

**“AN ANALYSIS OF THE MARKETING ACTIVITIES OF NEW HOPE FEED
BANGLADESH LIMITED”**

SUBMITTED TO

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SUBMITTED BY

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24th September 2019

LETTER OF TRANSMITTAL

Date: 24th September 2019

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University.

Subject: Application for the submission of internship report

Dear Sir,

With Unbelievable happiness, I am archiving my Internship report entitled " **An Analysis of the Marketing Activities of New Hope Feed Bangladesh Limited** " in perspective on my 3 months' internship length. This archive has been submitted as an imperative essential of the MBA educational programs.

I have watched the investigate be genuinely empowering, supportive and canny. I've attempted my stage quality to set up an amazing and tenable report. I am believing you'll discover this report the significance of the majority of the work I've put in it. I welcome your entire question and contribute heavily to answer them.

Yours sincerely,

.....

Abdullah Al Amin

ID: 182-14-073

Program MBA

Department of Business Administration

Faculty of Business & Entrepreneurship

APPROVAL CERTIFICATE

I am Abdullah Al Amin ID: 182-14-073, pleased to confirm that the Program MBA has confirmed the temporary job report titled "Analysis of marketing activities of New Hope Feed Bangladesh Limited" by the Business Department. The administration, under my supervision and guidance, is the Daffodil International University of Business and Entrepreneurship faculty.

The report is recommended for submission.

Supervisor

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
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STUDENTS DECLARATION

I, Abdullah Al Amin, ID: 182-14-073, thus announce that the accompanying internship report entitled "An Analysis of the Marketing Activities of New Hope Feed Bangladesh Limited" is exclusively arranged by me directly after the culmination of my temporary job at New Hope Feed Bangladesh Limited under the supervision of Professor Mohammed Masum Iqbal, Ph.D., Department of Business Administration, Faculty of Business and Entrepreneurship.

I guarantee that the report has been set up in consideration of the satisfaction of my scholastic prerequisite and not for any other expectation although the concerned gatherings may think that it's helpful for the improvement of HR arrangements.

Abdullah Al Amin

ID: 182-14-073

MBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

ACKNOWLEDGMENT

Above all else, I need to express my most profound thanks and dedication to Almighty God for gifting me with the capacity, quality, and patience and to stay dynamic in my proposal.

An exceptional obligation is because of my decent Supervisor, **Professor Dr. Mohammed Masum Iqbal**, Ph.D., Dean & MBA Coordinator, Department of Business Administration, Faculty of Business and Entrepreneurship who has been my scholastic chief for the course of MBA. He was top dog enough to allocate her significant time to give me her modest direction, motivation musings, adequate and appropriate headings for the fruitful preparation of this report.

I am likewise very grateful to all New Hope Feed Bangladesh Limited authorities, who work to give me the fundamental information and itemized explanation that arranged this report and the internship position think about. I might likewise want to thank the staff at the New Hope Feed Bangladesh Limited for their significant cooperation and help. It will be uncalled for on the off chance that I don't give them thanks since we can do nothing without their cooperation. I am likewise grateful to my family for their constant a wide range of backings all through the getting ready report.

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EXECUTIVE SUMMARY

This report is based on “An Analysis of Marketing Activities of New Hope Feed Mill Bangladesh Ltd”. Which provides information about the company’s policies and execution of policies. The objectives of this report are referred to identify the market strategy, depict the product mix, explain the pricing strategy, explain the distribution channel, identify the problems for marketing activities and to find the better solution for the problems.

In analyzing part, the study discusses marketing Activities like Marketing Strategy, STP analysis, product Strategy of New Hope Feed Mill Bangladesh Limited. Marketing strategies illuminate marketing plans, which are records that decide the sort and timing of marketing activities. Always attempt to give their clients the best quality items. Because NHFMBL keeps believing in quality. This is their first priority. NHFMBL always keeps the relationship with their customer good. They believe a relationship with the customer is the key to success in business, always enhance marketing department people by giving reward so that they work hard and be able to bring success. NHFMBL items are sold in different bundling and sizes. For instance, its center item Feed is sold in Broiler, Layer, Nursery, Sonali, Pangash and Cattle feed in their objective markets.

By charging a higher price for the same quality feed, overall company sales have dropped. Sometimes, local dealers face a shortage that is badly needed to meet food competition for poultry. Advertising activities are carefully managed by companies that are not rich enough to increase the rich branding of clients. So, it should be reduced to a reasonable pricing level. There should be sufficient supply of product in the market. So, advertising activities must be conducted by a company randomly.

CHAPTER-01

Introduction

1.1 Introduction

Behind every productive thing or administration present in the market today, there is a record of sufficient market analysis on competitors and customers. This is the first and most significant step forward in improving any marketing system. Market analysis is a cautious strategy of collecting data to decide whether things or the administration is about to come, considering the needs of consumers. Appropriate market analysis can help in the important fight in the development of the economy, the competitiveness, design of the business segment, the economics and the use of the characteristics of the customers. Market analysis is one of the most important parts of helping businesses by choosing all the necessary information and insightful business decisions. "Market analysis is one of the significant segments to assist business with all the required data and settling on savvy business choices," says an industry master from Infiniti.

1.2 Scope of the Study

The report is composed dependent on an evaluation of the marketing and sales activities of New Hope Feed Mill Bangladesh Ltd. Here marketing activities with respect to agricultural nourishment like animal sustenance, business notice into the report. How New Hope Feed Mill Bangladesh Ltd. focuses on its market and builds up several marketing approaches for its objective client that will be found. This report contains data about the objective market, item, estimating, strategy implantation, and sales planning by New Hope Feed Mill Bangladesh Ltd. To analyze the marketing activities of New Hope Feed Mill Bangladesh Ltd., satisfactory data has been gathered and abridged as could reasonably be expected. Since it is important that, to get a transparent perspective on New Hope Feed Mill Bangladesh Ltd. marketing activities; we have to recognize what New Hope Feed Mill Bangladesh Ltd. wants to do and how they will accomplish for their objective clients. To think about this data from New Hope Feed Mill Bangladesh Ltd., this report will carry on a significant part.

1.3 Objectives of the Study

The objectives of the study are as follows:

- i. To identify the marketing strategy of New Hope Feed Mill Bangladesh Ltd.;
- ii. To depict the product mix of New Hope Feed Mill Bangladesh Ltd.;

- iii. To explain the pricing strategy of New Hope Feed Mill Bangladesh Ltd;
- iv. To explain the distribution channel of New Hope Feed Mill Bangladesh Ltd;
- v. To identify the problems relating to the marketing activities of New Hope Feed Mill Bangladesh Limited;
- vi. To make recommendations to solve the problems;

1.4 Methodology of the Study

The types of methods used in this report are essentially descriptive in nature. Analysis of both primary and secondary data was chosen as the primary study method.

1.4.1 Primary Data Collection:

Primary information was collected: interviews with key people in the organization, face-to-face conversations with officers and employees, related files, study books provided to the officers concerned, sharing practical knowledge of the officers.

1.4.2 Secondary Data Collection:

The descriptive nature of the study calls for the compilation of existing data and information to prepare this report, with some data for this report being taken from secondary sources.

1.4.3 Data Collection Method

- i. Direct observation.
- ii. Discussion with officer and customers.

1.4.4 Data sources

- i. Office operational guidelines of New Hope Feed Mill Bangladesh Ltd.
- ii. Product and service brochures of New Hope Feed Mill Bangladesh Ltd.
- iii. Previous record files of New Hope Feed Mill Bangladesh Ltd.
- iv. Internet.

1.5 Limitations of Study

- New Hope Feed Mill Bangladesh Limited did not have enough time to properly understand the entire marketing activities.

An Analysis of the Marketing Activities of New Hope Feed Bangladesh Limited

- The study is the learning curve the study not able to present a lot of things in the report due to lack of my experience and practical exposure.
- Due to the confidentiality of New Hope Feed Mill Bangladesh Limited, it was difficult to collect relevant information and documents
- The lack of written information in this sector has made it an important issue to write this report more systematically.
- The employees of the organization were busy because they could not give enough time.

Chapter-02

Organizational Profile

2.1 Organizations Profile

New Hope Group was founded in 1982 by Mr. Yonghao LIU, a renowned Chinese private entrepreneur. It is a leading non-governmental organization that has developed and grown alongside China's reforms and inauguration. For the past three decades, New Hop Group has been among the top 500 Chinese enterprises in the past 14 years. It has created a lot of social and commercial value.

The New Hope Group now has more than 600,000 subsidiaries, approximately, 000,000 employees and 3 billion yuan in annual revenue in 5 countries. With its resources and expertise, New Hope Group has continually divided into new initiatives and segments, from contributing to the field of agriculture to innovation, nurturing, channel development, office building, and financial administration, to utilizing contributing and working concern organizations that develop potential. There is New Hope Group currently has a total of 3 billion resources and is deeply praised for its strong financial structure. As a participant in various financial markets, for example, Banking, Security, Internet Finance and Stores, New Hope will be awarded an AAA FICO Score by China Changzin International Credit Rating Co., Ltd. (CCXI).

The New Hope Group entered the global landscape in 1997 and established its first overseas processing center in Vietnam in the 5th. Currently, the group has more than 40 free or low-interest plants in about 20 countries around the world. It develops and maintains a strong interest in Australia, Europe, and North America. In order to expand the world over the past decade, New Hope Group has established sustainable partnerships with reputed international companies and organizations such as Mitsui & Co, Cargill, and IFC. It sought win-win cooperation with an open mind and sought to integrate international quality resources through value-based alliances.

New Hope Feed Mill Bangladesh Limited was established in 2007 and operates fully in 2008, promising to produce and market high quality and perfect hygienic animal feed products to the farmers. New Hope Feed Mill Bangladesh Limited has deep roots and connections with some nutrition industry pioneers who have paved the way for excellence in animal nutrition.

New Hope Feed Mill Bangladesh Limited supplies and distributes poultry all over Bangladesh through 1 office and Poultry Disease Diagnosis Lab, with the promise of more than 200

specialists. New Hope Feed Mill Bid Limited has become a synonym for quality for most of the year and has expanded into an associate with Bangladesh as a feed manufacturer. Companies have plants suitable for the supply of feed (both submerged and flowing) such as crush feed. The plants are strategically located in Bhagnahati in Sripur, Gazipur. The total installed yield limit is 100,000 tonnes per year. New Hope Group has three separate component companies in Bangladesh linked to agricultural preparation and feed.

2.2 Mission and Vision

For a long time, the group has committed to a beautiful vision of the evergreen business. We pursue core values "enlightened, positive, innovative, innovative" to create environmentally friendly, sustainable and world-class initiatives for food and modern agriculture.

2.2.1 Illuminative

An enlightened character contributes to the management of the business Simple, sincere, happy, confident and interested in general interest and to contribute, be friendly, be strong and contact Customer Relationship Management of New Customer Feed Mill Bangladesh Limited.

2.2.2 Positive

Promote positive thinking and integrity "Positive mind and action bring positive results."

2.2.3 Normative

- Be professional, dedicated, hardworking and conscientious
- Be honest, fair and trustworthy and serve the customer and the community\

2.2.4 Innovative

- Dedicated in product and service innovation to build core competencies
- Improve management concepts and practices for improved performance
- The innovative business model for continuous growth

2.3 Quality Policy:

New Hope Feed Mill Bangladesh Limited will provide quality initiative in the real bequest improvement segment. They will provide quality in their advancement work, in their management frameworks, and in their client assistance so they can meet or surpass their client

desires. Their human assets will always be their greatest resource and they will provide their representatives with ordinary preparing and chances to improve the quality of their work.

2.4 Quality:

New Hope Feed Mill Bangladesh Limited. He will without a doubt be one of the pioneers in real domain improvement in Bangladesh. New Hope Feed Mill Bangladesh Limited. Giving this renowned international acknowledgment is one of the real bequest engineers in Bangladesh. They accept that it is their organizational power that has empowered them to pick up market authority.

2.5 Business Development:

Joined with a band of profoundly energetic professionals, the Business Development segment investigates new business openings and concocts the best alternatives to fulfill developing need in the market. Business improvement group Dhaka, Mymensingh, Khulna, Jessore, Chittagong, Cox's Bazar, Kuakata are in charge of identifying the most valuable land and consulting with the landowners to affirm the triumphant joint endeavor or buy the land straightforwardly.

2.6 Marketing Team:

New Hope Feed Mill Bangladesh Limited has a truly professional marketing team. To nurture and communicate numerous product offerings to its customers. The tools and techniques implemented by the marketing department complement the sales department's efforts and help establish New Hope Feed Mill Bangladesh Limited. Images and products in their right perspective.

2.7 Sales:

The dynamic sales group always speaks with New Hope Feed Mill Limited's valued clients to stay up with the latest on the most recent item offerings. Every individual from the sales group is given broad preparing nearby so the individual is completely familiar with the techniques and can increase total learning of the item.

2.8 NHFMBL's Values

At NHFMBL, we stick to our fundamental beliefs: to be certain, regularizing and inventive, which guides us to have faith in our way of life.

An Analysis of the Marketing Activities of New Hope Feed Bangladesh Limited

In this cultural framework, the NHFMBL resembles a family where we are treated with a warm and wide heart; A school where we are committed to contemplating and advancing our abilities; And a power where we carefully pursue the controls to guarantee a healthy order of business management.

Chapter: 3

Marketing Activities of NHFMBL

Marketing Strategy is a business' overall game-plan for reaching individuals and transforming them into customers of the thing or administration that the business provides. The marketing arrangement of a company contains the company's value suggestion, key marketing messages, information on the target customer and other abnormal state parts. The marketing technique lights up the marketing plan, which is a record that spreads out the sorts and timing of marketing activities. A company's marketing strategy should have a more drawn out lifespan than any individual marketing plan as the procedure is the spot the value recommendation and the key segments of a company's brand reside. These things ideally don't move especially after some time.

3.1 STP Analysis

The following STP analysis includes market segmentation, target market, and position determination.

3.1.1 Market Segmentation:

We have divided our client into four gatherings.

- Individual consumers
- Big retail shops
- Farmer and
- Dairy Farm

3.1.2 Target Market:

- Farmer
- Rural Area People

We create and distribute solutions to help customers meet their goals. We provide value through products, services, and innovations. We measure success by consistently increasing, rewarding our customers, society, employee experience and providing financial benefits to our shareholders.

3.1.3 Positioning:

Animal Feed helps to maintain the good health of an animal, when time is short, which create value in consumer's mind about this product and motivate rheumy to buy frequently **New Home Feed Bangladesh Ltd.** will position itself as:

- Low Cost.
- High-quality producer.
- Professional.
- Reliable

3.2 Corporate Strategies

- **Quality and Customer acceptance**
Achieve business vision through quality and customer acceptance by providing quality all-day filters.
- **Good manufacturing practice**
Strictly maintained GMP (Good Manufacturing practice).
- **Compliance**
Including regulatory requirements, corporate quality requirements and other applicable standards.
- **Added Value**
To support clients and organizations through persistent improvement and mistake counteractive action.
- **Dedicated Human Resources**
Build a pool of dedicated human resources through quality preparation.

3.3 NHFMBL Decision-making process:

In the NHFMBL, decisions come from top-level management. The decision-making process is the following:

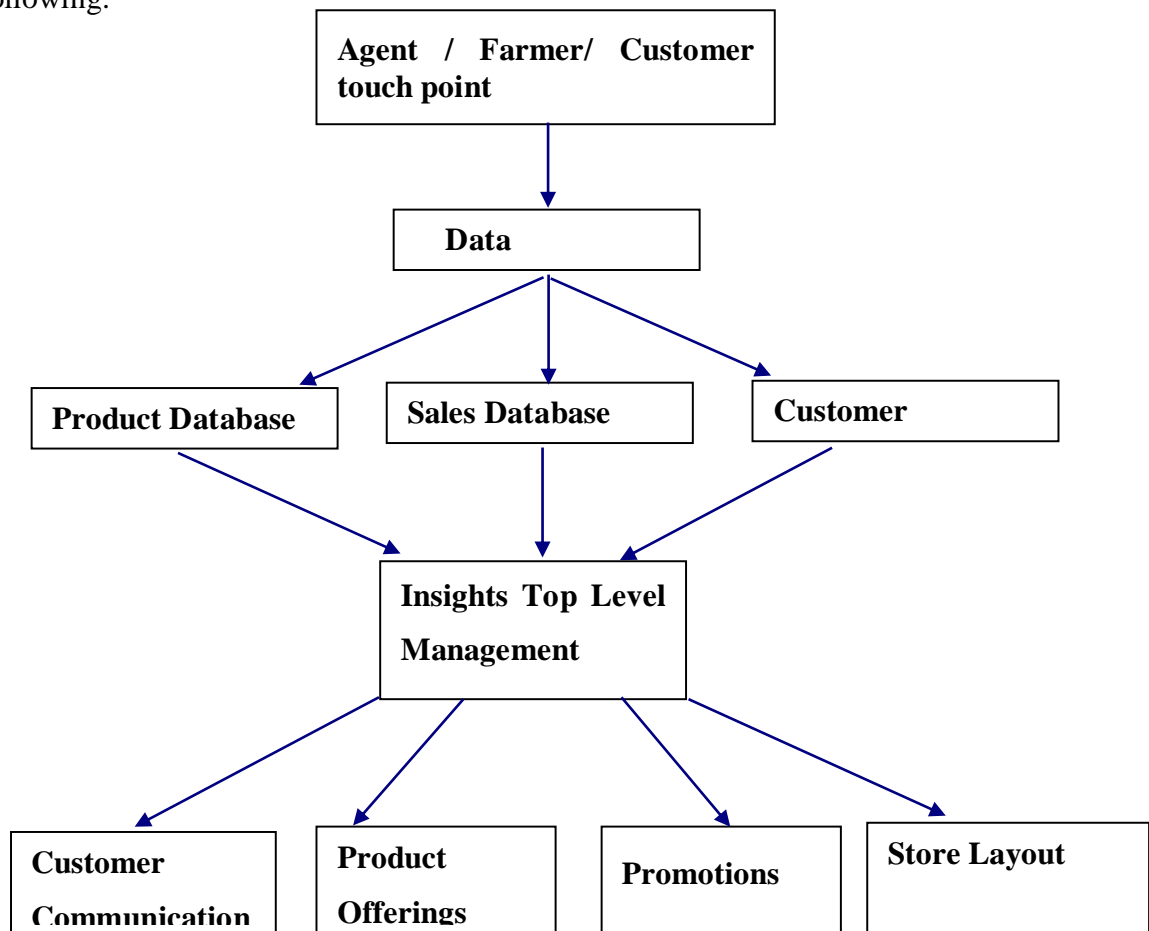


Fig 3.1: New Hope Feed Mill Bangladesh Limited Decision-making process

Farmers and agents ordered the chief officer based on their sale. They place their order one week in advance then the top management level creates a schedule for one week. And send the quantity demand to the production department. Manufacturing Division manufactures products according to the index and sells them to agents

3.4 Distribution channels used by the NHFMBL:

Marketing Strategy is the overall course of business for speaking with individuals and transforming the business of the thing or administration provided to the customer. An organization's marketing philosophy incorporates information on an organization's value proposals, key marketing messages, target customers, and other unusual best in class parts. The marketing framework lights up the marketing plan, which is a report that spreads out the sorts and timing of marketing activities. A company's marketing strategy should have a more drawn out lifespan than any individual marketing plan as the method is the spot the value suggestion

and the key parts of a company's brand reside. These things ideally don't move especially after some time. On the basis of the following channels of distribution can be identified-

Channel1: feed mill> Dealer >Farm

Channel2: feed mill>farm

Channel3: feed mill>Dealer>Sub-Dealer> farm

Among the above-mentioned channels, Channel1 is the most important channel and also used as the main channel in NHFMBL. On the other hand, Channel 2 and 3 are less important and used only to distribute their product partially along with channel.

3.5 Marketing Strategies of NHFMBL:

- Always try to give the best quality product for their customer. Because NHFMBL keeps believing in quality. This is their first priority.
- NHFMBL always believes to satisfy his customer. They try to give the best service to their customer
- NHFMBL always keeps the relationship with their customer good. They believe a relationship with the customer is the key to success in business
- Skilled personnel can bring any success. They know how to gain NHFMBL deserves skilled marketing department.
- NHFMBL always enhance marketing department people by giving reward so that they work hard and be able to bring success.

3.6 Marketing Strategy of NHFMBL through marketing mix:

3.6.1 Marketing Mix

The marketing blend is likely the most well-known marketing term. Its components are the essential, tactical segments of a marketing plan. Also known as the Four P's, the marketing blend components are value, spot, item, and advancement. The idea is straightforward. Consider another regular blend - cake blend. All cakes contain eggs, milk, flour, and sugar. In any case, you can alter the final cake by altering the measures of blend components contained in it. So for a sweet cake include more sugar!



Fig 3.2 Marketing Mix

It is equivalent to the marketing blend. The offer you make to your client can be altered by changing the blend components. So for a prominent brand, increment the attention on advancement and desensitize the weight given to cost. Another approach to consider the marketing blend is to utilize the picture of a craftsman's palette. The advertiser blends the prime hues (blend components) in various quantities to convey a specific final shading. Each hand-painted picture is original here and there, similar to each marketing blend.

A few pundits will build the marketing blend to the Five P's, to incorporate individuals. Others will build the blend to Seven P's, to incorporate physical evidence, (for example, garbs, offices, or attire) and procedure (for example the entire client experience, for example, a visit the Disney World). The term was authored by Neil H. Borden in his article The Concept of the Marketing Mix in 1965.

3.6.1.1 Price

There are several ways to determine the price of a product. Let's look at some of them and try to understand the best policy/strategy in different situations. There are several ways to determine the price of a product. Let's look at some of them and try to understand the best policy/strategy in different situations.

Premium Pricing

Use a high price where the product or service is unique. This approach is used where significant competitive advantage exists and the dealer receives offers such as:

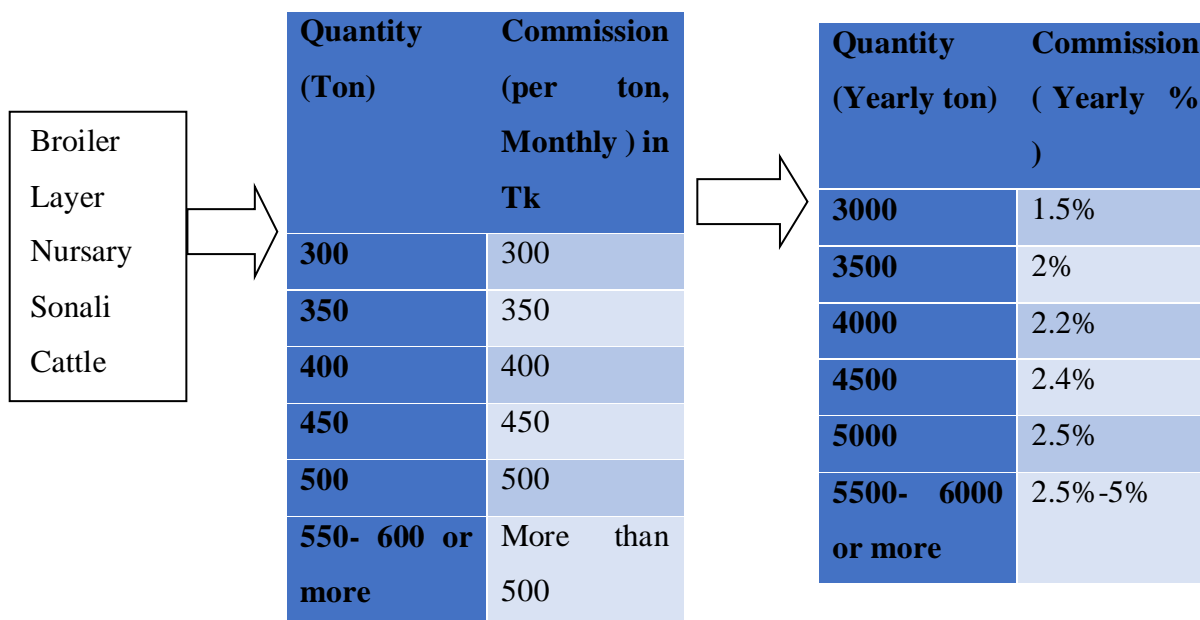


Fig 3.3: Price Strategy for premium Customers

Penetration Pricing

Prices charged for goods and services are set artificially low to gain market share. After it was acquired, prices were raised. This approach was used by the NHFBL.

Economy Pricing

It's a no-frills low price. Marketing and production costs are kept to a minimum. Supermarkets often have economy brands for soups, spaghetti, etc.

Price Skimming

Charge a higher price because you have enough competitive advantage. However, the benefit is not sustainable. Higher prices tend to attract new competitors to the market, and supply reduces unnecessarily due to increased supply to producers of animal feed used a scheming approach in the next Other producers were once tempted to market and the feed was produced at a lower unit cost, other marketing strategies, and pricing. The methodology is applied. Premium estimating, infiltration valuing, economy evaluating, and value skimming are the four evaluating procedures they structure the reason for training. Be that as it may, there are other important ways to deal with evaluating.

Product Line Pricing

Where there is a limit on a product or service, it reflects the benefits of pricing ranges. For example, cattle, nursery feed, and fish feed - 25kg and broiler, Sonali and Layer- 50kg.

Optional Product Pricing

Companies will try to increase costs after customers start purchasing. After it was acquired, prices were raised. This approach was used by the NHFBL.

Captive Product Pricing

Where there is a supplement to the goods, the companies will charge a premium to the customer where the customer is captured. For example, if a dealer buys more than 300 tonnes, it will charge as little as 300tk per ton, and the blade of the only design that fits with the dealer will recover its margin (and more).

Product Bundle Pricing

Here vendors consolidate several items in a similar bundle. It also attempts to transfer old stock. Layer and grill feeds are often sold utilizing the group strategy.

Promotional Pricing

Valuing to advance an item is an exceptionally basic application. There are many instances of promotional evaluating including approaches If Dealer Full fill their objective to sell they get, for example, buy for 10 tons he gets 50 kg more.

Value Pricing

This methodology is utilized were external factors, for example, subsidence or expanded challenge power companies to provide 'value' items and administrations to hold sales e. g. animal feed at Nourish.

3.6.1.2 Place

Neil H. Another element of Bourdain's marketing mix is Place. The spot is also known as a channel, vehicle or representative. It is the process by which merchandise and administrators are transferred from the manufacturer/specialist company to the client or buyer. A channel of

An Analysis of the Marketing Activities of New Hope Feed Bangladesh Limited

a vehicle involves a lot of deployment that brings out an item and all the activities used to move its title from generation to use (Buckling, 1996).

Neil H. Another element of Bourdain's marketing mix is Place. The spot is also known as a channel, circulation, or medium. It is the process by which merchandise and administrators are transferred from the creator/specialist co-op to the client or customer. There are six basic 'channel' decisions:

- Do we use direct or indirect channels (e.g. 'direct' to the customer, 'indirect' through payer)
- Single or multiple channels.
- The short length of multiple channels.
- Intermediate Type. There are numerous mediators at each level. Firms (i.e. nutritious among New Hope feed distributors) mediate avoidance of 'inter-channel conflict'.

3.6.1.3 Product

Animal feed flaunts a solid product offering and offers various items in various nations and districts. Animal feed adjusts its items to various regional quality and client inclinations.

NHFMBL items are sold in different bundling and sizes. For instance, its center item Feed is sold in Broiler, Layer, Nursery, Sonali, Pangash and Cattle feed in their objective markets. The NHFMBL logo is plainly made noticeable on every one of these feeds to separate itself from another company feed. Thus they produce enormous money for the company. A moment maid has a high piece of the pie and great development rate.

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Below are a few products that Animal feed has to offer to its customers:

Feed Code And Name Broiler And Price		PRICE
BROILER		
510	Broiler Starter	2302.5/-
511C	Broiler Pre Grower	2302.5/-
511	Broiler Grower	2292.5/-
512	Broiler Finisher	2272.5/-
LAYER		
710	Layer Starter	1947.5/-
711	Layer Pre Grower	1880/-
712	Layer Grower	1842.5/-
713	Layer Layer 1	1812.5/-
713A	Layer Layer 2	1785/-
NURSERY		
N-1	Nursary Starter	1382.5/-
N-2	Nursary Grower	1357.5/-
SONALI		
571	Sunali Starter	2040/-
572	Sunali Grower	2040/-
PANGASH		
832	Pangash Starter	1022.5/-
833	Pangash Grower	997.5/
834	Pangash Finisher	982.5/-
CATTLE		
628	Dairy Cattle Feed	800/-
638	Cattle Feed Fattening	800/-

Product Mix:

Item blending, also known as item collection, alludes to the number of items a company offers its clients, for instance, your company can sell different lines of items. Your product offerings can often be equivalent to dishwashing liquid and bar cleanser, both utilized for cleaning and comparative innovation use. Or on the other hand, your product offerings can be totally unique like diapers and razors. The four measurements to a company's item blend incorporate width, length, profundity, and consistency.

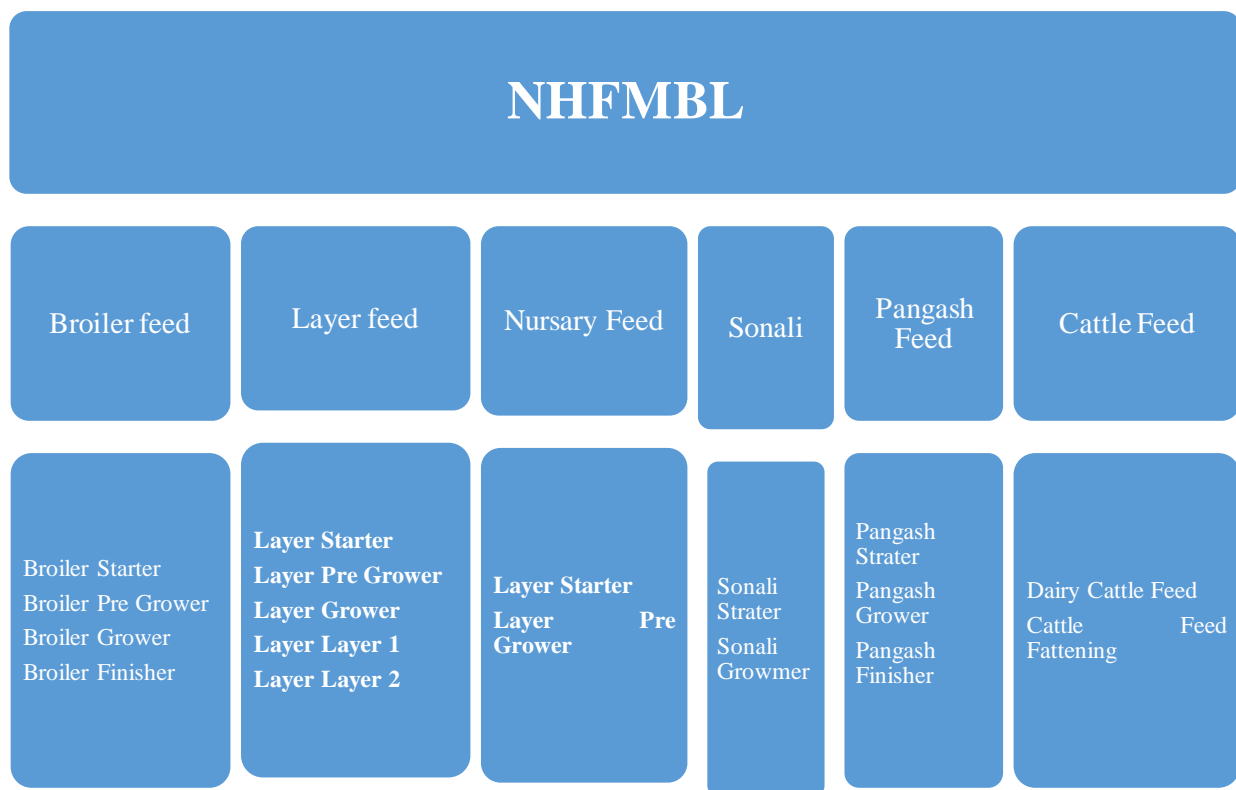


Fig 3.4: Product Mix Strategy of New hope Feed Mill Bangladesh Limited

Width: Number of Product Lines

The width, or expansiveness, of a company's item blend, relates to the number of product offerings the company sells. New Hope Feed Mill Bangladesh Limited Utilized 3 product offering

Length: Total Products

The item blend length is the total number of items or things in your company's item blend. For instance, NHFMBL (New Hope Feed Mill Bangladesh Limited) has 3 product offerings, Chicken, Fish, and Bovine. In the Chicken, the product offering is Grill, Layer and Sonali feed.

The Fish product offering contains Nursery and Pangash feed and The Bovine product offering contains Dairy Steers feed and Cows feed stuffing.

Depth: Product Variations

The depth of a product mix is related to the total variance for each product. Variations may include size, smell, and any other distinctive features. For example, if your company sells 2 sizes and three attributes of a feed, that particular feed line has six depths. As to length, companies sometimes report the average depth of their product lines; Or the depth of a particular product line.

Consistency is Relationship

The mixed congruity of the item depicts how the related product offerings are identified with one another - regarding use, creation, and dissemination. The NHFMBL item might be reliable in blend conveyance, however, it is totally unique being used. For instance, the NHFMBL company can sell feeds and provide veterinary offices on the ranch. Be that as it may, one item is consumable and the other isn't.

Product Market Mix Strategy

NHFMBL companies typically start with an item blend limited to width, profundity, and length; And there is an abnormal state of consistency. Be that as it may, after some time, the company may look to separate items or obtain new ones to enter new markets and existing markets. The NHFMBL might be comparably connected to their line

3.6.1.4 Promotion

Another one of the 4P's is **promotion**. NHFMBL's elements of the promotions mix are:

- Personal promotion.
- Sales Promotion.
- Public Relations.
- Exhibitions.
- Advertising.

3.6.2 The Promotions Mix

Give us a chance to blend the individual components of the battle in more detail. Remember that all the components are 'incorporated' to shape a particular correspondence battle.

1. Personal promotion

Personal advancement is a powerful method for directing a personal client relationship. Chips away at the behalf of sales organizations. They will, in general, be all around prepared in personal selling techniques and strategies. Be that as it may, salespeople are incredibly costly and should possibly be utilized with regards to the real degree of profitability. For instance, salespeople are often used to sell sales improvement where edges are high.

2. Sales Promotion

Sales advancements are considered as advancements, barring advertising, personal sales, and advertising. For instance, purchase the BOGOF advancement or a free one. Others incorporate result advancements, challenges, free frill, (for example, a free cutting edge with a new razor), initial offers, (for example, purchase a digital television and get free installation). Every sale advancement ought to be painstakingly gained and contrasted with the following best choice.

3. Public Relations (PR)

Advertising is characterized as 'a purposeful, planned and practical exertion to build up and keep up mutual understanding between an organization and its open' (Advertising Establishment). It's moderately modest, yet positively not modest. Effective strategies are long haul and plan for all occasions.

4. Trade Fairs and Exhibitions

These national strategies are incredible for making new contacts and renewing old ones. Companies will once in a while sell at these national occasions. The reason for existing is to bring issues to light and support equity. They provide an open door for companies to coordinate both the business and the client. In spite of the ongoing decrease in enthusiasm for such occasions, the Expo as of late finished up in Germany with the following one for Japan on June 25.

5. Advertising

Advertising is 'paying' for contact. It is utilized to build up a mentality, make mindfulness and transmit data to get feedback from the objective market. There are many advertising 'media,

for example, newspapers (local, national, free, exchange), magazines and journals, TV (local, national, terrestrial, satellite) motion pictures, open-air advertising, (for example, notices, transport rides).

3.6.3 Physical Evidence

Physical evidence is that a component of service has no physical properties in the service, so no consumer element to speak of depends on the indications. There are many examples of physical evidence, including the following:

- Packaging.
- Internet/web pages.
- Paperwork (such as invoices, tickets, and dispatch notes).
- Brochures.
- Furnishings.
- Sign age (such as those on aircraft and vehicles).
- Uniforms.
- Business cards.
- The building itself (such as prestigious offices or scenic headquarters).
- Mailboxes and many others

3.6.4 People

The most important element of any service or experience people have. Services are produced and consumed at the same moment, and aspects of the customer experience change to meet the individual's 'individual needs'. Individuals are the most important element of any administration or experience. Administrators, in general, will be created and consumed at the same moment, and portions of the client's experience will vary to meet the individual's 'individual needs'. A large part of us can think of a situation where the individual administered by a person arranges or corrupts a visit, get-out or restaurant meal. Remember, people buy from people they like, so the frame of mind, inclination, and presence of all employees should be at the top of this line. Here are some of the etiquette that makes individuals increase the value of an encounter - a feature of the marketing mix - preparation, personal sales, and client care.

3.7 Training

All client confronting workforce should be prepared and created to keep up a high caliber of personal administration. Preparing should start when the individual beginnings working for an

organization during an acceptance. The enlistment will include the individual in the organization's way of life just because, just as instructions the person in question on everyday arrangements and methods. At this beginning time, the preparation needs of the individual are identified. A preparation and advancement plan is developed for the individual which defines out personal goals that can be connected to future appraisals. Practically speaking, most preparing is either 'at work' or 'off-the-work.' On-the-work preparing includes preparing while the activity is being performed for example preparing of bar staff. Off-the-work preparing sees getting the hang of occurring at a school, preparing focus or gathering office. Consideration should be paid to Continuing Professional Development (CPD) where representatives consider them to be learning as a long-lasting procedure of preparing and improvement.

3.8 Personal Selling

There are various types of the salesperson. There is an item conveyance salesperson. Their principle assignment is to convey the item, and selling is of less importance, for example, cheap food, or mail. The subsequent kind is the request taker, and these might be either 'internal' or 'external.' The internal salesperson would take a request by phone, email or over a counter. The external salesperson would work in the field. In the two cases, small selling is finished. The following kind of salesperson is a minister.

Here, likewise, with those ministers that advance confidence, the salesperson constructs generosity with clients with the more drawn out term point of producing orders. Once more, actually bringing the deal to a close isn't of incredible importance at this beginning period. The fourth sort is the technical salesperson, for example, a technical sales engineer. Their top to bottom learning bolsters them as they prompt clients on the best buy for their needs. Finally, there are inventive merchants. Inventive merchants work to induce purchasers to give them a request. This is intense selling and will in general offer the greatest motivators. The aptitude is identifying the requirements of a client and influencing them that they have to fulfill their beforehand unidentified need by giving a request.

3.9 Customer Service

Many things, administrations, and experiences are maintained by customer administrations gatherings. Customer administrations provided capacity (for instance on the decision of financial administrations), technical assistance (for instance offering counsel on IT and software) and arrange the customer interface (for instance controlling administration

draftsmen, or talking with a salesman). The air and outlook of such individuals are vitally important to a company. The manner by which a complaint is handled can mean the differentiation between holding or losing a customer or improving or annihilating a company's reputation. Today, customer assistance can be very close, through telephone or using the Web. Individuals will in general buy from individuals that they like, and so ground-breaking customer backing is vital. Customer administrations can incorporate value by offering customers technical assistance and authority and guidance.

3.10 Process

The procedure is another segment of the enhanced marketing blend or 7p. There are special cases to the idea of procedure in business and marketing writing. Some consider procedures to be an approach to accomplish results, for instance - a company utilizes a marketing planning procedure to accomplish a 5% piece of the pie.

Another feeling is that there are several marketing forms that join to make an overall marketing process, for instance - telemarketers and web marketing can be incorporated. Another conclusion is that marketing procedures are utilized to control the marketing blend, that is, procedures to quantify securing marketing goals. All way of thinking is understandable, yet not especially client-centered.

With the end goal of the marketing blend, the procedure is a segment of the administration that sees the client feel the company offers. This is best seen as something your client goes to at various focuses in time. Here are a couple of guides to enable you to make a picture of the marketing procedure from a client point of view.

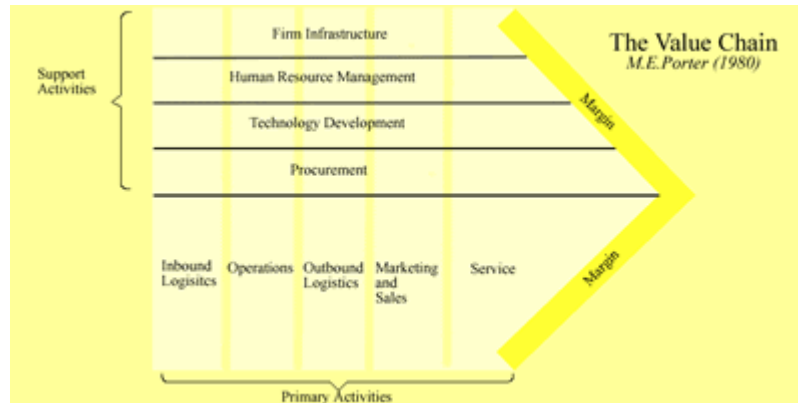
At each stage of the process, markets

- Deliver value through all elements of the marketing mix. Process, physical evidence, and people enhance services.
- Feedback can be taken and the mix can be altered.
- Customers are retained, and other serves or products are extended and marked to them.
- The process itself can be tailored to the needs of different individuals, experiencing a similar service at the same time.

Procedures essentially have information sources, throughputs, and yields (or results). Marketing increases the value of every one of the stages. Investigate the exercise on value fastens analysis to consider a progression of procedures at work.

An Analysis of the Marketing Activities of New Hope Feed Bangladesh Limited

A value chain is an orderly way to deal with examining the advancement of the upper hand. It was made by M. E. Watchman in his book, *Competitive Advantage* (1980). The chain comprises of a progression of activities that make and construct value. They come full circle in the total value conveyed by an organization. The 'edge' delineated in the chart is equivalent to included value. The organization is part of 'essential activities' and 'bolster activities.'



Here goods are received from a company's suppliers. They are stored until they are needed on the production/assembly line. Goods are moved around the organization.

Operations

This is where the products are produced or assembled. Individual activities may include a hotel room service, packing feed by an on-line retailer, or final tuning for a news feed.

Outbound Logistics

The products are now finished, and they need to be shipped to a wholesaler, retailer or final customer across the supply chain.

Marketing and Sales

In true customer-oriented products, at this stage, the company prepares the offer to meet the needs of the target customers. The region focuses strongly on the combination of marketing communications and promotions.

Service

This includes all areas of service such as installation, after-sales service, complaints handling, training and so on.

Procurement

This function is responsible for all purchases of products, services, and materials. The goal is to secure the lowest possible price for the highest possible quality purchase. They are

responsible for outsourcing (those components or operations that are usually done internally by other companies), and e-procurement (to achieve collection goals for the use of IT and web-based technology).

Technology Development

Technology is an important source of competitive advantage. Firms need to innovate to protect and maintain a competitive advantage. These may include manufacturing technology, Internet marketing activities, fat production, customer relationship management (CRM) and many other technological developments.

Human Resource Management (HRM)

Activity is a costly and important asset. A company will manage enrollment and determination, preparing and advancement, and prizes and compensation, the organization's goals and targets will be the main impetus behind the HRM strategy.

3.11 Pricing Strategies

Valuing techniques are the most important advance in the marketing blend. Since we will put up a new item for sale to the public, we have no clue whether buyers will acknowledge the cost. In the event that we pick a more expensive rate, clients won't have the option to purchase and the sales volume will be low. Then again, setting a lower cost won't take care of our expenses. So in picking costs, we need to consider the accompanying.

Acceptance of the product: As our products face competition against the animal feed, the prices of our products should be accepted by the customers. Our product meets customer needs. For this extra utility, we will charge more than our competitors.

Maintaining market share: In the near future, if our products are accepted by customers, more competitors will enter the market. So our prices should be something that can protect our market share during the competition period. Furthermore, we need to lower the price to maintain our market share during the competition.

Earning profit: As a business, our main goal is to make a profit. So we should not set a price that will not cut the price of the product. After covering the cost, we set a profit margin for our price

After analyzing all of these, we determine market-based pricing that determines a price based on analytics and studies compiled from the target market.

CHAPTER- 04

FINDINGS OF THE STUDY

4.1 Findings of the Study

An attempt has been made in this chapter to identify the problems faced by the fish feed producer and traders and suggest some measures to overcome these problems. Study of the problems related to the industry is very much important in order to acquire a clear idea about that industry. Generally, the reasons and causes that obstruct or hamper the achievement of the objects are treated as problems.

1. High price charges by the company
2. Don't provide sufficient information
3. Storage shortage
4. Market manipulation
5. Transportation problem
6. Insufficient supply of raw materials
7. Imperfect market competition
8. Lack of advertising activities
9. Intra-company communication problem
10. Lengthening the continuation of a strategy
11. Comparatively largest target to achieve a foreign trip

CHAPTER- 05

RECOMMENDATION OF THE STUDY

5.1 Recommendations

Suggested Solutions from the above discussion, it is clear that the feed mill (NHFMBL) are facing many problems. To overcome these problems, the following solutions were suggested:

1. Charging a high price for the same quality product of feed may decrease the overall company sale, So, it should be reduced to a reasonable level.
2. The company never provide enough information to the local dealers as well as to the ultimate customers which carry a high significance to accelerate the sale. So, they should provide the proper information.
3. Sometimes the local dealers face a shortage of product that is badly needed for acquiring the daily food supply for the poultry. There should be sufficient supply of product in the market.
4. There are other companies in the market who are intended to influence the market in the wrong way for the lack of observation on the market by New Hope company. So, they should increase the observation on the overall market.
5. When the products are ready to deliver to the local dealers then it faces the inadequate number of vehicles for which it takes extra times to reach the destination. So, the number of vehicles to transport products to the local dealers must be adequate.
6. Sometimes, productions decline for the lack of raw materials. So, it must be emphasized that orders for raw materials are made just before reaching the safety stock.
7. There are other dealers of new hope company who sales products at a price lower than the company specified and bribing the farmers to purchase from them. There should be punishment for the imperfect market competition.
8. The company hardly conducts the advertising activities which is not affluent to achieve a wealthy branding to the customers. So, the company must conduct advertising activities very randomly.
9. Communication within the company and company approved dealers is very poor. So, there should have direct and transparent communication with the dealers,
10. When a strategy followed for a long period, it is easily assumed and steps are taken to battle with the strategy by other companies. So, strategies should be modified frequently.

11. The company sets a huge target for the dealers to achieve a foreign trip meanwhile others set a shorter to achieve it. Here chance may arise to be frustrated with the company. So, the offer must be comparatively easier to achieve than others.

Conclusion

The discoveries of the investigation demonstrate that the profitability of feed generation is very palatable and have the capacity to pull in light of a legitimate concern for the business people of Bangladesh. The investigation further reveals that the exchanging of feed is a profitable dare to the dealers and sub-dealers. The feed business is playing out a vital job in the improvement of feed division in Bangladesh. Through more support of the business visionaries and patronization from the administration organizations, the industry will have the option to contribute more to the improvement of sub-segment of the nation sooner rather than later. For this reason, various restrictions of this-industry ought to be dispensed with to serve makers and merchants. The maker and dealers would absolutely be profited financially if the performance of feed generation and marketing framework is improved.

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