

Internship report on Epique Home Appliances Limited

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LETTER OF TRANSMITTAL

22th February, 2017

Mohammed Tareque Aziz

Associate professor

BRAC Business School

Subject: Submission of Internship report

Dear Sir,

With due respect and admiration I am submitting this internship report on “Epique Home Appliances Ltd.”. As per partial accomplishment of the requirements for the MBA degree, I have completed the internship from Epique Home Appliances Ltd. It is my pleasure to carry out the internship report under your supervision.

I have selected Marketing as my core concentration and preparing internship report based on practical situation in this organization. I have come across during my internship program. So I have prepared a report on the Sales ,Marketing and service Strategies of this company. I hope this report reflects on the company’s overall marketing strategies that are being Practiced in our country.

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

Sincerely,

Fatama Binta Shajahan

ID: 13264002

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 MBA 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 Sales, Marketing & customer of Epique Home Appliances Ltd". I have tried to identify Marketing strategies of this organization and how it is working in progress of the organization.

In Bangladesh electronics market where many competitor in market, We are successful as a portable business through the use of our two competitive advantages, quality and service commitment.

Our mission is to provide the highest-quality products to customer. 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, Competition analysis and also our competitive advantage.

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

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 Mohammed Tareque Aziz 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 Epique Home Appliances Limited to work with at 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 . 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.

Introduction

A concrete marketing strategy is one of the major business tools for an entrepreneur. The marketing concepts are changing day by day. Every day, 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. Epique Home Appliances Limited. also gives emphasis on sales & marketing rather than other activities of an organization. In my internship report, my target is to identify all the sales & marketing strategies that are used by Epique Home Appliances Limited.

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.

Objectives of the Report

The objectives of the proposed study "Overall Marketing strategies of "Epique Home Appliances Limited." are as follow:

- To identify the overall Marketing strategies of the company
- To identify the SWOT analysis of Epique Home Appliances Limited
- 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.

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 Epique Home Appliances Limited. My practical job experience in Epique Home Appliances Limited was great source of information.

A) Primary source of information:

- Face to face discussions.
- Day to day desk job.
- Oral unstructured interview of the responsible officers.

B) Secondary source of information:

- Website of Epique Home Appliances Limited.
- Office documents.

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 sales policy.

Company Overview

Company Overview of Epique Home Appliances Limited

EPIQUE HOME APPLIANCES LIMITED

- **Ownership structure**

M.S.I Dastagir : Managing Director

Neela Dastagir : Director

Mizanur Rahman Laskar : Executive Director

Didarul Alam Shuvo : General Manager

Brand of Epique Home Appliances Limited:

- Sebec
- Moulinex
- Tefal

Products of Sebec Brand:

- Air Conditioner
- Air Cooler
- Ceiling Fan

- Television (CRT)
- Gas Burner
- Microwave & Electric Oven
- Washing Machine
- Non Stick Cookware
- Blender & Mixer Grinder
- Multi Cooker & Rice Cooker
- Electric Kettle
- Water Filter
- Iron
- Room Heater
- Upcoming Product: Television (LED), Refrigerator, sound system etc.

Epique Home Appliance Limited - A sister concern of Excelsior Group is the pioneer of Microwave Oven, Air Conditioner, Ceiling Fan and others home appliance products manufacturing in Bangladesh. The company is the country's medium business Group in Home appliances market using the brand name Sebec.

The company has been running its business with a great reputation since 1999 as a prominent supplier of top class home & Electric appliances brands in Bangladesh. Epique Home Appliances Ltd is the provider of Sebec®, Moulinex®, Tefal® and

Krups® brands appliances in Bangladesh. Epique Home Appliances Ltd is catering needs of every segment of customers. In last 18 years, Epique has achieved the status of one of the top ranking supplier of Home & Electrical Appliances in Bangladesh providing the best after sales service. Their success is the result of the support of our customers, our channel partners, teamwork and mutual trust fostered within the organization.

Customer's response is the backbone of Epique's development. Hard work and commitment to quality service of entire working force has helped the company for continuous progress. With meticulous professional management and quality service the journey will continue to serve you in a better way.

Epique Home Appliances believes that proper combination of Human Resources and technology will lead the company to achieve its long and short-term objectives.

Epique is committed to provide a continuously improving level of product and service to customer. Over 150 young and energetic employees from different disciplines at Epique are working harder and harder every day to provide the best possible services to customers. Epique promises to work as a competent team, which inspired by common goals and philosophy.

The strength of Human Resources is to build an energetic group who are motivated to improve on a continuous basis in products, services and technologies.

EHAL provide solutions to customer needs on modern and healthy living with appliances. They providing dependable and user-friendly appliances to give you the best in quality, safety and style, which can make your work at home enjoyable and save your time. EHAL want to provide customers an easier, better and more flavorful life through their home appliances products and always excited about newest and best

appliances. Company always wants to have that same sensation of delighted experience when customer browse shop and buy products which have more than 1500 outlets all over Bangladesh.

Company Profile:

| | |
|----------------------------------|-------------------------------|
| Company Name: | Epique Home Appliance Limited |
| Business Type: | Manufacturer, Trading Company |
| Product/Service(We Sell): | All Home Appliance products |
| Address: | 345, Segunbagicha, Dhaka |
| Brands: | Sebec |
| Number of Employees: | Above 1000 People |
| | |
| Total Annual Sales | 48 core (apprx) |
| Volume: | 91% - 100% |

Marketing Principles of Sebec

Sebec strengthens to provide service its CUSTOMERS -

Sebec's success depends on the after sales service that they provide their customer as well as their dealer also. It provides its customers with its positive experience and creates reliability among customer so it can achieve its objectives in effective way.

Sebec empower their employee - to achieve success:

Its employees are the key to its success. It works together as a network of knowledge and learning. Its corporate culture is defined by diversity, by open dialogue and mutual respect, and by clear goals and decisive leadership.

Sebec pushes INNOVATION - to shape the future:

Innovation is its lifeblood, around the globe and around the clock. It turns its people's imagination and best practices into successful technologies and products. Creativity and experience keep it at the cutting edge.

Mission of Sebec :

“We want to provide our customers the best possible service and want to be the market leader in Bangladeshi home appliances market.”

Objectives:

“The prime objective of the company is to increase the market share by providing products in all dealers in home appliance market. They assure their potential customers regarding quality and reliability of their products.”

Overview of Sebec

Sebec is one of the Home Appliance Company in our national market. It is targeting the middle class market for their home appliance products commencing their marketing strategy as of their high quality and reasonable price. They do not do their marketing for a particular group of people; they do their marketing those who has the ability to buy their product. Since the standard of living of people in our country is going up, everybody is aware about a brand of a product and wants to buy a qualitative product for a longer period. Thus, consumer perception and brand awareness for home appliances product is now become a vital aspect when purchase.

Way of business operation

They operation their business in 2 way

- Dealer/POS network
- Corporate network

Dealer/POS network:

EHAL has doing their business based on retail or dealer shop and there has more than 1500 dealer all over the country. These dealer shop known as POS means POINT OF SALES. Company use sales force and assign them an important role to collect order and generate sales .Company's sales force work directly with POS to create demand, making order and generate sales. These sales persons are known as Territory Sales Officer and therefore may be viewed by customers as representing the company itself. But usually consumers do not meet salespeople or even know about them. But the sales force works behind the scenes, dealing with pos to obtain their support and helping them become effective in selling the Company's products. the sales force of this company is very effective in achieving certain marketing objectives. This force also carries out other activities like, prospecting, communicating, selling and servicing and information gathering. Besides that a market –focused sales force also works to produce customer satisfaction and company profit.

Corporate Sales Plan: Sebec has now continue their business in different renowned corporate client .their clients are

ACI Limited

Square Bangladesh Limited

Singer Bangladesh Limited

Unilever Bangladesh Limited

Anowar Group

Media Corporation Limited

GSK Limited

Confidence Group

Mousumi Industies Limited

Seven view Corporation

Focus or Vision of Corporate Sales Team:

- Cover all the area of Dhaka city
- Establish all corporate sales point very strongly
- Start to job in a new sales point after covering old sales point
- The sales point will be covered with a strategic plan

How Corporate Sales Team Work

- Corporate sales team always acquire new corporate clients to create new order and execute route plan wise visit to meet all objectives.
- They are Create, Maintain & Dealings excellent relationship with existing Clients and also maintain a client database.
- Interact regularly with the clients to ensure a committed and monitoring partnership based relationship.
- Comply with Sales policy and mechanism of the company for ensuring Business Professionalism & Integrity.

Sales

Business of EHAL is fully depend on sale and company running all the activities based on sales achievement.

Selling at a profit demands that the salesman explore his territory and analyze it in order to find out just how much opportunity is present. If a virgin territory is being opened, prospects must first be identified and then converted into customers' in an established territory, the program calls for holding present customers, making them larger customers, and adding new customers.

Although the selling of merchandise at a profit is the primary obligation, it may have to be postponed, on occasion, in favor of promotion of goodwill or building up the customer's desire for the product. Likewise, in an extreme seller's market when merchandise is being rationed or is unavailable to all, the salesman finds his chief

concern to be that of keeping on good terms with those he hopes to serve in the future.

Sales policy of Sebec:

They have 2 sales policies to operate their business-

- Cash sales
- Credit Sale

In Bangladesh 46 territory Sebec has operating. Area wise allocated that territory In 10 zone.

In Bangladesh Epique Home Appliance Limited have total 1350 Dealer. Those dealer known as POS or point of sales.

Zone area of distributor

| SL | Zone name | District |
|----|--------------|--------------------------------------|
| 01 | Dhaka zone 1 | Dhaka north, Narayanganj |
| 02 | Dhaka zone 2 | Dhaka south & Munshigonj |
| 03 | Rajshahi | Pabna,Natore,Bogura |
| 04 | Jessore | Jessore sadar,Kustia,khulna |
| 05 | Mymensingh | Sherpur,jamalpur,Tangail,Gazipur |
| 06 | Comilla | B.barua,Chandpur,Nokhali,Feni |
| 07 | Sylhet | Sunamgonj,Moulovibazar,Hobigonj |
| 08 | Chittagong | Cox's bazar,Rangamati,Bandarban |
| 09 | Rangpur | Rangpur sadar,Nilphamari,panchagar |
| 10 | Barishal | Faridpur,Bhola,Jhalokathi,patuakhali |

Walton sale their product in 2 way

- In cash
- In credit

Commission structure for distributors:

Sales commission of Sebec has very restricted in this organization. That is why I have not mentioned our sales policy or any information in this report. There have 46 territories in all over the country and 46 territory sales officer working at those

territories. All territory sales officers send their report regarding sales to Zonal In charge and Zonal In charge directly report to Sales Management In charge. Sales Management In charge analyze and monitor all the report which come from different zone and find out recommendation , findings from these report. After that Sales Management In charge submitted all findings, result and recommendation to National Sales Management.

National Sales Management sends these data for management decision. After that any decision if needed come from maintained by this chain of command.

Job Responsibility of Territory Sales Officer:

- Frequently Visit to POS
- Follow up the dealers target Vs. achievement
- Ensure POS wise product availability
- Report to Zonal In Charge as first reporting officer.
- Branding the business within the territory using a variety of sales technique.
- Analysis competitor activities in the zone and assessing opportunities for business development.
- Networking with business in the territory and build relationship.
- Keeping up to date with industry news to identify opportunities for new business.

Territory Sales Officer here fore may be viewed by customers as representing the company itself. But usually consumers do not meet salespeople or even know about them. But the sales force works behind the scenes, dealing with POS to obtain their support and helping them become effective in selling the Company's products.

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Competitors:

Competitors can be defined as two ways-

- Direct competitors
- Indirect competitors

In Bangladesh Walton basically do not have any competitors who can compete directly with them according to their Brand and price. They are the only one Manufacturer in Bangladesh refrigerator market and so that they have lots of advantage.

But they have many indirect competitors who are exporting from International Market, competing with them indirectly by having not the similar quality product in the market but they are offering attractive price with new features. The names of the competitors are- Samsung, Singer, Toshiba, sharp, konka, Butterfly etc. some of them are assembled in china at a cheaper cost.

Marketing:

We collecting good information about the market and knows 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.

Market Demographics:

Prime customers of Sebec are retailer and we do not communicate with end customer but we have customer information for import and produce new products. The profile for our customer consists of the following:

- Behavior & psychographics factors.
- Singles and families.
- Ages 23-50

Behavioral Factors

Sebec customer are willing agree to pay for premium quality because those customer believe in quality which perfectly maintain by Sebec and add more value like high-quality products without the mess of making it themselves.

Psychographics

- Moderate involvement with product purchase, seeking information about products benefits
- Well educated, hardworking and active females with a desire to provide a healthy and easy lifestyle for themselves and their family
- Females who take both an emotional and rational approach to buying any products for their family
- Prone to moderate levels of emotional attachment with brands

Market Needs

They are providing a good quality product with mass level dependency to their entire customer, retail shop. They are seeking to fulfill the following benefits that are important to their customers:

- Selection: A wide choice of different product
- Competitive Needs: providing the best after sales service with 48 authorized service center all over the country.

- Customer service: The patron will be impressed with the level of attention that they receive.

Consumer Insight:

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

Sebec customer always needs for moderate quality products so that it will be supported them for a long time. When customer chooses any product they are also thinking about price also. Sebec offer a affordable price for their customer which not touch the high range like Samsung, Haier, General and not also the low range products like Ocean, Novena etc.

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

Now a day's maximum people are busy with their life and sometimes there have no enough time for to take care of their family in manual way. That is why people also depend on some products those can provide easy lifestyle in affordable way.

- Sebec always concerned the overall satisfaction of their customer.
- provides a solution to the worry of what to use 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
- needs to feel good about their dietary decisions and give them a sense of empowerment

Market Trends

The market for electronics products 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 of companies has come to huge production of electronics products because of the increased margins and market demand.

□ **Income growth:** Now a day's income growth has been increased than beforehand they are also busy their individual choice.in that reason the lifestyle of Bangladeshi's have become more changed. Presentation as an element of the culinary experience has taken on more value as juice has become more creative over the last several years.

Market Positioning:

Sebec maintain good quality which create a value in consumers mind about this product and motivate to refer others customer group to purchase Sebec products.

□ High-quality producer.

□ Professional.

□ Reliable

Competitors Analysis

However, Sebec is a established product in the market but in the electronics products industry there has also established many electronics company in the market. The primary distinction of the electronics industry there has many dominating companies. Although Miyako ,Kiam currently has the corner on the market because of its long-standing renown and popularity, there are many more competitors, such as Vision,Jamuna 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 electronic industry do not yet have a nationwide distribution, so their advertising techniques and strategies are more specific and selective.

Every organization is composed of some internal strengths and weaknesses and also has some external opportunities and threats in its whole life cycle.

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SWOT ANALYSIS

Sample Market :- New Market, Kachukhet, Mirpur

Sample Brand :- Miyako, Novena, Noka, Rangs & Electro mart

| Sl | Description | Miyako | | Nova | | Rangs | | Electro Mart | | Sebec | |
|----|--|---------------|------|--------------------|------|--------------------|------|--------------------|------|---------------------|------|
| | | Criteria | Mark | Criteria | Mark | Criteria | Mark | Criteria | Mark | Criteria | Mark |
| 1 | Brand's Goodwill | Good | 4 | Not Good / Not bad | 3 | Very good | 5 | Good | 5 | Good | 4 |
| 2 | New customer's Interest | Very much | 5 | Not very much | 4 | Very much | 4 | Not very much | 3 | Less | 3 |
| 3 | Old customer's Interest | Not very much | 4 | Less | 2 | Not Very much | 4 | Not very much | 4 | Not very much | 4 |
| 4 | customer's Satisfation | Not very much | 4 | Not Good/ Not bad | 3 | Not very much | 4 | Not very much | 4 | Not Very much | 4 |
| 5 | Product Quality | Good | 4 | Not Good / Not bad | 3 | Good | 4 | Good | 4 | Very good | 5 |
| 6 | After Sales Service | Good | 4 | Good | 4 | Not Good / Not bad | 3 | Not Good / Not bad | 3 | Very good | 5 |
| 7 | Produc Distribution policy to delar end | Very good | 5 | Not Good / Not bad | 3 | Very good | 5 | Very good | 4 | Good | 3 |
| 8 | Product Design , Model & Out look | Very good | 5 | Good | 4 | Very good | 5 | Good | 4 | Good | 4 |
| 9 | On the basis of Color, Size, type Product's Model | Very good | 5 | Good | 4 | Not very much | 4 | Not very much | 4 | Not Much Not less | 3 |
| 10 | Product availability on POS | Very much | 5 | Not Much Not less | 3 | Very much | 3 | Not very much | 4 | Not Much / Not less | 3 |
| | Total | | 45 | | 33 | | 41 | | 39 | | 38 |

Competitors Strength:

1. **Established brands-** The competitors have established brand like Vision, Pran-RFL etc. these brand using many communication media and people also known about this brand but we do not have TVC for mass customer.

2. **Product supply-** The competitor's product supply and sales policy is very larger and easy than our product. Sebec using a sales policy where company running business by follow this.

Competitors Weakness:

1. Sebec is more popular as a reliable brand which contains more dependency.

2. Sebec has given strong after sales policy by follow their written service policy.

3. Sebec has maintained all of their written commitment which they are providing to their retailer, customer and others vendor.

Points of Difference

The point of difference that makes Sebec than the others are-

□ Different experience & knowledge- The customers will have the distinctive experiences that they still did not get from other products exists in market which is quality of Sebec products.

□ Strong distribution channel- As this product has strong distribution channel, the consumer get it at every retail shop and if the customer located in rural area that is also possible to purchase product from their nearby market.

Strategic Marketing Analysis

Strategic marketing analysis includes marketing objectives, marketing strategies, marketing mix, and market research of company. The single objective of Sebec is to position as the top producer of electronics products in Bangladesh. The marketing

strategy will seek to first create customer awareness regarding services offered, develop the customer base, and work toward building customer loyalty. We are seeking to communicate the message that we are the established producer of high-end electronics market. This message will be communicated through a variety of methods. The first method is our dealer. We are trying to pass our maximum information through our dealer/POS. The message will also be communicated to the different cooking school through networking. We will also communicate our message through informal gatherings and networking with consumers.

Marketing Mix

This is a traditional approach to marketing planning which is based on the four Ps:

Product policy:

Product is, in fact, the range of the products (goods or services) that the organization offers to the marketplace. Decisions have to be made about quantities, timing, product variations, associated services, quality, style and even the packaging and branding.

Pricing Strategies:

Pricing strategies are most important stage in marketing mix. Sometimes when 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. As our product has many competitions in the market so that price of our product should be accepted by customers. .

□ **Maintaining market share:** If our product is accepted by customers in near future, more competitors will enter in the market. So our prices try to 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 products have been distributed by our POS which will be selected by the company. The selected POS supply the product to the customer 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

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. 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.

Advertising and promotion:

A mixture of advertisements and networking will be used to increase visibility for our products .Our products already been known in market but not more visible to customer lack of promotion, TVC, digital communication. We make promotional activities for our product in different cooking school, housing society, different ladies club in Dhaka city.

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.

Fair at Meena Bazar, Agora

SMS marketing

Leaflet

Master Catalogue

Brochure

Sticker

TVC for digital communication

Facebook

Sponsorship program

Besides these activities Sebec has a department name Business Development Division .this department always continue below activities to develop and promote their business.

Sales forecasting

Business development division department will analyze the current fiscal year's product line and actual sales volume to forecast for the next fiscal years.

To conduct next financial year's sales forecasting we will consider following:

- Product development planning by management (adding new product)
- Market expansion planning
- Distribution coverage & route coverage planning
- Pricing strategy for next year etc

If we can actually aware of above mentioned criteria, then forecasting error will be minimized and business will be developed as anticipated.

Analysis of collected information

We analyze all collected information to understand the position of POS on following:

- Financial Position (Sales/Purchase in value)
- Product wise position (Sales/ Purchase in value)
- Frequency of purchase
- Business growth

Communication team responsibilities

To execute the 360 degree responsibilities of Communication Sebec has another department communication. This department maintain all communication to POS, Customer and all others activities which decided by Company. Their responsibilities are-

- Producing proposal of creative concepts & penetration concepts for management approval regularly.
- Contact, select & negotiate the agencies for proper brand activation & production of promotional materials.

- Plan, develop & implement ATL & BTL Promotions.
- Routine visit for outdoor activities nationally.
- Costing & budgeting for all types of promotional activities.
- Measure the effectiveness of IMC tools and communication programs and strategies in terms of ROI.
- Responsible for the positioning of the brand & conducting branding operation.
- Plan for advertising rotation (Billboard, high wall and bus) nationally.
- Plan and arrange road show, campaign and various events.
- Monitoring execution of shop sign, light box, bill board, wall paints, bus branding, and various job done by agencies.
- Assist in developing concepts and designs for all communication materials and tools help to organize and manage company events.
- Oversee the development and execution of plans that cover a broad variety of communications assignments including writing/editing newsletters; brochures; external news releases, presentations, and regularly update content as and when needed.
- Plan & execute proper planning of “Annual Sales Conference” cultural program & other activities as assigned by the management from time to time.
- Coordination with minimum 10 vendors for ASC and take quotation and then thoroughly analysis for vendor selection.
- To implement the planning to make Annual Sales Conference as the biggest & successful event of the year.
- Taken inputs from the Market operation department regarding Audit merchandising report and take necessary actions regarding Shop sign/ Light

box and contact with the vendor immediately after collection of information to fill up the yearly target of above items.

Communication team work execution

To execute any idea or to activate any events, communication In charge will always take the approval (Concept, Budget & design approval) from Managing Director according to his instructions.

- To maintain strong liaison with different agencies for production of printing materials, Annual sales conference cultural program activation, different event activation & guide them to activate any program towards make it successful & to raise awareness Sebec brand awareness in the mindset of customers.
- Market research on different printing & press agencies material costing & review different paper quality, sticker quality & types etc. to make sure that agencies are providing better quality products for Epique Home Appliances Ltd.
- Communication head will always keep in contact with different vendors to justify the costing of the materials.
- Communication team will contact, select & negotiate with the vendor for different production of printing materials and event activation.
- After selection of vendor & confirmation of budget, Communication team will forward the same to the Supply chain department and request them to take necessary actions to issue work order to the vendors for immediate action.
- Whenever Communication team will activate any fair or meena bazaar or any event, fair or meena bazaar etc. it will keep necessary documents like (Challan

copy, Invoice, money receipt, stationary items which is considered as important for Communication team member).

Marketing Communication Objectives

- Increase market penetration
- Develop repeat purchase Behavior
- Establish customer relationship management (CRM)
- Influence sales volume
- Inform, Persuade & reminding (through creative strategy execution)
- Logo
- Campaign theme (Unique selling proposition)
- Color combination- Blue, Red and Black.

Sebec always maintain products quality from the beginning and gives highest customer service to maintain their tag line which is **NIRVORJOGGO PONNO.**



Communication team will frequently organize fair around the geographic coverage of business and will promote cooking School as our brand promoter to the ultimate customer. They always build up good image of the company and Sebec brand in

consumer mind during fair. Communication team wills response on consumer queries and will feedback accordingly during fair. This team has liaison with branding team where they are distribute printed materials like- Leaflet, Brochure, Catalogue etc. to our prospective and existing customers. Communication team will take prior approval of managing director regarding branding materials and will proceed accordingly. They participate in different fairs and Meena Bazaar & Agora events besides cooking school program where target market especially women usually visit.

Communication with Showroom In-charge

Communication dept. will obtain consumer opinion on product and service through interaction with customers from existing database.

- For branding of showroom, communication dept. will always distribute POP materials like- Bunting, Dangler, festoon, and brochure, Catalogue etc. to our existing & prospective customers.
- They distribute leaflet/ flyer insertion to the newspaper to the surrounding area of showroom.
- Communication team always keeps updating showroom officer/ manager about recent POP materials and assist them to build up the image of Sebec brand in the consumer mind.
- Assist Showroom officers regarding any queries related to communication dept.

SMS marketing

For effective direct communication with existing & prospective customers, we use this powerful tool named mobile marketing.

- We are contact with the vendor like-SSL Wireless and others regarding the current branded and non-branded SMS charge, PUSH/ PULL charge and other facilities of mobile marketing.
- We are always keeping updating our customers regarding recent sales promotion offer, festivals offer and others through SMS/ Mobile.
- We are regularly using as many contacts as possible to generate new sales from the customers and remind them about the brand name “Sebec” through branded sms.
- Communication department always follow the Branded SMS package for creating the brand awareness and among targeted audience.

Event Communication

- DITF
- Bengali New Year activation
- Eid-ul-fitr activation
- Eid-ul-azha activation
- Victory day activation
- Biswa ijtema activation
- Road shows (Private exhibition & demonstration)

DITF (Dhaka International Trade Fair) :

Branding & Communication dept. will take part in DITF in every year and contribute to make DITF as the most successful event in terms of brand promotion, communication with customers and creating brand awareness among targeted audience in fair territory. Before starting trade offer need to contact with Export Promotion Bureau (EPB) regarding DITF from the month of September.then prepare

details planning of DITF within November and obtain approval from management regarding DITF need to follow below activities:

- We are hire Business promotion officer (BPO) for DITF within December.
- Arrange training program for recruiting BPO.
- Arrange an 8 day training program for BPO and complete before 2 days of DITF.
- We will finalize construction design of our pavilion by October.
- We will complete pavilion construction 3 days prior DITF starts through administration dept.
- We will complete our display 1 day prior DITF

Bengali New Year activation

Branding & Communication team will always take approval from managing director prior to one and half months of the Bengali New Year activation.

- We then contact with the agency for creative execution of the events and will take the budget from them & scrutinize the budget. Once, we are firm confirmed about the budget, will same forward to the Managing Director sir and take approval.
- We need to work closely with the agency for proper execution of the events. Minimum 2 assistant marketing officers will closely supervise the program with the proper direction from Communication head and will follow the same.
- Communication team will thoroughly supervise the entire activation plan & will make the activation successful

Eid-ul-fitr activation

Branding & Communication team will always take approval from managing director prior to one month of the Eid-ul-fitr activation.

- We then contact with the agency for creative execution of the events and will take the budget from them & scrutinize the budget. Once, we are firm confirmed about the budget, will same forward to the Managing Director and take approval.
- We need to work closely with the agency for proper execution of the events. 1 assistant marketing officer will closely supervise the program with the proper direction from Communication head and will follow the same.
- Communication In charge will thoroughly supervise the entire activation plan & will make the activation successful.

Biswa Ijtema activation

To increase branding awareness Sebec arrange different activities in Biswa Ijtema activation. For Example, water & food arrange for those people who are stay there.

Road show (Private product exhibition & demonstration)

Communication team will arrange Road show through private product exhibition & demonstration on potential region. Concerned department will arrange at least 4 exhibitions & product demonstration in a year. We need to prepare a detailed activation planning on each program at least 3 months prior the exhibition date. Communication team will design the entire campaign schedule & planning for the following purpose:

- Engage people of the respective activation territory with Sebec brand & product line
- Create confidence of the people focusing on using Microwave oven

- Invitation takes place through following tools:
- Direct invitation through invitation card (Important person of the society)
- Leaflet
- Association
- Channel partners such as POS/ Dealers
- We will make sure regarding participation from cooking school in respective area.
- We will make sure that some key cooking school instructor from Dhaka city will participate there to make it a successful campaign.
- The program duration should be of minimum 2 days and preferably on weekends and during 1st half of any month.
- We are arrange the program on the best possible location to make huge crowd.
- We are sell our products during the exhibition and will offer some extra benefits to the audience.
- We are trying to create awareness of our outlets and service centre of the area (if any).
- We will highlight our channel partners in respective area such as POS/Dealer, Singer, Rangs, Nitol-Niloy Group and our own showrooms (if any).

Partnership with other brand/company

We will find out the scope of branding with other reputed brands in the country that work with the same segment of our customers. Our mission is to promote our products line of Sebec brand.

Business Development Department will contact with the concerned authority of following super store-Agora of Rahimafrooz, Meena bazar of Gemcon group, Swapno of ACI Logistics for branding scope through Sebec TV display.

Internal Brand Communication

- We are maintain internal brand communication with all concerned departments of the company & prepare design materials of the company (Sales division, BDD, TSD & others) in compliance with the requirement of the brand.
- Design, color combination of logo & other design of printing materials have to be in line with company policy and it has to be design such a way that consumer can feel good when they see our brand name & logo and other promotional materials.
- Contact with the vendor, take approval from management and finally send all documents to supply chain to issue work order.

Description of my Job at Epique Home Appliances Limited

I have joined in Epique Home Appliances Limited. as Senior Officer, Branding & Communication from March 05 to still. This is my permanent job but now it's a part of my academic program also.

Description of the Job

I have come across with different tasks that are conduct by the branding department. I was introduced to the jobs of as Senior Marketing officer, 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 manager. 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:

As a part of my job in this department, I have done promotional activities to increase brand awareness. For example, leaflet design, content making, selecting target groups, creating offers, etc.

C) Conduct Market Survey:

I have to do a 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 consumer's thoughts about price, new market products, etc.

d) Prepare proposal:

I have to prepare proposals for field activities and promotional activities to the supervisor and the managing director of Epique Home Appliances Limited.

Service:

Warranty Facilities

Sebec provides a minimum 1-year warranty for all of their products. For air conditioning, they provide 3 years of spare parts and 1 year of after-sales service. There has no

guarantee facility in here but if its seems that any products has manufacturing fault then that products might be replaced by company.

Credit opportunity for POS

Sebec gives less credit opportunity to the distributors. As per their sales policy if any POS wants to business with them then it must would be by payment check or advance payment. Sebec provides only 30 day's credit facility to POS. This credit opportunity applicable for all of their POS not only provide on those whose have goodwill and amity with the company.

SAMPLE SIZE OF THE SURVEY

In this part of the report my survey and its findings has been described of Sebec product. After this survey, I have found that the performance of Sebec marketing executive is not satisfactory in Dhaka zone. Sebec should be tactical and need to build up effective strategies to increase their sale as well as branding in this part of the country.

The details of Dealers and Salesmen opinion about the performance of Marketing Executives are given gradually in this part with the findings and recommendation. Hope this part will be fruitful for Sebec brand.

This survey report of Sebec has been conducted Dhaka Zone of the country. For this research report I have to make a sample size first. In this view point I have decided to conduct my survey on 40 dealers. I collected my relative information about the performance of Sebec sales executives by asking them some questions that I have prepared in my Questionnaire.

IDENTIFY ESSENTIAL ATTRIBUTES REQUIRED FOR THE MARKETING AND DISTRIBUTION OF SEBEC PRODUCTS

Timely delivery

Timely delivery is one of the most important matters in the case of the distribution of any products. When a POS gives an order, the marketing executive makes him confirmed that he would get the delivery of product in the scheduled time. In my survey I find that some of the POS complain that they sometimes do not get the delivery of product in time.

Table : POS's opinion in delivering Sebec products

| Particulars | Total respondents | No of respondents | Percentage |
|----------------------------|-------------------|-------------------|------------|
| Always in time delivery | 40 | 12 | 30.0 |
| Sometimes delayed delivery | | 15 | 37.5 |
| Sometimes in time delivery | | 8 | 20.0 |
| Always delayed delivery | | 5 | 12.5 |
| Total | 40 | 40 | 100 |

Figure : POS's opinion in delivering Sebec products

Comments:

The Marketing Executives collect orders from the POS. A Marketing Executive works in a specific area. He supplies the required products to the POS. If the products are not supplied properly and any problem is created in this regard, the Marketing Executives themselves have to deal it with the POS. As a result the POS will not be inclined to receive the products of Sebec and the target of turnover will not be fulfilled. So they should be motivated for in time delivery.

POSITION OF THE CUSTOMER SERVICE OF Sebec:

Most of my surveyed POS, both the wholesalers and retailers, said that the customer service of Sebec product is good. However, their overall opinion I have presented in the below table:

Table-1: The position of customer service of Sebec :

| Particulars | Total no of Respondent | No of Respondent | Percentage |
|--------------------|-------------------------------|-------------------------|-------------------|
| Excellent | 40 | 0 | 0 |
| Very good | | 7 | 17.5 |
| Good | | 18 | 45.0 |
| Satisfactory | | 11 | 27.5 |
| Poor | | 4 | 10.0 |
| Total | 40 | 40 | 100 |

Comments:

From my survey I have found that most of the POS suggested for prompt service. Besides they also suggested prompt service for increasing sales volume of Sebec products. The reason is that most of the competitor companies are now providing home service as well as service from show rooms without any delay. The customers have good faith in those companies. So to face the competition in the market Sebec should adopt the policy of providing those facilities to the customers.

PER WEEK SALES OF SEBEC PRODUCT:

In my survey I also tried to find out the per week sales of Sebec product. In this survey I have conducted on my 40 dealers. After the survey I found that only 10 to 20% of Sebec products are sold per week frequently out of total sales.

Comments: This information indicates that the per week sales of Sebec products are not so satisfactory. However, this percentage should be increased by effective and efficient marketing.

REASONS IDENTIFIED FOR LOW SALES PERFORMANCE:

In any organization, the POS play vital role, because it is they who bring goods to the customers. Then they collect money and deposit it to the organization accounts. So the future of the company depends on their efficiency and devotion to their work. Therefore the company should give attention whether they are satisfied with their work or should look after about their problems that they faces in doing their jobs properly.

In my survey I found the following problems or obstacles that the POS face in performing their duties.

Under rate:

Under rate of some product create great problem of POS to perform their duties effectively. During underrating of any product, the product sales in Dhaka B.B Stadium Market lower price than the company's actual price, therefore the customers do not prefer to purchase the product from other show rooms at the company's actual price. As a result, they purchase the products from stadium market at lower price. But it is the duty of the dealers to fulfill their company target of that product with the actual company's rate which is very much difficult for them. However, the

dealers try to fulfill their target. They often sell the product to the customers with stadium market price and cover the makeup price by selling the product of other companies.

Waiting for service:

It obstructs the pos to provide service to the customers timely because the company does not provide quick service. So the customers have to wait most often for along time. Consequently it effect fall upon the company. Besides most of the customers want to get service from the show room from which they have purchased the product. But Sebec does not provide service from respective show rooms.

Lack of proper monitoring:

Usually the supervisor or upper management of the sales forces is responsible to monitor the performance of the pos activities. But unfortunately they don't perform this job properly. Therefore the monitoring of POS is very weak. Because of weak monitoring, if any problem arises, the POS have to solve the problems by themselves.

High Rate of Product:

The price of some of Sebec product is very much high compare to other competitive companies' product. In our socio-economic situation consumers always prefer to buy low price product. Therefore the POS face obstacles in selling products to the customers. Besides some customers also prefer low price product of other company than that of Sebec.

CUSTOMERS SATISFACTION LEVEL ABOUT PRICE OF SEBEC

In my survey among 40 dealers at Dhaka Zone, I found that most of the respondent opined that the price of Walton products is not near to the customers ability to purchase. Because the competitor companies are now charging less price than Sebec.

Comments: The above table indicates that the price of Walton product is somewhat higher compared to that of competitor companies. If same products are sold at less price, the customers will rush to those price. Therefore, the authority should be concerned about price of their products.

The level of satisfaction of dealers:

The chart given bellow shows that among the 40 dealers, none of them responded on Highly satisfactory level, 6 responded on moderate satisfactory level, 20 respondents are satisfied and 14 respondents are not satisfied at all.

| Particulars | Total Respondents | No. of Respondent |
|----------------------|-------------------|-------------------|
| Highly Satisfied | 40 | 0 |
| Moderately Satisfied | | 6 |
| Satisfied | | 20 |
| Not satisfied | | 14 |
| Total | 40 | 40 |

In general its seems that Companies spend more money on business for increasing sales by using promotion tools. These tools are used to gather business leads, impress and reward customers, and motivate the sales force to greater effort.–

Trade Offer

A sales contest aims at inducing the sales force or dealers to increase their sales results over a stated period, with prizes going to those who succeed. Companies can sponsor annual or more frequent sales contests for their sales force; top performers may receive trips, cash prizes, gifts, or points, which the receiver can turn into a variety of prizes. Incentives work best when they are tied to measurable and achievable sales objectives (such as finding new accounts or reviving old accounts) where employees feel they have an equal chance..

Findings:

From my dealers interview I came to know that the dealers are not enough satisfied with the motivation they get. They mostly want credit facilities, transport facilities. Most of the dealers claimed more commission. Some of them asked for technical support from the company to provide customer service from their own show rooms. Even there are few dealers who provide technical support from their own sake to attract customer. From marketing point of view, we know that the dealers as well as salesmen are the ambassador of the product. So it is very important to satisfy and motivate these persons. The company can motivate them by giving occasional gift, bonus, reward for volume of sales and so on . The company may organize annual conference with all dealers where they can discuss about the wellbeing of the company as well as the dealers.

ADVERTISING EFFECTIVENESS OF SEBEC

In my survey I have taken the dealers opinions about the advertising effectiveness of Sebec. There has no existing advertisement of this company. But Now company try to make a advertising for cable operator, you tube as well as digital marketing.

Comments:

It is my opinion that Sebec should take some effective and efficient promotional activities. Advertising is very important to run a product for it brings the message of the products to the customers. So Sebec should advertise in both electronic and press media. Newspaper advertisement on special days, sponsorship in cricket and such tournaments, advertisement on traffic islands, advertisement on the surface of over bridges, wall advertisement, advertisement at different junctions etc. should be introduced immediately.

THE POSITION OF SEBEC IN THE MARKET

In the survey on the dealers of Sebec, I have taken the opinion of 40 respondents about the market position of Walton. Most of the respondents said that Sebec is in the third or fourth position in the market. No one said that Sebec is in the first position.

Recommendation:

According to my work on Epique Home Appliances Limited., 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. Need to create activities on social media.

CONCLUSION

We should study marketing because in our personal life, we all use selling techniques. In my job, I find 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 Epique Home Appliances Limited I find marketing in a new way.