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BASHUNDHARA GROUP

For the people,for the country the country

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**1.Executive Summary:**

The report is solely written on “Bashundhara Group”, one of the leading innovative real estate manufacturing company in Bangladesh. This report structure about Bashundhara group’s antiquity and accounts its various enterprises onward with their operations, holdings and success. Mostly we have explained about its different enterprises, human resource management, strategic planning, SWOT analysis and CSR activities. By applying multiple strategic tools, we came to know about the organizations motives, what kind of businesses the company will be in and its objectives for each. How more detailed plans are taken by the unit managing director within each business unit and the importance of division manager to take effective plan to operate the organization activities so that the business will not suffer in the long run. Thus this report outlines a clear viewpoint about Bashundhara group’s multiple activities.

**2.Products and Services:**

Bashundhara Group is the largest conglomerate in the nation. Among the spacious and growing strategic business units of the giant, Bashundhara Food & Beverage Industries Ltd., and Bashundhara Multi Food Products Ltd. are two esteemed companies constantly delivering safe, nutritious, and quality offerings for the wellbeing of the people to ensure a healthy nation.

Bashundhara Noodles-another product line of the esteemed company has already been launched with different variants and SKUs to meet the tastes and convenience of the market. Due to the continuation of its business morale and urge to provide the market with quality food options the company also observing success in this endeavor. Under the Instant Noodles subcategory, masala flavor is the most popular one with various pack sizes ranging from 4-pack to 16-pack. Stick Noodles comes in Egg, Masala, Curry, Egg & Chicken, Chicken Tandoori flavors. Likewise, Panda Noodles is the commercial variant that provides the taste of Authentic Chinese Noodles; is distributed in 300 gm SKU. The observant attitude to pick up the best quality raw materials, seasoning, and cutting-edge production solutions operated by the diligent workforce together activated the success story along the way in this journey.

Bashundhara Pasta & Macaroni are the two growing brands of BFBIL, which have so far gained satisfactory market response among people. Bashundhara Pasta made with high-quality semolina is the only paste made in this country competing with other imported pasta. Bashundhara Pasta comes in shapes called Seashell, tube, and Twist in 200gm and 500gm pack sizes. Bashundhara Macaroni is available in the market in Screw, Bamboo, and Oyster variants, and these variants can be found in 100 gm and 400 gm pack sizes. Bashundhara Semai one of the traditionally connected brand which has a substantial demand in the market. On special occasions such as Eid and other significant days, especially for serving guests, the demand for this item mounts to its highest. Bashundhara Semai manufacturing is done following the long heredity of traditional semai making by the people of this county, keeping all its aesthetical and cultural values intact and meeting all hygiene and safety concerns. Bashundhara Semai is available in the market in Vermicelli and Lachsa form, and both the variants are distributed in 200 gm SKU.

Bashundhara Puffed Rice has been introduced in the market in 2020. Besides having a significant demand in out-of-border markets, Puffed rice is consumed in many parts of the country regularly, and in some particular time such as in Ramadan, the demand for this is usually skyrocketed. Made without mixing any harmful chemicals like urea, Bashundhara Puffed Rice providing healthy and crispy puffed rice since its inception. Bashundhara Puffed Rice is available in the market in 250 gm and 500 gm SKUs.

Toggi Crackers, Poppers, and other variety of chips are serving the market with their regular offerings and planning to enrich its product basket of this highly impulsive category. The majority of the end-users of this product class are youngsters so the company takes special care and goes an extra mile to ensure safe and tasty options for this sensitive TG. Toggi branded Chips, crackers, and poppers distributed in different flavors and shapes; Poppers Pure Vanilla, spicy cheese, Heart Shaped, Toggi Crispy Crackers masala, Potato Crackers are included in this category ranging from 12 gm to 20 gm pack sizes.

Bashundhara Sauce another new brand with its business aims to lead the market started its journey with hot tomato flavored sauce into sachets bottled, and plastic Jar form available in 10 gm, 340 gm, 1000 gm, and 3000 gm SKUs. The response for this category is no different from the other preceding brands of BFBIL, which lead the brand to introduce other variants of this category in near future.

Bashundhara Spice offers the goodness of nature within its spice packs for the food-loving people of the nation. Selected & trained farmers, fully automated machines, high-end technological adoption, and last but not least carefully selected raw materials to provide the consumers nothing but the natural taste and health benefits. The brand initially steps into the market with Chili, turmeric, Cumin, and Coriander spices, all the variants available in 15 gm, 50 gm, 100 gm, 200gm, 1000gm SKUs. Soon it will enrich its range with new ready-mix variants.

Bashundhara Ready Ruti- the only full fiber Ruti of the country, a healthy food solution especially for breakfast and quick meals, has already been introduced in the market. The increasing workload, responsibility, commitments in life makes it difficult for the majority of people to ensure proper balance in diet and nutrients intake. And to meet that nutrition and proper food demand 3 pcs, 5pcs, and 10 pcs Bashundhara Ready Ruti SKUs are convenient and trustworthy options to provide individuals relief in their tiring life.

From the very establishment, Bashundhara Group striving for the betterment of the country, the people, and BFBIL and BMFPL are two proud concerns of the group to serve with standard quality offerings for customers following the same.

 

**3.Business Plan:**

**4.Sales and Cost Statistic:**

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| --- | --- | --- | --- |
| **Particular** | **1st Quarter (July 21-Sep** | **2nd Quarter (Oct 21-Dec 21** | **3rd Quarter (Jan 22- Mar 22** |
| Net Revenue | 1996.98 | 3406.00 | 3069.20 |
| Gross Profit | 433.85 | 719.40 | 466.21 |
| Profit Before Tax | 103.38 | 172.36 | 123.73 |
| Profit After Tax | 68.14 | 113.14 | 77.47 |
| Retained Earnings | 2654.58 | 2772.66 | 2646.52 |
| Earnings Per share | 0.39 | 0.65 | 0.45 |
| Net Asset Values / share | 46.22 | 46.88 | 46.12 |
| Net Operating Cash Flow/ share | 3.43 | 9.25 | 12.49 |

**Conclution:**

Bashundhara Fortified Soybean Oil surely one of the most growing brands of this entity gained customers’ trust and immense appreciation within a very short time after its commercialization. Best quality, nutrient-enriched product features are at the core of this brand that made it a trusted solution of cooking oil for the majority of households. Products of the brand are now available in different SKUs of PET bottles and Pouch Pack. The category will soon increase its capacity, and also set its own seed crushing unit for massive production considering the ever-increasing market demand.

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