

Project Implementation
Marketing Plan of RNL AGRO &
INDUSTRY LTD.



Submitted by:

Md. Al Mamun Rashid Rana

Id: 191-45-191

Department of Innovation & Entrepreneurship

Daffodil International University

Marketing Plan of RNL AGRO & INDUSTRY LTD

Course Name: Project Implementation

Course Code: PW-612



Supervised By:

Mr. Md. Kamruzzaman

Head, Department of Innovation and Entrepreneurship

Daffodil International University

Submitted by:

Md. Al Mamun Rashid Rana

ID: 191-45-191

Department of Innovation and Entrepreneurship

Daffodil International University

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Letter Of Submission

September 7, 2022

To

Mr. Md. Kamruzzaman

Head, Department of Innovation & Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of final thesis on **Marketing plan of RNL AGRO & INDUSTRY LTD.**

Dear Sir,

With due respect, I would submit my final thesis on **Marketing plan of RNL AGRO & INDUSTRY LTD.** I have collected as much information as possible from our future CEO and also from the management team, learning and a few market research. This report will enrich both my knowledge and experience and grab future opportunities.

If you have further queries regarding this report, please let us know. Thank you.

Regards,

Md. Al Mamun Rashid Rana

Id: 191-45-191

Program: BED

Department of Innovation & Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University

Declaration of Student

I, Md. Al Mamun Rashid Rana, Id: 191-45-191, 13th batch, Department of Innovation & Entrepreneurship, declare that the presented implementation report on Marketing plan of RNL AGRO & INDUSTRY LTD. Our original work is submitted to Daffodil International University, and no part of this report has been submitted for any other courses, degrees, or fellowships. The result has not been published in any journal or magazine.



.....

Md. Al Mamun Rashid Rana

191-45-191

Program: BED

Department of Innovation & Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University

Letter of Acceptance

This is to clarify that Md. Al Mamun Rashid Rana, Id: 191-45-191, program: BED, 13th batch, is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business & Entrepreneurship, Daffodil International University. He completed the implementation report on Marketing plan of RNL AGRO & INDUSTRY LTD, and he prepared his final thesis under my supervision. The data and findings presented in this report seem to be authentic. Thus, the information has been accepted for his final project.

I wish him all success in life.



.....
Mr. Md. Kamruzzaman

Head, Department of Innovation Entrepreneurship
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgment

First, all praise to the Almighty Allah, the most gracious, the most merciful, the most kind & generous to humanity and His action. This implementation report on Marketing plan of RNL AGRO & INDUSTRY LTD. We would like to convey my sincere gratitude to my University supervisor, Mr. Md. Kamruzzaman, Department Head, Department of Innovation & Entrepreneurship, Faculty of Business & Entrepreneurship, Daffodil International University. Without his guidance & assistance, the report would not have been seen as the light of the day.

Finally, our deep gratitude goes in favor of my university for getting a library, lab facilities & my teachers to enrich my knowledge, which helps me in different stages to complete this report.

Abstract

Bangladesh is a over populated country, we have around 165 million. And our first basic need is food. Our daily foodgrain requirement is around 16 ounces or 454 grams, its really huge. So here is our new upcoming LTD, RNL AGRO AND INDUSTRY LTD. Its basically a food and beverage production house and also for grocery product making industry, so we are going to try our best for cover some needs, we also know that there are so many competitor out their for food and beverage sector, but not enough to cover the whole country. In that case our healthy and hygienic product can be a good choice for consumption.

This is a marketing plan of our industry which is in official progress now, we have no trade license, so we have to create some unique strategy for fast marketing. Marketing is a core component for our company so all my afford is for marketing plan to establish remarkable promotion and grape the target market.

Here is my all research and analysis and its outcome in this marketing plan of our industry. Part by part I try to discus all the tactics and material in each chapter.

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Chapter 01: Introduction

1.1 Introduction

First of all marketing is the key point to advertising any product or service sell its customer or best way to reach them to customers. It's all about strategy. So we can say marketing plan will help us to insure target audience and make a proper plan to reach them is a short time. Also we could fix a good price point and how the product or service should be sold. Finally we can get the way for company will measure its profit and efforts.

1.2 Objectives of this project

After completing the total marketing plan in details we will find out those objectives and those objects will show us some findings for assurance the work efficiency.

- To identify Our marketing goals
- Find out our Marketing objectives
- Identify our Target audience and separate them in different
- Analyze our Marketing tactics and their implementation
- Manage Timeline and budget
- Identify our close Competition
- Find out the best Mission statement
- Analyze and create Market strategies
- Show the details plan of Pricing, positioning and branding.

We will discuss details of all those important parts and prepare a well and strong marketing plan. Those are the core component for every kind of marketing. We have to identify our goal and objectives and then maintain timeline and market condition then apply our marketing tactics with our mission, with all those we can manage the price and positions and build it a brand.

Chapter 02: Marketing Goal

2.1 Our Marketing Goal

As a new company and some new product's we want to introduce our product to our target audience as fast as possible. This is our main goal now.

Bangladesh is a populated country, we have 16 crores+ people in our country, that means we need huge amount of food and cooking materials. And we are gone a provide those product's and try to cover some needs. We also know that there is so many national and international company out there for this sector.

So our first priority is introduce our product to our target audience. Without that we can't stand a single moment with our competitors.

Then we will focus on our other goals like:



- Increase brand awareness for future benefits and for our mission and vision.
- Generate leads, we have manage generate leads that's a core component of marketing. We have to create a team for maintain generate leads. Only leads can bust our selling.
- Increase customer value. Marketing also help in customer segment, so our another goal is increase customer value as better as possible.
- Improve SEO, in digital marketing we wish to settle web bass marketing development mainly our website SEO.

Chapter 03: Marketing Objectives

3.1 Marketing Objectives

We all know about marketing objectives. Without objectives we can't achieve our goal. Those are common objectives in every marketing strategy.

It's like an arrow for the focusing point.



We are badly focusing some major objective for our marketing plan like:

3.1.1 Specific:

It has to be specific from other plan and regulation and different from competitors. Specific marketing strategy sustain longer and it's totally gone a be standard plan for our future plan.

3.1.2 Measurable:

It has to be realistic, and many ways to measure the consequences, marketing policies at list has to be some outcome at once. As a new company our target is focus on audience need and gaps. So this objecting gone a help us to focus the right target.

3.1.3 Achievable:

Goal and marketing strategy must be achievable, as some previous experience of some low mark company. They have a huge gap of marketing plan. Isn't mean they have not any plan. They had some amazing marketing plan but not as achievable. This is it. That's why I want my marketing tactics as achievable.

3.1.4 Time bound:

We want to separate the plan time for better experience, cause time bound is important. Some marketing tactics are out of time bound like bill board but still they have to be replaced, cause some ads are really boring. That's it.

Chapter 04: Target Audience

4.1 Our Target Audience

Our first target is local area of Pabna. This is the first target cause at the beginning we cant take big step, we have our goal as a big step but you know as a new company small step can grow us mostly.



We already have huge amount of competitor out there. Some are international and many of them are national who already attract the whole market. So we have to learn our local market and distribute the product perfectly. Marketing is vary much important and clarify the audience is most important in marketing. So our main audience is now local Pabna district.

After that we will go for Dhaka. As a capital of Bangladesh, if we achieve to introduce our product to Dhaka we will automatically capture the whole market of Bangladesh. Many of them focus directly on Dhaka, cause their factory is in Dhaka, as a new company we should focus on local area first for sustain the first step.

After the first step we will go through the next step. Our marketing plan as a basic as banner and direct marketing and also digital marketing is also made for second step and for the whole Bangladesh.

Our final vision as a “**International company**”, We will target the international market.

Chapter 05: Marketing Tactics

5.1 Marketing Tactics

There are huge amount of marketing tactics all over the business sector. Like:

5.1.1 Paid marketing

which is about to buying content those content we can placement in website or do some SEO etc.

5.1.2 Sponsorship:

It can be many way, we can pay money as a sponsor of any event or show. That could be representation in an event, etc.

5.1.3 Testimonial:

Its kind of customer segment, where customer can provide positive reviews of our any brand, product or service. Etc.

Those will be our advance tactics, but we are thinking traditionally in the main time digitally too. We want to invest our money and afford in basic marketing tactics as a beginning. Then we will definitely go through advance paid marketing.



5.2 Paid Marketing

First of all our main tactic will be the basic paid marketing:

- **5.2.1 Magazine ad or newspaper ad:** which is easy and simply. It will be a focusing factor to reach every sector in country. And we can easily catch our audience attention
- **5.2.2 Billboard and wall-design:** At our local city area we can design permitted wall for our company logo and branding product design. And billboard is a charismatic marketing tactic from the beginning.
- **5.2.3 Magazine ad:** This is not so important now but we will focus it as per budget.
- **5.2.4 Facebook ad:** social marking is vary easy and chip too, and also timebunded. Its need less money, less time, and easy to reach every sector of the whole country. It will a investment for the international marketing too.
- **5.2.5 SEO:** after those tactics and there procedure we will already gone a made a website for our company. And we need to focus its SEO for raising it to top in search engine or google.



5.3 Advance Marketing

After those basic general tactics we will go through for advance tactics like:

- **5.3.1 Pay per click (PPC)**

- Google ADWords ad
- Bing ad
- Retargeting display ad

- **5.3.2 Advertorial and native advertising**

- Sponsored blog post
- Sponsored conference speech

- **5.3.3 Endorsement and influencer tactics**

- Ad marketing
- Email marketing
- Web page linking

- **5.3.4 Advance testimonial**

- Home page
- Signup page
- social media message

ETC



Chapter 06: Timeline and Budgeting

6.1 Timeline

As a small factory plan at the beginning we will maintain timing with proper plan or campaigns.

Our timing should be influenced by the following facts:

- Our company budget cycle must be in fiscal year or calendar year, this is a basic budget method. We will arrange a meeting as soon as possible for first year budget time set after get the loan from bank.
- Seasonality is also a important selling booster, like govt. holidays and holiday shopping season, supper sell weak, overtime production for specific target for production, etc.
- Also in date of a new product launch and store opening and new out lates and sales promotion. At first we are going to discus our aria for product producing with proper time. We are not going to settle any out lates at the beginning so we couldn't face any big problem now.



Well campaign make timeline accommodate those variable circumstances, but a great and strong marketing plan can take's it a step further, providing cash flow a project will support sales revenue milestones each month. I am going to make a spreadsheet to maintain time flow and performance by performance model which in more than sufficient.

6.2 Budgeting

Marketing budget can't be realistic, it changes with time. We have only one management team which is also our marketing department and only consultant now. So basically this budgeting is decided by us now. Our first investment for the marketing is not much higher than others but as if needed, because without marketing we can't reach our audience.



We already said that we have a small team at the beginning. So it's up to us for a decision that only our management and our marketing department and certainly no support for consultant. Some experienced people will make that wish to invest in future marketing efforts in order to meet its goals.

Experienced team-mate will say how much we should spend or we have a zero-based budget and what would he recommend based on our business goals. This is not a simple question to answer about objectively answer this question. It's up to experienced based marketing tactic, it will fail or budget will be high or low, we should be careful and take some step for backup.

An unbelievably perfect scenario of a business can have conversion rates for every marketing tactic and at the beginning we will generate sales for every product or service.

Chapter 07: Competition

7.1 Competition

Well we all know that what is competition means in marketing field, its all about rivalry between several companies selling similar products and services, and we have so many rivalry around us, they all have same goal of achieving revenue and profit also growth of market share, we are now proprietorship owner system company, in future we will be a corporation like others.



7.2 Types of competitors

There are mainly three primary types of market competition out there:

- **7.2.1 Direct competitors---** Direct competitor offers the same services and products for achieving the same goal in the same target market and same customer base, and we have maximum level of direct competitors:
 1. Transcom Beverages Ltd.
 2. Square Food & Beverage Limited (SFBL).
 3. Acme Food & Beverage Co.
 4. Coca-Cola Far East Ltd. (Bangladesh Branch).
 5. Perfect Beverage & Food (Bangladesh) Ind. Ltd.
 6. Global Beverage Co. Limited.
 7. Acme Food & Beverage Co.
 8. Coca-Cola Far East Ltd. (Bangladesh Branch).
 9. Perfect Beverage & Food (Bangladesh) Ind. Ltd.
 10. Global Beverage Co. Limited.

11. Atlas Food & Beverage Ltd.
12. PRAN Foods Ltd.
13. ACI Foods Limited.
14. Abdul Monem Limited:
 - a. Ice cream Unit
 - b. Igloo Dairy Limited
 - c. Beverage Unit-Coca Cola
 - d. Igloo Foods Ltd
 - e. Abdul Monem Sugar Refinery Ltd

15. Bengal Group of Industries
16. Romina Food Beverage Ltd.
17. Aziz Food Products Ltd
18. IFAD Multi Products Ltd
19. Fu-Wang Foods Limited
20. Alin Food Products Limited
21. Rajmahal Foods & Sweets Ind
22. Ispahani Foods Limited
23. Bombay Sweets & Co. Ltd



Importers---

1. Shaheen Food Suppliers
2. Sajeeb Group

More food traders and exporters in Bangladesh:

A. T. Haque Ltd, Agricultural Marketing Co. Ltd, Agro Organica (Pvt) Limited, Akij Agro Processing Factory, Akij Food & Beverage Ltd, Alin Food Products Ltd, Alin Foods Trade, Pranto Traders (Alin Group), AST Beverage Ltd, Ayurvedia Pharmacy (Dacca) Ltd. (AP Foods), Banga Millers Limited, Bengal Meat Processing Industries Limited, Bombay Sweets & Co. Ltd, Danish Condensed Milk Bangladesh Ltd, Danish Foods Ltd, Deshbandhu Food & Beverage Ltd., Deshbandhu Sugar Mills Ltd, Elson Foods (BD) Ltd, Globe Biscuits & Dairy Milk Ltd, Globe Soft Drinks Ltd, Habiganj Agro Limited. (PRAN group), Hashem Agro Processing Ltd. (Sajeeb group), Hashem Foods Ltd. (Sajeeb group), HIFS Agro Food Industries, IFAD Enterprise Ltd, IFAD Multi Products Ltd, Igloo Foods Limited, Kishwan Snacks Limited, Mymensingh Agro Ltd. (PRAN group), Olympic Industries Ltd (Energy Plus, Tip and Nutty biscuits), Ovijat Food & Beverage Industries Ltd., Pran Beverage Ltd, Pran Dairy Ltd, Prime Pusti Ltd, Prime Pusti Ltd / Sonic Prime Group / Sonic Agro Ltd, Romania Food & Beverage Ltd, Star Line Food Products Limited.

Those are all our direct competitor, we have to compete with them with our best marketing plan, for that we will follow regular marketing tactics at the beginning, we know that this is a populated country and food is a common need for all, we have to produce huge as can we produce, this is it every competitor doing the same they just produce the product and focus in some ads, we are following the same, made some common and unique content for our product and supply it properly with a suitable price and packeting. That's it.

- **7.2.2 Indirect competitors---** its like secondary market competitors, they are basically offer the same product and services as like direct competitors but their main goal is not like ours, they have a different goal at the end, they just seeking to grow up and grow revenue with different strategy or way.

In every international market all company or we can say maximum company follow this indirect competitors rules to generate extra revenue and make a backup for the unusual situation.

In Bangladesh we don't have much amount of indirect competitors, so there are not such as example, but I can explain that:

Ubar, Pathao, etc. they are mainly transportation or short distancer transport services but they also have **Ubar-Eats, and Pathao-Foods**, it's a secondary business tactics for extra revenue and backup for Covid-19. International market have lot of secondary indirect company concern.

As I say we don't have such indirect competitors so we can easily compete with any kind of indirect competitors, because our marketing tactics are basically for food and beverage type product so we have a advantage like others. That's it.

- **7.2.3 Replacement competitors---** this kind of risk competitor, well replacement competitors means that kind of company who produce product or service that the consumer could be use instead of choosing or instead of prefer your products of services, like **Jera pani** is better then some common drinks for health, so this is a risk competitor for any casual company.

So in this cash we are basically think about a marketing strategy:

In our ads we will provide some component or percentage of material used in our product, that could be a trusted issue for customer, and we will be a replacement competitor for other company. And also we could sustain against our replacement competitors.

Chapter 09: Market Strategies

9.1 Market Strategies

For face the audience we have to understand the market. After observe the market we can setup some market strategy, that should be revolve around the company's value proposition, that concept could communicate with consumers for what the company stands for. In that case we can operates and show our deserves goals.

With some few step we can create some marketing strategy. Lets see who can we are going to create some marketing strategy for market. Well this is going to be the most important segment in this marketing plan.

- **9.1.1 Identify our goals:**

Goal is the general need for any kind of business and any kind of company. Every company have a ultimate goal, that is selling. That is our moral goal too, but we are thinking about some short-term goals for better performance and differ from our competitors. Such as major important communication, establishing authority, increasing customer engagement and generating some extra leads.

With those small step we can relate our goals, and find some measurable benchmarks for the good progress of our marketing plan. At first we have to arrange a bord meeting and select some different team for different sector, and manage our goals in details and fix our work and sector. This game will be high level ideology and panning will setter small and partially for accomplish our goals.

- **9.1.2 Know our clients:**

As a grocery, food and beverage company we cant track every single customer but we can do two thing, first we can target selling sector, which sector customer hang out most and which product supply need regularly. That can easily be measured. Than we can relate the need and produce and focus that product, give some offer and target that market sector highly.

One the other hand we can take review from several customer, it can be in social media or charge free feedback massaging, it could build amazing customer segment and trust. That all could connect us with our ideal customer and know our clients.

- **9.1.3 Create our message:**

This is a tricky segment, well after knowing our clients and our ideal customer we have to create some special and amazing message for customer segment. This is our best opportunity to build strong customer relationship. We have to use interesting and helpful message through packing and in advertise we just have to show them how our product and service regularly and will benefit them. We have to careful and make best quality message to prove to them as a only best company that can provide it.

This big opportunity should be managed with amazing skill and talent. Because this tactic could make our customer trusted and customer could be self marketer for our company.

- **9.1.4 Define our budget:**

In the past concept we said that our disperse messaging may depend on advertising or some other way to reach our ideal customers and sector base customers, but how much we can afford? That is a crucial question. We have to calculate the budget to purchasing advertising and other stuff. It has to be in coverage area with budget, at a beginning we cant go much deep in that segment, we have to identify the several sector then we can produce a big message in our package and that could be our basic budget then we could think about digitally.

- **9.1.5 Measure our success:**

At last we have to analysis the target market and result of our strategy. We need to know whether our process in reaching our audience or not? So we need to be some paid informer as a regular customer, also we can measure it by asking about our product to our regular whole sell clints such as small shop owners and distributer.

That will help us to relate the result and we could measure our success.

Chapter 10: Pricing, Positioning, Branding

10.1 About Branding component

There are some final factor in marketing plan, such as pricing, positioning and branding.

First of all pricing is related with every component of our plan, as I remember we had already describe our basic budgeting in several steps of our marketing plan. Also describe the minimum budget range as a beginning stage.

10.2 Pricing

For pricing segment we would follow the standard pricing like our big giant competitor, but we should cut pricing as a new company. If we can capture the market with a ideal pricing then we can be focused by our loving customers. We can managed it with proper process like survival stage, maximum current profits wise, maximum market share wise, market skimming wise, and with product quality leadership wise.



Those tactics are basically pricing objectives for better pricing experience. Our company capacity and it maturity will change the pricing day by day. Selling experience and its maturity with product quality measure the perfect pricing for any time period.

10.3 Positioning

Then positioning is important but not much as branding segment. I already said that, this is a new factory or grocery and food item production company and it will build in Pabna city with a proper standard and our first target is Pabna district then we will distribute it to whole Dhaka. We will smartly manage our clients and distributor also our buyers for cover the supply with demand.



This is a STP process for advance positioning, here segmentation of different goals and different department manage each of the targeted goal for achieving our desire goal for being a brand.

10.4 Branding

Finally we can reach for our ultimate goal for being a brand, we have to make our “RNL AGRO & INDUSTRY LTD” as a brand. We want to see it like other leading company in the Bangladesh. For that we have to do some extra heard work and maintain our moral marketing plan as well. When we can manage all our tactics for analysis the market and apply our proper marketing plan then we can relate some result, those result will make us brand.

Chapter 11: Findings, Recommendations & Conclusion

11.1 Findings

- Our company have not any unique policy for marketing strategy, that's why we can't think outside the box. In that case we are also using common traditional tactics.
- We don't have enough team member for innovative and creative thinking, in that way we could not grow our official production process as fast as possible.
- Our company have a huge technical support problem, that's why can't even manage to trail our digital marketing and professional setup.
- In this marketing plan we can't even create a mission statement for some simple lacking.
- Target market plan can't be unsecure for product supply its also a big problem in this plan. We have to fixed our target market with ideal customer base.

11.2 Recommendations

- Our team has to be think out side of the box, create unique plan and strategy with market analysis.
- We have to recruit more experienced person in our team, we need some people who are creative and innovative minded.
- We have someone who are really skill and professional in technical sector, we have to talk with some digital marketer for fast progress, and we should purchase some computer and hardware with good configuration.
- Our team really need a special meeting with some consultant and create a mission statement as soon as possible.
- We have so volunteer and 3rd person as a marketing tactic, who can manipulate our target market with word of mouth marketing strategy and inform us a detail of market position.

11.3 Conclusion

“RNL AGRO & INDUSTRY LTD” is a new upcoming company, we a big mission and vision and big goals, for achieving those goals we have to apply some common and unique strategy. We have some tactics and we have to create some tactics for amazing marketing strategy. Our marketing goals have to be fulfilled, also we are going to focus on target audience, marketing tactics, timeline and budget, competition, mission statement, market strategies and its pricing positioning finally branding. This will be challenge for us, As we take care of it, we wish to be a sustain company and cop up with all circumstances.

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