

## Fakruddin Foods: Which Way to Go?-A Case Study

A. F. Wazir Ahmad<sup>a</sup>, Md. Shahriar Parvez<sup>b</sup>, Md. Zahir Uddin Arif<sup>c\*</sup>

<sup>a</sup>Assistant Professor, School of Business, University of Liberal Arts Bangladesh, Dhaka, Bangladesh.

E-mail-Id: <afwahmad@yahoo.com>

<sup>b</sup>Lecturer, School of Business, City University, Dhaka, Bangladesh.

E-mail-Id: <mspavez\_educator@yahoo.co.uk>

<sup>c</sup>Assistant Professor, Department of Marketing, Faculty of Business Studies, Jagannath University [www.jnu.ac.bd], Dhaka-1100, Bangladesh

E-mail-Id: mjarif2004@yahoo.com, Website: www.zahiruddinarif.yolasite.com

### Abstract

It is believed that the economy of Bangladesh is on the threshold of achieving significant growth in the coming years. Ready or pre-cooked food retailing may take a boom in recent future. The case study discusses the early development stages of the business and the recent growth including the diversification scopes those are considered feasible. The case depicts the social changes in urban life of this small country, which puts a heavy impact on the consumption behavior and food habit.

Expected learning outcomes - The goal of this case study is to illustrate the challenges that exist in the decision making and implementing process of product diversification and market expansion yet maintaining the distinctive competencies. The following are the expected learning outcomes: the importance of forecasting in changing markets, maintaining the quality and core competencies, role and challenges of related and unrelated diversification in business expansion using an appropriate project structure.

**Keywords:** Expansion, Diversification; Competencies; Consumer taste and preferences; Supply chain management.

### PAPER/ARTICLE INFO

RECEIVED ON: 17/11/2012

ACCEPTED ON: 09/05/2013

### Reference to this paper should be made as follows:

Ahmad, A. F. Wazir, Parvez, Md. Shahriar, and Arif, Md. Zahir Uddin (2013).

"Fakruddin Foods: Which Way to Go?" *Int. J. of Trade and Commerce-IIARTC*, Vol. 2, No. 1, pp. 11-36



## **1. INTRODUCTION**

In the spring afternoon of 2011 Md. Rafique, Chairman of the 'Fakruddin Foods', Dhaka, Bangladesh, was carefully reading various national newspapers. He was at his office and has earned a cup of fresh juice as he has made some important instructions to his managers. He became delighted when he found the report about the quality foods especially biryani items of Fakruddin Foods. In that moment several ideas appeared in his mind. Next day Md. Rafique called a meeting. He got several suggestions and some new ideas for expanding the business of Fakruddin Foods. Placing the ideas on table with burhani, Rafique wanted to get comments from the Managing Director Md. Khaleque and the other key staffs of the Fakruddin Foods. Md. Rafique uttered that Fakruddin Foods already had an immense food value in country and abroad. He also said that then it was a time for Fakruddin Foods to diversify its business. Many new items including roast, nugget/kebab, paratha/samosa, fresh milk, zarda/feerni/desert, and premium quality biscuits/snacks, ice cream; kulfi which the business did not take before, were bubbling in his mind. But he knows that if he is not cautious with the product line expansion, he might loose the identical image of Fakruddin, which was gained over last four decades and many dedicated cooking of his late father. But he also feels that ready to serve and pre-cooked packed foods which are supplied daily/weekly basis and not order basis has an immense growth prospect which should not be ignored. Rafique strongly believes that Fakruddin must put its footprint in the international market in minimum in the neighboring countries. In the pre-cooked meal it is much easier to cross the boundary rather than a traditional order based dishes. Md. Khaleque was diverged with the idea and said, "We had already a prominence in this market so why we deflect our customary business?" That was enough to make a long debate by lingering these ideas where each of the Chairman, Director and other top management people of Fakruddin Foods has a different opinion about carrying their passionate business for next years and decades, but everyone here had a strong urge- they want to see Fakruddin Foods excelling with its name.

## **2. FAKRUDDIN HAS EARNED A NAME**

In the year of 1966, Fakruddin had been faced with staid economical hardships, and to overcome that state this meticulous man (Fakruddin), migrate from India to East Pakistan (now Bangladesh). But at that time various slapdash situation transpire between West and East Pakistan. Almost from the advent of independent Pakistan in 1947, frictions developed between East and West Pakistan, which were separated by more than 1,000 miles of Indian Territory. East Pakistanis felt exploited by the West Pakistan-dominated central government. Linguistic, cultural, and ethnic differences also contributed to the estrangement of East from West Pakistan. The man Fakruddin had been countered, another economical destitution after migration to Bangladesh

with his family. But Fakruddin (the immense diligent man), carried on his life by serving as gatekeeper of Viqarunnisa Noon School since 1952.

***Exhibit 1: Fakruddin Munshi***

While working in Viqarunnisa Noon School (the largest girls' school at Dhaka situated in a busy suburb), Fakruddin earned a name for his gentle nature and politeness. He had wanted to accomplish some fad extra for changing his life, at the time of his migration he had been introduced to Muslim Miah (a Chef to the Nowabs of India), who helped Fakruddin to learn cooking Mughali cuisine, and some other dishes. Fakruddin was desperate and one fine morning he tried his luck by offering his best dishes food to the Head Mistress (Principal) and other teachers of the girls' school.



The morsel taste of Fakruddin's food was so striking that the school authority permitted him to operate a canteen in the school arena. It was the beginning-and eventually from that small school canteen the Fakruddin Foods inflated its food industry not only in the Bangladesh but also in Malaysia, Singapore and Australia. It is the single most powerful brand name over the last decades in the festive food industry in Bangladesh.

**3. FAKRUDDIN'S RETAILING BUSINESS**

Mahbub Solaiman (a business man), wants to celebrate, his first wedding anniversary, his wife, Rabiya Solaiman desires to invite around hundred people, but she does not want to waste energies by burning oils all day at the suffocating kitchen of their tiny apartment. They have much easier option and Solaiman with his wife decided to order food items from outside, but they were very much conscious about the food quality and tastes. One of their relative advised them to order food from the Fakruddin and also praised about the high quality and tastes of Fakruddin dishes. On the next morning, Solaiman called Kazi Kamrul Islam Shakil (Manager of Fakruddin Foods), and asked about their service system and also about their food quality and variety. Shakil (Manager of Fakruddin Food) informed him that presently Fakruddin Foods runs the catering business in three ways; small scale retailing, cooking and catering at the buyers premises and home delivery including catering. Under the regular basis Fakruddin Foods has restaurant business and other regular catering business. Fakruddin Foods has six outlets in Bangladesh, five branches in Dhaka and one branch in Chittagong. All of them are at posh and busy area. At these outlets customers can sit and dine or they can take out the food.

***Exhibit 2: The Common Items of Retailing Outlets***

**Katchi Biryani:** Spicy main dish that mixes steamed rice with long marinated mutton served in two sizes half and full (suitable for two persons). It is considered the most favorite festive food in Bangladesh.

**Tehari:** Chicken or beef in small pieces mixed with fine soft rice and chili. Hot item in afternoon dining, also available in full and half size.

**Chicken Biryani:** Authentic Muglai dish (Murg Pulau) that mixes soft steamed rice of special variety with long marinated and fried South Asian red rooster (Murg) pieces and spices. It is considered as a delicacy.

**Chicken Roast:** Fried marinated chicken with gravy of ghee, onion and spices. Available in full chicken, half or one fourth. Most common serving is one fourth.

**Borhani:** Sourly appetizer and digestive drink made with yogurt, green chili, mint leaves, black salt and other spices. A common item with Muglai dishes specially with Katchi.

**Firney:** Desert item that mixes milk cream, aromatic rice, peanuts, almonds and saffron and sun dried grapes.

**Jali Kebab:** Very spicy beef or mutton patty fried with egg dip. Delicacy in festive dining. Served with pulao or biryani.

**Shammi kebab:** Deep fried spicy patty made with grounded beef (kima) and pulses paste. Fresh onion and mint slices inside.

**Zarda:** Bright orange color sweet aromatic rice with slices of almonds, dry grapes, processed fruits and fresh cream.

**Mineral Water(Small/Large)**

**Soft Drinks:** Carbonated beverages of common brands outsourced and served.

For a large scale dining (usually for more than one hundred people) Fakruddin arranges cooking and catering at the host's premises. It sends cook, assistants and cooking pots to the premises five to seven hours before the dinner time. They set up temporary ovens usually by burning fire woods. This concept is very popular in Dhaka City and other large township in Bangladesh. People in numerous occasions like wedding, birthday or anniversary dinner consider this method of catering and the average attendee is three to five hundred. For other occasion like convocation, annual general meeting, large scale wedding party or reception of political leaders/celebrities a much wider range of cooking staff and instruments are needed. Those occasions are attended two thousand or more diners and some time it goes up to twelve thousand.

### *Exhibit 3: The Common Festive Dining Occasions*

**Wedding:** Usually the biggest festive dining occasion in Bangladesh. A marriage in Bangladesh is guided by both religious practice and cultural heritage. Middle class and above people divide the marriage into four different sessions usually held up in four different days. These are engagement (pan chini), bachelor (stag) party (gaye holud), the marriage ceremony (akd) and post marriage reception (walima). Most of the family takes months to plan and celebrate these four occasions related to the marriage. Families save money for decades to spend over these functions. On average three to five hundred people dines in the later two occasions while other two takes fifty to hundred participants. Average income families also illuminate decorative lights and hoist festoon like gates in front of the houses for weeks over the issue. It is also a source of good business of slam scale electric subcontractors (locally known as decorators).

**Marriage anniversary/ Birthday:** Rich families spend heavily on these days and invites hundreds sometime thousands of people. Average-middle class families invite fifty to hundred people and for them the spending budget gets bigger, if it is something more than an anniversary or birth day like 10<sup>th</sup> year celebration, 25<sup>th</sup> year celebration etc. or it gets coincide with other issues like visit by the foreign living friend or family member, getting a job, graduation or going abroad for education or job.

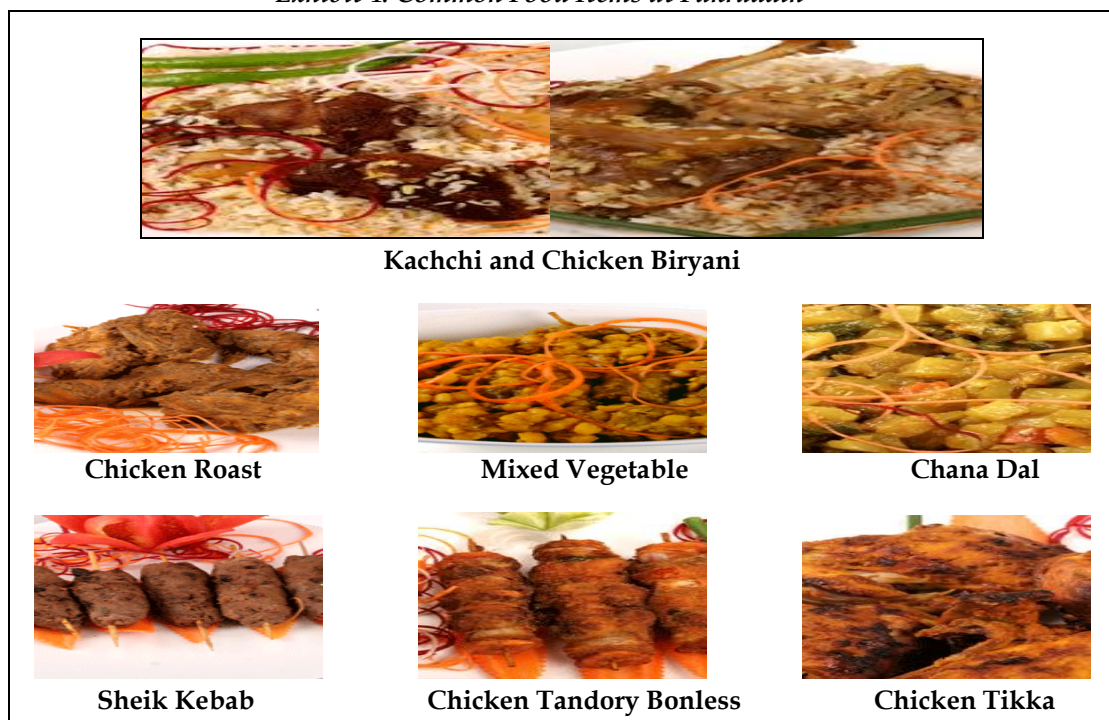
**Child birth/ circumcision:** Most of the child birth (akikah) is celebrated inviting friends and relatives and neighbors and for the rich the attendance may cross thousand. Most of the functions

are arranged during day time and followed by a massive lunch party.

**Corporate/business occasions:** Corporations, businesses, agencies and other institutions throw big parties in case of the annual general meeting (AGM), launching of new product, brand or logo, signing contracts, annual book closing, installation of new management committee, reception for receiving awards or business, branch opening ceremony etc. Most of the cases the party is followed by dinner or lunch usually arranged as buffet. These parties accommodate five hundred to several thousands people. AGM is the biggest corporate issues where number of attendee may exceed ten thousand. It is common in Bangladesh to serve lunch/dinner box to the shareholders. Graduation party is another heavy dining occasion. In Dhaka city more than fifty universities are in operations. Preparing two to three thousand meals over the issue of convocation or university day is a very common practice.

**Break of fasting (iftar) party:** During Ramadan all business and no business bodies try to arrange small or large-scale iftar parties where people gather before sunset to break the fast together. The menu includes halim, dahi bora or yogurt drinks as starter, chana (pulses) and muri (puffed rice) or kebab and paratha as main and gilabi or firni as deserts. Average attendance varies from several hundred to thousands Similar parties are arranged for the mercy of departed souls each year and fortieth day of the death where sweets especially gilabi and tehari are served in boxes/containers as take away basis.

*Exhibit 4: Common Food Items at Fakruddin*



*Exhibit 5: Restaurant Interior in Gulshan and Mirpur*





**Exhibit 6: The List of Seasonal Products**

**Halim:** A spicy and hot lentil soup with chicken mutton or beef. Believed to boost energy, cure common cold, digestive and appetizing. Widely taken during break of fasting or before afternoon tea or coffee. The demand mounts in winter season. People are habituated to drop by a halim shop to have a small bowl of it for prices equal to one to two dollars, or take home in small to large containers serving four to eight people.

**Dahi Bora:** Spicy and salty yogurt with pulse made balls in it. Widely known to help digestion, reducing body heat and relaxing body muscles by supplying essentials salts and minerals. A common item for breaking the day long fasting. Demand peaks during the summer.

**Pakora:** Fried vegetable or cheese dipped in lentil paste. Has wide range of variety with different names like piazu, beguni, chop, ball, kofta etc. Most popular snack and a very common item of iftar.

**Gilabi:** Crispy deep fried paste of pulses containing sugar syrup inside. One of the most popular sweet in the country. Have some variety in colors and flavors. The size varies from small to very large. Energetic sugary food and widely used as snack and a most common item of iftar.

Solaiman was convinced and decided to try Fakruddin on the special occasion. After consulting his wife and her friends the couple ordered for Katchi Biryani, Chicken Roast, Borhani, Firney, Jali kebab and Chatni etc. for their anniversary. When the party was over, Solaiman and his wife Rabiya were highly satisfied on the Fakruddin's hassle free dining and catering services. It was a happy ending where Rabiya had not to sweat in the kitchen for the whole day and yet could not be confident on the taste of Borhani. Solaiman was feeling proud as the guests were cheering loudly over the quality of the food and when it was all over, he has realized that it could not be so easy with other commercial cooks. Fakruddin Foods has eased the concern for quality of the commercial food, and this is how it got a new couple Solaiman and Rabiya in the list of loyal customers of Fakruddin Foods. Apart from this type of business, for what Fakruddin is widely reputed, they do other types of seasonal retailing especially during Ramadan. All the outlets get ready with the season approaches and the nostrils get amused of the mouth watering smells of their secret recipes.

#### **4. FESTIVE FOOD MARKET IN DHAKA**

Bangladesh is a country of heritage foods, from the Remnants Civilization (before 1000 BC) to Contemporary Civilization (twenty first century), various empires dominated this part of India named "Bengal" (now Bangladesh), and a mammoth history was related with this country. Various empires celebrated many festivals at time of their realm, where every festival had carried some especial food with them. Some of the recipes got wide acceptance among the people of Bangladesh and gradually have turned into festive food in Bangladesh. Festive foods are cooked

over to celebrate occasions and many festive occasions in Bangladesh mix with important dates of Islamic or Hindu calendar as the people here are believing and practicing religion dedicatedly. To fulfill the demand of festive food, the local festive food industry has grown tremendously over the last two-three decades. In this growing industry supported by a steady GDP growth and population boom, there are many competitors, among them the closest rivals of Fakruddin Foods are:

**Star Kebab:** The largest traditional dine out chain of the city who also supply orders with home delivery. Foods are considered cheaper than all the rivals. They sale in bulk and some items are finished almost with in minutes. A traditional kebab snack is a great alternative to the usual western fast food items like burgers and fries, and what better place to go but the famous Star Kebab! They provide an array of delicious, spicy kebabs and *tikkas*; the best ones to try would be their Mutton *Boti* Kebab and their hot Chicken *Tikka* and they also provides soft and warm *naans* to accompany for the meal. In the festive food industry of Bangladesh, Star Kebab had captured the customers' satisfaction. They have four full-fledged outlets with some selling points.

**Lalbag/Old town shops:** Biryani is the most popular single dish dinner for many people in Bangladesh. Old part of Dhaka is famous for many delicious food items. Some of them are: Tehari, Morog Polau, Morog Mosallam, Kacchi Biryani, Mama Halim. Among them Hajir Biryani is the best. Hajir Biryani is not only the best in Bangladesh but also in the world. It is now world famous.

*Exhibit 7: Old Dhaka Style of Selling Mutton/Beef Biryani*



Hajir Biryani started its journey in 1935 by Haji Mohammad Hossain in Kazi Alauddin Road, Old Dhaka. This Biryani is made by small grain kataribhog rice, mustard oil and mutton. It is usually served on dried jackfruit leaves. It is also served on plate when people eat it at the very Biryani shop. It has to eaten steaming hot at the very restaurant for the whole experience. Only two cauldrons of Biryani are cooked per day and the food usually runs out in less than 90 minutes early in the morning, and less than 45 minutes early in the evening. They never use any advertisement or have any signboard for this food. They never think its commercialization. This is a delicious food at Dhaka. After eating this fabulous food, you will not feel heavy. The simplicity of Haji Saheb and his Biryani separates it from the other thousands of food items in Bangladesh. Some shops are trying to copy the grand success of Hajir Biryani by following similar recipe and providing identical taste but so far, they are far apart for the original Hajir Biryani. Usually when a customer misses to manage his or her plate of biryani form the dedicated shop they try to get it from the competitors.

**Customer's expectation:** Mr. Asraf, manager of a reputed business house, has credence on Fakruddin Foods, because he finds Fakruddin to be the most recognized brand in the festive food industry in Bangladesh. As Mr. Asraf expressed "More than ten years this food company

congregates my expectation, in this long period of time I have observed other festive foods (company) but they were unable to make me satisfied". As a customer Mr. Asraf counts on the quality and taste of food, dependable service, reasonable price, hassle free and on time delivery etc. Fakruddin Foods constantly fulfills his expectations and not only Mr. Asraf, there are uncountable numbers of loyal customers for Fakruddin Foods.

## **5. HOW WAS IT ALL POSSIBLE?**

Success is a dynamic issue insight every fame. Fakruddin Foods has some key success factors, which are vigor for its eminent.

**Taste and quality:** Taste, compared with Hazir Biryani, Fakruddin has some different flavor. Fakruddin Biryani is so much fresh and lucrative and smell is very charming and attractive. When a person picks-up a piece of meat from the plat and eats it then he/she will get distinctive ingredients from others. That is way customers are very satisfied in regarding those products of Fakruddin. Sales is increasing day by day in domestic market and foreign market.

Quality is a global concern because customers are becoming aware about the products. Considering the quality of foods, quality of environment and quality of employees, Fakruddin Foods maintains international standard. Employees of the Fakruddin restaurant are efficient and skilled enough to make such kind of foods. All the employees are taking training from the main branch for preparing and servicing the foods.

**Supply chain management:** Fakruddin Foods has a very long supply chain. The source of mutton, beef can even be a farm somewhere in north Bengal. They procure vegetables from local markets. Meat is supplied by four different suppliers. They try to diversify their supply chain so that they can go to a second supplier if one cannot provide their ingredients. Milk usually comes from places around Dhaka and they are continuously trying to improve their position in the value chain.

As for example, these days they have started to make curd by themselves, which they previously had to procure directly from suppliers. This gives them ability to deal better with demand fluctuations. Spices come from the largest importers of spice in Bangladesh.

Fakruddin Foods has some selected trusted suppliers. As a result, it can take any types of order. Fakruddin Foods never buys any types of cattle. Its suppliers supply finished meat. Suppliers make the finished raw materials at very beginning of the day. That is why Fakruddin Foods can present fresh food for its customers. Hazi Monu Mia is a traditional supplier of mutton. Fakruddin Foods has two suppliers of mutton (Monu Mia and Nasim), two suppliers of beef (Shamsu and Shamim) and three suppliers of chicken. Fakruddin Foods collect rice, oil, and spices from a shop in Chokbazar. All the payments are held in cheque. Fakruddin Foods has different branches in Bangladesh and also outside of Bangladesh. It has five branches; these are located in Uttara, Dhanmondi, Gulshan, Motijhil and Chittagong. Except Chittagong, Fakruddin sends all finished goods to its all branches. That is for all cooking in at one place.

**Delivery and commitment:** Home delivery will add an extra service charge. Fakruddin Foods provides quickest service from its rivals. Fakruddin Foods has some seasonal items. The thing they emphasize on most to their suppliers is consistently good quality and for that, they pay them more than other restaurants do.



**Cost and profit margin:** Fakruddin Foods brings out money from its foods business through minimizing costs and turns it as a maximum profit. Fakruddin Foods are mainly premium prices foods but they buy all types of foods materials as a lower price and their transportation cost is low whether it is not easy to make a profit.

**Table 1: List of Product Price**

Name of item	Price	
	Half	Full
Chicken Kacchi	BDT 120	BDT 200
Beef Teheri	BDT 75	BDT 150
Chicken Beriani	BDT 120	BDT 200
Chicken roast	BDT 90 per piece	
Borhani	BDT 40 per glass	
Firnuy	BDT 30 per piece	
Jali kabab	BDT 30 per piece	
Chatni	BDT 150/200/250 per pack	
Mineral Water (big/small)	BDT 10/20 per pack	

**Catering:** Other than festive food processing, Fakruddin Foods also provides catering services for larger family occasions, corporate functions and gala dinners. This includes preparing the venue, carpeting, lighting, table setting, decorating and of course serving the dishes.

**Exhibit 8: List of Items Leased for Catering (Services Available for up to 500 People)**

<input type="checkbox"/> Waiters: In formal Fakruddin restaurant's outfit	<input type="checkbox"/> Serving Spoon
<input type="checkbox"/> Event Manager or Chef	<input type="checkbox"/> Dessert Spoon
<input type="checkbox"/> Ceramic Plate- full, three fourth & half	<input type="checkbox"/> Food Warmer: including burning jell
<input type="checkbox"/> Glass	<input type="checkbox"/> Table cloths
<input type="checkbox"/> Jags	<input type="checkbox"/> Dinner size Paper Napkins
<input type="checkbox"/> Spoon, Fork and Knife set	<input type="checkbox"/> Washing Tub
	<input type="checkbox"/> Cooking Pot

The cost of leasing these items for 200 people is approximately BDT. 20,000 without delivery charges and taxes. Some of the Fakruddin Foods's out of the country locations do similar services but charges vary widely in abroad. For a dining of large group (more than five hundred dinners) special arrangement must be made so that additional crockeries and silvers are arranged. Fakruddin Foods also started event management. This service is available for events of more than 200 people. Service includes event planning with the host, venue selection, meeting with decorators, site visit etc. by approx. \$200 per event.

**Restaurants:** Fakruddin Foods opened well-decorated restaurants in the posh locations of the city to give the dwellers the taste of festive food while having an outing with family or friends. All it started with a tiny outlet at a walking distance from their main kitchen decades ago to sell the left over items. But it gets tremendous popularity among the Dhaka dwellers and in late 2011 Fakruddin Foods has opened their seventh restaurant outlet in Farmgate (a hub of city traffic).

Some of the restaurants sell popular breakfast items (paratha, dal, khichuri etc.). They have a juice bar like set up inside the store where faluda, borhani and lassi are heavily sold on hot summer days. But outside Dhaka only one restaurant has so far operating that is in Chittagong, the port city. Bangladesh has nine other large cities where more than a million people live but those markets have been completely unexplored.

**Exhibit 9: Restaurant Set Menu and Price**

<p><b>Menu 1:</b> Price: BDT 370 Kattchi Biryani, Chicken Roast/Tikka, Kabab-Jali/Sami/Tikka, Borhani, Firny, Salad, Mineral water</p> <p><b>Menu 2:</b> Price: BDT: 300 Polaw, Chicken Grilled/ Roast, Mutton Rezala, Borhani, Firny/Jorda, Kabab/Jali Tikka, Salad, Mineral Water</p> <p><b>Menu 3:</b> Price: BDT 380 Chicken Biryani, Mutton Rezala, Borhani, Kabab Jali/Sami/Tikka, Firny/Jorda, Salad, Mineral Water</p> <p><b>Menu 4:</b> Price: BDT 300 Fried Rice, Chicken Fry/ Chicken Tikka, Mutton/ Chicken Rezala, Mixed Vegetable, Salad, Mineral Water</p>
---

**Exhibit 10: Order Items at Restaurants (Minimum Order for 20 People)**

Steamed Rice	Mutton Rezala
Chicken Curry	Mixed Vegetable
Beef Curry	Dal Bhuna
Fish Curry	Firni
Fish Fry	Lassi
	Zarda

**Table 2: Member of Staff and their Wages in the Central Kitchen (Approximate)**

Member of Staff	Number	Wages/ Salary (BDT)	Total Administrative Expenses/ Per Month (BDT)
General Manager	01	30,000	30,000
Manager	02	15,000	30,000
Housekeeping	15	3,000	45,000
Kitchen and Service Staff	80	2,500	200,000
Waiters	50	2,500	125,000

**6. FAKRUDDIN FOODS IN NEW SOUTH WALES, AUSTRALIA**

The first overseas restaurant was opened in Sydney. As the leaflet of grand opening says, “Fakruddin Foods maintains premium quality. The ratio of rice and beef is 1:1.5 in kacchi. The taste is unique. Fakruddin Foods is fabulous for taste. Its price is comparatively little high. Premium quality persists to premium price. You do not need to order for any quantity before two or more day. You just have to order one day before when you wants to delivery.” One of the managers of Fakruddin Foods said, “Prices are for pick up by the customer from our restaurant at



89 Railway Street, Rockdale. We would supply the food in one time aluminum containers which you would not have to return to us after the event. For catering orders of more than 100 people, we would supply the food in our pots (Patila) and in that case we would deliver the food and bring the pots back with us”.

**Table 3: Price List for Australia (in AUD)**

<b>Kattchi Biryani</b>	
Marinated meat Cooked with Kalijira rice, fine spices and Saffron.	
Decorated with egg and potato	Price: \$11.99
<b>Chicken Curry</b>	
Chicken mixed with gravy, made with fried onion, natural yogurt and Saffron. Small Price: \$4.99, Large Price: \$10.99	
<b>Mixed Vegetable</b>	
It is a mixed vegetable cooked with spices. Taste is amazing.	
	Small: \$3.99, Large: \$8.99

**Exhibit 11: Customer Reviews for Fakruddin Restaurant**

25th July 2009 6:30 pm
<i>It is a Bangladeshi Restaurant. Really excellent meals. I like the taste so much specially the 'Kacchi Biryani'. In my opinion, the price is a little bit expensive but the service and quality of food is fantastic!</i>
3rd July 2009 7:10 pm
<i>It is a new restaurant. The food is really delicious. A bit expensive but the taste is great! It is a Bangladeshi restaurant but people who like Indian curry can also enjoy eating here.</i>

## 7. FAKRUDDIN FOODS: OPENING IN MALAYSIA

“The mouthwatering recipes of the world famous Chef Fakruddin Munshi, popularly known as Fakruddin Baburchi, is now in Malaysia, starting June 2010. After winning the hearts, and ‘stomachs’ of thousands, in the United Kingdom and in Australia, we are now set to surprise the Malaysians, by their appetizing South Asian cuisine.

Our outlet in Petaling Jaya will be operational from June 2012. The opening of our store is on the 12<sup>th</sup> of June. So don’t forget to drop by with your family and friends and be a part of an incredible dining experience! Also, there will be special discounts and offers on the day of the opening!

So hurry up! And put our phone number on your speed dial! Because after June, a day won’t go by when you won’t feel the need to dial it! That is Fakruddin’s promise to you.”

## 8. FAKRUDDIN FOODS IN SINGAPORE

As a hub of South Asia, Singapore attracts many Bangladeshi, Indian and Pakistani peoples who are great Biryani lovers. In early 2011, Fakruddin Foods opens a Restaurant in Singapore with the slogan Food of the Nawabs (meaning elite).

Form the beginning it attracted spicy dish lovers and not only south Asian, you will find many Chinese, Korean and Japanese people to queue there to have a taste of east Asian Cuisine.

**Exhibit 12: The Front View of Restaurant in Singapore**



## **9. FUTURE PLAN**

Fakruddin's Restaurants' ambitious plans are apparent through its future plans. The venture was the first restaurant of Bangladeshi origin to open a branch outside Bangladesh. After its first profitable overseas restaurant in Singapore, plans are under progress to open 2-3 more branches within Bangladesh, and then develop into an international restaurant chain. The venture plans to open branches in the USA, United Kingdom, Dubai, and Malaysia within the next two years. Especially there is a most potential market in Middle East country. Most of the Bengali expatriates stay in the Middle Eastern country. Fakruddin Restaurant can target on this Bengali people with its biryani type foods. Perhaps he can supply biryani foods in daily basis to various houses, job places as a result flavors of this foods not damage.

Fakruddin Foods management plans to expand their retailing of *nawab's* food to UAE, UK and USA. But it creates lot of confusion among the owners because traditionally it was festive food, should it change its locus and become a street side restaurant chain someday? There may be a million dollar question.

Now lot of decisions are being made by the grandchildren of Late Fakruddin Munshi and some of them are over ambitious than their fathers. The younger son Shafique strongly opposed the idea of expansion that goes beyond catering. But his nieces and nephews were trying to expand what Shafique termed "beyond my father's line." In Late 2011 Fakruddin Foods is expanding its business into real estate, which created hair raising family feuds. The young owners try to expand "as much as we can, and why not?"

## **10. CHANGE IN PREFERENCES OVER LAST DECADE**

Bangladeshi peoples love fresh foods and they will prefer it too be cooked in front of them. Traditionally they used to gossip while cooking and dine just beside the oven. Packed foods or even refrigerated dishes were not taken as normal, alleged to taste like stone and widely believed to be unhealthy. Dhaka residents also carried these heritages for decades but those days are over now. Like any other big city the life style of Dhaka is changing with the passage of time. And that mean change of people's food and shopping habits. It creates a huge opportunity for food business as over the last two decades people's preferences for pre-cooked items increased steadily.

Now a good number of people, who reside in Dhaka city, do not afford to spend their time in preparing food, which was so obvious twenty years back. Change of life style made the expectation of achievement higher, which demand people be faster, working harder for earning more money. Everyday spending a good amount of time in the kitchen or grocers is becoming

unbearable to most of the running class who are thriving to cross the border of their economic class. Here the pre-cooked concept comes to their mind.

When you live in a city like Dhaka, you have to plan your day carefully because it is not unlikely to get stacked by a traffic and lose three hours from your day! Probably it is the time you could make the food for the whole family. If you can brave the stranding roads, you need to buy fresh vegetables and meats, the two common items of Bangladeshi dishes. If you are not careful about and are not an experienced shopper, who has learned from previous mishaps, you will end up getting raw fishes or tomatoes that are too hard to boil. Painful is, above all you have to check the prices over at least three shops/sellers, and participate a hair raising bargaining before you can conclude the deal. Most of the grocers in the town are not selling with price tags. Local people seem to enjoy that but what about a person who is counting on time?

The ultimate pain is lack of domestic helps. Common Dhaka city families used to have domestic helps (popularly termed as 'bua' means maid) who were helping in preparing foods, cleaning cooking pots and washing the kitchen. In some families they were also wash the dishes after meal and share the food as they spend extra time on duty. Those were mostly females of a not wealthy family who can spare some time from maintaining her own family and kids and earn some money by helping wealthy ones. Due to little and slightly visible industrialization and marginal woman empowerment, these ladies are now getting more prosperous jobs like cleaner of hospital, factory or even cook's assistant in worker's den. They are desperate to come out of the uncomfortable and monotonous job of providing domestic help. Of them who are below thirty try to get a job in ready-made garments industry which has the largest women employees in Bangladesh. Without the assistance you need to cook, clean and serve, it is not unlikely that you want to buy pre-cooked foods.

With the regular demand for complete pre-cooked foods, with the emergence of the rich class the number of holiday dinners is also running high and some local grocers have turned to preparing turkeys, nuggets, rolls and an assortment of side dishes for tomorrow's feast. The ever increasing demand reflects an increased confidence by consumers in quality products, and grocery stores are getting better at it. City people accepted very easily the comfort of pre-cooked meal.

The concerning point is quality of the food, because, without an acceptable quality people are not going to accept one brand. From the producer's point of view, it is rather a matter of production planning and demand estimation; most pre-cooked foods have only weeks of shelf life as freshness matters. The retailers may end up with piles of pre-cooked samosa when the shoppers are demanding for paratha. Since pre-cooked gives you the comfort of warm and serve, consumers are ready to pay higher prices. It creates an immense opportunity for Fakruddin Foods to make a good profit but it is only if they decide to get into pre-cooked food business.

## **11. FOOD PROCESSING INDUSTRY IN BANGLADESH: BRIEF DESCRIPTION**

The food processing industry is a 4.5 billion USD industry in Bangladesh. Processed food represents one of the major potential sectors in terms of its contribution to value addition and employment. The sector accounts for over 22% of all manufacturing production and employs about 20% of the labor force. All food processing enterprises account for 5% of GDP (around 4.48 billion USD).



There are nearly 700 processed food manufacturing enterprises in the country. These include processing of bakery confectionary, fruits and vegetables, cereals, dairy, carbonated and non carbonated fruits juices, drinks, others beverages and various other food products.

Export markets have not been developed and explored. The export level of agro-processed food products from the country is expanding rapidly. In the last three fiscal years from 2005-06 to 2007-08 it has expanded 22% on average. But measured in absolute terms only 22.98 million metric tons of processed food products worth USD 23.88 million was exported in 2007/2008. This is less than 1% of the processed food production. The local food processors and exporters have only focused on- and succeeded in entering the 'ethnic export markets' with 'ethnic products'.

The mainstream super-chain market with processed food products of international standards has not been targeted despite vast production opportunities within fruits like pineapples, mangos and different kinds of vegetable, spices, oils etc., which could be produced for the main stream markets. More precisely Bangladesh only has 0.1% of total world export.

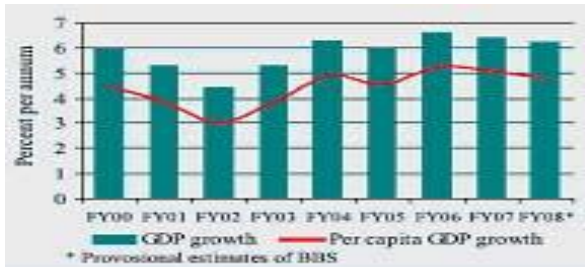
At the moment, Bangladesh exports around 90 kinds of agro-processed food products to over 70 countries through out the world. However, value-wise 81% of the products are exported to ten major importing countries including Italy and UK in Europe, USA and to a smaller extent Canada in North America and a number of Middle East Countries with KSA, UAE and Kuwait taking the lead. It is strongly believed that only smaller changes in product range and standards combined with increased market knowledge could create a enormous export opportunities in e.g. the US and EU mainstream markets with processed food products. ([http://www.ambdhaka.um.dk/FoodprocessinginBangladesh\\_summarydescription\\_4.pdf](http://www.ambdhaka.um.dk/FoodprocessinginBangladesh_summarydescription_4.pdf))

***Exhibit 13: Bangladesh: Basic Economic Facts (Fiscal Year 2010-11 i.e. 1 July, 2010 to 30 June, 2011)***

GDP	: US\$ 105.56 billion
GDP Growth	: 6.70%
Per Capita Income	: US\$ 818
Distribution of GDP	:Agriculture: 19.95%
	Industry: 30.33%
	Service: 49.72%
Inflation (CPI)	: 8.8% (average)
Total Export	: US\$ 22.92 billion
Total Import	: US\$ 33.65 billion
Remittance	: US\$ 11.65 billion
Current Account Balance	: US\$ 995 million (as on 30th June)
Foreign Direct Investment	: US\$ 700 million ( 2009)
Foreign Exchange Reserve	: US\$ 10.91 billion (as on 30th June 2010)
Exchange rate	US\$ 1= BDT 74.23 (average)
<u>Major industries:</u>	Readymade Garments (woven and knitwear), Textile, Chemical, Sugar, Fertilizer, Cement, Pharmaceuticals, Frozen Food, Jute goods, Leather, Ship Building.
<u>Major Trading commodities:</u>	Export: ready made garments, home textile, jute and jute goods, leather and leather products, chemical products, frozen food (fish and shrimp), tea. Import: machinery and equipment, chemicals, iron and steel, yarn, textiles, food grain & other foodstuffs, crude petroleum & petroleum products, plastic & rubber article.
<u>Major trading partners:</u>	Export: USA, Germany, UK, France, Canada, Italy. Import: China, India, Kuwait, Singapore, Hong Kong, Malaysia.

Source: [http://www.bhclondon.org.uk/TradeN\\_Commerce.htm](http://www.bhclondon.org.uk/TradeN_Commerce.htm)

**Exhibit 14: Bangladesh : GDP Growth**



Source: [http://www.bhclondon.org.uk/TradeN\\_Commerce.htm](http://www.bhclondon.org.uk/TradeN_Commerce.htm)

**Exhibit 15: Bangladesh: Import Export Trends**



Source: [http://www.bhclondon.org.uk/TradeN\\_Commerce.htm](http://www.bhclondon.org.uk/TradeN_Commerce.htm)

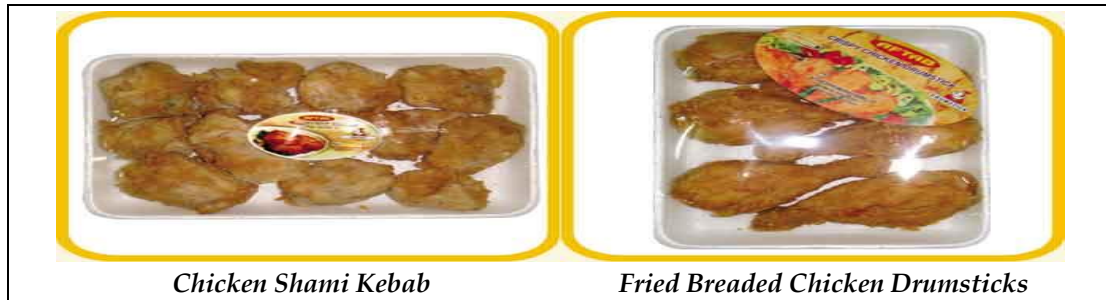
**Popular Pre-cooked/Ready to Cook Items**

Presently various new and forthcoming packed food items penetrate into the food market and demand of these new packed food items is not negligible. Most prominent items are:

**Broast/Nugget/Kebab:** Recently packed chicken broast, wings, nugget, beef or mutton kebab are available in various general grocery shops in Bangladesh. Local and foreign manufacturers supply them. Aftab and Rich are two popular brands for chicken nuggets, burger pattie, chicken wings, and thigh. Chicken Shammi Kebab, Fried and breaded chicken drumsticks is one of the best packed food items in Bangladesh.

**Exhibit 16: Popular over the Counter Ready to Cook Items**





*Chicken Shami Kebab*

*Fried Breaded Chicken Drumsticks*

Aftab Foods not only manufactures these items but also supply various frozen chicken items. Other foreign companies also supply these items in Bangladesh packed food market and these companies are actually a very tough rival of Fakruddin Foods.

**Paratha/samosa:** Now a day, people are very busy, people always prefer some packed food rather than cook, recently paratha/somosa all these items are available in packed and which are very easy to serve. Some local and foreign companies capture this market.

**Fresh milk:** Every human being needs energy to survive a good health, and to keep a good health daily healthily diet is an indispensable issue. Milk is one of the healthily diet which content protein. People of all ages are used to drink milk every day, and the demand of fresh milk is very high in Bangladesh. Various local firms such as Milk Vita Dairy milk, Arong milk, Aftab milk and many other unknown brand packed fresh milk meet the huge demand of the consumers, but most of the consumers fret about the product quality.

*Exhibit 17: Ready to Cook Paratha, Luchi in Family Pack*



**Jarda/Feerni/Desert:** Recent packed food market offers different kinds of product to consumers, such as jarda, feerni, different types of deserts etc. and many local and foreign food firms supply these products.

**Premium quality biscuits/snacks:** There are various premium packed quality biscuits and snacks exist in the food market of Bangladesh. Some of them are produced by the local manufacturers and some are imported from foreign and one of the legendary country Malaysia. Most of the delicious and cream creeker biscuits come from Malaysia, U.K, and India.

**Ice cream, kulfi:** 'Ice cream' - each and everybody resembling it, age not a factor, children to adult anywhere of the world like this nippy item. In Bangladesh there are various ice cream factories had grown up, some are capable to meet the local demand and some supply nationwide. In this industry Polar & Igloo Ice Cream Company dominate the packed ice cream market, and after that Quality Ice Cream Company entered. There are many ice cream parlor had also grown up with

the collaboration of foreign company such as Baskin-Robbins, Club Gelato, Dolcevita, Movenpick ice cream parlor and many more.

### **Harvest Rich Agro Industries Limited**

Harvest Rich Agro Industries Ltd. is a subsidiary company of Harvest Rich Group, a pioneer in textile and agro industry in Bangladesh. As a strategic business diversification for the group's dynamic growth, Harvest Rich in 2006 ventured into Meat further processing industry in Bangladesh under the brand name 'Rich'. Meat further processing technology was acquired through technical collaborated joint venture 'Norfolk-British-Lanka Ltd.' and the plant is HACCP Quality systems certified by URS-UK. 'Rich' is the market leader in Bangladesh for further processed meat products which dominates 86% of the market share.

Rich is strongly driven by its vision & values to be a most innovative Halal food processing brand in the region. 'Rich' product portfolio: Over 120 types of further processed & value added product range in Chicken, Beef, Fish, Mutton & Tube ice. Category: Cold meats/cuts, Smoked & Gourmet Specialties, Sausages, Burgers and Breeding line Nuggets, Kievs.

Rich brand corporate aspiration aspires to be the market leader by offering innovative product range at all times. As part of their customer service excellence, the company has dedicated customer segment wise trained team members who are able to respond to the needs of individuals in the development of customized specialty products covering both fresh meat and processed value-added meat products by continuously acquiring up dated General Manufacturing Practice (GMP) standards and Food Safety Management System of HACCP as well as continuously acquiring technical expertise in the food sector in Bangladesh.

Their product range categories are distributed to all 5\*Star hotels, International restaurants, Chain Stores to the Corner shops in their own fleet of cold refer trucks and at any given time their large cold storage facility is supported from chiller to freezer (-25C\*) temperatures and backed by tandem stand-by compressors & generators.

**International brands:** Harvest Rich Agro Industries Ltd. is the sole agent for 'YOKI' brand Sea Food further process products in Bangladesh. 'Yoki' brand of Swuishun Food Trading (M) has been implementing the latest advanced technology from Japan, with high quality raw materials, well trained workers and un-compromised quality control system to produce high quality, tasty and nutritious frozen seafood products. 'YOKI' products are always the leading frozen seafood products in the market. It has satisfied the consumers' various taste and requirements.

'Yoki'- Swuishun Food Trading had acquired the 'HALAL' certificate from the Islamic Development Department of Malaysia of the Prime Minister Department in early 1990's, it dominates a large portion of the Muslim market. Its marketing network covers the whole of Malaysia and overseas countries such as Singapore, Brunei, Hong Kong, China, Phillipine, Indonesia and Middle East countries.

**Rich 'Halal' Process Meat Range:** 'Rich' factory manufactures a wide range of Sausages, Meat Balls, Ham Style Rashers, Bacon Style Slices and more. It incorporates some of the most modern semi-automated machinery, conforming to international standards for hygiene and safety, such as sausage linking machine (to automate the portioning and hanging process, at high speed), peeler machine, slice machine (high speed) and Vacuum Packaging Machine.



**Rich 'Halal' Breaded line Range:** Harvest Rich Agro Industries Ltd. manufactures a wide range of battered & crumbed products conforming to Halal requirements. It is manufacturing in semi-automated production lines viz. a meat forming, battering, crumbing and frying line. However, wide range great tasting is manufactured in Chicken, Beef, Fish and Vegetable.

**Supplier Chain Management:** Harvest Rich Agro Industries Ltd. sources supplies of its requirements of raw materials locally through contract farmers. Locally, the company has an ongoing commitment to regularly monitor local contract farmers & suppliers operations, visiting their farms and offering technical know-how and financial support to improve their quality and standards. This is their success story of their quality consistency by strengthening a loyal and quality chain of suppliers.

*Exhibit 18: International Ready to Cook Items by Rich*

 <p>A plate of golden-brown fish chips served with green lettuce and a small bowl of dipping sauce. A package of 'YOKI CIP IKAN' is visible in the background.</p>	 <p>A plate of white, round cuttlefish balls garnished with green lettuce and red chili. A package of 'YOKI BEBOLA SOTONG' is visible in the background.</p>
 <p>A plate of golden-brown fish chips served with green lettuce, tomatoes, and a small bowl of dipping sauce. A package of 'YOKI OMEGA 3' is visible in the background.</p>	 <p>A plate of golden-brown crab balls served with green lettuce and a small bowl of dipping sauce. A package of 'YOKI BEBOLA KETAM EMAS' is visible in the background.</p>
 <p>A plate of white, round crab balls garnished with green lettuce and red chili. A package of 'YOKI BEBOLA KETAM' is visible in the background.</p>	 <p>A plate of white, round prawn meatballs garnished with green lettuce, purple cabbage, and orange carrots. A package of 'YOKI BEBOLA UDANG' is visible in the background.</p>



**Exhibit 19: Pre-cooked Product Line for Rich**

<p><b>GRILLS</b></p> <p><b>CHICKEN</b>                  Chicken Sausage                  Chicken Hot Dog                  Chicken Breakfast Sausage                  Chicken Cheese &amp; Tomato Sausage                  Chicken Garlic Sausage                  Chicken Chilliwurst                  Chicken Frankfurter</p> <p><b>BEEF</b>                  Beef Breakfast Sausage                  Beef Sausage                  Beef Hot Dog</p> <p><b>MUTTON</b>                  Mutton Sausage</p> <p><b>VEGETABLE</b>                  Vegetable Sausage                  Carrot Sausage                  Pumpkin Sausage                  Spinach Sausage</p> <p><b>SAVOURY RANGE</b></p> <p><b>CHICKEN</b>                  Chicken Roll                  Chicken Rasher                  Gammon Style Steak                  Chicken Tikka                  Chicken Devil Wings                  Grilled Chicken Cube</p> <p><b>BEEF</b>                  Beef Loaf                  Beef Rasher                  Corned Beef</p> <p><b>MUTTON</b>                  Corned Mutton</p> <p><b>FISH</b>                  Fish Cutlet                  Fish Roll                  Fish Croquette                  Fish Cutlets</p> <p><b>VEGETABLE</b>                  Vegetable Cutlet                  Vegetable Roll</p>	<p><b>CRUMBED SPECIALITIES (Ready to fry)</b></p> <p><b>CHICKEN</b>                  Chicken &amp; Cheese Mini Kievs                  Chicken Fingers                  Chicken Nuggets                  Chicken Drummer                  Chicken Jumbo Nugget</p> <p><b>BEEF</b>                  Beef Jumbo Nuggets</p> <p><b>FISH</b>                  Fish Burger                  Fish Jumbo Nugget                  Fish Finger                  Fish &amp; Cheese Kievs</p> <p><b>VEGETABLE</b>                  Potato Kievs                  Potato Croquette</p> <p><b>KOFTA</b>                  Chicken Kofta                  Beef Kofta                  Fish Kofta</p> <p><b>BURGER</b>                  Chicken Burger                  Beef Burger                  Fish Burger                  Vegetable Burger                  Vegetable Pattie</p> <p><b>MEAT BALLS</b>                  Chicken Meat Ball                  Chicken Spicy Meat Ball                  Beef Meat Ball                  Mutton Meat Ball                  Beef/Chicken Meat Ball Bhuna</p>
--	--

**'Rich Deli' Franchise Invitation:** The company elaborates their strategy and strengths "To offer the entire range of 'Rich' as we are committed for to a sustainable business practice that links with our products, corporate and social elements, Therefore we ensure that the relationships that we build are based on mutual benefit, accountability, transparency and trust, and will result in enhancing prosperity. As part of our corporate vision, we are committed to give valuable returns to our stakeholders and to help our franchisees succeed. We will continuously look for ways to improve our franchisees so that they become more profitable as time goes by. It is our vision to be a one of kind business concept in providing & serving the nation with quality, hygienically processed affordable innovative product range in the neighborhood.

*Exhibit 20: The Franchise Outlet Logo*



#### Why 'Rich Deli' Franchise Outlets

- Rich' as fast emerging great brand acceptability in Dhaka, Chittagong & Sylhet metropolitan cities.
- The market leader in process meat product range from grocery store, modern trade outlets, reputed food service outlets to 5\* star international hotels.
- Internationally proven franchise model locally designed for higher success rate and to increase our franchisee financial prosperity.
- Harvest Rich Agro industries ltd, is managed by a dynamic & innovative team with strong business acumen.
- We will take you through the whole process from business planning to training & service excellence and operating with standard operating manuals.
- Total assortment of quality products from fresh meats, process meat, grocery and fresh produce from one source of consistent supplies.
- The model concept that offers a full business format with lower reasonable start up investment with most practical floor space available in residential city locations in major cities and easy to manage.
- From day one, you are in business with launching advertising activity, weekly/monthly & seasonal promotional activities, quality & sales regular monitoring audits to achieve mutually agreed goals.

Now we offer Master Franchise (Cluster of 4 outlets) and Independent Franchise outlet. Our comprehensive franchise training program as well as through documentation of our operating system, makes it easy to run a 'Rich Deli'. All we require is the franchisee's commitment and enthusiasm! We want someone who's excited about the prospects of this business, as we are." (<http://cognitosolutions.com/devel/rich/images/Rich-Deli.gif>)

**Exhibit 21: Cold/Slicing Product Range of Rich**

<p><b>COLD CUTS/SLICING MEATS</b></p> <p><b>CHICKEN</b>                      Meat Loaf - Ham Style Salami                      Moterdella                      Pepperoni                      Luncheon Meat                      Spicy Chicken Roll                      Chicken Sandwich Slice                      Spicy Chicken Slice                      Chicken Mushroom &amp; Olives                      Honey Roasted Chicken Loaf</p> <p><b>BEEF/VEGETABLE/MUTTON /FISH</b>                      Salami                      Moterdella                      Pepperoni                      Meat Loaf - Ham Style                      Rasher - Bacon Style                      Terrine</p> <p><b>COCKTAIL NIBBLES</b></p> <p><b>CHICKEN</b>                      Chicken Samosa                      Coconut Kabab-Chicken                      Chicken Tandoori Stick                      Chicken Yakatori                      Chicken Kebab                      Chicken Satay</p> <p><b>BEEF</b>                      Beef Samosa                      Beef Satay                      Beef Kebab                      BBQ Beef Kebab                      Mutton Kabab                      Vegetable</p>	<p><b>PATES &amp; STUFFINGS</b></p> <p><b>CHICKEN</b>                      Chicken Liver Pate                      Chicken Sausage Meat</p> <p><b>RAW MEAT</b></p> <p><b>BEEF</b>                      Beef Top Side/Rump/Silver Side                      Beef Striplion                      Beef Boneless Cubes                      Beef Bone in                      Beef Sukiyaki (Slied)                      Beef T-Bone Steak (Whole)                      Beef Ribeye Steak (Whole)</p> <p><b>SMOKED DELICACIES</b></p> <p><b>CHICKEN</b>                      Smoked Chicken Breast                      Smoked &amp; Honey Glaced Chicken Breast</p> <p><b>BEEF</b>                      Smoked Beef Wrapped in Black Pepper                      Beef Pastrami</p> <p><b>FISH</b>                      Smoked Fish (Pangash)                      Smoked Fish (Mackerel/Shurma)                      Smoked Fish (Curp/Rui)                      Smoked Fish (Hilsha)                      Smoked Fish (Garupa)</p> <p><b>DUCK</b>                      Smoked Duck Breast</p>
---	---

**Exhibit 22: Cold/Slicing Products of Rich**



### **Golden Harvest Agro Industries Limited**

Golden Harvest began its journey as a commodities brokerage house, and over the years they have expanded into wide sectors including Information Technology, Consumer Foods, Food Grains, Edible Oils, Distribution, Aquaculture, Logistics, Shipping and Banking & Finance. With clear objectives- 'to help satisfy growing demands they are always expanding our operations to help position us for growth and success' today they stand as a leading player in a growing industry. Golden Harvest is fully committed to its social responsibility and they operate a Charitable Hospital and a Trust for providing assistance to the disadvantaged. In their food business they have three branches- Agro Industries Ltd, Sea Food & Fish Processing Ltd., and Organic Aquaculture Holdings Limited.

*Exhibit 23: Cover Page of Golden Harvest Product Catalogue*



Golden Harvest Agro Industries Ltd, a subsidiary of Golden Harvest group is a 100% export oriented HACCP certified agro based food-processing company. Its mission is to be the finest purveyor of premium quality frozen vegetables and Ready-to-cook snacks as well as Ready-to-eat food products. Golden Harvest seeks out exceptional vegetable varieties from all over Bangladesh and finds the best growing regions for each of its vegetable products.

But that is just the start of the Golden Harvest story. From the time that Golden Harvest vegetables are harvested, to the point when they are frozen, only a few hours pass by. During this short time, a lot happens. Produce is sorted and graded to ensure that only the sweetest, youngest vegetables at the peak of ripeness is processed, frozen and packed for it entire line of the ready to cook vegetables, snack as well as ready to eat line comprising more than 60 different product on the current count.

Currently Golden Harvest product is exported to the USA, Europe and Australia and widely available at super markets and grocery stores. Golden Harvest takes environment issues very seriously and always endeavors to address these in a commercially sensitive manner.

**Exhibit 24: Illustration of Few Golden Harvest Ready to Cooks**



**Exhibit 25: Ready to Cook Product Line for Golden Harvest**

French Fries	Deshi Paratha
Beef Burger Patty	Plain Luchi
Chicken Burger Patty	Aloo Chop
Chicken Nugget	Vegetable Samosa
Spring roll	Vegetable Singara
Fish Finger	Dal Puri
	Aloo Puri

Other than ready to cook product line, they also have frozen vegetables, frozen sea foods and shrimps which are getting huge export growth every year.

**Exhibit 26: Golden Harvest Packaging is World Class, they have Smart Delivery Network**



## 12. AMAZING GROWTH PROSPECT FOR FAKRUDDIN FOODS IN EXPORT MARKET

In Bangladesh Fakruddin Foods is well-known food brand. But their branches are not enough according to the demand. Farkruddin Foods has a large market in Europe, Middle East, and Asia and it is growing up day by day. Fakruddin Foods are now available in Australia and UK. But this food company has a large opportunity in North America, Western Europe, Far East- Malaysia, Japan, Middle East- KSA, Oman, Bahrain, UAE because now a day various festivals occur and more Asian live in these countries and most of them want to enjoy local culture and food.



**Exhibit 27: Fakruddin's Logo for International Advent**



Fakruddin Foods enlarges its foreign branches then its business will take a good position in international food business and that market competition will not be same as local competitions and price, quality and taste will be the factors there. And the main concerning point is hygiene factor. Pre-cooked food is very much demanded in these countries, because most the people are very busy and their life style is extremely diverse so to cope up with their life style, they are very much interested to accept pre-cooked food concepts.

### **13. CHALLENGES TO OVERCOME**

**Change of taste:** The change of taste of people over last decade is increasing rapidly. The people liked foods in the last decade that are not popular or not useable in this time. For example, few years ago the people are going to the Chinese restaurant for a marriage party, birthday party etc. But at this moment the people are not going to those kinds of restaurants because of time difference and increasing the change of their tastes. The people like to eat the fast food. There are lots of people who are going to eat the fast food in the town. So in this sector Fakruddin Foods should be careful to the customer's taste. After knowing which kinds of food the people like, Fakruddin Foods should maintain the demand of customers with the time.

**Increased health consciousness:** Day by day, the people are more concern about their health. People want to eat tasty food but quality food. The people are very much conscious for eating their food. So Fakruddin Foods should maintain the quality for the food that is helpful for the health. There are also many competitors in the market for food industry. If Fakruddin Foods can not maintain the health conscious food or product, the other companies can capture the market.

**Increased Rules and Regulation:** Rules and regulation is one of the codes of conduct of any business industry. If a factory/industry produces bad food or product, it will get punishment by the government. Already the government started this operation by mobile court to check the product. Bangladesh Standard and Testing Institute (BSTI) also checks the product. Sometimes Consumer Association of Bangladesh (CAB) also plays vital role to protect the illegal work. So the industry should be so careful to produce their product before launching into the market. Of course, day by day, the rules and regulation are increased and the industry can not operate their business easily.

### **14. FUTURE OPTIONS**

**Retailing and catering in the district levels/major cities:** Fakruddin Foods can open four outlets in every division of the country. In Rajshahi division fakruddin Foods can choose Rangpur,

Bagura, Rajshahi, and Pabna cities for opening outlets. They can expand their outlets in Gazipur, Tangail, Narsingdi, and Narayanganj cities for Dhaka division. In Dhaka city, Fakruddin Foods has some outlets. In Sylhet division, they need to open retailing store in Sylhet, Sunamgonj, Hobigonj and Moulovibazar cities. Khulna, Jessore, Kustia, Bagerhat cities can be chosen for Khulna division. In Barisal division, they can open their outlets in Barisal, Patuakhali, Bhola, and Pirojpur cities. They can open new outlets in Comilla, Noakhali, Chittagong and Cox'sbazar in Chittagong division. From these outlets, they can take order for food supply in marriage, birthday, and picnic. Fakruddin Foods has to open this store otherwise whole year they will slaughter a potential seasonal business. There is an impending seasonal business for Fakruddin Foods like as eid festival, puja, marriage, birthday, picnic etc. On target on this seasonal business, Fakruddin Foods can open seasonal outlets in major cities. As a result, Fakruddin Foods has a potential chance to reduce extra cost like as transportation cost, whole year service cost, rent cost etc. Opening foreign branches is another option and prospect is high due to strong brand image and different taste.

**Going to packed food business:** Fakruddin Foods can increase packed foods targeting the customer of office staff; school, college and university students and for households members who have no enough time to cook food. They can offer packed pre-cooked foods like Paratha, Samosa, Premium quality biscuits, Snacks, Roast, and Kebab etc. Generally, it is seen that every female guardian need to wake up early for preparing their kids to go to school. They need to prepare cooked food and make their tiffin early in the morning for their kids. Sometimes it is like painful for the guardian. Fakruddin Foods can enter in this sector by pre-cooked food especially pre-cooked Paratha. As a result, mother can only make hot the pre-cooked food and give their kids for their tiffin. Fakruddin Foods can capture this market easily. However, there is a potential market to sell ice cream in summer season.

**Exporting packed foods:** In foreign countries, there is a potential market for packed food items because generally it is seen that most of the couples are busy with their job or business. They have not enough time to cook food in home. Therefore, Fakruddin Foods can export pre-cooked packed food in foreign market like Dubai, UK, USA, Malaysia etc. There is a potential market to sell packed food item especially in the Middle East countries like Dubai, Malaysia, Bahrain, Qatar, Indonesia, Oman etc.

### *References*

- [1] Aftab Foods Limited, <http://www.aftabfoodsbd.com>, accessed on January 15, 2012.
- [2] Fakruddin: Since 1966, <http://www.fakruddin.com/success.php>, accessed on February 15, 2012.
- [3] Fakruddin: Food of the Nawab's, <http://www.fakruddin.com.sg/branches.html>, accessed on February 15, 2012.
- [4] Food processing in Bangladesh: Summary Description, <http://www.ambdhaka.um.dk>, accessed on February 14, 2012.
- [5] Golden Harvest Limited, <http://www.goldenharvestbd.com/agro.html>, accessed on January 25, 2012.

- [6] Harvest Rich Agro Industries Limited,  
<http://cognitosolutions.com/devel/rich/images/Rich/home.html>, accessed on January 25, 2012.
- [7] Trade & Commerce, <http://www.bhclondon.org.uk/TradeNCommerce.htm>, accessed on February 15, 2012.
- [8] Upohar2me, [http://www.upohar2me.com/send\\_gift\\_bangladesh?bid=36](http://www.upohar2me.com/send_gift_bangladesh?bid=36), accessed on February 10, 2012.