



## **Project Implementation of “Chui Jhal BD”**

# **Chui Jhal BD**

**Submitted To:**

**Md. Mobasher Kalam**

Lecturer

Department of Innovation & Entrepreneurship  
Daffodil International University

**Submitted By:**

**Nehemiah Biswas Prottoy**

ID: 221-45-031

Department of Innovation & Entrepreneurship  
Daffodil International University

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## Letter of Transmittal

Date : 10 November, 2025

Md. Mobasher Kalam

Lecturer

Department of Innovation & Entrepreneurship

Daffodil International University

Subject: Chui Jhal BD

Dear Sir,

It is my great pleasure to submit the report named “Chui Jhal BD” as a part of Project Implementation of the Department of Innovation & Entrepreneurship for your kind consideration. I made sincere efforts to “Chui Jhal BD” and examined relevant records for the preparation of the report.

Within a limited time , I have worked to make this report as comprehensive as possible. But there may be some incompleteness due to various restrictions. For this reason, I beg your kind consideration in this regard.



Sincerely yours,

Nehemiah Biswas Prottoy

ID: 221-45-031

Department of Innovation & Entrepreneurship

Daffodil International University

## DECLARATION

We hereby declare that this project has been done by us under the supervision of Md. Mobasher Kalam, Lecturer, Department of Innovation & Entrepreneurship, Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

### Submitted by



Nehemiah Biswas Prottoy

ID: 221-45-031

Department of Innovation & Entrepreneurship

Daffodil International University

## Certificate of Approval

This is certifying that **Nehemiah Biswas Prottoy** bearing ID Number: **221-45-031** is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has completed his project Implementation on Chui Jhal BD.

I have gone through the project and found the business idea feasible.

I wish him every success in life.

MOBASHER

Md. Mobasher Kalam

Lecturer

Department of Innovation & Entrepreneurship

Daffodil International University

## **Acknowledgment**

By the kind of almighty Allah, I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I am highly indebted to my supervisor , Md Mobasher Kalam , lecturer, Department of Innovation & Entrepreneurship, Daffodil International University for his guidance and constant supervision as well as providing necessary information regarding the report & also for his support in completing the project.

I would like to express my special gratitude and thanks to Nehemiah Biswas Prottoy for giving me such attention and time.

## **Abstract**

This project presents a comprehensive analysis of Chui Jhal BD, a spice business dedicated to transforming the traditional Bangladeshi spice “Chui Jhal” into a modern, high-quality, and globally competitive spice product. The study explores the business’s foundation, target market, marketing strategy, operational model, and competitive positioning, supported by financial projections and risk assessments.

The business model emphasizes sourcing from trusted farmers, processing and packaging with hygienic standards, and delivering value through authenticity, cultural significance, and innovation. Using the 4P marketing framework, the project outlines how Chui Jhal BD positions its products in local and international markets through pricing strategies, effective distribution channels, and promotional campaigns. The analysis further highlights opportunities in domestic households, restaurants, supermarkets, e-commerce platforms, and export markets, particularly in Europe and the Middle East.

A competitive review using Blue Ocean Strategy demonstrates the company’s advantage in offering a unique product with minimal direct competition. Financial analysis of the last three years indicates steady growth in revenue and profit, with projections suggesting accelerated expansion in the next three years. Risks such as supply chain disruptions, rising costs, and market volatility are addressed with recommended strategies for sustainability and resilience.

The study concludes that Chui Jhal BD holds significant potential to evolve into a leading heritage spice brand. With proper investment, export facilitation, and technological support, the business can scale further, strengthen its global footprint, and preserve the cultural identity of Bangladesh’s spice heritage while meeting international standards.

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# Chapter 1 : Introduction

## 1.1 Why This Business?

Bangladesh has been a land of spicy tastes, fauna and cuisine. Chui Jhal ( Piper Chaba) is one of the rare and culturally important spices, which grow in the southern and south western region of the country, especially Khulna, Jessore and Sathkhira. Chui Jhal is a meat dish that can also be used in meat dishes, pickles, and herbal medicines, however, it is not only the spice but also the culture, identity, and even health benefits. Although it was a very unique product, Chui Jhal has always been restricted to local markets because of the inadequacy to continue with branding, packing and distribution. Given the change in consumer trends towards authentic, organic, and heritage-related products, there exists an enormous opportunity to make Chui Jhal a product that both Bangladesh households can use and in large quantities and a product that can be consumed by the international markets as a luxury spice.

This is what the Chui Jhal BD is inspired by. There was the establishment of the business to modernize, standardize and advertise the Chui Jhal so that it becomes a widespread commodity through hygienic processing, professional packing, and innovative distribution model. The combination of tradition and the modern business practices is driving Chui Jhal BD to create a brand that does not only maintain the heritage but also provides the global market opportunities.

## 1.2 What Does the Business Do?

Chui Jhal BD is a company that deals with the production, processing and distribution of the high quality Chui Jhal. The business focuses on:

- **Sourcing:** Collaborating with the rural farmers to retrieve fresh and authentic Chui Jhal.
- **Processing:** Washing, drying and packing using modern technology to provide hygiene and extended shelf life.
- **Product Range:** Whole Chui Jhal sticks, spice mixes blends, Chui Jhal tea infusions.
- **Distribution:** Retail stores, supermarkets, online services and export.
- **Branding & Marketing:** Building Chui Jhal as a healthy heritage product, and marketing it to both local and international consumers.

This will enable Chui Jhal BD to provide to local families, restaurants, gourmet chefs and even the global Bangladeshi diaspora.

### 1.3 Business Model Canvas

<b>Key Partners</b> Farmers, suppliers, retailers, logistics, export agencies	<b>Key Activities</b> Sourcing, processing, packaging, branding, distribution	<b>Value Proposition</b> Authentic Chui Jhal, hygienic & organic, unique taste, cultural Value, affordable & Premium positioning	<b>Customer Segments</b> Local households, restaurants, supermarkets, online buyers, export markets	<b>Channels</b> Retail shops, supermarket, e-commerce, export distributors
<b>Key Resources</b> Skilled staff, processing units, packaging, brand reputation, supplier network	<b>Customer Relationships</b> Direct service, online engagement, loyalty programs	<b>Cost Structure</b> Procurement, processing, packaging, logistics, marketing, salaries	<b>Revenue Streams</b> Product sales (raw Chui Jhal, tea), wholesale, online, export	

### 1.4 Value Proposition in Focus

The business model of Chui Jhal BD consists of the following value proposition:

- Providing heritage spice that is authentic, culturally and health-conscious.
- Getting quality and hygiene with the help of modern means.
- Providing low price products to local consumers and high end packed products to the world export markets.
- The development of economic opportunities of rural farmers through linking them to national and global supply chains.

This value proposition distinguishes Chui Jhal BD and it has turned a brand that was initially exclusive to the local spices to a national and internationally competitive brand.

## Chapter 2 : Target Market

### 2.1 Understanding the Market Opportunity

Chui Jhal BD is in the spice and food business, which is an emerging industry in the region and across all countries as a result of an increase in consumers buying organic, authentic and healthy food products. Spices play a vital role in daily cooking in Bangladesh and the whole world is becoming interested in the exotic ethnic tastes. This presents a huge potential of positioning Chui Jhal as a traditional spice in the present-day branding.

The target market will be split into two layers:

1. **Domestic Market** - This is the urban and rural households in Bangladesh, restaurants, and retailers.
2. **Foreign Market** - Bangladeshi diaspora, South Asian grocery shops, high-end restaurants and specialty spice shops in other countries.

### 2.2 Market Segmentation

Segmentation could be used to know the target market better:

1. **Demographic Segmentation:** Age: 25-55 (head of the household, cooks, restaurant owners). Income: Middle-income households (local affordability) and the wealthier income group (premium packaged goods). Profession: Homemakers, professionals and food entrepreneurs.
2. **Geographic Segmentation Domestic:** The cities such as Dhaka, Chattogram, Khulna, and Sylhet with a bigger demand of packaged hygienic spices. **International:** Bangladeshi and South Asian dominated countries, who are located in the UK, the USA, Middle East, Malaysia, Germany (but not limited to these countries).
3. **Psychographic Segmentation:** Traditional and heritage oriented consumers. Buyers who are health conscious and seek natural and chemicals free products. Food enthusiasts and cooks who want to experience special tastes.

4. **Behavioral Segmentation:** Customers who purchase spices on a large scale basis. Infrequent buyers who buy Chui Jhal on special meals. The international markets have experimental customers who desire to sample exotic spices.

## 2.3 Customer Personas

### Persona 1: Rahima, 35, Homemaker in Dhaka

- Supermarket stores, values hygiene and packaging. Brand preferential to local, yet trusted brands. Adds Chui Jhal to give the traditional touch to meat dishes.

### Persona 2: Hasan, 40, Restaurant proprietor in Khulna

- Buys spices in bulk. Searching after stable quality and supply. Hopes that with the help of unique dishes, Wants authentic Chui Jhal can appeal to the food lovers.

### Persona 3: Ayesha, 28, Bangladeshi Expatriate in London

- Order at stores on the Internet and at South Asian groceries. Purchases Chui Jhal in order to feel connected to home. Ready to spend extra money to have original, branded packaging.

## 2.4 Market Potential

- **Domestic Market:** Bangladesh is a country with a population of more than 170 million individuals with almost all families consuming spices on a daily basis. As the incomes are growing, so is the demand in branded and hygienic spices. Chui Jhal BD can tap this by targeting urban homes and restaurant owners.
- **Global Market:** Bangladeshi diaspora (more than 10 million inhabitants all over the world) forms a great export foundation. Furthermore, the spice market in the world is estimated at more than \$ 25 billion and the growth in a year is at 5%. Chui Jhal BD has a competitive advantage due to its growing demand for rare and ethnic spices.

## Chapter 3 : Marketing Plan

### 3.1 Product, Price, Place and Promotion

Chui Jhal BD marketing strategy is built on the 4P model - Product, Price, Place, and Promotion, which will enable the brand to be firmly established in the domestic and international markets.

#### **Product**

Chui Jhal BD aims at providing premium, hygienically processed and packaged Chui Jhal. The line up consists of entire raw pieces of Chui Jhal. Packaging is contemporary, reusable and emphasizes on cultural and health values, and this is a distinction that the brand has over traditional unbranded sellers. To the local customers, the product is focused on being affordable and traditional, whereas in the global markets, the product is marketed as a heritage spice which is premium.

#### **Price**

The pricing strategy is a compromise between accessibility and profitability. Local penetration Chui Jhal BD applies a penetration pricing strategy within the domestic market that ensures prices are affordable to middle-income households to promote high adoption. Bulk discounts are of advantage to restaurants and wholesalers to obtain long-term supply contracts. The brand uses a premium pricing model internationally because overseas consumers especially the diaspora and gourmet enthusiasts, will be ready to pay more money to acquire authentic and well-packaged spices. This pricing policy will enable the company to gain the local volume and guarantee a greater margin in foreign markets.

#### **Place**

Chui Jhal BD adheres to the omnichannel distribution strategy. Products in Bangladesh are sold in supermarkets, grocery stores and rural shops and there is a high presence of the product in the e-commerce platforms. Distribution internationally is based on Bangladeshi diaspora-oriented grocery shops, ethnic food distributors as well as joint ventures with export agents. It is also developing its online platform, which has world-wide shipping, and therefore customers both locally and internationally can conveniently get its products.

**Promotion**

The promotions are a mix of the traditional and online strategy. In-store sampling and display in the supermarkets as well as partnership with local chefs are also employed by the business domestically to create awareness. Facebook, Instagram, and Tik Tok are examples of social media that would be essential to reach younger consumers and tell them cultural stories about Chui Jhal. To the international viewers, heritage and authenticity are the key messages in the promotion approach, applying food expos, food events, and influencer partnerships in positioning Chui Jhal as an exotic premium spice. The concept of word- of-mouth among the Bangladeshi diaspora is also an effective advertising instrument in the foreign countries.

A combination of all these measures forms a comprehensive marketing system in which the quality of products, suitable pricing, effective distribution, and innovative promotion collaborate to enhance the competitive edge of Chui Jhal BD.

## **Chapter 4 : Business Operations & Structure**

### **4.1 Ownership and Structure**

Chui Jhal BD is a sole proprietorship and it is established and operated by Nehemiah Biswas Prottoy. A sole-owned business is easy to make decisions, maintain a derailability of vision and observe all the operations at hand. Though at the moment it is a one-man business, the company shares a close cooperation with a system of partners such as local farmers, packaging arrangements, logistic firms, and retailers, which enhances effective operations without the need of signing any formal partnership agreements.

### **4.2 Sourcing Strategy**

The foundation of Chui Jhal BD is sourcing because the quality of the raw spice influences the quality of the finished product. The company collaborates with reputable farmers in Khulna, Jessore, and Satkhira, where Chui Jhal is produced in great quantity. Farmers are also educated in sustainable and organic farming techniques and the spice is not contaminated with chemicals and has preserved its traditional taste. The company uses a direct procurement approach whereby the spice is bought at reasonable prices to enable the locals to sustain life and also have a consistent supply chain. The sourcing schedules will be done on a seasonal basis to ensure quality permanence throughout the year.

### **4.3 Processing and Quality Control**

After sourcing, Chui Jhal is processed using modern methods in order to guarantee hygiene, safety, and longevity. The crude spice is washed, dried, and made into a fine powder in the processing unit of the company. On every production phase, including checking raw materials and packing, the quality control is maintained and every product is of a high quality. It is packed in advanced packaging machines, which preserve the freshness and the brand stresses on environmentally friendly and re-sealable packaging that is attractive among local and foreign consumers.

### **4.4 Operations Management**

Chui Jhal BD conducts its business at a lean workflow. The procurement, processing, packaging, inventory management and distribution are part of one system in the business. Domestic distribution entails the distribution to supermarkets, grocery stores, and online customers and exports are arranged with the help of agents and international distributors. The stocks are kept under check to avoid stock outs, as well as to make deliveries on time. The spice demand is seasonal and therefore the production schedule is adjusted particularly in the festive seasons where the demand is very high.

#### **4.5 Human Resources**

Although it is a sole proprietorship, Chui Jhal BD has a small but competent workforce comprising of processing staff, quality controllers, sales personnel and administrative staff. To ensure the standards of customer service are high regarding all touchpoints, hygiene, product knowledge, and customer service are trained to the employees.

#### **4.6 Innovation in Operations**

Chui Jhal BD constantly penetrates the field of product and process innovation in order to remain competitive. New product lines are formulated like Chui Jhal infused teas to meet the changing consumer preferences. The company also examines the use of digital solutions to monitor inventory, make sales online, and communicate with customers to enhance efficiency and make the business reach a broader market. Through effective sourcing network, efficient processing and a lean operational workflow, Chui Jhal BD can assure quality products at the right time and in a sustainable business growth and expansion, which will form the basis of business expansion both locally and internationally.

## **Chapter 5 : Competitive Analysis**

### **5.1. Competition in the market.**

The Bangladesh spice industry is very fragmented and involved in many small scale local producers, traditional spice sellers and some established branded companies. Even though spices such as turmeric, chili and cumin are sold by many brands, Chui Jhal is a niche product and the number of competitors who sell packaged, branded, and hygienically processed spices is very low. The majority of consumers depend on the unbranded or locally sold Chui Jhal that is not very consistent in quality, wrongly packaged, and does not always meet the export requirements. This will give Chui Jhal BD a rare chance to stand out and establish a new market niche.

### **5.2 Blue Ocean Strategy**

Chui Jhal BD uses Blue Ocean strategy in targeting uncontested market space. Rather than being directly in the market with the generic spice sellers or mass-market brands, the business manufactures a high-end and heritage-driven product line by prioritizing authenticity, hygiene and cultural value. The introduction of new innovative products, like Chui Jhal tea and ready-to-use spice blends, helps the company go beyond the sales of traditional spices and appeal to both domestic and international customers who are willing to consume the unusual, high-quality and health conscious products. This strategy will minimize direct competition and make Chui Jhal BD a category innovator, providing a differentiated value proposition.

### **5.3 Competitor Analysis**

Even though it has limited competition, there are areas that overlap. Silver Chui Jhal is available in the form of unbranded at low prices, as the local spice sellers emphasize on price over quality. Even those branded spice companies that sell packaged goods do not have Chui Jhal in their line or do not focus on its cultural background. The spices that are imported in other countries are sometimes sold as exotic whereas they may not be genuine thus the real Bangladeshi Chui Jhal BD product is a great differentiator. With quality control, good packaging, and heritage tale telling, Chui Jhal BD will stand above the generic suppliers and with high-end products.

## **5.4 New Market Opportunities**

There are a number of expansion opportunities. The urban homes, restaurants and specialty grocery shops are not yet used as markets to the packaged Chui Jhal products. Awareness and demand can be further increased using educational programs like cooking classes, recipe campaigns, and storytelling on social media. The Bangladeshi diaspora is a ready-made customer base in the world who has the desire to use home-made products. On top of the diaspora, there are gourmet restaurants, organic shops and specialty spice shops in Europe, North America and the Middle East which are potential markets where Chui Jhal BD can launch premium heritage spices.

## **5.5 Competitive Advantage**

The competitive advantage of Chui Jhal BD is in its originality in terms of authenticity, quality, branding, and innovation. Whereas competitors are focusing on price or product offerings, Chui Jhal BD has been offering a differentiated product portfolio, ethical sourcing and processing, and powerful brand stories. The Blue Ocean strategy will keep the business within the area where there is little direct competition to realize the maximum growth and market influence. Since the main challenge lies in sustaining the first-mover advantage in the packaged Chui Jhal and establishing a sustainable presence in local and international markets, Chui Jhal BD can ensure its presence in the target market by constantly looking at competitors, exploring new markets domestically and internationally, and innovating its product offerings.

# Chapter 6 : Financial Analysis

## 6.1 Overview

To analyze the business performance of Chui Jhal BD and its future perspectives, it is necessary to consider financial analysis. This chapter will be discussing the three years of operation history in terms of revenue, cost and profit trends and forecasting the growth of the next three years under realistic assumptions. The analysis is a manifestation of the domestic sales, efficiency in operation and expansion policies by the company in the market.

## 6.2 Financial Performance in the last 3 years.

### Revenue:

- **2022:** BDT 1,10,000 - Majorly national sales of packaged Chui Jhal raw sticks.
- **2023:** BDT 60,000 - Nearly all categories of restaurants have increased demand because of the growth in e-commerce and bulk orders.
- **2024:** BDT 1,20,000 - Domestic sales of packed Chui Jhal uncooked sticks.

### Costs:

- **2022:** BDT 30,000 - This is primarily the purchase and processing and packaging of raw materials.
- **2023:** BDT 30,000 - Growth because of the greater purchasing of items and advertising.
- **2024:** BDT 35,000 - The expense would increase due to the diversification of products and extending distribution channels.

### Profit:

- **2022:** BDT 80,000 - First stage of growth, small market penetration.
- **2023:** BDT 30,000 - A little problem encountered that is why the profit reduces slightly.
- **2024:** BDT 85,000 - Expansion, which is premium product lines and marketing.

### **6.3 Financial Projections (2025 - 2027)**

#### **Assumptions:**

- The domestic market is expanding at 15 percent/year.
- The export revenue increases by 25 percent annually.
- The 12 percent inflation and new product development are putting operational costs up by 12 percent a year.
- The implementation of new marketing strategies will lead to increment in sales, at controlled marketing expenditure.

#### **Projected Revenue:**

- 2025: BDT 3,00,000
- 2026: BDT 6,00,000
- 2027: BDT 12,00,000

#### **Projected Costs:**

- 2025: BDT 1,50,000
- 2026: BDT 3,00,000
- 2027: BDT 6,00,000

#### **Projected Profit:**

- 2025: BDT 1,50,000
- 2026: BDT 3,00,000
- 2027: BDT 6,00,000

### **6.4 Break-Even Analysis**

Chui Jhal BD broke even in mid 2023, having scaled their production, and a rise in domestic sales. The revenue on the regular domestic sales is used to cover the fixed costs (processing equipment, packaging, salaries) and variable costs (raw materials). The business will sustain good profit margins with projections that will provide growth and reinvestment to expand the business.

## **6.5 Insights**

The financial analysis shows that Chui Jhal BD is a capable company financially and is steadily expanding. Some of the important success factors are:

- Affordability and premium pricing.
- Effective sourcing and operations.
- Product line diversification and entry of the export markets.
- Demand building with good marketing and online presence.

These estimates show that by 2027 Chui Jhal BD will be able to reach close to triple its revenue of 2024 and still have its costs under control, which proves great profitability and investment prospects.

## **Chapter 7 : Risks & Challenges**

### **7.1 Overview**

All businesses are fraught with challenges and knowledge of these risks is important in ensuring the planning of sustainable growth. Chui Jhal BD, as a company that has high market positioning and innovative strategy, has been facing operational, financial, and market-related risks in the last three years. The recognition of these challenges can enable the business to take proactive approaches and be resilient to domestic and international growth.

### **7.2 Operational Risks**

Operational risks have played a major role especially in the initial stages of Chui Jhal BD. The procurement of raw Chui Jhal in rural areas has been a problem because of the seasonal fluctuations, poor quality and reliance on the small-scale farmers. Processing and packaging were originally limited by the capacity of the available equipment, which sometimes led to the delays in making the orders. The management of the workforce was also a challenge and the trained staff was required to maintain high levels of hygiene and quality. The business responded to these problems by investing in training programs, system standardization and gradual scaling of equipment, which enhanced overall efficiency.

### **7.3 Financial Risks**

The financial risk has mainly been associated with handling cash flow in the course of expansion. With the business abducting new products and export markets the initial expenditure in procurement, processing, marketing and logistics came to a vibrant shoot. Wholesale and international delays in receipt of payments sometimes impacted on liquidity. Chui Jhal BD addressed these threats through the use of advance payment agreements, proper budgeting and cost controls; thus, revenue growth was faster than operating costs.

### **7.4 Market and Competitive Risks**

In spite of the relatively narrow market that Chui Jhal BD serves in the market, a threat to the market such as shifting tastes among the consumers, the entry of other businesses, and fluctuations in the demand of spices exist. Domestically, unbranded Chui Jhal is also a cheaper substitute that can be a threat to competition in case the price difference is increased. Regulations, shipping expenses and currency change may have an impact on profitability internationally. Stable market research, competitor analysis and product innovation assist the business to minimize the risks of exposure.

### **7.5 External Risks**

The business is also affected by external factors including climate, political instabilities as well as global disruptions in the supply chain. The weather can impact Chui Jhal production, resulting in supply deficit. The export activities may be affected by global market risks such as trade barriers and currency fluctuations. Chui Jhal BD responds to them by diversifying the sourcing locations, keeping inventory reserves and following the international trade patterns.

## 7.6 Summary of Key Risks

Overall, the main risks facing Chui Jhal BD are:

1. **Operation:** Procurement, capacity, employee development.
2. **Financial:** Control of cash flow, delays in payment of exports.
3. **Market:** Competition, shifting consumer tastes, price wars.
4. **External:** Climate effect, unpredictability in global trade.

Through the active and preventive detection and management of such risks, Chui Jhal BD is capable of minimizing disruptions, sustaining its quality and steady growth, setting the stage of the long-term success in the second stage of its domestic and international growth.

## Chapter 8 : Recommendations

### 8.1 Overview

Although Chui Jhal BD has been enjoying a stable growth and has built a niche in the spice market, the company has faced a number of challenges in the last three years. By dealing with these aspects with specific recommendations, operations will be reinforced, and the market penetration will be improved in order to achieve long-term sustainability.

### 8.2 Operational Recommendations

**Issue:** The quality of raw Chui Jhal has been inconsistent and sometimes there has been a delay in processing which has affected production schedules.

**Solution:** Establish better relations with farmers, such as training sessions on sustainable farming, quality, and harvesting. Identify an alternative supplier network in other geographical locations to curb seasonal shortages. Also, invest in high level processing machinery to raise production efficiency and lessen bottlenecks at peak production periods.

### 8.3 Financial Recommendations

**Issue:** There has been a problem of cash flow management particularly due to increased product lines and export business.

**Resolution:** Adopt organized payment terms with wholesale and foreign customers, including the advance payments in part. Keep a financial reserve fund in case of any unforeseen costs and invest in online accounting software which helps in monitoring the cash flow in real time. Regular financial audits will be used in mitigating costs and profit stability

### 8.4 Marketing and Market Expansion Recommendations

**Marketing issue:** Little knowledge of Chui Jhal on the part of the wider domestic and international consumers.

**Response:** Rule out the use of digital marketing campaigns by providing more storytelling on social media, showing recipes, and partnering with influencers. Attend food fairs and foreign expos to introduce the product to the new markets. Provide sampling schemes and spice packages where clients can subscribe to spices to gain loyalty among the local and foreign clients.

## 8.5 Risk Mitigation Recommendations

**Problem:** Operations may be influenced by external factors like climate changes, competition and shifts in global trade.

**Resolution:** Diversify the sourcing areas to lessen the reliance on one location. Always research the competitor strategies and keep the product innovative to remain on top. In the case of export markets, monitor trade requirements and employ credible logistics companies in order to reduce delivery setbacks.

## 8.6 Summary

Through these suggestions, Chui Jhal BD can improve its operations, manage finances, brand presence, and address the external risk. Such measures will help address the existing issues but will also put the business in a position of growing sustainably both locally and internationally.

## Conclusion

Chui Jhal BD has established itself as a new progressive firm which has changed the conventional spice of Bangladesh, Chui Jhal into a new hygienic, modern and competitive product of the world. The business manages to combine both cultural heritage and innovation by sourcing farmers, keeping high quality standards and providing different types of products like raw sticks, Chui powder, Chui Jhal tea and many more. This has been one of the strategies that has enabled it to build a strong presence in the domestic market and also gain access to the international markets.

The international spice trade with an approximate worth of more than 25 billion and with an upward trend presents good prospects of special heritage products such as Chui Jhal. As the global population and individual health conscious consumers increase their call towards authentic and health conscious food, Chui Jhal BD is in the better position to cater to the diaspora communities and the international gourmet markets. The company is expected to grow throughout the country by 2025-2027, enhancing e-commerce and exports to the UK, the USA, Europe and Middle East with a threefold growth in revenue through innovations, efficiency, and strategic marketing.

To attain this growth, Chui Jhal BD needs assistance in investment, modern processing equipment, logistics and international association. The business aims to be a top-tier heritage spice brand, uniting the Bangladeshi culture with the rest of the world through quality, sustainability, and cultural narration, empowering the local farmers and communities.

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*by* Nehemiah Biswas Protttoy

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