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**Topic: Bashundhara Food and Beverage Industries LTD.**

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**Bashundhara Food & Beverage Industries Ltd. (BFBIL)**

# 

# **1 Executive Summary**

Bashundhara Food & Beverage Industries Ltd. (BFBIL), a flagship subsidiary of the prestigious Bashundhara Group, is one of the leading producers of food and beverage products in Bangladesh. Established in 2009, BFBIL has continuously focused on delivering high-quality, nutritious, and affordable food products to meet the dynamic needs of Bangladesh's growing population. Over the years, the company has successfully built a strong market presence and has earned a reputation for consistency, quality, and customer satisfaction.

BFBIL offers a diverse range of products catering to various consumer needs. The product portfolio includes essential staples like Bashundhara Atta (wheat flour), Maida (refined flour), and Suji (semolina), which are popular in households across the country. The company also offers a variety of snacks, such as Toggi Chips, Crackers, and Poppers, alongside condiments like spices and sauces. These products are crafted with the highest quality standards and are distributed nationwide through an efficient supply chain network.

Operating from its modern production facility in Pangaon, Keraniganj, Dhaka, BFBIL ensures streamlined production and distribution across Bangladesh. The facility is equipped with state-of-the-art machinery that allows for consistent product quality and timely delivery, meeting the growing demand in both urban and rural markets.

BFBIL’s commitment to continuous innovation, customer-first strategies, and premium quality control has positioned it as a market leader. The company remains focused on expanding its product offerings and increasing its market share. With its strong foundation, BFBIL is poised to grow further and explore new business opportunities, both locally and internationally, ensuring long-term sustainability and growth. This report provides an in-depth analysis of BFBIL's operations, performance, and strategic direction.

# **2 Company Overview**

The **Company Overview** provides a detailed insight into Bashundhara Food & Beverage Industries Ltd. (BFBIL), including its history, vision, mission, core values, and market presence. This section establishes the foundation for understanding the company’s role and impact in the food and beverage industry.

## **2.1 Company Background**

Bashundhara Food & Beverage Industries Ltd. (BFBIL) is a key subsidiary of the Bashundhara Group, one of the largest conglomerates in Bangladesh. Established in **2009**, the company has become a significant player in the food and beverage industry, known for its high-quality products, modern manufacturing processes, and strong brand presence.

With its headquarters located in **Pangaon, Keraniganj, Dhaka,** BFBIL operates state-of-the-art production facilities designed to meet international food safety and quality standards. Over the years, BFBIL has diversified its product portfolio, catering to a wide range of consumer needs with products such as flour, noodles, snacks, condiments, and pasta.

The company’s robust distribution network ensures that its products reach customers in both urban and rural areas, making BFBIL a household name in Bangladesh. By continually investing in innovation and customer satisfaction, BFBIL has cemented its position as a market leader.

## **2.2 Mission and Vision**

* **Mission:**  
  BFBIL's mission is to deliver high-quality, safe, and affordable food products that cater to the diverse tastes and preferences of consumers in Bangladesh and beyond. The company strives to achieve excellence by maintaining strict quality control, leveraging innovative production techniques, and prioritizing customer satisfaction.
* **Vision:**  
  The vision of BFBIL is to become a globally recognized leader in the food and beverage industry by consistently exceeding consumer expectations, expanding its product offerings, and adopting sustainable business practices that benefit both society and the environment.

## **2.3 Core Values**

BFBIL is guided by a set of core values that reflect its commitment to quality, innovation, and social responsibility:

* **Quality Assurance:** Ensuring that every product meets the highest standards of safety and taste.
* **Innovation:** Embracing modern technology and creative solutions to stay ahead in a competitive market.
* **Customer-Centric Approach:** Prioritizing the needs and satisfaction of consumers through constant feedback and improvement.
* **Sustainability:** Reducing the environmental impact of production and distribution through eco-friendly practices.
* **Integrity:** Conducting business with honesty, fairness, and transparency.

## **2.4 Key Achievements and Milestones**

* **2009:** Official launch of Bashundhara Food & Beverage Industries Ltd.
* **2012:** Introduction of Toggi Chips, now one of the most popular snack brands in Bangladesh.
* **2015:** Expansion of production facilities to include automated pasta and noodle lines.
* **2019:** Received ISO 22000 certification for food safety management.
* **2023:** Introduced eco-friendly packaging for select product lines to align with sustainability goals.

## **2.5 Market Position**

BFBIL holds a strong position in the Bangladeshi food and beverage industry, thanks to its extensive product range and unwavering focus on quality.

* **Staple Products:** The company is a leader in staples such as flour, semolina, and fine flour, which are widely trusted by consumers for their quality and consistency.
* **Snacks and Condiments:** With innovative products like Toggi Chips and Bashundhara Spices, BFBIL has captured the attention of younger audiences and home cooks alike.
* **Distribution Network:** BFBIL’s robust distribution system covers both urban and rural areas, ensuring the availability of its products across the nation. This is further supported by a strong network of retailers, wholesalers, and direct-to-consumer channels.
* **Competitive Advantage:** BFBIL’s commitment to customer satisfaction, product innovation, and market adaptation gives it a significant edge over competitors.

# **3 Products and Services Overview of BFBIL**

Bashundhara Food & Beverage Industries Ltd. (BFBIL) offers a wide range of food products across various categories, designed to meet the diverse needs of consumers in Bangladesh. From daily staples to savory snacks and flavorful condiments, BFBIL is recognized for its commitment to quality and consistency. Here’s a detailed breakdown of their key offerings:

## **Staples:**

BFBIL is a leader in the staples category, offering essential products that are vital for daily meals.

* **Bashundhara\_Atta\_(Whole\_Wheat\_Flour):**  
  A market leader, known for its superior quality and consistency, made from the best wheat, providing high nutritional value.
* **Bashundhara\_Maida\_(Refined\_Flour):**  
  Ideal for baking and cooking, this fine flour is widely preferred for making pastries and cakes.
* **Bashundhara\_Suji\_(Semolina):**  
  Used in a variety of traditional dishes, Suji is processed to preserve its rich texture and flavor, ensuring it meets consumer expectations.

## **3.2 Snacks:**

BFBIL offers a wide variety of tasty snacks that cater to different consumer preferences.

* **Toggi\_Chips:**  
  Crispy potato chips available in a range of flavors, offering freshness and crunch in every bite.
* **Toggi\_Crackers\_&\_Poppers:**  
  Crunchy crackers and puffed poppers in various flavors, loved by consumers of all ages for casual snacking.

## **3.3 Condiments:**

BFBIL's condiments are designed to enhance the flavor of meals, offering authentic tastes for local cuisine.

* **Bashundhara\_Spices:**  
  Includes essential spices like chili, turmeric, cumin, and coriander, all made from high-quality raw materials to ensure rich, authentic flavors.
* **Bashundhara\_Sauces:**  
  Offers a variety of sauces, including tomato and chili, perfect for complementing snacks and meals.

## **3.4 Other Products:**

BFBIL also offers products that cater to modern cooking and dining needs.

* **Bashundhara\_Noodles:**  
  Available in multiple flavors like masala, chicken, and curry, these noodles are a convenient and affordable meal option.
* **Bashundhara\_Pasta\_&\_Macaroni:**  
  High-quality pasta and macaroni made with semolina, available in various shapes and sizes suitable for all household needs.

# **Product Gallery with Descriptions:**

|  |  |
| --- | --- |
| News  *"Bashundhara Atta: The trusted choice for nutritious whole wheat flour."*  ** | Home  "Bashundhara Noodles: Tasty, convenient, and available in multiple flavors."   |
| Bashundhara Chilli Powder 50gm  "Bashundhara Spices: Authentic, premium spices for every dish." | Bashundhara Hot Tomato Sauce  "Bashundhara Sauces: Add rich flavor with our tomato and chili sauces." |
| Toggi Poppers Pure Vanilla 18g  *“Toggi Poppers: Light and crunchy, these puffed snacks are an irresistible treat for all.”* | |

# **4 BFBIL Organizational Chart**

**Director of BFBIL**

**BFBIL Manager**

**BFBIL Assistant Manager**

**Room Service Manager**

**Restaurant Manager**

**Bar Manager**

**BFBIL Supervisor**

**Sommelier**

**Cashier**

**Hostess**

**Bar Captain**

**Bar Attendant**

**BFBIL Attendants**

**Room Service Taker**

# 

# **5 Business Plan**

This cycle outlines the key stages of Bashundhara Food and Beverage Industries Limited’s (BFBIL) business operations, from sourcing raw materials to gathering customer feedback. Each stage is designed to ensure the delivery of high-quality products to the market, maintaining efficiency and customer satisfaction throughout the process.

## **5.1 Raw Material Sourcing:**

* **Description:** The first step in BFBIL’s business operation involves sourcing high-quality raw materials. This could include wheat for flour, spices, and other ingredients used in their products.
* **Key Actions:** 
  + Partnering with reliable suppliers.
  + Ensuring that raw materials meet BFBIL’s quality standards.
  + Building strong relationships with suppliers for consistent supply.

## **5.2 Quality Checks for Ingredients**

* **Description:** Before production begins, all raw materials undergo quality checks to ensure they meet food safety standards and quality requirements.
* **Key Actions:**
* Inspection of raw materials for consistency and safety.
* Testing for contaminants and ensuring they meet the company’s health and safety standards.
* Adherence to regulatory requirements (e.g., HACCP, ISO standards).

## **5.3 Production Processes**

* **Description:** This step includes the actual manufacturing of products, such as milling flour, producing noodles, or preparing snacks.
* **Key Actions:** 
  + Running production lines for specific products.
  + Ensuring machinery is operated correctly for optimal quality.
  + Monitoring production rates and efficiency.

## **5.4 Packaging & Branding:**

* **Description:** Once products are produced, they go through packaging and branding processes before being sent for distribution.
* **Key Actions:** 
  + Packaging products in various sizes (e.g., 250g, 500g, 1kg) based on market demand.
  + Adding company branding, including logos, labels, and nutritional information.
  + Ensuring that packaging is secure and tamper-proof for consumer safety.

## **5.5 Distribution:**

* **Description:** The packaged products are then distributed to various retailers, wholesalers, and directly to consumers.
* **Key Actions:**
* Utilizing a strong supply chain and distribution channels (both urban and rural).
* Ensuring timely delivery to retail outlets and customers.
* Efficient inventory management to avoid product shortages.

## **5.6 Customer Feedback:**

* **Description:** After the products are in the market, BFBIL collects feedback from customers to improve its products and processes.
* **Key Actions:** 
  + Gathering customer insights through surveys, social media, and direct feedback.
  + Analyzing feedback to identify areas of improvement.
  + Making necessary adjustments to products or services based on consumer demand.

# **6 Sales and Cost Statistics**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Revenue (BDT in Million)** | **Cost of Goods Sold (BDT)** | **Profit (BDT)** |
| 2022 | 500 | 350 | 150 |
| 2023 | 550 | 375 | 175 |

**Explanation of Table Data**

* **Revenue:** The total amount earned by BFBIL from sales during each year.
* **Cost of Goods Sold (COGS):** The direct costs associated with the production of the goods sold by the company, such as raw materials, labor, and manufacturing overhead.
* **Profit:** The revenue minus the COGS, representing the company's earnings after production costs.

# **BFBIL Financial Performance Overview (2022-2023)**

# **7 Future Strategic Directions for BFBIL**

As a leading entity in Bangladesh's food and beverage industry, Bashundhara Food & Beverage Industries Ltd. (BFBIL) is well-positioned to leverage its strengths and capitalize on emerging opportunities. Looking ahead, the company can focus on broad strategic directions to ensure sustainable growth and maintain its competitive advantage:

## **Global Market Expansion**

Exploring opportunities beyond national borders can enhance BFBIL’s presence in the international arena. Building a robust export strategy and fostering collaborations with global partners can drive long-term revenue growth and brand recognition.

## **Commitment to Sustainability**

Sustainability is becoming a cornerstone of modern business success. By embedding eco-friendly practices across operations—such as adopting sustainable packaging, reducing waste, and optimizing resource use—BFBIL can align with global trends and cater to the evolving preferences of environmentally conscious consumers.

## **Innovation and Product Diversification**

Continuous innovation in product development can help BFBIL address changing consumer needs. Expanding into emerging categories like convenience foods, health-focused products, and premium offerings can broaden the company’s market appeal and strengthen its portfolio.

## **Strengthening Operational Excellence**

Maintaining leadership in a competitive industry requires a relentless focus on efficiency and quality. BFBIL can invest in advanced technologies, enhance supply chain management, and foster a culture of continuous improvement to achieve operational excellence.

## **Enhancing Stakeholder Engagement**

Building strong relationships with customers, employees, suppliers, and communities can solidify BFBIL’s position as a trusted brand. By prioritizing transparency, inclusivity, and collaboration, the company can create lasting value for all stakeholders.

# **8 Conclusion**

Bashundhara Food & Beverage Industries Ltd. (BFBIL) is well-positioned to maintain its leadership in the food and beverage industry in Bangladesh. However, to ensure continued growth and success, BFBIL must look beyond its current product offerings and explore new market opportunities, adopt sustainability practices, and cater to evolving consumer demands. By expanding into new markets, prioritizing eco-friendly packaging, and diversifying its product portfolio with convenient meal options, BFBIL can stay ahead of market trends, strengthen its brand presence, and drive long-term profitability.

The recommendations provided here will help BFBIL navigate the challenges of a competitive global market, embrace sustainability, and cater to the changing needs of modern consumers. Through innovation and strategic planning, BFBIL can continue to thrive and expand its influence both locally and internationally.

