

**Report Title: An Overview of Bengal Harvest Food & Beverages LTD.**

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# **Overview:**

Bengal Harvest Foods & Beverages Ltd. is a leading food and beverage company headquartered in Dhaka, Bangladesh. Founded in 2005, the company has grown into one of the most recognized brands in the country, offering a wide range of locally-produced and processed food items and beverages. With a focus on high-quality, affordable, and accessible products, Bengal Harvest has become a household name across the country.

# **The ultimate goal of our company:**

* **High-Quality Products**: Delivering premium food and beverage products that meet stringent quality standards to ensure customer satisfaction.
* **Nutrition and Health**: Focusing on nutritious, healthy, and flavorful options to cater to the growing demand for wellness-oriented products.
* **Innovation**: Continuously improving and innovating their product offerings to stay ahead in the food and beverage industry and adapt to changing market trends.
* **Sustainability**: Emphasizing sustainable practices in sourcing, production, and packaging to minimize environmental impact.
* **Customer-Centric Approach**: Ensuring that the needs and preferences of customers are at the forefront, leading to customized and diverse offerings.
* **Market Leadership**: Aspiring to be a leader in the food and beverage industry by expanding product lines and market reach. These objectives aim to establish Bengal Harvest Food and Beverage Ltd. as a trusted brand that combines health, taste, and innovation while maintaining a commitment to sustainability.

# **Executive Summary:**

Bengal Harvest Food and Beverages Ltd is a company focused on producing, marketing, and distributing a range of food and beverage products. It aims to provide high-quality, nutritious, and flavorful offerings to meet the growing consumer demand for healthy and delicious food choices. The company likely engages in sustainable practices and innovation to stay competitive in the food and beverage industry, catering to both local and international markets. Bengal Harvest may also emphasize customer satisfaction, quality control, and adherence to food safety standards in its operations.

# **Products and Services:**

## Packaged Foods:

* Ready-to-eat snacks (e.g., puffed rice, spiced nuts).
* Instant noodles and soups.
* Processed and canned vegetables (including pickles, jams, and sauce).

## Beverages:

* Bottled juices made from locally-sourced fruits (e.g., mango, litchi, tamarind).
* Dairy-based drinks (flavored milk, yogurt drinks).
* Traditional beverages (sherbet, falooda, chaas).

## Staples:

* Rice (Basmati, Chinigura, Parboiled rice).
* Lentils and pulses.
* Spices and condiments sourced from local farms

## Health & Wellness Products:

* Organic honey, herbs, and spices.
* Energy bars made from local grains and dried fruits.
* Functional beverages enriched with vitamins and natural supplement

## Pictures of Some Products:

**[Bengal harvest food and beverage LTD company’s products](http://bengalharvest.com/products)**

# **Business Plan:**

## **Market Analysis**

The global food and beverage market is evolving, with consumers demanding healthier, more nutritious products. With increasing awareness of the impact of processed foods on health, there is a growing shift towards organic and health-centric products.

### Target Audience:

* Health-conscious millennials.
* Working professionals.
* Fitness enthusiasts.
* Families looking for convenient yet healthy food options.

### Market Trends:

* Growth of organic food products.
* Increasing consumer preference for plant-based and natural ingredients.
* Sustainability as a critical factor in purchasing decisions.

### Key Competitors:

* Local players like PRAN-RFL, Akij Food and Beverage Ltd.
* International brands such as Nestlé, Danone, and Coca-Cola.

## **Product Line**

Bengal Harvest will focus on offering a diverse range of products tailored to meet consumer preferences.

### Beverages:

* Fresh fruit juices (organic and natural)
* Plant-based health drinks
* Detox and energy drinks

### Packaged Foods:

* Organic snacks (low-calorie chips, nuts, and seed mixes)
* Gluten-free and vegan food items
* Ready-to-cook meals and soups

### Functional Foods:

* Products fortified with vitamins and minerals
* High-protein foods and snacks
* Immunity-boosting food products

### Product Differentiation:

Bengal Harvest will use only natural ingredients, avoiding preservatives and artificial flavorings, to appeal to consumers focused on clean eating.

## **Marketing & Sales Strategy**

### Target Market:

Bengal Harvest’s marketing strategy will focus on consumers aged 25-45 who are interested in healthier and sustainable eating habits.

### Channels:

1. **Retail:** Selling products through major supermarket chains, health food stores, and grocery stores.
2. **Online Sales:** Partnering with e-commerce platforms (Daraz, Chaldal) and offering direct-to-consumer sales through our website.
3. **Export:** Targeting regional markets like India, Middle East, and Europe, where demand for organic and healthy foods is growing.

## **Branding & Promotion:**

* **Social Media:** Leverage Instagram, Facebook, and YouTube for brand awareness.
* **Influencer Marketing:** Collaborate with fitness and wellness influencers to promote products.
* **Health Campaigns:** Sponsor wellness events, fitness challenges, and healthy eating programs.
* **Sustainability Messaging:** Promote our eco-friendly production practices to appeal to environmentally-conscious consumers.

## **Operations Plan:**

Location: Production facilities in Dhaka, Bangladesh, close to raw material sources for efficiency and cost-saving in logistics.

Production Process: Sustainable and environmentally friendly production processes, ensuring minimal waste and use of renewable energy. Partner with local organic farmers for raw materials such as fruits, vegetables, grains, and seeds.

Supply Chain: Build strong relationships with both local and international suppliers to ensure a constant supply of high-quality ingredients. We will also work on logistics optimization for better distribution channels across Bangladesh and export regions.

## **Financial Plan:**

### Initial Investment:

* Equipment and machinery for production: $1.5 million
* Research and development: $0.3 million
* Marketing and advertising: $0.2 million
* Operational costs (staff, utilities, logistics): $0.5 million

### Revenue Streams:

* Retail sales in supermarkets and stores
* Online sales through e-commerce platforms
* Export of premium organic products to international markets

### Projected Revenue (Year 1-3):

* Year 1: $2 million
* Year 2: $5 million
* Year 3: $8 million

## **Sustainability and Corporate Social Responsibility (CSR):**

Bengal Harvest is committed to sustainable business practices. This includes:

1. Using biodegradable packaging materials.
2. Minimizing waste and carbon emissions in production processes.
3. Supporting local farming communities by sourcing raw materials from them.
4. Educating consumers on healthy eating habits through campaigns and partnerships with NGOs.

## **SWOT Analysis:**

### Strengths:

* Strong focus on health-conscious and sustainable products.
* Access to a growing market with increasing demand for organic foods.
* Strong partnerships with local farmers and producers.

### Weaknesses:

* High production costs due to organic certification and sourcing.
* Need for extensive marketing to create brand awareness

### Opportunities:

* Expansion into international markets.
* Growing demand for plant-based and functional foods

### Threats:

* Intense competition from both local and international brands.
* Market fluctuations and supply chain disruptions.

# **Sales and Cost Statistics:**

Here’s the sales and cost statistics of Bengal Harvest Food and Beverage Ltd. of the year 2023:

|  |  |  |
| --- | --- | --- |
| Product Name | Cost | Sales |
| Rice | $22,00000 | $29,00000 |
| Puffed rice | $12,00000 | $15,00000 |
| Spiced nuts | $10,00000 | $12,00000 |
| Instant noodles | $12,00000 | $16,00000 |
| Instant soups | $11,00000 | $13,00000 |
| Jams | $9,00000 | $12,00000 |
| Sauce | $8,50000 | $11,00000 |
| Mango Juice | $10,00000 | $15,00000 |
| Litchi Juice | $9,00000 | $13,00000 |
| Tamarind Juice | $8,00000 | $12,00000 |
| Flavored milk | $15,00000 | $20,00000 |
| Yogurt drinks | $14,00000 | $18,00000 |
| Lentils and pulses | $20,00000 | $23,00000 |
| Spices | $21,00000 | $27,00000 |
| Organic honey | $17,00000 | $22,00000 |
| Herbs | $23,00000 | $30,00000 |
| Energy bars | $18,00000 | $22,00000 |
| Dried fruits | $19,00000 | $23,00000 |

# **Conclusion**

In conclusion, Bengal Harvest Food and Beverage Ltd stands as a forward-thinking company dedicated to delivering high-quality, nutritious, and flavorful food and beverage products. With a strong focus on innovation and sustainability, the company aims to meet the evolving consumer demand for healthy choices while maintaining a commitment to customer satisfaction. Bengal Harvest strives to be a leader in the industry by prioritizing product excellence and ethical practices, ensuring long-term growth and positive impact on both consumers and the environment. Bengal Harvest Food and Beverage Ltd. is well-positioned to capitalize on the growing demand for nutritious, sustainable, and flavorful food and beverage products. With a focus on innovation, customer satisfaction, and eco-friendly practices, the company aims to become a leader in the industry, expanding both locally and globally while maintaining its commitment to health and sustainability.