

Internship Report
On
“Brand Development Strategy Of PRAN Group”
“A study On PRAN Chips”



Submitted to
Mr. Md. Shibli Shahriar
Associate Professor
Department of Business Administration
Daffodil International University

Submitted by:
Md. Farhad Hossain
MBA- ID-092-14-966
Department of Business Administration
Daffodil International University

Date of Submission:

Daffodil International University

Letter of Transmittal

Date:

Md. Shibli Shahriar

Associate Professor

Department of Business Administration

Daffodil International University

Subject: Submission of internship report on "**Performance Evaluation of Pran Group of Industries.**"

Dear Sir:

Here is the report of my internship programs in Pran Group of industries. I have truly enjoyed my Three month attachment with the organization and highly appreciate their cooperation in this regard.

I have tried my best to comprehend and translate my knowledge in writing this report. My effort will be rewarded only if it can satisfy you.

I enjoyed this project work and will gladly attend any of your calls to clarify on any point, if necessary. Thank you

Sincerely yours



Md. Farhad Hossain

ID No. 092-14-966

Department of Business Administration

Date:

Letter of Approval

This is to approve that this internship report on "Performance Evaluation of Pran Group of Industries" has prepared by Md. Farhad Hossain, ID: 092-14-966, Department of Business Administration under my supervision.

I have monitored his activities and helped him to write the report time to time. I think, he has done a good job to prepare the report within the specified time frame.

I wish him every success.



Md. Shibli Shahriar

Associate Professor

Department of Business Administration
Daffodil International University.

ACKNOWLEDGEMENT

All my thanks to almighty Allah to give me some well-wishers who have contributed to prepare this report. I would like to mention their names to thanks them.

Firstly, my heartiest to my Instructor, **Mr. Shibli Shahriar**, for his guidance and cooperation. I would like thank the internship placement committee for giving me the opportunity to internship in their organization. My special thanks to **Mr. Kamruzzaman Kamal**, Executive Director, Brand Division, PRAN-RFL Group. Who's kind consideration also help me to join in the program.

Finally I would also like to express my gratitude to Mr. Tawhidul Islam who exclusively instructed me in my internship performance.

I also want to acknowledge, my family and friends because without their support this report might not be possible for me to complete properly.

EXECUTIVE SUMMARY

The Market Study

This study consists of a consumer survey conducted on approximately 15 retailer shops for existing Chips list and 20 customers for purchasing habits of consumers from different representative areas of Dhaka City. The objectives of the market study are to forecast and measure the market size of Chips and customer habits in Dhaka.

Getting The Existing Chips Items

Market contains a lot of Chips Items. The survey elicited the information of major chips items existing in the market. An astonishing amount of chips items are existing in the market.

Customers Brand Loyalty

Customers brand loyalty is quite high in case of available good in the shop, but not much in case of unavailable products.

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CHAPTER- 1

Background of the Study

1.1 Origin of the Report:

Now-a-days, education is not just limited to the book or in the classroom, Today's world, education is the tool to understand the real world and apply knowledge for the betterment of the society as well as for the business. The theoretical knowledge is obtained through different courses of study, which is only half of the way. Practical knowledge has no alternative. Therefore, to bring a student closer to the real life situation and help them to pick up a career with some prior experience, three months practical experience is provided by various organization, which is known, is as "Internship Program".

For their internship program, each student is placed in an organization and for the completion of this internship program, each student is to prepare a report under a supervisor. During the internship, the author had to prepare a report under the supervision of Mr. Md. Shibli Shahriar and he is the Associate Professor department of business Administration of Daffodil International University.

Thus, this paper with the title "**Brand Development Strategy of PRAN-RFL Group: A study on Pran Chips**" originated from the fulfillment of the internship program.

1.2 Background of the Report:

Education is the backbone of nation. A country / nation is self-dependent when it has large business organizations. These businesses play vital role for development as well as economic stability of a country. Food Production is one of the stable and growing businesses of a country. Due to globalization and technological change, the food

Business has become very competitive now a day. All business, especially the multinational businesses are competing to provide effective and quality products and services. For providing quality product, customized product, and friendly service to the customers they need experienced, diversified, and well-educated working force. For fulfillment the very requirement I was attached with The PRAN-RFL Group, Motighil Head Office at Dhaka. To prepare this report I worked in Brand division about two months and try to find out the problem and prospect in the context of a business organization.

PRAN-RFL Group is an established and diversified food product industry in Bangladesh. PRAN-RFL Group owns and operates some of the food product manufacturing factories in Bangladesh..... History of Pran.....

1.3 Objective of the Report.

The prime objective of this report is to achieve practical exposure to organizational environment, to get practical knowledge about the branding of a product, elicit some inferences about the studied topics and finally to use the output in the upcoming job life, in the business. Besides this report has been composed to obtained the following objectives:

- ❑ To gather practical knowledge on different branding strategies for the Pran Chips.
- ❑ Identifying the practicability of the branding concepts of Pran Chips.
- ❑ To observe internal activities of Pran group.

- ❑ Identifying the direct marketing activities and thoroughly find out the problems and prospects of the marketing of chops items in Bangladesh.
- Specifically, the objective is to get the knowledge about marketing overview of a consumer item, an edible item, and it was a crispy item- **Chips**.

1.4 Limitations of the Report:

- ❑ I have used limited data in this report.
- ❑ I had to perform my internship from out of the office, which affected my internship, and in the report.
- ❑ Due to time limitation, it was not possible for me to gather all information and perception of all related particulars.
- ❑ Most of the data are collected from Primary as well as Secondary sources.
- ❑ The inferences are not elicited from proper statistical calculation.
- ❑ The organizational secrecy bared me to get concrete information of the business.

1.5 Methodology followed to Prepare the Report

All the information of this report is collected from Primary as well as Secondary sources.

The Primary Sources are:

- ❑ Direct conversation with the responsible Officers and Executives of Pran Food products.
- ❑ Direct Market Survey
- ❑ Direct Customer Survey
- ❑ Observation from the Media Advertisement.

The Secondary Sources are:

- ❑ Web Site of Pran foods

1.6 Scope of The Study

The internship was performed mainly in the office of PRAN-RFL group. But there made some different survey and home study. So the Scope of the whole study can be delineated as:

- **Office Work, Motijhil.**
- **Mohammadpur Area**
- **Mirpur Area**
- **Television**
- **Newspapers.**

Although, who Bangladesh was taken in consideration, Dhaka City was the target market of this study.



CHAPTER- 2

An Overview of Pran Foods Ltd.

2.1 Introduction:

Pran Food Limited is one of the leading Private Commercial Business having a spread and strong network. across Bangladesh 2006. Organization is sponsored by the Pran RFL Group. With a wide range of modern corporate and consumer financial products **Pran Foods Limited** has been operating in Bangladesh since **1980** and has achieved public confidence as a quality and trustworthy food manufacturing company. It gained success from the very beginning of its operation and was capable enough to hold the success year after year.

PRAN GROUP was born in keeping in view the corporate mission of the group they have over the years diversified their activities. Today they are the largest processors of fruits & vegetables in Bangladesh. They encourage yields and to obtain fair prices. The Group comprises of 10 companies. The head offices are located at Dhaka with production facilities around the country. Their management is modern adapted to the environment & culture. Their largest asset is their competent team of hands-on-mangers & dedicated employees.

2.2 PRAN stands for

Programme for **Rural Advancement Nationally.**

In Bangla-

Progoti Rupayone Agrani Noboddome

2.3 Mission Statement of The Pran Group:

The mission statement of Pran group is
"Poverty and Hunger are curses"

It serves and shows the real problem of the contemporary Bangladesh, and so it achieves the trust and confidence of the mass people of Bangladesh.

2.4 The Aim of The Company:

To generate employment and earn dignity and self respect for our compatriots through profitable enterprises.

History

2.5 Consumer Benefits & Quality Certifications

Consumer Benefits

International quality Products

Competitive price

Wide range of products that meet the requirement of the consumers of all ages & groups

Quality Certifications:

Agricultural Marketing Co Ltd- PRAN is the first food processing company in Bangladesh to achieve the prestigious distinction ISO 9001:2000 certification for their quality management system. This supreme certification ensures that PRAN Products reach the consumers table maintaining the highest level of quality. In addition to ISO, PRAN has got international Certifications like HALAL & HACCP.

2. 6 Product List of Pran Food Products

Hundreds of Items are launched by the prominent and largest food manufacturing company Pran Foods.

Drink and Juice

At least 70 items of Pran Juice are launched by the company. The major items are:

Kids-Orange Orange Drink Lichi Drink Ice Pop Ice Panda Mini Juice-Mango Mini Juice 65ml- orange Mini Juice – Lichi Fruit Cocktail Premium Juice Junior Juice Mango Pine Frooto Juice Lemon Juice Guava Juice, etc.	<u>Pickles and Chatnee</u> Different types of Pickles are Mango Olive Garlic Chilli Bori Satkora, etc. Among the chatnee- Tuni Bori Mango Tetul Olive, Etc. Vinegar Rose Water Tomato Products Jam & Jelly Spices <u>Crispy Items</u> Chanachur Snacks Noodles Chips PET Bottle Pure Drinking Water Tea Rice Biscuite Confectionary Candy Dairy Item	<u>Crispy Items</u> Chanachur Snacks Noodles Chips PET Bottle Pure Drinking Water Tea Rice Biscuite Confectionary Candy Dairy Item
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2.7 Product Summary of Pran-RFL Group:

2.6 Organogram of the Pran Foods (Brand Division)

Pran Group consists of a host of divisions which are unique and diversified. I performed my internship in the brand division. The organogram of the brand division is provided here.

General Manager is the Chief of the brand division. All subordinates work directly under the general manager.

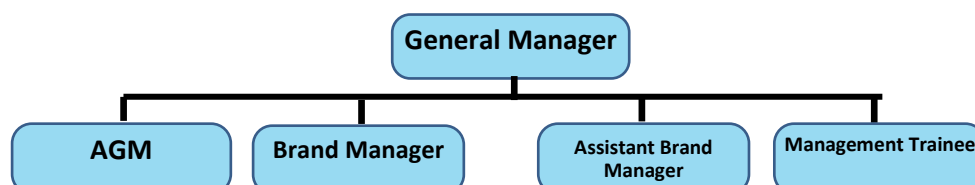
The next post is Assistant General Manager. Currently there is one AGM works in the brand division.

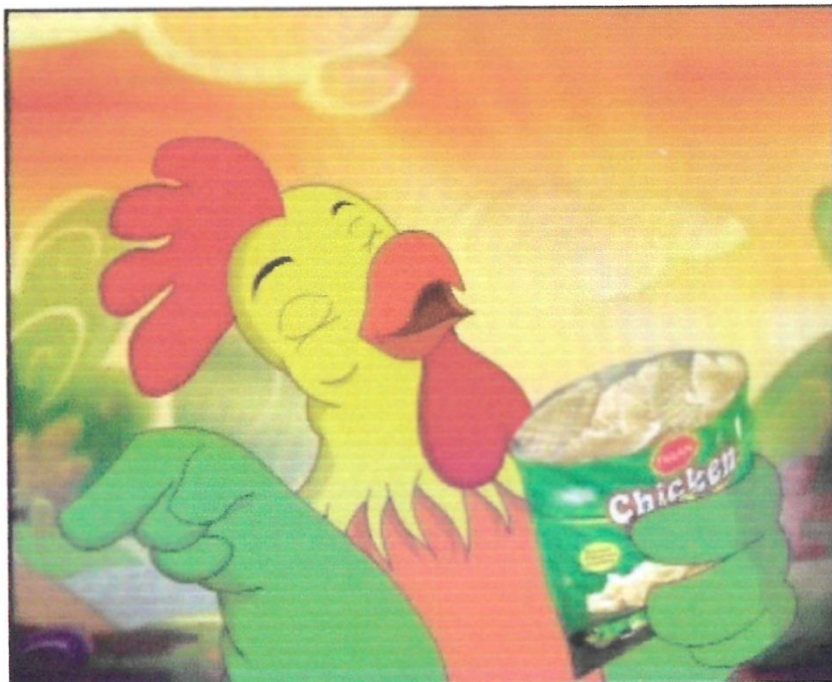
Four Brand Manager works in the brand division. Brand Manager controls and overseas a group of items of the company.

Assistant Brand Manager perform there responsibility in the brand division. Currently there works 8 Assistant Brand Manager.

Freshers are recruited as the management trainee in the division. At present, there works 2 MT.

In the following Chart, the organogram of the Brand division of Pran Foods are delineated. It should be noted here again, All the subordinates works directly under the General Manager, that means, from AGM to Mt, all are accountable to GM.







CHAPTER- 3

Macro Environmental Analysis

3.1 Legal-Political Elements:

The legal-political element includes the legal and governmental systems within which an organization must function. Organizations are governed by laws that address the manner in which they function, and organizations must operate within the legal framework of the countries in which they conduct their operations. Political pressures and processes also influence the legal system and may also influence the extent of government regulation of various laws. Marketing decisions are strongly affected by developments in the political environment. The political environment consists of laws, government agencies and pressure groups that influence and limits various organization and individual in a given society.

In case of Pran Foods, it is not out of the purview of legal-political environment. The company intends to obey the state's existing laws and rules. The company perform their with such items which are not prohibited by the state's law. Raw materials are procured from the Bangladeshi source. So it is quite safe for the company to operate the sound production. The products are not politically vulnerable, it is also important for the company.

3.2 Technological Element:

The technological element tends to evolve through periods of incremental change punctuated by technological breakthroughs that either enhance or destroy the competence of firms in an industry. It is the current state of knowledge regarding the production of goods and services in an industry. Technology is important for any hi-tech industry. There has to be a strike and balance between the requirements of making it hi-tech and making it ecofriendly and safe.

Pran food uses the latest version of technology to maintain the required and expected quality of the product. As it is the food based company, it becomes careful in using and utilizing the technology.

3.3 Economic Element:

The economic element includes the current systems of producing, distributing and consuming wealth. Operating within economic systems, organizations are controlled, to a large degree by economic factors over which they have little or no control, such as interest rates and inflation. The economic factors are those that affect consumer purchasing power and spending patterns. Nations vary greatly in their levels and distribution of income and so vary of their spending patterns. The economic activities and conditions of the country affect these sectors heavily.

The existing economic recession do affects the market of readymade food. Pran confronts different economic fluctuation and customer purchasing power. But it is certain that the financial institutions in Bangladesh are quite strong. Pran get influential co-operation and participation in operating the business.

3.4 Economic Element:

The social-culture element includes the norms, values, beliefs and behaviors associated with the demographic characteristics of a given area or region. Multinational companies in particular are faced with the challenges of diverse socio cultural differences in the countries within which they operate. Socio cultural considerations are subject to change, so domestic firms must be aware of this aspect of the external environment as well as multinational firms. The constantly evolving social attitude and cultural values can be a major source of opportunities and threats. These factors partially define the domain in which the organization has to operate.

The Bangladeshi culture did not in favor of ready made and branded food items. The Pran Foods are working as the pioneer in breaking the culture and constructing the new culture, norms and trends. The result is quite positive and proliferating.

3.5 The Ecological Element:

The Ecological element is concerned with developments in countries outside the firm's home country that may potentially affect the organization. Corporate Sustainability is a business approach to create long term shareholder value by embracing opportunities and managing risks deriving from "Triple Bottom Line" principles. Economic, environmental and social developments have to be properly integrated and balanced. When the eco system is jeopardized, there will be a sustainable development is more or less contradictory with the development factors and the system of the developing countries. Bangladesh being developing country in lower order and prone to all the hazards must pay attention to sustainable development. We must have short and long term goals; and national commitment to march towards sustainable development.

CHAPTER- 4

Micro Environmental Analysis

4.0 Introduction

The microenvironment is mainly characterized by many factors like:

- Skill and competencies
- Technology
- Process and value-adding activities
- Materials
- Supplier channels
- Distribution channels
- Products

The market constitutes the demand side of an economic system and is defined in terms of shared:

- Products or services
- Customers
- Distribution channels
- Competitors

4.1 Market Analysis

Consumer profile and competitor analysis have been done. Competitors strategies have been focused and using Porter's Five Forces Model competitors strength and weakness have been ascertained.

4.1.1 Potential Entry:

New entrants boost competitive pressures

By bringing new production capacity into play

Through actions to build market share

Common barriers to entry:

Economies of scale

Inability to gain access to specialized technology

Existence of learning/experience curve effects

Brand preferences and customer loyalty

Capital requirements

Cost disadvantages independent of size

Access to distribution channels

Regulatory policies, Tariffs & international trade restrictions

4.1.2 Substitute products:

Following are the main indicators of strength of substitute products:

Growth rate of sales of substitutes

Market inroads of substitutes

Plan of manufacturers of substitutes to expand capacity

Profits of firms producing substitutes

Prices of substitutes are viewed attractive by buyers

Buyers' costs of switching to substitutes are low

Buyers view substitutes as having equal or better performance features





CHAPTER- 5

Brand Marketing Program Development Strategies

5.0 Introduction

Pran Foods performs business with hundreds of items. I performed my internship in the brand division of this company. In that division, my principal concern was to a crispy item Pran Chips. It is an important information that the market of Crispy items consists of mainly two items. 1) Chips. 2) Chanachur. The Chips holds the 52% of the crispy market, whereas the Chanachur contains 44% of the crispy items' market. Hence, the market of chips is not short at all.

Items of Pran Chips:

1. Ringo Chips
2. Chicken bite
3. Potato Crackers
4. Ball Chips
5. Soldier Crackers
6. Toy Crackers
7. Junior Crackers

All items are being round around the market. The marketing division, i.e., the brand division set different brand images of these products. Let we get different discussion of branding perspective of these products.

5.1 Matching Brand Elements in case of building Brand Equity:

Brand elements are those trademarkable devices that serve to identify and differentiate the brand.

The main Brand elements are brand names, URL's Logos, symples, characteristics, spokespeople, slogans, jingles, packages and signage.

Brand elements are chosen to enhance brand awareness: facilitate the formation of strong, favorable, and unique brand associations: or elicit positive brand judgments and feelings.

In Bangladesh perspective, Name is the principal brand element that are most effective and attachable in building brand equity.

Nonetheless, logos, symbols, jingles, etc. are successively familiar and used in the market.

However, in case of Pran, the name 'PRAN' is mostly the only element of Brand still.

Criteria for Choosing Brand Elements:

1. Memorability
2. Meaningfulness
3. Likeability
4. Transferability
5. Adaptability
6. Protectability

5.1.1 Memorability:

A necessary condition for building brand equity is achieving a high level of brand awareness. Towards that goal, brand elements are chosen that are inherently memorable and therefore facilitate recall or recognition in purchase or consumption settings.

The name, pran, is very simple to pronounce as well as to memorize easily. It is very familiar and vastly used name in Bangla. So in case of memorability, 'Pran' is completely perfect and certainly lucrative for any company. The logo of pran food is also very simple and memorable. As the company is directly deals with the mass people,

This easy and artistic logo easily and quickly leads the customer to the product category.

In Bangladeshi people, the word PRAN has been established successfully. It can be said the most memorable name in Bangladesh.

5.1.2 Meaningfulness:

Besides choosing brand elements to build brand awareness, brand elements are chosen whose inherent meaning enhances the formation of brand associations.

Two particularly important dimensions of the meaning of a brand element are the extent to which it conveys the following:

General information about the nature of the product category:

Firstly, to what extent does the brand suggest something about the product category? In the perspective of the Pran Foods, the name Pran does not suggest directly about the product category.

Secondly, How likely a consumer could correctly identify the corresponding product category for the brand based on the brand name? Here, in the perspective of Pran Foods, it indirectly leads the customers toward it. The name Pran (life) conveys this information that, this product is related to food, this product is related to save and cherish the life, To live in the earth, this product is helpful.

Thirdly, does the brand element seem credible in the product category? In response to this question, it can say that the name Pran convey the feelings of credibility completely. Life is the ultimate important for any person. So, the product related to this issue certainly comes to customer as most credible.

Finally, is the content of a brand element consistent with what consumers would expect to see from a brand in that product category? The answer of this question is yes.

The brand name Pran means life. In response, the product category is food. So the brand name is completely related with the product category. And the brand name rather adds some importance to the products, even if the product such as chips might not be important directly to save and nourish the health. In this case, the company gets some extra facility and orientation.

Specific Information about particular attributes and benefits of the brand:

In terms of persuasive meaning, to what extent does the brand element suggest something about the particular kind of product that the brand would likely be?

In response to this question, it should say that each specific item of the product contains specific brand name which conveys the specific information about the brand item.

For example, "Pran Junior Chips" conveys the information that, the price is low, the pack size is small.

Moreover, the name "Pran Chicken bite" informs that the content holds some a flavor of chicken.

The Pran Toy crackers convey the information that, the product contains some gift of toys.

In this judgment, we can say that, the brand Pran is mostly successful in terms of meaningfulness.

5.1.3 Likeability:

Firstly, how aesthetically appealing do consumers find brand element? Is it inherently likable, both visually, verbally, and in other ways?

In response to these question, the answer is completely yes. Aesthetically the name Pran is very likable.

The word pran is inherently likable to every person in the world. So it is a positive aspect for the brand. The word Pran is likable in terms of imagination, verbal pronunciation as well as in terms of hearing.

5.1.4 Transferability:

Firstly, to what extent can the brand element add to the brand equity of new products sharing the brand elements introduced either within the product class or across product classes?

The answer is that, the brand name Pan and its logo hold the power to transfer them in new product category, if the new product is confined to food products. Pran foods are transferring its brand name to its hundreds of food products. So we can declare that the brand element of Pran is transferable.

Secondly, to what extent does the brand element add to band equity across geographic boundaries and market segments?

Here is a problem. The meaning of pran is only or Bangla. Transferring this brand name to different languages will loss the meaning. Nonetheless, the word Pran has no vague meaning to other language. Moreover, the word pan is rhythmic to be pronounced. So we can infer that the brand name Pan is somehow transferable for geographic location.

5.1.5 Adaptability:

The fifth consideration concerns the adaptability of the brand over time. Because of changes of consumer values and opinions, or simply because of a need to remain contemporary, brand elements often must be updated over time.

In this issue, the position of Pran is clear. It is not a word which express the temporary feeling. Moreover, it has few probability to change the meaning o feelings concerned with this word in Bangal.

So the brand name Pran is adaptable over time.

5.1.6 Protectability:

The final consideration concerns the extent to which the brand element is protectable- both in legal and competitive sense. In reponse to this criteria, 'PRAN' can be considered as protectable

- a) The brand name PRAN is legally protected on an international basis.
- b) It is formally registered with the appropriate legal bodies.
- c) It is concerned to defend vigorously from unauthorized infringement.

5.2 Tactics for Brand Elements:

To get the strong brand equity, brand elements need to take different tactics. Brand elements of Pran Chips are determined in response to that.

5.2.1 Brand Name

Brand name is the fundamental brand element. In different view, the brand name is matched.

Brand Awareness

Simplicity: The brand name 'pran chips' is very simple in reducing the consumers cognitive effort.

It has a clear, understandable and unambiguous pronunciation and meaning.

It has a desirable cadence and pleasant sound.

The name Pran is familiar and meaningful and so it is able to tap into existing knowledge structures.

It can also be said as a high-imagery brand name.

5.2.2 Characters

Characters represent a special type of brand symbol- one that takes of human life characteristics. In this perspective, the company Pran Foods is still failed to create such any character for the company. This failure is applicable for Pran Chips also. But the company has a plan to create specific Brand characters.

5.2.3 : Slogans

Slogans are short phrases that communicate descriptive or persuasive information about the brand.

The company Pran Food has no identifiable slogan, but in case chips, each exclusive item contains slogans.

For example-

- a) Pran Chicken Bite: "Pran Chicken Bite Kuk Kuruk Ku"
- b) Pran Junior Crackers: Matro tin taka (only for taka 3)
- c) Pran Potato Crackers: Khao bar bar (taka again again)
- d) Pran Potato Crackers: Pran Khule khelo. (play with no bound)

5.2.3.1 Designing Slogan

5.2.3.1 Updating slogan

5.2.4 Packaging





CHAPTER- 6

Designing Marketing Programs in Building Brand Equity

6.1 Product Strategy

6.1.1 Perceived quality and value

Performance

Features

Conformance Quality

Reliability

Durability

Serviceability

Style and design

Brand Intangibles

6.1.2 Value Chain

6.1.3 Loyalty Programs

6.2 Pricing Strategy

6.2.1 Setting prices to build Brand Equity

Value pricing

- a) Product design and delivery
- b) Product Costs
- c) Product prices

6.3 Channel Strategy

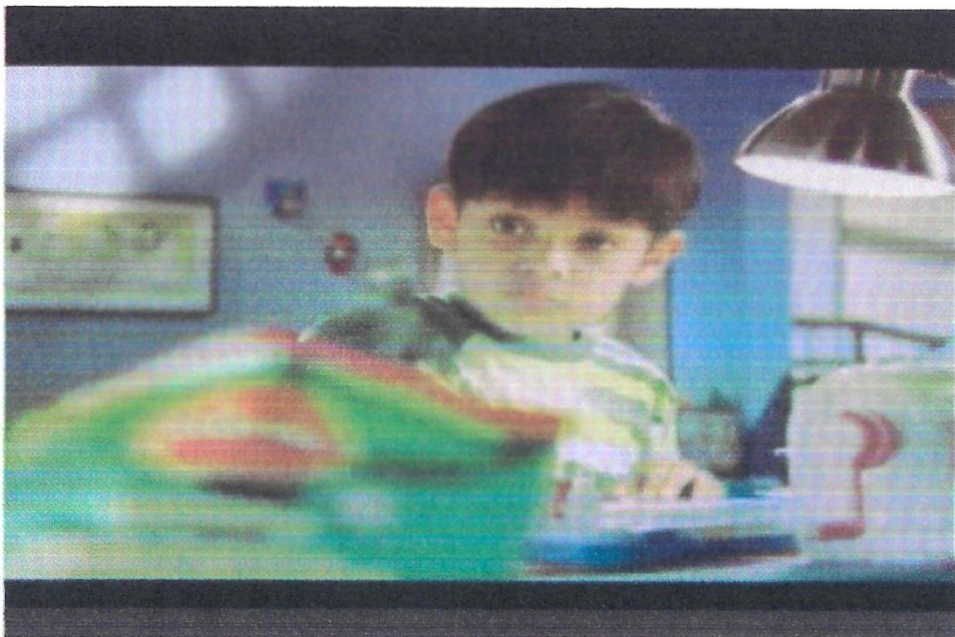
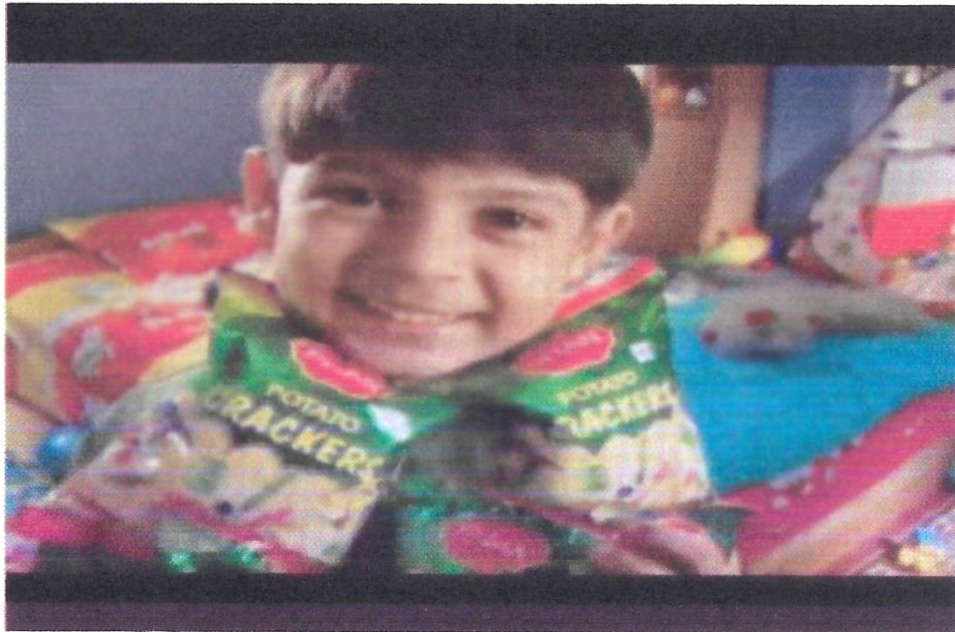
6.3.1 Channel Design

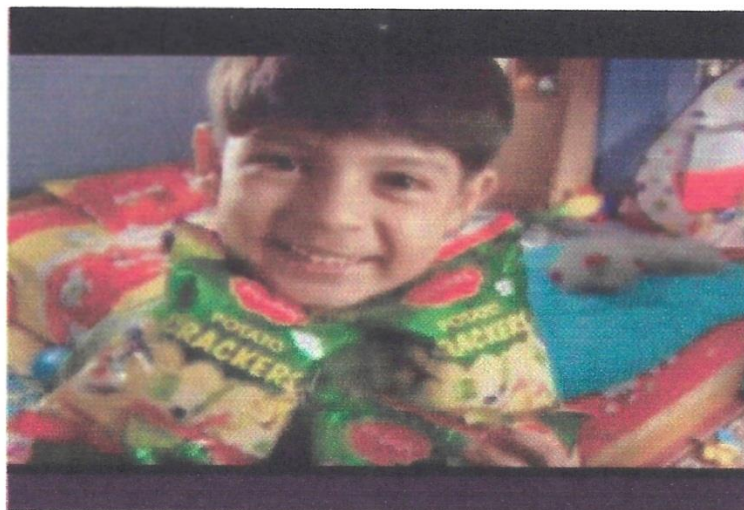
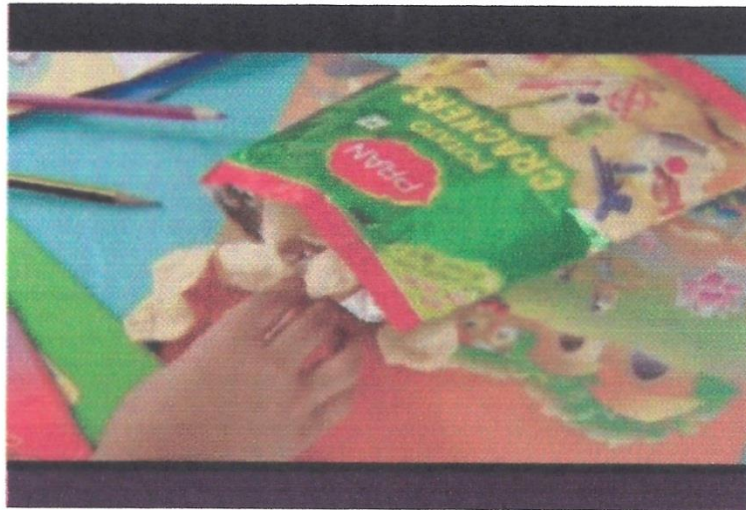
Indirect channel

6.3.1 Channel Support

- a) cooperative advertising

6.4 Web Strategy







CHAPTER- 6

Integrating Marketing Communications in Building Brand Equity

6.1 Advertising

- a) Television
- b) Radio
- c) Print
- d) Direct Response
- e) Online AD
- f) Place advertising
 - Billboards and Posters
 - Product placements

6.2 Promotion

- a) Consumer promotion
 - Samples
 - Contests and Swpstakes
 - Bonus Packs
- b) Trade Promotion

6.3 Event Marketing and Sponsorship

- a) Sports
- b) Arts
- c) Entertainment
- d) Cause-Related

Public Relations and Publicity

Chapter- 7

Findings

1. Pran is a well known brand in the market with a great success
2. Pran offers different promotional activities throughout the year for attracting the target consu
3. The ultimate price of the products are very reasonable and the consumer can purchase their definite product with low cost.
4. Acceptability and brand recognition among the customer is very strong
5. Pran faces low risk to introduce a new line of product because of strong local brand image.
6. Sometimes Pran co-brand products create confusion regarding the image of the main line of production.
7. Sometimes Pran faces problem from the market because of the consumer ejection of a co-brand product. Then it affects the image of whole range of Pran products.
8. Pran faces difficulties to get a strong position in a market because of over positioning strategy sometimes.

Chapter- 8

Recommendation

Recommendation:

1. Separate the co-brand name from the original brand (Pan) and promote the sub brand individually by registration the co-brand and go for legal protection.
2. The co-brand name should be easy to pronounce and should create the co-brand recognition, which must separate from the original brand. At the same time, the name should be easy to recall and remember.
3. It is important to convey the message of the benefit what should a customer will get from the product rather than just information on features.
4. Shaping and developing the system to face new challenges and emerging needs of the market.
5. For continuous improvement of the quality, organization should go or the training session for the management and workers in continuous basis.
6. Marketing department should go for full utilization of the resources by which the organization should provide quality services to the customers and managing the customer pool by attracting the potential customers.

Chapter- 9

Conclusion

Conclusion:

If pran group of industries give better facility to the customers and monitor the supply Chain activities effectively then they will get more new customers and can make the present customers loyal. Which can make the business more successful without this consideration? The target of Pran group is becoming the number one food company in Bangladesh and expands the business beyond the country border within short time.