

Internship Report On

IMPACTS OF DIGITAL MARKETING AND PROMOTION ON

AGRO PRODUCTS

Perspective: Chowdhury Fisheries and Poultry Farm

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Submitted in Partial Fulfillment of the Requirements
for the Degree Bachelor of Business Administration



May, 2022

Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization: Chowdhury Fisheries and Poultry Farm

Internship/Project Report Topic: Impacts of Digital Marketing and Promotion of Agro Products

Term (Tick one): ☒ Spring 2022 ☐ Summer 2022 ☐ Fall 2022

SUPERVISOR APPROVAL

(Tick One)

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2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: TAUHID JAHAN ONTU (BLOCK LETTERS)

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LETTER OF TRANSMITTAL

31st May 2022

Parvez Mahmud

Senior Lecturer

ULAB School of Business

Subject: Internship Report on Chowdhury Fisheries and Poultry Farm

Dear Sir,

I am very pleased to let you know that I have submitted my internship report on Chowdhury Fisheries and Poultry Farm, under your guidance and instructions.

This report has enabled me to gain insight into the core facts of how fisheries and poultry farm organizations operate. Thank you for your supportive consideration for formulating an idea. Without your guidance, this report would have been an incomplete one.

I have given my sincerest time and effort to make this report as informative and accurate as possible. I hope that the report will thoroughly reflect my internship experience.

Sincerely,

TauhidJahanOntu

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ULAB School of Business

EXECUTIVE SUMMARY

The aim of the study is to find out the impacts of digital marketing and promotion of agro products. The study focuses on the importance of social media marketing in this digital era of e-commerce and how it will help Chowdhury Fisheries and Poultry farm to reach new potential customers and grow their business. The objective of the study is to find out the impacts of online marketing and promotions of agro products of Chowdhury Fisheries and Poultry Farm and how they can use social media and promotions to develop their business and make new opportunities for their business to be more successful. The study has regulated to show how social media is important for business growth in this new era of modern technology. The study also emphasized on how people can grow their business and profit of margins by using the social media marketing methods. In the whole study, I have tried to find out how digital marketing and promotions can help a business organization to grow and reach new boundaries, what are the setbacks and what are the advantages of using digital marketing and promotions. The primary data I have collected from survey questionnaire through Google form where I tried to find about the digital marketing and promotions impacts on business organizations. The secondary data, I have gathered from different Journals, Articles, Websites, Research papers. I have included the references on the last page of the report. I have provided the recommendations on the basis of the analysis and findings of the primary and secondary data.

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Part A: Internship Experience

Chapter One

Organization profile:

Chowdhury Fisheries and poultry farm was founded in 2016. The founder and proprietor of the organization is Asiffuzaman Chowdhury. The farm is located in Bortha, Mollickbari, Bhaluka. The main plan was to produce fish. They also have husbandry of cattle and broiler. The whole area of this farm is around 32 acres. The farm grows different types of fishes like Tilapia, Carp, Rui, Pangasius and Katla. They also breed different categories of fishes like Tilapia, Carp, Katla and Rui. They produce high quality fry of different types of fish. They supply the best quality fishes in the local market and try to contribute to fulfill the need of fish industry of Bangladesh. They have employees in different department working there. They have one supervisor for each of the department to look after the employees working there. A fishery officer comes twice a week to check the activities of the fisheries. They have around 50 cows that are mainly used to collect milk from them and they sell the collected milk daily in the local market. There are four people working there to look after the cows and the supervisor watches the activities of the employees working there. The employees collect the milk from the cows and store it in big containers. They also have around 2000 poultry chickens and they used layer poultry farming method to collect eggs from them. There are around five or four people working there to look after the poultry chicken and collects the eggs daily. The supervisor keeps the information of the collected eggs and report to the manager. They collect around 1500 eggs daily and they sell those eggs in the local market. There are 750 papaya trees, 150 mango trees, 90 coconut trees, 70 banana trees, 60 guava trees, 50 palm trees and other trees as well. They also do vegetables cultivation inside the farm area. They grow vegetable like puisakh, lalsakh, tomato, cucumber, carrots. They produce vegetables and fulfill the needs of the locals. The organization is working very hard for the last 6 years to supply good quality agro products and improve the quality life of the general people.

Mission, Vision & Objectives:

Mission: To produce and serve the best quality agro products to the customers.

Vision: To reach and create awareness in people's minds to all over Bangladesh by serving the best quality products and improving the livelihood of their customers.

Objectives: Produce best quality products in a good environment and make the best products available to our customers in a reasonable and affordable price so that our customers can have access to good quality products to improve their livelihood in consistent manner.

Products:

Hatchery Products:

Tilapia

Carp

Grasscarp

Rui

Mrigal

Pangasius

Kalibaus

Katla

Silvercarp

Also fry (Pona) of these categories of fishes are also available.

Other products:

Cow milk

Chicken eggs

Seasonal fruits & vegetables

Industry analysis:

Five forces model:

Threat of New Entrants: It means how easily a new company can enter the industry. For fisheries and agro farm industry the threat of new entrant is low to medium. There are less barriers, rules and regulations to start a new business. A big amount of capital needed to start the farm. It is also very hard to compete with the existing fisheries and farms in the industry as they have already a good grip in the market. That is why the threat of new entrant in the industry is low to medium.

Bargaining power of supplier: If there are less suppliers than buyers, then the bargaining power of suppliers are high. For this industry, the bargaining power of suppliers is low because there are more raw materials and fish foods suppliers available in the industry. The fisheries organizations buy in big quantities and the suppliers do not want to lose their major customers. That is why the bargaining power of suppliers is low for this industry.

Bargaining power of buyer: For this industry, the bargaining power of buyer is low to medium. For example, there are lots of local buyers who buy from the fisheries and sell it to the end customers. Sometimes the fisheries might ask for more price than usual and the buyers have to pay it since they have to provide to the root level customers. If one of the buyers does not buy from them, they will sell the products to other buyers. Again the buyers can switch to another organization for their needs of fish and other agro products. For this reason the bargaining power of buyer is low for this industry.

Threat of substitute products: The threat of substitute products for this industry is very low. People of Bangladesh will always have a need for fish. There is no alternative for this product. For these reasons the threat of substitute products is very low for this industry.

Rivalry among competitors: There is high competition among the competitors of this industry. There are equally balanced competitors and less differentiation among the competitors. Since the switching cost is high, their customers can easily switch to other fisheries and farms if they are not happy. The exit barriers are high because there will be a big financial loss if they want to exit the market. So, they stay as long as they can compete with the others in the industry. That is why the rivalry among the competitors is high in the industry.

SWOT analysis:

Strengths: One of the strengths of the organization is that it is owner operated business. There is possibility to increase the production without investing into new facilities and the production cost is also low. There is positive environmental contribution and the production is environment friendly. It is a sustainable industry. The hygiene factors of the production process are easy to control. The demand of the products is increasing and the existing market is growing.

Weaknesses: The main weakness is unpredictable outcome of production. Due to climate change and natural calamity the production process can bring bad results. This is one of the big risk factors. There is also competition from others like marine fish productions. There is lack of information and awareness in the workers and lack of investment to product development.

Opportunities: One of the opportunities can be the increase of sales in local markets. There is scope for product development by investing into research technology. The supply can be increased to fulfill the increasing demand. Different kinds of species which

is multi-species production can be done in the ponds. There is an opportunity to make direct sales in the farm.

Threats: One of the threats can be the competition from marine fish production. The marine fishes can be an alternative of the organization's core product. Another threat can be water resource as it is one of the important aspects of the production process. There can be a competition from the wild fish. There can be a threat from identification of species at the point of sale if there is lack of information and awareness. Irregularity in supply can result in market loss.

Chapter Two

Intern's Role and Responsibility:

During my time at ChowdhuryFihseries and Poultry Farm I have learned things that I did not know before. I worked there as an Intern under the supervision of the Manager of ChowdhuryFihseries and Poultry Farm. My duty was to notices the daily activities that are going on and report them to the manager. They feed the fishes two times a day and a doctor comes in twice a week to check the water of the ponds. I have to report these things to the manager that if everything is going well or not. I also have to look after the activities of the Cow milk and poultry chicken sections as well. Every day they milk their cows and store the milk in big containers. Later on they send this stored milk to their local buyers who generally run small stores. I have to report how much milk they produce, how much they have delivered and how left in the storage. I have also worked with poultry chicken department. They usually collect the eggs and after the calculation, have to report to the manager about how many eggs they have collected and how much they have sent to their local buyers. My job was to look after the activities going on ChowdhuryFihseries and Poultry Farm and report back to the manager.

Chapter Three

Observations:

In my time at ChowdhuryFihseries and Poultry Farm, I have learned many things about the organization. I have learned about their daily activities and the products they produce and how they manage it till their end. I have noticed that they do not have any website or social page like Facebook for their organization. This is one of their disadvantage in this era of technology they should promote their product on digital platform. Sometimes they are left with some of their daily products like milk and eggs. They can increase their sales and reach to new customers by promoting their products on social media platforms like Facebook. They can also create awareness regarding their brand by creating website for their organization and put detailed information about their products so that people can find out about them more easily.

Part B: Research Project

Chapter One: Research Design

Background of the study:

The topic “Impacts of Digital Marketing and Promotion of Agro products” is very essential for the growth of the any agricultural organization. Agro products are very important now a day in the life of the people of our country. These agricultural organizations should grow and create awareness all over the country. They should promote their products and reach the people with a view of their safe environment production system process so that people can know they are consuming the best quality goods. The digital marketing and promotion of agro is very important for the organization as it can create more awareness in the mind of the people and even increase the sales by reaching more customers. In this new era of technology, people are more driven to

technological devices and look for new things according to their needs. It is very necessary for any organizations to have their footprint on the digital platforms.

Research Objective:

The main objective of the research is to find out the Impacts of Digital Marketing and Promotion of Agro products.

Research Question:

What are the impacts of digital marketing and promotion of agro products of ChowdhuryFihseries and Poultry Farm?

Methodology:

I have collected the primary data from a survey through Google form. The sampling method of the survey was non-probability sampling method. I used convenience sampling method for the survey to collect the primary data. I have created the survey questionnaire on Google form and shared the link on Facebook and messenger to that I can get quick response regarding my survey. The audience of this survey was the people that I know and was close to me to that I can the get response easily. I have also collected secondary data from publications, books, articles, journals, newspapers, research papers, annual reports and websites.

Chapter Two: Theoretical background

Literature Review:

Digital Marketing is helpful to reach more customers and get good prices of the products. In this new generation of technological era and the increasing development in agricultural areas, digital marketing is a must adopt platform(Nagaraj, 2022). A business can grow by using the strategies of digital marketing and also digital marketing can be used to increase

the profit of the organization as digital marketing has a direct impact on the increase of profit margin. Without the use of digital marketing a business organization is limiting their chances to grow their business and they are limiting their ability to be more successful (DePino, 2020). “Marketing not only includes marketing on the Internet, but also includes marketing done via email and wireless media” (Shija, 2019). Now a day, from small to large businesses everyone is using digital marketing. It helps to grow their business and introduce their brand to new customers and also can gain new markets and markets channels (Shija, 2019). Digital marketing helps the farms to get good prices of their products and also the customers to get best quality and fresh products in a reasonable price. Because the agents and middle men are not involved in digital market and not getting any commission out of it. This is why both the seller and the buyer are getting benefited in the digital marketing system (Reddy, 2021). Digital marketing is a method that helps the farms to learn about their customers and it can help to build a good relationship with their consumers. Digital marketing sometimes can be a slow process to grab the attention of the audience and it helps big time to create awareness in the long run (Hamdan, 2021). “In recent years, agricultural information technology project to gradually promote the promotion of agricultural products network has become the main sales channel” (Ma, 2018). Online marketing and promotions for agricultural products has playing an important role these days. Internet marketing plays a crucial role in increasing the agro products sales and the profit margins of the peasants which increase the work efficiency and production of the agricultural products. The promotion of agricultural products shows a successful rate in the promotional strategy of a product. Rapid development of technologies and promotions also create new opportunities and give superior advantage in an era of internet and other marketing platforms. The agro products promotion strategy is a long term process and it takes time to understand the effect of the promotional strategy which cannot be determined in short period of time (Ma, 2018). The agro business promotion and product marketing help the business to expand and improve the effects of product marketing. The business promotion and product promotion can be done with data analyzer machine and modern technology machine. This is a smart system of agricultural marketing which has some positive effects

on the agricultural organizations' growth (Huang and Chen, 2021). The organizations need to be more effective by using the digital marketing technologies in products promotions and distribution to build a group of loyal customers and create a relationship with potential consumers of the organization (Nezamova and Olentsova, 2021). The agricultural brands can achieve big success on digital platform with low cost by using internet monetization. E-commerce marketing has a high efficiency in social media platforms using different promotional strategies (Liao et al., 2021). The use of social media platforms are highly efficient in agricultural products marketing. It increases the demand and sales of the agro products and also reduces the cost of the marketing of agricultural products (Inegbedion et al., 2021).

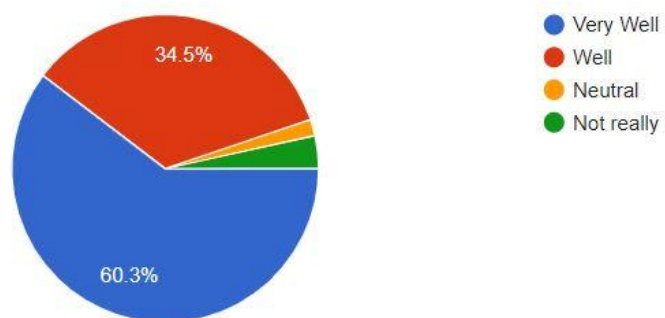
Chapter Three: Analysis and Findings

Analysis and Findings:

After getting the results of the survey questionnaire, I have noticed that most of the respondents have shared that digital marketing and promotions have significant impact for any organization.

How well do you think online marketing and promotions help a company?

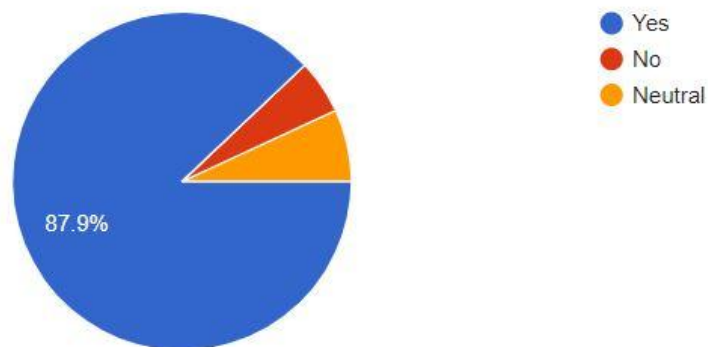
58 responses



The respondents has shared that 60.3% of them think that online marketing and promotions help a company very well and other 34.5% also think the same. If we look that the facts, we can notice that majority of the respondents think that online marketing and promotions really help a company.

Can a brand get more recognition through social media marketing?

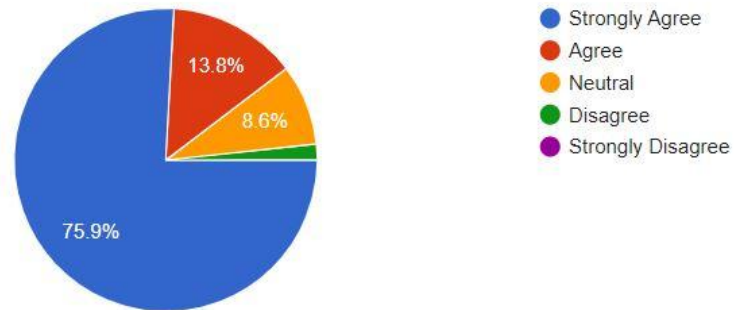
58 responses



If we look at this chart, we can clearly see that majority of the respondents are sharing that a brand can get more recognition through social media marketing. Only a few people think the other way but 87.9% of the respondents think that a brand should use social media marketing to get more recognition.

Social media marketing can grow organization's customers list?

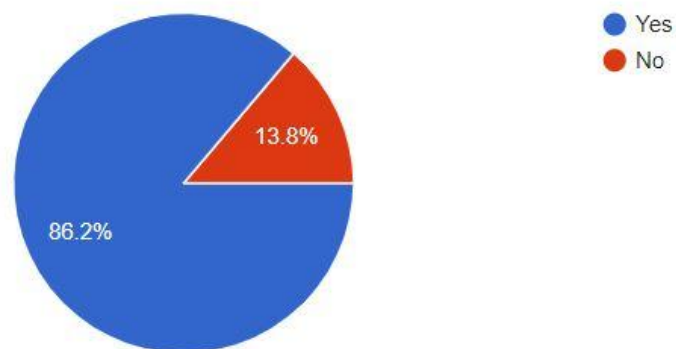
58 responses



Social media marketing can grow organization's customers list and again majority of the respondents agree with this statement. Now a day, social media marketing has become essential for any business organization. Organizations can reach their potential customers easily with low cost and high efficiency marketing strategy which is social media marketing.

Should we be using Facebook for marketing?

58 responses



Facebook has become one of the best social media platforms for all kinds of businesses. From small business to large business, everyone has their own Facebook page to share

information about their businesses. Even people are using Facebook for advertisement to reach new customers. From the survey we can see, 86.2% of the respondents think that organizations should use Facebook for marketing.

Another survey question was “What kind of promotions do you like to see a company offer?” and the respondents has shared their opinions. They said they would like to see deals like buy 2 get 1 free, Monthly flash sale up to 50%, combo package, discount on online payment, cash back offers, reward points etc. From the responses we can notice that customers are more interested in products if it offers any kind of promotion. So we can say that promotions can increase the sales of a business organization.

Chapter Four: Recommendations and Conclusion

Recommendations:

From the results of the survey and on the basis of the analysis and findings, we can see that the businesses will grow more and will make more profit if they have the presence of digital marketing and promotions. Chowdhury Fisheries and Poultry Farm do not use any sort of online marketing or promotions now. In order do to create more awareness and reach new customers they should use digital marketing and more frequent promotion. They should have their presence on social media marketing to advertise their company more efficiently. They should open a Facebook page for their organization and post frequently about their products and promotion offers to keep their customer updated. In this new era of technology, business organizations should follow digital marketing strategies to extend their limits and reach new boundaries. Chowdhury Fisheries and Poultry Farm should adapt to this new platform and promote their business through social media marketing in order to grow their business, increase their profit margins and reach their potential customers.

Conclusion:

The study was focused mainly on the impacts of digital marketing and promotion of agro products. Considering all the facts, collected information, data analysis and findings, results of the survey, we can say that digital marketing and promotion has huge impacts on business growth and profit margins. Social media enables business to increase their sales and get reasonable prices for good products. Social media marketing is highly efficient marketing strategy with low cost. It is found that digital marketing and promotion for agro products are highly effective. Agricultural businesses should follow the methods of digital marketing and promotions to reach new boundaries and make their business a successful one.

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