

**AN ANALYSIS
ON
“MARKETING STRATEGIS OF C.P. BANGLADESH CO., LTD”**

PRODIP DAS



**DEPARTMENT OF
AGRIBUSINESS AND MARKETING
SHER-E-BANGLA NAGAR, DHAKA-1207.**

JUNE, 2016

AN ANALYSIS
ON
“MARKETING STRATEGIS OF C.P. BANGLADESH CO., LTD”

BY
PRODIP DAS
REGISTRATION NO.: 10-04028

An INTERSHIP REPORT
Submitted to the Faculty of Agribusiness Management,
Sher-e-Bangla Agricultural University, Dhaka,
in Partial Fulfillment of the Requirements for the Degree of

MASTER OF BUSINESS ADMINISTRATION
IN
AGRIBUSINESS
SEMESTER: JANUARY - JUNE, 2016

Approved by



.....
(MD. GHULAM RABBANY)

Supervisor

Assistant professor

Department of Agribusiness and Marketing
Sher-e-Bangla Agricultural University

.....
(Sajeeb Saha)

Chairman

Assistant Professor

Department of Agribusiness and Marketing
Sher-e-Bangla Agricultural University



Department of Agribusiness and Marketing Sher-Bangla Agricultural University

Sher-e-Bangla Nagar, Dhaka-1207, Bangladesh.

CERTIFICATE

This is to certify that the thesis entitled, “**AN ANALYSIS ON MARKETING STRATEGIS OF C.P. BANGLADESH CO., LTD**” submitted to the faculty of Agribusiness Management, Sher-e-Bangla Agricultural University, Dhaka, in partial fulfillment of the requirements for the degree of **Master of Business Administration (MBA) in Agribusiness**, embodies the result of a piece of bona fide report work carried out by **Prodip Das**, Registration No. 10-04028, under my supervision and guidance. No part of this report has been submitted for any other degree or diploma.

I further certify that any help or sources of information, as has been availed of during the course of investigation have been duly acknowledged.

.....
(MD. GHULAM RABBANY)

Supervisor

Assistant professor

Department of Agribusiness and Marketing
Sher-e-Bangla Agricultural University

DEDICATION

**DEDICATED TO MY BELOVED PARENTS AND
RESPECTED TEACHERS OF SHER-E-BANGLA
AGRICULTURAL UNIVERSITY**

ACKNOWLEDGEMENTS

All praise goes to God who has given me the opportunity to do this report. It is a great pleasure for me to express my sincere appreciation to Sher-e-Bangla Agricultural University for giving me the opportunity to do this report.

I want to mention the contribution of all those who have inspired, influenced and guided me to complete this report successfully. First of all, I would like to express my heartiest gratitude to my venerable supervisor Md.Ghulam Rabbany, Internship Supervisor Faculty of Agribusiness Management, Sher-e-Bangla Agricultural University, for his kind and sincere guidance, constructive criticism and personal supervision all through my work. I wish to acknowledge my gratitude to all my respected teachers of Sher-e-Bangla Agricultural University, for their suggestions and kind cooperation.

I am also indebted to authority of C.P. Bangladesh Co., Ltd to give me chance for internship.. Besides this, all the faculty members of Ltd. deserves thanks for their encouragement and whole hearted co-operation

LIST OF CONTENTS

CHAPTER	TITLE	PAGE
	ACKNOWLEDGEMENTS	v
	LIST OF CONTENTS	vi-ix
	LIST OF TABLES	x-xi
	LIST OF FIGURES	xii
	LIST OF APPENDICES	xiii
	ABBREVIATION AND GLOSSARY	xiv
	ABSTRACT	xv
<hr/>		
CHAPTER I	INTRODUCTION	01-04
1.1	General background	1
1.2	Statement of the problem	1
1.3	Objectives of the study	2
1.4	Scope or rationale of the study	2
1.5	Justification of the study	2
1.6	Limitations of the study	3
1.7	Definition of important terms	3
<hr/>		
CHAPTER II	REVIEW OF LITERATURE	05-07
2.1	General review on poultry industry in Bangladesh	5
2.2	Concept of marketing strategy	6
2.1.1	Market Segment strategies	6
2.1.2	Target market selection strategies	7
2.2.3	Market positioning strategy	7
2.2.4	Pricing Strategy	7
2.2.5	Promotional strategy	7
2.2.6	Marketing mix -Four 'P's:	7

CHAPTER	TITLE	PAGE
CHAPTER III	MATERIALS AND METHODS	9
3.1	Research Design	9
3.2	Primary sources	9
3.3	Secondary sources	9
3.4	Data gathering Method	9
CHAPTER IV	ORGANIZATIONAL PROFILE	10-17
4.1	Brief Overview of C.P. Bangladesh Co., Ltd.	10
4.1.1	Corporate Information	12
4.1.2	Objectives of C.P. Bangladesh Co., Ltd.	13
4.1.3	Corporate Vision of C.P. Bangladesh Co., Ltd.	13
4.1.4	Corporate mission of C.P. Bangladesh Co., Ltd.	13
4.1.5	Corporate Value of C.P. Bangladesh Co., Ltd.	13
4.1.6	C.P. Bangladesh Co., Ltd activity in Bangladesh	15
4.1.7	Major Competitors of C.P. Bangladesh Co., Ltd.	16
4.2	Internship Position and Duties	17
4.2.1	Job Description	17
4.2.2	Purpose and function of the job:	17
4.1.3	Functions	17
CHAPTER V	RESULTS AND DISCUSSION	
5.1	Marketing Strategies of C.P. Bangladesh Co., Ltd.	18
5.1.1	Market Segmentation strategies of C.P.	18
5.1.2	Target market selection Strategies	24
5.1.3	Positioning Strategy	27
5.1.4	Pricing strategies	30

5.1.5	Promotional Strategy	32
5.2	SWOT analysis of C.P. Bangladesh Co., Ltd	33
CHAPTER V	SUMMARY, CONCLUSION AND RECOMMENDATIONS	36-37
6.1	Summary of Findings	36
6.2	Conclusions	36
6.3	Recommendation	37
	REFERENCES	38
	APPENDIX-I	39-40

LIST OF TABLES

TABLE	TITLE	PAGE
2.1	Status of poultry industry in Bangladesh at a glance	6
4.1	Corporate information of C.P. Bangladesh Co., Ltd	12
4.2	Business Categories of C.P. Bangladesh Co., Ltd in Bangladesh	16
5.1	Market segmentation strategy	19
5.2	Market share contribution of competitors companies in poultry feed.	24
5.3	Market share contribution of competitors companies Ltd in Day old Chicks.	25
5.4	Feed price list of C.P. Bangladesh Co., Ltd	31
5.5	Day old chick price list of C.P. Bangladesh Co., Ltd	31
5.6	Processed chicken product price list of C.P. Bangladesh Co., Ltd	31
5.7	Customized food price list of C.P. Bangladesh Co., Ltd	31
5.8	Further processed food price list of C.P. Bangladesh Co., Ltd	32

LIST OF FIGURES

FIGURE	TITLE	PAGE
4.1	C.P. group logo.	10
4.2	C.P. group growth trends.	11
4.3	Core Values of C.P. Bangladesh Co., Ltd.	13
4.4	Business unit location of C.P. Bangladesh Co., Ltd in Bangladesh	15
5.1	C.P. Feed including Poultry Feed and Fish Feed.	20
5.2	Broiler farm Business, Hatchery & Breeder farm	21
5.3	C.P food products	23
5.4	Market share contribution of competitors companies in poultry feed.	25
5.5	Market share contribution of competitors companies Ltd in Day old Chicks.	26
5.6	Further Processed products of C.P. Bangladesh Co., Ltd	26
5.7	Market share contribution of C.P Bangladesh Co., Ltd in further processed food.	27
5.8	Distribution channels	28
5.9	ISO certificate of C.P. Bangladesh Co., Ltd	29
5.10	Promotion strategy and magazine of C.P. Bangladesh Co., Ltd.	33

LIST OF APPENDICES

APPENDIX NO.	TITLE	PAGE
APPENDIX-I	English Version of the Interview Schedule on 'Marketing Strategy og C.P. Bangladesh Co., Ltd	39

**“AN ANALYSIS ON MARKETING STRATEGIS OF
C.P. BANGLADESH CO., LTD”
PRODIP DAS**

ABSTRACT

The study designs to investigate the marketing strategy of C.P. Bangladesh Co., Ltd .This research is conducted as a descriptive research on selected sample size and industry members. The marketing strategy of C.P. Bangladesh includes market segmentation, target marketing, Market segmentation includes the demographic, psychographic segmentation, behavioral segmentation. Target marketing includes product differentiation, service differentiation, Channel distribution, Product distribution system, Image differentiation, quality policy, ISO certification management, Environment management system. For Pricing policy they ensure are the low price and high availability. CP places its promotional activity by advertisements in the poultry Magazines. C P takes participation in the poultry fair and other events. C P focuses on the direct customer and tries to keep contact with them directly. Group selling meeting and seminar is one of the main promotional activities of C P. Along with various technical knowledge C.P distribute its product information to the customer and offer various bonus scheme for short period. And a set of marketing strategies are developed which will deliberately help the management to overcome the present inefficiencies.

Key words: marketing; strategy, poultry, management

CHAPTER I

INTRODUCTION

1.1 General Background

C.P. Bangladesh Co. Ltd was established to adapt the changes and meet the demand of 21st century this farm has a modern poultry processing plant, the first of its kind in Bangladesh, with the capacity to process 1000 (One thousand) birds per hour, equipped with modern amenities. C.P has more than Twenty two different processed and further processed products. Moreover, C.P. products are the present market leader for both processed and further processed chicken products. However the level of marketing strategies and practices required to hold both the market share and profit are quite far behind the minimum requirements. Specially, this company has no significant promotional activities in relation to competitors. For this purpose, I has conducted a study and prepared my internship report on the below topic: “An Analysis on Marketing Strategies of C.P. Bangladesh Co., Ltd”

1.2 Statement of the problem

Now a day’s, poultry related business plays a vital role in agricultural sector Bangladesh. So many people are engaged in this sector and some people are trying to establish new poultry business. Most of them are not aware of poultry marketing strategy. This study focuses on marketing strategy of poultry product of C.P. Bangladesh Co., Ltd. This was finished by looking for answers to the accompanying queries:

- What are market segment strategies of poultry product?
- What are the target market selection strategies of poultry product?
- What are the positioning strategies of poultry product?
- What is the pricing strategy?
- What are the promotional strategies?

In order to get a clear view of the above questions the investigator undertook a study entitled “An Analysis on Marketing strategies of C.P. Bangladesh Co., Ltd”

1.3 Objectives of the Study

The objectives of the report mainly:

- To identify Segment strategies
- To identify Target market selection strategies
- To identify Positioning Strategies
- To identify Pricing strategies
- To identify promotional strategies

1.4 Scope of the study

The present study was designed to has an understanding the impact of marketing strategy of poultry product.

- The findings of the study will help the upcoming poultry business entrepreneur of our country.
- The findings of the study may also be subsidiary to the field of agribusiness.
- The findings of the study will be conducive to accelerate the improvement in agriculture; the outcomes might also be helpful to the planners and policy makers of poultry business.

1.5 Justification of the study

The study might provide idea about the impact of marketing strategy in poultry business. New entrepreneur want to invest money in livestock sector. The success of this program depends on the attitude, knowledge of the producers. Therefore, the researcher needs to enquire about the impact of poultry product marketing strategy. So, it is logical to investigate about the impact of strategy to the entrepreneurs. The findings of the study are therefore, expected to be conducive to the researchers, academicians and policy makers who are concerned with of livestock sector. Keeping the above facts in view, a study has undertaken which is entitled ‘An analysis on Marketing strategies and practices of C.P. Bangladesh Co., Ltd

1.6 Limitation of the study

- During the study, I faced some limitations. The limitations are briefly pointed out below:
- Time is the first limitation as the duration of the program was of three months only. Three month time is not enough for such extensive study.
- Another limitation of this report is company's marketing strategies and practices is very confidential for any firm, for obvious reasons. So they don't disclose all the information which may make this report more authentic.
- So the industry representatives are always busy with their activities, which mean they most often has little time to consult.
- The data that seems insufficient may be suffering from lack of reliability to some extent.
- The study may suffer for lack of experience.

1.7 Definition of important terms

Availability of marketing information: Availability of marketing information defines as one's extent of exposure to available marketing information.

Impact: Impact referred to a term which refers to sustained changes as a result of any intervention which has lasting effect.

Sampling: Sampling is a statistical procedure that is concerned with the selection of the individual observation; it helps us to make statistical inferences about the population.

Data: Facts and statistics collected together for reference or analysis.

Analysis: Detailed examination of the elements or structure of something, typically as a basis for discussion or interpretation.

Findings: The principal outcomes of a research project; what the project suggested, revealed or indicated. This usually refers to the totality of outcomes, rather than the conclusions or recommendations drawn from them.

Discussion: The purpose of the discussion is to interpret and describe the

significance of your findings in light of what was already known about the research problem being investigated, and to explain any new understanding or insights about the problem after you've taken the findings into consideration.

Research methods: Research methods are a structured set of guidelines or activities to generate valid and reliable research results.

Conclusion: Conclusion is the final decision or judgment, which is placed through contention at the end or termination of a research work. It contains inferences and logical interpretation of the findings of the research work.

Recommendation: A suggestion or proposal as to the best course of action, especially one put forward by an authoritative body.

Reference: Use of a source of information in order to ascertain something.

CHAPTER II

REVIEW OF LITERATURE

Review of literature gives the clear and concise direction of the researcher for conducting the experiment. In this chapter, review of literatures relevant to the objectives of this study was presented. This was mainly concerned with 'Marketing strategies and practices of C.P. Bangladesh Co., Ltd. There was serious dearth of literature with respect to research studies on this aspect. Some researchers addressed various aspects of the Marketing strategies and practices of C.P. Bangladesh Co., Ltd.

2.1 General review on poultry industry in Bangladesh

In addition to family poultry production carried out at a small scale, mostly with indigenous poultry, the poultry sector is producing commercial broiler and eggs to meet up the demand of the consumers. To make it possible, the industrial farms are producing grand-parent (GP) stock and Parent Stock (PS) while the commercial sector is mostly in the hands of small-scale (up to 3000 birds) and medium scale (above 3000 but below 20,000 birds) producers.. Presently, the poultry sector has employed huge manpower (approximately 0.6 million) of both technical and non-technical background workers and expected to make more room for employment in the future. Nowadays, the commercial sector comprised of hatchery, breeder farm (both GP and PS), feed mill, medicines and vaccines manufacturing and/or marketing and laboratory services etc., each of the components being a specialized venture. The production of day-old-chicks (DOCs) is currently in big amount and therefore the chicks are priced higher. Crisis and instability in poultry sector are the obstacles for the expected growth of the industry.

Table(2.1): Status of poultry industry in Bangladesh at a glance

Particulars	Current figures	Remarks
GP breeder farms	08	Imported at day old
PS breeder farms and hatchery	82	Imported and locally produced
Feed manufacturing and marketing company	74	One fifth of this figure are major producers
Commercial broiler farm	53112	Registered
Commercial layer farm	18222	Registered
Commercial duck farm	6546	Registered
Meat processing plant	06	One of them is for large animal
Medicine manufacturing and marketing company	93	-
Poultry vaccine marketing company	10	-
Broiler DOC production per week	8166000	Production declined due to AI
Layer DOC production per week	819000	Production declined due to AI
Poultry feed production per year	2767440 Mt	Dominated by imported raw materials
Broiler feed production per year	85800 Mt	
Layer feed production per year	1357070 Mt	
Investment in poultry sector (Taka)	15,0000 million	-
Annual turn over (Taka)	20,0000-25,0000 million	-
Employment in poultry sector	6 million	-
Chicken production per day	1.6 million kg	March, 2011
Egg production per day	23.5 million	March, 2011

*Sources : The Daily Star

2.2 Concept of marketing strategy

Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies that contribute to the goals of the company and its marketing objectives. Marketing strategies cover everything from Pay per click; search engine marketing, public relations (PR), Engineering with Marketing & the much more.

2.2.1 Market Segment strategies

Approaches to subdivision of a market or population into segments with defined similar characteristics. Five major segmentation strategies are (1) behavior segmentation, (2) benefit segmentation, (3) demographic segmentation, (4) geographic segmentation and (5) psychographic segmentation.

2.2.3 Target market selection strategies

Target Market Selection Segmentation and Positioning. From a high-level, the goal of a marketing strategy is to identify a target market and develop a marketing mix that will appeal to those potential customers.

2.2.4 Market positioning strategy

Positioning (marketing) Positioning refers to the place that a brand occupies in the mind of the customer and how it is distinguished from products from competitors. Primarily, it is about "the place a brand occupies in the mind of its target audience". Positioning is now a regular marketing activity or strategy.

2.2.5 Pricing Strategy

A business can use a variety of pricing strategies when selling a product or service. The price can be set to maximize profitability for each unit sold or from the market overall. Pricing is one of the most vital and highly demanded components within the theory of marketing mix.

2.2.6 Promotional strategy

In marketing, promotion is advertising a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place.

2.2.7 Marketing mix -Four 'P's':

According to Kotler, elements of the marketing mix are often referred to as the "*Four P's*", a phrase used since the 1960's

- 1. Product** - It is a tangible good or an intangible service that is mass produced or manufactured on a large scale with a specific volume of units. Intangible products are service based like the tourism industry & the hotel industry or codes-based products like cellphone load and credits. Typical examples of a mass produced tangible object are the motor car and the disposable razor. A less obvious but ubiquitous mass produced service is a computer operating system. Packaging also needs to be taken into consideration

2. **Price** - The price is the amount a customer pays for the product. The business may increase or decrease the price of product if other stores has the same product.
3. **Place** - Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as virtual stores on the Internet.
4. **Promotion** - Promotion represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements: advertising, public relations, personal selling and sales promotion.

CHAPTER III

MATERIALS AND METHODS

3.1 Research Design:

Every Research work should be conducted through a specific and predetermined methodology to explore an effective research outcome. The nature of the study is a qualitative research. It has been conducted with a methodology and the laments of methodology are as following:

3.2 Primary sources

Primary data has been collected by direct interviews and conversations with the employees within the Dhaka sales office of C.P. Bangladesh Co., Ltd.

3.3 Secondary sources

- C.P. Bangladesh Co., Ltd Bluebook
- The web of C.P. Bangladesh Co., Ltd (www.cpbangladesh.com)
- Prospectus of C.P. Bangladesh Co., Ltd
- Different journals and publications
- Other Research Papers

3.4 Data gathering Method

The needed primary data has been collected through some interview schedule. Besides, some data has been collected by conducting in depth interview with 15 Area Sales Manager of C.P. Bangladesh Co., Ltd

CHAPTER IV

ORGANIZATIONAL PROFILE

4.1 Brief Overview of C.P. Bangladesh Co., Ltd.

The Charoen Pokphand Group (C.P.) is Thailand's biggest private company and is one of world's largest multinational group growing organized with Thai society for almost a century, Charoen Pokphand Group (C.P. Group) has been manufacturing quality goods and services not only to help growing demand but to function its businesses through professional, ethical and moral practices that has been established throughout the world. Charoen Pokphand Group Co. Ltd., through its subsidiaries, involves in the businesses of agro-industry and food, marketing and distribution, and telecommunications in Thailand and globally.



Fig (4.1): C.P. group logo.

Chareon Pokhpand ltd. known as C.P Company limited is a multinational company that registered Corporate Head quarter in Thailand. C.P Company Ltd. is operating business in 25 countries all over the world and more than 300,000 (Approximately) employees working worldwide for this organization. The company has established in 1921 based in Thailand as a private organization and in 1998 started their business in Bangladesh. The integrated operations of C.P in Bangladesh are raw material sourcing for animal feed

production and distribution, animal breeding and farming, meat processing and the manufacture of ready-to-eat cooked meat products.

Over 97 years ago, founders of C.P company Mr. Ek Chor and Mr. Siew Whooy established a small seed shop named 'Chia Tai Cheung' in Bangkok's Yaowarat area (China Town). After that they started the production of animal feed and later on initiated livestock farming, processing, marketing and distribution to become integrated and they had developed into a fully integrated agribusiness (from seed to feed to farm to food), in 1978 C.P registered under the name Charoen Pokphand Feed mill Company Limited to production and distribution animal feed in Thailand.

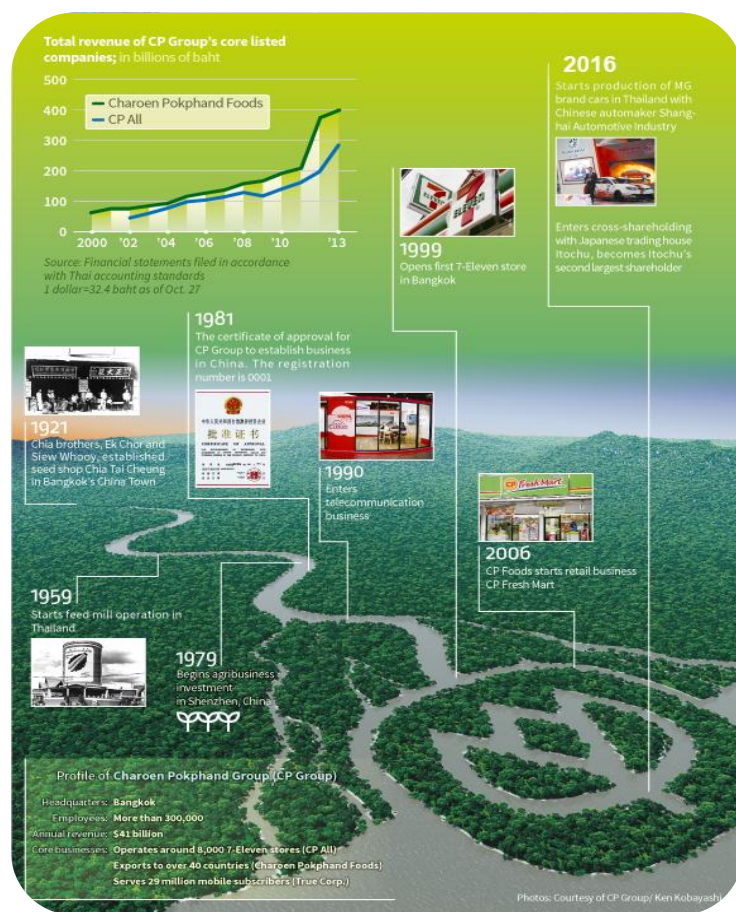


Fig (4.2): C.P. group growth trends.

4.1.1 CORPORATE INFORMATION



Table (4.1): Corporate information of C.P. Bangladesh Co., Ltd

Name of the Organization	C.P. Bangladesh Co., Ltd (CPB)
Type	Multinational Organization
Corporate Headquarters	Bangkok, Thailand
Vision	"Kitchen of the world"
Business categories	Agro-business and food
Year of establishment	1921
Operation started in Bangladesh	1998
International Operations	25 Countries
Number of employees globally	500000+ (Approximately)
Number of Employees in Bangladesh	4000 + (Approximately)
Registered Office	House #28, Alaol Avenue Uttara-6, Dhaka 1230 Bangladesh.
Contact	02-8919103,8919479
Company C.P.bsite	www.cpbangladesh.com www.cpgroupglobal.com

(Source: CP Web, 2017)

4.1.2 Objectives of C.P. Bangladesh Co., Ltd.

The main objectives of the company are:

- To be a leader in Agro-business industry in Bangladesh
- To increase the market share & maximization profit.
- Expand business all over the world.
- Focuses to provide high quality food products at reasonable price for everyone

4.1.3 Corporate Vision of C.P. Bangladesh Co., Ltd.

Vision is the long term goal of an organization. The corporate vision of C.P Bangladesh Co., Ltd is: "**Kitchen of the World**" The company goal is to become a globally renowned corporation which is strongly committed to fulfill the longing of high quality food products that are nutritious, hygienic and safe.

4.1.4 Corporate mission of C.P. Bangladesh Co., Ltd.

Corporate mission statement of C.P Bangladesh Co., Ltd:

- Expanding feed mill factory (livestock & agriculture).
- Expanding hatchery and breeder farm.
- Expanding broiler & breeder farm.
- Expanding agriculture business & food business.
- Focus on people development.

4.1.5 Corporate Value of C.P. Bangladesh Co., Ltd.

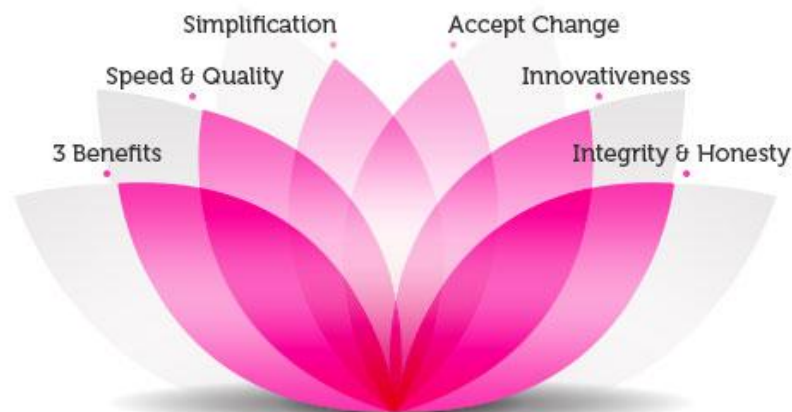


Fig (4.3): Core Values of C.P. Bangladesh Co., Ltd.

The C.P. Bangladesh Co., Ltd. has gained the trust of societies locally and abroad. The organization remains committed to improving the livelihood and being of the people and aims to play its part in strengthening the growth and sustainability of the economy, society and environment.. This belief is more evident for the C.P. Bangladesh Co., Ltd. which upholds its core values, inherited from generation to generation, to sustainably advance and grow its businesses with spirit and integrity they has their most valuable six core values which are strictly pursue and practices by employees.

Core values are:

- **Three benefits to sustainability:** The sustainability of businesses is based upon people, society and the country and cannot be achieved independently. To be has with responsibility for department and not to against ethics and rules of law of the country Performed task assigned, deliver and contribute result in time for benefit of company. To be has with responsibility, build conscious mind for team work, department and company according to rules and regulations. Participate public social activities in department, business and outside company.
- **Speed & quality:** The world of today is without borders and for businesses to survive and sustainably growth, speed and quality are key factors to help cope with constantly changing circumstances, technology, information, consumer behaviors, trade regulations and so forth. Therefore, the C.P. Bangladesh Co., Ltd. places great importance on efficiency and effectiveness that is practiced by all its employees. Speed and quality is to understand own target of both efficiency and effectiveness. To conduct assigned task according to plan and process completely, appropriately and timely. Make proper decision based on methodology and process or ask recommendation before making decisions. Eager to learn new things improve work quality, concentrate on product quality.
- **Simplification:** simplification focuses on the development and improvement to reduce the unnecessary working processes. Innovation and technology is utilized for the ease and convenience at work, resulting in effective and efficient management. Having positive attitude, plan and improve work methodology. Systematically thinking for easy proceeds and implementation. Thus, simplification is an important value for the practice of everyone working for the C.P. Bangladesh Co., Ltd. as it has greatly contributed to the organizations success.

- **Adopt to change:** As the world is full of challenges, businesses continually face a wide range of changing circumstances, from the transformation of social conditions, economy, politics, technology, consumer behaviors etc. Therefore, the key strategy supporting the C.P. Bangladesh Co., Ltd. growth to become a leading company to this very day involves its ability to accept changes in order to readily cope with the changing circumstances.
- **Innovativeness:** Innovativeness means develop new ways of thinking, search new ways to create added value for organization and customers, evaluate the efficiency of new methods and result that will lead to achieving the organizational objectives, evaluate risks and prepare for risk that may occur during the implementation of new innovations.
- **Integrity, Honesty & Reciprocity:** The C.P. Bangladesh Co., Ltd. has for almost a century operated its business based on the value of integrity and honesty. Integrity, honesty and reciprocity mean respect and abide by the policy, relevant rules and code of ethics.

4.1.6 C.P. Bangladesh Co., Ltd activity in Bangladesh



Fig (4.4): Business unit location of C.P. Bangladesh Co., Ltd in Bangladesh

C.P. Bangladesh Co., Ltd. business is spreading business operations all over Bangladesh. Currently more than 4000 (Approximately) employees are working in around Bangladesh and conducting various types of agro and food business operations.

Table (4.2): Business Categories of C.P. Bangladesh Co., Ltd in Bangladesh

Business Operations	Total	Description
<i>Feed Production business</i>	4 Feed mills	Produce broiler, layer, breeder, fish & cattle feed.
<i>Hatchery business</i>	9 Hatchery	Hatchery farms produce quality day old chicks (Layer and broiler) that are healthy, sturdy and suitable to the farming condition of Bangladesh
<i>Breeder farm business</i>	More than 13 Breeder Farms	Supplies the hatching eggs to the hatchery business from different regions of Bangladesh.
<i>Aquaculture business</i>	3 fish hatchery	C.P. Bangladesh Co., Ltd. has three fish hatcheries. Those are: Jhinaidah, Chittagong and Shylet fish hatchery and does three type of products: Floating Fish Feed, Sinking Fish Feed and Tilapia Baby Fish (0.3-0.5g size)
<i>Integration business</i>	12 layer and Broiler farms	There are 12 layer and broiler firms under Integration business of the company and there are more than 18 sales branches in Bangladesh.
<i>Food business</i>	More than 258	CP Food Business is one of the three core businesses of the Thai based global conglomerate- CP Group. It mainly produces and markets poultry products that are Ready-to-eat products, Ready-to-cook. There are more than 258 food outlets in Dhaka and Chittagong together.

*Source : C.P Prospectus 2016

4.1.7 Major Competitors of C.P. Bangladesh Co., Ltd.

C.P. Bangladesh Co., Ltd. operates its business in a competitive environment with both local and multi-national organizations. At present the company holds 20 % market share whereas the rest of 80% market share holds by the other multi-national and local companies. The major participants of the poultry industry are ; Aftab bahumukhi farms, Nourish poultry and hatchery, Kazi farms, AJ poultry Ltd, etc.

4.2 Internship Position and Duties

4.2.1 Job Description:

Being an Intern I worked at C.P. Bangladesh Co., Ltd. as a Farm officer. I really enjoyed the job during my internship program. I had to conduct market survey, field visit and dealing with the dealers of C.P. That's why I got a clear cut picture of Marketing Strategy that C.P. follows. I had to maintain a regular communication with the dealer; whether the dealers are satisfied with the existing products or service that C.P. offers them. I would always try to represent the C.P. as a superior brand in front of them.

4.2.2 Purpose and function of the job:

Theoretical knowledge gets perfection with practical implication. The primary purpose of the job is to gather a practical experience on the basis of study. I tried to combine my theoretical knowledge with practical implementation of that.

And the secondary purpose is to achieve the partial requirement to fulfill my MBA in Agribusiness degree.

4.2.3 Functions:

The main function of my job was to increase sales.

Regular communication with dealers.

Sales inspection of different stores.

Promote C.P. by spreading positive word of mouth communication.

CHAPTER V

RESULTS AND DISCUSSION

5.1 Marketing Strategies of C.P. Bangladesh Co., Ltd.

Marketing strategies of C.P. is built on STP – Segmentation, Targeting and Positioning. C.P. Bangladesh Co., Ltd. discovers different needs and groups in the market place, target those needs and groups that it can satisfy in the superior way and then position its offerings, so that the target market recognize the companies distinctive offerings and image.

Marketing strategies of C.P. depends on

- Segmentation of products.
- Target market selection.
- Positioning their product.
- Pricing strategy of product.
- Promotional activity of product

5.1.1 Segmentation strategies of C.P.

Before segmentation their product C.P segments its business through the year. This section divides the market into similar groups with common characteristics so as to identify a lucrative market segment for the products of C.P. Bangladesh Co., Ltd

Formal market sector:

- Grading and packaging entities
- Wholesalers
- Retailers
- Franchise store
- Processing entities
- Export

Individual market segment

The individual consumer market segment primarily covers individual consumers as C.P. as households. This segment is further discussed within the context of demographics, psychographics and behavioral segmentation.

Table (5.1): Market segmentation strategy

Demographic segmentation	While the location of the project are in the divisional area, the potential clients of the business emanate from the larger Dhaka District and other parts of the country. This market segment features both male and female consumers. The market features low income, medium and high income earners
Psychographic segmentation	In terms of psychographics, the market features consumers with an array of lifestyles. The lifestyles include career oriented men and women, scholars, entertainers, holiday makers, famers and many more. They quest healthy balanced lifestyles and has a positive, ambitious and charismatic personality. They value eating tasty foods that are prepared - (and are rich in all the essential vitamins and minerals).
Behavioral segmentation	The purchase occasion of consumers is usually once or twice a month. While individual consumers purchase and consume around 18 to 30 eggs per month, families or households purchase and consume around 30 to 60 eggs per month. The key benefits sought by individuals are mainly the taste, quality and health benefits of eggs. The behavior of consumers is also linked to the versatility or wide array of uses of eggs.

C.P Bangladesh limited mainly segments their product mainly on five business categories. These are

Feed Production Business

CPB is the pioneer and leader in the production of various forms of livestock feed such as concentrate, powder and pellet. C.P. has feed mill plants situated in every region of the country and some over 600 appointed agents/distributors to help market and distribute feed to small independent farmers across Thailand. In addition, some portion is sold directly to large animal farms. CPB pays attention to continuous improvement on production efficiency and product quality and keeps up-to-date on international requirements and standard. High quality feed with low feed conversion ratio to help farmers and their farming costs.

Corn and soybean meal are main ingredients used in the production of livestock feed. CPB formulated pellet feed to meet the nutrition requirements appropriate to each stage of animal rearing and growth. Production processes are computer controlled to ensure consistency in quality and specified standard. These feeds are manufactured and packed under the following brands, CP, Hyprovite, Hi-Gro, Star Feed, Novo, Safe Feed, Erawan, Hogtonal, C.F., and Anvipro. Selling price is based on production cost at different time of the year and also under pricing guidelines of the Internal Trade Department of the Ministry of Commerce.



Fig (5.1): C.P. Feed including Poultry Feed and Fish Feed.

CPB has set up central purchasing unit responsible for procurement of all ingredients used in livestock and aquatic feed. Our procurement policy is to purchase quality raw material meeting the required nutrition standard with priority given to domestic suppliers particularly those situated in close proximity to our feed mill plants. This is to support our local farmers as minimize transport cost. Only when domestic supply is insufficient or has inferior quality, CPB would then seek to imports

CPB focused to improve production processes to remain cost competitive as employed marketing strategy to maintain quality and provide good services for both before and after-sales. CPB also provided technical knowledge to agents/distributors and directly to independent farmers through seminars and extension centers. Our technical experts are available to give advices on animal

husbandry. Information is disseminated through printed materials and electronic media via the internet.

Aquatic Business Line

CPB is the pioneer and leader in the production and distribution of various forms of shrimp and fish feed such as concentrate, powder and pellet. Majority of our aquatic feed is distributed through agents/distributors located in shrimp farming areas. Some portion is sold directly to large shrimp farms. Soybean meal, fish meal and wheat flour are main ingredients used in the production of aquatic feed. Production processes are computer controlled to ensure consistency in quality and specified standard. These feeds are manufactured and packed under the following brands, CP, Star Feed, Marine, Hi-Grade, Novo, Erawan, Turbo, D-Frog, and Safe Feed. As a market leader, CPB's products are recognized by consumers. An important marketing strategy is to maintain high quality product and consistent excellent customer service. Production processes are monitored and ingredients are tested to ensure quality. CPB also provided technical knowledge to agents/distributors and directly to independent farmers through seminars and academic service centers. Information is disseminated through printed materials. This is to ensure sustainability of the industry.

Broiler Farm Business

Addition to CPB-owned farms, CPB promotes chicken broiler farming by providing animal breed, animal feed, animal drugs and farming techniques and know-how to farmers who has passed the screening process. Most farmers participating in the program employ the evaporative cooling system and other standards adopted by CPB. The farmers are compensated on the production outputs that meet standards set by CPB.



Fig (5.2): Broiler farm Business, Hatchery & Breeder farm

Breeder Farm Business

CPB is the leader in the research and development field of natural genetic selection. The objective is to produce quality breed that is healthy, sturdy and suitable to the farming condition of Thailand. CPB produces parent stocks of chicken broiler, duck and swine as broiler chick, layer chick, layer, duck and piglet. The process starts with imported grandparent stocks from abroad. Then CPB breeds and raises the animals for own use and sales to independent livestock farmers and agents/distributors. CPB's animal breeding farms are located in various provinces in Thailand. These farms are built based on closed and evaporative cooling system which is a modern farming system. The closed system is bio-secure to prevent possible entry of potential carriers. The evaporative cooling system maintains suitable temperature in the housing unit throughout the farming period with automated feeding and all computer-controlled. Price of animal breeder is dependent of domestic supply and demand as quality of the breed. CPB emphasizes after-sales services and has branch offices all over the country to serve as academic service centers to provide and share know-how, technical information, and marketing and distribution knowledge to farmers.

Hatchery Business

Broiler chick and fresh shrimp raised and harvested from CPB's farms are supplied to company-owned processing plants. Shrimp fries and feed are from company-owned hatchery and feed mill. CPB employs closed farming system which is environmental friendly and bio-secure. No antibiotic is used at any stage of production.

Food Business

CPB adds value to its basic processed meat with additional process of boiling, steaming, frying, baking or grilling depending on customer's requirements. Products are then packed, frozen and distributed to retailers and wholesalers, fast food operators and modern trade, e.g., convenience stores, supermarkets and supercenters. Products are also exported through importers in respective market. Major export markets are the European Union, Japan and other Asian countries. More representative offices has been set up and agents appointed to provide better customer service. C.P. now has presence in the US, Japan, Hong Kong, China, Russia, England, Belgium, Germany, Spain, France, Denmark, Italy and United Arab Emirates, etc. Some of C.P. cooked products are available domestically and internationally including frozen chicken karaage, teriyaki chicken, roast duck, frozen steamed chicken breast, green curry

chicken with rice, soya pork with noodles, egg tofu, meatball and sausage. CPB produces and brands its products under CP, V Pork, Kitchen Joy, ThaiThai, Five Stars, BK, and BKP as private labels. Pricing for private label is agreed at time when contract is made.

CPB places utmost importance to “product quality” that meets standards, serves variety needs, tasty and hygienic, and most important is safe for consumption. CPB emphasizes quality of raw materials. Thus, CPB has a system to randomly check the quality of raw materials and products throughout the production processes. Control systems at every stage of production will help inform management of productivity in each stage and enable CPB to trace back to the raw materials used in production processes.



Fig(5.3): C.P food products

CPB is committed to continuous improvement in production processes to meet internationally recognized standards. Certifications of our plants include: Good Manufacturing Practices (GMP), a production process system, Hazard Analysis and Critical Control Points (HACCP), a food safety system, EST/TH, ISO 9002, a production and management system, British Retail Consortium Standard, a production process and human resource management system, OSHAS 18000, Occupational Safety & Health Administration Management System, ISO 14001, an environment management system, and ISO 18001, workers safety system.

Aquatic Business Line

Products under this category are semi-cooked, cooked shrimp and ready-to-eat. Products are frozen and packed under CP trademark or private labels. They are distributed domestically through modern trade, convenience store, food service and CP Fresh Mart, a company-owned distribution channel. Export is done

through importers. CPB emphasizes production of semi-cooked and ready-to-eat products depending on customers' requirements. Processing methods include boiling, steaming, and frying and products include shrimp wonton and cooked shrimp. Major importing countries are the US, Japan, and the European Union. Modern equipment and technology are employed to meet international standard and assure quality and food safety integrity of products. Pricing is negotiated and agreed upon purchase and contract made.

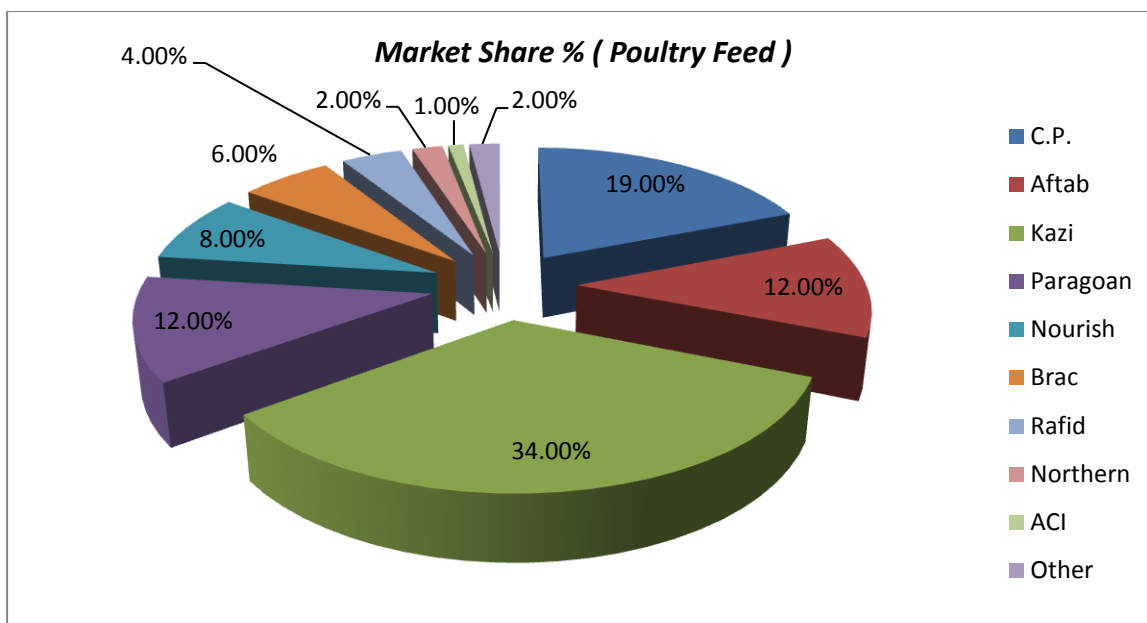
5.1.2 Target market selection Strategies

C.P has chosen target markets to co-operate in the interest of overall company in a socially responsible manner. The total size of the poultry industry in Bangladesh is estimated at taka 4.29-4.44billion in 2015. The poultry industry can be divided into three segments. These are

Feed production

Table (5.2): Market share contribution of competitors companies in poultry feed.

<i>Market Share (Poultry Feed)</i>			
No.	Company	Ton/M	% M.S.
1	C.P.	1,000,000	19%
2	Aftab	600,000	12%
3	Kazi	1,800,000	34%
4	Paragoan	600,000	12%
5	Nourish	400,000	8%
6	Brac	300,000	6%
7	Rafid	200,000	4%
8	Northern	100,000	2%
9	ACI	50,000	1%
10	Other	100,000	2%
	Total	5,150,000	100%



Source: CP Database 2017

Fig (5.4): Market share contribution of competitors companies in poultry feed.

Comments:

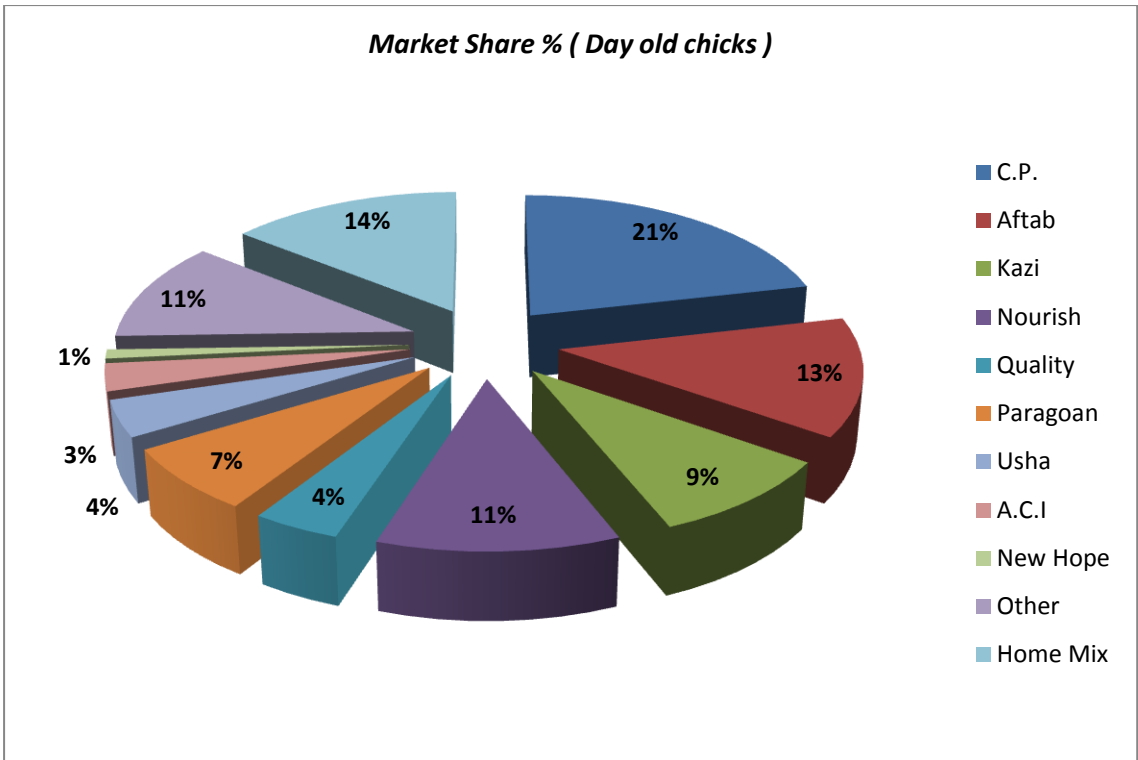
From the chart C.P. can find that 19% of total poultry feed supply is conducted by the C.P Bangladesh co Ltd in Bangladesh which is 2nd position in total poultry industry.

Livestock poultry

Table (5.3): Market share contribution of competitors companies Ltd in Day old Chicks.

No.	Company	Ton/M	% M.S.
1	C.P.	15,000	21%
2	Aftab	9,000	13%
3	Kazi	6,000	9%
4	Nourish	8,000	11%
5	Quality	3,000	4%
6	Paragoan	5,000	7%
7	Usha	3,000	4%
8	A.C.I	2,000	3%
9	New Hope	1,000	1%

Source: CP Database 2017



Source: CP Database 2017

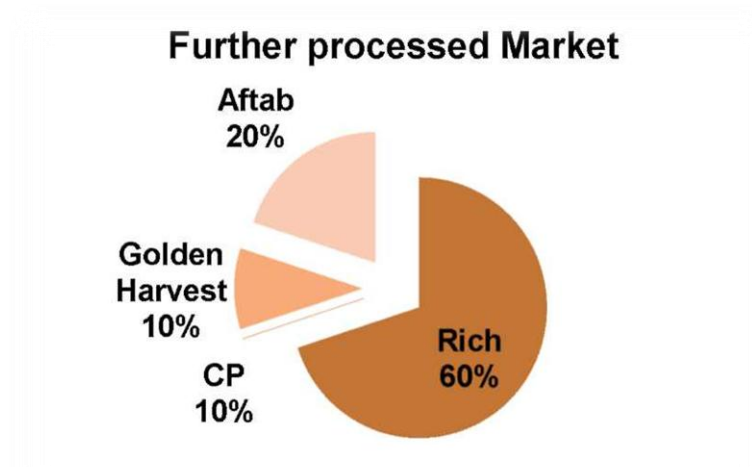
Fig (5.5): Market share contribution of competitors companies Ltd in Day old Chicks.

Comments: From the chart C.P. can find that 21% of total Day old chick supply is conducted by the C.P Bangladesh co Ltd in Bangladesh which is leading position in total poultry industry.

Processed food



Fig (5.6): Further Processed products of C.P. Bangladesh Co., Ltd.



Source: CP Database 2017

Fig (5.7): Market share contribution of C.P Bangladesh Co., Ltd in further processed food.

Comments: Figure shows that Rich Brand Of Harvest Rich Company is the main competitor at the moment, enjoying around 70% market share. Whereas Aftab processes only 20% of the market share. However, these two companies have similar outlets and selling in the same markets. C.P is producing

5.1.3 Positioning Strategy

C.P designs the company's offerings and image to occupy a distinctive place in the mind of the target market. For positioning in the mind of the target market C.P has differentiated its variables.

Product differentiation

Product differentiation on the basis of quality, size, of their product variation. It does also maintain its better quality product; they are also responsible to the customer wants and satisfaction.

Service differentiation

Every company in the service market differentiates their service to be the best service company and capturing most of the market share. C.P differentiates its service comparing to the other competitors. These are

- ✓ Ordering ease
- ✓ Customer consulting & delivery Service
- ✓ Ordering ease

Ordering ease of C.P refers to how easy it is for the customer to place an order to the company. So they introduce the online service in case of order. So the customer can order and receive its product without going to market.

Personnel differentiation

C.P always gains a strong competitive advantage through having better trained people. To recruit personnel C.P follows some strategies that are

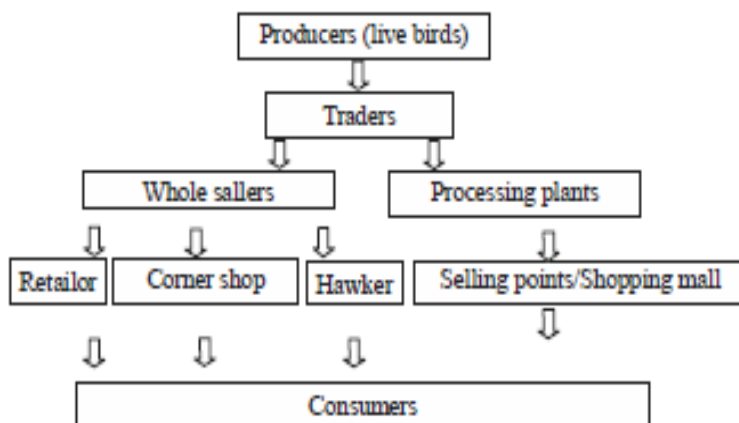
- ✓ Skill & knowledge.
- ✓ Courtesy, friendly.
- ✓ Reliability.
- ✓ Responsiveness.
- ✓ Communicating ability.

Channel distribution

C.P achieve competitive advantage through the way they design their distribution channels coverage, expertise and performance

Distribution of product

With its strong distribution network, C.P has reached almost every corner of Bangladesh. Their nationwide dealer network, supported by seven sales depots strategically located in Dhaka, Chittagong, Rajshahi, khulna, Bogra, Sylhet and Comilla has an unmatched capability of cater to the needs of the consumers of poultry products, almost everywhere in Bangladesh



Fig(5.8): Distribution channels

Image differentiation

C.P has taken many powerful marketing strategies to build a high image in the market. It has strong slogan and symbols to identify image powerfully.

Media & sponsorship

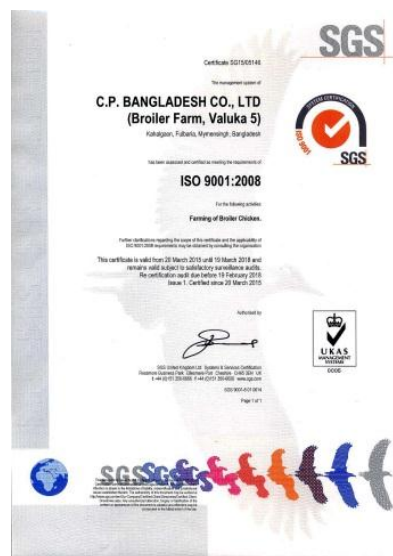
Media is the mainstream to build and develop image not in our country but also all over the world. C.P built up its image through advertising, sponsoring different social and cultural activities.

Quality policy of the company

C.P. objective is to achieve business excellences through quality by understanding, accepting, meeting and exceeding customer expectations. C.P follows international standard on quality management system to ensure consistent quality of product and services to achieve customer satisfaction.

ISO Quality Policy

C.P Bangladesh Limited is committed to achieving total consumer satisfaction. They commit to project themselves as an ethical and socially responsible company. C.P commits to continue as the market leader through consistent sales growth, increasing productivity and developing new products befitting consumer needs. It shall ensure continual improvement in their operations through utilization of highly professional and dedicated team, proper process management and participation of stakeholders. C.P will set measurable targets at appropriate stages and shall continuously monitor them.



Source: C.P. Valuka Farm -5

Fig (5.9): ISO certificate of C.P. Bangladesh Co., Ltd

Environment strategies of C.P for marketing

C.P is committed to main the harmonious balance of our eco system and therefore constantly seeks ways to manufacture and produce products in an ecofriendly manner. From its inception, C.P has played a pioneering role in introducing new poultry and poultry technologies to the Bangladeshi market; C.P's efforts has established it as the most esteemed poultry company of the country and has contributed significantly in its growth. C.P intends to continue its ceaseless endeavors in the future years, and it is expected that such efforts will contribute immensely to the sustained and growing success of the company's business.

Technology orientation:

C.P has always been the most technology oriented poultry company of the country. It has the most modern state-of-the-art production facilities installed in its Dhaka factory. Its Research and Development (R&D) and Quality Control (QC) departments are equipped with the best technologies in this country. Such technology driven strategy will definitely assist the future business growth of the company.

Market responsiveness:

C.P has always tried to respond promptly to market feedback. AS a result, C.P enjoys competitive advantage over its competitors. It is expected that C.P will enjoy more growth in the future, if it continues to be so be market responsive.

5.5 Pricing strategies

The fierce competition has also made the industry highly price competitive. Most of the competitors consider pricing as one of the major marketing tools. The price strategy of C.P is to offer a high quality product at a competitive price. They set its price in relation to the value delivered and perceive by the customer. Because it believes that if the price is higher than the value perceived, the company will miss potential profits and if the price is local than the value received the company will fail to harvest potential profits. C.P. has more than twenty two different processed and further processed products. These products are sold in two different categories. There are general category for all consumers and customized category. At present customized products are sold only to s C.P. Products are priced to capture the higher income customers. And for such higher quality management, C.P. Five Star food became the regular customer for processed products of .C.P. Five Star food also has the worldwide brand image of quality producer.

Table (5.4): Feed price list of C.P. Bangladesh Co., Ltd

Company	Broiler feed (Starter)	Layer feed (Layer layer)
C P	1450 tk/50kg	1200tk/50kg

Source: C.P. Sales Dept

Table (5.5): Day old chick price list of C.P. Bangladesh Co., Ltd

Company	Broiler	Layer
C P	40 tk/DOC	60tk/DOC

Source: C.P. Sales Dept

Table (5.6): Processed chicken product price list of C.P. Bangladesh Co., Ltd

Items	Packing Size	Price(per kg) tk
Dressed Broiler(skin on)	1kg	185-220
Dressed Broiler(Skin less)	1kg	225-240
Raw legs	1kg	230
Raw Drumstick	1kg	190
Raw wings	1kg	170
Raw Thigh	1kg	180
Raw Breast	1kg	250
Boneless skinless Breast	1kg	350

Source: C.P. Sales Dept

Table (5.7): Customized food price list of C.P. Bangladesh Co., Ltd

Items	Customer	Packing Size	Price(per kg) tk
9 pieces Cut	CP FIVE STAR	1kg	225
Hot Wings	CP FIVE STAR	1kg	220
Colonel Meat	CP FIVE STAR	1kg	505
Zinger	CP FIVE STAR	1kg	505
Strips	CP FIVE STAR	1kg	505

Source: C.P. Sales Dept

Table (5.8): Further processed food price list of C.P. Bangladesh Co., Ltd

Items	Packingsize	Price
Chicken Nuggets	250 gm	80-105
Mini Nuggets	250 gm	80-105
Tandoori Nuggets	250 gm	80-105
Fish Nuggets	250 gm	90-120
Drum Stick	500 gm	140-190
Burger Pattie	500 gm	150-200
Chicken Thigh	500 gm	140-190
Chicken Wings	500 gm	150-200
Shami Kabab	500 gm	155-200

Source: C.P. Sales Dept

5.1.5 Promotional Strategy

To sell its product CP make various promotional activities. By the policy CP believes less in advertisement as truly poultry product sale less depends on advertisement or the customer seldom move by the advertisement in this industry. Still CP places its advertisements in the poultry Magazines. C P takes participation in the poultry fair and other events. C P focuses on the direct customer and tries to keep contact with them directly. Group selling meeting and seminar is one of the main promotional activities of C P. Along

with various technical knowledge cp distribute its product information to the customer and offer various bonus scheme for short period.



Fig (5.10) : Promotion strategy and magazine of C.P. Bangladesh Co., Ltd.

C. P. runs several promotional activities for its dealer all the year round. It offers different promotional facilities for the dealers providing a target sale. One of the lucrative offers is the pleasure trip to Thailand for the dealers. Dealers can stay for at least one in a five star hotels and visit the places of Thailand.

5.2. SWOT analysis of C.P. Bangladesh Co., Ltd

Strength:

In Marketing

- Company and parent group reputation is very high.
- Already a market challenger in processed chicken market
- Has some reputation in further processed chicken market.
- Products are available in key super-malls.
- Higher class of A category customers are aware of the products.

In Financials

- Financial strength of the company is very strong.
- It's possible to make promotional expenses as sales begin.
- Cost of availability of capital is low.

In Organization

- Management of the company is eager to build a strong organizational set-up to build up the market.
- Skilled and experienced manpower in the production facility exists.

Weaknesses:

In Marketing

- There is a significant confusion raised among consumers regarding c.p. consumer products and chicken products.
- New brand name sub-brand names are necessary and urgent to be developed.
- Only highest category super-malls currently carry c.p. chicken further processed products and existing product pricing is out of reach of middle class population due to larger pack sizes only.
- Brand perception seeing the current product packaging is worse compared to the main competitor, Rich brand.
- Not proper support from factory. Sometimes products supplied from the factory do not with the order requirements.
- Product size disorders are another important problem
- There is no marketing and Branding team in the company.
- Paper packs of the key products are hard to store in the refrigerator and most of the times they are torn.
- Product packaging needs an over- hauling to increase its standard, to meet international and local regularities, and make them attractive to the end-consumers.
- New products need to be launched to meet the need of two segments of consumers; one for higher class and the other for middle class population.
- Existing geographical coverage is only in Dhaka Metropolitan city.

In Financials

- Cash flow needs to be maintained carefully.

In Organization

- There is a lacking in current organizational structure as no personnel except the MD and new GM has been in place and they are very new to the organization. Organizational structure needs to be rapidly developed including recruitment, theoretical training and field training.
- Proper organizational set-up is not present in the company for example, HR department doesn't exist and commercial dept. lacks manpower and engineering department needs more manpower having appropriate expertise for maintenance of the cool chain.

In Distribution

- Proper distribution channel is lacking. Existing sales team is already proclaiming their urge to have more vehicles.
- There are only three refrigerated four-wheeler vehicles available in the company. One is engaged for C.P. Five Star food products only. One has a capacity of 1 Metric Ton (MT) and can carry goods of TK. 2 Lac - 2 % Lac. There are two other refrigerated vehicles having a capacity of 1 % MT. One of which is engaged for supplying products to CP FIVE STAR. Sales and marketing team collect orders from key outlets which are accumulated and sent to the production department and on the next day, as per supply of the production dept, goods are supplied to the outlets and accordingly payments are collected.
- There are two other 3-wheeler vehicles that supply frozen goods to retail outlets. These are ice-cream supply type of vehicles, having an insulated body that can carry goods of around 70 to 80 Kg in C.P. weight and of around 20,000 to 30,000 in taka amount.

Opportunities:

- Government has declared poultry as a thrust sector.
- There exists a 30% cash incentive from Government for export sales.
- There exist only a few key players in the processed and further processed market.
- There exists a huge demand for chicken products.
- Areas other than Dhaka are not covered by competitors other than a few outlets in Sylhet and Chittagong.
- Poultry market has been growing at the rate of 20% per annum for the last 15 years.
- Recent shortage in fish production in the country as a whole can be considered as an opportunity for the growth of poultry products.

Threats:

- Cash incentive program might be withdrawn by government for exports.
- Many players may enter into the market.
- Other potential entrants are Kazi, Crown Foods and Nourish Agro.

CHAPTER VI

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

6.1 Summary of Findings:

- After the whole analysis it is clear to all that C.P. Bangladesh Co., Ltd maintain market segmentation includes the demographic, psychographic segmentation, behavioral segmentation.
- Target marketing strategy includes product differentiation, service differentiation, Channel distribution, Product distribution system, Image differentiation, quality policy, ISO certification management, Environment management system
- . For Pricing policy they ensure are the low price and high availability
- CP places its promotional activity by advertisements in the poultry Magazines. C P takes participation in the poultry fair and other events

6.2 Conclusions

C.P. Bangladesh Co., Ltd is the only integrated and the largest poultry industry in Bangladesh that maintains the whole poultry chain in Bangladesh. And this company has the latest machineries and expertise to provide quality products to the country as can export in the international market. In Bangladesh processed foods are getting popularity like other country. And it's a great opportunity for C.P. Bangladesh Co., Ltd as its products are processed and further processed chicken products. There exists a few key players in this industry and the whole Bangladesh can be a very profitable market for any company

Appropriate planning, effective strategies and timely resource allocation can bring success for any company. Therefore C.P. Bangladesh Co., Ltd should develop better marketing strategies and polices to utilize its resources and make important contribution to the economy. As poultry is one of the most potential sector of our economy, more contribution of private companies will boost up it growth as the economy.

6.3 Recommendation

In this situation there are some critical success factors to resolve the overall company problems that I would like to suggest on the basis of my personal judgments.

- Company must focus on demographic segmentation highly to reach the target customer
- For target marketing individual target marketing is necessary.
- Need to undertake continuous promotional activities will increase company revenue and market share.
- C.P. Bangladesh Co., Ltd needs more quality and high quantity of products to compete in poultry industry
- C.P. Bangladesh Co., Ltd has enough resources and manpower to be the market leader both in processed and further processed chicken products according to marketing mix, also they need more resources.
- Both internal and external factor should be taken in consideration to develop organization's production and marketing sector.

REFERENCES

- DAE. 1999. Agriculture Extension Manual. Department of Agricultural Extension, Ministry of Agriculture, Government of the People's Republic of Bangladesh. Retrieved from: <http://www.dae.gov.bd/>
- Reza, M. 2004. Poultry business in Bangladesh, A paper presented in International poultry business Conference on 6th November, BRAC, Farmgate, Dhaka.
- Bannan-Rittand, B. 2003. The Role of livestock in agriculture: The Integrative Learning Design Framework. *Educational Res.* **32**(1): 21-24.
- BPBA. 2016 Poultry Sector of Bangladesh, Bangladesh Poultry Business Association ,Dhaka-1205
- Daily Star. 2001. Future of livestock farming by Ahmed Rana: The Dailystar, April 28, 2017
- BLS. 2015. Bangladesh Agricultural Census. Livestock Division, Ministry of Agriculture, Government of the People's Republic of Bangladesh.
- Kotler, Philip 1996. Fundamental of Marketing. *J. of Adv.business* **24** (1): 122-128.
- Carswell, G. 1997. Agricultural Intensification in livestock business: A 'Think Piece', IDS Working Paper 64.
- Wikipedia.2016. The poultry business. Retrieved from: <https://www.wikipedia.org>
- C.P. Journal.2016. An analysis of C.P. livestock business, volume-4th ,34-39

Appendices -2

SURVEY QUESTIONNAIRES

INTERVIEWEE PROFILE

Name : _____ Date: _____

Designation: _____ Contact No: _____

Email: _____

Address: _____

Que. No	Questions	Answers
1	Name of the company.	
2	Address of the company.	
3	Factory Address of the company.	
4	Does the company business partners?	
5	What type of products the company sells?	
6	Product lists with the price.	
7	How many markets the company covers?	
8	Who are the customers?	
9	How products are delivered to the customers?	
10	Does it has own outlets?	
11	What types of transports we use?	
12	How many sales people the company has?	
13	How contracts are made with the dealers?	
14	How products are promoted to the customers?	
15	What type of promotional programs the company generally uses? Which promotional programs yields higher?	
16	How many competitors do the company has?	
17	How much the products are successful in the market in terms of competitors' products?	
18	What are the main limitations the company currently facing?	
19	Does the management have enough responsiveness to increase efficiency?	
20	What is the future prospect of company?	