



Internship report
on
“Overall Marketing Strategies of
Versatile International Ltd.”

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Overall Marketing Strategies
of
Versatile International Ltd

Prepared for:

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27th June, 2013

LETTER OF TRANSMITTAL

27th June, 2013

Kohinur Akter

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship report

Dear Madam,

I am submitting my internship report on “**Overall Marketing Strategies of Versatile International Ltd.**” with due gratefulness and admiration. As per partial accomplishment of the requirements for the BBA degree, I have completed the internship from **Versatile International Ltd.** It is my pleasure to carry out the internship report under your supervision.

As a requirement of preparing an internship report based on the practical situation in an organization, I selected Marketing as my core concentration along with few other Marketing Strategies that I have come across during my internship program. So I have prepared a report on the “**Overall Marketing Strategies of Versatile International Ltd.**”. I hope this report reflects on the company’s marketing strategies that are being Practiced in our country.

I would like to request you to accept my internship report for further assessment.

Sincerely,

Md. Saief Siddiqui

ID: 08304091

BRAC Business School,

BRAC University.

EXECUTIVE SUMMARY

As a student of business administration, analyzing today's business world is very crucial to observe in this complex situation. It is necessary to go through all fields of knowledge, both theoretical and practical. Before passing four years BBA program, I have been given an Internship program to have practical knowledge in business life as a part of my academic program. In this report I had tried to focus my both theoretical and practical knowledge regarding Marketing. My project topic is Overall Marketing Strategy of Versatile International Ltd". I have tried to identify Marketing strategies of this organization and how it is working in progress of the organization.

In Bangladesh energy drinks serves both the consumer market, as well as local restaurants & Bars. We will succeed in developing a profitable business through the use of our two competitive advantages, quality and flexibility.

The local beverage companies cannot produce enough quality energy drink products to satiate local demand and also can't able to satisfy the consumer through their product. I see these market opportunities are prepared to seize it.

Our mission is to provide the highest-quality energy drink. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.

As per requirement we have given description of the business and current market situation. I have provide these details based on my own knowledge and collected information from different sources.

Then I have discussed about the strategic plan, market summary, market trends and market growth, SWOT analysis, STP analysis, Competition analysis and also our competitive advantage.

I also provide marketing strategy, pricing strategy, and also distribution channel. I mentioned local and advertising and promotional activities

ACKNOWLEDGEMENT

First of all, I would like to thank almighty Allah for his grace in accomplishing my internship report timely.

I would like to express my gratitude to my honorable academic instructor Kohinur Akter from the core of my heart for his kind support, guidance, constructive supervision, instructions and advice and for motivating me to do this report.

I am also thankful to the whole team of Versatile International Ltd. for giving me the opportunity to work with them in Marketing department

My parents need special mentions here for their constant support and love in my life. I also thank my friends and well wishers, who have provided their whole hearted support to me in this exercise. The experience I have gathered will be a privilege for my future career planning. I believe that this Endeavor has prepared me for taking up new challenging opportunities in future.

I think, this report will motivate me in my future to take more initiatives and big projects with the help of satisfaction that, I have completed such a big project in an efficient manner.

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CHAPTER 01



1.1. Introduction

A concrete marketing strategy is one of the major business tools for an entrepreneur. The marketing concepts are changing day by day. Everyday, new marketing tools are emerging in the market and also in the business. A company's development is mostly depended on marketing. So, it is important to have a strong marketing plan for any individual business people. Versatile International Ltd. also gives emphasis on marketing rather than other activities of an organization. In my internship report, my target is to identify all the marketing strategies that are used by Versatile International Ltd.

1.2. Background of the Report

The world market is changing day by day. The marketing strategies are also changing as well. As a part of the organization, marketing division have to deal with the effects of the changing world of work. For them this means understanding the implications of globalization, technology changes, workforce diversity. Changing skill requirements, continuous improvement initiatives contingent workforce, decentralized work sites and employee involvement are the issue for confront. So, now it is a big challenge for marketing division to maintain the distribution pattern of product, manpower, packaging, pricing and other activities of marketing.



1.3. Objectives of the Report

The objectives of the proposed study “Overall Marketing strategies of Versatile International Ltd.” are as follow:

- To identify the overall Marketing strategies of the company.
- To identify the SWOT analysis of Versatile International Ltd.
- To identify the market segmentation of the company.
- To know the competition analysis.
- To know the strategic marketing analysis.
- To know the sales forecast of the company.
- To identify the brand management system.
- To recommend necessary steps for overcoming problems.

1.4. Methodology of the Report

I have used both the primary and secondary data to prepare the report. But most of the data are collected from primary source. I observed various activities of Versatile International Ltd. My practical experience in Versatile International Ltd. was great source of information.

a. Primary source of information:	<ul style="list-style-type: none">• Face to face discussions.• Day to day desk job.• Oral unstructured interview of the responsible officers.
b. Secondary source of information:	<ul style="list-style-type: none">• Website of Versatile International Ltd.• Office documents.



1.5. Limitations of the Report

As this is my personal experience in a office, I have faced some problems to completing the report. Those are as follows:

- Lack of time.
- Confidential matters of the organization.
- Lack of information of the organization due to a new organization.
- Unwillingness to give information from the officials.
- Restrictions of giving some information about marketing strategies.



CHAPTER 02



2.1. Overview Of Versatile International Ltd.

Versatile International Ltd. is basically a importer company. It is Founded in July 2009 as a sister concern of National Consulting, Russia, Versatile International Ltd was founded on three basic principles that continue to govern the way we do business today:

- a. Respect for Clients
- b. Concern for Employees
- c. Commitment to Quality

Initially we started our by producing and distributing incandescent light bulb (GSL). Being aware of the scarcity of electricity in Bangladesh, we started producing Compressed Fluorescent Light Bulb (CFL) so that homes of the country stay lit without consuming too much electricity and save their money.

After a nationwide survey, we find a large number of customers demanding the substation solution, which has been a great inspiration for us to initialize a new sector of Sub-station. Company's goal was to be the number one engineering firm and sole distributor of LS Industrial system in Bangladesh. Within a very short time company developed the area of servicing and marketing. The company has been working continuously with well-laid systems and procedures. The company is also restructuring itself to speed up customer's response and deliveries and to handle the enhanced volume of business with a view to delight the valuable customers.



Company Summaries:

❖ **Product Origin** : Gyeonggi-do South Korea

❖ **Legal Name** : Versatile International Ltd.

❖ **Trade Mark** :



❖ **Brand Name** : VITA500

Location:

❖ **Plant Location:** We have to select a better manufacturing plant in South Korea. In favoring the environmental factors as considered for the hygienic manufacturing plant as further the *Gyeonggi-do, South Korea*, which is much free from the violence of political disturbance & other hindering factor.

Central office: Our target distribution place is Dhaka, Chittagong, Sylhet division with other renowned districts of the noteworthy division of Bangladesh. So, our central official position is situated at the **House: #335, Road: #23 (1st Floor), Mohakhali, DHOS, Dhaka - 1216, Bangladesh..** In other districts, our own distributor sends our products through low cost with our great transportation facility.



2.2 Mission

To provide exceptional services to the Power Industry, to deliver added value to our customer by identifying, monitoring and responding to their needs and expectations.

2.3. Vision

To grow and become one of the top companies in the country in the field of power generation, transmission and distribution, providing superior value, flexibility, cost-effective solution to our customer using state of the art technology. Being responsive and proactive to industry changes.

2.4. Product and Services

Compressed Fluorescent Light Bulb (CFL)

We started producing compressed fluorescent light bulb (CFL) in 2010. Radiation free, can lit up in low voltage and can withstand high temperature. They provide a flicker-free, soft-white light and come in a variety of styles. It lasts from 8-10 times longer, use about 75% less energy, and produce 90% less heat while delivering more light per Watt, resulting in lower energy cost. Our product ranges from 5W to 105 W.





Incandescent Light Bulb (GLS)

Versatile started its journey in 2009 by producing and distributing incandescent light bulb (GSL). The incandescent is the cheapest option at the point of purchasing. The range we carry from 5W to 200W.



Main Product:

Vita500 Energy Drink:

Vita 500 is an energy that has no caffeine. Instead, it's loaded with a mega dose of vitamin C (2080% RDA) as well as taurine and other B vitamins. Also containing electrolytes and carbohydrates, the beverage effectively replenishes sodium loss attributed to vigorous exercise. Vita500 is specially designed to improve absorption of necessary daily vitamins, stimulate the immune system, enhance physical strength, promote more energy in the body, and help the body regain vitality.



Vita500 Vitamin C Health Drink:

Discover the amazing Benefits of vitamin C with Vita500. The skin, teeth and bones also benefit from vitamin C's collagen-forming and invader-resisting properties, this vitamin contributes to the maintenance of healthy bones, the prevention of periodontal disease and the healing of wounds. It even serves and natural aspirin, of sorts, by combating inflammation and pain.

Vita500 Vitamin C Health Drink

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Upcoming Products:



SL	Item	Packaging	Content
1	Corn Silk Cold Tea	Bottle (Plastic)	1 Ltr
2	Corn Silk Cold Tea	Bottle (Plastic)	500 ml
3	Corn Silk Cold Tea	Bottle (Plastic)	340 ml
4	Placenta Essence Beauty mask	Plastic pouch	
5	Aqua + Ion Sport drink (Rapid absorption of water and electrolyte)	Bottle (Plastic)	500 ml
6	Aru Mei Herbal Beauty Moisturizing Drink	Bottle (Glass)	100 ml
7	Aru Mei Herbal Beauty Whitening Drink	Bottle (Glass)	100 ml
8	Aru Mei Herbal Beauty Anti-Oxidant Drink	Bottle (Glass)	100 ml
9	Aru Mei Herbal Beauty Multi-Function Drink	Bottle (Glass)	100 ml
10	Vita 500 Kids Apple Flavor	Tetra Pack	120 ml
11	Vita 500 Kids Raspberry Flavor	Tetra Pack	120 ml
12	Vita 500 Kids Raspberry Flavor	Bottle (Pet)	220 ml
13	Vita 500 Kids Apple Flavor	Bottle (Pet)	220 ml
14	Red Ginseng Gold Drink	Bottle (Glass)	120 ml
15	Red Ginseng & Honey Drink	Bottle (Glass)	120 ml
16	Vita 500 Vitamin C Drink Contains Concentrated Apple Juice	Bottle (Glass)	180 ml
17	Vita 500 Vitamin C Drink Contains Concentrated Apple Juice	Bottle (Glass)	100 ml
18	Vita 500 Vitamin C Energy Drink (Vitamin Enriched) Contains Concentrated Apple Juice	Can	250 ml
19	Vita 500 Vitamin C Energy Drink (Vitamin Enriched) Contains Concentrated Apple Juice	Can	250 ml

2.5. Mission of VITA 500



Our mission is to provide the highest-quality vitamin drinks. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place.

Our services will exceed the expectations of our customers.

We also focus on the following missions,

- Hygienic drinks
- Finest quality of our product
- Keeping the affordable price
- Provide best customer service
- Provide energetic and nutritious drink

2.6. Vision of VITA 500

We envision a marketing system that quickly and efficiently moves wholesome, affordable vitamin products from the manufacturer to the consumer. Our target customer, who can take the nutrition of our product. Our product must be diversified as the consumer need. We have to create our market demand and grow awareness among the people. At first we have to capture our local market within one year and we will start to export our product within five years.

2.7. Goals

We divided our goals into two part, financial goals and Non-financial goals.



2.7.1 Financial goals:

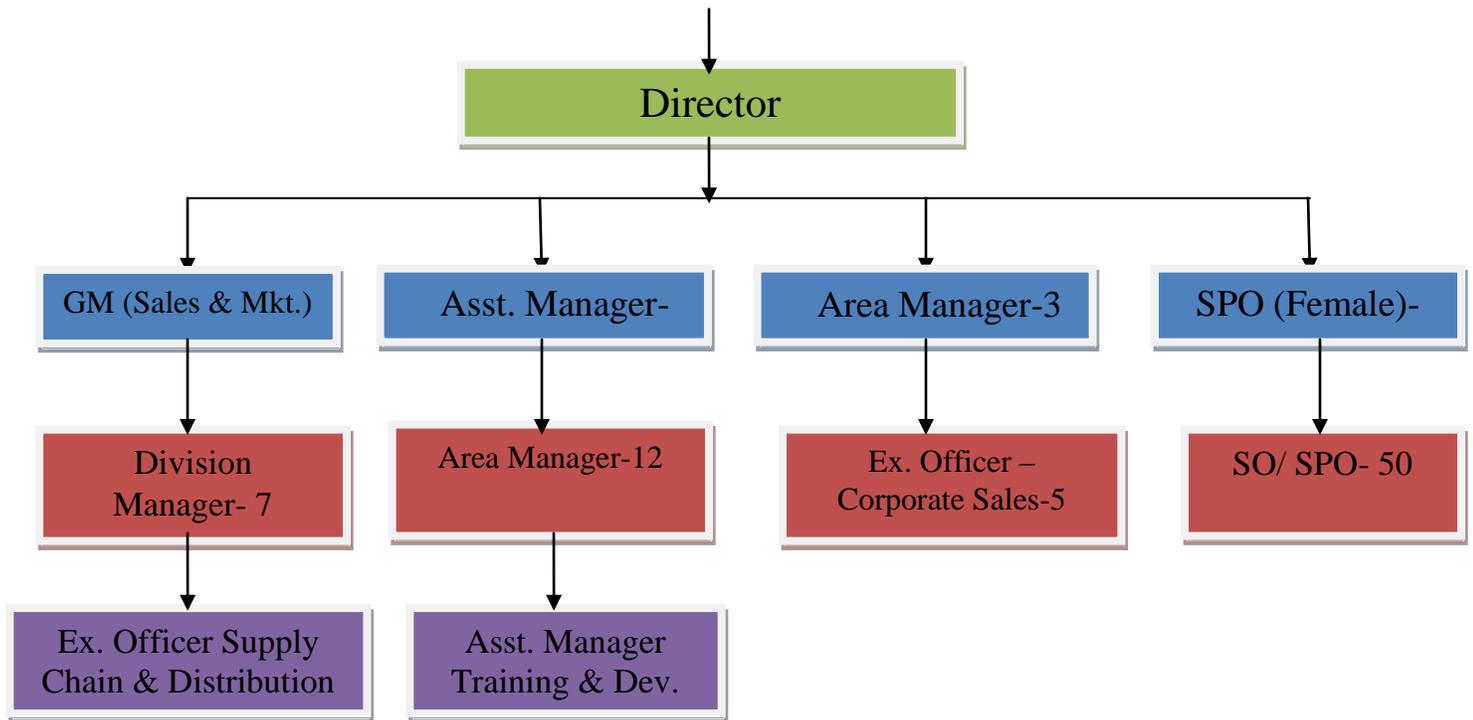
1. Realize a 5% increase in gross profit margins through efficiency gains every year. Reduce the transportation costs associated with product delivery by 10% by the end of the first year.
2. We will address break-even analysis, sales forecasts, expenses forecasts, and how those link to the marketing strategy.

2.7.2 Non-financial goals:

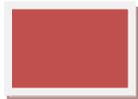
1. Maintain positive, steady growth each month.
2. Experience an increase in new customers who are turned into long-term customers.
3. Generate brand equity at the Beverage Market as well as within the commercial restaurant industry market.
4. Awareness regarding services offered, develop the customer base, and work toward building customer loyalty.
5. To enter into new market.

2.8. Organizational Hierarchy

Managing Director



⇒ First Level recruitment & setup



⇒ Second Level recruitment & setup



⇒ Third Level recruitment & setup

2.9. Overall Marketing Analysis



A Vita500 drink is a start-up business. The Vita500 have been well received and marketing is now critical to its continued success and future profitability. Versatile International Ltd offers a wide range of high quality vitamin drinks.

The basic market need is high quality drinks with flexibility of production for both the consumer and commercial market.

2.9.1. Market Summary

We possess good information about the market and know a great deal about the common attributes of our most prized and loyal customers. We will leverage this information to better understand who is served, their specific needs, and how we can better communicate with them.

2.9.2. Market Demographics

The profile for our customer consists of the following geographic, demographic, behavior & psychographics factors.

Individual's demographics:

- Singles and families.
- Children's
- Sick people
- Ages 25-50, this segment makes up 53% of the market according to the Chamber of Commerce.
- Have attended college or graduate school.
- Are cognizant about their health
- Female aged 30-52
- Tend to eat out at least once a week.

2.9.3. Behavioral Factors



- Are willing to pay a premium for higher quality, tastier vitamin drinks
- There is value attributed to the more attractive beverage of vitamin drinks.
- Enjoy high-quality drinks without the mess of making it themselves.

2.9.4. Psychographics

- Moderate involvement with product purchase, seeking information about health benefits and nutritional facts of VITA500 products
- Well educated, hard working and active females with a desire to provide a healthy lifestyle for themselves and their family
- Time poor people, struggling to manage theirs and their families active lives who seek an easy solution to providing nutritional beverages as an alternative to soft drinks
- Females who take both an emotional and rational approach to buying their families food
- Prone to moderate levels of emotional attachment with brands
- Eager to seek out the most consistently nutritious beverage products

2.9.5. Market Needs

We'll provide individuals, retail stores and restaurants with high-quality vitamin drinks.

We seek to fulfill the following benefits that are important to their customers:

- Selection: A wide choice of different vitamins
- Competitive Needs: Sugary soft drinks are low in nutritional value to recover a healthy and long lasting energy.
- Customer service: The patron will be impressed with the level of attention that they receive.

2.9.6. Consumer Behavior



Consumer Insight:

The consumer insights are listed from most important to least important for the target audience.

The need for a healthy alternative to soft drinks

- Sugary soft drinks are low in nutritional value
- Over indulgence of soft drinks leads to poor eating habits
- Needs a variety of beverage choices
- Needs a way to gain healthy long lasting energy
- Have fast paced lives and do not have time to make healthy meals everyday

Passionate about their and their family's health and well being

- Genuinely concerned about the overall health of their families
- VITA500's high volumes of vitamins and antioxidants contribute to healthy family members
- Provides a solution to the worry of what to feed to themselves and their children with little post purchase regret
- Want to maximize on opportunities to save time and effort by purchasing a quality product
- Highly likely to put their families needs in front of their own
- Needs to feel good about their dietary decisions and give them a sense of empowerment
- Peer pressure forcing them to have the perfect healthy family

2.9.7. Market Trends



The market for energy drinks has exploded within the last few years. Explanations for this trend are,

- ❖ **Market supply:** The increase of supply has reinforced the demand. Within the last few years many companies that were producing energy drinks have moved to huge production because of the increased margins and market demand.
- ❖ **Health consciousness:** Now a day's Bangladeshi's have become more health conscious and vitamin have supported this goal.
- ❖ **Presentation/appearance:** Presentation as an element of the culinary experience has taken on more value as juice has become more creative over the last several years.

2.9.8. Market Growth

We are learning to appreciate the more sophisticated taste of these healthy drinks. Therefore taste and health consciousness is what is driving this demand. This demand can be seen by the increase of energy drinks offerings by finer restaurants.

Lastly, presentation is becoming a variable in gauge the quality of a product, and a mix of vitamin as juice is very aesthetically pleasing.

2.9.9. STP Analysis



The following STP analysis consists of market segmentation, target market and positioning.

Market Segmentation:

We have segmented our customer into three groups.

- Individual consumers
- Big retail shops
- Restaurants and
- Hospitals

Target Market:

- Active adult Male & female
- School, College, and Universities students
- Old aged people
- Time poor people

Positioning:

VITA500 helps to maintain good health, when time is short, which create a value in consumers mind about this product and motivate rheumy to buy frequently **Versatile**

International Ltd will position itself as:

- Flexible.
- High-quality producer.
- Professional.
- Reliable

2.9.10. Competitors Analysis



Though **VITA500** is a new product in the market but in the energy drink industry, though in some respects like other beverage industries, actually has some important differences. The primary distinction of the energy drink industry is the lack of one or two dominating companies. Although RedBull currently has the corner on the market because of its long-standing renown and popularity, there are many more competitors, such as Energy Fizz or Sobe Energy, that are fighting for a top place that will distinguish them from the myriad of others. Most of the small companies that are involved in the energy drink industry do not yet have a nationwide distribution, so their advertising techniques and strategies are more specific and selective.

Competitors Strength:

1. Established brands- the competitors have established brand like Coca-Cola, Pran.etc. But we the new comer.
2. Product supply- the competitor's product supply is very larger than our product.

Competitors Weakness:

1. Quick, tasty and healthy alternative to soft drinks and colas.
2. Diet V6 juice has high levels of vitamin A & C, at the requirements of consumer's daily values.
3. General consciousness among the consumers of bad effect of soft drinks.
4. Soft drinks can be high in sugar which can be a main deterrent for consumers.

2.9.11. Points of Difference



The point of difference that makes this VITA500 than the others are-

- ❖ New idea- VITA500 concept is first in Bangladesh.
- ❖ Different experience & knowledge- The customers will have the distinctive feelings & experiences on vitamins that they still did not get from other drinks exists in market.
- ❖ Strong distribution channel- As this product has strong distribution channel, the consumer get it at every retail shop.

2.9.12. Competitive Advantage

Our competitive advantage is really a superior one:

1. 100% Vitamin drinks.
2. High contents of vitamin C.
3. Zero levels of sodium.
4. Zero fat & calories than other drinks.
5. Tasty & healthy.

2.9.13. Strategic Marketing Analysis



Strategic marketing analysis includes marketing objectives, marketing strategies, marketing mix, and market research of **Vita500**.

Marketing Objectives:

The objectives of all integrated marketing communications will be to:

- Inspire consumers to view Vita500 in a new more vibrant light
- Empower the female target audience about their dietary decisions (Vita500 light)
- Showcase the nutritional benefits and great taste of all VITA500 products
- Establish a connection between VITA500 and healthy active lifestyles

Strategies:

The single objective is to position as the finest supplier of Energy & Vitamin drinks in Bangladesh, commanding a majority of the market share within five years. The marketing strategy will seek to first create customer awareness regarding services offered, develop the customer base, and work toward building customer loyalty. We seek to communicate the message that we are the finest supplier of high-end Energy as drinks. This message will be communicated through a variety of methods. The first method will be advertisements. The ads will be placed in both the local newspaper, TV, Radio, Concert (POS materials) as well as the local art/entertainment paper.

The message will also be communicated to the different Hotels through networking with owners and managers. We will also communicate our message through informal gatherings and networking with consumers.

Marketing mix:

VITA500 marketing mix is comprised of the following approaches to product, price, distribution, advertising and promotion, and customer service.

Product strategies:



Basically at the beginning we are selling only Energy drinks made through Vitamins. Afterwards we will sale different energy juice year-round. Since our product fulfills both Energy & Vitamin needs it will be competing with both energy and beverage drinks.

Pricing Strategies:

Pricing strategies are most important stage in marketing mix. As we are going to launch a new product in the market, we do not have any idea whether the price would be accepted or not by the customers. If we select extensively high price, customers will not buy and volume of sales will be very low. On the other hand setting lower price will not cover our costs. So we have to consider the following things in selecting price.

❖ Acceptance of product:

As our product faces competition against both energy and beverage drinks, price of our product should be accepted by customers. Our product fulfills both energy, vitamin and beverage needs. For this extra utility we will charge higher price than our competitors.

❖ Maintaining market share:

If our product is accepted by customers in near future, more competitors will enter in the market. So our price should be such that can protect our market share in the competition period. Moreover we will need to lower the price to hold the market share at the time of competition.

❖ Earning profit:

As a business our main objectives is to earn profit. So we should not set any price that will not cover the cost of the product. After covering the cost we set a profit margin for our pricing.

After analyzing all of this we select **Market-oriented pricing** that is setting a price based upon analysis and research compiled from the targeted market and also with the cost.



Distribution Strategies:

In generally there are different types of marketing distribution system. Consumers are able to buy the products from different market place. All these distribution strategies are consists of producer, wholesaler, retailer, and finally to the consumer.

There are mainly four types of marketing distribution channel:

1. Conventional Marketing channel
2. Vertical marketing channel
3. Horizontal Marketing channel
4. Hybrid Marketing channel

We select the conventional marketing channel to distribute our product. Our drinks will be distributed by the specified distributor which will be selected by the company. The selected distributor will supply the product to the wholesaler

and also to the retailer and the consumer will collect the product from the retailers.

There are three types of distribution strategies:

1. Selective distribution
2. Intensive distribution
3. Exclusive distribution

The first stage: General outlets

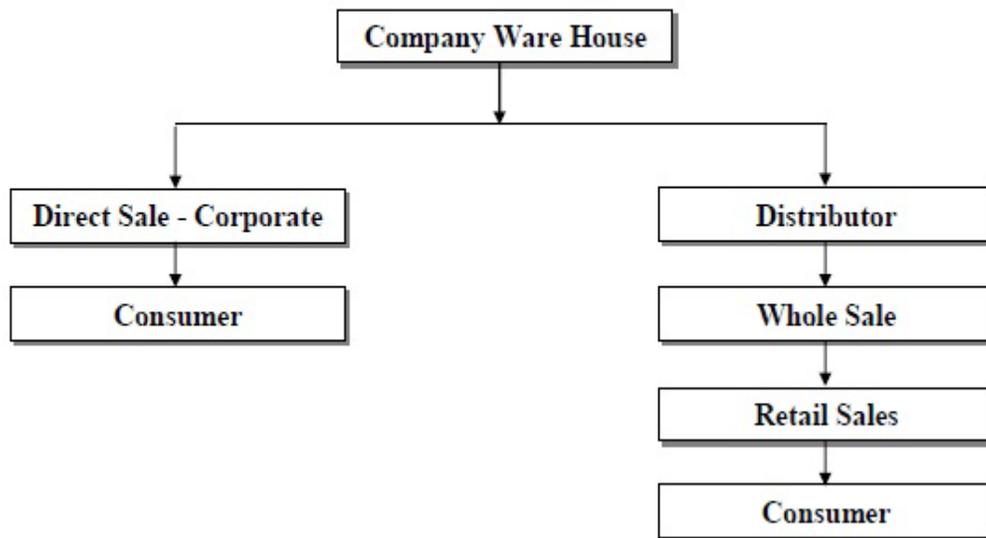
The second stage : All outles , Hyper markets, CVS, Horeca ...

The third stage : Pharmacies

We choose the intensive distribution for our product. We will supply our product all over the country on the basis of our product demand so that the consumer can get the product easily.



DISTRIBUTION CHANNEL



Advertising and promotion:

A mixture of advertisements and networking will be used to increase visibility for VITA500 drinks.

At first we will be focused on introducing the product. The advertisement will be done on different media e.g. television, newspaper and billboard to make people aware of the product.



Promotional activity:

We make promotional activities for our product in different school, college, universities and restaurants.

- ❖ Advertising themes will be changed with time and promotional activity will be carried out to generate the consumer.
- ❖ In different occasion we will open special sales center where attractive point of purchase display would be arranged to create positive image in consumer's mind.
- ❖ We will provide different incentive to our distributor.
- ❖ Sometimes we will offer free sampling for the mass sale of product.

Customer service:

Obsessive customer service is the mantra. **Versatile International Ltd.** philosophy is whatever needs to be done to make the customer happy must occur, even at the expense of short-term profits. In the long term, this investment will pay off with a fiercely loyal customer.



Promotional Budget:

Launching Budget for VITA500:

SL	Item	Description/Justification
1	Billboard	Dhaka, Sylhet, Chittagong (3 months display)
2	Daily News Papers	Daily Star, Observer, Prothom-Alo, Ittefaq, Amar Desh (3 days in selected newspapers)
3	Poster	Size-18*23 (Inch)
4	Sticker	Size-7.5*3.5(inch.), 9.5*4.5(inch) (For retail shop & Taxi's)
5	Leaflets	Standard size
6	Buntings Danglar, Showcards	Standard size (Retail shops)
7	Tee Shirts	Standard size (For promoters)
8	Film Making	For TVC
9	TVC on air	Channel I, Rtv, Bangla Vision (Every day 3times, 01 min show each channel)
10	Radio Ad.	Music & Fun programs.
11	Websites	Webhosting, Design & Maintenances.
12	Inauguration Program	Any 5/3 Star Hotel with Media Coverage
13	Sponsorship Program	Minimum 05 to 06 Universities
14	Event Management	5-10 people team will do campaign (Product awareness & display, Postering, Sticker fixing, Dangler fixing) throughout the city for 90 days.
15	One Delivery Van	For Dhaka city Delivery (Instalment on Bank Loan)
16	Miscellaneous	



2.9.14. Sales Forecast

The first three months of first year will be used to set up the processing and manufacturing plant for the production of VITA500 drinks. There will not be sales activity until the processing plant has established. From month four there will be a steady increase in sales.

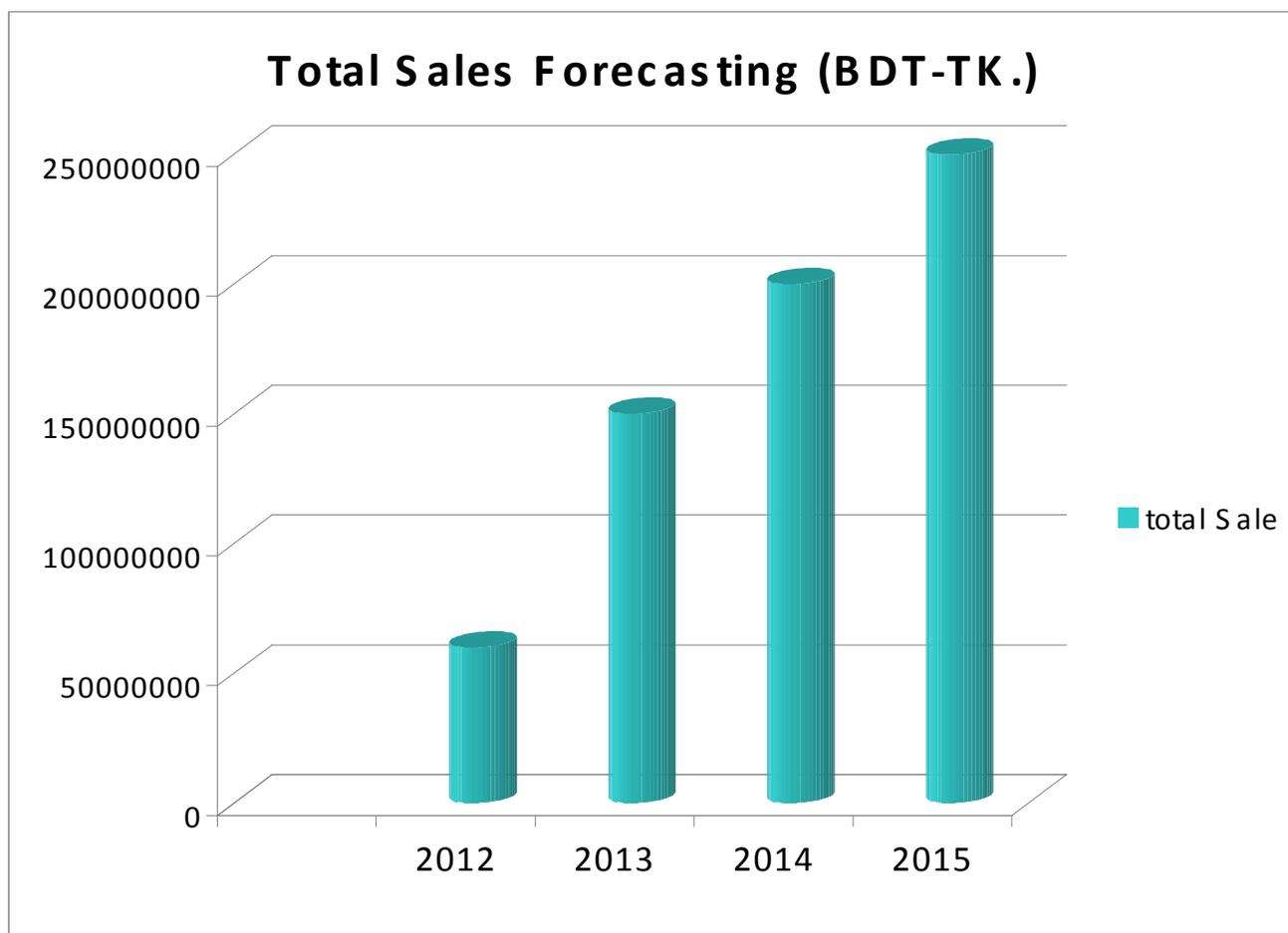


Fig: Sales Forecast



CHAPTER 03



Internship at Versatile International Ltd.

I have got the opportunity to work in Versatile International Ltd. as an intern for three months from March 20 to June 20, 2013; it's a part of my academic program. As my minor is Marketing, I worked in Marketing department as an intern where I had learnt several Marketing activities of Versatile International Ltd.

3.1. Description of the Job

I had the opportunity to have three months long internship at Versatile International Ltd. I have come across with different tasks that are conducted by the Marketing department. I was introduced to the jobs of a Marketing Executive, there were different types of jobs I was made acquainted with some were regular others were periodical. I was assigned to the following jobs regularly. Those were-

- a. Market Visit (accompanied by a sales officer).
- b. Carry out promotional activities.
- c. Conduct market survey.
- d. Prepare proposal on the following to improve business prospect.
- e. Come up with new product ideas to add with the current product line.

a. Market Visit:

Market visit is an important marketing strategy for sales growth. I have to visit the whole Dhaka region market with the guidelines of a marketing executive. During the visit, mainly I have to check the work of sales representatives of the organization. I also have to visit the super shops for corporate sales.



b. Carry out promotional activities:

I have to do certain promotional activities during these three months internship at Versatile International Ltd. I have done certain campaign program at different private universities in Dhaka city. In BRAC University, I have done a promotional activity in the club fair. Versatile International Ltd was the co-sponsor of that club fair which was held in this semester. Now, I planned to organize a program which name is “Summer Boating”. This is mainly for promotional purposes.

c. Conduct Market Survey:

I have to do market survey during the market visit. In this survey, I have to know the customer feedback and output, competitor analysis, pricing of the product and consumers thoughts about price, new market products etc.

d. Prepare proposal:

I have to prepare proposals of the field activities and promotional activities to the supervisor and the managing director of Versatile International Ltd.



CHAPTER 04



Chapter 04: Analysis

4.1. SWOT Analysis of Versatile International Ltd.

Strengths:

- Availability of vitamins throughout the year.
- Flexibility in meeting vitamins needs.
- Flexibility in meeting restaurant's needs.
- High-quality product offerings that exceed competitor's offerings of price, quality, and service.

Weakness:

- **VITA500** lacks brand equity.
- A limited marketing budget to develop brand awareness.
- The decreased degree of flexibility when near full production.

Opportunities:

- Growing market with a significant percentage of the target market still not aware that vitamin drinks exists.
- The ability to develop long-term commercial contracts which should lower costs associated with production.
- Students prefer energy drinks than others.
- Change in life style.

Threats:

- An out of state, already established competitor that has decided to make customer service and flexibility their selling point.
- A health scare that questions the safety of **VITA500**.
- Poor weather which will affects the market of **VITA500**.
- Customers are not very much habitual to take energy drinks.



CHAPTER 05



Chapter 05: Recommendation:

According to my work on Versatile International Ltd, I have identified some sectors where some development can happen; here are those:

1. Build a new distribution channel for Dhaka region and have to recruit experienced sales representatives.
2. Training and counseling hours for the sales representative.
3. Take a new compensation plan to motivate the employees.
4. Hire some commission agent to improve the growth.
5. Advertising of the products in the outlets where the product is available.
6. Organize awareness program of the importance of Vitamin C for daily life.



CHAPTER 06



CONCLUSION

We should study marketing because in our personal life, we all use selling techniques. In my internship program, I found marketing is really a interesting job. If we want to work in business, we need to know about marketing because marketing people play a vital role in the welfare of an organization. Marketing job is really interesting because of the variety of people encountered and activities undertaken. In addition, marketing offers opportunities for financial rewards and promotions. Marketing people engage in a wide range of activities including providing information of products and services to customers and employees as well. Most of us are not aware of many of these activities because the salespeople we meet most frequently work in retail stores. However, the most exciting, rewarding and challenging sales position involve building partnerships: long term, win-win relationship with customers. Working in Versatile International Ltd. I found marketing in a new way.