



Daffodil
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INTERNSHIP REPORT

“An Analysis of Marketing Activity of Rangpur dairy and food products Limited”

SUBMITTED TO:

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“An Analysis of Marketing Activity of
Rangpur dairy and food products Laboratories
Limited”

Letter of Transmittal

Date: 30 December, 2019

To
Dr. Mohammed masum Iqbal
Department of Business Administration
Daffodil International University

Subjects: Submission of internship report.

Dear Sir,

It was great pleasure for me to get an opportunity to work practically in **Rangpur Dairy & Food products Limited** & prepared an internship report on “**An analysis of Marketing Activities of Rangpur Dairy & Food products Ltd**”. For the fulfillment of MBA program, I was sent to Rangpur Dairy & Food products Ltd. For performing my 4 month Internship Program. It express my gratitude to you for providing me the opportunity to learn about the financial institution.

It has to be mentioned further that without your expert advice & cooperation it would not have been possible to complete this report. I shall be pleased to answer any sort of query you may regarding the report. In the course of the preparation of this report, I have studied various documents.

In spite of various shortcoming, I have devoted my best effort to gather information & prepare this report. Though I have tried to provide my best attempt to prepare this report, there may have some sort of inadequacy.

I, therefore, hope & wish you will appreciate my endeavor & find the report up to your expectation.

Thanking you,
Respectfully yours,



.....
Arif Hossain
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Acknowledgement

For the instruction, advice and help given to me during the writing of this internship report, I would like to show my appreciation and gratitude to my supervisor, **Dr.Mohammed masum iqbal**. I would also want to thank **MD. Arif Hossain** for providing all assistance support and encouragement during my internship.

Finally my special gratitude goes to my family and friends for being there for me and supporting me all the way through.

Certificate of Approval

This is to certify that the Internship Report on “Analysis of Marketing activities of rangpur dairy and food products limited”. Prepared by Arif Hossain a student of Bachelor of Masters of Administration (Major in Marketing) ,is recommended for submission and presentation . Arif Hossain worked with Rd food Ltd. As an intern under my supervision.

Arif Hossain bears a good moral character and a very pleasing personality. It has indeed been a great pleasure working with her. I wish his all success in life.



.....
Dr.Mohammed masum iqbal
Dean
Faculty of Business & Entrepreneurship
Daffodil International University

Executive Summery

Being one of the Food Company rangpur dairy & food products ltd. Enters in the business fields with an objective to gradually become the top company.

This reports covers a though analysis about marketing department of rangpur dairy and food products ltd. First part of the report is about the organization. On the second part is including the details of **“An analysis of marketing Activities”**.

Marketing department plays significant roles through providing different services for the clients. With the globalization, international trade has become quite competitive. Timely is providing the final work. To ensure this purpose rangpur dairy & food products ltd transmits through SWAT to the food Company.

Problems identified in Marketing Department are inadequate human resource, excessive work load, low salary relative to others ad companies, insufficient knowledge about marketing, lack of data base networking in information technology. By knowing these, it may be possible to develop the conditions of rangpur dairy & food products ltd.

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CHAPTER -01

INTRODUCTION OF THE REPORT

CHAPTER ONE

INTRODUCTION OF THE REPORT

1.1 ORIGIN OF THE REPORT

Theoretical knowledge gives its fullness with practical application. And Education will be most effective when theory and practice combination are good. Internship is make a bridge for find gap between the theoretical knowledge and real experience. As so our educational system is mostly text basis, so practical experience is most essential for us. Bangladesh has huge number unemployed educated graduates and most of them have no internship experience. Without experience graduates can not provide their delivery when they go to job any organisation. So I tried gather practical experience from Rangpur dairy & food products Ltd.

1.2 BACKGROUND OF THE REPORT

The internship program is an important part of Masters of Business Administration (MBA). Knowledge and learning make perfect when it's combined with theory and practice. Internship program creates a unique benefits for the students. Students can gain real world business experience by this program. During the program, students can face business actual problems and solve these problem by using applicable analytical tools.

To fulfill this objectives I was worked as an intern in Rangpur dairy and food products Ltd. I was joined as an internship trainee in the Head Office of Rangpur dairy and food products Ltd. After facing the viva.

I have tried to find out the marketing mix (product, price, promotion and place, people, process, physical environment) of food industries o Bangladesh, a case study on Rangpur dairy and food products Ltd.

1.3 OBJECTIVES OF THE REPORT

Broad Objective: To analyze the marketing activities of Rangpur dairy and food products Ltd.

Specific objectives: The report comprise the following objectives-

- To identify all types of products produced by Rangpur dairy and food products Ltd.
- To analyze the marketing activities of Rangpur dairy and food products Ltd.
- To identify some problems of the activities of the company.
- To suggest some recommendations to overcome those problems.

1.4 METHODOLOGY

1.4.1 Types of study

By these study I have tried described about product, price, place, promotion, process and physical environment of the food industry by the Rangpur dairy and food products Ltd. I have tried to importance emphasized on the practical experience. Almost whole report of tried to make by practical experience .

1.4.2 Source of a nature of data

I have collected necessary data from the following sources, which are given below

1) Primary data

2) Secondary data

1) **Primary data:** Actually I collected these information from primary data. These data collected from selling process use and selling situation.

2) **Secondary data:** Different type of secondary are used for this study. I have collected secondary data from officers, staff, peon and related other person.

1.5 LIMITATIONS

The limitations of these study have no questions. So following of factors and co ordinate with organization staffs and other ways.

- It was very difficult to collect the information from various personnel for their job constraint.
- Another limitation of this report is company's policy of not disclosing some data and information for obvious reason, which could be very much useful.
- Entrance to every nock and corner of the organization was not possible by me.

CHAPTER – TWO

MILK INDUSTRY IN BANGLADESH

CHAPTER – TWO

MILK INDUSTRY IN BANGLADESH

2.1 HISTORY OF MILK INDUSTRY

The dairy milk products was start in 1946. At present, milk industry contribute huge support of our total GDP. Historically milk industry help to developed our society and people health. The milk industry has some segments . Firstly these are fresh milk and powdered milk. Secondly there is a flavoured milk. Finally from milk produced ghee, butter etc. After introduce milk industry in world they create tow segments produce milk by liquid milk and powder milks. These are create competitive market between liquid and powder milk. All powder produce company focus on create brand image and liquid milk produce company focus on purity and freshness . Liquid milk produce by two ways like pasteurize and UHT process. These two are different process. In Bangladesh liquid milk demand is so good. Because day by day population growth are high. . Between 2004 and 2010, the food processing industry in Bangladesh grew at an average 7.7 percent per annum. At present some well known companies produce and supply liquid milk in Bangladesh.

UHT Milk

UHT milk industry is in important source create for Bangladesh earning benefits for nation. After introduce UHT milk in country peoples times are save and create health awareness. As so UHT milk is bowled so people can consume initially . At present peoples are busy so these milk save time and provide nutration within short time.

2.2 VISION:

Rangpur dairy's vision is to play the leading role in the country,s milk sector by providing safe and effective foods of good quality which create benefits for customers can gain healthy and safe life.

2.3 MISSION

Rangpur dairy's mission is build strong area to gain opportunities for serving service to customers.

- TO build customer trust as “Quality company” to products.
- To ensure healthy and sustainable growth of the company.
- To maintain the quality in all areas of operation by continuous development of human resources.

CHAPTER- THREE
RANGPUR DAIRY COMPANY LIMITED
PROFILE

CHAPTER- THREE

3.0 RANGPUR DAIRY COMPANY LIMITED PROFILE

Rangpur dairy and food products company Limited, one of the best growing dairy companis in Bangladesh, This company producing and marketing of dairy and others finished products with high standred of safety ,quality and effeciency to ensure public health though uncompromising scientific and professional approach since 2007. The company start their journey with fresh milk then add other food items with innovative mission use by global conception. Since then, the company has been running all operation. Company contribute innovation and ethical practice in dairy sector I Bangladesh.

CHAPTER FOUR

Marketing Activities

CHAPTER FOUR

4.0 Marketing Activities

4.1 Activities & works (Rangpur Dairy and food products company Ltd.):

Over the last eleven years, Rangpur dairy and food products company Ltd has been continually discovering new creation and products, quality products making that bring a new innovation in our business. Most of the UHT milk in our country is making by Rangpur dairy and food products company Ltd.

4.2 Types of works

- **Searching new clients:** At the first stage is find out new clients that are potential. They communicate with them and try to understand their need and demand. They will get everything that they want.
- **Communicate with existing client:** Rangpur dairy always time care about their existing customers. Every time they are communicating with them and their organization. So every time existing client provides their work to the Rangpur dairy and food products ltd.
- **Fulfill client demand:** Rangpur dairy always time focus on clients/customer demand. For example, dealer/shop keeper want their products from rangpur dairy, then rangpur dairy must done with dealer/customer demand.

4.3 Target market:

Every company needs their target market. But rangpur dairy and food products company ltd. Is business company , so there are target market or client will be young people and kids. . Rangpur dairy make various products like UHT fresh milk, mango milk, chocolate milk, banana milk, strawberry milk, juice, etc.

4.4 Market analysis:

Bangladesh Dairy milk Company has huge probability to gain heavy margin. This fact has behind some reasons that are

- Bangladesh is most populated country . About 18 corer people in Bangladesh. So huge demand of milk for healthy people. Because kids needs fresh milk for proper growth.
- Many milk company established in bangladesh. So every milk company collect and process huge milk.
- There are many companies in Bangladesh. But every people in the Bangladesh don't know about them. So they need TVC for market position and reached customers.

4.5 Market Competitors & analysis:

Now know about Sketch studio market competitors,

AARONG: Arong is a well known brand of milk company I Bangladesh. The company start their journey in 1998.Now the company have strong position in market with other competitors. They have liquid milk like pasteurize milk, UHT milk, flavoured milk, powder milk etc. company produce product and supply their product expectation of customer. Most of the customer satisfied with arong milk.

PRAN: Pran is a one of the leading company of milk industry in Bangladesh. They start their operation since 2004 with small scale. But now the company produce pasteurized, UHT, flavoured milk, cheese etc. Company increase their customer by providing advertise, campain, taken social program. They always try to serving quality product and good service.

- **MILK VITA:** Milk vita is government controlling company. At first Bangladesh govt tried to ensure milk demand of urban and rural area people. Firstly they collect milk from farmer and after processing supply service to customer. Most of the people like milk vita milk for child . Most of people depend on these company,s quality and service.

4.6 MARKETING MIX

4P'S OF THE MARKETING MIX



Figure: 4.1: Marketing Mix

Marketing mix is a process company attract their customers use these tactic . Marketing mix is important for marketing. There are two concept of marketing mix . It is necessary for marketing and product industry.

4.7 PRODUCT

A product is an anything physical shape that's satisfy customer. Because product fullfil customer demand. So product can be anything that's need to daily life.

PRODUCTS OF RD FOODS



RD Fresh milk 500ml



RD Fresh milk 200ml



RD Mango milk 200ml

Committed to serving mankind



RD Chocolate milk 200ml



RD Banana milk 200ml



RD Strawberry milk 200ml

Committed to serving mankind



RD mango milk(IPI pack)



RD Chocolate milk(IPI pack)



Committed to serving mankind

RD Litchi drinks



RD Frooti plus mango drinks



RD Bar-B-Q Chanachur

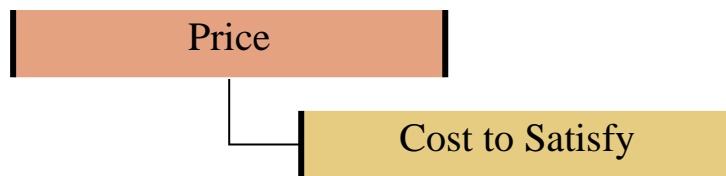


RD Jhal muri



RD Fried Dal

4.8 PRICE:



The amount of money charge for product or service. When customer receive value from company and give charge for service it's a price. Price is an important matter for exchange value and take goods or service.

4.9 GENERAL PRICING APPROACHES THAT ARE USED BY MILK INDUSTRY

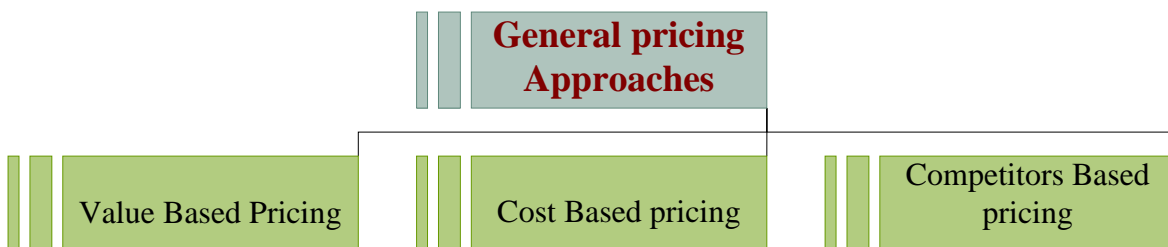
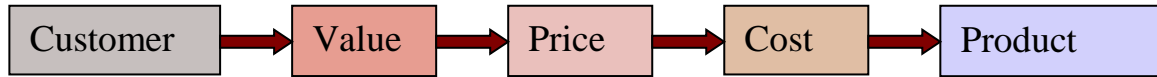


Figure 4.2: General Pricing Approaches

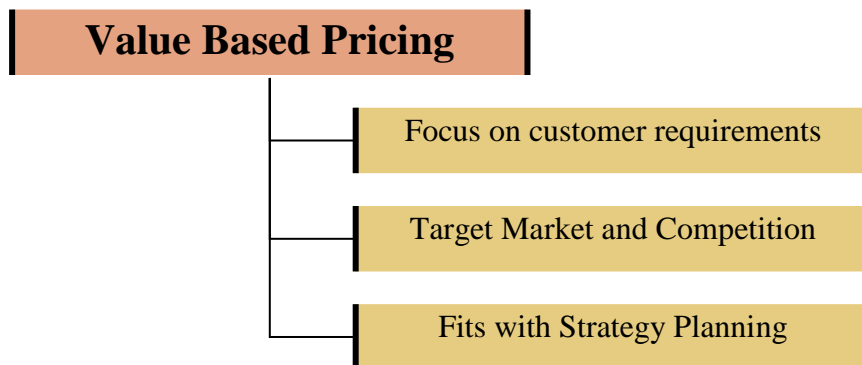
Value Based pricing:

Value based pricing means setting price based on buyers perceptions of value rather than on the seller,s cost.



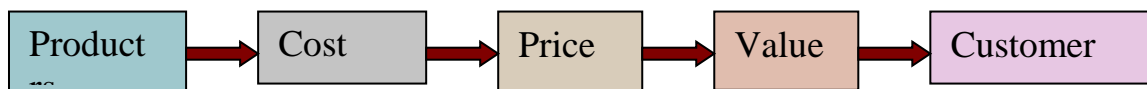
Value based pricing considering the following factors-

- Focus on customer.
- Target market and competitors.
- Fits with strategy planning.



Cost Based Pricing:

Cost based pricing start with product and end the customer. It,s a process add profit margin with product actual cost. There are so many company in Bangladesh. So competitor level are so high .Here price set compare with other competitors.



PRICE OF RD FOOD COMPANY LTD

Product	Price(MRP)
Fresh milk 500ml	40tk
Fresh milk 200ml	20tk
Mango milk 200ml	20tk
Chocolate milk 200ml	20tk
Banana milk 200ml	20tk
Strawberry milk 200ml	20tk
Mango IPI pack	25tk
Chocolate IPI pack	25tk
Litchi/Orange drinks	10tk
Jhal Muri	08tk
Fried Dhal	08tk
Fried motor	05tk
Mango Bar	07tk

4.10 PROMOTIONAL MIX:

Promotional mix is important for marketing. Promotion for marketing by advertising and other ways. By promotion communicate with customer technically .

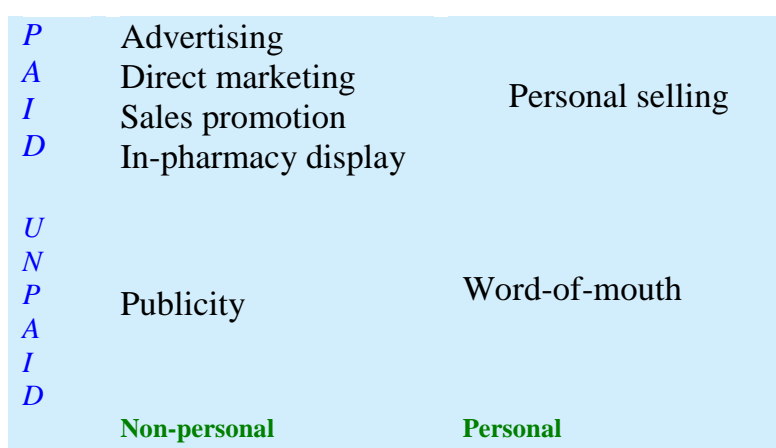


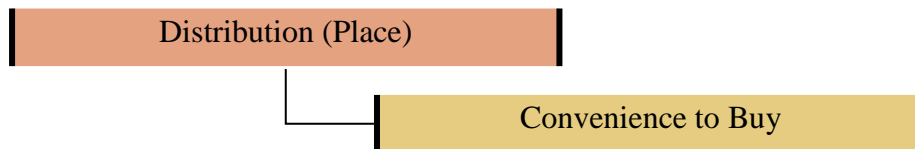
Figure 4.5: Communication tactics in promotion mix of food company.

4.10.1 TYPES OF RD FOODS PROMOTION MIX:

There are mainly continue their promotion by

1. Sometimes TV ads.
2. News paper
3. Banner
4. Sticker
5. Use by social network etc.

4.10.2 DISTRIBUTION OF RD FOOD PRODUCTS:



Distribution (or Placement): It's a process company how to distribute their product to the customer. Firstly produce in factory and distribute to deport and and sub deport. From deport provide to dealer agent and direct sales system.

4.7.18 DISTRIBUTION CHANNEL OF RD FOOD PRODUCTS IN BANGLADES

If we follow into the channel of distribution we find the process normally as below ,

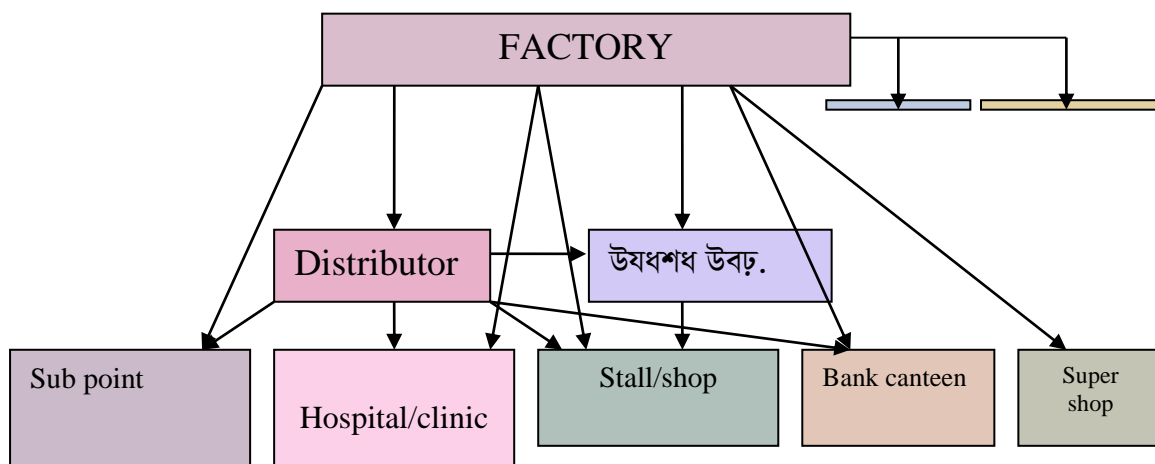
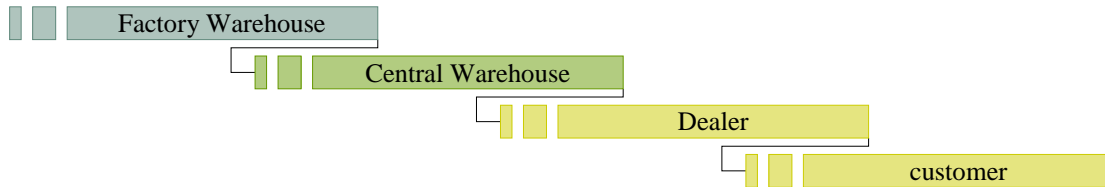


Figure 4.11: Distribution process of RD food products.

Above the process company provide their food to different areas. Ana fulfil customer and dealer demand.

4.10.3 THE DISTRIBUTION PROCESS OF RANGPUR DAIRY COMPANY LTD.:

The distribution process of Rangpur dairy and food company Ltd. is given as figure,



The factory warehouse of RD food products Ltd. situated at Tongi, Gazipur. From the factory warehouse they send the goods to the depot of Mymensingh because it is very easy to transport from there. But for the further distribution they store the goods in their central depot which are situated in different districts of the country and according to the needs of the depot they sent the goods to the depot .finally from the depot they distribute the goods to the end store which is known as retail selling.

4.10.5 KEY POINTS OF DISTRIBUTION

1. Products are stored by maintaining temperature/sunlight, moisture etc.
2. Delivery system must be developed.
3. Receipt of order and allocation must be perfect.
4. Invoicing of order must be time consuming.
5. Issue of goods according to FIFO.
6. Packaging of the stocks properly done.
7. Physically delivery manage as per schedule.
8. Collection and deposit are must be done by bank.
9. Sent product depend on market demand timely.
10. Cash and stock balance check regular basis.
11. Sales order must be singed.

CHAPTER FIVE

SWOT ANALYSIS

CHAPTER FIVE

SWOT ANALYSIS

5.1 SWOT ANALYSIS OF RD FOODS COMPANY LTD.

5.1.1 Strength of the RD foods company Ltd.

- A new innovative product and service.
- Location of the business
- Uses of modern technology.
- A proven track record in defect-free manufacturer.
- Expertise in providing consistently good customer service.
- Proprietary technology and registered trade mark.
- Long term collective learning and managerial know-how.
- Reputation of the company.

5.1.2 Weakness of the RD food company Ltd.

Rangpur dairy and food products company Ltd. has weakness in the following competitive field. These are given below:

- Differentiate product.
- Countrywide distribution network is not strong.
- Market setup is not well with competitors.
- Production cost is high.

5.1.3 Opportunities of the RD food company Ltd.

A market vacated by an ineffective competitor.

- Moving into new market segments like whole Bangladesh that offer improved profits.
- Serving additional customer group in the existing geographical market.
- Expanding into new geographic markets.
- Transferring sector's skill or technological know-how to a new business or a new product.
- Expanding the company's product line to meet a broader range of customer needs.

5.1.4 Threats the RD food company Ltd.

- A lot of competitors in the market.
- Government regulation on price of milk.
- Likely entry of the potential new competitors.
- Growing bargaining power of suppliers.

CHAPTER – SIX

FINDINGS

CHAPTER – SIX

FINDINGS

6.1 FINDINGS OF THE REPORT:

Rangpur dairy and food products company Ltd. has highly skilled and motivated employees in head office and also in the field to fulfill the objectives.

- They produce different types of products like fresh milk, mango milk, chocolate milk, Banana milk, Strawberry milk, Juice, jhal muri, fried motor. mango bar, etc.
- They use value based pricing for most of the innovative or new products.
- For existing products they use Cost and competitive based pricing.
- The company maintains strict quality whatever the cost.
- Promotional mixes of RD food products company Ltd. include advertisement, sales promotion, direct marketing.
- They use 16 depots all over the Dhaka city and distributor out of Dhaka for conventional pattern of distribution.
- The location of the business is also favorable for the distribution of the products.

6.2 RECOMMENDATIONS FOR BIOPHARMA LABORATORIES LTD.

- Rangpur dairy and food products company Ltd should look for cost effective sources of raw materials for minimizing the production cost.
- The company should go for acquisition of local or global firms to add strong growth.
- Company should be present more in the district town. In some important rural areas as these markets are still untapped.
- Though the products of Rangpur dairy and food products company Ltd. are cost effective than that of rivals, still opportunity for institution based sales should be looked into.
- More strategies collaboration with other foreign manufacturers are needed to gain access to technology and resources
- Rangpur dairy and food products company Ltd should adopt flexible functional policies are needed to match the changing environment of the industry.

6.3 CONCLUSION:

Rangpur dairy and food products Ltd. Is one of the innovative and emerging companies in the sector of dairy in Bangladesh. Company uses different strategy for produce innovative product, they price set of product according of cost, perception of customers or on the basis of competitors, which price create sustainable advantage for the company. Other aspect of marketing mixes are promotion and distribution. RD food products company Ltd. Uses promotional activities like advertising, sales promotion, personal selling, direct selling, public relation, sponsorship, trade show of which is the key function of the company for selling more products and also gain a competitive market share. Under the distribution patterns Rangpur dairy and food products Ltd ensure smooth flow of production plant from central warehouse. In the marketing mix Rangpur dairy and food products Ltd is trying to get a relatively comfortable path for doing business. Of course modification may be needed for adjustment according to company internal situation.

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