

Internship Report
on
Marketing Mix and Competitor Analysis of PRAN-RFL Group Ltd.
in Bangladesh

Submitted by:

Md. Mehedi Hasan
ID: BBA1801013045

Program: BBA (Major in Marketing)

Semester: Fall 2021

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Bachelor of Business Administration



Sonargaon University(SU)

Dhaka-1215

Date of Submission: January 8, 2022

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Lecturer

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Letter of Transmittal

January 08, 2022

To

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Subject: Submission of Internship Report.

Dear Madam,

With humble honor and respect, I am submitting my internship report on “**Marketing Mix and Competition Analysis of PRAN-RFL Group Ltd in Bangladesh**”. As per partial accomplishment of the requirements for the BBA degree, I have completed internship from “PRAN-RFL Group Ltd”. As per partial accomplishment of the requirements for the BBA degree, this thesis has been carried out under the supervision of you.

This report is an integral part of our academic courses in completion of the BBA program which has given me the opportunity to have an insight into the (Marketing Mix and Competitor Analysis). I hope this report reflects on the contemporary issues on the (Marketing) that are being practiced by organizations in our country.

In completing the report, I tried my best to blend all my knowledge and imparted every available detail and also attempted to avoid unnecessary amplification of the report.

I humbly request you to accept this report for your kind evaluation.

Sincerely,

Md. Mehedi Hasan

ID: BBA1801013045

Department of Business Administration

Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the Internship paper “Marketing Mix and Competitor Analysis of PRAN-RFL Ltd.in **Bangladesh**. Has been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Mehedi Hasan bearing ID: BBA1801013045 under my supervision. The report or the information will not be used for any other purposes.

.....
Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

I am Md. Mehedi Hasan, a student of Bachelor of Business Administration, ID: BBA1801013045 from Sonargaon University would like to solemnly declare here that this report on “Marketing Mix and Competitor Analysis of PRAN-RFL LTD in **Bangladesh:** A Case **study on PRAN-RFL Group Ltd.**” has been authentically prepared by me. While preparing this report, I didn't breach any copy right act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

Sincerely Yours

.....

Md. Mehedi Hasan

ID: BBA1801013045

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

Certified that this project report titled Marketing Mix and Competitor Analysis of PRAN-RFL Group Ltd the bonafide work of Md. Mehedi Hasan, ID: BBA1801013045 who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported here in does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....
Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

ACKNOWLEDGEMENT

“In the Name of Allah, The Beneficent, The Merciful”

Praise by Allah & thanks to Allah for patronizing me to finish this report. I am a very happy to finish it. It is a great report of my life .It is a long cherished hope of my life to become a great Business Administrator. That's why I have admitted in the Department of Business Administration in Sonargaon University (SU) to fulfill my dream. But through my whole study life in this field, I did not get much more opportunities to examine and show my knowledge and skill in this wide field. Lastly I have got a great chance to make my study meaningful when I got the chance to prepare a Thesis report on “Promotional Activities of Plastic Industry in Bangladesh. A Case Study on RFL Plastic Ltd”.

I acknowledge my grateful to respected course Supervisor **Sharmila Sikder**, Lecturer, Department of Business Administration, Sonargaon University (SU) for interacting me how to prepare a report help me to complete my task sincerely.

I am also to thankful my classmate as they help me to complete the Report. I am extremely paying my solitude to all the authors and writers whose work help me to draft this original Report. We are indeed thanks to everyone who inspired to write this report.

Abstract

The core objective of the internship is to fulfill the requirement of the BBA program as prescribed by the PU. An intern has to prepare report at the end of the internship period but the main objective of the internship is to get the hands-on experience of the real world organization. The internship was completed with the objective of getting practical knowledge in the HR department of Radisson Hotel Kathmandu.

The first responsibility I was assigned on this eight week of internship period was to assist the trainer for the TTT program. Secondly, I was allotted the work of Medical Insurance Data Sheet Update and SPPS was the last task I was assigned during my Internship program. As an intern, I realized that I was successful to gather a lot of significant learning experiences which would be helpful in my future career. The HR department of Radisson offered me ample space and opportunities, not only to learn but also to exhibit my skills as a HR team member. I could use my theoretical knowledge of HR in real practice while participating in many discussions. I was actively involved in the department meetings where I shared my knowledge and views regarding the performance in HRD of Radisson Hotel Kathmandu.

I also attempted to gather more information on basic job functions of other departments to have better understanding of the relation between them and the HR department. It was commendable to see how whole heartedly they welcomed, acknowledged and appreciated new ideas and knowledge. I have provided few recommendations based upon my understanding and knowledge.

I successfully completed all the assigned duties and handed them over to the senior supervisor at the end of the internship. I thoroughly enjoyed the challenges that came along every single day. I could also bring some minor improvisations during my internship which were able to leave their marks. The lessons that I have learned will be a valuable one for my future endeavors as well.

LIST OF ACRONYMS

AIM	Ace Institute of Management
HRD	Human Resource Department
HR	Human Resource
BBA	Bachelor of Business Administration
ITT	Train The Trainer
PU	Pokhara University
STAR	System for Time And Recording
SPPS	Staff Product Purchase Scheme
HRIS	Human Resource Information System
HRMS	Human Resource Management System
OB	Organization Behavior
MC	Managerial Communication

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Chapter-01
Introduction

1.1 Introduction:

In the territory of BBA Theory and Hands on experience complement each other. The BBA program is designed to orient the student with the interaction of theoretical knowledge along with the knowledge of the applied area of business. Here, I can experience and assess the usual phenomena and probability of the theoretical concepts which I have come across in the sessions with our learned teachers. As per example this report is the requirement of the fulfillment of the internship program.

The report is on Marketing Mix and Competitor Analysis of PRAN-RFL Group Ltd, which is a requirement & important for the completion & fulfillment of the Bachelor of Business Administration program under the Faculty of Business Studies. The objective of this study is to trace and explore PRAN-RFL; especially its agriculture business and its procedure also.

1.2 Background of the Study:

PRAN-RFL Group is one of the growing private companies of Bangladesh. I was join as Intern in Marketing & Branding Department. They assist me to make this report under the supervision of experience executives and staffs. I have prepared the report focusing all the aspect of this company by counseling with my honorable course supervisor and the team members of PRAN-RFL Group Marketing & Branding department.

Every Company needs to adopt exact Marketing and Branding Activities for winning in the competition. Every company should increase their skill about Marketing and Branding for achieving customer satisfaction as well as competitive advantages which are the eventual objective of every Organization. Leading position holder need maximum market share in a specific arena, 1st for launching creative items in the market, 1st for observing switches in buying attitude model, 1st for reacting of customer switching demand etc. Most landmark be present in the specific company that wants to achieve leading position along with implementing effective marketing activities.

1.3 Rational of the study

It is noted that the internship program has been becoming an integral part of the Bachelor of Business Administration (BBA) course with the passage of time. Internship program has provided greater opportunity not only for the fulfillment of the requirement of BBA course but also provide practical knowledge about respective industry and business side. It is totally make linkage between theoretical and practical knowledge. Moreover, for the sake of better understanding and for convenience of the different stakeholders the rationale behind the internship program is stated here under. In addition, impact brief about the respective group and the company in particularly as below:

- To understand a company operation in order to theoretical vs. practical knowledge.
- To get familiar with related industry and business operational procedures for the fabricated the practical knowledge in order to theoretical business expertise.
- Appraise about the basis of management in general sense of related industry.
- Make aware about the operational philosophy and system of the company.

1.4 Purpose of the study:

The first purpose of writing the report is completing the partial requirement of the BBA program. Another purpose is for making a bridge between theory and practical knowledge. I have tried to give an overview of PRAN-RFL Group in general in this report. Main objectives are given below:

- For Introducing the history and operational activities of PRAN-RFL Group
- For displaying the marketing and promotional activities of PRANRFL Group
- For showing the advertising activities, RDC activities of PRAN-RFL Group
- For placing SWOT analysis of PRAN-RFL Group
- For identifying the problems which are faced by PRAN-RFL Group

1.5 Objectives of the study:

Primary Objective:

To pursue the marketing mix of the brands

To discover the way to prosper Marketing and Branding operations

Secondary Objective:

- To show an over view about PRAN-RFL Group
- To introduce the business structure, processing system and the status of PRAN-RFL Group
- To show the Marketing and Branding activities of PRAN-RFL Group
- To relate theoretical knowledge with practical experience with different functions of PRAN-RFL Group

1.6 Methodology of the study

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.

Primary Sources

Acquired knowledge from the practical knowledge 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.

Secondary Sources

Collected information from company websites.

Gained in formation 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

1.7 Limitations of the study:

I have tried heart and soul to achieve the objectives of this report and make this report feasible and informative. Although there are some limitations that made obstacle in acquiring my goals these are:

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

Chapter: 2
Literature review

2.1 Literature Review:

The product makes up the first element of the marketing mix and affects the other three elements of the mix due to its nature and attributes. The product can vary in terms of its attributes and features based on the dissimilarity of the target markets in terms of the variance of the needs and wants that make up the market components and the marketing environment (Mathieu, 2001).

Kotler and Armstrong describe a product as “. anything offered to a market for attention, acquisition, use, or consumption that might satisfy a need or want.” On the contrary, a service can be defined as “...any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything” (Kotler & Armstrong, 2012).

The change in the lifestyle and the culture of customers due to change in the social, technological, political, and economic environments have affected SME sector activities in Al Buraimi. This impact and changes have forced the SME sector in Al Buraimi to focus on two types of consumer product—convenience products and shopping products. Convenience products are frequently purchased with minimal buying effort and little comparison. Shopping products are less frequent purchases and require more shopping effort in terms of price, quality, and style comparisons (Berens, Riel, & Bruggen, 2005).

The price is the second element in the marketing mix concept. It is affected by the purchasing power of the customer and considered to be the critical element in the buying decision. Price can be defined briefly as the amount the consumer must exchange to receive an offering (Singh, 2012). Various factors affect the pricing strategy of an organization, including the cost of materials, product differentiation, competition level, market share, and the customer's perceived value of the product (Davenport & Harris, 2007). The product's price in the SME sector in Al Buraimi is affected by many factors such as the total cost, the profit margin, the product lifecycle, regulations, economic policies, and so on.

The place can be defined as the mechanism through which good and services are moved from the provider or manufacturer to the consumer (Go i, 2009). The place is one of marketing mix elements and includes distribution channels, warehousing facilities, mode of transportation, location, assortment, convergence, logistics, and inventory control management (Singh, 2012). The distribution channels comprise all those activities that

Contribute to the delivery of the product or service to the customer. These channels help the organization to promote, sell, and distributes goods to final buyers, such as resellers, physical distribution firms, marketing services agencies, and financial intermediaries (Kotler & Armstrong, 2012).

The implementation of marketing strategies does not depend on achieving production objectives, price fixing, or promotion only. It is also associated with a successful distribution process that allows the organization to meet the availability goal of providing the product in the right place and at the right time. Firms in the SME sector in A1 Buraimi use the distribution channels as away to communicate with the customers via the distribution points, to reach them in the right time and at the right place. According to Szopa and Pękała (2012),there are many advantages associated with distribution channels such as moving the goods from the place of production to the demand areas, providing information for the customers about the products and services, and promoting products and services.

Promotion is one of the most powerful elements in the marketing mix. It means to communicate and persuade the target market—by identifying the needs of the target segment—to buy the company's products. The promotion concept includes all marketing activities used to inform, persuade, and remind the target market about a firm and its products or services, in such a way as to build a favorable image in the mind of the customer (Sidhanta & Chakrabarty,2010).In the same context, Kotler and Armstrong(2012) defined promotion as human activities based on a communication process that can be directed via personal selling points or indirectly via advertising messages through the media.

Chapter-3

Company Profile

3.1 Company Overview

Background—

“Poverty and hunger are curses”-mission of PRAN-RFL group. So their aim is “to generate employment and earn dignity and self respect for our competitors” through profitable enterprises.

For the achievement of this mission and aim the most recognized PRAN-RFL group was established and started manufacturing in 1982.

Major General (Ret) Amzad Khan Chowdhry people of Natore, was the founder and the managing director of PRAN-RFL group. His son Mr. Ahsan Khan Chowdhury is the deputy managing director of this group. PRAN-RFL group is now one of the greatest and significant and most successful companies in Bangladesh. They are now challenging the other multinational companies.

PRAN stands for Programme for Rural Advancement Nationally. “**PRAN**” is currently the most well known household name among the millions of people in Bangladesh and abroad also. Since its inception in 1980, **PRAN Group** has grown up in stature and became the largest fruit and vegetable processor in Bangladesh. It also has the distinction of achieving prestigious certificate like ISO 9001:2000, and being the largest exporter of processed agro products with compliance of HALAL & HACCP to more than 70 countries from Bangladesh.

PRAN is the pioneer in Bangladesh to be involved in contract farming and procures raw material directly from the farmers and processes through state of the art machinery at our several factories into hygienically packed food and drinks products. The brand “**PRAN**” has established itself in every category of food and beverage industry and can boast a product range from Juices, Carbonated Drinks, Confectionery, Snacks, and Spices to even Dairy products.

Today, our consumers not only value “**PRAN**” for its authentic refreshing juice drinks products, but also for its mouthwatering quality confectionery products with high visual appeal and exciting texture. We intend to expand our presence to every corner of the world and strive to make “**PRAN**” a truly international brand to be recognized globally.

RFL Stands for Rangpur Foundry Limited (It is a water pump and plastic pipe industry). From the time being it has now 17 associated companies and they are beverage, property, agro based, tube wells, plastic pipes, etc. these associated industries are in-Natore, Rangpur, Ghorashal and Dhaka.

The Marketing Management Philosophy used by PRAN-RFL

Marketing Management used to design strategies that will be build a profitable relationship with target consumers. So it is very important for launching a product or run a business. Basically there are five types of marketing management philosophies which are very useful for any business. Those are the production concept, product concept, selling concept, marketing concept, and societal marketing concept. In the term of PRAN foods, basically PRAN has used the Societal Marketing Concept philosophy which is consider as pure marketing concept and widely use all over the Universe. Beside this PRAN has also quietly followed the Production, Product and Marketing concept philosophy.

Strategic Planning Process used by PRAN-RFL

Strategic Planning is very necessary for long run business. So the marketing manager of PRAN makes a plan and submits it to the management department one year before implementation. The management department study and modify the plan and then approve it back. Then everything is made set for the implementation of PRAN foods.

Basically Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. It refers three question what do we do? For whom do we do it? And how do we excel? Based on those questions the strategic planning refers two level- Corporate level and business product level.

Business Portfolio of PRAN-RFL Group

The brand name PRAN is really famous in Bangladesh. So PRAN launches various types of products by using same brand name. It has several types of food industries all over the country. PRAN foods is a part of PRAN group. Without PRAN foods PRAN Group has also-

1. AGRICULTURAL MKT. CO.LTD stab: 1985 Public listed Company Processors of fruit juices, drinks, jam, fruit & vegetables, etc.
2. PROPERTY DEVELOPMENT LTD Estab: 1983 Public listed Company Builders of apartments, commercial dev, etc.
3. PRAN FOODS LTDE stab: 1996 Public listed Company Candy, bubble gum, spices, etc.
4. PRAN AGRO LTD Estab: 2001 Private limited Company Processors of agro-based products.
5. PRAN AGROBUSINESS LTD Estab: 2001 Private limited Company growing & procurement of crops through contract farming.
6. PRAN DAIRY LTD Estab: 2002 Private limited Company Processors of fresh milk, milk products, etc.

Mission—

“Poverty and hunger are curses”-mission of PRAN-RFL group. So their aim is “ to generate employment and earn dignity and self-respect for our competitors” through profitable enterprise

Vision—

The vision of the company is to create a wonderful brand image throughout the world.

2. Products of PRAN-RFL

Group Juice-

1. Returnable Glass Bottle



2. Aseptic Pack

PRAN Junior Juice 125ml.

PRAN Juice Pack 125ml.



Orange



Litchi



Mango



Fruit Cocktail



Mango Juice

PRANJoyJuice200ml. PRAN

Cool Juice 200ml.



Orange



Mango



Pineapple



FruitCocktail

PRANJuice250ml.



Fruit Cocktail

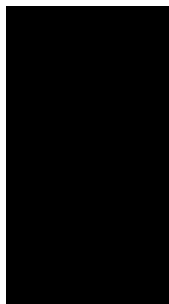


Orange



Pineapple

PRAN Juice 1000ml.



Orange



Fruit Cocktail



Mango



Apple

3. Hot Filled PET Bottle



Mango 250ml

Mango 500ml

Mango 1000ml

4. Tin Canned



Fruit Cocktail

Pineapple

Mango

Tamarind

Orange

3. PVC House Pipe



Suction Hose Pipe

Electric Hose Pipe

Braided Hose Pipe

Garden Hose Pipe

Building Material—

1. PVC Door



PVC Door

2. PVC Sheet

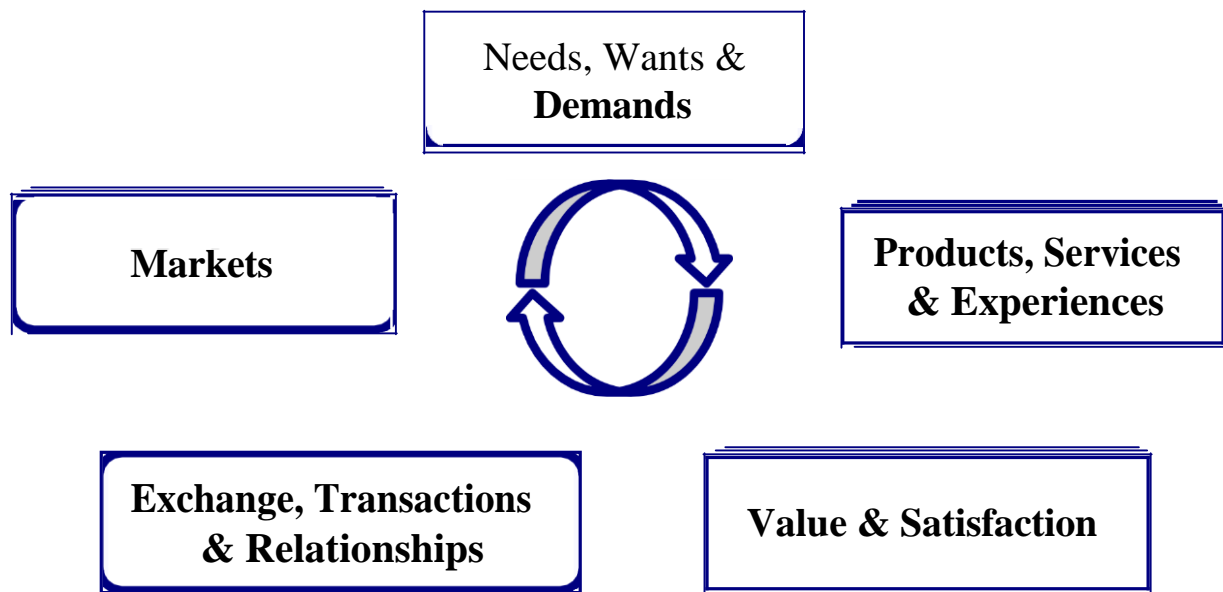


PVC Sheet

3. Practice of Marketing Concepts

The marketing concept is the philosophy that firms should analyze the needs of the customers and the make decisions to satisfy those needs, better than the competition. The marketing concept relies upon marketing research to define markets managements, their size and their needs. To satisfy those needs, the marketing team makes decisions about the controllable parameters of the marketing mix. Today most firms have adopted the marketing concept.

PRAN GROUP as a concept of fight poverty & hunger in Bangladesh in the shortest possible time through employment generation. PRAN-RFL group now makes a great position in the market of Bangladesh. Welfare measures are very important for a well-structured and well-recognized organization to gear up its working conditions and run its work with disciplined and smooth way. According to our survey, we found that PRAN-RFL group all ways tries to follow the Labor Act, 2006. Their thinking is to achieve the organizational target with full participation of the employees and give maximum welfare.

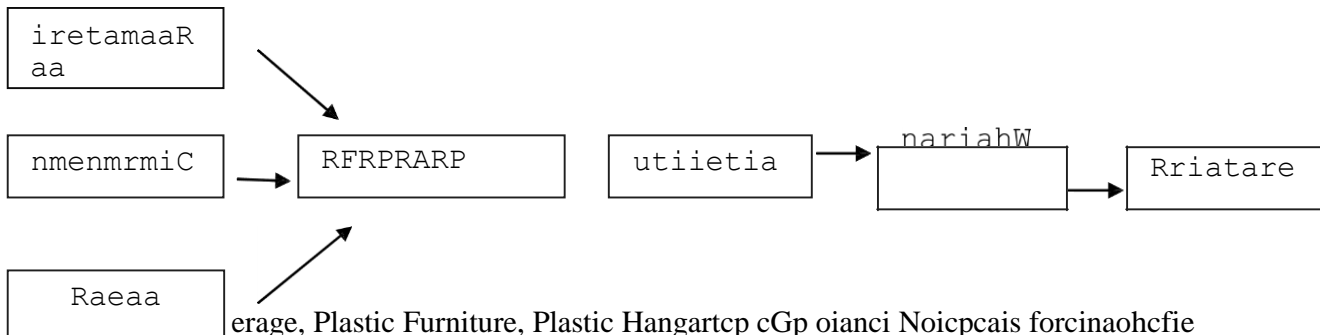


We intend to expand our presence to every corner of the world and strive to make “PRAN” a truly international brand to be recognized globally. Design, implement, and facilitate annual marketing plan. Support and facilitate development

and implementation of section business/marketing plans. Develop marketing strategy. Plan and administer the Marketing Operations budget. Oversee business development activities. Develop and administer marketing database. Manage marketing dept.

PRAN-RFL Group has taken a special initiative for children and teens titled go to PRAN in a team, see and then take it. The management of the Group takes the program with a view to flourishing up intellect as well as makes the children and teens aware of the science of processing PRAN food products, said a press release. Under the program, students from class-I to class-X of any educational institutions will get opportunities to visit PRAN factory and then to express their observations on its various aspects. The day-long program included various types of interactive events and quiz show also. Taking advantage, 300 students of Sunny Dale School of the city along with the teachers visited PRAN factory recently. They visited different production line of PRAN Industrial Park at Nursing and observe ocular demonstration of production of PRAN products. All the teachers and students were delighted and expressed satisfaction over maintaining proper hygiene and sanitation in the factory.

4. Structure of Supply Chain Management of PRAN-RFL Group



erage, Plastic Furniture, Plastic Hangartcp cGp oianci Noicpcais forcinaohcfie
 dcL.Manufactureryb oian rfoeinb . Southeast, AsiaAfrica, MiddleEast, Eastern Asiatcp cGpofsc &
 oianLasccayicfco ecincogcfie.Gp fGfpsipc icpicafis Epic GfispsT.

TGpb are the largest food processing and Plastic Manufacturing Company in Bangladesh having 7
 offices across the world. Our products are being exported to more than 72 countries of the world.

5. List Business Portfolio (SBUs) of the organization

RFL Plastic Ltd.

RFL is a nationally recognized brand in Bangladesh for plastic, PVC and iron product. RFL plastics a
 subsidiary of RFL industry is the largest manufacturing of indoor and outdoor plastic products for
 domestic and export market. RFL Plastic Limited commenced its operation in 2003. The vision of the
 company is to make molded house hold products and furniture made of plastics with decorative design at
 an affordable price.

PRAN Agro Marketing Company Ltd.

PRAN Group is a well diversified company established in 1980. PRAN is pioneer and leading
 conglomerate in agro-based business industry in Bangladesh. It has been exporting & marketing its
 various food, beverage, confectionary products and plastic made house hold sin65countries

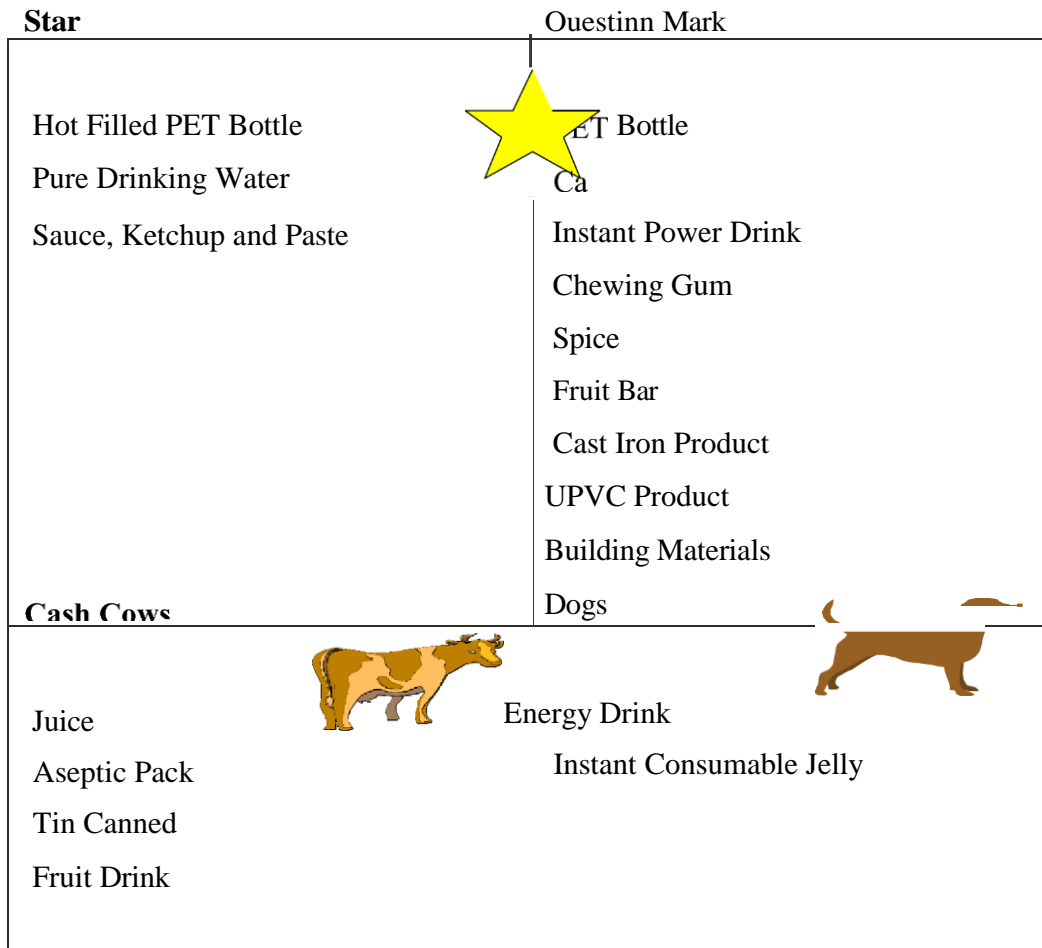
all over the world. It comprises 12 companies with multiple product line. Its annual turnover approx Tk.600 corer. Over 3000 employees working under PRAN group. It is a ISO 9001, UKAS certified company

Industry Focus	Bread & Biscuit, Dairy Products,
Business Type	Manufacturer
Products/Services	Food and Beverage, Biscuit, Confectionary, Plastic Households, PVC Pipe,
Our Markets	Southeast Asia
No. of Employees	Above1000People
Annual Sales	US\$50Million-US\$100 Million
Range (USD)	
Year Established	1980

Rangpur Dairy Product

RANGPUR, Aug 21: The Rangpur Dairy (RD) Milk processing factory at Boldipukur in Mithapukur Upazila of the district has provided solvency to hundreds of monga-hit poor in Rangpur. These poor people are now rearing cows at home and selling milk to factory, first ever small private industry set up in the district after the commission in go for Jamuna Bridge. Rangpur Dairy Milk under took alaud able step earlier, to support the poor providing cows one as terms to produce milk at homes that they might be benefited financially. RD Milk Manager Ashraful Alam said, "We provided 400 cows among 350 families of Salaipur and Muradpur under Mithapukur Upazilla. He said, "The Company not only aims to do business but also wants to create a financially sound community in the process. He also said, "RD Milk has not donated the cows to the beneficiaries free of cost. They had to pay the purchase rate of the cows in exchange of supplying milk to the factories for a certain period. When the prices of the cows are completely realized, the authority would transfer ownership of the animals to them, "he said. Alam Miah at Muradpur in Mithapukur Upazilla who received two cows from RD Milk said that he paid the price of the cow to the company. He is now milking 30 liters out of which earning Tk 750 a day. RD Milk Managing Director Foqueruzzaman said, the poor people of Rangpur as well as dairy farmers in the district are getting benefit from RD. He said the dairy farmers in Rangpur who were in utter frustration and were about to close their farms due to frequent loss even two years back are now getting profit by selling milk to RD Milk.

6. Evaluation of Products of PRAN-RFL Group by BCG Matrix



Brand Development

A company has four choices when it comes to developing brands.

- Line extensions
- Brand extensions
- Multi-brands

New brand Line extensions occur when a company extends existing brand name stone w forms, colors, sizes, ingredients, or flavors of an existing product category. PRAN rfl follows the strategy

Multi-brands are maintaining additional (more than one) brands in the same category.

-For one category of product when company offer multiple brands to the customers.

Brand sponsorship:

PRAN-RFL is a private brand means to distributor brand. Tharetailer of PRAN-RFL group can manufacture goods under its own label, and can develop new brands.

Promotional activities:

The PRAN-RFL group follows the Pull strategy. Pull strategy is directing the promotional mix at ultimate consumers to encourage them to ask the retailer for the product.

Strength

- Strong distribution channel
- Human resource
- Wide drinks category
- The have their own factory, dairy and manufacture

Weakness

- Management efficiency
- Training and development of company
- Short life cycle of product
- Positioning as alocate manufacturing company
- Contract resource

Opportunities

- Export Tie up with multinationals
- Strong brand image
- Competitor's weak distribution channel
- Franchise business all over the world

Threats

Aggressive competitors
Changing consumer behavior
Availability of foreign product
Ad hoc advertisements of competitor
Using old technology

Handcrafted juice: Still the ladies of our nations have enough in time. So they don't go for buying ready made juice. Besides, they believe that juice quality isn't agreeable. That is the reason they squeeze pickles without anyone else.

Guidelines set by BSTI for seedless chutney: BSTI dispatched another guideline regarding making juice. As per that guideline no organization can utilize seeds when making juice. Each organization needs to utilize just the meat of natural products.

Losing clients due to counter organizations: Now a great deal of phony juicer eating organization exists in the market. Those don't utilize cleanliness factors just as protected fixings. Accordingly, individuals experience the ill effects of numerous maladies in the wake of devouring mango juice. So individuals losing their confidence in mango juices

Chapter-4

Marketing Activities of PRAN-RFL Group

4.1 Marketing Strategy of PRAN-RFL Group

From the outset, they are set up a market to the situation of division focusing on situating (STP) for their items. This group of enterprises in marketing destinations is assessing marketing procedure for their client.

4.1.1 Customer Analysis

Market Segmentation

This group of customer who has unmistakable necessities, conduct requests, and who pre requisite discoveries or dissect their different its marketing blends. For instance, The individuals of various age who need to decision of PRAN mango juice as like as the youthful age pick PRAN bliss juice or the kids picks PRAN junior juice.

Target market

PRAN-RFL Group aim the working class individuals who need to be confirmed taste food purchase low cost. At that point as a customer believing that class individual's target market is profoundly profitable for them. They are attempting to give exorbitant cost items as opposed to the low cost of a quality items for target serious business sectors.

Market Positioning

PRAN-RFL Group situating the reare client minds by offering items for their advantage.

There are target markets to serious every single item in the brains to situate an unmistakable and attractive spot. For instance: To active spots for the Mango Barasasample of the joy of their a dole scence, in the brain of every single purchaser.

4.2 Marketing Mix of PRAN-RFL:

This organization are investigation the market portion and discover current items strategies to assess more than estimations of the market includes 4Ps dissect (Product, Price, Promotion and Place) each of these clarified beneath that:

4.2.1 Product

PRAN-RFL Group is a client who needs to give great quality items. Its plant items made by cutting edge innovation apparatus prepared to limit satisfy customer needs to fulfill and deal with items in a certified supervisor.

These businesses items are extraordinary and unique in relation to some other organization. The game plan of the item class and brand name beneath the container:

PRODUCT CATEGORY	BRAND NAME
Energy Drink	Power Maxx cola Cheer up PRAN Drinking Water Braver Milk Vita
Juice	Frooto (Mango, Redgrape, Red orange)

4.2.2 Product Quality

PRAN-RFL Group of industries gives us the best quality product for regular life. It makes our regular life happier. Their products contain following qualities:

Put-togetherness: All items show up and experience approximating a quality item.

Steadfastness: Each individual draws on brings about a similar fulfillment.

Execution: Already shows great quality execution.

Highlights: Good facial appearance.

The Name: A name that contains mediocrity.

Consistency: Each individual uses brings about the comparable satisfaction.

Usefulness: The administration plan professional, master, and very much arranged.

4.2.3 Product Description of PRAN-RFL

This item is accessible in PET container 250ml plastic jug and aluminum CAN, Normally cell reinforcement 0.02%-0.05% in this drink.

Power

Power was dispatched in 2009; its item is a caffeinated drink. By having the power caffeinated drink every body can feel energized and every body can feel themselves revived and invigorated. These items are accessible in 250ml containers and 250ml CAN.

Braver

Braver is item non-liquor for drink markets and no results. This item was dispatched in 2012 and their item drinks invigorate our brains.

CHEER Up

Cheer up is clear lemon-enhanced CSD. The bundles are enveloped by an exceptionally appealing and clean. The item is accessible in PET jug 250, 500, 1000ml.

Maxx Cola



Maxx Cola is a cola-enhanced CSD (Carbonated Soft Drink). PRAN-RFL is the main organization to presented full-sleeve bottle pressing which made the item more alluring and more clean than other contending brands.

Maxx cola was dispatched in 2008 and from that point forward the item is generally welcomed by its purchaser and has achieved a decent piece of the overall industry. Presently Maxx cola holds the main situation in the cola class of Bangladesh. The item is accessible in PET container 250, 500, 1000, 2000 ml and 250 ml aluminum CAN. Before long Maxx cola Light has been entered the market to share its excursion in the section of diet cola.

PRAN Milk Vita

PRAN milk vita brand comprises of UHT milk, Pasteurized milk, Chocolate milk, Mango milk, Butter, Clarified Butter (Ghee), and Yogurt. The brand entered the market in September 2007.



UHT Milk is accessible in 500 ml Pak. Purified Milk is accessible in 500 ml and 1000 ml Poly pack. Mango and Chocolate milk is accessible in 250 ml Poly pack. Explained (G-expense) is accessible in 200 gm, 450 gm, and 900 gm compartment. Yogurt is accessible in 100 gm and plastic holders.

Frooto

FROOTO is a brand for juice product that is available in three different flavors.

FROOTO Mango

The crude materials are gathered from Bangladesh. Mango and Green Mango juice are produced using Rajshahi District gather mango garden cultivator conveyance from unadulterated mango.

The item is accessible in 250 ml, 1000ml PET container.

PRAN Drinking Water



PRAN Drinking Water is product a mineral water was launch by2007.This products are packaging makes attractive and common products for markets.

SNACKS

PRAN Snacks alter fulfilling the huge domestic demand and helping to prosper the economy by exporting to 142 countries in the world.

Chips & Crackers

PRAN chips contain only identifiable element of the with surprise to gift in the packet pleasant for the kid.



PRAN Potato crakers Munchos Potato crakers Tom Tom Potato crackers

4.2.4 Product Development Matrix

Item Development framework is current and new market investigation to client needs to items introduction, created and expansion clear to the organization. PRAN-RFL is current and new items portfolio show that beneath:

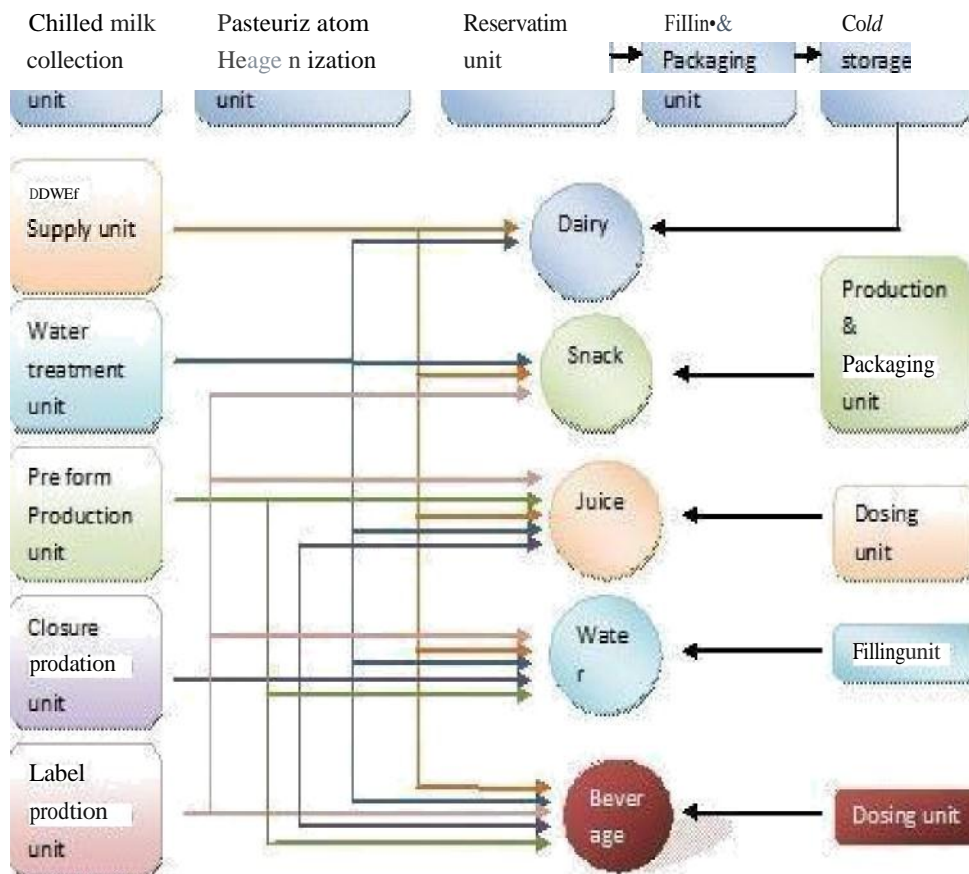
PRODUCT DEVELOPMENT MATRIX	CURRENT PRODUCTS	NEW PRODUCTS
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Current Market	Market Presentation Company combating with the current product in the current market.	Product Development Introduced new product in the current market.
New Market	Market Development Slanting the current product into a new arena/ market.	Diversification Sense of innovation, by Developing new product for a new market.
Product Development	MAXX COLA LEMU CHEER UP POWER FROOTO PRAN DRINKING WATER	
Diversification	BRAVER PRAN MILK VITA(UHTMilk)	

PRAN-RFL is the current new item created for there fresh market and another item additionally made created. Braver is another item and PRAN Milk Vita was created.

4.2.ii Production Process

There is a typical plant for drink creation. The dosing unit is regular for juice and drink. Power and water supply withdraw are regular for all creation. Change, conclusion, and name units are normal for the water, juice, and drink division.



4.3 Price

Price is a significant aspect of the organization on the grounds that an organization's prosperity and disappointment realities of Product dispatched. As Company item created buyer needs to cost up to and down consistently region premise. The organization is assessing that sort of client to zone wish office items to set the cost. In any case, the Bangladesh drink industry is shopper needs than contending market item value classification nearly the equivalent.

Price analyzed is ultimate by PRAN-RFL Group using follow two methods:

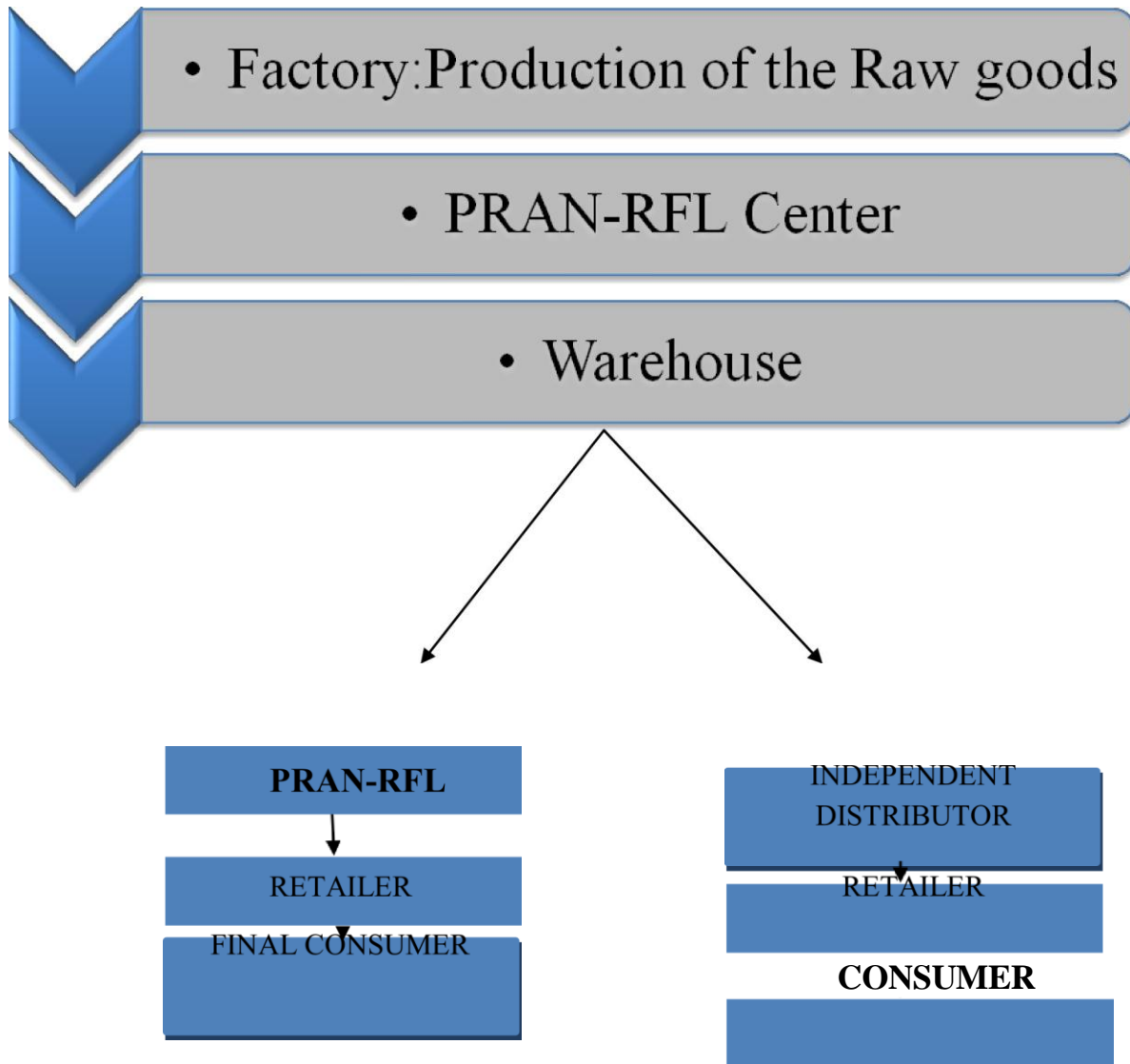
Market Oriented Pricing: PRAN-RFL will be that circumstance market adequate to consider the market-arranged evaluating those kind of buyer needs market cost increment and lessening to the imbalanced good market value name.

Competition Market Based Pricing: From the outset, a contender recognizes to go market item cost and they chose to acknowledge the item value the equivalent or not. Most extreme time the refreshment contender market item value the equivalent. PRAN-RFL item costs are sensible to another contender's market retailer cost. That why PRAN-RFL is the more profitable effect on the contender markets.

4.4 Place

PRAN-RFL Group of Place is a huge conveyance direct in Bangladesh. The spot is made by an item to expend salesmen. As a sales rep's present item where are deals made by this region chose spot to convey. Its organization makes part of the spot disseminate that is item are deals at present conveyance. A spot dispersion channel is almost from the shop then sales rep rush up this item circulate. PRAN-RFL is enlisting right off the bat seller's place than given the items this spot than sales rep given item this territory shop spot and hand to hand shop man manages the client. In this way, the spot is a significant part commercial center than of the marketing blend.

The place following flow chart in the PRAN-RFL is shown below:



PRAN-RFL Group Factory Products are put away in a stockroom from circulation places conveyed in Bangladesh. At that point the dissemination office designates the items to disperse the nation. These ventures items are conveyed from merchant place than retailers sold by the last customer.

The items are wholesaler organizations people who are viewed as colleagues of PRAN-RFL Group. These organizations are partitioning the items from the stockroom to the dissemination office than retailer separate items sold last purchaser and commercial center for the market portion from some other conveyance focuses.

4.5 Promotion

Finally the last part of 4ps is products promotion. PRAN-RFL Group products promotion is handled four department than lastly show that. PRAN-RFL is checked the market than market evaluate the products distribution on channel than decided market wish promotion. This market is properly communicated with customer survey than decided finally market wish segment

promotion. PRAN-RFL believes is good taste, high quality and attractive packing products than marketing promotion. Its products value of markets area segment for customer needs wants and demands finally promotion of markets.

PRAN-RFL is marketing promotion from four departments shown below:

- Sales Department.
- Events Marketing Department.
- Brand Department.
- Distribution Department.

PRAN-RFL has two types of promotional categories shown below:

4.5.1 Buy and Sell Promotion

All types of category products buy and sell promotion actively handled by event marketing department. Its department are monitoring and developing actively for sales promotion. Those departments are decided marketing and target promotion for buy and sell incentive to consumer and customer, what types of incentive provided to customer there are money, free products and gifts items for products promotion.

4.5.2 Consullier Promotion CP)

The functional products are based market target for consumer products developed .Those products are marketing strategies promotionally actively monitoring, developing and implementing conduct from brand department. PRAN-RFL brand department are experienced and well trained the designation show that:

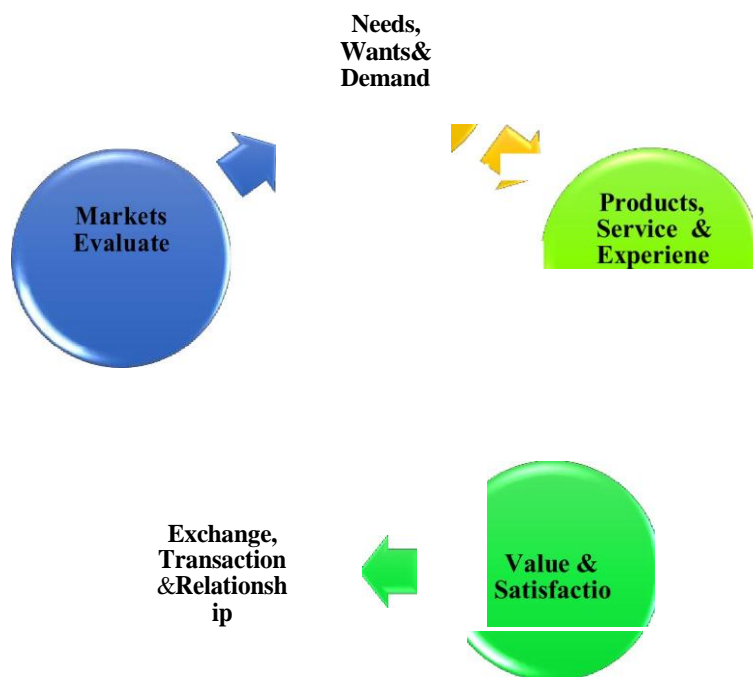
- Director(Brand).
- Executive Director(Brand).
- Brand Manager.
- Executive(Brand).
- Officer(Brand).
- Graphics Designers.

Each and every brand team member is functionally developed brand promotion. Brand team member and event marketing team is organized conduct to place owner to sales promotion. Brand department are sponsoring to place and event marketing team to create products promotion. This team is always survey from consumer needs, wants and demands than actively handle market product, price, place and promotion.

4.6 Practice of Marketing Concepts

This marketing idea is the majority of the organizations investigate their clients' needs and settle on the choice to fulfill in a way that is better than the opposition. Marketing idea depends upon marketing exploration to characterize market division satisfy their buyer needs. It's to be fulfilling those necessities and marketing groups additionally settle on choices about the advantageous marketing blend. The vast majority of the organizations are practice this marketing idea.

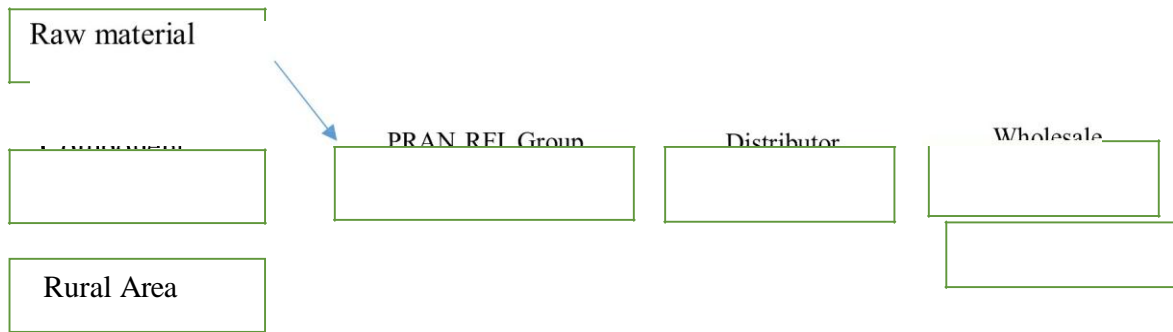
PRAN-RFL Group is this idea to discover the most limited conceivable time through new representatives. These ventures an extraordinary situation in the market of Bangladesh. They are significant for a very much organized, all around perceived association to grow up corporate working conditions and hurry to work with trained and easily took care of. To my review found that PRAN- RFL Group all ways attempt to follow the Labor Act, 2006. There are a large portion of the representatives thinking to accomplish the authoritative objective with full investment and given most extreme government assistance.



PRAN-RFL Group is a genuinely global brand to be prestigious worldwide in each side of the world and endeavor to make. Execute, encourage, and plan yearly marketing plans change of client's needs and requests. PRAN-RFL Group supports to doe current time item client requests and needs its own market made by the marketing division to ad lobbed new client offices satisfy.

PRAN-RFL Group has showed uncommon drive for kids care sec the supervisory crew, the supervisory crew consistently numerous occasions programs for extraordinary youngsters. PRAN-RFL Group just as numerous occasion associations for youngsters and each kid food or other cost bearing per work.

4.7 Structure of Supply Chain Management of PRAN-RFL Group



Refreshment, tidbits, plastic, and numerous different items are gathered from crude materials made by the PRAN-RFL Group. Center East, Asian, South East are the primary merchant board of PRANRFL principle working environment. The Wholesaler is to gather the item in different distribution centers.

PRAN-RFL Group is the biggest food handling and numerous different items producing in trade by Bangladesh. These items are being traded to in excess of 142 nations on the planet.

4.8 Evaluation of Products of PRAN-RFL Group by BCG Matrix

Star	Question Mark
Pran drinking Water	Chewing gum
Sauce	Candy
ketchup	Instant Power Drink
pasta	Fruit Bar
	Building Materials
Cash Cows	Dogs
Aseptic pack	Energy Drink
Juice	Instant Consumable Jelly
Tin Canned	
Fruit Drink	

Chapter-5

Findings and analysis

5.1 Major Findings

- We have found from the BCG matrix that few valuable products are in primary level and have better chance to become stable in the market, such products are UPVC Product, Building Materials, Spice, PET Bottle
 - PRAN-RFL company has some products on which it is now stable in the market such products are Hot Filled PET Bottle, Pure Drinking Water, Sauce, Ketchup and Paste
 - As a well-established company, it has some strength by which it competes in the market and tries to become unique in those areas: Strong distribution channel, Human resource, Wide drinks category, They have their own factory, dairy and manufacture.
 - For future, better success company has some lucrative opportunities such as Export Tie up with multinationals, Strong brand image, Competitor's weak distribution channel, Franchise business all over the world.
 - Most of the products are low profit giving.
 - Many products are still in the growth stage which requires huge investment.
 - Channel members' profitability is slow.
 - It costs a lot for promotional activities
-

Chapter 6

Recommendations and Conclusion

6.1 Recommendation:

- As being a very successful organization and their flawless management system has enabled PRAN group to enjoy economies of scale through their profit maximization but as being a part of the culture of Bangladesh through their share of quality products they should also emphasize more on products that are within the purchasing power of the general people of Bangladesh and ensure that products should be of quality that equal in aspects to compete with the international standards.
- Need to introduce products that might give high profits.
- Need to satisfy the channel members by giving extra benefits so that they promote PRAN-RFL products more.
- Need to reduce promotional costs.
- Need to think about pricing strategies for generating more profits.
- The administration division ought to be more dependable in guaranteeing that clients are continually mindful of their administrations.
- With regards to Bangladesh, it is hard to make exact determining about the future possibility of the business as the outside climate factors are ceaselessly changing and making a decent number of boundaries in the business sector.

6.2 Conclusion

As a merger company PRAN-RFL not only takes a big portion on market share through Food & Beverage but also plastic products are dominating large portion in the market's plastic products. Their target is to reduce poverty through increasing employment and it has become possible for PRAN-RFL by taking a stable position in the market share. Companies first consider the demand of customers, on which they provide products to give better satisfaction to all.

PRAN GROUP is a very notable public figure in Bangladesh. They are the main food preparing organization in our nation and area accepted to measure about portion of the cultivation produce

that goes to the handled divert in the nation. Along these lines, the organization has gained notoriety for this general public. The organization delivers and conveys organic products juices, snacks, candy store, culinary items, dairy, and soft beverages. It appreciates a solid brand notoriety in the nation and fares its items to 63 nations. PRAN's item is globally ensured to fare to numerous nations on the planet. As of now PRAN-RFL had designated for the prize for making send out market everywhere on the world.

Bangladesh is an exceptionally quickly developing free-market economy. We have modest work contrasted with different nations, PRAN-RFL is delivering top notch items than others at a lower cost. Along these lines, they are adding to our economy by starting such a business that is fulfilling our necessities just as working together past the boondocks. PRAN-RFL is acquiring important unfamiliar monetary forms in the nation consistently by trading their items As Bangladesh is an import-subordinate nation, so we believe PRAN's progression is helping us to have a positive parity of exchange.

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