

PROFILE OF AGRICULTURE MARKETING CO. LTD.

Background & History

Agricultural Marketing Co. Ltd. (AMCL) started its journey with Agricultural Products in 1985. The initial main objective was to ensure proper utilization of agricultural products and prepare the pure foods and beverage items by using it. Today the company has its wide ranges of food and beverage items like Juice, Drinks, Mineral Water, Soft Drinks etc. and has achieved the prestige as the largest grower and processor of fruits and vegetables in Bangladesh. With a vision to serve the common people of Bangladesh with quality necessary products.

It is the policy of Agricultural Marketing Co. Ltd. to market products of consistent quality at home & abroad as per world standards produced hygienically. Products are packed maintaining appropriate packaging and remain committed to these objectives at all times. A well-organized owned testing laboratory is used to ensure quality products. AMCL has been awarded with BSTI certification and ISO-9001 certification for its strict compliance with the standard set by both the organizations.

AMCL has become a benchmark for competitors on the lines of quality by manufacturing premium quality food items to give consumer satisfactions and true value for money. The unmatched products have given a big name in the domestic market. This is possible because the company is professionally managed and promoted by the people who ensure creativity.

Mission and Vision Statement of AMCL

“Poverty and hunger are curses our aim to generate employment and earn dignity and self-respect for our competitors through portable enterprise.”

Core Values

- Discipline
- Commitment to Work
- Fair Judgment
- Service Orientation
- Continuous Improvement

Strategic Approach & Objectives

Implement a decision support system for the company by incorporating the people lives around the establishment. Consolidating the current mechanisms of knowledge management systems, policies, plans and guideline. Encourage and prioritizing the participation of disadvantaged people in the light industry by 2030 and ensured earnings for the jobless. Engaged the people who own the capacity to do hard work and to grow up or getting the success in life.

Achievements & Recognition

GMP-HACCP Certification for food safety

ISO 9001:2008

National Export Trophy : 6 times (1999-2000, 2000-2001, 2001-2002, 2002-2003, 2003-2004, 2004-2005)

ICSB Corporate Governance Award “Silver Trophy”-2015

Products & Services

Juice, Drinks, Mineral Water, Soft Drinks etc. is the main category in product portfolio. These products are in the market from a long time. Product diversification is underway by the management and it is a continuous process.

Strategy and Future Direction

Considering customers' choice in mind, we are trying to expand our business locally and globally. Operation units are working on this and analyzing the prospective areas for product development. Research & Development team working very hard and newer products will be added in company's portfolio in the coming days.