

# **“Internship Report On Analysis of Marketing Strategy Of Agro Organica Pvt. Ltd.”**

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## **Supervised By:**

Dewan Golam Yazdani Showrav  
Assistant Professor  
Department of Business Administration,  
Faculty of Business & Entrepreneurship  
Daffodil International University

## **Prepared By**

Md. Rezaul Karim Khan  
ID: 151-11-4436  
Major in Marketing  
BBA  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Submission Date: 28/04/2019**

## Letter of Transmittal

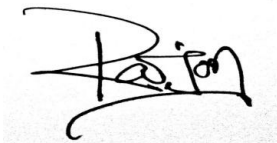
Dewan Golam Yazdani Showrav  
Assistant Professor  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Subject:** Submission of Internship write about “An Analysis of Marketing strategy of Agro Organica Pvt.Ltd”.

Dear Sir,

With the honor, I would like to inform your that I have completed my internship on an analysis of marketing strategy of Agro Organica Ltd .I have tried my level best to focus how Agro Oganica Pvt.Ltd. conduct their marketing activities by using the tools of marketing mix and I tried to prepare the internship report for consistency with the optimal standard under your valuable direction.

I express my gratitude to you for your kind supervision and I hope that you will consider all my mistakes generously.



.....  
**Md. Rezaul Karim Khan**

ID: 151-11-4436

Major in Marketing

Program: BBA

Department of Business Administration

Faculty of Business & Entrepreneurship

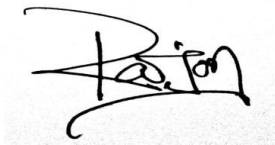
Daffodil International University

Date: .....

## **Declaration**

I am Md.Rezaul Karim Khan, the student of Business Administration, ID: 151-11-4436, Major in marketing from Daffodil International University (DIU). I would like to declare that presented report on “Marketing strategy of Agro Organica Pvt.Ltd. “is uniquely and newly prepared by me.

I additional announce that this work does not abuse any energizing copyright and this report is set up for my scholastic prerequisite.



.....  
**Md. Rezaul Karim Khan**

ID: 151-11-4436

Major in Marketing

Program: BBA

Department of Business Administration

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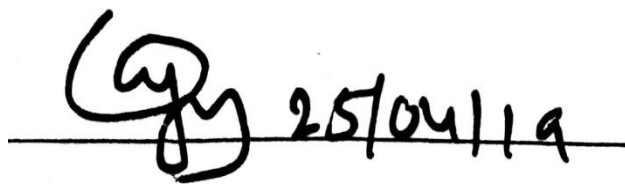
Daffodil International University

Date: .....

## Certificate of Approval

I am satisfied to certify that the internship report on “ Analysis of Marketing strategy of Agro Organica Pvt. Ltd ”, Arranged by Md. Rezaul Karim Khan Carrying ID : 151-11-4436, Department of Business Administration, Faculty of Business & Entrepreneurship , Daffodil International University has been suggested for submission and presentation.

Md. Rezaul Karim Khan bears a solid good character and an extremely satisfying identity. It has in fact been an extraordinary delight working with him. I wish him all achievement throughout everyday life.

A handwritten signature in black ink, appearing to be 'G. Yazdani Showrav', is written over a horizontal line. To the right of the signature, the date '25/04/19' is written in the same ink.

Dewan Golam Yazdani Showrav

Assistant Professor

Department of Business and Entrepreneurship,

Daffodil International University

## **Acknowledgement**

At the very beginning, I would like to express my deepest gratitude to almighty Allah for giving me the strength & the composure to complete the thesis paper.

I would like to express my gratitude to my honorable academic supervision and instructor Dewan Golam Yazdani Showrav Assistant Professor Department of Business Administration, Daffodil International University for his constructive supervision and instruction. Because of his kind supervision and guidance I am able to complete my thesis report properly. I am also thankful to all the personnel give their opinion to construct this thesis.

It was a great opportunity to work with the new start-up ride sharing company and experience their work environment that helps me to gather knowledge about working environment of different departments. I would also like to thank the Manager and also our back office admins who share some information about their marketing strategy.

## **Executive Summary**

Agro Organica is a Bangladesh based premier food processor and marketer step up in 2011 striving to bring flavorsome food products to market, helping people to eat better & healthier. Best quality and hygiene with these unique selling propositions Agro Organica initiated diversified product line including best quality rice, pulse, spices and dry fish products. Their packaging has been designed to dazzle on retail shelves and match the quality of their products. Henceforth customers get the delicious taste and exotic flavor of our products, their heartfelt gratification would make them love their brands.

This report has been categorized into several chapters. In the first chapter it has been provided the origin of the study, objectives, scope, methodology and the limitation of the study. In the second chapter it has been described about the overview of Agro Organica Ltd., its brands, products, team, objectives, mission, vision and CSR activities of the organization. In the third chapter, a detailed analysis on the marketing strategy of Agro Organica Pvt. Ltd. has been analyzed including marketing mix, SWOT analysis, various models, target marketing process, building strong brand, promotion building strategy, distribution strategy, dissatisfaction responses. In the fourth chapter, the findings from the analysis of the report regard the problems in the marketing strategy of Agro Organica Ltd. have been highlighted along with a number of recommendations. Finally the report has been concluded incorporating proper justification and opinions based on the analysis.

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# Chapter-1

## Introduction



## **1.1 Introduction**

Agro Organica Private Limited is an up and growing agro based consumer goods venture specialized in food processing and marketing, established in the year 2011. In its initial years along with sourcing and milling, Agro Organica traded rice into local and foreign markets. Since that time their main motto is to achieve customer gratification through providing best quality food persistently.

Agro Organica is a Private Limited Company registered at the Registrar of Joint Stock Companies Bangladesh under Company Act Bangladesh 1994. Agro Organica processes and markets under own trusted brands, named ‘Khushboo’ means the flavored one, ‘Protidin’ the commodity of everyday and ‘Village’ recalls the vernacular cuisine.

Their expert agronomist team maintains close relationships with farmers in all major rice growing districts all over Bangladesh. To ensure consistent quality, Agro Organica makes an effort to support their local farmers through all the way of cultivation. After strict selection process their products go through processing and packaged in Agro Organica’s own factories with assistance of state of the art latest machineries and expert quality controllers.

From the very beginning Agro Organica is committed to take the challenge of achieving international standards and focus on the foreign markets and set an exemplary quality benchmark. They are proud to declare that the quality of Agro Organica products has expanded our market globally.

## **1.2 Origin of the study**

This internship Report is began as incomplete satisfaction of the BBA Program from Daffodil International University. I am currently doing job in Agro Organica Pvt. Ltd as Brand Promoter Corporate Sales Executive so I have given all the practical experiences and knowledge about the marketing strategy in Agro Organica Pvt. Ltd. I am very thankful to my teacher Dewan Golam Yazdani Showrav Assistant Professor Department of Business Administration, Daffodil International University for his constructive supervision and instruction.

## **1.3 Objective of the study**

### **Primary Objective**

To know “Marketing Strategy of Agro Organica Pvt. Ltd

### **Secondary Objectives**

- To Identify the Marketing Strategy of Agro Organica Pvt. Ltd.
- To clarify marketing mix (Product, Price, Place, Promotion of Agro Organica Pvt. Ltd.)
- To understand about the sales and marketing policy and how they implement strategy in the market.
- To Identify the Segmentation stately.
- To know how Agro Organica reach to their customers.
- To Identify Product Life cycle (PLC).
- How Agro Organica Pvt. Ltd. Design or segment their customers.
- To Understand Target marketing process.
- To find out customer perception of quality and customer satisfaction.
- Customer Relationship Model in Agro Organica Pvt. Ltd.
- To identify positioning strategy in the Competitive Market.
- Identifying promotional and branding strategy at Agro Organica Pvt.Ltd.

## **1.4 Scope of the Study**

The duration of the Study was only five months. It was not enough to get a full practical knowledge throughout the internship program although I am a current employee. It was very much short time to complete a report. So, I had to complete a report. This report covers general marketing strategy, services, activities, positioning strategy, promotional and Branding strategy, Customer Relationship Model, Design or segment of the customers of Agro Organica Pvt. Ltd.

## **1.5 Methodology of the Study:**

The Study requires different sorts of data on present policies, methods of marketing services, activities and operations. Both secondary and primary information accessible have been utilized in setting up this report.

### **Secondary Data sources:**

For this study, secondary data have been collected from different book and also from online sources. The collected data are relevant for the study of marketing activities.

### **Primary Data Sources**

Data are collected through observation and questionnaire. Data are collected from both secondary and primary sources. Primary data are collected directly from my job experiences.

## **1.6 Limitations of the study**

- As the study is carried out for academic purpose due to constraints of time and cost a comprehensive study was not possible.
- As a start-up company in the market, no information was available in the internet to be used as secondary source of data. So all the information has been collected from different employees.

- For preparing the study report necessary steps has been taken to collect relevant information/data from the organization of the. To do this work I could not collect all the required information.
- Sometime authority does not provide their internal information which is very difficult to collect from any other sources.

## **Chapter-2**

# **An Overview of Agro Organica Pvt. Ltd.**

## 2.1 An Overview of Agro Organica Pvt. Ltd



The company Agro Organica (Pvt) Ltd. “AOL” has formed in the year 2011 under the Registrar of Joint Stock Companies & Firms (RJSC) of Bangladesh as a private limited company under the Company Act Bangladesh 1994. AOL’s corporate address is suit – 301, 65 Elephant Road, Dhaka, Bangladesh.

This is an up and growing agro based consumer goods venture specialized in food processing and marketing, in its initial years along with sourcing and milling. Agro Organica traded its products into local and foreign markets. Since that time, their main motto is to achieve customer gratification through providing best quality food persistently.

## 2.2 Brands of Agro Organica Pvt. Ltd.

- **KHUSBOO** is a trade mark brands that owns Jelly, pickale, spice, saffron, Rice, souce, ghee, Almond, Black Cumin, Cloves, Raisin, Cardamon, Cinnamon and Isabgol product.
- **KHATI** is the name of trust that we care.
- **PROTODIN** is one of the media channel for our company.
- **VILLAGE** is the name of Pride that farmers do.



### 2.3 Team

Agro Organica believes that a set of skilled professionals is one of the most valuable assets for an organization. There are almost 500 people work with Agro Organica at various positions in our head office, manufacturing plants and warehouse.

They offer friendly working environment where everyone feels comfortable, and find their contribution in the progress of Agro Organica. They often offer workshop and lecture session, so that

Agro Organica work force may get the opportunity to reach their potential and use their talent. Agro Organica is committed to enabling our every employee to learn and develop his or her role.

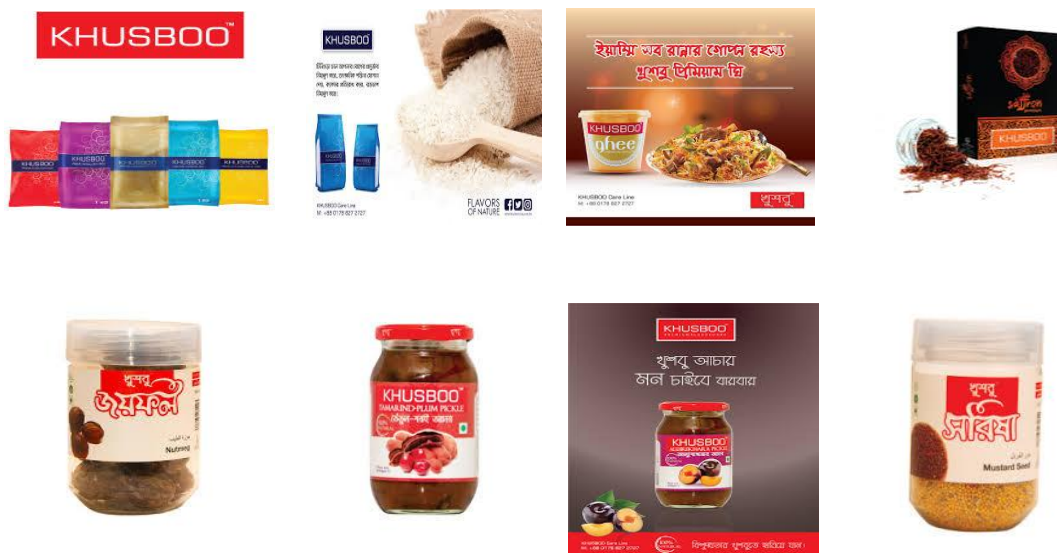


## 2.4 Products

Their products help people reach their full potential at every age and through every life stage. They create more possibilities for more people through the power of health – for infants, children and adults.

Their motto is “Our products that you trust. And we are bound to keep you trust Organic”.

Their Products including Jelly, Pickale, Spice, Saffron, Rice, Souce and Isabgol are self-sustained and Healthy for mankind. They always care about healthy food and food habits. In Organica they make their product under their privilege and governance with respect to Purity of our product.



## 2.5 Objectives

- Passion for excellence, this passion, in turn, drives them to develop the optimal products for their consumers
- Commitment to maintain the highest level of professional and ethical standards.
- Explore new segments of market and cater it
- Incorporating feedback from customers and continuous improvement in everything they do.
- Enhance the strength and skill of the organization that will contribute to company's increasing growth both in domestic and global markets.

## 2.6 Mission & Vision:

### **Mission:**

Their mission is to bring the grain and spices to customer with its full freshness and test. With modern technology keep the product in high quality package so when it reaches to the customer they can test it to its full aroma.

### **Vision:**

The vision of Agro Organica extends well beyond agro based commodity sales. Their objective is to bonding people and food cultures across the world through highest grade products of Agro Organica.

## 2.7 CSR (Corporate Social Responsibility):



### **Ensuring farmers' benefits**

They collect raw products from bright farmers and other reliable originating sources, which we know by name. Their dedicated and expert professionals consistently keep relation with farmers and foreign traders. They are very keen to ensure their local farmers' benefits by assisting them all the way of cultivation to harvesting.

### **Quality Assurance:**



Food quality is a subject of increasing concern, the matter of implementing high quality standards poses very demanding challenges to the food processing industries around the

world. Quality and nutrition policies are an integral part of Agro Organica, since their inception. They are proud of their dedicated commitment to provide safe, superior quality, nutritious food products that enhance the lives and well-being of people.

Besides Agro Organica received ISO 9001:2008 certifications which authenticate their proficiency in quality management system.

## **Chapter: 03**

# **Marketing Activities of Agro Organica Pvt. Ltd.**

### **3.1 Marketing Strategy of Agro Organica Pvt. Ltd.**

Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable advantage. Marketing strategy for a company or an industry aims to build upon a customer base year by year so that sales number becomes consistent every year and also previous products makes way for the upcoming one by creating a strong customer perception. As time passes by marketing strategy shifts its focus from product to brand or company itself so that after certain period of time the brand value creates value for the product itself. It also help marketer to prepare cost effective and focused marketing strategy rather than going for individual product marketing. Marketing strategy includes basic, short-term and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market oriented strategies.

### **3.2 SWOT analysis of Agro Organica Ltd.**

#### **Strengths:**

- Agro Organica has its strong cash reserves
- Keeping the product cost down
- Diversified product range
- Use of creative advertising
- Organized divisions such as finance, sales and marketing, HRM
- Supply chain - well developed, focused on customers and consumers
- Investing in training employees
- Company website – well developed, each department has its own section

#### **Weaknesses:**

- Since it has an overseas stock
- Lack of innovation in marketing
- Reduced marketing expenditure in TVC
- Expensive labor
- Union contracts limit flexibility
- Deferred updating information system due to leased hardware
- Insufficient software package training

### **Opportunities:**

- Product appeal to wide range of population
- Product loyalty through generations
- Automated manufacturing facilities
- Growing consumer manufacturer in agro industry
- Integration of diversified employees and experience in all process
- Maximize recycled packing materials
- Processes environment friendly
- Products are biodegradable

### **Threats:**

- Low product differentiation tends to make consumers reluctant to change products
- Consumer purchase based on cost
- Competitors manufacturing technology innovations
- Reduction in innovations due to patent constraints
- Ventures in developing countries are jointly owned
- Increased environmental regulations
- Pressure to reduce utility consumption

### 3.3 Marketing Mix of Agro Organica Ltd.

Now days marketing strategy are based on the marketing mix tool. Marketing mix is familiar marketing strategy tool which was traditionally limited to four core pillars known as 4P's, which are product, price, place, and promotion. In the recent past marketing mix has changed its structure and traditionally followed as 7P's now. Along with four core pillars in the 7P's of marketing there are also three pillars of service mix, they are people, process and physical environment.



Figure: 7p's of marketing

Agro Organica has developed an outstanding marketing mix in there marketing strategy. Where there is already lots of competitive Company in the market that's why they provide quality products to the customers. They also ensure competitive price in their products ensuring quality of the products. Their marketing strategy based on 7p has been analyzed as follows:



**Product:**

A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods a product has a certain life cycle that includes the growth phase, the maturity phase, and the sales decline phase. It is important for marketers to reinvent their products to stimulate more demand once it reaches the sales decline phase. Marketers must also create the right product mix. It may be wise to expand your current product mix by diversifying and increasing the depth of the company's product line. The products of the company help people reach their full potential at every age and through every life stage. They create more possibilities for more people through the power of health – for infants, children and adults. Their products are self-sustained and Healthy for mankind. They always care about healthy food and food habits. In Organica we make our product under our privilege and governance with respect to Purity of our product.

Their Moto regarding their products is “Our products that you trust. And we are bound to keep you trust Organic.”

The products of Agro Organica Pvt. Ltd is as follows:

- Jelly
- Pickale
- Spice
- Saffron
- Rice
- Souce and Isabgol

**Price:**

The price of the product is basically the amount that a customer pays for to enjoy it. Price is a very important component of the marketing mix definition. It is also a very important component of a marketing plan as it determines your firm's profit and survival. Adjusting the price of the product has a big impact on the entire marketing strategy as well as greatly affecting the sales and demand of the product. Agro Organica follows a competitive pricing strategy. The price of the all products of the company has been given as follows:

<b>SL#</b>	<b>Product</b>	<b>Price</b>	<b>Per unit</b>
	<b>Rice</b>		
<b>1</b>	Khusboo Premium Nazirshail Rice	62	1Kg
<b>2</b>	Khusboo Premium Miniket Rice	53	1Kg
<b>3</b>	Khusboo Premium Chinigura Rice	115	1Kg
<b>4</b>	Khusboo Premium Kalijira Rice	115	1Kg
<b>5</b>	Khusboo Premium Basmati Rice	260	1Kg
<b>6</b>	<b>Ghee</b>		
<b>7</b>	Khusboo Premium Ghee	950	1Kg
<b>8</b>	<b>Pickles</b>		
<b>9</b>	Khusboo Premium Mango Pickle	120	400 gm
<b>10</b>	Khusboo Premium chilli Pickle	120	400 gm
<b>11</b>	Khusboo Premium Olive Pickle	120	400 gm
<b>12</b>	Khusboo Premium Garlic Pickle	140	400 gm
<b>13</b>	Khusboo Premium Alubokhara Pickle	170	400 gm
<b>14</b>	<b>jelly</b>		
<b>15</b>	Khusboo Premium Orange jelly	120	400 gm
<b>16</b>	Khusboo Premium Strawberry Jelly	120	400 gm
<b>17</b>	Khusboo Premium Lychee jelly	120	400 gm
<b>18</b>	<b>Sauce</b>		
<b>19</b>	Khusboo Premium Tomato Sauce	60	330 gm
<b>20</b>	Khusboo Premium Tamarind Sauce	80	330 gm
<b>21</b>	<b>Saffron</b>		
<b>22</b>	Khusboo Premium Saffron	205	.50 gm
<b>23</b>	<b>Tea</b>		
<b>24</b>	Amaroo Black Tea	100	100 gm
<b>25</b>	<b>Chanachur</b>		
<b>26</b>	Amaroo Potato Chanachur	40	300 gm

27	Spices		
28	খোবানি	50	100 gm
29	মেথি	20	100 gm
30	জয়ফল	80	100 gm
31	কিসমিস	60	100 gm
32	সরিষা	40	100 gm
33	আলু বোখরা	70	100 gm
34	কালজিরা	35	100 gm
35	জিরা	60	100 gm
36	এলাচ	120	100 gm
37	দারুচিনি	40	100 gm
38	ধনিয়া	40	100 gm
39	তেজপাতা	30	100 gm
40	পোস্তদানা	80	100 gm
41	কাল গোলমরিচ	70	100 gm
42	গরম মসলা	60	100 gm
43	কাঠ বাদাম	80	100 gm
44	কাবাচিনি	150	50 gm
45	পাঁচফোড়ন	50	100 gm
46	শুকনা মরিচ	30	100 gm
47	সাদা গোলমরিচ	40	100 gm

Table: Price list

**Place:**

Placement or distribution is a very important part of the product mix definition. The marketers have to position and distribute the product in a place that is accessible to potential

buyers. This comes with a deep understanding of the company's target market. The marketers should understand them inside out and the marketers will discover the most efficient positioning and distribution channels that directly speak with their market. For selling agro industry highly depends on dealer and retailer shop. In the rural areas and local bazars dealer/retailer shop is easy to found with full of agro input products there. Agro Organica's representatives such as territory officer, area sales manager maintain a good connection along with other benefit, with dealer/retailer so that their product gets most promoted to the farmer. Importantly cultivation of crops is technical work and needs experience, expertise and proper knowledge on crop cultivation to make successful harvesting.

Agro input companies popularly use the relationship between dealer/retailer and farmer to pass right information to the farmer about their product, cultivation technique, benefits of the particular product and if the product is new in the market even introducing that to the farmers. Companies do such things after organizing dealer/retailer training on their current product or upcoming product for the season where territory sales officer, area sales manager, regional sales manager stay present to discuss about the confusion, problem or suggestions from dealer/retailer. Although dealer/retailer shop is the most popular place for buying seed and other input but, in remote areas mobile seed vendors are also found who sells open seed and packet seed from hut to hut. Additionally, Mobile seed vendors (MSV) also sell readymade plant just grown from seed which popular for homestead cultivation mostly.

### **Promotion:**

Promotion is a very important component of marketing as it can boost brand recognition and sales. Combination of promotional strategies and how the company goes about promotion will depend on the company's budget, the message the organization wants to communicate.

When it comes to promotion, Agro Organica focuses more on high budget TVC, Billboard, casting famous celebrity, TVC with attractive offer, above the line marketing, Below the line marketing strategy on the other side agro input companies depends on low budget but effective promotion system which is more customer oriented, accountable, reliable with good quality products. Practices of TVC, billboard is very hard to found in the agro industry.

The reason behind this lies in the word accountability. Agro Organica's products are only daily life products used by the consumer where responsibility of marketer gets low and customer dissatisfaction on the product doesn't last long. Even if the customer is highly

disappointed they just shift into another brand. Whereas, in agro industry all the agro input products has a vital role behind consumers total earning when the harvesting season comes. If the product quality is not good and consumer loses his trust on the brand, he or she will never use that brand again. This is why accountability of the company is so important in agro industry. They can't just sell any quality saying anything to the consumer and also in the label of the product. I have listed the common practices below.

- **Advertising:** Agro Organica advertises its product, service or brand in newspapers, radio, television, magazines, outdoor signage and online.
- **Personal selling or telemarketing:** Effective personal selling relies on good interpersonal and communication skills, excellent product and service knowledge and the ability to sell product benefits to prospective customers. Agro Organica has excellent marketing team along with its quality product to conduct personal selling.
- **Publicity:** Agro Organica created publicity by sending media releases to print and broadcasting media, giving interviews to the media and from word-of-mouth.
- **Short-term sales promotions:** Agro Organica markets its product or service using coupons, competitions and contests.
- **Direct marketing:** Agro Organica's direct marketing involves sending letters, emails, pamphlets and brochures to individual target clients, often followed by personal selling or telemarketing.
- **Online marketing:** Online marketing is often cost-effective and is becoming increasingly important to businesses. Developing a separate online marketing plan to evaluate the company's options and help implement its strategy is vital in the modern marketplace.

The company should be aware that its online marketing may require different training to other forms of marketing. Depending on the type of business it runs and its own particular marketing strategy, its staff may need to prioritise learning how to run or edit a website or effectively use social media, before learning how to communicate over the phone, or face-to-face.

### **People:**

Thorough research is important to discover whether there are enough people in the company's target market that is in demand for certain types of products and services. The company's employees are important in marketing because they are the ones who deliver the

service. It is important to hire and train the right people to deliver superior service to the clients, whether they run a support desk, customer service, copywriters, programmers etc. When a business finds people who genuinely believe in the products or services that the particular business creates, it's highly likely that the employees will perform the best they can.

People are another important segment of marketing strategy when it comes to agro industry. People related to this industry play a vital role on sales, promotion, customer relationship and growth of the product. As knowledge about product and all the other criteria related to product is very important in this industry. So, Agro Organica always tries to keep the people related to their business updated about upcoming products and their quality so that company representatives become a trustworthy person to go to.

### **Process:**

The systems and processes of the organization affect the execution of the service. So, the organization has to make sure that you have a well-tailored process in place to minimize costs. It could be the company's entire sales funnel, a pay system, distribution system and other systematic procedures and steps to ensure a working business that is running effectively.

### **Physical Environment:**

In the service industries, there should be physical evidence that the service was delivered. Additionally, physical evidence pertains also to how a business and its products are perceived in the marketplace. It is the physical evidence of a business' presence and establishment. A concept of this is branding.

### 3.4 Customer perception of quality and customer satisfaction

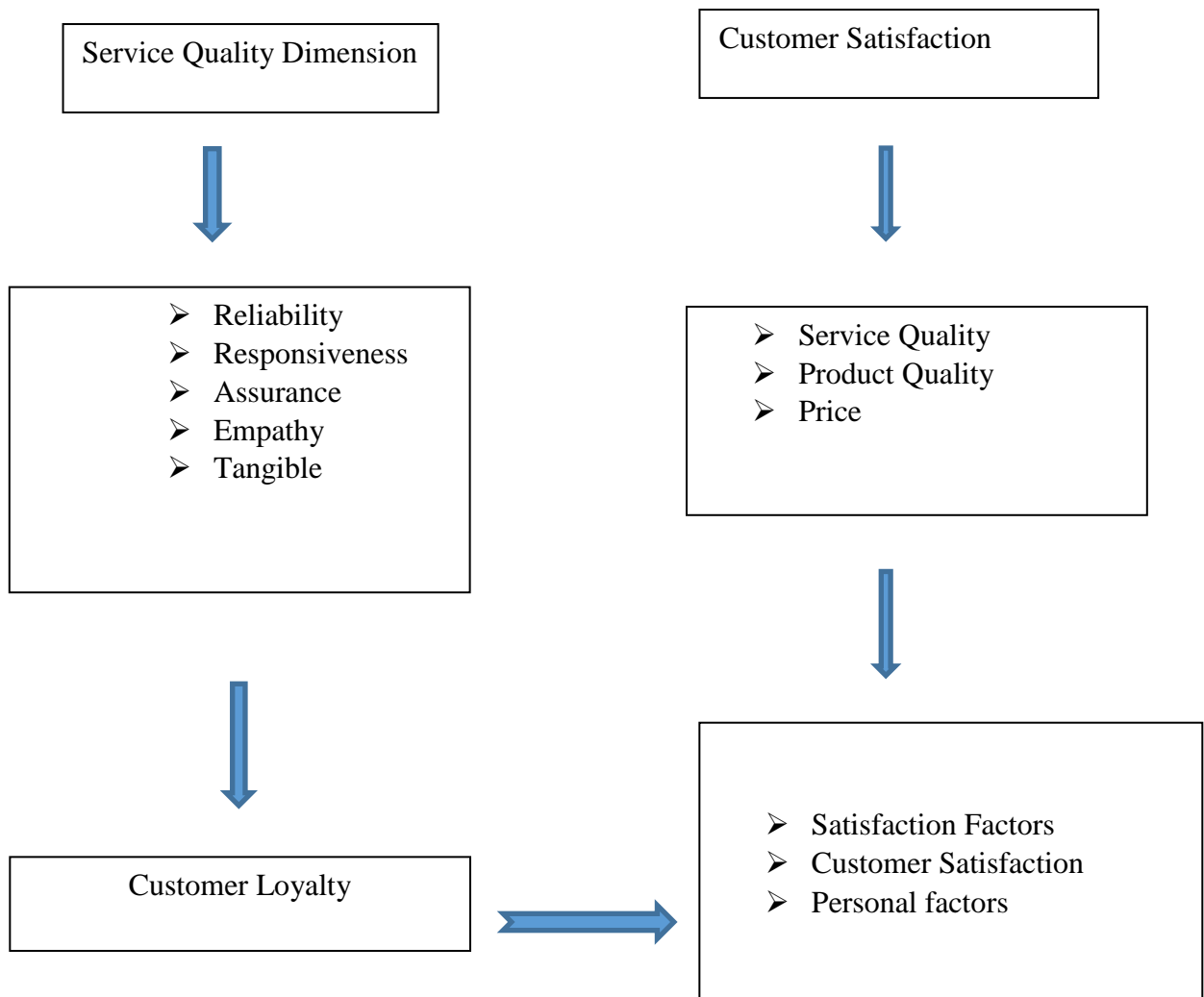


Figure: Consumer perception and satisfaction

### 3.5 Relation Development Model in Agro Organica Ltd.

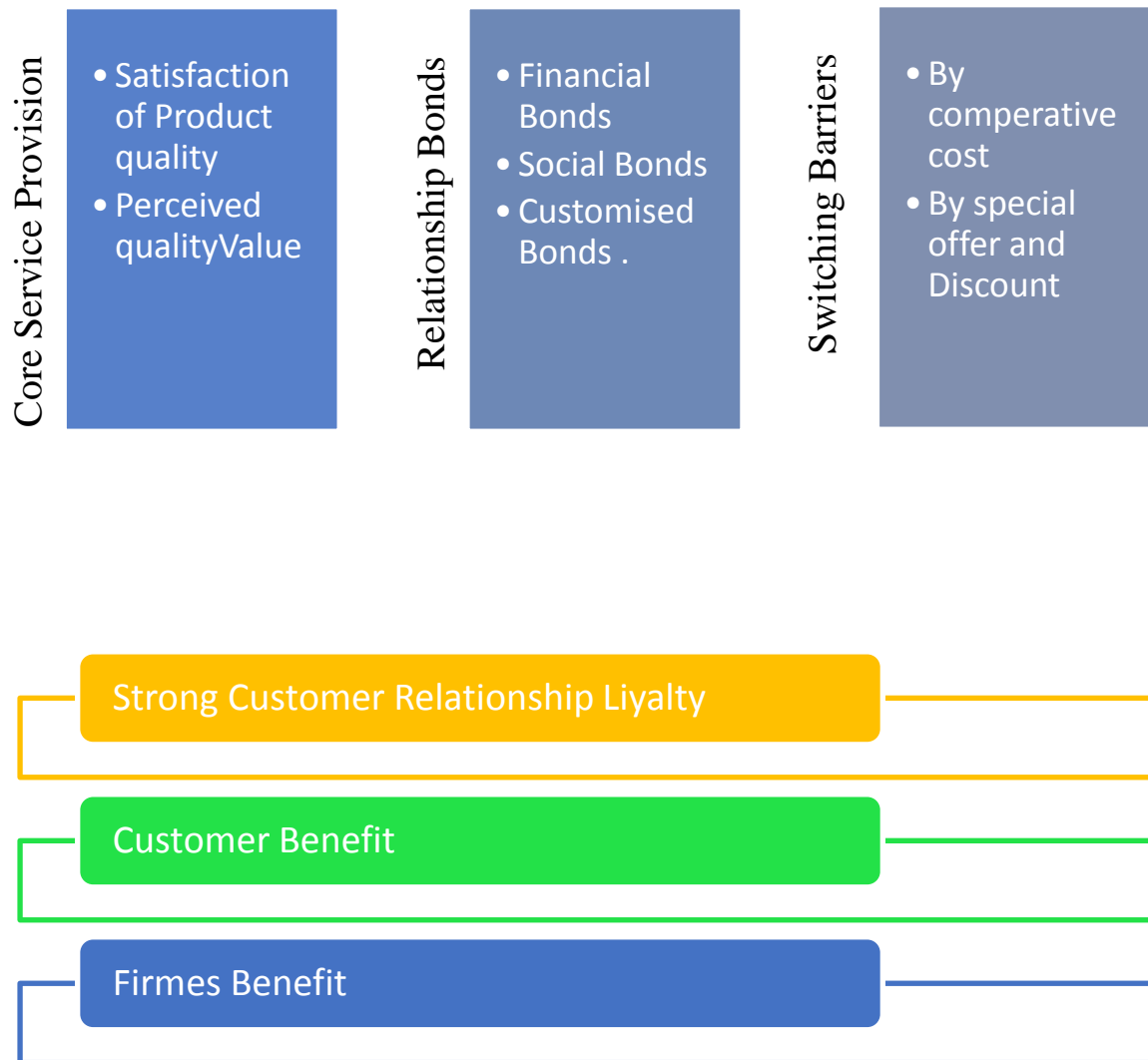


Figure: Relation development model



### 3.6 Target Marketing Process of Agro Organica Ltd.

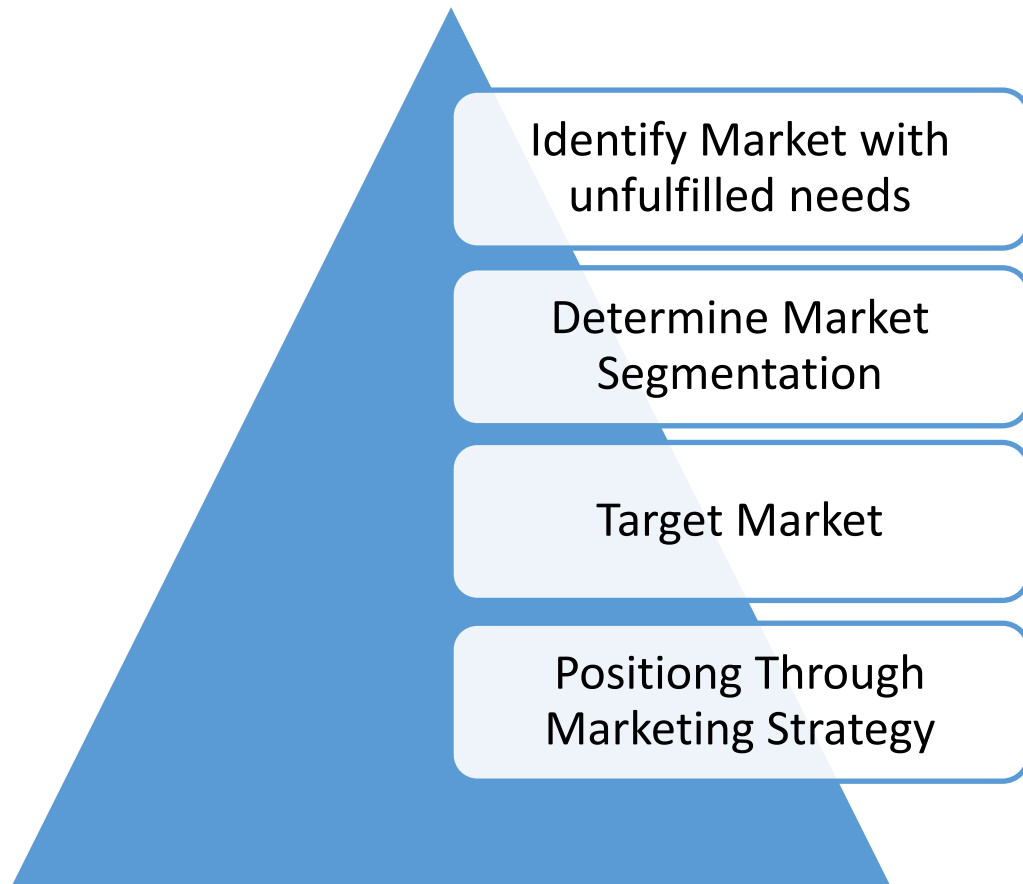
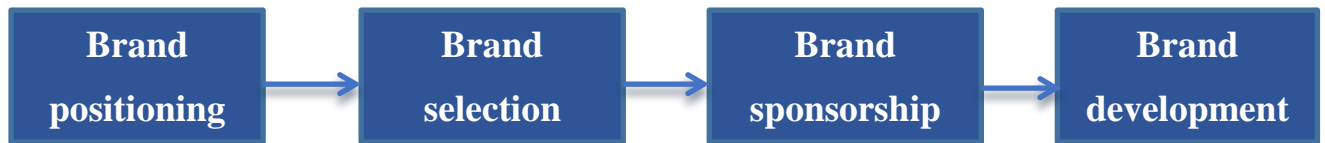


Figure: Target marketing strategy

### 3.7 Building strong brand



**Brand positioning:** The strongest brands go beyond attributes or benefit positioning. They are positioned on strong beliefs & values. "Agro Organica" in their first advertisement used very colorful background, animation and a very fine jingle to get to their target market. Agro Organica will come up with a very enthusiastic advertisement to reach the target market. The ad is very colorful, enthusiastic and thematic.

**Brand name selection:** A good brand name selection is a difficult task. It begins with a careful review of the product and its benefits, the target market and proposed marketing strategies. The brand name, "Khusboo" actually bears uniqueness.

**Brand sponsorship:** "Khusboo" is a manufactured brand and it has its own sponsorship options. Most of the organizations that provide agro products conduct business by their own and by licensing.

#### **Brand development:**

A company has four choices when it comes to develop a brand. They are:

- Line extension- Existing brand names extended to new forms, size and flavor of an existing product category.
- Brand executions- Existing brand names extended to new product category
- Multi brands- New brand name introduced in same product category
- New brands- New brand names in new category

### 3.8 Promotion and Branding Strategy:

Agro Organica looks forward to reach their target customers that's why they use some publicity tools and also conduct public relationship tools like

- Press Conference
- News Release

- Feature Articles
- Interviews
- Special Events sponsorship
- Special publications
- Public vehicle poster
- Public affairs activities
- Corporate advertising
- Community activities

### 3.9 Distribution strategy

Agro Organica Pvt. Ltd. follows several distribution strategies to deliver its products. The strategies that the organization follows have been analyzed as follows:

**Direct to end users:** The Company has a sales team that sells the products such as snack items and other fast food items directly to several companies. The organization has a second product line for small businesses. Instead of using its sales team, it sells this line directly to end-users through its website and marketing campaigns.

**Sell through a dealer network:** Agro Organica sells its product through a geographical network of dealers who sell to end-users in their areas. The dealers may service the product as well. Its dealers are essentially its customers, and it has a strong program to train and support them with marketing campaigns and materials.

**Sell through a VAR (Value Added Reseller):** The organization sells its product to a company who bundles it with services or other products and resells it. That company is called a Value Added Reseller (VAR) because it adds value to its product. A VAR may work with an end-user to determine the right products and configurations, and then implement a system that includes its product.

To create a good distribution program, Agro Organica needs to focus on the end-users.

- If users need personalized service, it can utilize a local dealer network or reseller program to provide that service.
- If its users prefer to buy online, it can create an e-commerce website and fulfillment system and sell direct; it can also sell to another online retailer or distributor that can offer its product on its own sites.

- The company can build its own specialized sales team to prospect and close deals directly with customers.
- Wholesalers, resellers, retailers, consultants and agents already have resources and relationships to quickly bring the company's product to market. If the company sells through these groups instead of (or in addition to) selling direct, treat the entire channel as a group of customers – and they are, since they're buying your product and reselling it. The organization needs to understand their needs and deliver strong marketing programs; it will maximize everyone's revenue in the process.

### 3.10 Dissatisfaction responses

When expected benefits do not match perceived benefits, dissatisfaction arises. Dissatisfied consumer will have negative attitude towards the product. Dissatisfied consumers are damaging for the firm. The firm not only loses sales from the displeased consumers but also lose their reputation. In the case of Agro Organica's dissatisfied consumers may either take action or not take action.

**Take action:** Dissatisfied consumers of Agro Organica take action in a simple way as it is a nondurable and low price product. The alternatives for taking action are very simple. They usually take action by stopping purchasing Khusboo, influencing others not to purchase Khusboo, openly criticizing the product and the company.

**Take no action:** There may be consumers who are dissatisfied and will not take any action. These consumers will have a less favorable attitude towards Kusboo. Next time they will not recall this brand if they are to make a purchase decision.

To respond the customer dissatisfaction, the marketing manager of Agro Organica can conduct customer survey to have their feedback on their products. They can conduct interview of the customers to get their feedback and opinion regarding the improvement of the quality of the products. Through analyzing the feedback and survey outcome the organization will be able to come up with an appropriate decision how to turn the dissatisfied customers into satisfied and loyal customers of the company.

# Chapter-4

## Findings

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## **4.1 Poor HR activities**

If any organization has a poor or incompetent human resource department, it will have a negative impact on the organization, there will be no or poor training and re-training of the employees. Also, if organization's executive management does not pay enough attention to HR best practice it will lead to poor decision making process and critical mistakes. If the organization has a poor HR system, it will be liable to have employees that won't have the best interests of the organization at heart.

The HRM activities of Agro Organica are not up to the standard. It provides less training to the employees that lead to lack of skilled employees. On the other hand, sometime the employees remain unmotivated which results in inefficiency among the employees. Additionally sometimes there are vacancies and job postings; the HR department chooses the wrong person for the specific post. Moreover, the organization adopts poor HR strategy. Poor HR strategy will lead to so many negative outcomes, including labor shortages, de-motivated and dissatisfied customers. Poor hiring of talent will be expensive for the organization, because the organization will have to spend more money in training, re-hiring and so on.

Recruiting the wrong people will result in customer loss, ineffectiveness, and errors during work, legal issues, loss of competitiveness, loss of reputation and will ultimately impact the company's bottom line.

## **4.2 Higher production cost**

Production costs do directly influence pricing decisions. Contribution margin is the selling price per unit minus the variable cost per unit (Formula:  $C = P - V$  where C is the unit contribution margin, P is the unit revenue (Price), and V is the unit variable cost). As a result, to increase a product's contribution margin, a firm has two levers, Price and Variable Costs. If a firm has high production costs, to maintain the desired level of profitability, the firm must instate a commensurate increase in the product's unit price. However, increasing a product's unit price may have a negative impact on the product's sales, in essence erasing any of the required additional revenue from the price increase. As a result, while production costs are a component of pricing decisions, they are not the only factor.

The production cost of Agro Organica in several products is higher that leads to higher pricing of those products. The higher prices of those particular products lead to decreasing in the entire sales of the organization.

### **4.3 Low advertising**

The current agro market is highly competitive. Without advertising any product can hardly be marketed to the large customers. Agro Organica doesn't focus on spreading more advertising tools in the market. Due to low advertising on the media, it faces lower sales of its products.

### **4.4 New marketing trends**

As new trends appear on the market, it can be difficult for marketing managers of Agro Organica to keep track of the changes and implement them in their own strategies. While embracing, these changes would be to their benefit, keeping up with all things new regarding social media, web design, user interface, and much more, can be quite overwhelming.

### **4.5 Lack of communication**

While there is a swirl of things going on (blogs are posted, websites are updated and the marketing strategy progresses) it is important that all results and happenings are communicated to the rest of the team. Marketing managers of Agro Organica that do not have a working system for collecting, organizing, interpreting, and communicating their campaign data to the rest of the team are ill equipped to analyze and improve their marketing strategy.

In addition to this, poorly collected data or a lack of data can cause poor and uncomfortable communication between marketing managers and their superiors.

## **Chapter 5**

# **Recommendations & Conclusions**

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- The organization should focus more on the customer satisfaction. So, it needs to emphasize on the quality of the products. To enhance the quality of the products and satisfaction of the customers, it needs to conduct regular market survey to know about the needs and demand of the customers.
- Organizational conflict should be welcomed in the company. It helps to find out the error and also the best solution for the problem. Organizational conflict helps to increase the productivity.
- The organization needs to start home delivery of the products based on the online order. Here, it can introduce online payment system so that the customers can get a smooth service from the company.
- HR should make forecast about human supply and keep necessary sources of human supply. The team also should be more active in the HR activities. They should ensure that “right person having on the right position”.
- Finance department needs to be restructured with the efficient employee so that it can be ensured a proper flow of fund within the organization.
- Training should be given to the new recruited employees especially to the Brand Promoters at the very beginning so that they can go to the field with the product knowledge.
- The organization can reduce its production cost through economies of scale. It can increase its production volume that will help to reduce the production cost per unit.
- In terms of new marketing trends, inbound marketing agencies exist to do the research and detailed work involved in deciding which new inbound marketing trends to embrace, as well as how to go about implementing them into business’ marketing.

The process of figuring out which target audience matches the social media and target audience you should focus on can be left in an inbound marketing agency's hands. They will produce the information for the organization, saving the organization whole lot of energy and time.

- When searching for better communication between team members, many have found that the best results have been achieved by looking at 3 specific areas of a marketing strategy. First, Agro Organica needs to consider how its marketing strategy is driving traffic and if it is working. Second, it should see how well its strategy is converting that traffic into leads, and finally, analyze how effective its sales funnel is at turning leads into customers and generating sales revenue. To have better communication with management, work together and translate site data, implement call tracking software, report on successful content, and provide reports on marketing results.
  
- To get the competitive advantage over its competitors, it needs to conduct competitive analysis and act according to the outcome of the analysis. It can adopt differentiation strategy or cost leadership strategy. The combination of differentiation strategy and cost leadership strategy will provide better outcome.
  
- Quality work should be ensured from all the departments and every small mistakes and errors should be marked and solved with giving importance,

## 6.1 Conclusions

The report has been conducted on the entire marketing strategy of Agro Organica Pvt. Ltd. Here in this report it has been provided the pros and cons of the marketing strategy of the organization. The organization is doing well in its marketing strategy. It needs to improve in some areas to have excellent marketing and satisfactory sales. A number of recommendations have been provided in this report. If the organization considers those recommendations, it will be able to overcome its drawbacks in the marketing strategy. Beside this type of steps Agro Organica can take sponsorship of cultural program in educational institution, sports of community, rag etc. by giving financial support as well as other BTL instruments. From the above-mentioned report, it is clear that a number of strategies have to take to Agro Organica. Well-established brand departments always look after the need of market and they react accordingly. They do not increase sales directly but they act like the book reader behind the stage. Therefore, brand is the mother of marketing. Agro Organica is trying to establish their different line in a coordinated manner in the market. Their brand team's performance is dynamic and ideas are creative and relevant with the target market most of the time. However, it requires concentration in some points as a new brand team such as more organized activities, creating positive perception towards the brand among the customers, developing organized and efficient research section, enhancing inter department coordination. Thus, it can be expected that Agro Organica will be able to establish a renowned brand in this industry and increase its market share.

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