

Marketing Strategy Of Mum Mineral Water



HEALTH

hydration and your skin



Crystal Clear,
Natural Drinking Water

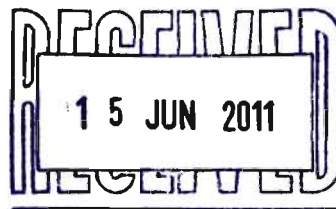


Project Paper on
MARKETING STRATEGY OF MUM MINERAL
WATER

BUS 498

Prepared For
M. Sayeed Alam
Assistant Professor
Department of Business Administration

Prepared By
Sharif Md. Abdullah
ID # 2003-1-10-164



Date of Submission: 19th August, 2009



East West University

Letter of Transmittal

August 06, 2009

M. Sayeed Alam
Assistant Professor
Department of Business Administration
East West University
Mohakhali, Dhaka

Sub: Submission of project paper

Dear Sir:

With due respect, gratitude and appreciation, I would like to present this project paper on **"MARKETING STRATEGY OF MUM MINERAL WATER"**, as a partial fulfillment of Project Paper for my BBA degree at East West University. The project work gave me the opportunity to put my socio-professional capacity to the test under several circumstances and to solve challenges associated with my academia and work.

I have used three kinds of methods to gather information to do the competitive analysis. The methods include documentation, interview and direct observation. In the analysis both primary and secondary data were used.

The best efforts were applied to match the theoretical concepts to complete this project with real life situation. The whole work was challenging and very much enjoyable. If you need any clarification, I will be very glad to provide information for that.

Sincerely Yours



Sharif Md. Abdullah

ID # 2003-1-10-164

Acknowledgement

First of all I like to express my gratitude to Almighty Allah who has given me the **opportunity** to go through the total process of project and to write a report in this regard.

I would like to express my gratitude to my honorable faculty supervisor M. Sayeed Alam, Assistant Professor, Business Administration Department of the East West University, who has given me suggestions regarding the writing of this report and to go through the process, which has become an excellent way of understanding the topic of my project work. Basically in my academic life I got a lot of theoretical experiences about the business activities. I got a great pleasure whenever I saw those forms of business activities in my practical involvement. This gave me an opportunity to bridge the gap between my theoretical understanding and practical work in a meticulous way.

I would also express my gratitude to Md. Ahsanul Karim Suman, Marketing Executive of Partex Beverage for giving me all sorts of logistics supports from initiation to final preparation of my report. I would also like to thank all the officials of the Partex Beverage who have given me support by giving their valuable time in my report writing process. Without their support it might have been not be possible to complete my report in this way.

Executive Summary

This is a study report on marketing strategy of "MUM" mineral water, one of the products of Partex Beverage Ltd. (PBL). Partex Beverage Ltd. (PBL) a reputed company which was established to serve the beloved motherland better in the greater quest for national economic emancipation. The company is engaged in producing high quality mineral water and serves this to as possible as 6 divisions of Bangladesh

To a season trekker, the path is never too arduous. PBL believe in progress, in diversity and service through entrepreneurship. They are merchants and missionaries, doers and dreamers, entrepreneurs and experts. They are futuristic with emphasis on creative thinking and dynamic activity. With this view in mind, PBL management is willing to achieve the competitive advantage through the extensive marketing of it's product. As distribution plays a major role to market the product, PBL use own distribution network. They set the price of the product as similar as possible comparing with other brands. They try to maintain the quality of MUM as good as possible. For this reason they follow BSTI, Food & Nutrition Department of Dhaka University, and ICDDR, WHO rules. Only for MUM, PBL set a standard to maintain the quality of the product called, "Partex Standard". Thus the scenario of effective Marketing strategy for "MUM" justifies the topic this study "Marketing strategy of MUM based on Marketing Mix."

This is an "exploratory" research work. Both the secondary and primary data were used for the completion of the report.

Mum's sales and profit trends are constantly increasing and its products are located in the "**Growth**" stage of the product life cycle. PBL is following **Vertical Marketing System (VMS)** for MUM where the producer, distributor, and the buyers are acting as an integrated system. Currently they are using "**Pull Strategy**" to hold their market. In the report, I discussed **4Ps** of MUM to describe the current position of the product. From the internal analysis we have shown the current position of MUM using "**BCG Matrix**". Analyzing the primary data I tried discussing company's "**Strengths, Opportunities, Weakness and Threats.**"

In the last chapter of the given report, some recommendations have been made regarding promotional programs, distribution decision and advertising.

Index

Framework of the study report

Chapter one: Introduction	1
Chapter two: Literature review	8
Chapter three:	
Company information & Product Marketing Strategy	
Company Information	12
Company product & its Marketing Strategy	14
Chapter four: Findings & Analysis	31
Chapter five:	
Recommendation & Conclusion	
Recommendation	37
Conclusion	38
Bibliography	39
Questionnaire	40



Chapter – 1

Introduction

As we know that now-a day people of Bangladesh are becoming very health conscious and pure drinking water is one of the main component to become healthy and sound. In that light lot of companies are coming up with different brand of mineral water with different types of package and promotion. So, there are high responds from the consumer sides on mineral water (Bureau of Statistics). Here my objective is to find out MUM's Market Penetration Strategy comparing with other mineral water in the market.

1.1 Origin of the report

In today's world academic education is not enough to enable student compete with confidence and reach his/her goal without having experience of the outside world. The report which has given the opportunity to learn about how a particular company sets its Marketing Strategy to launch its product in the market place to satisfy the organizational goal.

1.2 Topic of the report

A topic has to be selected for the report. A well-defined topic reveals what is going to be discussed throughout the report. The topic has been assigned "The Marketing Strategy of MUM drinking water in Bangladesh".



1.3 Background of the study

Consumers often judge the quality of a product or a service on the basis of a variety of on formational cues that they associate with the product. Some of these cues are intrinsic to the product or services, others are extrinsic. Either singly or in composite, such cues provides the basis for perception of product and service quality. Cues that are intrinsic concern physical characteristics of the product its self, such as size, color, design etc. In the absences of actual experience with a product, consumers often within “evaluate” quality on the basis of extrinsic cues- cues that are external to the product itself, such as price, brand image, manufacturers, retail sores, or even the country origin.

Partex Beverage Limited (PBL) is one of the risen mineral water companies in Bangladesh which serves MUM to the consumer. They have lots of distributors for their distribution who serves their product to the retailers time to time. For this company most of the time they distribute directly to the end user or that institution.

When the wholesaler sells their product to retailer or institutions, sometimes the wholesalers give them credit facility. Now MUM wants to run out them from this strategy (wholesaler). They want to distribute their product to the retailers or institutions through distributors or directly, not through wholesalers while other competitors like Super Fresh, ACME, Duncan Kinley, Jibon, Pran etc. are selling their product through wholesalers. Super Fresh come up with different types of pack sizes where MUM has only 2 types of pack sizes. Super fresh are offering some kinds promotion to their dealer to promote their product and increase their sales and increase the awareness of their brand. In that concern I have to find out that what MUM should do for their dealer and at the same time for their end user.



1.4 Objective of the project

General objective

The general objective of this study is to complete the report. As per requirement of Business Administration Department of East West University, all students need to prepare a report for the BUS 498 course to acquire practical knowledge about real business operation.

Specific Objective

The report that I have to do as marketing student must have some specific objectives. The specific of the report is to explore the Marketing strategy of "MUM" a bottled water product of Partex Beverage Limited (PBL).

Specific objective

- ▶ Identifying the market size & market share.
- ▶ Identifying the target consumers according to demographic segmentation social class.
- ▶ Identifying marketing & sales objectives according to positioning of the product. I.e. identifying the product attribute(s) (hygiene, convenience, safety, environmentally responsible etc.) that are highlighted in the communication message.
- ▶ Identifying the perception of quality compare to different mineral water brands.
- ▶ Identifying the pricing policies.
- ▶ Identifying the effectiveness of distribution strategy



- ▶ Identifying different promotional activities that the company offers like credit facility, discount, occasional gift, incentive etc.
- ▶ Identifying the standardization of the product
- ▶ Identifying the awareness of the consumers regarding the product in percentage.

1.5 Scope of the project

Gathering information

- ▶ Gathering the information from different places in Dhaka city.
- ▶ Collect information from different types of age group, habitants etc.
- ▶ What are the benefits of those consumers who are taking these mineral waters like MUM, Super Fresh, ACME, Pran, Jibon, Duncan, Kinley etc.
- ▶ Whether consumer prefer different types of pack sizes. Are the consumers satisfied about the quality of MUM? Habit and life style of the consumer who take mineral water. Does advertising play a positive role to increase the awareness of their brand?

Analyzing the information

Analysis the above information from facts gathered and discussed with management of MUM.



1.6 Limitations of the study

There are some limitations of the study that might have prevented in reaching more faithful result. The limitation is stated below:

- ▶ Because of unavailability of the information of DPHE, CAB, BBU, it was not possible to make the report as accurate as possible.
- ▶ Time is one of the constraints of the study. The time duration to prepare the assignment is not enough to learn about the Marketing Strategy of any organization's product. Besides, some important aspects of the report could not be covered because of time constraint. If more Marketing and other related factors that affects the market potentiality could have been considered, then the result might have contained more validity.
- ▶ Every organization wants to maintain the confidentiality of the information. Because of this reason, the managers and officers who were interviewed did not disclose much information

1.7 Methodology

Sources and methods of data collection

For this study it will require both the Secondary and Primary data.

↓ Secondary Data:

In the report I use both internal and external secondary data.

1. Internal Secondary Data:

We collected some data (Market share, growth rate etc) from the management of PBL.





2. External Secondary Data:

To compare some data we collected some information from different organizations and BSTI.

Primary Data:

Primary data is always known as survey data. This type of data is collected from the respondent. For this study we collected the primary data by taking personal interview with the consumer and different types of institution.

Sampling Plan

i. Target Population

People from different profession drink mineral water. So those who drink mineral water is my targeted population

ii. Sampling frame

60 different outlets where the company serves their products are sampling frame.

iii. Sampling unit

Every individual who are chosen for questioning are considered as sampling unit.



iv. Sampling size

The sample size is near about 60 for this report.

v. Sampling method

As there are so many outlets located in different places in Dhaka city which cost very high to go everywhere, convenient sampling technique is applied.



Chapter – 2

Literature review

Marketing

A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others.

Product Life Cycle (PLC)

The course of a product's sales and profits over its lifetime. It involves four distinct stages: Introduction, Growth, Maturity and Decline stage. The product life cycle stage in which a product's sales start climbing quickly.

Pull Strategy

A promotion strategy that calls for spending a lot on advertising and consumer promotion to build up the consumer demand. If the strategy is successful, consumers will ask their retailers for the product, the retailers will ask the wholesalers, and the wholesalers will ask the producers.



Push Strategy

A promotion strategy that calls for using the sales force and trade promotion to push the product through channels. The producer promotes the product to the wholesalers, the wholesalers to retailers, and the retailers promote to consumers.

Packaging

The activities of designing and producing the container or wrapper for a product. Traditionally, the primary function of the package was to maintain and protect the product. In recent years, product safety has also become a major packaging concern.

Product

Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations, and ideas.

Price

The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or services.



Distribution

Distribution or place includes company activities that make the product available to target consumers.

Promotion

Promotion means activities that communicate the merits of the products and the persuade target customers to buy it.

Brand Awareness

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. A link between product class and brand is involved

SWOT

Internal analysis to identify the company's Strengths, Opportunities, Weakness and Threats.

Vertical Marketing System (VMS)

A distribution channel structure | which producers, wholesalers and retailers not as a unified system.



Satisfaction

The extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the buyer is dissatisfied. If the performance matches or exceeds expectations, the buyer is satisfied or delighted.



Chapter - 3

Company information and product Marketing Strategy

3.1 Company information

Partex Group:

Partex Group is one of the largest companies of our country. It was established in 1962. Partex Group of 17 industries. Net worth at current market price nearly US \$150 million. It has over 350 distributor around the nation. There are more than 45,000 outlets its products are available. And Partex Group has over 7,000 employees.

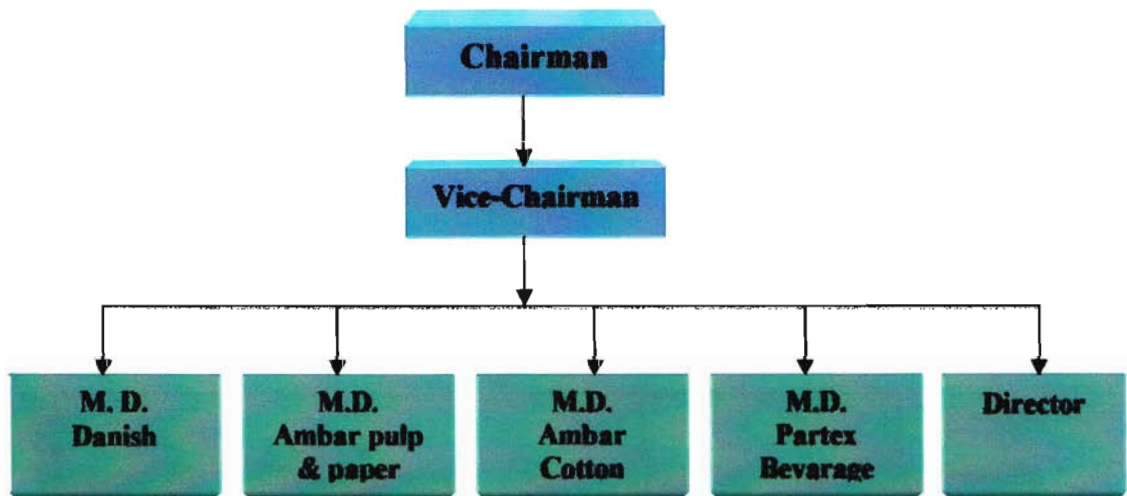




Figure: Partex Group

Partex Beverage & their aim

Partex Beverage Limited consists of 2 products – these are RC Cola and MUM. MUM offers a variety in consumer choice; 500 ml, 1500 ml as individual and 5 liter as a family pack size.

The sky is not the limit for them but their expectations are within limits. Their imagination soars beyond conventional barriers. They share their beloved motherland. They want to serve her better in the greater quest for national economic emancipation.

Enterprise is their life. They manufacture quality substitute consumer and industrial products. They offer consumer satisfaction keeping environmental and human factors in mind. It is this thrust that gives their organizational integrity. They treasure their reputation and protect it zealously.

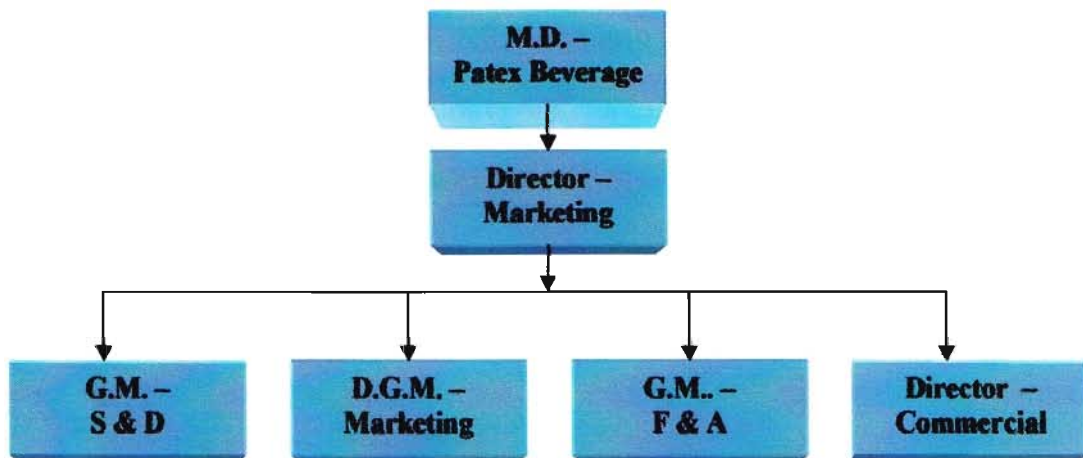
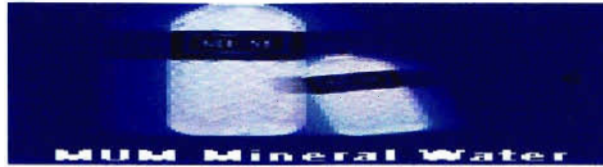


Figure: Partex Beverage Ltd.



3.2 Company product & its Marketing Strategy

MUM:

1. **Producer & Marketer** - Partex Beverage Ltd., units of Partex Group
2. **Brand name** – MUM
3. **Type of the product** – Natural drinking water
4. **Pack size** – 500ml ,1500ml & 5 liter
5. **Packaging** –
 - ✚ **Primary packaging** – PET (Polyethylene Terephthalate)
 - ✚ **Secondary packaging** – A tray made of corrugated paper contains 12 bottles which is covered by shrink wrap
6. **Product attributes** –
 - ✚ **Product quality** –
 - Strictly following guideline & standard specification of quality level of WHO, IBWA, ICDDR, Food and Nutrition Dept. of DU
 - It is free from adulteration and contamination
 - Produced under hygienic condition
 - Obtained BSTI license



Unique packaging feature –

Safe & pure natural

Calcium – 29 mg/L	Potassium – 2 mg/L
Bicarbonate – 134 mg/L	Sulphate – 1 mg/L
Sodium – 4 mg/L	Magnesium – 1 mg/L
Chloride – 10 mg/L	Fluoride - <1 mg/L
pH – 7.4	

7. **Design of the bottle** – Crystal clear diamond shape
8. **Shelf life** – One year
9. **Labeling** – Attractive bluish label including all necessary information are composed for consumer awareness.
10. **Use of the product** – To quench thirst people
11. **Pay off line** – get the most trusted pure natural drinking water
12. **Product positioning** – Pure hygienic natural drinking water
13. **Target group** – Mainly middle class to upper class
14. **Use of the product** – People of all ages
15. **Types of outlets selling MUM-**
 - ▶ **Retail Market** – Grocery shops, Tea stall, Confectionary, Fast foods, Sweet shops, Panaceas, General restaurant, Pastry shops in Bus-train-launch terminals etc.





<i>Year</i>	<i>Market Share (%)</i>
2006-2007	45
2005-2006	38
2004-2005	20

3.4 Production Department

To assist the production department, an office has been set up near the factory, which is in Gazipur. All the manufacturing process is done there. It is headed by a plant manager, who reports to the production director at the head office.

3.5 Product

From the survey report one can assume that MUM has basically a good image in the mineral water market. This product comes with 2 pack sizes 500ml and 1500ml which are greatly appreciated by the consumers. Quality perception is very much high to all the traders, institutions, and consumers. From the survey it is seen that a particular brand influence the purchasing behavior of a consumer and this is MUM. The reasons are its reliability, feature, conformance and features. Mostly these four things of MUM influence the purchasing behavior of a consumer. Perception about the quality of product –



Reliability

- ▶ For the sake of consumers, MUM makes its product with a great reliable mechanism.
- ▶ It is free from adulteration and contamination.
- ▶ Produced under hygienic condition
- ▶ Obtained BSTI license.

Feature

- ▶ Safe and pure natural drinking water. It is balance for people of all ages
- ▶ Using price tag, expire date, bar code.
- ▶ Using attractive packaging, labeling, and liner cap for lucrative get up.

Service

It is also appreciated by the consumers because its service is very good. It is available to everywhere. Such as –

- **Retail Market** – Grocery shops, Tea stall, Confectionary, Fast foods, Sweet shops, Panaceas, General restaurant, Pastry shops in Bus-train-launch terminals etc.
- **Institutional Market** - Hospitals, clinics, Chinese restaurant, cafeteria, Luxury Hotels, Govt. & private offices, Banks, Insurance, Office of different ministers, Parliament, UN Bodies, NGOs, National & International Air Services, Social programs, Religious programs, Stadiums, Play ground, EPZ etc.



Conformance

- ▶ Pure hygienic natural drinking water
- ▶ People of all ages
- ▶ Strictly following guideline & standard specification of quality level of WHO, IBWA, ICDDR, Food and Nutrition Dept. of DU

3.6 Price

At first when MUM introduces itself to the market they set market skimming pricing because they had the quality product. They set high price for MUM. But now they are following backward pricing strategy because other brands price was much lower than MUM. As everyone knows that the market is price sensitive that's why MUM set the price as reasonable as possible. For this reason consumers are also satisfied with their price. If we give a look at the survey data we will see that most of respondents also said that it's pricing is excellent. Not only this but also most of mineral water brands almost set the similar price for same size. In this case consumers are getting more benefit from MUM by giving the similar amount such as high quality, assurance of purity etc. Yet their quality perception is good enough but they don't charge the high price for their product. Now this time Partex group are produce in 5 liter which is 60 taka.

<i>Pack Size (ml)</i>	<i>Price (in TK)</i>
500	10.00
1500	18.00



3.7 Channel of Distribution

MUM distributes two pack sizes of mineral water through out Bangladesh. The products are distributed from the factory to the sales depots. They have a strong distribution base with 350 distributors and dealers nationwide and 64 distributors in Dhaka city. Hundreds of eager, energetic and effective sales representatives are working, supported by their dedicated sales and marketing division. To their vast sales and distribution network of dealers, they have 6 sale depots (warehouse) located at strategic points. These are – Dhaka, Chittagong, Rajshahi, Khulna, Sylhet, Barishal. There are 64 districts in Bangladesh and to maintain smooth and efficient distribution, they have mobilized adequate distributors and dealers to serve these regions. Distribution is carried out by their transport fleet supplemented by dealers transport also. They cove approximately 33,000 wholesalers and retail; outlets through this network, covered by 180vehicles of various sizes backed by 540 sales personnel. They are one of the largest distribution organizations in Bangladesh. This network makes possible the flow of goods from the producer, through intermediaries to the buyer. The success of any new product in the market place greatly depends on an effective and responsive distribution network, which they ensure.

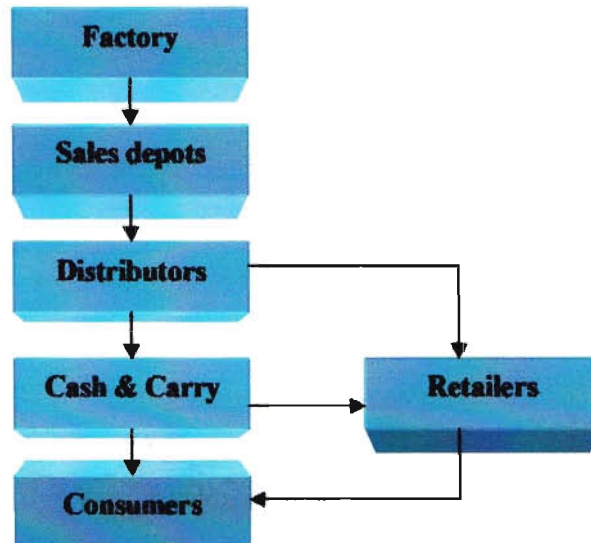


Figure: Channel of distribution

3.8 Promotion

Sometime company gives promotion to the wholesaler or retailer or consumer to increase their sales. In some cases company gives promotion to catch those consumers who are attracted by the other brands. In this case MUM gave promotion to the retailer to increase their sales. They gave 4 bottles free per carton. Then they change their strategy and they started giving 2 bottles free per carton. But the present situation is, MUM gets so popularity that they stopped giving promotion to the retailers. Because their sales is so high that they do not need to give any promotion to the retailer to increase their sales. Once upon a time MUIVI gave some promotion to the consumer also such as T-shirt, cap etc. But right now they don't give any promotion to the consumer too.

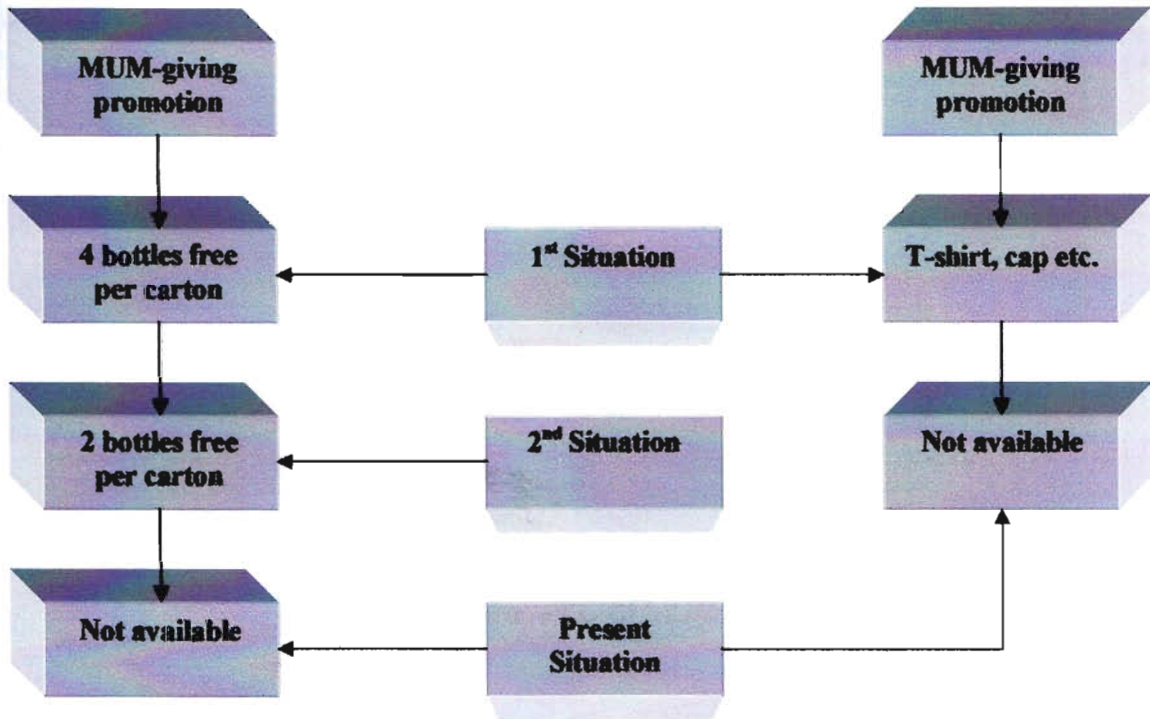


Figure: Promotion strategy of MUM

3.9 PLC (Product Life Cycle) of MUM

Through product life cycle any one can know the present situation of a product. Which position a product is in we can be able to know from the PLC graph. From the data and company information we know that at present MIM is in growth stage. Because at present their market share is 45% where in the previous year their market share was 38% and year before previous year their market share was 20%. It means they are in growth stage. If we give a look at the graph we can see the current position of MUM –

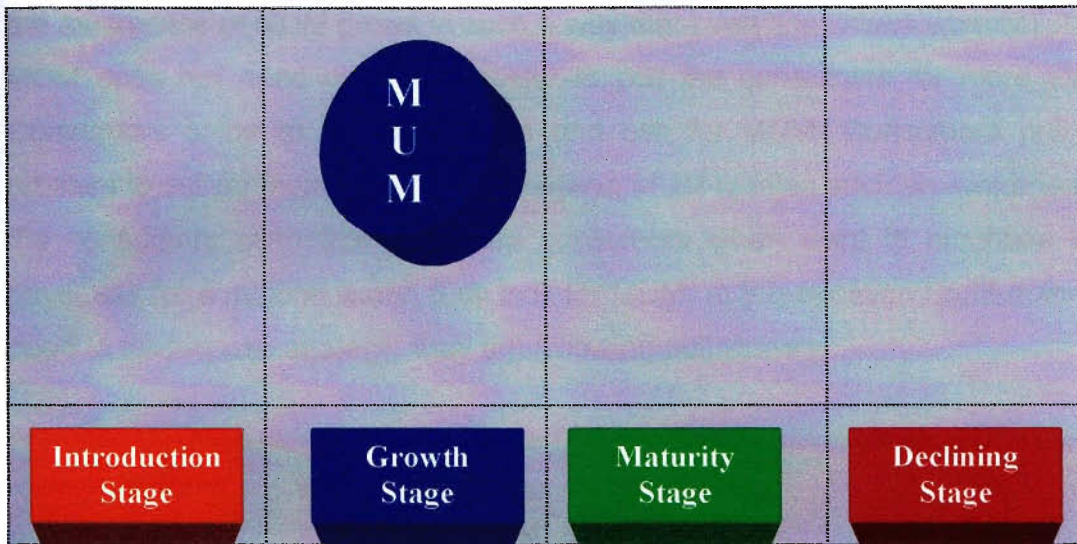


Figure: PLC of MUM

As MUM can satisfy the market so they are in growth stage where their sales are climbing quickly. In this situation they are attracted by the opportunities for profit and they started facing new competitors. Where new competitors are coming up with more pack sizes, different typed of promotions, different pricing strategies etc. For this reason the market is expanding and they had to reduce their price slightly.

3.0.1 Push & Pull Strategy

When MUM was at the primary stage they followed push strategy to reach the product to the consumer, to increase their sales. Not only incase of MUM, any type of product usually follow push strategy for the first time. When people get the knowledge about the product and get the high consumer acceptance than the manufacturer do not need to follow push strategy. Incase of MUM such a thing was take place. MUM does not need to follow push strategy right now because



the awareness of MUM grows in such a way that everyone knows what MTJM is. MUM does not need push the retailer to pull the consumers for more sales. Consumers come to the retail shop and ask for MUM. Consumers pull the retailers to deliver them the product onetime. MUM creates such an awareness in the consumers mind that maximum consumers when want to purchase they never ask for a mineral water, they look for MUM. In this situation MUM does not need to follow push strategy, they are following pull strategy.

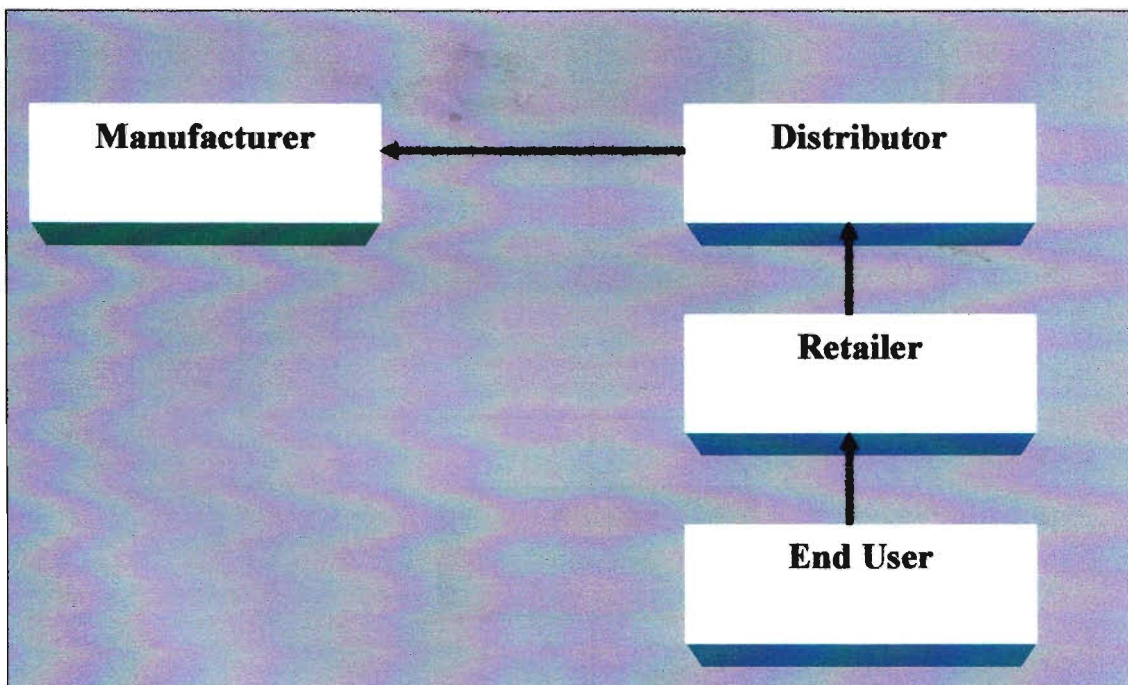


Figure: Pull Strategy





3.0.2 Marketing System

MUM follows two Marketing systems to reach their product to the end user.

These are:

- ✚ Horizontal Marketing System
- ✚ Vertical Marketing System

But they are usually following Vertical Marketing System –

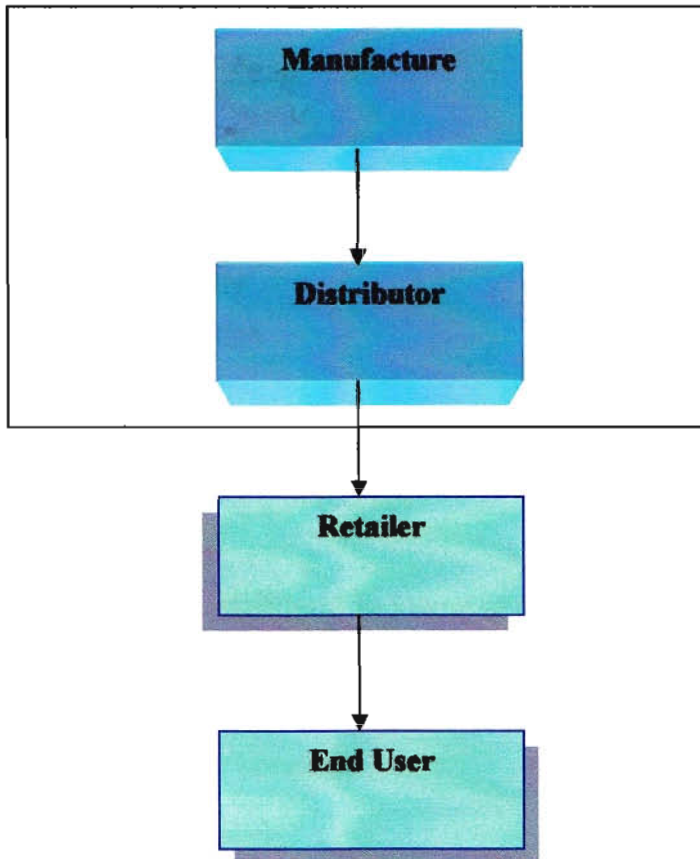


Figure: Vertical Marketing System



As this case manufacturer and distributor act as a unified system reach the product to the retailer for sale. From the factory manufacturer send the product to their distributor, distributor deliver the product to the retailer and at last consumer get the product from the retailer.

3.0.3 SWOT analysis

SWOT is a tool by which we can justify the company's internal analysis. We need to conduct SWOT to identify Strength, Weakness, Opportunities and Threat to market the product.

Strength

- ▶ Excess production capacity
- ▶ Good transportation facilities
- ▶ Competitive market
- ▶ ISO 9001 certified
- ▶ Holding highest market share in market
- ▶ Market is rapidly growing
- ▶ Company create "Partex standard" to follow only the standard of MUM
- ▶ Attractive advertising media
- ▶ Obtained BSTI license
- ▶ Production under hygienic condition
- ▶ High brand image
- ▶ High consumer perception



Weakness

- ▶ Do not perform any in any promotional activities

Opportunities

- ▶ Good product demand as this is a basic need
- ▶ People are becoming very much health conscious

Threats

- ▶ Competitors coming with up with variety sizes of bottles.



Sales and Distribution Department

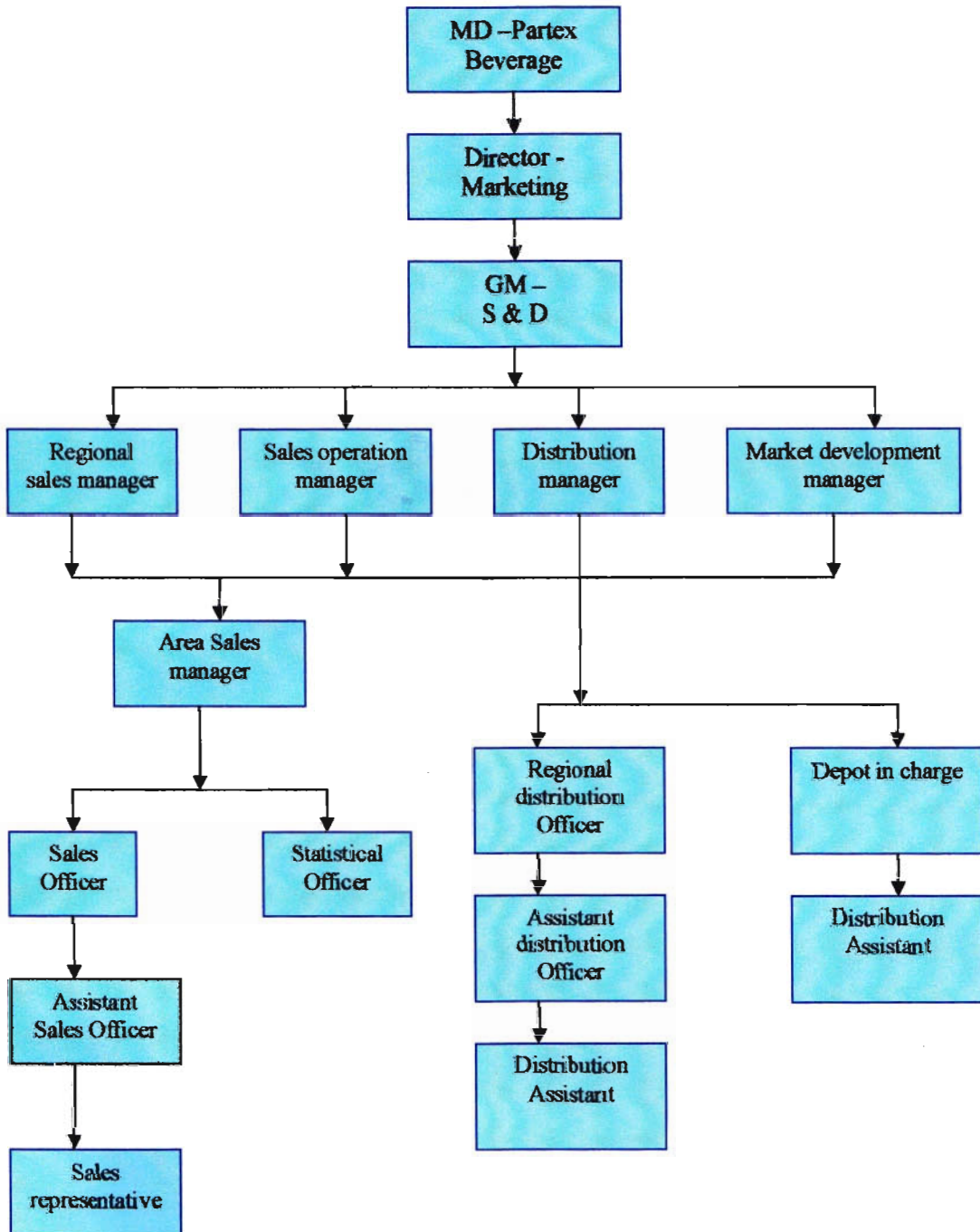


Figure: Sales and Distribution of MUM



Marketing Department



Figure: Marketing Department of MUM



Commercial Department

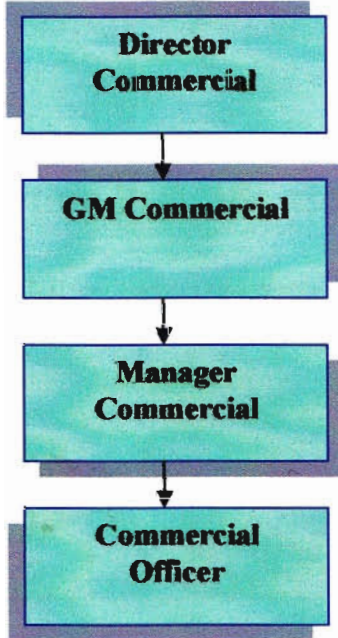


Figure: Commercial Department of MUM



Chapter – 4

4.1 Findings & Analysis

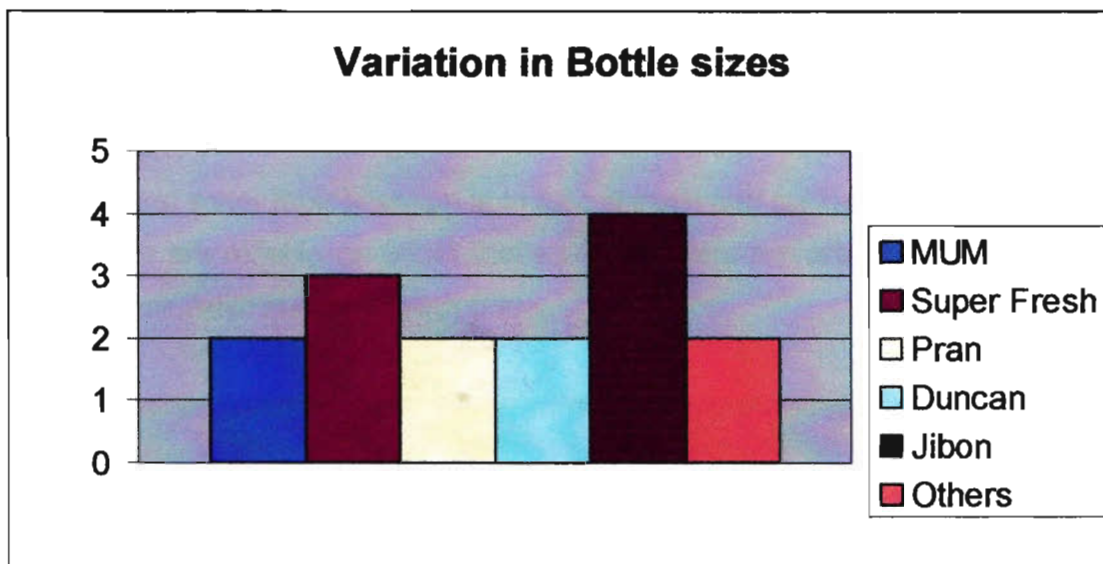


Figure: Variation in bottle sizes of different brands

The above table shows that Jibon offers 4 pack sizes to the market for the consumer where MUM has only 2 pack sizes. Although MUM has only 2 pack sizes but these are very much popular. From the table we can see that Super Fresh takes the second place carrying with 3 pack sizes. And Pran, Duncan and other mineral water brand offers same as MUM.

Though out the whole internship it is clear that although MUM carries only 2 pack sizes but these are very popular for the consumers.



4.2 Findings & Analysis

For 500 ml MUM, Duncan, Pran and other mineral water brands charges comparatively high price. And other 2 brands like Super Fresh and Jibon charges lowest price. In case of 1.5 liter MUM, Duncan, Pran, and other mineral water brands charges high price and Jibon charges the lowest price.

As MUM's brand image is good enough that's why they charges high price for their product. In this case high price don't effect on their sales. When a consumer buys mineral water their intention is to take a fresh and purified mineral water. As consumers are reliable on MUM that's why retailers are also interested to take MUM in their retail shop with high price.

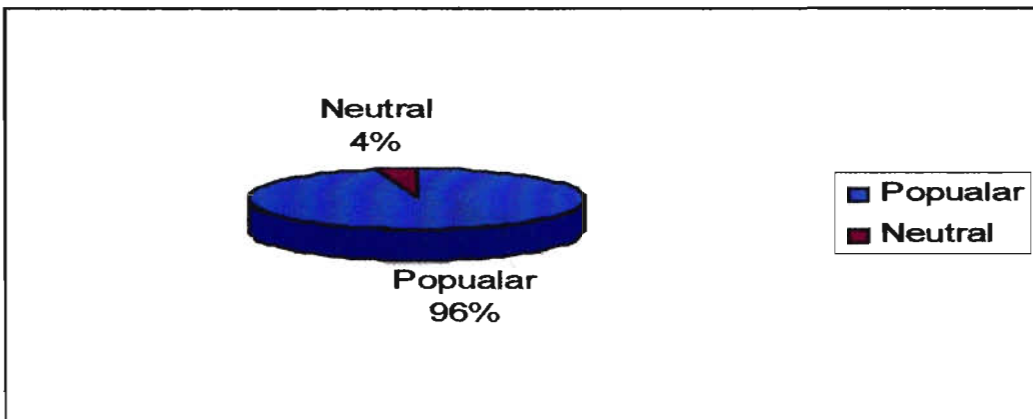
Brands	Different Pack Sizes			
	500ml/600ml Price (in TK)	1 Liter Price (in TK)	1.5 Liter Price (in TK)	2 Liter Price (in TK)
MUM	10		15-18	
Super Fresh	10	12		24
Duncan	10		15-18	
Pran	10		15-18	
Jibon	8	12	15	20
Others	10		15	



4.3 Findings & Analysis

From the questionnaire survey it is clear that MUM is only popular brand to the consumer 96% of the respondents told that it is the most popular brand and 4% was neutral.

Being a most popular mineral water brand to the consumer they are enjoying the competitive advantage.



4.4 Findings & Analysis

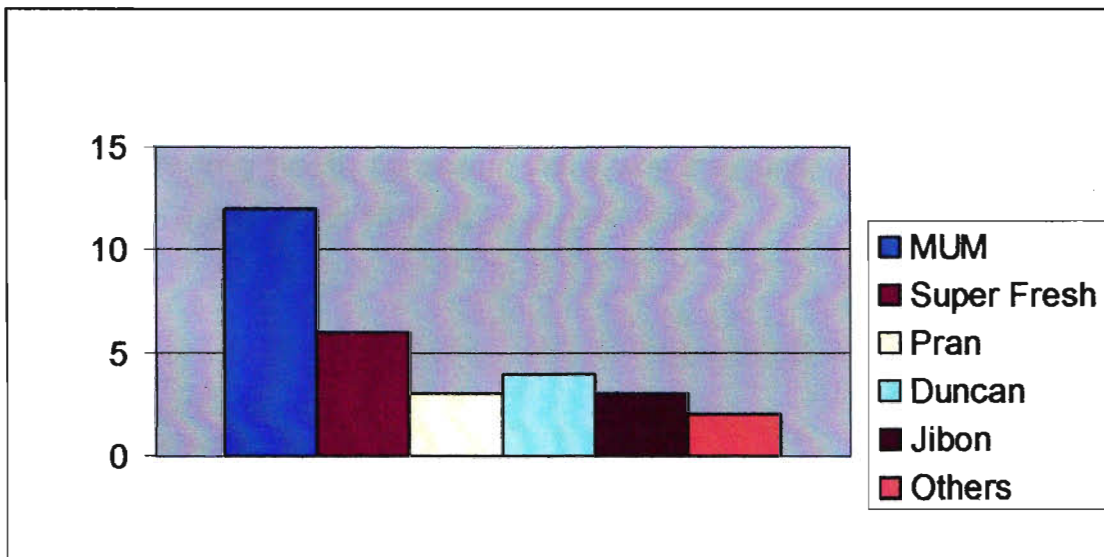


Figure: Average sales/day (all pack sizes)



It is clear that MUM has the biggest sales (app. 1 carton). Sales are the ultimate result for any product. So from the above graph we can say that MUM is in a very good position as they have their higher sales. So we can also say that they have their highest market share.

4.5 Findings & Analysis

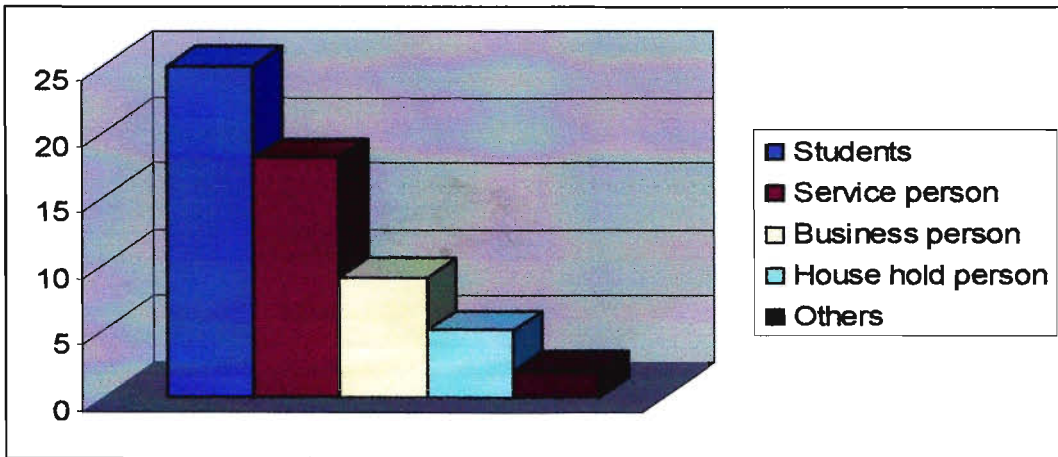


Figure: Which occupational group prefers mineral water most?

Students are the largest segment for mineral water. As students are young age and they are very health conscious that's why they drink mineral water most. They don't mind to spend 10 Taka for purified water.



4.6 Findings & Analysis

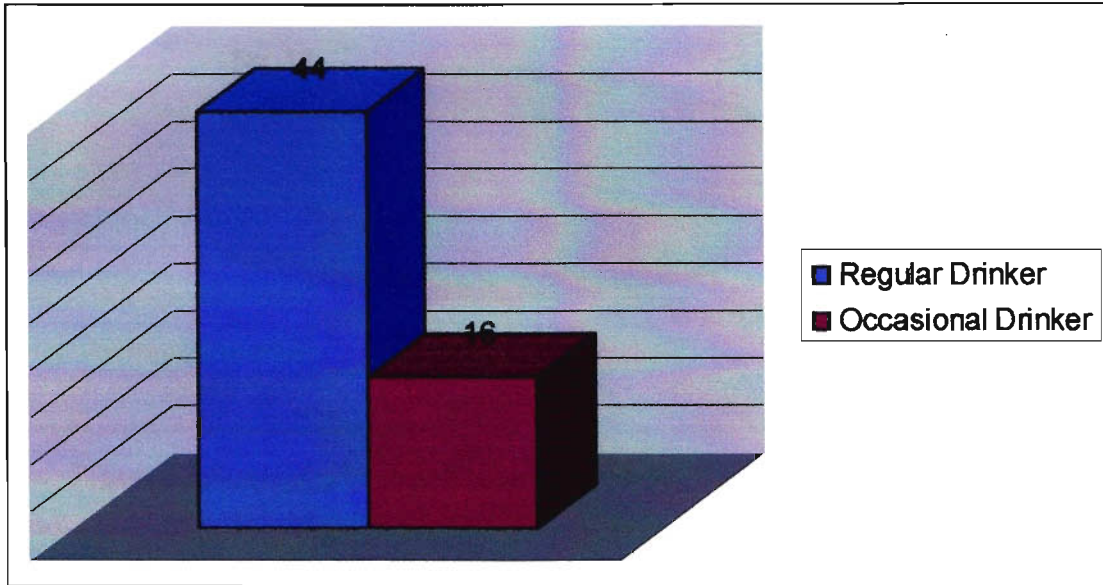


Figure: How frequently consumers purchase mineral water per day?

44 respondents out of 60 are saying that consumers purchase mineral water on a regular basis and 16 respondents are saying that consumers purchase mineral water occasionally (like in a very hot season people want a cold drink to meet their thirstiness but there are no cold drink in that particular shop in that case they buy a cold mineral water).

As we can see from the previous questions that the tendency of the consumer is growing day by day that's why they buy mineral water on a regular basis.





4.7 Findings & Analysis

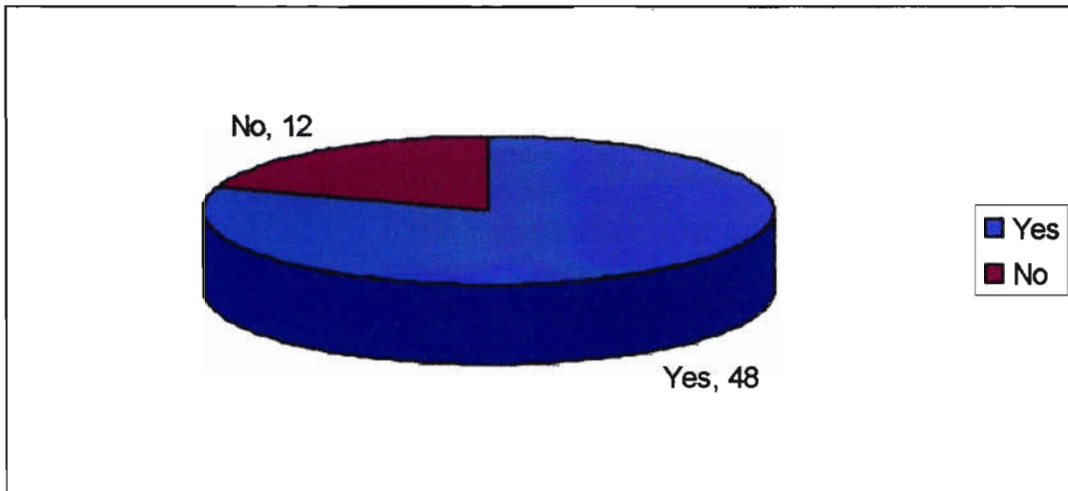


Figure: Influencing of the purchase behavior based on a specific brand

Only 12 respondents told that no particular brand influence the purchase behavior of a consumer and a big segment (rest of the 48 respondents) told that a particular brand influence the purchase behavior of a consumer that is MUM.

4.8 Findings & Analysis

MUM has high consumer acceptance, brand image, quality perception and low price moderate. Consumers get more benefit from MUM than other mineral water brands. As MUM has high consumer preference and from the previous question it is seen that MUM has highest sales that's why retailers are interested to keep MUM into their shop yet distributor of MUM is not giving that much promotion to them.



Chapter – 5

Recommendation & Conclusion

Recommendation

- ✚ MUM can extend their pack sizes because there is a demand of 1 Liter from consumer side. When it is a matter of 2 or 3 drinker, 500 ml is small and 1500 ml is big. When these 2 or 3 consumers' need a mineral water they have to switch to other brand through their first choice is MUM
- ✚ Young age segment is comparatively bigger than other age segments. So by targeting this segment some advertisement can be created.
- ✚ Some promotions can be given for this segment thus they become more motivated to purchase MUM.
- ✚ MUM van sponsor to sports program in different school, colleges and university etc.
- ✚ As this is a very hot season MUM can provide cold mineral water to the consumers using small size van, like Ice-cream van.



Conclusion

There is a saying, “life is the name of water”. Based on the study it is seen that most of the people want crystal clear water for drinking as basic need. Totally pure and hygienic quality drinking water is a basic need for people, particularly the urban and sub-urban sector in Bangladesh. They provide the people with safe and pure drinking water. Partex Beverage started producing MUM in 500 ml and 1500 ml bottle. Most of the consumer always prefer and seek reasonable price for good quality that MUM serves to the consumers. It is being distributed nationwide by Partex Beverage as well as their own Danish distributor network. For the packaging of their product they use PET (Polyethylene Terephthalate) bottle which is a package for food and non-food products because it is inexpensive, light weight, resalable, shatter resistant and recyclable.

From the study, we came to know fro the mineral water market that how the consumer think, how they behave when they want to purchase a mineral water from the market.



Bibliography

▶ **Marketing Management**

Eleventh edition

Writer – Philip Kotler

▶ **Statistical Data Book**

BBS (Bangladesh Bureau of Statistics)

▶ **Bangladesh Standard Specification for National Mineral Water**

First Edition

BSTI (Bangladesh Standard & Testing Institution)

▶ **Corporate Company Profile**



Questionnaire for Traders & Institutions

Topic:

Marketing strategy of “MUM” mineral water of Partex Beverage Ltd.

General Information:

- **Name of the outlet:**
- **Type of the outlet:**
- **Location/ Address (Tel. If any) :**

Q1. Would you please give me some information regarding “MUM” mineral water brand that you keep in your outlet?

Brand	Pack Size	Popular pack size	Distributor sales price	Wholesalers sales price	MRP	Popular Brand	Sales/ Day

Hypo 1: Trader and institutional outlet significantly determine the specific information of different mineral water brand.

Q2: Which age group people prefer the “MUM” most?

- 15-25
- 26-35
- 36-45
- 46-55
- 56 above



Q3: Which occupational group prefer the “MUM” most?

- a) Student
- b) Govt. service holder
- c) Businessman
- d) Household personnel
- e) Others

Hypo 2: Different age group and occupational group determine the demographic information of “MUM”.

Q 4: How many consumers purchase “MUM” per day?

- a) 1-20
- b) 11-20
- c) 21-30
- d) 31-40
- e) 50 above

Q 5: How frequently consumers purchase mineral water?

- a) Occasionally
- b) Regular
- c) Others

Q 6: In which time a consumer purchase “MUM” most?

- a) After Breakfast
- b) After Launch
- c) After Dinner



Q 7: What is the perception of a consumer about the quality of “MUM”?

- a) Excellent
- b) Good
- c) Neutral
- d) Not good
- e) Not good at all

Q 8: What is the perception of a consumer about the price of “MUM”?

- a) Excellent
- b) Good
- c) Neutral
- d) Not good
- e) Not good at all

Q 9: What is your perception about the distribution strategy of “MUM”?

- a) Excellent
- b) Good
- c) Neutral
- d) Not good
- e) Not good at all

Q 10: Does “MUM” perform in any promotional activities?

- a) Credit facility



- b) Discount
- c) Occasional gift
- d) Incentive
- e) Others

Hypo 4: Specific information, demographic, information and behavioral information significantly determine the marketing mix (4ps)

Q 11: Which advertising media used by Partex Beverage Ltd. For the awareness of their product?

- a) TV
- b) Radio
- c) Newspaper
- d) Magazines
- e) Internet
- f) Cable TV



Q 12: Please rates the following physical characteristics of the product?

Brand	Size	Color	Packaging
MUM			

Excellent	1
Good	2
Average	3
Not good	4
Not Good at all	5

Hypo 5: A consumer chooses his/her favorite color, design or size of a product through advertisement, which creates an awareness and image of that product.



Thank you for your co-operation

