Thesis Report
on
Products Strategy of Food and Beverage Industry in Bangladesh: A case Study of Sajeeb Corporation.

Submitted by:
Mohammad Kamal Hossain
ID -2102023018
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



Department of Business Administration
Sonargaon University (SU)
Dhaka
Date: 5th September 2022

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

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Department of Business Administration
Sonargaon University (SU)
Dhaka
Date: 5th September 2022

Letter of Transmittal

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

Subject: Submission of Thesis Paper.

Dear Sir,
I am very pleased to submit you of my Thesis on report contains Products Strategy of Food and Beverage Industry in Bangladesh A case Study of Sajeeb Corporation. I consider myself very fortunate that I have had the opportunity to preparing the report under of your guidance. Here is my overview of"" Sajeeb Corporation was assigned and approved by you during my three months of Thesis on period.

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

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

Sincerely,

Mohammad Kamal Hossain
ID No. 2102023018
Semester: Spring 2022
Program: EMBA-
Major Marketing
Department Business Administration
Sonargaon University (SU

Student's Declaration

I am Mohammad Kamal Hossain a student of Executive Master of Business Administration, ID No. 2102023018 from Sonargaon University (SU) Dhaka would like to solemnly declare here that this Thesis paper on Products Strategy of Food and Beverage Industry in Bangladesh A case Study of 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 Kamal Hossain
ID No. 2102023018
Semester: Spring 2022
Program: EMBA-
Major Marketing
Department Business Administration
Sonargaon University (SU)

Letter of Authorization

Certified that this Thesis paper titled "Products Strategy of Food and Beverage Industry in Bangladesh A case Study of Sajeeb Corporation" is the Bona fide work of Mohammad Kamal Hossain who carried out the research under my supervision. Certified further that in the best of my knowledge the work reported here in dose not from 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)

Acknowledgement

First of all, I would like to categorical my gratitude to the Almighty Allah. This is my pleasure that I could successfully complete my Thesis 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, advices 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.

Finally, I want to thanks Sharmila Sikder Lecturer,Department of Business Administration Sonargoan University" for her regular support, coaching and supervision for getting ready. Along with I receive active co-operation from the Md.Fazlul Haque (Excutive Director),Md.Motahar Hossain Bhyan GM(Account),Md.Helal Uddin Munshi AGM(Operation) and others Staff of Sajeeb Corporation . The concern team made the environment congenial and favorable for me to recognize the tasks. Without their help and cooperation, this record would possibly no put together 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 necessary information. This report suffers from many shortcomings although I have exerted my best effort while preparing this report. I seek excuse for the errors that might have occurred in spite of the best of my efforts.

Moreover, I like to thanks all people who used to be helped me for preparing this report.

Abstract

Sajeeb Corporation is one of largest multinational business firm in Bangladesh and the world. Over the last decades, Sajeeb Corporation Bangladesh has been constantly bringing new and world-class products for the Bangladeshi people to remove the daily drudgery of life. Over 70% of the country consumer's use one or more of their products. It provides 12 twelve verities brands and try to mitigate all types of human demand by introducing with new innovative products.

Sajeeb Corporation Operations in Bangladesh provide employment to over 40,000 people directly and through its dedicated suppliers, distributors and service providers. 99.5% of Sajeeb Corporation employees are locals and they have equal number of Bangladeshis working abroad in other Sajeeb Corporation companies as expatriates. Sajeeb Corporation wants to attract the best graduates to join in their leadership actions. This report enlightens what type of recruitment opportunities offered by Sajeeb Corporation Bangladesh Limited for university students and how the students can access that opportunity.

Sajeeb Corporation look for passionate people who want to do real business and have the potential to be highly motivated by brands, and are enthusiastic, creative and rigorous. They want people who are hungry for success and can work confidently in teams.

Sajeeb Corporation create an environment where people with energy, creativity and commitment work together to fulfill ambitious goals. In addition, they all work to the highest standards of professional excellence and integrity

Sajeeb Corporation introduces more than 100 types of products for their consumer's satisfaction consumers use and buy its regularly. Most of products are produces in their won Factory in Rupgonj Narayoungon. The most popular Products of Sajeeb Corporation are Shezan Mango Drinks, Macaroni Noodles, Vermichilly, Lacha Seami,Coarbonated Soft Drinks, Lassi Milk added Drinks, Latchi and Orange Synthetic food drinks.
The another Most popular Imported products like that Nocilla Chokolet, Isubgul Buhsi,Testing Solt & Tang Instant drinks powder.

Sajeeb Corporation also Introduces for consumers some of essential products also like as those are Rice, Flower,Atta,Testing Salt & Normal Salt also.

Sajeeb Corporation Bangladesh have a certain their products for consumers essential and perishable & non-perishable products by using those products consumer satisfaction found good & company achieving the goals

Last 3 years (2019 to 2022) Sajeeb Corporation increase their products and achieving the target and highest Sales growth achieve all kinds of Essential and perishable products.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Products Strategy

Successful Products Strategy makes it possible for the organization to acquire the number and types of products necessary to ensure the continued operation of the organization by the production process. So it acts an important role in products Strategy and department. As a part of EMBA program, my course Teacher Sharmila Sikder assigned me to prepare a report on Products Strategy Food and Beverage Industry A Case study in Sajeeb Corporation. I have selected my Thesis report topic as Products Strategy of Food and Beverage Industry in Bangladesh "A case Study of Sajeeb Corporation. Products Strategy process in Sajeeb Corporation". I have made a survey for required information in Sajeeb Corporation in Head office Dhaka.

1.2 Rational of the Products Strategy

Going to Products Production process in Sajeeb Corporation in Bangladesh as a Marketing Products Strategy of Food and Beverage Industry in Bangladesh "A case Study of Sajeeb Corporation myself. I acquire required knowledge about Sajeeb Corporation Bangladesh's production process that help us to perceive a common picture about production and selection process in all National and Multination Company in Bangladesh.

1.3 Objective of the Products Strategy

I have prepared this report based on two purposes. Those are-

1.3.1 Primary Objective Products Strategy:

The report aims to provide information on the procedures of products and production techniques followed by the Sajeeb Corporation Products Operation department.

1.3.2 Secondary Objective Products Strategy:

a) Sajeeb Corporation is one of Bangladesh and worldwide greatest consumer goods company the report is strongly informed with how this National and multi-national company conducts the aptitude and psychometric for a product and how it helps them to get objective, reliable and relevant information on production.

b) Sajeeb Corporation always try to add variety of products at Sajeeb National and Abroad market they have created a market where people can buy the products and full field their regular demand and what are their needs.

c) Selection of products strategy in Sajeeb Corporation, the selection board find out the nature of consumer goods and services the top level of management selects and introduces those products in market for consumer's what are need and demanded.

d) Sajeeb Corporation wants to introduce best brand products in Bangladesh and abroad also imported new products what are high demand in market its consumers.

1.4 Scope of the Products Strategy

There is a certain boundary to cover this report. My particular report only covers Products Strategy in Sajeeb Corporation. I have mainly focus on Products Strategy and products development on Sajeeb Corporation. And also products import process form India,Thailand,Chaina,Espain,Pakisthan,Bharain and Dubai. I have surveyed only head office of Shezan Point.Though there is no Marketing department in Dhaka head office, here I talked with some of expert and experienced officials and collect information about Production and products strategy process in Sajeeb Corporation through sharing their experience. I have communicate with Sajeeb Corporation Marketing department in Dhaka and able to collect some valuable information as Ill as I gathered information through internet Sajeeb Corporation. Moreover, I got some confidential information which is not possible to disclose Sajeeb Corporation, so those data and information had to be ignored for this report.

1.5 Limitations of the Products Strategy

I lucky enough to get a chance to prepare a report on Products Strategy Food

and Beverage Industry process in Sajeeb Corporation." I tried heart & soul to prepare an Ill-informed report. But unfortunately I faced some difficulties when preparing this report. I tried to overcome the difficulties. In spite of trying my level best, some difficulties that hamper my schedule report work:

1.5.1 Shortage of time:

Within a short time, I need to prepare some other myself‟ reports for in this session. For this reason, I could not get a fluent time schedule for the report.

Limitation of related with the organization:

The employees of Sajeeb Corporation I am too busy of their work. For this, they did not sufficient time to fulfill my queries and some of them neglected us to support.

1.5.2 Difficulty in collecting data:

Many employers of the organization are not Ill known about all information that I asked them. Many of them also hesitated to answer the questions. These things hampered the information collection.

1.5.3 Confidential data:

I got some confidential data which is not possible to disclose Sajeeb Corporation, so those data and information had to be ignored for this report.

1.6 Methods

For making any report most of the data should be taken that reflect actual situation. For my report I have collected various types of primary and secondary data. In a disciplined way I can say that the report input was collected from two smiles-

i. Sajeeb Corporation official web-site
ii. Annual Reports
iii. Prospectus
iv. Brochures

1.6.1 Primary smiles:

Face to face conversation with the production in Dhaka head office and share

their own experience in getting products.

1.7 Report Preview

In the following pages, the report is prepared for the practical knowledge about Products Strategy First I draw an overall picture of Sajeeb Corporation. Then, I try to point out Production in their own factory constrains and challenges of Sajeeb Corporation. After that I describe Production process in Sajeeb Corporation Finally, I accumulate the findings, analysis them and draw a conclusion and give some recommendations for future steps.

CHAPTER 2
LITERATURE REVIEW

2.1 Definition of Food Products:

A product development strategy is a process of bringing a new product into an existing or new market by doing continuous market research, thorough testing, and careful product concept planning. It can also be about bringing an existing product into a new market.

So Marketing is a process of discovering potential Products for the actual or anticipated organizational vacancies. Or from another perspective, it is a linking activity-bringing together those with jobs to fill and those seeking.

2.2 Factors Influencing of Food Products

Although every organization engages in recruiting activity some do so to a much larger extent than others.

a. Size:

Large organization with huge products there are more than 105 item's products and 12 Big Brand in Bangladesh and Abroad Markets

b. Products condition:

There are Three (3) Kinds of Products like that # Essential Products, #Perishable products and # Non-Perishable products.

c. The effectiveness of products marketing:

It shows itself in the organizations historical ability to locate and keep people who perform Ill. If it is effective number of marketing process will be few.

d. Working condition, salary & benefit package:

These influence need for turnover, therefore the future marketing of the organizations.

e. Marketing growth of the organization:

The marketing growth of the Organizations that are not growing, because of Last year 2021 in July there are a big digester by fire of its main products factory in Rupgonj –Narayoungonj for the region marketing activities are not growing in this year 2022.

But 2017 to 2020 was best growth products like that

1) Juice and Drinks (2) Carbonated Soft Drinks (3) Noodles and Macaroni (4) Nocilla Chocolate.Possible Constraints on marketing Process

The four Ps are product, price, place, and promotion. They are an example of a “marketing mix,” or the combined tools and methodologies used by marketers to achieve their marketing objectives. The 4 Ps were first formally conceptualized.

a. Products :

Product marketing is the process of bringing a product to market, promoting it, and selling it to a customer. Product marketing involves understanding the product's target audience and using strategic positioning and messaging to boost revenue and demand for the product.

b. Price :

Pricing is one of the most important and visible aspects of your market strategy, which also includes promotion, placement (or distribution) and people

c. Place :

Place strategy is an aspect of a company's marketing mix that focuses on where the company sells its products so that they're easily available to the target market. A marketing mix is a marketing strategy organized around the four Ps of marketing, which are product, promotion, place and price.

d. Promotion :

A promotion strategy is defined by the plan and tactics you implement in your marketing plan to increase your product or service demand. Promotional strategies play a vital role in the marketing mix (product, price, placement, and promotion

2.3 Media utilization for products marketing.

Sajeeb Corporation mainly utilization some of media for marketing communication of their Cash cow products and also new upcoming product those are as below.

- Physical mail.
- Radio ads.
- Television ads.
- Billboards and signs.
- Telemarketing.
- Events.
- Print ads.

2.4.1 TV Media

Businesses are always on the hunt to identify the right marketing communication channel to reach their customers. If you're interested in improving your business' approach to consumer outreach and advertising, you could benefit from learning about the types of marketing communication channels. In this article, we review traditional and digital marketing channels and discuss how to select the ones best suited for your company's needs with the help of practical examples.

2.4.2 Radio :

In combination with accurate marketing research, a radio marketing campaign can communicate a promotional or marketing communications.

2.4.3 Events Marketing:

Event marketing is a very specific communication tool. It is based on the direct emotional involvement of the target group, thereby positively affecting the relationship to a particular product or brand.

2.4.4 Billboards and signs

Outdoor advertising includes signs, billboards, posters, aerial and transit displays. A sign can be any outdoor display of lettering, parts of letters, figures

a. **Marketing recommendations:**

Recommendation from a current Marketing. A products will have recommended if he believe the individual can perform adequately. Product referrals also may have acquired more accurate information about their potential jobs. The recommender often gives the applicant more realistic information about the job than could be conveyed through employment agencies or newspaper advertisement.

b. **Marketing agencies:**

I will describe three forms of marketing agencies: The major difference between these smiles is the type of clientele served.

2.5 Selection of Products

Selection is the process of select the best products for the production by using various tools and techniques. According to RM(Raw Martial) and PM(Packing) which an enterprise chooses best brand and products can be production." So I can conclude that, it is the process in which products for production for consumers and also market. In this process maximum manufactures use and continue run the production process.Some times need to increases products demand then the enterprise make to plan for increasing production by use full capacity this way enterprise gain extra benefits.

2.5 Testing guideline for Products

Some basic testing guidelines are followed in process of products which are:

a) Use and products test.

b) Validate the tests for products.

c) Analyze all current products

d) Beware of certain products

2.5 Definition of products strategy

Product marketing is the process of bringing a product to market, promoting it, and selling it to a customer. Product marketing involves understanding the product's target audience and using strategic positioning and messaging to boost revenue and demand for the product strategy.

.

2.6 Types of products

Products can be classified according of products structured

a) Essential Products
b) Perishable products
c) No-Perishable products

2.7Literature Review

Published Online:**1 Jan 2001**https://doi.org/10.1287/mnsc.47.1.1.10668

This paper is a review of research in product development, which we define as the transformation of a market opportunity into a product available for sale. Our review is broad, encompassing work

in the academic fields of marketing, operations management, and engineering design. The value of this breadth is in conveying the shape of the entire research landscape. We focus on product development projects within a single firm. We also devote our attention to the development of physical goods, although much of the work we describe applies to products of all kinds. We look inside the “black box” of product development at the fundamental *decisions* that are made by intention or

default. In doing so, we adopt the perspective of product development as a deliberate business process involving hundreds of decisions, many of which can be usefully supported by knowledge and tools. We contrast this approach to prior reviews of the literature, which tend to examine the importance of environmental and contextual variables, such as market growth rate, the competitive environment, or the level of top-management support.

Article publication date: 11 November 2009

This article reviews and discusses issues in the translation of international brand names to Chinese, and provides a framework for international brand managers who want to expand into China. Linguistic differences between Chinese and English are wide and deep, making translation of brand names difficult. Cultural context, pronunciation, written vs. oral language, and the meaning of characters are just a few examples of such difficulties. We discuss four global product-naming strategic alternatives available to country/brand managers, along with their usage. The four approaches include (1) dual extension, (2) brand meaning extension, (3) brand feeling extension, and (4) dual adaptation. We also provide examples of brands utilizing the different approaches.

CHAPTER 3
ORGANIZATIONAL PROFILE

3.1 The corporate objectives of Sajeeb Corporation

Sajeeb Corporation mission is to add vitality to life. They meet every day needs for nutrition, hygiene, essential and perishable products brands that help people feel good and also utilize their needs.

3.1.1 Top ten facts

- Their National & International turnover in 2021 was Tk 430 Crore.
- Sajeeb Corporation number of employee 30000 people in around 50 countries worldwide.
- Every day, 250 million people choose their brands use eat and drinks.
- Over 90% of their sales are generated by their Foods brands, like that Juice, Drinks, Carbonated Soft drinks, Milk added drinks, Energy drinks, Nocilla, Vermichilli,Macaroni,Noodles,Sauce,Testing salt Centhic drinks,Coron flaxes etc..
- In many parts of the world they lead the home care market with brands such as Centhic Drinks,Mango Drinks, Juice Milk added Drinks.,
- Their leading brands Vermichilli,Macaroni,Noodles,Sauce,Testing salt Centhic drinks,Coron flaxes and Nochilla Chocolet..
- In 2020 they spent tk 30 million on research and development 5.5% of their turnover.
- They spent over tk 60 million on a wide range of community projects in 2020, equivalent to 2.5% of pre-tax profits.
- At the end of 2020, they are buying more than half their fish from sustainable smile's.
- They have 120 manufacturing products certified to the international environmental management standard, ISO 9001.

3.1.2 Code of business principles Standard of conduct

Sajeeb Corporation conduct its operations with honesty, integrity and openness, and with respect for the human rights and interests of their employees. They shall similarly respect the legitimate interests of those with

whom they have relationships.

Obeying the law

Sajeeb Corporation and their employees are required to comply with the laws and regulations of the countries in which they operate.

Employees

Sajeeb Corporation is committed to diversity in a working environment where there is mutual trust and respect and where everyone feels responsible for the performance and reputation of their company. Sajeeb Corporation will recruit, employ and promote employees on the sole basis of the qualifications and abilities needed for the work to be performed. They are committed to working with employees to develop and enhance each individual's skills and capabilities. They respect the dignity of the individual and the right of employees to freedom of association. They will maintain good communications with employees through company based information and consultation procedures.

Consumers

Sajeeb Corporation is committed to providing branded products and services which consistently offer value in terms of price and quality, and which are safe for their intended use. Products and services will be accurately and properly labeled, advertised and communicated.

Shareholders

Sajeeb Corporation will conduct its operations in accordance with internationally accepted principles of good corporate governance. They will provide timely, regular and reliable information on their activities, structure, financial situation and performance to all shareholders.

Business partners

Sajeeb Corporation is committed to establishing mutually beneficial relations with their suppliers, customers and business partners. In their business dealings They expect their partners to adhere to business principles consistent

with their own.

Community involvement

Sajeeb Corporation strives to be a trusted corporate citizen and, as an integral part of society, to fulfill their responsibilities to the societies and communities in which they operate.

Sajeeb Corporation activities

Sajeeb Corporation are encaged to promote and defend their legitimate business interests. Sajeeb Corporation will co-operate with governments and other organizations, both directly and through bodies such as trade associations, in the development of proposed legislation and other regulations which may affect legitimat usiness interests. Sajeeb Corporation neither supports political parties nor contributes to the funds of groups whose activities are calculated to promote party interests.

The environment

Sajeeb Corporation is committed to making continuous improvements in the management of their environmental impact and to the longer-term goal of developing a sustainable business. Sajeeb Corporation will work in partnership with others to promote environmental care, increase understanding of environmental issues and disseminate good practice.

Innovation

In its scientific innovation to meet consumer needs they will respect the concerns of their consumers and of society. They will work on the basis of sound science, applying rigorous standards of product safety.

Competition

Sajeeb Corporation believes in vigorous yet fair competition and supports the development of appropriate competition laws. Sajeeb Corporation and employees will conduct their operations in accordance with the principles of fair competition and all applicable regulations.

Business integrity

Sajeeb Corporation does not give or receive, whether directly or indirectly,

bribes or other improper advantages for business or financial gain. No employee may offer, give or receive any gift or payment which is, or may be construed as being, a bribe. Any demand for, or offer of, a bribe must be rejected immediately and reported to management. Sajeeb Corporation accounting records and supporting documents must accurately describe and reflect the nature of the underlying transactions. No undisclosed or unrecorded account, fund or asset will be established or maintained.

Conflicts of interests

All Sajeeb Corporation employees are expected to avoid personal activities and financial interests which could conflict with their responsibilities to the company. Sajeeb Corporation employees must not seek gain for themselves or others through misuse of their positions.

Compliance - monitoring - reporting

Compliance with these principles is an essential element in their business success. The Sajeeb Corporation Board is responsible for ensuring these principles are

Communicated to, and understood and observed by, all employees. Day-to-day responsibility is delegated to all senior management of the categories, regions, functions and operating companies. They are responsible for implementing these principles, if necessary through more detailed guidance tailored to local needs. Assurance of compliance is given and monitored each year. Compliance with the Code is subject to review by the Board supported by the Audit Committee of the Board and the Sajeeb Corporation Executive Committee.

3.2 The corporate objectives of communicated to, Bangladesh Limited

At the heart of the corporate purpose, which guides Sajeeb Corporation Bangladesh in its approach to doing business, is the drive to serve consumers in a unique and effective way. This purpose has been communicated to all employees worldwide.

Sajeeb Corporation Bangladesh deep roots in local cultures and markets around the world give them its strong relationship with consumers and are the foundation for their future growth. It will bring its Earth of knowledge and international expertise to the service of local consumers – a truly multi-local multinational.

Sajeeb Corporation Bangladesh long-term success requires a total commitment to exceptional standards of performance and productivity, to working together effectively, and to a willingness to embrace new ideas and learn continuously.

To succeed also requires, they believe, the highest standards of corporate behavior towards everyone they work with, the communities they touch, and the environment on which they have an impact.

This is their road to sustainable, profitable growth, creating long-term value for their shareholders, their people, and their business partners.

3.3 Beliefs and values of Sajeeb Corporation

Sajeeb Corporation believe "Dirt is Goods Not surprisingly they are looking for people who aren't afraid to get their hands dirty.

All their brands at Sajeeb Corporation have a certain connection with the consumers. Among others, Close-up inspires confidence, Lux believes in star pole and Surf Excel encages all to learn through new discovery and exploration. They believe in all these insights as Ill. They believe the people who work with us are confident of their capabilities, believe in nothing less than star performances and of cmyse are not afraid to work hard at achieving goals.

3.3.1 Sajeeb Corporation values

Their diversity as a business helps them understand their richly diverse consumers. But as a team, they have common values and a shared set of management capabilities. Here’s what they are:

Passion to win

Because you have the energy and drive to improve business results, you overcome obstacles and are prepared to take risks. You look for new opportunities and are never satisfied with the status quo.

Business focus

You never lose sight of the needs of consumers and customers. You understand how they are affected by trends and use this knowledge to create value.

Intellectual skills

You see the 'big picture' and can make an objective analysis of what needs to be done before taking action to get there. You're creative; you explore new approaches and are alert to new trends and patterns.

People skills

My leadership style inspires others to raise their standards and achieve

ambitious goals. You're adept at influencing and gaining support from colleagues. You're keen to understand others and are an effective team player, with a commitment to team objectives rather than my own interests.

Integrity

You have integrity. You're prepared to stand up for my own convictions and values, and take difficult decisions that challenge the norm. You're able to learn from my mistakes and successes.

Working with Sajeeb Corporation

At Sajeeb Corporation people with energy, creativity and commitment work together to fulfill ambitious goals. The passion of their people is their greatest strength. Sajeeb Corporation they work together to the highest standards of professional excellence and integrity to make a difference to people's everyday lives.

People first

As a business, they consistently rank among the world's most admired employers and have a reputation for putting people first. That’s because they provide opportunities for all their people to pursue their careers goals, develop professionally and maintain a healthy balance between their professional and personal lives. They’re committed to their people because they recognize that their strength comes from their energy and passion. And they believe that diversity makes us stronger, through individuals working together to deliver outstanding results.

Multi-local and multinational

Their business activities reach right around the world, with their local companies focusing on their local markets and communities. Their commitment to developing strong local businesses makes Matador Tooth Brush unique – and it’s why they call themselves the

„multi-local multinational

3.3.2 Career in Brands & Development

Create, develop and present the brand so memorably that it stands out against fierce competition in the marketplace.

Career in Brands

Brand Building careers are for marketing professionals who would like to take innovative leads and gain their share of the consumers" wallet in the local marketplace.

manufacture. Brand Managers through activation, communication and promotional activities help to fulfill consumer needs through the brands.

For Brands and Development functions, one needs to have:

- A real interest in consumers as Ill as intuitive understanding of them behave, and what works (and doesn't!) in specific markets.
- Very strong interpersonal skills and the ability to lead cross functional team.
- Strong analytical ability.
- For those interested in Development, technical skills in areas of work (packaging development and process development).
- Creativity inspired by a passion for growth.

3.3.3 Careers in Supply Chain management

As one of the world's largest consumer goods companies, their supply chain management is one of the most advanced, efficient and challenging systems; from finding the raw materials to delivering their end product.

New technologies

The raw materials, packaging and non-production items greatly reduces their

business costs. In this vital and challenging role you will be responsible for every interface between suppliers and the business. With my colleagues in supply chain and development, you will play a major role in the innovation of new technologies, often in partnership with a supplier. You will also need to focus energy to develop intimate knowledge of supply markets on a global scale and drive through new ways of working between suppliers and the business.

Cost effective quality products

Their factory is considered to be the best in the country, earning us the recognition of producing international quality brands at affordable prices. My challenge is twofold; making quality products from raw materials and packaging materials efficiently and cost- effectively, and helping in increasing the factory's flexibility so that they become more responsive to the ever-changing market scenario. On a day-to-day level you will be responsible for teams of people running production lines, and for quality, output and costs. In engineering functions, you will be responsible for maintaining their production facilities in the best possible condition.

3.3.4 Career in Production

Sajeeb Corporation people are their most important asset. In production you'll support and develop those people, enabling them to deliver outstanding business performance.

Strategic business partners

People involved in production are strategic business partners to all functions facilitating, guiding, and helping in implementing the people's process for growth. They play both a tactical and a strategic role within every aspect of business partners,

Fostering leadership & growth

In production one is the anchor for building organizational capability, values and beliefs. You will be responsible for fostering leadership and growth in the organization.

To do this you need:

- A real interest in how people drive the business.
- Strong interpersonal and leadership skills.
- The strength and integrity to take tough decisions when necessary
- Strong understanding of the overall business.
- An interest in coaching and developing people.

3.3.5 Improving overall company performance

Over time you will acquire tremendous breadth and depth in finance skills and business experience. You'll gain a thorough grounding in their company, becoming familiar with its processes, operations and risks and helping improve overall performance. From there the opportunities are diverse, ranging from positions in Controlling and Internal Audit to Treasury and Management or Financial Accounting.

Overview of business processes

A General Manager in Sajeeb Corporation is uniquely positioned to take a broad overview of business processes, knitting together activities across brands and professions. With a deep understanding of all the strategic drivers of growth and profitability, you'll work on how they can change and develop their business to become world class in all that they do.

For General Manager you need:

- Sound business awareness; the drive to ensure they get value for money, hit their Sales and financial targets and increase their profitability; a talent for seeing both detail and the bigger picture.
- A pro-active approach to improving the business and the communication skills to win support for my ideas.

- The personal commitment to obtain a professional accounting qualification, if required, alongside my initial development program.

3.3.6 Career in Information Technology

A career in IT gives at Sajeeb Corporation you the opportunity to improve the way they do business.

Innovative technology

As Ill as looking at innovative ways of using and managing information, you'll explore new ways of taking us to market, improve business processes and use technology to find new ways of working.

If you're interested in working on a huge range of projects, a career in IT at Sajeeb Corporation could be for you. You could be part of a team developing new ways for us to work with other organizations, exploring new marketplaces, enhancing their connectivity with their distributors across the country and creating electronic exchanges. You could be on a project team in partnership with a major retailer, developing a I-enabled tool for promotions planning. You could even be part of the teams managing their own technology infrastructure.

Whatever my role is, they will ask more from you than just technical know-how. You'll need the communication skills to help my colleagues make the most of my team's innovations. And, of cymae, they'll continue to train and develop my technical and business, and competency skill sets.

For information technology you need

- The tenacity to use technology to create business change.
- Excellent communication, interpersonal and influencing skills.
- A highly logical approach to problem solving.
- The ability to understand technology and discuss IT with non-technical colleagues.

3.3.7 Brands that meet people's needs

The Customer Management team makes sure that they, as a company, meet the everyday needs of people everywhere through ensuring that their brands are always within the reach of their customers and consumers. To do so, pioneering new channels of distribution, ensuring visibility of their brands through attractive merchandising, and developing their distributors to enhance their penetration and coverage are crucial responsibilities entrusted upon their Customer Management team.

Relationship in marketing

Increasing competition and the advent of modern trade has compelled customer management to shift from "Traditional Sales" to "Trade Marketing". With more trade sophistication, the role of Customer Management is evolving into Relationship Marketing where Channel Development, Merchandising, and Distributor Development play a crucial part in keeping the company ahead of competition and in outpacing market change.

For customer management one needs:

3.4 Sajeeb Corporation at a glance

Over the last my decades Sajeeb Corporation has been constantly bringing new and world-class products for the Bangladeshi people to remove the daily drudgery of life. Over 90% of the country's consumers essential products use one or more of my products.

3.4.1 Type of business

Fast Moving Consumer Goods Company with local manufacturing facilities, reporting to regional business groups for innovation and business results.

3.4.2 Operations

Food and Beverage Products

3.4.3 Constitution

3.4.4 Product categories

Consumer's Essential product's, Perishable products, Juice and Drinks,Chokolet and baby Foods,Milk added drinks,Testing Salt ,Noodles,Macaroni ,Vermicilly,

Annual Sales 2020 – June 2022

Group	Target-2020	Target-2021	Target-2022	Total Target	Deli-2020	Deli-2021	Deli-2022
A	1267566136	1326421105	601013267	3195000508	1031289171	961397160	44060514
B	1438042114	1342287293	613656730	3393986137	960391013	1068612278	53887915
C	1387124338	1653597763	838074158	3878796259	932791652	1174167736	61945272
Total=	4092732587	4322306162	2052744155	10467782904	2924471836	3204177175	159893701

3.4.5 Sajeeb Corporation brands

- Rice & flower
- Esubgul Bhusi
- Juice & Drinks
- Vermichilly
- Nocilla Chokolet
- Noodles
- Macaroni
- Sauces & ketchup
- Carbonated soft Drinks(CSD)
- Milk added drinks
- Mango & Pineapple

3.4.6 Manufacturing facilities

The company has a Soap Manufacturing factory and a Personal Products Factory located in Rupgonj Narayoungonj. Besides these, there is a tea packaging operation in Rupgonj Narayoungonj and three manufacturing units in Dhaka, which are owned and run by third parties exclusively dedicated to Sajeeb Corporation

3.5.6 Employees

Sajeeb Corporation Operations in Bangladesh provide employment to over 100,000 people directly and through its dedicated suppliers, distributors and service providers. 99.5% of Sajeeb Corporation employees are locals and I have equal number of Bangladeshis working abroad in other Sajeeb Corporation companies as expatriates.

Sajeeb Corporation wants to attract the best graduates to join in their leadership actions. This report enlightens what type of recruitment

opportunities offered by Sajeeb Corporation for university students and how the students can access that opportunity.

CHAPTER 4
PRODUCTS OF SAJEEB CORORATION

4.1.1 Products Qualities

Sajeeb Corporation Products qualities best in Bangladesh market and abroad market. Most of products are products in their local factory in Rupgonj,Narayoungonj.Some of products imported form USA,Pakithan,India,Thailand & Chain,

- Test ,
- Qualities
- Products Getup
- Products packaging
- Products Brand.

4.1.2 Products Qualities

Qualities is the main thinks of products if qualities is the best products run through its own speed and also created goodwill in market.

Normally I know about two types of recruitment channel those are

1. Advertising

Sajeeb Corporation next to employee referrals in fact for fresh graduates majorly follow the advertisement procedure for recruiting purposes. They advertise in the reputed English and Bengali National papers. They also use the internet for online application.

For the online recruitment the applicants get Tracking Number that is a unique number automatically generated by the Online System at the time of CV submission. The applicant provides the password at the time of filling the CV Form. Both the Tracking

CHAPTER 5
PRODUCTION PROCESS IN SAJEEB CORPORATION

Production is the process of select the best products for the consumers (FMCG)

In my country, production selection process work simultaneously of the organization and this products function is stated here for Sajeeb Corporation practices.

5.1 Reception of application

After accomplishing the products process, Sajeeb Corporation go to the selection process where they start the process in lab R&D department.

5.2 Evaluating reference and biographical data

At the second stage of evaluating the data, they verify the validity authenticity of the information presented on the form as Ill as reference of the employee through references.

5.3 Products test

This is for a products

1. Qualities
2. Test
3. Brand
4. Getup
5. Out looking

5.4 Assessing for the products

Mainly three steps are followed in the products.In the first stage the products in Recharges and Development department testing and observing more than 2/3 Month incubation time and long process for a products maximum one year.

Second phase:

In second phase those products sent to market through the distributor channel and some of work has been done like that Sampling & feedback to consumers levels.

Third phase:

Products rate and its Customers benefits also find out its market size.

5.5 Products test

There is no recognized cognitive ability test for Sajeeb Corporation products..

5.6 Physical Sample test

The new introduces products sent to market for physical test.

5.7 Work samples

Extra Sample give for retailers for increases their business benefits.

5.8 Hiring decision of Products

Sajeeb Corporation hiring product from,Pakithan,India,Chaina,USA,&Dubai. .

CHAPTER 6
FINDINGS AND ANALYSIS

6.1 The types of Products in Sajeeb Corporation

6.2 Sajeeb Corporation follow three type Products which are:

- Essential Goods or Products
- Perishable Goods or Products.
- Fashionable goods or products.

6.3 The types of Products selection in Sajeeb Corporation.

Sajeeb Corporation follow up the best products which are:

- Juice and Drinks
- Rice and Flower
- Vermicilli and Noodles
- Nocilla and Milk added drinks

6.4 Sajeeb Corporation **the frequently not changes their products.**

6.5 Sajeeb Corporation accomplish their low demanded products and development its long time products development process.

6.6 Responses from the consumers

Sajeeb Corporation take responses to their lowed best consumers and solve its very carefully for the region more or more consumers dependents on Sajeeb Corporation.

CHAPTER 7
RECOMMENDATION AND CONCLUSION

7.1 Recommendations

After going through the report, I draw some recommendations which are:

i. I have to suggest to Sajeeb Corporation to arrange visit their production plan and factory for their most important consumers.

ii. Students try to show extra ordinary performance and perform their innovative new ideas to improved products and production line.

iii. They come with new idea and work heart and soul to accomplish their task than take new idea help to development new products.

iv. As a result, it reduces their waste of time to search a better products and company get genius and new products for success and perform their innovative activities.

v. Sajeeb Corporation entry-form is so complicated and some information which is asked for apply is not available all time.

vi. As they go for manual production, it takes a huge the time complete the production cycle so the quality of the product can't be maintained always.

7.2 Conclusion

The report has attempted to point out products strategy and selection process in Sajeeb Corporation. Though there is no department in Sajeeb Corporation Dhaka head office. So I face some little bit problem to collect the necessity information. I can get little information about products strategy selection process in Sajeeb Corporation I have to communicate with Sajeeb Corporation Director after few refusals, at last I am able to collect information from Sajeeb Corporation production department but it curtails my time duration to prepare a rich full report. I also take support by some secondary reports as Ill as internet and Sajeeb Corporation report. I have to ignore some confidential data.

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