

A PROJECT REPORT ON
PANJSHER MINERAL WATER

BY

AHMAD NOORI

ROLL NO. (2175)

CLASS: (MBA)

A project report was submitted in the partial
fulfillment of the requirement for the second-year
Master of Business Administration

At

GOA BUSINESS SCHOOL



DECLARATION

I, Mr. Ahmad Noori hereby declare that the present project report on Panjsher Mineral Water is submitted in partial fulfillment of the requirements for the degree course of Bachelor of Business Administration to Goa business school

This is a bonafide record of work done by me under the supervision of Mr. Nilesh Borde I further state that no part of the project has been submitted for a degree or diploma or any other similar title of this or any other university.

PLACE: Goa business school

NAME: Ahmad Noori

Signature

ACKNOWLEDGEMENT

This is to be glad to have the moments to express the learning which happened during the summer internship period in a sentence; “all have equal abilities but the difference is how everyone uses it in their own way in life”.

The second-year summer internship was the best experience, through learning various activities in the company also observation of various departments’ functionality the meaning of the best experience could be drawn from.

I would like to express my deep gratitude to Mr. Haji Kateb Khalili chairman for placing me in their respective organization and guiding me in various aspects till the end.

Special thanks from Mr. Haji Omer who helped me a lot with knowing marketing concepts, and providing me all the data which I needed during these periods.

Special thanks from Mr. Nazir Ahsas production manager who helped me a lot with production process concepts, and explaining me all the processes from starting till the end with all their details.

At the end but not the last I would like to thanks all the staff of Panjsher Mineral Water for behaving friendly with me and solve all the inquiries which I asked them.

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Executive Summary

To complete my M.B.A project, I worked as an intern in Panjsher Mineral Water Company for the period of 8 weeks. There I was responsible to study all the departments of the company and

see everything practically and apply all the methods and theories which we were studying in the college.

Panjsher Mineral Water production Factory is located at the beginning of the Shaba Canyon, Panjsher – Afghanistan. This Company was published in 2007, by Haji Katib Khalili, Possessing all the required production facilities, the factory is one of the largest production facilities in the water industries in the country. The production capacity of this factory was 50,000 bottles per day.

During my project, I learned about the beverage Industry and about Panjsher Mineral Water Company like how this industry started, from where this idea came from, what were the changes accrued during this period (origin until now) for companies.

There I came to know about the history of the company, what were the challenges which they faced and how they interact with them and solved them, how is their hierarchy, who is responsible for who, how is their workflow, how is their decision making policy, is centralized or it's decentralized and how much it was successful.

There some problems also have been observed which are as follow:

- Company is having a high competition in the market but still, there is not any proper planning for it.
- Company has less brand awareness in the market and marketing department did not market the product effectively.
- In the finance department which is very important for a company they only assigned 3 people, it's very less and the job of the finance department very stressful.
- In the operation department, they imported machinery from outside of the country so if anything happens to machinery any breakdown, they have to order the equipment's from outside of the country which will take lots of time to deliver. For these problems, some suggestions have been given which you can read in the suggestions part.

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CHAPTER# 1

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INTRODUCTION TO THE COMPANY

Panjsher Mineral Water production Factory is located at the beginning of the Shaba Canyon. This Company was published in 2007, by Haji Katib Khalili, the company was published in this Canyon because the Canyon is famous for its fast flowing, clean, and Cold River. This Factory is equipped with a modern building and advanced technology.

Possessing all the required production facilities, the factory is one of the largest production facilities in the water industries in the country. The production capacity of this factory was 80000 to 100000 bottles per day, but after Afghanistan regime change getting less order and decrease in demand for their product

Mr. Khalili decreased the producing to 50000 big bottles (1.5 L), and 50000 to 60000 small bottles, (0.5 L) per day, and we demand and the water has the highest level of quality.

Furthermore, this factory has a well-equipped transportation system and with all of its facilities for production and supply 24 hours is at the service of customers.

The water is piped in from a spring about 40000 meters from the facility. It goes through a complex system of purification and testing before it gets bottled.

Mission

To add vitality to life by producing and marketing Siberia mineral water Company products in such a way as to create value that can be sustained over the long term for shareholders, employees, consumers, business partners and the community in which we live and work to prosper.

VISION

1. Provide such a work place for staff that cause them get interested and feel free to work efficiently and effectively.
2. Contribute to the quality of life in our community by offering a portfolio of drinking water products that satisfy peoples` desires.
3. To serve our people at any possible cases of live.
4. Focus on environmental and social responsibilities.

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Objectives of the company:

- To provide the best product/service to our customers
- To increase production and our profit (as each company is doing)
- To create more product knowledge among people
- To make the business relation with the multinational businesses

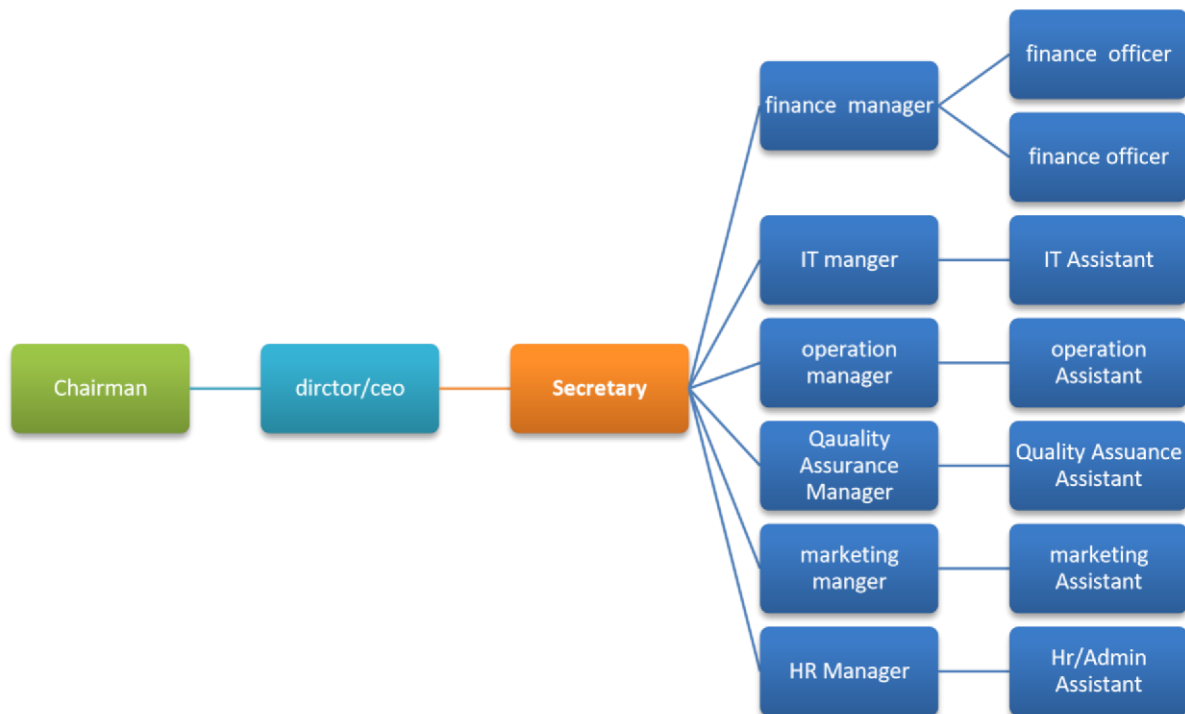
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Products of company:

This company currently is focused on producing Mineral water only, and they are producing water in three different sizes which are as follow:

- Water bottle-500ml
- Water bottle-1500ml
- Water cooler drums

Organizational Chart:



CHAPTER# 2

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DEPARTMENT

STUDIES

HUMAN RESOURCE DEPARTMENT

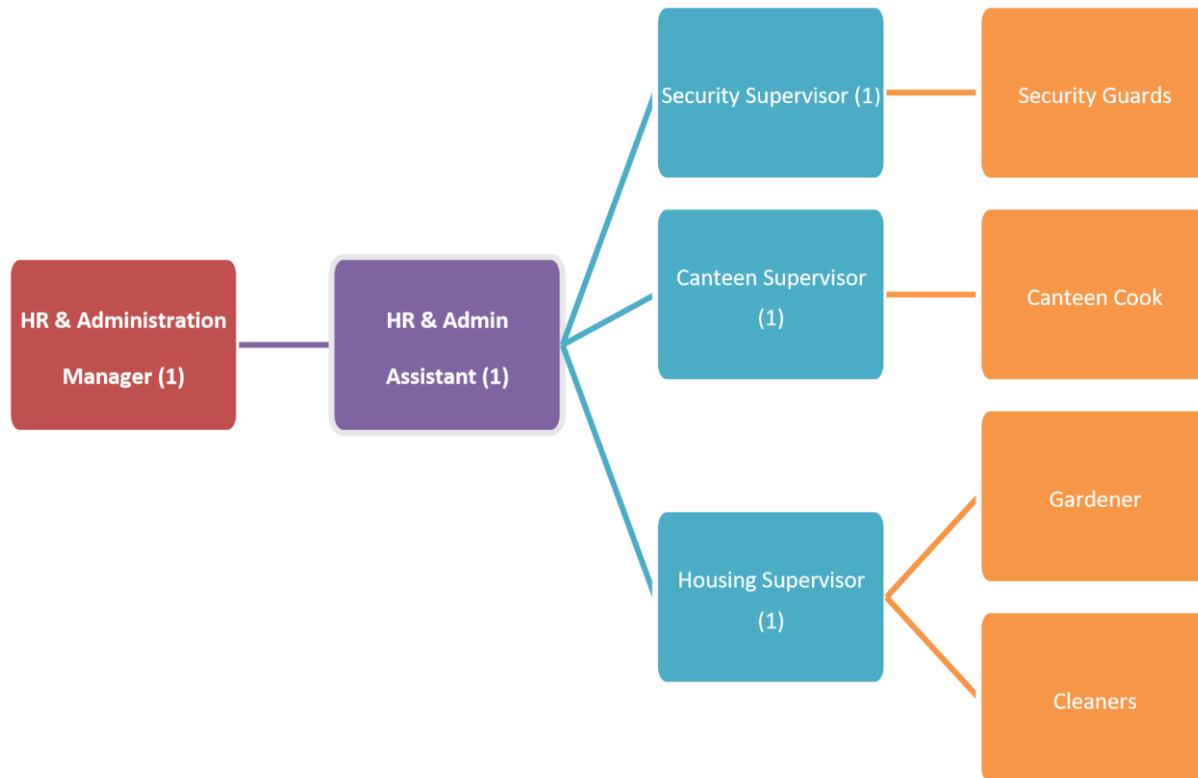
In the field of business the most important assets of an organization are employees of that organization, it means when an organization with a powerful and active human resources department become able to select the right person for right job, motivate and reward employees which boost employees' productivity, create a good relationship between employees, protect conflicts in work area and finally to use the work force as useful as it can be, by such the organization meets all targets and can reach to the highest rank of success.

The company already has professional Human Resources department with professional and expert employees in various levels which function as the best as it can be.

(HR) Department helps to recruit, select, train and develops members.

There are 80 employees in Panjsher mineral water Company.

Structure of the Department



CHAPTER# 3

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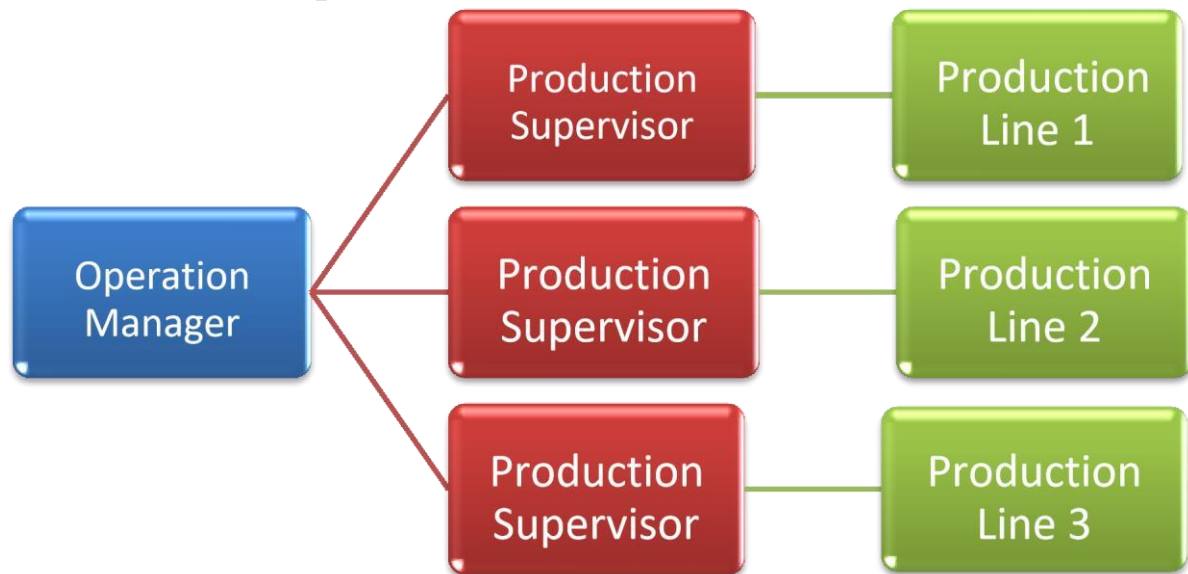
PRODUCTION DEPARTMENT

Production is the functional area responsible for turning inputs into finished outputs through a series of production processes. The production manager is responsible for making sure that raw materials are provided and made into finished goods effectively.

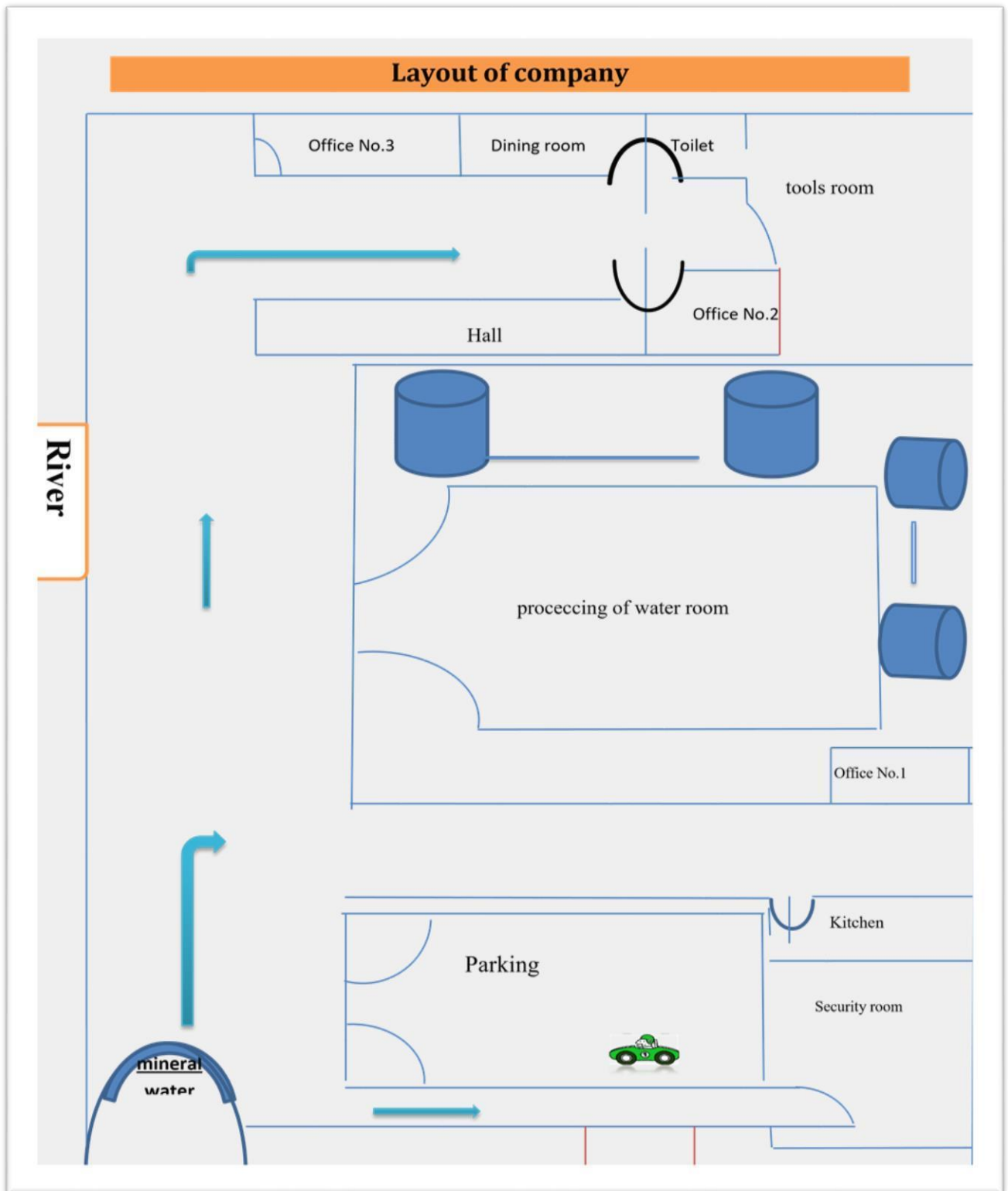
The Panjsher Mineral Water Company production process is fully automated which it is having three production lines which are the latest technology of KRONES Company of German.

All tanks and pipes which come from water treatment to the production lines which are fabricated from stainless steel, all tanks and pipes are cleaned with chemical.

Production Department Chart



As we can see in the chart production department is consist of operation manager, production supervisor and employees who are working in production lines. In each production line 15 employees is operating so totally we have 49 people who is working in production department



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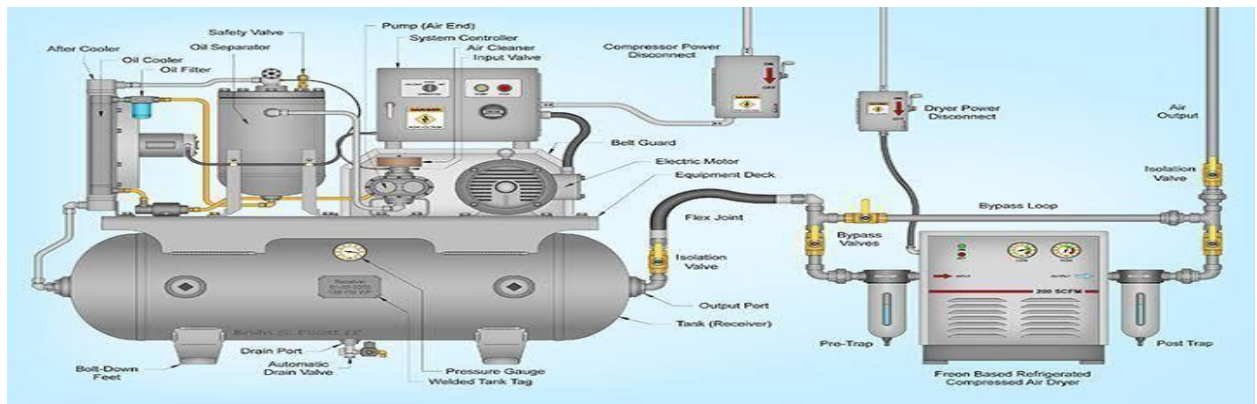
Machineries:

1. Deep pump
2. Raw water strong tank
3. Other chemical mix tank

4. Sand filter tank
5. Carbon filter tank
6. Micron cartridge filter
7. R.O System plant
8. Mineral water storage tank
9. Micron filter
10. Filling line

11. ➤ **Mineral Water second Line:**

1. Manual blow molding M/C
2. Pet MT Bottle comber
3. Filler Machine
4. Fill Bottle check post
5. Level capsule M/C
6. Date code M/C
7. Raping



Air filters



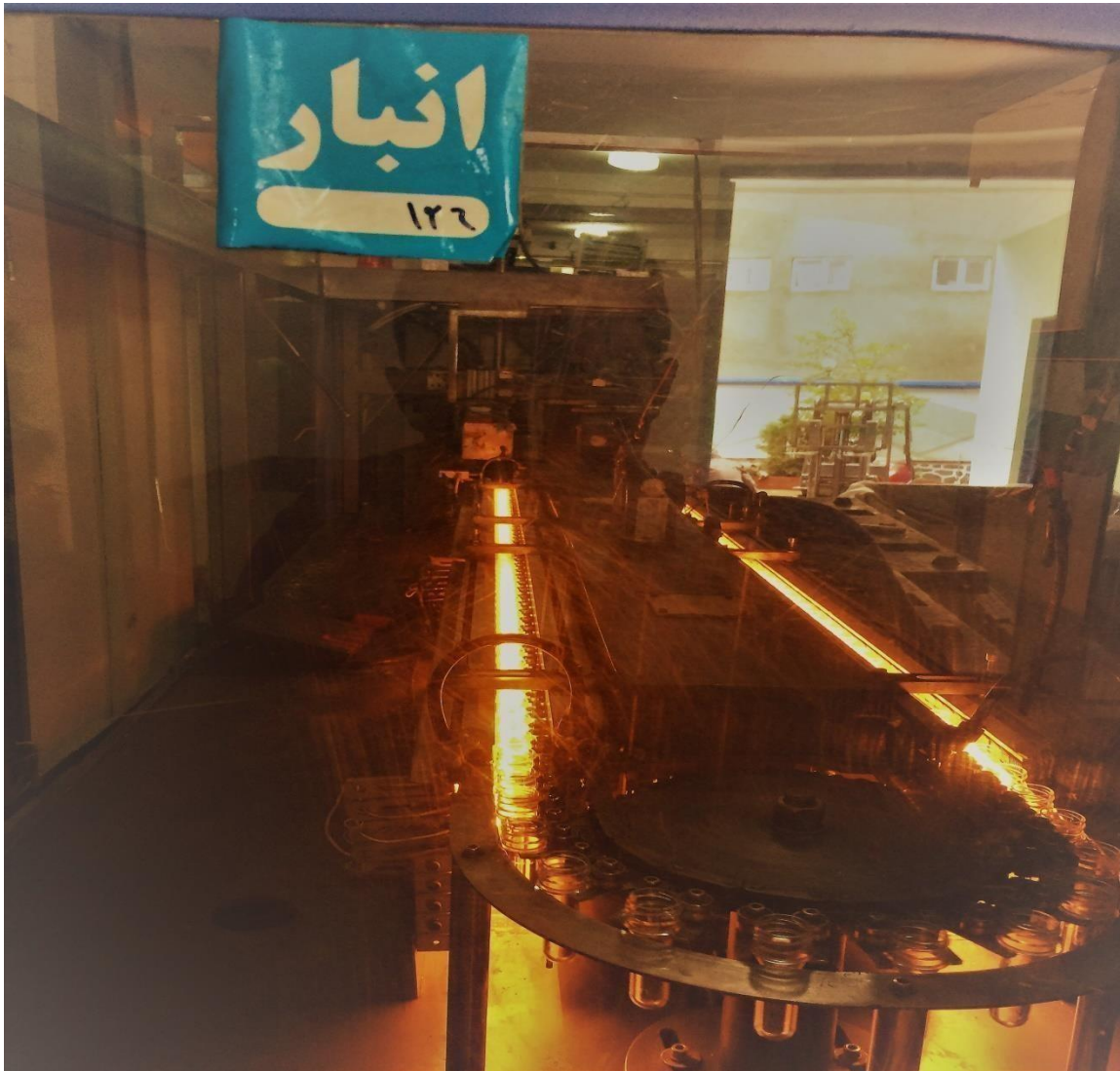
Air dryer



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In 1 Washing-filling-capping Machine





It is designed and manufactured, applied for beverage filling production line. Its tunnel pasteurizer sterilizes style and spraying showering cooling machine are suitable for container which is finish filled. UN -treatment products filled into bottle, capped, then transition through conveyor, get inside of pasteurizer sterilize style and spraying showering cooling machine. In each temperature district get spraying and showering of different temperature water, we call it is sanitizing and cooling phase. Water which is sprayed and showered on cooler container, will turn to hot. And this hot water is used for cooling hotter container which is sanitized already so that container can get cool step by step, avoiding over hot that flavor loss, and also protecting bottle destroyed or out of shape because of sudden hot of container. Heating and cooling district are connected so that energy is recycling used.

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In 1 Washing-filling-capping Machine



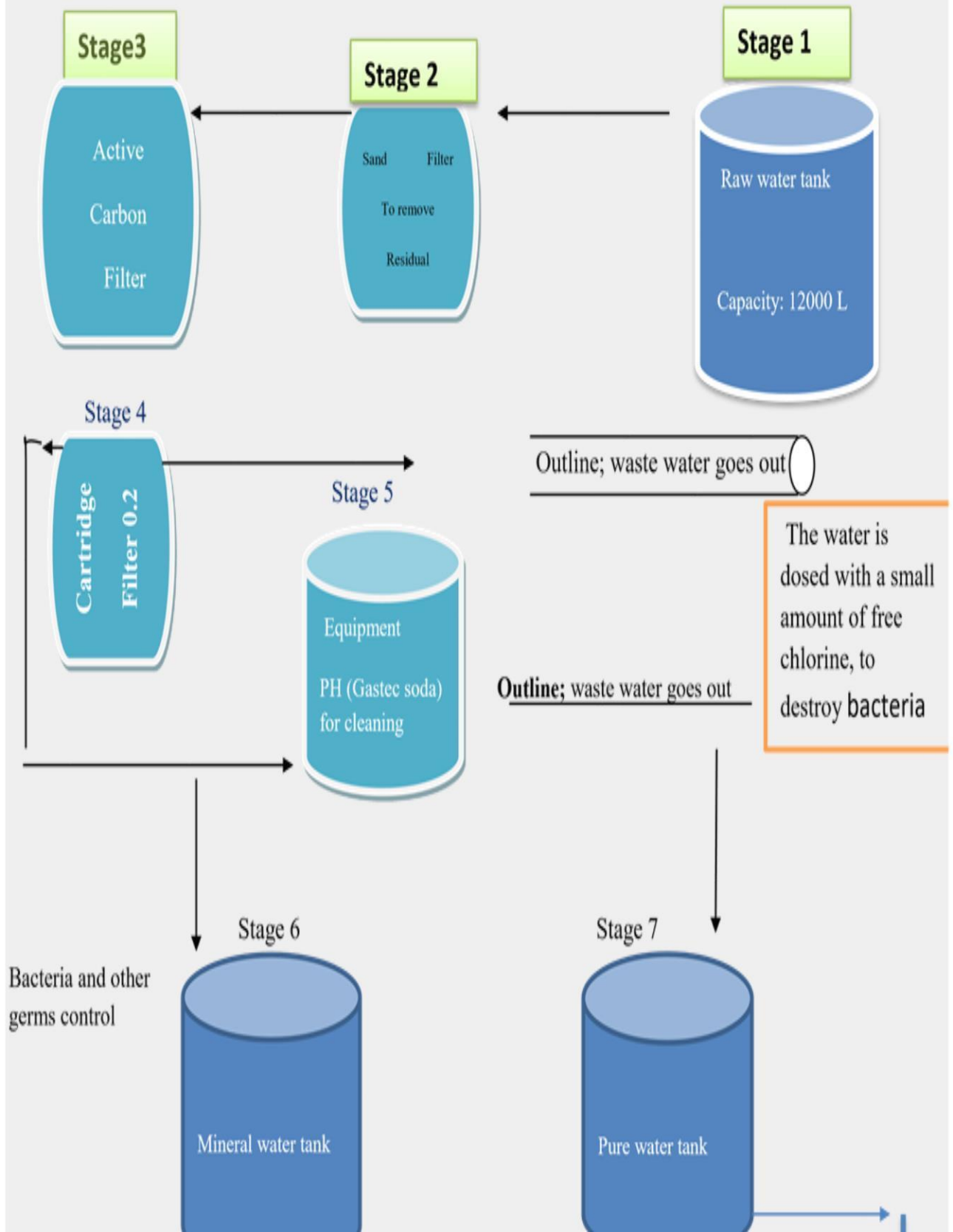
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The printer is of the highest integration degree and smallest volume, which is a leader of top technology with easy and stable operation. Various models of different characters are customized for your needs, e.g. different lines and display

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Page. 23/24 next two pages

Water treatment plant:



```
graph TD
    MWL[Mineral water line] --> S1[Stage 1: Titanium Filter]
    S1 --> S2[Stage 2: Empty bottles]
    S2 --> S3[Stage 3: Washing stage]
    S3 --> S4[Stage 4: Filling stage]
    S4 --> S5[Stage 5: Caps]
    S5 --> S6[Stage 6: Checking]
    S6 --> S7[Stage 7: Domino]
    S7 --> S8[Stage 8: Label Machine]
    S8 --> PM[Packing Machine]
    S2 --> FPM[Filling process of mineral water]
    FPM --> S4
    S6 --> QC[Quality check, Caps, Bottles]
```

To avoid all wastage and useless materials

Filling process of mineral water

Filling process of mineral water

- ✓ Quality check
- ✓ Caps
- ✓ Bottles

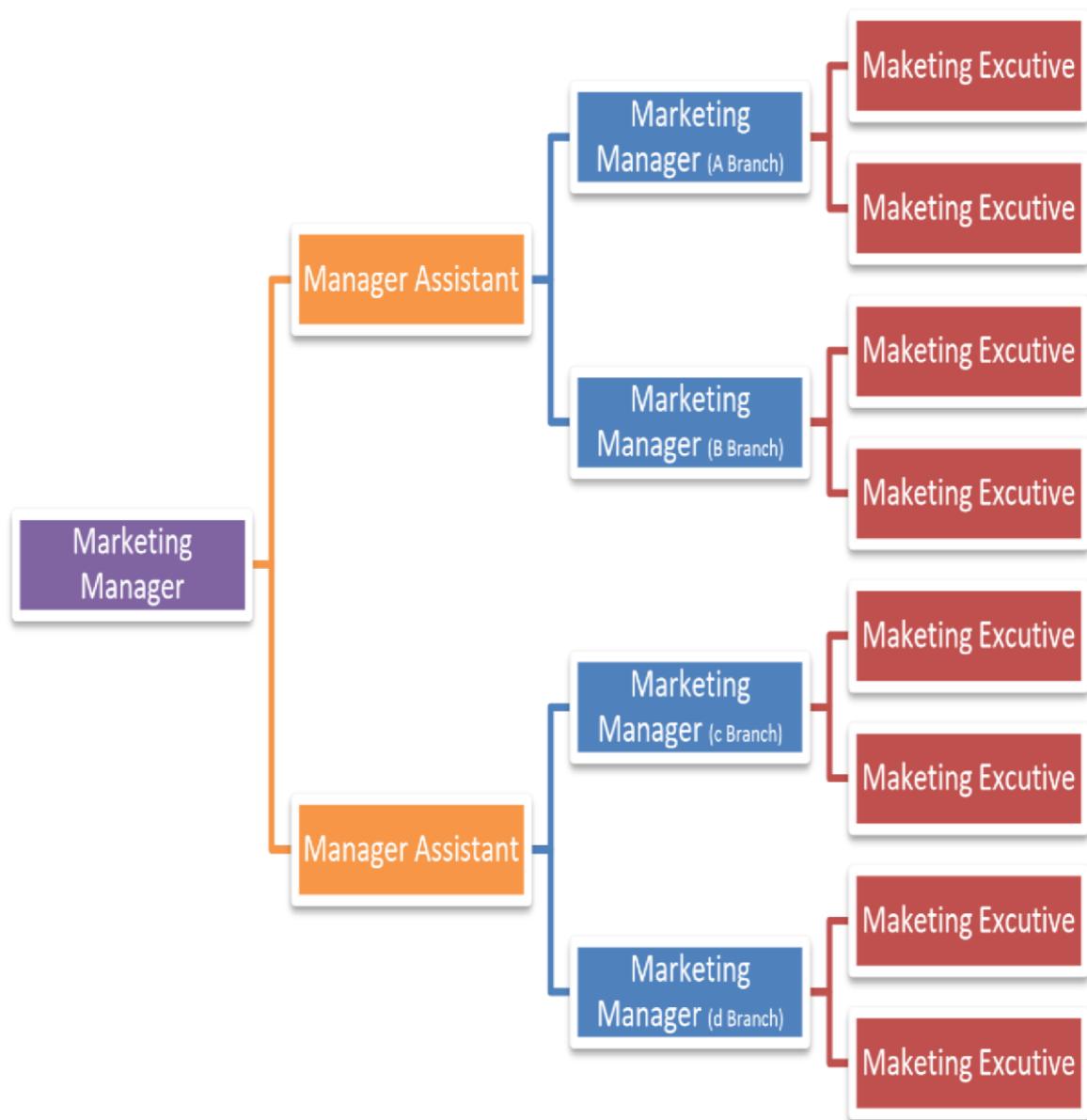
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Marketing department

In each company, the marketing department has overall responsibility for growing revenue, increasing market share and contributing to company growth and profitability. In a small business, the marketing department may just be one person, or it may include a marketing director or manager plus marketing executives responsible for functions such as advertising, publications or events. For this purpose Panjsher Mineral Water Company has been recruited professional staffs in their marketing department. We can see in the following chart the hierarchy of marketing department. As we can see in the above chart, there is one main marketing manager which is controlling of all marketing activities and he in charge and responsible for all department, he has two assistant. The company has four branches in all over the country as of now; in each branch marketing department is operating by one manager and two executive marketers. These branch managers have to give monthly report for the main marketing manager and the main manager will

evaluate their performance in monthly base, and he will go and check the branches whenever needed. Marketing Manager Manager Assistant Marketing Manager (A Branch



As we can see in the above chart, there is one main marketing manager which is controlling of all marketing activities and he in charge and responsible for all department, he has two assistant. The company has four branches in all over the country as of now; in each branch marketing department is operating by one manager and two executive marketers. These branch managers have to give monthly report for the main marketing manager and the main manager will evaluate their performance in monthly base, and he will go and check the branches whenever needed.

The marketing activities are as follow:

1. Focus on the Customer
2. Monitor the Competition
3. Own the Brand.
4. Find & Direct Outside Vendors.
5. Create New Ideas.
6. Communicate Internally.
7. Manage a Budget.
8. Set the Strategy, Plan the Attack, and Execute.

The Marketing Department is responsible for creating meaningful messages through words, ideas, images, and names that deliver upon the promises / benefits an organization wishes to make with its customers. Furthermore, the Marketing Department is responsible for ensuring that messages and images are delivered consistently, by every member of the organization.

PROMOTION AND ADVERTISING:

The company is using the following sources for their promotions and advertisements:

- Media
- Banners
- Pamphlets
- Internet
- Words of mouth

Panjsher Mineral Water Main Customers:

There are more than 100 customers for Panjsher Mineral Water but I will mention some important customers:

- Cold drink points
- Modern General Stores
- Super Markets
- Wedding Halls
- Foreign National Stores
- Hotels & Restaurants
- Airports (US & Afghan Airports)

Marketing concept of the company

- **Product:** The PANJSHER MINERAL WATER develops the products by providing some new offers or features in them so that they stand unique in the competitive service market. Under this section will be all the different products offered.
- **Promotion:** PANJSHER MINERAL WATER promote the products by advertising, publicity, sales promotion, word of mouth promotion, personal selling.
- **Price:** - Pricing policy of PANJSHER MINERAL WATER is considered important for raising the number of customers and subscribers, prices are flexible as per the market conditions.
- **Place:** - PANJSHER MINERAL WATER services are sold through the retail outlets and shops, the services are available all over the country.
- **People:** - People are very important in the service delivery business, as opposed to the product delivery, where one reaches for the product on a shelf. The service customers will judge the product partly by the service provider whether he or she is friendly, knowledgeable, etc, so marketer carefully select, and motivate their front line people.

Competition:

In the telecom industry PANJSHER MINERAL WATER faces a huge competition from all other companies such as Panjs her Mineral Water and Alokozay in domestic market in both price and service competition.

And there are some more competitors which are as follow:

1. Panjs her Mineral Water
2. Cristal Water
3. Alokozai
4. Paghman Water
5. Dibba Water
6. siberia Water
7. Ariana Water

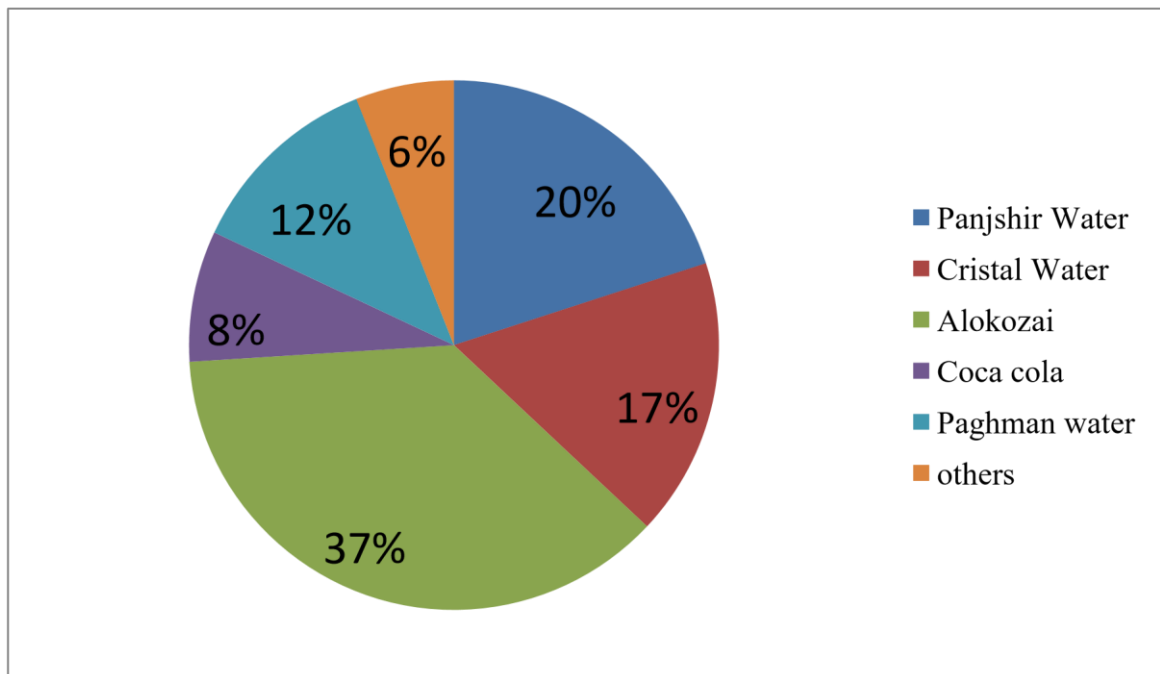
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Suppliers of Company:

There are many suppliers for the company which they are supplying different raw materials for the company, main suppliers of company are as follow:

1. Karwaglya limited (Preform Supplier)
2. Mustafa Gulzar Limited (Label Supplier)
3. Ahmad Chemicals (Chlorine Supplier)
4. Ali Mukhtar pvt ltd (Drum Supplier)
5. Heart Afghan plastics(covers and packing

Market share of Panjsher Mineral Water Company



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As the data provided by central statistic organization of Afghanistan and we can see in the chart Panjsher Mineral Water has 20% market share of market and Alokozai has 37% market share.

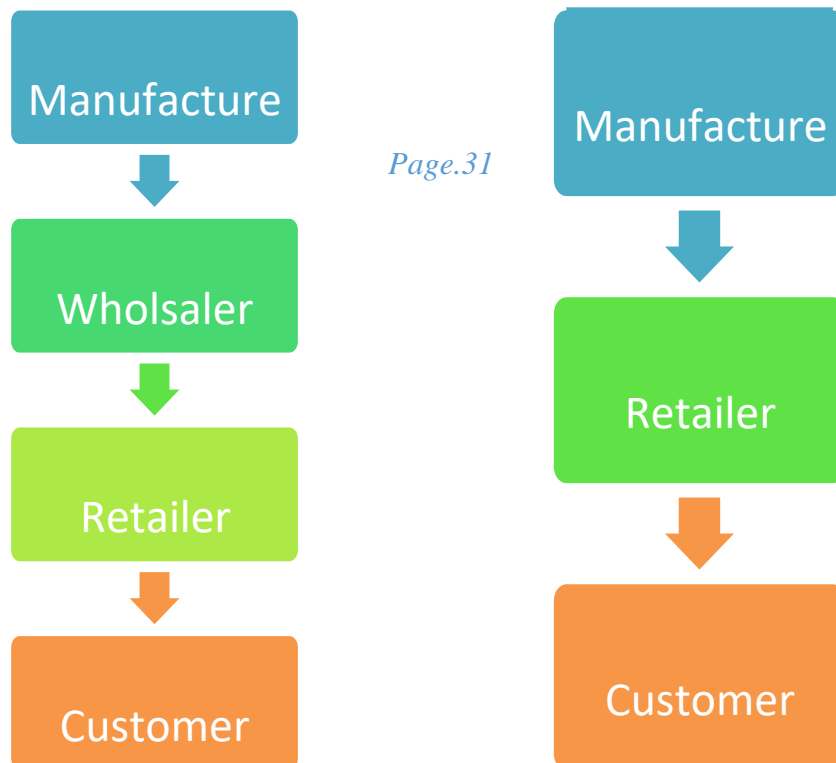
It shows that Panjsher has the position in the market which is very changeable and it can change time to time so Panjsher Mineral Water should be very careful.

Distribution Channels:

The company has two type of distribution channel which are as follow:

1. (2- Level): we are calling this type of distribution 2-Level because two person is involved to deliver product to final customer as you can see in the diagram. The manufacturer supplies to wholesaler, wholesaler to retailer and retailer to final customer.
2. (1- Level): we are calling this type of distribution 1-Level because one person is involved to deliver product to final customer as you can see in the diagram.

The manufacturer supplies to retailer and retailer to final customer



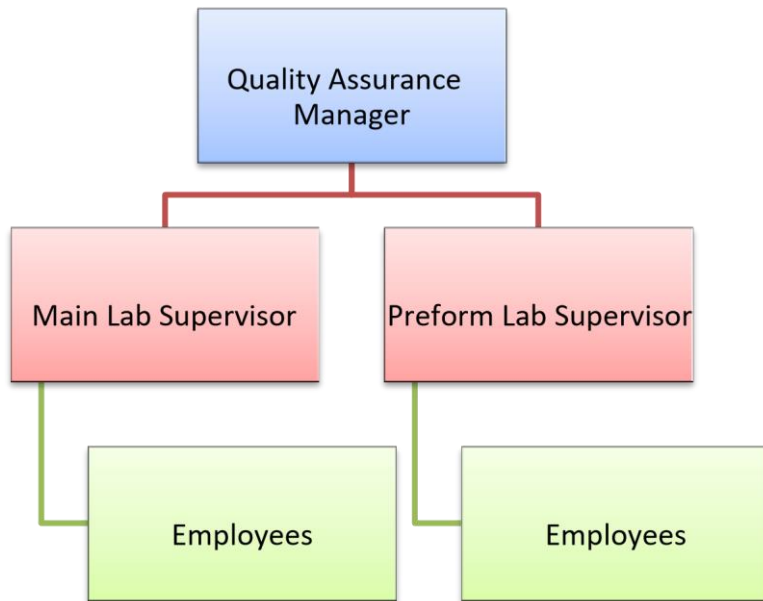
CHAPTER#5

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QUALITY ASSURANCE DEPARTMENT

The main focus of the department is on time and accurate checking and presenting all products of the company in international level of quality, the company is a famous bottler of so the quality assurance department tries to avoid from any kind of complaint from customers regarding products.

STRUCTURE



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OBJECTIVES

- To enrich the products quality, in international standards.
- To attest the products accurately, and presenting qualified products as per customers' requirement.
- To increase customer satisfaction.
- To decrease customers' complaints regarding products quality
- To respond the complaints from customers.

Quality assurance department functions under operation department, in quality department the company has two laboratories:

1. MAIN LABORATORY

2. PREFORM LABORATORY

1. MAIN LABORATORY

In main laboratory 8 employees are working, 1 supervisor, 4 chemist, 1 microbiologist, and 2 quality inspectors. Quality inspectors have duty of checking in loading time and also visual check of how many cars gone out of the company for distribution.

Every 15 minutes the quality assurance department's main laboratory takes water samples from product lines and check ingredients of products whether is it standard or not also they check the tartness of bottles it should be standardized and they check cape and seam of the products. In case if main laboratory find any kind of problem in product, suddenly they inform production line and stop production until the standardization happens.

Also after packaging when product been put in stock for distribution they once check product plates and then put one paper of check released on the plate.

Main laboratory has a chemical room also one sample room which all sample of water is there.

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2. PREFORM LABORATORY:

In preform laboratory there 3 people function.

Responsibility of preform laboratory is to check quality of preforms which Panjsher Mineral Water imports that from outside.

There are different kinds of preform like: water 500 and 1500 ml preform, coke 1500 ml, Fanta 1500 ml, sprite 1500 ml.

MARKET SURVEY BY QUALITY ASSURANCE DEPARTMENT:

In quality assurance department the company has a market survey team, every month quality team goes to market, evaluate, and survey the market situation.

These are some of their activities which totally have a great effect up to correction some part of the company:

- Analyses of the changes which came during one month or previous performance of survey.
- Asking from wholesalers and shopkeepers about behavior of distribution employees, time of delivery which distributors should deliver products on time, about the correct order delivery.
- Receiving People complaints, ideas, suggestions and comments regarding Panjsher Mineral Water products.

The quality department shares survey information with sales and marketing department, if there were problem regarding distributors' behavior from sales and marketing department training is provide for distributors to behave properly with customers.

If there were suggestions, ideas or any complaints regarding quality of product, the information sharing happens between quality and production departments which corrective actions should be taken by production department.

GOOD MANUFACTURING PROGRAM (GMP):

This section is functioning under quality assurance department, for a manufacturer company this is the most important section which is able to avoid some of the serious problems that can happen for company.

In the section two employees function, one supervisor and one coordinator and they have certain objective and function within the department.

OBJECTIVE OF GMP:

Is to present the best quality for customers through controlling the environment, process, raw materials, operators, and hygiene of production in the company.

FUNCTIONS OF GMP:

- Supervising cleaning of machines and production hall.

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- Observation of inside and outside of production area if there is some problem the section orders to solve that.
- Implementation of daily chemical for insects.
- Insect killer lights' setting in the production plant.
- Checking of kitchen hygiene.
- Checking of operators, operators should have uniform, safety shoes, face mask, gloves, hear plug.
- Checking of visitors, unknown people should not enter to production area.

In case if there is some problem, this sections looks that the problem is related to which department and then they give an order to that department until the department solves problems which are there.

WATER TREATMENT ROOM:

In the production plant water treatment room is placed beside the syrup room. There are three employees in the room, one supervisor and two coordinators. Totally the room has three tanks which each tank has 8000 liters capacity of water and mainly the room provides treated water in the production plant:

The water is coming to water treatment room from main water storage of the company by pipes, then water goes to Anthracite tank, then there are three carbon tankers and their functionality is to remove chlorine of the tanks which mixed before to the main water storage, after carbon tanks arrow system exist this system balancing water's minerals from arrow system water goes to 3 storage tanks then the process of UV happens.

Ultra violet lamps receives water and clean it from bacteria and microbes after that there is a filter which again filters water for final and treated water goes to the production line with pipes.

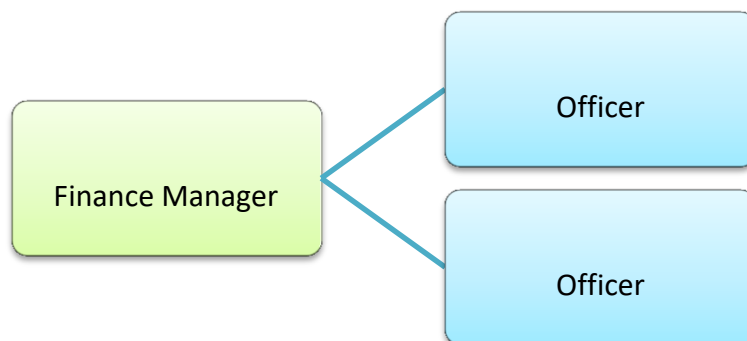
CHAPTER# 6

Finance and Accounts Department

With different functions one of the most important departments in the company is finance department. All financial and commercial aspects in the company are related to finance and accounts department.

Company provides its raw materials from outside of Afghanistan from different countries (Pakistan, Turkey and Dubai), so this department is responsible to order all these needed raw materials for the company.

STRUCTURE OF THE DEPARTMENT:



OBJECTIVES

- To manage cash and fund properly
- To make maximum profit to company
- To keep all records of the expenditures
- To present a fair balance sheet, profit and loss account

RESPONSIBILITIES AND FUNCTIONS

- To ensure that all statutory are paid in time.
- Collection from parties (Debtors).
- Payment of creditors (Raw materials).
- Recording all taxes in system and file.
- Fixed assets and stock report preparation.
- Processing of salaries
- Keeps track of day-to-day incoming and outgoing transactions.
- Declaration of results in the form of financial statement such as trail balance, profit & loss a/c, balance sheet, cash flow and etc.
- Analyzing of daily raw material and packing material stock.
- Liaison with suppliers for ordering timely delivery of goods.

- Checking, coding and sorting of bills, preparing cash payment voucher accordingly.
- Paying all types of bill such as sales bill, cash payment bill and etc...
- Controlling over local and international procurement.
- Preparing cost sheet for all goods which are procured from international market.
- Preparing monthly financial report, annual closing of raw materials. Proper budget planning and maintaining of bank reconciliation

1. **ACCOUNT RECEIVABLE**

- Customer invoicing,
- Payment reconciliation,
- Calculation of incentives and commission for marketing and sales department,
- Bank receipt entry.

2. **ACCOUNT PAYABLE**

- Bank payment entry,
- Arranging purchase journal,
- Cost sheet making,
- Verification of raw materials which are importing from outside of the country.

3. **GENERAL ACCOUNTING:**

- Booking of all expenses,
- Processing of Salaries,
- Over time payments.

4. **INTERNAL AUDITING:**

- Checking of stock
- Fiscal check,
- Finished goods check, which are ready for exporting to other Asian countries.
- Checking of raw materials which are importing from outside of the country, preparing of sales report.

SWOT ANALYSIS

Strengths:

- Professional and experienced staff
- Company's has too much distance
- Equipped with the good from the market technology.
- Yet to spread its branches all over the country.

Weaknesses:

Threats: Opportunities:

- Increase in demand of the air forces
- New entrants.
- Political situation of the country. , air ports , military bases , and government agencies
- The company is located on the river's edge and near many water springs

PORTER FIVE FORCES ANALYSIS

- Bargaining power of Suppliers:
The bargaining power of suppliers is low because there are more suppliers in market and the switching cost from one supplier to another supplier is low so they can easily change their suppliers
- Bargaining power of Buyers:
The bargaining power of buyers is high, because there are so many water company in the market which they are basically producing same type of product, so as we know when the number of company is becoming more, buyers will have many choice while buying a product.
- Treats of New Entrants:
The treat of new entrants in the market is high. Now it`s become easy for a person to start his business in the same industry, because government is providing many facilities for companies who are new startups and also the data shows it is one of the fast growing industries in Afghanistan, so it will become very attractive for new startup companies.
- Treats of Substitutes:
It`s too much high, because the number of companies in the market is very high.
- Competitive Rivalry among Existing Players:
Competitive Rivalry among Existing Players is high because they all have similarity Products, same sizes, same strategies and all the industries have publicity.

CHAPTER#7

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Conclusion

For the purpose of completing my M.B.A project, I worked as intern in Panjsher Mineral Water Company for the period of 8 weeks. There I was responsible to study all the departments of the company and see everything practically and apply all the methods and theories which we were studying in the college.

Panjsher Mineral Water production Factory is located at the beginning of the Shaba Canyon, Panjsher – Afghanistan. This Company was published in 2007, by Haji Katib Khalili, the company was published in this Canyon because the Canyon is famous for its fast flowing, clean, and Cold River.

Possessing all the required production facilities, the factory is one of the largest production facilities in the water industries in the country. The production capacity of this factory was 50,000 bottles per day.

They have recruited professional staffs who are highly qualified with good background in this field, they decentralized the decision making process in some extend which will allow employees to be more creative and responsible, they have good machineries and technologies, they are access to pure mineral water from Panjsher Mountain which is a big plus point for them because it needs less time for purification and it has lots of mineral therefore it will reduce their cost, they have ... market share which cannot be bad.

Overall the observation and learning`s from this company was satisfactory but they can be better in some few points which have been realized that the company should focus on them and it will be mention in my suggestions part.

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Learning's

This internship was my first experience, it was difficult in some point of times but overall it was very good and I enjoy a lot from it, the learning`s which have derived from this internship are as follow:

- **LEARNT ABOUT INDUSTRY:**

During this internship, lots of researches has been done about Beverage Industry which provides sufficient knowledge about beverage industry, like how this industry started, from where this idea came from, what was the changes accrued during this period (origin until now) for companies, how companies are interacted with the changes in the market, does this industry was profitable or no, in the future how much will be possible for someone else to enter into this industry.

These were the questions which after completing this project I was able to answer and it`s very useful because will help me in the future, if I work in such industry that time there will be no problem.

- **LEARNT ABOUT THE COMPANY:**

During 6 weeks of internship period, many issues about company have been observed which are as follow:

- ❖ I came to know about history of company, when they started their business, how they started, what was the challenges which they faced and how they interact with them and solved them.

- ❖ What is their vision, mission, and objectives and how much they were successful to achieve them.
- ❖ How is their hierarchy, who is responsible for who, how is their workflow, how is their decision making policy, is it centralized or it's decentralized and how much it was successful.
- ❖ How is work environment in the company, how is culture in the company, what are rules in the company which all employees should follow, is it good or no, how much employees are comfortable with that and do the employees are happy and have been found how to reduce stress from employees.
- ❖ How their departments are functioning, what their responsibilities are, how they manages their tasks, how they are operating, how the relationships between two different departments is, and how they departments are interacting between each other's.

These are the learning's which has been happened during my summer internship.

Suggestions

As a student of MBA many issues have been observed which company should work on it and pay attention on it like:

1. Company has less brand awareness in the market and marketing department did not market the product effectively.

For this issue I am suggesting the following ways for company:

- i. Promoting their company through social media.
- ii. They can put their ads on newspapers, radio, bill boards.
- iii. Small corporate gifts are a great way to thank customers for their business and reinforce your brand at the same time. You can provide branded pens for pennies and it will put your company name and contact details at your customers' fingertips for months to come.

- iv. Sponsorship of an event or product is another proven way to reach a target audience and increase brand awareness. Sponsoring an event can entitle your company to exclusive face-to-face time with attendees as well as overt branding opportunities.
2. Company is having a high competition in the market but still there is not any proper planning for it.

For this issue I am suggesting the following ways for company:

- i. They can use pull strategy involves motivating customers to seek out your brand in an active process. It's like "Getting the customer to come to you"
- ii. Trade show promotions to encourage retailer demand ii
- iii. Word of mouth referrals
- iv. Customer relationship management
- v. Sales promotions and discounts
- vi. Negotiation with retailers to stock their products
- vii. Efficient supply chain to allow retailer
- viii. Packaging design to encourage purchase
- ix. Point of sale displays

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3. In finance department which is very important for a company they only assigned 3 people, it's very less and they job of finance department very stressful.
Therefore I am suggesting the company to increase their staff in the finance department to share their job and decrease the level pressure in that department.
4. In operation department, they imported machineries from outside of country so if anything happens to machineries any breakdown, they have to order they equipment's from outside of country which will takes lots of time to deliver.

For this issue I am suggesting the company to buy their equipment's from inside of country if it was available or tie up a company who can deliver it very soon.