AN INTERNSHIP REPORT
ON
MARKETING PROMOTIONAL ACTIVITIES OF GQ FOODS LTD



Submitted by:

Md. Shakil Ahamed
ID: BBA1902017026
Program: BBA
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Submitted to:

Department of Business Administration
Sonargaon University (SU)
Dhaka, Bangladesh.

Date of Submission:
Date: 11th May, 2023

An

Internship Report

On

Marketing Promotional Activities of GQ Foods Ltd.

Submitted to:

Md. Shahbub Alam
Lecturer
Department of Business Administration
Sonargaon University (SU)
Dhaka-1215.

Submitted by:

Md. Shakil Ahamed
ID: BBA1902017026
Program: BBA
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LETTER OF TRANSMITTAL

11th may, 2023

Md. Shahbub Alam
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of internship report "**Marketing Promotional Activities of GQ Foods Ltd.**"

Dear Sir,

This is a great pleasure to submit the internship report "**Marketing Promotional Activities of GQ Foods Ltd.**" as a partial requirement for the fulfillment of my BBA Course under the Department of Business Administration of the Sonargaon University (SU).

I have given due efforts to make this internship report as fruitful one and to make it as informative as possible. I hope that this paper will not be the formality of academic course completion rather it will be a source of information for other purpose on this topic.

Yours sincerely

Md. Shakil Ahamed
ID: BBA1902017026
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

DECLARATION

I do hereby declare that the internship report Title "**Marketing Promotional Activities of GQ Foods Ltd.**" prepared solely by me and which has been submitted to the Department of Business Administration, Sonargaon University (SU) for achieving the BBA Degree. This is an original work of nine. No part of this research, in any way of or in from, has been submitted to any University or Institution for any Degree, Diploma or for other similar purposes.

.....
Md. Shakil Ahamed
ID: BBA1902017026
Major: Marketing
Department of Business Administration
Sonargaon University

SUPERVISOR CERTIFICATE

This is to certify that the work presented in this internship report is based on the work, carried out by the author herself under my supervision in Department of Business Administration, Sonargaon University (SU).

It is also certifying that the work presented here is original and suitable for submission as the style and contents, for fulfillment of BBA Program.

Md. Shahbub Alam
Lecturer
Department of Business Administration
Sonargaon University (SU)

ACKNOWLEDGEMENT

“In the name of Allah, the Beneficent, the Merciful”.

Praise by Allah & thanks to Allah for patronizing me to finish this internship report. I am very happy to finish it. It is a great Research of my life. It is a long cherished hope of my life to become a great lawyer. That's why I have admitted in the Department of Business Administration in Sonargaon University (SU) to fulfill my dream. But through my whole study life in this field, I did not get much more opportunities to examine and show my knowledge and skill in this wide field. Lastly I have got a great chance to make my study meaningful when I got the chance to prepare a internship report “**Marketing Promotional Activities of GQ Foods Ltd”.**

I acknowledge my grateful to respected course teacher **Md. Shahbub Alam** for instructing me how to prepare a internship report and his famous Books lectures on this subject help me to complete my task sincerely.

I am also thankful to my classmate as they help me to complete the Internship report. I am extremely paying my solitude to all the authors and writers whose works help me to draft this original Research paper.

We are indeed thanks to everyone who inspired us to write this Research paper.

Thank you

Md. Shakil Ahamed
ID: BBA1902017026
Department of Business Administration
Sonargaon University (SU)

EXECUTIVE SUMMARY

R K group of Industries is one of the largest companies in our country and their supply chain is very useful and very effective. After completion of 4 years BBA program major in marketing from Sonargaon University (SU), Internship is to analysis Strategic Marketing Promotional Activities of GQ Foods Ltd. Other objectives are to know about the marketing operations exclusively the research activities in the application area and to including confidence on assessing dispersed data for analysis and thereby dig-out the appropriate notion. Report also focuses to face future challenges in designing and operating research activities.

GQFL was the pioneer to introduce corn based tasty, fingerlicking, mouthwatering chips in Bangladesh with its renowned brand of "**Krispy Curl**" chips. With its unique flavor "**Krispy**" brand became the center of focus in the snacks world.

With its innovative taste and design Krispy brand has taken the lead share in snacks category. The satisfactions of the consumers are the driving force of the GQ Food Industry. GQ Foods Ltd. is the world′s largest food company involved in nearly every field of nutrition, with a turnover of 88 billion Swiss Francs.

I know many things from this study as, to know about the organizational Bangladesh Limited is a wholly owned subsidiary of GQ Foods Ltd. S.A. Switzerland. In Bangladesh, GQ Foods Ltd. imports pure coffee, confectionery; repacks infant nutrition, full cream GQ Foods Ltd. powder and manufactures culinary products. The popular brands in Bangladesh are GQ Foods Ltd.in these categories. The factory of GQ Foods Ltd. is located in Sripur, about 55 kilometers from capital city Dhaka. GQ Foods Ltd. Bangladesh Ltd. has a vision of becoming the number one Food and Beverage Company in the country.

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Chapter 1

Introduction

1.1 INTRODUCTION

Main principle of this Internship is to analysis Strategic Marketing Promotional Activities of GQ Foods Ltd. Other objectives are to know about the marketing operations exclusively the research activities in the application area and to including confidence on assessing dispersed data for analysis and thereby dig-out the appropriate notion. Report also focus to face future challenges in designing and operating research activities. Finally analyze implementation and control of strategic marketing activities, at present being pursued, to achieve the organization's objectives.

1.2 OBJECTIVE IF THE STUDY

This report has been prepared considering a number of objectives. The objectives are**:**

- To present an overview of GQ Foods Ltd.full cream GQ Foods Ltd. powder.
- To observe on current market position of GQ Foods Ltd.full cream GQ Foods Ltd. powder in two different parts of Bangladesh.
- To observe the choice patterns of two different parts of Bangladesh.
- To compare between GQ Foods Ltd.full cream GQ Foods Ltd. powder and other brand of full cream GQ Foods Ltd. powder regarding brand awareness, Quality of the product, price of the product, communication and promotional choice.
- To demonstrate different aspects of marketing plan for GQ Foods Ltd.full cream GQ Foods Ltd. powder in Bangladesh.

1.3 METHODOLOGY:

For the organization part, much information has been collected from different published articles, journals, brochures and web sites. All the information incorporated in this report has been collected both from the primary sources as well as from the secondary sources. I have presented my experience and finding by using different charts and table, which are presented in the analysis part.

Research method: This was totally a **Descriptive Research**. The following technique of Descriptive Research was followed:

Questionnaire Interview: The research was totally based upon the questionnaire. The selected participants were been interviewed by a group of pre-selected questionnaire. There were both **Close-Ended** as well as **Open-Ended** question's to conduct the depth interview; I

always tried to maintain the 7c's (Communication, Cooperation, Confidence, Candor, Closeness, Continuity, Creativity)

DATA COLLECTION METHOD:

Relevant data for this report has been collected primarily by direct investigations of several consumers and different personnel. The interviews were administered by formal and informal discussion

- Personal observation
- Face-to-face conversation with the consumers and distributor of two different areas.
- Practical work experience in the different locality and supper shop.

Scope of the study:

The key focus of the report is the company's strategic brand GQ Foods Ltd.. It covers the following aspects:

- Analyzing only the FCMP (Full Cream GQ Foods Ltd. Powder) market of Bangladesh.
- To have a view of the whole market, particularly the participants of Dhaka and Narayangonj were being selected.

1.4 LIMITATION:

It is the reality that it is not humanly possible to attain one hundred percent perfection, to reach the acme of excellence, or to ensure one hundred percent quality. However, although there has been no dearth of sincerity, devotion, and seriousness on my part, but at the outset it is to be declared that the study as well as the resulting research paper is not entirely flawless.
The chief limitation of this paper includes the collection of primary data. As I was working alone it was difficult to reach all the targeted houses and interview the mothers.

Secondly, time constraint is another limitation restricting this report from being more detailed or analytical as most of the time had to spent in work place.

Chapter Two

Company Overview

2.1 LITERATURE REVIEW/FORMATION OF THE STUDY STRUCTURE

In order to describe the concepts of marketing, a study structure exhibited in Figure 2 and Table 3. This structure is comprised on extensive literature review, intends to describe marketing process along with the description. After the literature review, it is affirmed, there are various definitions of marketing defined by various academic researchers over different times (Houston, 1986). Eventually, the concept of marketing is not limited to advertising or promotion (Elimimian et al., 2006) rather, it is an art to identifying, creating and value delivery for the sake of customer's satisfaction along with profit generation (Kotler, 2009). According to AMA Committee on Definitions (1960) marketing is a business activity which provides direction of goods from production to final consumer. According to Association (1985) marketing is a process for planning and execution of pricing and promotion as well as the distribution of goods/services to create exchanges and to satisfy the goals of individual and organization. Likewise, the new definition of marketing by AMA in 2007 expresses marketing as an activity involved processes to create communication, exchange offers, and to build value for customers, partners, society or client at large scale (Gundlach, 2007).

Moreover, Elimimian et al. (2006) addressed that marketing performs various functions such as conducting marketing research, logistic management, integrated marketing, relationship marketing, consumer behavior, channels and distributions, personal selling, retailing, service marketing, managerial marketing, e-marketing, international marketing, merchandising, promotion and advertising, strategic marketing, and industrial marketing. According to Samo (2014) marketing program designed to meet the needs of global market. The marketing concept is related to assistance towards the identification of customers, satisfaction and retaining them (Burnett, 2008). According to Burnett (2008) marketing is a process to satisfy organizational objectives as well as customer's needs and wants. Marketing is an exchange process in which needs and desires of the human can be satisfied (Kotler and Cox, 1980). According to Davidson (1972) marketing concept is associated with profit and strategy to get useful results. Similarly, marketing is defined by earlier researchers in different perspectives. In the 1950s, the concept of marketing was associated with selling (Frank et al., 1972). The focus of marketing concept also varies in different times where Frank et al. (1972) explained marketing as product focused rather than customer focused but Webster (1994) explained marketing as customer focused. According to Felton (1959) marketing is state of mind comprised coordination about entire marketing functions to produce the long-term profit. According to Konopa and Calabro (1971) marketing is the integration of all operational efforts which enhances sales volume and helps to achieve organizational goal. The definitions

of Kotler (2009) and McCarthy (1960) were customer oriented and described as efforts to satisfy the consumer's needs and wants with profit maximization. According to Kotler (2009) marketing is a process where organizations strive to understand the needs and desire of the specific audience and then develop product accordingly. Marketing is an interpersonal and inter-organizational relationship involving an exchange (Stanton et al., 1994)

2.2 COMPANY BACKGROUND

GQFL was the pioneer to introduce corn based tasty, finger licking, mouthwatering chips in Bangladesh with its renowned brand of "**Krispy Curl**" chips. With its unique flavor "**Krispy**" brand became the center of focus in the snacks world.

With its innovative taste and design Krispy brand has taken the lead share in snacks category. The satisfactions of the consumers are the driving force of the GQ Food Industry. GQ Foods Ltd. is the world's largest food company involved in nearly every field of nutrition, with a turnover of 88 billion Swiss Francs. It is largest not only in terms of its sales but also in terms of its product range and its geographical presence. Its field of nutrition includes infant formula, GQ Foods Ltd. products, chocolate and confectionery, instant coffee, ice-cream, culinary products, frozen ready-made meals, mineral water etc. GQ Foods Ltd. is also major producer of pet food. In most of these product groups and in most markets, GQ Foods Ltd.is the leader or at least a strong number two. GQ Foods Ltd. is focused company with more than 94 percent of the sales coming from the food and beverage sector. GQ Foods Ltd. is present around the globe, on all continents, with around 230,000 people working in more than 84 countries with 468 factories and with sales representatives in at least another 70 countries. Most popular brands of GQ Foods Ltd. are Nescafe, GQ Foods Ltd., Maggi, Polo, Smarties, Milo, Perrier, Friskies, Kit Kat, and Crunch. Some of their products have broken records: 3,000 cups of Nescafe are consumed every second, and Kit Kat merited an entry in the Guinness Book of World Records as the world's best selling chocolate bar, with 418 Kit Kat fingers eaten every second around the world.

Krispy Curl



GQ Foods Ltd. Bangladesh Limited is a wholly owned subsidiary of GQ Foods Ltd.S.A. Switzerland. In Bangladesh, GQ Foods Ltd. imports pure coffee, confectionery; repacks infant nutrition, full cream GQ Foods Ltd. powder and manufactures culinary products. The popular brands in Bangladesh are GQ Foods Ltd. in these categories. The factory of GQ Foods Ltd. is located in Sripur, about 55 kilometers from capital city Dhaka. GQ Foods Ltd. Bangladesh Ltd. has a vision of becoming the number one Food and Beverage Company in the country.

Krispy Hot Fingers



2.3 GQ FOODS LTD. IN BANGLADESH

GQ Foods Ltd. Bangladesh Limited started its first commercial production in Bangladesh in 1994. In 1998, GQ Foods Ltd .S.A. took over the remaining 40% share from the local partner and GQ Foods Ltd. Bangladesh became a fully owned subsidiary of GQ Foods Ltd. S.A.

GQ Foods Ltd. Bangladesh's vision is to be recognized as the most successful food and drink company in Bangladesh, by generating sustainable, profitable growth and continuously improving results to the benefit of shareholders and employees.

The world-class factory is situated at Sripur, 55 km north of Dhaka. The factory produces instant noodles, cereals and repacks GQ Foods Ltd, soups, beverages and infant nutrition products.

2.4 MISSION OF THE COMPANY

Good Food for Good Life is the main theme of Nestlé's business. Their mission statement is:

"GQ Foods Ltd. is dedicated to providing the best foods to people throughout their day, throughout their lives, throughout the world. With our unique experience of anticipating consumers' needs and creating solutions, GQ Foods Ltd. contributes to your well-being and enhances your quality of life."

Research is a key part of our heritage at GQ Foods Ltd. and an essential element our future. We know there is still much to discover about health, wellness and the role of food in our lives, and we continue to search for answers to bring consumers Good Food for Good Life.

2.5 VISION OF GQ FOODS LTD. IN BANGLADESH

Vision—what we want to be "To be the very best Food, Beverage and Nutrition Company in Bangladesh"

We will not rest until our consumers, our customers, our suppliers, our shareholders and our employees judge our company to be the very best**.**GQ Foods Ltd. Bangladesh's vision is to be recognized as the most successful food and drink Company in Bangladesh, generating sustainable, profitable growth and continuously improving results to the benefit of shareholders and employees. Today GQ Foods Ltd. Bangladesh Ltd. is a strongly positioned organization. The Company will continue to grow through our policy of constant innovation and renovation, concentrating on our core competencies and our commitment to high quality, with the aim of providing the best quality food to the people of Bangladesh.

2.6 OBJECTIVES OF GQ FOODS LTD.

- GQ Foods Ltd. does not favor short-term profit at the expense of successful long-term business development.

- GQ Foods Ltd. recognizes that its consumers have a sincere and legitimate interest in the behavior, beliefs and actions of the Company behind brands in which they place their trust and that without its consumers the Company would not exist.
- GQ Foods Ltd. believes that, as a general rule, legislation is the most effective safeguard of responsible conduct, although in certain areas, additional guidance to staff in the form of voluntary business principles is beneficial in order to ensure that the highest standards are met throughout the organization.
- GQ Foods Ltd. is conscious of the fact that the success of a corporation is a reflection of the professionalism, conduct and the responsible attitude of its management and employees. Therefore recruitment of the right people and ongoing training and development are crucial.
- GQ Foods Ltd. continues to maintain its commitment to follow and respect all applicable local laws in each of its markets.

2.7 GQ FOOD BRAND

Quality is an essential ingredient in all the GQ Foods Ltd. brands and also GQ Foods Ltd. brands maintain nutritional balance in a fast pace world, that is why people around the globe choose. The detail of the GQ Foods Ltd. brand is as follows:

- Baby foods (GQ Foods Ltd. Cerelac, NAN)
- Breakfast cereals (GQ Foods Ltd. Cereals)
- Dairy products (GQ Foods Ltd.pak, GQ Foods Ltd., Nespray, GQ Foods Ltd. Yogurts, Everyday)
- Ice-creams (Movenpick, Dreyer's)
- Chocolate confectionary (Kit Kat, Smarties, Toffo)
- Beverages (Nescafe, Milo, GQ Foods Ltd. juices)
- Food service (GQ Foods Ltd. Jumbo Bottle)
- Prepared foods (Maggi, Powered Soups)
- Bottled water (GQ Foods Ltd. Pure Life, GQ Foods Ltd. Aquarral)
- Pet care (Pro Plan, Purine, ONE, Fancy feast, Dog Chow, Cat Chow, Felix, Alpo)
- Pharmaceuticals (Ophthalmic drugs, lens-care solutions & optical surgical Instruments

Current status

The first, Nestlé, holds the financial shares in the allied companies. It also check the

Profitability of these companies and to ensure the profitability of the group as whole

The second, Nestle, has two areas of activities that are as follows:

- Research and technological development
- Technical assistance

Beside this, it provides know-how in engineering, marketing, production, organization, management and personnel training on a continuous basis.

The third company is GQ Foods Ltd. World Trade Corporation that oversees the import and export of merchandise worldwide.

2.8 BRAND BACKGROUND

The brand GQ Foods Ltd. was first launched as a whole GQ Foods Ltd. powder in Switzerland in 1944, and was progressively introduced in other countries thereafter Czechoslovakia 1947, Panama 1948, Egypt 1951, Mexico 1951, Morocco 1953, and Lebanon 1959 etc.

In terms of usage and positioning, these products have followed an evolution path from all purpose whole GQ Foods Ltd. powders to nutritious full cream GQ Foods Ltd. powders for all family consumption to the current positioning of GQ Foods Ltd. as a GQ Foods Ltd. brand for nutrition of pre-school and school-age children. The introduction of age segmented growing Up GQ Foods Ltd. under the GQ foods ltd. nespray ninhorange of brands has further strengthened this evolution of brand positioning and usage, and should ensure its future evolution as a GQ Foods Ltd. brand for the nutrition of children.



2.9 PRODUCT ATTRIBUTES

GQ Foods Ltd.GQ Foods Ltd. products should meet the nutritional, organoleptic and convenience requirements of children 1-12 years of age. In addition, specific products are designed for the three life stages of the target: the toddler years (1 to 2 years); the pre-school years (3-5 years); and the school years (6 to 11 years).

2.10 CORE VALUES OF GQ FOODS LTD.

GQ Foods Ltd. Means:

- Holistic Development-GQ Foods Ltd..has the nutritional goodness that helps the child grow up healthy to face the challenges of life. It is specially formulated for complete development of children.
- Experience & trust-GQ Foods Ltd..benefits from Nestlé's nutrition and GQ Foods Ltd. products know how. It has been in the family for generations and has always symbolized the guarantee of constant premium quality.
- Maternal Love & Wisdom- GQ Foods Ltd..is an intelligent and loving choice by the mother to give her child the best. It is motivated by an ongoing and deeply felt love between mother and child.

Brand Personality:

Krispy Mung Bean



GQ Foods Ltd. is:

- Warm & caring- GQ Foods Ltd. understands that bringing up a child is a mother's main concern and it acts as a close companion to help her accomplish this aspiration task. It is not elitist. It has deep human feeling.
- Dependable-GQ Foods Ltd. is reliable and will always find ways to satisfy the nutritional needs of growing children.
- Experience-GQ Foods Ltd. is knowledge and is a recognized authority around the world on child feeding and well being.
- Positive-GQ Foods Ltd. shares the positive outlook on the world and aspiration that come from the joys and hopes of parenthood.
- Specialized & Evolving- GQ Foods Ltd. understands that children have special nutritional needs that change, as they grow older.
- Universally liked-Both children and mothers like GQ Foods Ltd..

2.11 MARKETING PROMOTIONAL OF GQ FOODS LTD.

Every organization has forms some strategy to follow. GQ Foods Ltd. is generally targeted at the growing, especially school going, children. Because children are fond of playing and as they done in growing age so they need of vitamins and calcium for the growth of strong bones and teeth.

Therefore, strategies adopted by GQ Foods Ltd. that have proved fruitful are as follows:

- Consumer communication
- Product development

Company strategy to get mission

Innovation and renovation: Continuously revitalize their brands and products. Prioritize and launch successful new products that drive consumer needs. Achieve a 60/40+ quality advantage while making their products affordable to as many consumers as possible. Base all their marketing decisions on superior and actionable consumer insights.

Consumer communication: Improve the quality and quantity of our consumer communication investments to drive consumer demand and to increase awareness of our brands in the most cost effective way.

Product availability: Whenever, Wherever, However. Ensure that their brands and products have the widest and cost effective distribution possible.

Low cost, highly efficient operations: Follow a disciplined continuous improvement process that facilitates their ability to promote growth while reducing their delivered product cost and eliminating non value added activities

Media Advertising

TVC:

When it comes to TVC advertising, certain advertising tools such as TRP and GRP are use to selected for specific programs. For example, since the GRP is high for TV programs such as popular drama, and evening news, GQ Foods Ltd.ads are aired during these programs. In terms of frequency, GQ Foods Ltd.ads will be aired in all 12 months in 2006 and were aired in 9 months in the previous air.



2.12 CONSUMER PROMOTIONS

The specific objectives of consumer promotions for GQ Foods Ltd. include increasing short-term sales, creating hype among consumers and build brand equity through association of brand positioning and promotion theme. In the case of GQ Foods Ltd., usually premium based consumer promotions have been used. In 2005, only one consumer promotion was run with title “Growth Kit”. The concept of this CP was very simple. Consumer got a free Growth Kit set, which included a height sticker, GQ Foods Ltd.mug and nutritional booklet for mothers with purchase of one GQ Foods Ltd.350g pack. The promotion also helped build GQ Foods Ltd. associations with the concept “growth of children” because the gifts were

directly related with the concept. Similarly, in the previous year similar consumer promotion was run with free gifts of “Stationery set for children” and “Faber castle crayon set” for children.

Sales Promotion

Sales promotion techniques used by GQ Foods Ltd. specifically aimed at consumers. Sales promotion is a marketing strategy used to increase sales and attract new customers through special offers and incentives. GQ Foods Ltd. likely uses a variety of techniques, such as discounts, coupons, contests, giveaways, and loyalty programs, to encourage consumers to buy their products. However, the passage does not provide specific information about the sales promotion techniques used by GQ Foods Ltd.

2.13 EVENT MARKETING & SPONSORSHIPS

From time to time, GQ Foods Ltd. does engage in event marketing and sponsorships. However, they do have to be related to the brand’s positioning and targets consumers. For example, in 2006 GQ Foods Ltd. sponsored a children’s art exhibition, science fair for young children in schools. GQ Foods Ltd. also co-organizes an annual story writing competition for children with the title “GQ Foods Ltd. Shaptahik 2000-Golpo Lekho Golpo Jeto”. This competition is conducted throughout the country in almost 10,000 schools.

Publicity

GQ Foods Ltd. organizes nutrition based educational programs in schools for mothers with the aim of providing information and knowledge to mothers on how best to take care of the nutritional needs of children and what role GQ Foods Ltd. plays in respect of their nutritional needs. The programs titled, “GQ Foods Ltd. Growth Program” was conducted in over 150 schools last year and will be conducted in more schools this ye

Consumer Confidence

The Consumer Confidence department is the scientific heart of the GQ Foods Ltd.Quality System. Consumer confidence and trust has been fundamental to Nestlé’s success for over 135 years. Our wide range of expertise is made available to R&D scientists, operational and technical units and businesses. We cover five main areas.

- **Consumer safety** that guarantees the delivery of safe products.
- **Product compliance** that combines all aspects related to the legal compliance of GQ Foods Ltd.
- **Consistent quality** that involves all measures for the delivery of GQ Foods Ltd. with a consistent level of quality.

- **Consumer preference** that ensures our products demonstrates superior organoleptic and nutritional quality.
- **Occupational and environmental safety** that combines all aspects related to the safety of workers and the environment

Safety evaluation requires extensive scientific skills in the two areas of food safety: analytical method development and science-based risk assessment. Ingredients also need to be analyzed for authenticity and allergens. Leading edge packaging expertise also has a role to play in ensuring both quality and safety of GQ Foods Ltd. food products.

Anticipation of food safety issues is guaranteed through a systematic screening of scientific and technical literature and evaluation by our network of experts for case-adapted responses.



Chapter:

Three: Data Based

3.1 Analysis

One of the prime targets of this research was to find out the GQ Foods Ltd. information. As the market is so much competitive and some of the companies are so much concentrated about Niche marketing, they always need to know who are their customers, what they are wanting from a particular brand, what are their likings and disliking etc. This is truer in case of GQ Foods Ltd. as it is always focused on the demands of its consumers. So at the beginning of the survey, I wanted some of the GQ Foods Ltd. information such as their occupation, age, education level, gross family income etc.

3.2 Brand Awareness

Next few queries to them were dedicated to discover the brand awareness among the GQ Foods Ltd. mothers about their brand. In this case, questions were asked like 'why they are currently using GQ Foods Ltd.', 'has she taken the advice of someone else before choosing a particular brand', 'what does she know about GQ Foods Ltd. GQ Foods Ltd. Gum, Prebio 1, perfect growth formula' etc.

3.3 Use of GQ Foods Ltd.

		Frequency	Valid Percent	Cumulative Percent
	For baby food only	40	80.0	80.0
	For both purposes	10	20.0	100.0
	Total	50	100.0	

From my survey, it was found that the GQ Foods Ltd. mothers are using it for only baby foods, whereas the non-GQ Foods Ltd. mothers are using it for other purposes also. The above table shows the right percentage

Age of the kid who is actually consuming the GQ Foods Ltd.

		Frequency	Valid Percent	Cumulative Percent
	4 Yrs	13	26.0	26.0
	5 Yrs	17	34.0	60.0
	6 Yrs	10	20.0	80.0
	Above 6 Yrs	10	20.0	100.0
	Total	50	100.0	

My next question to them was to find out the age of the kids who is actually consuming the GQ Foods Ltd. The above table states the percentage detailed. Most of the kids are between the age ranges of 5 yrs to 7 yrs.

How many times the kid is consuming GQ Foods Ltd.

Most of the mothers feed their child 3 to 4 times a day. The above table is showing the detailed percentage of how many times they are giving their child GQ Foods Ltd.

3.4 Product related attitude

To know the product related attitudes, I asked several questions such as 'what are the considering factors behind purchasing GQ Foods Ltd', 'what extra benefits she wants from GQ Foods Ltd..' etc.

What extra benefits consumer wants from GQ Foods Ltd.

		Frequency	Valid Percent	Cumulative Percent
	The price should be less	29	56.0	56.0
	It should be more available	4	8.0	64.0
	I am satisfied with what I am getting from GQ Foods Ltd..	17	34.0	100.0
	Total	50	100.0	

One common argument against GQ Foods Ltd. (Whether or not they are GQ Foods Ltd. user or from other brands) is that, GQ Foods Ltd. charges a comparatively higher price. More than 50% (The actual percentage is 56.0%) of the GQ Foods Ltd .users told that the price of GQ Foods Ltd. should be less. One positive sign in this case is that, 34.0% of the respondents told that they are satisfied with what they are getting from GQ Foods Ltd. right now.

Buying pattern:

To know the buying patterns, I tried to discover their buying frequency, which makes the purchasing decisions, who is actually making the purchase etc. to them.

Who is making the purchasing decision?

		Frequency	Valid Percent	Cumulative Percent
	She herself	32	64.0	64.0
	Her husband	15	30.0	94.0
	All the family members together	3	6.0	100.0
	Total	50	100.0	

In this part, we can see that most of the mothers are making the purchasing decision by their own. So this is the point that should be kept in mind by the marketers.

3.5.2 From where consumers purchasing it

70.0% of the respondents are purchasing GQ Foods Ltd. from the modern trades (Super shops). Other 24.0% are purchasing from confectionary/ stationary and the rest 6.0% are purchasing from nearby grocery shops.

Is GQ Foods Ltd. is available in the market?

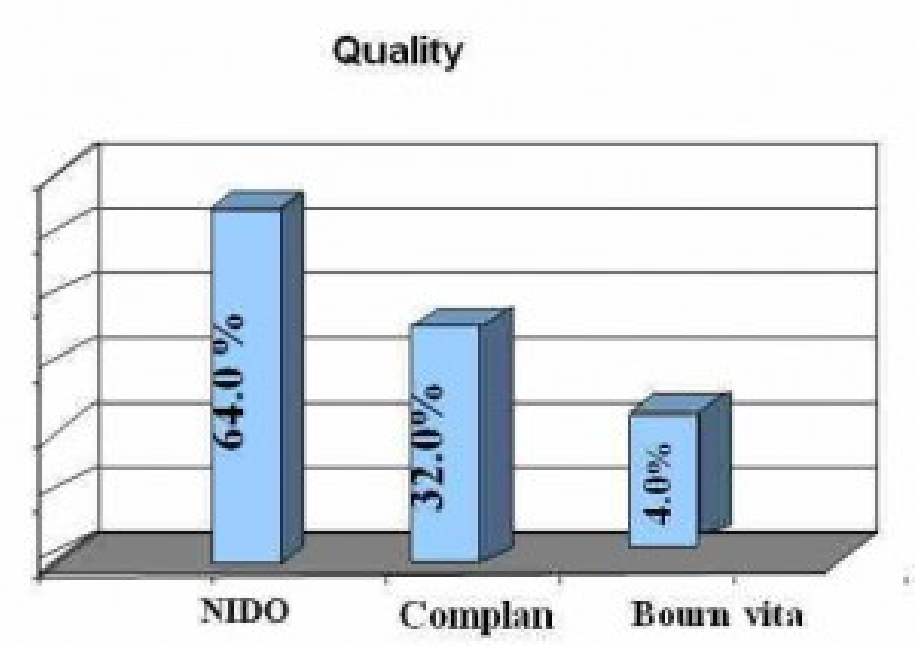
	Frequency	Valid Percent
Yes	19.0	38.0
no	31.0	62.0
total	50	100.0

About 31% of consumer of Dhaka told that GQ Foods Ltd. is not available in the market and also claimed that company sometimes decreases supply of GQ Foods Ltd. in the market to increase price.

Communication and promotion:

To discover their frequently used communication channels, I asked the following questions to them:

Better than any other brand in the market according to Quality



Chapter-Four

Findings and Analysis

4.1 Why currently using GQ Foods Ltd.

		Frequency	Valid Percent
	It provides the best quality	14	28.0
	This is the best in the market	8	16.0
	This can give my child a balanced diet	6	12.0
	This has the balanced nutritional facts	10	20.0
	My kid like the test of it	6	12.0
	This is the product of world renowned Nestlé	3	6.0
	It helps to protect my child from various diseases	3	6.0
	Total	50	100.0

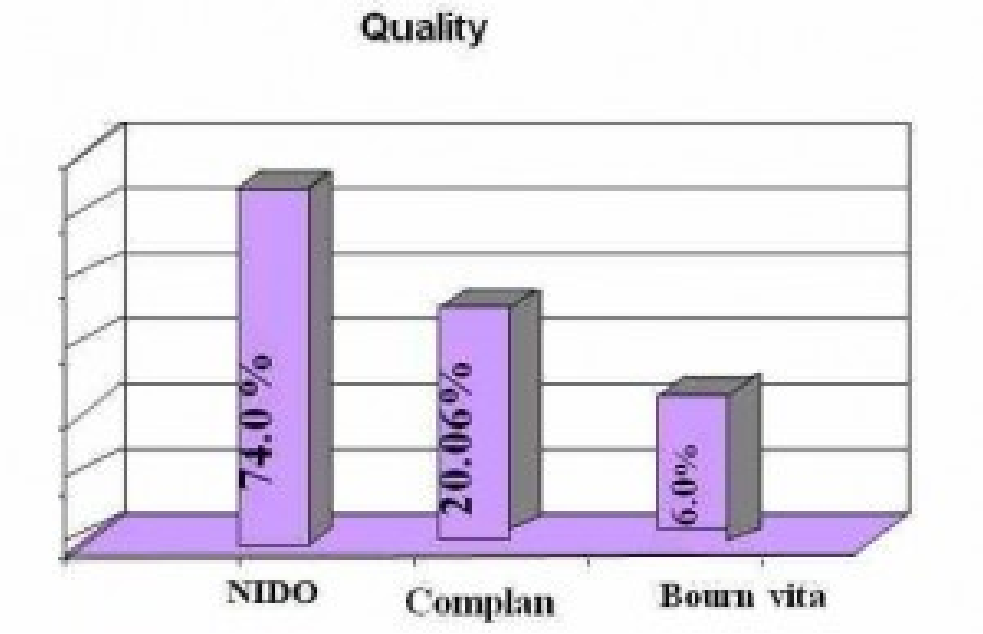
When I asked the question 'why they are currently using GQ Foods Ltd.' they showed some positive feelings about GQ Foods Ltd... Majority of them had the best feelings that a FCMP may have in the market. They showed some positive feelings as they told that 'It is the best in the market', 'This has the balanced nutritional facts', 'It provides the best quality' etc. likewise the mothers of Dhaka, the mothers of Narayangonj possess the same mentality and idea about GQ Foods Ltd.

Use of GQ Foods Ltd.

		Frequency	Valid Percent
	For baby food only	38	76.0
	For both purposes	12	24.0
	Total	50	100.0

As GQ Foods Ltd. has been developed for baby food only, it has been found from the survey that most of the mothers of Narayangonj also are using the brand as only baby food. The percentage is 76.0%. But there are also some of the mothers who are using the GQ Foods Ltd. as for other purposes also.

Better than any other brand in the market according to Quality



SEC Information

SEC Information		Dhaka (%)	Narayangong(%)
Occupation	Service	54.0	42.0
	Housewife	32.0	50.0
	Business/Part-time workers	14	12.0
Age	22 to 25	16.0	20
	26 to 29	50.0	46
	30 to 33	16.0	18
	34 to 38	10.0	12
	Above 38	8.0	8
Education	Below SSC	8.0	16
	HSC	10.0	26
	Graduate	50	38
	Above Graduation	30	20
Gross Family Income	Below 15000	10.0	24
	15000-20000	10.0	40
	20000-25000	36.0	20
	Above 25000	44.0	16

In comparing the SEC information of Dhaka and Narayangonj, I considered four variables: Occupation, Age, Education and Gross family income. So basing upon these variables, we can see the following picture:

In case of occupation, the GQ Foods Ltd. mothers from Dhaka city are more self-dependable than that of Narayangong38.1% of the GQ Foods Ltd. mothers from Dhaka city are engaged in service, while the percentage is only 22.4 in case of the Narayangonj mothers. The mothers from Narayangonj remain more in the house than that of Dhaka mothers. 62.9% of the mothers from Narayangonj are housewife while this percentage is only 52.4% for Dhaka. But one interesting thing in this case is that more mothers from Narayangonj are engaged in business or part-time works than that of Dhaka city.

In case of age, the distributions among the mothers are almost same in both cases. Most of the mothers from both the locality are between the age ranges of 26 to 29. The next largest segment is the age range from 30 to 33.

Next came from the variable education. In this regard, it has been seen that the mothers from Dhaka are more educated than that of Narayangong50% of the total mothers of Dhaka are graduate whereas the number is only 39.7% in case of Narayangonj. The number of mothers who has the degree of over graduation is also higher than that of Narayangong

It was obvious that the gross family income of the mothers from Dhaka would be higher than that of Narayangonj The statistics also shows the same scenario. 61.9% of the mothers from Dhaka said that they have a gross family income of over 25000 Tk.

4.3 Consumption Habits:

Consumption Habits		Dhaka (%)	Narayangonj(%)
Use of GQ Foods Ltd.	For baby food only	80.0	76.0
	For both purposes	20.0	24.0
Age of the kid who is consuming	4 Yrs	26.0	28.0
	5 yrs	34.0	26.0
	6 yrs	20.0	24.0
	Above 6 yrs	20.0	22.0

The consumption habits for both the mothers were a bit similar in this regard. Most of the mothers are using GQ Foods Ltd. only for baby consumption. The average age of the consumers who are actually consuming the GQ Foods Ltd. is 5 yrs in both cases. Most of the mothers are giving GQ Foods Ltd. to their child 3-4 times a day.

4.4 SWOT Analysis

Strengths:

- Wider product range
- Strong local presence
- Favorable brand image
- Comprehensive knowledge of the total market and client
- Good quality and top quality of products.
- All raw materials are imported from foreign countries.
- Using advance high-tech technology
- Because of long term experience, customers reliability and loyalty

Weakness:

- Lack of brand awareness
- Lack of consistency in promotional activities
- competitive price; competitor sourcing product at cheaper price
- Less organized distribution
- Less compliance to market demand

Opportunities:

- The major three sources of barriers to new entry are to gain: brand loyalty, absolute cost advantage, economy of scale and governmental regulation**.** Among those, AFBL has the brand loyalty because Akij Food & Beverage Ltd. is a well known large company in Bangladesh and its position is ranking one among the local companies. Besides, it created brand loyalty through continuous advertising of the brand, company names, patent protection products, product innovation, and emphasized on high product quality and good after sales service..
- Ever rising food industry
- As a local company it will get preference from the Bangladeshi people.
- Consumer preference on authorizes and purchasing at one stop

Threats:

- More competitors in First Moving Consumer Goods sector.
- Very difficult to maintain the product's quality.

Chapter-Five:

Conclusion

5.1 Findings

GQ Foods Ltd. is reliable and will always find ways to satisfy the nutritional needs of growing children. It has been in the family for generations and has always symbolized the guarantee of constant premium quality.

- Most of the Consumers from both the locality told that they have chosen this particular brand as they think that this is the best FCMP in the market. A handsome portion of the consumers from Dhaka told that they have chosen this brand as their kids like other brand of GQ Foods Ltd. powder. But the consumers from Narayangonj said that they have chosen this brand as it has the highest quality and they are also able to afford the price of it.
- GQ Foods Ltd. faces direct competition with the ordinary GQ Foods Ltd. and GQ Foods Ltd. based beverages like Complan, Bourn-vita and the like. GQ Foods Ltd. takes the differentiation from other GQ Foods Ltd. brands by essential nutrients that growing children needs (comparison with nutrients of Complan).
- Marketing Strategy for GQ Foods Ltd. is good for different segments of marketing areas mainly due to price stability, aggressive media and non-media activities.
- GQ Foods Ltd. is trying to grab the full cream powder market of Bangladesh in both cities and rural areas.
- In case of the knowledge about various things of full cream GQ Foods Ltd. powder, the consumers from Dhaka were more knowledgeable than the Narayangonj consumers as they were a bit more correct in picking up the right answers.
- Sometimes GQ Foods Ltd. create artificial shortage of supply of GQ Foods Ltd. to increase the price of GQ Foods Ltd. for those customers sometimes deprive GQ Foods Ltd. and switch to others brand which results fall down their market position.

5.2 Recommendations

Basing upon the survey result, here are some of the recommendations for GQ Foods Ltd. Bangladesh:

*As the portfolio of the consumers varies from locality to locality, the company should develop customized marketing plan for different areas.

*A great number of the customers fix the GQ Foods Ltd. for their kids in accordance with the advices of the doctors. This section should be explored in order to get the maximum market share. They should fix up a marketing budget for this section also.

*GQ Foods Ltd. should improve its promotional activities on television regarding GQ Foods Ltd. full cream GQ Foods Ltd. powder.

*Company should conduct survey from time to time to according to which changes can be introduced in the organization to stay updated in the market.

*To ensured sufficient supply of GQ Foods Ltd. GQ Foods Ltd. powder in the market.

*The FCMP (Full cream GQ Foods Ltd. powder) companies should try to educate the customers not to use the FCMP for other purposes, rather to use it only as baby food.

*It has been found from the study that customers are not that much loyal to a specific TV channel, rather they enjoy to move in different channels. So the marketing department should cut the budget from there, and invest more in the BTL (Below the Trade Line) activities as these seems to be more effective in new consumer recruitment.

5.3 Conclusion

The objective of this research was to study market position of GQ Foods Ltd.full cream GQ Foods Ltd. powder. From my report it is concluded that GQ Foods Ltd. has a good reputation as a strong consumer brand. Most of the consumers use Nestlé's products regularly. This is also proved by the statistical and graphical analysis of the data obtained from consumers that they are quite satisfied from GQ Foods Ltd.GQ Foods Ltd. full cream GQ Foods Ltd. powder. GQ Foods Ltd. formulating a good strategy and they are trying to go for mass-marketing. GQ Foods Ltd. benefits from Nestlé's nutrition and GQ Foods Ltd. products know how. It has been in the family for generations and has always symbolized the guarantee of constant premium quality. GQ Foods Ltd. is knowledge and is a recognized authority around the world on child feeding and well being GQ Foods Ltd. is reliable and will always find ways to satisfy the nutritional needs of growing children.

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