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Marketing Management



Presentation By

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Company

Agricultural Marketing Company Ltd.

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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.

Organizational Structure

CEO

DMD

Director

Executive Director

Business Unit

Common Service Department

They have total 2,237 employees in AMCL

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

S

Weakness

W

Less Internal Communication
Delayed Supply

Opportunity

O

Variety of Product

Threat

T

Cash Buying



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