Thesis Report

On

"Evaluating Marketing Strategies of PRAN-RFL Group"

Submitted by:

Md. All Amran

ID: MBA2302029008

Program: Masters of Business Administration (MBA)

Major: Human Resource Management (HRM) & Marketing

Semester: Fall-2024

Submitted to:

Department of Business Administration

Sonargaon University (SU)

147/I, Green Road, Tejgaon, Dhaka-1215

Submitted for the partial fulfillment of the degree of Master of Business Administration.

Date of Submission: 7th January, 2025

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Supervised by:

Mr. Md. Mostakin

Lecturer

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Master of Business Administration.

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Letter of Transmittal

07th January, 2025

To,
Mr. Md. Mostakin
Lecturer
Department of Business Administration
Sonargaon University, Dhaka.

Subject: "Evaluating Marketing Strategies of PRAN-RFL Group".

Dear Sir,

With due respect and honor, I would like to inform you that, I have successfully completed the requirements to entitle myself for the Internship Report, which is a mandatory requirement to completion of the BBA program. This is a great pleasure for me to submit the Internship Report on, "**Evaluating Marketing Strategies of PRAN-RFL Group".** Here I gathered what I believe the most completed information available. I believe that it will provide a clear scenario of the HRM polices of the PRAN-RFL Group in Bangladesh.

This report is all about to synchronize my theoretical learning from BBA program with the real corporate world. I attempted my every move to go through all the necessary materials, documents, guidelines, and other subsequent reports which fulfill the requirements of this Internship Report. I have placed my most effort on preparing this term paper and tried to leave no stone unturned to make the report a vivid and comprehensive one despite a lot of limitations. I sincerely believe that it will serve the required purposes. I will always be obliged to furnish any clarification regarding this paper, if required.

I humble request you to accept this report for your kind evaluation.

Kind regards,

Md. All Amran
ID: MBA2302029008
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

I, Mr. Md. Mostakin, Lecturer, Faculty of Business Administration, Sonargaon University (SU) hereby certify that the Internship Report entitled as "Green Human Resource Management Practices in Bangladesh. A case study on PRAN-RFL Group" has been prepared by Md. All Amran, ID: MBA2302029008, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of the Masters of Business Administration (MBA) with major in HRM. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this Internship Report. The report is an original work and prepared as a partial requirement of the degree the Masters of Business Administration (MBA).

_____

Mr. Md. Mostakin
Lecturer
Department of Business Administration
Sonargaon University (SU)

Student's Declaration

This is Md. All Amran, a student of Bachelor of Business Administration, **ID: MBA 2302029008** from Sonargaon University (SU) would like to solemnly declaration here that this report on **Evaluating Marketing Strategies of PRAN-RFL Group** in Bangladesh: A Case Study on **PRAN-RFL Group** Companies has been authentically prepared by me under supervisor of Mr. Mostakin, Lecturer, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act internationally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Sincerely Yours,

Md. All Amran
ID: MBA2302029008
MBA-HRM & Marketing Major
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

I would like to thank Almighty Allah who made me able to complete this Internship Report by utilizing my skills and knowledge.

I would like to express my indebtedness and deepest sense of gratitude to Supervisor **Mr. Md. Mostakin,** Lecturer of Business Administration, Sonargaon University for his encouragement, thoughtful suggestions, proper guidance, and supervision throughout the progress of my thesis work.

This acknowledges to our Department Head **Mr. Masud Rana** and Coordinator **Mr. Rasel Howlader** Department of Business Administration, I am really grateful to them for their valuable suggestion, nice cooperation and excellent guidance. I always respect and remember them.

I also acknowledge and I like to special thanks my respected all Course Teacher for their lovely teaching and hard work for us. They are tried to full efforts and guidance us.

I acknowledge to Department of Controller, Accounts and Administration all personnel for their nice cooperation and necessary help.

I would like to Special thanks to **Mr. R N Paul,** Managing Director at PRAN-RFL GROUP**,** for his assistance while working in the concern.

I would like to convey my heartiest thanks to **Mr. Sarower Hossen, DyM (Accounts)** & **Mr. Zulfiqar Ali, Manager (HRM)** who gives me valuable cooperation, affectionate behavior and special guidance and several types of Accounts &Financial Information.

I would like to express my cordial thanks to **Mr. Kishor Debnath (CFO), Md. Rahat Zahan Shamim,** (**Chief Operating officer),** for all types of help during my thesis work.
I express to my sincere thanks to **Mr. Shafiq Shain (Manager), Mr. Al Amin & Mr. Moshfiq Rahman,** for their wholehearted co-operation of Compliance activities information while doing my thesis in the concern.

Last but not the least, I am also thankful to employees of Brand Marketing department of **PRAN-RFL Group** whose management experience and tips are always helpful for me. Without their encouragement and guidance, it might not be possible for me to complete my thesis paper so successfully and smoothly.

I am responsible for errors and mistakes presented in the report and a positive and constructive criticism will always be greeted warmth.

Md. All Amran
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Executive Summary

PRAN-RFL group is one of the biggest organizations in Bangladesh. As it is a vast merged company, we have only focused on the PRAN food and beverages. We have tried to make are port on how the company management works and how this huge organization maintain its position in the global market by conducting both primary and secondary research.

After a brief introduction about the organization, we have included the Strategic planning, Tactical planning, Operational planning and Contingency planning. We have also included the PESTLE analysis, Porter's five forces analysis, Porter's generic strategies, BCG Matrix, Mile sand Snow Typology, Diversification and SWOT analysis of PRAN-RFL group. We have also included some recommendations that the organization should consider in order to maintain their legacy. Human organization activity is simply the act of getting people together to accomplish desired goals. Recruitment and selection are an important part of the human resource management. PRAN-RFL group of companies is one of the leading business institutes in Bangladesh. PRAN-RFL group provides with good quality products conforming to local tastes, health and hygienic standards which are of affordable price and within the reach of target consumers. Its strategic strengths include strong recognition of brands, highly skilled work force and diversified business mix.

In light of Bangladesh's substantial economic growth, increasing tendency and client penetration rates and the liberalization process is taking place in the light engineering industry. RFL is one of the largest plastic manufacturers around the world (3rd largest in Asia). RFL is a sister concern of PRAN-RFL group. RFL group has a turnover in the vicinity of USD $0.78 billion annually. Primarily Rangpur Foundry Ltd (RFL) was
founded by Maj. Gen. Amjad Khan Chowdhury (Retd.) in 17th March 1981 with a vision to leveraging the farmer in irrigation through cast iron products like centrifugal pump as well as ensuring drinking water through Tube well. It commenced its operation in plastics business in 2003.

The factory sites are in company owned industrial parks (RIP/HIP/PIP etc.), which is fully equipped with state-of-the-art injection molding machines with a conversation capacity of over 20,000 tons per month. RFL Plastics currently utilizes 7500 molds through 620 machines having own tooling facilities. Presently, it is one of the biggest sectors of Bangladesh. PRAN group is the biggest food product company in Bangladesh and very much popular among mass & class people those products in a short time. PRAN-RFL Group has completed their 37th year recently and in this journey, they have created biggest opportunity for foreign investment, manufacturing & trading businesses in every related field in Bangladesh. Today PRAN-RFL Group is the market leader in Bangladesh in FMCG-Food, Plastic, PVC, & Light engineering sectors. They are manufacturing in 13 locations over Bangladesh, exporting over 13 countries, achieved best exporter's trophy for last 14 years. Employing directly over 140,000 people & 100,0000 contractual farmers. Over 1.50 million people subsist on PRAN-RFL Group.

In this report, I have tried my level best to discuss the basic functions of Human Resource Management Practices which is exercised in PRAN - RFL group. The report also discussed the PRAN - RFL group goals, mission and vision.

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Chapter One:

Introduction

1.1 Introduction

PRAN-RFL is Bangladesh's major farmer and processor of fruits and vegetables. Their contract growers cultivate the choicest fruits and vegetables, which are processed in their modern and hygienic factories to highest quality & international standards. PRAN-RFLfounded28 years ago by many entrepreneurs with experience in the product market of Bangladesh. Different types of products progressively more popular today, forecasts suggest that annual sales of such products will grow at more than 49 percent for the next 3 years. Because our population is increasing day by day and products needed is also increasing. To gain market share in this environment, PRAN- RFL must carefully target specific segments with features that deliver benefits value by each customer group.

1.2 Scope of the Report

I have work directly in the organization and I was assigning PRAN-RFL group as a daily marketing job. So, I got lots of scope to know about the company and also their products. In my repot I tried to find the present condition of PRAN-RFL group ltd and business plan.

1.3 Objective of the Report

The main objective of this Internship Report is to describe the**" Evaluating Marketing Strategies of PRAN-RFL Group".**

Objectives:

1. To explore the development of PRAN-RFL group.
2. To analyze the marketing strategies of PRAN-RFL group.
3. To examine how PRAN-RFL using the marketing concept in its marketing strategies.
4. To make recommend as increase the marketing efficiency of PRAN-RFL group.

1.4 Methodology

The core objective of selecting the topic is to better understand the beverage industry and its respective marketing strategies. PRAN-RFL came into the food & beverage industry only a few years back. The objective of my internship report was to identify whether the evaluating marketing strategies used by PRAN-RFL for its products are communicated and perceived by the consumers and their capability of earning according to their expense. For this several statistical tools are used for product analysis like 4Ps analysis, matrix analysis, SWOT analysis. The results are shown through graphs and charts. In assessing the financial condition of PRAN-RFL, ratio analysis has been done and graphs and charts are given to show the results. This is descriptive research by nature. Two types of data have been used for preparing this report – Primary and Secondary data. The main sources of these two types of data are discussed below:

1.4.1 Primary Source:

Primary data and information were collected through interviewing the management personnel's, customer service personnel's and other related people. Most of the information was collected from (Category Manager, Branch Manager and employees) who are very much involved in the branding and marketing process.

1.4.2 Secondary Source:

Most of the information was collected from internet, newspapers, magazines, journals, annual report, and other company publications.

1.5 Limitations of the Study

The study is not out of limitations. The report has certain limitations which are described below: The main constraint of the study was inadequate access to information. Confidentiality of data might be another important barrier that might be faced during the conduct of this study.

Most of my research is dependent on the secondary sources rather than primary sources. Time and cost are the key constraints of my report. Due to lack of time and increased cost I could not properly done my report.

CHAPTER TWO:
ORGANIZATION PART



2.1 Company Profile: Past-Present-Future

History of PRAN

PRAN-RFL Group stands for Programmed for Rural Advancement Nationally. In Bangle "Progoti Rupayone Agrani Noboddom" PRAN GROUP was instinctive in 1980. Keeping in view the commercial task of the group they have over the years diversify their activities. Today they are the biggest processors of fruits & vegetables in Bangladesh. They encourage contract farmers and help them grow quality crops with augmented yields and to obtain fair prices. The Group comprises of 10 companies. The head offices are located at Dhaka with production facilities around the country. Their management is modern personalized to our atmosphere& culture. Their largest asset is their competent team of hands-on-mangers &committed employees.

Agricultural Marketing Co Ltd-PRAN-RFL is the first food dispensation company in Bangladesh to achieve the impressive dissimilarity ISO 9001:2000 certification for their quality management system. This ultimate certification ensures that PRAN-RFL Products reach the consumers table maintaining the highest level of quality. I addition to ISO, PRAN-RFL has got worldwide certifications like HALAL & HACCP. They have set their goal as; “Be Number One”. It means

that they are always trying to give their customers the best product which will be in the number one position eventually. For this goal they give their best potential labor in every stage.

After serving the millions at home successfully, PRAN-RFL has focused on exports to serve the billions. At present PRAN-RFL is the largest exporter of agro-processed food items of Bangladesh. In recognition of the extraordinary performance in export PRAN-RFL has achieved the best processed agro food exports trophy for the three last consecutive years. Currently PRAN-RFL products are regularly being exported to 142 countries of the 6 continents all over the globe. Major export markets are Asia, Middle East & Africa.

2.2 Corporate Mission of PRAN

Poverty and Hunger Are Curse: PRAN-RFL Food's Mission is to never compromise with quality, towards retaining the position of market leader and sustaining it, and then reach the global market. Today PRAN’s typical Bangladeshi taste has been well accepted throughout the world

Employment and earn dignity and self-respect for their compatriots through their profitable enterprises. Today Bangladesh is a growing market and having competition from all over the world. We take competition as an opportunity to prove ourselves. It also helps us in improving our quality continuously. This enables us to serve you better through Continuous Quality Improvement.

PRAN Food dedicates its perpetual life to serve the mankind by providing them with the best possible food, as it is the primary necessity of mankind. And it is for the kind acceptance of people that Ahmed has come so far.

2.3 Current Situation

“PRAN**”** is currently one of the most admired foods & beverages brands among the millions of people of Bangladesh and other 82 countries of the world where PRAN-RFL Products are regularly being exported. All the PRAN-RFL products are produced as per international standards maintaining highest level of quality at every stage of its production process.

PRAN is currently producing more than 200 food products under 10 different categories i.e. Juices, Drinks, Mineral Water, Bakery, Carbonated beverages, Snacks, Culinary, Confectionery, Biscuits & Dairy. The company has adopted ISO 9001 as a guiding principle of its management system. The company is complaint to HACCP & certified with HALAL which ensures only the best quality products are reaches to the consumers table across the Globe.

2.4 The Business of PRAN

Pran agriculture marketing company limited has controlled the nine individual Business Units on their umbrella.

Agricultural Marketing Company Limited (AMCL)

PRAN Foods Limited (PFL)

PRAN Agro Limited. (PAL)

PRAN Agro Business Limited (PABL)

Bango Agro Processing Limited (BAPL)

PRAN Dairy Limited (PDL)

PRAN Beverage Limited (PBL)

PRAN Confectionery Limited (PCL)

PRAN Exports Limited (PEL)

2.5 Location of the Markets

PRAN agriculture marketing company has spread their product all over the country and they launch 177 products in the consumer market. Locations of the markets are: Narsingdi, PRAN- RFL Dairy, PRL, AMCL, PBL, PC, PEL, Ghorashal, Rangpur, RFL, BAPL(Rice), Natore, PAL, PABL, Chittagong, PRAN-RFL Tea, Al- Mostafa Bread & Biscuit (Pvt.) Ltd (Sub-contract- Biscuit).

CHAPTER–THREE:

LEARNING PART



Marketing Strategy

3.1 Marketing Strategy of PRAN-RFL Group

At first, they are set up market to position of segmentation targeting positioning (STP) for their products. This group of industries in marketing objectives is evaluating marketing strategy to their customer.

3.1.1 Customer Analysis

Market Segmentation

This group of consumers who has distinct needs, behavior demands and who requirement findings or analyze their separate products or marketing mixes. For example: The people of different age who have to choose of pran mango juice as like as the young generation choose pran joy juice or the children chooses pran junior juice.

Target market

PRAN-RFL Group intention the middle-class people who want verified taste food buy low price. Then as like a consumer thinking that class people target market is highly profitable for them. They are trying to provide high price product rather than low price of quality product for target competitive market.

3.1.2 Market Positioning

PRAN-RFL Group positioning there are customer mind by offering products in their benefit. There are target markets to competitive each and every product in the minds to position distinctive and desirable place. For example: To position desirable place for the Mango Bar as a taste of the happiness of their childhood, in the mind of each and every consumer.

3.2 Marketing Mix of PRAN-RFL:

This company are analysis the market segment and find out current products strategies to evaluate more than values of market involves 4Ps analyze (Product, Price, Promotion and Place) each of these explained below that:

3.2.1 PRODUCT

PRAN-RFLGroupiscustomerneedstoprovidegoodqualityproducts.Itsfactoryproductsmade by advanced technology machineries ready to capacity fulfill consumer needs satisfy and take care products in qualified manager.

These industries products are unique and different from any other company. The arrangement of the product category and brand name below the box:

PRODUCT CATEGORY	BRAND NAME
Energy Drink	Power
Cola	Maxx cola
Clear Lemon	Cheer up
Drinking Water	Pran Drinking Water
Carbonated Beverage	Braver
Milk	Milk Vita
Juice	Frooto (Mango, Red grape, red orange)

3.2.2 Product Quality

PRAN-RFL Group of industries gives us the best quality product for regular life. It makes our regular life happier. Their products contain following qualities:

- Fit and Finish: All products appear and experience approximating a quality product.
- Depend ability: Each person draws on results in the same satisfaction.
- Performance: Already shows good quality performance.
- Features: Good facial appearance.
- The
  Name: A name that contains inferiority.
- Consistency: Each person uses results in the equivalent contentment.
- Serviceability: The service arrangement professional, expert and well-situated.

3.2.3 Product Description of PRAN-RFL

This product is available in PET bottle250 ml plastic bottle and aluminum CAN, normally antioxidant 0.02%-0.05% in this beverage.

POWER



Power was launch in 2009; its product is an energy drink. By having the power energy drink everyone can feel recharge and everyone can feel themselves recharged and refresh. These products are available 250ml bottle and 250ml CAN.

Maxx Cola

Maxx Cola is a cola flavored CSD (Carbonated Soft Drink). PRAN-RFL is the first company to introduced full sleeve bottle packing which made the product more attractive and more hygienic than other competing brands.

Maxx cola was launched on the 2008 and since then the product is well received by its consumer and has attained a good market share. Now Maxx cola hold number one position in the cola category of Bangladesh. The product is available in PET bottle 250, 500, 1000, 2000 ml and 250 ml aluminum CAN.

BRAVER

Braver is product non-alcohol for beverage markets and no side effects. This product was launch in 2012 and their product drinks refresh our mind.

BRAVER





The product is available in 250ml aluminum CAN.

FROOTO

FROOTO is a brand for juice product that is available in three different flavors.

- **FROOTO Mango**



The raw materials are collected from Bangladesh. Mango and Green Mango juice are made from Rajshahi District collect mango garden cultivator delivery from pure mango.

The product is available in 250 ml, 1000 ml PET bottle.

PRAN DRINKING WATER



Pran Drinking Water is product a mineral water was launch by2007.These products are packaging makes attractive and common products for markets.

PRANMILKVITA

PRAN milk vita brand consists of UHT milk, Pasteurized milk, Chocolate milk, Mango milk, Butter, Clarified Butter (Ghee) and Yogurt. The brand entered the market in September, 2007.



UHT Milk is available in 500 ml Pak. Pasteurized Milk is available in 500 ml and 1000 ml Poly pack. Mango and Chocolate milk is available in 250 ml Poly pack. Clarified (G-fee) is available in 200 gm, 450 gm and 900 gm container. Yogurt is available in 100 gm and plastic container.

Local Ethnic Snacks

PRANethnicsnacksinlocalmarketforlowpricecustomertraditionputinajar.Thisproduct any types of customers are pleasurable.



Mithai Soan papri (small pack) Mithai Soan papri (chocolate) Mangobar

Noodles and Pasta

PRAN noodles and pasta caters to the brand promoter says to customer it's taste of different flavor, so it's instantly eaten now and taste flavor.



The Chef Macaroni All Time Pasta

Nuts and pulses

PRANnutsandpulsesarepurehealthysnacks.ThisproductispopularintheAsianmarket. It's product spicy taste all ages consumer taste in multiple flavors.



Snack refreezes BBQ Chana Chur pack Pran Dal

3.2.4 Product Development Matrix

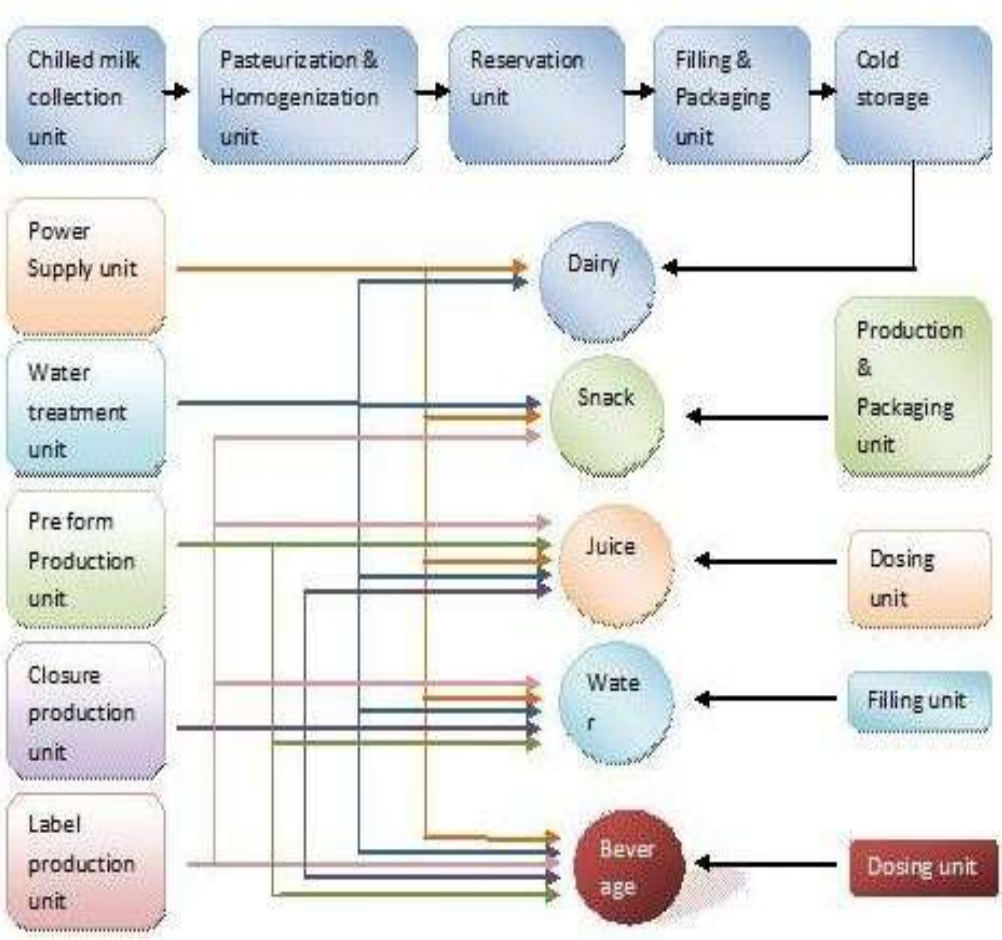
Product Development matrix is current & new market analyze to customer needs to products presentation, developed and diversification clear to company. PRAN-RFL is current & new products portfolio show that below:

PRODUCT DEVELOPMENT MATRIX	CURRENT PRODUCTS	NEW PRODUCT
Current Market	**Market Presentation** Company combating with the current product in the current Market	**Product Development** Introduced new product in the current market.
New Market	**Market Development** Slanting the current product into a new arena/market.	**Diversification Sense of innovation, by developing new product for a new market.**
Product Development		**MAXX COLA, LEMU, CHEER UP, POWER, FROOTO, PRAN DRINKING WATER**
Diversification		**BRAVER,PRAN MILK VITA (UHT Milk)**

PRAN-RFL is current new product developed for beverage market and another product also made developed. Braver are new product and Pran Milk Vita was developed.

3.2.5 Production Process

There is a common plant for beverage production. Dosing unit is common for juice andbeverage. Power and water supply depart is common for all production. Reform, closure and label units are common for water, juice and beverage department.



Production Process

3.3 PRICE

Price is important part of the company because a company success and failure facts of Product launched. As Company product produced consumer needs to price up and down always area basis. The company is evaluating that type of customer to area wish facility products to set the price. But Bangladesh beverage industry are consumer needs than competing market product price category almost same.

Market Oriented Pricing: PRAN-RFL will be that situation market acceptable to consider the market-oriented pricing those type consumer needs market price increase and decrease to imbalanced moral market price label.

Competition Market Based Pricing: At first a competitor identifies to go markets product price and they decided to accept the product price same or not. Maximum time the beverage competitor market product price same. PRAN-RFL product price are reasonable to another competitor's market retailer price. That why PRAN-RFL are more profitable impact the competitor markets.

3.4 PLACE

PRAN-RFL Group of Place is large distribution channel in Bangladesh. Place are made by a product to consume salesperson. As a salesman current product where are sales made by this area selected place distribute. Its company make part of place distribute that's product are sales currently distribution. Place distribution channel is nearly from shop then salesman hurry up this product distribute. PRAN-RFL is recruit firstly dollar's place than given the products this place than salesman given product this area shop place and hand to hand shop man deals with customer. So, place is important part market place than of marketing mix

PRAN-RFL Group Factory Products are stores in warehouse from distribution place delivered in the Bangladesh. Then distribution department are allocating the products distribute the country. These industries products are delivery from distributor place than retailer sold by final consumer.

The products are distributor companies' individual who are consider to be business partner from PRAN-RFLGroup.Thesecompaniesaredividingtheproductsfromwarehousethandistribution

department than retailer divide products sold final consumer and market place for market segment from some other distribution points.

3.5 PROMOTION

Finally, the last part of 4ps is products promotion. PRAN-RFL Group products promotion is handled four department than lastly show that. PRAN-RFL is checked the market than market evaluate the products distribution on channel than decided market wish promotion. This market is properly communicated with customer survey than decided finally market wish segment promotion. PRAN-RFL believes is good taste, high quality and attractive packing products than marketing promotion. Its products value of markets area segment for customer needs wants and demands finally promotion of markets. PRAN-RFL is marketing promotion from four departments shown below:

1.Sales Department.

2. Events Marketing Department.

3. Brand Department.

4. Distribution Department.

PRAN-RFL has two types of promotional categories shown below:

3.5.1 Buy and Sell Promotion

All types of category products buy and sell promotion actively handled by event marketing department. Its department are monitoring and developing actively for sales promotion. Those departments are decided marketing and target promotion for buy and sell incentive to consumer and customer, what types of incentive provided to customer there are money, free products and gifts items for products promotion.

3.5.2 Consumer Promotion (CP)

The functional products are based market target for consumer products developed. Those products are marketing strategies promotionally actively monitoring, developing and implementing conduct from brand department. PRAN-RFL brand department are experienced and well trained the designation show that:

Director (Brand).

Executive Director (Brand).

Brand Manager.

Executive (Brand).

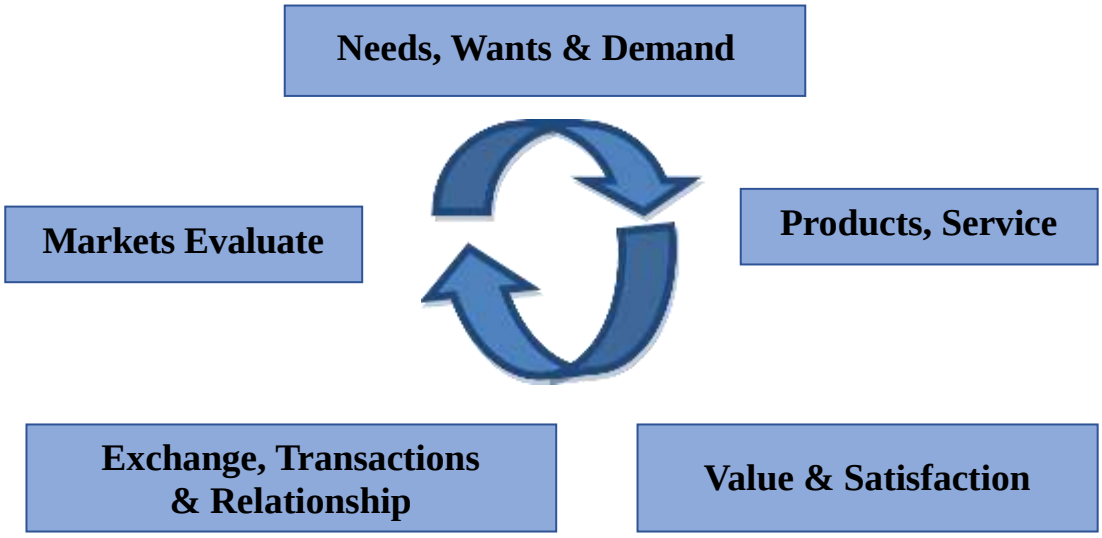
Graphics Designers.

Each and every brand team member is functionally developed brand promotion. Brand team member and event marketing team is organized conduct to place owner to sales promotion. Brand department are sponsoring to place and event marketing team to create products promotion. This team is always survey from consumer needs, wants and demands than actively handle market product, price, place and promotion.

3.6 Practice of Marketing Concepts

This marketing concept are most of firm analyze their customers' needs and make decision to satisfy better than competition. Marketing concept relies upon marketing research to define market segmentation fulfill their consumer needs. It's to be satisfying those needs and marketing teams also makes decisions about the convenient the marketing mix. Most of the firms are practice this marketing concept.

PRAN-RFL Group is this concept to find out shortest possible time through new employees. These industries a great position in the market of Bangladesh. They are very important for a well-structured, well-recognized organization to grow up corporate working condition and run to work with disciplined and smoothly handled. To my survey found that PRAN-RFL Group all ways try to follow the Labor Act, 2006.There are most of employees thinking to achieve the organizational target with full participation and given maximum welfare.



PRAN-RFL Group is a truly international brand to be renowned worldwide to every corner of the world and strive to make. Implement, facilitate and design annually marketing plans change of customer's needs and demands. PRAN-RFL Group are support to doe current time product customer demands and needs own market made by marketing department to improvised new customer facilities fulfill.

PRAN-RFL Group has taken special initiative for children care sec the management team, the management team always many events programs for special children. PRAN-RFL Group as well

As many event organizations for children and every child food or other cost bear in gaper function.

3.7 Structure of Supply Chain Management of PRAN-RFL Group

Beverage, snacks, plastic and many other products they are collected raw materials manufacturer by PRAN-RFL Group. Middle East, Asian, South East are the main distributor panel of PRAN-RFL main workplace. The Wholesaler are collecting the product various ware houses.

PRAN-RFL Group are largest food processing and many others products manufacturing in export by Bangladesh. These products are being exported to more than 142 countries of the world.

3.8 Evaluation of Products of PRAN-RFL Group by BCG Matrix

Star	**Question Mark**
Pran drinking Water Sauce ketchup pasta	Chewing gum Candy Instant Power Drink Fruit Bar Building Materials
Cash Cows	**Dogs**
Aseptic pack Juice Tin Canned Fruit Drink	Energy Drink Instant Consumable Jelly

3.9 SWOT (Strength/Weakness/Opportunity/Threat):

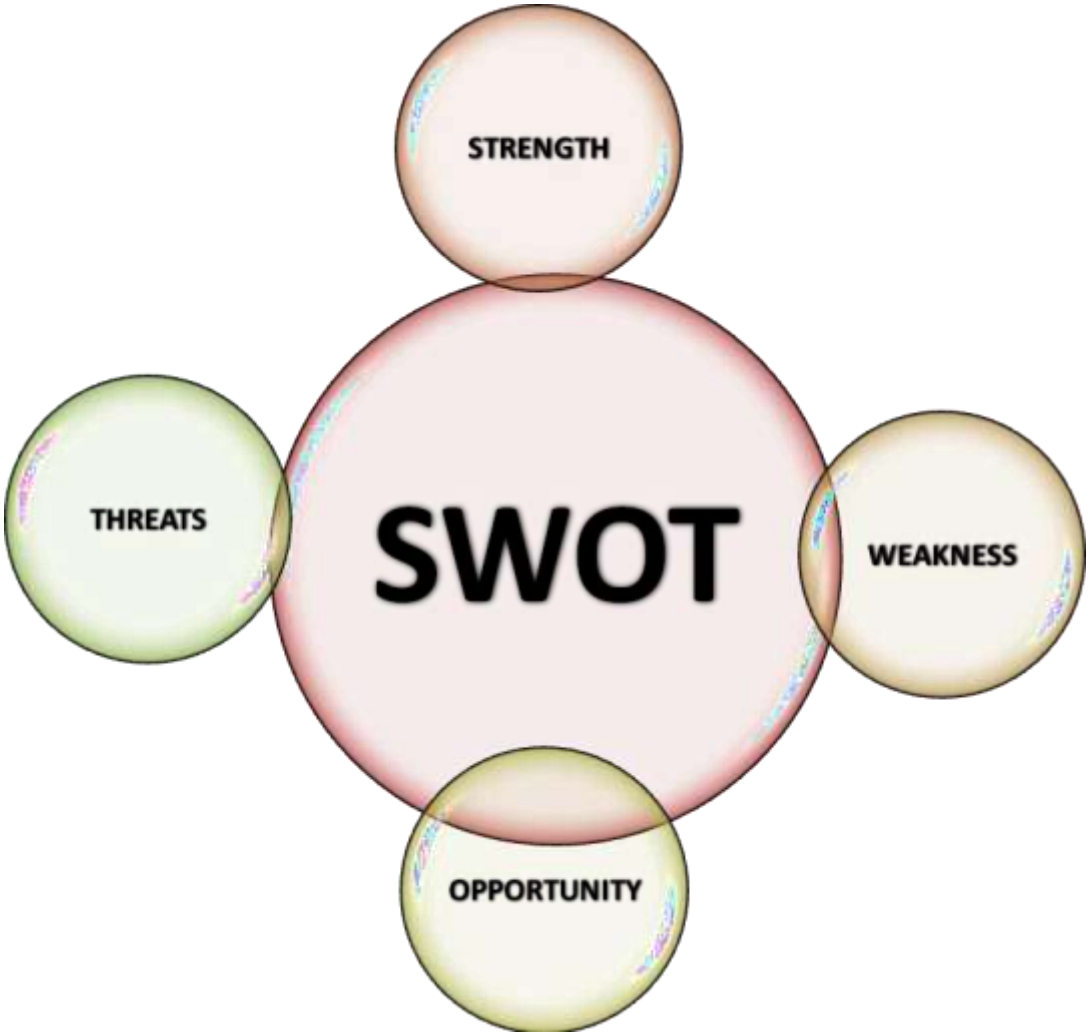


Figure: SWOT Analysis of PRAN

Strengths:

1. Brand image: The main strength of PRAN-RFL is brand image in the field of juice is PRAN- RFL mango juice. It comes to the market by pure local mango and in a favorable price. Now they are exporting PRAN-RFL in abroad. When they think about juice obviously, they think because PRAN-RFL uses local fruits as ingredients and they maintain quality. PRAN-RFL has huge foods & drinks Varity.
2. Attractive packaging: For PRAN-RFL use a bottle with attractive shape as well it is leaking proof. The bottle is not much heavy like other competitors. The firm ensures leak proof product and product taste will remain same overtime.
3. Availability: As a consumer if I have to struggle to get a product from the market then obviously, I will not further go for that. So keep in mind about market demand PRAN-RFL ensures PRAN-RFL availability in all macro cities of the country. For the PRAN-RFL it ensures one get enough amount of juice even in the remote island of Bangladesh.
4. Affordable Price: As a consumer if a product price is not affordable for merit others charge lower, then apparently, I will go for consuming others product. So that's why PRAN-RFL is affordable for anyone and as well quantity product.
5. Event marketing: To enhance and make consumers aware about PPRAN-RFL mango juice different types of event marketing taken into account. PRAN's main event is "PRAN-RFL Competition".
6. Sponsorships: Different types of Cooking Program presented in various channels of television have been sponsored by PRAN-RFL. Moreover, in Bangladesh PRAN-RFL sponsor different cooking schools, sponsor women sports, women's conference, meetings and so on.
7. Adaptability with consumers‟ preference: The Company always collects consumers' feedback based on that they add or remove ingredients if needed More over search information are the consumers ready to taste a completely new item.
8. Local ingredients: PRAN-RFL always try to use totally local ingredients to produce juice and any other product. The Company considers local ingredients as customer preferences as well as better quality.

Weaknesses:

It is the portion where the firm has lacking. Some are inherited from the environment. PRAN-RFLtrieditsbesttotransformtheweaknessintostrengthandinsomefield. It is capable of some in adequacies of PRAN-RFL is given below.

1.Reaching root levels: The main consumers of PRAN-RFL are the city dwellers. So it is still unable to spread product to the root levels of the country.

2. New regulation set by BSTI: BSTI (Bangladesh Standard Testing Institution) set a new rule for producing juice that the firm cannot use only the meat of fruits.

3. Mango of Bangladesh is so vulnerable against insects. So the firm has to take mango from Rajshahi. Moreover, raw materials are not available all over the season.

4. Common advertising for all types of foods or drinks.

5. Low advertisement

6. Confusing advertising

7. Marketizers small

8. Distributions consuming.

Opportunities:

It indicates the fields where the company can expand its business. Moreover company is now designing its PRAN-RFL according to the taste and choice of the people of different countries. As a result, PRAN-RFL exports PRAN-RFL for the people of Saudi Arabia. By focusing on this company can profitably satisfy customers.

Some opportunities are given below:

1. PRAN-RFL outside the country: From the year 2003PRAN-RFLstarted its exporting business outside the country. It focusing market is Middle-East countries like Saudi Arabia, Dubai, Malaysia. Moreover PRAN-RFL starting its business in London by matching quality with other well has known company. Some portion of New-York is also captured by PRAN-RFL successfully.

2. Support farmers to produce more fruits: PRAN's current all of mango juice market is expanding, so to meet excess market demand they need more raw material sand that is mango. Because of using pure local raw equipment, the company has to purchase more fruits from the market. It cans authority fruits farmers to grow more because they can sell those to PRAN-RFL indirectly.
3. Increasing dual income couples: Now-a-days dual income couples are increasing in Bangladesh. So, females have not enough time to make house made mango juice. So, they are now purchasing readymade juice to satisfy their needs. PRAN-RFL can easily satisfy those parts.
4. Potential customer
5. Converting non user to customer
6. Production cost is low then others.
7. Offer different packages.
8. Advertise should be meaningful.

Threats:

Homemade juice: Still the women of our countries have enough idle time. So, they do not go for purchasing readymade juice. Moreover, they think those juice quality are not satisfactory. That's why they juice pickles by themselves.

Regulations set by BSTI for seedless chutney: BSTI launched a new regulation in terms of making juice. According to that regulation no company can use seeds when make juice. Every company has to use only the meat of the fruits.

Losing customers because of fake companies: Now a lot of fake juice producing company exists in the market. Those do not use hygiene factors as well safe ingredients. As a result, people suffer from many diseases after consuming that mango juice. So, people losing their faith on mango juices.

1. **Direct competitor (Arong, Bd food)**
2. **Government regulation.**
3. **Selective Low price from competitor.**
4. **Wide Varity (BDFOOD)**

3.10 Achievement

Pran Agricultural Marketing Company limited is the leading agro group in Bangladesh. It has been conferred the Best National Export Trophy (Gold) for the years 2004-05, 2003-04 and2002-03. PRAN-RFL also achieved the most prestigious export trophy earlier in the years of2001-02, 2000-01 and 1999-2000.PRAN-RFLachieved this award for the last 6 consecutive years for their export promotions. This is the highest award in the export sector in Bangladesh.

CHAPTER–FOUR:

FINDING'S



4.1 Findings:

- Inexperience, in expert and unreliable persons are in the company. This is the main lickings of the company.
- Personal care is not in satisfactory level.
- There is no way to get effective customer's feedback because they have no channel to collect this type of information.
- Employee productivity is Solow. There is no sufficient trained employee.
- Employee performance is not up to the level.
- PRAN is not concern about employee satisfaction.so that productive is going low.
- Service department is not reliable, so that customer reliability from the company is going down.

CHAPTER: FIVE

RECOMMENDATION & CONCLUSION



5.1 Recommendations:

Through the performance of PRAN-RFL group, Bangladesh is found in the satisfactory level but the following important positive steps may be taken to improve its product and service and to face competition in this sector according to my short observation.

- Experience and expert personnel should be kept in the company.
- Increase personal care for the customer.
- The company should set up effective channels for customer's feedback and use the latter constructively.
- Effective training may increase the productivity of the employees. So proper training and incentive must be offered to the employee to generate higher net profit, total asset and loan per employee.
- The employee should be upgraded as per their performance.
- In order to get higher customer satisfaction, PRAN-RFL has to concentrate more on employee satisfaction, which will lead to more quality of service?
- Service department should be more reliable in ensuring that customers are constantly aware of their services.

In the contest of Bangladesh, it is difficult to make accurate forecasting about the future prospect of the business as the external environment factors are continuously changing and creating a good number of barriers in the business sector. Continuous improvement, gaining the competitive edge, increase the market share, higher profits-none of these things are possible unless they can find new ways of getting closer to the customers.

5.2 Conclusion

PRAN GROUP is a very well-known national figure in Bangladesh. They are the leading food processing company in our country and are believed to be processing about half of the horticulture produce that goes to the processed channel in the country. So, the company has a very well reputation for this society. The company produces and distributes fruits juices, snacks, confectionery, culinary products, dairy and soft drinks. It enjoys a strong brand reputation in the country and exports its products to 63 countries. Pran's product is internationally certified to export many countries of the world. Already PRAN-RFL had nominated for the trophy for creating export market all over the world.

Bangladesh is a very fast-growing free market economy. We have cheap labor comparing to other countries, so PRAN-RFL is producing high quality products than others at a lower cost. So, they are contributing our economy by initiating such a business that sati satisfying our need as well as doing business beyond the frontier. PRAN-RFL is earning valuable foreign currencies in the country every year by exporting their products. As Bangladesh is import dependent country, so we think Pran's step is helping us to have a positively balance of trade.

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Appendix

Creating multiple-choice questions about Evaluating Marketing Strategies of PRAN-RFL Group in Bangladesh sounds like a good idea. Here are 15 sample questions:

1.PRAN-RFL Group is one of the largest conglomerates in Bangladesh. Which of the following industries is its primary focus?
a) Electronics and technology
b) Food, beverage, and consumer goods
c) Real estate and construction
d) Healthcare and pharmaceuticals
Answer: b) Food, beverage, and consumer goods

2.Which of the following best describes the business model of PRAN-RFL Group?
a) Specialization in high-end luxury products
b) A diversified product portfolio catering to multiple segments
c) Exclusively export-oriented operations
d) Solely online retail distribution
Answer: b) A diversified product portfolio catering to multiple segments

3.PRAN-RFL Group's marketing strategies heavily focus on:
a) Urban elite consumers
b) Rural and semi-urban communities
c) International markets only
d) Tech-savvy youth
Answer: b) Rural and semi-urban communities

4.In Bangladesh, PRAN-RFL Group tailors its marketing strategies to appeal to:
a) High-income professionals
b) Price-sensitive and budget-conscious customers
c) High-end retail shoppers
d) Luxury brand enthusiasts
Answer: b) Price-sensitive and budget-conscious customers

5.PRAN-RFL Group’s product line includes which of the following categories?
a) Automotive parts
b) Food and beverages, plastic products, and home appliances
c) Aerospace equipment
d) IT services
Answer: b) Food and beverages, plastic products, and home appliances

6.Which marketing strategy helps PRAN-RFL Group dominate the local market?
a) Limiting product options to reduce overhead
b) Continuously innovating and launching affordable products
c) Collaborating with luxury international brands
d) Selling exclusively through e-commerce platforms
Answer: b) Continuously innovating and launching affordable products

7.Which pricing strategy does PRAN-RFL Group primarily use to compete in the Bangladeshi market?
a) Premium pricing for exclusivity
b) Penetration pricing to attract customers
c) Skimming pricing to maximize initial profits
d) Value-based pricing for niche products
Answer: b) Penetration pricing to attract customers

8.How does PRAN-RFL Group ensure its pricing is competitive in Bangladesh?
a) Outsourcing production to high-cost suppliers
b) Streamlining production and distribution to reduce costs
c) Focusing only on urban markets
d) Offering luxury product lines at discounted prices
Answer: b) Streamlining production and distribution to reduce costs

9.What promotional approach does PRAN-RFL Group use most effectively in rural Bangladesh?
a) Celebrity endorsements in international media
b) Organizing trade fairs and rural events
c) High-budget digital campaigns
d) Exclusive focus on TV advertisements
Answer: b) Organizing trade fairs and rural events

10.PRAN-RFL Group promotes its products by focusing on which message?
a) Affordable and accessible for all
b) Exclusivity and luxury
c) Cutting-edge technology
d) Limited availability in select markets
Answer: a) Affordable and accessible for all

11.How does PRAN-RFL Group ensure its products are available in remote areas of Bangladesh?
a) Through partnerships with local distributors and retailers
b) Selling only through large urban supermarkets
c) Exclusive online delivery networks

d) Limiting products to specific regions

Answer: a) Through partnerships with local distributors and retailers

12.The group's distribution network emphasizes:

a) E-commerce for convenience

b) Direct customer-to-company sales

c) Regional wholesalers and retailers for extensive coverage

d) Exporting over local sales

Answer: c) Regional wholesalers and retailers for extensive coverage

13.PRAN-RFL Group’s branding is built on which core values?

a) Luxury and premium quality

b) Affordability, reliability, and local relevance

c) Exclusivity and niche marketing

d) Technological superiority

Answer: b) Affordability, reliability, and local relevance

14.Which competitive strategy does PRAN-RFL Group most effectively use in Bangladesh?

a) Differentiation with unique luxury features

b) Cost leadership with a wide product portfolio

c) Focus on high-income earners

d) Market skimming for early profits

Answer: b) Cost leadership with a wide product portfolio

15.PRAN-RFL Group contributes to social welfare in Bangladesh through initiatives such as:

a) Community development and job creation in rural areas

b) Exclusive partnerships with luxury brands

c) Urban-only sustainability projects

d) Cutting-edge research in pharmaceuticals

Answer: a) Community development and job creation in rural areas.