

**Internship Report
On
Marketing Strategies of PRAN-RFL Group**



*Daffodil International University
Permanent Campus*

Internship Report
on
Marketing Strategies of PRAN-RFL Group

Prepared for:

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Daffodil International University

Date of Submission:

Latter of Transmittal

Dr. SM Sohel Rana
Associate Professor
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Subject: Submission of Internship Report

Dear Sir,

In the accompanying pages, I have introduced the Internship Report, which you had approved for submission. This internship at PRAN-RFLGROUP has allowed me a chance to get involved with the marketing sector. I have prepared the report based on my practical work at the company and your recommendation. I have tried my level best to make the report meaningful.

Sincerely yours

Rakib Hassan Akanda
ID: 192-14-127
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Certificate of Approval

This is to certify that, **Rakib Hasan Akanda** bearing ID# 192-14-127, MBA program, Major in Marketing, Department of Business & Entrepreneurship from Daffodil International University has completed the internship report permitted, “Marketing Strategies of PRANRFL Group” successfully under my supervision and guidance.

He is permitted to submit the internship report for defense.

Dr. S M Sohel Rana
Associate Professor
Department of Business Administration
Faculty of Business & Entrepreneurship



Student Declaration

I do therefore pronounce that the work displayed in this internship report has been completed by me and has not been already submitted to some other University/Association for a scholastic capability. The work I have displayed does not rapture any leaving copyright and no bit of this report is duplicated from any work done before for degree or something else.

I additionally embrace to reimburse the Division against any misfortune or harm emerging from rapture of the prior commitments.

Submitted by:

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Rakib Hasan Akanda bearing ID# 192-14-127

MBA Program

Daffodil International University

Acknowledgement

At first, I might want to thank the respected supervisor Dr. SM Sohel Rana for allowing me the chance to set up the report for giving significant recommendations and rules. The internship report is a fundamental aspect of the MBA program as one can accumulate down to earth information inside a time of a quarter of a year by watching and doing the everyday works of the picked association. In such manner, my internship has been orchestrated at PRAN-RFL Group Limited, Dhaka.

As an aspect of my MBA program, the report is consider my internship. I have been allotted to give a report on a specific organization one of its unmistakable image's highlights, Situational examination, SWOT investigation, media portfolio, spending assurance, observing control, and assessment. To do this, I have picked one of the highest level corporate places of our nation – PRAN-RFL and accumulated data from different sources.

I might likewise want to be thankful. Eleash Mridha, (Managing Director). Kamrujjaman Kamal (Director of Marketing), and Musharaf Hossain Bhuiya, (Category administrator) - who gave me their important time and team up instinctually to respond to my inquiries required for setting up the report. The ongoing yearly report of PRAN-RFL& the web additionally helped us a great deal.

I recognize the due respects to for the assistance while setting up this report.

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Executive Summery

Internship program is the degree for gaining useful information after effective finish of the scholastic educational plan. Hypothetical information gets a total shape just when it is applied in a down to earth field. I have achieved my internship program at PRAN-RFLRFL Group Bangladesh. During 3 months of my vocation in the Marketing Department, I made an honest effort to get information about their general creation for the market with extraordinary accentuation on their creation technique.

This report depends on "Marketing Strategies of PRAN-RFL Group" This report investigates the general creation and the view that how PRAN-RFL keeps up the creation technique and the variables that influencing the creation too. This report is to discover what is the most significant factor behind expanding level of creation, the pain points for lower creation so PRAN-RFL can improve the current circumstance of low efficiency consequently lower deals, and measure the achievement or disappointment of the venture based on enhancements in the general exhibition of the modules and expanded creation because of this undertaking. Furthermore to discover the potential arrangements that can be considered to correct the issues.

The report additionally attempted to feature each action of various offices that I picked up over the span of time working here. By setting up the report there are a few restrictions. In any case, it was charming on the grounds that PRAN-RFL is a brilliant association where nothing is unstructured and unhygienic. PRAN-RFL has confidence in its firm commitment to satisfy its client needs and satisfaction and to turn into their first option in the market, however it's a dubious industry.

Subsequent to introducing my investigation I gathered together with proposals and end and I anticipate gain from the further investigation of this field.

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CHAPTER – 1

INTRODUCTION

1.1 Introduction

PRAN-RFL Group has begun an excursion in 1981. This is view Observance fuse the mission of the Group they contain throughout the years to grow their conduct in a few territories. PRAN-RFL is the greatest resource for their master group the executives and committed workforce. “PRAN-RFL” began its activity in 1981 as a processor of foods grown from the ground in Bangladesh. Throughout the long term, the organization has developed in height as well as contributed altogether to the general financial advancement of the nation.

PRAN-RFL is Bangladesh's significant rancher and processor of leafy foods. Their agreement cultivators develop the choicest foods grown from the ground, which are prepared in their advanced and clean plants to the highest caliber and worldwide standards. PRAN-RFL founded 28 years back by numerous business visionaries with involvement with the item market of Bangladesh. Various kinds of items dynamically better known today, figures propose that yearly deals of such items will develop at in excess of 49 percent for the following 3 years. Since our populace is expanding step by step and the items required are likewise expanding. To pick up piece of the overall industry in this climate, PRANRFL should cautiously target explicit sections with highlights that convey benefits an incentive by every client group.

1.2 Scope of the Report

I have worked straightforwardly in the association and I was relegated to the PRAN-RFL group as an everyday marketing position. So I got heaps of extensions to think about the organization and furthermore their items.

In my report, I attempted to locate the current state of the PRAN-RFL group ltd and strategy.

1.3 Objective of the Report

The main objective of this Internship Report is to describe the “**Marketing Strategies of PRAN-RFL Group**”.

Specific Objectives:

1. To analyze the marketing strategies of PRAN-RFL group.
2. To examine how PRAN-RFL using the marketing concept in its marketing strategies.
3. To make recommend as increase the marketing efficiency of PRAN-RFL group.

1.4 Methodology

The center goal of choosing the point is to all the more likely comprehend the refreshment business and its individual marketing strategies. PRAN-RFL came into the food and drink industry just a couple of years back. The goal of my internship report was to recognize in the case of assessing marketing strategies utilized by PRAN-RFL for its items are imparted and seen by the purchasers and their ability of winning as per their cost. For this few measurable instruments are utilized for item examination like 4Ps investigation, framework examination, SWOT examination. The outcomes are appeared through diagrams and outlines. In surveying the money related state of PRAN-RFL, proportion examination has been done and diagrams and graphs are given to show the outcomes. This is spellbinding exploration naturally. Two sorts of information have been utilized for setting up this report – Primary and Secondary information. The primary wellsprings of these two sorts of information are examined beneath:

❖ **Primary Source:**

Primary data and information was collected through interviewing the management personnel's, customer service personnel's and other related people. Most of the information was collected from (Category Manager, Branch Manager and employees) who are very much involved in the branding and marketing process.

❖ **Secondary Source:**

Most of the information was collected from internet, newspapers, magazines, journals, annual report, and other company publications.

1.5 Limitations of the Study

The study isn't out of restrictions. The report has certain impediments which are depicted beneath: The fundamental imperative of the study was insufficient admittance to data. Classification of information may be another significant obstruction that may be looked during the lead of this study.

A large portion of my exploration is reliant on auxiliary sources as opposed to essential sources. Time and cost are the key imperatives of my report. Because of absence of time and expanded cost I couldn't appropriately do my report.

CHAPTER – 2

ORGANIZATION PART

2.1 History of the Organization

PRAN-RFL Group represents Program for Rural Advancement Nationally. In Bangla "Progoti Rupayone Agrani Noboddom" PRAN GROUP was intuitive in 1980. Keeping in see the business errand of the group they have throughout the long term expanded their exercises. Today they are the greatest processors of natural products and vegetables in Bangladesh. They empower contract ranchers and assist them with developing quality harvests with expanded yields and to get reasonable costs. The Group involves 10 organizations. The administrative centers are situated at Dhaka with creation offices around the nation. Their administration is currently customized to our atmosphere & culture. Their biggest resource is their skillful group of involved troughs & committed workers.

Farming Marketing Co Ltd-PRAN-RFL is the primary food regulation organization in Bangladesh to accomplish the great disparity ISO 9001:2000 affirmation for its quality administration framework. This extreme confirmation guarantees that PRAN-RFL Products arrive at the buyer's table keeping up the most elevated level of value. I expansion to ISO, PRAN-RFL has overall affirmations like HALAL and HACCP. They have define their objective as; "Be Number One". It implies that they are continually attempting to give their clients the best item which will be in the main position in the end. For this objective, they give their best possible work in each stage.

In the wake of serving the millions at home effectively, PRAN-RFL has zeroed in on fares to serve the billions. At present PRAN-RFL is the biggest exporter of agro-prepared food things of Bangladesh. In acknowledgment of the exceptional exhibition in send out, PRAN-RFL has accomplished the best prepared agro-food trades prize for the three last continuous years. Right now, PRAN-RFL items are consistently being sent out to 142 nations of the 6 mainlands everywhere on the globe. Significant fare markets are Asia, the Middle East and Africa.

2.2 Corporate Mission of PRAN

Neediness and Hunger Are Curses: PRAN-RFL Food's Mission is to never bargain with quality, towards holding the situation of the market chief and continuing it, and afterward arrive at the worldwide market. Today PRAN's regular Bangladeshi taste has been all around acknowledged all through the world

Business and acquire pride and dignity for their countrymen through their profitable ventures. Today Bangladesh is a developing business sector and having rivalry from everywhere the world. We accept rivalry as an open door to substantiate ourselves. It likewise causes us in improving our quality ceaselessly. This empowers us to serve you better through Continuous Quality Improvement. PRAN Food commits its ceaseless life to serve humanity by giving them the most ideal food, as it is the essential need of humankind. What's more, it is for the caring acknowledgment of individuals that Ahmed has made significant progress.

2.3 Current Situation

"PRAN" is right now one of the most respected food and refreshments brand among a huge number of individuals of Bangladesh and other 82 nations of the existence where PRAN-RFL Products are consistently being sent out. All the PRAN-RFL items are delivered according to global guidelines keeping up the most significant level of value at each phase of its creation cycle.

PRAN is as of now creating in excess of 200 food items under 10 unique classes for example Juices, Drinks, and Mineral Water, Bakery, and Carbonated refreshments, Snacks, Culinary, Confectionery, Biscuits and Dairy. The organization has embraced ISO 9001 as a core value of its administration framework. The organization is consistent to HACCP and guaranteed with HALAL which guarantees simply the best quality items are reached to the purchaser's table over the Globe.

2.4 The Business of PRAN

PRAN agribusiness marketing organization restricted has controlled the nine individual Business Units on their umbrella.

- ❖ Agricultural Marketing Company Limited (AMCL)
- ❖ PRAN Foods Limited (PFL)
- ❖ PRAN Agro Limited. (PAL)
- ❖ PRAN Agro Business Limited (PABL)
- ❖ Bango Agro Processing Limited (BAPL)
- ❖ PRAN Dairy Limited (PDL)
- ❖ PRAN Beverage Limited (PBL)
- ❖ PRAN Confectionery Limited (PCL)
- ❖ PRAN Exports Limited (PEL)

2.5 Location of the Markets

PRAN agriculture marketing company has spreading their product all over the country and they launch 177 products in the consumer market. Locations of the markets are:

Narsingdi, PRANRFL Dairy, PRL, AMCL, PBL, PC, PEL,

Ghorashal, Rangpur, RFL, BAPL (Rice),

Natore, PAL, PABL, Chittagong, PRAN-RFL Tea,

Al- Mostafa Bread & Biscuit (Pvt.) Ltd (Sub-contract- Biscuit),

Fulkoli Food Products (Sub-contract- Biscuit),

BramhonBaria, Ratan Foods Ltd. (Sub-contract- Biscuit).

CHAPTER – 3

LEARNING PART

3.1 Marketing Strategy of PRAN-RFL Group

From the outset, they are set up a market to the situation of division focusing on situating (STP) for their items. This group of enterprises in marketing destinations is assessing marketing procedure for their client.

3.1.1 Customer Analysis

Market Segmentation

This group of customer who has unmistakable necessities, conduct requests, and who prerequisite discoveries or dissect their different items or marketing blends. For instance, The individuals of various age who need to decision of pran mango juice as like as the youthful age pick pran bliss juice or the kids picks pran junior juice.

Target market

PRAN-RFL Group aim the working class individuals who need to be confirmed taste food purchase low cost. At that point as a customer believing that class individual's target market is profoundly profitable for them. They are attempting to give exorbitant cost items as opposed to the low cost of a quality items for target serious business sectors.

Market Positioning

PRAN-RFL Group situating there are client minds by offering items for their advantage. There are target markets to serious every single item in the brains to situate an unmistakable and attractive spot. For instance: To situate attractive spots for the Mango Bar as a sample of the joy of their adolescence, in the brain of every single purchaser.

3.2 Marketing Mix of PRAN-RFL:

This organization are investigation the market portion and discover current items strategies to assess more than estimations of the market includes 4Ps dissect (Product, Price, Promotion and Place) each of these clarified beneath that:

3.2.1 Product

PRAN-RFL Group is a client who needs to give great quality items. Its plant items made by cutting edge innovation apparatus prepared to limit satisfy customer needs to fulfill and deal with items in a certified supervisor.

These businesses ' items are extraordinary and unique in relation to some other organization. The game plan of the item class and brand name beneath the container:

PRODUCT CATEGORY	BRAND NAME
Energy Drink	Power
Cola	Maxx cola
Clear Lemon	Cheer up
Drinking Water	Pran Drinking Water
Carbonated Beverage	Braver
Milk	Milk Vita
Juice	Frooto (Mango, Red grape, Red orange)

3.2.2 Product Quality

PRAN-RFL Group of industries gives us the best quality product for regular life. It makes our regular life happier. Their products contain following qualities:

- Put-togetherness:** All items show up and experience approximating a quality item.
- Steadfastness:** Each individual draws on brings about a similar fulfillment.
- Execution:** Already shows great quality execution.
- Highlights:** Good facial appearance.
- The Name:** A name that contains mediocrity.
- Consistency:** Each individual uses brings about the comparable satisfaction.

- **Usefulness:** The administration plan professional, master, and very much arranged.

3.2.3 Product Description of PRAN-RFL

This item is accessible in PET container 250ml plastic jug and aluminum CAN, Normally cell reinforcement 0.02%-0.05% in this drink.

Power



Power was dispatch in 2009; its item is a caffeinated drink. By having the power caffeinated drink everybody can feel energize and everybody can feel themselves revived and invigorate. These items are accessible in 250ml containers and 250ml CAN.

Braver

Braver is item non-liquor for drink markets and no results. This item was dispatch in 2012 and their item drinks invigorate our brains.

CHEER UP



Cheer up is clear lemon-enhanced CSD. The bundles are enveloped by an exceptionally appealing and clean. The item is accessible in PET jug 250, 500, 1000ml.

Maxx Cola



Maxx Cola is a cola-enhanced CSD (Carbonated Soft Drink). PRAN-RFL is the main organization to present full-sleeve bottle pressing which made the item more alluring and more clean than other contending brands.

Maxx cola was dispatched in 2008 and from that point forward the item is generally welcomed by its purchaser and has achieved a decent piece of the overall industry. Presently Maxx cola holds the main situation in the cola class of Bangladesh. The item is accessible in PET container 250, 500,

1000, 2000 ml and 250 ml aluminum CAN. Before long Maxx cola Light has been entered the market to share its excursion in the section of diet cola.

Pran Milk Vita

PRAN milk vita brand comprises of UHT milk, Pasteurized milk, Chocolate milk, Mango milk, Butter, Clarified Butter (Ghee), and Yogurt. The brand entered the market in September 2007.



UHT Milk is accessible in 500 ml Pak. Purified Milk is accessible in 500 ml and 1000 ml Poly pack. Mango and Chocolate milk is accessible in 250 ml Poly pack. Explained (G-expense) is accessible in 200 gm, 450 gm, and 900 gm compartment. Yogurt is accessible in 100 gm and plastic holders.

Frooto

FROOTO is a brand for juice product that is available in three different flavors.

➤ FROOTO Mango



The crude materials are gathered from Bangladesh. Mango and Green Mango juice are produced using Rajshahi District gather mango garden cultivator conveyance from unadulterated mango.

The item is accessible in 250 ml, 1000ml PET container.

Pran Drinking Water



Pran Drinking Water is product a mineral water was launch by 2007.This products are packaging makes attractive and common products for markets.

SNACKS

PRAN Snacks after fulfilling the huge domestic demand and helping to prosper the economy by exporting to 142 countries in the world.

Chips & Crackers

PRAN chips contain only identifiable element often with surprise toy gift in the packet pleasant for the kid.



Pran Potato crackers Munchos Potato crackers TomTom Potato crackers

3.2.4 Product Development Matrix

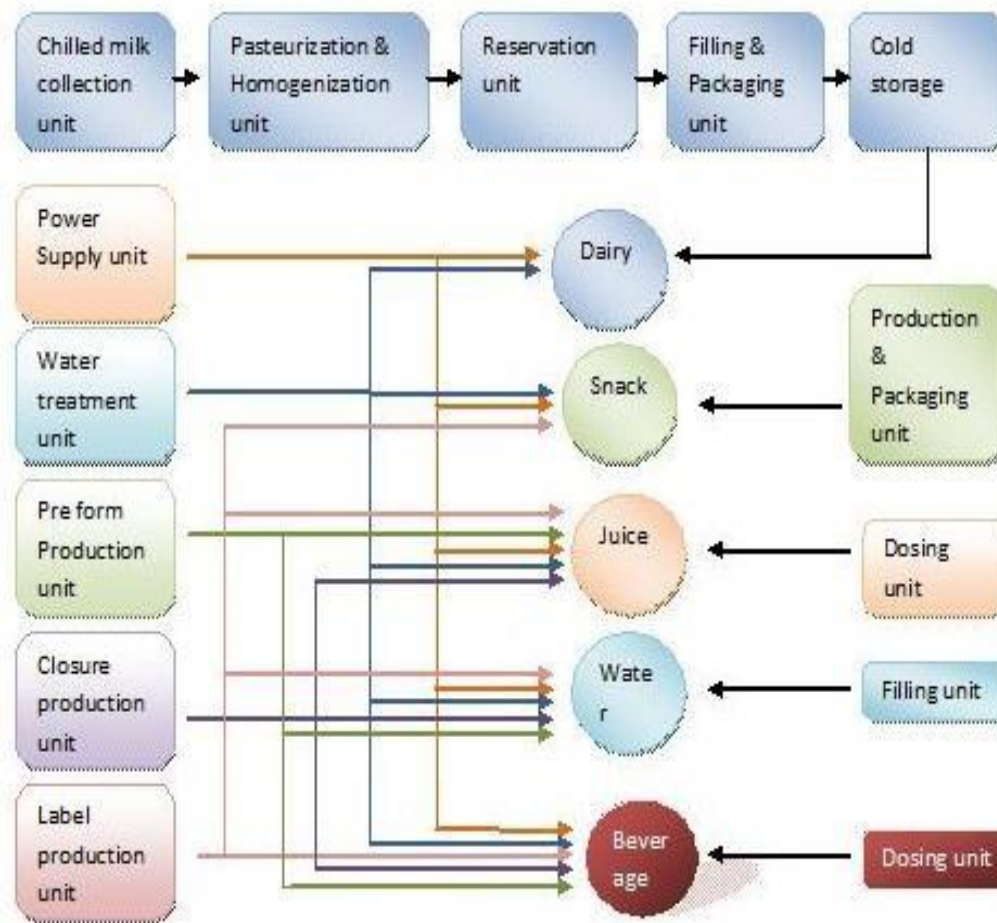
Item Development framework is current and new market investigation to client needs to items introduction, created and expansion clear to the organization. PRAN-RFL is current and new items portfolio show that beneath:

PRODUCT DEVELOPMENT MATRIX	CURRENT PRODUCTS	NEW PRODUCTS
Current Market	Market Presentation Company combating with the current product in the current market.	Product Development Introduced new product in the current market.
New Market	Market Development Slanting the current product into a new arena/market.	Diversification Sense of innovation, by developing new product for a new market.
Product Development	MAXX COLA LEMU CHEER UP POWER FROOTO PRAN DRINKING WATER	
Diversification	BRAVER PRAN MILK VITA (UHT Milk)	

PRAN-RFL is the current new item created for the refreshment market and another item additionally made created. Braver is another item and PRAN Milk Vita was created.

3.2.5 Production Process

There is a typical plant for drink creation. The dosing unit is regular for juice and drink. Power and water supply withdraw are regular for all creation. Change, conclusion, and name units are normal for the water, juice, and drink division.



3.3 Price

Price is a significant aspect of the organization on the grounds that an organization's prosperity and disappointment realities of Product dispatched. As Company item created buyer needs to cost up to and down consistently region premise. The organization is assessing that sort of client to zone wish office items to set the cost. In any case, the Bangladesh drink industry is shopper needs than contending market item value classification nearly the equivalent.

Price analyzed is ultimate by PRAN-RFL Group using follow two methods:

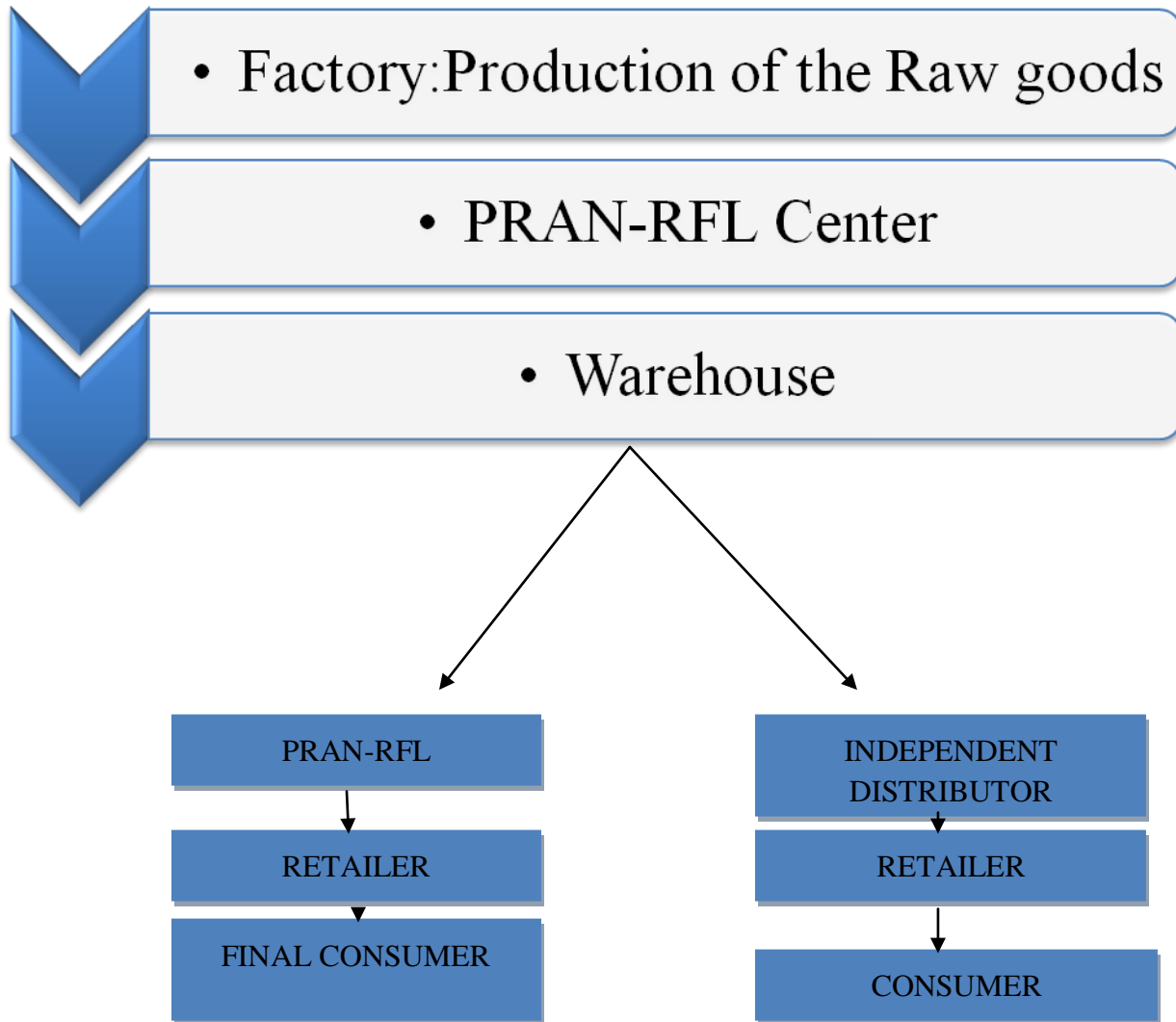
Market Oriented Pricing: PRAN-RFL will be that circumstance market adequate to consider the market-arranged evaluating those kind of buyer needs market cost increment and lessening to the imbalanced good market value name.

Competition Market Based Pricing: From the outset, a contender recognizes to go market item cost and they chose to acknowledge the item value the equivalent or not. Most extreme time the refreshment contender market item value the equivalent. PRAN-RFL item costs are sensible to another contender's market retailer cost. That why PRAN-RFL is the more profitable effect on the contender markets.

3.4 Place

PRAN-RFL Group of Place is a huge conveyance direct in Bangladesh. The spot is made by an item to expend salesmen. As a sales rep's present item where are deals made by this region chose spot to convey. Its organization makes part of the spot disseminate that is item are deals at present conveyance. A spot dispersion channel is almost from the shop then sales rep rush up this item circulate. PRAN-RFL is enlisting right off the bat seller's place than given the items this spot than sales rep given item this territory shop spot and hand to hand shop man manages the client. In this way, the spot is a significant part commercial center than of the marketing blend.

The place following flowchart in the PRAN-RFL is shown below:



PRAN-RFL Group Factory Products are put away in a stockroom from circulation places conveyed in Bangladesh. At that point the dissemination office designates the items to disperse the nation. These ventures items are conveyed from merchant place than retailers sold by the last customer.

The items are wholesaler organizations people who are viewed as colleagues of PRAN-RFL Group. These organizations are partitioning the items from the stockroom to the dissemination office than retailer separate items sold last purchaser and commercial center for the market portion from some other conveyance focuses.

3.5 Promotion

Finally the last part of 4ps is products promotion. PRAN-RFL Group products promotion is handled four department than lastly show that. PRAN-RFL is checked the market than market evaluate the products distribution on channel than decided market wish promotion. This market is properly communicated with customer survey than decided finally market wish segment promotion. PRAN-RFL believes is good taste, high quality and attractive packing products than marketing promotion. Its products value of markets area segment for customer needs wants and demands finally promotion of markets.

PRAN-RFL is marketing promotion from four departments shown below:

- Sales Department.
- Events Marketing Department.
- Brand Department.
- Distribution Department.

PRAN-RFL has two types of promotional categories shown below:

3.5.1 Buy and Sell Promotion

All types of category products buy and sell promotion actively handled by event marketing department. Its department are monitoring and developing actively for sales promotion. Those departments are decided marketing and target promotion for buy and sell incentive to consumer and customer, what types of incentive provided to customer there are money, free products and gifts items for products promotion.

3.5.2 Consumer Promotion (CP)

The functional products are based market target for consumer products developed .Those products are marketing strategies promotionally actively monitoring, developing and implementing conduct from brand department. PRAN-RFL brand department are experienced and well trained the designation show that:

- Director (Brand).
- Executive Director (Brand).
- Brand Manager.

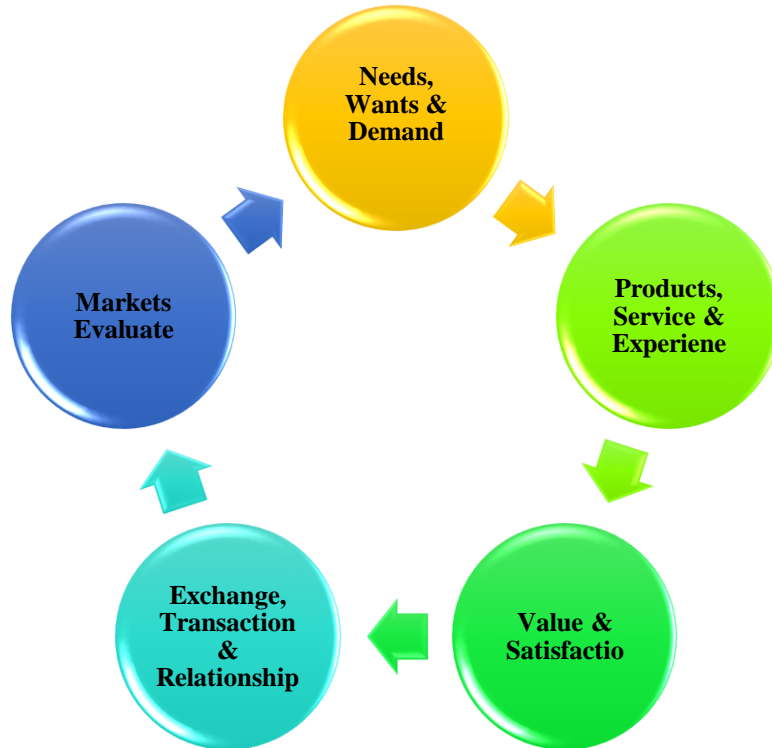
- Executive (Brand).
- Officer (Brand).
- Graphics Designers.

Each and every brand team member is functionally developed brand promotion. Brand team member and event marketing team is organized conduct to place owner to sales promotion. Brand department are sponsoring to place and event marketing team to create products promotion. This team is always survey from consumer needs, wants and demands than actively handle market product, price, place and promotion.

3.6 Practice of Marketing Concepts

This marketing idea is the majority of the organizations investigate their clients' needs and settle on the choice to fulfill in a way that is better than the opposition. Marketing idea depends upon marketing exploration to characterize market division satisfy their buyer needs. It's to be fulfilling those necessities and marketing groups additionally settle on choices about the advantageous marketing blend. The vast majority of the organizations are practice this marketing idea.

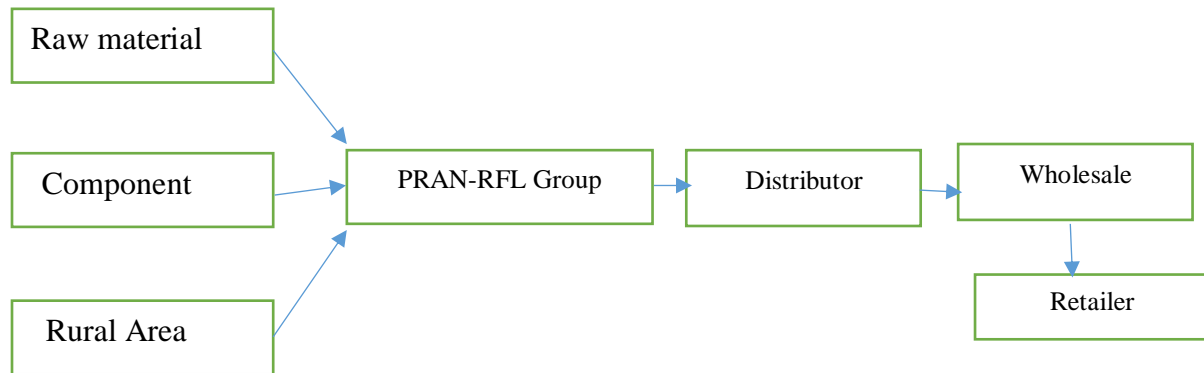
PRAN-RFL Group is this idea to discover the most limited conceivable time through new representatives. These ventures an extraordinary situation in the market of Bangladesh. They are significant for a very much organized, all around perceived association to grow up corporate working conditions and hurry to work with trained and easily took care of. To my review found that PRAN-RFL Group all ways attempt to follow the Labor Act, 2006. There are a large portion of the representatives thinking to accomplish the authoritative objective with full investment and given most extreme government assistance.



PRAN-RFL Group is a genuinely global brand to be prestigious worldwide in each side of the world and endeavor to make. Execute, encourage, and plan yearly marketing plans change of client's needs and requests. PRAN-RFL Group supports to doe current time item client requests and needs its own market made by the marketing division to ad lobbed new client offices satisfy.

PRAN-RFL Group has showed uncommon drive for kids care sec the supervisory crew, the supervisory crew consistently numerous occasions programs for extraordinary youngsters. PRAN-RFL Group just as numerous occasion associations for youngsters and each kid food or other cost bearing per work.

3.7 Structure of Supply Chain Management of PRAN-RFL Group



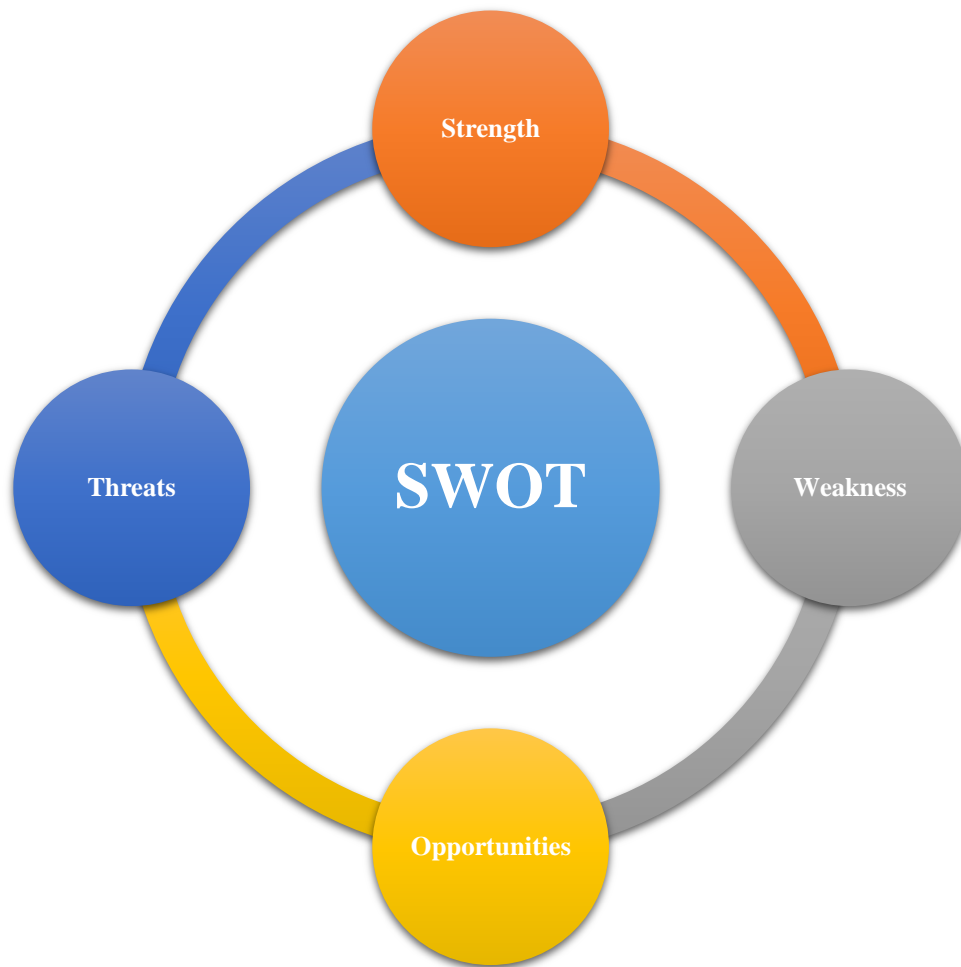
Refreshment, tidbits, plastic, and numerous different items are gathered from crude materials made by the PRAN-RFL Group. Center East, Asian, South East are the primary merchant board of PRANRFL principle working environment. The Wholesaler is to gather the item in different distribution centers.

PRAN-RFL Group is the biggest food handling and numerous different items producing in trade by Bangladesh. These items are being traded to in excess of 142 nations on the planet.

3.8 Evaluation of Products of PRAN-RFL Group by BCG Matrix

Star Pran drinking Water Sauce ketchup pasta	Question Mark Chewing gum Candy Instant Power Drink Fruit Bar Building Materials
Cash Cows Aseptic pack Juice Tin Canned Fruit Drink	Dogs Energy Drink Instant Consumable Jelly

3.9 SWOT:



Strengths:

- **Brand picture:** The principle quality of PRAN-RFL is a brand picture in the field of juice is PRANRFL mango juice. It goes to the market by unadulterated nearby mango and at an ideal cost. Presently they are sending out PRAN-RFL in abroad. At the point when they consider squeeze clearly they think because PRAN-RFL utilizes nearby organic products as fixings and they keep up quality. PRAN-RFL has tremendous nourishments and beverages Variety.
- **Appealing bundling:** For PRAN-RFL utilize a jug with an alluring shape too it is sealed. The container isn't a lot of substantial like different contenders. The firm guarantees airtight items and item taste will continue as before after some time.

- **Accessibility:** As a customer, on the off chance that I need to battle to get an item from the market, at that point clearly I won't further go for that. So remember about market demand PRAN-RFL guarantees PRAN-RFL accessibility in all full scale urban areas of the nation. For the PRAN-RFL it guarantees one gets enough measure of juice even in the distant island of Bangladesh.
- **Reasonable Price:** As a buyer if an item cost isn't moderate for me or on the off chance that others charge lower, at that point clearly I will go for devouring different items. So's the reason PRAN-RFL is moderate for anybody and just as amount items.
- **Occasion marketing:** To upgrade and make shoppers mindful of PPRAN-RFL mango juice various kinds of occasion marketing considered. PRAN's headliner is "PRAN-RFL Competition".
- **Sponsorships:** Different kinds of Cooking Program introduced on different stations of TV have been supported by PRAN-RFL. Additionally in Bangladesh PRAN-RFL support diverse cooking schools, support ladies sports, ladies' gathering, gatherings, etc.
- **Versatility with consumer's inclination:** The Company consistently gathers shoppers' input dependent on that they include or eliminate fixings if necessary Moreover search data are the customers prepared to taste a totally new thing.
- **Nearby fixings:** PRAN-RFL consistently attempts to utilize absolutely neighborhood fixings to deliver juice and some other item. The Company considers neighborhood fixings as client inclinations just as better quality.

Weaknesses:

It is where the firm has lacking. Some are acquired from the climate. PRANRFL made an honest effort to change the shortcoming into quality and in certain fields. It is prepared to do a few insufficiencies of PRAN-RFL is given underneath.

- Arriving at root levels: The principle purchasers of PRAN-RFL are the city inhabitants. So it is as yet incapable to spread item to the root levels of the nation.
- New guideline set by BSTI: BSTI (Bangladesh Standard Testing Institution) set another standard for creating juice that the firm can't utilize just the meat of natural products.

- The Mango of Bangladesh is so powerless against bugs. So the firm needs to take mango from Rajshahi. Also, crude materials are not accessible everywhere on the season.
- Regular publicizing for a wide range of nourishments or beverages.
- Low commercial
- Befuddling publicizing
- The market size is little
- Circulation is tedious.

Opportunities:

It shows the fields where the organization can grow its business. Also, the organization is currently planning its PRAN-RFL as indicated by the taste and decision of the individuals of various nations. Subsequently, PRAN-RFL trades PRAN-RFL for the individuals of Saudi Arabia. By zeroing in on this organization can profitably fulfill clients. A few open doors are given underneath:

- PRAN-RFL outside the nation: From the year 2003 PRAN-RFL started its trading business outside the nation. Its centering market is Middle-East nations like Saudi Arabia, Dubai, Malaysia. Additionally, PRAN-RFL beginning its business in London by coordinating quality with other well known organization. Some segment of New-York is likewise caught by PRAN-RFL effectively.
- Support ranchers to deliver more natural products: PRAN's present the entirety of the mango juice market is extending, so to fulfill abundance market need they need more crude materials and that is mango. In view of utilizing unadulterated nearby crude hardware the organization needs to buy more natural products from the market. It jars authority natural products, ranchers, to develop more since they can sell those to PRAN-RFL by implication.
- Expanding double pay couples: Nowadays double salary couples are expanding in Bangladesh. So females have not sufficient opportunity to make housemade mango juice. So they are presently buying readymade juice to fulfill their necessities. PRAN-RFL can without much of a stretch fulfill those parts.
- Likely client
- Changing over nonuser to client 6. Creation cost is low than others.
- Offer various bundles.
- Promote ought to be significant.

Threats:

- **Hand crafted juice:** Still the ladies of our nations have enough inert time. So they don't go for buying readymade juice. Besides, they believe that juice quality isn't agreeable. That is the reason they squeeze pickles without anyone else.
 - **Guidelines set by BSTI for seedless chutney:** BSTI dispatched another guideline regarding making juice. As per that guideline no organization can utilize seeds when making juice. Each organization needs to utilize just the meat of natural products.
 - **Losing clients due to counterfeit organizations:** Now a great deal of phony juice creating organization exists in the market. Those don't utilize cleanliness factors just as protected fixings. Accordingly, individuals experience the ill effects of numerous maladies in the wake of devouring mango juice. So individuals losing their confidence in mango juices.
1. Direct competitor (Arong, Bd food)
 2. Government regulation.
 3. Selective Low price from competitor.
 4. Wide Varity (BD FOOD)

3.10 Achievement

Pran Agricultural Marketing Company Limited is the main agro group in Bangladesh. It has been presented the Best National Export Trophy (Gold) for the years 2004-05, 2003-04, and 2002-03. PRAN-RFL also accomplished the most lofty fare prize prior in the long stretches of 2001-02, 2000-01, and 1999-2000. PRAN-RFL achieved this honor for the last 6 back to back a very long time for their fare advancements. This is the most elevated honor in the fare sector in Bangladesh.

CHAPTER – 4

Findings & Recommendation

4.1 Findings:

- (i) Most of the products are low profit giving.
- (ii) Many products are still in the growth stage which require huge investment.
- (iii) Channel members' profitability is so low.
- (iv) It costs a lot for promotional activities
- (v) The administration division isn't dependable, so client dependability from the organization is going down.

4.2 Recommendations:

- Need to introduce products that might give high profits.
 - Need to satisfy the channel members by giving extra benefits so that they promote PRAN RFL products more.
 - Need to reduce promotional costs.
 - Need to think about pricing strategies for generating more profits.
- The administration division ought to be more dependable in guaranteeing that clients are continually mindful of their administrations.

With regards to Bangladesh, it is hard to make exact determining about the future possibility of the business as the outside climate factors are ceaselessly changing and making a decent number of boundaries in the business sector. Ceaseless improvement, increasing a serious edge, increment the piece of the pie, higher profits-none of these things are conceivable except if they can discover better approaches for drawing nearer to the clients.

Conclusion

PRAN GROUP is a very notable public figure in Bangladesh. They are the main food preparing organization in our nation and are accepted to measure about portion of the cultivation produce that goes to the handled divert in the nation. Along these lines, the organization has gained notoriety for this general public. The organization delivers and conveys organic products juices, snacks, candy store, culinary items, dairy, and soft beverages. It appreciates a solid brand notoriety in the nation and fares its items to 63 nations. Pran's item is globally ensured to fare to numerous nations on the planet. As of now PRAN-RFLhad designated for the prize for making send out market everywhere on the world.

Bangladesh is an exceptionally quickly developing free-market economy. We have modest work contrasted with different nations, so PRAN-RFLis delivering top notch items than others at a lower cost. Along these lines, they are adding to our economy by starting such a business that is fulfilling

our necessities just as working together past the boondocks. PRAN-RFLis acquiring important unfamiliar monetary forms in the nation consistently by trading their items. As Bangladesh is an import-subordinate nation, so we believe Pran's progression is helping us to have a positive parity of exchange.