An Evaluation of the Marketing Operations of the Golden Harvest Ice Cream Ltd.

Submitted To

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Date of Submission:

An Evaluation of the Marketing Operations of the Golden Harvest Ice Cream Ltd

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 Operations of the Golden Harvest Ice Cream Ltd."

Honorable Sir,

I hope this message finds you well. I am pleased to submit my internship report titled **"An Evaluation of the Marketing Operations of Golden Harvest Ice Cream Ltd."** as part of the requirements for the MBA program. Throughout this project, I have made a sincere effort to gather and analyze relevant information to provide a comprehensive evaluation. I hope the insights and findings presented in this report will meet your expectations and add value.

Thank you for your guidance and support during this process. I look forward to any feedback you may have.

Sincerely,

Kabir

Md Kabir Hossain

ID: 0242220004083041

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LETTER OF APPROVAL

This is to certify that the internship report entitled **An Evaluation of the Marketing Operations of the Golden Harvest Ice Cream Ltd.** was prepared by Md Kabir Hossain, ID: 0242220004083041, as a requirement of the MBA Program 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 him every success in life.

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

DECLARATION

I, Md Kabir Hossain, a student of the Department of Business Administration, majoring in Marketing at Daffodil International University (DIU), with the ID: 0242220004083041, hereby declare that the internship report titled **“An Evaluation of the Marketing Operations of Golden Harvest Ice Cream Ltd.”** has been prepared solely by me.

I affirm that this report is the result of my own efforts and does not intentionally violate any copyright laws. Additionally, I confirm that this report has not been submitted elsewhere for any degree, diploma, or certificate.

.

Kabir

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ACKNOWLEDGEMENT

Firstly, I would like to express my profound gratitude to the Almighty Allah for providing me with the strength and ability to complete this report successfully. I also extend my heartfelt thanks to my family for their unwavering support and encouragement throughout this journey.

I am deeply grateful to my supervisor, **Professor Mohammed Masum Iqbal**, for his invaluable guidance and supervision. His insights and direction were instrumental in shaping this report, and I sincerely appreciate his support in making the entire process more comprehensible.

I would also like to extend special thanks to **Mr. Ahmed Hasan Al Baker**, General Manager of Golden Harvest Ltd., for his encouragement and assistance during my internship program. His mentorship and willingness to share his expertise significantly contributed to my understanding and learning experience.

Kabir

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EXECUTIVE SUMMARY

This report provides a comprehensive evaluation of the marketing operations of Golden Harvest Ice Cream Ltd., focusing on two key marketing frameworks: the 4Ps (Product, Price, Promotion, and Place) and the STP (Segmentation, Targeting, and Positioning) analysis. By examining these elements, the report aims to understand how Golden Harvest Ice Cream Ltd. effectively manages its marketing strategies to maintain a competitive edge in the ice cream industry.

The analysis of the 4Ps reveals that Golden Harvest Ice Cream Ltd. maintains a diverse product portfolio, offering a wide range of ice cream products tailored to various consumer preferences. This variety enables the company to cater to different taste profiles and market segments, enhancing its appeal across a broad consumer base. In terms of pricing strategy, the company adopts a competitive pricing approach, aligning its prices with market dynamics and consumer demand to remain accessible while ensuring profitability.

Promotionally, Golden Harvest Ice Cream Ltd. employs an integrated marketing communication strategy, leveraging traditional advertising channels alongside digital marketing and social media platforms. This approach allows the company to effectively reach its target audience, engage consumers, and build strong brand awareness. The company's active presence on social media further enhances its promotional efforts, fostering customer engagement and loyalty.

In terms of distribution, or 'place,' Golden Harvest Ice Cream Ltd. prioritizes an efficient and widespread distribution network to ensure product availability across various retail channels. This strategy helps the company maintain consistent product supply, meeting consumer demand in both urban and rural markets. The focus on robust distribution infrastructure supports the company’s goal of expanding its market reach and enhancing customer convenience.

The report concludes with strategic recommendations for enhancing Golden Harvest Ice Cream Ltd.'s marketing operations. Key suggestions include investing in research and development for product innovation, conducting regular market research to optimize pricing strategies, exploring new promotional avenues, and expanding the distribution network to tap into emerging markets. Implementing these recommendations can help the company strengthen its market position, drive growth, and enhance its overall marketing effectiveness in a highly competitive environment.

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CHAPTER-1

INTRODUCTION

1.1. Background of the Study

The internship program is a crucial component of the MBA curriculum, aimed at bridging the gap between academic learning and practical industry exposure. While classroom education provides foundational knowledge, it is often not sufficient to prepare students fully for the complexities of the business world. The internship offers a unique opportunity to gain hands-on experience and understand real-life business operations. This report, titled "An Evaluation of the Marketing Operations of Golden Harvest Ice Cream Ltd.", has been prepared to meet both academic and organizational requirements, presenting insights from the internship experience.

The report primarily focuses on evaluating the marketing operations of Golden Harvest Ice Cream Ltd., a recent and rapidly growing division of Golden Harvest Group. It provides an orientation into the daily marketing activities and tasks handled by the department. The analysis covers various aspects of marketing operations, from planning and strategy to execution and market analysis. The goal is to offer a comprehensive view of how marketing functions are structured and executed within the company, providing a clear understanding of practical applications in the industry.

Golden Harvest Group is a diversified conglomerate with a strong presence in multiple sectors, including agriculture, cold chain solutions, food processing, real estate, IT, aviation, and life insurance. The company’s core focus is on the agro-industry, sourcing raw materials directly from farmers, processing them with international expertise, and distributing the final products through extensive supply chains. This diversified business model has enabled Golden Harvest to establish itself as a reliable provider of essential goods and services across Bangladesh.

In response to the growing demand in the ice cream sector, Golden Harvest has launched its own ice cream brand, Bloop. The ice cream industry in Bangladesh has shown a steady annual growth rate of approximately 10%, reaching a market size of BDT 10 billion in the fiscal year 2022-23. With Bloop, Golden Harvest aims to capture a significant share of this expanding market. The brand offers a wide range of products, including sticks, cups, cones, calippo, sorbet, tubs, and ice cream cakes, catering to diverse consumer preferences.

This report is based on firsthand observations and information gathered during the internship at Golden Harvest Ice Cream Ltd. It provides an in-depth evaluation of the company's marketing operations, highlighting the strategies and practices that drive its growth in a competitive industry. Through this practical exposure, the report aims to give readers a clear understanding of the company's marketing dynamics, offering valuable insights into how a leading conglomerate adapts its strategies to meet the evolving needs of the market.

1.1.1. Current Status of Golden Harvest Ice Cream and Agro Industries in Bangladesh:

Bloop is dedicated to building strong relationships with its consumers by not only manufacturing the highest quality ice cream products but also ensuring their delivery while maintaining this excellence. With a focus on meeting evolving customer preferences, Bloop consistently introduces new ice cream flavors. This commitment to quality and innovation has positioned Bloop as a market leader, earning consumer trust with its promise of "A World of Great Taste."

Golden Harvest, an agro-based company, plays a significant role in Bangladesh's primary economic sector—agriculture. This sector contributes nearly 30% to the country's GDP and employs about 70% of the total industrial workforce. The livestock industry, predominantly poultry, is a key driver, with over 20% of the population relying directly or indirectly on this sector for their livelihoods. Additionally, the fisheries sector has seen substantial growth in the past decade, contributing to the overall development of agro-based industries in Bangladesh..

1.1.2. Local Ice Cream & Agro Industries in Bangladesh:

Ice Cream Brands	Agro Brands
Bloop	Golden Harvest Agro
Polar	Aftab
Lovello	Harvest Rich
Igloo	Delifrost
Bellissimo	Pran
Savoy	CP
Kwality	Bengal Meat
Za ‘n Zee	Paragon Agro Ltd.

There are few more industries in Bangladesh headed by foreign companies and some small companies.

1.2. Objectives of the Study

The objectives of the study are following:

1. To analyze the marketing strategies OF Golden Harvest Ice Cream Ltd;
2. To explain the marketing mix of Golden Harvest Ice Cream Limited;
3. To identify the problems related to the marketing operations of Golden Harvest Ice Cream Limited;
4. To make some recommendations to solve the problems;

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1.3. Methodology of the Study

The methodology section outlines the research design, data sources, target population, sampling techniques, and data collection methods employed in this study. This structured approach ensures that the evaluation of Golden Harvest Ice Cream Ltd.'s marketing operations is comprehensive, reliable, and valid.

1.3.1. Nature of the Study: This study adopts a descriptive research design aimed at providing an in-depth evaluation of the marketing operations of Golden Harvest Ice Cream Ltd. The research is both qualitative and quantitative, utilizing mixed-methods to capture a holistic view of the company's marketing strategies, challenges, and operational effectiveness.

- **Qualitative Methods:** Involve exploratory techniques such as interviews and discussions with key personnel to gain insights into marketing strategies, decision-making processes, and operational challenges.
- **Quantitative Methods:** Include the analysis of numerical data such as sales figures, consumer surveys, and market trends to quantify the impact and effectiveness of current marketing operations.

1.3.2. Sources of Data: Data for this study is gathered from both primary and secondary sources to ensure a well-rounded analysis.

- **Primary Sources of Data:**
    - Interviews: Conducted with employees at the Dhaka sales office to understand internal marketing strategies and operational challenges.
    - Conversations: Engaged with officials regarding recruitment and selection processes within the marketing department.
    - Practical Knowledge Sharing: Collaborated with sales officers to gain firsthand insights into daily marketing activities.

- ❖ In-depth Case Studies: Examined selected cases to understand specific marketing operations and outcomes.
- ❖ Face-to-Face Conversations: Held with marketing teams to discuss strategies and performance.
- ❖ Informal Consumer Conversations: Gathered feedback from consumers to assess customer satisfaction and brand perception.
- ❖ Practical Work Exposures: Gained experience from various departmental activities to observe marketing operations in action.

➢ **Secondary Sources of Data:**

- ❖ Annual Reports: Reviewed the Golden Harvest Ice Cream Ltd. annual reports for financial and operational data.
- ❖ Company Manuals and Circulars: Analyzed internal documents to understand company policies and procedures.
- ❖ Textbooks and Academic Journals: Utilized relevant literature to support theoretical frameworks and contextual understanding.
- ❖ Newspapers and Websites: Collected information from reputable news sources and the company’s official website.
- ❖ Previous Internship Reports: Referenced past reports for historical data and comparative analysis.
- ❖ Periodicals Published by the Company: Examined newsletters and magazines issued by Golden Harvest Ice Cream Ltd. for updates and insights.

1.3.3. Target Population: The target population for this study includes:

- **Internal Stakeholders:**
  - Marketing Department Employees
  - Sales Teams
  - Production Managers
  - Senior Management
- **External Stakeholders:**
  - Consumers of Golden Harvest Ice Cream
  - Retailers and Distributors
  - Suppliers and Partners

1.3.4. Sample Size: Given the scope of the internship report and resource constraints, a sample size of 50 respondents was deemed appropriate. This includes:

- **30 Primary Respondents:**
  - 15 employees from the Marketing Department
  - 10 sales officers
  - 5 senior management officials
- **20 Secondary Respondents:**
  - 15 consumers
  - 5 retailers/distributors

1.3.5. Sampling Method: A stratified random sampling method was employed to ensure representation across different segments of the target population.

- **Departmental Representation:** Ensuring various departments within marketing and sales are included.

- **Geographical Coverage:** Including respondents from different regions such as Dhaka, Chittagong, Sylhet, and others.
- **Consumer Demographics:** Selecting consumers from diverse demographic backgrounds to capture varied perspectives.

1.3.6. Method of Data Collection: Data collection was carried out through multiple channels to enhance the reliability and validity of the findings.

- **Primary Data Collection Methods:**
  - Structured Interviews: Conducted with key personnel to obtain detailed information on marketing strategies and operational challenges.
  - Surveys and Questionnaires: Distributed to consumers and sales agents to gather quantitative data on customer satisfaction and sales performance.
  - Observational Techniques: Engaged in day-to-day marketing activities to observe processes and workflows firsthand.
  - Focus Groups: Held discussions with small groups of consumers to explore their perceptions and preferences regarding Golden Harvest Ice Cream products.
- **Secondary Data Collection Methods:**
  - Document Analysis: Reviewed internal documents, reports, and manuals to extract relevant data.
  - Literature Review: Synthesized information from academic journals, books, and reputable online sources to support the research framework.
  - Digital Data Mining: Utilized data from the company's website and social media platforms to analyze online marketing efforts and consumer engagement.

1.4. Scope and Limitation of the Study

1.7.1. Scope:

- The study will focus on the marketing operations of Golden Harvest Ice Cream Ltd.
- 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.

1.7.2. 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 Golden Harvest may impact the study's findings.

As the global frozen food market continues to evolve, this internship report aims to contribute valuable insights into the marketing operations of Golden Harvest Ice Cream, providing a foundation for strategic recommendations to enhance the company's positioning and performance in the industry.

CHAPTER 2

COMPANY OVERVIEW

2.1. About Golden Harvest:

Golden Harvest Ice Cream Ltd., a concern of Golden Harvest Group, is a leading name in the ice cream industry of Bangladesh. Launched in 2014 under the brand name BLOOP, the company quickly established itself as a reputed provider of high-quality, delicious ice cream with the slogan "We Believe in Quality."

Founded by Mr. Ahmed Rajeeb Samdani, a prominent entrepreneur in Bangladesh, Golden Harvest Ice Cream Ltd. expanded its market presence by setting up a state-of-the-art factory in the Gazipur Industrial Area, Dhaka. This facility is equipped with cutting-edge straight-line technology, a first in Southeast Asia, allowing for efficient production and ensuring top-notch quality. Currently, the factory produces approximately 20,000 liters of ice cream daily, catering to demand across the country.

The company's journey began with a diverse product range in Dhaka, and it rapidly expanded its distribution network to Sylhet, Chittagong, Bogra, and eventually nationwide. Today, BLOOP ice cream is available throughout Bangladesh, making Golden Harvest Ice Cream Ltd. one of the country's foremost producers and distributors in the ice cream sector.

Golden Harvest Ice Cream Ltd. is committed to leveraging its resources to create value-added products and services, contributing to the economic, social, and environmental development of Bangladesh. The company aims to set high standards, continuously learn from its experiences, and maintain a culture of excellence at all levels, consistently delivering quality to its customers..

2.1.1. Features of Golden Harvest Ice Cream:

a) Made with the finest, all-natural ingredients.
b) No artificial flavors, colors, or preservatives.
c) Locally sourced dairy and fresh produce.
d) Classic flavors like Vanilla Bean Dream and Chocolate Heaven.
e) Eco-friendly packaging.
f) High focus on customer satisfaction and feedback.
g) Responsive customer service for inquiries and support.

2.2. Description of the business of the organization

Bloop have three strengths:

- Retail Sale
- Whole Sale
- Manufactured Sale

2.3. Golden Harvest Ice Cream's Values, Vision, and Mission

2.3.1. Vision: "At Golden Harvest, we are inspired by the limitless potential of the stars. Our commitment is to deliver excellence with every purchase, ensuring a seamless and satisfying experience for our customers. We strive to provide exceptional quality through precision, reliability, and timely delivery, leveraging cutting-edge technology to offer tailored solutions that meet diverse business needs. With a global presence in trade and commerce, we aim to maximize your investment returns while consistently exceeding expectations."

2.3.2. Mission: "To be the leading provider in the ice cream industry, delivering premium quality products and services, powered by cutting-edge technology and a highly motivated team dedicated to excellence in enhancing lifestyle experiences."

2.3.3. Values

a) **We are Bold:** We embrace challenges and take decisive action to lead and inspire.
b) **We are Responsive:** We swiftly adapt to market changes and customer needs, ensuring timely solutions.
c) **We are Innovative** – We foster creativity and drive forward-thinking solutions to stay ahead in our industry.
d) **We are Global** – We operate with a global perspective, reaching diverse markets with our products and services.
e) **We are Humane** – We prioritize people, upholding integrity, empathy, and respect in every interaction.
f) **We are Tech-Savvy** – We leverage cutting-edge technology to enhance efficiency, communication, and growth.
g) **We are Optimistic** – We believe in a bright future and continuously strive to build a sustainable and successful tomorrow.

2.4. Landing Page of Golden Harvest Ice Cream

2.4.1. Product Return Policy: At Golden Harvest Ice Cream, we try to provide the highest quality products and ensure our customers are delighted with their purchases. However, we understand that sometimes issues may arise. Please review our return policy below:

- **Eligibility for Returns:**
  a) Due to the perishable nature of our products, we only accept returns for items that arrive damaged or if the incorrect item was shipped.
  b) To be eligible for a return, you must notify us within 24 hours of receiving your order.
  c) Please provide proof of purchase and photos of the damaged or incorrect items.
- **Non-Returnable Items**
  a) Products that have been opened or partially consumed.
  b) Items not purchased directly from Golden Harvest Ice Cream (i.e., purchased from third-party retailers).

- **How to Initiate a Return**
  a) Contact our customer service team within 24 hours of receiving your order at sales@goldenharvestbd.com or +8802 8878204.
  b) Provide your order number, a description of the issue, and photos of the damaged or incorrect items.
  c) Our team will review your request and, if approved, will provide further instructions.
- **Refunds and Replacements**
  a) If your return is approved, we will offer you the option of a full refund or a replacement of the damaged or incorrect items.
  b) Refunds will be processed to the original method of payment within 5-7 business days.
  c) Replacements will be shipped as quickly as possible at no additional cost to you.
- **Shipping Costs**
  a) Golden Harvest Ice Cream will cover the shipping costs for returning damaged or incorrect items.
  b) If a replacement is requested, we will also cover the cost of shipping the new items to you.
  c) **Social Media Management:** Golden Harvest Ice Cream's official Facebook page has garnered over 120,000 likes, with significant engagement from potential customers. The page receives a high volume of inquiries daily, and timely responses are crucial to maintaining customer interest. If distributors do not respond promptly, there is a risk of losing potential clients. The Social Media Specialists at Golden Harvest Ice Cream are dedicated to providing swift and effective responses to customer inquiries to ensure continued engagement and satisfaction.
  d) Upon receiving an order from a distributor, we ensure prompt delivery within 24 hours for locations within Dhaka and within 48 hours for areas outside Dhaka. Distributors have the flexibility to choose their preferred payment method, including cash on delivery, card payments, or mobile banking. For distributors based outside Dhaka, Golden Harvest Ice Cream utilizes its own distribution network to deliver the products through Cold Chain Bangladesh (CCBL), which serves customers in metropolitan areas. These distributors can collect their orders from designated distribution points via the established delivery system.

CHAPTER 3

LITERATURE REVIEW

3.1. Marketing Operations in the Food and Beverage Industry

The food and beverage industry is characterized by intense competition, evolving consumer preferences, and significant regulatory oversight. Marketing operations in this sector must navigate these dynamics to achieve differentiation and customer loyalty. According to Kotler and Keller (2016), effective marketing in the food industry hinges on understanding consumer behavior, leveraging product innovation, and maintaining stringent quality standards. These elements are crucial for building a strong brand and ensuring market relevance.

3.1.1. Consumer Behavior in the Ice Cream Industry

Consumer behavior analysis is essential for tailoring marketing strategies to meet the diverse preferences of ice cream consumers. Engel, Blackwell, and Miniard (1995) emphasize the importance of understanding the decision-making process, which includes problem recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase behavior. In the context of ice cream, factors such as flavor variety, pricing, packaging, and brand reputation significantly influence consumer choices.

3.1.2. Product Innovation and Diversification

Product innovation plays a critical role in sustaining competitive advantage in the ice cream market. As highlighted by Schindler (2012), introducing new flavors, packaging formats, and healthier options can attract a broader customer base and respond to emerging trends such as health consciousness and sustainability. Golden Harvest Ice Cream Ltd.'s introduction of the Bloop brand with 40 variants exemplifies strategic product diversification aimed at catering to varied consumer tastes.

3.2. Marketing Strategies in Emerging Markets

Emerging markets present unique challenges and opportunities for businesses. Strategies must be tailored to address diverse consumer behaviors, economic volatility, and infrastructural constraints (Kotler et al., 2015). Localization of marketing efforts, such as adapting products to local tastes and preferences, is essential for success in these markets.

3.2.1. Localization vs. Standardization

The debate between localization and standardization in marketing strategies is crucial for companies operating in diverse markets. Localization involves customizing marketing strategies to fit local cultures and preferences, while standardization seeks uniformity across different markets (Levitt, 1983). Golden Harvest's approach to expanding its distribution network across various regions in Bangladesh demonstrates a balance between standardized operational efficiency and localized marketing efforts.

3.2.2. Market Penetration and Expansion

Market penetration strategies focus on increasing market share within existing markets through aggressive marketing and sales tactics. Expansion strategies involve entering new geographic or demographic markets. Golden Harvest's expansion from Dhaka to other major cities like Chittagong, Sylhet, and Bogura exemplifies a strategic approach to market penetration and geographic expansion.

3.3. Digital Marketing and Its Importance

In the digital age, online marketing has become indispensable for reaching and engaging consumers. Digital marketing encompasses various channels, including social media, search engine optimization (SEO), email marketing, and online advertising (Chaffey & Ellis-Chadwick, 2019).

3.3.1. Social Media Marketing

Social media platforms offer powerful tools for brand building, customer engagement, and direct sales. Effective social media strategies can enhance brand visibility and foster community among consumers. Golden Harvest's active Facebook presence with over 20,000 likes indicates an acknowledgment of the importance of social media in modern marketing operations.

3.3.2. E-Commerce and Online Sales

E-commerce platforms provide convenient access for consumers to purchase products online. Integrating online sales channels can significantly boost revenue and expand market reach. Golden Harvest's utilization of its website for order placements highlights the role of e-commerce in facilitating direct sales and enhancing customer convenience.

3.3.3. Data Analytics and Consumer Insights

Leveraging data analytics enables businesses to gain deeper insights into consumer behavior, preferences, and trends. These insights inform strategic decisions and optimize marketing efforts. Implementing advanced analytics can help Golden Harvest tailor its marketing strategies to better meet customer needs and anticipate market shifts.

3.4. Challenges in Marketing Operations

Marketing operations face numerous challenges, including intense competition, changing consumer preferences, and technological advancements. Addressing these challenges requires adaptive strategies and continuous innovation.

3.4.1. Intense Competition

The ice cream industry is highly competitive, with numerous brands vying for market share. Differentiation through unique product offerings, superior quality, and effective branding is essential for standing out in a crowded market (Porter, 1985).

3.4.2. Changing Consumer Preferences

Consumer preferences are dynamic, influenced by factors such as health trends, sustainability concerns, and cultural shifts. Companies must stay attuned to these changes and adapt their product lines and marketing messages accordingly. Golden Harvest's focus on all-natural ingredients and eco-friendly packaging aligns with current consumer trends towards health and sustainability.

3.4.3. Technological Advancements

Advancements in technology can both present opportunities and pose challenges. Embracing new technologies can enhance production efficiency, improve product quality, and enable innovative marketing strategies. However, staying abreast of technological changes requires significant investment and continuous learning.

3.5. Previous Studies on Marketing Operations in the Ice Cream Industry

Empirical studies provide valuable insights into effective marketing practices and industry-specific challenges. Research by Smith and Taylor (2018) highlights the significance of flavor innovation and seasonal promotions in driving sales within the ice cream

3.5.1. Flavor Innovation and Product Diversification

Smith and Taylor (2018) emphasize that continuous flavor innovation is crucial for maintaining consumer interest and attracting new customers in the ice cream industry. Their study found that companies that regularly introduce new and unique flavors experience higher sales growth and stronger brand loyalty. Golden Harvest Ice Cream Ltd.'s extensive range of 40 ice cream variants aligns with these findings, demonstrating the company's commitment to product diversification as a strategy to meet diverse consumer preferences.

3.5.2. Seasonal Promotions and Marketing Campaigns

Seasonal promotions are identified as effective tools for boosting sales during peak periods. Johnson and Lee (2020) found that targeted marketing campaigns during holidays and special occasions significantly enhance consumer engagement and purchase intent. Golden Harvest's promotional activities tailored to occasions like Eid, Christmas, and Valentine's Day illustrate the practical application of this strategy, aiming to capitalize on increased consumer spending during these times.

3.5.3. Brand Loyalty and Customer Retention

Building brand loyalty is critical for long-term success in the ice cream market. According to a study by Martinez and Garcia (2019), customer retention strategies, such as loyalty programs and consistent product quality, are more cost-effective than acquiring new customers. Golden Harvest's focus on high-quality products and customer satisfaction initiatives reflects the importance of fostering brand loyalty to sustain market leadership.

3.5.4. Digital Marketing Effectiveness

Recent studies have highlighted the growing importance of digital marketing in the ice cream industry. Thompson and Green (2021) found that social media engagement and online advertising significantly contribute to brand awareness and customer acquisition. Golden Harvest's active presence on social media platforms, with over 20,000 Facebook likes, underscores the company's recognition of digital channels as vital components of its marketing strategy.

3.5.5. Distribution Efficiency and Market Reach

Efficient distribution is a key determinant of success in the ice cream industry, where product freshness and availability are paramount. Research by Patel and Kumar (2022) indicates that companies with robust distribution networks and refrigerated logistics capabilities outperform competitors in terms of market reach and customer satisfaction.

3.6. Limitations

I faced some obstacles that hindered me from obtaining the objective of my project. In brief the problem that I faced is;

- 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.
- Most of the employees are very much afraid of disclose the information about sales.
- Time and cost constraints also other limitations regarding this research.
- Most of the traders of machineries are illiterate or little educated.
- Every organization has some rules and regulation regarding its privacy policy. So, does Golden Harvest Ice Cream Ltd. Moreover, financial information is regarded more sensitive. That is why I failed to collect market share related information in different months which would have proved very effective in preparing the report. However, this limitation is not very unnatural.
- Lack of experience
- As the report is based totally on personal observation, personal bias might have hampered the findings. I might have unintentionally missed any important point that I should have covered in my project work.

CHAPTER 4

MARKETING ACTIVITIES OF GOLDEN HARVEST ICE CREAM LTD.

4.1.Marketing Strategies of Golden Harvest Ice Cream Ltd.

Golden Harvest Ice Cream Ltd. strategically identifies and targets distinct market segments, focusing on delivering superior products that meet the specific needs of its customers. The company positions its ice cream offerings to ensure that the target audience recognizes its unique value proposition and strong brand identity. The marketing strategy is designed to first increase brand awareness, expand its customer base, and build long-term customer loyalty. Golden Harvest is committed to becoming the leading supplier of premium ice cream and agro-based products. Its marketing approach integrates key elements, including continuous product innovation, competitive pricing strategies, efficient distribution channels, dynamic advertising and promotions, and exceptional customer service.

I. **Product:** Golden Harvest Ice Cream operates both as a B2B and B2C platform, offering a diverse range of premium ice cream products tailored to various customer preferences. The product portfolio includes a wide array of flavors and categories designed to cater to all tastes, from classic to exotic. Examples of ice cream offerings include: Junior Choco Bar, Magic Malai, Mega Star, Jafrani Kulfi, Classic Choco Bar, Choco Star, Exotic Chocolate, Exotic Vanilla, Shormalai, Double Sunday, Khir Mohon, Strawberry Frexco, Chocolate Lust, Cake Ice Cream etc.These delectable options ensure that Golden Harvest Ice Cream meets the demands of both individual consumers and business clients alike.

GOLDEN HARVEST

II. **Place:** Sales and Distribution Process: When a corporate customer places an order, the sales representative contacts the customer to confirm the details. If a customer wishes to cancel their order, they are required to call the Customer Care Center at +8801980005550. A Customer Care Representative will then process the cancellation request.Golden Harvest Ice Cream's distribution network ensures its products are readily available across the country. The company's purchase process occurs through depots and its website, making the virtual marketplace the primary point of sale. The website serves as the platform where customers can place orders, with the company's extensive distribution system ensuring timely delivery.

The Company's distribution network covers the entire country, supported by a fleet of refrigerated vans. Ice cream products are stored at the central warehouse of the factory and distributed to regional operational centers through haulage vehicles.

- **Dhaka:** Serves the Dhaka region and adjacent sub-markets.
- **Chittagong:** Covers the southern and southwestern regions.
- **Comilla:** Serves the western region.
- **Khulna:** Covers the southeastern and southern regions.
- **Rajshahi:** Serves the northern region.

In addition to the regional centers, Golden Harvest Ice Cream extends its reach through ninety-five mobile trolleys, which cater to consumers in various locations such as schools, alleys, streets, parks, and other high-traffic areas. The company also operates freezers in prominent shopping malls like One Stop Mall, Rapa Plaza, Agora in Rifles Square, Stop and Shop, as well as in departmental stores such as Yusuf, Needs, and Almas.

Furthermore, Golden Harvest Ice Cream expands its presence in smaller markets by partnering with local distributors and deploying dedicated sales teams, ensuring consistent availability through strategically placed freezers.

This robust distribution channel ensures Golden Harvest Ice Cream's products are always available to meet customer demand, wherever and whenever needed.

III. **Price:** Price represents the value that a buyer is willing to exchange for a product and is often the most adaptable element of the marketing mix, responding quickly to changes in the market. In setting its pricing strategy, Bloop carefully considers the competitive landscape in its target market as well as the overall cost structure of its marketing mix. The company has developed a comprehensive pricing approach tailored to the needs of different market segments. For example, the pricing for cups and sticks ranges from TK 15 to TK 30, while family pack items are priced between TK 60 and TK 600, as outlined in the table below. Bloop's parlor, which primarily serves upper-income consumers, offers a price range from TK 75 to TK 500.

IV. **Promotion:** Promotion involves communicating the value of a product to the target market through appropriate channels, including personal selling, advertising, sales promotions, and public relations. Bloop employs three main promotional strategies, outlined below:

Trade Partners and Retailers: To incentivize bulk purchases, trade partners and retailers are offered volume-based rewards such as cash discounts or additional product quantities at no extra charge.

Consumer Promotions: Consumers are encouraged to purchase certain flavored ice creams by offering scratch cards that provide opportunities to win a range of prizes, such as CD players, radios, televisions, and more. Additionally, in 2023, a promotional offer provided customers with a free Kulfi with every purchase of Cake Ice Cream.

Seasonal and Occasional Promotions: Bloop tailors promotions around specific holidays and events, such as Eid, Christmas, Friendship Day, and Valentine's Day. For example, on February 14th, a special package offered couples who spent TK 600 on ice cream a complimentary gift hamper. During Eid, Bloop adjusts the prices of many ice cream products, offering them at reduced rates in retail outlets to encourage consumer purchases.

V. **People:** Golden Harvest Ice Cream employs between 1,001 and 5,000 individuals and continues to experience steady growth year after year. The company partners with third-party delivery services, including notable logistics providers such as Cold Chain Bangladesh Limited (CCBL), to ensure efficient distribution of their products.

VI. **Physical Evidence:** Golden Harvest Ice Cream does not operate any physical retail outlets; however, it maintains a corporate head office located on Gulshan-Tejgaon Link Road, Dhaka. The company distributes its products through a network of distribution points situated in key locations across the country, including the Vatara, Uttara, Matuail, Bosila, Cumilla, Chittagong, Sylhet, Bogura, Khulna, and Mymensingh Depots.

VII. **Process:** Golden Harvest Ice Cream's core objective is to establish a highly efficient distribution network that delivers a strategic competitive advantage while ensuring a seamless flow of products to the target market. The activation of this network begins at their manufacturing facility in Hotapara, Gazipur, and extends to retail outlets nationwide, supported by a large fleet of refrigerated vans for optimal product delivery.

After production, ice cream products are stored at the factory's central warehouse within controlled temperatures ranging from -30°C to -35°C in designated Store Keeping Units (SKUs). These products are then distributed using one of three efficient distribution systems: the Direct Distribution System (DDS), the Redistribution System (RDS), or the Super Distribution System (SDS).

Machinery of Golden Harvest Ice Cream Factory

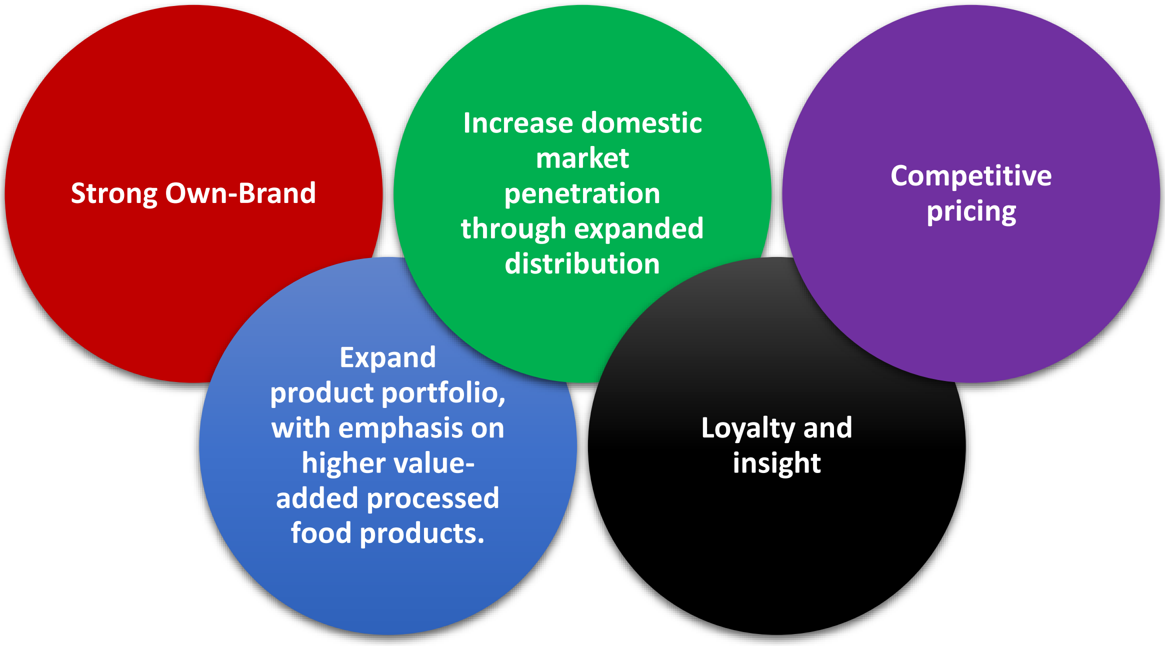
4.2.Overall Business Strategy

Golden Harvest Group's long-term strategy remains focused on delivering exceptional quality, value, and service to its customers. This approach has resulted in strong profit and sales growth, as well as sustained market outperformance, even in a challenging business environment.

Key Strategies	
Quality Consistently deliver the highest quality food products in Bangladesh, ensuring profitability while maintaining superior standards.	**New Product** Ensure the timely delivery of new products, meeting required quality standards and staying within budgetary constraints.
Customer Achieve the target of becoming the leading brand in customer satisfaction, consistently exceeding expectations	**Volume** Consistently meet and exceed volume targets, ensuring steady growth and operational efficiency.
Suppliers Foster long-term, mutually beneficial relationships with suppliers, striving for zero defects and just-in-time delivery to optimize the supply chain.	**Production** Leverage advanced technology and continuously develop the most efficient and reliable methods to ensure optimal production quality and consistency.
Sustainability Commit to investing in environmentally responsible initiatives and ensuring sustainability across all business operations, from production to distribution	

4.3. Our business strategy for growth:

Our five focus areas are supported by our core values and commitment to operational excellence.



Trust: Our customers can depend on our products, built on a foundation of integrity and a steadfast commitment to doing what is right.

Quality: We are unwavering in our dedication to delivering the highest quality products consistently to customers around the world.

Customer focus: We prioritize our customers and consumers, ensuring their needs and goals are at the heart of our business strategy.

Collaboration: We harness the collective strength and expertise of our organization to foster customer respect and loyalty.

Responsibility: We take ownership of our actions, prioritizing the safety of our people and products, supporting our local communities, and caring for the environment.

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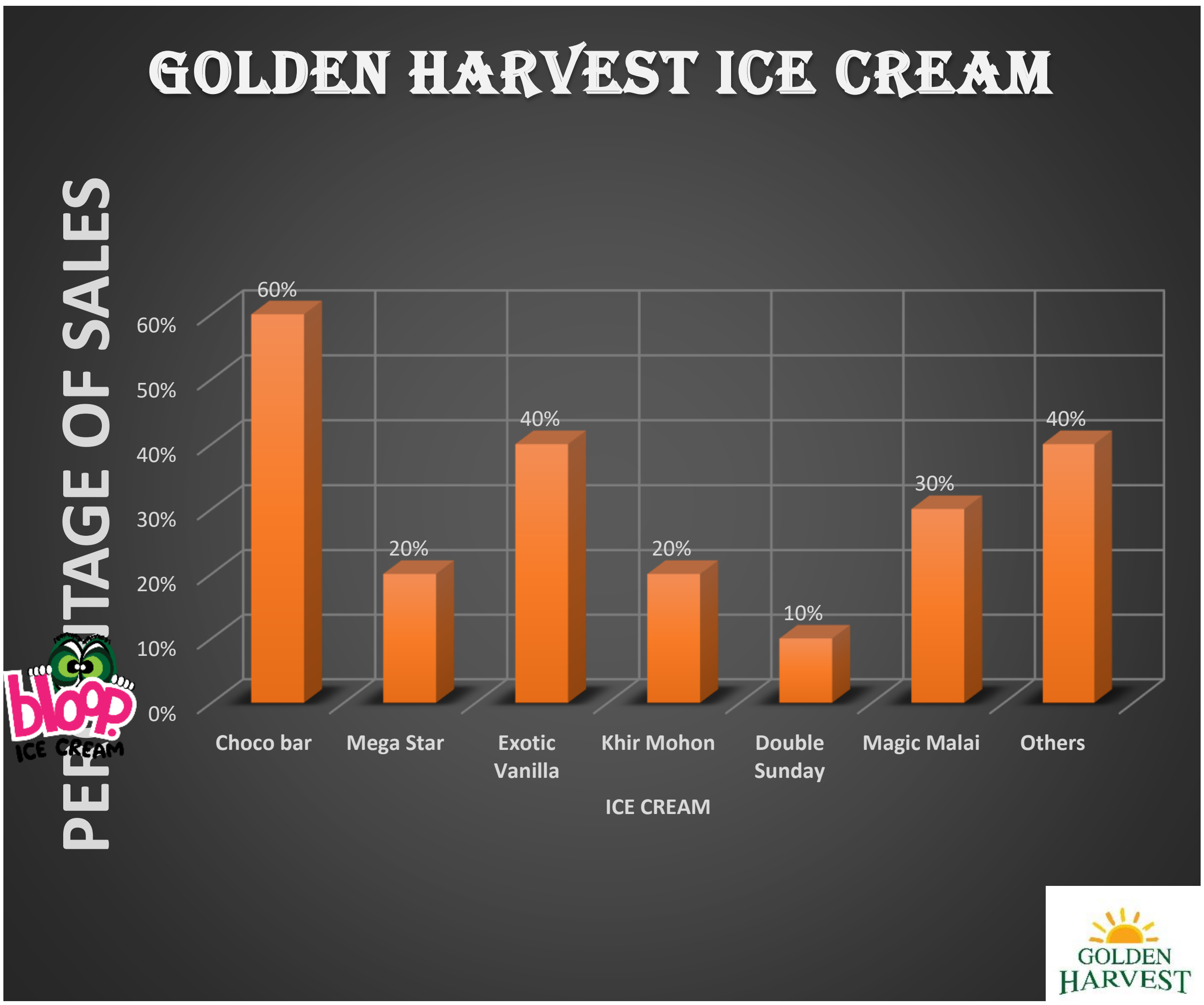
4.4.Analysis of Golden Harvest Ice Cream:

The structure of an organization can be likened to the anatomy of a living organism. Just as anatomy provides the framework for the dynamic activities and processes of life, organizational structure serves a similar function, defining positions, establishing rules and procedures, and delineating authority. Therefore, a stable and clear framework is essential, enabling members to collaborate effectively toward organizational goals, and requiring fundamental organizing functions.



4.4.1. Strategy of Bloop

Golden Harvest Ice Cream employs a corporate strategy focused on expanding market reach and strengthening brand equity. The strategic alignment among its departments ensures that resources are allocated toward maximizing customer value and maintaining a strong presence in the competitive ice cream market. This strategy is underpinned by a commitment to quality, extensive market coverage, and operational efficiency in production and distribution.

4.4.2. Segmentation, Targeting, and Positioning (STP)

- **Segmentation:** Bloop segments its market demographically, targeting young consumers and families across various income levels with a wide array of ice cream flavors and formats. Psychographic segmentation is also employed to appeal to health-conscious and premium-seeking consumers by offering products made with quality ingredients.
- **Targeting:** The brand adopts a differentiated targeting approach, with products tailored to different regions and consumer preferences. It leverages its distribution network across urban and semi-urban areas to maximize reach.
- **Positioning:** Bloop positions itself as a premium yet accessible ice cream brand, focusing on high-quality, innovative flavors to distinguish itself from competitors. This positioning strategy is reinforced through strategic branding, consistent quality, and attractive packaging.

4.4.3. Product:

Bloop’s product line includes approximately 40 items, emphasizing quality and diversity. Advanced manufacturing equipment sourced from international suppliers supports the high-quality standards that define Bloop's products. Its premium offerings aim to deliver value and satisfy varied tastes across consumer demographics.

4.4.4. Price:

The pricing strategy is competitive, allowing Bloop to capture a significant market share while maintaining premium brand positioning. The company aligns its pricing with value perception, offering an affordable luxury experience. However, high operational costs influence pricing and could be further optimized to enhance profitability.

4.4.5. Place:

Golden Harvest Ice Cream has an extensive distribution network across Bangladesh, leveraging six warehouses in key regions to ensure product availability. Each warehouse’s strategic location supports efficient distribution to retail outlets, bolstering the brand’s market coverage. The company maintains a functional structure where the National Sales Manager oversees product delivery across 12 regional divisions.

4.4.6. Promotion:

Currently, Bloop relies on traditional advertising channels with limited online engagement. Its promotional efforts have been identified as insufficient in reaching tech-savvy consumers, underscoring the need for a robust digital presence. A stronger focus on targeted promotions, influencer partnerships, and social media marketing could significantly enhance brand visibility and customer loyalty.

4.5. SWOT Analysis:

Bloop employs SWOT analysis as a strategic planning tool to identify its internal strengths and weaknesses, as well as external opportunities and threats. This exercise enables the company to make informed decisions that foster sustainable growth and a competitive edge in the marketplace.

- **Strengths:**

Bloop’s core strengths lie in its robust strategy development and execution at the corporate, business, and functional levels. These strategies, underpinned by empirical data, have helped establish a strong brand reputation and an extensive product portfolio, comprising 40 items, and achieving 33% market coverage. Key strengths include:

Manufacturing and Warehousing Capacity:

Manufacturing Capacity: 10,000 liters per day (countrywide).

Warehousing Capacity:

- Factory: 50,000 liters
- Dhaka: 21,000 liters
- Chittagong: 5,000 liters
- Comilla: 2,500 liters
- Khulna: 2,500 liters
- Rajshahi: 2,500 liters

Technology and its usage of modern equipment:

Advanced Manufacturing Technology: Utilization of cutting-edge straight-line technology for premium ice cream production.

Modern Equipment Suppliers:

- Machine Brands: Mark (Italy), Tetra Pak (Hoyal, Denmark), Sabore, Hass (Austria)
- Key Equipment Models: Freemark 1100, FM 3000, FM 6000 (Italy), SL 600 (Denmark), Hass Cone Baking (Austria), Macentyre Chocolate Making (UK)

- **Weakness:**

Despite its strengths, Bloop faces several challenges:

- **High R&D Expenses:** Significant financial resources are allocated to research and development, affecting profitability.
- **Operating and Maintenance Costs:** The scale of operations incurs high overhead, which can pressure margins.
- **Dependency on Foreign Suppliers:** Heavy reliance on international suppliers for machinery and ingredients increases vulnerability to external supply chain disruptions.

❖ **Opportunities:**

Bloop recognizes several growth opportunities that align with its long-term strategy of creating superior customer value. These opportunities include:

- **Expansion into Foreign Markets:** Bloop has initiated exports to Calcutta and the Northeastern States of India, with plans to expand further.
- **Product Diversification:** Broadening the product range to cater to diverse consumer preferences.
- **Market Growth:** Targeting faster growth in both existing and new markets.
- **Exploiting New Market Segments:** Tapping into untapped demographic and geographical segments.

❖ **Threats:**

Bloop's threat landscape is shaped by external factors that could undermine its market position if not effectively managed. The major threats include:

- **Intensified Domestic Competition:** While Bloop sees other ice cream companies as industry counterparts rather than direct competitors, increasing competition could impact market share.
- **Shifting Consumer Preferences:** Growing health consciousness among consumers could reduce demand for ice cream.
- **Foreign Competition:** The entry of international brands into the market could pose challenges.
- **Emerging Substitutes:** The rise of alternative products may divert consumer attention.
- Political and Demographic Changes: Regulatory shifts or demographic trends could alter the market environment.

CHAPTER 5

PROBLEMS AND RECOMMEDATIONS

5.1. Problems

The key problems faced by Golden Harvest Ice Cream Ltd. (Bloop) in its marketing operations and provides strategic recommendations to address these challenges. The problems have been identified based on the analysis conducted in the previous sections, including SWOT analysis, organizational structure evaluation, and firsthand observations during the internship period.

1. **Lack of Online Marketing Strategy**
   - Bloop does not have a comprehensive online marketing policy, limiting customer access to information about its products and services. In the digital age, an absence of a robust online presence can hinder brand visibility and customer engagement.
   - This deficiency restricts the company's ability to reach a broader audience, engage with tech-savvy consumers, and leverage digital channels for promotions and sales.
2. **Absence of 24-Hour Customer Service**
   - Currently, Bloop does not offer round-the-clock customer service facilities. Customer inquiries and issues outside of standard business hours remain unaddressed.
   - This limitation can lead to customer dissatisfaction, missed sales opportunities, and a negative perception of the brand's reliability and responsiveness.
3. **Scarcity of Manpower in Marketing & Sales Department**
   - The Marketing and Sales departments are understaffed, which hampers the ability to provide adequate services to both existing and target customers.
   - Overburdened employees may experience burnout, leading to decreased productivity, lower morale, and potentially higher turnover rates. Additionally, insufficient staffing can result in slower response times and reduced sales performance.
4. **Low Motivation Among Direct Sales Agents**
   - Direct sales agents are not sufficiently motivated due to inadequate sales commissions, remuneration, and performance rewards.
   - This lack of motivation can lead to decreased sales efforts, lower productivity, and reduced overall sales performance. It may also result in higher employee turnover, increasing recruitment and training costs.
5. **Outdated Marketing and Sales Policies**
   - The current marketing and sales policies are not aligned with contemporary industry standards and best practices.
   - Outdated policies can hinder the company's ability to compete effectively in the market, adapt to changing consumer behaviors, and implement innovative marketing strategies.
6. **Ineffective Promotional Activities**
   - Bloop does not employ effective promotional activities to boost sales and enhance brand visibility.
   - Without impactful promotions, the company may struggle to attract new customers, retain existing ones, and achieve desired sales targets.

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7. **Insufficient Training Programs for Employees**
   - Bloop does not offer training programs or workshops to enhance employees' customer management skills or to improve sales and service effectiveness.
   - A lack of training can result in subpar customer service, ineffective sales techniques, and an overall decline in the quality of interactions with customers, negatively affecting customer satisfaction and loyalty.
8. **Limited Customer Relationship Management**
   - Managers and executives in the Sales & Marketing Department are not sufficiently proactive in resolving customer issues.
   - Poor customer relationship management can lead to unresolved complaints, decreased customer satisfaction, and a tarnished brand reputation.
9. **High Operating and Maintenance Expenses**
   - The large scale of Bloop's operations leads to significant operating and maintenance costs, particularly in the Research and Development (R&D) sector.
   - High expenses can reduce profit margins, limit the company's ability to invest in other critical areas, and make pricing strategies less competitive.
10. **Excessive Reliance on Foreign Suppliers**
    - Bloop relies heavily on foreign suppliers for its raw materials and machinery.
    - This dependence can pose risks related to supply chain disruptions, increased costs due to import duties and exchange rate fluctuations, and potential delays in production.

5.2. Recommendations:

To address the identified problems, the following strategic recommendations are proposed, which are outlined below.

1. **Develop a Comprehensive Online Marketing Strategy**
   - Establish an Official Website: Enhance the existing website with detailed product information, online ordering capabilities, and interactive features.
   - Leverage Social Media Platforms: Utilize platforms like Facebook, Instagram, and Twitter for brand promotion, customer engagement, and targeted advertising campaigns.
   - Implement SEO and Content Marketing: Optimize online content to improve search engine rankings and attract organic traffic.
   - Utilize Email Marketing: Develop email campaigns to inform customers about new products, promotions, and company news.
   - Expected Outcome: Increased brand visibility, enhanced customer engagement, and expanded reach to a broader audience, leading to higher sales and customer loyalty.
2. **Introduce 24-Hour Customer Service Facilities**
   - Establish a Dedicated Customer Service Team: Hire additional staff or outsource to a reliable service provider to manage customer inquiries around the clock.

- Implement Chatbots and Automated Systems: Use AI-powered chatbots to handle common queries and provide instant responses during off-hours.
- Provide Multiple Contact Channels: Offer various communication channels such as phone, email, live chat, and social media support.
- Expected Outcome: Improved customer satisfaction, increased trust in the brand, and the ability to address customer needs promptly, regardless of the time.

3. **Increase Manpower in Marketing & Sales Departments**
   - Conduct Workforce Planning: Assess current workload and determine the optimal number of employees required to meet marketing and sales objectives.
   - Recruit Qualified Personnel: Hire skilled professionals to fill gaps in the Marketing and Sales teams.
   - Implement Employee Retention Strategies: Offer competitive salaries, career development opportunities, and a positive work environment to retain existing employees.
   - Expected Outcome: Enhanced capacity to manage marketing campaigns, increased sales efforts, and improved overall department performance.
4. **Enhance Motivation for Direct Sales Agents**
   - Revise Compensation Structures: Introduce performance-based incentives, higher commissions, and bonuses to reward top-performing sales agents.
   - Implement Recognition Programs: Acknowledge and celebrate achievements through awards, certificates, and public recognition.
   - Provide Career Advancement Opportunities: Offer clear career paths and opportunities for professional growth to motivate agents to excel.
   - Expected Outcome: Increased motivation and productivity among sales agents, leading to higher sales volumes and reduced turnover rates.
5. **Update Marketing and Sales Policies to Align with Contemporary Standards**
   - Conduct a Policy Review: Assess existing marketing and sales policies to identify outdated practices.
   - Incorporate Best Practices: Integrate current industry best practices and innovative strategies into the company's policies.
   - Provide Training on New Policies: Educate employees about the updated policies to ensure proper implementation and adherence.
   - Expected Outcome: Enhanced competitiveness, better alignment with market trends, and improved effectiveness of marketing and sales initiatives.
6. **Implement Effective Promotional Activities**
   - Diversify Promotion Channels: Utilize a mix of online and offline promotional activities, including social media campaigns, influencer partnerships, and traditional advertising.
   - Develop Targeted Promotions: Create promotions tailored to specific customer segments and seasonal events to maximize impact.

- Monitor and Evaluate Campaigns: Use analytics tools to track the performance of promotional activities and make data-driven adjustments as needed.
- Expected Outcome: Increased brand awareness, higher customer engagement, and a boost in sales through well-executed promotional strategies.

7. **Introduce Comprehensive Training Programs for Employees**
    - Develop Training Modules: Create training programs focused on customer management, sales techniques, and product knowledge.
    - Conduct Regular Workshops: Organize periodic workshops and seminars to keep employees updated on the latest marketing trends and skills.
    - Provide Access to Online Learning Resources: Offer e-learning platforms and resources for continuous skill development.
    - Expected Outcome: Enhanced employee competencies, improved customer interactions, and more effective sales and service performance.
8. **Strengthen Customer Relationship Management (CRM)**
    - Implement a CRM System: Use CRM software to manage customer interactions, track sales leads, and analyze customer data.
    - Train Managers and Executives: Provide training on effective CRM practices to ensure proactive and sincere resolution of customer issues.
    - Foster a Customer-Centric Culture: Encourage a company-wide focus on customer satisfaction and relationship building.
    - Expected Outcome: Improved customer relationships, higher levels of customer satisfaction and loyalty, and increased repeat business.
9. **Optimize Operating and Maintenance Expenses**
    - Conduct Cost Analysis: Evaluate current operating and maintenance expenses to identify areas for cost reduction.
    - Implement Cost-Saving Measures: Adopt energy-efficient technologies, negotiate better terms with suppliers, and streamline operational processes.
    - Invest in Efficient R&D Practices: Focus R&D efforts on high-impact projects that offer significant returns on investment.
    - Expected Outcome: Reduced operating costs, improved profit margins, and the ability to allocate resources more effectively towards growth initiatives.
10. **Diversify Supplier Base to Reduce Reliance on Foreign Suppliers**
    - Identify Local Suppliers: Explore and establish relationships with reliable local suppliers for raw materials and machinery.
    - Negotiate Favorable Terms: Work with suppliers to secure competitive pricing, timely deliveries, and high-quality standards.
    - Develop Contingency Plans: Create backup plans to address potential supply chain disruptions, ensuring continuity in production.
    - Expected Outcome: Enhanced supply chain resilience, reduced dependency on foreign suppliers, and potential cost savings through local sourcing.

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CHAPTER 6

CONCLUSION

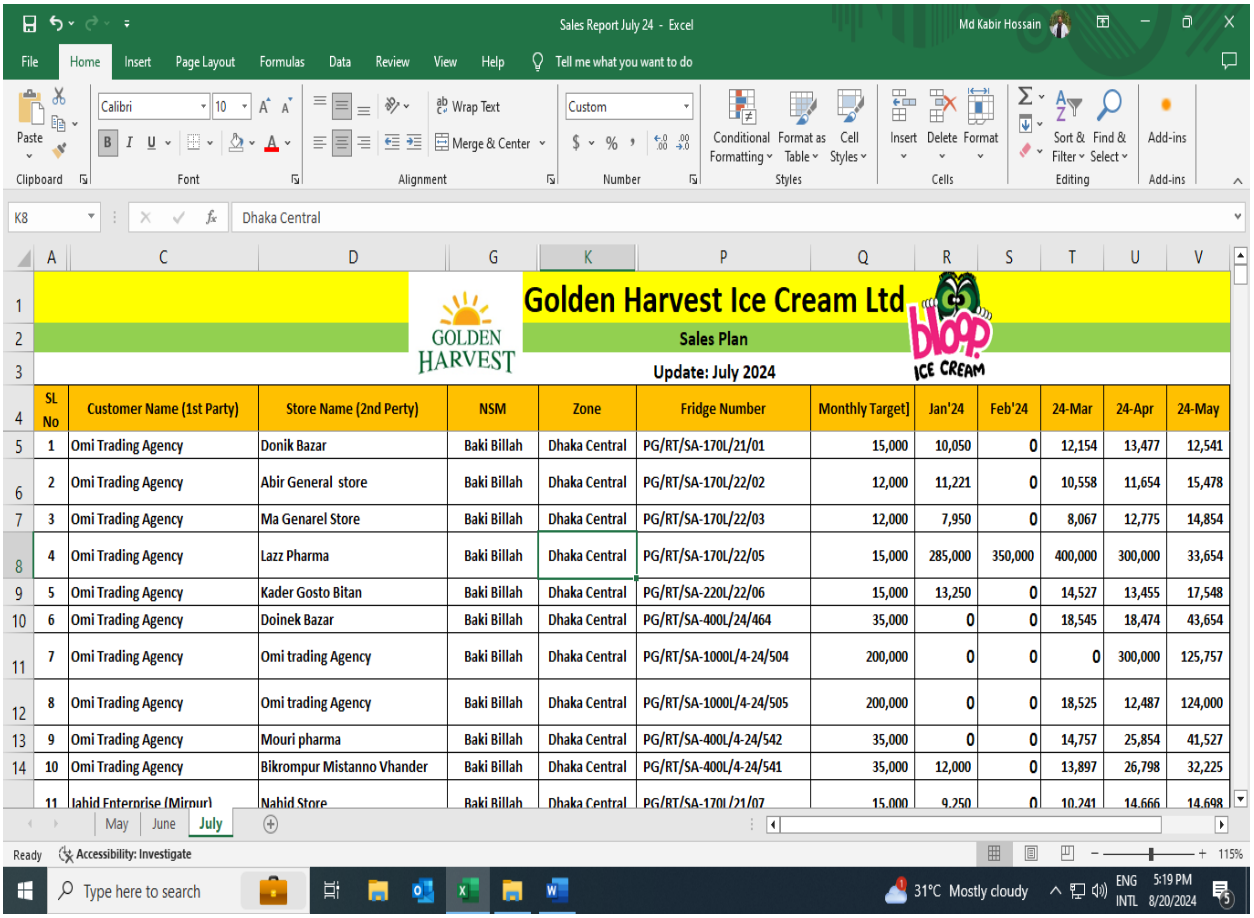
6.1. Conclusion

Through an extensive analysis of Golden Harvest Ice Cream Ltd.'s (Bloop) marketing operations, this report has identified several strengths and areas for improvement. Bloop's commitment to quality, diverse product offerings, and robust distribution network have positioned it as a leading player in Bangladesh's ice cream industry. This systematic approach ensures a continuous and efficient sales and distribution flow, helping the company meet its objectives. In its quest to create satisfying customer relationship and optimizing the performance of the entire system, Bloop has resorted to a system of timely distribution. By leveraging a robust promotional campaign and advertising across various media platforms, the company successfully retains valuable customers and informs them about its current brand offerings. With extensive experience in executing these strategies effectively in the past, the company is confident in its ability to continue meeting future challenges. They have extensive experience in achieving this in the past and are confident in their ability to successfully meet future challenges as well. This report basically focuses on an evaluation of the marketing operations of the Golden Harvest Ice Cream Ltd. in relation to the industry, market, and its marketing mix. It offers an in-depth overview of Bloop ice cream, highlighting its diverse varieties designed to cater to the unique preferences of consumers. From an extensive marketing analysis of the ideas and marketing concepts at work in the operation of Golden Harvest Ice Cream, it is possible to obtain an insight to the essential marketing practices adopted by the company. Bloop has achieved exceptional marketing excellence and strengthened its competitive position. Today's fiercely competitive environment compels Bloop to pursue the right set of pricing strategies, policies for effective segmentation and targeting, market-oriented structures of distribution and retailing, which lies at the heart of the company's success. However, challenges such as the lack of a comprehensive online marketing strategy, insufficient customer service facilities, and low motivation among sales agents hinder the company's potential for further growth.

By implementing the recommended strategies—ranging from enhancing online presence and customer service to revising compensation plans and increasing promotional activities—Bloop can address these challenges effectively. These measures will not only improve operational efficiency but also strengthen customer relationships, boost sales, and enhance the overall market position of Golden Harvest Ice Cream Ltd.

In conclusion, Bloop's strategic focus on innovation, customer satisfaction, and operational excellence, combined with the adoption of the proposed recommendations, will enable the company to sustain its growth trajectory, adapt to evolving market dynamics, and maintain its competitive edge in the industry. This report serves as a foundational guide for Golden Harvest Ice Cream Ltd. to refine its marketing operations and achieve long-term success in the highly competitive ice cream market of Bangladesh.

Appendix



Golden Harvest Ice Cream Ltd

Sales Plan

Update: July 2024

SL No	Customer Name (1st Party)	Store Name (2nd Perty)	NSM	Zone	Fridge Number	Monthly Target]	Jan'24	Feb'24	24-Mar	24-Apr	24-May
1	Omi Trading Agency	Donik Bazar	Baki Billah	Dhaka Central	PG/RT/SA-170L/21/01	15,000	10,050	0	12,154	13,477	12,541
2	Omi Trading Agency	Abir General store	Baki Billah	Dhaka Central	PG/RT/SA-170L/22/02	12,000	11,221	0	10,558	11,654	15,478
3	Omi Trading Agency	Ma Genarel Store	Baki Billah	Dhaka Central	PG/RT/SA-170L/22/03	12,000	7,950	0	8,067	12,775	14,854
4	Omi Trading Agency	Lazz Pharma	Baki Billah	Dhaka Central	PG/RT/SA-170L/22/05	15,000	285,000	350,000	400,000	300,000	33,654
5	Omi Trading Agency	Kader Gosto Bitan	Baki Billah	Dhaka Central	PG/RT/SA-220L/22/06	15,000	13,250	0	14,527	13,455	17,548
6	Omi Trading Agency	Doinek Bazar	Baki Billah	Dhaka Central	PG/RT/SA-400L/24/464	35,000	0	0	18,545	18,474	43,654
7	Omi Trading Agency	Omi trading Agency	Baki Billah	Dhaka Central	PG/RT/SA-1000L/4-24/504	200,000	0	0	0	300,000	125,757
8	Omi Trading Agency	Omi trading Agency	Baki Billah	Dhaka Central	PG/RT/SA-1000L/4-24/505	200,000	0	0	18,525	12,487	124,000
9	Omi Trading Agency	Mouri pharma	Baki Billah	Dhaka Central	PG/RT/SA-400L/4-24/542	35,000	0	0	14,757	25,854	41,527
10	Omi Trading Agency	Bikrompur Mistanno Vhander	Baki Billah	Dhaka Central	PG/RT/SA-400L/4-24/541	35,000	12,000	0	13,897	26,798	32,225
11	Jahid Enterprise (Mirpur)	Nahid Store	Baki Billah	Dhaka Central	PG/RT/SA-170L/21/07	15,000	9,250	0	10,241	14,666	14,698

Figure 01: Monthly Sales Report May 2024

Figure 1: Bloop Annual Sales Meeting at Café Rio Gulshan-1 (01/07/2023)

Figure 2: Golden Harvest Ice Cream Yearly Dealer Meeting (06/08/2024)

Figure 2: Golden Harvest Ice Cream Promotion During Student Traffic Control (07/08/2024)

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