

PROJECT WORK
ON

DEKKO Spice Powder:
Integrated Marketing Communication-Plan and Expenses

Prepared For,

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Prepared By,

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Subject Bus: 498



Date of Submission: 21st December 2008



EAST WEST UNIVERSITY

Letter of Transmittal

December 21, 2008

Mr. M Sayeed Alam
Assistnt Professor
Department of Business Administration
East West University
Mohakhali, Dhaka-1212
Subject: Submission of project report.

Dear Sir,

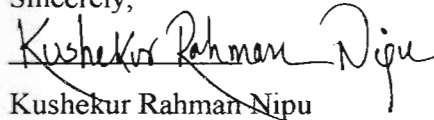
It is a great pleasure for me that I have the opportunity to submit the project report on
"DEKKO Spice Powder: Integrated Marketing Communication –Plan ans Expensest."

As you will notice, the report covers the whole picture of the chosen brand and the integrated marketing communication- plan and expenses the brand(DEKKO Spice Powder). Besides, several recommendations for the brand have been included for ensuring future success. This makes the report a complete and an extensive one. Therefore, I am confident of the validity of this study.

I sincerely hope that this report fulfills the objectives and requirements of my project work and hope it will find your acceptance.

It would be pleasure on my part it assist in any clarification that may be needed at any time convenient to you.

Sincerely,



Kushekur Rahman Nipu

Id#2004-3-10-106

Contact No.01819 049225

Acknowledgement

For the completion of project work, the assistance of many individual was required. Among all of them, it was my course instructor '**Mr. M Sayeed Alam**', who played the pivotal role by providing me guideline of preparing this report and presentation. I express my profound indebtedness and gratitude to him for his valuable advice that helped me immensely in preparing this report.

I convey my gratitude to , **Md.Tareq Uddin**, Brand Manger of DEKKO Foods Ltd. for his all support in providing all the required information. He was always in my side with his ever extending helping hand, guidance, enthusiasm and inspiration and above all, flexibility of work.

I am deeply indebted to **Ms. Ismat Ara Shilpi**, Media Executive of Ad Headquarter Ltd. for her cooperation for budget realated issues.

At last, I would like to convey my best regards to those people who helped me through out the completion of the report. I am very grateful that they helped me by giving their valuable time; consultation and guidelines. I am really indebt to them for their co-operation. Without their help, my report may not be prepared properly. I hope that this report will certainly help me to get a good experience

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Executive Summary

In the Bangladeshi business sector, the Marketing activities are getting more and more importance each and every day. And understanding and being able to predict the consumer behavior are vital factors in planning, developing and implementing a successful Marketing plan, which in turn ensures the success of a product. In recent years marketers in Bangladesh have put a lot of emphasis on this aspect of marketing. As a result, numerous attractive and successful products and promotional messages have been generated based on the findings of consumer behavior. This report will focus on DEKKO Spice Powder, and its Integrated Marketing Communication Plan and Expenses.

In recent years, DEKKO Group of Industries has emerged as a leading corporate body in Bangladesh and a big chunk of its success is attributable to its thorough marketing plans, which apply the theories of Integrated Communication effectively. In case of DEKKO Foods Ltd. the scenario is not different and the tools of consumer behavior are strictly followed here as well. While preparing this report, evidence regarding this fact was found on a regular basis and the report will explain the significant applications of Promotional activities of DEKKO Spice Powder. Besides, the report will provide certain guidelines for DEKKO Foods Ltd., which, if implemented properly, will ensure future success of DEKKO Spice Powder.

Chapter 1

Introduction





1.1 Background of the Report:

The effort of preparing the report originated from the necessity to fulfill the requirements of BUS498. With the permission and support of my supervisor **Mr. M Sayeed Alam** the intention of the study encompassed to discover and explain the expenditure of DEKKO Spice Powder on Integrated Marketing Communication.

1.2 Statement of the Problem:

The report will try to answer the following questions:

- Is DEKKO Foods Ltd applying the various theories of Marketing for DEKKO Spice Powder ?
- Are the methods effective?
- Do the Consumers like their marketing activities?
- What is DEKKO Spice Powder's position in the market compared to other brands?
- Will these promotional messages ensure future success for DEKKO Spice Powder?
- What else DEKKO Spice Powder can do to ensure future success?

1.3 Statement of Purpose:

The report will serve the following Purposes:

- Explaining the effectiveness of DEKKO Spice Powder's marketing activities
- Presenting a total picture regarding Promotional tools and its expenditure .
- Describing DEKKO Spice Powder's position in the market.
- Proposing few suggestions for DEKKO Spice that will ensure long-term successi.





1.4 Scope of the Report:

This report has been prepared within the following parameters:

- The report will cover the marketing activities for four basic spices offered by DEKKO Spice Powder undertaken by DEKKO Foods Ltd.
- The urban areas will be given priority as the prime market for the chosen product.
- Emphasis was given to female members of the market.
- The report is primarily done based on promotional budget of DEKKO Spice Powder.

1.5 Methodology:

To prepare this project I have used two major sources of data-primary sources and secondary sources.

As Primary sources I have used the following two sources:

- Personal observation
- Interviews

As secondary sources I took help from

- Website
- Internal report
- Text books

1.6 Limitations:

This report is not free from limitations. Moreover the topic is so much vast, so I faced some problems while preparing this report. The limitations acquainted with this report are as the following:

- Time limitation
- Lack of co-operation from the data source
- The mangement of DEKKO Foods Ltd did not want to reveal all the information regarding Promotional Buget.
- Technical problems

Chapter 2

Company Profile





2.1 DEKKO Group:

DEKKO Group started its journey way back in 1953 as a manufacturer of **Roxy** brand paints. Today in the year of 2008, Roxy - the best quality painting brand in the market stands out for itself.

Within a short time Dekko's acquired efficiency helped it to diversify in manufacturing top quality readymade garments, comprehensive garments accessories and foods. *DEKKO* was one of the pioneer garments manufacturers in Bangladesh.

In the present times Dekko Group is one of the top and employs more than 3000 employees in the industry. Decorated with state-of-the-art technology, Dekko's different factories produce top-class 100% export quality products.

Dekko Group has numerous ventures under the titles of-

- Dekko Garments
- Dekko Accessories
- Dekko Apparels
- Dekko Foods Ltd
- Dekko Airtel Ltd and so on.



2.2 About **DEKKO** Foods Ltd:

In the year 2001, **DEKKO** Foods Ltd. introduced itself as a member of Dekko Group of Companies with various food items like-Spice,Biscuit,Noddles,Chutni,Lassa Shemai and so on. Following the footsteps of the parent company, within a very short span of time **DEKKO** Foods Ltd. has drawn the attention of the consumers by providing quality products and preferred services. The company's dedication to quality, uniform products, customer service and competitive prices has given it a unique position in the market

DEKKO Foods Ltd. has started producing and marketing intrinsic quality of powdered spices like-

- Chilli
- Turmeric
- Coriander
- Cumin

And also some ethnic snackslike Biscuit,Noddles,Chutni etc. The company has set the goals of maintaining high quality in their products and so far they have served the market in the best possible way. The concept of offering high quality packaged powdered spices is the brainchild of **DEKKO** Foods Ltd. and because of their careful planning and successful implementation; consumers have accepted the relatively new concept pretty favorably. In recognition of its continuous strive to offer its consumers high quality products.

2.3 **Mission Statement** :

We want to be the world class food products manufacturer in Bangladesh by ensuring intrinsic quality products and customer service with state of the art technology and motivated employees.

2.4 Company Objectives: **DEKKO** Foods Ltd. has its own set of corporate culture and values that includes the company objectives which goes like this

- ❖ To continue providing the very best of what the consumer wants
- ❖ To explore new segments of market and to cater to it
- ❖ To identify what the consumer needs and providing it to them
- ❖ To continue assuring intrinsic quality of hygienic food products with authentic taste
- ❖ To expand distribution network to make the products available at customers' doorsteps
- ❖ To enhance the strength and skill of the organization that will contribute to company's increasing growth both in domestic and global markets



2.5 Target Market:

The prime target market for *DEKKO* Spices Powder are the urban working housewives who are facing with time constraints but want to ensure quality and healthcare for the family members.

In terms of social class, the focus is on the women from upper-middle class and the middle class of the society.

Besides, people who want to relive the taste of their young ages are also included in this target market. In the changed Bangladeshi society, increasing proportion of women are working outside and because of time constraints preparing spices from raw crops is virtually impossible for them as it takes huge amount of time.

On the other hand, driven by emotion and mentality, aged people want to relive the superior taste of food cooked by their mothers years ago, which was largely the result of high quality hand-processed spices.

Joining these two motives together the concept of high quality packaged spice powder has emerged, that would remind people of old tastes besides ensuring quality. Traditionally in Bangladesh women are responsible for the cooking stuffs and they want to provide safe, tasty and healthy food for the family. As a result, even if the male members desire to relish healthy food, it is the female members of the family who ultimately deliver it. They are the ones who are concerned with the family's welfare and they play a significant role in the overall consumption by influencing the purchasing decision. So, although the list of beneficiaries includes males as well, still the target market consists of primarily working housewives who initiate the brand choice. Besides the working women, women of any class and society who are concerned with quality are also included in the target market for *DEKKO* spice powder.



2.6 Marketing Mix of DEKKO Spice Powder:

This segment of the Project Work will cover the extensive description of the current Marketing Mix adopted by DEKKO Foods Ltd. for its Spices. This marketing mix is applied for all the items under the product group of spices. Although, there are slight differences in the elements of the marketing mix based on different product offerings, (such as packaging) still the basic idea for the whole range of spices is somewhat the same. The following Marketing Mix consists of five P's, namely: - Product, Price, Place, Packaging and last one is Promotion on what my project is all about. In this part the first four 4P's will be explained in a brief and the 5th P "Promotion" will be discussed broadly as it is the main part of my Project Work.

2.6.1 Product:

The basic product is packaged spice powder. This consumer product can be categorized as a commodity. Although, not a basic food item spices are integral parts of our cuisine and without these, food items would remain incomplete. Traditionally, Bangladeshi cuisine has been renowned throughout the world for the use of numerous types of spices and capitalizing on this theme, a wide range of spices have been introduced by DEKKO Foods Ltd. under the brand name "DEKKO Spice Powder" and its pay off line is *Shanni Sfulper Choa*, DEKKO Foods Ltd offers a wide variety of basic spices like chili pepper, turmeric etc. and recently it has launched various types of spice mixes prepared for specific types of dishes. In this report, I will focus on the basic spices only and leave out the spice mixes for specific dishes. The following are the spices currently offered by DEKKO Foods Ltd. under the brand name DEKKO Spice Powder:

- ✱ DEKKO Chili Powder
- ✱ DEKKO Turmeric Powder
- ✱ DEKKO Coriander Powder
- ✱ DEKKO Cumin Powder

These spices are processed in a way where they can be directly applied to cooking by mixing with other ingredients or by preparing a paste using water in a traditional method of cooking. In a sense, these spices are directed to change our food habits slowly towards consuming "Ready to Eat" items, which are popularly known as Instant Food Items. In the past, women used to grind the raw spices for hours to get the spice powders and spice pastes, but now these packed spice powders have saved their time and labor. Secondly, hygiene is another factor housewives are concerned with. In the markets various types of non branded and non-packaged spices are available but those are very unhygienic and in some cases



hazardous for health. Then, quality is another vital factor. Consumers want to use the best items in their cooking, which is ensured by these spice powders.

The whole range of DEKKO Spices are produced, processed and packaged under direct supervision of DEKKO Foods Ltd. Moreover, the spices are authorized and approved by BSTI, the Highest Authority in Bangladesh ensuring quality and standard in consumer products. Ensuring quality is a vital factor in case of consumer products, especially for food items like spices as consumers put huge emphasis on the welfare of their family members and taste of the food item also does matter a lot, which again depends on the quality of the spices. Through providing superior quality that guarantees better taste in foods and physical welfare for the consumers, DEKKO Spice Powder has positioned itself one of the leading brand in the packaged spice powder market.

2.6.2 Price:

In case of consumer products, price plays a vital role behind the product's success and DEKKO Spices Powder is no exception. It has carefully set its pricing policy that is consistent with its overall marketing policy. Since its introduction, DEKKO has been focusing on superior quality and better taste and its competitom based price with other brands also suggests a better quality. This pricing strategy is based on the assumption that, in case of commodities especially food items people are concerned with quality and not price. They do not want to compromise with the quality for price. If given the superior quality, they are ready to pay some extra price. DEKKO has successfully maintained and implemented its pricing strategy based on the above assumptions. As a general instance we can take the example of chili powder. 200 grams of non-branded, non-packaged chili powder is priced around 40-42 taka whereas the same quantity of DEKKO Chili Powder is sold at 45 taka. The pricing is perceived by the consumers to be adequate and affordable compared to the benefits provided by DEKKO. In case of other spices as well, compared with other brands like Pran, Tiger, BD, and Arku; DEKKO Spices Powder charges a almost same price and it's the number one choice of the consumers because of its unratched quality. The following table presents a comparison between DEKKO and other brands of spice powders in terms of pricing:

Table-1: Price Comparisons of various spices

Type	Brand	DEKKO Spice Powder			Other Branded Spices			Non-Branded		
		100 g	200g	500 g	100 g	200g	500g	100 g	200g	500 g
Chili Powder		23 Tk	45 Tk	98Tk	23 Tk	42 Tk	96 Tk	12 Tk	40 Tk	90 Tk
Turmeric		15 Tk	30 Tk	52 Tk	15 Tk	30 Tk	54 Tk	8 Tk	30 Tk	45 Tk
Coriander		15 Tk	30 Tk	66 Tk				5 Tk	20 Tk	40 Tk
Cumin		22 Tk	72 Tk	145 Tk				12 Tk	48 Tk	120 Tk



From the table it is clear that, in almost all the cases DEKKO Spice Powder is charging the same price what is charged by others in the market. As an example, non-branded chili powder is sold un-packaged at 500 grams for 90 Tk, whereas DEKKO chili powder is priced at 98 Tk for the same quantity. Apparently, there is a large difference between the prices which is offset by the better quality of DEKKO spices. The higher price of DEKKO spices in order to compare with the non-branded spice powder, is an indicator of its better quality. Through conversations with grocery shop-owners, it was found that now days most of the consumers prefer packaged spice powders for health & safety reasons and in this aspect DEKKO Spice is one of the best choice. So the premise that, consumers are ready to pay extra price for the sake of better quality is well supported.

2.6.3 Place:

The distribution channel for the spices is concentrated towards the cities as the product itself was designed for the housewives of the urban regions. Recently, the coverage has increased deep in the villages as well but still, compared to the urban coverage the distribution channel in villages is still in its early stages. In contrast to the villages, the distribution channel in the urban and metropolitan areas is very strong and efficient. Through 112 authorized distributors, DEKKO Spice Powder has reached virtually every neighborhood in the urban areas in Bangladesh. Here, DEKKO Foods Ltd. is using Extensive Coverage for the whole range of DEKKO Spices Powder making it readily available to the consumers. In this aspect, DEKKO Spices Powder is enjoying the rich image and well established distribution channel of the parent company and so far the results have been successful. DEKKO Spices Powder are now widely available in grocery shops of all sizes starting from small scale grocery stores of each and every neighborhood to the well established super shops and supermarkets like Agora, Nandan, Lavender, PQS etc.



2.5.4 Packaging:

In recent years, packaging has emerged as an integral part of a successful Marketing Mix. Being consistent with the recent trends in marketing operations, DEKKO Spice Powder Ltd. has also applied creative and effective packaging tactics that go well with the overall marketing strategy for DEKKO range of Spices. Packaging for various flavors of spices is similar but distinct. Also, extensive labeling is used in all the packets. All the packages under the DEKKO Spice Powder range include the logo at the front.



The top of the brand name DEKKO Spice Powder is written in English using a large but feminine font. Just below the brand name the brand tagline is imprinted which states “*Ranni Chulper Choa*”. The whole brand logo is big enough to ensure Brand Recognition and combined with the brand name it gives the overall product a feminine image. Each specific flavor of spices uses its own bright and elegant color on the packets, such as red for chili powder, yellow for turmeric powder, light orange for coriander, brown for cumin powder and so on. In case of mixed spices such as *Paanch Phoron* and *Garam Masala* the colors of light green and green are applied. The colors are bright enough to grab attention of the consumers. This kind of coloring orientation provides easier recognition to the consumers.

Chapter 3

Integrated **M**arketing **C**ommunication of **DEKKO** **S**pice **P**owder





3.1 Integrated Marketing Communication:

In simple words, it's a management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation.

Integrated Marketing Communications (IMC), according to The American Marketing Association, is "a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time." Marketing Power Dictionary Integrated marketing communication can be defined as a holistic approach to promote buying and selling in the digital economy. This concept includes many online and offline marketing channels. Online marketing channels include any e-marketing campaigns or programs, from search engine optimization (SEO), pay-per-click, affiliate, email, banner to latest web related channels for webinar, blog, RSS, podcast, and Internet TV. Offline marketing channels are traditional print (newspaper, magazine), mail order, public relations, industry analyst relations billboard, radio, and television.

The American Association of Advertising Agencies defines integrated marketing communications (IMC) as follows:

"IMC is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines – for example, general advertising, direct response, sales promotion and public relations – and combines these disciplines to provide clarity, consistency, and maximum communications' impact through the seamless integration of discrete messages."

3.2 Goal of Integrated Marketing Communication:

A management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation. In practice, the goal of IMC is to create and sustain a single look or message in all elements of a marketing campaign. A successful integrated marketing communication plan will customize what is needed for the client based on time, budget and resources to reach target or goals. Small business can start an integrated marketing communication plan on a small budget using a website, email and SEO. Large Corporation can start an integrated marketing communication plan on a large budget using print, mail order, radio, TV plus many other online ad campaigns.



3.3 Media Strategy for DEKKO's Spice Powder:

Promotional activities are designed to effectively reach the desired target market which is the upper and upper middle class of the society. As the target market consists of women primarily, the promotional messages are designed to inspire them towards purchasing. In addition to that, male members of the families are also portrayed in the advertisements as well as a result of males being the majority, who ultimately purchase the product in most cases in Bangladesh.

So, in order to capture both males and females of the target market, DEKKO Spice Powder has used two themes in their promotional activities. To draw the attention of the females it puts light on the better quality of DEKKO Spice Powder whereas to promote it to male members, it emphasizes on its better taste generating attributes which make people nostalgic about their early days when they used to be amazed by their mothers' cooking abilities.

The idea is, through providing superior quality and healthcare, DEKKO Spice Powder will enable its consumers to relive the taste of their early days. Most importantly, these packaged spices keep housewives away from losing their precious time grinding and preparing spices for cooking, as these spices are already prepared and ready to be applied directly into dishes. Besides, it takes smaller quantity of DEKKO Spices to prepare dishes than traditional non-packaged spices. So, it saves money for the family.

All these messages are promoted through advertisements by DEKKO Spice Powder. The promotional tools of DEKKO Spice Powder consists the following:

- *Press Execution (News paper Ads & Magazine Ads with write-up)*
- *Outdoor (Billboards)*
- *Product Branding on Vehicle*
- *POSM (Poster)*
- *POSM (Bunting)*
- *POSM (In-house Sticker)*
- *Electronic Media Campaign (TVC) & Radio*
- *Electronic Media Campaign (Cooking Program) then contest*
- *Street demo*
- *Trade Campaign*
- *Super mall Campaign*



In short, exposure is the method by which a company wants to reach its target market through various courses. The courses are various media used by the company. In case of DEKKO Spice Powder, DEKKO Foods Ltd. has utilized quite a few media to gain the exposure to the consumers. Such As:

- Electronic Media
- Print Media
- Outdoor

3.4 Electronic Media:

Electronic Media means of communication characterized by the use of technology (eg, radio, television, and the Internet). To some extent-**Electronic media** are media that utilize electronics or electromechanical energy for the end user (audience) to access the content. This is in contrast to static media (mainly print media), which are most often created electronically, but don't require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are better known as video recordings, audio recordings, multimedia presentations, slide presentations and Online Content.

Advertisements of DEKK Spice Powder regularly aired through the electronic media. DEKKO Spice Powder mainly used **Television and Radio** as their Electronic Media which are being discussed elaborately in the next:

3.4.1 Television Advertisement of DEKKO Spice Powder:

Initially, DEKKO Spice Powder were launched through advertisements on television aired during prime-time programs. That strategy worked quite well as it gained extensive attention by the consumers because of creativity in the ideas of the advertisements. Since then, DEKKO has consistently launched newer advertisements which are consistent with the product's overall marketing strategy and focus on product attributes successfully television that attract women

. This advertisements are aired during popular programs like- cooking and cuisines under the ambush marketing strategy. In addition to that, some fixed spots, like before news and before some popular events as well as DEKKO sponsors programs on television that attract primarily women

These way, through television advertisements, DEKKO Spice Powder is getting the exposure.



-3-

-Channel I, ATN Bangla, BanglaVision, Boishaki and NTV are the main channel to be used, supported by few others. – Cable is penetrating fast in semi-urban areas, specially city outskirts and shops at bazar have become a very important place of viewing cable TV. It has been seen that people crowded at the shop at the time of Bangla film and some popular programs.

-To reach more target custome now a days DEKKO now a days is concertrating to go for airing in popular drama serials, magazines , ladies program to catch maximum viewer- ship.

Data (Gross rating point) for Television

Title - Weekly Reach by Channel - C & S Homes
Target Group - ALL

Week -
Day -

STRIP Data : Wk (1- 26)

	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13	Wk 14	Wk 15	Wk 16	Wk 17	Wk 18	Wk 19	Wk 20	Wk 21	Wk 22	Wk 23	Wk 24	Wk 25	Wk 26
	Dec 29, 2006	Jan 05, 2007	Jan 12, 2007	Jan 19, 2007	Jan 26, 2007	Feb 02, 2007	Feb 09, 2007	Feb 16, 2007	Feb 23, 2007	Mar 02, 2007	Mar 09, 2007	Mar 16, 2007	Mar 23, 2007	Mar 30, 2007	Apr 06, 2007	Apr 13, 2007	Apr 20, 2007	Apr 27, 2007	Apr 04, 2007	Apr 11, 2007	Apr 18, 2007	Apr 25, 2007	May 02, 2007	May 09, 2007	May 15, 2007	May 22, 2007
1 ATN Bangla	52	59	60	58	56	58	57	59	56	63	61	59	53	58	55	54	53	60	56	56	57	54	54	55	62	55
2 Channel i	46	51	43	47	47	45	48	50	50	49	47	42	45	43	40	41	48	48	48	42	45	48	47	53	52	
3 NTV	56	55	51	49	49	48	48	53	51	24	9	12	14	15	17	16	15	18	19	20	28	27	31	35	38	36
4 CSB News	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	5	2	4	17	17	24	23	25	24
5 Channel 1	20	30	24	19	22	18	20	23	22	23	22	20	20	22	21	19	18	22	25	22	23	21	23	21	24	20
6 Bangla Vision	11	19	11	10	10	12	11	12	11	17	12	14	13	9	12	11	12	13	16	14	10	12	15	15	20	15
7 Rtv	12	14	10	8	7	8	10	9	8	6	-	-	-	-	-	-	2	3	2	3	3	3	7	4	12	9
8 Boishakhi TV	10	13	11	9	8	8	9	9	8	9	8	6	6	5	7	4	6	7	6	9	7	8	6	8	8	8
9 Ekushey Television	2	1	2	2	2	2	2	2	1	1	1	2	1	2	2	3	3	3	2	2	4	1	3	4	3	3
10 ISLAMIC tv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	1	1
11 BTV World	-	1	1	1	1	1	1	1	-	0	-	1	1	1	1	1	1	0	1	1	-	-	0	1	0	0



3.4.2 Budget /Expenses on Television Advertisement:

BUDGET Duplicate

Offer No.	A HQL/DFL-08/O # 1280
Date	June 30, 2008

Dekko Foods Limited

Suvastu Zenim Plaza,

House # 37, Road # 16 (Old # 27),
Dhanmondi R/A, Dhaka – 1205

Attn : Mr. MD. Tareq Uddin
Brand Manager



Proposal for media execution

Client : Dekko Foods Ltd.

Product : Dekko Spice

Duration : 20 sec., 10 sec.

From : July

Medium : ATN Bangla, Channel I, Bangla Vision and Boishakhi.

Medium: ATN Bangla (1st July to 31st July)

Sl	Program	Medium	Spots	Duration	Rate (Tk)	Amount (Tk)
1	Title Sponsorship of ATN Bangla Cooking Show at 10:30 am. 4/Episode	ATN	20" – 12 10" - 24	8 min.	50,000.00 (Per Episode)	2,00,000.00
Add : 15% VAT on Tk. 2,00,000.00						30,000.00
Sub total for ATN Bangla						2,30,000.00

Note: There is no bonus spot.

Medium: Channel I (1st July to 31st July)

Sl	Program	Medium	Spots	Duration	Rate (Tk)	Amount (Tk)
1	Mid break of Musical Competition Shera Kantho at 8:00 pm. (Friday + Tuesday) 9/Episord	Channel I	20" – 9	3 min.	35,000.00/min.	1,05,000.00
Add 15% VAT on Tk. 1,05,500.00						15,750.00
Add: 5% Agency supervision cost on Tk. 1,05,500.00						5,250.00
Sub total for Channel I						1,26,000.00

Notes : 01. Bonus spots will be air when the program will be repeated.

02. Offer rate of the program is Tk. 50,000.00 + VAT and negotiated_rate is Tk. 35,000.00

Continued on page # 02
Page # 01



Medium: Bangla Vision (1st July to 31st July)

Sl	Program	Medium	Spots	Duration	Rate (Tk)	Amount (Tk)
2	Mid break of Drama Gulshan Avenue at 9:45 pm. 9/Episord (Wed + Thu + Fri + Sat)	Bangla Vision	20" - 9	3 min	11,000.00/min. (Only for this month)	33,000.00
Gross total amount						33,000.00
Add : 15% VAT on Tk. 33,000.00						4,950.00
Sub total for Bangla Vision						37,950.00

- Notes : 01. Bonus spots will be air when the program will be repeated.
02. Offer rate of the Drama Gulshan Avenue is Tk.15, 000.00 + VAT and negotiated rate are Tk. 11,000.00 + VAT.

Medium: Boishakhi (1st July to 30th July)

Sl	Program	Medium	Spots/Per day	Duration	Rate (Tk)	Amount (Tk)
1	Ordinary Spot at	Boishakhi	20" - 2 10" - 3	25 min.	2,500.00/min.	62,500.00
Add : 15% VAT on Tk. 62,500.00						9,375.00
Sub total for Boishakhi						71,875.00

Summary: 10"- 90nos. of spots and 20"- 60 nos. of spots, Total = 150 Nos. of Spot for the month of July 2008.

Offer at a Glance

Sl	Month	Channel	Cost per channel (Tk)	Total (Tk)
1	July 2008	ATN Bangla	2,30,000.00	4,65,825.00
2		Channel I	1,26,000.00	
3		Bangla Vision	37,950.00	
4		Boishakhi	71,875.00	
Taka four lac sixty five thousand eight hundred and twenty five only				

Payment : We require 100% advance along with the work order

Note : Program may change without prior notice.

Ismat Ara Shilpi
Media Executive



3.4.3 Radio Advertisement of DEKKO Spice Powder:

A **radio commercial** (in the USA also called a **spot** by people in the business) is a form of advertising via the medium of radio. Airtime is purchased from a station or network in exchange for airing the commercials.

A radio commercial may be "produced," by either the radio station or an independent company (such as the ad agency or a radio production company). The wide range of produced commercial formats include: straight read with sound effects and/or music, dialog ("double" or "triple," etc.), monolog (where the voice talent portrays a character, as opposed to an announcer), and jingle.

Jingles in radio commercials have become relatively rare. The reasons may include their higher cost, as well as shifts in popular culture. When used, the jingle is typically in the form of a "donut" with an instrumental portion in the middle for the announcer to read over, or a "tag" or "button" that ends the commercial.

Some radio commercials are in the form of personal endorsements. (They are cousin to ad-libbed commercials, which, being delivered from personal knowledge or a fact sheet, may convey the same personal impact as an endorsement although not necessarily constituting one (legal issues aside).) In the UK, personal endorsements by presenters broadcasting on the same station in live reads are illegal.

Radio is traditionally one of the most affordable advertising media for small retailers and other local businesses. A 60-second commercial is rarely sold at twice the price of a 30-second one. Most radio stations only charge 35% more for the longer spot.

When an advertising agency is involved, all but straight-read commercials are usually written and produced by the agency, and the station simply airs them. Radio commercials can be delivered to a network of radio stations directly from the recording studio by email as an mp3 file.

Radio is generally purchased by an advertising agency based on a target demographic i.e. Toyota Trucks may be looking to reach Men between the ages of 18 and 49 years old. Each radio station will then put together a radio schedule that efficiently reaches this demographic. Most radio is bought using the dayparts Monday-Friday 6a-10a and Monday-Friday 3p-7p (Drive Times) and 10a-3p (Mid-Day) and 7p-12m for Nights.



-1

Strengths of Radio:

- Radio reaches virtually everyone in many environments – at home, in the office, car or even while surfing the Internet. No matter where people are, radio is there.
- An anywhere, anytime medium – given radio's portability, advertisers have the opportunity to reach people on the go, giving them an edge over competitors.
- Influential – influences consumers closest to the time of purchase. Radio is the medium to build top-of-mind awareness.
- Cost Effective – radio offers reach, frequency, impact and economical advertising solutions for advertisers in media value and production solutions.
- Flexibility – urgent, immediate and flexible – radio commercials can be created quickly without the production and delays of other media. Copy can be produced and revised at short notice.

DEEKO with R A D I O

Stations:

1. Radio 2day

2. Radio Foorti



3.4.4 Budget/Expenses on Radio Advertisement:

BUDGET

Duplicate

Bud. No.	A HQL/DFL-08/ B # 1646
Date	December 20, 2008

Dekko Foods Limited

Suvastu Zenim Plaza,

House # 37, Road # 16 (Old # 27),
Dhanmondi R/A, Dhaka – 1205

Budget for media execution

Client : Dekko Foods Ltd.
Product : Dekko Spice
Duration : 30 sec.
Month : July
Medium : Radio Today and Radio Foorti.

Medium: Radio Foorti (1st July to 31st July)

Program	Duration	Spot	Rate (Tk)	Amount (Tk)
Ordinary Spots 8: 00 am – 9:00 am 11:30 am – 12:30 pm. For Ctg. 3 nos. of spots. For Sylhet 4 nos. of spots.	30 sec	15 min	3,200.00	48,000.00

Medium: Radio Today(1st July to 31st July)

Program	Duration	Spot	Rate (Tk)	Amount (Tk)
Good Morning Dhaka 8: 00 am – 9:00 am 11:30 am – 12:30 pm.	30 sec	24 min	1,200.00	28,800.00
Gross total amount				76,800.00
Add 15% VAT on Tk. 76,800.00				11,520.00
5 % agency commission on 76,800.00				3,840.00
Grand total amount				92,160.00

Taka ninety two thousand one hundred and sixty only

Ismat Ara Shilpi
Media Executive



TVC Airing

Medium All Electronic Medium including satellite
(BD Betar, radio Today & Radio Furti)
Budget Total 2 Core
TVC Duration 40 sec. (Main), 30 sec. (Cut) 20 sec. (cut)
Time Six Months
Cost includes Airing

channels and Radio

Sub total for TVC Airing Tk. 2 Core

(Details will be given before execution)



3.5 Print Media:

Print advertising, such as direct mail, magazine and newspaper is one of the oldest forms of marketing.

Advantages / Benefits of Print Advertising (Newspapers Magazines and)

1. Showing your product. Print Advertising allows you to use photographs and line art to illustrate the features, advantages and benefits of your product. You can even compare your product to your competitors.
2. Low cost ad layouts. With the advent of computers and digital graphics we can literally email a layout with full detail and great clarity directly to the print media. Because of this, the production savings can be tremendous for any advertiser.
3. Broad Reach. Print Advertising particularly newspaper allows a company to reach a large population in one day. When large audiences are necessary or sales events are conducted this one-day delivery can be critical.
4. Shelf Life. Print Advertising can be referenced at a future date. Some forms of magazines and direct mail are kept in the home for days if not weeks so that an advertiser can reap a benefit at a future date.

In recent times, DEKKO Foods Ltd has started to put advertisements on newspapers and magazines for DEKKO Spice Powder. In the past, only the electronic media was used. The advertisements printed in the past could be described as a smaller version of the billboards put in different areas of the town. They used to feature the whole range of spices offered by DEKKO and put emphasis on the superior quality of the spices. No information concerning the price of the product or its availability was included. The reason behind it is DEKKO's focus being on quality only and not price. Secondly, DEKKO spices have become widely available due to an efficient distribution channel of DEKKO Foods Ltd., and now days DEKKO spices are found in all grocery stores. That is why any information concerning its availability is absent from the printed or television advertisements. Recently, DEKKO has offered a sales incentive on its range of spices on selected packages. This is quite a new concept in case of commodities and the advertisement printed on the **newspapers and magazines** :



3.5.1 Newspaper Advertisement of DEKKO Spice Powder:

Most newspapers make nearly all their money from advertising. The income from the customer's payment at the news-stand is small in comparison. For that reason newspapers are not expensive to buy, and some (such as AM New York in New York City and Metro in the UK) are free. The portion of the newspaper that is not advertising is called editorial content, or simply editorial, although the last term is also used to refer specifically to those articles in which the newspaper expresses its opinions. Publishers of commercial newspapers strive for higher circulation so that advertising in their newspaper becomes more effective, allowing the newspaper to attract more advertisers and charge more for the service. But some advertising sales also market demographics: some newspapers might sacrifice higher circulation numbers in favor of an audience with a higher income. Many paid-for newspapers offer a variety of subscription plans. For example, someone might only want a Sunday paper, or perhaps only Sunday and Saturday, or maybe only a workweek subscription, or perhaps a daily subscription.

Some newspapers provide some or all of their content on the Internet, either at no cost or for a fee. In some cases free access is only available for a matter of days or weeks, after which readers must register and provide personal data. In other cases, free archives are provided.

Print media is relatively newly used by Square Consumer Products Ltd. for Radhuni's range of spices. Previously, only television was extensively used for getting the exposure, but by the course of time, now days popular newspapers like the **Prothom Alo**, **Jugantor**, **Samakal** and other Bangla newspapers feature bright and large printed advertisements of DEKKO Spice Powder. It is worth mentioning that, the publication of printed advertisements on newspapers is not frequent and regular yet



3.5.2 Budget/Expenses on Newspaper Advertisement:

BUDGET Duplicate

Bill No.	A HQ/DFL-08/ B # 1521
Date	March 31, 2008

Dekko Foods Limited.

Suvastu Zenim Plaza,
House # 37, Road # 16 (Old # 27),
Dhanmondi R/A, Dhaka - 1205

Attn: Mr. Nurul Amin Sheikh
Executive Director



Press Advertisement on Dekko Spice

Publication	Page	Date	Color	Size	Rate (Tk.)	Total (Tk.)	Discount	Billing Amount In (Tk)
The Daily Prothom Alo	Front Page	23.03.08 Sunday	Color	8" X 3 Col.	8,000.00	1,92,000.00	25% 48,000.00	1,44,000.00
	Back Page	25.03.08 Tuesday			6,500.00	1,56,000.00	25% 39,000.00	1,17,000.00
	Front Page	31.03.08 Monday			8,000.00	1,92,000.00	25% 48,000.00	1,44,000.00
Sub Total for The daily Prothom Alo								4,05,000.00
Publication	Page	Date	Color	Size	Rate (Tk.)	Total (Tk.)	Discount	Billing Amount In (Tk)
The Daily Jugantar	Front Page	16.03.08 Sunday	Color	5" X 5 Col.	7,500.00	1,87,500.00	25% 46,875.00	1,40,625.00
	3 rd Page	17.03.08 Monday		8" X 3 Col.	4,500.00	1,08,000.00	25% 27,000.00	81,000.00
Sub Total for The Daily Jugantar								2,21,625.00
Publication	Page	Date	Color	Size	Rate (Tk.)	Total (Tk.)	Discount	Billing Amount In (Tk)
The Daily Samakal	Front Page	12.03.08 Wednesday	Color	5" X 5 Col.	6,500.00	1,62,500.00	30% 48,750.00	1,13,750.00
	3 rd Page	27.03.08 Thursday		8" X 3 Col.	3,750.00	90,000.00	30% 27,000.00	63,000.00
Sub Total for The Daily Samakal								1,76,750.00



Continued Page on # 02

Page # 01

Budget at a glance

Publication	Billing Amount in (Tk.)
The Daily Prothom Alo	4,05,000.00
The Daily Jugantar	2,21,625.00
The Daily Samakal	1,76,750.00
Gross total amount	8,03,375.00
Add: 9% VAT on Tk. 8,03,375.00	72,303.75
Grand total amount	8,75,679.00

Ismat Ara Shilpi

Media Executive

Page # 02



3.3.6 Magazine Advertisement of DEKKO Spice Powder:

Magazine advertising is one of the most powerful marketing tools available. An ad placed in a magazine can improve sales enormously. Editors are, however, aware of the editorial changes that can be made by corporations through magazine advertising. Magazine advertising by major corporations nearly always has a content impact on the magazine. Starting up or maintaining a magazine is dependant on a few factors, but one of the most important is advertising. Magazine advertising can make or break a publication. Nearly all magazines depend on the revenue generated by their advertisers to stay in business.

Billions of dollars are spent annually on magazine advertising. Because of the amount of money involved, the brands that are being advertised, more often than not, have a say in what will be in the magazine. They can stipulate where they would like the ad, what type of content should be placed next to it and even what should not be in the magazine in which they are placing the ad.

DEKKO with Magazines

List of Magazines:

- 1. Annodin**
- 2. Saptahik2000**
- 3. Anondo Dhara**
- 4. Annona**



3.5.4 Budget/Expenses on Magazine Advertisement:

BUDGET Duplicate

Bud. No.	A HQ/DFL-08/ B # 1593
Date	May 1, 2008

Dekko Group

Suvastu Zenim Plaza,

House # 37, Road # 16 (Old # 27),
Dhanmondi R/A, Dhaka - 1205

Attn: Mr. Tareq Uddin
Brand Manager

Budget for Magazine Advertisement on Dekko spice

Publication	Page	Date	Size	Rate (Tk.)	Total (Tk.)	Discount	Billing Amount In (Tk)
Annodin	Inner	15.06.08 Sunday	Full Page	35,000.00 Both Side	35,000.00	40% 14,000.00	21,000.00
Saptahik 2000		6.07.08 Sunday		18,000.00	18,000.00	35% 6,300.00	11,700.00
Anondo Dhara		26.07.08 Saturday	Panel	6,000.00/ Per Page	3,000.00 For 5 Pages	35% 10,500.00	19,500.00
Annona		20.08.08 Wednesday	Full Page	16,000.00	16,000.00	40% 6,400.00	9,600.00
Design Positive and DTP System Work Charges							10,000.00
Gross Total Amount							71,800.00
Add: 9% VAT on Tk. 61,800.00							5,490.00
Total payable amount							77,290.00

Taka seventy seven thousand two hundred and ninety only

Ismat Ara Shilpi

Media Executive



Press Execution (Newspaper Ads)

Few Newspaper would be placed for strategic reasons.

Publication The Daily Prothom Alo, the Daily Jugantor, the others prominent national Dailies

Daily Ittefaq & few

Insertion 9 nos. of insertions national dailies at the time of later few reminder ads in inner pages

lunching and a month

Size & page 5" x 4 Col. i.e. 20 colinch ad in front pages at reminder ads will be in inner pages which might be B/W

launching time and

Cost includes Design, positive and insertion charge.

Insertion Cost

Sub total for Newspaper Campaign around

Tk. 20, 00,000.00 (Twenty lac only)

(Details will be given before execution)

Magazines are popular really entertaining for our target (ladies)

Publication Weekly 2000, Ananda Alo, Sananda &

Ananya +

Insertion Minimum 2 nos. of issues in each magazine

Size & page 4 nos. of full page / Double full page color ad cover story in each issue

and

Cost includes Design, positive and insertion charge.

Sub total for Magazine Campaign around

Tk. 5, 00, 000.00 (five lac only)

(Details will be given before execution)



3.6 Outdoor(Billboards):

A **billboard** is a large outdoor advertising structure (a billing board), typically found in high traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically showing large, ostensibly witty slogans, and distinctive visuals, billboards are highly visible in the top designated market areas.

Bulletins are the largest, most impactful standard-size billboards. Located primarily on major highways, expressways or principal arterials, they command high-density consumer exposure (mostly to vehicular traffic). Bulletins afford greatest visibility due not only to their size, but because they allow creative "customizing" through extensions and embellishments.

Posters are the other common form of billboard advertising, located chiefly in commercial and industrial areas on primary and secondary arterial roads. Posters are a smaller format than bulletins and are viewed principally by residents and commuter traffic, with some pedestrian exposure.

Several large and bright billboards have been placed in urban areas. Besides point of purchase signs have been distributed to retailers on limited basis. Moreover, these days the sides of large covered vans used to distribute DEKKO Spice Powder to the retailers and the body of large buses used to commute employees of DEKKO group are featuring large printed or painted advertisements of DEKKO Spices. These vehicles work as large moving billboards which cover a larger area each day and gain exposure to larger group of people.

Location of Billboard:

- **Dhaka: Mohakhali & Moghbazar**
- **Khulna**
- **Rajshai**
- **Jessore**
- **Barisal**



3.7.1 Budget/Expenses on Billbord:

BUDGED Duplicate

Bud. No.	AHQ/DFL-08/O # 120
Date	January 01, 2008

Dekko Foods Limited

Suvastu Zenim Plaza,

House # 37, Road # 16 (Old # 27),
Dhanmondi R/A, Dhaka – 1205

Attn. : Mr. MD. Tareq Uddin
Brand Manager

Sub. : Budget for Billboard hair

SL	Descriptions	Rate (Per Sft.)	Amount (Tk.)
01.	Item : Billboard Size : 15' x 20' Visual : Digital print with lamination Quantity : 1 (One) nos. (2 poll) Location : Banglamotor, Tejgaon facing The cost includes site rent, 3 PCs. Metal hay-light, one-year electric bill, carrying, fitting, and fixing with all complete charge for one-year rental basis.	50,000.00/Per month 650.00/Printing	6,00,000.00
Total Amount			6,00,650.00

Note: **The rate is VAT, TAX excluded if any.**

Terms and condition:

01. The rate offered is on annual rental basis.
02. 1st year maintenance will be done by AHQ at free of cost.
03. The Contract valid for 01 (One) year and there is a provision for further renewal.
04. Renewal for the next year should be confirmed one month before the expiry date.
- 05.** Incase of any damage done partly or fully of Billboard due to natural calamities like storm blown over 80 K.M., political agitation or any road accident the erection and the repair cost will share AHQ & Dekko equally upon 50:50 ratio at earliest possible time.

Ismat Aera Shilpi
Media Executive



- *hire vacant billboards for launch period and (six months).*
- *Also explore billboards / over heads /uni-pools / mega light boxes for a longer period of time.*

to go for 10 (ten)Nos. of billboards in strategically most important places in Dhaka, 3 (Three) in port city Chittagong, 2 (Two) in Sylhet, 2

(Two) in Khulna, 1 (one) in Rajshai, 1 (one) in Barishal and 1 (one) in Jessore, during the lunch and onwards (six months).

Area Country wide strategically effective 20 nos. of minimum size
billboards
Duration Six Months

Cost includes Site rent, Digital Print Cost, Design
Charge with all related cost

Sub total for Outdoor Execution around Tk. 40, 00,000.00

(Details will be given before execution)

Chapter 4

Product Positioning "OUTCOME OF IMC"

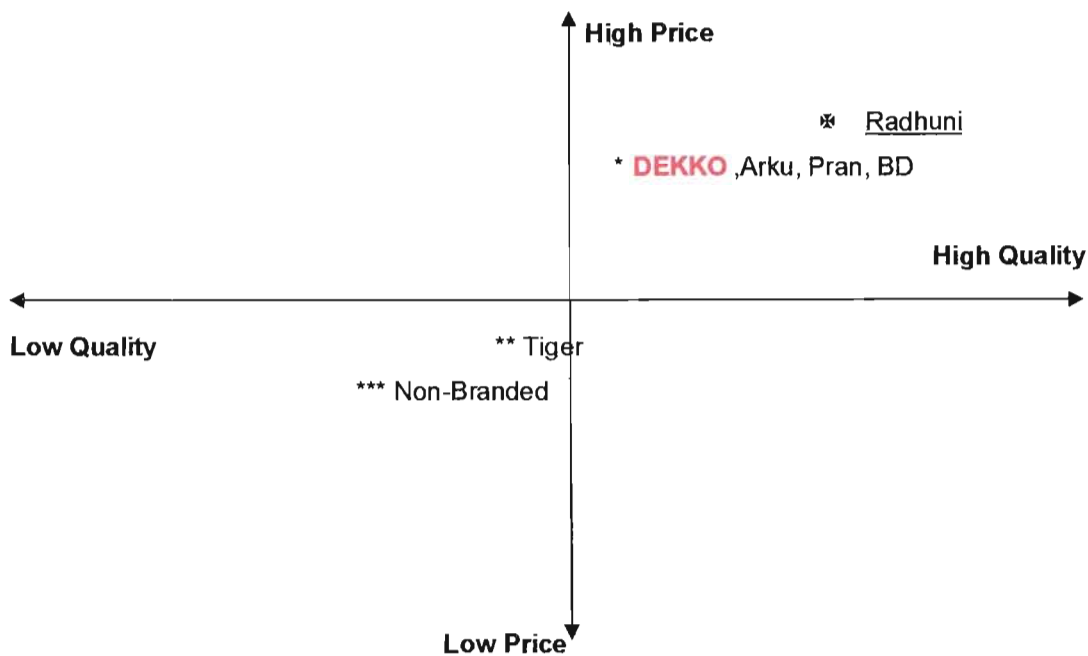




4. Product Positioning (Outcome of IMC):

Product Positioning is the deliberate placement of a specific a product by the marketer in the minds of the target market using various Marketing (especially promotional) activities. It is the actual result of all the promotional activities. It articulates how the consumers perceive the product in real life in comparison to other competing brands. Consumers deliberately do this ranking of brands in their minds based on various attributes of the product that bears significance to them. Perceptual Map is a tool that effectively measures this positioning. The most common attributes used to judge a commodity product are price and quality. In terms of price and quality, based on the data derived from the Interview I had conducted, the Perceptual Map for DEKKO Spice Powder looks like this:

Figure-11 Perceptual Map for DEKKO Spice Powde



Chapter 5

Findings, Recommendations and Conclusion





5.1 Findings and Recommendations...

So far what have been covered here in this report, suggest a present strong, favorable and prospective position of DEKKO Spice Powder in the Bangladeshi market. This position is greatly attributable to the wise and careful marketing strategy of DEKKO Foods Ltd., consistently backed-up by superior product quality and a favorable image in the minds of the target market. But, the current strong market position does not ensure future success due to volatile market structure and change in consumer preferences. Newer and more effective planning and execution should be undertaken by the marketing people of DEKKO Foods Ltd. on a continuous basis to strengthen the position of DEKKO Spice Powder in the market and also in the minds of consumers. As noted earlier, until now the marketing activities of DEKKO spices have proved to be effective. But, there is always a scope for improvement. This part of the report covers the little modifications in the promotional activities; which, if applied properly, might fortify the current market position of DEKKO Spice Powder in the future.

Weaknesses in Current Marketing Activities and Remedies for those:

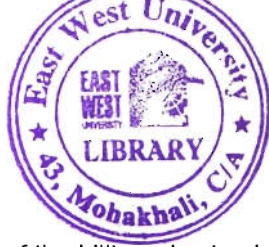
The following are the little weaknesses that exist in DEKKO's overall Promotional Activities:

1. Billboards & Point of Purchase Signs:

- ✘ Currently, the number of billboards used is relatively low. They grab attention of consumers on rare occasions.
- ✘ There is a lack of creativity and application of new ideas in the billboards. The billboards of DEKKO spices seem somewhat stereotyped.
- ✘ The billboards are placed among other billboards which reduces deliberate attention towards it.
- ✘ The billboards feature only the product's pictures and the messages. They do not attract people that much.
- ✘ Currently, billboards are placed only in urban areas that leave around the potential rural market.
- ✘ The use of Point of Purchase Signs is minimal.

Steps to be taken to enhance the effectiveness of the Billboards and Point of Purchase Signs:

- ✘ The number of billboards will have to be increased.
- ✘ The size of the billboards needs to be redesigned. Such as a billboard shaped like a packet of spices could be placed.



- ✘ The positioning of the billboards should be changed. Currently, they are placed in places where they do not get much exposure. The billboards should be placed in places where women visit frequently, such as around markets, kindergartens, road crossings, shopping stores, grocery shops etc.
- ✘ Currently, billboards feature too much white space. Use of more bright colors, popular models and messages should be applied.
- ✘ The concept of Billboards is relatively new in the rural areas. So, some billboards could be placed in rural areas to inform and grab interest of rural people.
- ✘ Displays saying “DEKKO Spices Available Here” could be supplied to the retailers; this will inspire the retailers as well as attract customers.
- ✘ Advertisements should feature stars and media personalities, who have positive reputation of housewives and family oriented people.

2. Print Media & Website:

- † The appearance of printed advertisements is very low and irregular.
- † The language of the advertisements requires significant level of concentration and involvement from the readers to derive the actual message.
- † The size and placement of the advertisements are not wise enough to grab attention.
- † The homepage does not provide any information on the price of the products and a comparison among prices of DEKKO spices and other competitor brands of spices.

The following modifications should be undertaken:

- † Advertisements on newspapers should appear more frequently.
- † The marketing message in the advertisements should be shorter and simpler.
- † The size of advertisements should be enlarged and the advertisements should be placed on pages specifically designed for women; such as on *Naksha* published by The Daily Protham Alo on Tuesdays.
- † Printed Advertisements should feature bright colors in them.
- † The homepage should be updated regularly and include information concerning price and other promotional information. They can post recommendations by nutritionists in favor of Radhuni on the webpage to create positive image.

3. Television Advertisements:

- ✘ Television advertisements of DEKKO spices are somewhat stereotyped.
- ✘ The dramatization sometimes seems too long, absurd and boring.
- ✘ Advertisements tend to focus too much on emotion related issues, rather than focusing on product quality and attributes.



- ✘ The frequency of DEKKO spice Advertisements are comparatively lower than advertisements of other brands of spices

Remedies for television advertisements of DEKKO Spice Powder:

- ✘ DEKKO's television advertisements should introduce newer themes such as family welfare, healthcare, peace of mind, superior taste etc.
- ✘ Advertisements should be more eye-catching and focusing on the benefits to attract housewives.
- ✘ DEKKO's advertisements should feature media personalities who have images of successful housewives, such as: Bipasha Hayat, Dolly Zohur and others.
- ✘ Currently, advertisements are concentrated towards the prime-time broadcasting. But, huge portion of Bangladeshi housewives do not work outside and they could be reached through advertisements broadcasted during the day.
- ✘ Fear appeals could be used to focus on unhygienic non-branded spices and to gain favorable image towards DEKKO spices.

Other suggestions for Future Promotional Success of DEKKO Spice Powder:

- ❖ Distribution: Although, DEKKO Spice is primarily designed for consumers in urban areas, hence a large market exists in the villages and suburbs of Bangladesh. As gradually the purchasing power and awareness of people increases, so does their interest towards new products. And because DEKKO provides superior quality at a premium price, it is sure to receive positive response from the upper class and upper middle class of the villages and suburbs. Currently, DEKKO spices are widely available in urban and metropolitan areas only. Now it is time to move towards the suburbs and then towards the villages using DEKKO FoodsLtd.' strong and efficient distribution channel.
- ❖ Sponsorship & Publicity: Currently, DEKKO sponsors cooking programs and uses ambush marketing during popular dramas. In addition to that, DEKKO can sponsor awareness programs related to healthcare focusing on bad effects of un-hygienic non-branded spices and benefits of DEKKO Spice Powder. Then, documentaries on DEKKO Spice powder showing the production, packaging and hygiene factor related processes can be aired to inform people and to reinforce Radhuni's positive image in their minds regarding hygiene, quality and better taste factors. Next, some infomercials featuring famous and well-known media personalities could be made showing the cooking process of a popular dish using DEKKO spices. In contrast to the media related promotions, some promotional activities involving the consumers could be launched as well, such as organizing a cooking contest for the housewives. This kind of program will initiate positive image in the minds of the consumers regarding DEKKO Spice Powder.



5.2 Conclusion:

This part contains a whole review of the total Project work, a brief summary and conclusion

Summary

The field of Marketing in the business sector of Bangladesh is not fully developed yet. As a result, the use of effective marketing tools to get consumer insights is still pretty minimal. Most of the large corporate houses existing in Bangladesh do not follow the global marketing trends properly but, now days the scenario is changing. The pioneering corporate houses are changing their marketing approach and Consumer Behavior has grabbed considerable attention from the people responsible for designing marketing activities. In this aspect DEKKO Foods Ltd. is among the forerunners and they have successfully implemented their marketing plans considering the significance of Consumer Behavior. As a result, DEKKO Foods Ltd. is one of the most successful organizations in the business sector of Bangladesh. It is expected that, more and more businesses will soon follow the example of DEKKO Foods Ltd. emphasizing on IMC and be benefited.

Conclusion

The following conclusions could be drawn from the report:

- ☆ DEKKO SPICE is the premium brand in the packaged spice market of Bangladesh.
- ☆ DEKKO's success is highly attributable to the successful planning and implementation of the marketing plan developed by DEKKO Foods Ltd.
- ☆ DEKKO has achieved best position in the market through delivering superior quality to its customers.
- ☆ Consumers are willing to pay extra price for superior quality.
- ☆ Currently, DEKKO is concentrating on younger, modern housewives in the urban areas.
- ☆ Older and traditional users are slowly but gradually getting attracted towards DEKKO Spice because of its quality and convenience.



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Annexure

1. *Data on ad expenditure/budget of DEKKO Spice Powder .*
2. *Brochure of DEKKO Group*
3. *Magazine (DEKKO'S ads)*
4. *Visiting card of related officer from whom I have collected information.*

