

# Dawn bread company analysis



**ASSIGN  
BUSTER**

**Company Profile – Dawn Bread**

Dawn Bread is amongst the leading bakers of the world, and are committed to constantly upgrading quality, health standards and nutritional values.

Dawn Bread have brought one of the world's most technologically advanced baking units to Pakistan and the use of quality ingredients and an advanced production process ensure that its consumers have purchased a fresh and wholesome product of world class standard.

Dawn Bread a name that has come to signify quality and freshness in bread products. A success story that was written by a family that is committed to honest to goodness enterprise and concerned with the prosperity of the country. The enterprise, which made a humble beginning in late 1981, has, within a decade, grown to capture 35% of the consolidated market share of all bread products in the country, a fact that speaks volumes about the credibility of the company and its products.

Prior to the establishment of Dawn Bread, the largest producer of bread products was the public sector. However, this sector could not cope with the demands of the consumer and this when, perceiving a change in the eating habits of Pakistanis, Dawn Bread was envisioned.

Beginning with the plant in Karachi, commissioned in October 1981, Dawn Bread built-up a reputation for freshness, quality and taste. Creating awareness plus a demand for bread products, the second plant was commissioned in Islamabad in January 1985. Nothing succeeds like success, so next came the plant in Hyderabad in January 1987, a year that was to also witness the establishment of another plant at Lahore, in November 1987. In

1989 we established the plant at Multan. After consolidating this expansion, the sixth plant was commissioned at Faisalabad in February 1992. Now our customers can find Dawn's quality and freshness from the southern tip of Pakistan to the Northern city of Peshawar.

For purpose of standardization, the company associated itself with FMBRA of United Kingdom in 1990 to bring itself in line with international standards of production, technology, machinery and formulation. Now, all the Dawn Bread plants boast of the latest machinery used in the bread-making process. They are managed by senior food technologists with decades of experience, while those manning the machinery are provided on the job training in congenial working conditions.

Taking a responsible place in society, the company is committed to the uplift and development of the society as a whole, and participates in sports and social welfare activities.

### **Products of Dawn Bread**

Dawn Bread is amongst the leading bakers of the Pakistan, and is committed to constantly upgrading quality, health standards and nutritional values.

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Dawn Bread has good range of products mainly categorized into Breads, Buns, Sweets, Frozen and other. Following is the description of products of Dawn Bread:

## **Breads – Product Description**

### **Multigrain**

Dawn's Multigrain bread brings you Nature's Best in a perfectly soft, grainy and textured loaf . Baked from a special combination of imported grains, full of natural flavor & aroma, this premium bread is a perfect companion to any meal, snack, sandwich or just by itself. Fresh & Wholesome Goodness for the whole family to enjoy!

### **Bran Bread**

Dawn's Bran Bread freshly baked for health conscious customers. This bread contributes towards the daily intake of fiber to help maintain the right balanced diet.

### **Milky Bread**

Made by the addition of milk, this oven fresh aromatic bread is made so that each slice contains the richest of texture and gives that extra taste.

### **Plain White Bread**

This freshly baked and nutritious bread was one of the first products to be introduced in the Pakistani market by Dawn Bread.

### **Fortified Bread**

Freshly baked and wholesome, this bread contributes to the recommended daily intake of essential nutrients that form a major component of a healthy and balanced diet. Made from the finest ingredients, this multi purpose bread can be used for breakfast, lunch, dinner, snacks or whenever, with whatever you like.

## **Buns – Product Description**

### **Hot Dog Buns**

Hot Dog Buns are growing in popularity by the day. Baked using the strictest of quality standards, our tasty product is made to be the freshest hot dog bun available in the Pakistani market.

### **Fruity Buns**

An all time favorite breakfast alternative commonly known as Maska Bun, our Fruit bun still carries that distinct taste perfected by Dawn. Served with a luxuriant layer of butter or just by itself, the taste of this sweet treat will not let you down.

### **Burger Buns**

Our Oven fresh buns are a treat by themselves. Baked by using only the very finest of ingredients, and perfected by years of experience in the baking field, these aromatic buns make the perfect burgers. We also take pride in the fact that we are the official bakers in Pakistan for the largest fast food chain in the world

## **Sweets – Product Description**

### **Strawberry & Vanila Cake**

Strawberry & Vanila flavored cakes made with only the best of ingredients. These little delights are simply a must have, good things do come in small packages.

### **Short Cake**

Sometime called ‘ Ship Cake’, is best choice for tea parties and snacks. One of the most popular products of Dawn Bread in Cake category.

### **Pineapple Cake**

Cup Shaped cake flavored with pineapple and with only the best of ingredients.

### **Mango Cake**

Mango Cake is tasty cup shaped cake full of mango flavor, best in all seasons. Fresh and likeable product of Dawn Bread

### **Cup Cake**

Simple tasty cup shaped cakes made with only the best of ingredients.

### **Frozen – Product Description**

DAWN PARATHA ‘ FROZEN PARATHA PREPARED ON PLANT’

In line with Dawn’s philosophy of continues innovation, we are proud to be the first to introduce DAWN’s PARATHA. Our paratha provides the best of both worlds, giving the same home cooked tasted while providing the most convenient preparation method possible.

### **Other – Product Description**

#### **DAWN RUSK**

The first packaged crispy rusks to be made available in the Pakistani market. Made under hygienic conditions and packaged to retain their freshness and taste. Try our rusk with tea or coffee today.

### **Export Products of Dawn Bread**

Dawn Bread also has number of export food products under category of ‘ Frozen Dough’ of different type with tag name ‘ Mezban’. Dawn Bread amongst the leading bakers of the world, and are committed to constantly upgrading quality, health standards and nutritional values. Dawn Bread use

of quality ingredients and an advanced production process ensure that its consumers have purchased a fresh and wholesome product of world class standard.

## **Export Products and Description**

### **Aloo Paratha**

Griddle-fried Potato stuffed flat breads are called “ Aloo Parathas” The stuffing is made with mouth watering exotic potatoes prepared with different herbs and spices. For a simple, rich indulgence eat it plain or top a freshly made hot parantha with a dollop of whipped butter or mint chutney. Enjoy!

### **Sheermal**

Sheermal is a sweet flat bread baked in clay ovens which gives it a unique aroma and texture. It can be eaten plain or with any curry of your choice. Enjoy!

### **Puri**

Puri is a thin flat bread which after deep frying turns into a crispy golden brown bread. Puri can be served with pickles, spicy potato and chickpea curry or any other meal of your choice Enjoy!

### **Chatpata Mix Vegetable Samosa**

Mix vegetable samosa is a traditional Pakistani savory pastry stuffed with spicy vegetables. This aromatic appetizer is a perfect harmony of flavor and texture. Stuffed with Potatoes, Peas, Cauliflower, Coriander and a wonderful mix of spices, these samosas are an exotic finger food choice for any occasion.

**Chatpata Potato Samosa**

Potato samosa is a traditional Pakistani savory pastry stuffed with spicy mashed potatoes. This aromatic appetizer is a perfect harmony of flavor and texture. Stuffed with potato's, Onions and wonderful spices, these samosas are an exotic finger food choice for any occasion.

**Chai Paratha**

Capture the spirit and essence of the Peshawari Chai Paratha as made by Pathan dhabas (cafés) all over. This regional delicacy has been prepared as per the original recipe using only the very finest of ingredients to give you an authentic mouthwatering experience. The original aroma and taste! Takes only minutes to serve!!!

**Whole Wheat Paratha**

Regular consumption of fiber is associated with risk reduction of coronary heart disease. In general, soluble fiber (of which oats are a good source) is the dietary fiber most linked to a reduction of cholesterol levels. Dawn's Whole Wheat Paratha is prepared with the finest of whole wheat flour, oat bran and margarine to give you the same great tasting paratha, but better suited to a healthy lifestyle.

**Roghni Kulcha**

The Kulcha is a traditional unleavened whole wheat bread baked in a clay tandoor (Oven). The distinct smoky flavour of the Kulcha is the result of the moisture dripping onto the hot charcoal in a traditional tandoor. The Naan is pressed against the sides of the pot with the use of a small pillow and is cooked by conducted heat. Incidentally, the familiar tear shape of Naan



bread comes from the dough dripping down the sides of the tandoor. Good with any dish bring the tandoor to your table today.

### **Tandoori Roti**

Tandoori Roti all time best choice for dinner and lunch.

### **Tafan**

Frozen Taftan product of Dawn Bread with all best ingredients for traditional lunch and dinner.

### **Dawn Bread – Product Ingredient Chart Sheet**

Dawn Bread use quality ingredients and an advanced production process to ensure that its consumers have purchased a fresh and wholesome product of world class standard.

### **Dawn Bread Product Distribution Network in Pakistan**

Dawn group's distribution network comprises of over two hundred company owned vehicles in a distribution system spread all over Pakistan. On a daily basis, Dawn Bread distributes its goods to over a 10, 000 retail outlets. This makes Dawn Bread one of the largest distribution networks for any product in Pakistan. Dawn Bread distribute in almost all the major metropolitan areas, secondary metropolitan areas as well as the rural parts of the country. Dawn Bread network has been in the business of touching each of our 10, 000 retail customers on a daily basis for the past twenty years.

Distribution Network of Dawn Bread in Pakistan can be studied by dividing it into five parts based on its five plants in Pakistan at Karachi, Hyderabad, Faisalabad, Lahore and Rawalpindi in Sindh and Punjab province of Pakistan, respectively as shown in diagram.

**Plant-wise Distribution Areas of Dawn Bread****Dawn Bread Export Product Distribution Network**

Dawn Bread exports its quality products to different countries of the world namely Alaska, Canada, United States of America, Norway, United Kingdom, Switzerland, Netherlands, Germany, South Africa, Saudia Arabia, Japan as shown in below diagram of Dawn Bread world wide distribution network.

In United States of America, distribution network future break down into distribution areas as follow

- Washington
- Oregon
- Idaho
- Nevada
- California
- Texas
- Oklahoma
- Illinois
- Wisconsin
- Michigan
- Indiana
- Ohio

- Virginia
- New York
- Massachusetts
- Connecticut
- New Jersey
- Maryland