



PROJECT REPORT
ON
BRAND PROMOTION AND SALES ANALYSIS OF AMRITA
CONSUMER FOOD PRODUCTS LIMITED.

Course Name
Computer Fundamentals and Office Application

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Executive summary

This report presents a comprehensive analysis of brand promotion and sales strategies employed by Amrita Consumer Food Products Limited, a leading player in the Indian food industry. The analysis highlights the company's current promotional activities, including advertising, digital marketing, and public relations efforts, aimed at enhancing brand awareness and consumer engagement.

Key findings indicate that Amrita effectively leverages traditional and digital platforms to connect with its target audience, resulting in increased brand visibility and customer loyalty. Additionally, the report examines sales performance across various product categories, revealing strong growth driven by effective promotional strategies and market penetration.

The analysis also identifies competitive challenges within the market and provides recommendations for optimizing promotional strategies and improving sales outcomes. By enhancing brand positioning and addressing emerging consumer trends, Amrita Consumer Food Products Limited can strengthen its market presence and drive sustained growth in the competitive food sector.

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Chapter one: Introduction

1.1 Introduction

Amrita Consumer Food Products Limited is a prominent player in the Bangladesh food industry, known for its diverse range of high-quality consumer food items. As competition in the market intensifies, effective brand promotion strategies become crucial for distinguishing the company from its competitors and driving sales growth. This analysis delves into Amrita's brand promotion techniques, evaluating their effectiveness in reaching target audiences and enhancing brand visibility.

Additionally, the sales performance of Amrita's products will be examined to understand the impact of promotional efforts on consumer purchasing behavior. By assessing these elements, the analysis aims to provide insights into the current market positioning of Amrita and identify opportunities for future growth.

1.2 Background of the Project

Amrita Consumer Food Products Limited has established itself as a significant player in the Bangladeshi food industry, known for its commitment to quality and innovation. Founded with the vision of delivering nutritious and delicious food products, the company has expanded its product portfolio to include a wide array of staples, snacks, and specialty items that cater to diverse consumer preferences.

In a highly competitive market characterized by rapidly changing consumer behaviors and preferences, effective brand promotion and sales strategies are essential for sustaining growth and market relevance. This project focuses on analyzing Amrita's current brand promotion efforts and their impact on sales performance. It aims to understand how the company positions itself against competitors, evaluates pricing strategies, and utilizes various promotional channels to enhance brand visibility and drive sales.

The findings from this analysis will provide valuable insights into the effectiveness of Amrita's marketing strategies and offer recommendations for optimizing brand promotion to achieve long-term business objectives.

1.3 What is Pivot Table?

A pivot table is a tool that is part of Microsoft Excel (and other spreadsheet applications, like Google Sheets) that helps users not only to quickly view and analyze data in a more visual way, but also to just as easily change the arrangement of the data so that it can be seen from multiple perspectives. It is surprisingly, one of the most feared features of Excel, but as you'll quickly discover, pivot tables are easy to make, fun to use, and extremely helpful and informative.

Originally, if you wanted to take a collection of data and make an attractive and useful presentation out of it, you needed to spend a lot of time copying, pasting, writing formulas, and formatting the result. Pivot tables help you to accomplish this in just a few clicks.

1.4 How to Create Pivot Table?

Before we can make a pivot table, we need data. Your data needs to be arranged in a list or table format. Each column of your data will have a column header or title. So, if your data is a list of how many customers buy products that your company sells to over time, you might have a column for year, quarter, product, and customers (see figure 1).

In order for this data to work for a pivot table, you should have:

- No blank rows or columns,
- No data outside of the list (in other rows or columns), and
- (to repeat) Each column should have a header.

Finally, it is best if your list of data is actually formatted as a table. By formatting your data as a table, you will be able to add to the data and have it easily incorporated into the pivot table. Without formatting as a table, you would need to redefine your pivot table every time you add new data.

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Figure 1: Pivot Table Data

If your data is not already formatted as a table, simply click on a cell inside of your data and then choose Table from the Insert tab in the ribbon (see figure 2).

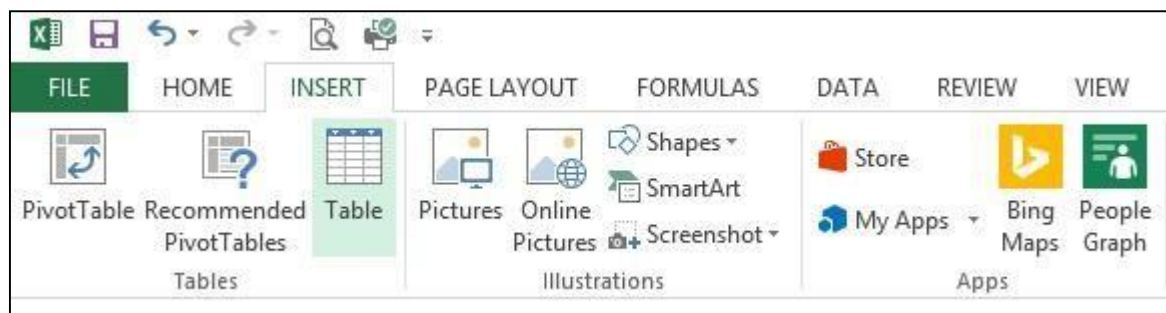
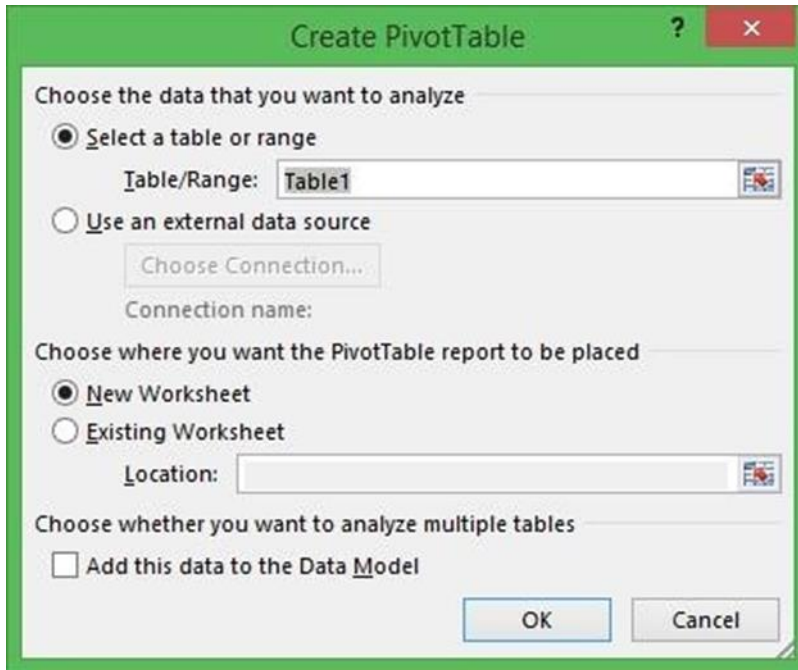


Figure 2: Format as a Table

To make a pivot table:

1. Click on a cell in your table of data,
2. Choose “PivotTable” from the Insert tab on the ribbon



Excel will give you a dialogue box asking you to define your source data and where you want the pivot table to appear in your workbook. Because you clicked inside of your data table first, Excel should already correctly list your source data as the name of your data table which worksheet the table will be placed into. In this case, we will leave it as “New Worksheet.” After making these 2 selections, click “OK” and pivot table will be created



1.5 Sources of Data collection

To complete this report, information are collected from both secondary and primary sources.

Primary source

- Questionnaire Method: According to the direction of my supervisor, firstly I prepared a questionnaire related to my topic on Amrita Consumer foods Product Limited.

Secondary Sources

I have also collected some data from secondary sources that are given below:

- Documentations.
- Website of Amrita Consumer foods Product Limited.
- Books etc.

1.6 Limitation

When I was working in Amrita to prepare my report then I faced so many problems. Those are:

- Unwillingness to provide information and vague answer from respondents.
- As they are local brand organization, they do not take information and conduct research.
- Secondary data is not available.
- Lack of much experience.
- Short range of business.
- Amrita tried to show layout but clients are not satisfied.
- Low investment intention for high risk.
- Shortage of time to prepare assessment.

Limited and not updated information


Chapter Two: Company Profile

2.1 Company Profile

Amrita Consumer Food Products Limited Company was established in 1948. The founder of this company was Amrita Lal dey. Present chairman of the company is Rakhal Chandra Dey and managing director Bijoy Krishna Dey. Amrita Consumer Food Ltd. satisfies the local consumer demand. It is a private company and use local raw material and employment for production. It produces 104 products and uses house branding to promote its product.

At the present time it also increases business activities outside the area. It has been established in Jessore, Mymensingh and Sylhet. Now the company has 28 brands running. Due to their business activities local raw material producer become benefited. This company uses modern machinery for production. The company is decorated with highly standard technology. They give job facilities of the local people to their company. Besides they also perform different kinds of social welfare activities.

Amrita Consumer Foods Ltd. at a glance:

Name	Amrita Consumer Food Products Limited
Establishment year	1948
CEO and Managing director	Rakhal Chandra Dey and Bijoy Krishna Dey
Slogan	Work is Virtue
Legal Status	Private Limited Company
Types	Exporter / Importer / Manufacturer / Supplier & Trading Company
Industry	Foods and beverage
Brand logo	
Head of promotion department	
Registered office	9/1, A.C. Roy Road, Armanitola, Dhaka-1100
Barisal Office	119, Amrita Lal Dey Road, (Hospital Road), Barisal-8200, Bangladesh.
Mobile number	880-2-7372213, 880431-64285, 2173338
E-mail	info@amritaconsumer.com
websites	www.amritagroup.com

2.2 Mission and Vision

Mission

To gain success in every stage of our life whether in business firmly depends on its ethical values. The mission of a company is durability and which articulates objectives of the company. It also provides standard scale which helps to make decision and to gain achievement. The company's mission is to provide hygienic and highly standard quality foods, create difference of their brand, and gain success in every stage and create ethical values and happiness.

Vision

Vision of this company is to follow effective framework to implement their plan, which will helps the company to achieve sustainability and growing market values. To create employment opportunities to their company for regional people and best utilization of these people work capability. Make sure of quality brands that satisfy the customer needs and desires. Increase production and market share and nurture customer & supplier network.

Objectives

Amrita has various objectives. Those are given below:

- Meet the consumer demands and desires
- Provide hygienic and highly standard foods
- Effective utilization of resources and maximization of profit
- Create employment opportunity for regional people

2.3 SWOT analysis of Amrita Consumer Limited



Strength

- Human resources are highly skilled to produce product efficiently
- The product of the company is highly standard
- The brand has popularity in some areas
- It produces exportable standard products
- The company has experience of business in large area.

Weakness

- It has lacking in promotion strategy
- As a regional company it is not familiar out of Barisal
- The supply of product is less than demand
- Lack of adequate modern technology
- It has no media advertisement which affects the brand promotion.
- Lack of employee than requirement
- Less capacity for production

Opportunities

- It has opportunities to promote their market in different areas.
- The foods of Amrita has great acceptance in market
- The company has opportunity to make business outside the country
- The quality of their foods gained consumer's loyalty
- The company has capability to meet the future needs

Threats

- The company is highly dependent on dealer
- It faces highly competition to take place in market.
- Production cost is increasing day by day

2.4 Promotional Department

Amrita Consumer Foods Products Ltd. has a promotional department and which principal activity is to promote their brand product to ultimate consumers. The personnel of the promotional department are highly experienced. They follow all promotional techniques to reach the consumer and to give information about their brand.

Promotional department is very important part of every organization which plays an important role to increase brand popularity. It uses all promotional tools and techniques efficiently to promote product. Through advertising in TV, newspaper, and billboard they increase their product familiarity which increases market demand. Besides they also use internet platform and social network to reach the customer easily. They take consumer and trade sales promotion strategy to endorse brand popularity. Sometime they give different discount offers, buy one get one offer and price off for promoting their product.

2.5 Structure of Promotional Department



Chapter Three: Analysis and Findings

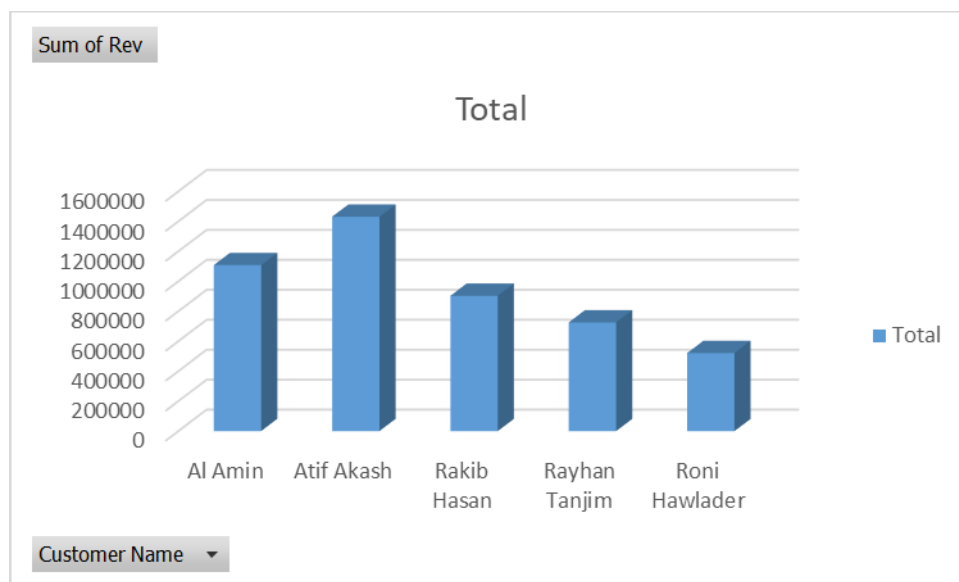
3.1 Analysis

Question-1: Which customer generated the highest total revenue across all their orders?

Row Labels	Sum of Rev
Al Amin	1108643
Atif Akash	1431191
Rakib Hasan	903407
Rayhan Tanjim	725758.5
Roni Hawlader	521251
Grand Total	4690250.5

The chart represents the total revenue generated by five customers: Al Amin, Atif Akash, Rakib Hasan, Rayhan Tanjim, and Roni Hawlader.

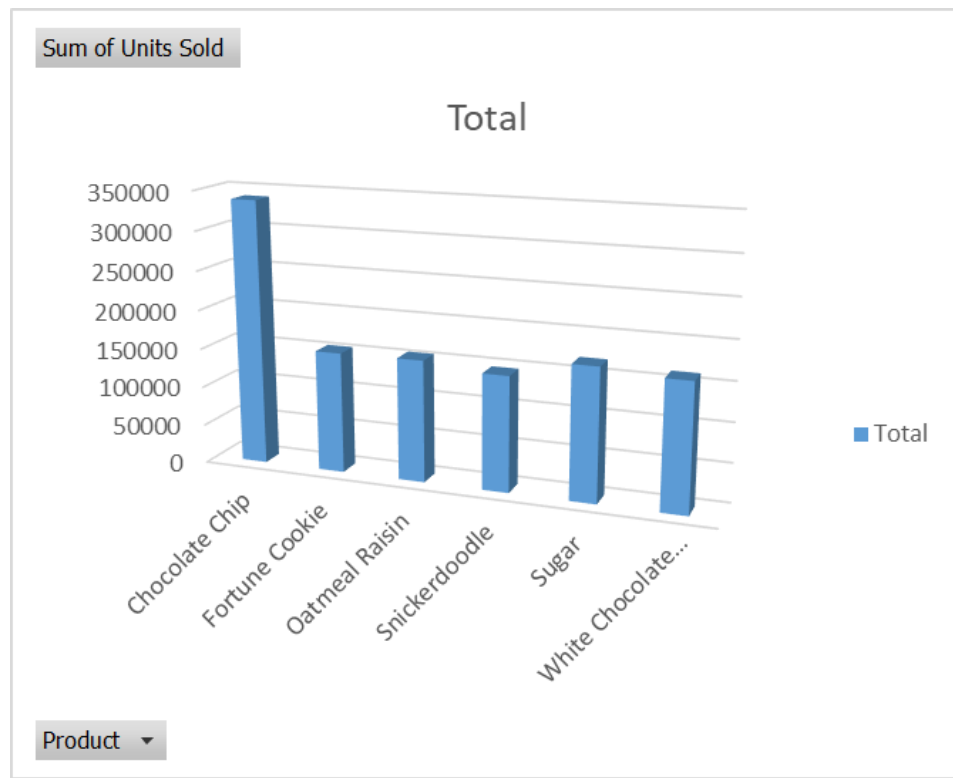
- Atif Akash has the highest revenue, reaching approximately 1,431,191.
- Al Amin follows as the second-highest revenue generator at around 1,108,643.
- The revenues for Rakib Hasan, Rayhan Tanjim, and Roni Hawlader are lower, with respective totals of 903,407, 725,758.5, and 521,251.
- The chart effectively illustrates the comparative revenue performance among these customers, with clear visual distinctions highlighting Atif Akash's leading position in revenue generation.



Question-2: Which product has the highest sales?

Row Labels	Sum of Units Sold
Chocolate Chip	338239.5
Fortune Cookie	154198
Oatmeal Raisin	155315
Snickerdoodle	146846
Sugar	168783
White Chocolate Macadamia Nut	162424.5
Grand Total	1125806

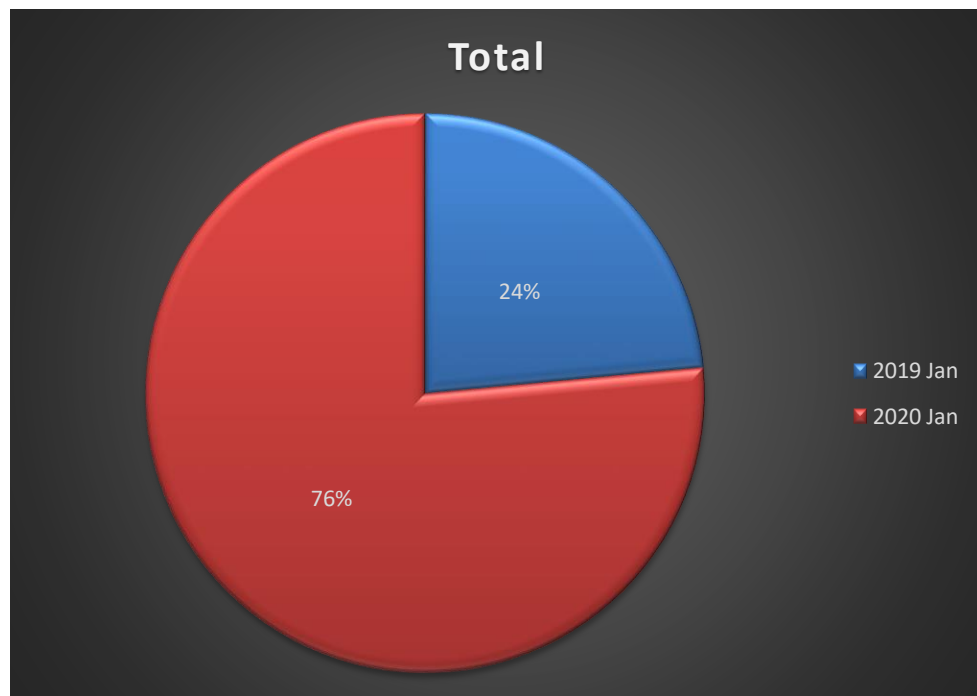
The Chocolate Chip product leads in sales with a total of 338,239.5, making it the highest-selling item. Other notable sales figures include Sugar at 168,783, White Chocolate Macadamia Nut at 162,424.5, Oatmeal Raisin at 155,315, Fortune Cookie at 154,198, and Snickerdoodle at 146,846. Overall, the Grand Total sales across all products amount to 1,125,806.



Statement-3: Which year saw the highest sales in terms of units sold?

Row Labels	Sum of Units Sold
2019	264674
2020	861132
Grand Total	1125806

The table shows the total units sold in January across two years, 2019 and 2020. In January 2019, 264,674 units were sold, while in January 2020, sales increased significantly to 861,132 units. The grand total for both years combined is 1,125,806 units.



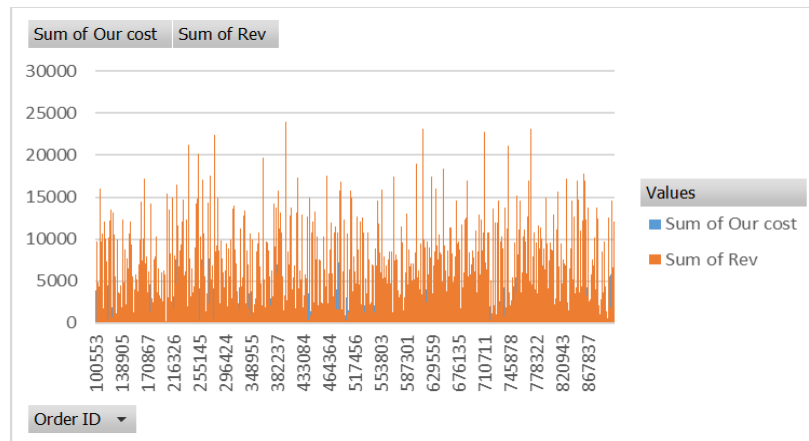
Statement-4: What is the total cost for each order, and how does it compare to the revenue generated?

Row Labels	Sum of Our cost	Sum of Rev
100553	3868	9670
102288	651.25	1563
103112	1815	4840
103317	1746	4365
103888	1564.2	3555
104326	7038.9	15997.5
105566	3624	9664
108848	2052.5	4926
111799	4006.5	10684
113657	830	1660
115306	672	1792
115582	4862	12155
117162	4014	10035
117166	2701.6	6140
119027	2751	7336
119754	244	488
120233	4485.8	10195
120418	1056	2304
120842	4882	12205
121208	383	766
121808	5392	13480
123331	354	708
123431	1946	4865
123693	5264	13160
126864	4202	10505
128044	2095.5	5588

This dataset appears to represent financial data, with two key columns: "Our cost" and "Rev" (likely short for "Revenue") for different row labels, possibly representing unique customer IDs or project codes.

- **Total Costs** range from as low as 244 to as high as 7038.9 for the respective entries.
- **Total Revenue** varies from 488 to 15,997.5.
- In many instances, the revenue exceeds the cost, indicating a profit margin for those cases.
- Some labels have a relatively small gap between cost and revenue, while others (like 104326 with a cost of 7038.9 and revenue of 15,997.5) show a larger return.

This dataset seems suited for profitability analysis, as it gives insight into the cost vs. revenue performance for each label.



Statement-5: Which customer made the most orders and what were the products they ordered?

Row Labels	Count of Order ID
Al Amin	156
Chocolate Chip	38
Fortune Cookie	23
Oatmeal Raisin	24
Snickerdoodle	29
Sugar	16
White Chocolate Macadamia Nut	26
Atif Akash	206
Chocolate Chip	70
Fortune Cookie	25
Oatmeal Raisin	43
Snickerdoodle	22
Sugar	20
White Chocolate Macadamia Nut	26
Rakib Hasan	132
Chocolate Chip	35
Fortune Cookie	17
Oatmeal Raisin	13
Snickerdoodle	13
Sugar	30
White Chocolate Macadamia Nut	24
Rayhan Tanjim	114
Chocolate Chip	38
Fortune Cookie	17
Oatmeal Raisin	9
Snickerdoodle	14
Sugar	25
White Chocolate Macadamia Nut	11
Roni Hawlader	92
Chocolate Chip	21
Fortune Cookie	11
Oatmeal Raisin	5
Snickerdoodle	15
Sugar	18
White Chocolate Macadamia Nut	22
Grand Total	700

This dataset seems to represent the count of different cookie orders made by various individuals, with the "Row Labels" indicating the names of the customers and cookie types, and "Count of Order ID" representing the total number of orders placed.

Al Amin placed 156 total orders, with Chocolate Chip being the most ordered (38).

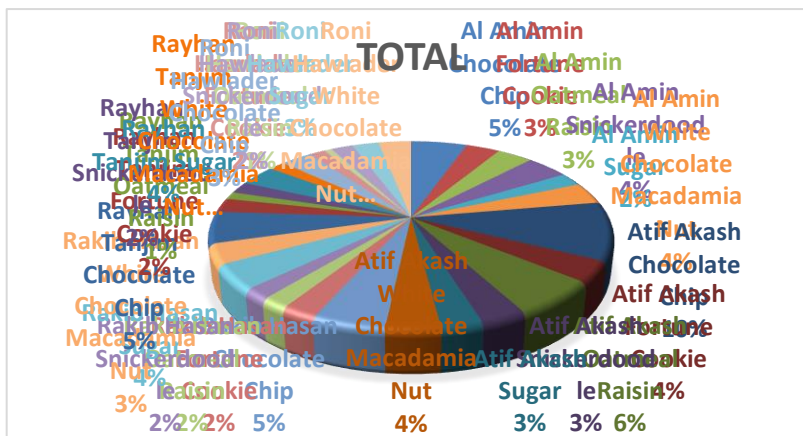
Atif Akash made the highest number of total orders, 206, with Chocolate Chip again being the most popular (70).

Rakib Hasan ordered 132 cookies, with Sugar cookies leading (30).

Rayhan Tanjim placed 114 orders, with a preference for Sugar (25) and Chocolate Chip (38).

Roni Hawlader made 92 total orders, with White Chocolate Macadamia Nut and Sugar cookies being popular choices.

Overall, the Grand Total of orders is 700 across various customers and cookie types, with Chocolate Chip consistently being the most popular.



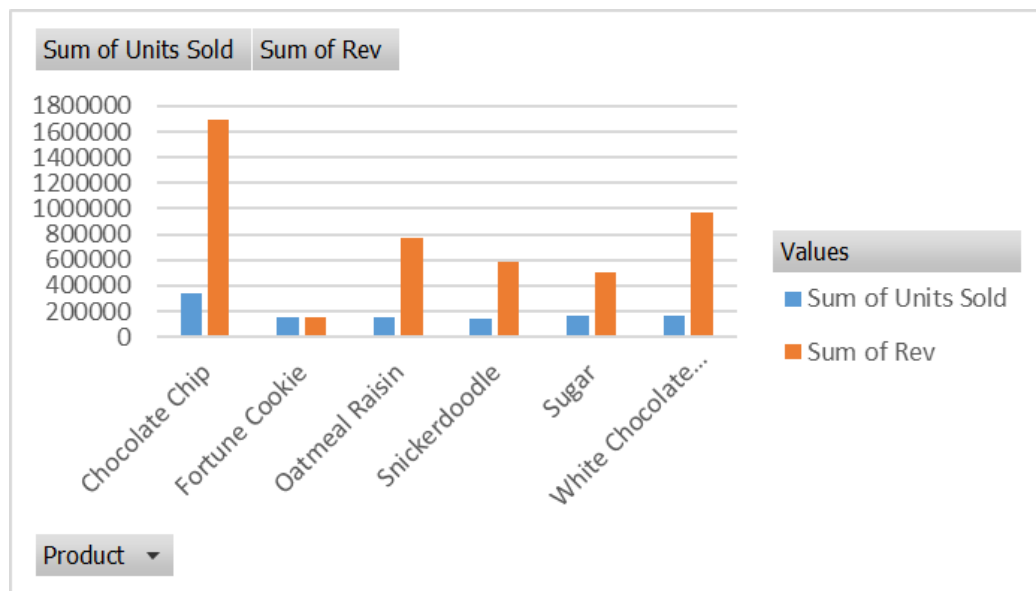
Statement-6: Which product had the lowest number of units sold, and how did this affect the overall revenue?

Row Labels	Sum of Units Sold	Sum of Rev
Chocolate Chip	338239.5	1691197.5
Fortune Cookie	154198	154198
Oatmeal Raisin	155315	776575
Snickerdoodle	146846	587384
Sugar	168783	506349
White Chocolate Macadamia Nut	162424.5	974547
Grand Total	1125806	4690250.5

This dataset summarizes the total units sold and revenue generated for different types of cookies:

- **Chocolate Chip** cookies have the highest sales, with **338,239.5 units sold** and a revenue of **\$1,691,197.5**.
- **White Chocolate Macadamia Nut** follows with **162,424.5 units sold** and **\$974,547** in revenue.
- Other cookies such as **Fortune Cookie**, **Oatmeal Raisin**, **Snickerdoodle**, and **Sugar** also contributed significantly to the total sales and revenue.

In total, **1,125,806 units** of cookies were sold, generating a **grand revenue of \$4,690,250.5**. Chocolate Chip cookies are the top performer in both units sold and revenue.



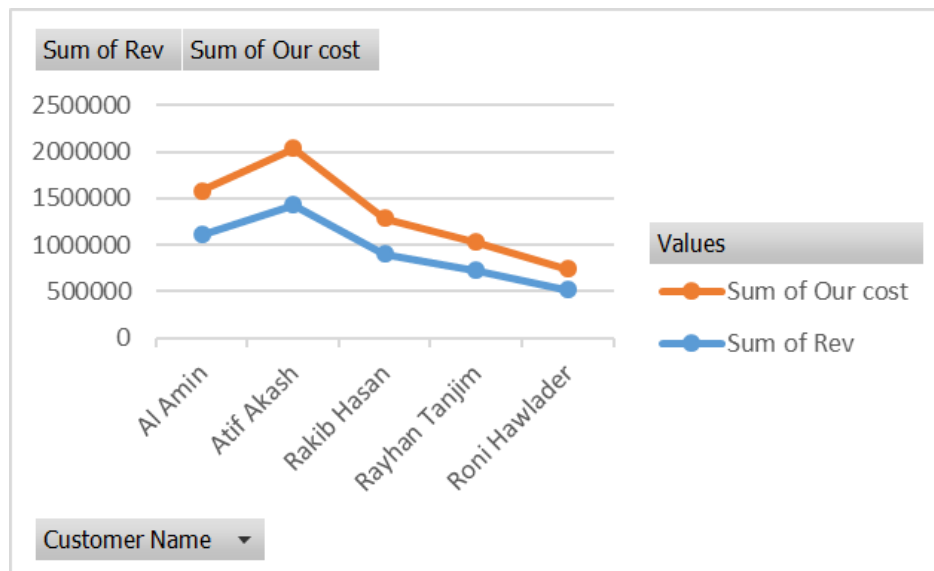
Statement-7: How does the total revenue from each customer compare to the total cost of their orders?

Row Labels	Sum of Rev	Sum of Our cost
Al Amin	1108643	468968.46
Atif Akash	1431191	602813.61
Rakib Hasan	903407	380091.59
Rayhan Tanjim	725758.5	302258.88
Roni Hawlader	521251	219053.64
Grand Total	4690250.5	1973186.18

This dataset shows the revenue and costs associated with five individuals:

- **Atif Akash** generated the highest revenue at **\$1,431,191** with a cost of **\$602,813.61**.
- **Al Amin** earned **\$1,108,643** with a cost of **\$468,968.46**.
- **Rakib Hasan** had a revenue of **\$903,407** and a cost of **\$380,091.59**.
- **Rayhan Tanjim** generated **\$725,758.5** in revenue with costs amounting to **\$302,258.88**.
- **Roni Hawlader** earned **\$521,251** with a cost of **\$219,053.64**.

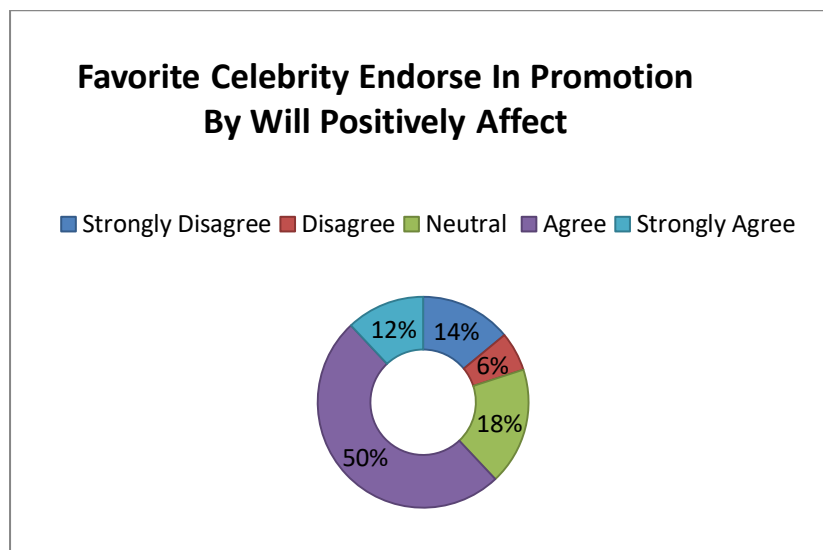
Overall, the **grand total revenue is \$4,690,250.5**, with total costs of **\$1,973,186.18** across all individuals.



Statement-8: Your favorite celebrity endorse in promotion by Amrita will positively affect your brand perception.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	7	14%
Disagree	3	6%
Neutral	9	18%
Agree	25	50%
Strongly Agree	6	12%

From above table it is found that among 50 respondents 6 respondents are strongly agreed with this statement that Your favorite celebrity endorse in promotion by Amrita will positively affect your brand perception.. Majority 25 respondents agree on this point that is 50%. And 9 respondents are neutral on this. On the other hand 3 respondents disagree this statement and respondent strongly disagree this statement.

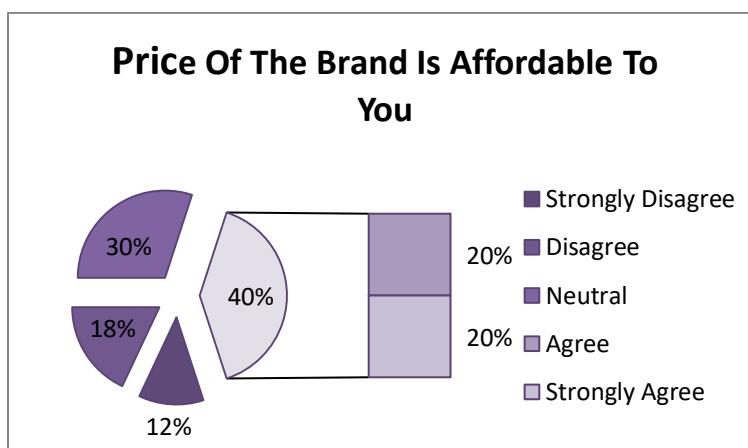


In this statement, it has been found that majority 50% respondent agree on this statement that Your favorite celebrity endorse in promotion by Amrita will positively affect your brand perception.

Statement-9: Price of the Brand is affordable to you.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	6	12%
Disagree	9	18%
Neutral	15	30%
Agree	10	20%
Strongly Agree	10	20%

From above table it is found that among 50 respondents 10 respondents are strongly agreed with this statement that price of the Brand is affordable to you. And 10 respondents agree on this point and majority 15 respondents are neutral that is 30%. On the other hand 9 respondents disagree this statement that is 18% and 6 respondents strongly disagree this statement.

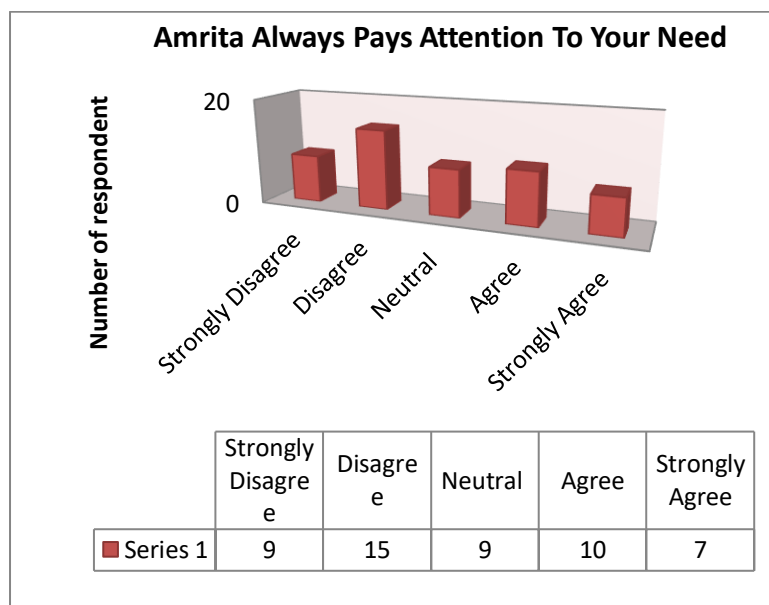


In this statement, it has been found that majority 30% respondent neutral on this statement that price of the Brand is affordable to you.

Statement-10: Amrita always pays attention to your need.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	9	18%
Disagree	15	30%
Neutral	9	18%
Agree	10	20%
Strongly Agree	7	14%

From above table it is found that among 50 respondents 7 respondents are strongly agreed with this statement that Amrita always pays attention to your need. And 10 respondents agree on this point and 9 respondents are neutral. On the other hand majority 15 respondents disagree this statement that is 30% and 9 respondents strongly disagree this statement.

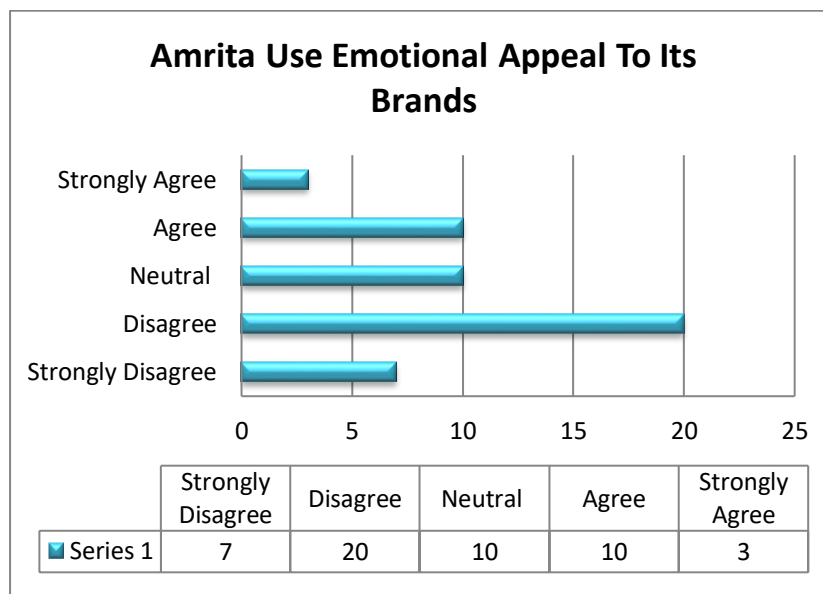


In this statement, it has been found that majority 30% employee disagree on this statement that Amrita always pays attention to your need.

Statement-12: Amrita use emotional appeal to its brands.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	7	14%
Disagree	20	40%
Neutral	10	20%
Agree	10	20%
Strongly Agree	3	6%

From above table it is found that among 50 respondents 3 respondents are strongly agreed with this statement that AnAmrita use emotional appeal to its brands. And 10 respondents agree on this point that is 20% and 10 respondents are neutral on this. On the other hand majority 20 respondents disagree this statement that is 40% and 7 respondent strongly disagree this statement.

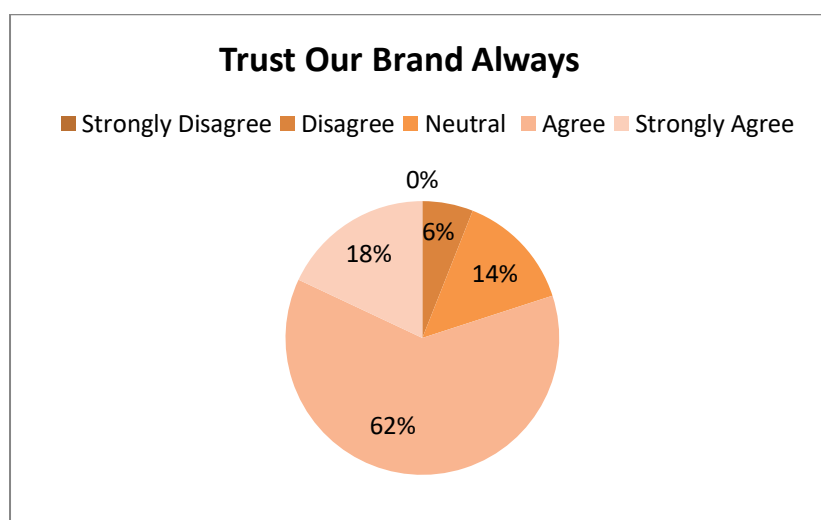


In this statement, it has been found that majority 40% respondent disagree on this statement that Amrita use emotional appeal to its brands.

Statement-13: You trust our brand always.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	0	0%
Disagree	3	6%
Neutral	7	14%
Agree	31	62%
Strongly Agree	9	18%

From above table it is found that among 50 respondents 9 respondents are strongly agreed with this statement that you trust our brand always. Majority 31 respondents agree on this point that is 62%. And 7 respondents are neutral on this. On the other hand 3 respondents disagree this statement and no respondent strongly disagree this statement.

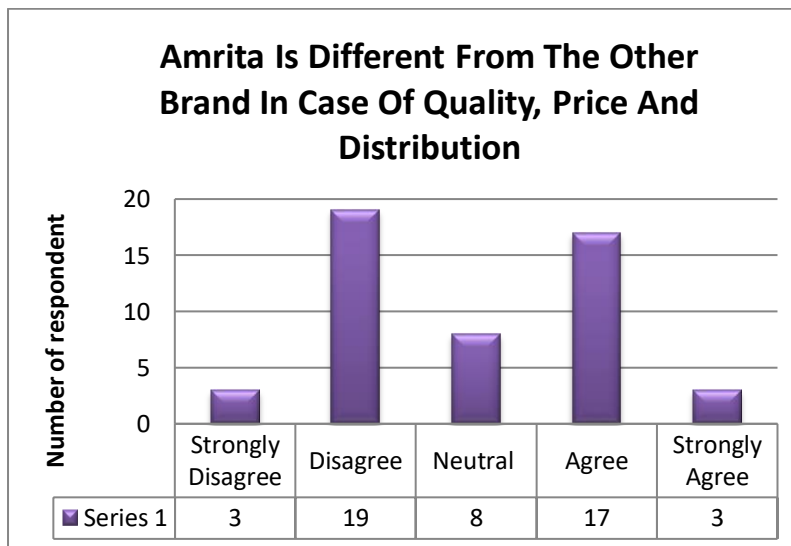


In this statement, it has been found that majority 62% respondents agree on this statement that you trust our brand always.

Statement-14: Amrita is different from the other brand in case of quality, price and distribution.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	3	6%
Disagree	19	38%
Neutral	8	16%
Agree	17	34%
Strongly Agree	3	6%

From above table it is found that among 50 respondents 3 respondents are strongly agreed with this statement that Amrita is different from the other brand in case of quality, price and distribution. And 17 respondents agree on this point and 8 respondents are neutral on this. Majority 19 respondents disagree this statement that is 38% and 3 respondents strongly disagree this statement.

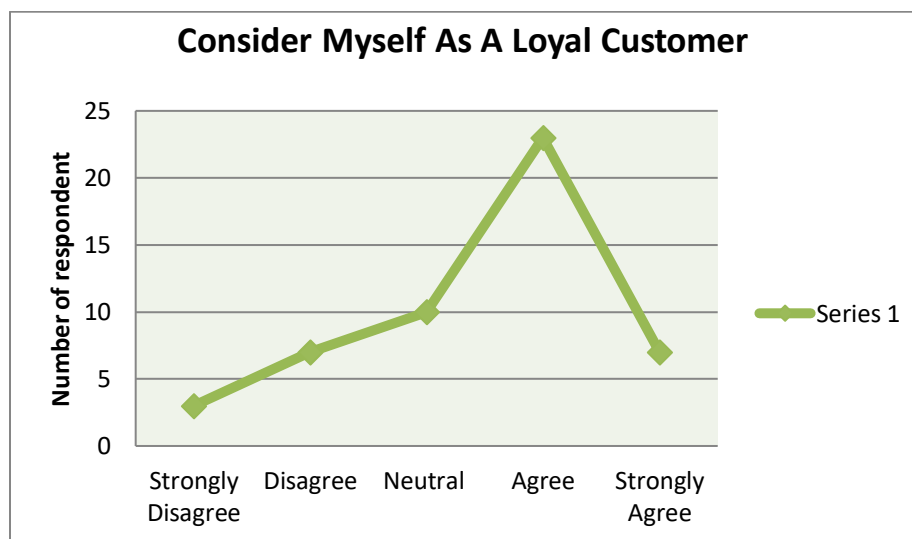


In this statement, it has been found that majority 38% respondent agree on this statement that Amrita is different from the other brand in case of quality, price and distribution.

Statement-15: I consider myself as a loyal consumer to the brand Amrita.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	3	6%
Disagree	7	14%
Neutral	10	20%
Agree	23	46%
Strongly Agree	7	14%

From above table it is found that among 50 respondents 7 respondents are strongly agreed with this statement that I consider myself as a loyal consumer to the brand Amrita. Majority 23 respondents agree on this point that is 46%. And 10 respondents are neutral on this. On the other hand 7 respondents disagree this statement that is 14% and 3 respondents strongly disagree this statement.

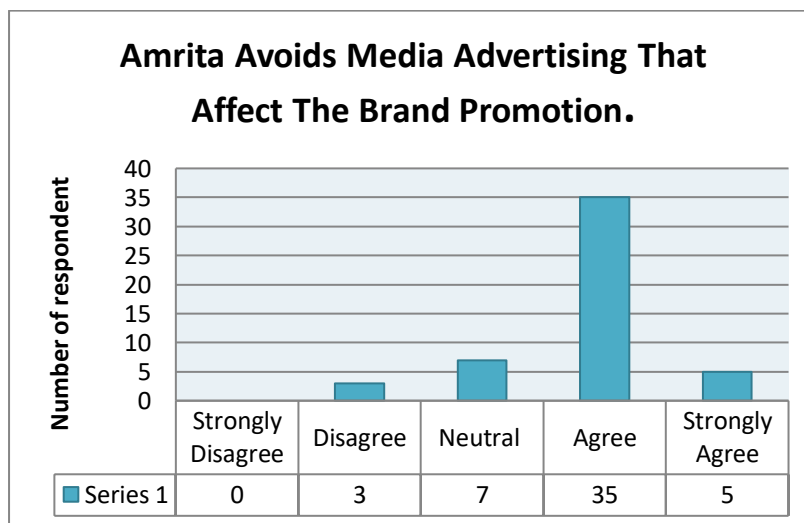


In this statement, it has been found that majority 46% respondent agree on this statement that I consider myself as a loyal consumer to the brand Amrita.

Statement-16: Amrita avoids media advertising that affect the brand promotion.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	0	0%
Disagree	3	6%
Neutral	7	14%
Agree	35	70%
Strongly Agree	5	10%

From above table it has found that among 50 respondents 5 respondents are strongly agreed with this statement that Amrita avoids media advertising that affect the brand promotion. Majority 35 respondents agree on this point that is 70%. And 7 respondents are neutral on this. On the other hand 3 respondents disagree this statement and no respondent strongly disagree this statement.

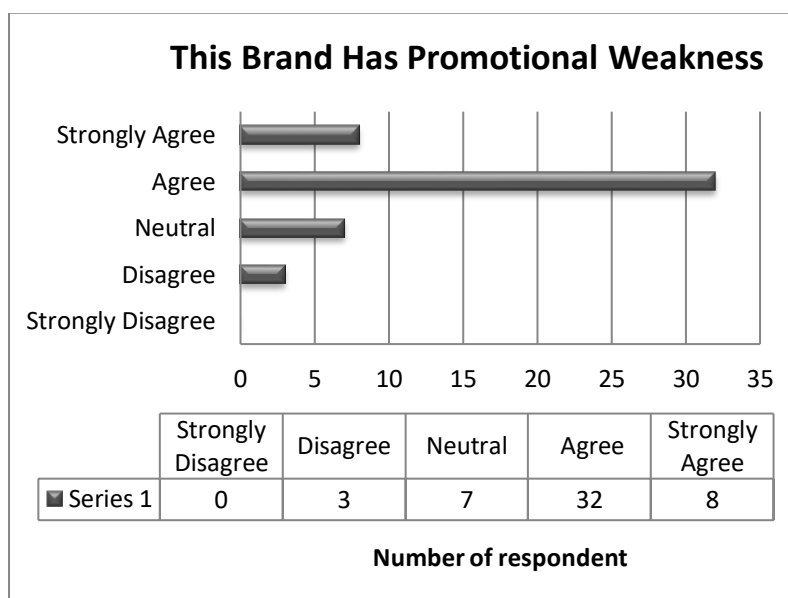


In this statement, it has been found that majority 70% respondent agree on this statement that Amrita avoids media advertising that affect the brand promotion.

Statement-17: This brand has promotional weakness.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	0	0%
Disagree	3	6%
Neutral	7	14%
Agree	32	64%
Strongly Agree	8	16%

From above table it has found that among 50 respondents 8 respondents are strongly agreed with this statement that this brand has promotional weakness. Majority 32 respondents agree on this point that is 64%. And 7 respondents are neutral on this. On the other hand 3 respondents disagree this statement and no respondent strongly disagree this statement.

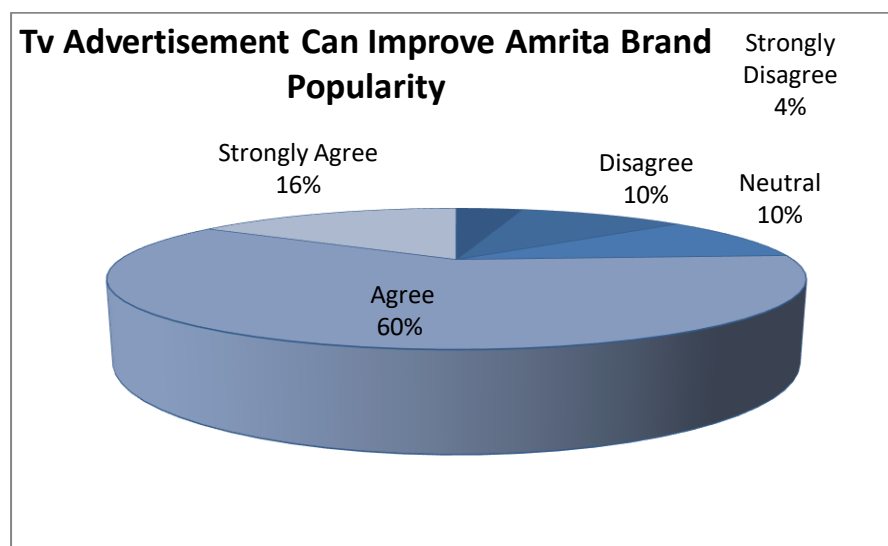


In this statement, it has been found that majority 64% respondent agree on this statement that this brand has promotional weakness.

Statement-18:TV advertisement can improve Amrita brand popularity

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	2	4%
Disagree	5	10%
Neutral	5	10%
Agree	30	60%
Strongly Agree	8	16%

From above table it has found that among 50 respondent 8 respondents are strongly agreed with this statement that TV advertisement can improve Amrita brand popularity. Majority 30 respondents agree on this point that is 60%. And 5 respondents are neutral on this. On the other hand 5 respondents disagree this statement and 2 respondents strongly disagree this statement

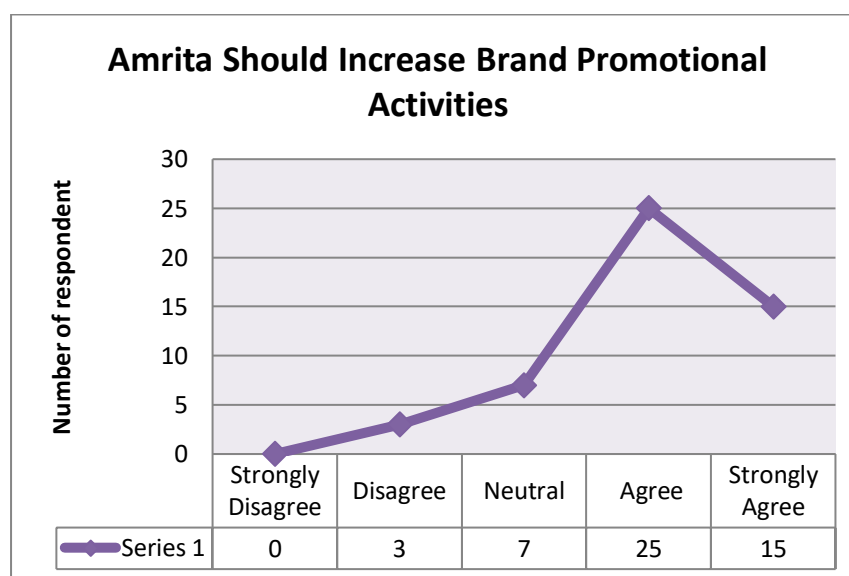


In this statement, it has been found that majority 60% respondent agree on this statement that TV advertisement can improve Amrita brand popularity.

Statement-19: Amrita should increase brand promotional activities.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	0	0%
Disagree	3	6%
Neutral	7	14%
Agree	25	50%
Strongly Agree	15	30%

From above table it has found that among 50 respondent 15 respondents are strongly agreed with this statement that Amrita should increase brand promotional activities. Majority 25 respondents agree on this point that is 50%. And 7 respondents are neutral on this. On the other hand 3 respondents disagree this statement and no respondent strongly disagree this statement.

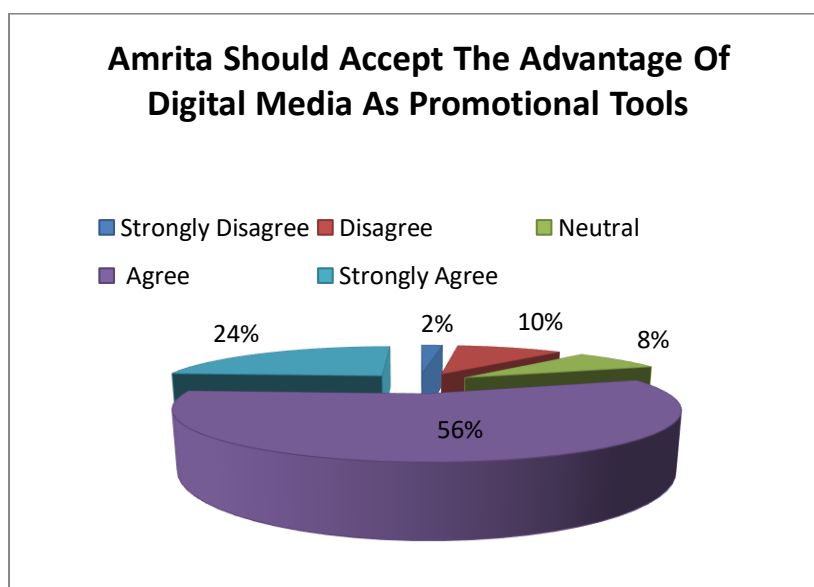


In this statement, it has been found that majority 50% respondent agree on this statement that Amrita should increase brand promotional activities.

Statement-20: Amrita should accept the advantage of digital media as promotional tools.

Rating	No. of Respondent	Percentage (%)
Strongly Disagree	1	2%
Disagree	5	10%
Neutral	4	8%
Agree	28	56%
Strongly Agree	12	24%

From above table it has found that among 50 respondent 12 respondents are strongly agreed with this statement that Amrita should accept the advantage of digital media as promotional tools. Majority 28 respondents agree on this point that is 56%. And 4 respondents are neutral on this. On the other hand 5 respondents disagree this statement and one respondent strongly disagree this statement



In this statement, it has been found that majority 56% respondent agree on this statement that Amrita should accept the advantage of digital media as promotional tools.

Findings

- From project it has been found that majority of respondent use only branded product but most of them are not price sensitive customer to Amrita goods.
- Amrita Consumer Foods Limited always fulfills its promise which was expressed in various promotional strategies that make consumer loyalty.
- It is found that most of the respondent agreed on the perception that quality product of Amrita will help to build a good brand image and they always buy Amrita Consumer Products brand.
- Amrita has got good word of publicity and advertisement of Amrita makes consumers notice as a brand and most of the respondent always buy Amrita Consumer Products brand.
- If Amrita endorse favorite celebrity in promotion that will positively affect the brand perception.
- The price of the Amrita products is affordable by people and Sponsorship helps Amrita build stronger brand.
- Amrita always does not pay attention on customer needs and it does not use emotional appeal to its brand which can impact negatively on brand promotion.
- Amrita is different from others brand for their quality product, affordable price and distribution of product. Majority consumer has trust on this brand and they consider themselves as a loyal customer to Amrita brand.
- Amrita does not use media advertising effectively that can hinder brand promotion.
- Amrita has weakness in brand promotion and its brand promotional activities are not enough.
- Majority consumer argued that Amrita Should initiate TV advertisement and should accept the advantage of digital media as promotional tools that can improve brand promotion.

Chapter Five

Recommendation and Conclusion

5.1 Recommendation

- Amrita should always pay attention on consumer needs and demand and produce product according to consumer desires that will be helpful for the organization in brand promotion.
- Amrita should endorse favorite celebrity and emotional appeal for brand promotional activities that will be effectual for them.
- Amrita should modernize their promotional strategies and should increase their brand promotional activities.
- Amrita can use social media advertising to reach their consumer easily and it should accept digital media technology as promotional tools.
- Amrita should use TV advertisement and should increase media advertising for their brand promotion activities.

5.2 Conclusion

Amrita Consumer foods product Limited is small scale company which run in the small range. We know that consumer is the king of a market and brand always influence consumer in the market place. So Amrita should provide more value to the customer for their satisfaction. If Amrita follows the recommendation suggestion here, they can keep good brand positioning. Amrita should modernize their promotional strategies and should increase their brand promotional activities. Amrita can use social media advertising to reach their consumer easily and it should accept digital media technology as promotional tools. Amrita should use TV advertisement and should increase media advertising for their brand promotion activities. On the other hand if they cannot use those Medias it can be causes low brand awareness. The actions of the customer like turnover and absenteeism are based on how they perceive things. The main objective of this study was to study the evaluation brand perception strategy about the various factors like reliability, advertisement, responsiveness, and organizational culture. Brand promotional strategy surveys deliver a successful means of measuring and acting brand position current status of the brand.

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Appendix

Questionnaire

SURVEY FORM

Evaluation of Brand Promotion Strategy & Sales Report Analysis **Amrita Consumer food Products Ltd, Barishal.**

In the following, some Statements are listed about the study titled “*Brand Promotion Strategy of Amrita Consumer food Products Ltd,*” You and your response will be handled confidentially. So, you are requested to express your valuable response to this statement to make the study credible.

Respondent's Profile:

❖ Gender	[a] Female	[b] Male
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❖ Age	[a] 20-30	[b] 31-40	40-50	[d] 50+
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❖ Education Level	[a] SSC	[b] HSC	[c] Graduate	[d] Post Graduate
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❖ Income	[a] Below 5000	[b] 5000 to 15000	[c] 15000 to 30000	[d] Above 30000
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Instruction: Please respond to statements below by circling your choice.

Sl.No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Which customer generated the highest total revenue across all their orders?	(1)	(2)	(3)	(4)	(5)
2	You are not price Sensitive Customer to Amrita goods.	(1)	(2)	(3)	(4)	(5)
3	Which year saw the highest sales in terms of units sold?	(1)	(2)	(3)	(4)	(5)
4	What is the total cost for each order, and how does it compare to the revenue generated?	(1)	(2)	(3)	(4)	(5)

5	Which customer made the most orders and what were the products they ordered?	(1)	(2)	(3)	(4)	(5)
6	Which product had the lowest number of units sold, and how did this affect the overall revenue?	(1)	(2)	(3)	(4)	(5)
7	How does the total revenue from each customer compare to the total cost of their orders?	(1)	(2)	(3)	(4)	(5)
8	Your favorite celebrity endorse in promotion by Amrita will positively affect your brand perception	(1)	(2)	(3)	(4)	(5)
9	Price of the Brand is affordable to you.	(1)	(2)	(3)	(4)	(5)
10	Price of the Brand is affordable to you.	(1)	(2)	(3)	(4)	(5)
11	Amrita always pays attention to your need.	(1)	(2)	(3)	(4)	(5)
12	Amrita use emotional appeal to its brands.	(1)	(2)	(3)	(4)	(5)
13	You trust our brand always.	(1)	(2)	(3)	(4)	(5)
14	Amrita is different from the other brand in case of quality, price and distribution.	(1)	(2)	(3)	(4)	(5)
15	I consider myself as a loyal consumer to the brand Amrita.	(1)	(2)	(3)	(4)	(5)
16	Amrita avoids media advertising that affect the brand promotion.	(1)	(2)	(3)	(4)	(5)
17	This brand has promotional weakness.	(1)	(2)	(3)	(4)	(5)
18	TV advertisement can improve Amrita brand popularity.	(1)	(2)	(3)	(4)	(5)
19	Amrita should increase brand promotional activities.	(1)	(2)	(3)	(4)	(5)
20	Amrita should accept the advantage of digital media as promotional tools.	(1)	(2)	(3)	(4)	(5)

THANK YOU

