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# **Critical evaluation of Marketing strategy of AplombTech BD Ltd.**

**Submitted to:**

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**Submitted by:**

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30 November 2015  
Md. Tamzidul Islam  
Assistant Professor  
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Subject: Submission of Internship Report

Dear Sir,

It is my great pleasure to submit the Internship report entitled “Critical evaluation of marketing strategy of AplombTech BD Ltd.” to you. I am working at AplombTech BD Ltd. as senior marketing executive. As per requirement of MBA, I have done my Internship report on my workplace AplombTech BD Ltd. I have tried to exert all the knowledge that I gathered through my working with this company.

Thank you very much for your kind co-operation without which this Internship Report cannot be completed. I like to take every opportunity to express my gratitude of indebtedness to you. Thank you very much for your kind co-operation.

Sincerely yours,

---

Kazi Dibarul Alam

ID: 12264012

## **Letter of Acceptance**

This is to certify that the internship report on “Critical evaluation of marketing strategy of AplombTech BD Ltd.” has been submitted for the award of Masters of Business Administration (MBA) with Major in marketing from Brac University carried out by Kazi Dibarul Alam, Student ID: 12264012 under my supervision. This report is free from plagiarism. He is permitted to submit internship report.

.....

Md. Tamzidul Islam  
Assistant Professor  
BRAC Business School  
BRAC University

## **Acknowledgement**

At first I would like to express my gratitude to Almighty Allah who has given me opportunity to go through the total process of internship and to write a report in this regard. I would like to take the opportunity to express my gratitude to Md. Tamzidul Islam, Assistant Professor, Faculty of Business Administration, BRAC Business School whose direction, guidance and support helped me a lot in writing this report.

It was a great pleasure for me to make intern report on my work place AplombTech BD Ltd. Thanks to all my colleagues for sharing knowledge, idea with me. At last I must mention the wonderful working environment and group commitment of this company that has enabled me to do and observe the business activities. Finally, I convey my sincere thanks to my friends who inspire in different ways to complete the report and the course as well.

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## Executive Summery

I have completed my internship report using Practical working knowledge. I am working at AplombTech BD Ltd. as a permanent employee bearing designation of senior marketing executive. I was assigned to do internship report on “**Business plan of AplombTech BD Ltd.**” To complete this report I have used my practical working knowledge at AplombTech BD Ltd. AplombTech BD Ltd. is a sister concern of Sinepulse GmbH, Germany. This company is basically a R&D company. Recently this company is going to launch some hi-tech products in Bangladesh. AplombTech BD Ltd. is also working with ICT ministry of Bangladesh to make digital Bangladesh. This company was established in 2011. Currently this company has almost 60 employees.

This report explores business activities of AplombTech BD Ltd. This report contains information about all commercial activities of an IT firm. I have mainly focused on business plan of hi-tech products of this company.

**Company overview:**

AplombTech BD Ltd. is one of the fast-growing high-tech companies in Bangladesh which has started working from 2011 and officially started on 2013. This company founded by an engineer couple, Md. Sayfullah and his wife Tania Rahman.

AplombTech BD Ltd. has worked as an off-shore development center for world famous companies like Infineon Technologies AG, Intel, SinePulse GmbH, Samsung, Siemens, German army university and many more. It produces various electronic products and services like RF circuit design, RF MMIC design, Windows Azure, RF measurement, Electronics training, programming training etc. It has a global platform with active operation in EU, North America and Asia. AplombTech BD Ltd. has an efficient team which comprises almost 300 experts around the world works to provide the best quality services to their clients. Having a global platform, SinePulse GmbH and AplombTech BD Ltd. experts keep on working round the clock for customer satisfaction. But now AplombTech BD Ltd. is gradually diverting from service oriented business to product based business. And for this they are now developing new products for international market.

**Vision:** Creation Modern technology available for mass people of Bangladesh.

**Mission strategy:**

1. Developing a highly advanced high-tech industry in Bangladesh
2. Providing cost effective and easy to use technologies
3. By providing Bangladeshi people modern electronic technologies for making their life easy
4. Bringing revolution in technological development that will lead to a green, environment friendly world.

**Legal structure:**

AplombTech BD Ltd. is a private limited company. It's a sister concern of SinePulse GmbH. It is also a member of BASIS.

**Office address:**

The address of the main office is  
House# 279, Faisal Mansion (2nd Floor),  
Umme Kulsum 2nd Avenue, Block# C,  
Bashundhara R/A, Dhaka-1212,  
Bangladesh.

**Phone:** +880170-676-2995

**Email:** [info@aplombtechbd.com](mailto:info@aplombtechbd.com)

## **Product portfolio**

AplombTech BD Ltd. is now focusing on 9 products. These are:

1. Smart LED
2. Smart RGBW
3. Smart Magic Light
4. Smart Water Tank
5. Smart Home Solution
6. Smart Energy meter
7. Tele Health Care
8. Indoor positioning system
9. Civil Drone

Among them Smart LED, Smart Water Tank, Smart Magic Light, Smart RGBW, Smart Home Solution and Smart Energy Meter is going to be launched in few months.

## **1. Smart LED**

AplombTech BD Ltd. brings wide range of Smart Dimmable LED to adjust light intensity. This dimming technology is the ideal replacement for CFL, incandescent in terms of performance, compatibility and light output.

### **Features:**

1. Dimmable and Suitable for smart home
2. Smooth light distribution
3. Efficiency level is high
4. Low heat generation
5. 40000 hours life span
6. High lumen output and high color rendering index
7. Environment friendly, no pollution
8. 100% green lighting, mercury free

## **2. Smart RGBW**

This light can give both white & colorful shades. So when people are in party mood they can turn the colorful shades on. This light can be controlled from mobile apps.

### **Features:**

1. Colorful lights with white light option
2. Dimmable & suitable for smart home
3. Can be controlled remotely by mobile apps
4. Energy saving
5. High efficacy without any radiation
6. Easy to install
7. Life span: 40000

### **3. Smart Magic Light**

This light can detect the presence of human. When people are in room, light will be turned on automatically and when there no human in the room, light will be turned off automatically. By this feature this light can save energy when electricity is not being in used.

#### **Features**

1. Detect the motion of human & switch on/off light automatically.
2. Can be merged with alarm system for security reasons.
3. Ultra energy efficient & easy installation.
4. No mercury, less CO2 emission, eco-friendly to the environment
5. Anti-shock, anti-moisture.
6. Longevity of service and minimal maintenance

#### **4. Smart Water Tank**

Our advanced Water Level Controller provides automated service and different measurement for pump with intelligence and proper information.

**Features:**

1. Automatically turns on/off pump motor according to water level
2. Measures and displays voltage, current and power consumption in real time
3. Graphical representation of tank's water level
4. Displays power consumption cost in BDT
5. Horse power & per unit (KWhr) rate selection capability
6. Highly efficient, easy to install & no maintenance cost
7. Reduce energy consumption

## **5. Smart home solution**

A “Smart Home” is a combination of technical home automation devices that are integrated with each other to make home maintenance and user life easier and more comfortable. It enables its users to operate and regulate various home appliances remotely, usually with a smart phone or other mobile device. It includes centralized control of lighting, air conditioning, appliances, security locks of gates and doors and other systems, to provide improved convenience, comfort, energy efficiency and security. Home appliances networking is done by using existing power line or wireless communication channel or the combination of both. The central control panel is connected to the home network as well as to Wi-Fi router which connects to the smart phone through a special app. Home appliances can be controlled or pre-programmed through that mobile app or web application from within the home or from outside when needed. Smart Home combines technology and services that increases users comfort and makes their living quality better.

In a word, Smart Home solution combines comfort, security, saving facilities and thus overall peace in mind. It increases user living standard and comfort.

AplombTech BD Ltd. home automation system covers a wide variety of home control devices. It includes some of the above facilities. This package supports a lot of wireless (Ex: Xbee, RF, Wi-Fi) and wired communication protocols. By using this home automation system, one can control every electrical, electronic appliance and security system in his home.

Thus, every control and monitoring is in his hand now. So people do not need to establish any other security device or other things. This home automation is a complete solution for one’s smart home.

## **6. Smart Energy Meter**

A smart meter is usually an electronic device that records consumption of electric energy in intervals of an hour or less and communicates that information at least daily back to the utility for monitoring and billing purposes.

AplombTech BD Ltd. smart meters transmit regular meter readings to supplier automatically so that they will remove the need for meter to be read (thus remove the costs of meter readings which are currently added to one's bills) and one should get accurate bills based on his actual usage. It will save him more if he actively use the information provided to see where he could reduce his energy consumption, and then make an effort to do so. Thus smart meters can reduce households needlessly wastage of energy mainly through thermostats that are incorrectly programmed, lights and appliances that are left on, and the occurrence of leak current (the power used by electronic devices when they are plugged in but not in use). It will also educate customers about the overall effects of the electric distribution system in their local areas.

Benefits of this smart energy meter are:

### **i) Two-Way Communications:**

Unlike traditional meters that simply measure energy usage, this smart meters will enable two-way communication between customers and distributor companies through wireless technology and user interfaces.

### **ii) Reduction Of Power Demand:**

It could even allow utilities to reduce electricity demand during peak demand times, like the hottest summer days, so that air conditioners are given priority over other appliances.

### **iii) Feedback on Energy Usage:**

After the distributor company has fully installed its advanced metering infrastructure, AplombTech BD Ltd. smart meters can benefit the consumers by offering more detailed feedback on energy usage as well as enabling them to adjust their habits to lower electric bills.

**iv) No Meter Reading:**

As AplombTech BD Smart Meters read remotely so users won't need to answer the door to the meter readers, this will be done by filling in a card or even provide readings online.

**v) Individual Device Consumption:**

It is possible to know from the AplombTech BD smart meter the exact amount of consumption by each of the individual connected device at any instant of time. This feature will make the consumer aware of higher consumption devices and thereby controlling of overall consumption over time.

**vi) Load Limit Setting:**

Consumer can set a load limit and get real time notifications whether the current consumption rate will match the expected limit till the end of billing cycle or will exceed the limit.

**vii) Online Status Check:**

Consumer can check anytime the status of the energy consumption of that instant over online from any corner of the world. Also it is possible to make any kind of service request to the distributor company over internet from anywhere. It has given the system more flexibility.

**viii) Selling the extra electricity:**

A user can sell electricity to the main grid using personal solar system or by other means using the same meter. In this way user can earn money by selling electricity to the Government of Bangladesh.

## 7. Tele-health

Tele-health is the use of electronic information and telecommunications technologies to support long-distance clinical health care, patient and professional health-related education, public health and health administration. Technologies include video conferencing, the internet, store-and-forward imaging, streaming media, and terrestrial and wireless communications.

AplombTech BD Ltd. Tele-Health Care will provide devices which can be used for diagnostic at home. These products include blood pressure and blood glucose measurement, weight measurements, Electrocardiography (ECG) along with database to store the results of these diagnostics for a particular patient. They also facilitate software licensing, patient's database management, and billing work to provide a user-friendly scheduling/patient routing platform. AplombTech BD Ltd. Tele-Health Care works with patients to design a model that meets his/her specific needs. They establish a project plan, oversee the installation of hardware and software as well as train appropriate providers and staffs to use the equipment each day with patients. Depending on the disease and the parameters that are monitored, different combinations of sensors, storage, and applications may be deployed. These Tele-Health programs allow early intervention in patient's care, patient's health management, greater patient self-care, and reduced risk of repeated hospital admissions.

### Benefits:

- It will provide access to experienced health advice as well as services 24 hours a day, 7 days a week
- Through apps or web site whole family health profile and fitness target can be maintained
- Specialist physicians will be easily accessible when normally we have to wait long time to get their appointment
- Emergency profile facility which will contain the most important medical information needed in an emergency
- Privacy and security is the highest priority. Only the user can access and change his information
- Through using tele-health apps one can achieve and regularly monitor his weight, pressure, glucose
- Most useful for the areas where quality health services are not available like villages.

## **8. IPS (Indoor positioning system)**

An indoor positioning system (IPS) is a network of devices used to wirelessly locate objects or people inside a building. AplombTech BD Ltd. IPS is an embedded solution to Indoor Positioning System which offers not only an embedded low cost energy efficient hardware but also smart phone app for indoor positioning. People do not need to install any expensive hardware in their infrastructure. AplombTech BD Ltd. IPS embedded hardware is an effortless multi-device solution for indoor positioning and marketing based on a unique blend of positioning technologies. It is suitable for shopping malls, parking garages, museums, hospitals, and tourist sites.

### **Key benefits**

- Helps passengers to navigate terminals and access useful information which relieves them from crowding around monitors.
- Deals two critical museum challenges - indoor navigation & enriched contents.
- Helps to find way right in case of an emergency around a hospital.
- Helps students, staff and visitors navigate the campus and access useful information.
- Allows shoppers to graphically navigate a shopping center, search mall store inventory, list available sales, and find the closest restroom.
- Information in trade fair booths, facilities, & food vendor locations reduces the need for physical signage.
- The precise location on all maps of any employee related alarms both inside and outside buildings to reduce response time.
- Many mobile games could incorporate indoor location. Games like My Town, Life is Crime, Tap City, Monopoly, and strategy games like Tower defense, Risk, Coalition Games, and other strategy games.
- Targeted advertising based on precise location, time, and interests.

And all of these facilities can be taken so easily. A team of AplombTech BD Ltd. will just walk around clients' location with their calibration software, scanning the Wi-Fi and FM signals to create digital fingerprints. In a matter of hours, that location will be ready to support these indoor positioning solutions. Since AplombTech BD Ltd. uses existing Wi-Fi system of clients so they don't need to purchase any expensive custom hardware.

## 9. Civil Drone

An unmanned aerial vehicle (UAV), commonly known as a drone and referred to as a Remotely Piloted Aircraft (RPA) by the International Civil Aviation Organization (ICAO), is an aircraft without a human pilot aboard. There are different kinds of drones. They are UAS (Unmanned Air System), UAV (Unmanned Aerial Vehicle), RPAS (Remote Piloted Aircraft Systems) and Model Aircraft. Its flight is controlled either autonomously by onboard computers or by the remote control of a pilot on the ground or in another vehicle.

AplombTech BD Ltd. provides users desired drones with all the necessary development tools. At present they provide Quad copter drones. A customer can make own flight control system or route planning to make the drone do his required job. A customer can also make any other applications as per his requirements using their drones.

### Key benefits:

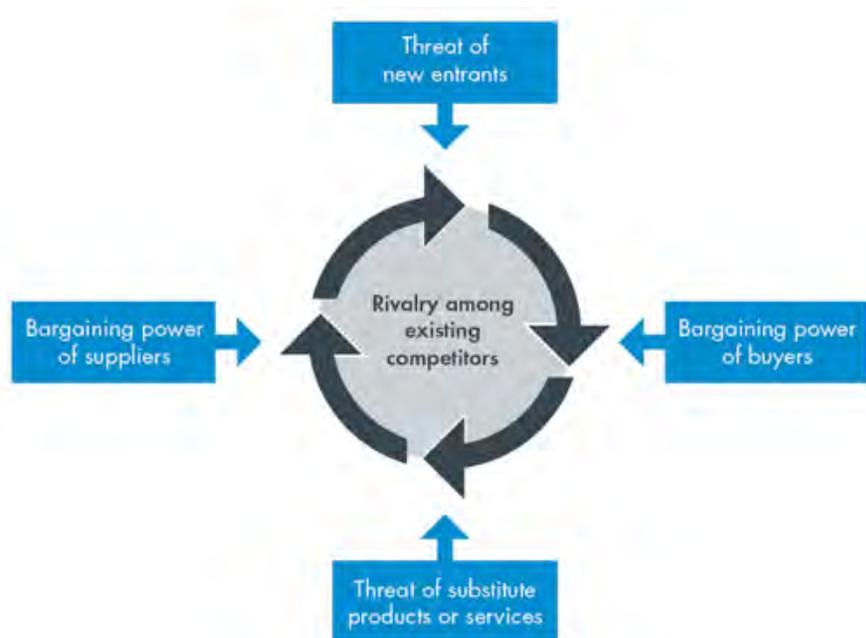
1. To make 2D and 3D maps GIS software is used. For this high resolution image is required and collecting this manually is costly. But this drone can be used for professional photography in the remote areas where reaching human is tough and saves money.
2. In different research works using drone are cost effective and less time consuming. With its laser scanner it can scan land, sea, river, forest and residential area and collect necessary information.
3. Sending relief to helpless people after natural disaster can also be done by this drone.
4. These drones can be used to carry parcels, books etc.
5. It can help implement traffic rules in big cities.
6. In developed countries drones are used by polices. It can be used to identify criminals, protection ensuring in seminars, providing information to detectives etc.
7. To take a shot from above in movies or advertisement, quickly collecting information for news media or in live telecast of games using drones are cost effective and ensure better quality.

### Market Research:

A detailed market research can't be taken by the company due to resource unavailability but a small survey has done and the success of home automation business in western countries is showing AplombTech BD Ltd. an opportunity to initiate this product here. And secondary research has done thoroughly to have an idea about the potential competitors and existing foreign producers.

Here I tried to explain the market situation of AplombTech BD through some popular marketing tool.

### Porter's five forces model:



- **Existing Competitive Rivalry:**

Competitive rivalry is the existing competition in a market. What is important here is the number and capability of competitors of a firm. If it has many competitors, and they offer equally attractive products and services, then that firm most likely has little power in the situation, because suppliers and buyers will go elsewhere if they don't get a good deal from it. On the other hand, if no-one else can do what the firm can do, then it can often have tremendous strength.

Now as the 'Smart Home' is a new idea so the market is a potential place. No existing competitors are available in the home market and a few new companies exist in the international market. So from that point of view Aplomb Tech BD Ltd. has got a big advantage.

And although smart meter is now using in many countries hugely but still it is new technology for our country. Dealers of multinational firms are available for our country too but they are limited and popular.

So the AplombTech BD Ltd. has an opportunity to become first mover and enjoy the benefits of first mover advantages.

- **Bargaining power of customer:**

Bangladesh is striding toward technology. Internet user has grown to 21.27 in 2012. Bangladesh is not so much developed in technology so the market is not much big. But as the country is striding toward modern technologies so there is a potential market.

There is no supplier of Smart home technologies and smart meter other than some dealer. So the customer has no bargaining power. Rather if the technologies can be properly reached to the customers then AplombTech BD Ltd. will enjoy a monopoly power.

- **Bargaining power of supplier:**

AplombTech BD Ltd. is designing and preparing the whole product. Only the assembling will be done in China. So in true word there is no supplier. And as the China is renowned for its technological advancement so assemblers are available there. So the supplier has no bargaining power.

- **Bargaining power of potential entrants:**

There is a myth that no inventor has any unique idea. Always there are many people who have a same idea but one who is prompted could achieve the success. So from that perspective may be there are many other firms existing who are interested in same field and getting prepared for it. Even if there is not available one at this time many other will come forward after watching AplombTech BD Ltd. and will try to grab the market from them. And as the technology is easy to imitate so the potential entrants are really threaten for AplombTech BD Ltd.

**SWOT analysis:**

A SWOT analysis (alternatively SWOT matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture. Using the information given in Porter's Five Forces model we can do a SWOT analysis.

**Strength:**

1. Introducing new products and market in Bangladesh
2. Low cost
3. First mover advantage
4. Environment protection

**Opportunity:**

1. Taking the advantage of being monopoly
2. Getting the support from government for export business and factory building

**Threat:**

1. Bangladeshis present low adaptability for new technological idea
2. Low level of users of modern technology in Bangladesh
3. Unavailability of resources in Bangladeshi market

**Weakness:**

1. No extensive market research have done
2. Gaps in knowledge and expertise

**Market size:**

As the Smart Home Solution and other products are not available in Bangladesh market so we can't measure the real market size. But as these go under the ICT and Electronics market category so we can look at the ICT market and have an idea about the probable market size.

A report included in the "Software Product Catalogue (2006)" published by the Bangladesh Association of Software and Information Services (BASIS) states that the total ICT market size in Bangladesh is USD 160 million. According to the Bangladesh Bank source, export earnings from Software and ITES was USD 27.01 million in the fiscal year 2005-06 registering a high growth of 113 per cent from the previous year (2004-05).

So these amount shows that this industry is not a small industry and it is growing day by day. Trend in ICT market there has been a consistent growth (around 20-30%) in this market over last few years. The trend also shows that the market is maturing in terms of both client requirement and solution response from IT companies.

**Growth potential and opportunity for a new business in ICT industry:**

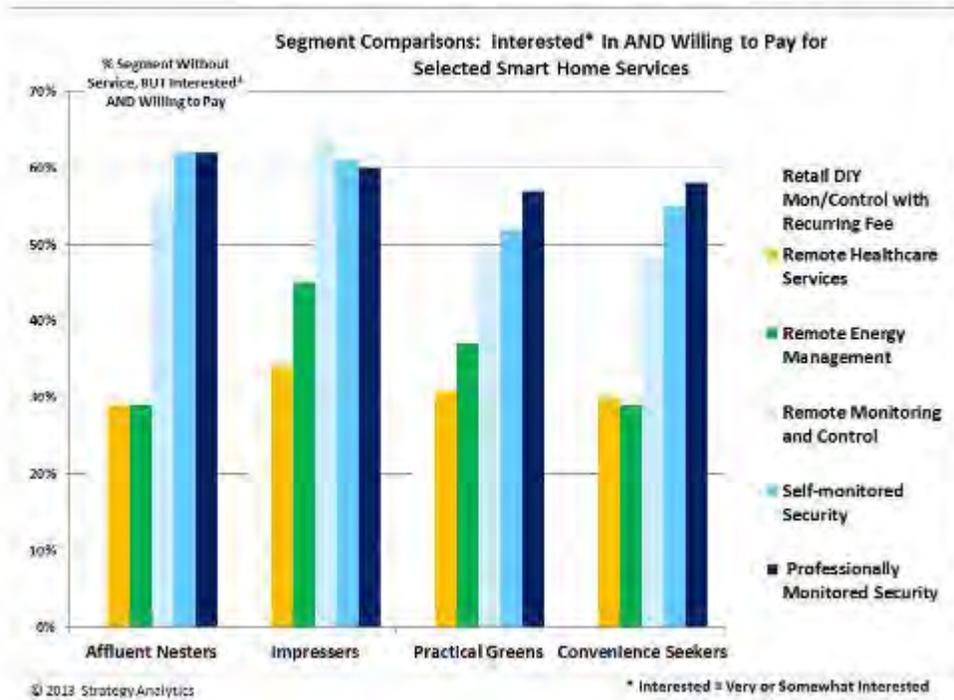
As earlier stated that in the home appliance AplombTech BD Ltd. is going to initiate a new trend so the market share now can't be specified. But due to the scarcity of electricity and the high price of it now everybody wants to use electricity economically in his house. And for this reason Smart Home solution and Smart Meter have a big chance to win the market. But for this at first AplombTech BD Ltd. has to do extensive marketing to get approval from mass people. To do this they have to face many barriers. These barriers are:

- This industry needs high capital
- Including the R & D cost production cost is high
- Proper marketing is a barrier to flourish
- They are not a famous brand in Bangladesh but they can use their German partner firm for getting more acceptance
- To connect the devices at first some basic training may be needed to provide to dealers or sellers
- Shipping costs increase cost of production as the inputs can't be made in Bangladesh

## Customers:

Customer segmentation is an important part of a business. No business can really get success without knowing its target customer. And this segmentation can be done by in different ways like grouping by age, gender, race, political ideology, wealth, education, family pattern etc. we can also divide the customers as corporate customers and final customers.

In the name of "Identifying Smart Home Customers: Consumer Segmentation Analysis – US" in Boston, March 6, 2013 by 'Strategy Analytics a segmentation analysis based on attitudes and behaviors of 2,285 consumers has done in the US.



This survey has identified those most interested in and willing to pay for smart home services and capabilities. The best prospects within top four segments account for 30 percent of US broadband households. In the top four segments are Impresses (those whose lifestyle impresses others) and Affluent Nesters (higher income households that invest in improving their homes) are the largest groups of early adopters. Practical Greens (environmentally conscious, middle-income households) and Convenience Seekers (young males willing to pay for convenience) show high interest and willingness to pay, but account for smaller percentages of households.

A total of six segments were identified, each with significantly different attitudes and behaviors which will require marketers to tailor benefit statements in order to successfully trigger adoption. Impresses and Affluent nesters represent the best overall near-term market opportunity because of their size, interest and the amount they are willing to pay.

**Competitors:**

Staples connect, Philips Hue, Smart Things, Revolv, Loxone, Quirky etc. are existing firms which are now doing well in smart home business in the world.

And the controllers of the technology world– Apple, Samsung, Google – are either leading or jumping into the smart home bandwagon. Last year, Google bought out smart system manufacturers Nest for \$3.2 billion. Apple released HomeKit, enabling developers to safely connect gadgets to iOS. Samsung is currently looking to make a name for itself in the smart market with a potential acquisition of Smart Things. According to TechCrunch a \$200 million has been paid for the deal which took place in the last July 2014.

So it's seemed like that all brands are now rushing to be a part of this new emerging industry Smart Home Automation.

Smart Meter is using in many countries and government of different countries are encouraging to use it. So in the USA, UK and European countries smart meter is now a common thing. Itron, Elster, General Electronics, Siemens, Landis+Gyr are beating the smart meter market worldwide but there are many other companies who are producing smart meter too.

So we can see that already in the international market Smart Home Solution is bringing a new era. But in our home country still this is not known by common people so this will be a totally new industry. Still now no existing local or international firm launched Smart Home Solution in our market. So apparently no existing competitor is available in local market but still the threat of potential entrant is so high. According to BASIS the total IT industry size is estimated to be around Tk. 1,800 crore (US\$ 250 million) in Bangladesh. So there are many identical sizes or larger the AplombTech BD Ltd. companies are existing may be who are also getting prepared to launch the same products.

## **Promotion:**

### **Cost for promotion:**

Before setting budget for promotion AplombTech BD Ltd. has to decide who will be their customer, which channel is more preferable to those customers and how they will promote their product in that channel.

At first we can divide the customers into two main segments.

1. Corporate customer
2. General people

### **1. Corporate Customer:**

To make B2B selling to a big corporation at first getting connection with them is required. And this stage is very crucial and competitive. Without planning no firm can get success. There are few guidelines to make a proper approach:

**2. Be unique:** There are hundreds of companies who are at the same time trying to get connection with that reputed company so those who are not special will not even get a chance of setting a meeting with that company. So the sales person has to know properly about his/her company's history, culture and most importantly the uniqueness.

### **3. Leverage the power of professional alliances**

Another technique is to establish sales alliances with companies that are already doing business with the major corporations that are targeted as ideal clients. The greatest difficulty for a smaller business to overcome when attempting to do business with a major corporation is credibility. So find out other vendors that already had existing contracts with major corporations to provide complementary but non-competing products or services. Then by offering them a lucrative commission and start business with them. Then via them contacting with targeted companies will be far easier.

### **4. Establish alliances with industry experts**

In every industry, there are recognized experts. Experts who are well known in any particular industry are respected by all and considered as another stage of people.

By creating alliances with these experts can help in two ways. First, AplombTech BD Ltd. can add these experts to their board of advisers and display this information on their web site and in their printed literature. The name recognition will create interest in many big firms to get know about AplombTech BD Ltd. who earlier may not be interested.

Second, many corporate contacts may be gotten from these advisers.

How do you get these industry experts to join your board of advisers? And it will not be easy to have such a person as adviser. At first AplombTech BD Ltd. can provide them with a demo or sample of their product, ask them to join their advisory board, promise to only take an hour or two of their time annually, and offer some sort of compensation. AplombTech BD Ltd. can also use their engineers alumni to make an important person to become their advisor.

So in this stage no significant promotional cost is required. But much skill and technique will be required to get success.

## **2. General customer:**

This is the regular market place and the techniques here can be used are well known and used by all. But here again skills will be needed with spending money. Without knowing what to say, whom to say and how to say, a promotional activity can become useless.

The common and popular ways of promotional activities are advertising in electronic media, internet, printed media, and postering in important areas or distributing leaflet. These have a different level of response among different segment of customers. The response level depends on a particular class of people. At the same time the budget for promotional activities is another important factor. The average costing of traditional media is given below. Details are given in appendices.

### **Newspaper:**

There are so many daily, weekly newspapers or monthly magazines available. Among them 18 newspaper are popular among Bangladeshi people. The pricing of ad in these publications vary on the basis on their popularity, color and in which page the ad will go.

### **Satellite TV Channels:**

There are 24 private and one State run TV channel in Bangladesh. TV channels have different costing level according to their popularity. The price also varies according to the interval of a program or pick/ off pick time.

### **FM radio stations:**

In the last few years FM radio stations have gained so much popularity among new generation. There are now 11 private and one state owned radio station broadcasting.

In 2007 Bangladesh Brand Forum (BBF) showed the percentage of advertisement placed in different types of media (The Daily Star, 02 March, 2008). It showed that the highest portion (43%) of advertising went to the print media; TV covered only 36%, radio 4% and the rest by outdoor, cinema and the Internet. They calculated a 7% increase of ad-spending by major brands in 2007. The reason behind more popularity of print media can easily be anticipated. High cost of TV commercials and the probability that the viewers will just switch channels during commercials break made businesses search for alternative ways.

Now 3 crore people use internet in Bangladesh. Which has opened a new economic way of advertising to managers. There are mainly four ways of internet marketing. These are,

### **Internet:**

#### **1. Google AdWords (Pay-per-click Advertising):**

Pay per click advertising is an excellent alternative for companies who have the financial resources and can make an investment in order to bring targeted traffic to their websites. AdWords is considered targeted because people are actually typing in keyword phrases that are relevant to one's products and services before clicking on one's advertisement. This can bring a flood of traffic to online business very quickly, and this is an excellent choice as long as a businessman able to turn a profit.

## **2. Banner Advertising**

This form of online advertising is even older than the search engines themselves, and the concept is pretty simple. Just by putting some sort of banner (usually with a catchy image and headline) on a relevant website is banner advertisement. Users who choose to click the banners will end up on advertiser website and hopefully will make a purchase. The problem is that these days, web users have developed “banner blindness” so only a small percentage will actually click on ads. With this in mind, marketers need to make sure that he is not paying very much for his advertising, especially if he is paying a certain amount per impressions (impressions means that one’s ad would show up a certain number of times and he will get charged regardless of whether anyone actually clicks on his advertisement).

## **3. Newsletter Advertising**

By buying ad space from a web master and email program a marketer will have access to their subscribers and be able to reach them with a simple low cost advertisement. The ad can be something as simple as a text link that states the marketer’s website is a sponsor of that publication. Generous newsletters publishers may allow him to have an entire page space on their sent publications to give him maximize exposure. This makes it much simpler to reach an audience that wants to read the email with his website content information included.

## **4. Affiliate Marketing**

Whatever the product is, affiliate marketing is a great form of online advertising. The major advantage is that a marketer does not actually have to pay his affiliates a commission until the sale is made. If a marketer does a good job of promoting his affiliate program in the appropriate marketplaces, then these affiliates can do most of the legwork for him like writing articles, using pay per click advertising themselves, and ultimately driving traffic to his product in any number of ways. There are many other ways of online and offline marketing is available and new forms are innovating by the researchers repeatedly.

### **Promotion by AplombTech BD Ltd.**

AplombTech BD Ltd. has planned to do promotion over newspaper, TV channels & internet for their products. AplombTech BD Ltd. will also give emphasis on digital marketing.

## **Distribution:**

Distribution is a key element of our marketing strategy – it's how we access our market. It's common to use multiple channels of distribution: Direct via the web, sales team, retail location, indirect through wholesalers, distributors, value-added resellers or consultants.

By analyzing one particular's business goal and evaluating existing channels, we can determine which distribution channel can help us to achieve our goals. Some of the popular distribution channels are analyzed here.

**1. Direct retail distribution channels** – Opening a retail store as a way to exclusively sell own products are a viable option for businesses. But this need initial investment and there is a limit in store shelf and producer has to push out another product in order to include new products.

**2. Direct by means of the internet or catalog** – Using own e-commerce site or a catalog is a fantastic way to engage consumers directly and repeatedly. On-line stores take close to all products since they have no shelf space limitations. However, they require purchase of their “advertising” space. The cost comes with the advertising, which can be very expensive.

**3. Direct by means of a sales team** – This would be own internal sales staff who will promote products to potential customers. AplombTech BD Ltd. can use one team or many different teams that focus on different segments of its market.

**4. Outside sales representative** – Another option for product distribution channels would be to use an outsourced sales force. Typically this would be a company that handles multiple manufacturers' products for sale in a specific geographic location. They are called distribution companies. In Bangladesh there are few distribution companies existing like Transcom Distribution Ltd, Rahimafrooz Distribution Ltd. (RDL). Large distributors are everywhere so by taking their service products distribution can be ensured. But for a small producer like AplombTech BD Ltd. hiring a large distributor is problematic because they are already full with many other products and won't give much attention on a small producer's product. On the other hand although small distributors have limitation but they will give their best service.

**5. Value-added resellers (VAR)** – VARs add features or services to existing products. They then resell them to consumers as one integrated or “turn-key” solution. For example, HP buys processors from Intel when putting together a PC. In doing so, they add value to the cost of the Intel components; customers who lack technical experience rely on HP to put it together for them. But as AplombTech BD Ltd. will create a new trend in market so still now there is no one such VAR exists here.

**6. Dealership** – People or businesses that buy inventories of products from manufacturers or wholesaler/distributors, and then sell that inventory to consumers by means of a retail space. AplombTech BD Ltd. can contract with some dealers and appoint them in main parts of the country to keep supply of products all over the country.

### **Choosing distribution option by AplombTech BD Ltd.**

AplombTech BD Ltd. has chosen dealership option initially as their distribution channel. Later AplombTech BD Ltd. will apply other options.

## Pricing:

For most small businesses, having the lowest price is not a good policy. It robs needed profit margin of that firm. Customers always do not care as much about price as we usually think; and large competitors can underprice a smaller one anyway. So it's better to have average prices and compete on quality and service.



### 1. Penetration Pricing:

Here the organization sets a low price to increase sales and market share. Once market share has been captured the firm may well then increase their price.

### 2. Skimming Pricing

The organization sets an initial high price and then slowly lowers the price to make the product available to a wider market. The objective is to skim profits of the market layer by layer.

### 3. Competition Pricing

Setting a price in comparison with competitors. Really a firm has three options and these are to price lower, price the same or price higher.

### 4. Product Line Pricing

Pricing different products within the same product range at different price points.

### 5. Bundle Pricing

The organization bundles a group of products at a reduced price. Common methods are buy one and get one free promotions. Within the UK some firms are now moving into the realms of buy one get two free can.

## **6. Premium Pricing**

The price set is high to reflect the exclusiveness of the product.

## **7. Optional Pricing**

The organization sells optional extras along with the product to maximize its turnover.

## **8. Cost Based Pricing**

The firm takes into account the cost of production and distribution, they then decide on a markup which they would like for profit to come to their final pricing decision.

## **9. Cost Plus Pricing**

Here the firm adds a percentage to costs as profit margin to come to their final pricing decisions.

### **Pricing strategy by AplombTech BD Ltd.**

If AplombTech wants to reach to the mass people of Bangladesh then they can follow among any of the strategies like cost based pricing, cost plus pricing, competitive pricing, penetration pricing. And if they want to be unique, target rich people of Bangladesh then they can follow the optional pricing or premium pricing strategy. But initially AplombTech BD Ltd. has planned to implement competition based pricing.

**Conclusion:**

AplombTech BD Ltd. has taken a very ambitious plan in their hand. To make it succeed AplombTech BD Ltd. has to compete very strategically in the market. So they can become a successful entrepreneur otherwise this venture will go into vain.

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