

**An Internship Report
On
MARKETING POLICIES & STRATEGIES OF C.P. GROUP
(A STUDY OF ORGANIC FERTILIZER PRODUCTS)**

**This Report is submitted to the Faculty of Business Studies, Hajee Mohammad
Danesh Science and Technology University as a Partial Requirement for the
Fulfillment of MBA (Evening) Program-2015**

By-

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MBA (Evening), Major in Marketing
Semester-VI, ID# E130502040
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HSTU, Dinajpur



**HAJEE MOHAMMAD DANESH SCIENCE & TECHNOLOGY UNIVERSITY,
DINAJPUR-5200**

APRIL, 2016

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Department of Accounting



**HAJEE MOHAMMAD DANESH SCIENCE & TECHNOLOGY UNIVERSITY,
DINAJPUR-5200**

APRIL, 2016

Letter of Transmittal

24 September 2016

The Dean,

Department of Marketing

HSTU-Hajee Mohammad Danesh Science and Technology University

Dinajpur-5200

Dear Sir

It is great pleasure for me to submit my internship report on the topic of “**Marketing Policies & Strategies of C.P. Group (A study of Organic Fertilizer Products).**” I have prepared this report, as partial fulfillment of the course internship.

I have tried at my level best to prepare this report to the required standard. It was certainly a great opportunity for me to work on this paper to actualize my theoretical knowledge in the practical arena.

I express my heart full gratitude to you to go through this report and make your valuable comments. It would be very kind of you, if you please evaluate my performance regarding this project report.

Thank you

Sincerely Yours,

Md. Abdus Salam



C.P. BANGLADESH CO., LTD.

To Whom It May Concern

This is to certify that Md. Abdus Salam having student ID : E130502040, a MBA (Major in Marketing) student of Hajee Mohammad Danesh Science and Technology University, Dinajpur completed his 45 (Forty Five) days of internship successfully .During the period of internship his attendance in, performance in connection with his assigned duties & behavior with us are outstanding enough. He adopted all relevant works of assigned duties within aforesaid period. During his internship period we found his good attitude and sound behavior.

We wish him success in life.

Mr. Banhan Singkibutra

General Manager

C.P. Bangladesh Co., Ltd

Head Office: _____
28, Alaol Avenue, Sector # 6, Uttara, Dhaka-1230.
Telephone: 8919480, 8919103, 8919647
Fax: +88-02-8919480

Student Declaration

I, **Md. Abdus Salam**, am a student of Master of Business Administration (MBA), in the College of Business Administration (CBA) at the HSTU-Hajee Mohammad Danesh Science and Technology University declaring that, this internship report on the topic of **“Marketing Policies & Strategies of C.P Group (A study of Organic Fertilizer Products).”** has only been prepared for the fulfillment of the course as the partial requirement of Master of Business Administration (MBA).

It has not been prepared for any other purpose, reward, or presentation.

Md. Abdus Salam

Program - EMBA

ID # E130502040

Supervisor's Declaration

I hereby declare that the concerned report entitled “**Marketing Policies & Strategies of C.P Group (A study of Organic Fertilizer Products).**” is an original work made by Md. Abdus Salam . Sudent ID: E130502040, MBA(Major in Marketing), 2nd Batch, faculty of business Studies at Hajee Mommad Danesh Science and Technology University ,Dinajpur-5200, completed his report under my supervision and submitted for the partial fulfillment of the requirement of the degree of Master of Business.

I wish him every success in his life.

Shahnaj Parvin

Associate Professor &

Supervisor

Department of Finance

Co-Supervisor's Declaration

I hereby declare that the concerned report entitled “**Marketing Policies & Strategies of C.P Group (A study of Organic Fertilizer Products).**” is an original work made by Md. Abdus Salam . Sudent ID: E130502040, MBA(Major in Marketing), 2nd Batch, faculty of business Studies at Hajee Mommad Danesh Science and Technology University ,Dinajpur-5200, completed his report under my supervision and submitted for the partial fulfillment of the requirement of the degree of Master of Business.

I wish him every success in his life.

Md. Reiazul Haque
Assistant Professor &
Co-Supervisor
Department of Accounting

Acknowledgements

At first I would like to express my gratefulness to the almighty Allah for being so kind to allow me to work on this project successively.

Then I would like to express my gratitude to HSTU-Hajee Mohammad Danesh Science and Technology University where I have finished my required course curriculum to be eligible to prepare a research paper. The education learnt from the teachers and the whole infrastructure of my university, truly has amplified my level of competency and thoughts during my learning period.

I would like to thank Shahanaj Parvin, Supervisor & Assistant Professor HSTU and Co-Supervisor Reiazul Haque, HSTU for their support and guideline which has enabled me to form such a report. I give special thanks to Md. Banhan Singkibutra, GM, C.P. Bangladesh Co., Ltd to give me guideline to accomplish this report.

I am also grateful to acknowledge my heartfelt indebtedness and deep respect to my mother Late- Jamila Khatun for her love, blessings and continuous inspiration, which really inspired in every aspect to continue my study. This is I am due to her sacrifice, blessings, patience and encouragement and continuous praying for my success.

(The Author)

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Executive Summary

This report is completed as a partial requirement of my internship. The purpose of this report was to understand the various aspects & phases, which are involved in promotional process for marketing plan. I have done my internship in a well-known organization (CP Group). CP Group has over 250 concerns. The business is running excellently worldwide & due to some productive motivational factors, the company decided to do some promotional program to create a good market image. I started to collect different primary and secondary information about C.P. Bangladesh Co., Ltd, and visited a number of clients survey for existing customer of CP Organic fertilizer. On the basis of these collected data, I came up with different marketing strategy. First, I assessed & adjusted their core strategy. I did some internal analysis. I used SWOT to classify CPB's internal strength, weakness, opportunity & threat. I also found that CPB products fall under the category of various intensive & diverse family groups. Since CPB is a manufacturing oriented necessary products & the demand is strong countrywide; I decided to follow Marketing Plan for Promotional strategy. Then I segment CPB market into different groups. I selected the most potential sector for CPB by considering different aspects of Bangladesh. The secondary data helped me a lot and try to use Promotional mix tools). This report was an excellent opportunity for me to understand the process of business. In the last chapter of the given report, some recommendations have been made regarding promotion, advertisement, direct marketing and personal selling issues.

Chapter 1: Introductory Part

1. Introduction

The study is based on my own experience while working as an intern at Charoen Pokphand Group (C.P Group). The study helps to identify the key marketing policies and strategies taken by C.P Group while marketing its organic fertilizer products at the market. The study also helps to identify the market of the organic fertilizer,

positioning, pricing, policies etc. taken by C.P Group. The study also focused on important marketing strategies taken by C.P Group to capture its organic fertilizer products' market share. The study will help the upcoming researcher to take insights of the organic fertilizer market in Bangladesh. All in all, this corporate giant is growing faster than any other group of companies of Bangladesh. Finally I wish C.P organic fertilizer all the best for a great future ahead.

Marketing and Sales conducted by various large companies operating in Bangladesh is getting increasingly day by day due to newer entrants. The resulting impact is stiffer competition among the established and the newer firms to win over the customers' hearts, and at the same time, making profits. Such situations have given rise to a lucrative corporate scenario in Bangladesh. For These logical reasons, I have selected this sector. Marketing & Sales policies of **C.P Group** is Satisfactory. As I conducted my internship, my focus is on the policies & strategies taken by **C.P Group**. C.P organic maintains a competitive advantage over its competitors due to effective marketing policies & strategies taken by C.P Group.

1.1 Origin of the Report:

As a part of internship program of Bachelor of Master of Business Administration course requirement, I (Md. Abdus Salam) am assigned for doing my internship in **C. P Bangladesh Co., Ltd (CPB)** for the period of forty five days starting from 05 March 2016 to 20 April 2016. In CPB I am assigned in the **C.P Group** is the largest Feed, Farm and Food product in Bangladesh. Corporate head office, C P Tower, Silom Road, Bangkok, Thailand. My organizational (on site) supervisor is Mr. Banhan Singkibutra, General Manager- Marketing & Sales. My project is **"Marketing Policies & Strategies of C.P Group (A study of Organic Fertilizer Products)":** (Recommendations for Marketing Strategy of CPB)" which is assigned by organizational supervisor of the said organization. My supervisor (academic supervisor) Mrs. Shahnaj Parvin, Assistant professor, Hajee Mohammad Danesh Science and Technology University, Dinajpur and co-supervisor is Mr. Reajul Islam also approved the project and authorized me to prepare this report.

1.2 Research Objectives:

1.2.1 Broad Objective

The basic objective of the study is to do an in-depth analysis of the various sales and marketing strategies practiced by C.P Group.

1.2.2 Specific Objectives

In order to attain the broader objective, it is necessary to collect information and analyze:

Major players in this market of Bangladesh.

Key markets in the country.

Total size of the market in Bangladesh.

Typical formats of other organizations' offerings along with price levels.

Market shares of the major firms.

Distribution coverage.

Mode of direct selling.

Consumer demographics.

Consumer preferences.

Promotional Strategies etc.

1.3 Methodology

a. Types of research: This research is known as an exploratory research.

b. Population: The population of this research project has defined as follow:

i. Elements: All types of customer who are involved with Fertilizer products in use.

ii. Sampling units: Distributors and retailers and Farmers.

iii. Extent: Areas of Puthia, Rajshahi and Birgonj, Dinajpur.

iv. Time: 05 March 2016- 20 April 2016

c. Sampling Frame: The sample frame of this study has been consisted from different customer of Birganj Upazilla, Dinajpur and Puthia Upazilla, Rajshahi. Here I have been selected 100 clients who are using the Organic Fertilizer products.

d. Sample size: To conduct this research the sample size was calculated by the following formula:

$$n = (Z^2 * pq) / e^2$$

Here, n = sample size = ?

Z = Value of confidence level (90%) from Z table = 1.65

$P = 0.5$ so, $q = (1 - p)$

$pq = (p = 0.5, \text{ so } q = 0.5) = \text{precision} = 0.5 * 0.5 = 0.25$

e = level of significance (10% error) = 0.1

$$(1.65)^2 * 0.5 * 0.5$$

$$\therefore n = \frac{(1.65)^2 * 0.5 * 0.5}{(0.1)^2}$$

$$(0.1)^2$$

$$= 68.06$$

$$= 68 \text{ (approximately)}$$

To conduct this research 68 sample size was selected randomly from the targeted population.

e. Sampling procedure

Among probabilistic sampling methods, simple random sampling procedure has been used in order to select sampling units from population.

f. Data collection process: The data of this study has been collected through questionnaire interview.

g. Primary data sources:

1. Personal interview technique

2. through a set of structured questionnaires

3. through visit different distributors, retailers' stores and big farmers.

i. Primary data collected from -

Distributors

Retailers

Big Farmers

ii. Secondary data sources:

Journal

Internet

Research publications

Different reports and Articles

Brochures and leaflets of the company

Head office circulars

Some unpublished information

h. Data collection instruments: Data collection instrument are the questionnaire with mostly close-ended.

i. Survey Process: Through face-to-face interview the survey will be conducted.

1.4. Scope of the study

This research will deal with the customer's satisfaction level towards supplying goods/service(s) in corporate arena across the country and is restrained to the CPB customers only. The entire research project will be focused on customer's current impressions, behavioral response and attitude toward CPB's Product which are interrelated with the activities.

Research Timeframe:

Sl #	Event	Time
1	Questionnaire preparation	Three days

2	<i>Data Collection</i>	<i>Twenty Five days</i>
3	<i>Data processing</i>	<i>Three days</i>
4	<i>Data analysis</i>	<i>Five days</i>
5	<i>Report writing</i>	<i>Seven days</i>
6	<i>Presentation</i>	<i>Two days</i>
<i>Total</i>	<i>Duration</i>	<i>Forty Five days</i>

1.5. Data Processing and analyzing

For processing and analyzing data, Microsoft Excel will be used. In addition, basic statistical techniques of different measures of central tendency will be used for analyzing data.

Chapter 2: Organizational Part

2. Organizational Overview of C.P. Group

2.1 Corporate Profile

Charoen Pokphand Group (CP) is one of Thailand's largest and the first true Asian multinationals. The group's operations span more than 250 companies in 20 countries--largely in Thailand and China but also in Indonesia, Malaysia, India, and Cambodia--with more than 100,000 employees and sales of \$13 billion. These operations are placed under two main business divisions--that of Production and Processing and that of Service. CP has also made an effort, unusual among Asian conglomerates, to achieve a degree of financial transparency, including publicly listing a number of its key businesses. These included CP Feedmill, which groups most of the CP's core feedmill and livestock--poultry, pigs, and tiger shrimp--businesses in Thailand, and, in Hong Kong, CP Pokphand, which oversees the group's vast livestock and feedmill holdings (some 200 subsidiaries) on the Chinese mainland. Other key CP holdings include TelecomAsia, challenger to the government run phone company in Bangkok, which has built a network of 2.6 million fiber optic telephone lines for the city; Siam Makro, the group's discount retail chain; EkChor China Motorcycle, the New York Stock Exchange-listed maker of motorcycles for the Chinese market; and Vinythai, a maker of polyvinylchloride and other petrochemicals, developed in partnership with Belgium's Solvay. Other holdings comprise retail stores--including a share in the Tesco Lotus supermarket chain and the 7-11 convenience store franchise for Thailand--and restaurants, including the group's Bua Baan fast-food concept featuring CP's own processed foods. Despite its diversified activities, the Asian economic crisis of the late 1990s encouraged CP to restructure itself around a core focus of agribusiness and food operations through a new flagship company, Charoen Pokphand Foods. As such, the group has adopted a new slogan as the "Kitchen of the World." CP has long been led by Dhanin Chearavanont, son of one of the company's founding brothers.

2.1 Key Notes:

1921: Chia Brothers, from China, set up a seed shop in Bangkok's Chinatown, and then begin exporting poultry and pigs to Hong Kong.

1954: The Company diversifies into animal feed production and launches a subsidiary, Charoen Pokphand Feedmill.

1964: DhaninChearavanont, son of one of the founders, takes over as company leader.

1970: The Company launches a poultry breeding business in partnership with Arbor Acres of the United States.

1973: The Company begins exporting poultry to Japan and becomes one of that market's leaders.

1979: The Company becomes the first foreign firm to invest in the Chinese market, opening a feed subsidiary in the Shenzhen economic trade zone.

1986: The Company diversifies into shrimp production and becomes the world's leader in this market.

1994: Lotus Supercenter retail network is launched in Thailand.

1998: The Company restructures as a "focused" agribusiness.

2003: **DhaninChearavanont** is named one of **Fortune** magazine's "World's Most Powerful Business Leaders."

2.2 History of CP Group:

Charoen Pokphand touches its beginnings back to 1921, when brothers EkChor and Siew Whooy started the Chia Tai seed shop in Bangkok's Chinatown. They imported seeds and veg Taking the Thai name Chearavanont, the family business prospered when it adopted the strategy of turning its seed customers into suppliers for an animal feed. In 1954, the company opened its first feed mill (it's now the fifth largest feed-mill operator in the world), and it soon branched out into livestock operations, beginning with poultry and then swine. The company has grown into a global business, with more than 250 subsidiaries in 20 countries, including China, where it is known as the Chia Tai Group.

The CP Group was formerly a partner in the Tesco Lotus venture with Tesco of the United Kingdom and in Makro stores with that chain's Dutch parent company. The company sold its stakes in those enterprises in 2003 due to its post-1997 crisis policy to focus on 7-Eleven, in which unlike Tesco and Makro it owns a majority, as its flagship retail arm. However, the company kept its shares in Tesco Lotus outlets in China.

The company was famous for horizontal integration expanding into several business lines with 4-5 SET listed companies. After the Asian financial crisis in 1997, C.P. hired Price Waterhouse as its consultant and consolidated into three business lines under its main "brand names": foods (C.P. Foods), retail (7-Eleven), and telecommunications (True). Each of these companies has a separate listing but the other listed companies were merged into CPF. Unusually for a Chinese family, C.P.'s head, Dhanin, is the youngest sibling. He is known for his vision and compromising nature, and for his belief in geomancy. C.P.'s headquarters is located in "C.P. Tower" on Silom Road, which it purchased over 20 years ago for about 200 million Baht. C.P. is one of only a handful of companies in Thailand given the right to use 'the Garuda seal'.

2.3 Values and Beliefs

For more than 80 years, CP Group's operations and investments both locally and internationally have always contained its three-benefit philosophy. Passionately embedded into our everyday working life, our businesses and affiliates with more than 250,000 employees worldwide firmly uphold that its work must serve as a:

Benefit to the Country

Benefit to the People

Benefit to the Company.

2.4 Corporate Culture

How the company work sets it apart from its competitors. Adhering to six guiding principles, its working environment constantly involves:

Versatility and adaptability

Quality products at lowest prices

Dedication and loyalty of the workforce Professionalism

Product innovation

Customer satisfaction

2.5 About CP Bangladesh:

Overview:

C.P. Bangladesh Co. Ltd. is a sister concern of C.P. Group Thailand. C.P. Bangladesh Co. Ltd. is incorporated in Bangladesh on 14th January 1999 doing business in the Agricultural industry, Poultry sector. Though C.P. Bangladesh Co. Ltd. is not in Bangladesh many years, but in this shorter period it has established its own Feed mills, Breeder Farm, Hatcheries, G.P. farm, fish feed mill all over the country.

2.5.1 CPB Profile

<i>Company Name</i>	<i>C.P. Bangladesh Co., Ltd.</i>
<i>Type :</i>	<i>Multinational Co. Owned by Thai owner.</i>
<i>Address :</i>	<i>: 28, Alaol Avenue, Sector-6, Uttara, Dhaka. Phone: 02-8919103,8919479. mail:santiw@cpbangladesh.com</i>
<i>Head Office</i>	<i>Thailand.</i>
<i>Merchandising Office</i>	<i>Indonesia, South Africa, Japan, Myanmar, China, Vietnam, Bangladesh, and others</i>

<i>Brand:</i>	<i>CP</i>
<i>Markets</i>	<i>Indonesia, South Africa, Japan, Myanmar, China, Vietnam, Bangladesh, and others.</i>
<i>Sales Categories</i>	<i>Food and Agro-based products.</i>

2.6 Mission & Vision

2.6.1 Mission of the Organization

Expanding Feed Mill Factory (Livestock/Aquaculture)

Expanding Hatchery and Breeder Farm

Expanding Broiler and Layer Farm

Expanding Aquaculture Business

Expanding Food Business

Focus on People Development

Building Strong & Strategy CSR

2.6.2 Vision of the Organization

“Kitchen of Bangladesh”

2.7 Corporate Governance

The management and administration of the C.P Bangladesh com.,.Ltd .has been entrusted with a team of talented, seasoned, successful and time-tested business persons who earned their credence of honesty and trust worthiness beyond doubt. They are pledge-bound to run the administration efficiently and smoothly under an ideological atmosphere so that the foundation of the company can be set up on sound footing to make it a profitable concern. It has a superbly drafted Articles and Memorandum of Association incorporating therein all requisite clauses in order to comply with company laws, protect the rights of the Members and to operate the Company activities with competence.

2.8 Top Management

The Management



Mr. Santi Pongchaisopon
Vice Chairman



Mr. Suchat suntipada
Vice president
Integration business



Mr. Supachai Suesomboon
Vice President
Accounting & Finance



Mr. Pornchai Charoensuabsakul
Vice President
Feed & Breed Sales & Mkt.



Mr. Navee Permpeerapat
Vice President
Hatchery & Breeder



Mr. Sombat Wongsinchai
Vice President
Feed Mill Operation



Mr. Poonsub Mapakdee
Vice President
Food Business



Mr. Santi W
Asst. Vice President
Central Purchase



Mr. Piyawat
Asst. Vice President
Feed & Breed Sales & Mkt.



Mr. Athasit
Asst. Vice President
Accounting & Fin.



Mr. Jarturon
Asst. Vice President
Feed Ingredient Tradingg



Mr. Weerachai
Asst. Vice President
Hatchery Business



Mr. Surachai
Asst. Vice President
Information Tech.



Mr. Somphop
Asst. Vice President
Feedmill Operation



Mr. Sunchai
Asst. Vice President
Accounting & Fin.



Mr. Boonchuay
Asst. Vice President
Seed Business

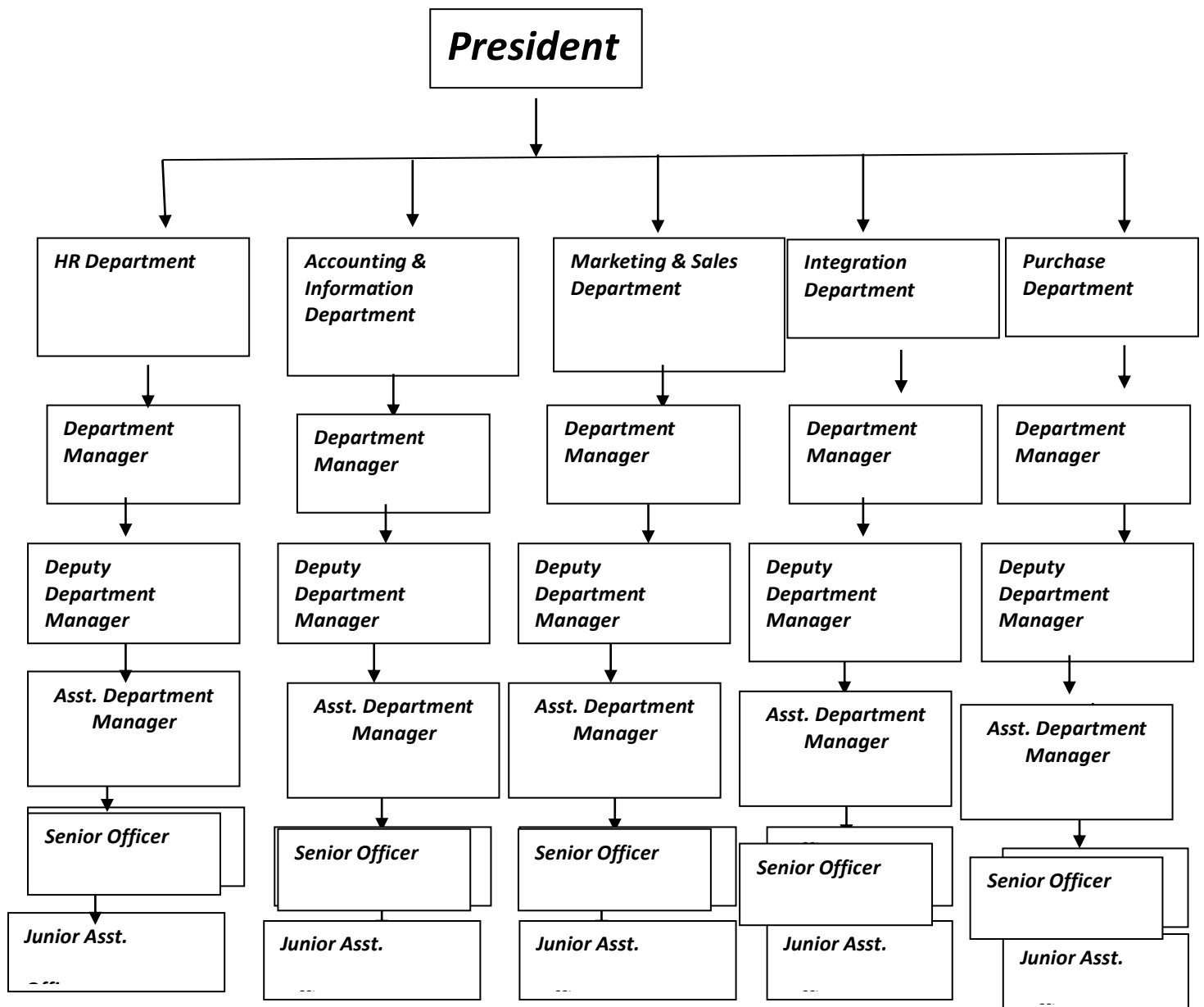


Mr. Winai
Asst. Vice President
HR & Admin Office



Mr. Chaiwat
Asst. Vice President
Feed Tech. Office

2.9 Organogram of the Organization



2.10 Overseas Investment of C.P. Group:

CP Group continues to actively invest in various industries, employing over 250,000 people at offices and factories in countries worldwide.

<i>Bangladesh</i> ▣ <i>Animal Feed</i> ▣ <i>Livestock Farming</i>	<i>Cambodia</i> ▣ <i>Animal Feed</i> ▣ <i>Livestock Farming</i> ▣ <i>Telecommunications</i>	<i>India</i> ▣ <i>Animal Feed</i> ▣ <i>Livestock Farming</i> ▣ <i>Shrimp Feed</i> ▣ <i>Shrimp Hatchery</i>
<i>Indonesia</i> ▣ <i>Animal Feed</i> ▣ <i>Livestock Farming</i> ▣ <i>Shrimp Farming</i> ▣ <i>Integrated Broiler Business</i>	<i>Malaysia</i> ▣ <i>Animal Feed</i> ▣ <i>Livestock Farming</i>	<i>Myanmar</i> ▣ <i>Livestock Farming</i>
<i>Taiwan</i> ▣ <i>Animal Feed</i> ▣ <i>Livestock Farming</i> ▣ <i>Integrated Broiler Business</i>	<i>Singapore</i> ▣ <i>Animal Feed</i>	<i>Turkey</i> ▣ <i>Animal Feed</i> ▣ <i>Livestock Farming</i>
<i>Vietnam</i> ▣ <i>Animal Feed</i> ▣ <i>Livestock Farming</i>	<i>Russia</i> <i>Address: Moscow, per.</i> <i>Vasnetsova 9/1, Russia 129090</i> <i>Phone: (495) 684-7466</i> <i>Facsimile: (495) 684-7466</i> <i>Email: sales@cpfoods.ru</i>	

2.11.1 List of Companies of CP group:

<i>C.P. BANGLADESH Co., Ltd.</i> Telephone: +880 2 8919480 House # 28, Alaol Avenue, Sector # 6, Uttara Dhaka, Bangladesh +880 2 8919103 www.cpbangladesh.com	<i>CPF Tokyo Co., Ltd.</i> Telephone: +03 5401 2231 5 FL., Nakane Bldg., 4-4 Shibadaimon 2-Chome, Minato-Ku, Tokyo, Japan TEL: 03-5401-2231 Business Links: www.cpfworldwide.com	<i>CP Indonesia</i> Telephone: +62 21 691 9999 Ancol Barat Jl. Ancol VIII / No.1 Jakarta, 14430, Indonesia
<i>CPF India</i> Telephone: +66 0 2631 0641 C.P.Tower, 313 Silom Road, Bangrak, Bangkok 10500 Thailand +66 0 2625 7343-5 Business Links: www.cpfworldwide.com	<i>Pertanian Pertiwi SDN. BHD.</i> Telephone: +6016 323 5878 No. 9, Jalan SS 21/37, Damansara Utama, 47400 Petaling Jaya, Selangor DarulEhsan, Malaysia Business Links: www.cpfworldwide.com	<i>C.P. Myanmar</i> Telephone: +95 1 651324 135, Pyay Road, 8 1/2 miles, Mayangone Township, Yangon, Myanmar. +95 1 651325 +95 1 651364 +95 1 652081 +95 1 660546 Business Links: http://myanmarcp.com
<i>Charoen Pokphand Intertrade Singapore (Pte) Ltd.</i> Telephone: +65 6538 7020 315 Outram Road, Tan Boon Liat Building #12-08B Singapore 169074 Business Links: www.cpfworldwide.com	<i>CPK Food System Co., Ltd.</i> Telephone: +82 2736 3470 3 1F, Bu Key Bldg, 11-1 Kyobuk-Dong, Jongno-Gu, Seoul 110-090 Korea Business Links: www.cpfworldwide.com	<i>Charoen Pokphand Enterprise (Taiwan) Co., Ltd.</i> Telephone: +886 2 25077071 117 Flr., The Taipei Empire Building, 87, Suang Chiang Rd, Taipei, Taiwan, (R.O.C.) Business Links: www.cpfworldwide.com
<i>CP Vietnam</i> Telephone: +084 0613 836 251 Số 2 đường 2A, KCN Biên Hòa 2, TP Biên Hòa, T. Đồng Nai., Vietnam Business Links: www.cp.com.vn/	<i>Chia Tai Enterprises International Limited</i> Telephone: +852 2107 9100 21st Floor, Far East Finance Centre 16 Harcourt Road Hong Kong Business Links: www.ctei.com.hk	<i>CP Merchandising Co., Ltd.</i> Telephone: +852 2277 0217 21/F Far East Finance Center 16 Harcourt rd, Admiralty Hong Kong 040 +852 2277 0296 Business Links: www.cpfworldwide.com
<i>Lotus Super Centers</i>	<i>Luoyang Northern EK Chor</i>	<i>Super Brand Mall</i>

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2.11 Principal Subsidiaries

These are the family business of Dhanin where they have the following main subsidiaries-

CP Group (Main parent company for all companies listed below)

Ping An Insurance (Largest Shareholder, China's second largest life insurer).

CP ALL (Thailand, third largest Seven Eleven Chain in the world with over 6,000 stores.)

Charoen Pokphand Foods (CPF Global, with operations in dozens of countries. CPF is the world's largest producer of shrimp, animal feed, and the world's third largest chicken and pork producer).

True Corporation (Largest Internet Service Provider, Cable Television Network, and third largest Wireless Carrier in Thailand).

Siam Makro (Largest Cash & Carry retailer in Thailand).

Chesters Grill (Major fast food chain in Thailand).

Dayang Motors (China's third largest motorcycle manufacturer).

CP PC (Major plastic production manufacturer with plants in Thailand, China, and Vietnam).

Lotus Supermarket Chain (China)

Super Brand Mall, Shanghai.

True Growth Infrastructure Fund (A \$2 billion fund set up to manage True's extensive telecommunication assets including Thailand's largest fibre optic network and largest 3G & 4G cell networks. It became Thailand's second largest IPO ever in late 2013. True Corp is True GIF's largest shareholder.)

C.P. Pokphand Listed in Hong Kong, CPP is one of the world's largest producers of feed and one of China's leading agricultural companies with factories nationwide.

C.P. Fresh Mart A Thai based chain selling frozen foods and finished products, now has over 700 branches.

C.P. Land C.P. Land manages several Bangkok properties including C.P. Tower 1 & 2. It is listed through C.P. Land Infrastructure Fund and has a market capitalization of over U.S.\$300 million.

Concordian International School (Thailand).

Magnolia Quality Development Corporation Limited (Thailand).

2.12 Human Resource Management of CPB

Human Resource Management (HRM) can be described as the satisfactory and effective management of people affiliated within the organization and conducting operation for that organization. In other words Human Resources Management is the concern and business in an organization that promotes and assists the most adequate and efficient application and engagement of human resources to accomplish the objectives of not only the organization but also the personnel working for that organization. Over all duty of administration especially regarding transfer, recruitment, salary, leaves and job descriptions performed by HRD.

From my personal observation, I have found the HRD of C.P Bangladesh com,. Ltd. is up to the standard. They got few people in the department and they are dedicated to their work.

The functions of Administration& HR department's are:

- Managing recruitment & selection procedure*
- Proceeding of administrative action*
- To process all necessary correspondence*
- Issuing all kinds of office circular and office order*

*To prepare and keep up to date statement of manpower position
To process confirmation of the employees
To arrange orientation assembly of the desk Employees
Maintaining attendance of the employees
Maintaining all Kinds of employees file
To proceeding with Leave applications
To process increment & promotion issue of the employees*

2.13 Functions of the HRM Department of C P

There are seven main functions of HR Department of C.P. Bangladesh Co. Ltd is as follows:

Function 1: Manpower planning

The penalties for not being correctly staffed are costly.

Understaffing loses the business economies of scale and specialization, orders, customers and profits.

Overstaffing is wasteful and expensive, if sustained, and it is costly to eliminate because of modern legislation in respect of redundancy payments, consultation, minimum periods of notice, etc. Very importantly, overstaffing reduces the competitive efficiency of the business.

Future staffing needs will derive from:

Sales and production forecasts

The effects of technological change on task needs

Variations in the efficiency, productivity, flexibility of labor as a result of training, work study, organizational change, new motivations, etc.

Function 2: Recruitment and selection of employees

Recruitment of staff should be preceded by:

An analysis of the job to be done (i.e. an analytical study of the tasks to be performed to determine their essential factors) written into a job description so that the selectors know what physical and mental characteristics applicants must possess, what qualities and attitudes are desirable and what characteristics are a decided disadvantage;

In the case of replacement staff a critical questioning of the need to recruit at all (replacement should rarely be an automatic process).

Effectively, selection is 'buying' an employee (the price being the wage or salary multiplied by probable years of service) hence bad buys can be very expensive. For that reason some firms (and some firms for particular jobs) use external expert consultants for recruitment and selection.

Function 3: Employee motivation

To retain good staff and to encourage them to give of their best while at work requires attention to the financial and psychological and even physiological rewards offered by the organization as a continuous exercise.

As staffing, it needs vary with the productivity of the workforce (and the industrial peace achieved) so good personnel policies are desirable. The latter can depend upon other factors (like environment, welfare, employee benefits, etc.) but unless the wage packet is accepted as 'fair and just' there will be no motivation.

Function 4: Employee evaluation:

An organization needs constantly to take stock of its workforce and to assess its performance in existing jobs for three reasons:

To improve organizational performance via improving the performance of individual contributors (should be an automatic process in the case of good managers, but (about annually) two key questions should be posed:

*** What has been done to improve the performance of a person last year?*

And what can be done to improve his or her performance in the year to come?).

To identify potential, i.e. to recognize existing talent and to use that to fill vacancies higher in the organization or to transfer individuals into jobs where better use can be made of their abilities or developing skills.

Function 5: Industrial relations

Good industrial relations, while a recognizable and legitimate objective for an organization, are difficult to define since a good system of industrial relations involves complex relationships between:

(a) Workers (and their informal and formal groups, i. e. trade union, organizations and their representatives);

(b) Employers (and their managers and formal organizations like trade and professional associations);

(c) The government and legislation and government agencies I and 'independent' agencies like the Advisory Conciliation and Arbitration Service.

Function 6: Provision of employee services

Attention to the mental and physical well-being of employees is normal in many organizations as a means of keeping good staff and attracting others.

The forms this welfare can take are many and varied, from loans to the needy to counseling in respect of personal problems.

Among the activities regarded as normal are:

Schemes for occupational sick pay, extended sick leave and access to the firm's medical adviser;

Schemes for bereavement or other special leave;

The rehabilitation of injured/unfit/ disabled employees and temporary or permanent move to lighter work;

The maintenance of disablement statistics and registers (there are complicated legal requirements in respect of quotas of disabled workers and a need for 'certificates' where quota are not fulfilled and recruitment must take place);

Running of pre-retirement courses and similar fringe activities;

The location of the health and safety function within the organization varies. Commonly a split of responsibilities exists under which 'production' or 'engineering' management cares for the provision of safe systems of work and safe places and machines etc., but HRM is responsible for administration, training and education in awareness and understanding of the law, and for the alerting of all levels to new requirements.

Function 7: Employee education, training and development

In general, education is 'mind preparation' and is carried out remote from the actual work area, training is the systematic development of the attitude, knowledge, skill pattern required by a person to perform a given task or job adequately and development is 'the growth of the individual in terms of ability, understanding and awareness'.

Within an organization all three are necessary in order to:

Develop workers to undertake higher-grade tasks;

Provide the conventional training of new and young workers (e.g. as apprentices, clerks, etc.);

Raise efficiency and standards of performance;

Meet legislative requirements (e.g. health and safety);

Inform people (induction training, pre-retirement courses, etc.).

Other HR functions of HR department in C.P. Bangladesh Co. Ltd.:

Optimum utilization of human resources within an organization.

Selecting the right person for the right position.

Training and developing employees.

Appraising and compensating employees.

Creation of conditions in which each employee is encouraged to make his best possible contribution to the effective working to the undertaking.

Valuable investment of Human resources.

Chapter 3: STUDY PART- CP Organic Fertilizer

3.0 Organic Fertilizer:

Traditional farming (of many particular kinds in different eras and places) was the original type of agriculture, and has been practiced for thousands of years. All traditional farming is now considered to be "organic farming" although at the time there were no known inorganic methods. For example, forest gardening, a fully organic food production system which dates from prehistoric times, is thought to be the world's oldest and most resilient agroecosystem. After the industrial revolution had introduced inorganic methods, most of which were not well developed and had serious side effects, an organic movement began in the 1940s as a reaction to agriculture's growing reliance on synthetic fertilizers and pesticides. The history of this modern revival of organic farming dates back to the first half of the 20th century at a time when there was a growing reliance on these new synthetic, inorganic methods.

According to Colorado University web, Fertilizer is defined by, "the term fertilizer refers to a soil amendment that guarantees the minimum percentages of nutrients (at least the minimum percentage of nitrogen, phosphate, and potash)".

"An organic fertilizer refers to a soil amendment derived from natural sources that guarantees, at least, the minimum percentages of nitrogen, phosphate, and potash. Examples include plant and animal by-products, rock powders, seaweed, inoculants, and conditioners".

The term soil amendment refers to any material mixed into a soil.

3.1 Why organic fertilizer over chemical fertilizer?

When you view soil as a living organism, (it is and we should), you can easily see why it might matter what type of fertilizer we choose to use: Chemical fertilizers, in effect, "kill" the soil while organic fertilizers improve and sustain the soil. The following gives details of the affect chemical fertilizers have on our soil.

3.1.1 Soil Friability:

Chemical fertilizers destroy the friability of soil.

Chemical fertilizers contain acids, including sulfuric and hydrochloric acids. These acids dissolve “soil crumbs”, the material that holds rock particles together.

When these cementing materials are destroyed, the result is a compacted surface that prevents rain water from entering the soil.

3.1.2 Soil Micro-Organisms:

Chemical fertilizers affect micro-organisms living in the soil.

This acidity also adversely affects the soil ph, thereby changing the kinds of microorganisms that can live in the soil. These microorganisms are beneficial because they provide plants with natural immunity to diseases.

Many plant diseases are prevented by these beneficial antibiotic-producing bacteria and fungi (such as mycorrhizal) that thrive around the plant root in a healthy soil.

That is why, if we use chemical fertilizers, we must offset these harmful acidic effects by adding organic matter and lime to the soil.

3.1.3 Ground Water:

Chemical fertilizers leach away into our ground water without fully benefiting the plant. Highly soluble fertilizer dissolves into the soil quite rapidly. Since plants can only absorb a certain amount of nutrition at a time, much of the fertilizer simply leaches away. Not only is this leaching detrimental to our ground water, these chemicals also seep into the subsoil. There they interact with clay, forming impermeable layers called “hardpan”. Money is wasted, soil conditions are undermined, and plants are not nurtured.

3.1.4 Earthworms:

Chemical fertilizers, because of their acidity, kill the “great aerators” of the soil. Earthworms are extremely important to a healthy soil. They are constantly boring throughout the soil, aerating it and depositing rich castings as they consume organic matter. You’ll rarely, if ever, see earthworms in soil that has been treated with chemical fertilizers. Without these wonderful creatures, the soil suffers from lack of aeration and the elimination of naturally occurring fertilizers.

3.1.5 Plant Diseases:

Chemical fertilizers encourage plant disease. Fast-release chemical fertilizers have a high nitrogen content compared to slow-release organic fertilizers. When there is an overabundance of nitrogen (N) in relation to phosphate (P), plants are more susceptible to mosaic infections.

High nitrogen, as well as a lack of trace elements, is also related to fungal and bacterial disease in plants and vegetables.

3.1.6 Nutrition and Flavor:

Chemical fertilizers produce fruits and vegetables with lower nutritional value and less flavor. Citrus grown with large amounts of soluble nitrogen has lower vitamin C than those grown with organic fertilizers. Corn grown with the soluble nitrogen of chemical fertilizers contains less protein. The lack of trace elements in chemical fertilizers not only means an increase incidence of plant diseases, but it also means there is less nutrition from the fruits and vegetables for the consumer. Trace minerals are an important component of healthy nutrition.

Compounding the problem of not providing trace elements, chemical fertilizers also prevent the plant from absorbing them from the soil. This lack of absorption caused by chemical fertilizers can be explained by the following chemistry lesson:

Minerals are transferred via “colloidal humus particles” found in healthy soil. These particles are negatively charged and attract positively charged elements, such as potassium (K), sodium, calcium, magnesium, manganese, aluminum, baron, iron, copper and other metals.

Large doses of sodium nitrate dumped into the soil will, over time, radically change these humus particles. The result is trace elements are crowded out because the humus particles become filled up with the excess sodium.

In essence, even though they may be present in the soil, these other essential minerals are unavailable to the plant.

As for flavor, most everyone will agree there’s no comparison between the taste of fruits and vegetables grown organically and those grown chemically.

This improved flavor is probably due to the superior nutritional content, including trace minerals, of organically grown plants.

In Summary:

Chemical fertilizers provide short term results yet, in the long term, damage the soil, ground water, and our health.

Organic fertilizers:

Provide slow-release plant nutrients,

Avert “run-off” and retain moisture in soil,

Improve the condition of the soil,

Prevent plant disease,

Increase nutritional content in plants, and

Produce tastier fruits and vegetables.

So, yes it does matter where plants get their nutrition. It's a no-brainer.

All Natural Certified Organic Fertilizer: Mother Nature's finest worm castings provides:

Essential, slow-release, NPK and trace minerals for healthy plants and tasty fruits and vegetables.

Bio-humus (organic matter or humate) for water retention.

Humic acid to enhance soil nutrient availability.

3.1.7 Advantages

Although the density of nutrients in organic material is comparatively modest, they have many advantages. The majority of nitrogen-supplying organic fertilizers contain insoluble nitrogen and act as a slow-release fertilizer. By their nature, organic fertilizers increase physical and biological nutrient storage mechanisms in soils, mitigating risks of over-fertilization. Organic fertilizer nutrient content, solubility, and nutrient release rates are typically much lower than mineral (inorganic) fertilizers. A University of North Carolina study found that potential mineralizable nitrogen (PMN) in the soil was 182–285% higher in organic mulched systems than in the synthetics control.

Organic fertilizers also re-emphasize the role of humus and other organic components of soil, which are believed to play several important roles:

Mobilizing existing soil nutrients, so that good growth is achieved with lower nutrient densities while wasting less

Releasing nutrients at a slower, more consistent rate, helping to avoid a boom-and-bust pattern

Helping to retain soil moisture, reducing the stress due to temporary moisture stress

Improving the soil structure Helping to prevent topsoil erosion (responsible for desertification and the Dust bowl

Organic fertilizers also have the advantage of avoiding certain problems associated with the regular heavy use of artificial fertilizers:

The necessity of reapplying artificial fertilizers regularly (and perhaps in increasing quantities) to maintain fertility

Extensive runoff of soluble nitrogen and phosphorus, leading to eutrophication of bodies of water (which causes fish kills

Costs are lower for if fertilizer is locally available

3.2 Production of CP Organic Fertilizer

The CPBL has started production of organic fertilizer on 2012 which come through the byproduct of poultry farm. This company produces a wide range of organic fertilizer to fulfill the need of our agriculture. The fertilizer is produced through the unused materials but important for soil nutrients such as poultry liter, eggshell, blood, chicken bone and unused feed. This is produced through Japan technology using “CHUBU” machine which is imported from Japan.



3.3 Composting process by CHUBU:

Composting process aims to turn excrement into manageable high-quality compost by letting aerobic bacteria remove the organic matter, which is produced during the decomposition process, under aerobic conditions, while evaporating moisture in the excrement.

To promote composting, organic materials to be decomposed as energy source for bacteria is essential.

Bacteria need certain temperature to be active. The ideal temperature inside COMPO is 60 to 70 Celsius. Keeping this temperature also helps to evaporate the moisture and dry the excrement

Aerobic composting requires an adequate moisture level. If the level is too high, air circulation is disturbed and composting fails. If the level is too low, due to the lack of moisture, composting also fails. To achieve the ideal composting, 30% to 55% moisture level in COMPO is necessary.

To promote aerobic composting, providing sufficient air evenly to excrement is essential. At a high moisture level, air flow is disturbed and air can hardly be supplied. Therefore adequate moisture and air-flow control are necessary.

While excrement is generally acidic (around PH6.0), PH 8.0 to 9.0 is ideal for bacterial activity. As aerobic composting is processed, due to the large amount of NH₃ generation, it turns into alkali, then the ideal environment for aerobes are set in place.

On the other hand, in the anaerobic environment, as a result of large generation of lower fatty acid, the acidity level gets higher and therefore the PH level gets lower (PH5.0 to 6.0).

3.4 Factory:

CP organic is distributed from the factory. The factory is located at shagordighi, Tangail. The following picture is showing total production procedure and packaging and storing in the godown.

CP maintains the high quality so that it can be effective for marketing team, company as well as the dealer and farmer. The brand name of CP organic fertilizer is "SHAPLA".



Chapter 4: Main Part

4.1 Marketing Strategy of CPB:

a. Segmentation:

CPB segmented the market strategically to ensure that they could reach all end users according to its desire.

CP Segments the market base and to evaluate the existing customers the following three factors are used:

Price: *The historical and current price prevailing in the markets under consideration.*

Reliability: *The financial stability of the markets under consideration.*

Liquidity: *The frequency of import by the markets under consideration.*

4.2 Geographic, Demographics, Behavioral factors

The profile for CPB Organic Fertilizer customer consists of the following geographic, demographic, and behavior factors:

4.2.1 Geographic

Geographic target all over Bangladesh.

Sophisticated corporate/individuals who want to carry more quality products.

4.2.2 Demographics

Corporate user who seek more economical and reliable quality product.

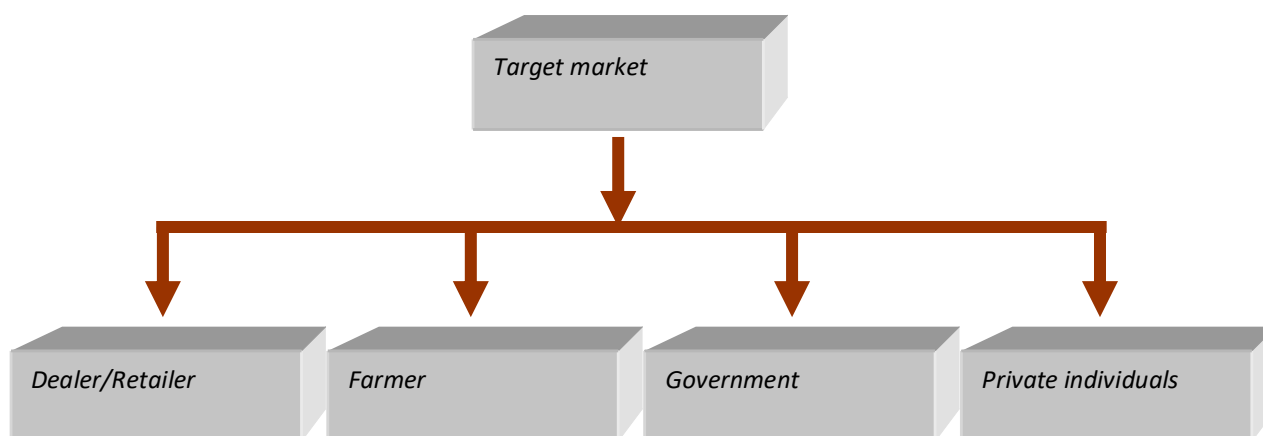
3.2.3 Behavioral Factors

Enjoy a high quality product.

4.3. Market Targeting:

4.3.1 Target Marketing for CPB (Organic Fertilizer)

CPB Organic Fertilizer targeted the consumers all over the country. They targeted whole Bangladesh as their Market.



The market can be segmented into four target populations:

4.4. Positioning:

When people think about ‘quality’ of the organic fertilizer the first thing that comes to their mind is CP. This means that CP has already achieved customer’s top-of-mind-awareness (TOMA). Availability is the result of CPB’s strong distribution channel. Reliability and trust comes from long term relationships of customers with CP. Here, quality is the core association whereas availability, reliability and trust are the secondary associations.

4.5. CONSUMER BEHAVIOUR

4.5.1 Customer buying behavior

The purchase pattern of organic fertilizer can vary from time to time. The extent to how much and how frequently customer buys from CP organic depends largely on market conditions e.g., demand. Fertilizer trading houses or dealers buy more often than other businesses like corporate houses or educational institutions. Normally they like to buy in bulk e.g., 15 MT per order on an average. Others buy in smaller quantities whenever it is required.

4.5.2 Customer relationships (Relationship Marketing)

CP believes in ensuring customer satisfaction to the greatest extent possible. Providing high quality products and delivering them on time is the key to CP’s overwhelming success. As soon as the customer places his order, CP makes sure he get his desired product as early and timely as possible. CP hardly misses these deadlines. Once the customer is satisfied he decides to purchase the next time also from CP (repeat purchase). This is how customer retention is achieved by CP. So, one can see how focused CP is towards building healthy customer relationships.

4.5.3 Improving relationships by additional promotional expenses

CPB takes every distributor or dealers data about their birth day, family member and their birthdays also. CP provides special gifts for each of them and wish birthday.

4.6 MARKETING MIX

The 4P’s

Product

Price

Place

Promotion

4.6.1 PRODUCT

The four P's are the tools of Marketing Mix. Four P's of marketing are product, price, place, and promotion. These factors are widely used by marketing managers to implement marketing decisions. This is set of controllable, tactical marketing tools that a company uses to produce a desired response from its target market. (Kotler). It has everything that a company can do to influence demand for its product. It is also a tool to help marketing planning and execution.

The concept of the four P's became associated with the marketing mix in 1960 when "a prominent marketer, E. Jerome McCarthy, proposed a Four P classification...which has seen wide use. The Four P's concept is explained in most marketing text books and classes (Wikipedia, Marketing Mix)."

The goods or services offered by a company to its customers. (Kotler). Product is also the first variable in the marketing mix. Product decisions are the first decisions you need to take before making any marketing plan.

C.P. Bangladesh Company is a Thailand based multinational company who is offering a new product is "Organic Fertilizer." This is organic fertilizer is aimed to our farmer friends which is helpful to improve our soil structure so that they can get high yield of their crops. We are positioning Organic Fertilizer all over the country in seven divisions.

4.6.1.1 Product variety:

There are two types of fertilizer available in Bangladesh. These are chemical fertilizer and Organic (non chemical) fertilizer. Major Chemical fertilizers are- Urea, TSP, MOP, DAP are used in our country for crops and as organic fertilizer currently farmer uses cow dung, litter, Ashes etc. C.P. Shapla brand Organic Fertilizer is producing by mixing chicken manure, chicken bones, and broken eggs. This mixing is done by using Japan's technology "CHUBU Machine. C.P. Bangladesh co. Ltd have a system of marketing where there will be one product for a single department. This is why we need to market only product shapla brand c.p. Organic Fertilizer.

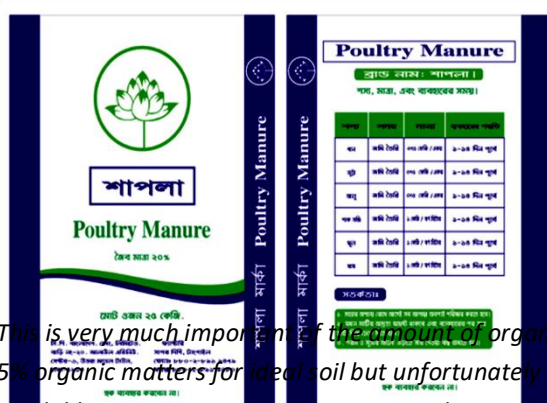


4.6.1.2 Product Quality:

The quality is maintained by CHUBU machine which helps to make free from pathogen. This is the first time in Bangladesh we are producing high quality organic fertilizer 100% pathogen free. Two types of organic fertilizer available in Bangladesh these are granular and dust. Currently governments are not giving permission for granular organic fertilizer that is why we are producing dust. This is dust and having very less moisture and easy to use in land. The quality of our fertilizer will improve if use after stocking few months. In this case microbial activities will increase and will provide excellent service for the farmer.

4.6.1.3 Product Design and Features:

Presently we have two different sizes for marketing one is 25 kg bag and another is 50 kg bag size. We have an attractive features in our bags and easy to identifiable. Packaging is in three colors green, blue and while respectively. Our brand name is “Shapla” Where 20% organic matters are available.



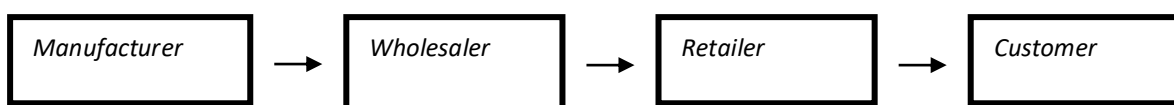
This is very much important of the amount of organic matters. For a good soil structure we need to minimum 5% organic matters for ideal soil but unfortunately in our country we have less than 1% organic matters available. So to improve soil structure and minimize chemical fertilizer we are advising our Organic Fertilizer.

4.6.2 Price:

Price is the amount of money paid by customers to purchase the product. As a new product we are following penetration pricing strategy. We are providing very cheap price to the distributor for marketing our product. We also give the authority (unofficial-without any documents) to the distributor for pricing to the consumer level. By giving authority to take price at the farmer level we are following cash price methods from the distributor. The transportation management and cost will be provided by the authorized distributors. It is also mentioned that cash must be online in bank before three days of delivery.

4.6.3. Place:

Place is the activities that make the product available to consumers. We follow the distribution channel from consumer to wholesaler, wholesaler to Retailer and retailer to consumer respectively. In this channel we do not provide transportation service because we are following market penetration strategy and when they take our



Product we do not bothers about the wholesalers pricing strategy. Sales and Marketing team of all over country that is responsible to market our product. Customer does not need any intermediary to contact with us. We follow the intensive distributorship policy to sell big volume and clear our stock.

4.6.4 Promotion:

Promotion is the activities that communicate the product's features and benefits and influence customers to purchase the product.

Promotions in the marketing mix include the complete integrated marketing communications and sales promotions. Promotions are dependent a lot on the product and pricing decision. Promotion includes Personal Relations, Personla selling, TV, Radio, Print, web, Poster, Mick etc.

In this promotional activity we do the following activities-

4.6.4.1 Leaflet and Poster:

We use leaflet and poster to promote sales in the given region. Generally we provide this to the farmer level directly so that they understand what our product is. We try to provide much more information about the fertilizer to get a clear idea to use our product. Poster is normally used in wall, shops and open place where it is easy to clarify. Leaflet and poster are totally free and provided to distributor as when needed.



4.6.4.2 Advertising:

We know that advertising is any paid non personal communication. we advertise through speaker's sound system with van or rickshaw. This is effective for rural area and as a new product. At the same time we distribute leaflet to the farmer directly. Mainly it is done on market (Hat) day. In local newspaper advertise is given once a month also.

4.6.4.3 Personal selling:

We are trying to make a good rapport with the distributors and potential buyers, motivating them providing the opportunity of a new product to do a good business. We also contact directly to the farmer level and visit their crop land and advise them to use our product. Moreover, when we visit someone's land or firm we see the other factors of those crops and try to give a good solution.

4.6.4.4 Sales Promotion:

C.P does not provide any incentives to the dealer or distributors but during off-season price may be reduced to carry on the same sale volume. In future we have a plan to start sales promotion when the sale volume will increase and the expense decrease.

4.6.4.5 Seminar:

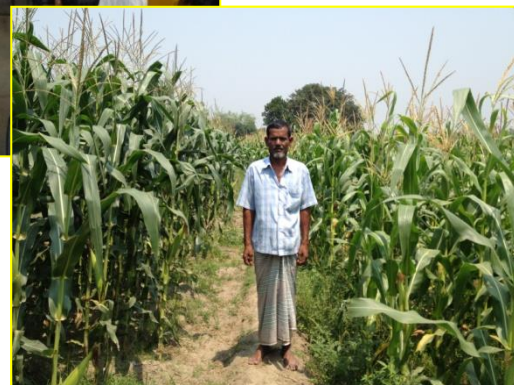
We arrange seminar for the customer, dealer and agriculture related people to say about our product, its quality and how it does work for crops and land. We give information about how they can apply our product and what is the perfect time to use. We also recommend reducing their cost using organic fertilizer.

4.6.4.6 Publicity:



*We
make
some*

demonstration plot in different crops to show the farmers about our fertilizer quality and how useful and important for our soil. We make demo plot in every upazila and during harvesting we organize “Field Day” and have a gathering of farmers and agriculture related people.



4.7 Transportation & logistical Service

CP is not provides any transported support to its dealers and ultimate customers. A dealer takes their fertilizer by his own risk.

4.8 Order Processing

Most dealers buy from CP in bulk quantities. On an average 15 MT is purchased per order. These dealers place their orders on a consistent basis. Generally the frequency of order depends on demand. When the demand is high dealers/customers place more orders. When the demand is low, less order is placed.

4.9 Placing an order

First the customer places an order on the phone to a sales officer. Then the officer contacts with the factory production manager to let him know about the amount of product required. If enough stock is available in the warehouse it is immediately disposed for delivery to customers. If otherwise the officer informs the production manager how much more organic fertilizer he needs to produce. After production the required product is delivered to the customer as usual. Normally CP's inventory management is very good. They are always ready to take orders and deliver it as soon as possible. Customers pay to CP in the form online based banking.

Chapter 5: Analysis Part

5. Analysis Part

A. Respondents view and interpretation

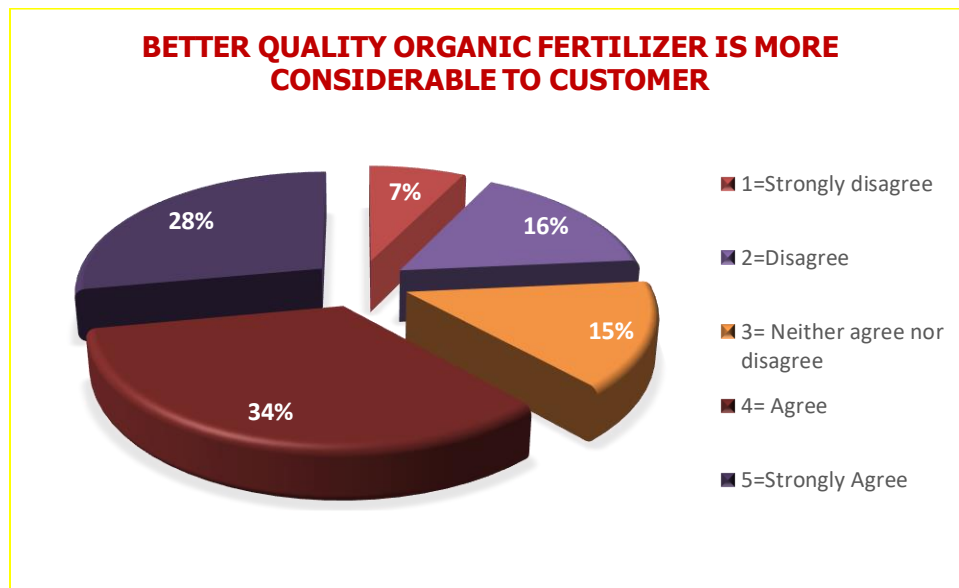


Figure 1

Interpretation: The graph shows that 62% of respondents are agreeing about the better quality of cp organic fertilizer where 28% are strongly agree. 15% of the respondents are not sure and 23% are disagreeing where 7% are strongly disagreeing about the better quality of cp organic fertilizer.

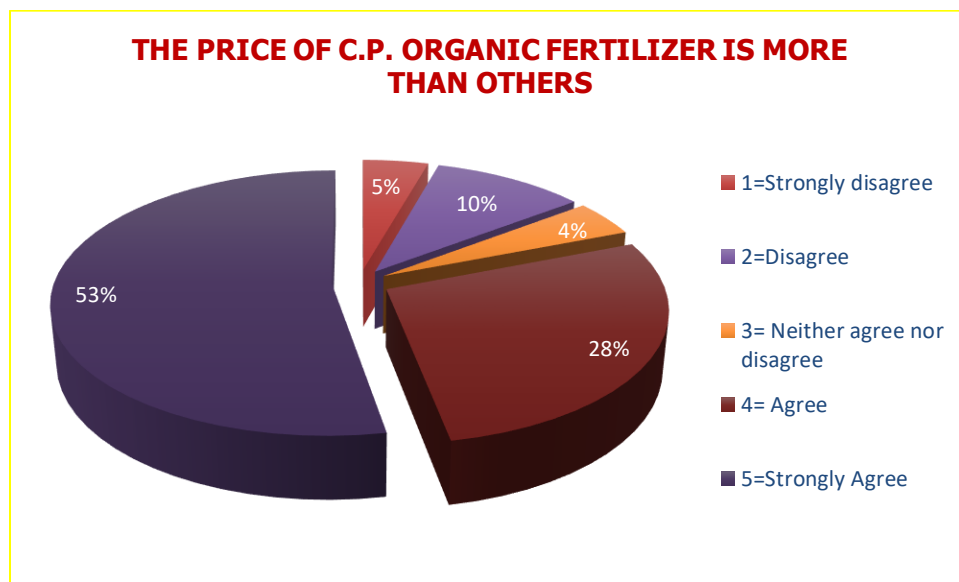


Figure 2

Interpretation: 81% of the respondents believes that the price of cp organic fertilizer is high than other companies. On the other hand 15% respondents are disagreeing about the high price than any other company. 4% respondents are neither agree nor disagree.

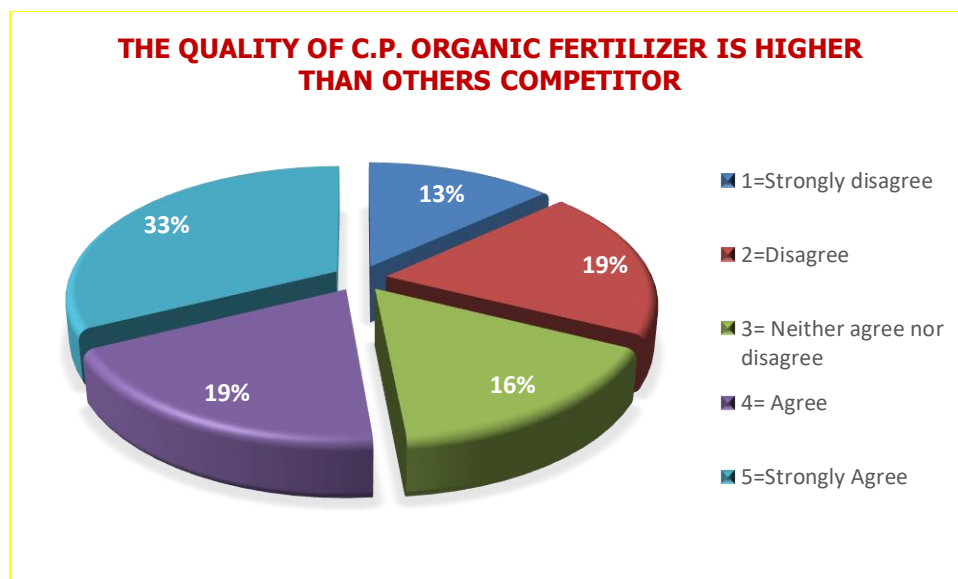


Figure 3

Interpretation: the graph shows that 52% of the respondents are rely on the quality of cp organic fertilizer than the other competitor where 33% strongly rely on cp organic fertilizer. 32% respondents are not agreeing about the quality of cp organic is higher than the competitors.

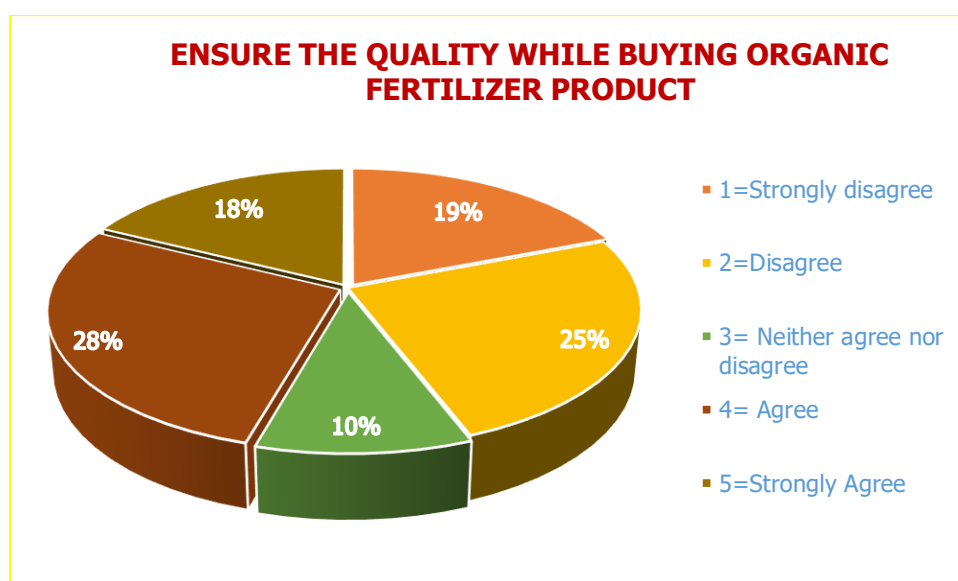


Figure 4

Interpretation: The diagram illustrates that 46% of the respondents ensured the quality of cp organic fertilizer while buying where 18% of the respondents are ensured the quality strongly. 44% are disagreeing regarding the quality assurance. 10% of the respondents neither agree nor disagree.

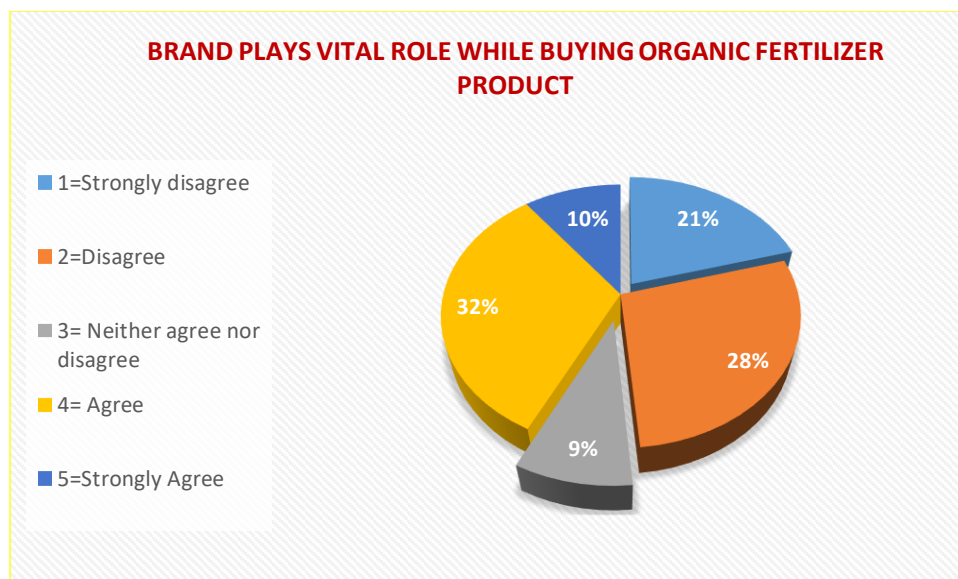


Figure 5

Interpretation: Above diagram illustrates that 42% of the respondents considers brand plays vital role while buying organic fertilizer while 10% are strongly considered. 49% respondents not consider regarding brand plays vital role while buying organic fertilizer product. 9% of the respondents neither agree nor disagree.

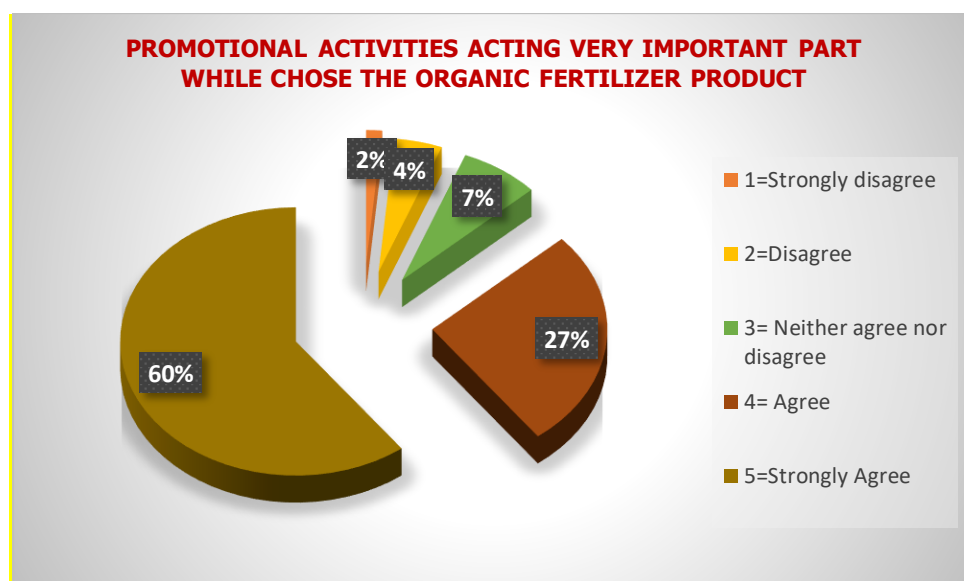


Figure 6

Interpretation:

The figure shows that 27% respondents are agree regarding promotional activities acting very important part while choosing organic fertilizer product and 60% of the respondent strongly considered. Only 7% are neither agree nor disagree. 6% of the respondents are disagree considering the promotional activities acting very important part while choosing organic fertilizer.

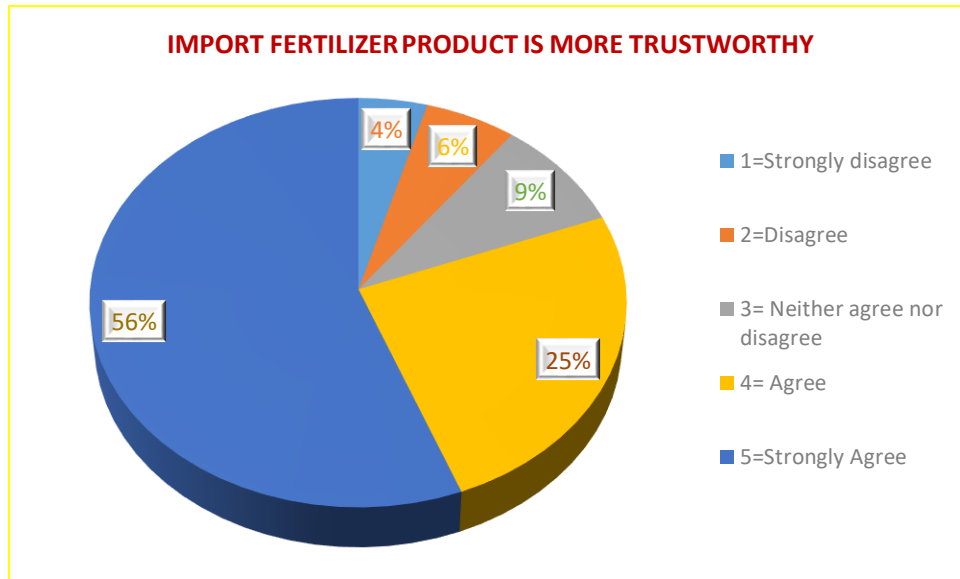


Figure 7

Interpretation:

Figure shows that 81% of the respondents have trusts on imported fertilizer where 56% of them are strongly trusted. 9% of the respondent are confused about trust on imported fertilizer. On the other hand 10% of the respondents are disagree about the trustworthiness of imported fertilizer.

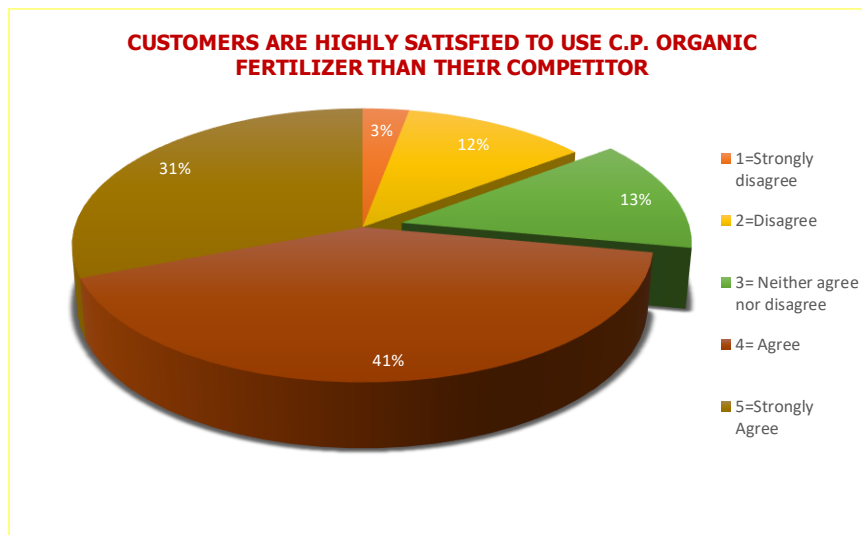


Figure 8

Interpretation:

The figure shows that 72% of the respondents are highly satisfied of using cp organic fertilizer than their competitor where 31% are strongly considered. 3% are strongly disagree of 15% disagreed respondent. 13% of respondent neither agree nor disagree considering the satisfaction of using cp organic fertilizer than their competitor.

5.1 Findings:

- *Most of the Respondent believes that Better quality organic fertilizer is more considerable in fertilizer industry.*
- *Prices of cp organic fertilizer are not reasonable as of majority's opinion where its competitors are offering with a reasonable price to their customers.*
- *CP organic fertilizer quality is better than other existing paper product brands.*
- *Most of the respondents are ensured the quality before buying ensure quality of organic fertilizer and then prefer another competitor.*
- *Maximum respondent they don't think that brand plays vital role and minimum are preferred brand while buy organic fertilizer.*
- *Majority of total respondent are agree with that promotional activities acting very important part.*
- *Maximum respondent think imported fertilizer is trustworthy.*
- *Most of the customers are satisfied using CP organic fertilizer.*

5.2 Recommendation:

After discussing on above, I have some recommendations regarding these matters, which are given below:

Recommendation for

Organic fertilizer has Irregular demand in market so, Sales forecast, production schedule, raw material procurement schedule (profit planning), must be prepared for one or more than a year.

Product price must be comparable with competitor's product prices.

Product quality must be higher than its competitor's product quality.

Product quality must be developed and try to supply as per buyer's demand.

Price should be according to its respective quality.

Packaging quality should be standard level.

Government should make easier of licensing.

Different packaging size must be developed and try to prepare as per buyers demand.

Motivate farmer to use organic and reduce importing.

Save money by using less chemical fertilizer.

5.3 Limitations

In spite of having a lot of difficulties in collecting the information, the work was being carried out on complete the study. However the constraints are as follow.

Information at the organization is confidential; the management of the organization was unwilling to provide all information required to carry out the study.

The respondents sometimes may not be agreeable in providing accurate statistics and information.

There was also a time constraint to extend the scope of the study and light on some more important issues in the industry.

5.4 Conclusion

Multinational companies are important sector for Bangladesh in the earning of tax revenue and creation of employment facilities and learning multi-culture, different types of management pattern. Bangladesh has large market in the agro sector. For that the potentiality of this sector is very high in the country. CP is quite sound strategically as far as the different functional departments is concerned e.g., FIN/ACC, MKT/ SALES, HR/ADMIN, etc. All the departments work in great co-ordination with each other. One thing CP needs to focus on something which is something very different but an important issue which is “improving employee satisfaction level”. Caring nature towards employees and catering to some basic needs of the employees would increase employee motivation. All in all, this corporate giant is growing faster than any other group of companies of Bangladesh. Finally I wish BP all the best for a great future ahead.

Chapter 6: Appended Part

6.1 Bibliography:

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7. http://en.wikipedia.org/wiki/Organic_fertilizer#Advantages 10 April 2016

Questionnaire:

Dear Respondent

I am Md. Abdus Salam, a student of Master of Business Administration (MBA) of the Hajee Mohammad Danesh Science and Technology (HSTU), currently doing a research. This questionnaire has been designed to conduct a research on evaluation of end users attitude of C.P. Organic Fertilizer So in order to conduct this research, I need your co-operation. Here I put some questions so that my research objective become successful and effective. I want to thank you for giving me your valuable time to serve you.

Interviewer information					
Interviewer name	Age	Business year	Sex	Contact number	Place

Questionnaire Part

Please answer sincerely:

1. Better quality Organic Fertilizer is more considerable to customer.

Ans: Strongly Disagree Neither agree Agree Strongly
Disagree nor disagree agree
1 _____ 2 _____ 3 _____ 4 _____ 5 _____

2. The price of C.P. Organic Fertilizer is more than others.

Ans: Strongly Disagree Neither agree Agree Strongly
Disagree nor disagree agree
1 _____ 2 _____ 3 _____ 4 _____ 5 _____

3. The quality of C.P. Organic Fertilizer is higher than others competitor.

Ans: Strongly Disagree Neither agree Agree Strongly
Disagree nor disagree agree
1 _____ 2 _____ 3 _____ 4 _____ 5 _____

4. Ensure the quality while buying Organic Fertilizer product.

Ans: Strongly Disagree Neither agree Agree Strongly

Disagree nor disagree agree

1 _____ 2 _____ 3 _____ 4 _____ 5 _____

5. Brand plays vital role while buying Organic Fertilizer product.

Ans: Strongly Disagree Neither agree Agree Strongly

Disagree nor disagree agree

1 _____ 2 _____ 3 _____ 4 _____ 5 _____

6. Promotional activities acting very important part while chose the Organic Fertilizer product.

Ans: Strongly Disagree Neither agree Agree Strongly

Disagree nor disagree agree

1 _____ 2 _____ 3 _____ 4 _____ 5 _____

7. Import Fertilizer product is more trustworthy.

Ans: Strongly Disagree Neither agree Agree Strongly

Disagree nor disagree agree

1 _____ 2 _____ 3 _____ 4 _____ 5 _____

8. Customers are highly satisfied to use C.P. Organic Fertilizer than their competitor.

Ans: Strongly Disagree Neither agree Agree Strongly

Disagree nor disagree agree

1 _____ 2 _____ 3 _____ 4 _____ 5 _____

Thank you for your feedback. I sincerely appreciate your honest opinion. Please give me additional comments and suggestions.