**Food-beverage company details (PRAN)**

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**Presented By:**

**Name: Sumaiya Hasan Chumki**

**Institution: University of Barishal**

**Serial: 23**

**Batch Name: 60**

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**Brief summary about PRAN**

PRAN (Programme for Rural Advancement Nationally) was established in 1981 by retired Major General Amjad Khan Chowdhury and has become one of the largest food and beverage brands in Bangladesh. PRAN pioneered agribusiness in Bangladesh by providing farmers with guaranteed prices.

PRAN company primarily produces a wide range of food and beverage products including juices, dairy items, snacks, biscuits, confectionery, carbonated drinks, mineral water, bakery goods, and culinary products, aiming to be a leading food and beverage company in Bangladesh with a strong focus on exporting its products to multiple countries globally; they also manufacture plastic goods as part of the PRAN-RFL Group.

# Chapter 1

# Products and Services

## 1.1Pran Company details



PRAN-RFL Group (Bengali: প্রাণ-আরএফএল গ্রুপ) is a Bangladeshi conglomerate, founded in 1981 by Amjad Khan Chowdhury. It is one of the largest conglomerates in Bangladesh Pran-RFL Group is headquartered in Dhaka, Bangladesh, and employs over 1,00,000 people worldwide making it the largest employer brand in the country.

## 1.2 Products

As a producer of more than 400 food products under 10 different categories, e.g., Juice, Drinks, Mineral Water, Bakery, Carbonated Beverages, Snacks, Culinary, Con- fectionery, Biscuit and Dairy. PRAN is ahead of other brands in the export section. **Pran Litchi** · Pran Frooto · Mr. Noodles · Pran Toast · Pran Potata Biscuit ; Pran Family Toast · Pran Sweet Toast · Pran Baby Toast · Pran Dry Cake · Pran Potata Biscuit.

## 1.3 Services

PRAN company is generally considered to provide good quality services, with a strong focus on customer satisfaction, product quality, and a wide distribution network, making them a prominent player in the Bangladeshi market; they are known for their commitment to producing high-quality products at affordable prices, backed by a reputation for strong customer service and a focus on innovation and continuous improvement across their diverse product range.

Key points about PRAN's services:

**Quality products:**

PRAN prioritizes quality control in their manufacturing process, ensuring their products meet international standards.

**Extensive product range:**

They offer a wide variety of food and beverage products, including dairy items, processed foods, and more.

**Strong distribution network:**

PRAN has a robust distribution network, allowing them to reach a large customer base across Bangladesh.

**Social responsibility:**

The company actively engages in social initiatives like supporting education and healthcare in local communities.

**Export focus:**

PRAN exports their products to several countries, demonstrating their ability to compete in international markets.

To see more about PRAN company:

**Click here:** [**More**](https://www.pranfoods.net/our-brands)

# Chapter 2

# Business plan

A business plan for PRAN company would focus on maintaining its strong position in the Bangladeshi food and beverage market through product diversification, robust distribution networks, emphasis on quality control, sustainable sourcing practices, and aggressive marketing strategies, aiming to expand its international presence and further penetrate rural markets while prioritizing social responsibility and job creation as core values; key elements include:

* **Company Overview:**

PRAN-RFL Group, a leading Bangladeshi conglomerate, is renowned for its diverse range of food and beverage products under the "PRAN" brand, committed to quality, affordability, and social impact.

* **Mission:**

To provide nutritious and high-quality food products to the people of Bangladesh while contributing to the nation's economy through employment generation and sustainable practices.

Market Analysis:

* **Target Market:**

Primarily focusing on the Bangladeshi consumer base across demographics, with a growing emphasis on international markets.

* **Market Trends:**

Increasing demand for processed foods, growing health consciousness, rising disposable income, and preference for locally produced brands.

* **Competition:**

Identify key competitors in each product category and highlight PRAN's competitive advantages like extensive distribution network, brand recognition, and commitment to quality.

Products and Services:

* **Diversification Strategy:**

Continue expanding product lines across categories like juices, dairy products, snacks, ready-to-eat meals, processed fruits and vegetables, and value-added agricultural products.

* **Innovation:**

Regularly introduce new products with unique flavors, functional benefits, and packaging designs to cater to evolving consumer preferences.

* **Quality Assurance:**

Maintain strict quality control measures throughout the production process, ensuring compliance with international standards.

Marketing Strategy:

* **Brand Building:**

Leverage strong brand recognition through consistent marketing campaigns across various channels including television, digital media, and social media.

* **Rural Penetration:**

Prioritize reaching rural markets through targeted distribution strategies and community engagement programs.

* **Export Promotion:**

Actively promote PRAN products in international markets through participation in trade shows, strategic partnerships, and targeted marketing campaigns.

Operations and Logistics:

* **Supply Chain Management:**

Optimize sourcing of raw materials from local farmers, ensuring quality and sustainability.

* **Distribution Network:**

Maintain a robust distribution network with a strong reach across Bangladesh and key export markets.

* **Manufacturing Efficiency:**

Invest in advanced manufacturing facilities and technology to improve production capacity and minimize operational costs.

Financial Projections:

* **Revenue Growth:**

Project consistent revenue growth through increased market penetration, new product launches, and international expansion.

* **Profitability:**

Maintain healthy profit margins by optimizing costs and maximizing sales across product categories.

Social Responsibility:

* **Community Development:**

Support local communities through initiatives focused on education, healthcare, and environmental sustainability.

* **Farmer Empowerment:**

Implement programs to empower farmers by providing training, technical assistance, and fair pricing for raw materials.

Key Success Factors:

* **Strong Leadership:**

Maintain a strong leadership team with a focus on strategic decision-making and innovation.

* **Customer Focus:**

Prioritize consumer needs and preferences to develop relevant products and marketing strategies.

* **Continuous Improvement:**

Foster a culture of continuous improvement across all aspects of the business.

Are they working properly?

Input the proper business plan and money

Yes

No

Are the buyers happy?

Yes

No

Check the product quality until it is good then Product selling system

Explaining the work of all working people

# Chapter 3

# Sales and cost statics

The sales of the Agricultural Marketing Company Limited (AMCL-Pran) in Bangladesh have increased over the years. In 2023, the company's sales were BDT 3,226 million, a 2.30% increase from 2022.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| SL | Region | Product | Total sales | Cost | Profit |
| 1 | Dhaka | Juice | 45000 | 15000 | 30000 |
| 2 | Barishal | Juice | 23000 | 13000 | 10000 |
| 3 | Chittagong | Juice | 45000 | 22000 | 23000 |
| 4 | Rajshasi | Juice | 56000 | 20000 | 36000 |
| 5 | Sylhet | Juice | 12500 | 10000 | 2500 |
| 6 | Khulna | Juice | 36000 | 12000 | 24000 |
| 7 | Rangpur | Juice | 68000 | 18000 | 50000 |



While Pran products generally claim to be healthy and promote a healthy lifestyle, there have been concerns raised about the quality and purity of some of their products, particularly regarding the presence of added sugars and preservatives in their fruit drinks, so it's important to carefully check the ingredients before considering them entirely "good for health.".

Key points to consider:

* **Positive aspects:**

Pran emphasizes sourcing quality raw materials and promoting a healthy image, with some products like fruit drinks containing vitamins A and C.

* **Concerns:**

Some critics claim that certain Pran fruit drinks may not be entirely natural and could contain high levels of added sugar and preservatives.

**Important to check labels:**

Always read the ingredient list carefully before purchasing Pran products to understand the exact nutritional content.