

# **Internship Report on Square Food & Beverage Limited**



**Submitted to:**

**Islamic University of Technology**

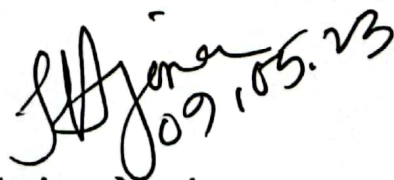
**In partial fulfillment of the requirements for the degree of  
BBA in Business and Technology Management (BTM)**

**Submitted by:**

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**Internship Report on**  
**“Management Information System at Square Food & Beverage**  
**Limited”**



# LETTER OF TRANSMITTAL

Date: 04 May, 2023

Farjana Nasrin

Assistant Professor

Business & Technology Management (BTM),  
Islamic University of Technology (IUT), OIC,  
Dhaka, Bangladesh.

**Subject: Submission of Internship Report On "Management Information System".**

Dear Ma'am,

I hereby submit the internship report for the internship program titled "Overview of Square food & beverage Limited." Being able to work directly under your direction was a major accomplishment for me. While writing this report, I did my best to portray the state of the business and to think back on my own experiences working there. The prospect of learning about company field operations and developing individually has been greatly increased by the opportunity to work at SFBL. Working there and writing this report under your direction was a wonderful experience. I will be ready for any clarification if necessary.

Kindly accept my report, and I would really appreciate any professional advice or comments you may have. If you learn something new or utilize this report in any manner, it will be a big success for me.

Sincerely Yours

.....*Tanjim*.....

Tanjim Ahmed Emon

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# DECLARATION

I, Tanjim Ahmed Emon, a student of the Department of Business and Technology Management (BTM) of Islamic University of Technology hereby declare that I have prepared this report on Square Food & Beverage LTD. by myself with the guidance provided by my supervisor Assistant Professor, Farjana Nasrin Madam. I have not intentionally infringed on any copyright. To the best of my knowledge, the work is genuine. I further certify that the report was not given to any other person or organization in exchange for a certificate of any kind.

*Tanjim*  
.....

Tanjim Ahmed Emon

Business & Technology Management (BTM)

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# ACKNOWLEDGMENT

First and foremost, I want to thank Allah for giving me the skills I needed to finish my internship. This report about my internship is organized as part of my undergraduate program at the Islamic University of Technology.

First of all, I would like to thank Farjana Nasrin Madam, Assistant Professor, Department of Business and Technology Management, Islamic University of Technology, for giving me such kind of a great opportunity and advising me as I prepared an internship report for the Management Information System Department of SFBL. Without your steadfast assistance and helpful guidance, I would not have been able to finish the work, so please know how much I appreciate it. Additionally, I'd like to appreciate to you for taking the time to review my report and make the necessary corrections.

Second, I want to thank Mohammad Aminul Islam Khan for letting me complete my internship experience with their prestigious company. He is the Head of HR at SFBL. We want to appreciate Tahmina Begum, Senior Executive, HR at SFBL, from the bottom of our hearts. I wish to thank Mostofa Kamal, Executive, Management Information System, and Md. Sajib Hasan, Officer, Management Information System, for their help and encouragement during the internship process. I would like to sincerely express my honour to Habib Elahi, Sr. Executive, Management Information System, who is my immediate boss. Their incredible support inspired me to do a better work as I prepared for the project job.

In conclusion but not least, I want to express my sincere honour to my family and traveling friends for their continuous support and belief in me, which has kept me inspired and motivated thus far.

# Executive Summary

I've discussed the present state of SFBL and their MIS efforts in this paper. I've also discussed some of the issues they may resolve to benefit the MIS division. They may increase the worth of the firm as a whole by making these enhancements.

This report was created using the three months of practical experience I had at SFBL. Through this internship program, I am learning about the real-world corporate environment. One of the innovative and pioneering businesses is SFBL. With local history at the center of their business, SFBL is steadily increasing their market share via new thinking and ideas.

In 2001, SFBL was founded. The top FMCG firm in the nation is SFBL. Over 4000 employees are currently employed by this company, which guarantees their ongoing welfare and security. The healthy workplace and highly engaged employees at SFBL contribute to one of the lowest employee TR. Same opportunities for employment is a priority for SFBL.

I used the knowledge I gained from this organization and the things I saw and learnt to create this report. The report's framework is derived from their MIS Department's "Management Information System Activities of SFBL" section. Understanding and discussing Mis-related actions is the aim of this paper.

In my opinion, the report also includes recommendations and a conclusion that will aid in the improvement of both the department's and the organization's growth.

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# Chapter 1: Introduction



## **1.1 Background of the report**

Square Food & Beverage Limited, a well-known Food & Beverage firm in Bangladesh, was formed in 2001. The industry manufactures, procedures, and sells a diverse selection of food as well as beverage items, likewise - fast food, snacks, as well as drinks. SFBL is a basic thing of the Square Group, a diverse global company based in Bangladesh.

My major aim as an intern at the firm was to gain hands-on experience using the company's management information system. I was asked to do things like - assisting in the creation and implementation of the MIS, which is critical to supporting the company's decision-making processes. throughout my internship, I did my job very closely with the MIS group to understand the procedure's main elements, such as its hardware, software, and data, as well as how it supported the strategic goals of the business. In my report, I will go into great detail regarding the MIS at Square Food & Beverage Limited, my contribution within the firm during the internship, the obstacles I competed, as well as the things I learned. I will also make suggestions on how the firm might enhance its MIS in the future.

## **1.2 Origin of the report**

Internships are one of the important components of the BBA curriculum since the executives provide the interns an idea of what it's like to do job in the sector, they're in. Students of Business and Technology Management must understand the inner procedures of a firm as well as the world-wide practical's of theories and ideas they have earned. My internship at SFBL was a fantastic opportunity. As an intern, I was entrusted with acquiring hands-on job opportunity using the company's MIS. The goal of this report is to describe my internship experiences and give inner deeds into the company's MIS, including its important factors, how it is utilized to run decision-making systems, and my position in the system. This report also shows the complexities I encountered at the time of my internship and the ideas I got, as well as perspectives for how the firm might update its MIS in the upcoming days. The report was written as a portion of my

internship program obligations, and it is intended to be utilized by the organization as a resource for analyzing their MIS and making future changes.

At the completion of the BBA program, students are obliged to present an internship report. The foundation for my report, which I've already prepared, was SFBL's existing involvement in their works and their future goals to improve decision-making systems by delivering dependable and secure IS & MIS. "Internship Report on Square Food & Beverage Limited" is the title of the report.

### **1.3 Objective of the report**

The three-month internship included a variety of tasks that needed to be completed, including learning mostly about private company operating system and how they work to accomplish their objectives. You could say that this report represents my thinking's of the corporate world. This report details the experiences I had throughout my internship.

#### **Broad Objective:**

The achievement of the overall aim is the ultimate goal of all research. It outlines the purpose of the investigation. This paper states that the major objective is:

a thorough comprehension of SFBL in order to assess its MIS operations and create wise choices about future IT expenditures.

#### **Specific Objectives:**

The following are some of the report's particular objectives:

Explain my understanding and the work I performed as an intern.

To identify areas for MIS infrastructure enhancement.

To offer a depiction of the influence of new technologies on the MIS department.

To monitor the operating process of the Management Information Department.

## **1.4 Scope of the Study**

This report provides a concise as well as enlightening overview of SFBL, its MIS division, and the industry the company serves. It offers thorough information about the company's success in local markets and is mostly concerned with the opinion of the employees. The MIS sector, how it operates in Bangladesh, and Bangladesh's potential in the industry are all included in this study's findings.

## **1.5 Methodology**

To compile this paper, I gathered material from both primary and secondary sources and attempted to utilize it in an ordered manner.

### **Primary Sources**

The data for this report came from a number of original sources, and for my research on the subject, to collect primary data, I also interviewed respondents. Another strategy is used to obtain precise information:

- Online conversations with workers from Food and beverages businesses.
- A detailed analysis of the evolution of marketing tactics in the food and beverage sector.

### **Secondary Sources**

Several extra sources were consulted to create the secondary data:

Book's, Articles, Newspapers, Magazines, and Journal's that discuss the concept of marketing initiatives in the Food and Beverage sector.

- SFBL official website.
- SFBL internal reports.

## **1.6 Limitations**

A company's operations, a department's implications, and all of its insights cannot be fully understood in three months. Despite all the restrictions, during my internship, I made an effort to gather as much experience as I could and utilize it to guide the preparation of my report.

## **Chapter 2: Company Overview**



## 2.1 Brief History of SFBL

With history going back to 1958, SFBL is one of Bangladesh's top food & beverage businesses. Samson H. Chowdhury as well as his four brothers founded the business in the beginning as a partnership known as "The Bangladesh Tea House Company Limited." The firm began off as a tea shop in Chittagong and eventually moved to other regions of the nation.

The business changed its name to "Square Pharmaceuticals Limited" in 1965 and was formed as a private limited company. The business began producing and selling a range of pharmaceutical goods, such as antibiotics, vitamins, and other therapeutic medications. One of Bangladesh's major pharmaceutical enterprises, the business expanded quickly.

In 1985, the firm expanded into the food and beverage industry by forming "Square Toiletries Limited (STL)" and launched its first brand, "Kool." Later, the firm extended its food and beverage operations by forming "Square Consumer Products Limited" and introducing additional trademarks such as "Radhuni" and "Chashi." This food and beverage business was transferred to a newly founded company called as "Square Food and Beverage Limited (SFBL)" in 2001.

One of the largest Food and Beverage trades in Bangladesh nowadays, Square Food and Beverage Limited (SFBL) offers different kinds of goods, like - drinks, snacks, confectionary, and cooking oil. The business possesses a huge supply channel and is very popular for its new goods, cutting-edge advertising tactics, and targeted customer segment philosophy. The firm dreams of becoming the most loyal Food and Beverage producer in Bangladesh to create a loyal customer base.

## 2.2 About SFBL



A significant Food and Beverage industry in Bangladesh gives a huge varieties of goods, such as spices, cooking oil, snacks, confections, as well as drinks. The firm was formed in 2001 with the dream of the merging of a good number of Food & Beverage businesses with the Square Group, that also do some important works in the customer goods, healthcare, and pharmaceuticals products.

The headquarter of SFBL is in Dhaka as well as operates a different kind of industrial opportunities throughout Bangladesh. The industry supplies its goods to a large portion of Asian, Middle Eastern, and African nations. It also has a huge supply channel that fulfills the whole country of Bangladesh.

Huge firms including Radhuni, Ruchi, Chashi, and Fresh are among those in the firm's product line. Radhuni, a famous spice firm in Bangladesh, is known for its good quality raw materials as well as authentic flavour. Famous cooking oil firm Ruchi is popular for its purity and positive effects on health. Different kinds of foods and confections can be found under the Chashi brand, including chocolates, chips, and biscuits.

Square Food & Beverage Limited (SFBL)'s aim is to supply unique goods as well as services to its customers with a very high moral and ethical perspective. The business has a great CSR program that emphasizes on environmental sustainability, healthcare, and education. The industry collaborates with a daily basis with the local people to assist them to grow.

## **2.3 Vision of SFBL**

The industry's mission is closely linked with its vision, which is to supply its consumers with more standard products while also establishing value for its owners and ensuring Bangladesh's sustainable advancement. SFBL is certain that by achieving its goals, it would be able to dominate the global food & beverage industry as well as promote Bangladesh's economic development.

## 2.4 Mission of SFBL

The mission of SFBL is to provide high-quality food as well as drink products while creating value for all stakeholders and advancing a better position in Bangladesh.

## 2.5 Departments:

- HR
- Admin
- Management Information System
- Marketing
- Operations
- Accountings and Finance
- Financial Fraud & Risk Management

## 2.6 Slogan of SFBL

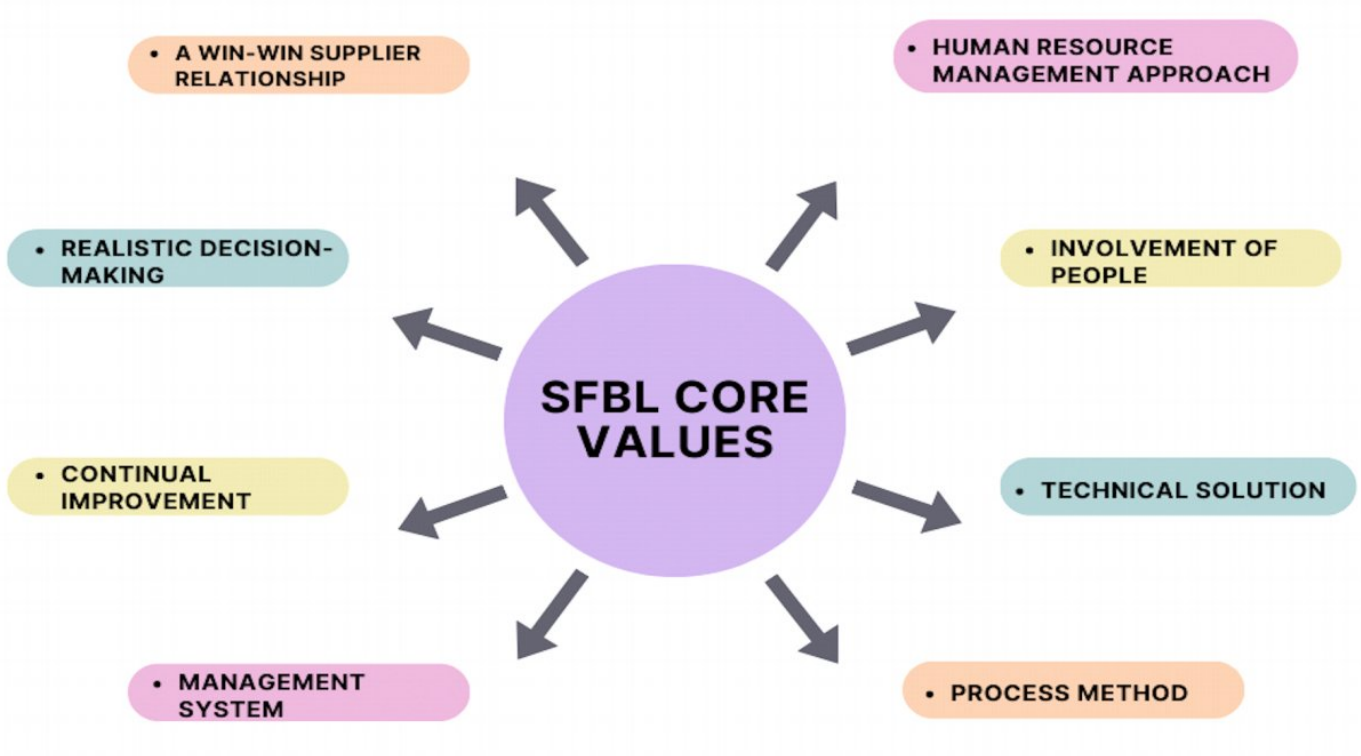
### Guarantee of Genuine Quality



## 2.7 Key Principles

SFBL received the ISO 9001 accreditation in 2005 for its outstanding quality control system. Additionally, the firm's food security MS has received ISO 22000 certification. The company has earned a better position in the sector because of its huge dedication to quality, use of modern IT, concentration on the development of HR, emphasis on ongoing improvement, and new innovative ideas for increasing markets.

Square Food & Beverage Limited endeavors to create as well as manufacture every one of its products in associate with the CODEX, HACCP, and FDA rules to satisfy the demand of local as well as international clients. The firm's main causes for worry are as follows:



**Figure 2.1:** Key Principles of Square Food & Beverage limited (SFBL)



## 2.8 Strategic Objectives

- Preserving a client-base mindset as well as supplying high-caliber goods that satisfy consumer demands.
- Boosting the business's market share in Bangladesh as well as building a credible name there.
- Making investments in R&D to continually innovate and broaden its product line.
- Improving cost- and operational-effectiveness to boost profitability and long-term expansion.
- Creating long-term solutions to reduce the company's activities' negative environmental effects.
- Adhering to the highest standards of social responsibility and business governance.
- Creating a welcoming and empowering work atmosphere in order to draw in and keep the greatest people in the field.
- Upholding solid connections with distributors, suppliers, and other value-chain participants.
- Using cutting-edge technology and digital solutions to enhance customer experience and business operations.
- Increasing the company's footprint outside of Bangladesh and building a name for itself as a top producer of food and beverages on a worldwide scale.



## **Chapter 3: Industry Analysis**

### **3.1 Maturity of Food and Beverage Industry in Bangladesh**

Bangladesh's food & beverage production industry has been rapidly expanding and employs a sizable section of the working population. From 2014 to 2017, the local Food & Beverage area increased at an average annual rate of 7.7 % (2018).

In Bangladesh, there are roughly 246 medium sized food production houses, and about 8% of the whole company sector is devoted to supporting those companies. In the recent years, Bangladesh's food industry has experienced rapid growth. Businesses like PRAN and ACI help many countries throughout the world with their food exports. Bangladeshi food businesses are comparable to their foreign competitors in terms of quality, flavor, and production method. Because to the efforts of these businesses, Bangladesh's food industry is flourishing (Business Haunt).

### **3.2 Industry Growth and Market Trends**

Bangladesh's food & beverage business has been grown steadily over decades after decades, driven by particular things such as population growth, increasing disposable income, urbanization, and altering customer tastes. Local food and beverage industry, which is anticipated to be worth USD 22.5 billion in 2020, is projected to grow at a 6.6% CAGR from 2021 to 2026 to reach USD 34.7 billion.

Manufactured food is one of Bangladesh's huge and rapid growing sectors of the food & beverage sector. This area contains goods like - biscuits, noodles, snacks, and ready-mate meals. The rapidly developing dairy goods market is primarily driven by increased demand for dairy-based goods such as milk, yogurt, cheese, and many more items.

Square Food & Beverage Limited (SFBL) is one of the largest enterprises in the food & beverage business in Bangladesh. To appeal to various consumer segments, the firm offers a diverse selection of products such as packed meals, dairy products, drinks, and confectionary items. The firm has been able to maintain its market leadership position due to its excellent brand awareness and dedicated consumer base.

Square Food & Beverage Limited showed BDT 21.4 billion in sales in 2020, a 6.8% rise in the past year. In the recent years, the firm gained a net profit of BDT 1.3 billion. The firm's market valuation as of April 2021 was about BDT 47.9 billion, representing its leadership in the market.

The country's food & beverage company has faced different kinds of challenges due to the COVID-19 situation, including supply chain breaks, changes in customer behavior, and a downfall in demand. However, appreciations to its emphasis on quality and new ideas, Square Food & Beverage Limited (SFBL) has successfully navigated these complexities. Because of its huge brand recognition and targeted customer centered approach, the firm has been doing producing updated goods and enlarge its market portion.

Positive geographical and economic trends are expected to stimulate more popularity in Food & Beverage industry, specially SFBL. Increased demand for packaged foods, dairy products, and beverages, as well as increasing interest in health and wellbeing, are likely to establish a significant market growth.

### 3.2.1 Sister Concern

Square Pharmaceuticals Limited	Square Informatix Limited
Square Hospitals Limited	Mediacom Limited
Square Textile Limited	Square Air Limited
Square Toiletries Limited	Sabazpur Tea Company Limited
Masranga Communication Limited	

**Table 1.1:** Sister Concern of Square Food and Beverage Limited (SFBL)

### **3.3 Performance of Bangladesh in the Industry**

Bangladesh's food & beverage area has been enlarging rapidly in the recent past years due to - the country's huge population, increasing earnings, as well as updating customer tastes. From a survey conducted by the Bangladesh Food & Beverage Manufacturers & Exporters Association (BFME), the industry would advance between 2020 and 2025 at a CAGR of about 10%.

Square Food & Beverage Limited, a marvelous company player, has massively contributed to this enlargement. The firm has been expanding its operations and product line to better serve a huge range of consumers and to be more competitive in this particular sector. Square Food & Beverage Limited (SFBL) has been great in earning a huge market share in the area because of its wide distribution network that encompasses both urban and rural areas in Bangladesh.

Bangladesh's Food & Beverage portion has been becoming enrich in terms of exports because of the expansion of the domestic market. The country's food exports increased by 15.6% in the 2019–20 this year, according to the Bangladesh Export Promotion Bureau (EPB), with finished goods playing a huge role in the expansion. Moreover, Square Food & Beverage Limited (SFBL) continues to exporting its goods to Malaysia, Australia, Canada, and the United States of America, which aids in the increase of the country's earnings from exports.

Bangladesh's Food & Beverage business faces certain complexities, though. The portion deals with complexities including high production costs, low infrastructure, and lack importance in proper norms and laws for food safety. These issues call for policy support from the government and other stakeholders as they have the potential to hinder the industry's expansion and competitiveness.

The food & beverage sector in Bangladesh had performed well overall, showing continuous expansion and making a considerable contribution to the nation's economy. Square Food & Beverage Limited (SFBL) has been instrumental in this expansion, and its success is a testament to Bangladesh's beverage market's potential.



### **3.4 Competitive Landscape**

The Food & Beverage sector in Bangladesh is fiercely competitive, with both local and foreign companies vying for share dominance. Square Food & Beverage Limited (SFBL) competes with number of significant companies, including Nestle Bangladesh Limited, Pran-RFL Group, and Transcom Foods Limited, in a very competitive sector.

Industry rivalry is heavily influenced by elements including product innovation, quality, pricing, and distribution infrastructure. Square Food and Beverage Limited (SFBL) has prioritized innovation and quality in order to remain competitive in the industry. To meet shifting consumer tastes, new products have been developed. The business has also been spending money on R&D to raise the caliber and nutritional worth of their goods.

Since numerous companies in the market offer comparable products at various price points, price competition is another important aspect of the sector. SFBL has been maintaining its market share while ensuring that a range of customers may buy its goods by utilizing a competitive pricing strategy.

Another crucial aspect of the market is the distribution network, since firms need to reach both urban and rural regions in order to attract a larger consumer base. Products from Square Food and Beverage Limited are offered through both contemporary and conventional trade channels, thanks to their robust distribution network.

The competitive environment of the sector is also influenced by government laws and regulations in addition to these variables. To maintain the safety and quality of food items, the government has been enforcing a number of laws and regulations, which may have an impact on the industry participants' ability to compete.

Overall, Bangladesh's Food & Beverage market is extremely competitive, and Square Food & Beverage Limited (SFBL) must contend with both local and foreign rivals. However, the firm has



been able to keep its market share with focusing on innovation, quality, and competitive pricing. It also has a robust distribution network that enables it to reach a bigger client base.

### 3.5 SWOT Analysis

I created the SWOT analysis using the observations I made over these three months of the internship program. I carefully examined every aspect of this company and generated a variety of ideas. The following lists its advantages, disadvantages, possibilities, and threats:

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Customers have a strong desire for high-quality products.</li> <li>• Being the market's dominant player.</li> <li>• Support from Square group.</li> <li>• Government assistance.</li> </ul>	<p><b>Weakness:</b></p> <ul style="list-style-type: none"> <li>• Innovation and product development take less work.</li> <li>• Inadequate distribution regulations.</li> <li>• A lack of cooperation between the government's many ministries.</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• The number of customers is increasing.</li> <li>• Resources are easily accessible.</li> <li>• A cheap labor rates.</li> <li>• Export products to other nations.</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Expanding the number of challengers.</li> <li>• The preferences of consumers are evolving.</li> <li>• Technological advancements and very expensive equipment.</li> <li>• Changes to the political environment.</li> </ul>

**Table 3.2:** Swot Analysis of (SFBL)

### 3.6 Porter's Five Forces Analysis of the SFBL Market and Competition:

SFBL is now Bangladesh's top FMCG firm. The following diagram illustrates where SFBL is in relation to Porter's five forces:

#### Industry Rivalry:

A number of consumer goods industries are thriving in Bangladesh. Customers may easily switch between businesses. SFBL must contend with fierce market competition as a result.

### **Suppliers of SFBL has bargaining power:**

The bargaining position is based on the amount of supply that is available to the market's suppliers. In this case, there are more suppliers than there are people. The vendors must meet the demand from the entire population. As a result, suppliers have little negotiating leverage.

### **Bargaining power of SFBL's buyers:**

The purchasers of SFBL have virtually little negotiating clout. Since their price is fixed, buyers do not haggle. SFBL maintains a particular quality that draws customers even though they put their product's pricing a little more than their rival.

### **New Entrant Threat:**

Because SFBL has set such a high standard, new local brands will find it difficult to compete with them. Foreign businesses may swiftly expand their client base, nevertheless, provided they focus on product differentiation techniques.

### **Threat of Replacements:**

Due to the abundance of alternatives for their products, this is not SFBL's strongest argument. It might affect their overall revenue.

## **3.7 Corporate Social Responsibility of SQUARE Group**

SQUARE understands that progressive labor laws are wise business decisions, particularly for a firm like ours with international aspirations. We adhere to regulations, promote an inclusive work environment, and uphold a non-discrimination and fair treatment policy in both the recruiting and selection procedure as well as the performance management system. Our human resources policies have been periodically updated in compliance with the nation's current labor regulations, and we have a trade union. We vehemently oppose all sorts of forced labor and forbid women from

working the night shift. The principle of "No Child Labor in SQUARE" is one that we uphold in full.

SQUARE operates by the core values of transparency and corporate ethics, which are scrupulously upheld at all times. Every company in SQUARE is set up to enable management to guarantee the greatest level of financial and moral accountability. When it comes to corruption, Square has a zero-tolerance approach. Several CSR initiatives include:

- High-quality lunchroom with a spotless dining room
- Empowerment of women
- Enjoy International Women's Day!
- Executive level transportation options, corporate headquarters in Dhaka
- Employees' kids can attend a square kindergarten in Pabna, Shalgira.

### **Corporate Responsibility**

The Board of Directors meets regularly to debate and decide on policies and strategies in line with the provisions of the Articles of Association. Decisions and minutes are documented for the Executive Management's use.

### **3.8 Technological Factors**

The success of every business, including Square Food and Beverage Limited, depends on technological elements. The following technical influences are now having an effect on the business:

1. Increasing the efficiency of its operations via the use of automation technologies is Square Food & Beverage Limited. The business has been made investments in cutting-edge machinery and tools that may assist with food processing, packaging, and distribution. The business may save labor expenses, boost productivity, and ensure consistency in product quality by utilizing automation technologies.

2. Digitization of operations: In order to digitize its processes, the corporation is also implementing digital technology. For instance, to handle inventory, procurement, sales, and accounting, the

corporation has deployed an ERP (Enterprise Resource Planning) system. The Additionally, the business has created a mobile app that enables users to order food online and pay using a credit card.

3. Data analytics integration: Square Food and Beverage Limited uses data analytics to understand consumer behavior, market trends, and other important business KPIs. The company obtains data from a range of sources, including social media, sales data, and customer reviews. The firm may make data-driven decisions to increase its performance and competitiveness by examining this data.

4. Cloud computing implementation: The business has begun storing and processing data utilizing cloud computing technologies. Large volumes of data can be managed and stored in an affordable and safe manner because to this technology. The business may share data with stakeholders throughout the enterprise and view it from any location by employing cloud computing.

5. Investment in cybersecurity: The business has begun to make investments in cybersecurity measures as it grows increasingly dependent on technology. In order to safeguard its systems and data, the organization has put in place a number of safeguards, such as firewalls, antivirus programs, and encryption techniques.

In general, these technology developments are assisting Square Food and Beverage Limited in streamlining business processes, increasing productivity, and improving customer satisfaction. The business may keep one step ahead of its rivals and accomplish its strategic goals by investing more in technology.

## **Chapter 4: BREAKDOWN OF ACTIVITES**



#### 4.1 Typical Working Days:

My Typical Working Day of square food & beverage limited is from Sunday to Thursday. They also provide the Government Holiday. Working hours are 8:30 AM to 5:30 PM.

#### 4.2 Working Tools Used:

- Microsoft Excel
- Power-point
- Microsoft Word
- Email & Hot Share

#### 4.3 Achievement & List of Completed Task:

- **Prepare the IMS (In Market Sales) Report:** My responsibility as an intern in SFBL MIS division is to create in-market sales reports for certain goods or markets. To do this, it could be necessary to gather and examine sales data, spot trends, and then communicate the results to top management. This task's objective is to deliver practical insights that may guide decision-making and promote sales growth.
- **Prepare the route wise monthly sales target report:** My primary responsibility as an intern in SFBL MIS division is to create a route-by-route monthly sales target report. In order to develop attainable sales objectives for each route, this report would require reviewing historical sales data and spotting trends. A breakdown of sales performance by product category and salesperson would also be provided in the report, along with suggestions for enhancing sales performance in light of the state of the market and consumer trends. In addition, I would collaborate closely with the sales team to make sure the goals are doable and realistic and to adapt as required to keep the business on pace to achieve its total sales targets.
- **Evaluate the unique retailer feedback:** I gathered store input through a variety of means, including surveys, phone calls, and emails. I looked for recurring themes, problems, and places for development in the feedback. I compiled a report with the important results, areas for improvement, and potential solutions based on my research and classification.

- **Bangla retailer name correction:** Sales people already collect orders from shops utilizing sales automation tools. We discovered that 1% to 2% of store information is wrong or inconsistent across both typefaces (English & Bengali). Corporate operations are being hampered by sales automation, and delivery staff have trouble finding locations for real product delivery. I translated the retailer's information from English to Bengali for the benefit of the enterprises.
- **Bangla retailer address correction:** Sales automation solutions are already used by salespeople to collect orders from stores. We found that between 1% and 2% of the information about the stores is inaccurate or inconsistent in both Bengali and English fonts. Sales automation is impeding corporate processes, and delivery crew is having problems locating locations for actual product delivery. For the advantage of the businesses, I translated the retailer's information from English to Bengali.
- **Attended a session on how to work with HRIS (Human Resource Information System):**
  - Count the attendance of the field sales officer.
  - Create approval of leave application.
  - Note down of entry and departure time at office.
  - Planning regarding the employees.
- **Update the engineering items/spare parts price list to reflect current pricing:** As an intern, my task is to update the pricing list after conducting market research on engineering component costs. To guarantee that the revised price list appropriately represents the current cost, this work necessitates precision and close attention to detail. Working with the appropriate departments to make sure that the updated pricing list is used successfully during the production process also demands great communication and coordination abilities.
- **Understanding the ASM approval process for requisition to factory:** As an intern, my task is to understand the entire ASM approval process for requisitions to the factory, including the roles and responsibilities of the sales team, ASM, factory manager, and vendors. This understanding will help in creating and managing requisitions efficiently, ensuring timely product delivery to customers.

- **Software learnings:**

- **ERP** (Enterprise resource planning)
- **SPA** (Sales process automation)
- **HRIS** (Human Resource Information System)

#### **4.4 Lessons Learnt & Experience gained from Internship:**

Programs like internships provide us the chance to learn new skills and get practical experience. This aspect of growth has informed me about my company and department. It has helped me improve personally in a number of ways. I'd want to begin with by addressing that my professionalism and punctuality have improved. The capacity to multitask, which I did not previously possess, has also been helped by this. In the business sector, it is common for one person to be engaged in several jobs at once. I closely observed how others in my department handled similar circumstances. It was found that prioritizing activities based on their urgency and importance was the most effective strategy to navigate such a demanding scenario. I then utilized this method to complete my duties as an intern at the company. In addition, I want to emphasize how this internship has broadened my perspective on how asking for help from others is not a sign of nervousness or weakness but rather demonstrates to others my willingness to work hard and learn new things. Another thing I picked up during the internship at Square Food & Beverage Limited (SFBL) is how to motivate oneself. Self-motivation is unquestionably important in the workplace. The reason for this is that uncomfortable situations frequently arise in the workplace, and how one behaves in these circumstances is seen by those around them. Last but not least, I want to say that this internship has given me a lot of confidence and inspiration for my future profession.

#### **4.5 What problems and difficulties I had faced & their solution:**

Throughout my three-month internship at SFBL, I discovered a lot and gained useful experience. On the other hand, my journey was not without its challenges. I was able to defeat them as soon



as I could. Getting used to the organization's business environment was my first obstacle. My boss demanded more from me at initially since he had high expectations of me from the start, which made me feel quite afraid. With time and the help of the staff in my department, I was able to become used to my new surroundings. In the beginning of my internship, I was prone to making mistakes. But my boss and my coworkers' criticism and advice helped me to immediately correct my behavior and get back on track. My inability to multitask during my internship was another problem I had. During the first few weeks of my internship, it was difficult for me to concentrate on two or more activities at once, and I occasionally made mistakes. I learned that performing many tasks simultaneously is quite typical in business culture. I started prioritizing my job after receiving instructions from my senior boss, who was extremely close to me, based on their deadlines and priorities. It helped me resolve the situation and truly worked like a magic wand. Managing my erratic emotions was another difficulty I faced. I was angry and disappointed when neither my boss nor my coworkers acknowledged the effort and hard work, I put in. It occasionally had a detrimental effect on my work as well. One of my senior coworkers mentioned that it was hard to win everyone over in the business world, which I overheard. In order to perform better, I reinforced my focus on my task and dealt with these difficulties while keeping this thought in mind. The following list of challenges I encountered throughout my internship:

- When I was working with Unique Retailer, I was facing many problems. I had to talk to ASM (Area Sales Manager) to solve the problem of Unique Retailer, and the biggest challenge for me was explaining the main problem to them.
- The second difficulty I encountered was that they restricted me from using any form of shortcuts when writing the report; instead, I was required to do the task manually. They then advised me that while there are times when using a shortcut is necessary, not every situation demands it.

#### **4.6 Expectation vs. Experience:**

To be entirely honest, I didn't have big hopes. Square Food & Beverage Limited (SFBL) is, in my opinion, one of the most significant start-ups in Bangladesh. I desired the happiness, the vitality,

and the long office hours. First and foremost, they had very low expectations of interns. Maybe it's not their fault, but I was expecting a little more. I had anticipated being given very little responsibility and job. Also, I had expected that I would be involved with meetings and planning things. But mostly they don't involve interns in the meetings or planning. Although I have said that I enjoyed working there, in retrospect, it seems that there was more because of the nature of the work I had to do rather than the organization itself. But by the grace of Almighty my performance was up to the mark and everyone was highly impressed by my output. There was no game room or facilities for relaxation. The organization is somewhat formal and this was not at all what I had expected. I had expected a sort of interaction between the different teams where everyone worked with everyone else. I expected all the employees to be more collaborative, fun-loving and interactive. To some extent they are but only within their own departments. There is a very less collaboration between departments. Every department celebrates by themselves. No one involves or invites any other departments' people unless the celebration is organized by the company. But still it wasn't dissatisfying for me at all. To me, every single experience is important. Because whatever I will do in my future, I'll have to deal with people from different stages or different positions and I'll never be a good employee, supervisor, or leader if I have no understanding what they are going through or what they are thinking.

#### **4.7 Academic Learning Vs Internship Experience:**

In my internship period academic knowledge helps me in various ways. I have found some similarities between my learning and internship work. It helps to understand the task and being my task easily. While working in the department, an officer asked me to work in excel to find out some ratios. It was easy for me to do the work quickly and perfectly as I learned those things from Introduction to Financial Management, Business psychology, Business Communication, MIS courses. Obviously, there were differences in presentation and using of those lessons, but having previous knowledge of those concepts made it easy for me to do the work.



## **4.8 Influence of Internship to my Career Plan**

It influences my career plan and changes my perception about professional life. This internship helps me to understand the professional life and how to deal with it. During my internship I faced lots of situation which helped me to set my career goals and objectives. In my internship period I discussed my career objectives with my supervisor and he helped me to understand the way of selection of career plan. He suggested me to join as a trainee officer or management trainee to a Bank or other company. He also discouraged and told me not to join as a junior officer or assistant officer, because that position does not have future career. Also, my colleague helps to select the area of my future career. By doing this internship, I'm interested to join at a big corporation and wanted to see myself as a corporate person. Basically, this plan came into my mind because of corporate culture and environment. After completing this internship, I felt that corporate life is not that much bad, actually its positive side attracted me very much and I wanted to be a corporate man.

## CHAPTER 5: COMPANY LEVEL ANALYSIS

## **5.1 Analysis of Competitive Environment:**

To assess a market's level of competitiveness, Porter's five forces model is being used. The approach is highly helpful at the time of starting a newer business or involving an updated sector of the economy. This paradigm employs the five forces of competition to explain how competition in a business or company is impacted through the risk of innovation, the danger of substitutes, the threat of buyers' and suppliers' ability of bargaining, and the threat of industry rivalry. The combination of these elements typically determines the profitability of a business or an industry. There are basically no companies in this area that offer acceptable investment returns if the five variables are severe. If the five components are small, as they are in the Food & Beverage company, there is a great potential of enhanced earnings.

## **5.2 Competitiveness**

The food and beverage industry are characterized by intense competition. Food and beverage is a huge lucrative sector in this world wide competitive market, where it competes with other successful companies in Bangladesh including PRAN and ACI Food & Beverage Limited. In Bangladesh, the food and beverage sector has grown significantly during the past 10 to 20 years. Every business has a certain market share. Other factors in this dispute besides pricing are quality, originality, and diversity. To maintain their market share, every company in the corporate sector works extremely hard. Despite this, Bangladesh's food and beverage industry confronts fierce competition. The sector's businesses place a lot of emphasis on elements that impact competitiveness, including product quality, pricing, distribution, marketing, and innovation. Businesses are focusing more on CSR and environmental programs to meet changing customer expectations.

<b>Bangladesh's Food and Beverage Industry Competitors</b>			
SL. No	Company	SL. No	Company
01	Transcom Beverages Ltd. (TBL)	05	ACI Foods and Beverage Ltd
02	Akij Food and Beverage Ltd. (AFBL)	06	Bashundhara Food and Beverage Ltd
03	Partex Beverage Ltd	07	Bombay Sweets & Co. Ltd
04	PRAN Foods and Beverage Ltd	08	Fu-Wang Foods Ltd

Table 5.1: Bangladesh's Food and Beverage Industry Competitors

### **5.3 Suppliers' Power to Price**

The Food & Beverage business has been the highest need for SCM in the beverage industry. Because it values long-term relationships, the future of its suppliers worries the Food & Beverage sector.

The amount of supply in the market has an impact on suppliers' negotiating position. Therefore, in this situation, there are more people than providers. The requirements of the entire population must be catered to by the providers. As a result, the suppliers' negotiating position is weak.

### **5.4 Procurement Impact of Suppliers**

Due to the numerous competitors, they face, buyers have a significant influence in negotiations. Given the large number of companies selling similar goods, switching is affordable for clients. Any business that is exposed to this risk appears to be at great risk. The Food & Beverage business thus makes a lot of effort to maintain client satisfaction. As a consequence, the food & beverage industry has established a strong recognition with its clients. Purchasers at Square Food &

Beverage Limited (SFBL) lack a lot of purchasing power. Customers don't try to negotiate with them because their prices are fixed. Although SFBL charges a premium for its goods, it maintains a high standard of quality that draws repeat business.

## **5.5 Threat of Substitutes**

There is a substantial risk of contamination due to the massive replacement of Nestle goods such as pasteurized milk and hot water. The sales have suffered because of claims that some of the industry's goods are harmful to use. To differentiate itself from competitors, the food & beverage company began giving importance to the health issues of the goods.

Square Food & Beverage Limited (SFBL) might not play a significant competitive advantage due to competition. It could have a significant impact on their overall income.

I've previously said in greater detail about the segmentation, targeting, and positioning and the marketing mix strategies used by SFBL in the section.

## **5.6 Segmentation**

In the discussion of marketing, market segmentation is the thing of breaking big populations into groups with comparable wants and goals. Market segmentation may provide businesses a competitive edge, help them outperform their competitors, and boost profitability. This gaining advantage requires that the organization:

- To recognize market categories as well as the needs and preferences of consumers.
- Aim for certain demographics with needs, interests, and wants.
- Based on market research, develop and implement successful "marketing mixes" for each targeted market segment.

The concept behind market segmentation is that because markets are diverse, it is feasible to foresee a variety of demand functions in the future. There are four possible market divisions, each with a distinct implementation. They are described below from Square Food and Beverage Limited's perspective.



### **5.6.1 Demographic Segmentation**

Demographic parameters like age, gender, income, and others are used to segment markets. Age, gender, ethnicity, and level of education are among the demographic factors that are frequently used in marketing research.

In order to qualify for this classification, Square Food & Beverage Limited (SFBL) must meet several requirements. These functionalities are here:

Age: 25- 60

Gender: Both Male and Female

Occupation: From Middle to upper

Material Status: Both Married and Bachelor People

### **5.6.2 Geographical Segmentation**

Geographic segmentation is the procedure of breaking a market into distinct geographic segments. Markets may be segmented in the actual world into groups that are as wide as regions and as narrow as metropolitan areas.

Square Food & Beverage Limited (SFBL) has been opted to divide its market between Bangladesh and abroad even though it is largely an export-oriented company.

### **5.6.3 Psychographic Segmentation**

The term "psychographic segmentation," which is sometimes used to refer to "psychometric segmentation" or "lifestyle segmentation," refers to a technique for examining consumer and client attitude by determining things like their likings, goals, and ambitions. It concerns people's leisure activities and the kinds of outside influences to which they are most susceptible in their everyday lives. When segmenting a market, psychographics is a great place to start since it enables organizations to create precisely defined market categories and discover more about the elements that affect customer decisions. Although Square Food & Beverage Limited (SFBL) does not

directly adhere to this kind of section, it has had some influence on some of their operations.

Example:

- **Interests and life style:** A person's choice of leisure activities is referred to as their "lifestyle". People who prefer real, healthy food can find it at Square Food and Beverage Limited.

#### **5.6.4 Behavioral Segmentation**

This method of market segmentation splits these sorts of people into groups based on their usage patterns, preferences, as well as habits. Like, young women would always choose Sandelina Sandal soap as soap, while sports fans will always go for Lifebuoy.

Square Food and Beverage Limited does not separate its food and beverage activities using this method. They merely comply with:

- **Reason for use or purchase:**

The focus of the purchase situation and usage occasion segments, respectively, is on the specific occasions at which people could buy or use a product. This technique makes it possible to create segmentation models at the customer and occasion levels, which enhances understanding for every consumer's requirement, behaviors, and perceived value in a range of use contexts. Based on the situation, Square Food & Beverage Limited categorizes its sea fish dishes into several sectors, Such as Eid- Ul-Fitur and Azha, along with weekends and weddings.

- **Loyalty:**

Based on how much each existing client of SFBL spends with them, Additionally, there exist in several categories. so that they may promote consumer loyalty, which will increase the quantity of positive word-of-mouth about the products.

## 5.7 Target Customers

A targeted audience is one that has been divided on the basis of variables such as age, gender, income, education, lifestyle, social status, and others. A select few segments are chosen after segmentation has been determined in order to reach out to potential customers. The identification of market segmentation is the first step, next comes market segment analysis, and finally, market targeting is market segment selection. The term "target market" states that it's the group of customers who are believed to be the most likely to buy a company's goods or to represent the most lucrative market segments for the industry to serve. These customers may be similar to one another in terms of age, geography, income, or lifestyle.

Square Food & Beverage Limited (SFBL) performs a variety of tasks in terms of consumer segmentation. The following features are accessible:

Millennial - those who born between 1981 and 1996

Baby Boomers - those who born between 1946 and 1964

Middle/Upper and upper middle-class segment of society.

Both the husband and wife are engaged with their respective jobs.

## 5.8 Positioning

In marketing and business strategy, market positioning states that how a customer sees a brand or good in contrast to competing brands or goods. Market positioning, like brand positioning, is the procedure of developing an identity for a good or brand to influence how others perceive it.

Square Food & Beverage Limited's (SFBL) differentiated value approach is outlined in the following list with distinctive providing details:

### 5.8.1 Quality Assurance

Square Food & Beverage Limited (SFBL), a market leader as well as prestigious Square Group member, can ensure that the goods it delivers to clients are of the highest grade. Since the company values its customers and keeps its word, it only uses better components than everyone. It guarantees that the products are constantly of a high caliber and that the very recent IT is always accessible.

### 5.8.2 Inspections for quality

Square Food & Beverage Limited (SFBL) received ISO 9001 accreditation in 2005 because to its excellent quality MI system. Additionally, the industry's food safety MS has received ISO 22000 certification. The company is today acknowledged as the industry leader due to its focus on quality, use of new technologies, as well as ongoing commitment to expanding the capabilities of its HR.

### 5.8.3 Global Presence

Square meals & Beverage Limited hopes to dominate the global market by providing premium meals at affordable costs. The company's products have satisfied phytosanitary criteria on a global level. since that company started selling abroad to South Korea in 2002 Australia, Europe, North America, Africa, and Asia are only a handful of the places that have purchased goods that comply with international regulations, out of a total of 30 nations.





Because of its competence in modern processing, post-harvest management, and good manufacturing practices (GMP), SFBL has a great competitive edge in the food and beverage sectors.

#### 5.8.4 Best Brand Awards

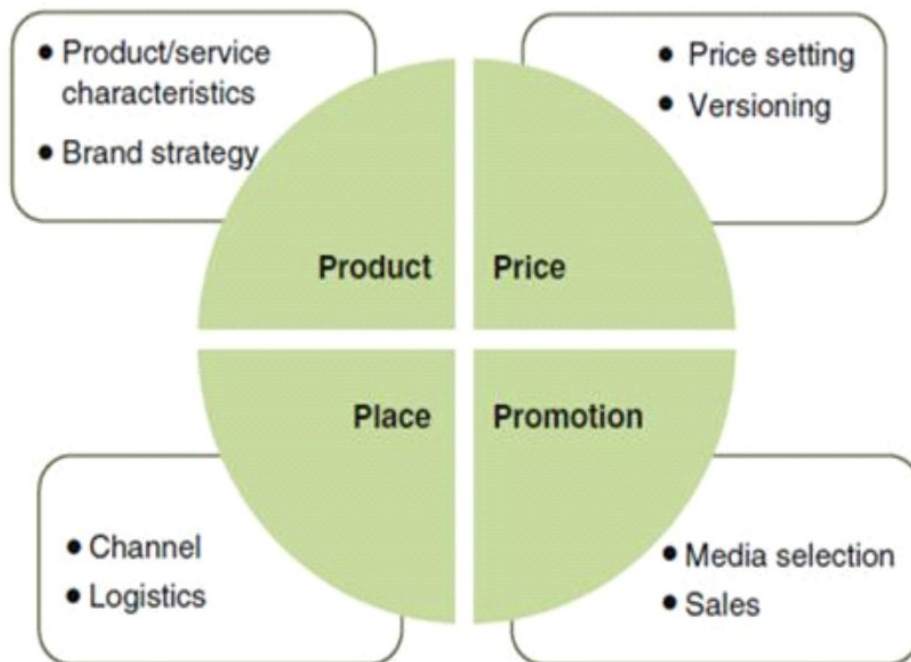
Radhuni (SFBL) is consistently given the award for Best Crown. Radhuni Brand has been crowned the best spice brand in the country for the sixth time. In addition, Radhuni Brand wins top honors from both local and international organizations and obtains the trust of Bangladeshi consumers.



#### 5.9 Marketing Analysis

The operational or practical thing of a marketing strategy is the marketing combination. The 4ps, the 7ps, and even the 9ps are some of the terms used to describe the marketing mix. the positioning, pricing, product, and promotion (or "four Ps") comprising the marketing mix.





The marketing mix is a group of critical marketing components that may be managed, including product, pricing, location, and promotion (Kotler and Armstrong, 2010). Businesses utilize the marketing mix to successfully combine these components to achieve their objectives in their intended audience.

### 5.10 Products and Service of SFBL

Products are the goods and services that a business offers to its targeted market. For some individuals, a good simply refers to the tangible item we often buy or sell. In other cases, such as when a service is involved, the product may also be seen as insignificant. Among other things, a product's design, color, size, and visibility are features.

In its product line, Square Food & Beverage Limited provides a total of five varieties of product sectors and a large number of subcategories. It includes of **Radhuni, Ruchi, Chashi, Chopstick** and **Aram**. These are listed here:

- Radhuni

<b>Radhuni (Square Food and Beverage Ltd)</b>		
		
Product Category	Items	Packets Available in Markets
<b>Basic Spices</b>	Turmeric Powder, Chilli Powder, Radhuni Hathazari Powder, Coriander Powder and Cumin Power	15 g, 50 g, 100 g, 200 g, 400 g, 500 g, 1000 g (Either in pouch or inner carton or pet jar form)
<b>Ready Mix</b>	Meat Curry, Chicken, Fish Curry	20 gm and 100 gm
	Kabab, Biryani, Borhani, Beef, Teheri, Chatpati, Garam, Roast and BBQ Masala	25gm/ 35gm/ 50 gm
<b>Pluses and Cereals</b>	Haleem Mix, Firni Mix, Falooda Mix, Shemai, Khir Mix	200gm
	Khichuri Mix, Jorda Mix	500gm
	Kashundi, White Vinegar	250 ml
<b>Edible Oil</b>	Radhuni Pure Mustard Oil	80ml, 250 ml, 500 ml & 1000 ml (Pet Bottle)
	Radhuni Sun Flower Oil	1 Liter and 5 Liter

Table 4.1: Radhuni – Product category, Items and also packets Available in consumer Market

- Ruchi


<b>Ruchi (Square Food and Beverage Ltd)</b>		
		
Product Category	Items	Packets Available in Markets
<b>Munching Range</b> 	Hot & BBQ Chanachur, Fried Dal, Jhuribhaja, Puffed Rice, Chips, Jhalmuri, Chirabhaja, Mix Chanachur	20g, 35g, 65g, 150g, 300g & 500g
<b>Chewing Range</b> 	Tamarind, Boro, Mixed Chutney.Chicken, Fish Curry	20 gm
	Tamarind, Chili, Mixed, Tomato Sauce	340 gm
	Pickle (Mango, Olive, Mixed, Chalta)	400gm

Table 4.2: Ruchi – Product category, Items as well as packets Available in consumer Market

- Chashi

<b>Chashi (Square Food and Beverage Ltd)</b>		
		
Product Category	Items	Packets Available in Markets
<b>Chashi</b> 	Chashi Aromatic Chinigura Rice	1000 g, 2000 g & 5000 g

Table 4.3: Chashi – Product category, Items as well as packets Available in consumer Market

- Chopstick



<b>Chopstick (Square Food and Beverage Ltd)</b>		
		
Product Category	Items	Packets Available in Markets
<b>Instant Noodles</b> 	Chopstick Instant Noodles	248gm (4 packs) & 496gm (8 packs)

Table 4.4: Chopstick – Product category, Items as well as packets Available in consumer Marke

- Aram

<b><u>Aaram</u> (Square Food and Beverage Ltd)</b>		
		
Product Category	Items	Packets Available in Markets
<b>Beverages</b> 	<b><u>Aaram</u> 100% Fruit Juice</b>	<b>1 Liter</b>

Table 4.5: Aram – Product category, Items as well as packets Available in consumer Market

### 5.11 Pricing Strategy

A common factor used to determine product costs is the amount a consumer must spend to purchase the goods. When creating marketing mix tactics, price should be a key consideration. This is also a crucial part of the overall plan since it influences a firm's capacity to earn and survive. The price of a product may have a considerable influence on its overall marketing strategy, sales, and demand within a certain product line.

Keeping the price of fish products consistent for an entire year has never been possible. Square Food & Beverage Limited (SFBL) establishes its prices by integrating value- and cost-based pricing strategies. The primary criteria they take into account when determining pricing are

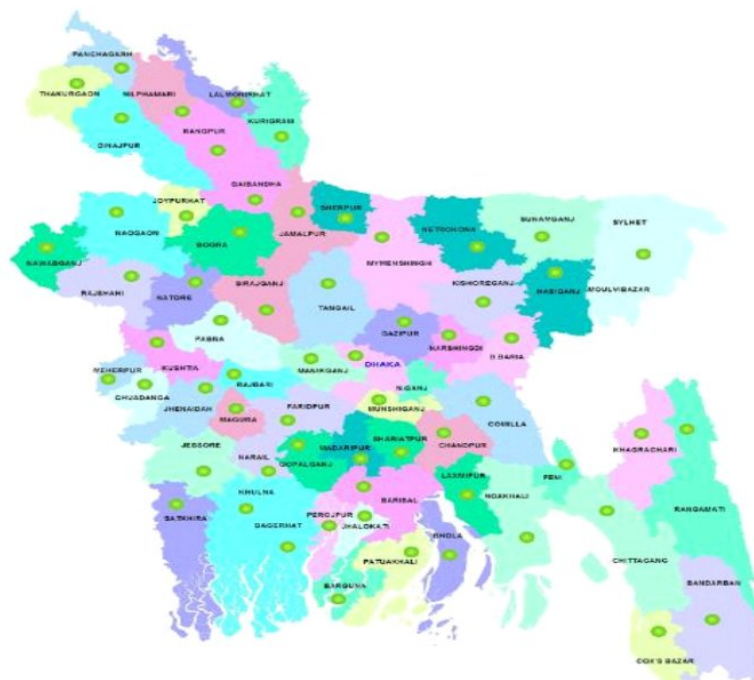


supplier costs, raw material expenses, supplier expenditures, the cost of the highest-quality items, the amount of commodities, and packaging and bottle sizes.

## 5.12 Places

According to Kotler and Armstrong (2010), place includes all business operations that make it easier for target buyers to get the product. The goods must be offered at the sale point where the target consumer finds it most easy to shop. The description of the product mix would not be sufficient without complexity. Products must be distributed and placed in areas that are accessible to consumers and potential customers. When choosing a retailer, consider where the target market for SFBL's products is most likely to shop.

Square Food & Beverage Limited (SFBL) invests a significant amount of currency in this particular area in order to ensure efficient distribution and boost return on investment. They developed a distribution network that covered the entirety of Bangladesh.



### **5.13 Promotion**

The concept of "promotion" refers to any marketing methods used to educate consumers about the benefits of a product and persuade potential customers to buy it (Solomon et al., 2009).

Promotion emphasizes all of the resources that a marketer may employ to interact with potential clients via various marketing channels. A successful marketing strategy increases revenue while persuading customers to buy our products. Many businesses use a variety of marketing strategies, including direct marketing, internet communications, sales promotion, PRs, advertising, and personal selling.

The Square Food & Beverage Limited (SFBL) has benefited from a number of marketing efforts and campaigns produced by Add Company. "Bitopi Adverting" oversees all marketing and advertising activities for Square Food & Beverage Limited. Banners, posters, T-shirt branding, festoons, and other advertising-related items are handled by a number of advertising agencies. Both ATL and BTL marketing tactics are used by Square Food & Beverage Limited for their promotional and campaign activities.

### **5.14 Promoting new customers first rather than existing**

Square Food & Beverage Limited (SFBL) business development team frequently disregards the current customer base when creating expansion and sales objectives for their food and beverage firm.

Offering competitive pricing, discounts, and offers may help you build brand recognition, attract new clients, and keep your current clientele engaged. The expansion of sales and business depends on marketing initiatives for retaining clients and commitment, complimentary sales, and referral activities.

In this case, they are not investing any time or money in marketing, research and development, or any other endeavors that might help them attract new customers and clients.

### **5.15 Factors that Limit Growth Due to the Competition from Huge Food and Beverage Companies**

Due to the fact that they now control between 50% and 60% of the market share in their individual sectors, it is very hard for SFBL to obtain the vast portion of marketing by doing competition with these huge food & beverage firms.

Due to its limited product diversity in the Chashi, Chopstick, and Aaram brand categories, Square Food & Beverage Ltd. suffers a loss when consumers turn to other branded firms for a huge range of things.

### **5.16 High Corruption and Strict Rules and Laws**

Although Bangladesh has established business standards, if a company is found to be acting unethically, according to the nation's Consumers Right Act, it can be promptly closed down or refused. Due to this, offering high-quality products at competitive prices is a challenge for Square Food & Beverage Limited.

Most of the time, permission from a Govt agency was important to import machinery and raw ingredients for meals as well as beverages. The highest levels of corruption and other kinds of extra funding make it hard for operational companies like Square Food & Beverage Limited to develop.

### **5.17 Insufficient Territory Sales Executives**

The territory sales division of Square Food & Beverage Limited lacks qualified territory sales executives. It's frequently said that the pay scale for area sales department staff makes it difficult to recruit highly qualified individuals.

That is why, the business commonly recruits employees on the basis of personal recommendations, which results in the recruitment of unproductive and less innovative ones.

As a result, the area sales department's endeavors in their direct marketing operations are behind owing to not employing qualified employees and not attempting to implement new technology.

## **CHAPTER 6: RECOMMENDATION AND CONCLUSION**

## **6.1 Recommendations**

After studying Square Food & Beverage Limited's (SFBL) marketing mix strategies and the Porter's Five Forces, SWOT analysis, STP process, as well as SWOT analysis, some barriers and a lack of marketing activities that could affect business growth and give Square Food & Beverage Limited a competitive advantage have been identified.

Several recommendations are made based on the study's findings to help Square Food & Beverage Limited (SFBL) achieve and sustain business growth in this cutthroat industry. They might use this information to evaluate the difficulties currently facing their food and beverage company.

## **6.2 Developing a Consumer-based Model**

To develop a competitive edge, Square Food & Beverage Limited must treat not only current but also future consumers properly. Although the seafood company has focused on concentrating on delighting its current customers, it should be kept in mind that for the business to expand and remain successful, it needs to draw in new clients.

- Publications or online resources should also be consistently updated to ensure they are modern and pertinent. Additionally, to make browsing easier for visitors and consumers, it should be upgraded.
- If they want to attract more consumers and clients, they need focus more on marketing and promotion activities on internet platforms.

## **6.3 Selected Reliable Suppliers**

Square Food & Beverage Limited (SFBL) must use a scientific perspective to acquiring as well as analyzing critical business information to establish a growth type corporation. Such impartial analyses of the Food and Beverage business are a crucial service. Building dependable connections with outsourcers may enable high-performing companies to get the expertise they want at a fair price and when they require it



## **6.4 Improving Territory Sales Department**

The relationships, interactions, and organizational procedures directly affect the growth and effectiveness of Square Food & Beverage Limited (SFBL), both within and across divisions. A company's ability to succeed depends on its employees' ability to work together. Productivity may deteriorate if all aspects of an organization's operations are sought to be managed. A company's productivity and success depend on having the right manager in command of its staff.

## **6.5 Conclusion**

The objective is to identify Square Food & Beverage Limited's subpar marketing strategies that can hinder their business's growth and capacity to rule Bangladesh's extremely competitive food and beverage market. The study's conclusions indicate that a variety of variables affect how Sea Fish BD evolves. Porter's Five Forces, SWOT analysis, segmentation, targeting, and positioning strategy, as well as the marketing mix of Square Food & Beverage Limited, indicate that few of the marketing endeavors are insufficient, which has an impact on how rapidly the food and beverage market expands. The surge in demand for pre-packaged cooking supplies and their delivery to consumers' homes are creating more opportunities for the food and beverage business. In order to a shortage of funding and investment in marketing development, Square Food & Beverage Limited must try to compete with other businesses in the food & beverage sector to succeed. Square Food & Beverage Limited (SFBL) must spend in training to locate suitable area sales executives in order to expand the company by bringing in new customers, keeping old ones, and bringing in new customers.

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