

An Analysis of export-Quality food products in Middle East Countries: A Case Study of SONIC Prime Group.



Daffodil International University

An Analysis of Export-Quality Food Products in Middle East Countries: A Case Study of SONIC Prime Group.



Prepared For:

Mohammad Shibli Shahriar

Associate professor and Head
Department of entrepreneurship
Faculty of Business and Economics
Daffodil International University

Prepared By:

Md Aowlia

ID: 132-11-3306
Major in Marketing
Program: BBA
Department of Business Administration
Faculty of Business and Economics
Daffodil International University

Date of Submission: 17.12.2018

Letter of Transmittal

17 December, 2018

Mohammad Shibli Shahriar

Associate professor and Head
Department of entrepreneurship
Faculty of Business and Economics
Daffodil International University

Subject: Submission of the Internship Report on “Food Product Export Analysis in Middle East Countries: A Case Study of Sonic Prime Group”. .

Dear Sir,

This is a great honor for me to submit the internship report on the topic titled “**Food Product Export Analysis in Middle East Countries: A Case Study of Sonic Prime Group**”.

This has given me great opportunity to enrich my knowledge about export business in our country.

Now, I have placed before you this report for your kind approval. I hope that my report will satisfy you and the learned members of the examination committee.

Yours Faithfully,

.....

Md Aowlia

ID: 132-11-3306
Major in Marketing
Program: BBA
Department of Business Administration
Faculty of Business and Economics
Daffodil International University

Declaration

I hereby declare that this internship report has been prepared by me under the supervision of Mohammad Shibli Shhriar, Associate professor and Head, Department of entrepreneurship, and Daffodil International University.

Submitted by:

.....

Md Aowlia

ID: 132-11-3306

Major in Marketing

Program: BBA

Department of Business Administration

Faculty of Business and Economics

Daffodil International University

Letter of Acceptance

This is to certify that Md Aowlia, ID: 132-11-3306, Program: BBA, Major in Marketing, is a regular student of Bachelor of Business Administration, Daffodil International University. He has successfully completed his internship program at Sonic Prime Group, House No# 18, Level - 1, Road No# 03, Sector -10, Uttara, Dhaka-1230, Bangladesh, and has prepared his internship report under my direct supervision. His internship topic is “**Food Product Export Analysis in Middle East Countries: A Case Study of Sonic Prime Group**”.

This report is recommended for submission.

I wish his every success in life.

.....
Mohammad Shibli Shahriar

Associate professor and Head
Department of entrepreneurship
Faculty of Business and Economics
Daffodil International University

Acknowledgement

At first, I would like to express my gratitude to almighty Allah for enabling me the strength and opportunity to complete the report successfully.

Internship is a part of the Bachelor of Business Administration (BBA) program that provides on the job experience for the students. The students get chance to work closely with the people of the organization. The internship program enables a student to develop their analytical skills and scholastic aptitudes and to have real-life orientation of the academic knowledge.

I would like to give thanks from the core of my heart to the internship supervisor, Mohammad Shibli Shhriar, Associate professor and Head, Department of entrepreneurship, Daffodil International University, who helped me in every step of my internship.

I am thankful to Md. Farid Ahmed (Chief Executive Officer), Sonic Prime Group. For his co-operation, valuable guidance, and generous support providing me with necessary information, without him my efforts would have been hardly possible.

Finally, I must acknowledge with due respect the constant support and patients of my parents.

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	1
CHAPTER 1- INTRODUCTION.....	2
1.1 Introduction of the study:	2
1.2 Background of the study:	2
1.3 Objective of the Study:.....	3
1.4 Scope of the study:.....	3
1.5 Significance of the study:.....	4
1.6 Limitations of the study:	4
CHAPTER TWO-	5
COMPANY OVERVIEW (SONIC PRIME GROUP.)	5
2.1 History:	5
2.2 Mission.....	6
2.3 Objective.....	6
2.4 Our Slogan	6
2.5 Vision.....	6
2.6 Why Choose Us?	6
CHAPTER – 3 LITERATURE REVIEW.....	7
3.1 – Export Process.....	7-11
3.2 – Export Documentation: -.....	12-14
CHAPTER FOUR - METHODOLOGY	15
4.1 Type of Research:	15
4.2 Sources of data:.....	15
4.3 Secondary sources:	15
CHAPTER FIVE -DATA ANALYSIS.....	16
5.1 Sonic prime group export in 2018	16

An Analysis of Export-Quality Food Products in Middle East Countries: A Case Study of SONIC Prime Group.

5.2 Middle East export in 2018.....	18
CHAPTER SIX.....	19
6.1 Findings.....	19
6.2 Recommendation.....	19
CHAPTER SEVEN- CONCLUSION.....	20
CHAPTER EIGHT- BIBLIOGRAPHY	21

EXECUTIVE SUMMARY

Human dependably needs to make his life less demanding. As the time cruises by, different issues are looked by people. Presently multi day, the best issue which is existing everywhere throughout the nation is to get new nourishment. Different substitute sources are being utilized to take care of this issue, yet the sources are not sufficiently sufficient because of utilizing concoction in each foodstuff and open mindfulness.

Like other created and creating nations, send out business is a potential and creating segment in Bangladesh. I needed to think about the conceivable market acknowledgment of our agro industry to entire over the world, and shoppers' reference of this segment, issues with agro preparing business. I worked for Sonic Prime Group. Where I got the functional information. I worked with Sonic by taking care of its different running Business Area, chatting with representatives, and talking about with Buyers/Customers.

Organizations managing some area need to defeat some inadequate. The fare arranged agro items which crude materials utilized with is costly. The organization should diminish the cost alongside diminishing its portion costs to make new request.

Working with Sonic Prime gathering. I took in the present situation of fare showcase. Bangladesh can be an extraordinary maker of each sort of agro handling items. The administration should build its concentration and endowment commitment upon the fare business division.

CHAPTER 1- INTRODUCTION

1.1 Introduction of the study:

At the principal side of my report I attempted to put my full organization audit like from where we came. What's more, at this moment what we are putting forth to our customers. What's more, what is our position. In the Objective part, I endeavor to put each Specific goal of my activity obligation and my fundamental duty too. What might be our new fare scope in various nations and what might be our fare territory in this world, I have proposed in this report. Indeed, even I referenced our lacking also. In this report I explicitly referenced the fare steps where everyone would have some solid learning – how to do sends out. In my writing audit part, I endeavored to make reference to our aggregate fare report, every year, month to month reason for the time of 2018 and our Companies yearend achievement. What's more, I endeavored to place our last year trade subtleties in my information investigation and discoveries part.

1.2 Background of the study:

.This is the region of worldwide and exceptional rivalry. That is the reason a large portion of the associations are confronting serious rivalry and organizations are looking for the correct procedures to pick up the upper hand or aggressive edge so as to meet the general organization objective for achievement in business.

Sonic Prime Group. The prime approach is to serve the requirements of its client with extraordinary fulfillment. SONIC enlivened by the present accomplishment and achievement of the organization means to go for fresher and testing region. SONIC is one of the biggest FMCG item producing organizations in Bangladesh who has been set one of the best position at BAPA evaluations Specifically for Middle East Countries.

So as to set up the correct technique, the administration of SONIC need to know the reasonable image of the market. This report attempts to investigate the genuine possibility of

An Analysis of Export-Quality Food Products in Middle East Countries: A Case Study of SONIC Prime Group.

FMCG showcase in Bangladesh that may assist the administration with taking right technique for picking up the upper hand or to meet the general organization objective for accomplishment in business and which could be utilized as a rule to think about further promoting practices in FMCG advertise in aggressive business advertise.

1.3 Objective of the Study:

The **main objective** of the study is to analyze Food Product Export in Middle East Countries based on Sonic Prime Group. Moreover, this report serves following

Specific Objectives:

- To analyze export quality food products in Middle East countries especially in sonic prime group.
- To evaluate those food products especially in sonic prime group.
- To find out some problems of food products.
- To make some suggestions to overcome the problems.
- To brief idea on making export documentation.

1.4 Scope of the study:

SONIC has such huge numbers of new extensions to extend their fare territory. At the present time our organization is sending out in excess of 15 nations on the planet and we have more than 124 sku items. Furthermore, SONIC is one of the best position in BAPA (Bangladesh agro processors affiliation) appraisals regarding Agro handled items send out. What's more, at this moment we are building up some new items which are Potato wafers pickles. Litchi, coconut juice sugar can juice which are truly demandable in Middle East market. So we want to effortlessly catch new market and grow our current market by disseminating these recently created items. In this report-I put our present year send out data and my each datum and fare status depends on just my 2018 fare.

1.5 Significance of the study:

Based on my report, my organization will be profited When I have arranged this report time I attempted to clarify the majority of my organization trade information in 2018 and I put a portion of our lacking too so our organization took in something from those lacking and they can recuperate those issues in 2019. In my report, I endeavored to put such huge numbers of fare statuses from the web and took in such huge numbers of things from that website which I never learned in my organization. At long last I can state My report makes a decent effect to my general public also. Furthermore, the general population of our general public would have some solid information about sending out by knowing about my report.

1.6 Limitations of the study:

I have a few confinements in my report. Which is-I didn't get such a great amount of times for arranged this report that is the reason I didn't put each and every data of fare which is should introduce in my this report. What's more, this report is has a place with my own accomplished situated and a portion of the data I gathered from the web. In this way, whenever found any variations from the norm in my report then I ask for you to think about it as my error.

CHAPTER TWO-

COMPANY OVERVIEW (SONIC PRIME GROUP.)

2.1 History:

Sonic Prime Group is a Foods stuff based organization. We are mutually working with an American Beverage Company, "The Monarch Beverage Company" Atlanta, USA. We are additionally Bangladeshi operator of an European prominent flavor fabricating organization Esarom GmbH (www.esarom.com), Vienna, Austria. "SONIC" is as of now the most notable family name among the a large number of individuals in Bangladesh and abroad. Since its beginning in 2008, SONIC has experienced childhood in stature and turned into the biggest products of the soil processor and exporter in Bangladesh. SONIC is the pioneer in Bangladesh to be included acquires crude material specifically from the agriculturists and procedures through condition of the apparatus at our manufacturing plant into cleanly pressed sustenance and beverages items. The brand "SONIC" has built up itself in each class of nourishment and can help an item run from Drinks, Confectionery, Snacks, Spices, Rice, Oil and Bakery items.

The organization picked up acknowledgment from the shoppers through its prevalent quality, the organization had developed to a great degree with being a pioneer. The organization was the introducer of ethnic dry nourishment in Middle East market particularly in Saudi Arabia, Vietnam, Oman, Dubai, Qatar, Bahrain, Egypt, Iran, Iraq, turkey and so on. We have a decent conveyance organize in everywhere throughout the KSA. Various expert deals work force covering all the KSA market to meet and surpass the requests clients who dwelled in KSA. We have creation plan in Kingdom of Saudi Arabia. We have solid dispersion organize in Saudi Arabia.

We have the capacity to give a decent number of items to help our customers. We are certain that we can guarantee the most noteworthy nature of items and focused costs. All the more explicitly, we are included with both assembling and sending out of dry foodstuffs in various nations over the world.

2.2 Mission

Sonic is resolved to give unadulterated, protected, basic, sound nourishment items for guaranteeing an ideal solid existence of client. It is committed to nature a deliver equipped world class item with solid feeling of moral qualities prepared to confront the focused and neighborhood and outside business sectors.

2.3 Objective

The goal of sonic is to augmentation the abundance of association. Creating client confidence and expanding the steadfastness level by full fill the client request.

2.4 Our Slogan:

"Indication of Health and Beauty".

2.5 Vision

The Preferred Provider of Essential and Value Added Foods for Everyone, Everywhere and Every day. Our Services and Quality of Food Will stay ideal For Each And Every Time.

2.6 Why Choose Us?

We are certain. We have the ability to give a decent number of items to help our customers. We are sure that we can guarantee the most elevated nature of items and aggressive costs. All the more explicitly, we are included with both assembling fabulous trading of dry foodstuffs in various nations over the globe.

CHAPTER – 3 LITERATURE REVIEW

3.1 – Export Process

In part of this report, I endeavored to determine the means of sending out.

- **HAVING AN EXPORT ORDER**

Preparing of a fare arrange begins with the receipt of a fare arrange. A fare arrange, essentially expressed, implies that there ought to be an understanding as a record, between the exporter and shipper before the exporter really begins creating or acquiring merchandise for shipment. By and large a fare request may appear as Preform receipt or buy request or letter of credit. You have as of now took in these equitable in the first segment.

- **EXAMINATIONS AND CONFIRMATION OF ORDER**

Having gotten a fare arrange, the exporter ought to inspect it with reference to the terms and states of the agreement. Truth be told, this is the most significant stage as every single consequent activity and responses rely upon the terms and states of the fare arrange.

The examination of a fare arrange, along these lines, incorporates things like item portrayal, terms of installment, terms of shipment, investigation and protection prerequisite, records Realizing installment and the last date of transaction of archives with the bank. Having being happy with these, the fare arrange is affirmed by the exporter.

- **MANUFACTURING OR PROCURING GOODS**

The Reserve Bank of India (RBI), under the fare credit (premium appropriation) conspire, stretches out pre-shipment credit to exporter to back working capital requirements for buy of crude materials, handling them and changing over them into completed merchandise with the end goal of fares. The exporter approaches depends based on set down methodology for the pre-shipment credit. Having gotten credit, the exporter begins to fabricate/obtain and pack the products for shipment abroad.

• CLEARANCES FROM CENTRAL EXCISE

When merchandise have been produced/acquired, the procedure for getting freedom from focal extract obligation begins. The Central Excise and Sale Act of India and the related guidelines give the discount of extract obligation paid. There are two elective plans whereby 100 percent refund on obligation is given to trade items on the accommodation of the evidence of shipment.

The main plan is to make installment of the extract obligation at the season of expelling the fare dispatch from the production line and document a case for refund of obligation after exportation of merchandise. The second plan is to expel products from industrial facility/distribution center without installment however under a fitting bond with the extract experts. The exporter needs to apply on a frame known as AR4 or AR4A to the Central Excise Range Superintendent for getting extract leeway.

Shape An is documented when merchandise are to be cleared after examination by the extract auditor. In every single other case, shape AR4A is documented.

• EXPORT POTENTIAL

To be fruitful you should initially choose if the fare business is for you. Inquire as to whether your organization, the administration and proprietors of the organization are submitted towards sending out and if your organization's items/administrations are prepared for the fare showcase.

• EXPORT READINESS

Survey your organization's present assets; do you have the monetary assets, staff devoted to sends out, appropriate deals writing, business card, value records, site and Intellectual Property (IP) enrollment. Is it true that you are enrolled with MATRADE so you get data about market openings, send out advancement occasions, courses and workshops to teach you about trading? Use business apparatuses, for example, SWOT Analysis, PEST Analysis, Porters Five Forces to survey inward and outside elements that influences your business and your rivals.

- **SELECT PRODUCT AND TARGET MARKET**

Comprehend the market's principles of working together, especially on issues, for example, obligations and printed material. You may likewise need to visit the market and additionally your imminent wholesalers/delegates. Thusly, you may have the upside of adapting direct possibilities of the market through meetings with imminent clients.

- **RESEARCH YOUR OVERSEAS MARKET**

Recognize your item and target market and accumulate information to get ready for your fare. Statistical surveying will assist you with identifying the correct target advertise, rivals in the market, clients, conveyance channels and the most ideal approach to advance your item. Visit MATRADE's Business Information Center which gives far reaching materials including on the web databases to help you in your exploration. Contact MATRADE's abroad office to get data about the market.

- **EXPORT BUSINESS PLAN**

Arranging is basic to any association. Before setting out on a full scale advertising plot, it is essential for organizations to draw up a fare field-tested strategy as this record can bolster a credit application, diagrams in detail the course of the business, portrays the qualities of the organization – and all the more critically – sets an incentive to their business. Actually, without legitimate arranging, organizations are bound to come up short – lavishly.

- **SALES AND MARKETING**

Deals and showcasing enables your clients to know about your business and in addition your items or administrations. It is through deals and advertising that individuals recognize what your organization brings to the table. Many broadens their advertising endeavors just in light of the fact that 'proceeded

Advertising strategies' trawls client's interests in season specials, advancements, new items as well as administrations. A powerful advertising will undoubtedly separate your business from different contenders.

- **SELECT DISTRIBUTION CHANNELS and MARKET ENTRIES STRATEGIES**

This is additionally a vital piece of sending out, as conveyance channels are the essential connections that guarantees the producer's merchandise achieve the end clients – be it coordinate trading or circuitous trading. A few organizations may have similar purposes behind entering the fare business, the market section systems and way taken may fluctuate starting with one then onto the next.

- **EXPORT PRICING**

Organizations must recognize the most fitting fare valuing system for their business. As estimating creates income for the organization, it is imperative to figure out how to viably pick a valuing procedure with the goal that overall revenue is expanded, assets are advanced, and deals volume are enhanced.

- **FORMALISE DISTRIBUTION AGREEMENT**

Formalizing a circulation assention between the exporter and the nation's wholesaler (abroad purchaser/shipper/affiliate) is indispensable as this dodges any future errors. The conveyance assention sets out plainly the obligations and duties of each gathering.

- **SECURE EXPORT ORDERS**

This is an essential component for any organization that desires to hold their client unwaveringness and support their business nearness. An average request cycle would typically end with anchoring orders and, as a rule, re-requesting. Since the survival of a business relies on deals, it is essential to arrange and catch up with your clients to get orders anchored.

- **EXPORT TRANSACTIONS AND DOCUMENTATIONS**

it stays away from deferrals in preparing and port leeway. Any deferrals in shipment will influence client faithfulness and your business qualifications.

You should know the fare documentations required to trade your items or administrations, as this may contrast as indicated by specific businesses or potentially worldwide markets. Having legitimate and precisely finished fare documentation is essential as

- **MONEY MATTERS**

Having a decent comprehension of the different strategies for installment settlement is basic to guarantee that you select the most fitting terms of installment for your business exchanges and that you get installment for it. This is an essential component in the fare business as you will require money to buy the products or administrations so as to fabricate and convey to your clients. You will likewise need a decent understanding in swapping scale unpredictability as variances can influence benefit and valuing.

- **PRE-SHIPMENT INSPECTIONS**

There are number of-products whose send out requires quality accreditation according to the Government of India's warning. Therefore, the Indian custom specialists will require the accommodation of an examination authentication issued by the able and assigned expert before allowing the shipment of merchandise happens.

Inspection of export goods may be conducted under:

(i) Consignment-wise Inspection

(ii) In-process Quality Control, and

(iii) Self-Certification.

An Analysis of Export-Quality Food Products in Middle East Countries: A Case Study of SONIC Prime Group.

The Inspection Certificate is issued in triplicate. The first duplicate is for the traditions check. The second duplicate of the authentication is sent to the shipper and the third duplicate stays with the exporter for his reference reason.

- **GOODS TO PORT OF SHIPMENT**

After the extract leeway and pre-shipment review conventions are finished, the products to be sent out are stuffed, stamped and named. Legitimate stamping, marking and pressing help fast and safe transportation of merchandise. The fare division finds a way to save space on the ship through which products are to be sent to the merchant.

The delivery space can be held either through the clearing and sending specialist or cargo dealer who takes a shot at benefit of the transportation organization or straightforwardly from the transportation organization. When the space is held, the transportation organization issues a record known as Shipping Order. This request fills in as a proof of room reservation.

3.2 – Export Documentation:-

- **APPOINTMENTS OF CLEARING AND FORWARDING AGENTS**

On fruition of the way toward acquiring the Inspection Certificate from the custom organizations, the exporter chooses clearing and sending operators who play out various capacities in the interest of the exporter.

The primary capacities performed by these operators incorporate pressing, checking and marking of transfer, game plan for transport to the port course of action for shipment abroad, traditions leeway of load, acquirement of transport and different records.

An Analysis of Export-Quality Food Products in Middle East Countries: A Case Study of SONIC Prime Group.

In order to facilitate the exporter in discharging his duties, the following documents are submitted to the agent:

(i) Commercial invoice:

In this part- the exporter should specify every exported goods name for EXP-SONIC HOT CHANACHUR, their packaging information (70 GM X 96 Pcs), their unit price & the total price of the product. And contract no. /L/C No. must be present in this paper along with the shipper/Importer/Beneficiary Bank Details.

(ii) Certificate of Origin :

The exporter should have arranged this certificate to serve the importer customs. And exporter will collect this certificate from DCCI/MCCI/EPB.

(iii) Packing list :

Packing List defined the product net weight & Gross Weight and the exported cartons should also be specified in this paper.

(iv) Phytosanitary Certificate:

The exporter must ensure the exported Good/Items Health issue. And this certificate issued from the KHAMARBARI. This paper also serves the importer port customs. In this paper, the below information should presence

- Exporter Details.
- Importer Details.
- Cartons Details.
- Port Name.
- Net Weight and the Exported Goods name

An Analysis of Export-Quality Food Products in Middle East Countries: A Case Study of SONIC Prime Group.

(v) **Bill Of Lading:**

The most paper to serve the foreign customs is Bill of Lading who is provided by the shipping line. Bill of Lading has two part one is negotiable which has three parts First Original, Second Original & Third Original And the other part Non-Negotiable which keep the exporter.

CHAPTER FOUR - METHODOLOGY

4.1 Type of Research:

This report is an illustrative kind of research in nature and it directed by gathering just auxiliary information. It has endeavored to utilize auxiliary wellsprings of gathering data and some are to make the report respectable with as less deliberation as could be allowed.

4.2 Sources of information:

So as to accomplish the target of the investigation in this report all-vital data are set up by gathering just auxiliary wellsprings of information.

4.3 Secondary sources:

Some auxiliary information gathered to make the report progressively concrete. These information has been gathered from various locales, SONIC site, Annual report of SONIC and mix of all my activity obligation; I am ready to compose this report.

CHAPTER FIVE -DATA ANALYSIS

Sonic reached the highest position in this year better than their previous period. As we can see, we already export over one core USD where our previous export was only 83 lacks USD under the Sonic Prime Group. And in this chart we can see we already export almost 14 lacks USD only the month of December.

5.1 SONIC PRIME GROUP EXPORT IN 2018

In my below chart and graph I tried to put my last year export. We can see, in 2018 the overall export of SONIC is USD **\$8843706.94** & EURO 5154.80 under dry food items. And we export 148 40 HQ Container & 47 20FT container in 2018. The best month of the export in 2018 was DECEMBER. It was almost USD 13, 34,560.50 and the 40 HQ Containers was 21 and the 20ft was 6.

SL. No	M o n t h	Monthly EXPORT Value (DOLLAR)	Monthly EXPORT Value (EURO)	CONTAINER	
				H C	2 0 F
1	J a n u a r y	\$643,233.70		9	3
2	F e b r u a r y	\$642,760.77		1 4	1
3	M a r c h	\$960,495.65		2 2	1
4	A p r i l	\$685,694.96		1 5	3
5	M a y	\$718,817.44		1 7	3
6	J u n e	\$611,458.21		8	5
7	J u l y	\$561,864.70		1 1	1
8	A u g u s t	\$1,034,891.44		1 4	6
9	S e p t e m b e r	\$814,249.45	5,154.80	9	7
1 0	O c t o b e r	\$1,097,919.56		1 1	8
1 1	N o v e m b e r	\$1,072,321.06		1 8	9
T o t a l		\$8843706.94	5,154.80	148	47

An Analysis of Export-Quality Food Products in Middle East Countries: A Case Study of SONIC Prime Group.

As we can see the total export of SONIC GROUP TRADE in 2015 is USD 28,13,114.00. Under the sonic group trade export amount is USD 13,58,643.00 And under the Pranto Trade export amount is USD 14,54,471.00. And we did export best in the middle of the year- June month and the exported value was USD 2,31,559.00 .



5.2 MIDDLE EAST EXPORT IN 2018

SONIC have full operational setup in all Middle East nation, as in Saudi Arabia, Qatar, Kuwait, Oman, and Bahrain. What's more, our most extreme segment of fare region is Middle East. What's more, I simply clear up in my beneath outline of Middle East fare aside from KSA.

As I talked about before in my presentation part – we have full operational set up in KSA showcase. So here, I endeavored to put some fare information of other Middle East market of SONIC GROUP with the exception of KSA advertise. Here we can see – we as of now send out \$ 7, 37,426.70 in others Middle East market. Like in Oman, Qatar, Bahrain, Dubai and Kuwait also.

CHAPTER SIX –FINDINGS AND RECOMMENDATIONS

6.1 Major findings:

- Sonic prime group export 148 40 HQ Container & 47 20FT container in 2018.
- Digital facilities are available in this company.
- We have almost more than 124 items products export in Middle East.
- Growth of employees is not sufficient.
- Get specific idea to how to export.

6.2 Major Recommendation:

- Employee needs to join various training to increase quality of the products.
- To make strong transport logistic.
- Should increase quantity of production.
- Company should decrease price to more export.
- To build good relationship to exiting buyers.

CHAPTER SEVEN- CONCLUSION

We made some new items under our product offering which is recently brought into the market. For that item, we make some promoting arrangement alongside our fundamental advertising plan techniques. As I indicated in my starting piece of this report we are currently sending out a wide range of foodstuff in by and large 17 more than nations on the planet and our fare rating is likewise great. What's more, SONIC GROUP is endeavoring to grow their fare showcase with the goal that they could be one of the best exporters of Dry Food things in this nation.

SONIC GROUP effectively crossed their earlier year (2017) send out volume in this year (2018). Also, their essential objective during the current year just about one half center DOLLAR trades volume during the current year (2019). What's more, for that SONIC GROUP as of now grow their processing plant and their creation limit also so they would confront any inconvenience for the generation.

Along these lines, in the event that we need to be extraordinary compared to other exporters in this nation then we need to satisfy the client request and for that we need to expand the creation limit and need to keep up the cleanliness of each item.

CHAPTER EIGHT- BIBLIOGRAPHY

1. **SOURCE: THE SME DEVELOPMENT AND EXPORTERS TRAINING UNIT Copyright © 2011 MATRADE.**
2. **<http://www.matrade.gov.my/en/malaysian-exporters/going-global/tips-for-exporting> .**

