



## Internship Report

Promotional Strategy to Enhance the Brand Awareness  
of Alibaba Door & Furniture

### **Submitted to**

Md. Tamzidul Islam  
Assistant Professor  
BRAC Business School  
BRAC University

### **Submitted by**

Sadia Afreen  
ID 13204043  
BUS 400  
BRAC Business School  
BRAC University

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Md.Tamzidul Islam

Assistant professor

BRAC Business school

BRAC university

Dhaka

Subject: Submission of Internship Report on “Promotional Strategy to Enhance the Brand Awareness of Alibaba Door & Furniture”.

Dear Sir

With due respect I wish to submit to you my internship report titled "Promotional Strategy to Enhance the Brand Awareness of Alibaba Door & Furniture" prepared as a part of the requirement for my Internship at Coronet Impex under the BBA Program of Brac university,Dhaka.

I joined under the brand Alibaba Door in the organization & was asked to develop a marketing strategy.Current industry practices,Segmentation of target market,effective way to approach B2B relations were then studied & therefore implemented in the proposed marketing strategy.

I wish to assure you that under no circumstances with any part of this report be reproduced in any manner.I duly hope tha this report has managed to fulfill the aims and objectives of my internship.I sincerely hope that this report fulfills the objectives and requirements of my internship and that it finds your acceptance.

Sincerely,

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Sadia Afreen

ID 13204043

BRAC Business School

BRAC University

Dhaka

## **Acknowledgement**

For the preparation of this report I would firstly like to thank Mr. Mohammad Ali who have lent me continuous support through my internship and helped me understand the customs of Door industry . While I had been an intern. I would also sincerely thank him for allowing me to gather all necessary resources towards the making of this report through him. I would also wish to extend my heartiest gratitude to Shiplu Rahman Khan for setting me up with several employees of the organization, dealers & other B2B market players who were best placed to give relevant information for the formation of the report. It was very significant in order to get a proper understanding the current marketing practices, the gap between that & existing organizational practices & how to make a bridge in between. He also shared his knowledge and experience whenever he could to make sure I understood all my responsibilities correctly, and for that I am indebted to him. Finally, I wish to sincerely thank Mr Jainul Abedin Shobuj, my supervisor for the internship, for continuously giving me important insights and instructions towards the successful formulation of the report, and her unrelenting support through my time at this university

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## Executive summary

Alibaba Door & Furniture functions as an SBU of Coronet Impex. Established in 2002, it targeted to become the only brand back then in the industry. It has 10 retail outlets in Dhaka city & 41 dealers across the country. It targeted the premium consumer base who can afford the products at a premium price for a premium value.

However, the Door market dynamics have changed a lot after that. The market size is bigger with multiple Brands targeting the overall market with several strategies. The price point, raw material & product features (most importantly appearance) are the main factors in this. To cope up with & eventually lead the market, Alibaba Door has made a wide range of product differentiation through innovation, continuous up gradation & maintaining brand equity. It has developed 6 types of interior door where the usual industry practices were only limited within wooden & PVC based door. With the increase of market demand & size, other wealthy organization have entered the market place with competitive offerings increasing the level & dynamics of competition.

Although the brand has considered different income groups & differentiated its product, Its still perceived to be the Premium brand charging premium price which is no longer the case. The main reason for this proposal I am figuring out an effective way to communicate its consumers based on current industry practices & the firm's competitive advantage.

It was realized that the firm lacks in its B2B strategy by limiting it only to its dealer where the other brands are continuously engaging into more B2B relationships. So several open ended discussions were held with the organizational employees, dealers & other B2B vendors of other brands focused on the current industry marketing practices, the brands existing marketing practices, how to upgrade, the brands competitive advantage, the focused target group & B2B relationships.

So the proposed reformed strategy includes the existing industry practices & a combined way to incorporate them.

## 1 Introduction of the project

Internship is a highly valuable experience opportunity for any student, especially someone studying BBA and who wishes to enter the corporate world. Some students join internship programs during the course of their undergraduate education, usually during summer or winter breaks, to get a feel of how the corporate world runs and what skills they need to hone to excel there. On the other hand, most universities offering BBA programs mandate an end of graduation internship so that their students get to experience the corporate track at least once before they head out into the job market.

Since its emergence, Alibaba Door & Furniture has thrived on three basic promises to its customers: Premium Quality, Premium Value & Premium Pricing. This initial positioning was appropriate at that point because of the intense exterior product differentiation engaging modern technology in terms of raw material & production process.

Alibaba Door & Furniture's missions and visions can also include the comparatively more affordably priced interior product line. The brand has differentiated this particular product line 2 significantly because of its larger market base. However, they weren't communicated properly towards the end consumers & thus missing a big market share.

The reasoning of this proposal is to communicate the end consumer about "Reasonably Priced Interior & Exterior Solution" in order to transform the brand's current positioning of Premium brand towards a People's brand.

At present, Alibaba Door & Furniture owns 8 retail outlets in Dhaka (in Uttara, Badda, Saedabad, Karwan Bazaar, Utterkhan etc). It has 11 dealers across the country which leaves a significant room for creating & sustaining more B2B relationships.

This report titled "Proposing A Reformed Promotional Strategy to Enhance the Brand Awareness of Alibaba Door & Furniture" has been prepared to fulfill the partial requirement of internship as part of the BBA Program of the Brac Business School, Brac University under the supervision of Md. Tamzidul Islam. I have worked at Coronet Impex as sales and marketing officer and this report has been prepared in alignment with my responsibilities at the company.

## 1.1 Objectives

### Broad Objective

Proposing a reformed promotional strategy to enhance the Brand Awareness of Alibaba Door & Furniture

### Specific Objectives

Investigating into existing Marketing strategy & Activities of Alibaba Door & Furniture

- Identifying the challenges & issues regarding the existing Marketing strategy & Activities
- Devising a new Marketing Strategy in order to increase the Brand Awareness for Alibaba Door & Furniture

## 1.2 Scope

The scope of this report will be limited to:

- The regular B2B customers of Alibaba Door & Furniture
- The influencing factors of the buyers determined through a structured & open ended questionnaire answered by B2B vendors

## 1.3 Limitations

There are a few limitations of this study which could have influenced the finding:

- Usually, for the B2B clients, a broad conversation was more informative, market centric & comfortable than filling up a close ended questionnaire. So an open ended questionnaire was made in order to achieve a broader understanding for the reformation of Marketing Strategy.
- Due to logistical constraints, all the geographical markets Alibaba Door & Furniture serves cannot be reached.
- The scope of the study was limited due to time and budget constraints.

## 2 Methodology

The research has been carried out pursuing the avenues of both primary and secondary sources.

### **Primary Sources of data:**

1. Open ended discussion of the following Alibaba Door & Furniture personnel was carried out:

- ShipluRahman Khan, Director of Marketing, Coronet Impex Limited
- JainulAbedinShobuj, Human Resources Manager, Coronet Impex Limited
- Mohammad Al-Amin , Finance and Accounts Officer, Coronet Impex Limited

2. A number of Alibaba Door & Furniture staffs (Branch Manager, salesmen) who were on duty were interviewed.

3. A B2B survey was carried out covering a total of 10 customers of Alibaba Door & Furniture. These customers were given a questioner designed for this survey.

Selection criteria of the customers-

- Regular consumers
- Trustworthy consumers
- Knowledgeable customers about the industry

### **Secondary Sources of data:**

1. The website of “Alibaba Door & Furniture” and the Facebook page of “Alibaba Door & Furniture” were used to collect some basic information regarding the organization.

2. A few online articles regarding Door & Furniture industry were consulted to view expert opinions as well as perceptions of customers regarding this chain.

3. Annual reports of the company were also consulted to gather necessary information including some financials.

## 3 Organization overview

### 3.1 Overview of Coronet Impex

It was founded in 1995 by Mr Mohammad Ali, a visionary who wanted to create multiple brands under this organization. The organization currently caters into Interior solution, Wearing Glasses & Showbiz

### 3.2 Overview of Alibaba door & furniture

Alibaba Door & Furniture are one of the most trusted & well known brand in the industry. Since its inception in 2002, it targeted to provide safety & security through Innovation & competitive pricing. It used to target the high income group in the beginning phase. But with technology upgradation in raw material & production process, the brand differentiated its product line & started serving the overall market.

#### 3.2.1 Mission

The mission statement of Alibaba Door & Furniture is “Providing safety & security to every household of Bangladesh”

#### 3.2.2 Vision

The vision statement is “To reach every household of Bangladesh within 2030”

#### 3.2.3 Values

The firm's aims to prioritize on

- Uncompromised quality
- Innovation
- Pricing based on affordability of Income group

## 3.3 Products and Services of Alibaba Door & Furniture

### Exterior

- Boundary Gate
- Double Door (Outward and inward opening)

### Interior

- SS Door
- MS Door
- Aluminium Door

- Flush Door
- Fire Proof Door

### 3.4 Management of Alibaba Door & Furniture

Coronet Impex is a local organization which is still at its growth stage. The management of this organization is scattered in term of job description. Everyone comes out of their job description & make necessary exceptions in order for the organizational growth.

### 3.5 Departments of Alibaba Door & Furniture

Alibaba Door & Furniture comprises of 5 departments

- o Administrative
- o Sales & Marketing
- o Accounts
- o HR
- o Production & R&D

### 3.6 Supply Chain Management of Alibaba Door & Furniture

The brand has many product differentiation & the supply chain is basically distributed into two sections

- o Raw materials that are acquired locally
- o Raw materials that are imported

The supply chain also include proper material accrual & finished product delivery system.

## 4 Market Analysis of Alibaba Door & Furniture Based on SWOC

SWOC analysis aims to identify the key internal and external factors seen as important to achieving an objective. SWOC analysis groups key pieces of information into two main categories:

- internal factors – the strengths and weaknesses internal to the organization
- external factors – the Opportunities and Challenges presented by the environment external to the organization

#### 4.1 Strength:

- This is the most established door brand in Bangladesh.
- It has highest product differentiation in the market.
- It has several manufacturing units which ensures optimum production according to industry practice.
- It uses modern technology for local production which has added levels than the industry practices ensuring added features, longevity, customerization etc.
- The product differentiation has led to price differentiation that enables the firm to cater the total market size

#### 4.2 Weaknesses:

- The brand is established as a brand for higher class as it used to target the Upper & Upper middle class group. The new product differentiation that can be availed by people of all classes hasn't yet been communicated properly to the target market.
- The firm is understaffed in terms of B2B relationship engagement.
- The firm doesn't follow proper marketing strategy.
- The firm is still at its very growth phase.

#### 4.3 Opportunities:

- The industry is always at a moving phase leaning towards technological advancement& thus cost minimization and product differentiation. So keeping up with this can actually result into catering into a bigger market & incurring more success.
- A recent target market deployed by the brand is the people who are interior conscious & would love to allocate reasonable budget to avail the product differentiation.
- As the firm is still at its very growth phase, its continuously exploring new market specially clusters.
- A reformed marketing strategy specifically based can exploring B2B relationships can increase the revenue significantly.

#### 4.4 Challenges:

- The local woodshops can always ask for a less price than the brand. This is due to their investment, lower production phases, no warrantee etc.
- Recent increased tax impose on import is going to increase the cost of the product. This is a very significant upcoming challenges
- The recent decrease in selling of land & property due to the current overall negative economic scenario imposes a direct challenge.

## 5 Competitors' Profiles

The competitors' can be profiled into 3 major categories:

- o The local Non-Branded vendors:

These are the local woodshops around. They are small in size, operation, production capacity & mostly negative in product quality, warranty & guarantee issues. But they get entertained with less fixed cost & thus better margin.

- o The local Non-Branded vendors who have ensured quality over time:  
These are the market player of cluster. They either

- o produce reasonable quality product at a very reasonable price.  
or

- o Sell door on a B2B basis.  
Blend of both the practices is also available in the market

- o The Branded vendors  
This is the highest investor group & biggest market entities i.e. RFL, Hatil, Brothers etc. They remain conscious particularly about product quality to maintain & enhance the brand equity. They have to constantly compete with the other two profiles most of the times because the branded doors has more production cost (due to added production phases) & enjoys less margin.

## 6 STP Model Analysis

"One of the most important strategic concepts, contributed by the marketing discipline to business firms and other types of organizations, is that of market segmentation". Market Segmentation is a process, in which groups of buyers within a market are divided and profiled according to a range of variables, which determine *the* market characteristics and tendencies. The process of Segmentation is part of a chronological order, which follows on to include Targeting and Positioning.

### 6.1 Segmenting

Segmenting a market is a process of organizing the market into groups that a business can gain a competitive advantage in.

The characteristics marketers are looking for are measurability, accessibility, sustainability and Action ability which are discussed based on the brand below

### Measurability

It refers to the understanding of size, purchasing characteristics and value needs of a particular segment.

The market the firm is currently entertaining are the new flat, house, commercial space, building, factory owner and so on. The purchasing behavior is based on the following characteristics (according to customers' priority) of product are

- o Appearance
- o Raw material
- o Key features& Innovation
- o Price
- o Value

### o Accessibility

It refers to the ability to communicate with the segment in an effective manner. The firm lags behind very much as of now in this segment & hence, its imperative to adopt a reformed marketing strategy.

### o Sustainability

It indicates the segment is profitable enough to differentiate itself from other segments in the market and *maintains* the value the business offers. As the door industry experience constantly experience innovation, sustainability is there if the target market is mass unlike the previous one.

### O Action ability

It is the capability of an organization to create a competitive advantage with its offering in the specific segment of the market.

a discovery approach was used in order to segment the market. It gave an idea on the future growth of the segment, and whether its investment outcome is worthwhile.

The discovery approach is more suited to a market with a limited customer base like the current industry because the targeted consumer were the new flat, house, bulding, factory, commercial space owners.

## 6.2 Targeting

Targeting is a follow on process from segmentation, and is the process of actually determining the select markets and planning the advertising media used to make the segment appealing.

Targeting is a changing environment. The targeting will be achieved through mainly TVC, radio advertisement & digital campaign. Behavioural targeting is a product of this change, and focuses on the optimization of online advertising and data collection to send a message to potential segments. This process is based around the collection of 'cookies', small pieces of information

collected by a consumer's browser and sold to businesses to identify potential segments to appeal to. For example, someone consistently accessing housing, land, flat, commercial space sale & interior based searches will be having the suggestion to visit the company website. Viral video based on story telling & focused on product features will be shared under the digital campaign as well

## 7 Marketing Strategies

### 7.2 Current Strategies

#### 7.2.1 Business to Business (B2B)

The current marketing strategy of the organization regarding B2B is at a very primary stage. The only existing B2B relationship with the firm is with its authorized dealers. Rebate/ discounts are offered to the dealers & incentives are also provided based on sales target basis.

#### 7.2.2 Business to Consumer (B2C)

The firm functions solely based on B2C basis where consumers directly approaches the firm in order to purchase.

The existing marketing approach to address directly the consumer is TVC & sales promotion ads. Attending different fairs related to the industry (i.e. Housing Fair, rehab Fair). But the most response is achieved through Dhaka Intl. Trade Fair.

### 7.3 Identified Challenges

- No target market based marketing strategies
- No ATL & BTL campaign in particular
- Positioning strategy needs upgradation
- No product based marketing
- No B2B based marketing in particular

## 8 Proposed Strategies

Marketing practice of door industry has been a very recent phenomenon due to the understanding of the importance of branding for long term business even for door industry. It is interesting particularly in this industry because the typical consumers & potential customer of this industry are either owners of new flat, commercial space, factory, office & building or very rarely the people who want to renovate these belongings. They seek luxury but in a cost effective

manner. The main competition are the regular local shop-based manufacturers where they build doors & furniture in accordance of the customer requirement or plagiarizing the designs often after tough negotiation. Branded door manufacturers come latter in the competition. The main decision making/negotiation factors are Material, Design, Size, Strength & Durability. The drawback to avail this service is no assurance of processing layers which decides the longevity of the product. Where the reputed door brands increase Production & Supply Chain layers in order to maintain brand image, the local shop-based manufacturers don't second this & inevitably can quote for less price. So, a Holistic approach is needed targeting both the B2B & B2C relationships is needed to increase Brand Awareness & Brand Recognition.

## 8.2 Business to Business (B2B)

### 8.2.1 Trade Price (TP) Promotion

A rebate should be provided to every B2B purchase. Based on the current industry practice, it should be 5%.

### 8.2.2 Depo Price (DP) Promotion

A promotional percentage on the listed price should also be introduced. Based on the current industry practice, it should be 4%.

### 8.2.3 Programs Focused on B2B Target

Brands introduce many programs all the year round. However, based on the current industry practice, a growth program should be introduced for this brand towards its B2B customers. The growth program should state that if any B2B vendor can sell door worth of 85 lakhs in 2 months, they would be awarded with a lucrative motorcycle.

The reasoning for this program is, the B2B vendors tend to relax a bit having purchased the product at a rebated promotional price. It activates the basic business principle to buy goods from suppliers (in this case Alibaba Door & Furniture) & to sell it to other customers. But with this growth program, they will be more motivated to sell more. Specially, motorcycle is one of the most lucrative trade promotion tool & it will boost the growth program.

### 8.2.4 Yearly Trip Abroad

The Sales Representatives & Zonal Managers achieving the highest sale around the year would be awarded with a trip abroad with another 3 family members.

### 8.2.6 Others

The B2B vendors' wives would be contacted through the HR team constantly letting them know about the jewelry offers on the market (affordable & reasonable enough for the company)

&motivate their spouses to achieve a semi-annual sales target.

## 8.3 Business to Consumer (B2C)

### 8.3.1 Above The Line (ATL)

This directly addresses the end consumer of the product. The underlying reasoning for emphasizing on this is many of the product differentiation hasn't been communicated properly. So a range of TVC's has been conceptualized via several meetings with 2 Adfirms based on the Category, Focussed/ Key Features, Price Range, Target Group, Advertisement Concept, Pay Off Line

#### SS & MS Door

##### Category

It falls under the Exterior door category for home, flat, commercial space, factory, office & building.

##### Focussed/ Key Features

The key features which the ATL campaign of this product would particularly focus on are

- Price
- Design
- Several Locks on one door (as much as 9 locks)
- Durability (Warrantee for as much as 30 years)

##### Price Range

The price range for SS Doors is 30-40 thousand BDT whereas MS Doors starts for 27000 BDT onwards.

##### Target Group

The Target Group for this communication would be the upper, middle & upper middle class people who recently owned home, flat, commercial space, factory, office& building or are looking to renovate them. The latter TG is a recent addition from the firm's perspective in order to increase the potential client base.

#### Aluminium Door

##### Category

It falls under the Interior door category for home, flat, commercial space, factory, office &

building.

#### Focussed/ Key Features

- A dream door for the interior conscious people which is a differentiation in current industry practice
- Attractive design
- Better quality than the industry practice in thickness & material

#### Price Range

The price ranges from 8 to 25 thousand BDT varying in material, thickness & design

#### Target Group

- Interior Conscious people who would go for a reasonably priced door that would add to the interior value
- New & old owner of home, flat, commercial space, factory, office & building

#### Wooden Door

##### Category

It falls under both the Interior & Exterior door category for home, flat, commercial space, factory, office & building.

##### Focussed/ Key Features

Comes with additional Production layers which sets the doors apart from the local woodshopdoors&ensures the durability & long term commitment of the brand. The additional production layers are

- o Chemical Treatment
- o Wood Seasoning
- o Innumerable design by latest tech CNC Machine

##### Price Point

- 5 year replacement warrantee

##### Price Range

The price range start from 5500 onwards based on the wood & design.

##### Target Group

The Target Group for this communication would be

- Overall Door market
- In case of premium wooden door, The interior conscious people are also a part of the Target Group.

### 8.3.2 Below The Line (BTL)

Below The Line (BTL) advertising for the products would be sponsoring or organizing programs which would be related to

- o Safety
- o Security

## 9 Conclusion

The Door industry in Bangladesh has a enormous market locally & globally. Its always at continuously moving state because of technological upgradation in raw material & production process. The market used to be catered by the local woodshop & cluster vendors. Due to the market potentials of this industry, wealthy organizations have become interested in this & introduced different brands with competitive offering during the last 10-12 years. Alibaba is proudly rulling the door industry for the past few years and it has got a long good way to go.

## 10 Appendix

The target market of door industry is the new flat, house, commercial space, factory owners which is very scattered in terms of income groups. The main focus points of the open ended conversation was

- current industry marketing practices
- how the incentives work & motivate B2B relationships
- Existing marketing practices
- how to upgrade
- the brands competitive advantage
- the focused target group & B2B relationships
- Some drawbacks of the firm was also talked about identifying product delivery, packagingetc

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