THESIS REPORT
on
Sales Development Process in Bangladesh: A Case Study on Sajeeb Corporation.

Submitted by:
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ID -EMBA2102023021
Program: EMBA
Major: Marketing
Semester: Summer-2022

Submitted To:
Department of Business Administration Sonargaon University (SU)
Submitted For the partial Fulfillment of the degree of Executive Masters of Business Administration

Sonargaon University (SU)

Dhaka-1215

Date of Submission: 5th September-2022

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Submitted To:
Sharmila Sikder
Lecturer
Department of Business Administration Sonargaon University (SU)

Submitted for the partial Fulfillment of the degree of Executive Masters of Business Administration



Sonargaon University (SU)

Dhaka-1215

Date of Submission: 5th September-2022

Letter of Transmittal

Date: September 5, 2022
Sharmila Sikder Lecturer
Department of Business Administration Sonargaon University (SU)

Subject: Submission of Thesis Paper.

Dear Sir,
I am very pleased to submit my thesis on the report contains "Sales Development process in Bangladesh: A Case Study on Sajeeb Corporation". I consider myself very fortunate that I have had the opportunity to prepare the report under your guidance. Here is my overview of "Sajeeb Corporation" which was assigned and approved by you during my three months of Thesis period.

The Thesis paper has been prepared in accordance with the knowledge that I have gathered during my study of the program. I have tried to make this report in detailed information and in precise. I hope that you will find out this report worth my labor.

It will be my pleasure to clarify any matter regarding this report thank, you for allowing me the opportunity to undertake the task and for your cooperation.

Sincerely,

.....
Mohammad Babul Hossain
ID No. 2101023021
Semester: Summer 2022
Program: EMBA (Major in Marketing)
Department of Business Administration Sonargaon University (SU)

Student's Declaration

I am Mohammad Babul Hossain, a student of Executive Master of Business Administration, ID No. 2101023021 from Sonargaon University (SU) would like to solemnly declare here that this Thesis paper on "Sales Development process in Bangladesh: A Case Study on Sajeeb Corporation" has been authentically prepared by me. While preparing this Thesis Paper, I didn't breach any copyright act internationally. I am further declaring that I didn't submit this Thesis Paper anywhere for awarding any degree, diploma, or certificate.

Sincerely,

.....
Mohammad Babul Hossain
ID No. 2101023021
Semester: Summer 2022
Program: EMBA (Marketing)
Department of Business Administration Sonargaon University (SU)

Letter of Authorization

Certified that this Thesis paper titled “Sales Development: A Case Study on Sajeeb Corporation” is the Bona fide work of Mohammad Babul Hossain who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other Thesis Paper or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

First of all, I would like to categorical my gratitude to the Almighty Allah. This is my pleasure that I could successfully complete my internship report by the grace of almighty Allah. I want to convey my heartfelt respect and cordial thanks, Sharmila Sikder Lecturer Department of Business Administration, Sonargaon University, Encouragement, Guidance, advice, and valuable supervision. I am very lucky for getting the opportunity to prepare this report under her supervision and guidance. Without her instruction, it was impossible for me to complete this report successfully.

I also really responded to my honorable teacher Md. Masud Rana Sir Assistant Professor and Dean of Department of Business Administration, Sonargaon University for this countless support and guidance. It is not my own credit for this effort. I would like to extend my-sincere regards and gratitude to my honorable teachers whose kind guidance and assistance enable me to complete my (EMBA) program and develop my career through their invaluable teaching.

Finally, I want to thank Lecturer Sharmila Sikder, Department of Business Administration of "Sajeeb Corporation" for his regular support, coaching, and supervision in getting ready. Along with I receive active co-operation from the Md Tareq Ibrahim Director, Md. Fazlul Haque (ED), Mohammad Kamal Hossain GM, (Sales & Marketing), Md. Motahar Hossain Bhyan GM(Account), Md. Helal Uddin Munshi AGM (Operation) and other Staff of Sajeeb Corporation. The concerned team made the environment congenial and favorable for me to recognize the tasks. Without their help and cooperation, this record would possibly not put together a remaining report. I hope that it will help me in my future expert work. In preparing the report I am grateful to the Liberian of this company who helped me by supplying many kinds of the necessary information. This report suffers from many shortcomings although I have exerted my best effort while preparing this report. I seek excuses for the errors that might have occurred in spite of the best of my efforts.

Moreover, I like to thank all people who used page 5 of 57o be helped me for preparing this report.

Abstract

Sajeeb Corporation of companies, one of the largest business groups in the country, started its operation in 1982 and has been operating successfully since then. Over the years the group has extended its Rolex replica business functionalities in different industry sectors with its several sister concerns contributing to the overall socio-economic development of the country.

Sajeeb Corporation is one of the largest multinational business firms in the world. Over the last decades, Shezan, Sajeeb, Kolson, Nocilla, Top, Wings, Popin, and Puro Bangladesh has been constantly bringing new and world-class products for the Bangladeshi people to remove the daily drudgery of life. Over FMCG use one or more of my products. It provides 8(Eight) brands and tries to mitigate all types of human demand by introducing new innovative products.

I have found out that Sajeeb Corporation uses different mixtures of 4Ps: product, price, place (distribution), and promotion as controllable tactical marketing tools to target and position its different consumer segments creating brand loyalty to its Eco-friendly and hygienic products. The company should ensure the eco- friendly, hygiene, and well-being of the consumers ensuring the highest quality of its brand, differentiate its pricing strategy, penetrate its brand into the rural markets with its business partners to boost its market share, develop alternative channels of distribution (online distribution) and set up a research department to get feedback of the customers following customer-oriented marketing strategies.

Table of contents

Cover Page I

Letter of transmittal……II

Student's declaration……..……... III

Letter of Authorization……. IV

Abstract……V

Table of Contents……..IV

Chapter One Introduction

1.1 Introduction 2

1.2 Origin of the Report.....2

1.3 Background of the Study.....2

1.3 Scope of the Study 3

1.4 Objectives of the Study 3

1.5 Methodology 4

1.6 Limitations of the Study 5

Chapter Two

Literature

Review

2.1LiteratureReview……..7

Chapter Three

Overview of the Company

3.1 Corporate Profile 12

3.2 Mission, Vision & Values of Sajeeb Corporation 13

3.3 Sajeeb Corporation Key Department of Sajeeb group 16

3.4 Organization Structure of Sajeeb Corporation 18

3.5 Board of Directors and Key Person.....19

3.6 Sajeeb Corporation Brand Story.....19

Chapter Four

Sales Development Strategy of Sajeeb Corporation

4.1 Marketing Mix (4Ps) of Sajeeb Corporation in Bangladesh 22

4.2 Different Items of Sajeeb Corporation and their Features 22

4.3 Consumer Analysis.....22

4.4 Product Features of Sajeeb corporation in the View Point of Consumers 24

4.5 Competitive Pricing and Change of Price of Sajeeb Corporation products in the View point of Consumer-25

4.6 Online Ordering System of Sajeeb Corporation products in the Viewpoint of Consumers.....25

4.7 Promotion Activities of Sajeeb Corporation in the View point of Consumers.....26

4.7.1 Advertising Media Used for Promotion of Sajeeb Corporation 27

4.7.2 Buying Points of Consumers for Sajeeb Corporation products..... 28

4.7.3 Analysis of Retailers' Considerations about 4Psi.e.Product, ... 28

4.8 Promotion Activities of Sajeeb Corporation in the View Point of Retailers 30

Chapter Five

Findings and Analysis

5.1 Findings and Analysis……..34

Chapter Six

Recommendations and Conclusion

6.1 Recommendations 36

6.2 Conclusion.....37

Bibliography. 38

Reference…….39

CHAPTER 1

INTRODUCTION

1.1 Introduction

Only a lot of theoretical knowledge will be little important unless it is applicable in the practical life. EMBA program is a mixture of both the theoretical and practical knowledge. To fulfill this requirement, a student is required to obtain real life exposure in an organization and thereby gain demonstrable skills and expertise in the field and also an understanding of the organization. We need proper application of our academic knowledge to make it more fruitful. Such an application is made possible through internship. Internships an integral part of EMBA program, arranging for the students who have completed all academic courses required for EMBA. Students also have to submit a Thesis report on an assigned topic. I was placed in Sajeeb Corporation to complete my Thesis program under the supervision of two supervisors one is internal form the institute and another is from the organization. By consulting with my Thesis supervisor, it has been selected the topic "**Sales Development process in Bangladesh: A Case Study on Sajeeb Corporation".**"

1.2 Origin of the report

Sharmila Sikder, Lecturer, Department of Business Administration, Major in Marketing of Sonargaon University (SU) authorized writing of this research report. The report is a part of the course for the students of EMBA. It was submitted by me on 05th August 2022.

1.3 Background of the Study

FMCG products is now one of the most dynamic sectors of Bangladesh economy. For the last one decade, a basic change has been occurring in the Food & Beverage of the country. Sajeeb corporation, a sister concern of Sajeeb Group is at present the main trader of food & Beverage products in Bangladesh. The company formerly known as Sajeeb Corporation, was founded in 1982 as the country's Shezan Juice,Kolson vermicelli,Macaroni Nocilla,Tang brand market in Bangladesh. It was established at the face of growing popularity of Sajeeb products with fast changing urban lifestyle and elevation of living standards as a whole. Sajeeb corporation monopoly market in Bangladesh Kolson ,Shezan,Nocilla brand . The Export- substitute industry, Sajeeb corporation plays an essential role as a significant import- substitution industry. The brand name of the company is'Sajeeb.Shezan.Kolson,Nocilla,Top.Wings,Hulk & Puro'

Sajeeb Corporation of companies, one of the largest business groups of the country, started its operation in 1982 and has been operating successfully since then. Over the years the group has extended its business functionalities in different industry sectors with its several sister concerns contributing to the overall socio-economic development of the country. A highly skilled and innovative professional team is engaged in Process Quality Control (PQC) of our production. We put our topmost priority on ensuring the best quality at each level of the production process in order to maintain international standards. We ensure factory compliances, collect raw materials under the strict supervision and standards from our own pool of suppliers. We have employed state of the art technology in processing our products and use 100% food graded packaging to ensure the best possible quality. Recently, we have attained "100% Halal certification" for our foods and drinks products from Halal Bangladesh Services (HBS). Along with our own popular brand name Sajeeb, we are also engaged in manufacturing & marketing of the products of world-famous brands like Shezan, Kolson, Nocilla. Under the franchise of famous Shezan International Limited, we manufacture and market Shezan products in our country. We also manufacture country's most popular Kolson Macaroni, Noodles and Vermicelli under the franchise of and technical collaboration with Kolson Food LLC (Dubai). Our high-quality products have earned a huge accolade in both the local and foreign markets. Apart from our food & beverage products, we have agro-based products, agro-processing, real estate, insurance, readymade garments replica, telecommunications and electronic media business. We have expanded our export market in Middle East, Australia, USA, UK, Nepal, Bhutan, Malaysia, Singapore and some African countries and continuously searching for opportunities to discover the potential markets for high quality products from Bangladesh. As they have no internship experience they have not been able to gain normal professional experience or establish networking system, which is importuning a job. So practical orientation positive development in professional area recognizing the importance of practical experience, Major in Marketing of Sonargaon University (SU) has introduced a three months' practical exposure as a part of the curriculum of EMBA. In such state of affairs, the present aiming at analyzing the experience of practical orientation related to Sales development activities of Sajeeb Corporation in Bangladesh.

1.3 Scope of the study

The report highlights the consumers' perception about the quality, customer service, and easy availability of Sajeeb Corporation.. It also tries to find out the factors affecting sales and prospects of Sajeeb Corporation. The discussion is limited to an identification of market position and problems of Sajeeb Corporation.

1.4 Objectives of the Study

1.5 Board Objective

The broad objectives of the study are to explore and to analyze the use or application of the 4Ps model of promotion as controllable tactical marketing tools in the marketing of eco-friendly and hygienic brand, Sajeeb Corporation products in Bangladesh.

Specific Objectives

With a view to optimize the broad objectives of the study, the specific objectives are as follows:

1. To identify the product strategy used for the Sales development of food & beverage products. Sajeeb Corporation.
2. To find out the pricing strategy used for the Sales development of Sajeeb Corporation.

3. To figure out the place/distribution strategy used for the Sales development of Sajeeb Corporation.
4. To find out the promotion strategy used for the marketing of Sajeeb Corporation.
5. To find out the gap between theoretical marketing mix strategy and Sajeeb Corporation sales development activities and to recommend suggestions for policy implication.

1.6 Methodology

This report has been prepared on the basis of experience gathered during the period of Thesis program. For Preparing undergone group discussion, collected data and interviewed some of the selected Dealer and retailers. I hope these criteria will be enough to find out a different picture of industrial performance of the Sajeeb Corporation products.

The study is basically exploratory in nature. The study has been conducted on the basis of collected primary and secondary sources of data and information. The sources of primary data are field survey. The study has targeted consumers and retailers of Sajeeb Corporation products in Dhaka city as population. But the population size was unknown due to not having any accurate sampling frame for the present study. As a result, convenience sampling technique has been used for selecting the sample size from consumers and retailers of Sajeeb Corporation products; 60 consumers and 50 retailers of Sajeeb Corporation have been selected from Utarra and Gulshan areas of Dhaka city as respondents. Face-to-face interview technique has been used to collect primary data and information through two separate sets of semi-structured questionnaires. Both five-point Like rt scale and rank order scale have been used in the questionnaires to collect and measure the primary data. SPSS software version 16 has been used for data analysis. Moreover, secondary data and information have been gathered and analyzed from various articles published inrefereed journals, published books, conference proceedings, published reports and web sites.

Data Collection

For our research purpose we need both primary and secondary data.

Primary Data:

There is lack of indepth study about the subject. As such, primary data is the building block of the research work. The data of this study were collected from the interview

conducted among the selected respondents in Dhaka. The interview was conducted with a pre- designed questionnaire. The questionnaire consists of both structural and unstructured question. The question was designed for dealers and retailers.

Secondary Data:

There is not much research work done on the subject. As such, sources of secondary data were very much limited. However, some data were available in the organization data bank, internet, brochures etc. A thorough survey of all these were done to findout the useful information.

Data Analysis

Subjective Analysis: Qualitative data was analysed using judgment, guidance of the supervisors and knowledge.

1.7 Limitations of the Study

The main limitation of this research might be the access to the sensitive internal information about the organization. Organizations do not disclose the information or make it public. The other limitation of data error, random sampling errors, administrative errors, data processing error, interviewer error,time constraint, data integrity, cost of the research are considered and addressed with due weight.

While doing this research we faced the following limitations-

- I did not get positive attitude to conduct survey on individual information from respondents.
- Difficult to survey all over the country.
- Heavy workload at office was one of the main barriers of this study and additional time for doing the survey could hardly be extracted.
- The Large sample size could detect the problems more accurately.
- Lacking of practical skills.
- Information is not up date.
- Some provide wrong information.

CHAPTER 2

LITERATURE REVIEW

2.1 Literature Review

There are insufficient studies and literature in the context of frozen food marketing and their expansion in Bangladesh. As a result, a few available published literatures have been reviewed for developing the research questions and objectives of the study.

The Marketing Mix

The marketing mix is one of the most dominant though ts in modern *marketing (Kotleretal.*, 1999) which presents the marketer with a depot of controllable tactical marketing tools to indicatively compete in the new market-place and for delivering attractive market reaction in a target market. The marketing mix concept is credited to Jerome McCarthy (1960) who condensed Borden's (1953) twelve components and conceptualized them as the 4Ps; Product, Price, Place and Promotion (Goi, 2009; Constant in ides, 2006; Anderson and Taylor, 1995; Van Waters hoot and Van den Bulte, 1992). McCarthy then analyzed these composite components within the framework of marketing manager with the consumer at the focal point of the entire process (Anderson and Taylor,1995).

4Ps Model in the Marketing Mix

Product

According to Kotler and Armstrong (2006), product can be defined as anything that can be offered to a market for consideration, procurement, use or utilization thatmayfulfill a need or want of a consumer. It must give value to a consumer, however, does not need to be substantial in the meantime and essentially,it includes presenting new products or improving the current products (Booms and Bitner, 1981). Ferrell (2005) has opined that the product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. Product quality is one of the marketer's major positioning tools and quality has a direct impact on product or service performance (Kotler*et al.*, 2008). Since perceived product quality and brand image in a roundabout way affect buying aims (Keining ham*et al.*, 2005), brand and quality confirmation are chosen for the risk adjusting technique referencing product.

Price

Kotler*et al.* (2008) have defined price as the amount of money charged for a product or service or the aggregate of the values that clients exchange for the benefits of getting or using the product or service. Price can influence customer decision in a buy since the customer perceives exchange something of value–the price to have something of value i.e. the benefits (Kotler and Keller, 2006). Verma and Varma (2003) have opined that price is generally the adaptable elements to change contrasted with other elements of marketing mix. Companies frequently modify the fundamental price of a product to represent different client contrasts and evolving circumstances (Hunt, 2005). Price promotion is seen as better value to the customer in the general circumstance, since low price presumably pulls in clients (Fleischmann*et al.*, 2004, Yee*et al.*, 2005). Price is the most important measurement of repurchase intentions (Oh, 2000; Para sura man and Grewal, 2000) and customers usually buy products on the basis of price rather than other attributes (Peter and Donnely, 2007) where money back guarantees are additionally helpful (Yeung and Yee, 2003).

Place

It alludes to the place where the customers can purchase the product and the product contacts that place through various channels, like wholesalers, retailers and internet (Booms and Bitner, 1981) as a set of interdependent organizations that caters to the process of making a product available to the consumers (Kotler and Armstrong, 2006). Hirankitti*et al.* (2009) have considered place as the simple entry which potential client partners to a service; for example, location and distribution. The strategy of place needs effective distribution of the firm's products among the channels of marketing like wholesalers or retailers (Berman, 1996). It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product (Copley, 2004).

Promotion

Promotion comprises of a particular mix of advertising, sales promotion, personal selling and public relations that convey the benefits of the product and persuade target customers to purchase it (Kotler and Armstrong, 2006). A communication program plays three vital roles such as providing needed information and suggestion, inducing target customers of the benefits of a particular product, and encouraging them to take action at particular

circumstances that are important in marketing strategies (Lovelock and Wright, 2002). However, the more the customers' perceived risk in purchasing a product, specifically when information is inadequate with regards to the greater the propensity to utilize word- of-mouth (Pocharski and Jacobson, 2007).

The focus of Cascade Tissue Group's philosophy is innovation and sustainability on every product ion level,coming from research team or an employee,' says Suzanne Blanchet, President and CEO at Cascades Tissue Group. The extent of thoughts is very boundless from straightforward methods for diminishing compressed air consumption, savings on the heating bill because of a superior insulation or utilizing energy saving lighting, to more propelled solutions originating from collaboration with Boralex, the Cascade's partner inbiogas applications (Ng,2011).

According to AC Nielsen's report published in April 2010, bathroom tissue and towel combined, Cascades Enviro brand is the no. 1 brand in the green segment that represents 12% of the aggregate market (Ng, 2011).

A current real improvement has been the trend toward diminished weight per product sheet lessening the span of the sheet and premise weight decreases without a price change and this trend has quickened since 2003, and keeping in mind that it may not totally stop, there are points of confinement to how much the fiber contents can be reduced (Kalil, 2008).

Both cultural and market differences between the US and Western Europe add to this trend, including the more progressed away from home tissue sector in the US, the generally positive attitude towards consuming and shopping, the more extensive assortment of tissue merchandise accessible, solid advancement of brands; and demographic/housing differences profiting US tissue utilization over that of Western Europe (Kalil, 2008).

In Japan, the Wash let a toilet that comes outfitted with a bidet and an air-blower isbecoming progressively popular. Everywhere throughout the world, water stays a standout amongst the most well-known techniques for self-cleaning. Many places in India, the Middle East and Asia,for example,still rely on upon a bucket and aspigot.Inany case, as our economy continues to circle the drain, will Americans part with their beloved tissue paper so as to receive more money-saving measures (McRobbie, 2009).

Reviewing the above-mentioned different literatures, the present study has focused on the following research questions:

1. What is the application of the concept of 4Ps Model of McCarthy product, price, place (distribution), and promotion as controllable tactical marketing tools for the effective marketing of eco- friendly and hygienic brand like Sajeeb Corporation food Bangladesh especially in Dhaka city?
2. How is the concept of 4Ps Model of McCarthy (product, price, place, and promotion) applied or used in the marketing of environment friendly and hygienic frozen food in Bangladesh especially in case of the brand- Sajeeb Corporation food?

Therefore, a significant gap exists in the literature as no attempt has been made to look at the application of 4Ps model of McCarty, i.e. the marketing mix framework in the tissue paper marketing of Bangladesh specially in the branding of Sajeeb Corporation. As a result, the purpose of this study is to fill this gap in the literature by adding a new viewpoint to the marketing mix phenomenon by looking at the use of 4Ps model of McCarty in the marketing of **Sales Development process in Bangladesh Sajeeb Corporation** Sales development of Bangladesh

2.1 Definition of Sales Development

Developing an effective sales strategy often requires consumer research, marketing analytics and a framework that organizes the customer's needs by their place in the sales process. If you're involved in sales or marketing, learning ways to map your potential customers' purchase journey can help you improve your promotional and service strategies, which might lead to greater profit and higher customer retention rates. One method of mapping the customer sales cycle is by using Kotler's five A's. In this article, we define Kotler's five A's framework, explain each stage in the process and provide tips for using this system.

2.2 History

The concept of sales development can be traced back as far as the early 1980s, with roots at Oracle. The original Oracle Direct team (DMD), started by Anneke Seley in the early 1980s, is among the earliest sales development teams on record. Throughout the 1980s and 1990s, it has been one of the key organizational strategies for most famous B2B technology companies, including Sun Microsystems, and Cisco. [1] In the late 1990s the sales development role was developed within Computer Associates as a bridge between sales and marketing groups Al though every organization engages in recruiting activity some do so to a much largerextent than others.

2.3 Strategic Marketing

Strategic marketing is a marketing process that outlines how a company can take a different position through diversification based on its assets, capabilities and experience in changing market conditions by developing different strategies. That is, strategic marketing is finding potential or actual market competitive advantages and leveraging resources to ensure that those advantages are taken. (1) Strategies developed in strategic marketing are: product strategy, pricing strategy, distribution strategy and promotion strategy.

2.4 Strategic Marketing Process:

Strategic situation

Analysis of Nuvola apps forward arrow.svg market strategy

Design Nuvola apps forward arrow.svg market oriented

Strategic development Nuvola apps forward arrow.svg Go-to-market strategies and a series of steps in the strategic marketing process

Application management

A series of steps in the strategic marketing process

Step 1: Strategic Situation Analysis

When an organization undertakes to adopt a tailored marketing strategy, it is important to consider several factors

Such as:

(i) Knowing and understanding the commodity market is very important. This will lead to realism in market related planning. Besides, it gives an idea about the strengths and limitations of the competitors. At this time, it is important to do SWOT Analysis or Strength-Weakness-Opportunity-Threat analysis of the organization.

(ii)As it is not possible to satisfy all the buyers in the market, it is necessary to separate certain buyers from all buyers (market segmentation). Because if you can't identify the right buyers, it becomes impossible to survive in the market.

(iii)Always be aware of the market. Because the market is constantly changing and the needs of the market buyers are also changing. So, the more one knows about the changing market, the easier it is to take a position in the market.

Step 2: Design the market strategy

Strategy design is most important in strategic marketing. Because on the basis of this design, the strategic marketing outline will be confirmed. Here are the things to do:

(i) In order to adopt a strategic plan suitable for the target market, on the one hand, product value changes should be considered, and on the other hand, the product should become a problem-solving object for the customer.

(ii) A strategy for developing relationships with all parties related to marketing, namely suppliers, distributors, buyers etc., has to be formulated.

(iii) New product planning is essential so that the company can market new products at the declining stage of the product life cycle.

Step 3: Develop market-oriented activities

Developing market-oriented activities is quite complex and at this stage the marketer adopts different strategies to take market position. At the very beginning the product strategy has to be adopted. After determining the product strategy, it is necessary to determine the distribution strategy. The distribution strategy must ensure distribution in an easy way. Then the price of the product has to be determined. A product pricing strategy must set a standard but customer-friendly price. Promotion strategy is adopted to bring this product to the target market. That is, the strategy is adopted to make the brand acceptable to the buyer as a whole.

Step 4: Implementation and Management of Market-Oriented Strategy:

Once a market-orientated strategy is formulated, the organization benefits from it when it is possible to implement and manage it. In this case, the organization has to keep two things in mind:

(i)Market-oriented organizations succeed only when people can be engaged in the necessary work. Creating an effective market-oriented organization by hiring the right people for the organization's work is one of the steps in implementing a market-oriented strategy

(ii)Marketing plan and budget has to be formulated to implement and implement the market-oriented strategy. Apart from implementing the plan, it also needs to be controlled. There should be a mechanism for correcting any deviations from the plan.

By following all these steps, the company can face its competition and develop the marketing more successfully

CHAPTER 3
Overview of the Company

3.1 Corporate Profile

Sajeeb Corporation of companies, one of the largest business groups of the country, started its operation in 1982 and has been operating successfully since then. Over the years the group has extended its business functionalities in different industry sectors with its several sister concerns contributing to the overall socio-economic development of the country. A highly skilled and innovative professional team is engaged in Process Quality Control (PQC) of our production. We put our topmost priority on ensuring the best quality at each level of the production process in order to maintain international standards. We ensure factory compliances, collect raw materials under the strict supervision and standards from our own pool of suppliers. We have employed state of the art technology in processing our products and use 100% food graded packaging to ensure the best possible quality. Recently, we have attained "100% Halal certification" for our foods and drinks products from Halal Bangladesh Services (HBS). Along with our own popular brand name Sajeeb, we are also engaged in manufacturing & marketing of the products of world-famous brands like Shezan, Kolson, Nocilla. Under the franchise of famous Shezan International Limited, we manufacture and market Shezan products in our country. We also manufacture country's most popular Kolson Macaroni, Noodles and Vermicelli under the franchise of and technical collaboration with Kolson Food LLC (Dubai). Our high-quality products have earned a huge accolade in both the local and foreign markets. Apart from our food & beverage products, we have agro-based products, agro-processing, real estate, insurance, readymade garments replica, telecommunications and electronic media business. We have expanded our export market in Middle East, Australia, USA, UK,India, Nepal, Bhutan, Malaysia, Singapore and some African countries and continuously searching for opportunities to discover the potential markets for high quality products from Bangladesh.

2.2 Mission, Vision & Values of Sajeeb Corporation

Mission

Sajeeb Corporation believes in serving the people and the country; not only in doing business and making profit. It had come into existence with that belief and adopted 'For the People, For the Country' as its core theme.

All the Sajeeb Corporation concerns always try to offer best possible services and products to customers for attaining their full satisfaction, as the group endorses the notion that customers are the ultimate determining factor insuccessofany organization. It always strives to introduce new products and services to the customers.

Sajeeb Corporation's mission is to strengthen life of the peoples of Bangladesh. We meet every day need for nutrition with brands that help people for good health. Sajeeb group is dedicated to the health and wellbeing of household.

As a business conglomerate, Sajeeb Corporation does not want to grow alone;it wishes to grow together with its partners, patrons, customers, employees and other stakeholders.

The Organization has reached out to many poor and underprivileged people through different philanthropic services and it wants to expand them across the country for the welfare of the people and development of the country.

Vision

Sajeeb Corporation has already become one of the largest conglomerates and the leader in many areas of business and industry in Bangladesh. It wishes to go far ahead from where it is now. The organization wants to be the largest business house of the country and the biggest contributor, from the private sector, to the economic and social development. It also wishes to bring more and more people under job and thus become the largest employer in the private sector.

To accomplish the vision, the group has already ventured into many business and industrial areas, including some as pioneer, and has plans to be engaged in many more areas. The group has started works for going global and hopes to announce its global presence in a couple of years.

To become a leading food and beverage company in Bangladesh

Values

Sajeeb Corporation has adopted patriotism, honesty,fair practice and service to the nation as its core values, which act as the main basis in its decision-making. These values have created a moral compass for everyone at the group from the top management to ordinary employees and created the organizational culture accordingly. The group always tries to be driven by these values and not to deviate from the min any situation.

3.3 Our Concerns

OUR CONCERNS
Sajeeb Corporation
Hashem Foods Limited
Hashem Auto Rice Mills
Sajeeb Foods and Beverage Ltd
Hashem Agro Processing Limited
Takaful Islami Insurance Ltd
Hashem Flour Mills Ltd
Sajeeb Homes Limited
MARS International
Savvy Foods

2.4 Sajeeb Corporation

Human resource andAdministration

- Recruitment &selection

- Employee transitions
- Training and Development
- Evaluation
- General services
- Safety and security
- Transport & PABX
- Maintenance

Sales department

- Market penetration
- Sales development training Head office & Field force.
- Sales Business development
- Management
- Delivery and Distribution

Marketing department

- Media Ad
- Sales development plan.
- Trade & Consumer offer development
- Market monitoring
- Media handling

Commercial

- Vendor development unit (VDU)
- Banking matters
- Tender control unit (TCU)
- Purchase and Document control Unit

Accounts and Finance

- Collection
- Disbursement
- Payroll
- Records
- Planning and cash Management

Audit

- Internal Audit Planning
- Auditing
- Report
- Follow up

CLPD(Central purchase Department)

- Localpurchase
- VendorSelection
- Delivery

IT(Information Technology)

- IT accessoriesinstallation
- Networking
- Trouble shooting

Research and Development

- Productinnovation
- Productdevelopment
- Project planning bothinthe domestic and abroadlevel

Protocol

- ProtocolMaintenance
- Visa relatedactivities

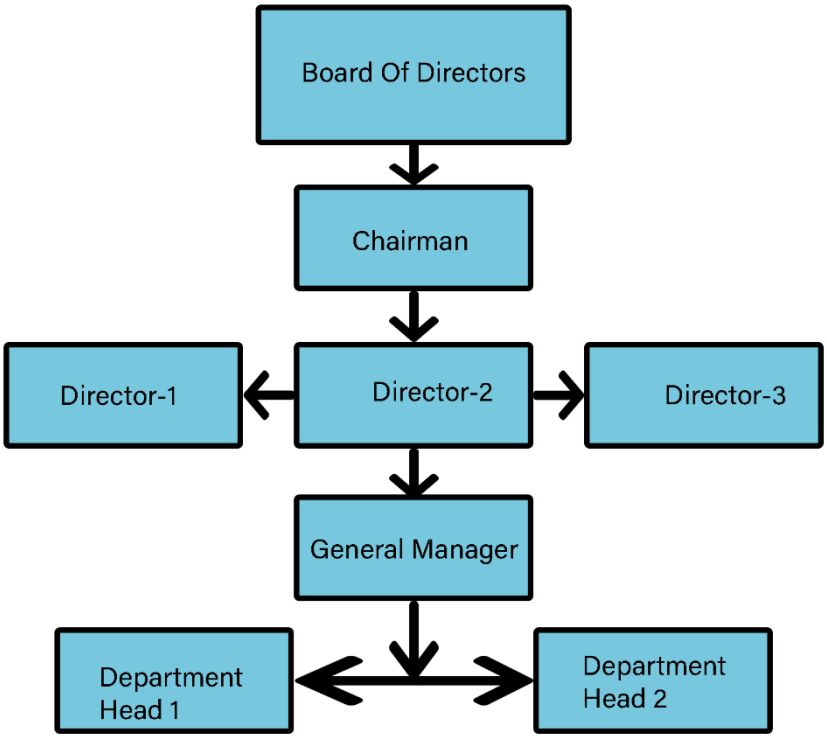
Land

- Procurement
- RecordManagement

Press and Media

- Publication
- Pressrelease
- Public relation

3.5 Organization Structure of Sajeeb Corporation



3.6 Board of Directors and Key Person

2.11 Sajeeb Corporation Brand History:

Sajeeb Corporation of companies, one of the largest business groups of the country, started its operation in 1982 and has been operating successfully since then. Over the years the group has extended its business functionalities in different industry sectors with its several sister concerns contributing to the overall socio-economic development of the country. A highly skilled and innovative professional team is engaged in Process Quality Control (PQC) of our production. We put our topmost priority on ensuring the best quality at each level of the production process in order to maintain international standards. We ensure factory compliances, collect raw materials under the strict supervision and standards from our own pool of suppliers. We have employed state of the art technology in processing our products and use 100% food graded packaging to ensure the best possible quality. Sajeeb Corporation Brand Shezan,Tang,Kolson,Sheeb,Top,Wings,Poppin,Hulk & Puro.Recently, we have attained “100% Halal certification” for our foods and drinks products from Halal Bangladesh Services (HBS). Along with our own popular brand name Sajeeb, we are also engaged in manufacturing & marketing of the products of world-famous brands like Shezan, Kolson, Nocilla. Under the franchise of famous Shezan International Limited, we manufacture and market Shezan products in our country. We also manufacture country’s most popular Kolson Macaroni, Noodles and Vermicelli under the franchise of and technical collaboration with Kolson Food LLC (Dubai). Our high-quality products have earned a huge accolade in both the local and foreign markets. Apart from our food & beverage products, we have agro-based products, agro-processing, real estate, insurance, readymade garments replica, telecommunications and electronic media business. We have expanded our export market in Middle East, Australia, USA, UK,India, Nepal, Bhutan, Malaysia, Singapore and some African countries and continuously searching for opportunities to discover the potential markets for high quality products from Bangladesh

It all started with a commitment to provide hygienic management of lifestyle, however, the Sajeeb Corporation brand is still enthralled with its same brand promise, to help Bangladesh live on a hygienic and safe living.

CHAPTER 4

Sales Development Process in Bangladesh in Sajeeb Corporation

4.1 Marketing Mix (4Ps) of Sajeeb Corporation Sales development in Bangladesh

The study has found out and analyzed the use of 4Ps model of promotion–the elements of marketing mix as controllable tactical marketing tools for the effective marketing of Sajeeb Corporation, in its segmented target markets of Bangladesh, especially in Dhaka city. The study has been done based on the analysis of the information gathered from the selected respondents comprising of 50 consumers and 30 retailers of the brand and the websites.

4.2 Different Items of Sajeeb Corporation items, and their Features

The brand of Sajeeb Corporation,has its items with different categories. Hygiene is important for everyone's wellbeing. Sajeeb Corporation, can help the consumers to be hygienic through its various items that can be used in every situation in their life. So, consumers can grab that tissue for a healthier and more hygienic life (https://sajeebgroup.com.bd/sajeeb-coporation/The study has found out different items of Sajeeb Corporation products.

https://www.othoba.com › sajeeb-corporation

/The study has found out different items of Sajeeb Corporation products.

4.4 Consumer Analysis

Consumers' Perceptions about Different Brands of Sajeeb Corporation Food & Beverage item's

TABLE 2: CONSUMERS' PERCEPTIONS ABOUT DIFFERENT BRANDS OF Sajeeb Corporation.

Rank of Different Brands of Frozen Food	Mean/Average
Sajeeb Corporation Brand Shezan , from the use of consumers	10.12
Kolson Brand Kolson Vermicelli,Lascha semai & Macaroni from the use of consumers	24.70
Shezan Brand Shezan Fruits drinks PET, Pack from the use of consumers	11.15
Nocilla from the use of consumers	2.03
Sajeeb Brand Sajeeb Noodles,Ishubgul Bhushi,& CSD items from the use of consumers	8.18

Source: Computed Primary Data

Interpretation

According to the Table 2, the study shows that the mean values of the respondents (consumers) are respectively 10.12 for Shezan brand, for Pran 33.95 for Akij and 18.33 for Kolson brand Vermecelli,Macaroni 24.Other all brand 5.34. So, consumers' first preference is Sajeeb Corporation products, second preference is , third preference is

and fourth preference is the study shows that consumers have different preferences on different Sajeeb Corporation brands in the food & Beverage market.

TABLE 3: CONSUMERS' LIKINGS ABOUT THE FEATURES (QUALITY, DESIGN, PACKAGING) AND Cost Sajeeb corporation some products.

Rank of Different Features of Sajeeb Corporation products	Mean/Average
Rank of Quality Kolson brand Semai & Kolson macaroni is compared to other Semai & Macaroni Brands.	65.50
Rank of Quality Shezan brand PET & All Tetra pack juice /drinks is compared to other PET & All Tetra pack juice /drinks Brands	50.70
Rank of Quality Nocilla Chocklet brand is compared to other Chocklet brand Brands	75.20
Rank of Quality Sajeeb Brand Soft drinks pawder,Noodles & Ishubgul bhushi is compared to other Soft drinks pawder,Noodles & Ishubgul bhushi Brands	55.60

Source: Computed Primary Data

Interpretation

According toTable 3, the study shows that the mean values of the respondents' opinions about the quality, design & style, packaging, other features and cost of the Sajeeb Corporation products, compared to other food & Beverage brands are respectively 4.88, 3.75, 3.75, 4.80 and 4.08 (at 5-point Likert Scale) which means that the consumers do not like all the features in the same way. Choices of the consumers have some variations. The consumers like the quality of Sajeeb Corporation products Kolson Semai,Macaroni,Shezan juice,Nocilla & Sajeeb Ishubgul bhushi Food most. Consumers' second choice is other feature that represents fragrance in the study. Consumers' third choice is the reasonable cost. Here, consumers' likings are not equal because they have variation in the liking of Food & beverage items, though they prefer design & style and packaging of Sajeeb Corporation products, equally.

TABLE 4: CONSUMERS' CONSIDERATIONS ABOUT 4PS I.E. PRODUCT, PRICE, PLACE AND PROMOTION OF SAJEEB CORPORATION PRODUCTS.

Statements	**Mean/ Average**
Product design & style of Sajeeb Food & Beverage attractive.	5.30
Packaging of Sajeeb food & beverage is eye catching/aesthetic.	10.20
Price of Sajeeb food & beverage is higher than the competitive brands	5.70
Price of Sajeeb food & beverage changes over time.	10.60
Online facility is available for ordering of Sajeeb food & beverage.,	3.20
Discounts & Allowances are available at the time of buying Sajeeb food & beverage.	20.30
Coupon, rebate, cents off deal, premium, contests; sweepstakes are available with the buying of Sajeeb food & beverage.	5.20
Consumers know about the news, conference, press release, and grand openings of Sajeeb food & beverage.	2.10
Different programmers & events are sponsored for Sajeeb food & beverage.	2.40

Source: Computed Primary Data

4.5 Product Features of Sajeeb Corporation in the View Point of Consumers

According to Table 4, the study shows that the mean value of the respondents' opinions about the product design & style of Sajeeb Corporation products is 4.50. Here, the mean value of the opinion sisnear to 4 (at 5-point Likert Scale) which means that the consumers have positive view about the design & style of Sajeeb Corporation products. Consumers some-how like the design & style of Sajeeb Corporation products. So, the product features are good. The study also figures out that the mean value of respondents' opinions about the packaging of Sajeeb Corporation products is 4.18. Here, the mean value of their opinion sis above 4 (at 5-point Like rt Scale), which means that the consumers have optimistic view about the packaging of Sajeeb Corporation products. Here, consumers have little different views than the previous answer. The study also shows that overall product features of Sajeeb Corporation products are satisfactory. So, the study does not find big gap between the theoretical product features and the practical product features of Sajeeb Corporation products Food.

4.6 Competitive Pricing and Change of Price of Sajeeb Corporation products, in the Viewpoint of Consumer

According to Table 4, the study shows that the mean value of the respondents' opinions about the price of Sajeeb Corporation Produce is higher than the competitive brand is 2.84. Here, the mean value of the opinion sis near to middle of 2 and 3 (at 5-point Like rt Scale), which means that the consumers have negative answer regarding the higher price of Sajeeb Corporation products than the competitive brands. So, consumer view is that price of Sajeeb Corporation products, is reasonable and not so high compared to its competitive brands. Here, the mean value of the opinion sis also near to 3, which means that some consumers are undecided or unconscious about the price of the brand. The study also demonstrates that the mean value of the respondents' opinions about the change of price of Sajeeb Corporation products over time is 2.78. Here, the mean value of the opinions is near to middle of 2 and 3 (at 5-point Like rt Scale), which means that the consumers have negative answer regarding the price change of Sajeeb Corporation products over time. The mean value of the opinions is also near to 3, which means that some consumers sometimes are undecided or unconscious about the change of price. The study has found out that consumers' opinions about frequent price are positive because price of Sajeeb Corporation products Food does not change frequently. So, price of the brand is stable for a certain period. However, price of Sajeeb Corporation products is reasonable as well as competitive**.**

4.7 Online Ordering System of Sajeeb corporation products in the Viewpoint of Consumers

According to Table 4 According to Table 4, the study confirms that the mean value of the respondents' opinions about the availability of online facility for ordering of Sajeeb Corporation products at the time of buyingis1.02 (at 5-point Like rt scale). Here, the mean value of the opinion sis almost 1, which means that the consumers strongly disagree about the statement. The online facility is not available for ordering of Sajeeb Corporation products. So,the consumers do not get online ordering system for purchasing their desired items of Sajeeb Corporation products, Traditional ordering and distribution system is followed in delivery of Sajeeb Corporation products.,

4.8 Promotion Activities of Sajeeb Corporation products in the Viewpoint of Consumers

According to the Table 4, the study shows that the mean value of the respondents' opinions about the availability of discounts & allowances at the time of buying Sajeeb Corporation products, is 4.60. Here, the mean value of the opinion sis near to 1 (at 5-point Like rt Scale), which means that the consumers' opinions are highly negative about the statement. So, discounts & allowances are not provided to the consumers of Sajeeb Corporation products The study identifies that the mean value of the respondents' opinions about the availability of coupons, rebates, cent off deal, premium, contests and sweepstakes with the buying of Sajeeb Corporation products 4.66. Here the mean value of the opinion sis near to 5 (at 5-point Like rt Scale), which means that the consumers strongly disagree about the statement. Coupons, rebates, cent off deal, premium, contests and sweepstakes are not provided to consumers as promotion tools at the time of buying of Sajeeb Corporation products. The mean value of the respondents' opinions regarding the consumers' knowledge about the news, conference, press release, and grand openings of Sajeeb Corporation products is1.16 which represents that customers strongly disagree about the statement. So, the study shows that customers oppose the statement, which means that news, conference, press release, and grand openings as promotion tools are not used for the marketing of Sajeeb Corporation products is.

The study shows that the mean value of the respondents' opinions about the sponsor ship indifferent programmers & events for Sajeeb Corporation products is is1.18. Here the mean value of the opinion sis near to 1 (at 5-point Like rt scale), which means that the consumers are strongly disagree about the statement. So, sponsorship as promotion to olinvarious events or programmers of other organization sis not provided for better marketing of Sajeeb Corporation products is.

The study demonstrates that Sajeeb Corporation products is is not conscious about the use of consumer promotion tools such as discounts & allowances, coupons, rebates, cent off deal, premium, contests, sweepstakes etc. in marketing of its Sajeeb Corporation products is. However, the company does not sponsor events or programmes for better marketing of Sajeeb Corporation products is. So, the study shows that there is a huge gap between the theoretical

promotional knowledge and the sales development practices of the company for effective

marketing of its Sajeeb Corporation products is.

4.7.1 Advertising Media Used for Sales develpment of Sajeeb Corporation products.

TABLE 5: RANK OF ADVERTISING MEDIA USED FOR PROMOTION sales develpment OF SAJEEB CORPORATION.

Rank of Different Advertising Media	Mean/Average
Rank of television where Sajeeb Corporation products advertisement is available.	8.50
Rank of radio where Sajeeb Corporation advertisement is available.	6.32
Rank of newspaper where Sajeeb Corporation advertisement is available.	7.53
Rank of Internet where Sajeeb Corporation advertisement is available.	4.75
Rank of magazines where Sajeeb Corporation advertisement is available.	6.50
Rank of billboards where Sajeeb Corporation advertisement is available.	6.50
Rank of other media where Sajeeb Corporation advertisement is available.	7.00

Source: Computed Primary Data

Interpretation

According to the Table 5, the study shows that advertisement of Sajeeb Corporation food & beverage is available at television, radio, newspaper, magazines, and billboards. The mean values of the ranks by the respondents about the availability of advertisements of Sajeeb Corporation food & beverage in television, radio, newspaper, magazines, billboard and other media are respectively 7.54, 6.33, 7.56, 6.50, 6.50 and 7.00 out of 8. Newspaper and television are mostly used for advertisements of Sajeeb Corporation food & beverage. Radio, magazines, and billboards are used as a media of advertisement for Sajeeb Corporation food & beverage. Here, Internet is not used as a media of advertisement.

4.7.2 Buying Points of Consumers for Sajeeb Corporation food & beverage.

TABLE 6: **Buying Points of Consumer for Sajeeb Corporation Food & Beverage.**

Rank of Different Buying Points	Mean/ Average
Rank of super shop as a buying point of Sajeeb Corporation food & beverage.	5.23
Rank of convenience store as a buying point of Sajeeb Corporation food & beverage.	5.62
Rank of chain store as a buying point of Sajeeb Corporation food & beverage.	5.49

Source: Computed Primary Data

Interpretation

According to the Table 6, the mean value of the rank of convenience store as a buying point of Sajeeb Corporation food & beverage is 5.68 and the mean value of the rank of chain store as a buying point of Sajeeb Corporation food & beverage is 5.59 out of 6. The study also finds out that the mean value of the rank of super shop is 5 out of 6 but only 3 consumers out of 50 consumers buy from super shop. The study shows that most of the consumers buy Sajeeb Corporation food & beverage from convenience stores and chain stores.

4.7.3 Analysis of Retailers' Considerations about 4Ps i.e. Product, Price, Place and Promotion of Sajeeb Corporation Food & Beverage.

TABLE 7: RETAILERS' CONSIDERATIONS ABOUT 4PS I.E. PRODUCT, PRICE, PLACE AND PROMOTION OF Sajeeb Corporation food & beverage.

Statements	Mean/Average
Reward of Sajeeb Corporation food & beverage is more than the competitive brands.	33.43
Delivery process of Sajeeb Corporation food & beverage is consistent.	30.83
Price of Sajeeb Corporation food & beverage is higher than the competitive brand.	29.93
Price of Sajeeb Corporation food & beverage changes over time.	2.67
Discounts, allowances and sample of Sajeeb Corporation food & beverage are available for the retailers.	44.97
Credit sales are offered to retailers of Sajeeb Corporation food & beverage	20.30

Salespersons of Sajeeb Corporation food & beverage communicate with retailers regularly.	30.63
Behaviors of salespersons of Sajeeb Corporation food & beverage are satisfactory.	40.31

Source: Computed Primary Data

Retailer's Reward System and Delivery Process of Sajeeb Corporation food & beverage.

According to the Table 7, the study shows that the mean value of the retailers' opinions about the reward of Sajeeb Corporation food & beverage is more than the competitive brandsis 4.53 (at 5- point Like rt scale). Here the mean value of the opinion sis near 5, which means that the retailers have positive view about the statement. The study also identifies that the retailers get more reward from Sajeeb Corporation food & beverage as a running brand than the competitive brands.

The study illustrates that the mean value of the retailers' opinions about the delivery process of Sajeeb Corporation food & beverage is 3.83 (at 5-point Likert Scale). Here, the mean value of the opinions is near to 4, which means that the retailers have optimistic view about the delivery process of Sajeeb Corporation food & beverage. The retailers' overall view about the delivery process of Sajeeb Corporation food & beverage is satisfactory. So, the study does not find out big gap between theory and practice here.

Competitive Pricing and Change of Price Sajeeb Corporation food & beverage in the View Point of Retailers

According to the Table 7 the study shows that the mean value of the retailers' opinions about the price of Sajeeb Corporation food & beverage is higher than the competitive brandis 4.93. Here, the mean opinion is near to middle of 3 and 4 (at 5-point Liker t Scale), which means that the retailers give negative answer about the statement. So, retailers' view is that price of Sajeeb Corporation food & beverage is reasonable and not so high compared to its competitive brand. The mean value of the opinion sis also near to 3, which means that the retailers are undecided or unconscious about the statement. Retailers opine that the price of Sajeeb Corporation food & beverage is reasonable and competitive.

The study demonstrates that the mean value of the retailers' opinions about the change of price of Sajeeb Corporation food & beverage over timeis 2.67. Here, the mean value of the opinion is near to middle of 2 and 3 (at 5-point Liker t Scale), which means that the retailers give negative answer about the statement. So, the retailers' view is that price of Sajeeb Corporation food & beverage is static and does not change frequently. The mean value of the opinion sis also near to 3, which means that the retailer sometimes undecided

or unconscious about the change of price. The study finds out that retailers' opinions about frequent price change is positive because price does not change frequently. So, the price of KFK Frozen Food is reasonable, competitive and stable for a certain period.

4.8 Promotion Activities of Sajeeb Corporation products in the View Point of Retailers

According to the Table 7, the study shows that the mean value of the retailers' opinions about the availability of discounts, allowances and sample of Sajeeb corporation products for the retaileris 3.97. Here, the mean value of the opinionated nearside to 4 (at 5-point Liker t Scale), which means that the retailers agree about the statement. The company provides discounts, allowances and sample as promotion strategy to the retailers of Sajeeb Corporation products.Asa result, retailers' opinions indicate that they are satisfied overall about the matter.

The study confirms that the mean value of the retailers' opinions about the offering of credit sales to retailers of Sajeeb Corporation products is 2.30. Here, the mean value of the opinions is between 2 and 3 (at 5-point Liker t Scale), which means that the retailers are disagree about the statement. So, credit sales are not available and offered to the retailers of Sajeeb Corporation products as promotion strategy.

The mean value of the retailers' opinions about the communication of salespersons of Sajeeb Corporation products with retailers regularly is 3.63, which represents that the retailers agree about the statement. So, the retailers' opinions are positive and communication of salespersons of Sajeeb Corporation products towards retailers is regular.

The mean value of the retailers' opinions about the satisfactory behaviors of salespersons of Sajeeb Corporation products is 4.31. The mean value of the opinion sis between 4 and 5, which represents that the retailers agree with the statement. So, the retailers have positive opinion that the behaviors of salespersons of Sajeeb Corporation productsare satisfactory.

Analysis about Retailers' Perceptions about Different Brands of Food & beverage

TABLE 8: RETAILERS' PERCEPTIONS ABOUT DIFFERENT BRANDS OF Food & beverage Sajeeb Corporation.

Rank among Different Brands of Tissue Paper	Mean/ Average
Kolson brand Semai & macaroni Sajeeb Corporation	70.50
Square brand Semai & macaroni	8.20
Pran Semai brand Semai & macaroni	10.60
Others brand brand Semai & macaroni	10.70

Source: Computed Primary Data

Interpretation

According to the Table 8, the study shows that the mean value of the ranks by the retailers are respectively 70.50 for Kolson brand Sajeeb corporation, 8.20 for Square brand Semai & macaroni, Pran Semai brand Semai & macaroni 10.60 for and Others brand brand Semai & macaroni 10.70. The study shows that sales vary from brand to brand in the Samai & Macaroni market. So the study illustrates that Kolson brand in Sajeeb corporation is the market leader, Square,Pran & others semai & Macaroni is the market challenger, is the market nicher in the Kolson brand of Bangladesh according to the opinion of there tilers.

Analysis about Retailers' Ordering System

TABLE 9: RETAILERS' ORDERING SYSTEM OF Sajeeb Corporation.

Statements	Mean/ Average
Retailers use over phone as ordering system	0.50
Retailers use direct mail as ordering system	0.50
Retailers use Internet ordering system	0.50
Retailers use paper based ordering system	98.50
Retailers use delivery van as other way in their ordering System	98.50

Source: Computed Primary Data

Interpretation

According to Table 9, the study shows that the mean values of the retailers' opinions about the use of paper based ordering system by retailers and the use of delivery van as other way in their ordering system by retailers are respectively 98.50 and 98.50 (at 100-point Liker t scale) which mean that the most of the retailers are agree with both the statements. Delivery van comes to the retailers' outlets and the retailers buy Sajeeb Corporation from there. The study also shows that none of the retailers use phone, direct mail, Internet in their ordering procedure. The retailers do not use all the procedures but they only use selective procedure for ordering of their necessary items of Sajeeb Corporation. So the delivery procedure of Sajeeb Corporation is traditional. Its supply chain is also traditional. Sajeeb Corporation can suffer from this type of traditional supply chain in near future. So the company needs to be careful and tries to improve the speed of supply chain of Sajeeb Corporation by using phone, direct mail and Internet

CHAPTER 5

Sales development Activities of Sajeeb Corporation

5.1 Findings

Several types of problems have created barrier to conduct this study. The limitations of the study are as follows:

1. It has not been possible to spend more time in interaction with the respondents for gathering more insight investigation.
2. Due to non-availability of sampling frame for identifying the population for the study, the non-probability convenience sampling technique has been used to select small sample size.
3. Theoretical arguments underlying the conceptualization are not up to them ark due to scarcity of previous research findings relevant to the present study in the context of Bangladesh.
4. Due to time and monetary constraints, it has also not been possible to explore more area of concern pertaining to the study.
5. Despite the level best effort, this study is not fully free of certain understandable limitations.
6. This study is an exploratory study on marketing mix strategy of Sajeeb Corporation products.This study has been conducted depending on only 50 customers and 30 retailers of Sajeeb Corporation products as respondents selected from Dhanmondi and Gulshan areas of Dhaka city using convenience sampling technique. So, the result of the study cannot be generalized. For the purpose of the study, a long period of time is needed for its in-depth analysis. But unfortunately, the study did not have so long time that could make the study more extensive and complete.
7. However, there is a scope for conducting more comprehensive qualitative and quantitative studies focusing not only on Dhaka city but also other cities of Bangladesh with rigorous statistical analysis in future by the interested researcher sin this field of study.

CHAPTER 6

Recommendations and Conclusion

6.1 Recommendations

- Sajeeb Corporation products is not only of the best quality but also hygienic for the consumers in Bangladesh.
- Sajeeb food & beverage products can follow some guidelines which might be helpful for better marketing of its Sajeeb Corporation products
- The company needs to set up a research department and should do market research on regular basis.
- To raise the consumer satisfaction level Sajeeb Corporation products may enjoy the advantage of price leadership for marketing of its brand. It should a dept. a differentiated pricing strategy for its different targeted markets to face the growing challenges of price competition especially from its competitive brand.
- It has to find out alternative channel so distribution (online distribution) system to minimize cost and to maximize gain more control over the distribution network so that it can increase the marketing efficiency.

6.2 Conclusion

Sajeeb Corporation products Hygiene and germ check are the crucial issues in today's modern life style of consumers. Sajeeb Corporation products is not only of the best quality but also hygienic for the consumers in Bangladesh. However, competition is rapidly growing higher in the Sajeeb,Shezan,Kolson,Nocilla,Tang,Top brand market in Bangladesh. As a result, the use of the 4Ps model of McCarthy -- product, price, place, and promotion as controllable tactical marketing tools is important and helpful for effective marketing of the brand, Sajeeb Corporation products to retain its customers for the long run. This will also help to ensure the Eco-friendly, hygiene and wellbeing of the consumers int their daily lives. So Sajeeb Corporation products can follow some guidelines which might be helpful for better marketing of its Sajeeb Corporation products. The company needs to setup a research department and should do market research on regular basis. At the same time, it has to develop some feedback taking tools to monitor its consumers' responses. To raise the consumer satisfaction level, Sajeeb Corporation products may enjoy the advantage of price leadership for marketing of its brand. It should a dot a differentiated pricing strategy for its different targeted markets to face the growing challenges of price competition especially from its competitive brand. As the market leader Sajeeb Corporation products will have to take initiatives to increase the overall market demand of its Sajeeb Corporation products food in Bangladesh. It may penetrate into the rural markets with its business partners to boost up its market share. To attract more consumers, as a marketer, the company should focus on the needs of different market segments such as different age groups, income groups and different professions. It has to find out alternative channels of distribution (online distribution) system to minimize cost and to maximize gain more control over the distribution network so that it can increase the marketing efficiency. Promotion tools drive a customer to buy a product, so the company can focus specially on some promotion tools to capture more customers Sajeeb Corporation products. Eventually, following better marketing practices and the application of the marketing mix model of McCarthy, the company will continue to play a leading role in the economy for the well-being of Bangladesh providing momentum, direction and support whenever the need arises throwing up thousands of employment opportunities, providing a stream in the industrial and economic growth of the entire nation.

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