

**Report On**  
**Marketing Strategy of Joy Express**

By,

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An internship report submitted to the “BRAC Business School” in partial fulfillment of the requirements for the degree of BBA

BRAC Business School

BRAC University

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

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Ayesha Nabila  
16104031

Supervisor's Full Name & Signature:

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Rahma Akhter  
Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Rahma Akhter

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission on “Marketing strategy on Joy Express”.

Dear Sir / Madam,

This is my pleasure to display my entry level position as a Business Development intern at “Joy Express Ltd”, which I was appointed by your direction. I am so glad to submit my internship report on “Marketing strategy of Joy Express” under your precious supervision.

I have attempted my best to finish the report with the essential data and recommended proposition in as significant a compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

---

Ayesha Nabila

16104031

BRAC Business School

BRAC University

Date: June 7, 2021

## Non-Disclosure Agreement

This agreement is made and entered into by and between “Joy Express Ltd” and the undersigned student at BRAC University named Ayesha Nabila as a mode of commitment to make sure that there will be no disclosure of authorized and unauthorized confidential information of the company by the student.

_____	_____	_____
Md. Fazla Uddin Mahbub	Ayesha Nabila	Rahma Akhter
Assistant manager	Student	Lecturer
Business development	BRAC University	BRAC University

## **Acknowledgement**

This report focuses on the marketing strategies of “Joy Express” that are making the company different from its competitors. Firstly, I am so thankful and grateful to our creator Almighty Allah to bless me with this successful report. Secondly, I would like to thank my respectable supervisor, Rashma Akhter ma'am, for providing me with her wise guidance and continuous support to complete the report.

Besides, the contribution of my parents and family members in completing this report is also worthy. My onsite supervisor Md. Fazla Uddin Mahbub deserves special thanks for providing me such a professional experience and delivering me the information which was needed to complete the report.

Last but not the least, my heartfelt thanks goes to all the friends and faculties who have fulfilled my university journey since 2016.

## **Executive Summary**

Courier service has become a vital part in the digital era. As E-commerce and F-commerce are growing day by day, people are preferring online delivery services more and more nowadays. Maintaining an effective strategy for marketing has become very essential in courier services. Nowadays, there are huge numbers of courier services throughout Bangladesh. For that reason, it is very crucial to market a courier service differently than the other courier services. In my report, the marketing strategies of “Joy Express Ltd” will be emphasized particularly.

There are countless established courier services with various facilities in Bangladesh such as Redex, Pathao, E-courier and so on. As a result, if the marketing strategy is not strong enough to create an obvious difference among all the courier services, it will be very difficult for “Joy Express Ltd” to survive. For that reason, “Joy Express” is following various marketing strategies to overcome as a startup company.

However, there are lots of improvements still to be done by “Joy Express” in the field of operations and marketing. By implementing proper strategy, a startup like “Joy Express” will easily be able to achieve victory.

Keywords: online delivery service, marketing strategy, courier service, start-up company.

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## List of Acronyms

B2B	Business to business
CEO	Chief Executive Officer
OVC	Online Video Communications
SEM	Search Engine Marketing
EPS	Earnings per share

## Glossary

E-commerce	Buying and selling of goods and services through the internet.
F-commerce	Conducting online business through Facebook page or Facebook application. This is an optional page and can be removed if not used. Use one table row for each item to allow sorting using Word's table tools.
Organogram	Organization's structure in a graphical format.

## Chapter 1

### Overview of internship

#### **1.1 Student's information:**

**Student's name:** Ayesha Nabila

**Student's ID:** 16104031

**Student's batch:** Spring 2016

**Student's major:**

- Finance
- Marketing

#### **1.2 Internship information:**

##### **1.2.1 Period, Company Name, Department/Division, Address:**

**Duration:** 6th march, 2021- 6th July 2021 (Total 4 months)

**Company Name:** Joy Express Ltd.

**Department:** Business development

**Address:** House #D58, Road#8, Niketon, Gulshan-1, Dhaka-1212.

##### **1.2.2 Internship Company Supervisor's Information:**

**Name:** Md. Fazla Uddin Mahbub

**Designation:** Assistant manager, Business development, Joy Express Ltd.

**Note:** Md. Fazla Uddin Mahbub has been so helpful during the whole internship period. He not only taught me the things that are related to my job responsibilities but also fed me information regarding the corporate world. He also illustrated the real-life implementation of his teachings in the corporate sector.

### **1.2.3 Job Scope – Job Description/Duties/Responsibilities:**

Basically, already established companies do not assign so many tasks to interns. But in terms of startup companies like “Joy Express Ltd”, an intern has to do loads of tasks. The main responsibility of a business development intern of “Joy Express Ltd” is to act as a bridge between clients and the company. There are several other responsibilities as a business development intern in the company such as:

- Onboarding merchants at “Joy Express Ltd”.
- Making lists of potential merchants.
- Giving presentations for convincing merchants.
- Visiting markets of various areas inside Dhaka city for achieving potential merchants.
- Educating merchants to use the company's app and website along with every informative detail regarding the company.
- Giving 24/7 merchant support. At first, a business development intern has to listen and note down all the problems of the merchants. After that, he/she needs to inform the operation team about the problems to come up with the solutions.
- Apart from the tasks of the business development department, a business development intern has to complete tasks of other departments too. For example: maintaining the Facebook page of the company, giving support to the riders and customers and so on.

### **1.3 Internship outcomes:**

#### **1.3.1 Student’s contribution to the company:**

In a startup company like “Joy Express Ltd”, an intern contributes a lot in several ways. First of all, a startup needs to expense less money with more manpower. By assigning an intern, they can easily make them work for full time with a very few or no salary. An intern has to fulfill various roles to support the company. For that reason, the workload of a startup company as an intern is huge. The intern's contributions in “Joy Express Ltd” are:

- An intern contributes by helping his/her supervisors for completing their tasks.

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- An intern contributes by completing different tasks and playing different roles that are not the part of his/ her department. As an intern, I was able to increase my company's sales by 20%. I have convinced a remarkable number of merchants to choose and continue using “Joy Express Ltd” over other courier services.

### **1.3.2 Benefits to the student:**

An intern can have lots of benefits by working with “Joy Express Ltd”. They can have real-life corporate experience with a good amount of intensity. Besides, an internship at “Joy Express Ltd” helps an intern to become more familiar with corporate culture, corporate ethics, variety of tasks and so on. As an intern, the benefits I have been enjoying at “Joy Express Ltd” are:

- As “Joy Express Ltd” is a tech company, I have been getting real life corporate experience of a tech company which will help me in working at similar tech companies in future.
- In many companies, the nature of internship is unpaid. Which often makes students too demotivated. Though “Joy Express Ltd” is a small and growing company, it provides some remuneration to its interns. This motivates interns to work more passionately for the company.
- Initially, “Joy Express Ltd” used to provide us free lunch and unlimited coffee, which saved a great amount of money for us. Because, in areas like Niketan, Gulshan, the cost of food is too high. Moreover, as Niketan is a residential area, there is no remarkable food store, restaurants nearby. Therefore, it became a great advantage for us.
- In most cases, interns do not have that much role to play or they do not get much recognition for their work in already established companies. But “Joy Express Ltd” offers interns various learning opportunities by assigning them to different challenging roles. They also make interns feel an important part of the organization.
- An intern can also develop his/her soft skills like time management, communication skill, negotiation skill, work ethics, problem solving, teamwork and so on by completing various challenging tasks at “Joy Express Ltd”.

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- Networking is one of the most crucial benefits an intern can get at “Joy Express Ltd”. A business development intern has to communicate with various business partners and merchants. Besides, they have to maintain a good bonding with colleagues and seniors. This will work as the key to success in corporate life.

### **1.3.3 Problems/Difficulties during internship period:**

Life is not a bed of roses. The life of an intern at “Joy Express Ltd” is also not exceptional. During internship period, when a student is blooming by getting the advantage of the organization, at the same time some factors can really lead them to a very stressful situation. As an intern, the difficulties I have faced during my internship period are:

- The workloads are too much at “Joy Express Ltd” as an intern. We have to work apart from our work hours. Even during holidays, we have to deal with clients. As a startup company, “Joy Express Ltd” needs so much work to be done. For that reason, they transfer their workloads to an intern too. These workloads cause me to focus less on my personal life. Besides, I rarely get time to work on my internship report properly.
- “Joy Express Ltd” does not pay their intern for overwork.
- “Joy Express Ltd” does not pay its interns and other employees in time.
- There is too much open conflict among seniors and employees which makes the environment so stressful.
- The structure of their managerial hierarchy is very poor. We often become confused about our reporting seniors. This is a common scene where two seniors are arguing with each other and claiming themselves as reporting seniors in the company. It creates a big dilemma for us which greatly hampers our productivity.
- As we have to deal with so many merchants, we often get their phone calls at odd times. For example: we continuously get phone calls in the middle of the night while sleeping or spending quality times with family members on holidays. This is a very unpleasant event as an intern.

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### **1.3.4 Recommendations:**

Some recommendations are surely needed for “Joy Express Ltd” for its own growth and development.

- As interns are totally new to the corporate world, they should get less workloads from the company.
- “Joy Express Ltd” should pay their interns for their overwork.
- The company should accelerate its payment system. They should pay their interns and employees in time.
- Internal conflicts should be solved as soon as possible.
- The company should build a strong managerial hierarchy.
- Every intern or employee should have a specific reporting senior in the company.
- The company should strictly discourage their merchants from calling the employees after working hours.

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## Chapter 2

### Organization Part

#### 2.1 Introduction



**Figure 1:** Logo of “Joy Express Ltd”.

“Joy Express Ltd” started their journey on 11th September, 2019. A passionate entrepreneur Md. Hafizur Rahman has started this company with a view to making the delivery system easy and reliable in Bangladesh. Among already established courier companies, the company's objective was to give quality service to the clients. As a startup company, it easily could grab the attention of many e-commerce and f-commerce merchants within a very short period through its easily usable logistics system. This company is a sister concern of Hams Group which is one of the leading vertical textile manufacturers in our country. “Joy Express Ltd” has 10 partners in total with a 50 workers team.

During the 1st lockdown in March, 2020, “Joy Express Ltd” was able to see its first victory. When many established courier services like Redex, Pathao stopped giving delivery due to lockdown, “Joy Express Ltd” did not stop their continuous service to its clients. “Joy Express Ltd” had the monopoly in the courier service market at that time. In the first lockdown, all the shopping centers were closed for covid-19. As a result, the demand for online shopping, e-commerce, f-commerce, and courier service increased so fast at that time. Merchants had become highly dependent on “Joy Express Ltd” as other courier services stopped providing their service at that time. But as they could not satisfy their clients properly, they had to lose their position in the courier market again.

All the data and information that have been used in this report are collected from primary sources. The CEO of “Joy Express Ltd”, Md. Hafizur Rahman has voluntarily given all the useful information regarding his company. To eliminate the limitations including delayed payment, limited area coverage, limited type of product delivery; the company is now

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increasing more skilled manpower and shifting its system to an effective one. By ensuring its quality service, “Joy Express Ltd” will be able to eliminate both merchant's and customer’s sufferings.

### **2.1 Overview of the Company:**

Products and services of “Joy Express Ltd”:

- **Fastest delivery within 24 hours-**

“Joy Express Ltd” ensures the fastest delivery to the customers. They deliver the merchant's product to the customers within 24 hours after picking up the products from merchants.

- **Quickest payment within 24 hours-**

“Joy Express Ltd” promises to provide the payment to the merchants within 24 hours after the parcel delivery. They give priority to their clients in choosing the payment method. The company provides the payments to its clients through bank, Bkash, Nagad or in cash according to the clients’ choice.

- **Handy apps and website-**

“Joy Express Ltd” developed convenient apps and websites for its clients which are very easy to use. Anyone can easily register or sign up as a merchant just with a few clicks.

- **Delivery through own transportation-**

“Joy Express Ltd” delivers the products through their own transportation. Which totally eliminates the chances of product loss or damage.

- **24/7 customer care support-**

Merchants of “Joy Express Ltd” can have full day customer care support at any time.

- **24/7 dedicated agent support-**

A dedicated agent is assigned to each merchant for intensive care.

### **Vision of “Joy Express Ltd”:**

- To ensure quality service to its clients.

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### **Mission of “Joy Express Ltd”:**

- To ensure the fastest home delivery.
- To maintain the quickest payment policy.
- To assure continuous customer support.
- To support all e-commerce and f-commerce persistently.
- To maintain all the corporate etiquette and ethics.
- To ensure supreme welfare to the employees.

### **Values:**

- Trust
- Quality
- Fairness
- Transparency

### **2.3 Management Practices:**

As “Joy Express Ltd” is a small company, its managerial hierarchy is also very simple. Account's manager, head of growth, head of operations and Software manager directly report to the CEO.

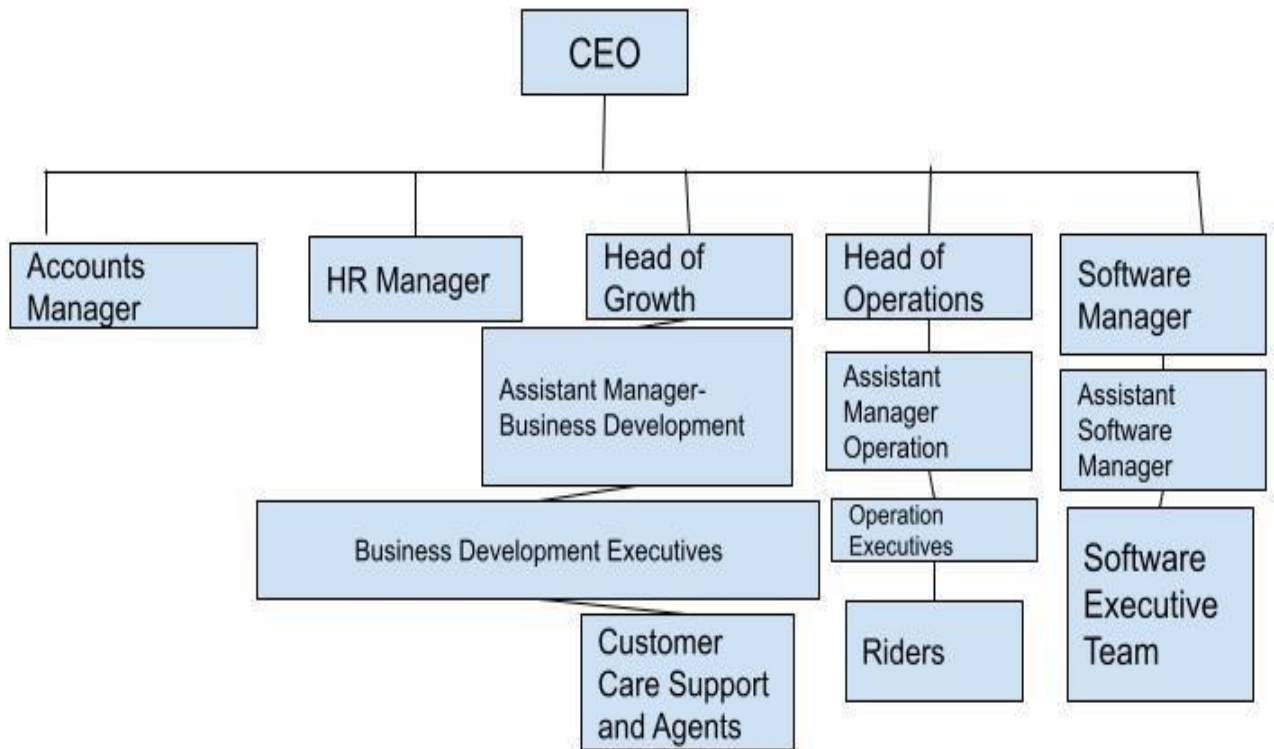
**Business Development department:** In the Business Development Department, the Customer Care Agents and dedicated agents directly report to the Business Development Executive. The Business Development Executive reports to the Assistant Manager of the Business Development department. Finally, the Assistant Manager reports to the Head of Growth of the Business Development Department. This department is responsible for merchant acquisition, keeping merchants, developing marketing plans, increasing sales, brand development etc.

**Operations department:** The operations department is supervised by the Head of Operations. Assistant Manager of Operations directly reports to the Head of Operations.

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Operations executives directly supervise all the riders and work under Assistant Manager of Operations. This department is responsible for all the operations related events and activities.

**Tech department:** Software Manager is the head of the tech department. He supervises Assistant Software Manager who directly supervises Software Executive Team. This department is responsible for all the software and apps development related activities.



**Figure 2:** Organogram.

**2.4 Marketing Practices:**

Business development department of “Joy Express Ltd” is persistently working for an efficient marking strategy and its implementation. They always make their marketing strategy for increasing the sales of the company. For keeping and sound marketing system they engage in-

- **Market visit:** “Joy Express Ltd” sends its interns and business development executives to visit various renowned markets in Dhaka for onboarding merchants. They go to the potential shops and try to convince the owner of that shop to be a customer of their delivery service.

- **Phone calling:** As “Joy Express Ltd” is a new company, most of the customers in the courier market do not know about it. Business development interns and executives make a list of the potential merchants and call them on a regular basis. They try to spread the company’s name and the information regarding its service to potential clients through phone. They also try to convince merchants to become their regular clients.
- **Taking appointments and fixing meetings:** Business development interns and executives convince big merchants for a meeting. After that, the Assistant Manager and Executive go to the meeting and try to persuade the merchant.
- **Social media marketing:** The company has started focusing on social media marketing very recently. They regularly update their Facebook page with various posts and contents. They also update their LinkedIn profile frequently. The company is continuously boosting its page to get broader coverage in the market. Newspaper and media coverage: “Joy Express Ltd” has started spreading its identity through newspapers and other media. Recently, “Daily Jugantor”, “The Bangladesh Today”, “Bangla Tribune”, “NewsBangla 24” and many newspapers and media have featured the company’s service.
- **Digital marketing:** In recent days, the company has initiated using digital marketing as a marketing weapon. They are sending proposal letters through email to the merchants and brands. Besides, the company sends promotional SMS to the potential clients. They have also paid YouTube for displaying their Non skippable video advertisements.

### **2.5 Financial Performance & Accounting Practices :**

“Joy Express Ltd” keeps the income statement and balance sheet for the company for a year. There is an Accounts Manager who is responsible for all kinds of financial and accounting related activities. From the table below, it is so very obvious that the net profit of “Joy Express Ltd” has increased significantly. The amount of their total assets also increased in 2020. The EPS of the company is expected to grow in 2020. On the other hand, their investment will slightly decrease in 2020.

Particulars	Year 2019	Year 2020
-------------	-----------	-----------

Net profit after tax	156789	478909
Total Assets	2343210	3092100
Earnings per share (In BDT)	0.59	1.78
Total Investment	8324454	809593

**Table 1:** Financial information of Joy express Ltd.

## **2.6 Operations Management and Information System Practices:**

“Joy Express Ltd” has some essential operating departments for ensuring its productivity. Riders team, Software and apps developer team, business development team, customer care team, dedicated operations team are responsible for major operating activities.

- **Riders team:** Currently, almost 25 riders are dedicatedly working for “Joy Express Ltd”. Their major task is taking instructions from a dedicated operation team and implementing those as soon as possible. All the riders are bound to come to the office within 10 AM. Riders are divided into two groups. One group is responsible for picking up the parcels from the merchants, another group is responsible for delivering the parcels to the customers. Each rider is assigned to a specific area. At first, riders from the pickup team come to the office and take the company's vehicles. Then they start for their assigned area for picking up the parcel from merchants. After picking up the parcels, they come to the office and store the picked-up parcels. Secondly, the delivery riders come to the office and take all the picked-up parcels. After that, they deliver those parcels to the assigned customers. Riders team are responsible for providing the delivery within 24 hours after picking up the parcels.
- **Software and apps developer team:** As “Joy Express Ltd” is a tech company, its each and every activity is controlled by apps and software. A dedicated software and apps developer team is continuously working for the maintenance of the apps and software. They update and fix all the bugs and errors in time. At first, a person has to

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sign up as a merchant through the apps or website of “Joy Express Ltd” for getting the services and facilities. After that, the merchant has to send a pickup request through apps for delivering his/her parcel. After getting the request, the assigned rider goes to the pickup address and collects the parcels. The merchant can continuously track the rider's information, parcel’s status, payment status, due payment till delivery and payment through using the apps. Moreover, internal employees use dedicated panels and software to update, edit any information regarding delivery. They can also supervise the whole delivery process and all the service-related activities through their own panels to ensure the quality service. All the software and apps are very handy.

- **Business development team:** Business development team is responsible for maintaining all the social media accounts and pages. They ensure 24/7 merchant counselling is the USP of “Joy Express Ltd”. They reply to all the problems of the merchant's time to time using social media or over-call.
- **Customer care team:** This team is responsible for giving customer support over the phone during office hours. They inform the merchant's problems to the supervisors of the company and come back with feedback to the customers in time.
- **Dedicated operations team:** This team is responsible for the major functions in “Joy Express Ltd”. They assign each and every rider to the different pickup and delivery point, give the riders direct instructions, maintain and store all the parcels, maintain parcel return and cancellation and so on. The smoothness of the operation team is responsible for the business success of “Joy Express Ltd”.

## **2.7 Industry and Competitive Analysis (SWOT and Porter’s Five Forces Analysis):**

### **SWOT Analysis:**

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**Figure 3:** SWOT analysis

<p><b>Strength:</b></p> <ul style="list-style-type: none"> <li>● On time quicker delivery within 24 hours than most of the existing courier services.</li> <li>● Handy and convenient apps.</li> <li>● 24/7 dedicated customer support.</li> <li>● Good maintenance of parcels.</li> <li>● Comparatively low price than other courier services.</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>● Poor payment system.</li> <li>● Poor management hierarchy.</li> <li>● Does not provide delivery service outside Dhaka Metropolitan area.</li> <li>● Does not deliver all kinds of products. “Joy Express Ltd” provides some selective products.</li> <li>● Does not deliver products over 5 KG.</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>● Ongoing growth of e-commerce and f-commerce will increase the demand of tech courier companies.</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>● Strong competition due to already established existing courier companies.</li> </ul>

**Table 2:** SWOT analysis of Joy Express Ltd.

**Porter’s Five Forces:**

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**Figure:** Porter’s five forces.

**Threat of new entrance: High**

Courier companies are so easy to open. As the demand of e-commerce and f-commerce are increasing day by day, entrepreneurs are becoming prone to open new courier companies. As a result, the threat of a new entrance for “Joy Express Ltd” is very high right now.

**Threat of substitutes: High**

Offline courier services are the main substitutes of “Joy Express Ltd". There are so many renowned offline courier services including Shundarban Courier, S.A. Corporation, Korotoa Courier and so on throughout Bangladesh. Unlike “Joy Express Ltd ", they deliver in every district in Bangladesh along with delivering all kinds of products including perishable foods, fragile products, heavy weighted products and so on. For that reason, the threat of substitutes for “Joy Express Ltd” is currently so high.

**Bargaining power of buyers: High**

As there are so many established tech courier services like Redex, Pathao, E-courier, Paperfly in the market, buyers have so many options in that case. They can change their delivery company at any time so easily if they are not satisfied with the service. Besides, “Joy Express Ltd” does not provide delivery outside Dhaka. They also do not deliver products over 5 KG. There are so many restrictions in sending varieties of products through “Joy Express Ltd”.

The availability of other courier services in the market and significant lack of “Joy Express Ltd” is responsible for high bargaining power of buyers.

### **Bargaining power of suppliers: Low**

The suppliers of this company are basically bicycle, motor bikes and delivery bag providers. There are various manufacturers who are producing and selling these products in Bangladesh. Moreover, these products can be easily imported from abroad. The availability of suppliers has made the company’s bargaining power so low.

### **Competitive rivalry: High**

The competition among tech courier companies is very high in Bangladesh. Companies like Redex, Pathao, Steadfast, E-Courier have created a challenge for “Joy Express Ltd” to take itself in an established position so early. “Joy Express Ltd” has to work a lot and make itself highly competitive in order to survive the courier market.

### **2.8 Summary and Conclusions:**

Growing e-commerce and f-commerce have increased the demands of delivery companies in the 21st century. Despite having so many established courier companies the merchants are still not content with their delivery support. They often face product damage, loss of the products and other problems. To solve all these problems and make delivery service more convenient, “Joy Express Ltd” introduced itself as the best quality service provider and the tech savvy service. This company is always open to all the constructive criticism from its merchants and adapts itself according to it. However, this company also has some limitations which can hinder its future success. Where there are many traditional and tech logistics companies who are providing delivery of various products, “Joy Express Ltd” imposed restrictions on that. Moreover, they only deliver inside Dhaka. They also do not deliver products over 5 KG weights. If they can overcome their limitations, they will be able to place themselves as one of the renowned and successful logistics companies in Bangladesh.

### **2.9 Recommendations:**

These recommendations are needed to make the company a successful one in future-

- The company should start providing delivery outside Dhaka as soon as possible.

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- Restrictions on delivering various products should be decreased.
- The company should clear all the payments of the merchants in time,
- The employee's salary should be paid in time.
- The company should hire more skilled manpower.
- Nepotism should be eliminated in the company as soon as possible.
- The company should work on reducing the conflicts between the employees along with maintaining a peaceful and flexible environment.
- Their managerial hierarchy should be maintained strictly to avoid conflicts and complexity.
- The company should keep a more structured balance sheet, income statements and other important financial and accounting papers.
- Company's rules should be strictly followed by not only the junior employees but also the senior employees.
- The company should work more on their employees' satisfaction.

## **Chapter 3**

### **Project Part**

#### **A study on "Marketing strategy of Joy Express"**

#### **3.1 Introduction**

##### **Origin of the study:**

For gaining corporate experience and completing graduation, the students of BRAC Business School need to complete the internship program (Bus 400). However, there are factors that motivate the students of BRAC Business School to work on this report. Such as,

- To expand the corporate network.
- To soft skills.
- To become adaptable with any work environment.

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- To become more professional.

### **Background of the story:**

An efficient marketing strategy is essential for any courier company to survive in this highly competitive courier market. There are many courier companies in Bangladesh who are trying their best to survive the competition. Day by day, the number of courier companies is also increasing. As a result, it will be a great challenge for any startup courier service to enter the market. When the renowned logistics company Redex initiated their business, they quickly attached their name with Evaly as a marketing strategy. This helped the company to boost its brand image too fast in the market.

Initially “Joy Express Ltd” did not emphasize its marketing strategy. As a result, the company has not been recognized so well among its target group. The urgency of having an efficient marketing strategy and implementation of it have been realized by the company recently. As a result, they are hiring many skilled employees to their Business Development department. The company has also increased their marketing events and activities.

The major problem that the company is facing right now is the lack of proper marketing. Many merchants do not want to take its service just because they do not know the company’s name properly. To eliminate the problem “Joy Express Ltd” is trying its heart and soul for establishing and implementing a strong marketing strategy.

### **Scope of the study:**

This study has opened so many opportunities for me. First of all, it has increased my networking. I had to communicate with the merchants and business development employees of various courier services to evaluate the importance of the marketing strategy of “Joy Express Ltd. As it is a B2B company, I had the opportunity to make connections with other businesses which will help me in future to build up my career. From this study, I will be able to know both merchants' and employees’ perspective toward effective marketing strategy in courier service.

### **Significance of the study:**

This research has emphasized on the marketing strategy of “Joy Express Ltd”. Where other courier companies have already created a strong brand value through generating and

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implementing effective marketing strategy, “Joy Express Ltd” still did not give that much importance to this sector. They thought only increasing the sales will bring success to the company. Factors like making and implementing marketing strategy will not work in this case. This research will show how marketing strategy is creating a great impact and increasing its sales to a great extent. Besides, this study will display the existing marketing strategy of It will show how the implementing marketing strategy will change clients’ perspective towards the company. It will also show the changing satisfaction level of clients and employees after implementing effective marketing strategy. By doing this research, the company will be able to know which strategy will increase their sales, which strategy will retain their clients and which strategy will give them a strong brand value.

### **Objectives of the research:**

- How effective marketing strategies are to increase a company's sales.
- Find out the present and future marketing strategy of “Joy Express Ltd”.
- How effective marketing strategies are in increasing brand image.
- How effective marketing strategies are in onboarding and retaining clients.

### **3.2 Methodology:**

To conduct this research, a qualitative method has been used. The information was collected from primary data sources. To get accurate data, I have conducted in- depth interviews among 50 people. Among them, some were existing merchants of “Joy Express Ltd”, some were target merchants of “Joy Express Ltd” and the rest were the employees from the business development department of various courier companies along with “Joy Express Ltd”. Sales records before and after implementing marketing strategies were also collected. Hypothesizes that are formulated through this research are,

Null Hypothesis (H0): Making and implementing effective marketing strategy increases sales, clients and brand value of “Joy Express Ltd”.

Alternative Hypothesis (H1): Making and implementing effective marketing strategy does not increase sales, clients and brand value of “Joy Express Ltd”.

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### **Methods used for research:**

**In-depth interviews:** As a business development employee, I have to communicate a lot with the existing and potential merchants. As a result, I could take in-depth interviews with all 50 people. Each interview took 30 minutes of time. As I had 3 months to complete the report, I had enough time to take the interview. I tried to take at least one interview each day. For taking the interview of the existing and potential merchants I have to go to their preferred meeting place. In case of taking interviews from the employees of various courier services, I called the employees and fixed a meeting over the phone. After that I go for the meeting to their preferred place. I have also taken the interview of our own employees from various departments. For that, I asked each of them to give me some time after office hours. Thankfully, they were too supportive to assist me.

**Observation of the primary data:** As “Joy Express Ltd” is a new company, most of the informative data was not available on the internet. Almost all the data were collected by primary sources. I have collected the data of the present marketing strategy of “Joy Express Ltd” from the Head of Growth of this company. The sales report of before and after the implementation of the marketing strategy was also collected by the Accounts Manager. I have also collected the number of merchants before and after implementing the marketing strategies.

### **Finding and analysis:**

The Head of Growth of the company has helped in getting some findings about the marketing strategy of “Joy Express Ltd”.

### **Market segmentation:**

- E-commerce merchants.
- F-commerce merchants.

### **Target market:**

- Merchants who need home delivery systems and logistics support.

### **Positioning:**

“Joy Express Ltd” has positioned itself as:

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- Quality service provider.

**Marketing objectives:**

- To onboard merchants who will deliver a large quantity of parcels through “Joy Express Ltd”.
- To increase brand value.
- To increase its identity.

**Marketing mix:**

**Product strategies:** Initially, “Joy Express Ltd” focused on delivering parcels within 24 hours. Afterwards it started focusing on clearing payments within 24 hours, giving 24/7 merchant support, delivering merchants a tech savvy and handy app along with websites and so on.

**Pricing strategies:** As “Joy Express Ltd” is a new company, nobody will be interested in taking this company’s service unless it offers a comparatively lower price than its competitors. Fortunately, it charges only BDT 50 per delivery. Which is comparatively lower than most of the competitors. Rise of this price may cost many merchants.

**Marketing strategies:**

**Social media marketing:** “Joy Express Ltd” is very much active on their Facebook page. They are maintaining their page by 6 business development interns. These interns are continuously replying to the messages on the page. Moreover, the company makes various contents, OVC by the marketing agency “Red Canvas” and continuously updates their Facebook posts for increasing brand image and engagement. They post various contents based on different occasions for making pace with the trends.



Figure 5: Content posted on E-commerce Day.



Figure 6: Content posted on Mother's Day.





**Figure 7:** Content posted on Eid



**Figure 8:** Content posted for increasing engagement.

**Newspaper marketing:** “Joy Express Ltd” has published the information regarding its service through many online and offline newspapers such as “Economy & Business”, “Daily Jugantar”, Bangladesh Today”, “Notun Shomoy”, “BBarta24.com”, “Dhaka Times 24” and so on. “Saradin.news”, “Banglatribune.com”, “News24BD.TV”, “Computerbichitra.com”







use the service of “Joy Express Ltd” over the phone. Moreover, the team also calls the existing merchants to keep a good relation with them.

**Regular visit to the existing merchants:** The business development team visits their existing merchants on a regular basis. They work as a merchant counselor. They listen to all the complaints of the merchants and try to fix it as soon as possible. This is one of their clients retaining policy.

**Upcoming marketing plan and implementation:** The current marketing plans and strategies are not sufficient for the company. For this reason, the company is going to draw some marketing plans and strategies and implement them. The company is going to make TVC for their service. They are also planning to make their own leaflets, brochures, banners, stickers for increasing the company’s publicity. The company is also planning to initiate campaigns, seminars for publicity. Besides, they will go for SEM very soon.

### **3.3 Analysis of the findings:**

- Among the 50 people who were interviewed, 10 of them were the business development employee of “Joy Express Ltd”, 10 of them were the business development employee of another delivery company, 20 of them were the company’s potential merchants and 10 of them were the company’s existing merchants.

**Perspective from company’s own employees:** All the employees agreed to that. The company has finally been able to gain some profit after implementing the marketing strategies. There is a sales growth after implementing the current marketing strategy. The Facebook page is also getting so many messages and the number of clients also increasing after implementing the strategies. Initially, the merchants of the company were 500. After implementing the marketing strategy, it climbed up to almost 1700.

**Perspective from business development employees from other companies:** 6 out of 10 employees consider the company “Joy Express Ltd” as a strong competitor after the implementation of their marketing strategies. 4 of them still think the marketing strategies of “Joy Express Ltd” need to be developed more. However, the maximum employees of other companies believe that a noticeable part of their clients are shifting to “Joy Express Ltd” because of the news published about their service and their 24/7 merchant support agent. They think the newspapers are the most reliable sources for the clients. So, the publishing of

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the newspaper has created an impact on the clients. Moreover, they think that 24/7 merchant support agents are the USP of “Joy Express Ltd”. This is a great weapon for retaining and gaining clients.

**Perspective of the existing clients:** 8 out of 10 clients agreed that they felt very insecure using this service before their active marketing activities. They thought of switching their logistics support as it was not recognized by everyone. Moreover, the company was not paying them within the promised time. This made them confused about the authenticity of the company. After the news publication and online coverage, many of the clients felt relaxed. Besides, they are so satisfied with their 24/7 merchant support service. One of the existing clients, the owner of Casemart , said, “The payment issue used to piss me off a lot. But the behavior of their dedicated agent is top notch. She never gets angry at my impulsive comments about the company. She handles it very well and makes me feel like at least there is someone who is listening to all my problems and tries to fix it. That is why despite having few issues, I am still enjoying their service”.

**Perspective of the potential clients:** 12 out of 20 potential merchants come to know about “Joy Express Ltd” from the Facebook page. All the 20 potential clients agreed that they got a phone call from “Joy Express Ltd” before but never showed interest in taking their service as there was not much information about the company on their Facebook page. The Facebook page was not daily updated. But at present, the news coverage, social media coverage, business proposal email and various gifts from “Joy Express Ltd” left them to rethink about the company.

### **3.4 Summary and conclusion:**

Marketing is very essential for making a company alive. Without marketing, people will not be aware of a company’s existence. The result of this study supports the null hypothesis (H0) fully. It proves that “making and implementing effective marketing strategy increases sales, clients and brand value of Joy Express Ltd”. Moreover, this study also shows the current marketing strategy and future marketing strategy of the company. Marketing is a huge part of any company. It helps a company to create a strong brand value. It also spreads about a company’s product and service worldwide. As a result, the demand for strong and effective marketing strategies is increasing day by day. By implementing a proper marketing practice,



a company can flourish in a very short span of time. For example: the courier company did not climb up in a day due to its performance. Its attachment to Evaly and its active marketing have created a strong brand image for Redex. Though the work of marketing is very challenging. An employee in the marketing sector has to be very creative, smart and updated. However, working as a business development intern at “Joy Express Ltd” has opened many learning opportunities and professional opportunities for me. It has enlightened me with the vast knowledge of marketing very closely.

### **3.5 Recommendation:**

“Joy Express Ltd” still needs to work a lot on its marketing strategy and implementing them.

- Along with marketing about their quality service, they have to ensure their quality service also.
- They should increase their marketing activities rather than focusing on their sales. The current marketing activities are not sufficient for the company.
- They should hire more skilled employees to their Business Development department.
- They should cut off the unskilled employees from their Business Development department as they can destroy a company's reputation by doing negative marketing practices.
- They should assign employees for their Facebook page properly. Sometimes more than one employee replies to the same conversation. This creates chaos most often.

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