

Internship Report

On

**‘K. Ali flour mills relationship with it’s
retailers’**



BRAC Business School

Prepared for:

Dr. Md. Tareque Aziz
Associate professor
BRAC Business School

Prepared by:

Md. Sohel Rana
ID: 11364016
MBA Program
BRAC University

Date of Submission:

November 2, 2015

Semester: Fall 2013

Letter of Transmittal

November 2, 2015

Dr. Md. Tareque Aziz

Associate professor

BRAC Business School

66 Mohakhali C/A,
Dhaka-1212.

Subject: Submission of Internship Report.

Dear Sir,

It gives me immense pleasure to submit my internship report titled as 'K. Ali flour mills relationship with it's retailers' to you as a part of my MBA program that I was assigned to prepare under your direct supervision. This report is an integrated part of my three months internship program in m/s K. Ali four mills. I have strived hard to make it as subjective as possible.

I would like to thank you for your invaluable guidance throughout the preparation of the report. I think the knowledge that I have gathered during practical work and preparation of the report has enriched my learning to the field significantly.

I have tried my best to make it more meaningful but there may be some shortcomings. I would be highly grateful if you consider those excusable points and accept my report. A call for clarification on any of the points will be appreciated.

Thank you

Sincerely yours,

Md. Sohel Rana
ID: 11364016
MBA Program
BRAC University

Letter of Acknowledgement

This is my humble attempt to present my gratitude in preparing this report. Initially, I would like to express my gratitude to God. Internship report is an essential part of MBA program as one can gather practical knowledge within the period of three months by observing and doing the daily works of chosen organization.

This project would not have been possible without the guidelines, suggestions and advices of my honourable internship supervisor Dr. Md. Tareque Aziz. He has provided me with necessary outlines and formats of organizing the report. I am highly grateful to him for successfully completing my report.

I would like to show my warm-hearted gratitude to Mr. Babul Ahmed, General Manager of K. Ali four mills who has provided me with necessary information, adequate data and cooperated me for the accomplishment of the report successfully. He has guided me in every step, shared his views and patiently answered all of my queries. I would also like to thank Mr. Raj Ahmed, Manager, for his generous help in understanding different aspects of K. Ali four mills operation and household removal process.

Then I want to show my gratefulness to the staffs of various departments of K. Ali four mills for their cordial and continuous support with providing various data and information during my internship.

Also my appreciation goes to the management of K. Ali four mills for giving me the opportunity to work in that reputed organization.

I would like to give my special thanks and inexpressible greets to my classmates for giving me good advice, suggestion, inspiration and support.

At last I must mention the wonderful working environment and group commitment of K. Ali four mills that has enabled me to learn and gain working experience during my internship period.

Executive Summary

“Relationship marketing is a strategy designed to foster customer loyalty, interaction and long-term engagement. It is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication.”

Relationship marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages.

One of the things of most value to our company is its relationships with customers, employees, suppliers, distributors, dealers, and retailers. Our relationship capital is the sum of the knowledge, experience, and trust we have with our customers, employees, suppliers, and distribution partners. These relationships are often worth more than the physical assets of our company. Relationships determine the future value of the firm.

Any slips in these relationships will hurt our performance. We keep a relationship scorecard that describes the strengths, weaknesses, opportunities, and threats in regard to the relationships.

K. Ali flour mills is a company which produces high quality flour (atta, moida, suji and vushi). We always try to have better relationship with our customers.

Customer Relationship Management is an upright concept or strategy to solidify relations with our customers and at the same time reducing cost and enhancing productivity and profitability in business. A CRM system is a centralized collection of all data sources of our organization and provides an atomistic real time vision of customer information. A CRM system is vast and significant, but it can be implemented for our business. The main goal is to assist the customers efficiently.

Creating and nurturing a strong relationship with our customers is the key to the ongoing success of our business. A strong customer relationship not only means that our clients are likely to keep doing business with us over the long-term, it also means that the chances of that customer recommending us and our products to others are greatly enhanced.

Table of Content

Chapter-01: The Organization	Page No.
1.1 Introduction.....	2
1.2 Historical Background.....	2
1.3 Mission & Vision.....	2
1.4 Goal of the company.....	3
1.5 Organization Principals.....	3
1.6 Strategic and Financial Objectives.....	3
 Chapter-02: Job Description	
2.1 Role Summery.....	5
2.2 Responsibilities.....	5
2.3 Relationship and Roles.....	5
 Chapter-03: The Project	
3.1 Description of the project.....	7
3.1.1 Objective of the Report.....	8
3.1.2 Methodology of the study.....	8
3.1.3 Limitations.....	8
3.2 K. Ali flour mills products.....	8
3.3 Relationship Marketing and the 4Ps.....	9
3.4 Customer Relationship Management.....	9-11
3.5 Goals of relationship marketing (K. Ali flour mills).....	12
3.6 Foundations for relationship strategies.....	12-13
3.7 Process of segmentation & targeting in services.....	13-14
3.8 Distribution Channels.....	15
3.9 Building Relationships with retailers.....	16-21

3.10 Maintaining relationship with retailers.....	21-23
Chapter-04: SWOT Analysis	24-25
Chapter-05: Findings and Recommendation	28
Chapter-05: Conclusion	30
References	32



CHAPTER-01
THE ORGANIZATION

1.1 Introduction

Relationship marketing was first defined as a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions.

As a practice, relationship marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages.

One of the things of most value to our company is its relationships with customers, employees, suppliers, distributors, dealers, and retailers. Our relationship capital is the sum of the knowledge, experience, and trust we have with our customers, employees, suppliers, and distribution partners. These relationships are often worth more than the physical assets of our company. Relationships determine the future value of the firm.

Any slips in these relationships will hurt our performance. We keep a relationship score-card that describes the strengths, weaknesses, opportunities, and threats in regard to these relationships.

1.2 Historical Background of K. Ali flour mills

K. Ali flour mills is a company which produces high quality flour (atta, moida, suji and vushi). It is located in 5/3 Champatoly, Shoarighat, Dhaka. The company started its operation in 1976 with 2 body of flour machine. The capacity was 1.5 ton flour per day. Now the company has got bigger and it produces more than 60 ton flour per day. The flour mill consists of 7 body machine. The capacity of the machine is more than 80 ton flour per day. They have another flour mill which is now called R3 mill. They have 5 bodies in R3 mill. The capacity is more than 3 ton per day. This flour is only used for Bakorkhani and ice cream cone.

1.3 Mission & Vision of K. Ali flour mills

Mission:

1. To provide high quality and fresh products at a reasonable price.
2. To ensure customer satisfaction by matching all expectations. To develop business by way of product innovation.

Vision

To be recognized by our customers as one of the best manufacturers of flours and animal feeds.

1.4 Goal of the company

- To exceed customer expectations by providing fresh products & better services.

a) Long Term Goal

- Keeping ahead of other competitors in productivity and profitability.

b) Short Term Goal

- To attain budgetary targets fixed in each area of business.

1.5 Organization Principles of K. Ali flour mills

- Integrity in all their dealings.
- Excellence in everything they do.
- Total commitment to customer satisfaction.
- Thinking ahead and taking new initiatives.

1.6 Strategic and Financial Objectives

Strategic Objectives:

- A bigger market share through dealer based network.
- Broader and more attractive products than rivals.
- Superior customer service.
- Wider geographic coverage than rivals.
- Growth in earnings.
- A more diversified revenue base.

Strategy:

- Low cost provider strategy.
- Offensive Strategies to build market share.
- Vacant niche strategy.
- Superior Product Strategy.



CHAPTER-02
JOB DESCRIPTION

2.1 Role Summary:

- To be responsible for developing and maintaining marketing strategies to meet agreed company objectives.
- To evaluate customer research, market conditions, and competitor data and implement marketing plan alterations as needed.
- To oversees all marketing, advertising and promotional staff and activities.

2.2 Responsibilities:

- Responsible for the marketing of company products and services to the right market
- Demonstrate technical marketing skills and company product knowledge.
- Develop an annual marketing plan in conjunction with the sales department. This should detail the year's activity to meet agreed company objectives.
- Budget management. To deliver all marketing activity within the agreed budget.
- To direct marketing staff where budgets are devolved.
- To manage all aspects of print production, receipt and distribution.
- To achieve frequent, timely and positive media coverage across all available media.
- To managing the entire product line life cycle from strategic planning to tactical activities.
- To conduct market research in order to identify market requirements for current and future products.
- To develop and implement a company-wide plan to push product, working with all departments for its execution.
- To analyse potential strategic partner relationships for product lines.

2.3 Relationships and Roles:

- To demonstrate the ability to interact and cooperate with all company employees.
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Proactively establish and maintain effective working team relationships with all support departments.



CHAPTER-03
THE PROJECT

3.1 Description of the Project

The report has been prepared as a mandatory requirement of the Master's of the Business Administration (MBA) program under BRAC Business School, BRAC University, Bangladesh. This report entitled "K. Ali flour mills relationship with its retailers". My institutional supervisor Dr. Md. Tareque Aziz assigned me the topic of the report. The primary goal of the project papers is to provide on the job coverage to the student and an opportunity for translation of theoretical conceptions in real life situation.

3.1.1 Objective of the Report

The major objective of the report is to make an in depth analysis of K. Ali flour mills relationship with its customers.

The objectives of the report are as follows:

Broad Objective:

- Partial fulfilment of my MBA degree.
- To match my academic knowledge with the real corporate business set up.
- To enlarge my experience from a real corporate exposure.
- To enhance my adaptive quality with the real life situation.

Specific Objective:

- To know about the overview of the K. Ali flour mills and its activities.
- To have a clear knowledge about all the services included in K. Ali flour mills activities.
- To have the practical knowledge and assessment of various departments.
- To observe the working environment in a manufacturing company.
- To apply theoretical knowledge in practical field.
- To focus and apprehend the in depth activities of K. Ali flour mills to its customers and retailers.
- To examine K. Ali flour mills performance in handling relationships with its retailers and customers.

3.1.2 Methodology of the Study

Data Collection:

Both the primary as well as the secondary form of information was used to prepare the report. The details of these sources are highlighted below:

(a)Primary Source

I have collected primary information by interviewing my colleagues, employees, managers, general manager, managing director, other competitor's employees, raw material suppliers

and observing various organizational procedures, structures. Primary data were mostly derived from the discussion with the employees of the organization and competitors.

(b)Secondary Source

I have elaborated different types of secondary data in my research. Sources of secondary information can be defined as follows:

Internal Sources

- Different reports of K. Ali flour mills.
- The daily newspaper.
- Websites.
- Various articles regarding flour mill and flour products.

3.1.3 Limitations

In this study, a whole-hearted effort was applied to collect, organize, analyze, and interpret the related data and finally to attain the optimum outcome of the research. In spite of these efforts, there exist some limitations that acted as a barrier to conduct the research.

- Time period of twelve week was too limited to get practical experience. As I am a permanent employee during the twelve week period of internship report I had to work weekend.
- Because of the limitation of information, some assumptions were made. So there may be some unintentional mistake in the report.
- In case of performance analysis secondary data are used.
- This study completely depended on official records and annual reports.
- It is difficult to make information based rich report in a short time period.
- Company's policy did not permit to disclose various financial data and information related to Business Portfolio.

Nevertheless, I have tried utmost to avoid mistakes.

3.2 K. Ali flour mills products:

- **Gold Star moida:** The highest quality flour. It is mainly used for high quality biscuits, and also in restaurants and hotels. It is 74 kg bag.
- **K. Ali super moida :** Same as Gold star. It is 50 kg bag.
- **Rajanigondha moida :** The medium quality flour. It is used for medium quality biscuits, ruti and also in hotels. It is also known as atta. It is 74 kg bag.
- **Nouka moida :** Same as Rajanigondha. It is 50 kg.
- **Goru marka motta vushi:** It is used for animal feeding, mainly cow.
- **Gavi marka chikon Vushi:** It is also used for animal feeding, mainly fish.
- **Potaka viza moida:** It is only used for Bakorkhani.
- **Potaka shukna moida:** It is only used for ice cream cone.

3.3 Relationship Marketing and the 4Ps

K. Ali flour mills always tries to have better relationship with it's customers.

Products

- More of our products are customized to the customer's preferences.
- New products are developed and designed cooperatively with suppliers and distributors.

Price

- We set a price based on the relationship with our customers and the bundle of features and services ordered by the customer.

Distribution

- RM favours more direct marketing to our customers, thus reducing the role of middlemen.
- RM favours offering alternatives to our customers to choose the way we want to order, pay for, receive, install, and even repair the product.

Communication

- RM favours more individual communication and dialogue with our customers.
- RM favours more integrated marketing communications to deliver the same promise and image to our customers.
- RM sets up extranets with our large customers to facilitate information exchange, joint planning, ordering, and payments.

3.4 Customer Relationship Management

Customer Relationship Management is an upright concept or strategy to solidify relations with our customers and at the same time reducing cost and enhancing productivity and profitability in business. A CRM system is a centralized collection of all data sources of our organization and provides an atomistic real time vision of customer information. A CRM system is vast and significant, but it can be implemented for our business. The main goal is to assist the customers efficiently.

CRM system provides a well defined platform for our business units to interact with our clients and fulfil all their needs and demands very effectively and to build long-term relationships.

A CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. We first start with identifying a customer and maintaining all the corresponding details into the CRM system which is also called an 'Opportunity of Business'.

The sales and field representatives then try getting business out of these customers by sophisticatedly following up with them and converting them into a winning deal.

Customer Relationship Management strategies have given them a new outlook to all the suppliers and customers to keep the business going under an estimable relationship by fulfilling mutual needs of buying and selling.

Customer Relationship Management consists of:

- Helping our enterprise to enable its marketing departments to identify and target our best customers, manage marketing campaigns and generate quality leads for the sales team.
- Assisting our organization to improve telesales account, and sales management by optimizing information shared by multiple employees, and streamlining existing processes (for example, taking orders using mobile devices)
- Allowing the formation of individualized relationships with customers, with the aim of improving customer satisfaction and maximizing profits; identifying the most profitable customers and providing them the highest level of service.
- Providing employees with the information and processes necessary to know their customers understand and identify customer needs and effectively build relationships between the company, its customer base, and distribution partners.

Features of Customer Relationship Management

Customer Relationship Management system provides a well defined platform for our business units to interact with our clients and fulfil all their needs and demands very effectively and to build long-term relationships. It is primarily entangled with following features:

- **Customer Satisfaction-** Customer satisfaction is the measure of how the needs and responses of our customers are collaborated and delivered to excel customer expectation. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiators of business strategies. For example, our customer demands fresh atta, moida. They don't want a product which is manufactured 7 days ago. We always try to give them products which are made today.
- **Customers Needs-** We can never assume what actually our customer needs. Hence we give extreme importance to interview customers about their likes and dislikes so that the actual needs can be ascertained and prioritized. For example, our customers want their name to be written on the flour bags. That makes it easy to collect their flour bags from the boatman, ghat or transport agency. We write the name on the flour bags.

- **Customers Response-** Customer response is the reaction by us to the queries and activities of the customer. Dealing with these queries intelligently is very important as small misunderstandings could convey unlike perceptions. Our success totally depends on the understanding and interpreting these queries and then working out to provide the best solution. For example, we always help our customers to decide which grade of flour they need and which will fulfil their needs and wants.
- **Customer Loyalty-** Customer loyalty is the tendency of the customer to remain in business with a particular supplier and buy the products regularly. This is usually seen when a customer is very much satisfied by us and re-visits the organization for business deals, or when he is tended towards re-buying a particular product or brand over times from us. For example, we sell at fixed price and sell products which are made today. Our flours may be the freshest of all flour in the country. That's why most of our customers are very satisfied and loyal to us.
- **Customer Retention-** Customer retention is a strategic process to keep or retain the existing customers and not letting them to diverge or defect to other suppliers or organization for business. Usually a loyal customer is tended towards sticking to a particular brand or product as far as his basic needs continue to be properly fulfilled. We always try to retain our existing customers. We give our loyal customers the benefit to buy the products on due and pay the money later. We also give them discounts on year's sales.
- **Customer Complaints-** Always there exists a challenge for us to deal with complaints raised by customers. Normally raising a complaint indicates the act of dissatisfaction of the customer. There can be several reasons for a customer to launch a complaint. For example, if a customer complaints about our products, we take it very seriously. If they want to change the product, we change it and give them new one.
- **Customer Service-** In an organization customer service is the process of delivering information and services regarding all the products and brands. Customer satisfaction depends on quality of service provided to the customer us. We not only have to elaborate and clarify the details of the services to be provided to the customer but also to abide with the conditions as well. We always try to give best service possible to our customers. We always help them to decide which grade of flour they need and which will fulfil their needs and wants.

3.5 Goals of relationship marketing (K. Ali flour mills)

Primary goal-

- To build & maintain a base of committed customers who are profitable for K. Ali flour mills.
- Identifying the best target market through market segmentation, and attract those customers who are profitable for us.
- Providing quality products & services and good value over time to our customers.
- Providing more/new products over time to our customers to increase market share and profits.

Benefits for customer

Benefits of receiving greater value:

- Value represents a trade-off between the 'give' and 'get' components.

Consumers are likely to stay with us in a relationship when the gets exceed the gives.

Confidence benefits:

- These benefits comprise feelings of trust & confidence in us from our customers. They free up time for other concerns and priorities of our customers.

Social benefits:

- We could actually become part of the consumer's social support system.
- The close personal and professional relationships are the basis for the customer loyalty.
- There is a risk of losing customers when a valued retailer/customer leaves the firm and takes customer with him.

Benefits for the organization

- Relationship marketing will help us to increase purchases over time from our customers.
- We will have lower costs to retain loyal customers.
- We will have free advertising through word-of-mouth from our customers.

3.6 Foundations for relationship strategies

1. Quality in the core service

Retention strategies will have little long-term success unless we provide a solid base of service quality and customer satisfaction to build on. It must be competitive and frequently better than that. We always try to provide better quality than our competitors.

2. Market segmentation and targeting

- We treat our customers as individuals and develop individual marketing plans for each customer.
- We do not offer one service to all potential customers as if their expectations, needs and preferences were homogeneous.
- We offer different services to different groups of customers by segmentation and targeting process.

3. Monitoring relationships

- We do customer survey to determine their perception of value, quality, and satisfaction with services. We try to have regular communications with our best customers in person or over the telephone.
- Design customer database to tailor the products/services according to their expectations.
- We also do other types of marketing research (complaint monitoring, lost customer survey, customer visit)

3.7 Process of segmentation & targeting in services

a. Identify bases for segmenting the market

- **Demographic segmentation:** Demographic segmentation is dividing markets into different groups according to their age, gender, the amount of income, the ethnicity or religion of the market and the family life cycle. We only use the amount of income to divide our markets. We target middle income people who use open atta and moida because they are cheaper than packet atta and moida.
- **Geographic segmentation:** Marketers can segment according to geographic criteria—nations, states, regions, countries, languages, cities, neighbourhoods, or postal codes. We don't segment our market based on geographic criteria. We target everyone within Bangladesh.
- **Psychographic segmentation:** Psychographic segmentation, which is sometimes called Lifestyle. This is measured by studying the activities, interests, and opinions of customers. It considers how people spend their leisure, and which external influences they are most responsive to and influenced by. Psychographic is highly important to segmentation, because it identifies the personal activities and targeted lifestyle the target subject endures, or the image they are attempting to project. We target those consumers who want quality products at reasonable price.

- **Behavioral segmentation:** We divide consumers into groups according to their knowledge of, attitude towards, usage rate or response to our products. There is an extra connectivity with all other market related sources.

b. Develop profiles of resulting segments

Once we have identified the segments, it is critical to develop profiles of them, to understand how and whether the segments differ from each other in terms of their spending power.

c. Develop measures of segment attractiveness

- **Measurability:** The size of the flour market is huge. The population of the country is more than 15 crores. Most of them eat rice as their main food item. Secondly they eat food products which are made from flour. So, we can say that the market is more than 7 crore.
- **Accessibility:** We can easily and effectively reach our customers and serve them.
- **Substantiality:** Our market segment is large and it is profitable for us. We target all the hotels and restaurants who want quality flours at reasonable price. We also have a marketing program which goes with their segment.
- **Differentiable:** We are clear about our segment. We are targeting hotels, restaurants and also customers who want open atta or maida. We are targeting middle income people.
- **Action ability:** We always try to have effective marketing program for attracting and serving our segments. We have dedicated staffs to meet our targets.

d. Select the target segments

- **Segment size and growth:** We are interested in segments that have the right size and growth characteristics. We have targeted middle income people. It's a huge segment.
- **Segment structural attractiveness:** Our segment is very attractive as it is growing every year. Every year there are more hotels and the demands for flour is increasing.
- **Company objectives and resources:** Our objective is to be one of the top players in flour industry.

e. Ensure that the target segments are compatible

As services are often performed in the presence of the customer, we must be certain that the customers are compatible with each other.

3.8 Distribution Channels

- Distribution channels help us to make our products available for use/consumption by the consumer or business users.
- Distribution channels help to bridge the major time, place, and possession gaps that separate goods and services from us to our customers.
- Marketing intermediaries play an important role in matching our supply and demand of the consumers.
- Marketing intermediaries reduce the amount of work that must be done by us and our consumers.
- Marketing intermediaries also play a very important role in having a very good relationship with our consumers. For example, our consumers express their feelings, likes, dislikes and wants to the retailers. Then the retailers express these feelings to the wholesalers. Finally the wholesalers come to us and tell us about the consumer's complaints/suggestions. They give us the precious consumer's opinions and feedbacks to us. It always helps us to meet our consumer demands and to have a great relationship with our partners and customers.



Figure: Distribution channels

K. Ali flour mills might be the only flour mill in the country that uses all the distribution channels. First, we sell directly to consumers and there are no intermediaries. Second, we sell our products through retailers and retailers sell them to consumers. Third, we sell products to wholesalers and wholesalers sell to retailers and then retailers sell them to consumers.

3.9 Building Relationships with retailers

Business is a people activity; people like to do business with people they know, like, and trust. Ones with whom we have relationships are at the top of the desirable business option list. The stronger the relationships with our customers, the greater will be their trust and loyalty in our business. So it is very logical for us to build customer relationships. A business is only as good as the clients it serves, and no business gets far after losing the clients it has. The key to success is building relationships that go beyond one-time projects and provide value to these clients on a consistent, ongoing basis. Never underestimate the value and reach of a loyal, repeat customer. Keep customers coming back for more and bringing their friends with them.

Money can't buy one of the most important things we need to promote our business: relationships. How do customer relationships drive our business? It's all about finding people who believe in our products or services. And when it comes to tracking these people down, we have two choices:

We can do all the legwork ourselves and spend big marketing dollars. But that's like rolling a boulder up a hill. We want to drive our business into new territory, but every step is hard and expensive. There's another less painful and potentially more profitable way.

We can create an army to help them push that boulder up the hill instead. How do we do that? We develop relationships with people who don't just understand our particular expertise, product or service, but who are excited and buzzing about what we do. We stay connected with them and give them value, and they'll touch other people who can benefit our business.

Studies show time and again, loyal customers are the most apt to tell their friends about our business, creating strong word of mouth marketing. Word of mouth marketing is the most important element of any marketing campaign.

Creating and nurturing a strong relationship with our customers is the key to the ongoing success of our business. A strong customer relationship not only means that our clients are likely to keep doing business with us over the long-term, it also means that the chances of that customer recommending us and our products to others are greatly enhanced.

Here are some ideas how we can maintain productive and enduring relationships with our retailers:

From the Beginning

"Understanding our clients is so important to building a good relationship – not just trying to fit them into marketing templates – but truly appreciating where they are in the marketplace and how to get them to the next level from the very beginning. The best way to do this is to know them inside and out – it is why we start all our engagements with a Foundation Stage."

Be a partner

We make sure that we understand our clients and customers on the inside and out. Sit with the product team to fully immerse ourselves and have a deep understanding beyond the talking points.

Be honest at all times

No long-term relationship survives if the two parties aren't honest with each other. In addition to providing a product or service our client needs, our chief responsibility is to be open and honest in all of our dealings. Clients are smart, they know when they are being conned or manipulated. Even telling a "little white lie" about why we failed to return a phone call can damage our reputation. Without a reputation for integrity, we'll never be able to cultivate the kind of long-term relationships our business depends on.

Increase involvement

Connection matters, we always try to involve our customers with our business. We hold special events, gatherings, contests – anything that increases involvement with our retailers.

Always meet our deadlines

"Our word is our bond" is a guiding principle in all of our client relationships. When we say we're going to do something, there should be no questions in our client's mind that this might not be true. By committing to a deadline, we relieve the client of the worry that a vital product or service might not be ready in time to meet his or her needs. That freedom from worry builds trust and clients prefer sticking with a business they can trust, rather than waste time looking for someone else.

Meet expectations and build trust

Trust is the glue that holds relationships together. Our customers and clients need to trust us. Trust is built by continuously doing what we said we would do. When we tell a customer we'll call them back, we do it. When we promise to follow-up, do it. Trust is the sticky glue of great customer relationships.

Consistency

"We always try to be consistent with our information or policies and their execution — few things will frustrate our customers more than wondering why they got a different response from us."

There's no such thing as over-communicating

Clients depend on us to keep them informed. Making regular communications with them one of our top priorities. This includes updating them on various projects, as well as letting them know about any bumps in the road we encounter.

Give undivided attention

As people split time and attention in more ways than ever before, the amount available per person gets smaller and smaller. Reduce the likelihood that the other person feels you're not really present by putting away your devices and giving the person your undivided attention. This demonstrates not only your professionalism, but also that you value the person's time as much as he or she values yours. We always try to give more and more time to our customers.

Be Flexible

We always try to be quick and attentive to a customer's problems or complaints. In the past, some companies would simply say, 'I'm sorry, it's policy' in response to a customer complaint. That answer doesn't really work anymore, as customers are savvy enough to take their business elsewhere if they're not getting the service and attention they want. We set aside some strategic ideas for dealing with an unhappy customer, but we shouldn't waver far from the old mantra that 'the customer is always right'.

Think of clients as more than just “clients”

A client is more than just a revenue stream; each has his or her likes and dislikes, preferences for how to do business, issues and concerns. The more we can identify with a client as a *person*, rather than as a chance to make money, the stronger the bond between us will grow.

Be genuine and be our self

Sometimes it can be tempting to try and take on a certain persona we think the client might respond to but we can never keep that up. If we are genuine and true to whom we are as a thought leader and a firm then we know they are buying us and our ideas; as a counselor this is critical."

Be a useful resource

The more value we offer, the more a client comes to depend on us. We don't hesitate to share information clients may find useful, whether or not it benefits us in any way. In the same respect, we refrain us from bombarding them with irrelevant news or gossip, and don't bother them with offers we know won't likely to interest them.

Reward our loyal clients

We are fortunate enough to have established a long-term client relationship; it is easy to grow complacent and to focus our energy on securing new clients. That is a big mistake. Clients should be honoured for their loyalty and receive the preferential treatment they deserve. We reward these individuals (or businesses) with exclusive discounts, "reward program" offers, etc. We give expressions of gratitude and look for new ways to say "Thank you for your valued business."

Have a vision of partnership

If we are cultivating the relationship in all the right ways (while of course, providing the products or services our client needs), we can work on developing a partnership with the client--something that goes beyond individual project development. A client who determines we're in it for the long haul, and that we're actively motivated to help him or her succeed, soon begins to see us as more than just a vendor or supplier. We become a partner in their enterprise and someone they grow to value today, tomorrow and in the years to come.

Build our network--it's our sales lifeline

Our network includes business colleagues, professional acquaintances, prospective and existing customers, partners, suppliers, contractors and association members, as well as family, friends and people we meet at school, mosques and in our community.

Contacts are potential customers waiting for us to connect with their needs. How do we turn networks of contacts into customers? Not by hoping they'll remember meeting us six months ago at that networking event. Networking is a long-term investment. We need to do it right by adding value to the relationship, and that contact we just made can really pay off. We should communicate like our business's life depends on it.

Don't just build our customer list – we segment it

No two customers are the same. Being able to speak to our unique customers, in unique ways, is one of the true keys to building strong customer relationships. When communication with our clients is personalized, it creates a whole new dynamic. Sending daily e-mail blasts is one thing, but sending something that makes a personal connection is a game-changer. Our customer's base cannot be viewed as one single amorphous entity. So how we do this? One way is to survey them and move customers to new lists.

Prioritize face time

We try variety of ways to communicate with our retailers today: in person, phone calls, text messages, email, social networking platforms—the list goes on. While it's true that some of these methods provide more communicative context than others, nothing is a true replacement for meeting face-to-face. Spending time together in person allows both parties to make the most meaningful connection.

Communication

Listening is just as important as telling. We often try to speak with our customers. Then evaluate, are we only calling when we need to make a sale or close a deal? We should focus on less financial-driven communication (whether its email, phone or face-to-face interaction is up to us). We always try to make communication with our clients better. We make our customers feel involved, they feel as though they actually have a stake in our company, and feel like we care about them more than just getting the sale

Educate and encourage behaviour

Customers don't just automatically come back again and again. We show new customers the behaviours our best customers exhibit. Communicate in a way that reinforces the strong bonds we have with our best customers. We show them how customers have been rewarded for loyalty. Show customer testimonials.

Rewards

Every industry has companies who do reward and customer loyalty programs differently. It is a very simple form of saying 'thank you.' And particularly of late, loyalty programs seem only to have grown in popularity. Why? Customer loyalty programs are the next-generation marketing strategy. It is a viable and measurable marketing tool that we can use to retain our customers and grow our business. It's all about recognizing and understanding our customers (and each one is unique, so learn about each of them separately). Once we do that, we can gear a loyalty program around their habits, likes and dislikes.

Be open-minded

We all have favourite ways of doing things but people respond to openness. If a client really wants to do something one way (or has always done something a certain way) – hold a brainstorm session with folks from all different levels and specialties to groupthink new solutions. Don't just try to push one way of thinking; sometimes we are there to be a curator and cultivator not always the creator. "

We encourage honesty with both our customers and employee participants. Customers will only read product reviews if they feel they can be trusted, and that trust needs to be earned. No one will buy a dress with a 5-star rating from a site that seems to only approve 5-star reviews!"

Consider the need for extra consideration

As people connect in more distant ways — online or through mobile devices, for instance — they may become less considerate of others, without even realizing it. The scarcity of available time also affects the ability to be considerate of others' needs, desires or challenges. Considering other people's situation might take a little extra time, but it can save us a lot of time if we are focused on what we think they want or need, rather than their actual want or need. Consideration is one gift that can't necessarily be described easily but can be recognized when it's received — and when it's not.

Transparency

"If there's a potential customer I've been talking with via customer service or on social media, I often will give them my personal email address and encourage them to get in touch directly if they want a demo, have questions, or just need more encouragement. It's a little thing that goes a long way - when people feel like they have a dedicated contact at a company; they're much more inclined to stick with us."

Communication is a contact sport, so we do it early and often

Relationships have a short shelf life. No matter how charming, enthusiastic or persuasive we are, no one will likely remember us from a business card or a one-time meeting. One of the biggest mistakes people make is that they come home from networking events and fail to follow up. That's why we make the connection immediately. Send a "nice to meet you" e-mail or let these new contacts know we've added them to our newsletter list and then send them the latest copy. Immediately reinforce who we are, what we do and the connection we've made.

3.10 Maintaining relationship with retailers

During these economic times, people are more selective on where they spend their money. When they do decide to open their check books, we want to be their first choice. Therefore, it's important our current customers choose to stay with us. Even if our business is doing well, our customers can leave as quickly as they came.

There's more to business than just a transaction. Building a relationship helps us establish a bond. Some customers are even willing to pay more for a product and/or service if they have a personal connection with a company. From a PR perspective, building relationships is cost-effective because the only cost is our time.

Our customer relationship with our business is a core part of our brand. This relationship determines whether customers will walk in our doors, buy a product, and return in the future. Like any relationship in our life, customer relationships and branding our customer experience will require effort on our part.

Here are some ways to maintain these relationships:

Touch base frequently

If we place an order or provide a service, ask them for feedback. Showing we care about their satisfaction level speaks volumes about our commitment to them. It can also provide us with an opportunity to gain insight on other products and services that we can offer to gain new business.

If they have not done business with us in a while, check to see how we can help them. It may also serve as a reminder that they may need our product or service.

Tailor our approach

Our customers vary in work load, style of communication and desire to share information, so our approaches are just as diverse. If our customer doesn't appreciate our just stopping in, then call in advance to set up a time or invite him or her out for coffee.

Be prompt with inquiries

It shows our commitment to a high level of service and establishes confidence in us and our company. Also, if an issue arises, take action and make it our priority to resolve it immediately. Sometimes errors and how we resolve them provide an exceptional opportunity to show our commitment to the customer--take a bad situation and make it a positive

Listen to Their Problem

First of all, before taking any action, we listen to what our customer's problem is.

Then once s/he finished talking, decide whether his/her complaints are reasonable or not.

If our Customer is Right

When we know that our customer is right and we did make a small mistake, admit our fault and apologize.

We change the product or give them discounts.

If our Customer is wrong

If we think we didn't do anything bad, we have two options again:

1. If we think that our customer is just confused because s/he misunderstood something, take the time to explain him/her the truth. Be patient and tell him/her that we understand why they're upset, but there's no reason to be angry: their problem is just a misunderstanding.
2. If – on the other hand – we think that our customer is just messing with us because he doesn't know a better way to spend his time, feel free to ignore him.

Call our customers by name whenever we can

"Remember that a man's name is to him the sweetest and most important sound in the English language." – Dale Carnegie

Calling people by their names gives our communication a more personal touch, which is always preferred over official forms.

So we make sure we call all our customers, readers and subscribers by their names whenever we can. This tip alone places us above our competitors most of the time.

Promise and deliver

We always try to deliver on our promise. If we give a promise it becomes our top priority to keep that promise.

Keep in touch

The worst thing for a business is to get a reputation for failing to do this. People like to know that their friends are thinking about them. They also like to know that the companies they

care about have a vested interest in them (and not just financially). A quick e-mail or telephone call speaks volumes. We always try to be in touch with our retailers and customers.

Seek feedback

We always try to find out if our products fits what our clients are looking for. See if there are any small adjustments that we can make to better serve their needs. They will be more satisfied with the transaction and appreciate our efforts.

Respond promptly

This shows that the customer is a top priority. It is flattering for a customer to know that we are paying him so much attention. Additionally, it keeps him better informed of our progress and ensures us to stay on his mind.

Add value

We try to give something of value – a solution, a fresh perspective, a free pen – to the prospective client early on and throughout the relationship. We find things that might also be of interest to our clients

Be genuine

People can tell when we're being insincere, so shouldn't be. Our clients will stop trusting us if we seem fake. It is obvious that we are only manipulating them for sales.

Make their lives easier

We want our clients to enjoy working with us. If we can help them out, they will love doing business with us. Try to make all of our interactions fit seamlessly into the prospect's schedule. Always be available in case they have a question or concern.

Be patient

Relationships aren't built overnight – they take time to nurture and grow. We need to be prepared to put in the necessary time to grow strong relationships with our clients. Don't try to push clients into a relationship; that will only scare them away.



CHAPTER-04
SWOT Analysis

4. SWOT Analysis

The acronym for SWOT stands for:

- Strengths
- Weaknesses
- Opportunities
- Threats

SWOT analysis involves the collection and portrayal of information about internal and external factors that have, or may have, an impact on the evolution of an organization or business. The SWOT analysis comprises of organization's internal strengths and weaknesses and external opportunities and threats. It provides a list of an organization's Strengths and Weaknesses as indicated by an analysis of its resources and capabilities, plus a list of the Threats and Opportunities identified by an analysis of its environment. Strategic logic requires that the future pattern of actions to be taken should match strengths with opportunities to ward off threats and seek to overcome weaknesses. SWOT analysis gives an organization like K. Ali flour mill's an insight of what they can do in future and how they can compete with their existing competitors using strengths. This tool is very significant to identify the current position of K. Ali flour mills relative to others. It helps K. Ali flour mill's to build competitive advantages based on their strengths and opportunities and remove threats by others through competitive strategies. The details of SWOT analysis of K. Ali flour mills is noted below:

a) Strengths

- Since K. Ali flour mill's inception in 1976 with an aim to provide high quality flours to their customers, it has grown to become one of the recognised flour mills in flour industry with unmatched fresh quality flour.
- With a commitment to quality products K. Ali flour mill's motto is to serve their customers with high quality and fresh flour. They have been successfully doing it through their dedicated service.
- Strong financial position and considerate amount of market share of K. Ali flour mill's gives the advantage to expand its operation and get a bigger market share.
- Strong goodwill and loyal customer base gives them the opportunity to become one of the top flour mill in the country.

b) Weaknesses

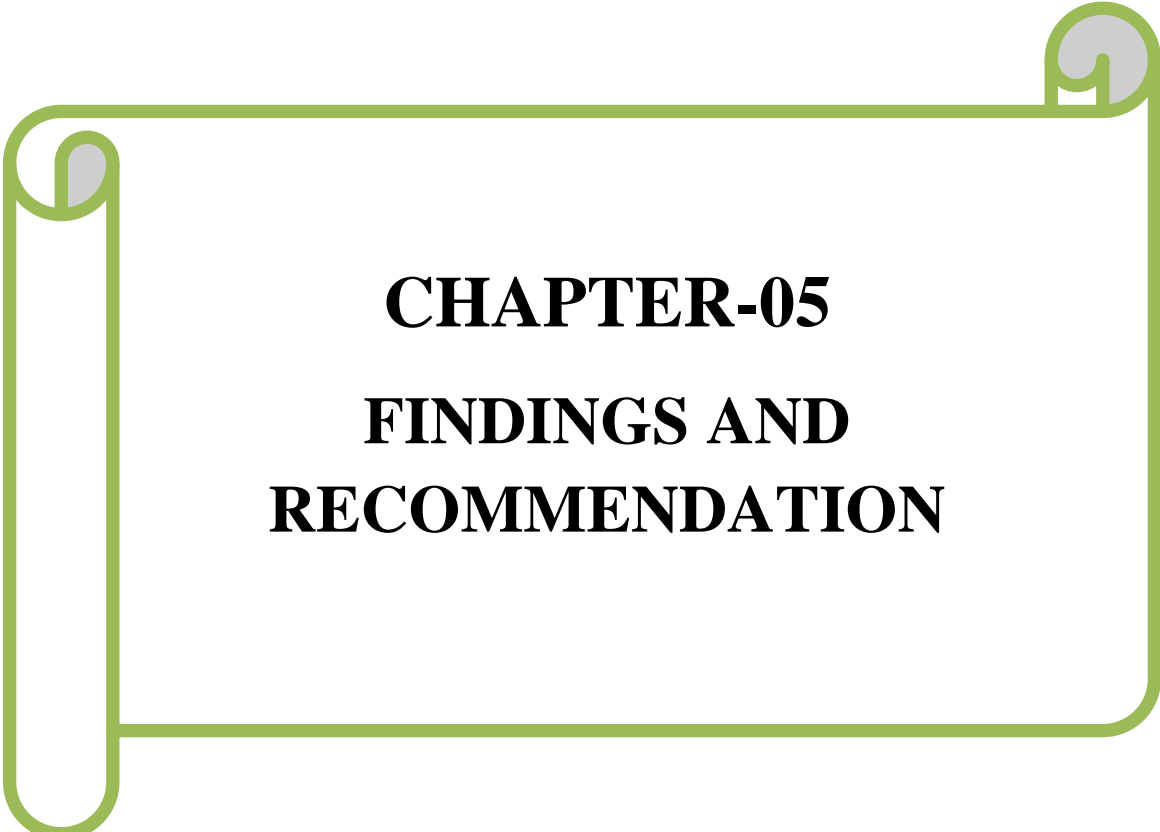
- K. Ali flour mill has lack of concentration points to be one of the top players in the country.
- Not being able to improve corporate relations and use various mass media to build relations and convey newer services details to their clients is another drawback.
- K. Ali flour mill lacks having a website and details of all of their activities to view their operation for users and clients as well.

c) Opportunities

- As the demand of flours is increasing day by day in our country this sector has great opportunities to be big and profitable
- The flexibility of freedom of action comes from being privately owned. It is the independence which gives them the opportunity to provide a variety of offers customized to specific needs.
- K. Ali flour mill is able to offer their customers a competitive product rate and a wide choice of products. This increases the probability to get new customers.
- K. Ali flour mill's does not have packaged flour. They should enter into the package sector. It's a very big sector and it is also very profitable.

d) Threats

- Big companies are entering into this industry every year. They are financially very strong and they have latest and high quality machine.
- Aggressive competition from rivals and many equal size players in the market decreases the possibility to earn good profit.
- Economic downturn, instable political situation and less supportive Government tactics can hinder free movement of goods and which in turn will affect K. Ali flour mill's to continue its business activities.



CHAPTER-05
FINDINGS AND
RECOMMENDATION

5.0 Findings and Recommendation

By working in K. Ali flour mills, I have come to realize that it is one of the very good companies in Bangladesh. It offers fresh atta, moida and suji. They have very good relationship with their retailers. They have the potential to be one of the best flour mills in the country. Based on such findings, I can state some suggestions for the improvement of some specific situations:

- Employees and staffs are often seen to remain busy with their daily tasks, so it is quite difficult to learn from them and have insightful idea about those services in such a short period of three months.
- K. Ali flour mills mass media publicity of their products is very less than required whereas other organizations are focusing on it to gain more customers attention. So they should focus more spending on advertisements.
- K. Ali flour mills do not have a website. So many potential customers can't know about their products
- All the reports, documents and should be provided to interns related to various departmental activities in order to analyze those and learn various aspects of those products and services.

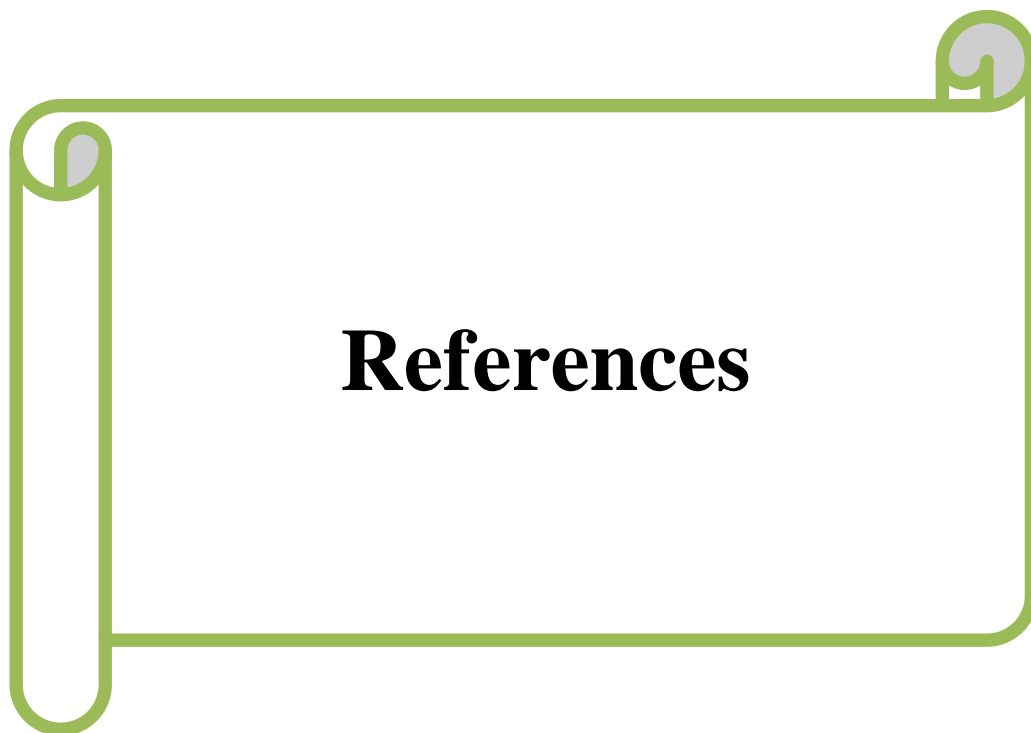
Overall all the activities of K. Ali flour mills from manufacturing to selling, I have gained practical and useful knowledge having worked in such a dynamic manufacturing organization. I have been able to relate my theoretical knowledge with practical learning like never before and it depicted me a clear picture of organizational environment during my internship tenure.



CHAPTER-06
CONCLUSION

Conclusion

Relationship marketing as a pillar has not only given marketing a new dimension, but has also given more stress catering to the demand of customers for products and services. Trust and satisfaction have been tagged as important for maintaining as well as enhancing our company's image. Factors such as commitment, customization, gratitude, communication took an important part of the study. Overall stress has been laid on the study of relationship marketing mainly to show how important it is to maintain healthy relation with customers in order to grow and acquire prosperity in businesses.



References

Appendix

Articles and reports of K. Ali flour mills.

Kotler, P., Keller, K. L. (2011). *Marketing Management*. (13th ed.). New Jersey: Pearson
Prentice Hall.

Hawkins, D. I., Mothersbaugh, D. L. (2011). *Consumer Behaviour*. (11th ed.). New York,
NY: McGraw-Hill/Irwin.