

Internship Report On
Brand Development Activities of Bengal Biscuits Ltd



Prepared by:

Md. Mamunur Rashid

ID: 132-11-3226, BBA (Marketing)

Department of Business Administration

Faculty of Business & Economics

Submitted to:

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

Letter of submission

Ms. Farhana Noor
Assistant Professor
Department of Business Administration
Faculty of Business & Economics
Daffodil International University

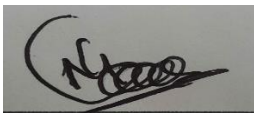
Subject: Brand Development Activities of Bengal Biscuits Ltd (BBL)

Dear Madam,

I take pleasure in submitting the report on “**Brand Development Activities of Bengal Biscuits Ltd (BBL)**” as a requirement of the BBA program of the Department Business Administration for your consideration. I have completed the report in due time and met all the proposed objectives. Apart from the academic knowledge gained, this internship program and preparation of report has given me the opportunity to understand the topic related knowledge. I have tried my best to make this report a comprehensive and informative one. I hope you will appreciate my endeavor and find the report up to your expectation.

It has to mention that without your advice and cooperation it would not be possible for me to complete this report. I shall be gratified to answer any sort of queries you think necessary regarding this report.

Yours Sincerely,



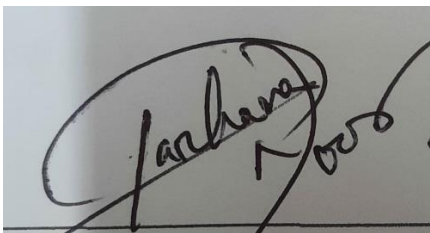
Md. Mamunur Rashid
ID: 132-11-3226, BBA (Marketing)
Department of Business Administration
Faculty of Business & Entrepreneurship

©Daffodil International University

Approval Certificate

This is certifying that **Md. Mamunur Rashid, ID # 132-11-3226, BBA (Marketing)** is a regular student of Department of Business Administration, Faculty of Business and Economics, Daffodil International University. He has successfully completed her internship program at **Bengal Biscuits Ltd (BBL)** and has prepared this internship under my direct supervision. Her assigned internship topic is “**Brand Development Activities of Bengal Biscuits Ltd (BBL)**”. I think that the report is worthy of fulfilling the partial requirements of BBA program. I also declare that the study has been prepared for academic purposes only and this paper may not be used in actual market scenario.

I have gone through the report and found it a well-written report. She has completed the report by himself. I wish him every success in life.



Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

©Daffodil International University

Acknowledgement

At the veritably morning, I would like to express my deepest gratefulness to the almighty Allah for giving me the strength and the capability to finish the task within the listed time.

I am deeply indebted to my Internship Supervisor **Farhana Noor**, Assistant Professor

Department of Marketing Daffodil International University of Bangladesh for her whole-hearted supervision during the Internship period. Her valuable suggestions and guidance helped me a lot to prepare the report in a well-organized manner.

My heartfelt gratitude goes to **Mr. Sajjad Sarwar, Manager of Brand & Communications Department**. And whole Brand department for their keenness in giving me valuable information, which was very helpful to complete my internship report.

I must also thank **Mr. Rasheduzzaman, Marketing Officer**, and other officers for their co-operative in divulging necessary information regarding branding activities.

Thanks to them for helping me with the relevant information about Branding in Bengal Biscuits Limited that I needed to prepare this report. Moreover, I would like to thank all the staff of Bengal Biscuits Limited for providing me necessary support whenever required. Without their contribution, it would not have been possible for me to conduct this project work.

I thank you all from the core of my heart.

EXECUTIVE SUMMARY

As a part of academic requirement and completion of BBA program, I have been assigned to complete internship report on “Branding on the Products of Bengal Biscuits Ltd”.

The objective of the report is to highlight the objectives of the brand department of Bengal Biscuits Ltd. and to identify the issues of brand department of Bengal Biscuits. Some of the academic course of the study has a great value when it is applicable in real life.

Bengal Biscuits is a local manufacturer company; it produces biscuits and candies and sells them throughout the country. In the first chapter of the report, I have described background of the company, functions of the company, and major competitors of the company.

For my internship I worked at the Brand department of the company. Basically, my task was to help the manager of brand department. So, in the second chapter I have described the works I have done at the department.

There are some challenges and problems that I have faced from the organization and from the university during the internship period. Most of the problems I have faced from the organization because this is the first time I am working in a practical field. All the problems have been discussed in the third chapter.

By working three months in an organization, I have learned a lot especially about branding which will help me to pursue my career at the relative fields. In the fourth chapter I have discussed all the things I have learnt from Bengal Biscuits and from the university.

Bengal Biscuits is one of the most renowned local bakery companies of our country. This company has a solid future in the biscuits industry and some effective steps will make the company much better which I have suggested to the company in the fifth chapter. Also, to make the internship program more resourceful I have recommended some points to the university which will help us to make our career bright.

Table of Contents

Chapter 1	1
1. <i>Introduction:</i>	2
1.1 Introductory background of the study:.....	2
1.2. Scope of Study	2
1.3. Objectives of the study.....	2
a) General Objective:.....	2
b) Specific Objective:	3
1.4. Methodology:.....	3
❖ Primary Data Source:.....	3
❖ Secondary Data Source:.....	3
1.5. Limitation of the study	3
Chapter 2	4
2. <i>Background of the company</i>	5
Company type(s):	5
Products / Services:.....	5
2.1. Vision & Mission Statement of Bengal Biscuits.....	6
a. Vision.....	6
“Becoming market leader of bakery industry and providing healthy and quality full products to the customers”	6
b. Mission	6
2.2. Company Culture	6
2.3. Organization chain	7
2.4. Product Information.....	7
Category: Biscuits.....	7
Category: candy	7
2.5. SWOT analysis.....	8
2.6. Major Competitors.....	9
2.7. Company Contact Information.....	9
3. <i>Branding Activists of BBL:</i>	11
3.1. Making Product Contents for the Company Website.....	11
3.2. Product Package Development.....	11

3.3.	Market Survey:	<u>12</u>
3.4.	Target Market Analysis:	<u>12</u>
3.5.	Advertisement and proportional program:	<u>12</u>
3.6.	Making Product Contents for the Company Website	<u>13</u>
3.7.	Product Package Development	<u>13</u>
3.8.	Winter Promotional Offer	<u>13</u>
3.9.	Van branding.....	<u>14</u>
3.10.	Weight marketing	<u>14</u>
3.11.	Orange cake thank you offer:	<u>14</u>
4.	<i>Findings, Recommendation and Conclusion</i>	<u>16</u>
4.1.	FINDINGS OF THE STUDY	<u>16</u>
4.2.	RECOMMENDATIONS OF THE STUDY:	<u>16</u>
4.3.	CONCLUSION	<u>18</u>

Chapter 1

1. Introduction:

1.1 Introductory background of the study:

Bengal Biscuits is one of the finest Soft Dough Biscuits and Bakery Company of Bangladesh. I am doing my internship at Bengal Biscuits Ltd. A study on Bengal Biscuits Ltd. has been prepared as a partial fulfillment of BBA program faculty of Business administration, Daffodil International University (DIU). As a major in Marketing, it gives me an opportunity to learn about branding through the internship in Bengal Biscuits. In today's world only academic education is not enough to become competitive with the outside world. It is obligatory to complete the three months' internship program in order to complete the BBA Program. I work in Brand & Communication Department of Bengal Biscuits. As in Bengal Biscuits works are related with product branding, branding activities, product promotional offers which will help to build a clear perception about branding & marketing that so I am very much interested to work under these kinds of activities, because it will help me to build my future career and works. So, internship is very important to gain idea, knowledge and practical experience.

1.2. Scope of Study

In my temporary job program, the extent of the work was as huge as we were relegated to work in each bureau of the company Bengal Biscuits Ltd. I have attempted to watch and comprehend the all keeping money exercises particularly green managing an account exercises and other everyday capacities perform in those branches. Bengal Biscuits Ltd Islami bank Bangladesh constrained has embraced the green keeping money or naturally amicable managing an account rehearses in both of its In-house exercises and client benefits as its center rule.

1.3. Objectives of the study

Objectives of this study are as follows:

a) General Objective:

The main objective of the term paper is to have an assessment of the Bengal Biscuits Ltd. The main Objective from this study is to **Analysis the brand development activists** is use to whole countries. How they manage all promotional program, face book campaign Activation program and how to communicate with the consumer.

b) Specific Objective:

The specific objective of the study is

- To assess the Branding strategies of Bengal Biscuits
- To evaluate the functions of brand Department.
- To find out some problems regarding branding of Bengal Biscuits
- To give some recommendations of the mentioned problems.

To finding some problem and recommend solutions for improvement of Bengal Biscuits

1.4. Methodology:

The data demanded to prepare this report has been collected from both primary and secondary sources.

❖ Primary Data Source:

Primary data has been collected through unstructured personal interviews and discussions with officials of Brand. Direct observation and Communication of Bengal Biscuits Ltd and also from the field visit.

❖ Secondary Data Source:

The secondary data have been collected through Bengal Biscuits Ltd.'s official website and others website related to report topic.

1.5. Limitation of the study

While doing the externship program, I faced some obstacles. These are given below-

- Internship report is one kind of exploration work. exploration work requires enormous time and trouble. But the time give to us isn't enough to do the report. also, mine was on job training rather than internship.
- As my working division is Brand and Communication Department of Bengal Biscuits Ltd, it's banned to expose some information. This affects the quality of the report.

Chapter 2

2. Background of the company

Bengal Biscuits Limited manufactures and markets bakery products including biscuits and candies. The company was founded in 1980 and is based in Dhaka, Bangladesh. From the very beginning, the company has never been compromised with its Product quality and production hygiene and in this way, it achieved the faith of the consumers. The company always focused on to be the best and to create its own identity. Dedicated and visionary Board of Directors and a team of loyal employees have been sincerely driving this company for last 36 years and achieved a remarkable growth. Now they are working aggressively to establish the company as a leading brand in domestic as well as export market. Bengal Biscuits Limited is a member company of EXCELSIOR GROUP in Bangladesh. It is also a big group having nine manufacturing units and about 8000 employees. We hope, we will change the experience of consumers by our innovative and functional products that will be our stepping-stone to success. Bengal Biscuits Limited operates as a subsidiary of Excelsior Trading Corporation Ltd. Bengal Biscuits has been always a promising company in the local biscuits manufacturing industry. Bengal Biscuits has two huge biscuits factory at Barisal and at Sylhet. Moreover, the Company has more than 500 product distributor points across the country. The company believes in the philosophy of “Quality & Healthy Food products” as they always try their best to provide quality full products among the customers. The company within the period of 36 years of their operation has been remarkable successful.

Company type(s):

Manufacturer & Distribution

Products / Services:

Food : Biscuits, Cookies, Food, Hard Candy

Bakery Products : Biscuits, Cookies

Confectionery : Hard Candy

2.1. Vision & Mission Statement of Bengal Biscuits

a. Vision

“Becoming market leader of bakery industry and providing healthy and quality full products to the customers”

-Bengal biscuits want to become the market leader in the bakery industry and day & night they are working on that. Moreover, they focus on producing healthy and quality full products for the customers.

b. Mission

“Expanding business over the national border and to produce quality biscuits with safety and halal”

P-At first Bengal Biscuits was Dhaka based company but now they are changing their strategy now they want to run their business not only in Bangladesh but also in other countries as well. Currently Bengal Biscuits sending product sample in America, London, Dubai, and India. Then Bengal Biscuits always ensures 100% halal mark in each and every product.

2.2. Company Culture

- Be a good human being
- Have mutual respect to each and every employee
- Be respectful to the customers and clients
- Maintain office discipline
- Avoid any work which might be harmful to the company.

2.3. Organization chain



2.4. Product Information

Bengal biscuits have 20 brands or category biscuits each and every category contains different flavor and taste. Then they have 10 category candies with 4 different flavors

Category: Biscuits

1. Orange cake Biscuits
2. Choco twin Biscuits
3. Nutribake Digestives
4. B-Vita
5. Masterslice Biscuits
6. Kingdom kheer cookies
7. Pineapple cream biscuits
8. Bingo toast biscuits
9. Hit cream biscuits
10. Lemon biscuits

11. Butter bake biscuits
12. Duplex cream biscuits
13. Glucose Biscuits
14. Protein plus biscuits
15. All time biscuits

16. Cream Fantasy
17. Hany Queen
18. Nutri Milk
19. Choco Slice
20. EG noddles

Category: candy

1. Winnie lichye candy
2. Winnie Green mango candy
3. Bingo milk candy
4. Bingo tamarind candy
5. Cheer Watermelon candy
6. Valentino Candy

2.5.SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none"> ➤ Company culture ➤ Strong management ➤ Company goodwill ➤ Product differentiation ➤ Strong distribution channel ➤ Local renowned company ➤ Dedicated Sales team 	<p>Opportunities</p> <ul style="list-style-type: none"> ➤ Increase of FMCG market ➤ Demand of products globally ➤ Higher number of middle class family ➤ Higher economic activity ➤ Low material costs for products ➤ Growth of Bakery Industry
<p>Weaknesses</p> <ul style="list-style-type: none"> ➤ Poor company viability ➤ Less marketing activity ➤ Poor brand image of the products ➤ Lack of adaptability and innovation inside the company ➤ Lack of quick decision-making strategy 	<p>Threats</p> <ul style="list-style-type: none"> ➤ Increasing number of local bakery companies ➤ Threats of new rivals ➤ People’s changing lifestyle ➤ Increasing number of Global companies ➤ Government Tax and unstable politics

<ul style="list-style-type: none"> ➤ Old fashioned company culture which might be less motivated for new employees 	<ul style="list-style-type: none"> ➤ New companies with different & unique strategy
---	--

2.6. Major Competitors

As Biscuit Industry is a fast-growing industry there are lists of local & multi-national company that Bengal Biscuits has to compete in every stage of their business which are given below:

- Olympic Biscuits
- Nabisco
- Goldmark
- Haque
- Reedisha
- Local Bakery company

2.7. Company Contact Information

Address: 32, Topkhana Road (4th Floor), Dhaka-1000

Zip/Postal code: 1000

City/Region: Dhaka

Country: Bangladesh

Chapter-3

3. Branding Activists of BBL:

In Bangladesh, there are more or less 100 companies are working. I had done my Internship in BBL's "Brand and communication Department". I worked there for three Months and nearly observed all the conditioning of workers of "Brand and communication Department. Again, all the employees of "Brand and communication Department" helped me lot to understand Many Kinds Branding strategy and planning. Now I am giving the broad description of all the Branding activities and how to execute in use all kind of platform

3.1. Making Product Contents for the Company Website

As Bengal Biscuits wants to improve their company website so I was assigned to make the product contents which will be uploaded on company website. So, I collected all the information about the company products from my colleagues and I started research on other biscuits company's website as well. Then I made the contents of all the products of my company which will be given to the company websites.

3.2. Product Package Development

Then I worked on product package development. Comparing to the other company's product cartoon boxes or company's cartoon box is very poor quality. The company product boxes were much thinner than the competitors. So, I was assigned to point out the reasons behind poor standard of boxes. I took all of the boxes of Bengal's products and other companies like Olympic Biscuit boxes. Then I studied in all boxes and came up with the answers. So, I found out that Bengal's boxes were made of thinner paper that's why the company boxes were becoming scattered after using few days and products got damaged due to this reason. Then the company cartoon boxes were small in size which was a big problem to carry more products in a single boxes and sales volume was lesser. Lastly the company cartoon boxes holograms were not given approximately which made the company boxes less standard. So I gave all the points to my senior manager and lately he corrected all the problems of cartoon boxes and constantly sales becoming higher.

3.3. Market Survey:

Market Survey is an important activity of BBL's "Brand & Communication Department". These surveys are done by the Marketing representative of the "Marketing and Sales Department".

Brand and communication department make survey paper depend on branding issue. These surveys are basically done to know the projects of different developers in those market areas, where BBL have existing business.

3.4. Target Market Analysis:

I need to observe the request to know about information, for this reason we've Survey some guests and different companies. From there I've collected the Following information. I find that our targeted guests are grounded on two orders these are

- 1) client's age &
- 2) client's occupation

Client's age: Popular grounded on client's age they're divided their targeted

3.5. Advertisement and proportional program:

The first and foremost activity of BBL's "Brand and communication Department" is to Prepare the advertisement and Marketing Promotional program which will be given to the

- Daily newspapers.
- FM Magazine
- Radio
- Social Media (Facebook, LinkedIn, YouTube)
- Poster, Banner, Leaflet

Ads frequently on the newspapers (per week minimum one ad is given). BBL gives main ads mostly on "The Daily Prothom- Alo" and "The Daily Bangladesh Protidin". BBL also gives classified ads on different daily newspapers. In the main ads, upcoming and existing Product and

any promotional offer etc. are given. For the preparation of the ads, the Promotion Manager of Brand & communication, BBL is responsible. His responsibilities are to prepare and develop ads to attract the clients. After preparing the ads, he shows the ad to the management of BBL and after approving the particular ad by the management, finally the ads is given to the daily newspaper on the previously fixed date

3.6. Making Product Contents for the Company Website

As Bengal Biscuits wants to improve their company website so I was assigned to make the product contents which will be uploaded on company website. So, I collected all the information about the company products from my colleagues and I started research on other biscuits company's website as well. Then I made the contents of all the products of my company which will be given to the company websites.

3.7. Product Package Development

Then I worked on product package development. Comparing to the other company's product cartoon boxes or company's cartoon box is very poor quality. The company product boxes were much thinner than the competitors. So, I was assigned to point out the reasons behind poor standard of boxes. I took all of the boxes of Bengal's products and other companies like Olympic Biscuit boxes. Then I studied in all boxes and came up with the answers. So, I found out that Bengal's boxes were made of thinner paper that's why the company boxes were becoming scattered after using few days and products got damaged due to this reason. Then the company cartoon boxes were small in size which was a big problem to carry more products in a single boxes and sales volume was lesser. Lastly the company cartoon boxes holograms were not given approximately which made the company boxes less standard. So, I gave all the points to my senior manager and lately he corrected all the problems of cartoon boxes and constantly sales becoming higher.

3.8. Winter Promotional Offer

Recently the company launched a promotional offer for the retailers. As a marketing student I found very interesting working on that offer. So, I and my other team members made the offer in a way like if a retailer will buy 20 boxes of the company products, he/she will get a big

foreign blanket and then buy 10 boxes get a winter jacket and so on. The offer is still work on process and hoping that the offer will be a blast and the company's sales will be increased.

3.9. Van branding

Currently I am working on van branding. My work is to collect covered van size from the distributors and based on the van body size "Butter bake" biscuits sticker will be given. So in this way we will do branding the "Butter Bake" biscuits. Now "Butter Bake" biscuit has recently been launched in the market so by doing the branding of this biscuits sooner this biscuit will get popularity in the market. Now while the distributors van will be on the market and distributing product the retailers and other people on the street will notice that "Butter Bake" sticker is attached in the van body and all the customers will get to know the brand and this will lead them to buy the brand product and branding is all about this. So, the sticker of "Butter Bake" biscuits has been made in a way that it will be appealing in the customer's eye.

3.10. Weight marketing

Recently our department has proposed to the company for branding of "Digestive Biscuits" we will make a team of 6 members and we will individually go to the stores and will do branding of Digestive biscuits. All the team members will be wearing "Digestive" written t-shirts while they will be talking with the customers, in this way the product will get identified to the customers and it will be branded in the market.

3.11. Orange cake thank you offer:

On the 30th anniversary of orange cakes biscuits, 2 cartons a packet free for the seller. And **Orange Thank you** offer for customer purchasing. Buy orange cake family packet buyer's winner can win the Hotel Ocean paradise, and stay at the hotel Royal Tulip for 2 nights. Apex Gift Card will be able to win this discount. Orange Cake thank you offer is a sell boost strategically program where orange cake per month sale 25000 carton, this program increases 50000 cartons per month. 50% growth increase orange cake biscuits within two months.

Chapter-4

4. Findings, Recommendation and Conclusion

4.1. FINDINGS OF THE STUDY

During my organizational attachment I observed some constraints/ challenges are as follows:

- Customers are less familiar with their product brands.
- Their products package is less standard and quality of the product is poor.
- Their promotional activities are very poor and less innovative.
- Customers are less aware about their brand image.
- Employees are less adaptive & innovative at work.
- They have no unique SKU
- Company can't produce products according to the product demands
- As I am the very first intern employee of this organization so the organization was not familiar with the internee's which made me little uncomfortable during work at the office.
- Face the problem during my work that employees of another department were not friendly as I needed them to be
- Office politics were involved as a result employee are less co-operative with each other
- While collecting information for van branding distributors were not very friendly.

4.2. RECOMMENDATIONS OF THE STUDY:

I enjoyed veritably much my externship period in Bengal Biscuits Ltd at Brand department. It has given me the occasion to do my externship program for three months and handed me a wide range of compass to observe the different functions of the company through. Bengal Biscuits is facing some challenges because they want to expand their deals. Some important fact I've set up during my externship period on which they should concentrate incontinently in order to produce a strong and sustainable brand. Among them some may be useless but I suppose some of are important for the company and these findings are given below-

- First of all, Bengal Biscuits need further focus increase brand mindfulness through ATL and BTL exertion.
- Bengal Biscuits must give further sweats and investments at Marketing and Brand department in order to increase their deals volume.
- They should so roughly promotional conditioning which will introduce their brand in front of pastoral.
- Attend event and Fair for more customer interaction program
- Update all packaging design as per request demand.
- Need unique product and innovation new product as per client need
- Employees must be more flexible with the interneers and they should be more co-operative.
- In order to expand their business at international level they must improve their products quality.
- Their office culture must be changed and it should be more comfortable so that employees can work very easily.
- All employees must be work together as a team and they must have common shared goals.
- They should do some CSR conditioning, which will help them to add further brand value. any should have more adaptive skills and involving more innovation at work
- They should so roughly promotional conditioning which will introduce their brand in front of pastoral mason and people.
- They should provide billboard that construction along with company logo, which will increase their brand awareness.

4.3. CONCLUSION

I joined this renowned organization and it is my great pleasure to have this experience which will guide me through my professional life.

Working as an intern in the company gives me directly experience in marketing & branding. The financial performance of BBL is really good. I have observed some limitations during my internship program. There are some other weaknesses which BBL should recover like- they should invest more asset in marketing, they should enlarge the brand department, and they must motivate their employees to reach at the goals.

Basically, I worked in the brand department at BBL. I helped to make van branding, winter promotional offer at the company, product development, marketing plan making, Poster Banner and Foil design and on RDC. During my work I learned how to work in Brand department in an actual company. I learned how to create brand awareness to the customers by using different brand techniques.