

An Internship Report
On
“A Comparative Analysis of Whole Sale Price Between
Universal Food Limited and Its Competitors”

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This report is submitted to Hajee Mohammad Danesh Science and Technology University,
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Business Administration (Evening)

MBA (Evening) Program-2016

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OCTOBER, 2016

Letter of Transmittal

TO

Dr. Shaikh Mostak Ahammad
Associate Professor
Department of Accounting
Faculty of Business Studies
HSTU, Dinajpur.

Subject: Submission of Internship Report.

Dear Sir,

With due respect, I hereby submit my Internship report on "**A Comparative Analysis of Whole Sale Price Between Universal Food Limited and Its Competitors**". I have tried my best to prepare good report providing all of my effort. The entire report is based on my working experience with Universal Food Limited, Dilalpur, Pabna. During my internship period I have tried my best to use my theoretical knowledge into practical work.

Yours sincerely,

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CERTIFICATE OF IN-PLANT INTERNSHIP

This is to certify that Mst. Afroza, Student ID: E140503049, Hajee Mohammed Danash Science and Technology University, Dinajpur has been completed her 45 days internship from 01.09.2016 to 15.10.2016 in Universal Food Limited, Dilalpur, Pabna satisfactorily. During this period, she was found honest, sincere and responsible. During the Internship period she proved herself sincere and hard working.

I hope that she is now capable of Working in any department of a Food Industry.

I wish her every Success.

Achinto Kumar Ghosh
General Manager

Student's Declaration

The discussing report is the terminal formalities of the internship program for the degree of Master of Business Administration (Evening), Faculty of Business Studies at Hajee Mohammad Danesh Science and Technology University, Dinajpur which is compact professional progress rather than specialized. This report has prepared as per academic requirement after the successfully completing for the period of 45 days (01/09/2016 to 15/10/2016) internship program under the supervision of my honorable supervisor **Dr. Shaikh Mostak Ahammad**, Associate Professor, Department of Accounting and co supervisor **Md. Main Uddin Ahammed**, Lecturer, Department of Finance and Banking. It is my pleasure and great privilege to submit my report titled “**A Comparative Analysis of Whole Sale Price Between Universal Food Limited and Its Competitors**” as the presenter of this report; I have tried my level best to get to gather as much information as possible to enrich the report. After all, as a human being, I believe everyone is not beyond of limitation. There might have problems regarding lack and limitation in some aspects and also some minor mistakes such as syntax error or typing mistake or lack of information. Please pardon me for that mistake and clarify these of my further information on those matters.

I also declare that this paper is original work and prepare for academic purpose which is a part of MBA (Evening) Major in Finance.

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Supervisor's Declaration

I hereby declare that the concerned report “**A Comparative Analysis of Whole Sale Price Between Universal Food Limited and Its Competitors**” is a work by **Mst. Afroza**, MBA (Evening), Major in Finance, Student ID: E140503049, Department of Finance, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200, completed her internship under my supervision and submitted for the fulfillment of the requirement of the degree of Master of Business Administration (Evening), (Major in Finance) at HSTU, Dinajpur.

Dr. Shaikh Mostak Ahammad
Supervisor and
Associate Professor
Department of Accounting
Hajee Mohammad Danesh Science and Technology University, Dinajpur.

Co-Supervisor's Declaration

I hereby declare that the concerned report “**A Comparative Analysis of Whole Sale Price Between Universal Food Limited and Its Competitors**” is a work by **Mst. Afroza**, MBA (Evening), Major in Finance, Student ID: E140503049, Department of Accounting, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200, completed her internship under my supervision and submitted for the fulfillment of the requirement of the degree of Master of Business Administration (Evening), Major in Finance at HSTU, Dinajpur.

Md. Main Uddin Ahammed

Co-Supervisor

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Acknowledgements

Industrial Internship is an academic function of MBA (Evening) curriculum in Department of Finance in Hajee Muhammad Danesh Science and Technology University, Dinajpur. At first I unending gratefulness to Almighty Allah for giving me such an opportunity to passing good days during the industrial Internship.

This report “**A Comparative Analysis of Whole Sale Price Between Universal Food Limited and Its Competitors**” has been prepared to fulfill the requirement of EMBA degree. I am very much fortunate that I have receive sincere guidance, supervisor and co-operation from various person.

I would like to take the opportunity to thank people who guided and supported me during this work. I wish to express my deepest gratitude to my honorable supervisor **Dr. Shaikh Mostak Ahammad**, Associate Professor, Department of Accounting for showing great interest in my work and for the guidance that he has given me for giving me the opportunity to do this work. In such a renowned industry Universal Food Ltd. at Pabna. I also like to thank our all respected teachers for their valuable advice and guidance.

I want to express my highest compliments towards the authorities of, Universal Food Limited, Bangladesh to permit us for visiting in their Food Industry. The co-operation & geniality that I had received from the generous employee of the plant will be evergreen memories in my life. I would like to give special thanks towards, Managing Director **Shohani Hossen** of Universal Group and General Manager **Achinto Kumar Ghosh** of Universal Food Limited. I also would like to thank Marketing Manager **Alhaz Raziur Romon Rumi**, Factory Manager **Rejuanul Haque Rashed**, Production Manager Sonjoy Basak, Store Manager Nandon Vhounik, Assistant Manager Kawser Hayet Shorif and all the personnel of Universal Food Limited.

Finally, I am very grateful to my parents those had always given me their unconditional caring and support.

Abstract

The objective of industrial Internship is to achieve practical knowledge about food processing, preservation and production of convenience food items from raw materials. From this Internship we know about the unit operation of the machineries, quality control department and their function. We also know about research on future development of food and food products. In the global campaign of Health for All, promotion of proper nutrition is one of the important parts of primary health care. To maintain ones health fit one should have to have food and industrial food products. Industries try to provide different nutrients to enrich the qualities of industrially food products. Now a day some prominent food industry such as Acme, Transcom Beverage, Pran, Milk vita Bangladesh Ltd., NESTLE, New Zealand dairy product Bangladesh Ltd., Igloo Ice-Cream and Milk industry, Universal Food Ltd. etc. is producing various food products that are directly co-related with public health. Within hundreds of food industries Universal Food industry is one of the largest and important for some specific food product. We have visited it to know about their various products and their manufacturing process. The main products of Universal Food industry are Tasty Saline, Tasty Hazmi, Tasty Chutney etc. Food habit may be changed with the change of civilization. So research is mandatory to meet public needs and to solve the recent health problem.

In recent years, Universal Food Ltd. has emerged as a leading corporate body in Bangladesh and a big chunk of its success is attributable to its thorough marketing plans, which apply the theories of in iterated Communication effectively. In case of Universal Food Ltd. the scenario is not different and the cools of consumer behavior are strictly followed here as well. While preparing this report, evidence regarding this fact was found on a regular basis and the report will explain the significant applications of promotional activities of Tasty Products. Besides, the report will provide certain guidelines for Universal Food Ltd.; which, if implemented properly, will ensure future success of Tasty Products.

Contents

Serial no.	Topics	PAGE NO.
	Letter of Transmittal	i
	Internship Certificate	ii
	Student's Declaration	iii
	Supervisor's Declaration	iv
	Co-Supervisor's Declaration	v
	Acknowledgements	vi
	Abstract	vii
1	INTRODUCTION	1
	1.1 Introduction	02-03
2	OBJECTIVE	04
	Objective	05
3	LITERATURE REVIEW	06
	1.1. Literature Review	07-08
4	METHODOLOGY	09
	1.1 Methodology	10
5	COMPANY OVERVIEW	11-27
	5.1 Tasty Saline	12
	5.1.1. Definition of Saline	12
	5.1.2. Definition of Tasty Saline	12
	5.1.3. Name of the Ingredients of the Tasty Saline	12
	5.1.4. Name of the machine for manufacturing Tasty Saline:	13
	5.2. Tasty Hazmi	13
	5.2.1. Definition of Tasty Hazmi	13
	5.2.2. Types of Tasty Hazmi	13
	5.2.3. Name of the Ingredients of the Tasty Hazmi	14
	5.3 Tasty Isapgul	14
	5.3.1. Definition of Isapgul	14
	5.3.2. Definition of Tasty Isapgul	14
	5.3.3. Name of the Ingredients of the Tasty Isapgul	15
	5.4. Tasty Chanachur	15
	5.4.1. Definition of Chanachur	15

	5.4.2. Definition of Tasty Chanachur	15
	5.4.3. Name of the Ingredients of the Tasty Chanachur	16
	5.5. Tasty Tamarind Chutney	16
	5.5.1. Definition of Chutney	16
	5.5.2. Definition of Tamarind	16
	5.5.3. Definition of Tamarind Chutney	17
	5.5.4. Definition of Tasty Tamarind Chutney	17
	5.5.5. Name of the Ingredients of the Tasty Chutney	17
	5.6. Tasty Lacha Shamai	18
	5.6.1. Definition of Lacha Shamai	18
	5.6.3. Name of the Ingredients of the Tasty Lacha Shamai	18
	5.7. Tasty Spice Powder	18
	5.7.1. Definition of Spice Powder	18
	5.7.2. Definition of Tasty Spice Powder	18
	5.7.3. Types of Tasty Spice Powder	18
	5.7.4. Name of the machine for manufacturing Tasty Spice Powder:	19
	5.7.5. Quality control of Tasty Spice Powder	19
	5.7.6. Production flow-chart of Tasty Spice Powder	20
	5.7.7. Brand Mapping	20
	5.7.8. Qualitative Research	21
	5.7.9. Comments Discussion	21
	5.8. Tasty Oravite-C	22
	5.8.1. Definition of Tasty Oravite-C	22
	5.8.2. Name of the Ingredients of the Tasty Oravite – C	23
	5.9 .Tasty Mustard oil	23
	5.9.1. Definition of Testy Mustard Oil:	23
	5.9.2. Name of the Ingredients of the testy mustard oil	23
	5.10. Product Details	24
	5.11. Weight variation	25
	5.12. Room condition	25
	5.13. Standard Operating Procedure (SOP)	26
	5.14. Manufacturing Record	27
6	ANALYSIS	28-41

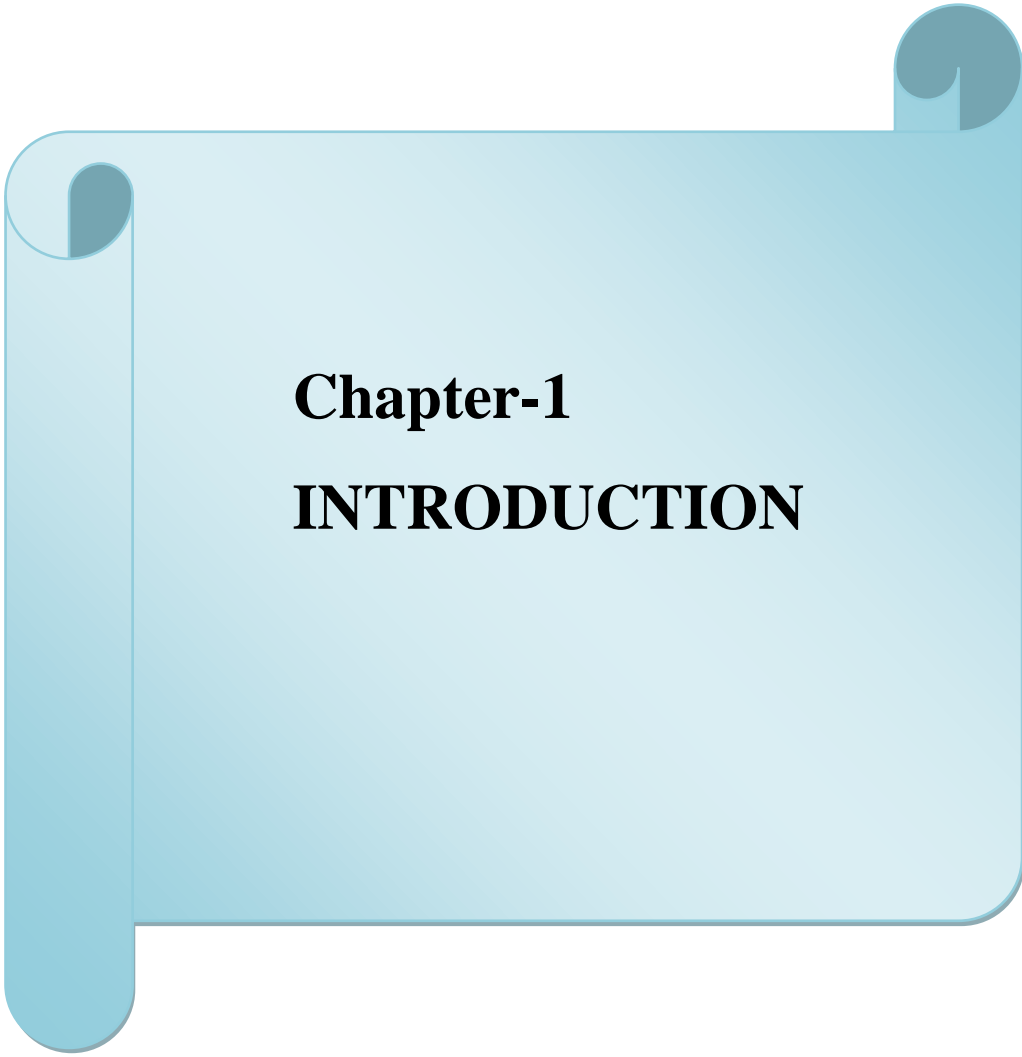
	6.1. A COMPARATIVE WHOLESale PRICE ANALYSIS BETWEEN UNIVERSAL FOOD LIMITED AND ITS COMPETITORS	29
	6.1.2.RED CHILLI POWDER (50gm)	29
	6.1.3.Red chilli powder (100gm)	30
	6.1.4. Red chilli powder (200gm)	31
	6.1.5.Turmeric powder (50gm)	32
	6.1.6.Turmeric powder (100gm)	33
	6.1.7.Turmeric powder (200gm)	34
	6.1.8.Coriander powder (50gm)	35
	6.1.9.Coriander powder (100gm)	36
	6.1.10. Coriander powder (200gm)	37
	6.1.11.Mustard oil(100ml)	38
	6.1.12.Mustard oil (200ml)	39
	6.1.13.Mustard oil (500ml)	40
	6.1.14. Whole sale Price Scenario	41
7	FINDING	42-43
	7.1.Finding	43
8	CONCLUSIONS, SUGESTIONS AND FUTURE WORK	44-46
	8.1. Conclusion	45
	8.2 Suggestions	45
	8.3Areas for Further Research	46
	REFERENCES	47

LIST OF TABLES

TABLE NO.	TITLES	PAGE NO.
1	Red chilli powder (50gm)	29
2	Red chilli powder (100gm)	30
3	Red chilli powder (200gm)	31
4	Turmeric powder (50gm)	32
5	Turmeric powder (100gm)	33
6	Turmeric powder (200gm)	34
7	Coriander powder (50gm)	35
8	Coriander powder (100gm)	36
9	Coriander powder (200gm)	37
10	Mustard oil(100ml)	38
11	Mustard oil(200ml)	39
12	Mustard oil(500ml)	40

LIST OF FIGURE

FIGURE NO	TITLES	PAGE NO.
1	Tasty Saline.	12
2	Cone blender machine	13
3	Tasty Hazmi.	14
4	Tasty Isapgul	15
5	Tasty Chanachur.	16
6	Tamarind.	17
7	Tamarind Chutney	17
8	Tasty Tamarind Chutney	17
9	Tasty Lacha Shamai.	18
10	Tasty spice powder	19
11	Tasty Oravite-C	22
12	Tasty Mustard oil	23
13	Red chilli powder (50gm)	29
14	Red chilli powder (100gm)	30
15	Red chilli powder (200gm)	31
16	Turmeric powder (50gm)	32
17	Turmeric powder (100gm)	33
18	Turmeric powder (200gm)	34
19	Coriander powder (50gm)	35
20	Coriander powder (100gm)	36
21	Coriander powder (200gm)	37
22	Mustard oil(100ml)	38
23	Mustard oil(200ml)	39
24	Mustard oil(500ml)	40



Chapter-1
INTRODUCTION

Introduction

Wholesale prices are the prices charged by producers to retailers whereas retail prices are the prices charged by retailers to end customers. Wholesale buyers typically purchase in bulk but retailers sell individual units for personal consumption. When selling in bulk, a business achieves "economies of scale". The costs to produce, package, promote and distribute 100 units of a good to one buyer are much lower than the same costs when selling 100 units to 100 different consumers. This economic principle is one reason that producers can sell to retailers at lower-than-retail prices.

Starting a wholesale business could be a lot easier and cheaper than you think! There are several different types of wholesale business that you could start. Some wholesale businesses do require a physical premise and stock, however some wholesale businesses can be run entirely over the internet without out pre-purchasing stock. This means you could start a wholesale business quickly, easily and with little or no capital investment.

In simple terms a wholesaler usually purchases stock at very low prices because they order in large volumes. Wholesalers then resell stock at wholesale prices to resellers, retailers, distributors and other wholesalers with their margin added to the cost price to make a healthy profit.

Once you've decided which type of wholesale business you want to start, the industry you wish to start up in, you've researched some potential products and suppliers, you now need to consider who you will sell to. Who will be your customers? Where will they be located geographically? Will you need to ship goods to them or will you operate on a drop ship basis with your suppliers? If you have to ship goods how much will it cost you! How will you promote your business to get customers to buy from you?

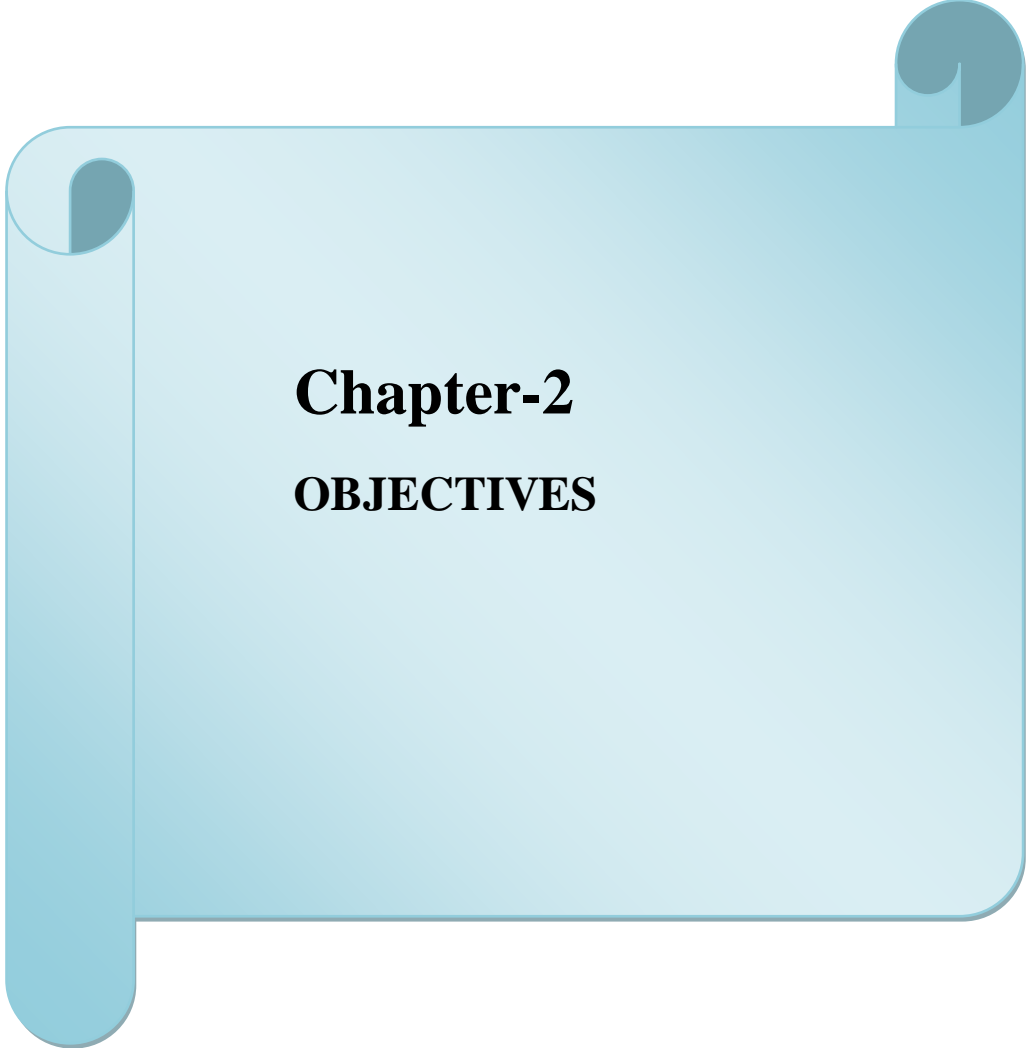
The less competition your new wholesale business has the more profit you will make! Suppliers will not allow too many wholesalers to trade in any given territory as this can start to a price war and ultimately commercial suicide for all businesses concerned when there is no more profit left in the price of the products! How much do your competitors charge? How much will you charge? How much profit margin can you realistically add to the cost of the products while remaining profitable and competitive? Apart from price how will you differentiate your new wholesale business from that of your competitors? Will you add value by offering additional products and services or do you plan to compete solely on price?

This study focuses on wholesale price between Universal Food Limited and its competitors.

Universal Food Ltd., was established in 1990. It actually started as Universal Ltd, a pharmaceuticals company and has licenses for 34 drugs, out of which some of them have been successful capturing big market share. But it really flourished in its food products under the brand name “Tasty”. Tasty Saline is number one in the market of Oral Saline. Universal Foods now has versatile food products and they are extremely confident about the quality of their products.

Organizational Administration are Managing Director: Shohani Hossen, General Manager: Achinto Kumar Ghosh, Marketing Manager: Alhaz Raziur Romon Rumi. Factory Manager: Rejuanul Haque Rashed. Production Manager: Sonjoy Basak. Store Manager: Nandon Vhoumik. Assistant Manager: Kawser Hayet Shorif.

Universal Group from their early growing stage have already shown their full hearted willingness towards Corporate Social Responsibility (CSR) through many activities in the field of sports, health, culture, environment and humanitarian aid at district level and national level also. Even the products of pharmaceutical and food sectors of Universal Group are carrying out a great responsibility providing the nation with essential medicine and foods. Besides Universal Group have been taking part in the poverty alleviation program creating jobs for the jobless people. It also can be mentioned that in the area of media-entertainment Universal Group have a glorious role through displaying so many important movies and documentary films . In spite of inheriting a famous cinema hall “Rupkatha” from his father late Al-haz Mokarram Hossen, the founder of the Universal Group late Al-haz Mobarak Hossen Ratna built up some other cinema halls at upazilla level for the recreation of the general people who did not have other means of refreshing their minds. For his great thirst for sport man spirit he won gold medals in national and international shooting competition. The national shooting competition of 1991 was held in Pabna for his own initiative and patronage. Recently the present managing director of Universal Group Shohani Hossen has taken part in patronizing the project of “Museum of Suitable Technology” (Lagsoi Projukti Jadughar) built in Pabna Sadar upazilla compound. Even for the greater interest of the people of Bangladesh she has sponsored the publication of the book on Lagsoi Projukti which is going to be a very useful book over the nation. It's a direct corporate social responsibility along with the efforts of the government. However, Universal Group have the positive will to take part in other CSR activities which are to be considered as necessary efforts to build up Bangladesh as a better nation.



Chapter-2
OBJECTIVES

2. OBJECTIVES

This study compares wholesale price analysis between the Universal food ltd and its competitors. The study also covers the following areas:

- To continue to provide the very best of what the consumer wants.
- To explore new segments of market and to cater to it.
- To identify what the consumer needs and providing it to them.
- To continue to assure intrinsic quality of hygienic food products with authentic taste.
- To enhance customers standard of food habit.



Chapter-3
LITERATURE REVIEW

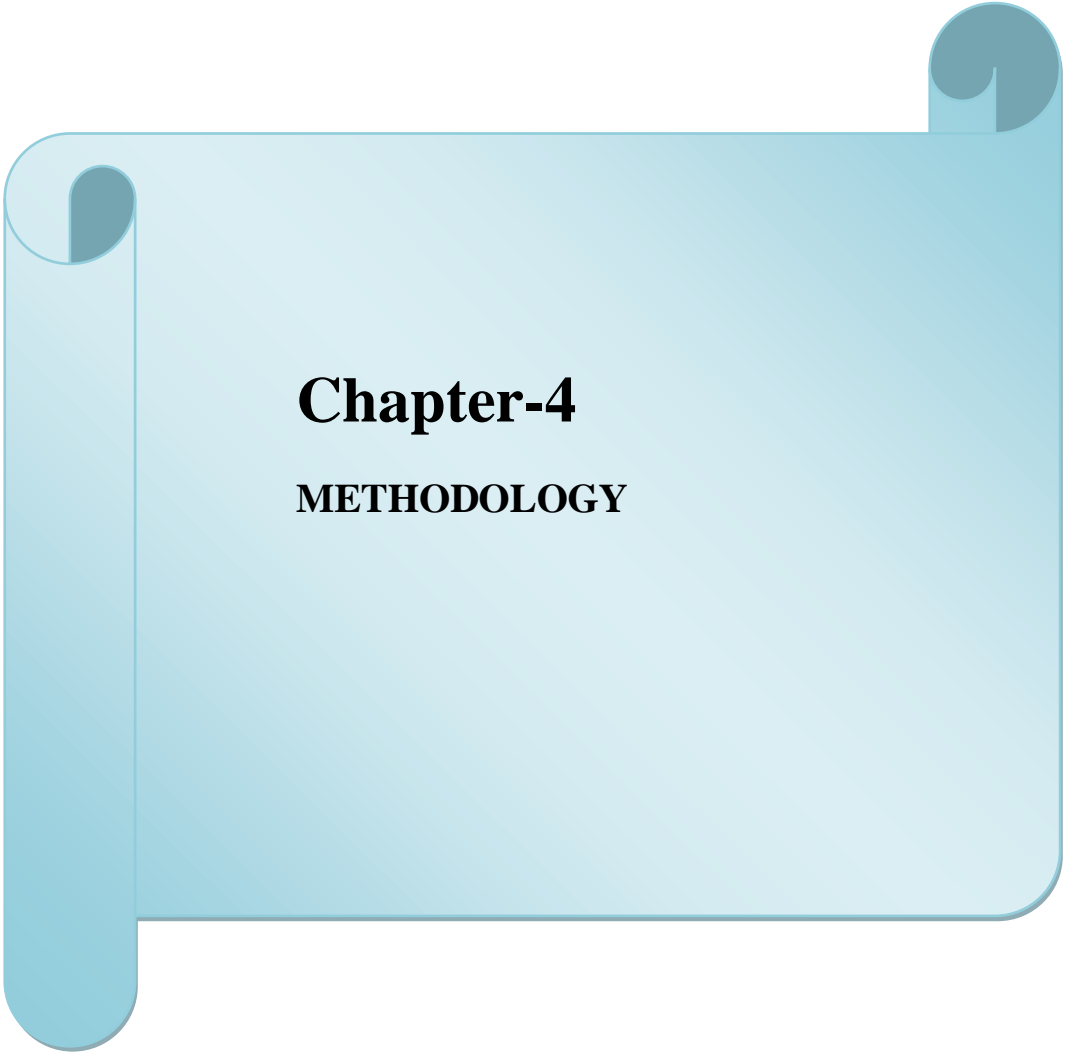
3. LITERATURE REVIEW

Significant studies have examined on industrial report on UFL. Moreover, the number of Publications showing the empirical result of comparison wholesale price analysis between the Universal food ltd and its competitors. In this study is analyzed the wholesale price between Universal food ltd and its competitors. The following is an Endeavour to capture the core findings from major literature.

The study of the Kamal (2012) shows the comparative wholesale price analysis between Universal Food Limited and its competitors. Universal food Ltd has emerged as a leading corporate body in Bangladesh and a big chunk of its success is attributable to its thorough marketing plans, which apply the theories of iterated Communication effectively. In case of Universal Food Ltd., the scenario is not different and the tools of consumer behavior are strictly followed here as well. While preparing this report, evidence regarding this fact was found on a regular basis and the report will explain the significant applications of promotional activities of Tasty Spice Powder. Besides, the report will provide certain guidelines for Universal Food Ltd., , which, if implemented properly, will ensure future success of Tasty products. Ahmed (2013) conducted a comparative wholesale price analysis between Universal Food Limited and its Competitors. UFL is now one of the greatest and significant and most successful companies in Bangladesh. They are now challenging the other multinational companies. UFL management hierarchy contains different levels at executive ranging from managing director to area manager and distributors. Each has their own duties and responsibilities. Its management structure is decentralized that means the lower level managers have the rights to take regular decisions. Moni (2014) investigated the comparative wholesale price analysis between Universal Food Limited and its competitors. She analyzed most of our works of food technology are related to food industry so that visit is a great thing to gather important information that facilitated the way of our education. I think the practical observation of operative system of many type of machinery in the food industry and the production process might correlate the academic education in a better sense. It's because that only theoretical knowledge is not enough to acquire a complete knowledge about the food handling, processing, preservation and many more techniques involved in food production. Thus, to achieve practical knowledge about food processing, preservation and production of convenience food items from raw material. A variety of food products, mainly flourished under the brand name "Tasty" as Tasty Saline, Tasty Hazmi, Tasty Chutney etc are being processed at this plant. I have also noticed that in every stage of the production they maintain a highly standard quality of the products during processing,

packaging, storage through a well equipped and a group of expertise personnel of the Quality Control and Quality Assurance Department. Universal Foods now has versatile food products and they are extremely confident about the quality of their products. Ali (2010) analysed to explore the wholesale price practices that are adopted by the Bangladeshi private company's. Data was collected from both primary and secondary sources. The deduction of the study was collected the significant difference between Universal Food Limited and its competitors. It further suggested that financial soundness indicator differ in value for each type of companies. It is no doubt that there is good understanding of wholesale price among the employee of companies, but there is a gap of intern courses which needs to be tackle for wholesale price .

The above literature of all the past studies figured out the comparative wholesale price analysis between Universal Food Limited and its competitors. There are different types of wholesale price by different types of company. The present study is conducted to explore the comparative wholesale price analysis between Universal Food Limited and its competitors and try to figure out their wholesale price management and wholesale price strategies and make empirical result with ratio analysis.



Chapter-4
METHODOLOGY

4.1. Scope of the Report:

This report has been prepared within the following parameters:

1. The report will cover the marketing activities for some basic products offered by universal undertaken by universal food Ltd.,
2. The urban areas will be given priority as the prime market for the chosen product.
3. Emphasis was given to female members of the market.
4. The report is primarily done based on promotional budget of DEKKO Spice Powder.

4.2. Data Collection Procedure:

To prepare this project I have used two major sources of data-primary sources and secondary sources.

As primary sources I have used the following two sources:

- Personal observation
- Interviews

As secondary sources I took help from

- Website
- Internal report
- Text books

4.3. Limitations:

This report is not free from limitations. Moreover the topic is so much vast, so I faced some problems while preparing this report. The limitations acquainted with this report are as the following:

- Time limitation
- Lack of co-operation from the data source
- The management of Universal Food Ltd did not want to reveal all the information regarding Promotional Budget.
- Technical problems.



Chapter-5

COMPANY OVERVIEW

5.1. Tasty Saline

5.1.1. Definition of Saline: In medicine, saline (also saline solution) is a general term referring to a sterile solution of sodium chloride (NaCl, are commonly known as salt) in water but is only sterile when it is to be placed intravenously; otherwise, a saline solution is a salt water solution.

5.1.2. Definition of Tasty Saline: Tasty is a brand name of Universal Food Ltd., Their Saline is called Tasty Saline which carries more nutritive value and has better taste then the normal Saline.



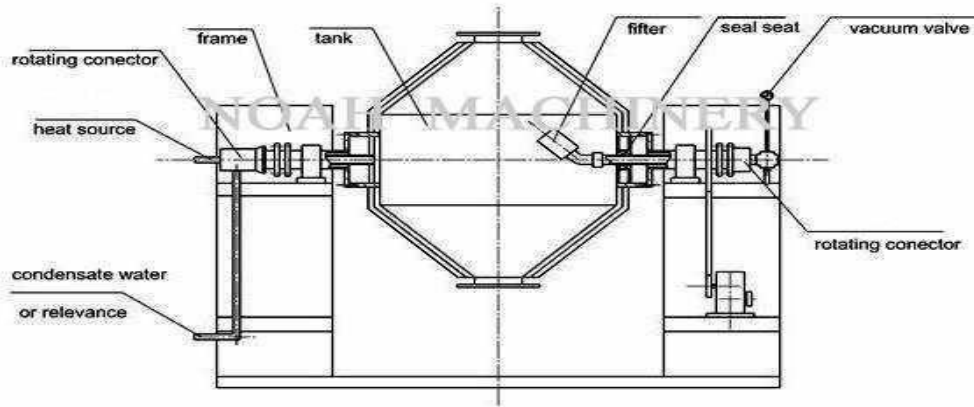
5.1.1. Figure: Tasty Saline.

5.1.3. Name of the Ingredients of the Tasty Saline:

<u>Name</u>		<u>Amount</u>
i) Sodium Chloride	BP	0.88g
ii) Potassium Chloride	BP	0.76g
iii) Sodium Citrate	BP	1.50g
iv) Citric Acid	BP	0.88g
v) Glucose anhydrous	BP	8.18g
vi) Dried Sucrose	BP	6.14g
vii) Flavor	BP	q.s(quantity sufficient)

5.1.4. Name of the machine for manufacturing Tasty Saline:

i) Cone blender machine: It is a mixture machine use to mix all the ingredients of Tasty Saline.



5.1.2. Figure: Cone blender machine.

5.2. Tasty Hazmi

5.2.1. Definition of Tasty Hazmi: Tasty Hazmi is a chewable tablet that stimulates the taste buds in such a way that an alert is sent to the stomach to increase hydrochloric acid secretion, thereby improving digestion. Hydrochloric acid is necessary for the digestion of proteins and other food components in the stomach. Tasty Hazmi contain small amount of Vitamins and Minerals and it supply very low amount of energy.

5.2.2. Types of Tasty Hazmi: There are five types of Tasty Hazmi. They are-

- i) Tasty Hazmi (Tamarind)
- ii) Tasty Hazmi (Mango)
- iii) Tasty Hazmi (Lyche)
- iv) Tasty Hazmi (Normal)
- v) Tasty Hazmi (Special)



5.2.1. Figure: Tasty Hazmi.

5.2.3. Name of the Ingredients of the Tasty Hazmi:

- | | |
|---------------------------------------|--------------------------|
| i) Aspartame | ii) Black pepper |
| iii) Lactose | iv) Starch |
| v) Sodium Chloride | vi) Citric acid |
| vii) Povidone K30 | viii) Magnesium stearate |
| ix) Purified Talcum Powder food grade | x) Aerosil 200 |
| xi) Purified Water | xii) Flavor. |

5.3 Tasty Ispagul

5.3.1. Definition of Ispagul: Ispagul also known as psyllium, ispaghula, or isabgol, are portions of the seeds of the plant *Plantago ovata*, (genus *Plantago*), a native of India. They are hygroscopic, expanding and become mucilaginous. Ayurveda recommends its use for colon cleansing/ bowel regulation as well as for better blood circulation.

5.3.2. Definition of Tasty Ispagul: Tasty is a brand name of Universal Food Ltd., Their Ispagul is called Tasty Ispagul which carries more nutritive value and has better taste than the other Ispagul. It is a sugar free lemon flavored product which is produced by Hygienically process.



5.3.1. Figure: Tasty Ispagul.

5.3.3. Name of the Ingredients of the Tasty Ispagul:

- i) Natural Ispaghula Husk
- ii) Aspartame
- iii) Sodium Chloride
- iv) Lemon flavor.

5.4. Tasty Chanachur

5.4.1. Definition of Chanachur: Chanachur is a crispy snack or mix food item. There are a maximum of 12 different items in it. It is made up of ingredients that are all fried. The most common ingredients are fried noodles made from pulse flour, for example, black gram flour; flour chips of different shapes and sizes; fried and puffed dhals; cereals and peanuts. Spices and condiments are used to flavor the mixture.

5.4.2. Definition of Tasty Chanachur: Tasty is a brand name of Universal Food Ltd., Their Chanachur is called Tasty Chanachur which carries more nutritive value and has better taste than the other Chanachur.



5.4.1. Figure: Tasty Chanachur

5.4.3. Name of the Ingredients of the Tasty Chanachur:

- | | |
|-------------------|-------------------------|
| i) Flattened rice | ii) Peanut |
| iii) Palm oil | iv) Cardamom |
| v) Citric acid | vi) Gram flour (beshon) |
| vii) Lentil | viii) Clove |
| ix) Salt | x) Chili powder |
| xi) Cumin | |

5.5. Tasty Tamarind Chutney

5.5.1. Definition of Chutney: Chutney (also called chatney) refers to a wide-ranging family of condiments from South Asian cuisine and Bangladeshi cuisine that usually contain some mixture of spice(s) and vegetable(s) and/or fruit(s). There are many varieties of chutney.

5.5.2. Definition of Tamarind: Tamarind (*Tamarindus indica*) is a tree in the family Fabaceae indigenous to topical Africa. The genus *Tamarindus* is a monotypic taxon, having only a single species. The tamarind tree produces edible, pod-like fruit which are used extensively in cuisines around the world.



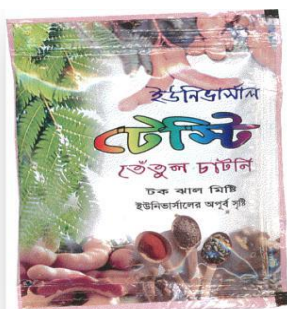
5.5.1. Figure: Tamarind.



5.5.2. Figure: Tamarind Chutney.

5.5.3. Definition of Tamarind Chutney: Tamarind chutney is a sweet and tangy dip used in Bangladeshi cooking as well as a food. Its defining component is tamarind, a fruit that grows in North Africa and has an extremely sour taste when dried.

5.5.4. Definition of Tasty Tamarind Chutney: Tasty is a brand name of Universal Food Ltd., Their Tamarind Chutney is called Tasty Tamarind Chutney which carries more nutritive value and has better taste than the other's tamarind chutney.



5.5.3. Figure: Tasty Tamarind Chutney

5.5.5. Name of the Ingredients of the Tasty Chutney:

- | | |
|----------------------|--------------------------|
| i) Tamarind | vii) Sodium Benzoate |
| ii) Sugar | viii) Cardamon |
| iii) Sodium Chloride | ix) Cumin |
| iv) Starch slightly | x) Five seasoning spices |
| v) Chili powder | xii) Fresh water. |
| vi) Soybean Oil | |

5.6. Tasty Lacha Shamai

5.6.1. Definition of Lacha Shamai: Lacha Shamai is a fry food product of wheat flour, vegetable oil and salt.

5.6.2. Definition of Tasty Lacha Shamai: Tasty is a brand name of Universal Food Ltd., Their Lacha Shamai is called Tasty Lacha Shamai which carries more nutritive value and has better taste than the other Lacha Shamai.



5.6.1 Figure: Tasty Lacha Shamai

5.6.3. Name of the Ingredients of the Tasty Lacha Shamai:

- i) Wheat flour
- ii) Vegetable Oil
- iii) Salt

5.7. Tasty Spice Powder

5.7.1. Definition of Spice Powder: After crush up the spice, the condition of the spice is called spice powder.

5.7.2. Definition of Tasty Spice Powder: Tasty is a brand name of Universal Food Ltd., Their Spice Powder is called Tasty Spice Powder.

5.7.3. Types of Tasty Spice Powder: There are three types of Tasty Spice Powder. They are-

- i) Tasty Spice Powder (Chili)

ii) Tasty Spice Powder (Turmeric)

iii) Tasty Spice Powder (Coriander).



5.7.1. Figure: Tasty spice powder (Chili, Turmeric and Coriander).

5.7.4. Name of the machine for manufacturing Tasty Spice Powder:

i) Multi machine: It is a crushing machine use to crush the dry spice and make it as powder form.

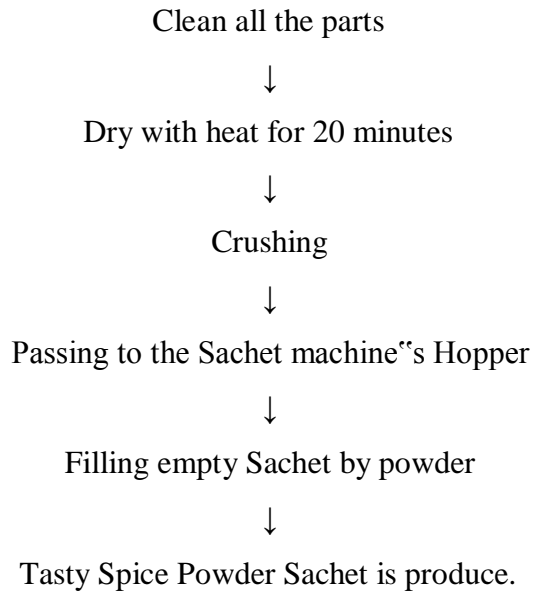
ii) Packaging machine: This machine have hopper, dosing plate, foil hanger, vertical round roller, horizontal round roller, eye mark and cutting blade. The vertical round roller has

140°C and horizontal round roller has 154°C temperature maintained to grip the packet tightly.

5.7.5. Quality control of Tasty Spice Powder:

- **Moisture test:** Moisture is measured by moisture measurement machine. The required range of moisture for Tasty Spice Powder is below 10%.
- **Fineness test:** Here, above 500 μ sieve is use to test the fineness of the spice powder. The weight variation is measure in percentage and the required range of this variation is 95-100%.
- **Other test:** The color, flavor, percentage of the Insect and mold is also be seen.

5.7.6. Production flow-chart of Tasty Spice Powder:



5.7.7. Brand Mapping:

Radhuni seems to have a strong cultural connection with the consumers; hence the brand enjoys a high recall. Consumers can also articulate the specifications and proposition of the brand

Pran also has decent recall and known to have high quality product sensorial. ACI, Rani and Arku has comparatively low recall, other than the own users, most are unaware of their offering and quality

Fresh Spice has very low salience and knowledge across other than its own users. Most consumers associate Fresh with oil, flour, water rather than spice.

Customer preference on basis of texture and flavor both fresh and other brands:

All Evaluation is basis on percentage variation (+) is above 50% and minus (-) is below 50% -

First of all the minus (-) symbol is the quality level below 50% and plus (+) symbol is quality of masala is above 50%,the standard level is 65%, but above 50% is good –Reference (http://www.bsti.gov.bd/cert_mark_accreditation.html) 65% is the standard of quality maintenance level from BSTI.

(BANGLADESH STANDARDS AND TESTING INSTITUTION) in any consumer product quality margin.

5.7.8. Qualitative Research:

Radhuni Red chilli, Turmeric and Coriander powder

In the preface quality maintenance in the below 3 parameters except color all are in good percentage but post phase in a after test trial feedback is to lower the hotness means low spicy then previous and aroma glance lower, market leader brand (radhuni) have a extra advantage of sweet ingredients, consumers like the test of spice and sweetness mix up masala's, market follower and other no brand are in average rate, lesser than 50% quality rate.

Low Hotness and High Color-

In previous qualitative research all is about to reduce the spicy and the texture level high, but that's why in this category as a new entrant factory (fresh mix masala) can't do immediate change in spice and texture level, in the below graph, fresh parameter contains empty, and Radhuni as well decrease in all the parameter level, but maintain the same quality level, market followers and the other non brand's are in same average quality.

Comparison with Pran Red Chilli, Turmeric and Coriander powder

Apart of comparison with pran red chilli, Turmeric and Coriander powder in the parameter context (color) the quality level is good enough except non-brand, its quality is all average below. Hotness and intensity quality parameter both are quite good in terms of standard percentage rate comparison with Fresh, other two parameters are same quality standard in comparison with other three research variant (Market leader, market follower, non-brand).

Low Hotness and Low Color

Here in same portion, for post variant Fresh variant is empty, comparison with Radhuni to have the same quality level to compete in the market.

5.7.9. Comments Discussion:

Good- In the variant of Testy Red chilli powder after test of 3 Grade variants, the test was good, it was most of the consumer's avg. comments, and for consumers the taste was familiar to them as they get in their houses, some say the "Home Test".

The percentage rate (Comments good) was above 80%. Overall Good- In the variant of Testy Turmeric powder variant is not that much taste expected by the consumers, a part of quality, texture, taste in these three consecutive parameter consumer's comments was neither good nor bad average.

Better- In the Variant of Testy Coriander powder after having 1st Grade masala test the feedback was tremendous good, near about 80% percentage consumers feedback was absolutely brilliant and all three Grades results was good, the taste they got in the house or other places our masala ingredient was best then those.

5.8. Tasty Oravite-C

5.8.1. Definition of Tasty Oravite-C: Tasty Oravit-C is a chewable tablet that stimulates the taste buds in such a way that an alert is sent to the stomach to increase hydrochloric acid secretion, thereby improving digestion. Hydrochloric acid is necessary for the digestion of proteins and other food components in the stomach. Tasty Oravite-C contains Vitamin C and some Minerals and it supply very low amount of energy.



5.8.1. Figure: Tasty Oravite-C

5.8.2. Name of the Ingredients of the Tasty Oravite – C:

- | | |
|----------------------|--------------------------|
| i) Ascorbic acid | vii) Aspartame |
| ii) Citric acid | viii) Lemon yellow color |
| iii) Sodium Chloride | ix) Orange red color |
| iv) Lactose | x) Aerosil 200 |
| v) Sucrose | xi) Orange oil |
| vi) Povidone K30 | xii) Purified Water. |

5.9 .Tasty Mustard oil

5.9.1. Definition of Testy Mustard Oil: Testy Pure Mustard Oil is manufactured from graded mustard seeds and refined in an automatic plant in modern seven layer purifiers. It's a great source of energy and vital micronutrients. Having the original taste of edifying spiller (locally known as ghani), Testy Pure Mustard Oil is made of the best quality local mustard seeds. It is enriched with unique puncency of pure mustard. It contains good amount of mono-unsaturated fatty acid, which helps reducing bad cholesterol. No artificial colour, flavour or chemical substance is added. Mustard Oil is being used in different kinds of kneaded spicy vegetable, fish and meat.



5.9.1 Figure: Tasty Mustard oil

5.9.2. Name of the Ingredients of the testy mustard oil:

- i) Mustard seeds

5.10. Product Details

No.	Product name	Pack size	Cartoon size
01.	Tasty Saline (500mg)	20 sachet = 1 box	12 box = 1 carton
02.	Tasty Saline (200mg)	20 sachet = 1 box	20 box = 1 carton
03.	Tasty Hazmi (bottle)	12 bottle = 1 box	12 box = 1 carton
04.	Tasty Hazmi (strip)	20 strip = 1 box	24 box = 1 carton
05.	Tasty Hazmi (tamarind)	20 strip = 1 box	24 box = 1 carton
06.	Tasty Hazmi (mango)	20 strip = 1 box	24 box = 1 carton
07.	Tasty Hazmi (lyche)	20 strip = 1 box	24 box = 1 carton
08.	Tasty Hazmi (special)	20 strip = 1 box	20 box = 1 carton
09.	Tasty Isapgul	20 sachet = 1 box	20 box = 1 carton
10.	Tasty Isapgul (special)	25 gram = 1 packet	384 pack = 1 carton
11.	Tasty Chanachur	170 gram = 1 packet	84 packet = 1 sack
12.	Tasty Chanachur	90 gram = 1 packet	168 packet = 1 sack
13.	Tasty Chanachur	30 gram = 1 packet	384 packet = 1 sack
14.	Tasty Chilli Chanachur	40 gram = 1 packet	384 packet = 1 sack
15.	Tasty Tamarind Chutney	12 piece = 1 chain	360 pack = 1 carton
16.	Tasty Lacha Shamai	200 gram = 1 pack	40 pack = 1 sack
17.	Tasty Spice Powder (Chili)	50 gram = 1 pack	384 pack = 1 sack
18.	Tasty Spice Powder (Chili)	100 gram = 1 pack	168 pack = 1 sack
19.	Tasty Spice Powder (Chili)	200 gram = 1 pack	96 pack = 1 sack
20.	Tasty Spice Powder(Turmeric)	50 gram = 1 pack	384 pack = 1 sack
21.	Tasty Spice Powder(Turmeric)	100 gram = 1 pack	168 pack = 1 sack
22.	Tasty Spice Powder(Turmeric)	200 gram = 1 pack	96 pack = 1 sack
23.	Tasty Spice Powder(Coriander)	50 gram = 1 pack	384 pack = 1 sack
24.	Tasty Spice Powder(Coriander)	100 gram = 1 pack	168 pack = 1 sack
25.	Tasty Spice Powder(Coriander)	200 gram = 1 pack	96 pack = 1 sack
26.	Tasty Oravite-C	100 tablet = 1 box	20 box = 1 carton
27.	Tasty mustard oil (100ml)	100 ml = 1 bottle	48 bottle = 1 carton
28.	Tasty mustard oil (200ml)	200ml = 1 bottle	24bottle = 1 carton
29.	Tasty mustard oil (500ml)	500ml = 1 bottle	12 bottle = 1 carton

5.11. Weight variation

After the production of the final product sometimes a variation of weight may be seen under the required weight. The range of weight variation with weight is given below. It is world recognize weight variation range.

For,

1 to 49g of weight, the weight variation is 5%

50 to 99g of weight, the weight variation is 4%

100 to 199g of weight, the weight variation is 3%

200 to 399g of weight, the weight variation is 2%

400 to 1000g of weight, the weight variation is 1%

Up to 1000g of weight, the weight variation is 0.5%

From the above range, we realize that for the small weight product weight variation is high and for large weight product weight variation is low.

5.12. Room condition

In the production area of hygroscopic product room condition is very much important and it is maintain properly. Without proper maintenance of room condition the desirable quality of the produce cannot be achieved. To control the room condition there are some machine is needed and their mechanism help to maintain this. They are discussing below:

1. Hygrometer: This is a kind of meter which is use to measure the moisture in the room. This meter contains two bulb and these bulb scales are in Fahrenheit temperature scale. One is dry bulb and another is wet bulb. The dry bulb temperature is high and wet bulb temperature is low in scale. The difference between these two scale help to indicate the relative humidity percentage in the room. A standard relative humidity chart is hanging on the wall and the result is match to identify the room moisture condition.

2. Air condition (AC): Air condition help to cool the room temperature. It also increases the room moisture percentage.

3. Dew modifier: In automatically process this machine help to absorbing the free moisture from the air. One kind of hygroscopic element is use in this machine mechanism.

5.13. Standard Operating Procedure (SOP)

□ Standard operating procedure or SOP of room:-

1. Clean the floor, wall and ceiling of the room before and after production (if need).
2. Use authorized detergent (1% v/v betadine, 1% v/v nolvas, 1% edicolcopyHsolution, 5% w/v Jet powder solution).
3. Check sanitation of the room and keep record.
4. Supervisor/Production Officer will be responsible to check it.

Standard operating procedure or SOP of machine:-

1. Clean the machine before and after production.
2. At first, remove the machine parts (Which) depend on machine .
3. Clean the devices with detergent product soaked cloth.
4. Use authorized detergent (Ethanol/ Isopropanol/ 5% w/v Jet powder solution).
5. Set the parts of the machine.
6. Check the machine setup of the machine and keep record.
7. Mechanical in charge, Electrical in charge and Supervisor/Production Officer will be responsible to check it.

□ Standard operating procedure or SOP of floor, wall and ceiling cleaning:-

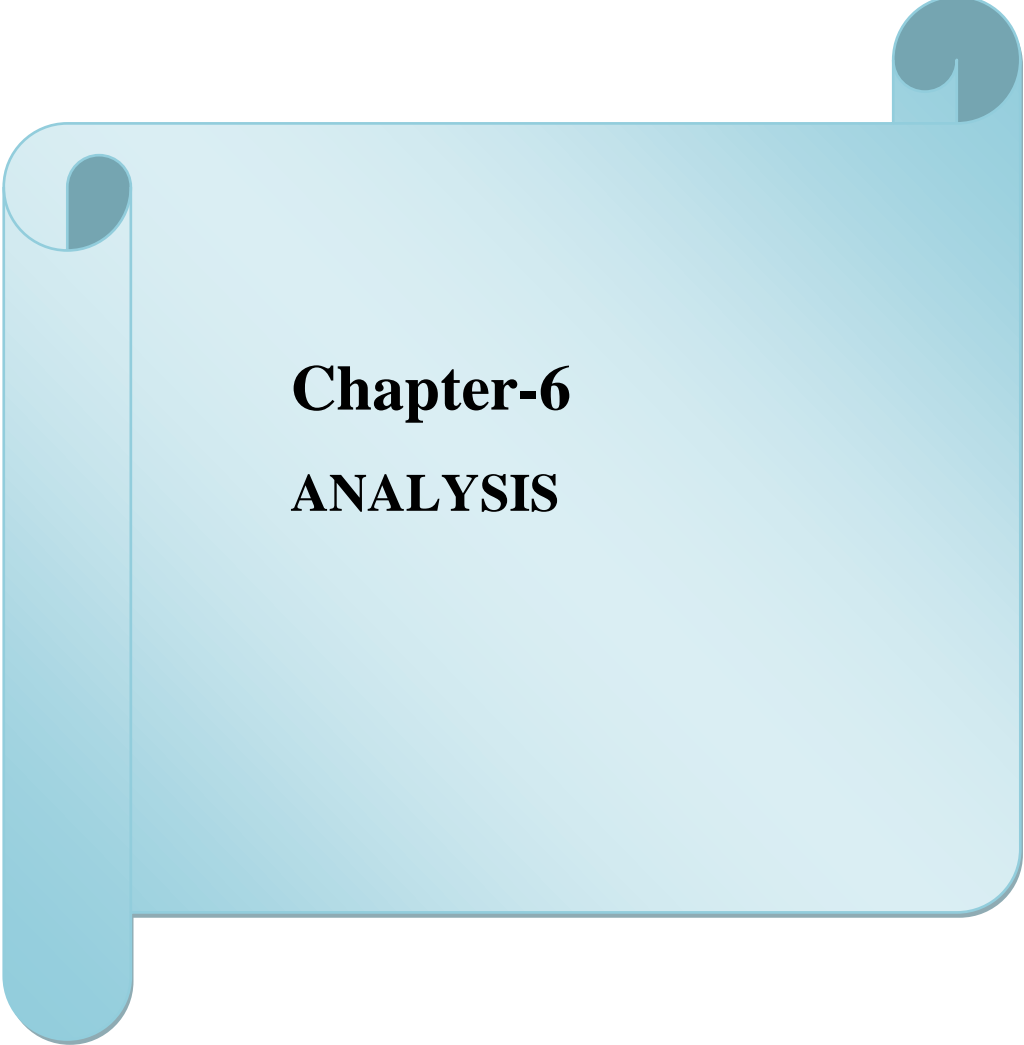
1. The dirt on floor, wall and ceiling cleaned with dry duster.
2. The loose dirt of the corridor should be collect into the dustbin.

3. Floor should be wash once in an hour with 5% Jet, 1% v/v Savlon, 1% v/v Hypochloride solution in the changed during the work day.

4. The process should be observed by the corresponding duty Supervisor or Officer.

5.14. Manufacturing Record

Tablet						
Product Name:					Batch Size:	
Batch No.	:				Mfg. Date :	
Date	Time		Manufacturing Stage	Operator	Checked by	Remarks
		1.	Checking of Chemicals			
		2.	Crushing of Chemicals			
		3.	Passing of Chemicals through			
		S.S Net				
		4.	Mass Mixing			
		5.	Addition of Paste			
		6.	Drying			
		7.	Granulation			
		8.	Final Drying			
		9.	Sampling			
		10.	Lubrication.			



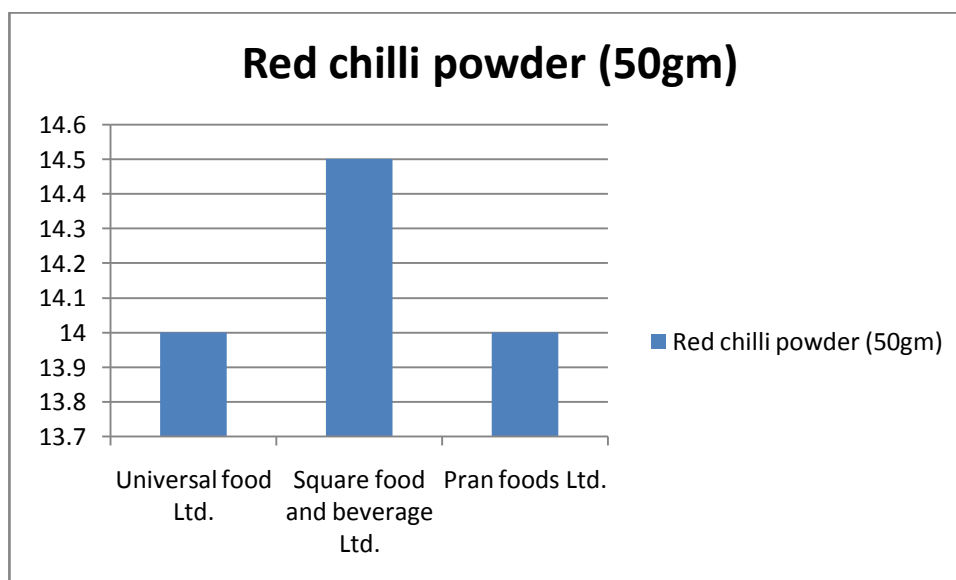
Chapter-6
ANALYSIS

6.1. A COMPARATIVE WHOLESALE PRICE ANALYSIS BETWEEN UNIVERSAL FOOD LIMITED AND ITS COMPETITORS.

6.1.2. Red chilli powder (50gm)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Red chilli powder (50gm)	14	14.50	14

Table 1: Wholesale price (All amount in Taka)



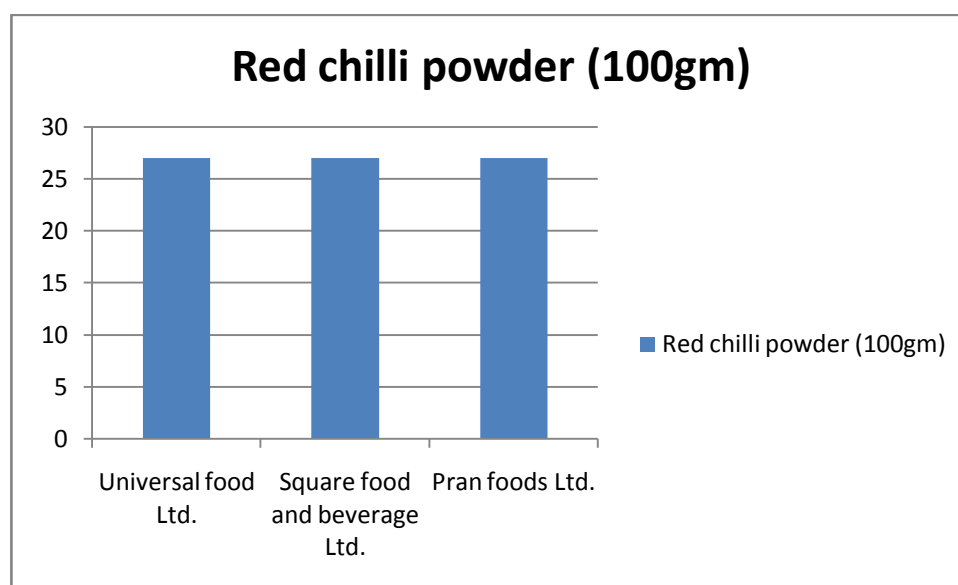
6.1.1. Figure: Red chilli powder (50gm)

Interpretation: Table 1 and Figure 6.1.1. Show that wholesale price of Red chilli powder (50gm) is lowest (TK. 14.00) in case of Universal food Ltd., whereas price of Square food and beverage Ltd., is highest (TK.14.50).

6.1.3. Red chilli powder (100gm)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Red chilli powder (100gm)	27	27	27

Table 2: Wholesale price (All amount in Taka)



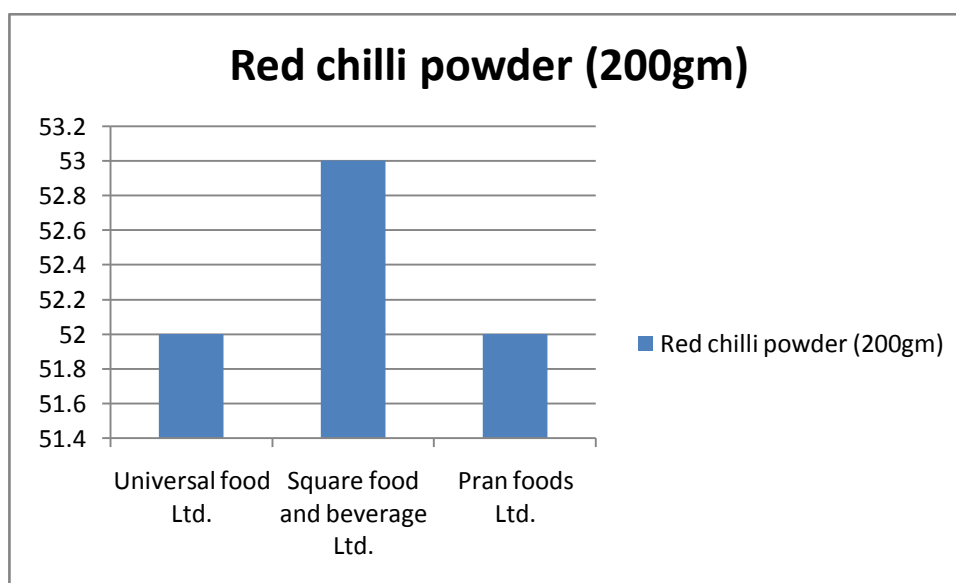
6.1.2. Figure: Red chilli powder (100gm)

Interpretation: Table 2 and Figure 6.1.2. Show that wholesale price of Red chilli powder (100gm) are equal (TK. 14.00) of Universal food Ltd., Square food and beverage Ltd., and Pran foods Ltd.,

6.1.4. Red chilli powder (200gm)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Red chilli powder (200gm)	52	53	52

Table 3: Wholesale price (All amount in Taka)



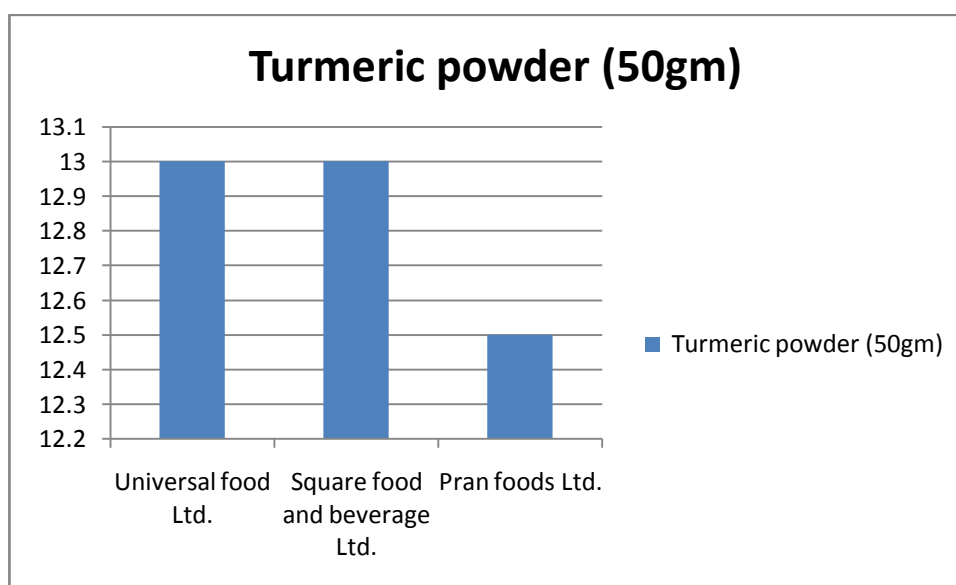
6.1.3. Figure: Red chilli powder (200gm)

Interpretation: Table 3 and Figure 6.1.3. Show that wholesale price of Red chilli powder (200gm) is lowest (TK. 52.00) in case of Universal food Ltd., Whereas price of Square food and beverage Ltd., is highest (TK. 53.00).

6.1.5. TURMERIC POWDER (50gm)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Turmeric powder (50gm)	13	13	12.5

Table 4: Wholesale price (All amount in Taka)



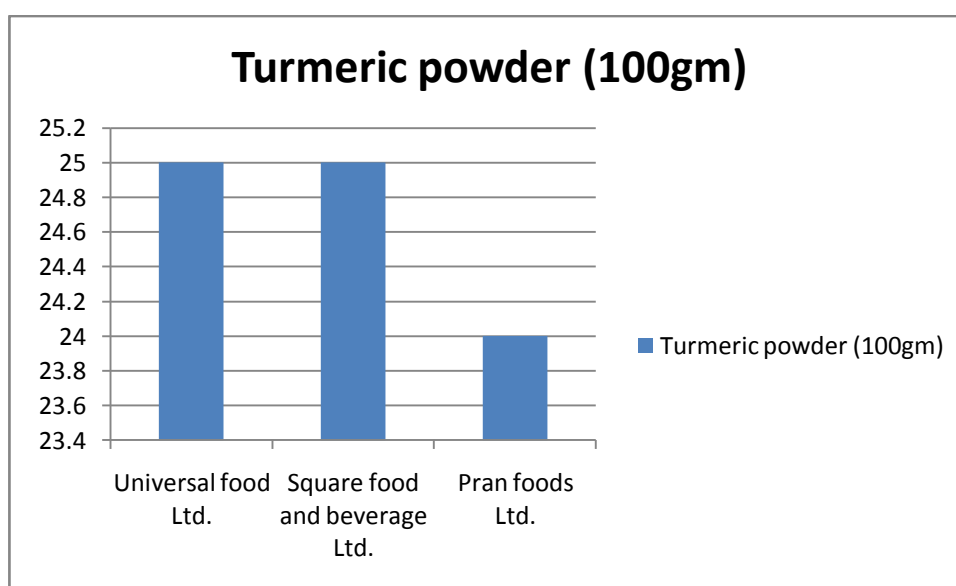
6.1.4. Figure: Turmeric powder (50g)

Interpretation: Table 4 and Figure 6.1.4. Show that wholesale price of Turmeric powder (50gm) is highest (TK. 13.00) in case of Universal food Ltd., whereas price of Pran foods Ltd., is lowest (TK.12.50).

6.1.6. TURMERIC POWDER (100gm)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Turmeric powder (100gm)	25	25	24

Table 5: Wholesale price (All amount in Taka)



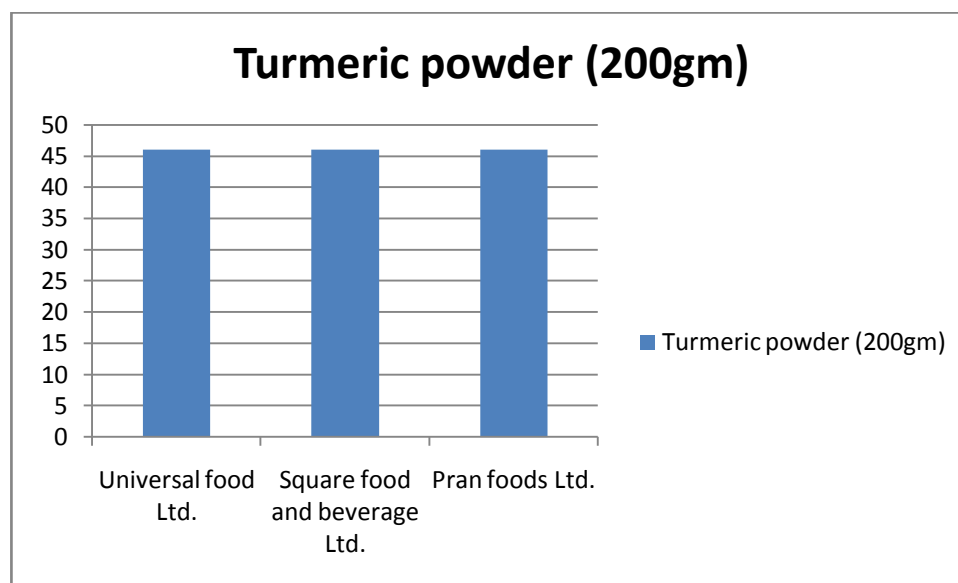
6.1.5. Figure: Turmeric powder (100gm)

Interpretation: Table 5 and Figure 6.1.5. Show that wholesale price of Turmeric powder (100gm) is highest (TK. 25.00) in case of Universal food Ltd., whereas price of Pran foods Ltd., Is lowest (TK.24.00).

6.1.7. Turmeric powder (200gm)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Turmeric powder (200gm)	46	46	46

Table 6: Wholesale price (All amount in Taka)



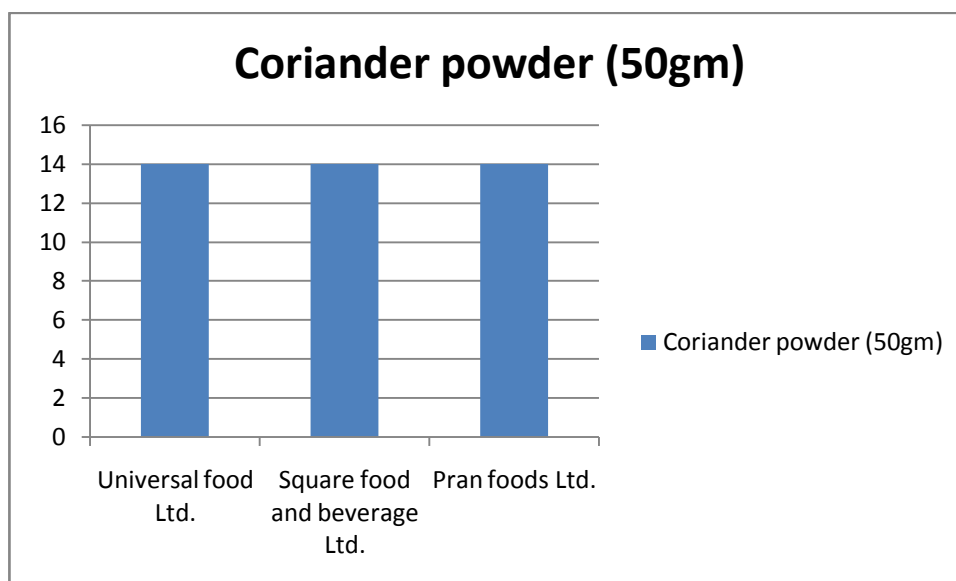
6.1.6. Figure: Turmeric powder (200gm)

Interpretation: Table 6 and Figure 6.1.6. Show that wholesale price Turmeric powder (200gm) are equal (TK. 45.00) of Universal food Ltd., Square food and beverage Ltd., and Pran foods Ltd.,

6.1.8. CORIANDER POWDER (50gm)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Coriander powder (50gm)	14	14	14

Table 7: Wholesale price (All amount in Taka)



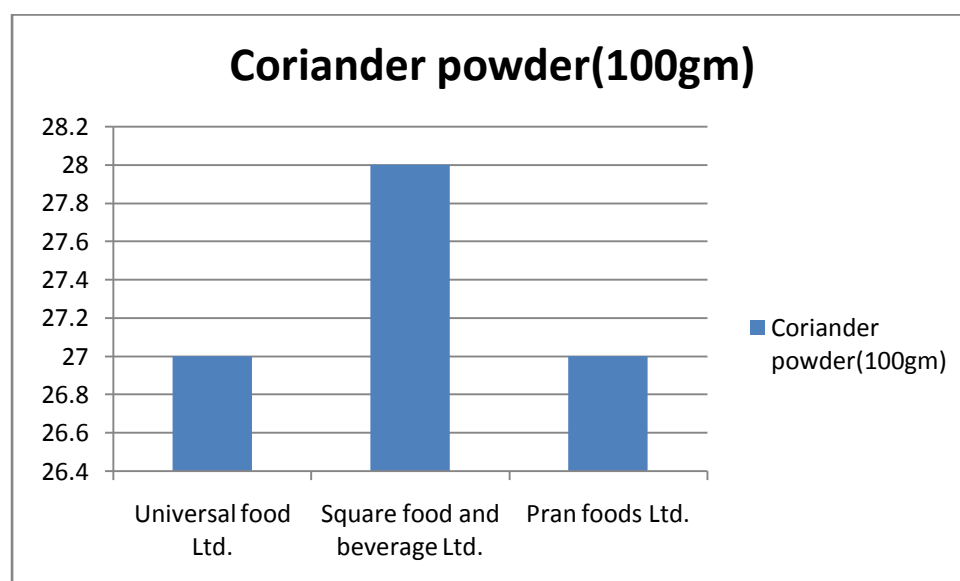
6.1.7. Figure: Coriander powder (50gm)

Interpretation: Table 7 and Figure 6.1.7. Show that wholesale price Coriander powder (50gm) are equal (TK.14.00) of Universal food Ltd., Square food and beverage Ltd., and Pran foods Ltd.,

6.1.9. Coriander powder (100gm)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Coriander powder(100gm)	27	28	27

Table 8: Wholesale price (All amount in Taka)



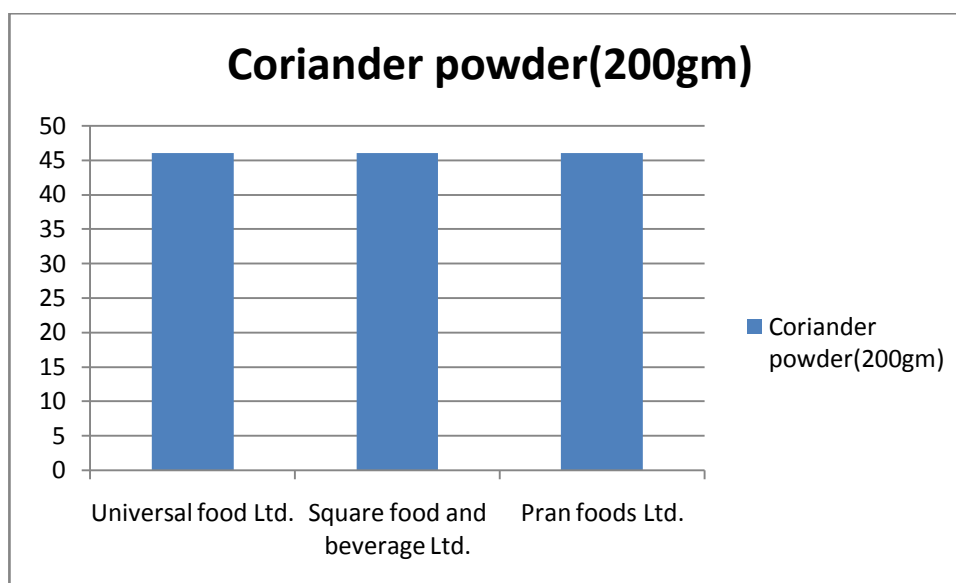
6.1.8. Figure: Coriander powder (100gm)

Interpretation: Table 8 and Figure 6.1.8. Show that wholesale price of Red chilli powder (100gm) is lowest (TK. 27.00) in case of Universal food Ltd., whereas price of Square food and beverage Ltd., is highest (TK.28.00).

6.1.10. Coriander powder (200gm)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Coriander powder(200gm)	46	46	46

Table 9: Wholesale price (All amount in Taka)



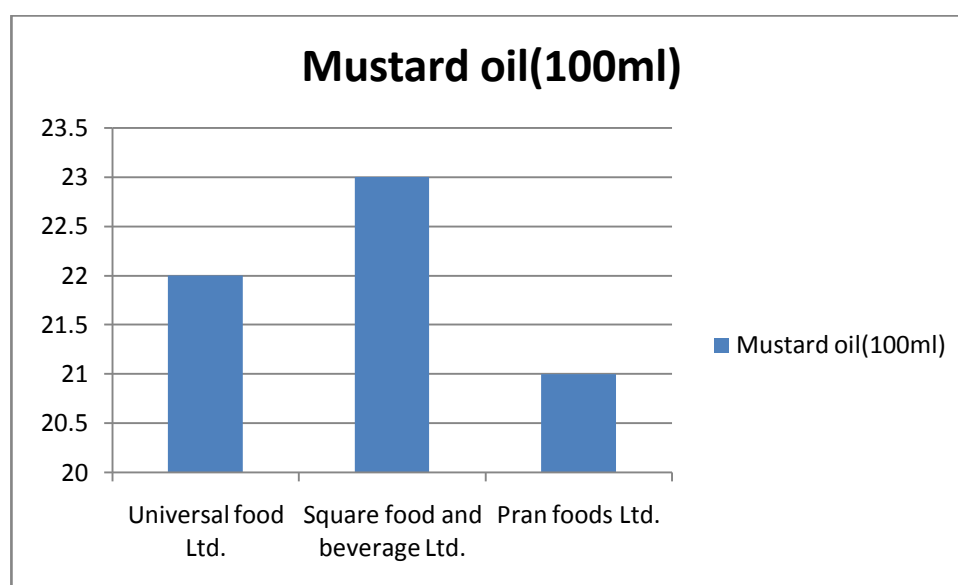
6.1.9. Figure: Coriander powder (200gm)

Interpretation: Table 9 and Figure 6.1.9. Show that wholesale price Coriander powder (200gm) are equal (TK. 45.00) of Universal food Ltd., Square food and beverage Ltd., and Pran foods Ltd.,

6.1.11. MUSTARD OIL

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Mustard oil(100ml)	22	23	21

Table 10: Wholesale price (All amount in Taka)



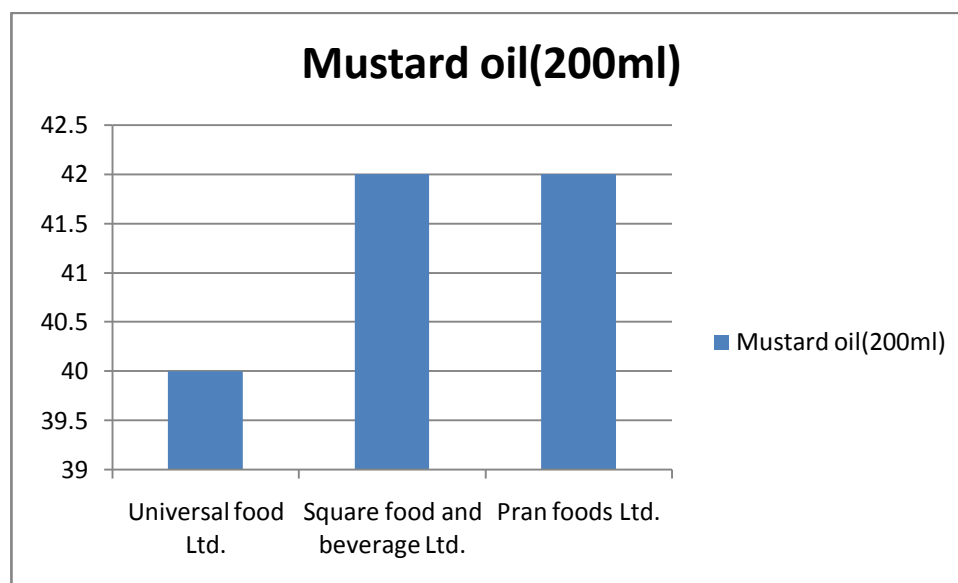
6.1.10. Figure: Mustard oil (100ml)

Interpretation: Table 10 and Figure 6.1.10. Show that wholesale price of Mustard oil (100ml) is lowest (TK. 22.00) in case of Universal food Ltd., whereas price of Square food and beverage Ltd., is highest (TK.23.00). And wholesale price of Mustard oil(100ml) is highest (TK. 22.00) in case of Universal food Ltd., whereas price of Square food and beverage Ltd., Is highest (TK.21.00).

6.1.12. Mustard oil (200ml)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Mustard oil(200ml)	40	42	42

Table 11: Wholesale price (All amount in Taka)



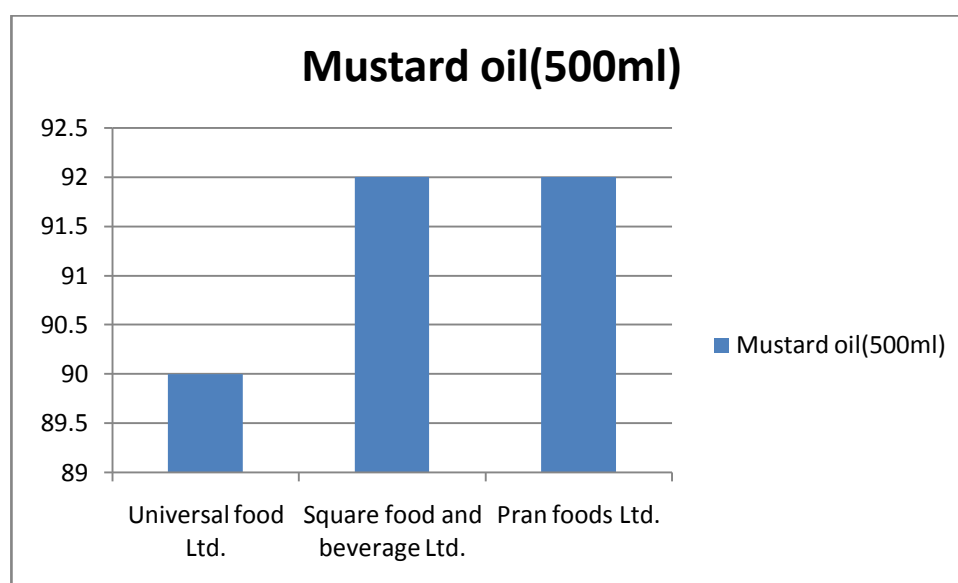
6.1.11. Figure: Mustard oil (200ml)

Interpretation: Table 11 and Figure 6.1.11. Show that wholesale price of Mustard oil (200ml) is lowest (TK. 40.00) in case of Universal food Ltd., whereas price of Square food and beverage Ltd., is highest (TK.42.00).

6.1.13. Mustard oil (500ml)

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Mustard oil(500ml)	90	92	92

Table1 2: Wholesale price (All amount in Taka)

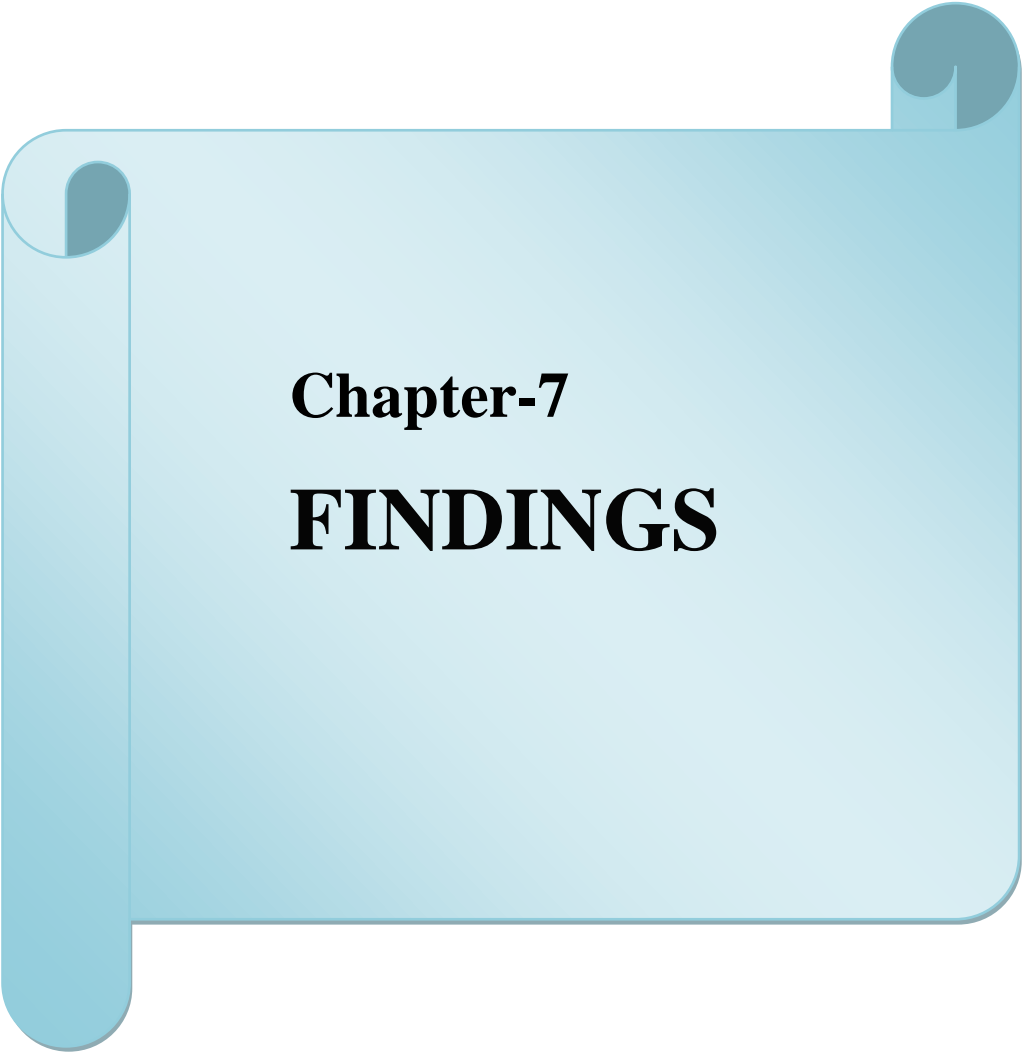


6.1.12. Figure: Mustard oil (500ml)

Interpretation: Table 1 and Figure 6.1.1. Show that wholesale price of Mustard oil (500ml) is longest (TK. 90.00) in case of Universal food Ltd., whereas price of Square food and beverage Ltd., is highest (TK.92.00).

6.1.14. Wholesale price scenario

Product name	Universal food Ltd.,	Square food and beverage Ltd.,	Pran foods Ltd.,
Red chilli powder (50gm)	14	14.50	14
Red chilli powder (100gm)	27	27	27
Red chilli powder (200gm)	52	53	52
Turmeric powder (50gm)	13	13	12.5
Turmeric powder (100gm)	25	25	24
Turmeric powder (200gm)	46	46	46
Coriander powder (50gm)	14	14	14
Coriander powder(100gm)	27	28	27
Coriander powder(200gm)	46	46	46
Mustard oil(100ml)	22	23	21
Mustard oil(200ml)	40	42	42
Mustard oil(500ml)	90	92	92



Chapter-7
FINDINGS

7.1 Findings

- i. In the initial stage of basic information about the training, basic information of the industry, company vision, organizational administration, organogram.
- ii. Then in 2nd stage all the product details.
- iii. After research product positioning, pricing and quality.
- iv. After qualitative research we found some portion of the spice color is bit red comparing to Radhuni and less red comparing to Pran Masala. Customers prefer medium range; suggestions are little bit spicier and color texture must be low.
- v. In extended formula discussions, it is rather accepted by the competitor product users, rather than Fresh regular users.
- vi. From the research feedback, we found consumers prefer Grade 3 masala, because they tasted 3types of masala. Based on that we improved our product quality in 3 phases, which is time consuming and costly.
- vii. To gain more market share, company must emphasize on TVC's, because people are attracted through television ads.

- viii) Proper follow up with dealers and recruit sub dealers, to gain more market share.

- ix) More and more sales promotion programs and have a strong monitoring team.



Chapter-8

CONCLUSIONS, SUGESTIONS AND FUTURE WORK

8.1 CONCLUSIONS

The study explores the wholesale price process of Universal Food Limited and its competitors. The study further identifies most effective wholesale price strategies that used in managing price risk. Wholesale price data have been collected from primary and secondary sources. The findings reveal that Universal Food Limited is managing their wholesale price efficiently. The findings show that the wholesaler will usually charge a price somewhat higher than he or she paid to the producer, and retailer who purchases the goods the wholesaler will increase the price again when they sell the goods in their store. The food production processes in Universal Food Limited, Pabna, Bangladesh are automatic and production processes are random. They are carrying a good hygienic practice with their personnel. They must be able to produce good quality foods with highly developed machine.

It can be seen then that differences do exist between Universal Food Limited and its competitors. This can be seen in a competitive market, both companies must be identified and target different market segments in order to remain at the cutting edge. Universal Food Ltd., relies heavily on value: quality is more than something we see or taste. Square food and beverage Ltd., and Pran foods Ltd., On the other hand, relies on its success resulting from superior product and high standards of performance.

8.2 Suggestions

- i) Universal Food Limited need to provide and monitor both short run and long run guidelines to the company and ensure that they are complying with these.
- ii) Universal Food Limited needs to ensure the availability of genuine market information regarding wholesale price as well as other type of competitors wholesale price..
- iii) Company Management information system can be established in order to ensure the availability of the information in the market.
- iv) Arrangement of training program for company officers.
- v) They should also emphasize more on products that are within in the purchasing power of the general people.
- vi) They should be of quality that equality that equal in aspects to compete with the international standard.
- vii) Proper follow up with dealers and recruit sub dealers, to gain more market share.
- viii) More and more sales promotion programs and have a strong monitoring team.

8.3 Areas for Further Research

I tried in this study to cover most of the aspects of wholesale price. However, this paper did not address in the challenges of company of Bangladesh in managing wholesale price. This limitation can be addressed in future studies as wholesale price represents the most challenging risk.. Finally, the study could usefully be conducted in another country, using the same methodology. Different and interesting results may be expected, because wholesale price practices are mainly affected by specific factors such as economic conditions, competition and regulations.

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