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INTERNSHIP REPORT

IMPACT OF DITF IN PROMOTING PRODUCTS AND SERVICES OF BANGLADESH

Submitted To

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Impact of DITF in promoting products and services of Bangladesh.

December 18th, 2018

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Subject: Submission of Internship Report on “Impact of DITF in promoting products and services of Bangladesh.

Dear Sir,

It is my pleasure to submit my internship report. The work contained in my report has provided huge learning opportunity for me and during the three months of my internship, I have learned a lot about how different departments work.

The study contains a complete study on the impact of DITF in promoting products and services of Bangladesh. The study gives emphasis upon different related factors. I have provided some essential findings and analysis as well as tried to mention some applicable recommendations.

I tried my best to follow your guidelines and very much happy that you have given me the opportunity to prepare this report and hope that this report will meet the standards of your requirement. It will also be pleasure for me to give you any explanation regarding this paper.

Sincerely,
Md. Sadman Sadab Gazi
ID: 14104103
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Letter of Endorsements

That is to certify that Sadman Sadab is a student of BRAC Business School, ID: 14104103 successfully finished his “Internship program” entitled “Impact of DITF in promoting products and services of Bangladesh” at Export Promotion Bureau under my supervision as the partial fulfillment for the award of BBA degree.

He has executed his process according to my supervision and active steerage. He has tried his nice to do that efficaciously. I suppose his program will assist him within the destiny to accumulate his career. I want his achievement and prosperity.

Signature

.....

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Acknowledgement

The successful accomplishment of this internship report is the results of the contribution and association of a number of individuals, mainly people who took the time to share their thoughtful opinion and ideas to improve the report. I even have the deepest feeling to my respected supervisor and mentor Mr. Abu Hena Morshed Zaman, Joint Secretary of the Government of the People's Republic of Bangladesh, Secretary at Export Promotion Bureau in administration and finance department. I am grateful to him for his continuous support, guidance and direction, recommendations and providing me with valuable information that was significantly required for the completion of this report. I am also obliged to Mr. Abdul Halim Assistant Director (admin) of Export Promotion Bureau for giving me the chance to try and do my job from this company and supporting me with proper information and resources. I am additionally grateful to the whole EPB family as they tried to help me regardless their heavy busy periods whenever I needed them. Their active participation to any or all my questions, queries during my office has created this journey a real success. It was a good opportunity for me and I am honestly thankful working with such peoples. Finally my sincere feeling goes to my family, especially friends, classmates who helped me whenever I required.

Executive Summary

This paper is based on my experience as working as an intern at Export Promotion Bureau and is about promoting products and services by DITF. The report gives an overview about how much effective DITF is when it comes to promoting local companies as well as the export of our country. DITF illustrates our countries commercial coverage, enterprising effectiveness, developments and innovative advancement of different segments of the nation. DITF helps to introduce new emerging companies and give them a huge opportunity to have a clear view about the competitive business world. Export Promotion Bureau plays a vital role in promoting both local and foreign businesses and helps our people to get familiar with various cultures around the world.

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Chapter 1: Introduction

1.1 Background

Trade fair is one of the most significant promotional tools in local as well as international marketing. It is also a communication tool as well. Rather than selling products and services it also helps to target a group of visitors and aim to do business after the fair. The Dhaka International Trade Fair (DITF) is a place where different types of buyers and sellers gather together to trade their products, thoughts and views. With the concept of globalization, not a single nation can stand alone. The first fair was initiated on 1 December 1995, DITF has been held once in a year at Sher-e-Bangla Nagar in Dhaka. Bangladesh has a unique competitive advantage on its handicraft products and garments sector because of massive manpower and cheap labor force. Bangladesh does not have that much power on manufacturing final products however; most of the products produced in Bangladesh are used as input product in different countries e.g. India. Cotton for example is an important raw material that we export. Bangladeshi readymade garments for example are considerably playing an important role in increasing GDP in comparison to other sector apart from tourism. Considering the history of Bangladeshi trade, this study is conducted to analyze how trade fair is promoting the local products and services of Bangladesh.

With this being said, there are basically two perspectives international trade fairs in promoting products and services. Promotion at macro level (industry level perspective) and micro level which illustrates the advantages as well as difficulties for an individual firm.

Trade fairs are generally categorized into three types. Firstly, consumer fair is a type of trade fair where there is no restriction of sellers and buyers. Secondly, there is sourcing fair where only buyers come and buy their products in huge lot sizes. The world renowned buyers basically participate in this kind of fair. In every financial year (July-June), EPB takes part around 30-35 international trade fairs and among them more than 85% is sourcing fairs. Moreover, there is another type of trade fair known as single country fair where a single country represents itself in another country. Additionally, there are some specialized shows organized just to promote a single or related industry category to a particular crowd also known as 'vertical shows'. Broad based shows generate strong public attendance (Motwani, Jaideep, Rice Gillian, Mahmoud, Essam, 1992).

There are two areas to focus when it comes to planning for a trade show. These are selling and non-selling objectives. Nevertheless DITF only focuses on selling products.

DITF plays multiple roles. For instance participation in DITF is not only to promote and boost up immediate sales of the products and services but also to assist new firms to introduce themselves in the international prospect as well as locally. EPB helps the companies so that they can set up their stalls in the fair. A lottery program is held by the end of each year to select the companies which will participate.

Although EPB organizes DITF the local companies faces some difficulties. For example, limitations in technology, lack of market information, centralized and seasonal markets, duplicate products, delivery problems etc.

1.2 Scope of the study

The report will be covering **Impact of DITF in Promoting Products and Services**. This project is based on the knowledge, experiences learnt from my internship at EPB.

1.3 Objective of my study:

There are basically two objectives behind this report

1. Primary Objective:

The key objective is to research the “Impact of DITF in promoting products and services”

2. Secondary objective: The report is an essential for the finish of BBA degree from BRAC University

1.4 Limitations of the study:

- The main limitation is the topic because it is discreetly new. That’s why it was hard to find sufficient information to collect for my research.
- Lack of sufficient data related to my topic was also a problem during my research.

- I have worked for only 3 months in Export Promotion Bureau. Within this time period it is quite hard for me to get deep understanding regarding my topic.
- Since it is a government organization so most of its information is classified as I was only an intern in Export Promotion Bureau for a short amount of time.

Chapter 2: Organization overview

2.1 Export Promotion Bureau:

The Export Promotion Bureau (EPB) is a Bangladesh government agency located within the Ministry of Commerce. It is responsible for developing the nations export industry. Vice chairman is the Chief Executive Officer (CEO). EPB is mainly responsible for:

- Exploration of markets abroad
- Conducting studies, surveys, research etc. based on products and markets
- Carrying out promotional activities in product and supply development
- Co-ordination of export development activities at various levels
- Collection and distribution of trade information

2.2 Establishment:

Initial announcements were made on August 20 and November 8, 1975. EPB started its journey in 1978

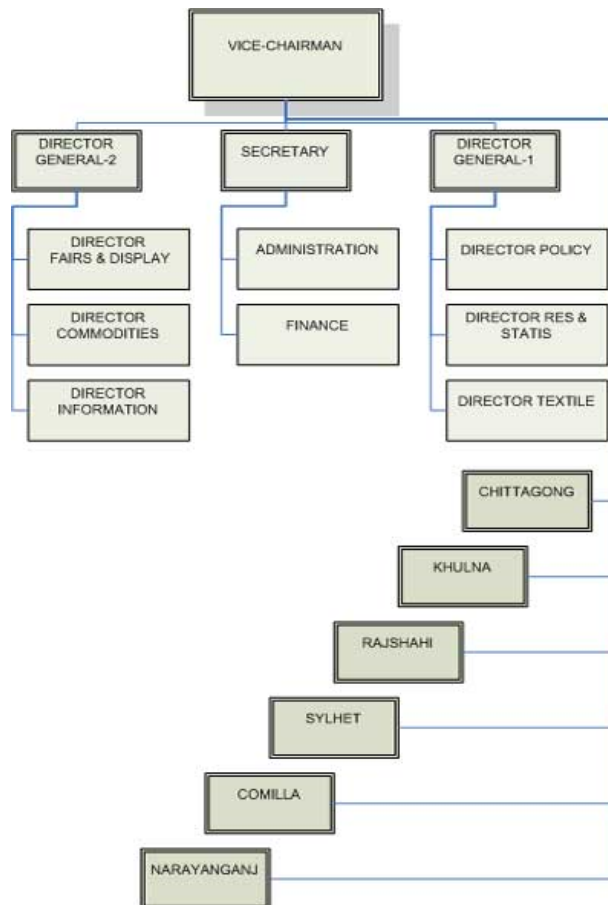
2.3 Mission:

The mission of EPB is to ‘Enhance the rapid product development, service development and diversification by accelerating modern information technology and to help promote to export products throughout the world’.

2.4 Vision:

The vision of EPB is to ‘Be a role model within South Asian region by developing export and to play a vital role in our countries economy by promoting export’.

2.5 Organization Chart:



2.6 Offices:

EPB headquarters are in Dhaka. It also has branch offices which are located in Sylhet, Comilla and Narayanganj. It also has regional offices in Chittagong, Khulna and Rajshahi.

2.7 Working hours:

The organization operates in standard office time. Sunday to Thursday, 9AM to 5PM

2.8 Additional Services done by EPB:

- GSP Tracker
- DITF
- Exporter database
- Giving subsidy to different companies to participate in fairs
- Export our local products throughout the world

Chapter 3: Literature review

In order to understand, how DITF helps and creates an impact to promote different products and services of different companies the writer of this report has tried to link different sources of Articles and Journals. Such as, Tasnim (2017) has explained that in the DITF there might be hundreds of stalls; however some of them are always favorite to public. The author specifically mentioned two companies here, Kiam and Nabisco. She suggested about the products and price of Kiam which a private limited company is ranging from BDT 280 to 4800. She is trying to illustrate that how Kiam which is a local company is getting the focus of most women by the arrangement of DITF. Other foreign companies for example Prestige are not being able to compete against Kiam only because of their pricing strategies. Another major reason could be their warranty for each product for which customers feel safe after buying. On the other she describes that how much popular Nabisco still is. Despite other companies, there is always a huge crowd in Nabisco stall. Most of them are loyal customers because they believe that still the taste hasn't changed at all. Similar to Kiam they are also maintaining lowest possible price for their products starting from BDT 200 to BDT 420.

Proma (2017) has mentioned that DITF is always interesting and exciting. She has targeted some vital stalls of the fair including The Artists, Mascots, The Jute Pavilion, The Igloo Fever and Container Kebab by Baba Rafi. What's the amazing part of these stalls is their unique attractive design. Kebab by Baba Rafi is the latest stall amongst them however, with their unique motto 'stop, eat and share' they have grabbed the customers attention. Additionally, the author has confirmed that DITF will be moved to Purbachal possible within 3 years. The Executive Committee of the National Economic Council (ECNEC) has approved that it is going to cost BDT 1303 Crore. The committee believes that they will be able to increase the capacity and number of stalls as well as crowd.

Ovi & Islam (2018) has stated that Bangladeshi electronic products are becoming famous day by day. They have focused Walton Company here which is somehow competing very well against other foreign companies.

Chapter 4: Methodology

For collecting data I have used two types of data source which has helped to make this report informative. For primary source I have used questionnaire from which I have gathered 42 responds. Most of my respondents age limit is 18-30.

4.1 Primary Sources:

- Face to face interview with different clients
- Direct communication with my supervisor and other senior officers which helped me to get a complete overview regarding DITF

4.2 Secondary sources:

- Official website of Export Promotion Bureau
- Different books, journals, articles, annual report related to the topic
- Different websites, publications and newspaper.

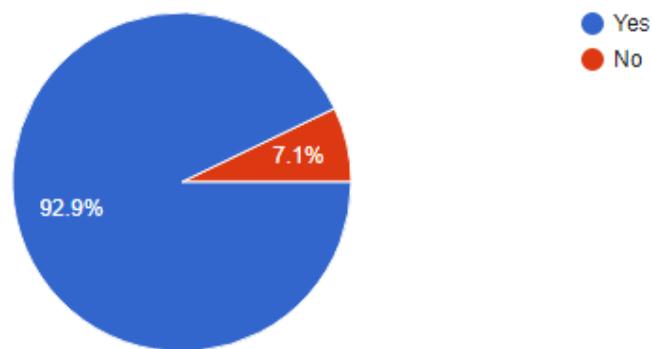
Chapter 5: Analysis and Findings of the report:

5.1 Participation:

From the survey respondents agree that they have a clear idea about DITF. As the percentage here shows that it is 92.9% it can be said that DITF has a positive impact regarding recognition.

Have you ever visited to trade fair?

42 responses



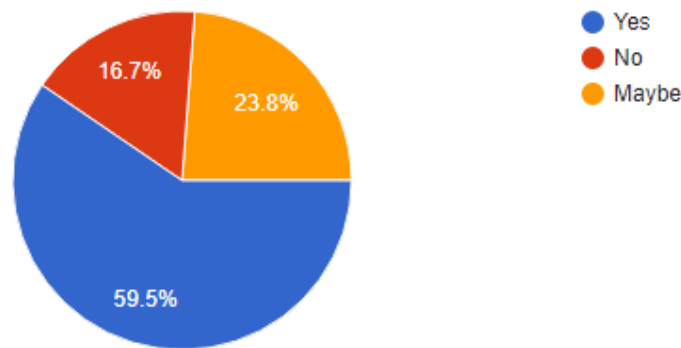
5.2 Creating a platform for local companies:

The Dhaka International Trade Fair (DITF) is organized by Export Promotion Bureau and the Ministry of Commerce, Government of Bangladesh. One of the major objectives of this fair is to create a platform for the local companies as well as the foreign ones. For an example, PRAN, RFL etc. get a huge opportunity to show their products in their stalls. Generally, we can find them in stores, but the unique thing is that in DITF hundred and thousands of people gather so they can know about their products and services. These companies' sales increase significantly. Also new emerging companies or the companies not having enough financial strength gets upper hand because EPB gives them subsidy (0-100%) based on their performance. Also these new companies get the experience from the big giants like PRAN and Unilever about how they are managing their customers, how they are fulfilling their demands. Based on respondents, around 59.5% people agrees that DITF plays an essential role to the new product as lot of people can get firsthand experience of that product.

Customers can provide honest feedback towards that product at growing estate it is very helpful for new product.

Do you think launching a new product in DITF is vital enough for the company?

42 responses

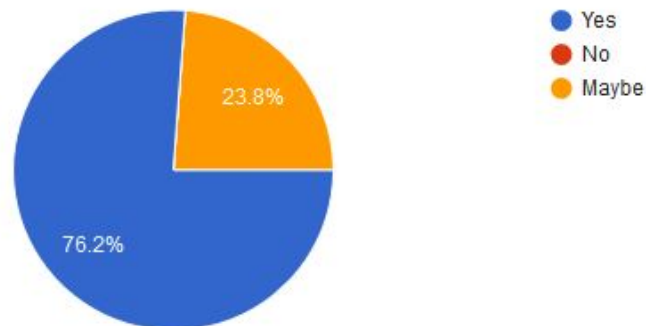


5.3 Employment

DITF is a great place for multi sectorial employment. Ultimately this has an impact on our country. There are several sectors including Skilled, unskilled, semi-skilled workers. DITF offers decent job position and attractive salary, bonus including other benefits. This fair is the spot for part time job facilities for young job seekers or students. However, in some position they require few years of experience. If one can perform very well, then he/she might get a permanent job in that company. According to my survey I have found that 76.2% respondents agree that DITF is creating part-time/full time jobs. So, it is a positive impact for my analysis.

Do you think DITF is creating part-time/full time jobs?

42 responses



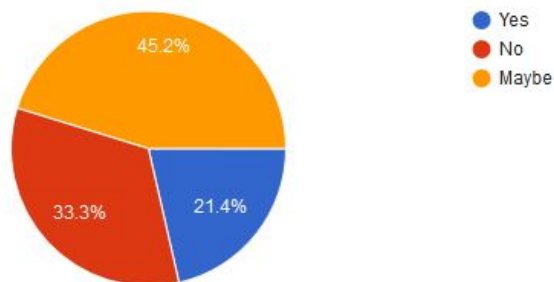
5.4 Creating a network for different foreign companies:

Different foreign companies are participating through DITF. Here different foreign and local companies work closely with each other. As a result it creates a good network within the local and the foreign companies. This will open the door for new investment in the Bangladeshi market.

However, from the survey I have found out that most of the people are unbiased for visiting to foreign stalls. They are mostly to visit our stalls which help to promote our products and services.

Are you willing to visit foreign stalls in DITF?

42 responses



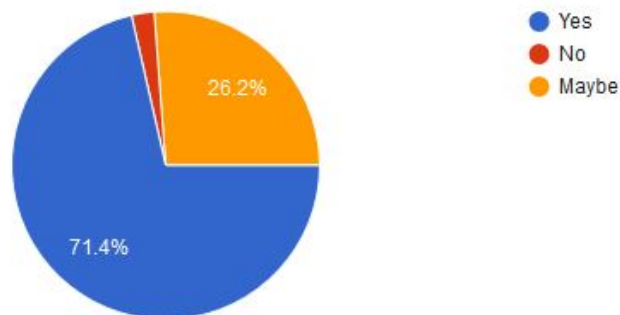
5.5 Creating international alliance for global business:

In DITF, basically Bangladeshi businesses get a chance to get exposure from other countries business culture which will increase the possibilities and chances of representing Bangladeshi businesses in foreign countries. Getting exposure from different nations brings competitive business culture in our country. Bangladeshi businesses can earn revenue through doing various trade fairs in other countries which will be beneficial for both our country and local businesses.

According to my findings a major number of people are interested in visiting famous companies. So, it has a positive influence.

Do you visit famous international companies stalls like Sony, Mitsubishi, Suzuki etc ?

42 responses



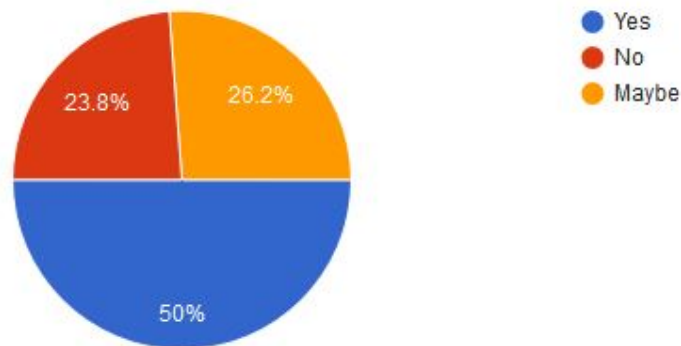
5.6 Promotion of mobile and E-banking:

EPB is helping different banks to promote their services through DITF. Individuals can purchase products at ease as there are debit/credit card facilities. They can also open new bank accounts and bKash accounts easily. EPB is giving opportunity to different banks to promote their services that they are offering. Islam (2018) states that the services include deposit and withdrawal of money, opening new bank account, recharging mobile balance via bKash. For instance, Meghna Bank has got 198 requests of opening new bank accounts. They are also giving debit cards right away.

From my survey I have found that most of the individuals (50%) agrees to pay via bKash or debit cards as they have different discounts and offers. So, promotion of mobile and E-banking in my analysis is a success.

Do you use bKash or debit cards to pay?

42 responses



5.7 Development of Bangladeshi Handicraft and electronic products:

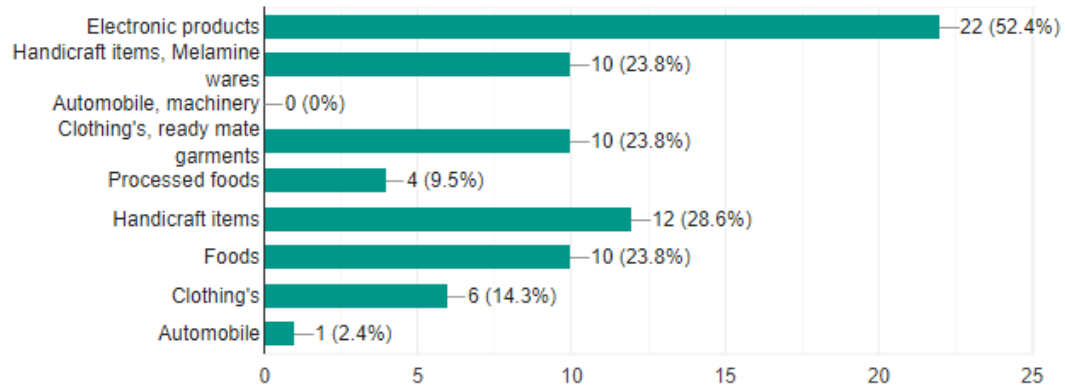
Handmade goods have been playing a vital role in the Bangladeshi economy. This sector is providing employment opportunity and is also the source of foreign currency earnings. Bangladesh has been producing different types of handmade goods from ancient times. Bangladeshi handicrafts are unique and well known for craftsmanship. The Bangladeshi handicrafts include gold plated items, bronze and brass art icons, filigree articles, household utensils, handmade paper and paper products, paintings, wood carving and basketry works, potteries, jewelries, masks, etc.

In the past Bangladeshi people were highly dependent on foreign electronic products. But now companies like Walton are bringing change to that perception and creating trust in people's mind that our country is improving in developing technologies.

From my research I have found that 52.4% people have selected electronic products. In second position it is handicraft items having 28.6%. By doing this analysis I was effective because respondent voted most for handicraft and electronic products.

Types of products preferred

42 responses

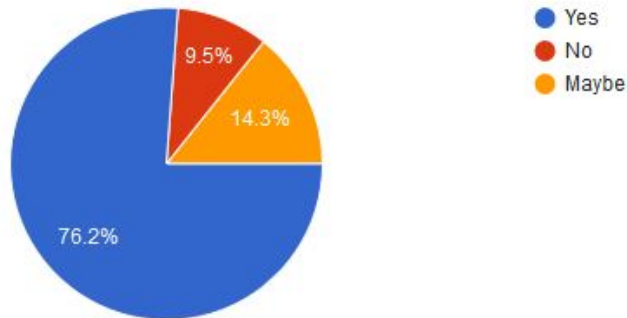


5.8 Development of technologies and innovations

In recent days we can see lot improvement in technology and innovations. If we see the development of western countries they are pretty much way ahead of us regarding technology and innovations. In DITF we get the chance to get exposure from many developed countries. This exposure includes technology and innovations. DITF can be a platform for showcasing recent innovations which will definitely help our young generation in motivating them for developing innovations. So, it can be considered as a huge platform for promoting technologies and innovations.

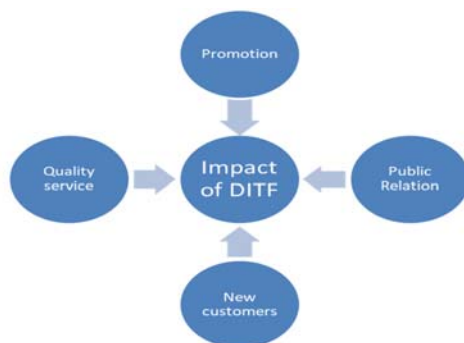
Do you see any change in technological advancement through out the years in DITF?

42 responses



5.9 Relationship between trade fair and promoting products and services:

DITF is an important platform for various local and foreign brands to promote their products. Brands give offers to attract more target customers. They follow different pricing strategies to sell their products. People find varieties of goods under one shed, that's why they try to purchase more from DITF. New customers are emerged. Attractive stalls also play a vital role to grab the customer's attention. Brands try to provide quality service to their customers. All these factors promote the products and services in DITF.



5.10 Success of Trade Fair:

Trade fairs and exhibitions offer opportunities for meeting a large number of buyers from different countries at one place. It assess the market trend, and the attitude of the competitors in a particular product or marketing area, comparing the price and quality, establishing

personal contacts with the dealers, and projecting new ideas promoting sales in the country and abroad. A good specialized trade fair must fulfill the certain conditions in order to be successful.

A well-ordered fair can guarantee the success of a trade fair. Company should be large enough in terms of finance, manpower to provide such basic facilities as large and spacious halls, power, water supply and announcement systems, easy reach by road, conveniences at the fairgrounds, such as a press center, seminar halls, auditoriums, restaurants, banks, post offices, police and fire stations, travel agents office and so on. An efficient management takes step much in advance to attract excellent exhibits and qualified trade visitors by worldwide promotion through meetings, press conferences and activities of the agents of the fair companies. All these extend the promotion of Bangladeshi products and services.

International trade fairs have emerged as most effective tool for knowing consumer taste, buyer's interest, and state of competition, smell the market trends and establish business contacts.

Chapter 6: Internship Experience:

As per instruction of my supervisor I visited various clients who will be doing business with us in the upcoming trade fair in Dhaka city with my fellow officers to get an overall idea about the organizing and planning of arranging a trade fair and how EPB deals with such situations. During my visits I got to know about the relationship between officers and clients. During my internship I visited various clients like RFL plastics, Rangs electronics, Singer Bangladesh. It's very important to visit different clients because demands and requirements vary client to client.

One of the essential duties during my internship period was to communicate with the clients and get to know their requirements and demands and consulting it with the officers.

I was responsible for processing agreements with various clients with the company. I checked whether the agreements were right and gave it to senior management. If I found any error then I consulted with my supervisor.

Another task is to look for potential clients who are interested to participate in DITF. I worked with the officers responsible for making agreements with various clients and got to know the process of dealing clients who will be engaged in our trade fair. The agreement contains terms and condition and beneficiaries for both the parties.

Chapter 7: Recommendation & Conclusion:

7.1 Recommendation

During my internship at EPB I got to know that some tasks which are done manually can be done through automation. This will reduce the processing time up to 50%. I believe that proper initiatives from the government will reduce the time of processing. Moreover, there should be a permanent secretary for the organization for arranging trade fairs. The secretaries here come here on deputation and leave the organization after some time. So it is really hard for a new secretary who has just joined in to organize a fair which is a huge responsibility for him. Additionally, companies like Symphony or Walton can arrange a launching ceremony for new products in DITF which will be very helpful for promoting new products. They can also arrange some seminars just to give an idea about the product itself. Furthermore, the organization is not up to the mark when it comes to documentation. I wanted some important documents for my research paper; however they were mostly damaged or old and dirty. Besides, the number of printers, computers, and scanners are very few from my observation. Also the computers were backdated. If these things are updated and maintained properly then I firmly believe that the organization will be much more efficient and will speed up the work of employees. On top of that, EPB should be stricter when it comes to listing companies for DITF as there are some companies which signs up for the fair but lately they do not join.

7.2 Conclusion

DITF can be a great stage to promote various products and increase sales and services. This report focuses on, how the products are being promoted through trade fair in different ways. For example it creates a massive platform for local Bangladeshi companies to introduce themselves in the market. DITF works as a perform for small companies where they can see and learn from many big companies like Unilever, PRAN, Aarong etc as they are working closely in this particular period. It also provides employment to many unemployed people in Bangladesh. Moreover it creates a relationship among local and foreign Companies so that they can have a business relationship in near future. Because of DITF Bangladeshi Handmade products also get promoted as we can find various products which are made by rural craftsmen. The reason is also same for Bangladeshi local electronics product as local giant like Walton gets a lot of attraction in this platform of Export Promotion Bureau. In the end, our country is generating huge revenue through exporting local products with the help of

Export Promotion Bureau. If the organization finds the solution of their barriers that was mentioned before, they can achieve long term goals along with vision.

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Appendix

Questionnaire for impact of DITF in promoting products and services.

1. Have you ever visited to trade fair?
 - a) Yes
 - b) No

2. Types of products preferred:
 - a) Electronic products.
 - b) Handicraft items.
 - c) Automobile
 - d) Clothing's
 - e) Foods

3. What types of products have you purchased from DITF?
 - a) Electronic products
 - b) Melamine wares
 - c) Automobile
 - d) Clothing
 - e) Processed foods

4. Do you think DITF is creating part-time/full time jobs?
 - a) Yes
 - b) No
 - c) Maybe

5. What advantages a company will get while participating?
 - a) Promotion
 - b) New customers
 - c) Public relation
 - d) Increased sales
 - e) Order placement

6. Are you willing to visit foreign stalls in DITF?
 - a) Yes
 - b) No

- c) Maybe
- 7. Do you visit famous international companies stalls like Sony, Mitsubishi, Suzuki etc.?
 - a) Yes
 - b) No
 - c) Maybe
- 8. Do you use bKash card or debit cards to pay?
 - a) Yes
 - b) No
 - c) Maybe
- 9. Do you think it's affordable for different companies to participate and promote their products in DITF?
 - a) Yes
 - b) No
 - c) Maybe
- 10. Do you think launching a new product in DITF is vital enough for the company?
 - a) Yes
 - b) No
 - c) Maybe
- 11. Do you think the participation of foreign brands increases the competition among the local brands?
 - a) Yes
 - b) No
 - c) Maybe
- 12. How much local people prefer foreign products than local products in DITF?
 - a) Highly preferable
 - b) Moderate
 - c) Less preferable
 - d) Other
- 13. Your opinion on the quality and services of the local brands in DITF?

- 14. How to improve the services of the brands in DITF to increase sale of their products?

- a) By giving discounts
- b) By imposing different offers (eg. buy one get one free)
- c) By organizing different campaigns
- d) By communicating properly with the customers
- e) Others