

Pestel analysis swot analysis of milk vita business



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- Change process:

A straightforward alteration in the action might move upon the other procedures in other sections. Nevertheless non all sections will be witting of the convert that was made. Pull offing these modifies come beneath alter organisation. The dairy sector of the couniry is one of the chief agricultural indusiry, Since the simple nabonal aim is to supply inputs to husbandmans at low cost and to strip the income spread between rich and the malicious, Bangladesh Milk Producers ' Co-operative Union Ltd. popularly known by its trade name name Milk Vita, was established by the Bangladesh Government in 1973, industry after the liberating war, based upon the recommendation by UNDPAZAO and DANIDA in the form of AMUL It was initiated as a development undertaking of the Government titled " Co-operative Dairy Complex " with the aim of guaranting just payment for the deficient, landless and boundary line milk bring forthing husbandmans of the rural Bangladesh and on the other thenar to supply the city inhabitants with a regular aid of advanced and unfertile milk and milk merchandises at a sensible value.

The of all time spread outing metropolis of Dhaka used to acquire 2. 00 to 2. 50 Lakh liters of milk vita liquid milk per twenty-four hours which was merely early 3000-4000 litres the constitution of this undertaking. The Milk vita ' s alterations are chiefly executed under this method. Because for developing the distribution system at that place necessitate to make programs for the developments by the experts and many sorts of resources need to get.

Another alteration need to make the ain house or have managed houses.

This besides need many sort of agreement to alter. So this procedure takes a clip to stallss.

The milk vita need to make ain house / own managed house because if the provider acquire excess monetary value from another company they will give their milk to them. For that ground the company face scarceness of natural milk. If they have adequate ain house, this sort of hazard will minimise. The most of the people of Bangladesh is hapless. The company can give cow to the people and inquire them to cultivate.

Considerate Change Management

Alternate is a method that ' s followed when some alter is made to the manner that is followed in any concern Earth. A straightforward alteration in the action might move upon the other procedures in other sections.

Nevertheless non all sections will be witting of the convert that was made. To see that the surrogate made to the class is recognized to all the sectors in the association, the alternate direction manner is followed. Think about that there ' s a surrogate or a quality is auxiliary to the package used in the matter means and this surrogate in the property will be done instantly. A action has to be followed to consequence that surrogate. Once the determination to alter a belongings is complete, it is knowing to all the divisions that are by that package. The power of the modify on the sections utilizing that package is stjdied and intimated to the single subdivisions. The high quality squad strength be proving that grade and once it has been accepted it will go forth unrecorded. Proper certification is made for the modify direction. Once it is initiated a instance saying the thought and the ladder to be adept to complete the undertaking are agreed in written. This <https://assignbuster.com/pestel-analysis-swot-analysis-of-milk-vita-business/>

article is circulated amongst the sections and right approbation is got. The energy of the modify in the property is surveies suspiciously by the single sections and so merely the indorsement is known. If any of the power in their subdivision is non addressed, they might promote the inquiry with the concerned convert direction squad to derive it included in the certification. In the terminal the top direction besides has to show its nod for the surrogate to be effected in the method. With the convert direction in put the alterations made are known to every section and it is certain to break the concern method. However some believe that it will non fast down the actions taken when needed.

Role of alteration direction in an organisation

Modify direction plays an weighty rode in any organisation thanks to the undertaking of pull offing modify is n't an straightforward 1. When we province pull offing mocfywe denote to state so as to doing modifies in a intended and cosmopolitan trend. With mention to the IT undertakings we have the ability to confirm the convert in the descriptions of a development and organisation these descriptions right. Changes in the association or a mission can be opened from inside the organisation or externally. For case a merchandise that ' s general mid the clients might undergo a alteration in theoretical account based on the triping factor fondness a bloody-minded innovation from some other manufacturer, This is an case of outer issue that triggers a modify inside the organisation. How the association reacts to these alterations is what that ' s more disquieted. Pull offing these modifies come beneath alter organisation. Reactive and practical responses to these modifies are possible from an organisation. Change organisation is done by a

batch of autonomous advisers who maintain to be specialists in these countries. These advisers propel the alterations for their clients. They direct alterations or assist the client construct the alterations or accept up the undertaking themselves to make the alterations that must be made. An infinite of surrogate that needs attention is selected and existent theoretical accounts, techniques, and tools are used for creative activity these modifies that are critical for the organisation. When there ' s a agency in an organisation it is n't an simple undertaking to make alterations to this manner at one time. Sometimes a individual organisation might hold varied affair entities and alterations in an entity might be reflected in another organic structure. In such organisations ` changes are non so straightforward. There are dissimilar sorts of organisations which have a batch of subdivisions across the Earth with varied civilizations. Implementing a modify in such organisations is a occupation by itself. The alternate method can be consideration of a process which stops the go oning method, makes the indispensable alterations to the in manner method and the tally the fresh agencies. It is simple said than implemented. Stopping a modern-day class in some industry is lifelessly for that organisation. Consequently it has to be clone in stairss which have the minimum consequence h the class. These alterations can non capture settle for a longer clip in the organisation because that might besides be a catastrophe for the organisation. The engagement of the work force worried is besides polar for the alternate action to be smooth. The modify class could every bit good be careful as a job work outing fortunes. The surrogate that is taking ballad might be the consequence of a complexness that has happened. You should cognize that a business is a province of personal businesss that requires a figure of act to

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be taken perfectly to grip that state of affairs. This hopeful procedure is known as job resolution. The modify action could be dilemma work outing for a peculiar state of affairs. In this manner there ' s a move from one to state to another so that the trouble gets solved. The convert class is go forthing the modern-day authorization and emotional to the concluding state through some structured organized class. Pull offing the modifies in an organisation require a expansive set of accomplishments come closing political accomplishments, system accomplishments, fact-finding accomplishments, public accomplishments, and affair accomplishments. Having acceptable analytical accomplishments will construct you a satisfactory alteration envoy. You should measure the pecuniary and following impacts of the modifies that can accept settle. You should cognize that following a peculiar method at that minute would bring you direct fiscal effects and get down that procedure so that political impacts of the alterations that can accept settle. You should cognize that following a peculiar method at that minute would bring you direct fiscal effects and get down that procedure so that the modify action is renowned by the organisation. The work flow has to be distorted in such a manner to reproduce the fiscal modifies that are taking ballad. Operations and methods in the organisation ought to be reconfigured in such a manner that obtain the coveted fiscal force. Thus alternate direction plays an momentous function in an concern. This allows the concern to confabulate a hasty or a practical response to the alterations that happen indoors or externally. Knowing the modify direction and its procedure would collaborate an concern and it s processs to be steady.

About the Milk Vita

The dairy sector of the state is one of the chief agricultural industry, Since the simple national aim is to supply inputs to husbandmans at low cost and to strip the income spread between rich and the malicious, the confer Control is sagacious to set about Application in the blazing of the aims outlined. In the melody, it has been recognized that some rural benefits are already fluxing to a crowd of co-operatively organized illumination husbandmans through the Bangladesh Milk manufacturers ' Co-operative Union Limited (BMPCUL) .

Backdrop of Milk Vita

Bangladesh Milk Producers ' Co-operative Union Ltd. popularly known by its trade name name Milk Vita, was established by the Bangladesh Government in 1973, industry after the liberating war, based upon the recommendation by UNDPAZAO and DANIDA in the form of AMUL It was initiated as a development undertaking of the Government titled " Co-operative Dairy Complex " with the aim of guaranting just payment for the deficient, landless and boundary line milk bring forthing husbandmans of the rural Bangladesh and on the other thenar to supply the city inhabitants with a regular aid of advanced and unfertile milk and milk merchandises at a sensible value. The strategy had the suggestion of set uping dairy workss in the milk excess countries already identified as Pabna, Tangail, Manikganj and Faridpur. The Authority started execution of the programme in it ' s First Five Year Method (1973-78) . The workss were to pull off through collection of milk by a web of milk manufacturers ' co-operative societies in milk-shed countries. The undertaking envisages the bargain of milk from personal husbandman

members of the primary milk manufacturers ' societies, twice daily, conveyance of this milk to rural dairy workss of Tangail, Manikganj and Faridpur by a mix of assorted methods of transit. After get downing processing at the countryside workss, milk is to be transported to Dhaka in insulated route milk oilers for processing, wadding and selling of pasteurized Liquid Milk and Milk Products. Milk together at the Baghabarighat Plant from it ' s nearby societies, is to be converted into Butter, Powder Milk and Ghee etc. All the merchandises on the contrary, are to be marketed through Dhaka Marketing Unit. The Head Office named " Dugdha Bhaban " of the organisation. Milk Vita is a supply oriented excessively as commercial organisation. It is the major and merely on co-operative based milk concern in Bangladesh. Adjacent the co-operative ' s Acts of the Apostless & A ; regulations it is direct by itself. It ' s a profitable organisation. In malice of assorted restrictions it is seeking hard to acquire self sufficiency in the dairy sector.

The Marketing Affair of Milk Vita

The of all time spread outing metropolis of Dhaka used to acquire 2. 00 to 2. 50 Lakh liters of milk vita liquid milk per twenty-four hours which was merely early 3000-4000 litres the constitution of this undertaking. This is hoped within the following twosome of old ages the organisation will be able to market it ' s capacity measure of 4. 00 lakh liters per twenty-four hours alongwith significant measures of milk merchandises. The other milk merchandises like Butter, Ghee, Ice-cream, Flavoured Milk, Powder Milk, Condands Milk, UHT Milk etc. are on regular supply in Dhaka every bit good

as in some other metropoliss. New avenues of marketing with new merchandises are besides being explored to beef up the selling operation.

The Milk Union has so far marketed 5. 50 Core liters of liquid milk deserving Tk. 250 nucleus and significant measures of milk merchandises worth an sum of Tk. 70 nucleus numbering an sum of Tk. 320 nucleus.

Activities

The co-operative dairy composite has succeeded in conveying together over 2, 00, 000 agrarian households into the crease of 1705 small town milk manufacturers ' co-operative societies covering approximately 21 territory in 28 milk-shed countries. A extremely perishable trade good like has provided hard currency income of about Tk. 10, 000 per household per annum profiting about 10, 00, 000 members of these households. In add-on to hard currency income from sale of milk, the members of primary milk manufacturers ' co-operative societies are acquiring patronage dividend of the net income made by these societies.

This infra-structure of the manufacturers ' owned co-operative is non so limited to milk purchase merely from the husbandmans. The rural co-operative besides provide an institutional base at the small town degree for active husbandman engagement in a figure of other development activities, peculiarly for erective betterment of cowss and raising milk production in the state guaranting the subordinate income of hapless, landless and fringy husbandmans. During the last few old ages, the organisation has collected some 325 million litres of milk from the rural countries with a resulting hard currency flow of about Taka 9, 750 million from urban metropoliss to the

rural husbandmans. Entire milk production of the state is about 27. 00 lac dozens of which BMPCUL handles merely 2 % annually.

Development hereafter

The success of Milk Vita with more range for addition in the processing sector has encouraged the organisation to method for broadening of its actives more with the add-on of a figure of treating facilites. These addition comprise some direct and some delayed plan:

Constitution of a figure of Milk Chilling & A ; workss throughout the Natore.

Stock Breed Development through Technology Transfer

Obtaining of batman land from the control for lasting exercising as graze land by the milk Godhead husbandmans ; Organization of a farm animal provender works ;

Reproduction of the strategy in other countries of the state, specially in the divisional caput quarters, such as Chittagong, Khulna and Rajshahi.

Organization of Affliction analytic Laboratory and Simulated Insemination Technology Transfer for Milk Production Enlarge.

Constitution of Bio- Gas Plant at Village degree for Poverty Alleviation of the State.

Brief Cooling Unit at Village degree for milk aggregation of Farmers.

Mobile Cooling Oil tankers Unit at Village degree for milk garnering of the husbandman.

Training Succor to Human Resources Development for Size edifice in the Milk Production Sector.

Fiscal Status A A

Govt. Equity: 41. 50 Core.

Govt. Loan: 44. 63 Core. (Principal)

Revolving Fund: 5. 00 Core.

Collaborators fund: 19. 10 Core.

PESTEL Analysis of Milk Vita

PESTEL Analysis

Political Factors

The political sphere has a immense influence upon the ordinance of concerns, and the disbursement power of consumers and other concerns.

You must see issues such as:

Bangladehi political environment is non so stable. The authorities is a republic authorities and has been alteration after every five old ages.

Another affair is that the political competition is so high in this Bangladesh.

The Hortal and other political issues are common phenomena in Bangladesh.

Every Business has affected by the unstable authorities and the political

issues. The milk vita is non the exceeding. But the most happy affair is that

at the political Hortal state of affairs the transit vehicle of this sort of nutrient is out of the activities.

The authorities policy influence Torahs that regulate or revenue enhancement are strongly affected the concern in Bangladesh. The authorities here is the really powerful agent for set uping the regulations and ordinance. For that ground the company ' s concern are affected. The milk vita company is besides autumn in this part.

The authorities ' s place on selling moralss is really influential in Bangladesh. Government have no such sort of selling regulations about the advertisement and selling activities. The company can make any sort of advertizement and can go around it instead than merely the political issue.

The authorities ' s policy on the economic system is merely in the boundary of the authorities issue. The company is running in the independent manner. Government merely inquire for the revenue enhancement and the others charges. The authorities besides seek to supply the infractural installations for developing and quickly growing the company ' s state of affairs.

Economic Factors

Sellers need to believe the province of a trading economic system in the little and long-terms. This is peculiarly true when readying for planetary selling. Milk vita require to look at:

Interest rates in the Bangladesh for the nutrient industry is really low. Government provide the loans through the specialised Bankss such as Bangladesh Krishi Bank. The involvement rate is really low at that instance. Another manner authorities besides circulate the circulation that the commercial Bankss should put in those sector.

The degree of rising prices Employment degree is really high. The most of the people in this state is populating under the pooriness. Another affair the un-emplacment rate is besides high. So the company acquire the labour with a minimal cost and milk vita besides develop the ain dairy houses and employ the labour in there with a really low cost.

Long-run chances for the economic system Gross Domestic Product is really bright. Day to twenty-four hours the economic system is developing and people ' s populating criterion is going high because of the foreign direct investings and SME loans make the people self independent by making little concern.

Socio-cultural Factors

The societal and cultural influences on concern vary from state to state. It is really of import that such factors are considered. Factors include:

The dominant faith in Bangladesh is the Muslim and the Muslim besides drink the milk merchandise really often. The 2nd dominant faith of Bangladesh is Hindus. They besides need the milk in their assorted juncture.

Though in this dairy industry the merchandise is perishable and the merchandise is domestically produce so the people can non purchase the merchandise with high monetary value from the foreign.

In the Bangladeshi society male parent is the chief determination shaper of the household but female parent takes the determination what will purchase for the ingestion in footings of the nutrient merchandises.

Technological Factors

Technology is really of import for spirited advantage, and is a chief driver of globalisation. See the subsequent points:

Technology allow for nutrient and services to be made extra cheaply and to a improved typical of quality. The USD engineering is really utile for the continuing the milk without the refreezing.

Technologies present consumers and concerns extra pioneering merchandises and services such as USD Milk, High tech packaging, the criterion keeping etc.

For distribution and communicating altered by new engineerings e. g the invention of stop deading system lorry, track the place of the distribution vehicles etc.

Environmental factors

Recent a twenty-four hours the environmental issue is really much impotent for the survival any of the organisation.

The bundles those are used by the Milk vita that is perishable and can be recycle. For that ground the environment is non polluted.

The cow-dung is used for the Bio-Gas system and the gas is used for the cookery, illuming system. For that manner the people of the small town is non used the wood for the cookery intent.

The milk vita is non blending any sort of amusing those are harmful for the consumers.

Legal Factors

The organisation, in which environment is playing should follow the regulations and ordinance of that authorities.

Milk vita get the crepitate from the Bangladesh Standard Testing Institute for operating in the state.

They besides give the revenue enhancement and other charges to the authorities.

SWOT Analysis Of Milk Vita

Strengths:

Demand profile: Absolutely optimistic. The milk vita ; s milk demand is really high in the twelvemonth unit of ammunition. People all the twelvemonth consume the milk and milk merchandises.

Margins: Quite sensible, even on jammed liquid milk because the package liquid milk ' s demand is really high.

Flexibility of merchandise mix: Enormous. The people ever know the milk is milk they event non believing the spirit with the milk. The kids are really much like to acquire the flavorful milk. With equilibrating equipment, can maintain on adding to merchandise line.

Handiness of natural stuff: Abundant. Soon, more than 85 per cent of milk formed is fluxing into the unorganised portion, which requires right canalisation.

Technical work force: Professionally-trained, practical human resource puddle, built over old 35 old ages.

Failings:

Perish ability: Pasteurization has conquer this failing partially. UHT gives exploit long life. Surely, a batch of new procedures will travel after to better milk excellence and widen its shelf life.

Lack of control above output: Theoretically, there is small manage over milk output. However, greater than before consciousness of developments like beginning graft, false insemination and decently managed carnal farming follows, coupled with senior income to rural milk manufacturers ought to automatically steer to development in milk outputs.

Logisticss of procurance: Because of bad roads and deficient conveyance installation create milk procurance hard. But with the overall fiscal betterment, these injuries would besides acquire solved.

Debatable sharing: All is non good by agencies of allotment. But so if ice picks container be sold about at every nook and corner. Furthermore, it is simply a affair of juncture before see the visual aspect of a cold sequence associating the manufacturer to the icebox at the consumer ' s abode!

Competition: With so a batch of newcomer come ining this fabrication competition is going tougher twenty-four hours by twenty-four hours. But so
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competition has to be faced as a Earth world. The market place is great sufficient for many to slit their niche.

Opportunities:

If Milk vita industrialists are looking for chances, the subsequent countries must be tapped:

Value adding: There is a extraordinary range for betterments in manufactured goods growing, packaging and visual aspect. Given below are possible countries of value add-on:

Stairss ought to be taken to convey in value-added goods like ice picks, paneer, khoa, tasted milk, dairy Sweets, etc. This will steer to a greater attending and lissomeness in the market topographic point along with chances in the field of trade name edifice.

Addition of refined merchandises like yogurt and cheese lend extra power – both in conditions of operation of capital and presence in the market place topographic point.

A on the side position unlocks up chances in milk proteins all the manner through casein, castigates and other nutritionary proteins, excess opening up sell abroad chances.

Yet another feature can be the add-on of newborn nutrients, geriatric nutrients and nutritionary.

Export possible: Attempts to develop export possible are by now on.

Menaces:

Milk sellers, the un-organized sector: Today exploit sellers are busying the haughtiness of topographic point in the industry. Organized airing of information about the injury that they are making to Godheads and clients should do out a stable diminution in their significance.

Then Milk vita concern, following its deli censing, has been pulling a great numerical of industrialists. Their attainment in dairying depends on factors such as an well-organized yet economical procurance system, hygienic and cost-efficient dispensation installations and innovativeness in the market topographic point.

Poters 5 Forces: The 5 spirited forces that are taken into deliberation are:

Competition in the Industry

Potential of new entrant into Industry

Power of SuppliersA

Power of Customers

Menace to replace merchandises

Lashkar-e-taibas discuss each of these points in item:

Competition in the Industry: A

This describes the competition between the gettable houses in an fabrication. Greater the spirited competition lesser are the net income border. The fee of the manufactured goods/services is the lone most of

import factor that powers the client ' s wage for determination. Therefore to keep low cost, companies steadily has to construct fabrication betterments to maintain the affair competitory. This requires extra capital spending which tends to eat up company ' s makeing. On the other give if no 1 else can give products/ services the method you do you ' ve a monopoly Lets strive to look into these points in more item. Gaze at the current scenario, the illumination car market in Bangladesh is besides competitory with participants like Lets catch an instance of a monopoly industry. Chocolate industry in Bangladesh has merely one large participant Cadbury. This will come across 90 % of cocoa by Cadbury. When you depart to buy chocolate what you peep for. . . Dairy Milk, Perk, Eclairs, Temptation, Party, Halls all are shaped by Cadbury. Equally far as support in head I have seen Dairy Milk ' s ad on Television when was 5 old ages old and its much there in market and in all likeliness it will be at that place for nearby 20 old ages. The present market portion of Cadbury bases at enforcing 71 % still the 2003 worm were non capable to eat its market portion. What we have the ability to reason a monopoly and a great concern.

Potential of new entrant into Industry:

Its non merely the gettable participants in an fabrication airs hazard to each other, a new applier can besides act upon the competition. The easier it is for a new solid to come in in a commercialism, the more cut-throat resistance there will be. The facets that can restrict danger of new applier are called as Barriers to Entry. Following are a figure of barriers to admittance:

Government Restrictions and statute laws: though authorities ' s business is to conserve free competitory market place, it restricts rivalry through system

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and limitations. Oil portion in Bangladesh is an instance in point. Pre linearization epoch it was a conquered by Public country. However following linearization the section has opened up for private group of histrions and FDI but it still remnants extremely maintaining gait sector.

Patents: Ideas and information that provides spirited advantage over others when original, forestalling others from utilizing it and therefore generates fence to entry. Parma and Software parts sees maximal numerical of patents being filed creative activity it hard for new houses to double their merchandises.

High Entry Cost: If the first cost to put up a new house is slippery, so the chance of new appliers are really less. Once more pending back to oil sector, A Assessment and Production of oil and gas engages a extremely resources and engineering concentrated procedure of happening oil militias, measuring its feasibleness, boring and removing. Hence making a highly high entry costA

Existing trueness to major trade names: If the gettable trade names are really entrenched, so chance of a new house charitable them competition is minimum. Pepsi and Coca Cola dominate the soft drinks industry worldwide doing it hard for any new entrant to last in forepart of them. On the other manus, if the industry uses ordinary engineering, there is small or no merchandise franchise and if the entry charge is low so it is really easy for a new applier to come in into the industry. Here the dairy industry there are a batch of jammed milk providers. So the client power is high. If the milk vita

addition the monetary value or diminish the quality so the client switch to other trade name.

Power of Suppliers: A

A concern to fabricate its merchandises requires natural stuff, labour etc. This creates a buyer-supplier relationship in an concern. If there are few providers supplying material indispensable to do a merchandise so they can put the monetary value high to capture more net income. A In the dairy sector if the company have non owned milk supply house so the company suffer by the providers power. Other wise the provider have non power to rule the company.

Power of Customers: A

This is the force a client can rest on a concern. If there are few purchasers so they are competent to state aloud the footings. For illustration, defence contractors have to travel on the manner to Governments to sell their aircrafts, pigboats, missiles and shells. Besides if exchanging to one more merchandise is simple and contemptible. An illustration can be telecommunication concern. The good covering power of buyer is high as there are group of pick gettable to the purchaser and the fix do non change from one fix supplier to the other. Switch overing to an extra service provider is besides simple and inexpensive. Some industries such as retail fabrication has really lame or about no power. It is really slippery to dicker for the rate of murphies at say fresh shop. Here the dairy industry there are a batch of jammed milk providers. So the client power is high. If the milk vita addition the monetary value or diminish the quality so the client switch to other trade name.

Menace to replace merchandises:

Substitute merchandises refer to goods in other industry. The menace that user will exchange to a alternate merchandise if there has been an augment in monetary value of the creative activity or there has been a diminish in monetary value of the replacing merchandise. Suppose if the cost of java augments well so clients may exchange to other drinks like tea. In early times produce media was the lone manner of proclamation. But the coming of electronic medium and cyberspace provides option medium to advance and market place merchandises. The strong 2 Wheeler market place in Bangladesh can confront a stiff competition from a replacement

From the appraisal of milk vita company found that the company has all the capital of their won. But their sharing system and the ain house is unagitated weak. So to make batter presentation they need to modify in the distribution strategy and require to bring forth ain house for providing the milk.

Change process:

There are two sort of the alteration process. The process are_

Revolutionary Change: This sort of alteration happen all of a sudden in any organisation. There will non any sort of program for this sort of alteration. This alterations are the alteration which are happen with in the organisation. Such as a transportation of any employee.

Evolutionary alteration: This sort of alteration procedure is happen through the proper planning and in a systematic manner. This sort of alterations are affect the organisation efficiency and the organisation policies in a great manner. The Milk vita ' s alterations are chiefly executed under this method.

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Because for developing the distribution system at that place necessitate to make programs for the developments by the experts and many sorts of resources need to get. Another alteration need to make the ain house or have managed houses. This besides need many sort of agreement to alter. So this procedure takes a clip to stablsh.

Implementing process:

Develop the distribution & A ; aggregation system: Milk vita need to develop and update the distribution and aggregation system of milk. The should administer the jammed milk to the retail merchant at really early. Market should non be suffer for the inaccessibility of merchandise. Because many rival in the market. Customer will exchange to other trade name. So the milk vita attempt to supply the merchandise ever earlier before market out of he merchandises.

Create ain house / own managed house: The milk vita need to make Create ain house / own managed house because if the provider acquire excess monetary value from another company they will give their milk to them. For that ground the company face scarceness of natural milk. If they have adequate ain house, this sort of hazard will minimise. The most of the people of Bangladesh is hapless. The company can give cow to the people and inquire them to cultivate. For this their direction cost will go low and the agriculturist is bound to provide milk to the company.

Decision: The milk and milk merchandise ' s demand if everlastingly. On one side people addition and on the other side will increase the merchandise demand. So the milk vita need to take the market leader ' s place. They

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should hold to construct all the demand of their aim to accomplish the leader place.