



**Daffodil**  
*International*  
**University**

**An Evaluation of the Marketing Activities of Consumer Products in  
Bangladesh: A Study on Paragon Group**

**Submitted To**

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Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

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Program: MBA (Major in Marketing)

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Date of Submission:





**An Evaluation of the Marketing Activities of Consumer Products in  
Bangladesh: A Study on Paragon Group**



## LETTER OF TRANSMITTAL

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

**Subject: Submission of Internship Report on “An Evaluation of the Marketing Activities of Consumer Products in Bangladesh: A Study on Paragon Group.”**

Honorable Sir,

With due respect, I'm Ahmed Hasan Al Baker, I am submitting my internship report on **“An Evaluation of the Marketing Activities of Consumer Products in Bangladesh: A Study on Paragon Group.”** for your kind consideration as a part of the requirement for completing the MBA program. I have tried my level best to complete this report with the necessary information.

I hope that the report will be acceptable to you. Thank you

Sincerely,



**Ahmed Hasan Al Baker**

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Program: MBA (Major in Marketing)

Department of Business Administration

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## LETTER OF APPROVAL

This is to certify that the internship report entitled **An Evaluation of the Marketing Activities of Consumer Products in Bangladesh: A Study on Paragon Group** is prepared by Mr. Ahmed Hasan Al Baker, ID: 0242310004083059, as a requirement of the MBA Program, major in Marketing, under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

This report is recommended for submission.

I wish his every success in life.



**Professor Mohammed Masum Iqbal, PhD**

Department of Business Administration

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## DECLARATION

I, Ahmed Hasan Al Baker, a student of the Department of Business Administration, bearing ID: 0242310004083059, Major in Marketing at Daffodil International University (DIU), hereby declare that the internship report titled **“An Evaluation of the Marketing Activities of Consumer Products in Bangladesh: A Study on Paragon Group”** is my original work and has been prepared with the utmost sincerity.

I confirm that all the content of this report is based on my personal research and analysis, conducted during my internship at Paragon Group, and has not been submitted elsewhere for the award of any degree, diploma, or certificate. I have duly acknowledged all sources of information used in the preparation of this report, ensuring adherence to academic integrity and copyright regulations.



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## ACKNOWLEDGEMENT

Firstly, I like to praise my almighty Allah who provided me with the ability to prepare this report perfectly, and I also like to thank my family for their blessings and support. Then I would like heartfelt thanks to my supervisor Professor Mohammed Masum Iqbal, whose guidelines and supervision helped me to successfully complete this report.



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## EXECUTIVE SUMMARY

**Paragon Group**, a leading frozen food producer in Bangladesh, focuses on food safety, hygiene, and halal. It has expanded into poultry farming and branded eggs. Paragon Agro Limited, a subsidiary, aims to become the top frozen food brand producer. The company has 7700 employees and supports philanthropic activities, such as distributing snacks, boiled eggs, and bananas to schools, dental clinics, and orphanages.

Paragon Feed Limited, a leading manufacturer of premium animal feed in Bangladesh, focuses on promoting the livestock sector's growth and sustainability. Established in 1996, the company offers feed for cattle, poultry, and marine life. Competitors include Kazi Farms' Kitchen, Golden Harvest, AG Food, Bengal Meat, and Jhatpot. The frozen food industry in Bangladesh faces challenges such as new entrants, supplier bargaining power, substitute threats, and competitive rivalry. Paragon Group faces cross-functional department gaps and outdated technology, leading to conflicts and service failure. To address these issues, proper communication, technological advancement, and staff accountability are essential. By focusing on these areas, Paragon Group can improve service quality and customer satisfaction, aligning with the Physical Evidence of 3 PS and Tangibles of SERVQUAL Analysis.

Paragon Food, a renowned organization in Bangladesh, is overcoming a food delivery crisis and expanding its business. Despite the challenges, their brand reputation, commitment to innovation, and consistency keep customers interested. They are reaching every division of the country and exporting food products to the Countries like Canada, USA, and France & Middle East making Paragon Food renowned and globally recognized.



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## Chapter-1: INTRODUCTION



### 1.1. Background of the Study:

In the rapidly evolving consumer market of Bangladesh, effective marketing activities are pivotal for the success and sustainability of businesses. The consumer products sector, encompassing a diverse range of goods from food and beverages to household items, plays a crucial role in meeting the everyday needs of the population. As competition intensifies, companies must strategically navigate marketing challenges to maintain and enhance their market presence.

Paragon Group, a prominent conglomerate in Bangladesh, serves as an exemplary case for evaluating marketing strategies within the consumer products industry. Established in 1952, Paragon Group has diversified into multiple sectors, including agriculture, food processing, and consumer goods. This study focuses on Paragon Group's Consumer Food Division, analyzing its marketing activities to understand how the company leverages its strategies to achieve market leadership.

This study systematically explores the marketing activities of Paragon Group within Bangladesh's consumer products sector. Following the introduction, the company overview provides context on organizational structure and operations. The literature review situates the study within existing research, while the market analysis delves into specific marketing strategies and challenges. Finally, the report culminates with strategic recommendations aimed at enhancing Paragon Group's marketing effectiveness and overall market performance.

### 1.2. Objectives of the Study

The objectives of the study are following.

1. To identify the marketing strategies of consumer products offered by Paragon Group;
2. To analyze the marketing mix of the consumer products of Paragon Group;
3. To identify the problems related to the marketing activities of Paragon Group;
4. To make recommendations to solve the problems;



### 1.3. Methodology of the Study

#### 1.3.1. Nature of the Study:

This study will utilize a mixed-methods approach, integrating both qualitative and quantitative research methodologies.

- **Qualitative Methods:** Conducting interviews with key personnel involved in marketing operations at Paragon Group to gain insights into their strategies, challenges, and decision-making processes.
- **Quantitative Methods:** Analyzing sales data, consumer surveys, and market trends to quantify the impact and effectiveness of the current marketing operations.

#### 1.3.2. Overview of the Data Collected

This study is mainly based on secondary as well as primary data available from various divisions and department of Paragon Group, in addition to that other necessary information have been collected from the annual reports of Paragon Group, Organ and various files, prospectus and market condition comparing competitors.

##### ➤ **Primary Sources of Data**

- ❖ Sales Figures & Product Performance (MIS Data)
- ❖ Sales Team Feedback & Insights
- ❖ Customer Feedback & Satisfaction Analysis

##### ➤ **Secondary Sources of Data**

- ❖ Accounts and Finance Data of Paragon Group
- ❖ Industry Reports from Websites of Paragon Group
- ❖ Market Trends and Consumer Behavior Reports

#### 1.3.3. Type of Study:

This report is based on qualitative type of study. The methodology of this report is totally different from conventional reports. This report basically emphasizes on the practical observation. Almost the entire report has been conducted based on practical observation.



#### **1.3.4. Data processing and Analysis Techniques:**

Data Analysis is the procedure of efficiently applying measurable and sensible systems to portray, consolidate and recap, and assess information. This is one of the important elements of a research paper. I tried to collect both quantitative data and qualitative data.

### **1.4. Scope and Limitation of the Study**

#### **1.4.1. Scope:**

- The study will focus on the marketing operations of Paragon Group.
- It will cover a specific time frame to provide a snapshot of the company's marketing strategies.
- Both internal and external factors influencing marketing operations will be considered.

#### **1.4.2. Limitations:**

- Confidentiality constraints may limit access to certain proprietary information.
- The study may not encompass all aspects of the company's operations due to time and resource constraints.
- External market dynamics beyond the control of Paragon Group may impact the study's findings



## CHAPTER 2: COMPANY OVERVIEW



### 2.1. Company Profile:

In 1952, **Paragon Group** began operations with a printing press established by the late Mizanur Rahman in the center of Dhaka. Under the direction of Mr. Moshir Rahman and Mrs. Yasmin Rahman, the company expanded into the agriculture industry in 1993, becoming one of Bangladesh's pioneers in that field. With a brilliant vision, it expanded and prospered into 10 distinct business areas, which it currently represents as **Paragon Group**. Mr. Mizanur Rahman started a cutting-edge printing and packaging business in Dhaka thanks to a family business effort. Later with an entrepreneurial genius Mr. Moshir Rahman taught his kids the art of fine printing skills. Together with his spouse, Mrs. Yasmin Rahman, he founded the first completely integrated modern poultry farming. By upholding environmentally friendly business methods, generating employment possibilities, and having a beneficial economic impact, the company expanded into new business areas.

One of Bangladesh's top producers of branded eggs, frozen foods, garden-packed tea, and antibiotic-free frozen chicken is Paragon Agro Limited. The Paragon Agro Limited was founded in 2015, and The **Paragon Group** Limited was founded in 1993. Become the top frozen food brand producing company in Bangladesh that prioritizes food safety, hygiene, and halal and treats customer pleasure as one of its most important resources. Dedication to prioritizing product quality above all else in order to satisfy standards, meet a range of client requests, and ensure consumer safety Throughout the production process, Paragon uses a system to regularly monitor the quality of the products and raw materials. Paragon has implemented ISO22000:2005, HACCP, GMP, and Halal certifications to ensure superior quality and safety of their products.

For consumers, Paragon Agro Limited offers the highest-quality tea, a large variety of premium frozen foods, fresh and safe fish, and antibiotic-free frozen poultry and eggs. The premium feed that Paragon feed sits hens comes from the iron feed mills and is devoid of MBM, MSG, nitrates, and chromium. The corporate office and state-of-the-art food manufacturing facility of Paragon Agro Limited are located in Moddho Gazirchot, Ashulia, Savar, and the corporate headquarters, which is located at 5 Mohakhali C/A, Paragon House, and Dhaka 1212, Bangladesh. (About us, n.d.)



**Paragon Food** under Paragon Agro Ltd. is another excellent manufacturer of frozen foods, Process chicken, Egg & Consumer Food. Their adventure began in 2005. The managing director of **Paragon Group** is Mr. Moshir Rahman.

Fresh fish, antibiotic-free chicken, and a wide range of frozen foods like chicken wings, dal puri, spring rolls, burger patties, whole chickens, chicken strips, meatballs, paratha, and many more are available from Paragon Agro Limited. In addition, their birds are free of nitrate, chrome, MBM, and MSG. providing affordable protein to everyone is the primary objective of Paragon. As well as they also manufacture Consumer food like Cookies, Biscuits, Cake & a wide range of snacks item.

## 2.2. Mission and Vision of Paragon Group

### ➤ Vision

Establish a company that benefited the world in addition to offering premium day-old birds.

### ➤ Mission

Innovation, Integrity, Sustainability and to create a future that is both green and developing.

**Paragon Group** has a hierarchical structure, the work place is incredibly welcoming and comfortable. There are no rules about a certain corporate dress code or how teams or departments may interact with one another; all departments collaborate as well as operate independently on diverse initiatives. Every employee, including supervisors, is approachable and helpful, and the work environment fosters creativity, collaboration, and the exchange of ideas and viewpoints.

## 2.3. Philanthropic Activities/ CSR:

In response to the demand for receive duty, Paragon is obligated to protect the environment, promote social welfare, and preserve the delicate balance between ecological health and economic prosperity. In collaboration with JICA and a Japanese dental institute, Paragon created a CSR frame work for deserving and needy students through HOPES. It also built schools and religious centers, provided school lunches for village schools, supported the Special Olympics program for children and adults with physical and intellectual disabilities, and supported oral and dental healthcare for rural school children.

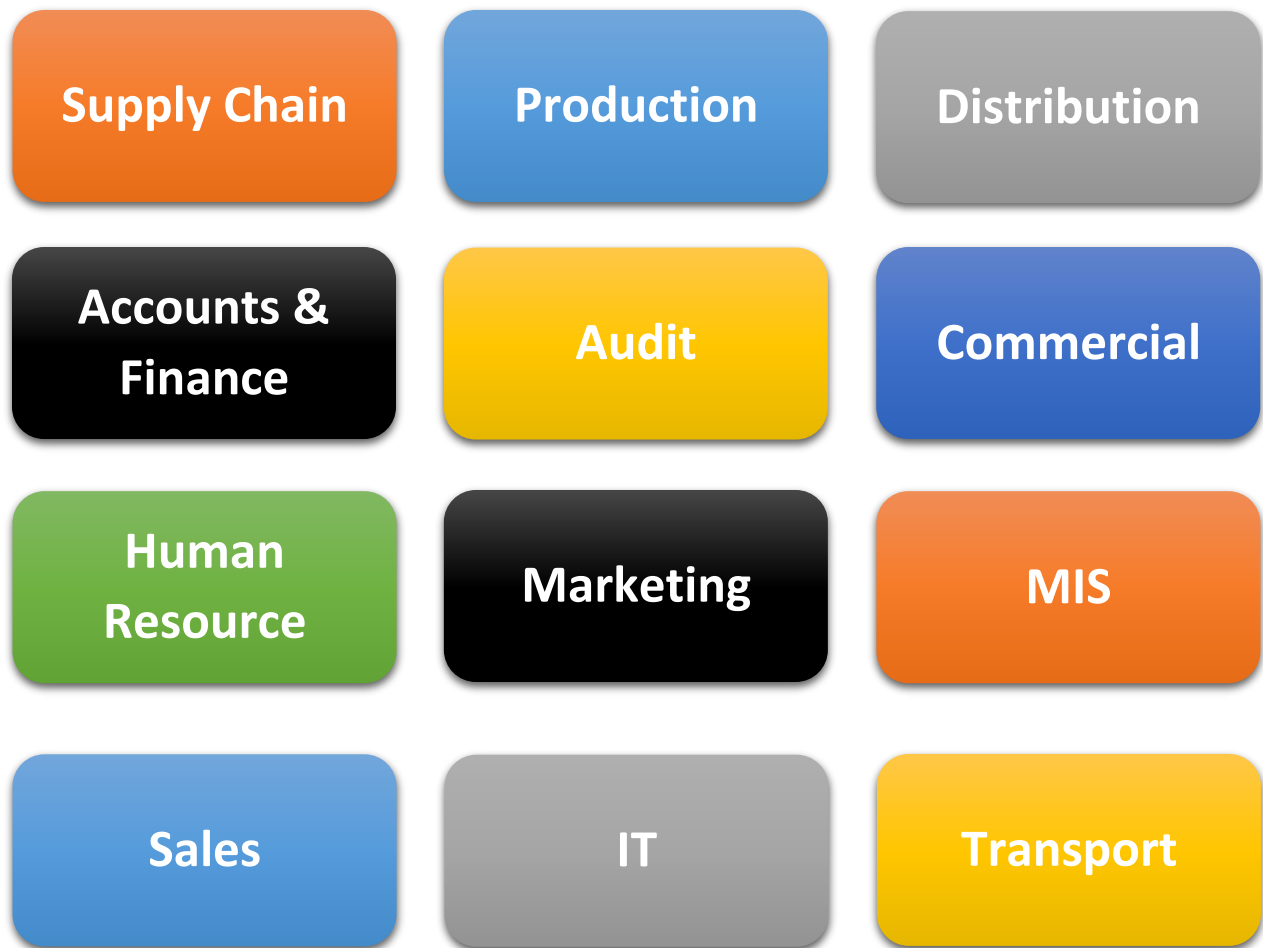
### *Few of Our Operations:*

1. Snacks, boiled eggs, and bananas are distributed to teachers and kids at 17 primary schools and Hafizia Madrasha. Distribution occurs twice a week on a consistent basis.
2. Setup a Dental Camp to provide dental care and distribute tooth paste and brushes. Every four months, we host this dental camp.



3. To guarantee the dental care of local residents and students, a permanent dental clinic has been constructed.
4. Guaranteeing the sanitation system and clean drinking water.
5. In order to maintain a balance bet, ween the number of teachers in the school sand the teacher to student ratio, were setting up the monthly income of a few teachers in these areas.
6. Distribution of chicken meat is made to several orphanages
7. Use a personal generator to ensure power.
8. Different orphanages, schools, highways, and places of worship are regularly

#### 2.4. Corporate Department:



## **2.5. Processing Unit:**

### **Poultry & Protein Selections Unit:**

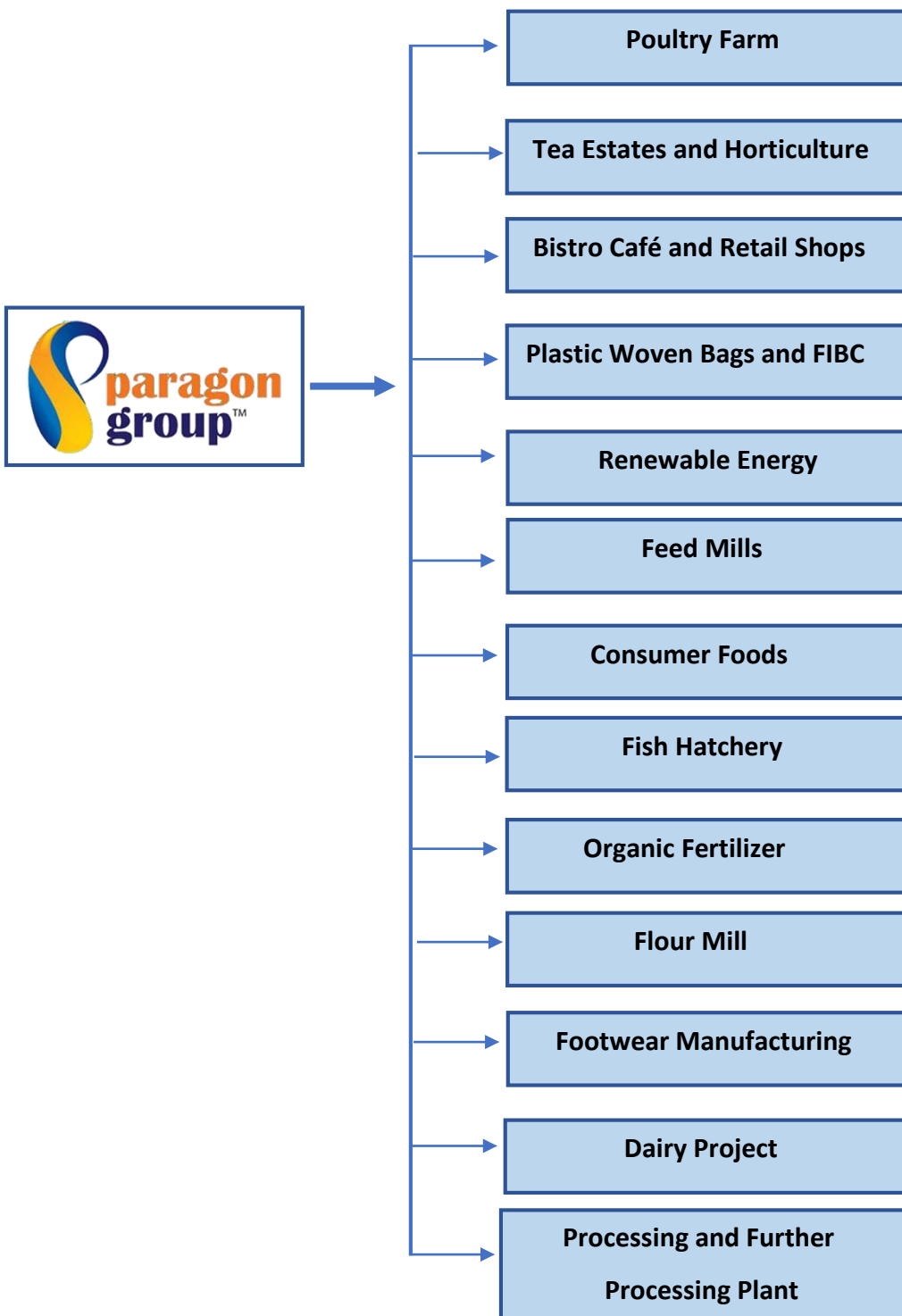
- Whole Chicken (Skin/No Skin)
- Chicken thighs
- Chicken drumsticks
- Chicken wings
- Boneless Chicken Breasts & Legs
- Fish
- Egg
- Plain Cake
- Muffin Cake
- Cupcake
- Toast Biscuits
- Various Flavored Cookies
- Motor Bhaja
- Dal Bhaja

### **Frozen and Ready-to-Eat Food Unit:**

- Chicken Meatball
- Chicken Ball
- Chicken Strip
- Chicken Popcorn
- Chicken Lollipop
- Chicken Spring Roll
- Red Wheat Ruti
- Paratha
- Dalpuri
- Chicken Samusa
- Crispy chicken
- Spicy chicken
- Various kinds of momos
- Chicken Nugget
- Chicken Sausage
- Beef Sausage
- Chicken Burger Patty
- Shami Kabab



## 2.6. Details of the product and service line:



## 2.7. : Functions of the Department:

The consumer food segment of Paragon Agro Limited, a **Paragon Group** company, manufactures and supplies premium Food.

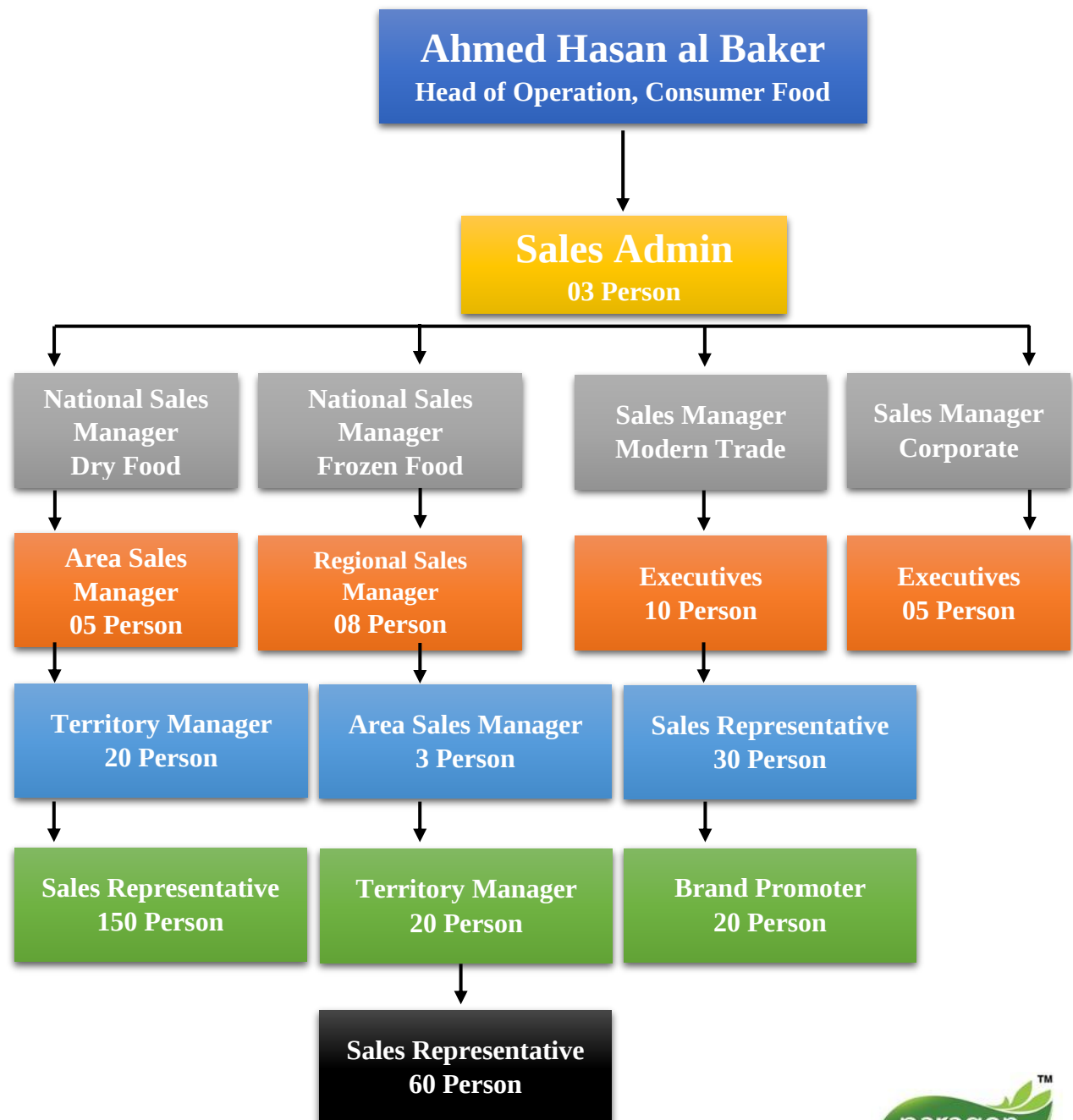
The organization is dedicated to delivering Quality food that satisfies worldwide standards and is safe, healthy, and nutritious, utilizing contemporary technologies and sustainable practices.

With knowledgeable staff of experts, Paragon Agro provides dependable and effective service to clients all over the world.

The business benefits from having access to the resources and knowledge of adverse conglomerates member of the **Paragon Group**. Paragon Agro is well-positioned for sustained expansion and prosperity in the international agriculture sector thanks to its men dedication to innovation, sustainability, and animal welfare.



## Sales Team Current Status



## **CHAPTER-3: LITERATURE REVIEW**

### **3.1. Marketing Strategies in Consumer Goods**

Marketing strategies in the consumer goods sector are pivotal for brand positioning, customer acquisition, and retention. According to Kotler and Keller (2016), effective marketing strategies encompass the 4Ps—Product, Price, Place, and Promotion—which must be tailored to meet consumer needs and market dynamics. For Paragon Group, these strategies are critical in differentiating their products in a competitive market.

### **3.2. Porter's Five Forces Model**

Porter's Five Forces Model (Porter, 1980) is instrumental in analyzing the competitive environment. This model examines the threat of new entrants, bargaining power of buyers and suppliers, threat of substitutes, and competitive rivalry. In the context of Paragon Group, Porter's model helps assess the external factors influencing their marketing strategies and market position.

### **3.3. Marketing Strategies in the Bangladeshi Market**

The Bangladeshi consumer market is characterized by rapid growth, increasing disposable incomes, and a young population (Hossain & Sultana, 2019). Effective marketing strategies in this context require a deep understanding of consumer behavior, cultural nuances, and economic factors. Studies by Rahman et al. (2020) emphasize the importance of localized marketing approaches and the integration of digital marketing channels to reach a broader audience.

### **3.4. Effectiveness of Marketing Operations**

Evaluating the effectiveness of marketing operations involves assessing the alignment of marketing strategies with business objectives and their impact on sales and market share. Research by Alam and Karim (2018) indicates that companies with well-defined marketing operations and continuous performance monitoring tend to achieve better market penetration and customer loyalty. For Paragon Group, this entails analyzing sales data, consumer feedback, and market trends to gauge the success of their marketing initiatives.

### **3.5. Cross-Functional Collaboration in Marketing**

Cross-functional collaboration is crucial for the seamless execution of marketing strategies. According to Zhang and Rajagopal (2021), effective communication and coordination between departments such as sales, e-commerce, and operations enhance the overall efficiency and effectiveness of marketing efforts. The issues faced by Paragon Group's Brand and Marketing Department, as identified in Problem 1, underscore the need for improved inter-departmental communication to prevent service failures and ensure consistent messaging.

### 3.6. Technological Advancements in Marketing

Technological advancements play a significant role in modern marketing practices. Digital tools and platforms enable personalized marketing, real-time data analysis, and enhanced customer engagement (Chaffey & Ellis-Chadwick, 2019). For Paragon Group, leveraging advanced technologies can improve their marketing operations, streamline processes, and enhance customer service, aligning with the study's objective to evaluate the effectiveness of current marketing operations.

### 3.7. Service Quality and Customer Satisfaction

Service quality is a critical determinant of customer satisfaction and loyalty. The SERVQUAL and Gaps Models provide frameworks for assessing and improving service delivery. Studies by Hasan and Rahman (2022) demonstrate that addressing service quality gaps leads to higher customer satisfaction and retention. For Paragon Group, implementing these models can help identify and rectify service deficiencies in their marketing operations, thereby enhancing overall customer experience.

### 3.8. Limitations:

During the three months' internship period, so many obstacles came in. Some of the limitations in making the report are following-

- ❖ In collecting primary data, it is really hard to get correct information from people as they might not feel comfortable or provide their false feeling.
- ❖ To observe the whole corporation activities and come up with a fruitful result requires huge amount of time, so time limit is another crucial limitation of this study.
- ❖ The internship proposal is conducted based on several secondary data which were rather inefficient or unreliable.

Due to confidentiality clauses within the organization, it was not possible to gather some more information that could make the report much greater from all aspects.



## CHAPTER 4: MARKET ANALYSIS AND PROBLEMS

### 4.1. Analysis of Markets:

To analyze the marketing strategies employed by Paragon Group Ltd in promoting its products. Paragon Agro Limited, a subsidiary of Paragon Group, stands as a leading manufacturer of premium food products in Bangladesh. The company leverages cutting-edge technology and innovative production methods to deliver customized food solutions tailored to individual customer needs. Emphasizing quality and safety, Paragon Agro has established itself as a trusted brand in the Bangladeshi food sector.

#### Marketing Strategies Employed:

- a) **Product Diversification:** Paragon Agro offers a wide range of products, including branded eggs, frozen foods, garden-packed tea, and antibiotic-free frozen chicken. This diversification caters to various consumer preferences and enhances market penetration.
- b) **Quality Assurance:** By adhering to stringent quality standards such as ISO22000:2005, HACCP, GMP, and Halal certifications, Paragon ensures product safety and builds consumer trust.
- c) **Brand Presence:** The Company maintains a robust online presence through multiple Facebook pages and a dedicated website. These platforms are managed by the Brand and Marketing Department, facilitating direct engagement with consumers.
- d) **Strategic Partnerships:** Collaborations with major retail stores like Swapno and Agora, along with owning its retail outlet, Fresh Mart, enable Paragon to expand its market reach and enhance product accessibility.

**CSR Initiatives:** Paragon's philanthropic activities, including educational support and healthcare services, enhance the brand's reputation and foster community goodwill, indirectly supporting marketing efforts.



#### **4.2. Effectiveness of Marketing Strategies:**

Paragon's multifaceted marketing strategies have positioned it as a market leader. The emphasis on quality and safety has resonated well with consumers, leading to high customer loyalty and repeat purchases. The diversified product portfolio caters to a broad audience, mitigating risks associated with market fluctuations in specific segments.

#### **4.3. Evaluation of Marketing Effectiveness:**

##### **Objective Alignment:**

To evaluate the effectiveness of Paragon Group's current marketing operations in reaching target markets and driving sales. To assess the effectiveness of Paragon's marketing operations, the following aspects were examined:

##### **a) Sales Performance Analysis:**

- Sales Figures & Product Performance: Analyzing MIS data reveals consistent growth in sales across major product lines, indicating successful market penetration and consumer acceptance.
- Market Share: Paragon Agro holds a significant market share in the frozen food segment, competing effectively against major players like Kazi Farms' Kitchen and Golden Harvest.

##### **b) Consumer Surveys and Feedback:**

- Customer Satisfaction: Surveys indicate high levels of satisfaction regarding product quality, safety, and variety. Positive feedback underscores the effectiveness of quality assurance measures.
- Brand Loyalty: Repeat purchase rates and brand advocacy on social media platforms highlight strong brand loyalty, a testament to effective marketing and customer relationship management.

##### **c) Digital Marketing Metrics:**

- Engagement Rates: High engagement rates on Facebook pages and the official website demonstrate effective digital marketing strategies.
- Conversion Rates: Increased online orders and sales conversions reflect the success of targeted marketing campaigns and e-commerce integration.

##### **d) Competitive Positioning:**

- Brand Recognition: Paragon Agro's strong brand presence in both online and offline channels enhances its competitive positioning.
- Adaptability: The ability to swiftly respond to market trends and consumer preferences has bolstered Paragon's market standing.



#### 4.4. Competitive Analysis:

To identify areas for improvement and provide recommendations for enhancing the overall marketing performance of the company. Paragon Food operates in a highly competitive market, contending with prominent brands such as Kazi Farms' Kitchen, Golden Harvest, AG Food, Bengal Meat, and Jhatpot. Conducting a competitive analysis helps in understanding the strengths and weaknesses of Paragon relative to its competitors.



**Paragon Food** is one of the renowned consumer foods is unions in Bangladesh. They have reached in almost every division of Bangladesh and have spread their frozen food, dry food and processed food everywhere. They have collaborated with departmental store like **Swapno**, **Agora** and many more retail stores. Moreover, Paragon has their own retail store named **Fresh Mart**. Apart from this; **Paragon Food** has some of their competitors. The closest competitor of **Paragon Food** is **Kazi Farms' Kitchen**. Apart from this, they have more competitors like **Golden Harvest**, **AG Food**, **Bengal Meat**, **Jhatpot** and so on. Conducting a competition analysis entails investing acting key rivals to learn about their offerings, marketing strategies, and sales processes. A competitive market study can help you implement stronger company strategies, fend off competitors, and gain market share, to name a few advantages.



**Kazi Farms' Kitchen:** Known for its extensive product range and strong distribution network. Established in 2013, Kazi Food Industries Limited (KFIL) is a business initiative of the Kazi Farms Group. It is thought to be among Bangladesh's most reliable consumer food enterprises. The Kazi Farms Group was founded by Kazi Zahedul Hasan, and in 2014, KFIL debuted Kazi Farms Kitchen (KFK), a frozen food line. They operate more than 150 stores throughout more than 37 locations nationwide. Dal Puri, vegetable singara, chicken spring rolls, chicken sausage, chicken nuggets, chicken strips, chicken meatballs, chicken burgers, and many more frozen food products are available at Kazi Farms Kitchen. There is a guarantee that there are no antibiotic residues in the chickens. Furthermore, the meat was undoubtedly produced from hens raised in compliance with European rules and on a diet devoid of MBM. While the manufacturing of KFIL is situated in Ashulia, Dhaka, the corporate headquarters is situated in Dhanmondi. (About Industries, n. d.)



**Golden Harvest:** Recognized for high-quality standards and innovative product offerings. Golden Harvest was created in 2000, and its subsidiary is Golden Harvest Agro Industries Ltd. On the other hand, Golden Harvest Agro began operations in 2006. Golden Harvest Agro Industries Ltd.'s chairman is Mr. Enamuzzaman Chowdhury. Golden Harvest Agro Industries Ltd. Is a leading producer of frozen meals in Bangladesh?

The company is well-known both domestically and abroad for its wide assortment of frozen, ready-to-cook foods. In Bangladesh, more than 100,000 agricultural partners provide 95% of the raw materials used in the supply chain of the company. The Middle East, Europe, Australia, Canada, and the US are the destinations of Golden Harvest's exports. Chicken nuggets, sausages, pop chicken, paratha, french fries, daalpuri, singara, meatballs, spring rolls, samosas, and many other items are among their offerings. The food processing plant, which is close to Gazipur, is run by a group of the top specialists in the industry and is furnished with state-of-the-art equipment. (Golden harvest bd, n. d.)



**AG Food:** Specializes in affordable pricing strategies, appealing to cost-conscious consumers. AG Agro Foods Limited is owned by Ahsan Group, one of the largest corporations in Bangladesh. Their adventure began in 2015. The Ahsan Group's chairman is Mr. Shahidul Ahsan. They have 49 stores located all throughout the nation. It has been in the agriculture industry since its establishment, producing green chicken on its own well-managed farms and supplying Bangladesh with premium halal-processed, antibiotic-free chicken. Additionally, they export their goods to the United Arab Emirates, Korea, Canada, Italy, and Australia. They offer a range of ethnic products like as paratha, singara, samosa, and spring roll, as well as nutritious processed foods such as burger patties, sausages, meat balls, marinated chicken pieces, and nuggets. (agfood.com.bd, n.d.)



**Bengal Meat:** Bengal Meat began operations as the country's first slaughter house of international caliber in 2006. In 2006, American expat Mazharul Islam and two friends established Bengal Meat with the goal of exporting premium, halal, fresh, and healthful meat. Bengal Meat has put in countless hours to upgrade its equipment and processing facility. Currently, 40 district-level retailer's account for 80% of Bengal Meat's local sales. Furthermore, 20% of the products are delivered to the Maldives, Dubai, and Kuwait. Bengal Meat now produces and sells poultry products, including chicken, mutton, and beef. The main products that

Bengal provides include steak meat, processed meat, marinated and ready-to-cook meat, frozen snacks, cold cuts, and ordinary meat for curries. (Bengal meat, n.d.)



**Jhatpot:** Focus on niche markets with specialized products.

PRAN, the world's most admired food and beverage firm, is the biggest in Bangladesh. Since PRAN's founding in 1981, we have endeavored to enhance rural livelihood through exporting, generating employment, and supporting the national and rural economies. PRAN is committed to improving the environment and society. Forth is reason, in an effort to create greener planet, whenever stop helping the local communities and looking for methods to lessen our environmental impact. Pran offers many different brands.

Pran names are incredibly well-known worldwide. Among all the brands, Jhatpot is one of them which sells frozen food like paratha & roti, protein snacks and vegetable snacks. Pran Jhatpot sell sits frozen goods both domestically and abroad, and they are packaged correctly for long-term storage. They sell a variety of goods, including chicken momo, chicken nuggets, meat balls, chicken strips, chicken wonton, chicken mini spring rolls, aloo paratha, lalata roti, and dal puri. (pran foods, n.d.)

### 1. Competitive Strategies:

- Product Innovation: Competitors frequently introduce new products to meet evolving consumer tastes.
- Pricing Strategies: Aggressive pricing by competitors poses a challenge, necessitating Paragon to balance quality with affordability.
- Distribution Channels: Expanding distribution networks ensures wider market reach, a strategy effectively employed by competitors.
- Marketing Campaigns: High-impact advertising and promotional activities by rivals necessitate Paragon to enhance its own marketing efforts.

### 2. Opportunities for Improvement:

- Enhanced Product Innovation: Introducing new and unique products can help Paragon stay ahead of competitors.
- Competitive Pricing: Revisiting pricing strategies to offer competitive yet profitable pricing can attract a larger customer base.
- Expanded Distribution: Strengthening distribution channels, including online platforms, can enhance market reach.
- Targeted Marketing Campaigns: Implementing data-driven, targeted marketing campaigns can improve customer acquisition and retention.

#### 4.5. Industry Analysis Using Porter's Five Forces:

To analyze the marketing strategies employed by Paragon Group Ltd in promoting its products and evaluate the competitive environment. Applying Porter's Five Forces model provides deeper insights into the frozen food industry dynamics affecting Paragon Group.

##### a) Threat of New Entrants:

- Moderate Threat: While establishing a presence in the frozen food industry requires significant investment in technology and quality assurance, new entrants like Nourish Poultry and Hatchery Ltd. pose a potential threat due to their established reputation and product offerings.
- Barrier to Entry: High capital requirements and stringent quality standards act as barriers, limiting the number of new competitors.

##### b) Bargaining Power of Buyers:

- Low to Medium Power: The market is an oligopoly with a few dominant players, reducing individual buyer power. However, informed consumers with access to multiple brands can exert some influence on pricing and quality expectations.

##### c) Bargaining Power of Suppliers:

- Medium to High Power: With numerous suppliers available, Paragon has some negotiating power. However, specialized suppliers providing high-quality raw materials necessary for premium products can demand better terms.

##### d) Threat of Substitutes:

- Moderate Threat: The availability of alternative food products and the constant innovation in the food industry mean that consumers can switch to substitutes if alternatives offer better value or quality.

##### e) Competitive Rivalry:

- High Rivalry: Intense competition from established brands like Kazi Farms' Kitchen and Golden Harvest necessitates continuous improvement in marketing strategies and product offerings to maintain market share.

##### ❖ Implications for Paragon Group:

1. Innovation and Differentiation: To mitigate competitive rivalry and the threat of substitutes, Paragon must continuously innovate and differentiate its products.
2. Supplier Relationships: Building strong relationships with key suppliers can enhance bargaining power and ensure a steady supply of high-quality materials.
3. Customer Loyalty Programs: Enhancing customer loyalty through rewards and engagement can reduce buyer power and foster long-term relationships.

By aligning the market analysis with the study's objectives, this chapter has provided a detailed examination of Paragon Group's marketing strategies, evaluated their effectiveness, identified key areas for improvement, and highlighted specific operational challenges.



#### 4.6. Problems Identified:

Based on the objectives of this study, the following key problems related to the marketing activities of Paragon Group have been identified. These problems span across various aspects of the marketing mix, including product, price, distribution, and promotion, thereby affecting the overall effectiveness of Paragon's marketing strategies.

**Problem 1: Cross-Functional Department Communication Gaps:** There are significant communication gaps between the Brand and Marketing Department and other departments such as E-Commerce, Human Resources, and Sales. For instance, when the Brand and Marketing team updates a post on Facebook or the website, the E-Commerce department is often unaware of these updates. This lack of coordination leads to operational inefficiencies, such as insufficient product availability in hubs when orders surge unexpectedly.

- **Increased Operational Stress:** Sudden spikes in orders create pressure on operations, leading to potential delays and errors.
- **Negative Customer Experiences:** Unfulfilled orders due to stock shortages result in customer dissatisfaction and potential loss of sales.
- **Damage to Brand Reputation:** Repeated instances of miscommunication can erode customer trust and harm the brand's reputation.

**Problem 2: Inconsistent Pricing Strategies:** Paragon Group faces challenges in maintaining consistent pricing strategies across different product lines and distribution channels. Variations in pricing can confuse consumers and undermine the perceived value of the brand. Additionally, competitive pricing pressures from rivals like Kazi Farms' Kitchen and Golden Harvest make it difficult for Paragon to balance affordability with profitability.

- **Reduced Profit Margins:** Inconsistent pricing may lead to reduced profit margins, especially when prices are lowered to match competitors.
- **Customer Confusion:** Consumers may become confused about the true value of Paragon's products, leading to decreased brand loyalty.
- **Competitive Disadvantage:** Inability to effectively compete on price can result in loss of market share to more competitively priced rivals.

**Problem 3: Limited Product Innovation:** While Paragon Agro Limited offers a diverse range of products, there is a lack of continuous product innovation to keep up with evolving consumer preferences and market trends. Competitors frequently introduce new and unique products, which Paragon has been slow to emulate.

- **Market Share Erosion:** Failure to innovate can result in losing market share to competitors who offer more innovative and appealing products.
- **Decreased Consumer Interest:** Consumers may lose interest in Paragon's offerings if they perceive the product range as stagnant or outdated.
- **Missed Revenue Opportunities:** Lack of new products limits opportunities to tap into emerging market segments and increase sales.

**Problem 4: Inefficient Distribution Channels:** Paragon Group's distribution network, while extensive, faces inefficiencies that hinder timely product availability and delivery. Challenges include inadequate coordination with retail partners, limited reach in certain geographic areas, and reliance on traditional distribution methods that may not fully leverage digital platforms.

- **Delayed Deliveries:** Inefficient distribution can lead to delays in product availability, affecting sales and customer satisfaction.
- **Higher Operational Costs:** Inefficiencies in distribution increase operational costs, reducing overall profitability.
- **Limited Market Penetration:** Inadequate reach in certain areas restricts Paragon's ability to expand its market presence and tap into new customer bases.

**Problem 5: Suboptimal Promotional Strategies:** Paragon Group's promotional strategies are not fully optimized to maximize reach and engagement. While the company maintains multiple Facebook pages and a dedicated website, there is a lack of integrated and cohesive promotional campaigns that effectively utilize these platforms. Additionally, promotional activities may not be sufficiently targeted to specific consumer segments.

- **Low Engagement Rates:** Ineffective promotional strategies result in lower engagement rates on social media and digital platforms, limiting brand visibility.
- **Poor Conversion Rates:** Without targeted promotions, converting audience engagement into actual sales becomes challenging.

**Wasted Marketing Resources:** Inefficient use of promotional channels leads to suboptimal return on marketing investments.



## CHAPTER 5: RECOMMENDATION AND CONCLUSION

### 5.1. Recommendation:

**Recommendation for Problem 1: Enhance Cross-Functional Communication:** Problem Identified: Significant communication gaps between the Brand and Marketing Department and other departments such as E-Commerce, Human Resources, and Sales, leading to operational inefficiencies and negative customer experiences.

**a) Implement Integrated Communication Tools:**

- Adopt unified communication platforms (e.g., Slack, Microsoft Teams) to facilitate real-time information sharing between departments.
- Ensure all relevant teams are promptly informed about marketing updates to adjust their operations accordingly.

**b) Establish Regular Inter-Departmental Meetings:**

- Schedule weekly or bi-weekly meetings involving key stakeholders from Brand and Marketing, E-Commerce, Sales, and Operations departments.
- Use these meetings to discuss upcoming campaigns, anticipated order volumes, and necessary operational adjustments.

**c) Develop a Centralized Content Calendar:**

- Create a shared content calendar outlining all planned marketing activities, including social media posts, website updates, and promotional campaigns.
- This transparency allows all departments to anticipate and prepare for corresponding operational demands.

**d) Define Clear Communication Protocols:**

- Establish standardized protocols for communication between departments.
- For example, any marketing campaign expected to influence order volumes should trigger an automated notification to the E-Commerce and Operations teams.

**e) Utilize Service Recovery Strategies:**

- Implement service recovery steps such as assurance, apology, and compensation in instances where miscommunication leads to service failures.
- This approach helps maintain customer trust and mitigate damage to the brand's reputation.

**Recommendation for Problem 2: Streamline and Standardize Pricing Strategies:** Problem Identified: Challenges in maintaining consistent pricing strategies across different product lines and distribution channels, leading to reduced profit margins, customer confusion, and competitive disadvantages.



**a) Develop a Unified Pricing Framework:**

- Create a standardized pricing strategy that aligns with the company's overall financial goals and market positioning.
- Ensure consistency across all product lines and distribution channels to reinforce the brand's value proposition.

**b) Conduct Regular Market Pricing Analysis:**

- Continuously monitor competitor pricing and market trends to adjust pricing strategies proactively.
- Use this data to identify optimal pricing points that balance affordability with profitability.

**c) Implement Dynamic Pricing Tools:**

- Utilize advanced pricing software that can adjust prices in real-time based on demand, competition, and other market factors.
- This flexibility allows Paragon to remain competitive while maximizing revenue.

**d) Train Sales and Marketing Teams:**

- Educate teams on the importance of consistent pricing and how to effectively communicate pricing strategies to customers.
- Provide guidelines on handling pricing inquiries to ensure uniformity in customer interactions.

**e) Enhance Transparency in Pricing:**

- Clearly communicate the reasons behind pricing decisions to consumers, emphasizing quality and value.
- Transparency builds trust and justifies price points, reducing consumer confusion and enhancing brand loyalty.

**Recommendation for Problem 3: Foster Continuous Product Innovation:** Problem Identified: Lack of continuous product innovation to keep up with evolving consumer preferences and market trends, resulting in market share erosion and missed revenue opportunities.

**a) Establish an Innovation Task Force:**

- Create a dedicated team responsible for researching market trends, consumer preferences, and emerging technologies.
- This team should focus on developing new products and improving existing ones to stay ahead of competitors.

**b) Invest in Research and Development (R&D):**

- Allocate sufficient resources to R&D to explore new product ideas, test prototypes, and refine products based on feedback.
- Encourage collaboration between departments to foster a culture of innovation.



**c) Engage with Consumers for Feedback:**

- Conduct regular focus groups, surveys, and product testing sessions to gather direct input from consumers.
- Use this feedback to guide product development and ensure offerings meet market demands.

**d) Collaborate with External Partners:**

- Partner with food technologists, culinary experts, and other industry professionals to gain diverse perspectives and expertise.
- These collaborations can lead to the creation of unique and high-quality products.

**e) Implement a Continuous Improvement Process:**

- Adopt methodologies like Agile or Lean to streamline product development cycles.

Ensure that new products are brought to market efficiently while maintaining high standards of quality and innovation.

**Recommendation for Problem 4: Optimize Distribution Channels:** Problem Identified: Inefficiencies in the distribution network hinder timely product availability and delivery, leading to delayed deliveries, higher operational costs, and limited market penetration.

**a) Enhance Distribution Network Coordination:**

- Strengthen relationships with existing retail partners and explore new partnerships to expand market reach.
- Implement integrated logistics software to improve coordination and tracking of shipments.

**b) Leverage Digital Distribution Platforms:**

- Expand online distribution channels by enhancing the e-commerce platform and utilizing third-party delivery services.
- Invest in digital tools that streamline order processing, inventory management, and delivery tracking.

**c) Expand Geographic Reach:**

- Identify underserved regions and develop targeted strategies to penetrate these markets.
- Consider establishing regional distribution centers to reduce delivery times and costs.

**d) Adopt Advanced Inventory Management Systems:**

- Implement real-time inventory tracking to ensure optimal stock levels and prevent shortages or overstocking.
- Use predictive analytics to forecast demand and adjust inventory accordingly.

**e) Optimize Transportation Logistics:**

- Analyze and refine transportation routes to minimize delivery times and reduce costs.
- Explore sustainable transportation options to enhance efficiency and align with environmental goals.



**Recommendation for Problem 5: Enhance Promotional Strategies:** Problem Identified: Suboptimal promotional strategies that fail to maximize reach and engagement, resulting in low engagement rates, poor conversion rates, and wasted marketing resources.

**a) Develop Integrated Marketing Campaigns:**

- Create cohesive promotional campaigns that utilize multiple channels (social media, email marketing, influencer partnerships) to maximize reach.
- Ensure consistent messaging across all platforms to reinforce brand identity.

**b) Implement Data-Driven Marketing:**

- Use analytics tools to track and measure the effectiveness of promotional activities.
- Leverage data insights to refine targeting, optimize campaign performance, and improve return on investment (ROI).

**c) Segment Target Audiences:**

- Identify and categorize different consumer segments based on demographics, behaviors, and preferences.
- Tailor promotional strategies to address the specific needs and interests of each segment, enhancing relevance and engagement.

**d) Invest in Content Marketing:**

- Produce high-quality, engaging content that adds value to consumers, such as recipes, cooking tips, and behind-the-scenes stories.
- Utilize blogs, videos, and social media posts to build a strong online presence and foster community engagement.

**e) Enhance Social Media Engagement:**

- Increase interactive activities on social media platforms, such as contests, polls, and live Q&A sessions.
- Encourage user-generated content and leverage influencer partnerships to amplify brand visibility and credibility.

**f) Optimize Promotional Budget Allocation:**

- Allocate marketing budgets based on the performance and ROI of different promotional channels.
- Focus resources on high-impact strategies that drive the most significant results, ensuring efficient use of marketing funds.

**g) Utilize Customer Relationship Management (CRM) Systems:**

- Implement CRM tools to manage and analyze customer interactions and data throughout the customer lifecycle.
- Use CRM insights to personalize promotional efforts, improve customer retention, and drive repeat sales.



## 5.2. Conclusion:

Paragon Group, through its dedicated efforts and strategic marketing initiatives, has established itself as a leading player in Bangladesh's consumer food sector. The comprehensive analysis of the marketing activities revealed both strengths and areas needing improvement. By addressing the identified problems—ranging from cross-functional communication gaps to suboptimal promotional strategies—Paragon Group can further enhance its market positioning and drive sustained growth.

The recommended strategies emphasize the importance of integrated communication, standardized pricing, continuous innovation, optimized distribution, and data-driven promotional activities. Implementing these recommendations will not only resolve existing challenges but also empower Paragon Group to capitalize on new opportunities, ensuring its products remain competitive and appealing to a broad consumer base.

As Paragon Food continues to expand its reach both domestically and internationally, these strategic enhancements will be crucial in maintaining its reputation for quality, fostering customer loyalty, and achieving long-term success. With a commitment to excellence and innovation, Paragon Group is well-positioned to ascend to new heights, both within Bangladesh and on the global stage.



## Appendix:

| Paragon Monthly Post Plan (February) |                             |                                               |                    |                            |                                      |
|--------------------------------------|-----------------------------|-----------------------------------------------|--------------------|----------------------------|--------------------------------------|
| Paragon Egg:                         |                             |                                               |                    |                            |                                      |
| Date                                 | Product                     | Offer                                         | Post type          | Targeted Consumer          | Comments                             |
| 11/2/2024                            | White Egg                   |                                               | Static             | Health Concious -GYM, Diet | সাহস সচেতন                           |
| 13/2/2024                            | Omega 3+ egg                |                                               | Static             |                            | Health be                            |
| 15/2/2024                            | Economy pack egg            | buy 1 get 1 free                              | Motion             |                            |                                      |
| 18/2/2024                            | Brown egg                   | 7% discount                                   | Static             |                            |                                      |
| 19/2/2024                            | White Egg                   |                                               | Quiz               |                            | 5 people will be selected by lottery |
| 21/2/2024                            | 4 category eggs             |                                               | Cluster            |                            | সাদা ডিম্বে                          |
| 23/2/2024                            | Omega 3+ egg                | buy 2 pack get free delivery                  | Static             |                            |                                      |
| 25/2/2024                            | 4 category eggs             |                                               | Carousel/Slideshow |                            | showing price and discount offer     |
| 27/2/2024                            | Economy pack egg            | Like,comment and share post and get free eggs | Giveaway           |                            | Fulfil all 3 requirements            |
| 29/2/2024                            | Brown Egg                   |                                               | Motion             |                            |                                      |
| Paragon Tea:                         |                             |                                               |                    |                            |                                      |
| Date                                 | Product                     | Offer                                         | Post type          | Theme                      | Message                              |
| 11/2/2024                            | Paragon Exotic Classic Tea  | 20% in 200 gm Pack                            | Static             |                            |                                      |
| 13/2/2024                            | Paragon Peko Dust           |                                               | Motion             |                            | মিষ্ণি নানায় হয়ে উঠুন আরো তাজা     |
| 14/2/2024                            | Paragon Exotic Tea          | Buy 2 get free delivery                       | Static             |                            |                                      |
| 15/2/2024                            | Paragon Tea BOP (250 & 500) | Bogo offer                                    | Static             |                            |                                      |

Figure: Created a demo monthly post plan for the online pages

PDF file of Excel Paragon Food Monthly post plan demo:

<file:///C:/Users/common/Downloads/Paragon-Monthly-Post-Plan.pdf>





**Figure: Frozen Food Dealer Meet at Pink City with the team member**



**Figure: Speech by me Ahmed Hasan Al Baker Consumer Food Division**



**Figure: Speech by our honorable MD Sir (Moshiur Rahman) and me GM Ahmed Hasan Al Baker**

## CSR Activities by Paragon Group



Figure: Distribution of Toothpaste among the students



Figure: Distribution of eggs



Figure: Dental Camp

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