Internship Report on
Product Strategy of Kazi &Kazi Tea Estate Ltd.

Submitted by:
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Submitted to:
Department of Business Administration
Submitted for the partial fulfillment of the degree of Bachelor of Business Administration
Sonargaon University (SU)



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: September 09, 2024

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Submitted to:

Sharmila Sikder
Assistant Professor
Department of Business Administration
Submitted for the partial fulfillment of the degree of Bachelor of Business Administration
Sonargaon University (SU)



Sonargaon University (SU)
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Date of Submission: September 09, 2024

Letter of Transmittal

September 09, 2024

Sharmila Sikder
Assistant Professor
Department of Business Administration Sonargaon
University (SU)

Subject: Submission of Internship Report on "Product Strategy of Kazi &Kazi Tea Estate Ltd."

Dear Madam,
With most respectfully to state that I am pleased to submit my internship report titled "Product's Strategy of Kazi & Kazi Tea Estate Ltd.". This report is an essential part of my BBA degree requirements, and I had the privilege of completing my internship at Ceylon Biscuits Ltd. under your guidance.

This report reflects the current marketing practices employed by organizations in our country. I have made an effort to include relevant details while keeping the report concise.

Yours Sincerely

- - - - - - - - - - - - - - -
Omar Faruq Abdullah
ID: BBA1801013088
Program: Bachelor of Business Administration (BBA)
Major: Marketing
Department of Business Administration Sonargaon University (SU)

Certificate of Supervisor

I hereby confirm that the internship report titled "Product Strategy of Kazi & Kazi Tea State Ltd." has been created in fulfillment of the BBA program requirements at the Department of Business Administration; Sonargaon University (SU).The report was conducted by Omar Faruq Abdullah, with ID: BBA1801013088, under my guidance. I assure you that the report and its contents will not be utilized for any other intentions.

_ _ _ _ _ _ _ _ _ _ _

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Declaration of Student

I am Omar Faruq Abdullah, a student in the Bachelor of Business Administration program with ID: BBA1801013088 at Sonargaon University. I want to sincerely state that the report titled "Product's Strategy of Kazi & Kazi Tea State Ltd." has been genuinely created by me. During the preparation of this report, I ensured full compliance with international copyright regulations. I also want to clarify that this report has not been submitted anywhere else for the purpose of obtaining a degree.

Yours Sincerely

- - - - - - - - - - - - - - -

Omar Faruq Abdullah
ID: BBA1801013088
Program: Bachelor of Business Administration(BBA)
Major: Marketing
Department of Business Administration Sonargaon University (SU)

Letter of Authorization

I hereby confirm that the project report titled "Product Strategy of Kazi & Kazi Tea Ltd." is a genuine effort by Omar Faruq Abdullah with ID: BBA1801013088. Their search was conducted under my guidance. I also affirm that, to the best of my knowledge, the content presented in this report has not been included in any other project report or dissertation that led to the award of a degree to any candidate earlier, whether in the same context or a different one.

- - - - - - - - - - -

Sharmila Sikder
Assistant Professor
Department of Business Administration Sonargaon University (SU)

Acknowledgment

I would like to extend my gratitude for the invaluable assistance and sincere cooperation provided by various individuals in the preparation of this report. It's impossible to adequately thank all the wonderful people who directly or indirectly contributed to the successful completion of this report. I am deeply appreciative of their kind collaboration and support.

First and foremost, I would like to express my thanks to the divine power. Additionally, my foremost appreciation goes to my supervisor, Sharmila Sikder, Assistant Professor at Sonargaon University (SU), for her crucial guidance, scholarly insights, and unwavering support throughout my study period.

Moving forward, I am grateful to Shohag Jakaria Brand custodian & Brand Communicator at Kazi & Kazi Tea State Ltd., from whom I gained significant knowledge. I also extend special thanks to our honorable Syed Shoaib Ahmed, Chief Executive Officer, Kazi & Kazi Tea Estate Ltd. & Kazi Shahid Foundation., along with heartfelt gratitude to all the other individuals at Kazi & Kazi Tea State Ltd. Kazi & Kazi Tea State Ltd Corporate Headquarters. I am thankful to the various staff members from different departments who generously contributed their valuable time and assistance in helping me gather data for this report.

Executive Summery

Kazi & Kazi Tea Estate Ltd is a prominent tea producer and exporter located in Bangladesh, known for its commitment to high-quality, sustainable tea production. Established in 1996, the company operates its tea estates in the hilly regions of the Sylhet Division, where the unique climate and soil conditions contribute to the distinctive flavor and quality of its tea.

Kazi & Kazi Tea Estate Ltd specializes in the cultivation, processing, and marketing of premium teas. The company's portfolio includes a diverse range of tea products, including black, green, and specialty teas, catering to both domestic and international markets. The company is renowned for its dedication to sustainable farming practices and social responsibility. Kazi & Kazi prioritizes organic farming methods, minimizing environmental impact while promoting biodiversity. Additionally, the company invests in the welfare of its workers and surrounding communities, providing education, healthcare, and improved living conditions. Quality control is a cornerstone of Kazi & Kazi's operations. The estate employs rigorous quality assurance processes, from cultivation through processing and packaging, ensuring that only the finest tea reaches consumers. The company has received various certifications, including organic and fair-trade certifications, underscoring its commitment to quality and ethical practices. Kazi & Kazi Tea Estate Ltd has established a strong market presence, with a significant share in both local and international markets. Its products are well-regarded for their quality and are available in various retail and specialty outlets worldwide.

The company's strategic goals include expanding its market reach, enhancing its product offerings, and continuing to innovate in sustainable practices. Kazi & Kazi aims to strengthen its global footprint while maintaining its commitment to environmental stewardship and social responsibility.

As an intern at Kazi & Kazi Tea Estate Ltd, you will gain hands-on experience in various aspects of the tea industry, including cultivation, processing, quality control, and marketing. This internship provides valuable insights into the operations of a leading tea company and offers an opportunity to contribute to projects that align with the company's sustainability and growth objectives.

This executive summary highlights Kazi & Kazi Tea Estate Ltd.’s core business practices, its dedication to sustainability, and its role in the global tea market. It also outlines the key learning experiences available through the internship program, emphasizing the company's commitment to providing a comprehensive and enriching professional experience.

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CHAPTER 01

INTRODUCTION

1.1 Introduction:

In the competitive landscape of the global tea industry, establishing a robust and adaptive product strategy is crucial for sustained growth and market differentiation. Kazi & Kazi Tea Estate Ltd., a prominent player in the tea sector, has crafted a distinctive approach to its product offerings that not only aligns with its brand ethos but also meets evolving consumer preferences and market demands.

Founded with a commitment to producing premium quality tea while adhering to sustainable and ethical practices, Kazi & Kazi Tea Estate Ltd. has carved out a niche for itself in both domestic and international markets. This report aims to provide a comprehensive analysis of the company's product strategy, exploring the key elements that underpin its success and the strategic initiatives that drive its competitive edge.

The product strategy of Kazi & Kazi Tea Estate Ltd. encompasses various facets, including product innovation, quality control, market positioning, and consumer engagement. Through an in-depth examination of these aspects, the report will elucidate how the company leverages its unique strengths to cater to diverse market segments and maintain its reputation for excellence.

In the following sections, we will delve into the strategic framework employed by Kazi & Kazi Tea Estate Ltd., assess its alignment with broader industry trends, and highlight the impact of its product strategy on the company's overall performance. By understanding these dynamics, we aim to offer valuable insights into how Kazi & Kazi Tea Estate Ltd. continues to thrive in an increasingly complex and competitive market environment.

1.2 Objectives of the Study:

With the rise in the number of competitors and the expanding economy customer expectations have reached unprecedented levels. Recognizing this current scenario, companies are making efforts to enter other businesses to adopt their products. As a result, Kazi & Kazi Tea State Ltd. is making itself more accessible to its customers. Kazi & Kazi Tea Estate makes mark at World Organic Youth Summit in Taiwan, one of the first 100% organic tea garden Fair labor practices, sustainability, community development, Kazi & Kazi Tea Estate recently made its mark at the "2nd World Organic Youth Summit" in Taiwan, hosted by IFOAM Organic Asia from September 13-15, 2023.

1.3 Objectives of the Study

- **Broad Objective**:
  The primary purpose of this report is to meet the partial requirements for the Bachelor of Business Administration degree.
- **Specific Objectives**:
  Studying the promotional and distribution strategy of Kazi & Kazi Tea Estate Ltd. likely involves a few specific objectives:
  - **Understanding the Target Market:** Analyze how KK Tea identifies and segments its target markets for different tea products. This involves demographics, psychographics, and behavioral factors influencing their promotional and distribution choices.
  - **Promotional Mix Analysis:** Investigate the specific promotional tools and strategies employed by KK Tea, such as advertising, sales promotions, public relations, and direct marketing. Determine which methods are most effective in reaching their target audience.
  - **Distribution Channels:** Examine the distribution channels used by KK

Tea to get their products to consumers. This involves understanding their relationships with wholesalers, retailers, and any direct-to-consumer channels.

- **Market Penetration Strategies:** Explore how KK Tea aims to penetrate new markets or increase their market share in existing ones. This could involve studying pricing strategies, promotional campaigns, or geographical expansion plans.
- **Competitive Analysis:** Compare KK Tea's promotional and distribution strategies with competitors in the tea industry. Understand their unique selling propositions, market positioning, and how they differentiate themselves.
- **Consumer Behavior Impact:** Evaluate how consumer behavior influences promotional and distribution decisions. This might involve studying consumer preferences, buying patterns, and responses to different marketing stimuli.
- **Effectiveness Measurement:** Assess the metrics and tools used by KK Tea to measure the effectiveness of their promotional and distribution strategies. This could include sales data, customer feedback, or market research findings.

By focusing on these objectives, one can gain a comprehensive understanding of how Ceylon Biscuits Ltd. promotes and distributes its products, as well as the rationale behind their strategic choices.

1.4 Methodology of the Study:

Drawing from my educational background, I've acquired secondary research methodologies. This study provided me with the chance to apply my academic knowledge in a real-world context. Data collection predominantly involved secondary sources.

Sources of Data:

- Company's website
- Books, manuals,
- Journals,
- Official publications,
- Websites,
- Relevant industry reports,
- Scholarly articles.

1.5 Scope of the Study:

Within my report, I have outlined the distinct marketing Strategies of Kazi & Kazi Tea State Ltd. I've also engaged in discussions with company personnel about sector background, market structure, and risk

management aspects. Prior to delving in to these details, I've provided the concise introduction to Kazi & Kazi Tea State Ltd. to facilitate understanding of its functions and undertakings. Benefits:

- It gives us knowledge about organic company system.
- It helps to know about overall general activities of KK Tea.
- It provides knowledge about products and services.

1.6 Limitations of the Study:

There were not too much problems while making this report. But time is a major fact which was not sufficient. If we had more time, some more information could have been added. From the intention to make the report realistic and properly accepted this report has been conducted. However, many problems appareling the way of conducting the study. All the given information is not fully complete.
However, we try our best to settle and pass up the Report before the deadline and hoping it was satisfied. The study considers following limitations:

- In case of the data collection, there were very few information was available.
- There were few supporting books, report, journals etc.
- Lack of experience to analyze data.
- Time limitation is also a big factor, which hinders the data collection process.
- Due to time limitation many aspects could not by discussed in the present study

CHAPTER: 02

LITERATURE REVIEW

2.1. Literature Review:

Marketing activities are crucial for the success of companies in the motorbike industry. According to Millat (2010), motorbike manufacturers in Bangladesh should place more emphasis on their marketing activities. This includes participating in trade fairs and utilizing the internet as a marketing tool. Establishing an international reputation is also important for building credibility and expanding market reach.

Buyer-seller relationships and promotional support are critical factors in the appear sector, as studied by Kincade, Woodard, and Park (2002). This finding highlights the importance of strong relationships between motorbike manufacturers and their customers for promotional support, which can contribute to overall success in the industry.

Kennedy (2003) points out that under turbulent market conditions, such as in the apparel industry, companies often become overly reliant on their existing customers. This observation can be applied to the motorbike industry as well, emphasizing the need for companies to diversify their customer base and avoid over dependence on a few key customers.

In the clothing industry in Slovenia, advertising, personal selling, sales promotion, and public relations were identified as the most important instruments of the marketing communications mix, as found by Završnik and Mumel (2007). Similarly, motorbike manufacturers in Bangladesh should consider utilizing a combination of these marketing communication tools to effectively reach their target customers and promote their products.

The motorbike industry in Bangladesh has experienced significant growth due to factors such as population increase, rising income levels, and urbanization. Motorbikes have become a popular mode of transportation, particularly in urban areas, due to their affordability, fuel efficiency, and maneuverability. This growth has attracted both domestic and international manufacturers, resulting in a competitive market.

Product strategy plays a crucial role in the motorbike industry, encompassing decisions related to product design, features, branding, and market positioning. Understanding customer preferences and market trends is essential for developing products that effectively meet the needs of the target market. Successful product strategies allow companies to differentiate themselves from competitors and gain a competitive advantage.

Product design and features significantly influence customer preferences and purchase decisions in the motorbike industry. Factors such as aesthetics, comfort, performance, fuel efficiency, safety features, and technological advancements play a vital role in attracting customers. Continuous innovation and incorporation of new features are necessary to keep up with evolving customer demands.

Pricing strategies are important for determining the value proposition of motorbike products and influencing customer perception. Factors such as production costs, competition, market demand,

and target customer segments should be considered when making pricing decisions. Motorbike companies may adopt various pricing strategies, such as penetration pricing, skimming pricing, or value-based pricing, depending on their market positioning and objectives.

Branding and market positioning strategies are essential for motorbike companies to differentiate their products from competitors and establish a unique identity in the market. Building a strong brand image, increasing brand awareness, and fostering brand loyalty are crucial components of successful branding efforts. Market positioning aims to position a product in the minds of consumers relative to competing alternatives, highlighting its unique selling propositions.

In conclusion, the motorbike industry in Bangladesh has experienced significant growth, attracting both domestic and international manufacturers. Marketing activities, buyer-seller relationships, advertising, and promotional support are crucial for success in this industry. Product strategy, including product design, features, branding, and market positioning, plays a vital role in differentiating companies from competitors. Pricing strategies and effective branding and market positioning are also key factors in gaining a competitive advantage.

The motorbike industry in Bangladesh has witnessed remarkable growth over the past few decades. The increasing population, rising income levels, and urbanization have contributed to the surging demand for motorbikes as mode of transportation.This growth has attracted both domestic and international manufacturers, intensifying the competition within the market. A crucial determinant of success in this industry is the formulation and execution of an effective product strategy.This literature review aims to provide insights into the various dimensions of product strategy with in the context of the motorbike industry in Bangladesh, with a focus on the case study of TVS Auto Bangladesh Ltd.

2.2.Product Design and Features: Influencing Customer Preferences:

The design and features of a motorbike play a pivotal role in influencing consumer preferences and purchase decisions. Aesthetics, comfort, performance, fuel efficiency, safety features, and technological advancements are key attributes that potential buyers consider. According to Kotler and Armstrong (2010), product design should align with customer preferences and evolving market trends.In Bangladesh's motorbike industry, the importance of addressing local preferences and road conditions can not be overstated. TVS Auto Bangladesh Ltd., for instance, needs to ensure that their product design accounts for factors like road infrastructure and consumer lifestyles.

2.3. Pricing Strategies: Determining Value Proposition:

Pricing strategies are crucial for establishing the perceived value of motorbike products. Companies must strike a balance between affordability and profitability. The choice of pricing strategy can significantly impact market positioning. Penetration pricing, where products are initially priced lower to capture market share, might be effective in a price-sensitive market like Bangladesh. Conversely, skimming pricing, setting higher initial prices to target a premium segment, could work if TVS Auto Bangladesh Ltd. Positions itself as a brand with superior features and quality.

2.4.Branding and Market Positioning: Creating a Unique Identity:

In a competitive market, building a strong brand identity and effective market positioning are paramount. According to Aaker (1996), brand image influences customer perceptions and loyalty. For TVS Auto Bangladesh Ltd., this implies not only establishing brand awareness but also communicating the unique value their products offer. Effective branding should highlight factors such as durability, service network, and innovation. Market positioning should emphasize how TVS's offerings stand out amidst a crowded market.

The motorbike industry in Bangladesh has witnessed remarkable growth in recent years due to a combination of socioeconomic factors, including population increase, rising income levels, an urbanization. Motorbikes have emerged as a popular means of transportation, particularly in urban areas, driven by their affordability, fuel efficiency, and agility in navigating congested traffic. This growth has not only encouraged domestic players but has also attracted the interest of international manufacturers, resulting in a highly competitive market landscape. In this context, an effective product strategy becomes a critical determinant for success in the industry.

2.5.Product Design and Features:

Product design and features hold significant sway over customer preferences and purchasing decisions in the motorbike industry. Aesthetic appeal, comfort, performance, fuel efficiency, safety features, and technological advancements are all pivotal aspects influencing consumer choices. As evidenced by the study conducted by Gupta and Jain (2015), a well-designed motorbike that amalgamates style with practicality can carve a niche for itself in the market. Research by Singh and Jain (2019) underscores the role of innovation in product features as a catalyst for sustained customer interest and competitive advantage. Therefore, motorbike manufacturers must continually innovate and integrate new features that align with evolving customer demands and aspirations.

2.6 Pricing Strategies:

Pricing strategies assume paramount importance in shaping the perceived value of motorbike products and affecting consumer perceptions. The complexity of pricing decisions in the motorbike industry necessitates a holistic consideration of factors such as production costs, market competition, demand dynamics, and target customer segments. Mankiw and Whinston (2006) propose that companies often face challenges in striking a balance between affordability and profitability, making pricing decisions a delicate balancing act. Penetration pricing, skimming

pricing, and value-based pricing are some strategies that motorbike companies can adopt based on their market positioning and business objectives. A study by Khan and Haque (2017) emphasizes the significance of adopting pricing strategies that align with the company's long-term goals and the competitive landscape.

2.7 Branding and Market Positioning:

Branding and market positioning strategies are pivotal for motorbike companies aiming to differentiate their offerings from competitors and establish a distinctive market presence.The creation of a robust brand image, augmented brand awareness, and the cultivation of brand loyalty are all central components of successful branding endeavors. Additionally, market positioning involves positioning a product in the consumer psychovisual is rival alternatives, accentuating its unique value propositions. Research by Keller (1993) highlights the intricate interplay between brand image and customer perceptions, suggesting that a strong brand can influence customer attitudes and behaviors. Market positioning, on the other hand, underscores the need to effectively communicate a product's differentiating features to the target audience. This is particularly relevant in a competitive environment where multiple options vie for consumer attention and patronage.

2.8 Challenges and Opportunities in the Motor bike Industry of Bangladesh:

While the motorbike industry in Bangladesh presents significant growth prospects, it is not devoid of challenges. Infrastructure limitations, regulatory complexities, and changing consumer preferences necessitate and active approach to product strategy. The work of Hoqueetal.(2020)high lights the impact of government policies and regulations on the industry, underscoring the need for motorbike manufacturers to align their products with evolving legal requirements. Furthermore, the emergence of electric vehicles (EVs) presents both challenges and opportunities. As explored by Raihan et al. (2021), the adoption of EVs in Bangladesh's motorbike industry necessitates a strategic rethinking of product offerings, including charging infrastructure and range considerations.

2.9.Case Study: TVS Auto Bangladesh Ltd:

A pertinent case study with in the context of the motorbike industry in Bangladeshi's TVS Auto Bangladesh Ltd. Established as a subsidiary of TVS Motor Company, an Indian conglomerate, the company has leveraged its parent's expertise and experience to create a distinctive market presence. TVS Auto Bangladesh Ltd. has demonstrated an astute understanding of customer preferences, evidenced by the launch of innovative models equipped with features tailored to local requirements. The company's product strategy emphasizes a balance between affordability and performance, aligning with the demands of the Bangladeshi market.

TVS Auto Bangladesh Ltd.'s branding and market positioning efforts have contributed to its growing market share. Through effective communication and promotional activities, the company has managed to foster brand loyalty and increase consumer recognition. Furthermore, the

company's commitment to after- sales service and customer support has reinforced its positive brand image, contributing to sustained customer patronage.

In conclusion, the motorbike industry in Bangladeshi's undergoing rapid expansion due to a confluence of factors, including urbanization and increasing income levels. A comprehensive product strategy is indispensable for motorbike manufacturers aiming to navigate this competitive landscape successfully. This strategy encompasses critical aspects such as product design, pricing, branding, and market positioning. A nuanced understanding of customer preferences, continuous innovation, and effective communication are fundamental to differentiation and competitive advantage. Case studies such as TVS Auto Bangladesh Ltd. exemplify how companies can strategically align their product offerings with local market requirements to achieve sustainable growth. As the industry evolves, manufacturers. Must remain at tuned to changing trends and opportunities, ensuring that their product strategies remain agile and adaptive.

CHAPTER: 03
ORGANIZATIONAL PROFILE

3.1 Historical Background:

- **Founding and Early Years:**

Kazi & Kazi Tea Estate Ltd. was established in 2000 by Kazi Shahid Ahmedin Tetulia. The company's inception was driven by a vision to create a tea estate that not only produced high-quality tea but also adhered to sustainable and ethical practices. From its early days, Kazi & Kazi Tea Estate Ltd. aimed to set itself apart through a commitment to excellence and innovation in tea production.

- **Development of Product Strategy:**

Initial Product Offering: During its early years, Kazi & Kazi Tea Estate Ltd. focused on establishing a core product line, including traditional black and green teas. The initial strategy emphasized quality and authenticity, aiming to build a strong brand reputation in the local market.

Expansion and Innovation: As the company grew, it expanded its product portfolio to include a range of specialty teas and herbal infusions. This diversification was driven by a strategic vision to cater to evolving consumer preferences and capitalize on emerging market trends. The introduction of new product lines was accompanied by investments in research and development, allowing the company to experiment with unique blends and flavors.

Sustainability and Ethical Practices: In the early decade, Kazi & Kazi Tea Estate Ltd. began integrating sustainability into its product strategy. The company adopted organic farming practices, implemented waste reduction programs, and focused on environmentally friendly packaging solutions. This shift was aligned with the global trend towards sustainability and reinforced the company’s commitment to ethical practices.

Market Expansion: By the late [decade], Kazi & Kazi Tea Estate Ltd. had expanded its reach beyond the domestic market. The company entered international markets, leveraging its reputation for quality and sustainability to gain traction in key regions such as list of key regions or countries. The global expansion strategy involved forming strategic partnerships and distribution agreements to enhance market presence.

Technological Advancements: The company invested in advanced processing technologies and quality control systems. These advancements enabled Kazi & Kazi Tea

Estate Ltd. to improve production efficiency, maintain consistent product quality, and support its growing product range.

- **Current Product Strategy:**

Innovation and Product Development: Today, Kazi & Kazi Tea Estate Ltd. continues to innovate by introducing new product lines and experimenting with novel tea blends. The company emphasizes consumer-driven product development, leveraging market research and customer feedback to guide its product strategy.

Focus on Sustainability: The company remains committed to sustainability, with ongoing initiatives aimed at reducing environmental impact, supporting fair labor practices, and promoting community development.

Sustainable practices are integral to the company's brand identity and product offerings.

Market Positioning: Kazi & Kazi Tea Estate Ltd. has established itself as a premium tea brand known for its high-quality products and ethical practices. The company's product strategy is designed to reinforce its market position and drive growth through strategic branding, targeted marketing efforts, and enhanced customer engagement.

- **Future Directions:**

Looking ahead, Kazi & Kazi Tea Estate Ltd. aims to further strengthen its product strategy by exploring new market opportunities, expanding its product range, and continuing its commitment to sustainability. The company is also focused on leveraging technological advancements and digital platforms to enhance its operational efficiency and customer outreach.

This historical background provides insight into the evolution of Kazi&Kazi Tea Estate Ltd.'s product strategy, highlighting key milestones and strategic decisions that have shaped the company's approach to tea production and market positioning.

3.2 Company Profile:

Kazi & Kazi Tea Estate Ltd. started its journey in 2000. We acquired virgin lands which had never before been used for cultivation. After extensive research and consultation with the Bangladesh Tea Board, the plantation began on August 6, 2000. Kazi & Kazi Tea State is a leading tea producer renowned for its commitment to quality, sustainability, and ethical practices. Kazi & Kazi Tea Estate Ltd. is the only internationally certified organic tea grower in Bangladesh. Their garden is located in Tetulia, in the northernmost district of Panchagarh, Bangladesh, only 50 km south of Darjeeling, the company operates one of

the most prominent tea estates in the region, with a legacy of producing premium teas that cater to both domestic and international markets.

3.3Mission and Vision:

- Mission: To produce high-quality, organic teas while maintaining a strong commitment to environmental sustainability and social responsibility. The company aims to enhance the well-being of its customers, employees, and the communities in which it operates.
- Vision: To be a global leader in the tea industry by setting benchmarks for quality, innovation, and ethical practices. Kazi& Kazi Tea Estate Ltd. aspires to expand its market presence while upholding its core values of integrity and excellence.

3.4 Core Values:

- Quality: Dedication to producing the finest tea through rigorous quality control and sustainable practices.
- Sustainability: Commitment to environmentally friendly practices and reducing the ecological footprint of tea cultivation.
- Ethical Practices: Upholding fair labor practices, community development, and contributing to local socio-economic growth.

- Innovation: Continuous improvement and innovation in product offerings and processes to meet evolving consumer preferences.

3.5 Product Portfolio:

Kazi & Kazi Tea Estate Ltd. offers a diverse range of tea products, including:

- Black Tea: Classic and robust black teas with rich flavors and aromatic profiles.
- Green Tea: Delicate and refreshing green teas known for their health benefits and subtle flavors.
- Herbal Tea: A variety of caffeine-free herbal infusions designed for relaxation and wellness.
- Specialty Teas: Unique blends and specialty teas crafted to offer distinctive taste experiences.

3.6 Market Presence:

The company's products are available in various formats, including loose-leaf, tea bags, and ready-to-drink options. Kazi & Kazi Tea Estate Ltd. serves a broad customer base, ranging from individual consumers to large-scale distributors and retailers. The company has established a strong presence in both domestic and international markets, with a growing footprint in key regions such as USA, UK, China etc.

3.7 Strategic Objectives:

- Product Excellence: To consistently deliver high-quality teas that meet stringent standards and exceed customer expectations.
- Market Expansion: To explore new market opportunities and expand the company's global reach through strategic partnerships and distribution channels.
- Sustainable Practices: To enhance sustainability efforts by adopting innovative farming techniques, reducing waste, and promoting eco-friendly packaging solutions.
- Customer Engagement: To strengthen relationships with customers through personalized experiences, responsive service, and engaging marketing initiatives.

3.8 Organizational Structure:

Kazi & Kazi Tea Estate Ltd. is organized into various departments, each responsible for key aspects of the company's operations:

- Production: Manages the cultivation, harvesting, and processing of tea leaves, ensuring adherence to quality and sustainability standards.
- Quality Assurance: Oversees quality control processes, product testing, and compliance with industry regulations.
- Marketing and Sales: Develops and implements marketing strategies, manages brand positioning, and drives sales through various channels.
- Research and Development: Focuses on product innovation, exploring new tea varieties, blends, and packaging solutions.
- Human Resources: Responsible for employee recruitment, training, and development, as well as fostering a positive work environment.
- Finance and Administration: Manages financial planning, budgeting, and

administrative functions to support the company's strategic goals.

This organizational profile provides a foundational understanding of Kazi & Kazi Tea Estate Ltd. an d sets the stage for a detailed analysis of its product strategy. The company's commitment to quality, sustainability, and innovation plays a central role in shaping its product offerings and market approach.

3.9 Subsidiaries and Brands:

They have business and many companies around the world and they also work the variety types of teas.

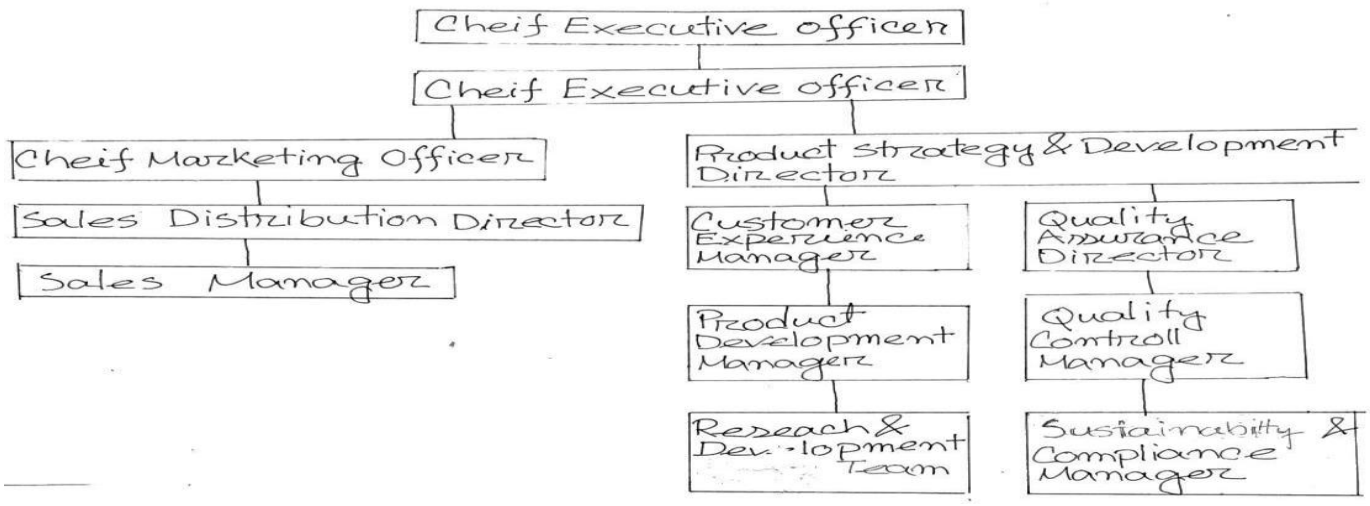
1. KK Green Tea
2. KK Masala Tea
3. KK Black Tea
4. KK Orthodox Tea
5. KK Family Black Tea
6. KK First Flush Black Tea
7. KK Pristine Black Tea
8. KK Travel Tea
9. KK Orthodox Oolong Tea
10. KK Green Mint Tea+
11. KK Northern Harmony Tea
12. Orthodox Green tea (400gm)
13. KK Family Pack Black Tea
14. KK Jasmin Tea
15. KK Green Lemongrass Tea
16. KK Turmeric Infusion
17. KK Ginger Tea
18. KK Meldey Tea
19. Tulsi Tea Box
20. Travel Pack Tea

3.10 Flow Chat of Production Division:

1. Chief Executive Officer (CEO)
    - Role: Oversees the overall strategic direction of the company, including product strategy. Ensures alignment with corporate goals and vision.
2. Chief Operating Officer (COO)
    - Role: Manages day-to-day operations, including production and quality control, ensuring that product strategies are executed effectively.
3. Chief Marketing Officer (CMO)
    - Role: Develops and implements marketing strategies to support product positioning and market expansion. Oversees branding and promotional activities.

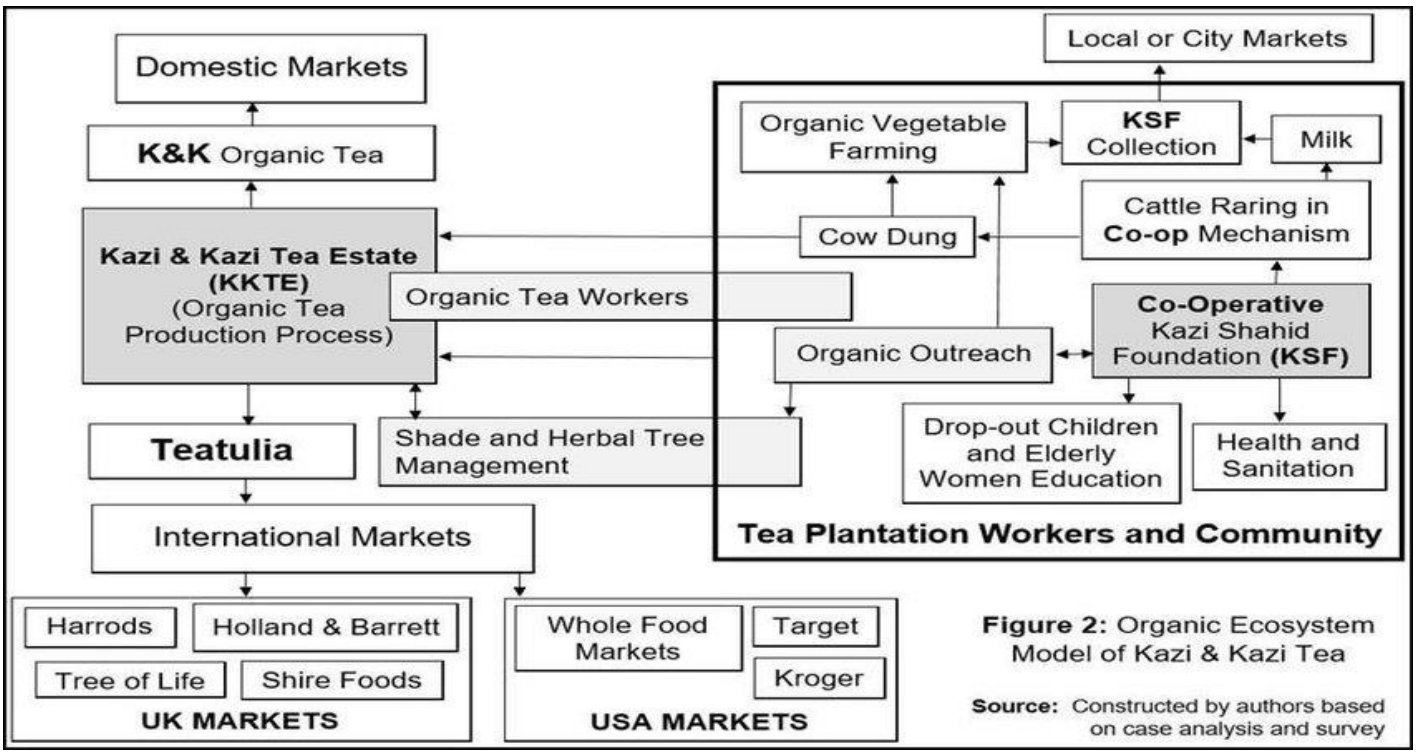
4. Product Strategy and Development Director
    - Role: Leads the product strategy team. Responsible for overseeing product innovation, development, and lifecycle management.
    - Product Development Manager
        - Role: Manages the creation of new products and improvements to existing products. Coordinates with R&D and production teams.
    - Research and Development (R&D) Team
        - Role: Conducts research to innovate and develop new tea blends and products. Tests and evaluates new product ideas.
5. Quality Assurance (QA) Director
    - Role: Ensures that all products meet quality standards and regulatory requirements. Oversees quality control processes and product testing.
    - Quality Control Manager
        - Role: Manages quality control operations and ensures that product specifications are met throughout the production process.
6. Sales and Distribution Director
    - Role: Oversees the distribution and sales strategies. Manages relationships with distributors and retail partners to ensure market penetration and product availability.
    - Sales Manager
        - Role: Develops and executes sales strategies. Coordinates with the marketing team to drive sales and market growth.
7. Customer Experience Manager
    - Role: Manages customer interactions and feedback. Ensures that consumer insights are integrated into product strategy and development.
8. Sustainability and Compliance Manager
    - Role: Focuses on sustainability initiatives and ensures compliance with environmental regulations and ethical practices in product production.

3.11 Organogram:



3 This organogram outlines the key roles and their relationships in the product strategy of Kazi & Kazi Tea Estate Ltd. It provides a visual representation of how different departments and positions collaborate to shape and execute the company's product strategy. Feel free to adjust the roles and structure based on the specific organizational setup of Kazi & Kazi Tea Estate Ltd

3.12. Operations:



Kazi & Kazi Tea State Ltd.'s Corporate office located Head Office Kazi & Kazi Tea Estate Ltd. At Dhanmondi in Dhaka. This garden is located in Tetulia, in the northernmost district of Panchagarh, only 50 km south of Darjeeling. Kazi & Kazi Tea State Ltd.'s products available all over the country and mainly available Super shop, Departmental Stores and E-Commerce sites in Bangladesh.
As per our global export database, Kazi & Kazi Tea State Ltd.'s top Exported Countries: United States of America, The United Kingdom, Japan, China, and India. In the 2021 Kazi & Kazi Tea State Ltd. made total 18 export shipments with a total export value of $572496 as per database Exim trade data.

CHAPTER: 04

INTERNSHIP RESPONSIBILITIES

4.1. Internship Responsibilities at Kazi & Kazi Tea Estate Ltd:

During my internship at Kazi & Kazi Tea Estate Ltd., I had the opportunity to contribute to various aspects of the company's operations, particularly in relation to their product strategy. From August 1, 2024 to August 31, 2024, I collaborated closely with the Marketing Department. During this period, my main responsibilities were centered around R&D and Customer Service department; My responsibilities included the following:

❖ Market Research and Analysis

- Conducted Market Research: Assisted in gathering data on consumer preferences, market trends, and competitive landscape through surveys, interviews, and secondary research.
- Analyzed Market Data: Supported the analysis of market research findings to identify opportunities for product innovation and improvements.

❖ Product Development Support

- Assisted in Product Testing: Participated in the testing and evaluation of new tea blends and formulations, providing feedback based on sensory evaluations.
- Documented Product Development: Helped in documenting the development process, including formulation changes, testing results, and R&D activities.

❖ Quality Assurance and Control

- Monitored Quality Standards: Assisted the Quality Assurance team in monitoring production processes to ensure adherence to quality standards.
- Conducted Quality Checks: Performed routine quality control checks on finished products to verify compliance with specifications.

❖ Customer Feedback and Engagement

- Collected Customer Feedback: Assisted in gathering and analyzing customer feedback through surveys and direct interactions.
- Responded to Customer Inquiries: Helped address customer inquiries and issues, ensuring a high level of customer satisfaction.

4.2 Key Skills Developed:

- Analytical Skills: Gained experience in analyzing market data and product performance metrics.
- Communication Skills: Enhanced ability to communicate effectively with team members, customers, and stakeholders.
- Attention to Detail: Improved attention to detail through quality assurance and product testing activities.
- Project Management: Developed organizational skills by managing various tasks and

supporting project execution.

Overall, my internship at Kazi & Kazi Tea Estate Ltd. provided me with valuable hands-on experience in the tea industry and insights into the complexities of product strategy and operations. The responsibilities I undertook allowed me to contribute meaningfully to the company's objectives while gaining practical skills and knowledge in a professional setting.

CHAPTER: 05
PRODUCT STRATEGY OF KAZI & KAZI TEA ESTATE LTD.

5.1 Product Sample:



5.2 Flow Chart of Kazi & Kazi Tea Estate Ltd.

- **.Product Development and Innovation**

- Market Research and Analysis:
  - Objective: To identify consumer preferences, market trends, and emerging opportunities.
  - Activities: Conducting surveys, focus groups, and analyzing market data to inform product development.
- Concept Development:
  - Objective: To generate new product ideas and refine existing one's based on research insights.
  - Activities: Brainstorming sessions, feasibility studies, and concept testing with target consumer groups.
- Product Design and Formulation:
  - Objective: To develop tea blends that meet quality and taste expectations.
  - Activities: Collaborating with R&D to create formulations, develop prototypes, and conduct sensory evaluations.

- Testing and Validation:
  - Objective: To ensure new products meet quality, safety, and regulatory standards.
  - Activities: Conducting product testing, quality assurance checks, and compliance assessments.

    - Quality Assurance and Control

- Quality Standards Development:
  - Objective: To establish and maintain high-quality benchmarks for products.
  - Activities: Defining quality criteria, creating standard operating procedures (SOPs), and implementing quality guidelines.

- Production Monitoring:
    - Objective: To ensure consistency and adherence to quality standards throughout the production process.
    - Activities: Routine inspections, processual its, and quality control check points.
- Product Testing:
    - Objective: To verify that products meet the desired specifications and quality levels.
    - Activities: Conducting sensory evaluations, laboratory tests, and shelf- life studies.

- **Marketing and Branding**

    - Brand Positioning and Strategy:
        - Objective: To create a distinct market presence and communicate the brand's value proposition.
        - Activities: Developing brand messaging, visual identity, and positioning strategies.
    - Promotional Campaigns:
        - Objective: To increase product visibility and drive consumer engagement.
        - Activities: Designing and executing marketing campaigns, including digital marketing, social media promotions, and traditional advertising.
    - Market Segmentation and Targeting:
        - Objective: To tailor marketing efforts to specific consumer segments.
        - Activities: Identifying target markets, creating customer personas, and customizing marketing messages.

- **Sales and Distribution:**

    - Sales Strategy Development:
        - Objective: To optimize sales channels and maximize market reach.
        - Activities: Setting sales targets, developing sales plans, and managing sale steam performance.
    - Distribution Network Management:
        - Objective: To ensure efficient product delivery and availability in a target market etc.
        - Activities: Co-ordinating with distributors, managing logistics, and monitoring supply chain performance.

    - Retail and Wholesale Partnerships:
        - Objective: To expand market access through partnerships with retailers and wholesalers.
        - Activities: Negotiating terms, managing relationships, and monitoring sales performance

- **.Customer Experience and Feedback**

    - Customer Engagement:
        - Objective: To build strong relationships with consumers and enhance their overall experience.
        - Activities: Implementing customer service initiatives, managing feedback channels, and conducting customer satisfaction surveys.
    - Feedback Integration:

- Objective: To refine product offerings based on consumer input.
- Activities: Analyzing feedback, making product adjustments, and communicating changes to customers.

- **Sustainability and Compliance**

  - Sustainable Practices:
    - Objective: To minimize environmental impact and promote sustainable practices.
    - Activities: Implementing eco- friendly farming techniques, reducing waste, and using sustainable packaging materials.
  - Regulatory Compliance:
    - Objective: To adhere to industry regulations and standards.
    - Activities: Ensuring product compliance with local and international regulations and maintaining certification requirements.

- **Strategic Planning and Review**

  - Performance Monitoring:
    - Objective: To assess the effectiveness of the product strategy and operations.
    - Activities: Tracking key performance indicators (KPIs), reviewing sales data, and analyzing market performance.

  - Strategic Adjustments:
    - Objective: To adapt strategies based on performance data and market changes
    - Activities: Revising product strategies, implementing corrective actions, and exploring new opportunities for growth.

5.3 Value offering of Kazi & Kazi TEA Customers:

Kazi & Kazi Tea State Ltd. is the only internationally certified organic tea grower in Bangladesh. They offer their product in the market in various forms such as tea bags, loose leaves, instant mixes and green tea tablets. There are so many good things why a customer is going to buy KK Teas

- It is an excellent source of anti-oxidants
- Burns fat an enables exercise longer.
- Prolongs life.
- Lower stress but boosts brain power.
- Reduces high blood pressure.
- Helps to protect lounge from smoking.

- Helps to protect liver from alcohol.
- Prevents tooth decay and cares bad breath.
- Helps pressure and build bone.
- Boost immunity against illness.
- Rehydrates better than water.

.

5.4 Kazi & Kazi tea's offering products:

They have variety types of teas:

❖ **Green Tea:**

Quantity: 60 gm (40 Sachets)

Price:181



May help to maintain healthy cardiac functions May support healthy digestion Considered to have anti-inflammatory properties Considered to be highly nutritious Fight with free radical damage.

❖ **Masala Tea:**

Quantity: 50gm

Price:120



Hard Boiled with earthy and spicy notes. The combination of selected rich aromatic herbs leaves with a sweets finish.

❖ **.Black Tea Box:**

Capacity/Tea Bags: 80gm/40 Tea Bags
Price:97



Organic Black tea leaf. Black tea is enriched with antioxidants making it an elixir of youth.
Black tea is enriched with antioxidants making it an elixir of youth

❖ **Orthodox Black Tea:**

Capacity: 100gm
Price:158



The orthodox technique of preparing black tea is slow, and still lives strong within true tea connoisseurs who appreciate the flavor, reminiscent of a more classic era.
The method entails rolling up whole leaves and buds which give the ultimate tea experience.

It is a gentle and slow method that captures the essence of a bygone era. It is the way of tradition where whole tea leaves and buds are rolled and poured into a piping kettle
to produce a cup for connoisseurs, giving an ultimate tea experience.

❖ Tea Family pack Black tea 200gm

Quantity: 200gm
Price:102



Flavor: Black tea
We let mother nature encourage our teas and herbs while rejuvenating the land, resulting in a refreshingly clean flavor.
Theaflavins in black tea are powerful antioxidants that are similar in effect to catechins found in green tea. It is perfectly balanced with slight hints of honey & it's perfect any time of the day.

❖ <u>First Flush Black Tea</u>

Capacity: 100gm
Price:181



Winter leaves and spring arrives with slight showers and warmth that ushers new beginning. New buds grow & tender new leaves unfurl – the tea made from these young leaves has an exquisite aroma. This is the world renowned first flush tea for the first time in Bangladesh. The First Flush, when tender leaves unfurl to the warmth of spring, is prized all over the world for its rare freshness and sweetness. Signature Collection, a limited edition from Kazi & Kazi Tea, is for tea connoisseurs like you.

❖Pristine Black Tea

Quantity: 200gm

Price:167



Take on tradition goes beyond organic growth. Entwined with a touch of honey, this full-bodied tea has a sweet aftertaste. Deeper into its character, our black tea is enriched with antioxidants making it an elixir of youth.

❖ Travel Pack Tea

Quantity: 20gm

Price:211



Refreshing Companion with 5 different variants Tea

- ❖ Green Tea
- ❖ Black Tea
- ❖ Green Lemongrass
- ❖ Ginger Tea
- ❖ Tulsi Tea

Price:181

❖ Orthodox Oolong Tea

Capacity: 50gm

Price: 209



The full bodies leave fragrant with a fruity flavor & a pleasant aroma. Boil a cup of water up to 80 degrees Celsius.

When the water is boiling, add 2 gm Oolong tea in the water, stir it & keep it closed for 5 mins. Filtered the infused leaves from liquor. Add sugar or honey according to your preference.

❖ Green Mint Tea Box

Weight: 37.5 gm

Price:260



May help to maintain healthy cardiac functions. May support healthy digestion. Considered to have anti-inflammatory properties Considered to be highly nutritious. Fight with free radical damage.

Kazi and Kazi Green Mint Tea is made from unfermented leaves and reportedly contains the highest concentration of powerful antioxidants.

❖ Northern Harmony Tea Box

Weight: 65gm

Price:256



A smooth, slightly sweet floral aroma, with a fruit flavor and layers of mellow and earthy tones. Choose an ideal teapot: The ideal teapot will be made out of ceramic or glass. Add your Tea Leaves:

under the Groceries>Beverages>Black Tea section, making it easy for you to find it in your local store..The tea is made from the finest tea leaves and is carefully blended with a variety

- **Orthodox Green Tea**

Capacity: 100gm

Price:181



Organic Green Tea leaf. It's perfect any time of the day. When the water is boiling, add 2 gm

It is a gentle and slow method that captures the essence of a bygone era. It is the way of tradition where whole tea leaves and buds are rolled and poured into a piping kettle to produce a cup for connoisseurs, giving an ultimate tea experience.

- **Tea Family pack Black tea:**

Quantity: 400gm

Price:199



We let mother nature encourage our teas and herbs while rejuvenating the land, resulting in a refreshingly clean flavor.

Theaflavins in black tea are powerful antioxidants that are similar in effect to catechins found in green tea. It is perfectly balanced with slight hints of honey & it's perfect any time of the day.

- **Jasmine Green Tea Box:**

Capacity/Tea Bags: 60gm/40 Tea Bags

Price:181

With all the goodness of green tea, Jasmine green tea has a soothing aroma that comes from organically grown Jasmine flowers. The therapeutic aroma makes this drink as amazing stress reliever.

Jasmine Green Tea is made from unfermented leaves & reportedly contains the highest concentration of powerful antioxidants.

- **Green Lemongrass Tea:**

Capacity/Tea Bags: 60gm/40 Tea Bags

Price:186



Green Lemongrass Tea contains various antioxidants of profound medicinal values and microbial qualities, with a distinct lemony smell.

- **Turmeric Infusion**

Quantity: 60gm

Price:256



With the goodness of Turmeric, Moringa and Stevia, our wellness blends are just what we need to detox & balance our body.You may add honey based on your taste bud. You may also have it without honey to maintain the glucose balance.

- **Ginger Tea Box:**

Capacity/Tea Bags: 60gm/40 Tea Bags

Price:181



The warm spiciness of organically grown Ginger adds a piquant flavor to the sweet overtones of black tea. Ginger tea taps into the body's internal energy and helps regain its balance making it a natural remedy to colds or upset stomachs.

Ayurvedic practitioners have used ginger as a way of activating the body's internal energy to help regain balance and harmony.

- **Medley Box**

Capacity/Tea Bags: 60gm/40 Tea Bags

Price:181



- **Tulsi Tea Box**

  Capacity/Tea Bags: 60gm/40 Tea Bags

  Price:189



Tulsi tea is made from unfermented leaves Organic Black tea leaf & Organic Tulsi leaf.Reportedly contains the highest concentration of powerful antioxidants.It's perfect any time of the day.Infused with organically grown Tulsi leaves, this tea is a spicy blend of the black. Apart from the rejuvenating antioxidants, Tulsi tea can be the perfect relief from a bad cold by its adaptogenic properties.
Tulsi has been the cornerstone of Ayurvedic medicine for over 5000 years. This sacred herb has rich antioxidant and adaptogenic properties.

- **Tea Lemongrass Herbal Infusion**

  Weight: 50gm

  Price:162



Refreshing and cleaning with a pure lemon essence. An invigorating citrus indulgence.

5.5 Customer Segmentation:

Kazi & Kazi Tea Estate Ltd, a well-regarded tea company based in Bangladesh, has a variety of market segments. Here's a breakdown of potential market segments for the company:

- Geographic Segmentation

  - Domestic Market: Different regions within Bangladesh, such as urban and rural areas, with varying preferences for tea types and brands.
  - International Market: Export segments in countries where Bangladeshi tea is popular or where there's a demand for premium teas, including countries in Europe, North America, and the Middle East.

- Demographic Segmentation

  - Age:
    - Young Adults (18-34): Likely interested in modern, convenient packaging and possibly flavored or specialty teas.
    - Middle-aged Consumers (35-54): Might prefer traditional, high-quality teas and could be more brand-loyal.
    - Seniors (55+): Often prefer classic blends and may have a preference for premium, health-oriented teas.
  - Income Level:
    - High-Income Consumers: Premium and luxury tea blends, organic or single- origin teas.
    - Middle-Income Consumers: Standard quality teas with a balance between price and quality.
    - Low-Income Consumers: More affordable, basic tea options.

- Psychographic Segmentation

  - Lifestyle:
    - Health-Conscious Consumers: Interested in teas with health benefits, such as green tea or herbal infusions.
    - Luxury Seekers: Looking for premium, artisanal, or exclusive tea blends.
    - Environmentally-Conscious Consumers: Interested in sustainably produced and organic teas.
  - Values and Attitudes:
    - Traditionalists: Preference for traditional and classic tea flavors.
    - Adventurous Consumers: Open to trying unique blends or flavored teas.

    - Its commitment to quality and sustainability.
    - Apart from being a delicious beverage, this tea is also packed with numerous health benefits that make it a great addition to your daily routine.
    - The tea is made from a unique blend of hand-picked tea leaves, which are carefully processed to preserve their natural flavor and aroma.
    - This tea falls under the category of Others, which means that it is a unique blend of different types of tea that are carefully selected to create a perfect balance of taste and aroma.

- Whether you are a fan of black tea or not, this tea is sure to impress you with its rich flavor and smooth texture.
- So, if you are looking for a high-quality tea that you can enjoy on the go, Kazi & Kazi

- Behavioral Segmentation

  - Purchase Behavior:
    - Frequent Buyers: Regular tea drinkers who might prefer larger quantities or subscription services.
    - Occasional Buyers: Purchase tea sporadically, possibly seeking novelty or seasonal products.
  - Usage Rate:
    - Heavy Users: Likely to buy in bulk or subscribe to regular deliveries.
    - Light Users: Smaller, less frequent purchases, possibly focusing on variety or specialty options.
  - Benefits Sought:
    - Taste and Quality: Consumers focused on the flavor and overall quality of the tea.
    - Health Benefits: Consumers seeking teas with specific health benefits, such as antioxidants or stress relief.
    - Convenience: Consumers looking for ready-to-drink options or quick preparation methods.

- Product-Based Segmentation

  - Tea Types:
    - Black Tea: Classic blends, possibly including premium single-origin options.
    - Green Tea: Varieties aimed at health-conscious consumers.
    - Herbal Tea: Blends with various health benefits or flavors.
    - Specialty Teas: Limited edition, seasonal, or unique blends.
    -
  - Packaging:
    - Loose Leaf: For aficionados and premium customers.
    - Tea Bags: Convenient for everyday use and wider market appeal.
    - Ready-to-Drink Teas: For on-the-go consumers.

Understanding these segments helps Kazi & Kazi Tea Estate Ltd tailor its marketing strategies, product offerings, and distribution channels to meet the diverse needs and preferences of its customers.

5.6 Distribution Network

▪ Domestic Distribution:

- by a Direct Sales:
  - Company-Owned Stores: Kazi & Kazi Tea Estate Ltd. operates its own retail outlets in key locations, allowing direct interaction with consumers and showcasing a full range

of products.
    - Online Sales: Through their e-commerce platform, customers can purchase products directly from the company's website, which is supported logistics network that handles order fulfillment and delivery.
- Distributors and Wholesalers:
    - Regional Distributors: The company partners with regional distributors who manage the distribution of products to local retailers, supermarkets, and specialty stores.
    - Wholesale Partners: Kazi & Kazi Tea Estate Ltd. collaborates with wholesalers to ensure widespread availability of their products across different regions within the country.
- Retail Partnerships:
    - Supermarkets and Grocery Chains: Products are distributed to major supermarket chains and grocery stores, increasing visibility and accessibility to a broader customer base.
    - Specialty Stores: The company also supplies specialty stores and tea shops that cater to niche markets and premium tea consumers.

▪ International Distribution:

- Export Channels:
    - Export Distributors: Kazi & Kazi Tea Estate Ltd. works with export distributors who handle the logistics and regulatory requirements of selling tea in international markets.
    - Global Partners: The company forms partnerships with international retailers and distributors to penetrate global markets and expand their international presence.
- International Retailers:
    - Supermarket Chains: Products are available through international supermarket chains and grocery stores in key markets.
    - Specialty Retailers: The company’s products are also distributed through specialty retailers and gourmet stores that focus on high-quality tea.

- Export Strategies:
    - Market Research: Conducting research to understand market preferences, regulatory requirements, and competitive landscape in different countries.
    - Trade Shows and Exhibitions: Participating in international trade shows and exhibitions to promote products and establish connections with potential buyers and partners.

▪ Logistics and Supply Chain:

- Warehousing:
    - Central Warehouses: Kazi & Kazi Tea Estate Ltd. maintains central warehouses to manage inventory and streamline distribution processes.
    - Regional Warehouses: For domestic distribution, regional warehouses help in managing stock levels and ensuring timely delivery to distributors and retailers.
- Transportation:
    - Fleet Management: Utilizes a fleet of trucks and transport vehicles for efficient movement of goods to various distribution points.
    - Third-Party Logistics Providers: Partners with logistics companies to handle transportation and distribution in both domestic and international markets.

▪ Customer Service and Support

- Order Management:
    - Order Processing: Efficient order processing systems are in place to handle customer orders, manage inventory, and track shipments.
    - Customer Support: Provides support to customers regarding product availability, delivery status, and other inquiries.
- Feedback Mechanism:
    - Customer Feedback: Collects and analyzes customer feedback to improve distribution processes and address any issues related to product delivery and availability.

This distribution network ensures that Kazi & Kazi Tea Estate Ltd.'s products are readily available to consumers across various markets while maintaining high standards of service and efficiency. The

combination of direct sales, distributor partnerships, and strategic logistics supports the company's growth and market reach.

CHAPTER: 06

FINDINGS OF STUDY

6.1 Findings of the Study:

- **Cultivation Practices**:
  - Organic Farming: The company employs organic farming methods, avoiding synthetic pesticides and fertilizers. This approach aligns with global trends toward sustainable agriculture.
  - Sustainability Initiatives: Efforts to minimize environmental impact, such as water conservation practices, waste management, and soil health improvements.
- **Processing and Quality Control:**
  - Modern Facilities: Utilizes advanced processing technology to ensure the highest quality of tea. Regular quality control checks are in place to maintain product standards.
  - Certification: Products are often certified organic and may hold other certifications related to fair trade and environmental sustainability.
- **Market Segmentation:**
  - Domestic Market: The company caters to both urban and rural consumers within Bangladesh. Urban areas may show a preference for premium or specialty teas, while rural areas might focus on traditional blends.
  - International Market: Export activities target markets in Europe, North America, and the Middle East, where there is demand for organic and high- quality teas.
- **Marketing and Branding:**
  - Brand Image: Emphasizes its organic and sustainable practices as key selling points. Branding efforts highlight quality and ethical production.
  - Promotion: Uses a mix of traditional and digital marketing strategies, including social media campaigns, trade fairs, and collaborations with influencers or health advocates.
- **Revenue Trends:**
  - Growth: Generally, there may be steady growth in revenue driven by both domestic sales and international exports. Increased demand for organic products could contribute to positive financial performance.
- **Operational Efficiency:** Focuses on optimizing production processes to manage costs effectively while maintaining high quality. Investments in technology and sustainable practices can impact cost structures.
- **Employee Training and Development:**
  - Programs: Offers training programs to enhance skills and ensure high standards in tea cultivation and processing. Employee development is a key focus.
- **Community Engagement:**
  - Social Responsibility: Actively engages in community development projects, including educational programs and health initiatives. The company's practices contribute to local economic development and social welfare.
- **Consumer Preferences:**
  - Health and Quality: Customers are increasingly seeking organic and high- quality teas with health benefits. Kazi & Kazi Tea Estate Ltd aligns with these preferences through its product offerings.

❖ Feedback and Satisfaction:

- Positive Response: Generally, customers appreciate the quality, flavor, and ethical aspects of the products. There may be feedback regarding packaging or product variety that can be used for further improvement.

❖ Challenges:

- Market Competition: Faces competition from other tea producers, both local and international. Differentiation through quality and sustainability is crucial.
- Supply Chain Issues: Potential challenges related to sourcing organic inputs and managing logistics for international exports.

❖ Opportunities:

- Market Expansion: Potential for growth in emerging markets or new product lines. Increasing consumer awareness about health and sustainability can drive demand.

Chapter: 07
Recommendations and Conclusion

7.1 Recommendations:

- **Enhance Digital Presence:** Strengthen online marketing efforts, user-friendly website, active social media and explore e-commerce opportunities to reach a broader audience.
- **E-Commerce Platforms:** Partner with popular e-commerce platforms to make products easily accessible to customers worldwide.
- **Content Marketing:** Create engaging content such as blog posts, videos, and infographics about the health benefits of tea, brewing techniques, and the story behind KK tea.
- **Product Innovation:** Introduce new blends or packaging options based on consumer feedback and market trends.
- **Eco-Friendly Packaging:** Use biodegradable and recyclable packaging materials to reinforce the brand's commitment to sustainability.
- **Introduce New Flavors:** Expand the range of teas by introducing unique flavors such as herbal blends, fruit-infused teas, and wellness teas like chamomile and peppermint.
- **Premium and Specialty Teas:** Develop premium lines such as aged teas, rare tea blends, and limited-edition seasonal teas to attract tea connoisseurs.
- **Expand Distribution Channels:** Increase presence in new international markets and explore partnerships with global distributors.
- **Convenient Formats:** Offer teas in various formats such as tea bags, loose leaf, and ready-to-drink bottles to cater to different consumer preferences.
- **Tea Tasting Events:** Organize virtual and in-person tea testing events to educate consumers about the different types of teas and their benefits.
- **Collaborations:** Partner with health and wellness brands, cafes, and restaurants to introduce KK tea products to new customer segments.
    - **Corporate Gifting:** Develop a corporate gifting program to tap into the business-to-business market.

  Implementing these strategies can help Kazi & Kazi Tea Estate strengthen its market position, attract new customers, and enhance brand loyalty.

7.1 Conclusion:

Kazi & Kazi Tea Estate Ltd is well-positioned in the market due to its commitment to quality, sustainability, and community impact. The company's focus on organic practices and premium products aligns with growing consumer preferences. Continued emphasis on innovation, sustainability, and market expansion will likely support future growth and success. These findings provide a comprehensive overview of Kazi & Kazi Tea Estate Ltd, highlighting its strengths, market position, and areas for potential development.

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