

**An Overview about Amrita Consumer Food Products Ltd.**

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# Historical Background:

Amrita Consumer Food Products Ltd. was founded in 1948 in Barishal, the Venice of Bengal, by the great philanthropist Amrita Lal Dey, the organization flourished from a tiny personal initiative to its present-day grand status and reputation due to the honesty, sincerity, integrity, and devotion of the founder. Now it stands as one of the famous enterprises in the country employing a large workforce and drawing much goodwill from the common masses while contributing a lot to the economic development of the land.



# The ultimate goals of our company:

* Continue the production and marketing of hygienic and quality food at minimum price.
* Finding out the needs of consumers’ and provide them with the products the aspire after.
* Explore new segments of internal market and place products in the international market.
* Maintaining the good will of the company by serving intrinsic quality of hygienic food products with authentic taste.
* Carrying on efforts to expand market globally and set up distribution network so as to make products available at doorsteps of customers.

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# Executive Summary

Amrita Consumer is a growing consumer goods company focused on delivering high-quality, affordable products to households across Bangladesh. The company's mission is to enhance everyday living by providing reliable and innovative solutions to meet consumers' needs. With a commitment to sustainability and customer satisfaction, Amrita Consumer has built a reputation as a trusted brand in the marketplace.

# Products and Services

Amrita Consumer offers a wide range of consumer products, including:

[Spices:](https://www.amritaconsumer.com/)

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[Snacks:](https://www.amritaconsumer.com/)

[Drinks:](https://www.amritaconsumer.com/)



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# Business Plan

Amrita Consumer’s business strategy revolves around expanding its market share by reaching underserved rural communities, introducing eco-friendly product lines, and enhancing its distribution network. The company plans to:

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**P**

Product

Finance

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***Explanation:***

1. Increase its product range with sustainable and locally sourced materials.
2. Strengthen e-commerce and digital marketing efforts.
3. Expand retail presence in urban and rural areas.
4. Build partnerships with local suppliers and producers.

# Sales and Cost Statistics

|  |  |  |
| --- | --- | --- |
| **Product name** | **Cost** | **Sales** |
| Turmeric | $150,000 | $170,000 |
| Chili Power | $120,000 | $140,000 |
| Pachforan | $50,000 | $80,000 |
| Chanachur | $180,000 | $230,000 |
| Dal Bhaja | $80,000 | $100,000 |
| Mango Juice | $110,000 | $150,000 |

Amrita Consumer aims to optimize its cost structure by implementing more efficient production techniques and reducing waste in its supply chain.

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