAWBERRY - 2 L	1	2000	325.00	325.00	380.00	380.00	17%
	CHOCOLATE - 2 L	1	2000	325.00	325.00	380.00	380.00	17%
	MANGO - 2 L	1	2000	325.00	325.00	380.00	380.00	17%
05 Ltr. Box	VANILLA - 5 LTR.	1	5000	775.00	775.00	775.00	775.00	0%
	STRAWBERRY- 5 L	1	5000	775.00	775.00	775.00	775.00	0%
	CHOCOLATE- 5 L	1	5000	775.00	775.00	775.00	775.00	0%
	MANGO - 5 L	1	5000	775.00	775.00	775.00	775.00	0%
	GROUP A- 5 L	1	5000	775.00	775.00	775.00	775.00	0%
	GROUP B - 5 L	1	5000	1000.00	1000.00	1000.00	1000.00	0%
	GROUP C - 5 L	1	5000	1100.00	1100.00	1100.00	1100.00	0%
	GROUP D - 5 L	1	5000	1400.00	1400.00	1400.00	1400.00	0%
	GROUP E - 5 L	1	5000	1680.00	1680.00	1680.00	1680.00	0%
	CIAO BELLA (5 LTR BOX)	1	5000	2100.00	2100.00	2100.00	2100.00	0%
SOFTY MIX	VANILLA MIX -1 L	1	1000	185.00	185.00	185.00	185.00	0%
	CHOCOLATE MIX- 1 L	1	1000	185.00	185.00	185.00	185.00	0%
	DOA MIX -1 L	1	1000	250.00	250.00	250.00	250.00	0%
	SOFTY MIX VANILLA - 2 L	1	2000	240.00	240.00	240.00	240.00	0%
	SOFTY MIX STRAWBERRY - 2 L	1	2000	240.00	240.00	240.00	240.00	0%
GENERAL MIX	SOFTY MIX CHOCOLATE - 2 L	1	2000	240.00	240.00	240.00	240.00	0%
	SOFTY MIX VANILLA - 2 L	1	2000	240.00	240.00	240.00	240.00	0%

2.5. Competitors



- i. Indirect Competitors.
- ii. Direct Competitors.

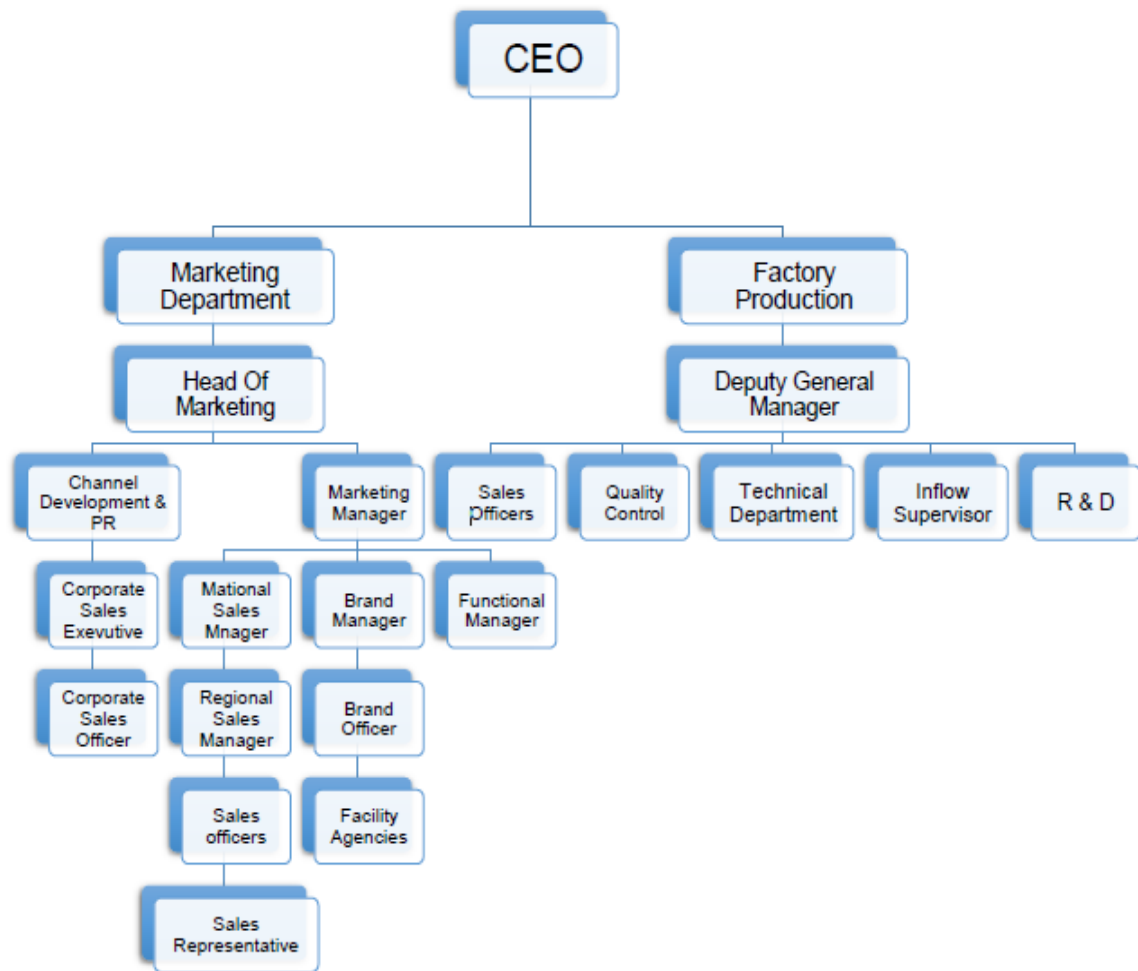
2.4.1. Indirect Competitors

Indirect competitors refers to whom are not creating competition directly to the products. There are so many indirect or substitute products are doing competition indirectly in sweet cold product of Igloo Ice Cream. The list of products which are creating indirect competition including Soft Drinks (coca cola, Sprite, Fanta, Pepsi, Mountain Dew tc.), Sweet Items, Green coconut, local or hand made drinks are selling in the market, Lachi, borhani, Juice items Etc.

2.4.2. Direct Competitors

Direct competition are related to compete directly in the products. There are so many ice cream Brands in the market are connected to compete in the Market. The following ice cream brands are compete in the market including Polar, Bellissimo, Za n Zee, Lovello, Kwality, Bloop etc.

2.4. Organogram of Igloo



2.5. SWOT Analysis

Based on my total experience, here I'm presenting my SWOT analysis on the Igloo Ice Cream's market condition:

Strength	Weakness
• Market leader. • Strong Brand value. • Loyal customers. • Strong supply chain and distribution channel. • Effective quality management. • Varieties of products (86 flavors). • Strong brand image. • Market demand is high.	• Communication GAPS to retailers. • Unavailability of all flavors. • Insufficient monitoring and controlling effort. • Promotional offers and messages cannot reach to all customers. • Not provide the Igloo freezers to all retailers who have demand. • Conditional marketing strategy. • Lengthy problem solving process.
Threats	Opportunities
• Highly competitive market. • Consumer wrong perception about cold sweet products. • Uncontrollable market environment such as winter season, flood, political violence, economical condition of the country, buying power. • Lots of substitute products. • Copying the strategy and product flavors by the competitors.	• Profit potential market. • Can change the people perception by promotional and advertising strategy to increase the sales.. • Less number of competitors. • Ice cream can be used as substitute products of dessert or sweets. • Market expansion opportunities to inside and outside the country.

2.6. Rationale of the study

For the purpose of sustain business & retain the customers and grab the position in a very competitive market with most convenient service for the retailers must be assured. Like some other industries ice cream industry should need to be more concentrated in retail chain

management very strongly because the retailers who are selling ice cream in their store or shop have play a vital role for consumer decision making process. That's one of the most reasons for I have worked with that team of Igloo Ice Cream.

The market expansion as well as market size of the ice cream industry getting bigger day by day. That's why in the recent years ice cream industry have sold approximately all most 1200 crore taka ice cream in a year nationally. That is the very great contribution to our national economy. If this industry works with more successfully with more resources it will be flourished to more contribution to our national economy.

Nowadays, in a very competitive market the retailers can be used as a promotional tool for the company to sell a certain brand because retailers have that power to motivate or provoke the customers to buy a certain brand. It is very difficult to motivate the retailers if retail chain management cannot cope up with-it retailers properly. Therefore, a very much easy way of retail chain must be required for the retailers to associate a brand in the market.

For the retail chain management maintaining a very strong logistical support is also a big challenge for the company associated with their brand. If the company for a certain brand cannot provide available logistic support or resources it will be high chance to enter another competitor to grab the market share or new entrance in the market. In that case retailers wants company always there for retailer's side.

By considering the importance of retailers as well as the purpose of the company at retail chain, mainly associated with the company and that's why I had working with that research in retail chain management of igloo ice cream.

2.7. Objectives

The main objectives to preparing this report to identifying the problems and challenges associated with retail chain management as well as findings and solution to the problems.

The others objectives to preparing this report are following:

- Understanding the ice cream business and nature or scope of the business.
- Identifying the challenges faced by the retailers.

- Identifying the potential and growth of this business.
- Understanding the retailer's requirement or expectation from company.
- Introducing the ice cream industry as well as igloo ice cream.
- Understanding about company's stakeholders.
- The factors affecting for maintaining long term strong relationship between retailers and company.
- Challenges for maintaining available resources or logistics support.
- Observing the business is operating at root or retail level.
- Understanding the relationship among the stakeholders.

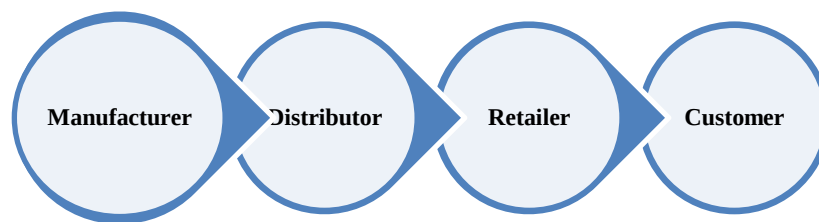
2.8. Scopes of the study

In this report will clarify the Igloo ice cream facing in their retail chain operations and will helping to build a strong relationship with retailers. Apart from that this report will discuss the following scopes:

- Understanding the complication arising to maintaining relationship with its stakeholders especially between retailers and company.
- Introducing the insight of retail chain management at Igloo ice cream.
- Understanding as well as gathering the information and knowledge how to retailers should be treated.
- The hint or scenario how the new entry or competitors is trying to grab the market share.
- Understanding about market share or grab market share in the industry.
- Knowledge and idea generation to develop the retail market.
- Creating & maintaining the long term profitable strong relationship with retailers as well as consumers and retain them.
- Grab the maximum share of market.
- This research, analysis, findings, interpretation will help the Igloo ice cream to make strategic planning of igloo to restructure the business and stay ahead from the competitors with maximum market share.

2.9. Background of the study

Igloo Ice Cream maintains its distribution chain by distributor or dealer, Delivery sales representatives, retailers and supporting staff from company including TSO, Merchandiser, and technician and so on to reach their customers or retailers. All over the country Igloo Ice Cream delivering its product through 376 distributors or dealers.



Distribution chain of Igloo Ice Cream.

From the factory Igloo Ice Cream are distributed through the following operational centres:

Dhaka: Covers all area of city and adjacent sub base markets.

Chattagram: Covers south and south East part of the country.

Cumill: Covers eastern part of the country.

Khulna: Covers the south and south west part of the country.

Rajshahi: Covers the Northern part of the country.

In the Dhaka city 23 dealer points are selling Igloo Ice Cream to 8000+ retail shop to delivering igloo ice cream. From the begging of retail survey, I would like to share my retail survey in igloo from beginning to ending. Until preparing this report I was sent to complete my retail survey under 7 distribution points in Dhaka city. That was very meaningful experience for me to learn about the retail management of igloo and aspect of retailers.

During the retail survey there are many complaints arises by the retailers regarding their inconvenience of retail service as well as the retailers are dissatisfied regarding these issues towards the company. There are many findings raise during the retail survey period most of the problems discussing in the below:

- Negligence of taking back the damaged products while products are getting damaged.
- Most of the times delivery sales representatives are being get out reaching some retailers for the long time.
- Shortage of enough delivery in terms of demand.
- Rude attitudes towards the retailers by some Delivery sales representatives.
- Some of the retailers have demand for bigger freezers but not provided.
- Most of the highly selling volume retailers didn't get the credit support of products from dealer.
- Some of the retailers didn't get the trade promotion offer via SMS.
- Company does not get immediate action regarding the issues occurred of retailers.
- The retailers are not being treated as what they want or supposed to be.
- Reallocation or restructuring the freezers are mostly needed because most of the retailers keeping the freezers as useless on the other hand some of the potential retailers are not getting the freezers demanding for many times.
- The branding resources such as sticker for the retailers who belongs to private freezers not provides properly.
- Lack of maintenance or service of the freezers from where damaged issues are created.
- Most of the retailers don't know how to reach the company or officials by the designated contact or hotline numbers.

Apart from these sometimes most of the delivery sales representatives cut away to taking money from retailers that makes the huge loss of dealer. And most of the DSR's not provided the collection to dealer collect from retailers properly and leave the dealer.

2.10. My job responsibilities at IGL00

I was instructed our internship supervisor “Asif Mahmood abbas to complete retail survey at the time of intern. I have completed my retail survey under 7 distribution points in Dhaka city. I have done my retail survey during internship program at Mirpur road, Panthapath, lalbagh, Dhanmondhi, Rayerbazar, Mirpur-1 & 2, technical to gabtoli, amin bazar, Amin bazar to mazar road, Dhaka commerce college & Zoo road areas, Banasree, Niketon, Moghbazar wireless, noyatola, Wari. I have visited 442 retail stores and successfully done my retail survey fewer than 7 distributors including Hamza enterprise, Amena enterprise, Wazed enterprise, Dhaka associates, ST-2, Total trade and Alam traders. Apart from that I had an opportunity to have an informal chat with distributor, retailers, distributor sales representative, company officials to find out the exact information and retail chain management by the company. I have found the crucial information from our colleague and company officials of retail chain management and problem facing by maintain the retail chain. As far all we know that Igloo Ice Cream is a cold sweet product and maintaining of its retails chain has more difficult than any other products.

I have founded any other crucial information from retailers that what they actually wanted the service and opportunity from company. Maximum of them are wanted to have regular products and services from company. And main demand of retailers from company was that they are seeking Igloo ice Cream from company which has been very difficult for both company and distributor. Retailers are also wanted to change their old freezers in term of providing new one. In maximum cases company or management are not changing the old freezers which are already less cooling. I have also gather more information from many other Ice Cream distribution point to visit them how to manage their distribution points, sales, DSR etc. And I have gathered in practical information from them how the distributor manages the cold chain also.

I have founded more information at the root level of cold chain products management also I have founded more information and problem from retailers what was the problem they have been facing to run the business. After completing my retail survey I had input the data and

information collecting by retailers at regular basis. After completing my retail survey of 442 retailers I had instructed our intern supervisor to prepare a formal presentation regarding my findings, recommendation, analysis and solution to present in front of our group CEO of Igloo Ice Cream and Milk Unit, **Mr. GM Kamrul Hasan** sir. We presented our findings & presentation as group wise, our group was 6 members to present our presentation. We have presented our presentation in front our group CEO. He was very pleased on us to see our completing retail survey at universe level and presenting our analysis. Igloo Management was collecting our retail survey for future using and takes necessary steps to solve the crucial problems.

Chapter-03

Literature Review

3.0. Literature Review

For increasing the buying capabilities of Customers Company provide enough support to the retailers and that is the major issue for effecting the purchasing decision and that's why some of the authors highlighted the "Measurement" of the service in order to find out the service gap between customers "Expectation" and "Actual Service" offered by the company with the help of few dimensions (Parasuraman et al., 1985, 1988, Jain & Gupta, 2004, Mudie and Pirrie, 2006)

Both service awareness and company brand image plays significant role in maintaining the relationship marketing according to some researchers (Tepeci, 1999, Berry et al., 1988, Schiffman & Kanuk, 1994). Some others factors discuss by the authors such as Employees job satisfaction, products and service knowledge of the employees, and interaction & communications between customers and employees (Bishop, 1990, Raymond & Tanner, 1994, Heskett et al., 1994, Harter et al 2002, Liao & Chuang, 2004).

Authors also mentioned that Customer Loyalty Programs & Service Recovery system also support to building long term relationship marketing (Sparks, 1993, Gronroos, 1988, Gilly, 1987). The relationships among all stakeholders such as sales force, retailers, and customers must be smooth and interactive.

The very crucial term relationship marketing was discussed in the service marketing or the first time in a 1983 paper by berry (Barnes, 1994, Grnroos, 1994). From that time the idea of relationship marketing among retail chain are being practiced as a tool of building long term relationship with all stakeholders of the company has its own place in marketing theory and has become a vital part of standard textbook written on marketing (e.g. Kotler 1997, 36-61)

The term relationship marketing is very crucial for company's long term profit maximization and existence of the company for the very long time. Relationship marketing refers to the term Building, Maintaining the long term customer relationship.

3.1. Methodology of the study

In order to complete my retail survey I had to visit 442 retailers under 7 distributors in Dhaka city. I have collected my retail survey information those are formally my primary data collection. I have found several information from retailers including their freezer functional problems as well as service Gap of Igloo and they were leaving with some recommendation. I have found several information from dealers, dealers sales representative, my supervisors and his (supervisor) colleagues. And I tried to find out the actual reason of complains of retailers from dealer and dealer sales representative. They were provided some practical reasons of retailers complains such as unavailability of changing less freezers by the company, shortage of logistics support, formal issues may create the service gap, retailers wanted to solve their service gap very early which is practically impossible, inflexible behavior by the retailers, a merchandiser or technician or a territory officer serving a big territory including 400-500 freezers that's why service gap could not be fix out with in a moment. In that case the designated officer (TSO) and their supporting team doing or solving the service gap of the territory with the priority based and following one by one. In that case time should need for solving every issue.

My primary data collection survey has 23 variables including freezers code, freezer size, shop name, shop details, products & merchandising information and comment section below the all information if it is necessary issues.

I have collected secondary data from company website, overview of the company which is prepared by the company, from my supervisor and his colleagues, some journals and magazines, from our CEO's online based programs etc.

3.2. Limitations

For doing my retail survey in Dhaka city I have faced so many difficulties which are mentioned below:

- As we are just completing our academic education to complete our graduation by internship in that case we didn't have any practical knowledge to doing survey and handle the job with professionally. In the meantime our supervisor of internship program at Igloo Ice Cream and Milk unit was so very supportive to make us knowledgeable. He teaches us each and every corporate issue more practically.
 - Time was another constraint for us. As completing the retail survey all over the Dhaka city 2-3 months not enough. That's why we need to complete our survey with more pressure.
 - Retailers were not interested to provide their details. Most of them were very rude and not supportive.
 - Retail shops remain close during the break time.
 - The employee or distributor representative was not supportive.
 - Covering the all area or territory with walking was very difficult.
-
- Very short time for analysis for interpreting the retail survey data.
 - Some retailers thought giving their information was just time wasting.
 - Sometimes its waste so many time to complete a survey because retailers were busy to selling their products.
-

3.3. Analysis and interpretation

Maintaining a cold chain product is so very difficult all over the country to reaching retailer house. Company is facing so very challenges to distribute such cold sweet product in a huge bulk. In the meantime I have mentioned below some problems facing by the retailers through retail survey:

Problem Faced by Retailers Mojammel Hossain (Group B)

Problem Type	Survey Code	Problem Details	Territory & Address	Recommendation
1. FAN & Sound problem	BDN2726 BDN2515 BDN2018 BDN1212	- ROBLEM IN THE FREEZER FAN & CREATE SOUND IN THE FAN. - FREEZERS CREATE RUDE SOUND. - SOUND & ICE PROBLEM. SHOULD CHANGE THE FREEZER. - PROBLEM IN FREEZER FAN & SOUND.	ZIA SORONI ROAD, KODOMTOLI, DONIA , JATRABARI. 20, BONGSHAL ROAD, DHAKA. 675, GABTOLA, JAHABOX LANE, BORO MOGHBAZAR , DHAKA. HOUSE: 35, ROAD: 7/A, BLOCK: D, BANASREE, RAMPURA, and DHAKA.	
2. Light & Switch problem	BDN2919 BDN2716 BDN2611 BDN2613 BDN1939 BDN1907 BDN1705 BDN0706 BDN0420	- LIGHT IS OUT OF SERVICE FOR THE LONG TIME. THEY WERE INFORMING IT TO LOCAL DISTRIBUTOR BUT NOT RESPONDED. - LIGHT PROBLEM. WANNA BIG 300 LITER IGLOO FREEZER. THE CONDITION OF FREEZER WAS VERY BAD. IT Happened BECAUSE OF CARELESS USER. NEED A STRICKER FOR THE FREEZER. - LIGHT IS OUT OF SERVICE. - LIGHT & SWITCH ARE OUT OF SERVICE.	WEAR STREET, WARI , DHAKA. 747, NASIR UDDIN ROAD, KODOMTOLI, DONIA , JATRABARI. 617, DONIA ROAD, JATRABARI. 617, DONIA ROAD (BESIDE ALFERT INT. SCHOOL), JATRABARI.	

		- LIGHT PROBLEM. RETAILER WANTS TO CHANGE THE FREEZER. - FREEZER LIGHT & SWITCH PROBLEM. - AUTO START PROBLEM. SHOULD REPAIR. - LIGHT PROBLEM. THERE WAS NO ICE CREAM IN THE FREEZER FOR THE LONG TIME. AND FREEZER WAS IN A BAD CONDITION. SHOULD COLLECT FREEZER FROM RETAILER. - RETAILER USE OIL TO RUN THE FREEZER. BAD RELATIONSHIP WITH SR.	639, BORO MOGHBAZAR , DHAKA. 191/1, WIRELESS GATE, MOGHBAZAR , DHAKA. HOUSE: B-2, BLOCK: B, AVENUE ROAD, AFTAB NAGAR PROJECT. 11, DIABARI, MIRPUR-01 . ANANDA NAGAR, INFRONT OF TALI COMPANY BARI, MIRPUR-01 .	
3. Tire problem	BDN2914 BDN1935	- THERE IS NO TIRE IN THE FREEZER. ALL TIRES WERE FULLY BROCKEN. AND ITS CREATE FREZZER MOVING PROBLEM. - TIRE PROBLEM. NEED REPAIR. AND RETAILER WANTS A BANNER.	BOJOHORI SAHA STREET, WARI , DHAKA. 136/5, NOYATOLA , MOGHBAZAR , DHAKA.	
4. Glass problem	BDN2721	FREEZER GLASS & RUBBER PROBLEM. RETAILER WANTS TO CHANGE THE FREEZER. AND THEY NEED IGLOO STICKER PUT INTO THE FREEZER.	DONIA , ADARSA SCHOOL ROAD, JATRABARI.	
5. Ice problem.	BDN2419 BDN0733	- HUGE ICE PROBLEM. - HUGE ICE PROBLEM.	151/1, KAPTAN BAZAR, WARI . 82/1, HORIRAMPUR, MIRPUR-01 .	
6. Lock & KEY problem	BDN2912 BDN2725 BDN2601	- LOCK IS OUT OF DATE. - LOCK IS OUT OF DATE. - NOT PROVIDED FREEZER KEY TO RETAILER. FREEZER IS OLD. SHOULD CHANGE THE STICKER OF THE FREEZER.	BOJOHORI SAHA STREET, WARI , DHAKA. ZIA SORONI ROAD, KODOMTOLI, DONIA , JATRABARI. 342, DONIA , JATRABARI.	
7. Air, cooling & Leak problem	BDN2913 BDN2632 BDN1202	THE OLD FREEZER WAS PROVIDED TO THE RETAILER. IT HAS COOLING, AIR & DOOR PROBLEM. PUT IN AIR IN THE DOOR.	BOJOHORI SAHA STREET, WARI , DHAKA. 703/4, UTTOR MURADPUR,	

m	BDN0723	- AIR LEAK PROBLEM. RETAILER ASKED TO REPAIR FOR COUPLE OF TIME BUT NOT RESPONDED. - FREEZER IS LEAK. SHOULD CHANGE THE FREEZER - AIR PROBLEM. NEED REPAIR. LOCATION IS GOOD.	JATRABARI. HOUSE: 01, ROAD: 02 BLOCK: D, BANASREE , RAMPURA, DHAKA. 379/A, LALKUTI 3 RD COLONY, BORO MOSJID ROAD, MIRPUR-01 .
8. TRADING PROBLEM.	BDN2738	RETAILER WANTED 300 LITER IGLOO FREEZERS FOR 12000TK INITIAL PAYMENT. BUT DISTRIBUTOR PROVIDED 260 LITER IGLOO FREEZERS FOR SAME PAYMENT. NO DOCUMENT PROVIDED FOR COLLECTING MONEY. PAYMENT RECEIVED BY JAKIR MOMIN.	GAS ROAD, KODOMTOLI, SONIR AKRA , JATRABARI.
9. LOCK & LIGHT PROBLEM.	BDN2703	LOCK & LIGHT ARE OUT OF SERVICE. NEED A BACK STRICKER FOR THE FREEZER.	448, DONIA , BORNOMALA ADARSA SCHOOL ROAD, JATRABARI.
10. Electricity charging problem.	BDN2711	RETAILER WANTS CHANGE THE FREEZE. BECAUSE IT CHARGE MORE ELECTRICITY BILL.	817/2045, DONIA , JATRABARI.
11. Out of SERVICE freezers & Bad condition.	BDN2512 BDN0703 *BDN0718 BDN0314	- FREEZER IS OUT OF SERVICE. SHOULD CHANGE OR COLLECT THE FREEZER from retailer. - THE FREEZER CONDITION IS VERY BAD. - THE CONDITION OF THE FREEZER WAS VERY BAD. THERE WERE PROBLEM WITH SR. RETAILER IS NOT RECEIVING ICE CREAM FOR THE LONG TIME BECAUSE OF MISUNDERSTANDING ABOUT DAMAGED PRODUCT RETURN	03, TIPU SULTAN ROAD , DHAKA. 23/A, PRIYANGON ABASIK, MAZAR ROAD , MIRPUR-01 98/C, LALKUTI 3 RD COLONY, MAZAR ROAD, MIRPUR-01 . 225/2, 1 ST COLONY, LALKUTI

		OF 6000TK. FREEZER IS EMPTY NOW. ONE IGLOO FREEZER IS OUT OF SERVICE.	BAZAR, MAZAR ROAD, MIRPUR-01.	
12. Door problem	BDN2404 BDN1936	- FREEZER DOOR PROBLEM. - FREEZER DOOR PROBLEM. DOOR IS BROKEN.	7 NO. TAHERBAG LANE, THATARI BAZAR, WARI.	
13. Behavior & Dealing problem.	BDN2413	PROBLEM WITH SR. NOWADAYS, THEY ARE NOT RECEIVING IGLOO ICE CREAM FOR THE GAP BETWEEN DISTRIBUTOR & RETAILER. MISUNDERSTANDING FIRST OCCURRED WITH DSR BUT THE AGENT WAS NOT FIXED THE PROBLEM. AND RETAILER RETURNS THE FREEZER.	15 NO. BONOGRAM LANE, WARI.	
14. Offer problem	BDN2203 BDN1918	- RETAILER NEVER GETS THE OFFER MESSAGE. - PROMOTIONAL OFFER PROBLEMS. NEVER GET OFFER MESSAGE.	627, BORO MOGHBAZAR, PAYARABAG. 32/1, MALIBAG, CHOWDHURY PARA, DIT ROAD.	
15. Bill & transaction problems.	BDN2004 *BDN0403	- DUE BILLS PROBLEM. NOW THEY ARE NOT RECEIVING IGLOO PRODUCTS. FREEZER IS IN THEIR STORAGE ROOM. - RETAILER WANTS FREEZER & INITIAL PAYMENT COLLECTED BY THE SR BUT FREEZER WAS NOT PROVIDED.	250, BORO MOGHBAZAR, DHAKA. HANIF COUNTER, BALUR MART, GABTOLI.	
16. FREEZER RETURN CASE	BDN2009 BDN1807	- RETAILER WANTS TO RETURN THE FREEZER. BECAUSE OF THEIR BAD CONDITION OF BUSINESS. - RETAILER WANTS TO RETURN THE FREEZER.	286, BORO MOGHBAZAR, DHAKA. 167/1/A, SHANTI NIKETON, TAJGOAN, DHAKA.	
17. COMPRESSOR PROBLEM.	BDN0801	COMPRESSOR PROBLEM. THERE IS NO AUTO SERVICE. ICE PROBLEM. SHOULD NEED REPAIR, AND RETAILER WANTS 300 LITER FREEZERS.	54, BOX NOGAR, MIRPUR-02.	

3.3.1. Negligence of taking back the damaged ice creams

The retailers claim that dealers are neglected to change the damage product in proper time period and most of the time cutting the price from the list of damage products. In that case dealer said that retailers are violating the damage return policy that's why cutting the price. Retailers also said that they kept damage product of their own for 1-3 month. There is some reason to get damage the products in my observation are given below:

- Excessive load of product during the trade promotion time.
- Most of the retailers switch off their freezers for electricity savings.
- Most of the products are damage in delivery van because most of the DSR's not use the ice plate to reduce the melt down the ice cream.
- Most of the time ice cream storage not maintain proper temperature to storage the cold sweet products.
- Most of the time products come from factory van in a melting shape.
- Careless users of ice cream freezers.
- Most of the time retailers position their freezers in a heat sunlight temperature.
- Careless or unprofessional dealers.

3.3.2. Lack of enough delivery in proportion to demand

Most of the retailers claim that they are not receive available product SKU's during the time of demand. Most of the time DSR's are not visiting their shop regularly. They stated that they have fall in a trouble for shortage of products during the high demand season and the trade promotion time. In the time of trade promotion retailers said that they didn't get the enough product in their requirements and in maximum time they have feel lack of SKU's short. In that case dealers are stated that they didn't get the available products every time from factory while placing a demand.

And in maximum time they received lower number of single SKU's which demand is very high in the market.

Dealers are also stated that in maximum times DSR's are getting leave from dealer or getting sick in that case dealers have in a big trouble to replace a DSR and deliver the products in a route during the sick leave of a DSR. In that case dealer said it may slow their delivery or getting service gap.

Dealer also stated that the payment attitude of retailers is very unfair. They are not interested to make payment regularly that's why DSR's not able to deliver them available products.

3.3.3. Delivery sales representatives get out of reach from some retailers

Earlier I have already mentioned why the DSR's are unavailable in a retail shop. Apart from that some retailers are earnestly awaiting to starting business with igloo ice cream that are new retailers or have already others freezer interested to starting business with them. But the DSR's are not reach them some reasons mentioned below:

- DSR's unwillingness to searching new place for business.
- Lack of knowledge of DSR's regarding ice cream business.
- Their short of time.
- Proper monitoring, controlling and guidance from dealer & TSO.
- Most of the DSR's are illiterate.

3.3.4. Demand for bigger/New freezers: Reallocation of freezers

There are so many segment of demanding igloo freezers. Some retailers didn't have igloo freezers, some have others freezer wants new freezers to starting business, some have old freezers seeking new one, some have small freezers have big one, some have bigger freezer wanted small one, some have less cooling freezers wanted to change less cooling one to get new

fresh one. But supply or allocation of igloo freezers is not up to date and sufficient. The rule from management is providing new freezers in at a fixed time of a year but demand of igloo freezers have all the years. And management is unwilling to change less cooling freezers.

3.3.5. Some are deprived or getting promotional messages via phone:

Most of the retailers never get the trade promotional message during the trade promotion period in that case maximum unfair means can happen by the Dealer sales representative's or DSR's. DSR's not provided the trade promotion offer during the products selling and most of the times they have denied that and said to retailers that offer are not coming. There are some reasons not get to offer message to retailers are mentioned below:

- The registered number of retailers not long lasting.
- Irregular up date of registering retailers contacts number.
- Most of the retailers not used to checking the message of their hand set regularly.
- DSR's not collecting or provide the retailers mobile number to TSO regularly.
- Unfair attitude of DSR's.

3.3.6. Some highly potential retailers are not provided credit support from the dealers:

Retailers wanted more products in the time of high demand period in credit. But dealers are not interested to provide products in credit. Because in term of taking products from company dealer have to make payment regularly that's why they couldn't able to provide products in the market in credit. On the other hand it's very difficult to collect credit collection from retailers most of the time retailers didn't make regular payment or sufficient payment. Sometimes it's creating

odd situation to make collection from retailers. And some amount of credit have bad debt or never make collect the credit amount because unwillingness or unfairness of retailers. Some retailers leave their business without knowing the dealer or sales man that's why it is very difficult to provide credit products by dealer. Therefore if a dealer have a minimum amount of credit in every outlets then it will be the bigger amount which have been very difficult to maintain the credit and for making the payment to company.

3.3.7. They are not being treated as they are supposed to be:

Retailers think that the company representative not regular communicate with them towards solving their problems and regular support system. And they didn't response regarding their problems to running the business and they also have complaints for service gap of company.

From the perspective of dealer, TSO and company representatives they didn't have enough resources or logistics support regarding solving the retailers complaints or issues. Most of the time company representative place a demand for logistics to the factory and they receive the logistics support later on then retailers complaints already occurs. At the same time retailers are not aware about company system and company hotline that's why they complaints. And it is not possible to solve the problems n to retailers at a time or within short time. Company representatives make priority to solving the retailer's issues.

3.3.8. Rude attitude towards retailers or incapable dealer:

Most of the retailers have complaints that some DSR's is very rude while communicating with retailers. DSR's didn't know how to communicate with retailers very politely. Most of the time dealer sales representatives make rude or shout while collecting payment or providing products

to retailers. Most of the times they make noise or haphazard situation regarding retailers damage collection. Therefore, sometimes salesman denied collecting damage products from retailers. There are so many reasons to misbehave by DSR's are given below:

- Lack of proper communication knowledge of DSR's while communicate their retailers and stakeholders.
- Dealer incapability to control DSR's.
- Dealers are highly depends on their sales force.
- No explanation or liability make by the dealers or DSR's.
- Unprofessional or immature mentality of dealer.
- Dealer doesn't have proper business knowledge.
- Most of the time DSR's make control the dealer.
- In some cases dealer couldn't strict or not take strong decision over DSR.
- TSO didn't have proper back up, power, support system or defence mechanism to control the DSR or dealer. Because in most cases dealers are hold more power of their own or by the company.

3.3.9. Stickers for private freezer

It is not quite possible to meet the freezers demand in the market with our insufficient resources. In that case retailers have their own freezers to do business with Igloo and they should need Igloo branding or stricter from company but company could make proper supply their branding resources. Most of the time the branding materials supply by the company in a few numbers which is very insufficient to support in a bigger territory.

And the quality of dealer tri-van being in a bad quality or sometimes small numbers.

3.4. Findings of the study

By analyzing the collecting information and practical experiences gather regarding company profile Igloo Ice Cream has retail operations with a huge bulk. It has also other segments to provide the company services in a small segment like modern trade or corporate sales. In my observations and findings regarding survey or analysis of this company its fully a retail operations, retail and cold chain distribution through dealer and their sales force by company representatives like In higher level CEO, Brand team, Head of Marketing, Head of sales, NSM and in the field level or mid-level RSM, TSO, ATSO, JSO etc.

There are so many practical experiences and findings during my retail survey analysing are following:

- Igloo Ice Cream has strong brand loyalty, Brand image, Brand quality, and high credible brand name. That's why most of the retailers as well as consumers prefer igloo ice cream than any other market brand of ice cream.
- Company still a market leader through this brand and till now they are trying to keep their quality pick in higher than current position.
- Company continuing its research regularly to building their consistent brand quality.
- There are so many dissatisfied issues in the market complaint by Retailers Company should solve these issues think as a high priority.
- Despite the dissatisfied situation retailers still interested to business with igloo.
- The retailers who have already others bran also prefer igloo or interested to do business with igloo.
- Company should reduce their market gap in retail level and solving the retailer's problems immediately.
- Company should provide available resources such as freezers, freezers fan, motor, lock, glass, wheel, lighting, sticker, banner, sign board etc.

- Most challenging things in the cold sweets products is retail chain management. Company successfully runs their business by retail chain management.
- There are some competitors like Polar, Lovello, Zaa N Zee, Savay, Kwaliti are operating their cold chain business and some other competitors can penetrate in the market rivalry.
- If company service is very poor or it may at occur in service gap among the retail chain management then customers or retailers can switch to other near competitors. In that case company should be very careful regarding their business with concentrating higher quality.
- Igloo strongly concentrate improve its consistent quality beyond profit.
- Igloo also trying to bring new leadership in business operations and bring new dimension adding value to this business retail survey is one of them.
- Company business is growing day by day and its business makes growth in every years.
- Increasing customer loyalty day by day.
- Company using the defense mechanism to face the rivalry competition and market penetration.
- Company should hear the words, thoughts, and perceptions of company to increase business accordingly.
- Day by day customer's consumption power and customers' perception is changing to take Ice Cream and they prefer igloo ice cream most.
- In some extend people take Ice Cream as a substitute products of sweets.
- Market share of igloo is very high and growing up day by day.
- If the service and market gap can reduce the market share of igloo will increasing.

As a direct observer of this business apart from my discussion and in some extend the potential of igloo ice cream is very high if this business hold its consistent quality and run through to solving its market, communication, and service gap in retail level.

Chapter-04

‘A retail survey of Igloo Ice-cream’.

4. Recommendations

Maintaining the high quality of taste and providing the higher value to the customers is never only key to success for the company. Moreover, success also lies in a dimension and satisfaction level of the retailers as retailers are the **Gateway** for the company to deliver the products to its ultimate destination of consumers. The retailers have played a vital role as a brand promoter for the company. A retailer himself is a second commercial after company.

Therefore, the convenience services and logistics support for the retailers very crucial beyond profit to retain them as independence to achieve the company's long term goal. "IGLOO ice cream as thinking they are No. 1 ice cream brand in the market as they belongs to strong brand equity but this achievement will not long lasting if they do not develop their service quality in retail chain management a retailer," stated.

In order to enriching the service quality of IGLOO in retail chain management some actions have required to be taken immediately on the basis of that research of retail survey these are following:

➤ **A shared organizational goal for all stakeholders in IGLOO**

Most of the employees at bottom level have lack of dedication to the distribution operations as they think that they are working in exchange of taking money. That's why when a crisis has created they didn't give extra effort to convince or solved the problems. For the purpose of overcome the challenges by company the organizational goal must be shared within the entire workforce from top level to bottom of the company including all stakeholders (Dealers, Sales officers, and sales representatives) as well as higher management so that each workers of the company thinks they have played a vital role to achieve company's long term goals. Therefore, the goal will be taken as a whole. So, the workforce of the company will do their work beyond their duties which drive those works spontaneously and provide better service in terms of delivering the products. Nevertheless, the retailers also must be engaged for the company as the part of company's commercial.

➤ **Strong Motivation in the team**

During the retail survey operations many retailers have complaints regarding the rude behavior of delivery sales representatives. In addition of that during the time of unavailability of a delivery sales representatives because of him personal inconvenience, the dealer must request to another one to solve the service gap then the sales representatives have denied the proposal to provide the service properly. That is happened because of they have been considering outside from the company. In order to solve this problem they have must need highly motivation or get priority in the delivery process to provide service or solve the problems. Moreover, have an interaction with the delivery chain must be needed. Periodically, company can show the meeting or interaction with them.

➤ **Factors responsible for getting ice cream damaged are to be clarified to the retailers**

During my retail survey observation I have seen the real causes of ice cream being damaged practically including, retailers keep the ice cream or other frozen foods loaded in the freezers and set the freezers at direct sunlight, some of the retailers have switch off their freezers in terms of saving the electricity these are the major cause of the products get damaged. Hence, the price of damaged products is cut down from the credit memo of retailers that makes a retailer unhappy. These issues must be clarified to retailers keep them as a very crucial business partner of the company.

➤ **Freezers functional problems and repairing needs to be faster**

Nowadays, there are many freezers got defected in retail shop in the market and the retailers asked for repairing very early but they failed. Because of unavailability of technician while required. Therefore, the technical support to solve the freezers functional problems need to be very faster. And at the end of the day it is one of the very vital reasons of getting the ice cream damaged in the market.

➤ **Reallocations of the freezers**

As earlier I have mentioned regarding the freezers allocation issues. This action of reallocation of freezers must needs to be taken with shortest time. Finally, the issue of reallocation of the freezers is a major factor to losing the market share of IGLOO.

➤ **Delivering branding elements as a promotional tools**

In the earlier I have discussed about factors of keeping the private freezers as IGLOO branding by IGLOO branded Sticker or sign board. In the limited resource of IGLOO freezers it is not possible to meet the freezers demand of retailers. In that case the retailers need to be perceived that they can be a happy retailer without keeping IGLOO freezers by keeping branding sticker of IGLOO. So that is the very crucial for the company to pasted IGLOO sticker or sign board to the retailers who have private freezers or other freezers. Moreover, by providing the branding resources the other retailer can be a happy retailer in connection with IGLOO.

➤ **Token of appreciation for feedback**

During the survey many retailers are wanted to refuse to respond their saying because they have done this type of survey for several times those are useless or time wasting by them. Even those who are responding provided that comments. And stated that the company is not conscious regarding the retailers issues and not solving. I said IGLOO will solve these issues and your complaints very soon but they were not convinced. Even they are not noticed that statements are taken based on their opinion and higher authority will take the decision against the complaints.

In that case a letter of appreciation must need to be given to them with their feedback. There are some complaints have given by the retailers are following:

- Need to be updating the database of retailers so that they can get the promotional message via hand set.

- The company's officials whom are doing managerial activities are need to be very proactive regarding retailers demand.
- Provide sign board or freezers stickers to the retailers those who are selling IGLOO ice cream in their private freezers.
- Making the consciousness among retailers that they can leave their complaints to officials at any time.
- The sales force also is very proactive and pushed to find out the new retailers to starting business with IGLOO.
- Providing the immediate solution and services can reduce the GAP between company and retailers and it will be very easy to retain them as a business partner at IGLOO.

Finally, to creating, maintaining, retaining, and enhancing the strong relationship with the all stakeholders as well as especially with retailers can be a road map to company's success. If the company really feels the problems of retailers as putting the problems of the managements own self then it will be very golden business enhancing to market expansion as well as taking more market share by retaining the business partners or retailers. Moreover, company can provide a letter of appreciation for their participation or apologies regarding the retailer's complaints by IGLOO.

5. Conclusion

New entrance of rivals in the market as well as competition in the ice cream industry is getting higher day by day. By ensuring the satisfaction level of retailers as well as maintaining the higher quality and delicious ice cream taste as well as higher customer value for the consumers is associated with the success of the company. The convenience of resources for the retailers must be ensured by any ways. Therefore, assurance of retailer's satisfaction of their service is one of the crucial things. At the time of my retail survey at IGLOO I have found that despite from some dissatisfaction most of the retailers are willing to do business and cooperate with IGLOO with the business of the company. The retailers those are selling ice cream in the market they have also prefer IGLOO and interested to do business with IGLOO. This is the very big opportunity for company for market expansion as well as gripping more market share to increase their market size of their hand in the ice cream industry.

Though IGLOO has a very strong brand value, brand equity, brand loyalty, strong brand image and brand personality as customers prefer IGLOO ice cream but the retailers have also strong power to play a vital role in consumers' decision making process. That's why a retailer is a very crucial part as playing role to company's promotional tool. While a customer goes to a retail shop for the purpose of buying ice cream without having any preferred brand the he or she will buy that brand of ice cream which is suggest by the retailers.

Apart from that while a customer asked for a preferred branded ice cream to retailers but the retailer have out of stock then the retailers can sell others branded ice cream if the customer is not loyal customer to the brand.

Therefore, most of the retailers tend to have stock those ice cream which are very convenient to them. Moreover, by considering these factors as market drivers, so market service quality in retail shop must be enhanced. The market gap of retail chain management is taken as the opportunity to the new rivals who want to enter in the market. The whole chain of retail chain management should be demonstrated as a family moving forward to running of common goals

6. Appendix

1. Summary of retail survey input data:

<https://docs.google.com/spreadsheets/d/1fgkjE9NjCgvJ0pSKFMCtcYugR7bquRQ2ZBcqyDdplDU/edit?usp=sharing>

2. Igloo Retail Survey Presentation:

<https://docs.google.com/presentation/d/1CqcSilzlZZg0QcQueO0rd7TTm3NV7o169p06p-eyvt4/edit?usp=sharing>

3. Igloo Freezers:

<https://drive.google.com/drive/folders/13Mgrz56stfc-pKYXrAqhNbEpCBVzkkvV?usp=sharing>

4. Presentation of Competitors Freezers (Polar & Lovello):

https://drive.google.com/drive/folders/1qgfFXz-TNq_FSQpka7RPUHS8mal5QEry?usp=sharing

Retail Survey Form



group	member	month	date		survey number	
B	D	N	2	9	0	1

IGLOO Retail Survey

Freezer Information							
Freezer Code							
Freezer Type	100	200	260	300	400	450	600
General Information							
Shop Name							
Address							
Territory/Zone							
Distributor							
Contact Details							
Owners Name							
Cell Number							
Manager Name							
Cell Number							
Freezer Survey							
Number of Freezer	0	1	2	3	4	5	5+
Number of Igloo Freezer	0	1	2	3	4	5	5+
Polar	0	1	2	3	4	5	5+
Bloop/Golden Harvest	0	1	2	3	4	5	5+
Zaa n Zee/Bellisimo/Kazi	0	1	2	3	4	5	5+
Lovello	0	1	2	3	4	5	5+
Pran Jhatpot	0	1	2	3	4	5	5+
Other Deep Freeze	0	1	2	3	4	5	5+
Igloo Placement & Merchandising							
Proper Merchandising of Igloo IceCream	0%	< 5%	20%	40%	60%	80%	100%
Proper Merchandising of Other IceCream	0%	< 5%	20%	40%	60%	80%	100%
IGLOO IceCream in IGLOO Freezer	0%	< 5%	20%	40%	60%	80%	100%
IGLOO IceCream in other Freezer	0%	< 5%	20%	40%	60%	80%	100%
Other IceCream in IGLOO Freezer	0%	< 5%	20%	40%	60%	80%	100%
Frozen Foods in IGLOO Freezer	0%	< 5%	20%	40%	60%	80%	100%
Frozen Foods in Other Freezer	0%	< 5%	20%	40%	60%	80%	100%
Comments							

My Journey at Igloo Ice Cream & Milk Unit

Mojammel Hossain

I am from “United International University”.

First of all I would like to give thanks to our honorable CEO “**Mr. G. M. Kamrul Hassan**” sir of Igloo ice cream and “**Asif Mahmood Abbas**” Deputy Manager of Business strategy & Innovation of Igloo Foods Ltd. for supervising and supporting me all the time that I needed. And also give thanks to all management team of Igloo, for giving me the opportunities to do my internship in such market leading organization at AML.

The retail survey of Igloo ice cream & milk unit has played a vital role to my new learning dimension. I tried to find out such opportunities for my internship which focus on my long term career goals & objectives. That is why I have chosen Igloo ice cream & milk unit as an intern while internship searching journey of me.

Before starting my journey here in Igloo ice cream & milk unit I could not think that I have completed that journey more successfully even in the new challenging places & tough market environment. During my retail survey journey the supervisors of retail survey team helps and supporting me all the time. Especially I can recall our Honorable supervisor “**Asif Mahmood Abbas**” who helps me every moment while on queries.

During last 5 weeks I have done my retail survey under the 07 distributors in Dhaka city are including Hamza enterprise, Amena enterprise, Wazed enterprise, Dhaka associates, ST 2, Total trade and Alam traders. In this journey I have learn so many new things that I couldn't chance to get experience before.

The following things I have learn in Igloo ice cream & milk unit at AML: How a real business unit really operating like Igloo Foods Ltd. at AML, the internal office culture of Igloo team, how a project or research/field work can operate, how to work in a team more successfully, how to communicate & convince the people, how to sale & increase sale of Igloo ice cream,

geographical & real market knowledge, how to response with customer problems, find out real problems of (Igloo ice cream, freezers, retailers & distributors), how to produce cold sweet products & its supply chain network.

Finally, I can say that it was great & dream journey for me in Igloo team which I can use as footprint of my long term career.

Journal-Week-01

Journey at “Abdul Monem Ltd.” (Igloo ice cream & Milk unit)

Abdul Monem ltd. was founded in 1956 by honourable managing director and Chairman **Mr. Abdul Monem**. Since 1956 to onwards Mr. Abdul Monem run his company more successfully with his two compatible sons as **Deputy Managing Director (DMD), Mr. A.S.M. Mohiuddin Monem & Mr. A.S.M. Mainuddin Monem**. Since 1956 they haven leading their construction business and others SBU’s others to follow. Mr. Abdul Monem is called as a construction King in Bangladesh. The main strength of company to gather the resources at root level and building infrastructure at massive scale which are funded by ADB, world bank, JICA etc.

Abdul Monem ltd. is one of the conglomerate businesses which have 18 SBU’s and igloo foods ltd. is one of them.

I have chosen Igloo ice cream & Milk unit at “Abdul Monem Ltd.” as an intern from four intern opportunities that I have found during internship searching journey. First of all I would like to simply say about Igloo ice cream & Milk unit at AML, it has a great opportunity for me to learn practical knowledge in the field of business discipline. I have selected as an intern of Igloo ice cream & Milk unit at AML by following four stages are including from application & CV screening to final selection by the management of Igloo ice cream & Milk unit. In the very first stage I have applied for the post of intern through Google form which was published by the authority as an online advertisement in the internship announcement & Vacancy announcement in BD groups. In the second stage the management of Igloo ice cream & Milk unit has short

listed CV of me from 1000 plus application. Then they were calling me for an open group discussion session. In the open group discussion session the authority divide the short listed CV into 7 sessions and group the candidates in each group have 20 students from different 29 universities. In the open discussion stage the management has conducted a group discussion session and gave us a topic to discuss in the group among us with 20 members. The topic of open discussion session was **“Digital marketing promotion”** of frozen foods (**Delifrost**) a concern product of igloo foods ltd.

The session was conducted by the **“MR. Asif Mahmood Abbas”** deputy manager of “Business strategy and innovation” & **“MR. Shamim Ahmed”** operational manager of igloo foods ltd. at AML. After successfully completion of open discussion session the authority has further short listed our CV among 140 candidates and call us for an interview and meeting with **“Mr. G.M. Kamrul Hasan”** sir CEO of igloo ice cream. After completing interview and meeting with CEO Sir in the third stage the authority have selected 27 candidates for an intern for Fall-18 and all those 27 candidates were from 17 renounce private universities in Bangladesh. The authority conducted a one week training session with 27 inters selected by the process of four stages.

In the training session we have got different experience from the top level management of Igloo ice cream & Milk unit at AML. The first day of the training week was discussion about our road map and calendar to do 3 month intern journey by the CEO Sir and deputy manager of business strategy and innovation dept. The 2nd day of the training week was our orientation program by which we all have known well each of the 27 interns by sharing our life event, experience and our previous educational institution. That entire program in the orientation day was very enjoyable for all of us to know to everyone those who were unknown to us last few hours. In the next third day of the training week we have opportunity to meet such super talent **Mr. shamim ahmed, Mr. shumit** senior brand manager of the igloo ice cream, and **Touhidul islam** sir to share about us and know something new and different from them. And in that day we were also know about well about the new business potential and the business experience from Shamim sir and who was the first person to import French fries in Bangladesh. We also know about the all brands of igloo ice cream from Shumit sir and informed about 86 flavours of igloo ice cream. We also knew about the ice cream industry and annual market share in that cold sweets industry.

And we also knew about the market condition, market size and market share in the developed in cold foreign country. Shumit sir also informed us about the market share and market condition of winter prone country. In the winter prone countries the market share is high especially in the Newzeland even than us as a balance weather country. This is also happening only for the perspective of the people of their countries. Because the people of that country took ice cream as desert and sweets where we are far away from them. And their supply chain and distribution channel of the cold sweet products are very strong from us. Lastly Touhidul islam sir also shared his corporate experience to us. He also knew us about our responsibilities as an intern for new project survey in Dhaka city about the ice cream and freeze survey. He was typically let to know us why we were going to do this project and the project benefits of the company or many things for doing project in a successful manner. In one word I can say that training session with the seniors were more successful in a sense we are fresher and it is our footprint in the corporate market. In the last two days of the training week it was our demo practice session for doing survey successfully in the real field in the market. The practice and demo sessions were conducted by the Asif Mahmood Abbas and in that training session we were doing survey as demo among us as a team by acting and playing different role by us. And we have also conducted a last day of training session of the training week for survey data input and time counting for each survey paper completing by our each members in a sense. After successful completion of the training week we were basically fully prepared for our survey project in Dhaka city.

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