

Presentation on Marketing Management

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Marketing Management



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Few Basics

At first it was a Private Limited Company
Agricultural Marketing Com Ltd. (AMCL)
1985

Established as Public limited Company on 1993

The full meaning of PRAN is...

P = Program For

R = Rural

A = Advancement

N = Nationally

Vision

The company has a realistic measurable, practical vision. Company will try to deliver its products in everywhere in the country. After fulfilling the domestic demand it'll export its products.

Mission Statement

Poverty and hunger are curses.

Goal

The company's goal is to achieve market leadership in their existing markets.

Objectives

Company's objectives are below: -

They aim to achieve a market share of 35% their existing markets.

They aim to penetrate new markets by achieving a market share of at least 10% within 2 years.

They aim to achieve sales growth of 19% per annum with their existing products.

Tactics

They will use our widespread distribution via our country supermarkets and UK, Middle East supermarkets to increase sales and existing products and introduce new products.

Aim

Generate employment and earn dignity and self respect for their competitors.

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Organizational Structure

CEO

DMD

Director

Executive Director

Business Unit

Common Service Department

They have total 2,237 employees in AMCL

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Products

Mango Juice [200 ml]

Orange Juice [250 ml]

Pineapple Juice [250 ml]

Fruit Cocktail [250 ml]

Lemon Drink [350 ml]

Apple Juice [250 ml]

Guava Juice [250 ml]

Mango Pine Juice [250 ml]

Banana Juice [250 ml]

Coconut Juice [250 ml]

Tamarind Juice [250 ml]

Industry Scope

Company Names	Price
Pran	12
Danish	12
Star ship	12
Sezan	15
Acme	18

Market Share

Company Names	Market Share
AMCL (Pran)	30 %
Abul Khair Ltd. (Starship)	22 %
Partex Beverage Ltd. (Danish)	15 %
ACME Ltd. (ACME)	13 %
Hashem Food Products Ltd. (Sezan)	11 %
Others	09 %

S

Strength

Consumer Benefits
Advertising & Promotion

W

Sales & Distribution Network
Countrywide Distribution Network
Sales Network
Distribution Network

O

ISO 9001 Certified
Prestigious International Quality Certificates (ISO,
HACCP, HALAL)

T

Export in Major Market

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S

Weakness

W

Less Internal Communication
Delayed Supply

Opportunity

O

Variety of Product

Threat

T

Cash Buying

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Segmentation Analysis

To increase its sales and meet up customer's demand, it has already followed market segmentation.

Level of Segmentation

Through Market Segmentation, companies divided large, heterogeneous markets into smaller segments that can be reached more efficiently and effectively with goods and services that match their unique needs. To be divided an effective segmentation it has chosen Segment Marketing. Because this process consists of a group of customer who share a similar set of wants. Company explained details why did we take this level of segmentation?

Segmentation Variables

Company chose its segmentation variables according to demographically. Because it is more appropriate and suitable for its product line. It is widely available and often related to consumer behavior and buying. The most important variables are given below which related to product line: -

Life Stage: -

Juice is most properly drunk by youth stage.

Age: -

Juice is most properly drunk by 5 – 20 age of people.
If we consider these variables with our product line, it is totally important and related to our product line

Income

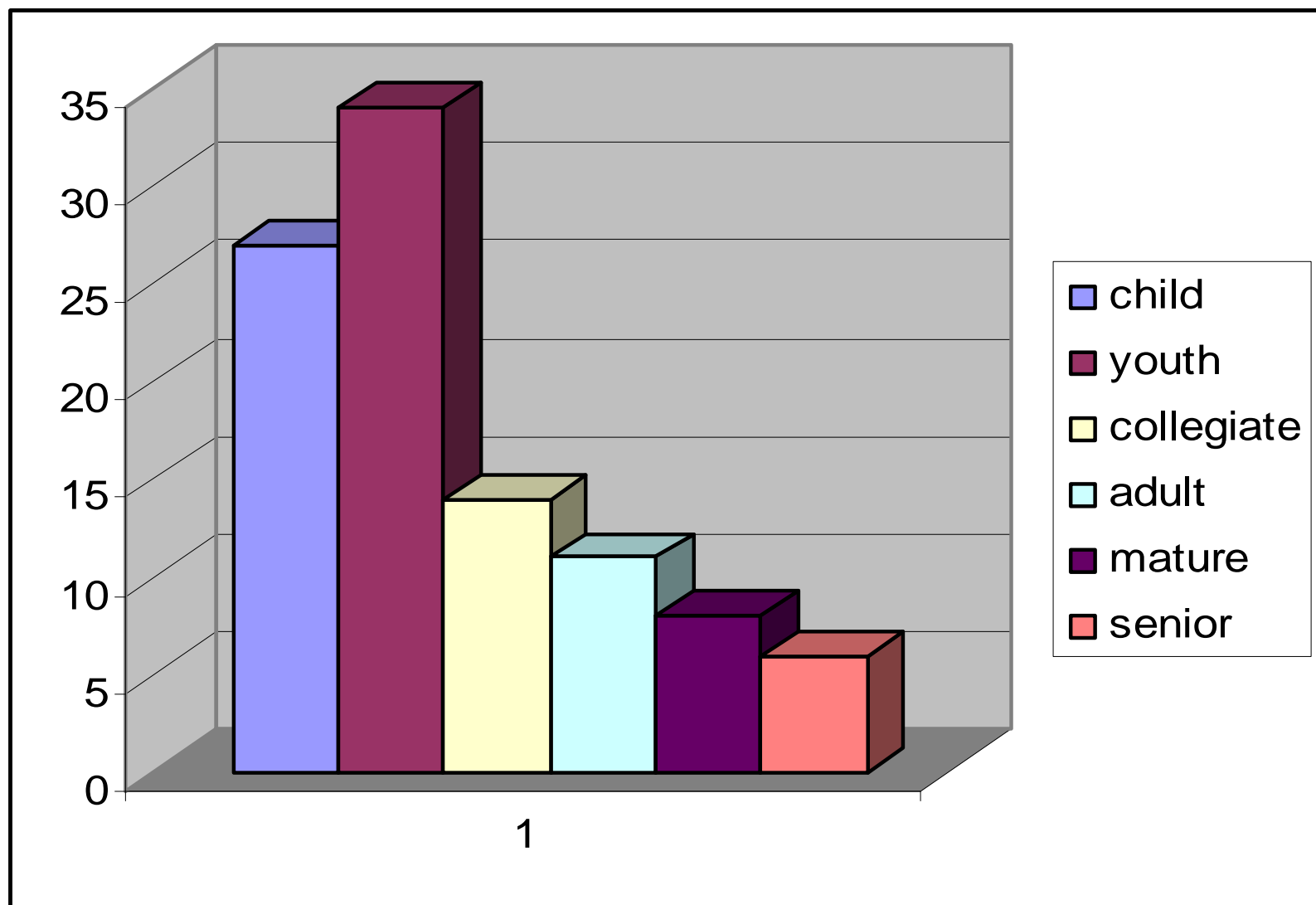
purchase power also affects the variables of product. such as the people who earn 10,000 taka up known as High income people ,who earn 5,000-10,000 are known as middle income people and who earn 5000 less are known as low income people.

Company segmented their target market into these types. Keeping this information in memory, Company advertised their promotion related to in this way. The primary demand of the juice in market is given below

segmentation

Age	Life Stage	Daily Needs	Percentage
5	Child	27	27
10	Youth	34	34
15	Collegiate	14	14
20	Adult	11	11
25	Mature	08	08
Over 25	Senior	06	06

Daily needs measured in 100 packs.



Though, they have different packages for same juice such as mango. A sales list is given below:-

DESCRIPTI ON	HIGH INCOME PEOPLE	MIDDLE INCOME PEOPLE	LOW INCOME PEOPLE	PRICE
Returnable glass bottle (RGB)	14	31	58	10 taka
Aseptic pack	49	32	19	6/12 taka
Non- Returnable glass bottle	16	21	15	12 taka
Canned juice	21	16	08	15 taka
	100	100	100	

***measured in 100 packs

They segmented it that's way because it can help them to emphasize on particular package and more over get easier in their distribution process.

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Market targeting

Mango juice Orange juice	Child
Pineapple juice Mango pine juice	Youth
Fruit cocktail Apple juice	Collegiate
Lemon juice Banana juice	Adult
Coconut juice Guava juice	Mature
Tamarind juice Apple juice	Senior

Differentiated marketing

www.cornhill.co

Pran measured the market on the demand of customer(child,100 packs)

Mango juice	35
Orange juice	29
Pine Apple juice	9
Mango Pine juice	12
Fruit cock tail	5
Apple juice	3
Lemon Drink	2
Banana Drink	1
Coconut Juice	1
Guava Juice	2
Tamarind Drink Juice	1

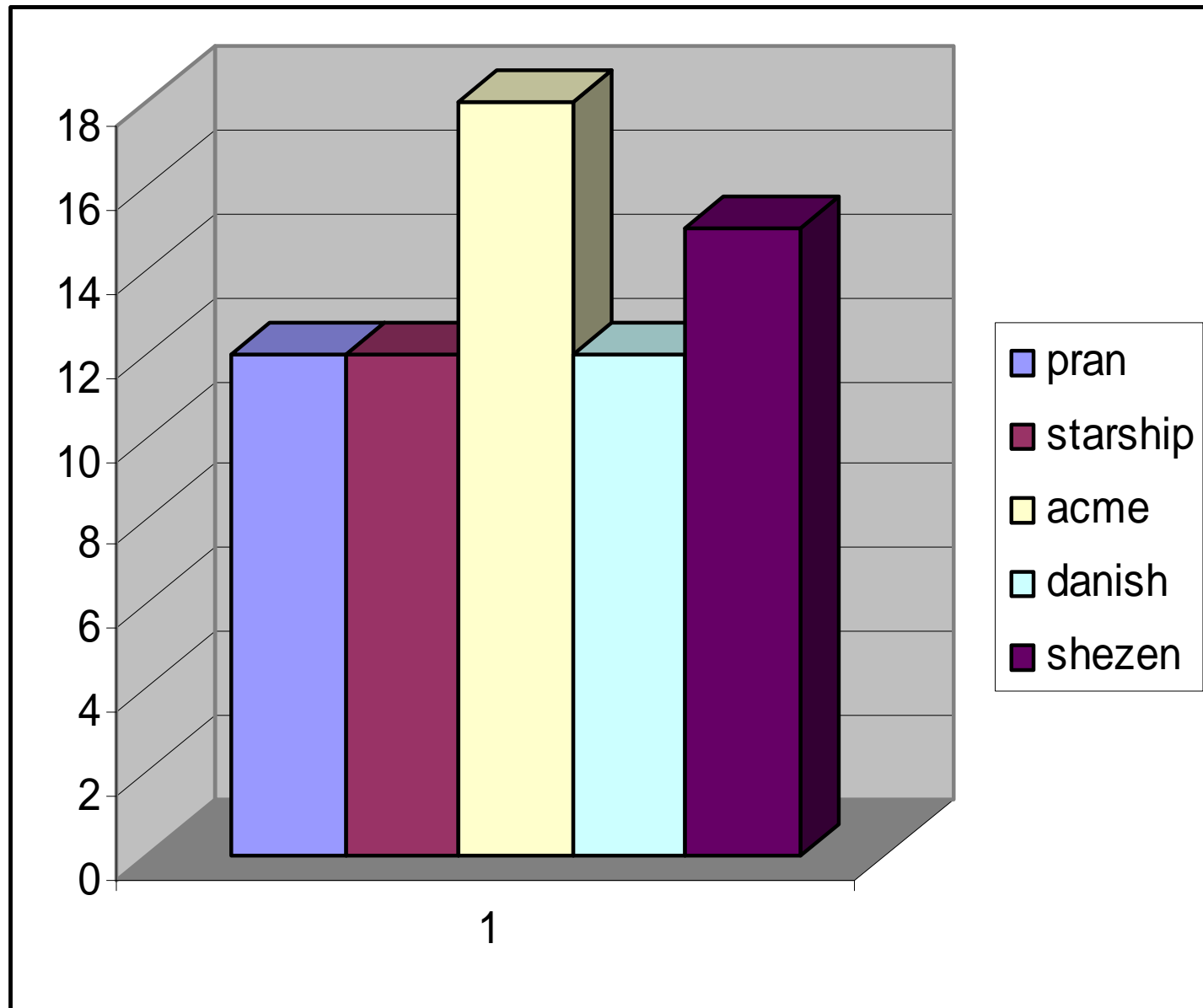
positioning

- Market strategy of “pran” that emphasized serving a specific market segment by achieving a certain position in buyer’s mind.
- Company followed the price/quality strategy to set its positioning .we describe it briefly in follow

from the beginning company always tries to reduce his price than others

Price list

Brand	Price
Pran	12
Star ship	12
Acme	18
Danish	12
Shezen	15



Condition of positioning

People	Opinion	Amount
City	Quality is too good !!!	69/100
Town	According to price, quality is good	75/100
Village	There brand name is preferable	63/100

Marketing Mix

Product

Product

- The company process most of the fruits product in Bangladesh like mango ,pineapple ,Anna, lemon, guava, and many other types of fruits . The plant facilities include canning ,pulping , juice making ,bottling etc .The company's business activities are faming ,processing of fruits and other agro products and the activities of the company segmented into different are shown below-
- Unit-1 processing of agro products
- Unit-2 farming/Horticulture
- Unit-3 Bottling ,TERA packing of juices.

AMCL have adopted a ISO-9001 as the model for their quality management system accordingly a documented system of procedures and instructions have been established throughout the organization defining business process responsibilities.

Management is to committed to providing the resources and operating an environment in which employee can contribute his/her skill, talent and ideas in never ending process of improvement and innovation in all aspects of business.



Mango Juice Bottle(RGB): Mango juice marketed in returnable glass bottle. Raw material is mango pulp collected from local contract growers. PRAN is the pioneer in bottle juice category with highest market share in Bangladesh.



Aseptic Juice Pak: Using fresh natural Bangladeshi fruits and hygienically produced with the state of art technology, available in four different flavors like as orange, mango, litchi, pineapple, mango-pine, guava & fruit cocktail. Very uncommon the fruit cocktail product is a combination of 12 different types of local fruits



Non-RGB Juice:
Real mango fruit
juice, using pulp by
own processed,
available in Non-
returnable glass
bottle



Canned Juices: Using fresh natural Bangladeshi fruits and hygienically produced with the state of art technology food grade metal smart can. Available in four different flavors like as orange, mango, pineapple, guava, fruit cocktail, tamarind & banana flavor

Price

Though company have different types of juices with different flavor and packages. that's why company have different prices for different flavor juices and packs .the list is given below:-

Mango juices

Description	Contains	Price
Returnable glass bottle (RGB)	250 ml	10 taka
Aseptic pack	250 ml 200 ml 125 ml	12 taka 10 taka 6 taka
Non-Returnable glass bottle	250 ml	12 taka
Canned juice	250 ml	15 taka

ORANGE JUICE

Description	Contains	Price
Returnable glass bottle (RGB)	N/A	N/A
Aseptic pack	250 ml 200 ml	12 taka 10 taka
Non-Returnable glass bottle	250 ml	12 taka
Canned juice	250 ml	15 taka

People

The management comprised of a group of senior and mid level experienced professionals like CAs, MBAs, Engineers and Lawyers having long experienced and qualification in the respective fields. Executive and junior officers with adequate experience and qualification in the respective functional areas assist the senior management pool.

At present the human resources strength is 182 including 112 related to production and farming and 70 in the administration and marketing. Total manpower strength will be 360 out of them 190 will be related with production and farming .in the sales department total number of sales representative are 800 and the total number of zonal manager are 71 they are engaged to sells product of PRAN. PRAN has an human resource department to recruit their necessary employee.

PLACE

- TO reach the product efficiently and effectively ,company have strong distribution channel in the country .they have 1510 dealer in the country divided by thirteen division. Main divisions name are given below:-
- 1.Dhaka division
- 2.Chittagong division
- 3.Sylhet division
- 4.Rajshahi division
- 5.Khulna division
- 6.Barishal division
- EACH division they have an sales & distribution office to easier their distribution process.

Countrywide Distribution Network

Company appointed Sales Force to cover every part of the Country.

Sales Network

Pran sales force comprises as bellow,

Number of Executives 137.

Number of Sales Representatives 1510 (Selling to retailers all over Bangladesh through Distributors)

Country Divided by Sales Zone

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Distribution Network

At this moment company appointed total Distributors are 720

promotion

- Promotion:-
- Advertising is the key to marketing communication of any product or brand. It helps to create awareness as well as to show the product attributes & benefits of the brand to the mass consumer level. Our In-house advertising agency provides us full support through different innovative ideas. We spend almost 50% of our total annual budget on different medias. A large portion of the budget is also dedicated to the various Outdoor & Public Relationship activities to build up a strong & distinctive corporate image
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CURRENT PROMOTIONAL

- 1.SIP AND FLY TO GERMANY FOR WATCHING “FIFA WOLRD CUP”



Reference

- www.pranfoods.net
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