

**Report on**

**“ How Digital Marketing helps SIMURA Fashions to effectively reach and develop communication with foreign buyers ”**

By

**Asif Rahman**

**ID - 17104213**

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements of the degree of Bachelor of Business Administration.

BRAC Business School

BRAC University

February 5, 2022

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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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**Asif Rahman**

**Student ID: 17104213**

**Supervisor's Full Name & Signature:**



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**Imtiaz Ahmed Niloy**

**Executive, HR & Operations**

**SIMURA GROUP**

## **Letter of Transmittal**

**Ms. Tanzin Khan**

Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka- 1212

**Subject: Submission of Internship Report on the BUS 400 course in Fall, 2021.**

Dear Ma'am,

With due respect, I am Asif Rahman, ID- 17104213 would like to submit my final internship report on “ How Digital Marketing helps SIMURA Fashions to effectively reach and develop communication with foreign buyers”, during my internship period of three months with SIMURA Fashions. This report is one of the requirements for my Bachelor of Business Administration degree. Currently, I am doing my internship in SIMURA Fashions, one of the sister concerns of SIMURA Group. I have tried my level best to incorporate all of my learning and experience and make the report as informative as possible.

In writing this report, I have tried to implement all of your instructions. I trust that the report will meet the desires.

Sincerely yours,



---

**Asif Rahman**

17104213

BRAC Business School

BRAC University

Date: February 1, 2022

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between SIMURA Fashions and the undersigned students of BRAC Business School at BRAC University.



.....  
Asif Rahman

ID: 17104213

BRAC Business School

BRAC University

## **Acknowledgment**

The internship paper that I was able to submit on time, by the grace of ALmighty, was made possible by the help and assistance of individuals who generously gave me their important time and resources.

Firstly, I would like to mention my honorable Advisor Ms. Tanzin Khan, Lecturer of BRAC Business School, for his constant support and guidance in preparing a standard report.

Secondly, I would like to express my special gratitude to Md. Kashem Rahman, Marketing and Merchandising Executive of SIMURA Fashions. Without his help and support, it would have been not possible for me to get access to various field-level data regarding the B2B (Business to business) apparel sourcing company of Bangladesh.

Last but not the least, I would like to thank my internship supervisor Mr. Imtiaz Ahmed Niloy, Executive, HR & Operations of SIMURA Group, for enabling me to work under his direct supervision and for sharing his practical knowledge and experience with me on the company's overview.

## **Executive Summary**

Bangladesh is one of the leading exporters of Ready-Made Garments (RMG) apparel. It ranks second after China in terms of global garment exports. Because of the low cost of labor, the country is able to take advantage of the situation by cutting the price, making it more accessible to buyers all over the world. Buyers from other nations prefer Bangladesh's RMG garments for sourcing because of all these favorable circumstances. SIMURA Fashions is a leading RMG sourcing company in Bangladesh. The company exports to traditional and E-commerce customers across Europe and the United States for the past five years.

The paper that is being provided is an Internship Report that has been prepared as part of BRAC University's BBA Programs requirement. This report reflects my experience and knowledge in a Business to Business (B2B) Apparel Sourcing company named SIMURA Fashions. It provides an overview of the company and also its major operations and services. It contains information about how a B2B sourcing company runs, what challenges it faces, how it overcomes obstacles and challenges.

The report also contains information about the procedures and strategies that the company follows in its Management, Marketing, Financial, Accounting, Operations Management, and Information system practices.

This report also covers my job and duties inside the organization, as well as the problems I experienced. Who I report to, as well as the experience and knowledge I gained throughout my three-month internship.

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## **List of Acronyms:**

**RFQ- Request for quotation**

**SEO- Search Engine Optimization**

**SMM- Social Media Marketing**

**SME- Search Engine Marketing**

**L/C- Letter of Credit.**

**ROI- Return on Investment**

# 1. Chapter 1. Overview of Internship

## 1.1 General Information.

### 1.1.1 Table 1: Student Information

<b>Name</b>	<b>Asif Rahman</b>
<b>Student ID</b>	<b>17104213</b>
<b>Email</b>	<b>asif.rahman@g.bracu.ac.bd</b>
<b>Major</b>	<b>Marketing and E-Commerce</b>
<b>Program</b>	<b>Bachelors of Business Administration</b>
<b>Department</b>	<b>BRAC Business School</b>

### 1.1.2 Table 2 University Supervisor and Co-Supervisor Information

<b>Supervisor Name</b>	<b>Ms. Tanzin Khan</b>
<b>Designation</b>	<b>Lecturer</b>
<b>Email</b>	<b>tanzin.khan@bracu.ac.bd</b>
<b>Co-Supervisor Name</b>	<b>Ms. Rahma Akhter</b>
<b>Designation</b>	<b>Lecturer</b>
<b>Email</b>	<b>rahma.akhter@bracu.ac.bd</b>

## 1.2 Company Information

### 1.2.1 Table 3 Company Information.

<b>Organization Name:</b>	<b>SIMURA Fashions</b>
<b>Industry</b>	<b>RMG Sourcing Company</b>
<b>Location</b>	<b>109 Masjid Road,Old DOHS Banani, Dhaka, Bangladesh</b>
<b>Job Type</b>	<b>Contractual (Full Time)</b>
<b>Duration</b>	<b>Three Months</b>

### 1.2.2 Table Company Supervisor Information.

<b>Supervisors Name</b>	<b>Imtiaz Ahmed Niloy</b>
<b>Designation</b>	<b>Executive, HR &amp; Operations</b>
<b>Mail</b>	<b>gftcl3@simuragroup.com</b>

## 1.3 Internship Information

### 1.3.1 Responsibilities

- Identify and keep records of all the Potential Buyers all over the world.
- Pitching new ideas and strategies to acquire new buyers.
- Social media management.
- Content creation.
- Daily Content uploads on social media.
- Updating product list and categories on Alibaba platform.
- Attend weekly meetings with the company's Managing Director and report updates on the weekend's work.

### 1.3.2 Outcomes from the Internship.

- Gaining practical knowledge of how a company actually runs its operation.
- Opportunities to use academic knowledge and skills in the job.
- Gaining experience and knowledge on how to reach and convince foreign buyers.
- Learning how to work in a systematic manner and how to work under stress and pressure.
- Experiencing the whole ecosystem of a Buying House company.
- Learning to operate as a team and meeting deadlines
- Working and collaborating with the marketing and merchandising team.
- Learning how to structure a web interface of a company

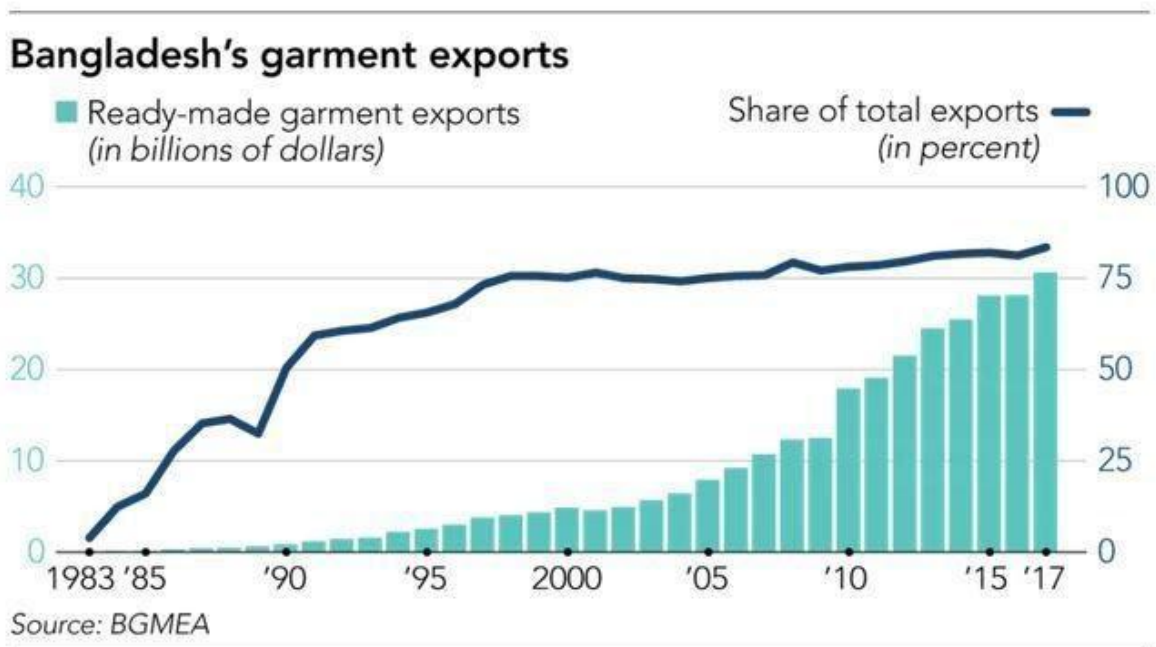
### 1.3.3 Limitations

- Most of the information is highly confidential and as a result, collecting information was very difficult.
  - Communication with the employees was very tough since the company is of high power distance culture.
  - Collecting data was a difficult task due to the employees' tight schedules and job pressure.
2. Chapter 2. Organization Part:

## 2. Chapter 1. Organization Part.

### 2.1 Introduction:

The RMG export sector has made a significant contribution to boosting the economy of Bangladesh. (Chowdhury et al,2014). Bangladesh's export-oriented readymade garments (RMG) business began as a small non-traditional export sector in the late 1970s. (Raihan,2002). At present Bangladesh holds the second position in the RMG export sector right after China. One of the most fundamental reasons for the RMG sector's success, in addition to other factors, is its cheap labor costs. Because of the advantage of lower labor cost, Bangladesh is able to source apparel at a much cheaper and competitive rate, this unique selling point has attracted a lot of attention from global markets, and as a result, the export sector has made significant progress over the years supplying brands like GAP, H&M and other reputed companies all over the world. In 2020-2021 exports of garments in Bangladesh increased by 13% mainly to a 21% increase in sales of knitwear items including T-shirts and sweaters (Paul,2021).



**Figure 1: Bangladesh's garments export.**

Source: Nikkei Asia Nov 2018

The apparel distributor companies take the responsibilities of product development, quality assurance, merchandising, and timely shipment. Buying Houses (BH) are the most well-known business area in the RMG industry (Uddin,2017). Bangladesh has established itself as a major player in the global garment sector with garment buying firms playing a key part in this success. (Uddin,2017). A buying house stands in between the buyer and the manufacturer. It basically takes the role of trading partner and helps to facilitate trade for both parties. The RMG sector of Bangladesh is dependent on foreign buyers and they are dependent on buying houses. Some of the actions of the buyer include Inquiry, Sampling, Order Execution, and Shipment. The company's major purpose is to attract overseas consumers and assist producers by facilitating commerce between the two parties.

## 2.2. Overview of SIMURA Group:

### 2.2.1 Company History:

The parent company was established in the mid-80s and it has been running its operations for more than 3 decades. The company has 30 years of experience in the diverse sectors of international trade, manufacturing, effluent treatment, information technology, and real estate. The company is aiming to enter every feasible growth sector that the economy has to offer. The company started with the flagship company of the group, The Golden Fiber Trade Center Ltd (GFTCL) which started its journey back in 1998.

### 2.2.2. Company Mission.

“ In commensurate with our core corporate philosophy upheld over the last 23 years, we intend to pioneer in every possible prospective area that the economy offers where we think Bangladesh has an unparalleled competitive edge.”

### 2.2.3. Company Vision.

“Fiber, being the core competency, we promote indigenously grown raw material-based products and continuously search for areas where our country’s enormous growth awaits.”



#### 2.2.4. Values.

“At Simura Group, we

- Value reinvention and creativity
- Consider ‘responsiveness towards stakeholders’ as our core strength
- Put emphasis to think and act coherently
- Reward hard work, sincerity, honesty and professionalism
- Motivate our people to become thorough
- Encourage constructive criticism
- Advise our people to become cost conscious and punctual”

#### 2.2.5. Sister Concerns of SIMURA Group.

Under the parent company, the company operates a few of the companies which specialize in different products and services.

Some of the sister concerns of the groups are:

1. The Golden Fiber Trade Centre Ltd (GFTCL).
2. SIMURA Industrial and Mercantile Co. Ltd
3. SIMURA Constructions Co. Ltd
4. SIMURA Energy and Resource Ltd.
5. SIMURA Fashions
6. SIMURA Nonwovens
7. SIMURA Hotel & Resource.
8. Talent Pro.



**Figure 2: Sister Concerns of SIMURA Group**

**The Golden Fiber Trade Centre Ltd (GFTCL)** is a government-registered company that specializes in exporting and trading diversified items of jute and jute-related products. Currently, the company is one of the leading traders and exporters of jute products in the jute industry, with a wide range of business expertise and knowledge. Over the last 27 years, the group has reached a pinnacle of excellence in managing both natural and man-made fiber-based goods. Over the last 27 years, thanks to profound sensitivity to customers all over the world, it has become the most trusted and dedicated supplier.

**SIMURA Industrial and Mercantile Co.Ltd (SIMCO)** was the leading agro commodity trading house. The company was founded in 1988. The company's goal was to become the major marketer of commodities in Bangladesh as well as in different countries of the world. The Agro Commodity includes; Sesame, Green Mung, Sorghum, Maize, Wheat, Peanut.

The Fiber products include; Flax, Cotton, Recycle Viscose, Recycle Acrylic, Linen, and Wool.

Besides these, the company also specializes in sourcing fertilizers. Currently, the operation of the company came to a halt because of both internal and external complexity.

**SIMURA Energy and Resource Ltd (SERL)** is also one of the sister concerns of SIMURA Group. SERL has entered into the market of power fuel resources and is continuously aiming to be the stakeholder of this industry. The company is dedicating all its efforts to enter the market and operate in Bangladesh. The power fuel includes Gasoline, Fuel, Middle Distillates, Naphtha, Condensate, LNG, LPG, Natural Gas, Biodiesel, and Coal.

**SIMURA Nonwovens** started its journey by producing high-quality and eco-friendly packaging solutions made from Non-Woven Fabric. Over the years, the company diversified into manufacturing export quality backpacks, ladies' bags, handbags, laptop covers to customers around the globe. In 2004, SIMURA Nonwovens continued as a Singapore- Bangladesh Joint venture company with investments from Samson Industries.

**SIMURA Hotels & Resort Ltd** aspires to provide a pleasant, safe, and comfortable stay as well as hassle-free traveling within and beyond the city. This sister company is concerned with providing customers with hospitable arrangements with a sufficient number of hotels, tourist

infrastructures, and associated facilities. All operations of this sister's business have come to a standstill at the moment due to both internal and external difficulties.

**Talent Pro** is one of the new sub-company of SIMURA Group. This sister concern started its journey in the year 2019. The company aims to develop web applications for global markets. The services of the company include software development, e-commerce platform maintenance, and digital marketing. The company's main mission is to be the most valued IT sourcing provider from Bangladesh.

#### **2.2.6. Overview of SIMURA Fashions.**

SIMURA Fashion is one of the sister concerns of SIMURA Group. SIMURA Fashions is one of the leading apparel sourcing companies of Ready Made Garments in Bangladesh. The company has been running its operations for 5 years. The main target customers/buyers are mainly from all across Europe, North America, SouthEast Asia and Africa. The Company's Main services include Product Development, Merchandising, Quality Assurance, and Timely Shipment.

The following is the order in which the company provides the service:

- **Inquiry-**
  - ❖ Receipt of Enquiry form buyer with tech-pack
  - ❖ Consumption Calculation & work out the most competitive price
  - ❖ Price Negotiation
  
- **Vendor Selection-** Assessing factory in terms of:
  - ❖ Production capacity, Product range, Facilities, Financial Capability, Product range, Managerial capacity, The quality policy of vendors.
  
- **Sampling-**
  - ❖ Providing samples that are developed to incorporate colors, fabrics and styles based on the requirement of our buyers.
  - ❖ New product development for exhibitions.

- **Order Execution-**
  - ❖ Transferring L/C to the selected vendors
  - ❖ Timing and Action plan strategy
  - ❖ Fabric, Trims & Accessories Booking
  - ❖ PP Sample Development and obtaining approval for bulk production.
  - ❖ Fabric Knitting, Dyeing, Fabric Test ,Sewing , Finishing & Packing follow up
  
- **Inspection-**
  - ❖ Fabric test- Shrinkage, Color Fastness and overall Quality before cutting approval
  - ❖ Print and Embroidery
  - ❖ In-Line Sewing Inspection •Final Inspection before delivery
  
- **Shipment-**
  - ❖ Goods dispatch to port in time
  - ❖ Vessel booking
  - ❖ Shipping documents are checked as per the buyer's instruction and the copy documents are sent to buyers well in advance of the shipment to avoid any discrepancies

The firm focuses on selling big quantity's Promotional & Workwear Knit clothing. The main exporting products includes POLO and regular T-shirts, as well as Full Sleeve POLO and regular T-Shirts, Sweat Shirts, Sweat Pants, Hoodie, Polar vest, Polar Cardigan, Denim Jeans and other apparels for Men, Women, and Children. Along with promotional and work wear items the company also specializes in conventional knit items with print, embroidery and other value addition as per customer's requirement.

The details of the current products running in production are represented in table below :

STYLE NO	PRODUCT PHOTO	DESCRIPTION	SIZE	COLO R	PACKING	QTY.
4698 T Shirt		100% Cotton, GSM-160 ,Regular fit, Short sleeve, Crew neck (1*1 Lycra RIB)	XS-3XL	06	10 Pcs Garments in polybag & 100 Pcs/Carto n	106,100 PCS
4699 L/S T	 	Fabric :100% Cotton, GSM-160 ,Regular fit, Long sleeve with cuff, Crew neck (1*1 Lycra RIB) Fabric :100% Cotton.	XS-3XL	1	10 Pcs Garments in polybag & 50 Pcs/Carto n 10 Pcs	5250 PCS

STYLE NO	PRODUCT PHOTO	DESCRIPTION	SIZE	COLO R	PACKING	QTY.
4701 Polo		100% Cotton Pique, GSM-180 ,Regular fit, Short sleeve, (Collar & Cuff 1*1 Cotton RIB)	XS-3XL	05	10 Pcs Garments in polybag & 50 Pcs/Carto n	42,500 PCS
4625 Trainee Top		50% CTN 50% Polyester Fleece, GSM-320 ,Regular fit, 1*1 Lycra RIB at Slv.Cuff, Bottom Hem & neck	XS-3XL	1	Single Garments in polybag & 25 Pcs/Carto n	4550 PCS
4625 Trainee		50% CTN 50% Polyester Fleece, GSM-320	XS-3XL	1	Single Garments in polybag	4550 PCS

STYLE NO	PRODUCT PHOTO	DESCRIPTION	SIZE	COLO R	PACKING	QTY.
4680 Polar Jacket		360 gsm of high quality Polar fleece material, Zipper & two outside pockets.	XS-XL	04	Single Garments in polybag & 25 Pcs/Carto n	4800 PCS
4681 Polar Jacket		280 gsm of high quality Polar fleece material, Zipper & two outside pockets.	XS-3XL	3	Single Garments in polybag & 25 Pcs/Carto n	9550 PCS
4671 Polar Vest		280 gsm of high quality Polar fleece material, Zipper & two outside	XS-3XL	1	Single Garments in polybag & 25 Pcs/Carto n	2450 PCS

Figure 3: Company's production list

SIMURA Fashions has good sourcing of factories countrywide. Currently, the company has more than 30 factories for production and all of them are compliant having certification of ACCORD, SEDEX, BSCI, OEKO-TEX and ISO.

## Certified Partner Factories



**Figure 4: Certification of Partner Factories**

The company receives the L/C from the customer to another commercial company which is SIMURA Industrial and Mercantile Company Ltd (SIMCO). SIMURA Fashions trade license was registered in 2016 and that year the company started to add necessary certificates to its name.

Following are the certificates that SIMURA Group company needs in order to run its sister concerns:

Sl No.	Certificates
1	Trade License
2	Incorporation Certificate
3	Export Registration Certificate (ERC)
4	Import Registration Certificate (IRC)
5	VAT Registration Certificate / BIN Certificate
6	Taxpayer's Identification Number – TIN Certificate
7	Dhaka Chamber of Commerce Industry Certificate
8	Bangladesh Indenting Agents Association
9	Bangladesh Cotton Association
10	Bangladesh Jute Goods Exporters' Association (BJGEA)

**Figure 5: List of Certificates of SIMURA Group.**

SIMURA Fashions focuses on supplying worldwide clients in the retail, wholesale, e-commerce, and promotional industries with value-added supply chain services all across Europe, North America, SouthEast Asia and Africa. Product design, development, order placing, order management, quality control, delivery, and shipment are all part of the end-to-end buying services. SIMURA Fashions acts as a middleman between the buyer and the seller. It essentially acts as a trading partner, assisting both sides in facilitating commerce.

## 2.3. Management Practices.

### 2.3.1 Leadership Style

SIMURA group follows the participative leadership style in terms of decision making and in other aspects as well. The companies listed under SIMURA Group all follow the same leadership style. The company allows the employees to participate in the decision making process. Employees are encouraged to share their opinion and perspective. The company follows the traditional method of decision making and as a result, employees feel a sense of belongingness in the organization. They feel like they are being valued and their opinions and works in the organization are given importance, and as a result of all these the employees in the company give their utmost effort and dedication to their works and responsibilities. During my internship, as an intern I was constantly encouraged to communicate my views and opinions to my superiors and to the other employees. The company has skilled and dedicated employees who follow the company hierarchy when it comes to giving accountability and reporting.

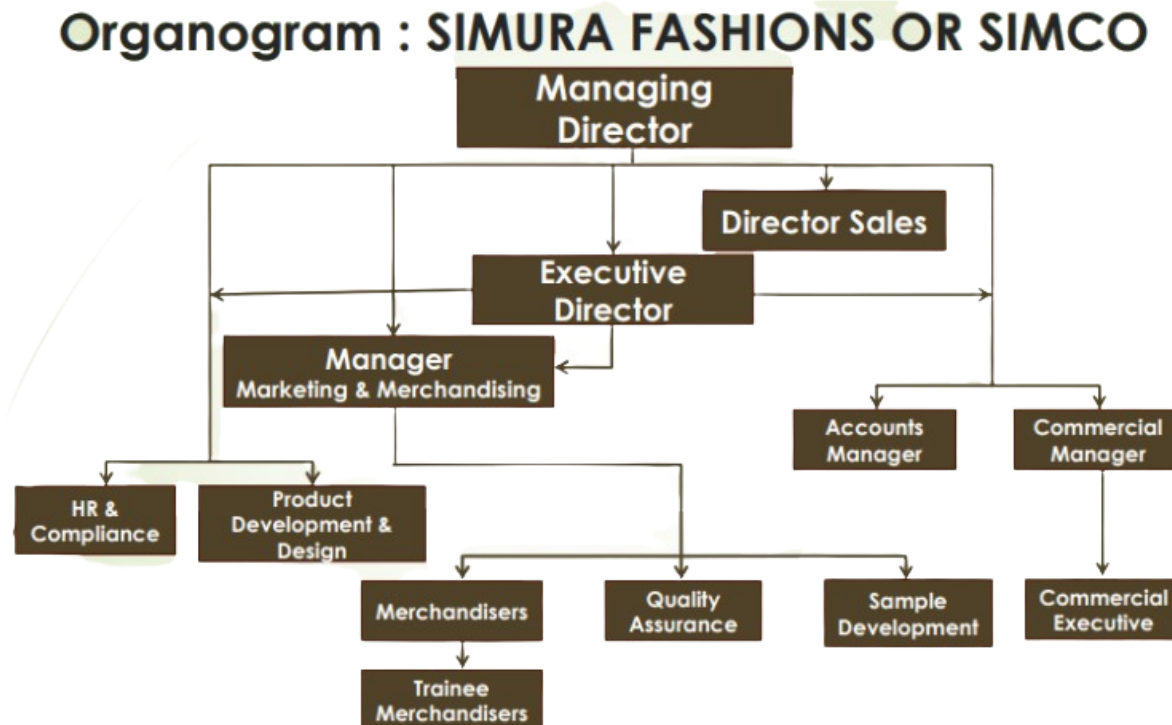


Figure 6: Company Organogram.



### **2.3.2. Recruitment & Selection Process**

**Full-time job interviews** and **internship interviews** are 2 separate recruitment categories at SIMURA Group.

When a full-time position becomes available at one of the sibling companies, The HR staff then creates a job circular, which is then posted on the company's website, LinkedIn, and the BD jobs platform. The employer shortlists the CVs and invites the qualified individuals for an interview after receiving them. The recruitment process is organized into five phases. The online interview is conducted first. Second, the applicant takes a written exam, and if he or she succeeds, the candidate moves on to the VIVA interview, and finally, the final interview, where if he or she passes, the firm will hire the candidate.

The company also takes interns every 6 months. So for recruiting the interns the HR department creates a job circular then posts it on the social media platforms and university web portals.

After collecting the CV's and shortlisting the candidates, they are called for an interview. The recruitment process is organized into five phases. Firstly, the initial interview is taken over the phone. Secondly, after qualifying the candidates are given a written test. Thirdly, the candidates' computer skills and their typing skills are tested, if he or she succeeds, the candidate moves on to the VIVA interview, and finally, the final interview, where if he or she passes, the firm will hire the candidate.

### **2.3.3 Compensation System**

When it comes to salary administration, all the employees will be paid on the monthly basis through an account payee cheque/ salary account/ cash.

Compensation review is also done annually by the company. However, wage increases are not automatic and are dependent on both the employee's and the company's success.

### **2.3.4 Training and Development**

The Company's training and development policy is to build appropriate skills in the company while taking into account the organizational needs, functional needs, and individual learning objectives.

The supervisor/ manager is responsible for ensuring the training and development programmes of the employees.

The training and development program includes Technical training, Behavioral training, leadership programs for the employees.

The following criteria will be used to identify training requirements:

- Training needs originating from corporate/regional objectives;
- Training needs resulting from team goals and priorities.
- Individual job-related training requirements.
- Individual potential and professional advancement requirements are tied to training requirements.

## **2.4. Marketing Practices.**

### **2.4.1. Marketing Strategies.**

SIMURA Fashions has been running its operation for almost 5 years, and because of this it can be said that the company is a new player in the market. The company's main target currently is to attract and acquire more buyers from different countries and because of this the company is putting more emphasis on its marketing strategies. Since the target market is mostly from outside Bangladesh, the company focuses more on digital marketing, because it is the most efficient and cost effective way to acquire buyers or clients from different parts of the world. Currently, the firm markets its products and services on the Alibaba platform. The firm aims to market its product and service through various techniques on the Alibaba platform, such as keyword tools, SEO, ad display, etc. Apart from Alibaba platform the company also does promotions through

Facebook, Instagram, LinkedIn and Youtube. The firm regularly participates in exhibitions held in other countries in order to strengthen its links and reputation.

#### **2.4.2. Target Customers.**

The target customers of the company are the global clients, SIMURA Fashions focuses on supplying global clients in the retail, wholesale, e-commerce, and promotional industries with value-added apparel sourcing services. The company's initial concentration was in Europe and the United States, but it is now broadening its target market to include Africa and other continents.

#### **2.4.3. Positioning Strategy.**

SIMUIRA Fashions promotes itself as a dependable sourcing agent, and because of this the company sets its tagline, "Your Reliable Sourcing Partner." The company's focus is on identifying and addressing the pain points of the buyers, and thus accordingly, the company positions its brand. Customers/Buyers want a sourcing company which will handle the entire manufacturing and exporting operations and provide the best quality products at the cheapest rate possible. So taking all these into consideration, SIMURA Fashions positions its brand which sources the finest quality apparel from Bangladesh at the cheapest rate possible in the minds of the customers/buyers.

#### **2.4.4. Marketing Channels.**

The Alibaba Platform is the primary marketing channel via which the corporation promotes and deals with buyers. Through this platform the company can very easily reach the target audience. Alibaba is basically a B2B platform and it helps buyers to reach the suppliers very easily and efficiently from all over the world. The platform also enables suppliers to display and promote their products. Buyers can very easily communicate with the companies and send quotations through the platform. In order to stand out from the competition, the company uses the paid advertisement feature on the alibaba platform to reach more target audiences. SIMURA Fashions also has accounts on Facebook, LinkedIn and Youtube, through these platforms the company promotes its products and services.

### 2.4.5. Product, Product Development and Competitive Practices.

The main products that the company specializes in are t-shirts, sweat shorts, hoodies and denim. Other products include formal shirts, trousers, jackets and sweaters. The product development process includes product design development, order placement, order management, quality control, delivery and shipment.

The services of the company include Inquiry, Sampling, Order Execution, Inspection and Shipment. In the sampling process, the company adds new product development and PP sample development to create the design and structure of the product.

In the order execution stage, the action plan, fabric trim & Accessories bookings, fabric knitting, dyeing, cutting etc are done

The services also include inspection like fabric test, inline sewing inspection and print and Embroidery are done.

Finally, the shipment and in this stage the company ensures whether all documents are made according to the buyer's requirements then detaching them to port in time.

All these add to the competitive practices of the company.

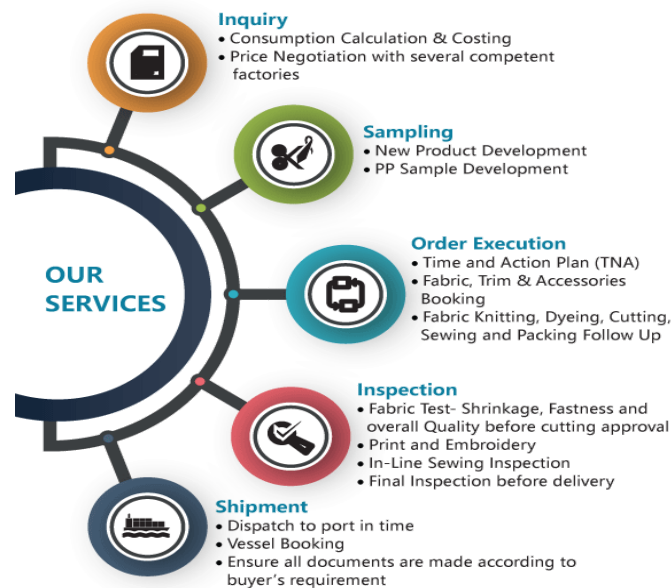


Figure 7. Services of SIMURA Fashions

#### **2.4.6. Critical marketing issues and gaps**

Since the company operates in the Business to Business (B2B) sector, promotion and marketing is quite challenging as there are limited areas where the company can advertise and promote its products and services compared to the Business to Customer (B2C) sector. Currently the main issue that the company faces is the targeting of the right buyers through Facebook, Facebook is one of the most influential platforms to reach buyers and consumers but targeting the right target especially the Business to Business sector is quite critical. Also the traditional method of promotion and advertisement is also out of the question since the company mainly targets buyers from other countries and the traditional method of marketing promotion is done through newspaper, tv commercials, radio which mainly works best for consumers not a business entity.

## 2.5.Accounting and Financial Performance.

The Accounting and Financial data and information are highly confidential. As the company is a B2B company, all the information is classified and strictly follows the non disclosure policy. Regardless, I was able to collect some of the crucial information regarding their accounting and financial performance.

The firm struggled to fulfill its fixed costs in the beginning. After Covid, the company was on the verge of going out of business but after the initial period of covid company is getting the order from the buyers. Currently the financial and accounting performance of the company is slowly progressing. The company has set its goal to grow its business by reaching more buyers all over the world .

## 2.6 Operations Management and Information System Practices.

The company has its own server. In the file server the data management is stored and in the mail server all the mail data is stored and kept.

The company has developed software for a semi EPR system for business optimization. The ERP system includes HRM, Managemen, FInance etc.

## 2.7. Industry and competitive analysis.

SIMURA Fashions has established itself in the market. Because of the competitive advantage, the company is able to compete with other competitors in the market. From managing suppliers to shipping and effectively delivering items to buyers, the company performs its operations efficiently.

### 2.7.1 Porter's Five Forces Analysis

Porter's Five Forces comprises the organization's threat of new entrants, threat of substitutes, bargaining power of suppliers and bargaining power of buyers.

**Rivalry among existing competitors:** The competition in this sector is quite fierce because there are a lot of companies in Bangladesh who are competing for customer acquisition. In order to attract buyers from different countries, companies are setting competitive pricing as well as providing extra services and facilities so that they become the number one priority for buyers who want to source apparel from Bangladesh.

China positions first in the RMG sector and because of that companies of Bangladesh also have to compete with them. Since the labor cost is comparatively low, companies in Bangladesh have the advantage in this regard. SIMURA Fashions formulates strategies in order to increase customer acquisition and to increase its operation. The company has a team of dedicated and skilled employees and the goal of the company is to become the leading sourcing agent of apparels in Bangladesh.

**Threat of new entrants:** SIMURA Fashions also has five years of experience and knowledge, but the threat of new entrants is always a concern for the company. The primary objective of buyers is to cut down on cost, therefore companies that can offer the best deals while maintaining service and quality are the top priority, so if a new firm begins operations and is able to generate better offers and services to customers, the company will face a significant threat.

**Threat of substitutes:** The substitute products of polo and T-shirts are Shirts, Leather jackets, sweaters etc which the company does not specialize in. Because shirts, suits, and other clothings are considered formal in Europe and are expected to be worn at workplace and other official gatherings, most individuals in those nations choose to wear T-shirts, polos, sweatshirts, and other non-formal clothing as their casual wear. In most circumstances, the danger of substitutes is negligible due to all of these factors.

**Bargaining power of suppliers:** Because Bangladesh comes second in the RMG sector, the size and number of suppliers are high and because of this the bargaining power of suppliers is low. The competition in the suppliers market is intense and because of this suppliers try their best to

maintain long term relationships with the companies by offering the best possible price and quality.

**Bargaining power of buyers:** Since the competition is intense in this sector, buyers have the power of bargaining. For the buyers there are a lot of options from which they can choose from. So companies try to stand out from the competition by reducing the cost. The main goal of the company is to build long term relationships with the buyers.

### **2.7.2 SWOT Analysis:**

The SWOT analysis includes strength, weakness, opportunities and threats.

**Strength:** SIMURA Fashions has been in business for over five years. The firm has committed all of its resources to become one of Bangladesh's leading sourcing partners. Because of its strength, the corporation has been able to stay afloat in the market and compete with its rivals. The company has a dedicated and professional team of merchandisers and quality control personnel who have years of experience in their field. The organization has a competent team of personnel that are devoted to their jobs and responsibilities and put out a lot of effort. The organization has also made contact with some of the greatest suppliers in the country. With the help of the Digital Marketing Platform like Alibaba, LinkedIn, Facebook and their own website the company is able to promote itself in an easy and cost effective manner. Also to introduce itself to new buyers, SIMURA Fashions collects data of the apparel brands of different countries. The data consists mostly of the firm name, contact number, and email address, among other things. The corporation then uses a software to send mail to everyone to introduce itself to the potential buyers. These are the common strengths of the company. The distinctive strength of the company is that SIMURA Fashions hold exhibitions in different countries and because of that the company manages to find the right target very easily and manages to position itself very strongly in the mind of the buyers.

**Weakness:** Despite having the strengths to compete in the industry, the company has some of the weaknesses. SIMURA Fashions has employees who are determined and skilled, but the number of employees that the company has is relatively low and as a result the company faces issues



with services that it provides. In order to be efficient in the operations and service the company needs more people. The Digital presence of the company is also an issue because the company needs to establish its presence in the social media in order to target the buyers from different countries. Luckily the company is setting different strategies to strengthen its social media presence with the help of different digital platforms.

**Opportunities:** Because Bangladesh holds second position in the RMG sector, the company has lots of opportunities that it can utilize. Foreign purchasers want to get garments from Bangladesh because of the country's goodwill, as well as the country's low labor costs and other facilities, therefore these are the chances that SIMURA Fashions tries to take advantage of. Also, because digital marketing is one of the most successful and cost-effective options available to the firm, it strives to make the most of it in order to attract more overseas consumers and establish a stronger position in the market.

**Threats:** The main threat for the company at this moment is the intensity of the competition in the sector. There are a lot of competitors in the market and in order to stay ahead in the competition, the company needs to compete with other companies by offering better deals and services to the buyers in order to build a long term relationship with its clients. New entrants in the market are also a threat to the company as well because the more options that the buyer gets, the more bargaining power they will have. Government imposed rules and regulations, taxes and tariffs, Inflation and trade barriers are also a threat because it increases the cost which ultimately affects the profitability of the company. The increase of variable and fixed cost is also a threat because buyers are left to source their order from other companies or from other countries in this case.

## 2.8. Summary and Conclusions.

The main goal is to find out the operations and activities of the business. After doing necessary research and study, it can be said the entire management, operations and other activities of the company is fairly excellent. Though the company, SIMURA Fashions is running its operation for almost 5 years in the apparel business, but with the experience of the parent company and other sister concerns, it has 30 years plus of experience in exports, and because of that even if the company is new it has the knowledge, experience and support of its parent company and its other sister concerns. The company has global buyers across the world. The company has connections with 20 factories and because of this the company is able to add diversified apparel products in its catalog and is able to serve a wide range of buyers from different countries. SIMURA Fashions also has qualified management, merchandising and quality control teams who have sufficient knowledge, skills and experience in their fields. The company has a clean reputation in Bangladesh and is determined to hit the milestone that it has set for the long run.

## 2.9. Recommendations and Implications.

The first advice I will make after thoroughly evaluating and monitoring the total firm is that the organization needs to extend its channel/platform. Currently, the company is concentrating its efforts on Alibaba, an online B2B marketplace platform, but in order to receive more orders and connect with a larger number of buyers, the company must be present on all other online platforms in order to attract more buyers and, as a result this will lead to increase in operations. Secondly, the firm has to hire more employees since the existing number is insufficient. If the company continues to grow, the strain will become too high for the company to handle, resulting in failure and mistakes, ultimately resulting in loss of buyers.

One of the issues that employees in the firm confront and complain about is that, while the amount of work pressure is reasonable, employees are required to attend the office six days a week for a total of nine hours each day, putting a strain on their work-life balance. As a

consequence, staff productivity and motivation suffer greatly because of this. As a result, the organization must take this into account and take necessary action.

Employee retention is one of the company's main challenges, mostly because employees are lured to better offers from other firms in terms of working flexibility and friendly culture. The organization also has to work on building a more welcoming environment for its staff.

Regardless of all this, the company under the leadership of the Managing Director is showing great progress. The rules and policies of the company are improving continuously. Hopefully if the company continues to grow at this rate, then it will break all the challenges and barriers that it is facing currently and will become very successful in the near future.

## **3. Chapter 3. Project Part**

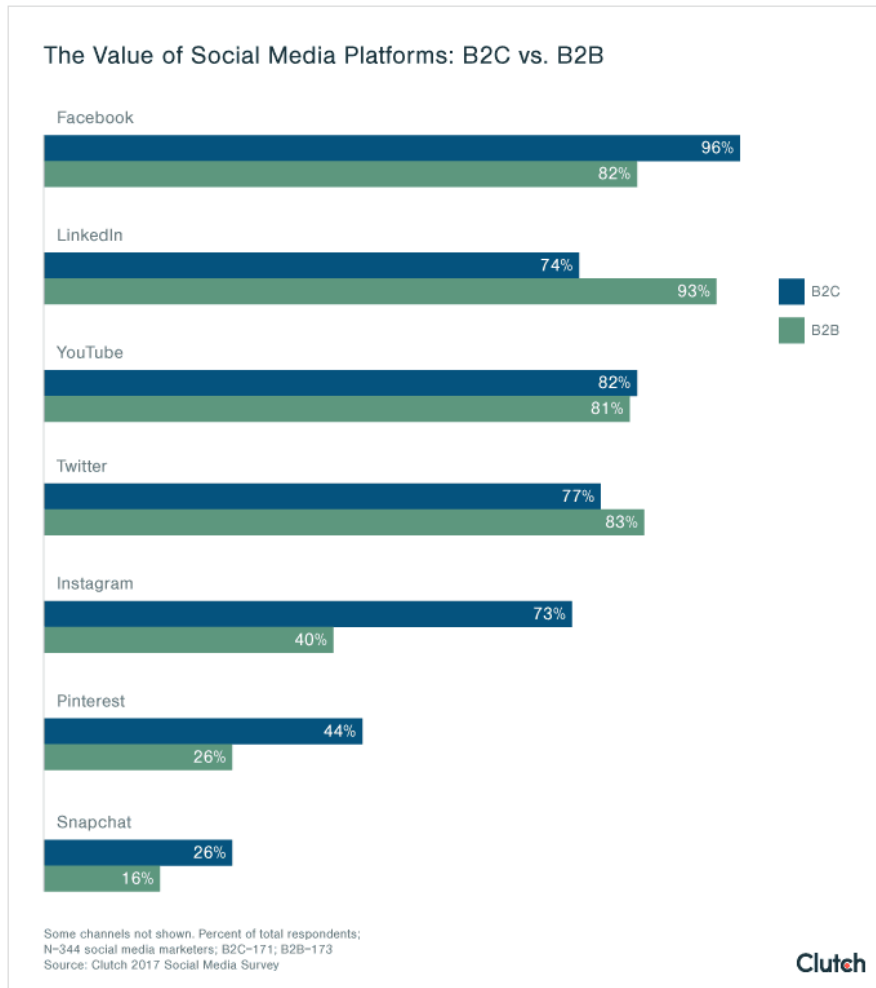
### **Digital Marketing**

#### **3.1. Introduction.**

Digital Marketing, also known as online marketing, is one of the components of Marketing. Digital Marketing is basically the promotion and marketing of brand, products and services via the internet using online technologies and media. It is one of the most effective and efficient ways to target and reach the potential buyers/customers. It is also one of the most cost effective ways to do promotion and advertisement. Traditional marketing alone is insufficient for a company to compete in the market and increase brand recognition among consumers, traditional marketing includes promotion done through TV, radio, newspaper advertisements etc, but the popularity of this sources especially among certain segment of people are seen to be decreasing and because of this companies have to find newer ways to promote and advertise.

People nowadays are very much dependent on technology, most people spend a lot of time on the internet. Everyone's life has been entwined with technology. When individuals are looking for answers, suggestions, or anything else, they turn to the internet. People's lives have been made significantly easier as a result of technological advancements, and firms and businesses of all sizes are attempting to capitalize on this. With technology and other online platforms, companies are able to collect data of customers or buyers very easily and with the help of the data and information they are able to make better decisions regarding their operation and service. Companies can expand their reach through digital marketing, which leads to a growth in sales and operations both within and outside their home country. Both the B2B and B2C businesses are flourishing with the help of digital marketing because they are able to directly communicate with the right segment of buyers and customers at an instant. Also because of Digital Marketing, companies are able to keep costs at a minimum because compared to it other forms of advertisement and promotion are very much costly. Companies may also have meetings with buyers in real time using platforms like SKYPE, Viber, WeChat, and Google Meet, and speak with them simply without experiencing any network issues or buffering. Because of all the Digital Marketing platforms and strategies, competition in the market has increased and those

companies which are able to properly utilize and take the advantage of this are able to increase their company growth and sales at a significant rate.



**Source:** Clutch 2017 Social Media Survey.

**Figure 8: The value of Social Media Platforms: B2B and B2C.**

According to the Social Media Survey, sites such as Facebook, LinkedIn, and Youtube play a significant role for both B2B and B2C businesses. LinkedIn appears to perform the most successful function for a B2B organization, with a score of 93 percent, which is 19 percent higher than B2C in terms of value. Facebook is ranked second with an 82 percent score, but its efficacy is 14 percent lower when compared to B2C. Youtube is ranked third, with an 81 percent score. So, it can be said that for both B2B and B2C organizations, social media platforms play a significant role for the growth of a company.

### **3.1.1. Preliminary Literature Review.**

The way businesses connect with their target audiences has evolved because of digital marketing.(Chaffey & Chadwick, 2019). Organizations have the chance to enter new markets, provide new services, connect with audiences in innovative ways, and improve their ability to reach new customers (Chaffey & Chadwick, 2019). Expectations in terms of providing outcomes and assessing performance for ad dollars invested, digital marketing is more cost-effective for calculating advertising return on investment. (Pepelnjak, 2008).

By effectively utilizing various strategies of Digital Marketing like Internet Marketing, Email Marketing, Search Engine Optimization, Search Engine Marketing, Content display and other strategies, a company can effectively market its brand online and ultimately reach more targeted buyers and boost up their sales (Bala & Verma, 2018). Social media should be considered an important aspect of a company's overall marketing plan and should not be overlooked (Mangold and Faulds, 2009). Because of Digital Marketing companies of all scales can reach targeted markets at a minimized cost and are able to compete with competitors from all over the world (Palumbo and Herbig,1998).

### **3.1.2. Background Information.**

One of the main challenges of SIMURA Fashions is customer acquisition. The organization must find efficient strategies to locate international buyers, engage with them, and persuade them to source from their company. The firm must engage with the buyers on a frequent basis, highlighting the company's goodwill as well as the benefits and advantages of sourcing from Bangladesh, specifically from their company. The corporation must keep a connection with them in order for them to refrain from sourcing from other nations or companies. In order to effectively reach the target audience, the company needs to identify the appropriate media and plan effective strategies to attract buyers. Luckily for the company, because of social media and other internet platforms it is able to reach the target audience. But in order to make the process effective and successful, the company needs to identify the appropriate media and plan effective strategies to attract the right buyers. The organization should also do research into the cultural characteristics of all other nations, and develop Digital Marketing strategies based on the tastes and cultures of those countries. With the help of digital marketing tools and tactics, the company will be able to reach its full potential.

By using different social media platforms like Facebook, LinkedIn, Youtube, Whatsapp, WeChat and other related platforms the company maintains communication with buyers from all over the world. The firm also simply places its brand in front of the targeted audience by leveraging platforms like Alibaba, making it easier for customers to locate the company.

### **3.1.3. Problem Statement and Objectives of the study:**

With confidence it can be said that the trend of Digital Marketing will not end anytime soon, in fact it will immerse even more with the passage of time. Not embracing Digital Marketing is a major concern for many companies (Chaffey, D., & Ellis-Chadwick, F. (2016). Secondly, not creating and implementing appropriate and effective digital marketing strategies is the major reason for the slow in growth (Chaffey, D., & Ellis-Chadwick, F. (2016). Because of reasons like this the study focuses on exploring the Digital Marketing contributions for a company and how it contributes to growth of the company.

#### **Research Topic:**

“ How Digital Marketing helps SIMURA Fashions to effectively reach and develop communication with foreign buyers ”

#### **Broad Objective**

The broad objective of the study is to find out How the marketing strategies of SIMURA Fashions contribute to building strong relationships with buyers.

#### **Specific Objectives:**

Analyzing the proper utilization of Web and social media platforms.

Identifying and analyzing different Digital Marketing tools and how the company is using this.

Analyzing the advantages of digital marketing for buyers.

Analysing the effectiveness and efficiency of Digital Marketing.

#### **3.1.4. Significance of the Study.**

This report will be of great help to the following:

**Companies in General:** Information and data provided would be of value to the companies in general because they will get to know the significance of Digital Marketing and why they should think about focusing more on investing their resources in the Digital Marketing sector.

**SIMURA Fashions:** The report contains all the insights and information which will be of great use to the company because hopefully they can get the idea of where they stand in this sector and what are the steps and initiatives they need to take in order to grow their business. This report contains some data and figures that a B2B company like simura fashions can use to determine which social media platforms are most effective for communicating with buyers and which platforms are most effective for promoting their products and services.

**Marketing Department:** The company's marketing department may also learn which platforms their target customers utilize to purchase their products. They can also gain a sense of their clients' perceptions, as well as their connections and preferences. They will be able to use the data and infographics from various sources offered in this study to make better judgments when establishing their marketing objectives and plans.



## 3.2. Methodology

To complete my internship course I have joined SIMURA Fashion for a period of six months. During my period of three months for acquiring the necessary information of the company as well as the overall industry, I have used both the primary and secondary sources available. Since the company is relatively new in the industry and there was not much information, I gathered the information that was available.

The primary data is mostly collected from the employees of the organization. All the primary data collected from the company were collected under the supervision of the company supervisor. However i have also collected necessary information from respondents which are 43 in total. The age group strats from 18 to above 30. Where the maximum response collected from the age group of 20 to 25 years old (38.1%). Most of them belong in the younger generation and they are used to with modern technology.

The secondary data was mostly collected from

- **Online news portals**
- **Articles**
- **Reports**
- **Google Scholar**
- **Different Websites etc.**

Majority of the data collected was mostly from the company websites and its social media platforms. Important information and insights were gathered from the organization's employees' weekly prepared PowerPoint, which they create to report for the work they have done or completed to the company's Managing Director.

### **Type of the research:**

The research paper will mainly focus on describing how digital marketing has helped the company to sustain and grow in the market. The research type of the paper is descriptive research and it is qualitative research.

### **Sampling Technique:**

The sampling technique which is used to identify and select the sample from the population is Convenience sampling. Participants are selected based on the availability and their willingness to

take part in the survey. Because of all the constraints, such as time, resources, available data, appropriate samples, and other concerns, convenience sampling is the best option for selecting a sample from the population.

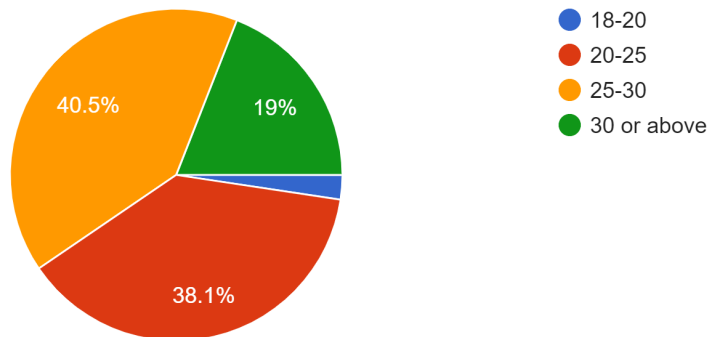
### 3.3. Questionnaire and Response:

The main important component in ensuring that digital marketing is successful is the social media sites that a company's target market uses. (Bala, M., & Verma, D. 2018). Digital marketing platforms and social media have become the most popular, interactive, and vital of all modern marketing strategies (Mandal, P., & Joshi, N. 2017). B2B & consumer marketing will be carried out to a great extent in digital environments in the future. Alghizzawi, M. (2019).

For the report a simple survey is conducted among 40+ participants to know their viewpoint of how effective Digital Marketing is for a company to promote and market its brand to their target audience. For this survey a convenient sampling technique is used to collect responses. We can obtain a picture of where digital marketing stands now based on the responses, and which platforms in digital marketing play the most essential role in helping businesses reach their target consumers and create long-term connections with them. The survey also contains the personal information of the respondents like their age, gender and their digital media usage in order to go more in depth with the survey.

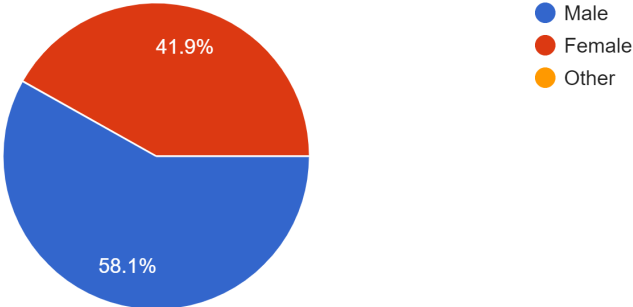
#### Questions and Responses:

Your age range  
42 responses



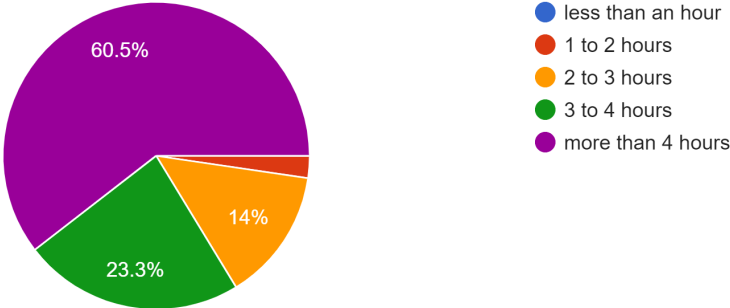
Your Gender

43 responses



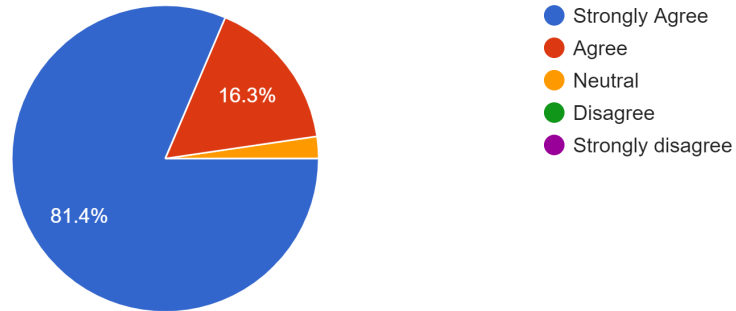
In a single day, how long do you spend you time on the internet?

43 responses



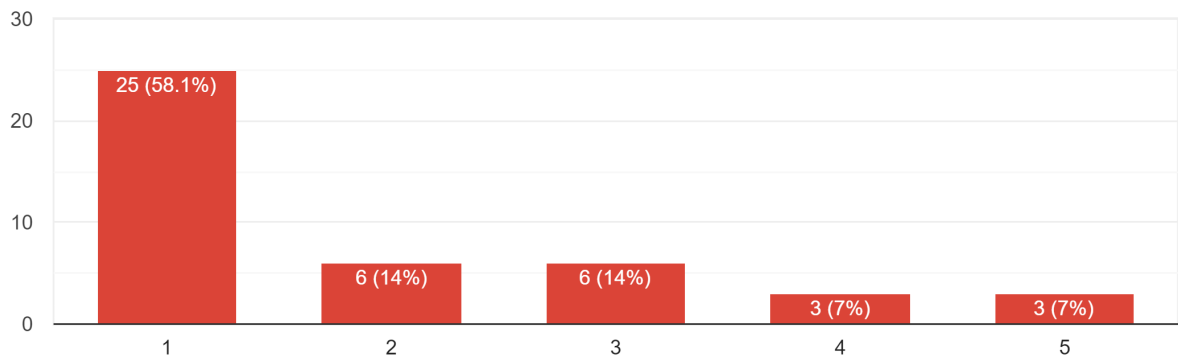
Compared to other sources of Marketing, Digital Marketing is very much effective- Do you agree with this statement?

43 responses



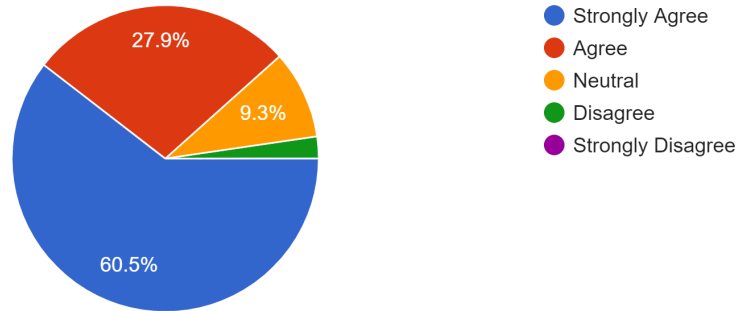
On a scale of 1 to 5, How effective is Digital Marketing in terms of reaching global buyers?

43 responses



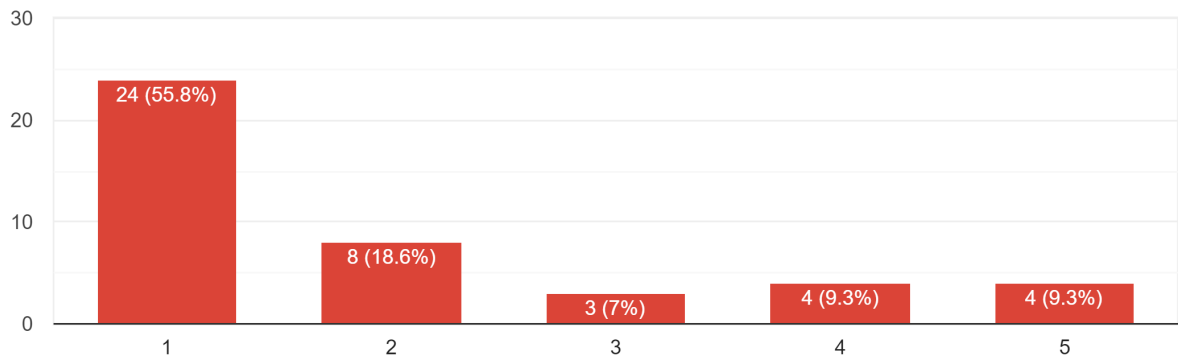
Do you think investing money on advertisement through social media is more effective than other sources?

43 responses



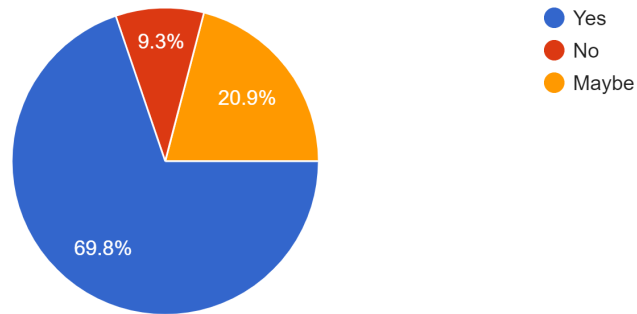
On a scale of 1 to 5, how would you rate this? Calculate how effective digital marketing is in terms of cost.

43 responses



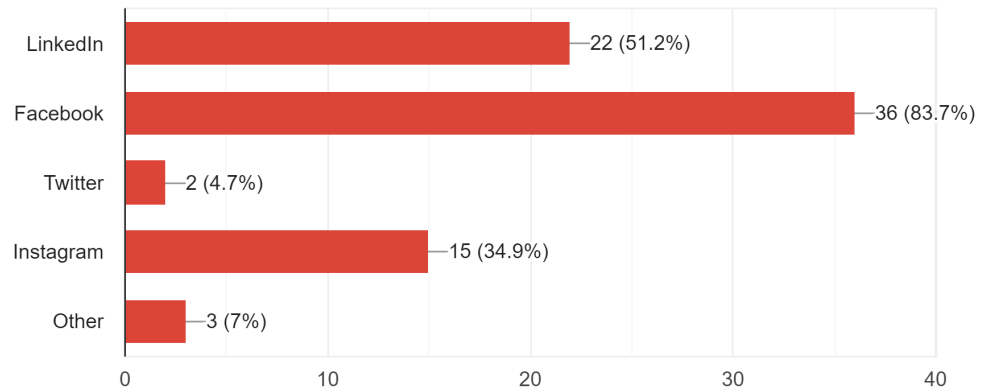
Does Digital Marketing maintain proper communication with professionalism to their buyers?

43 responses



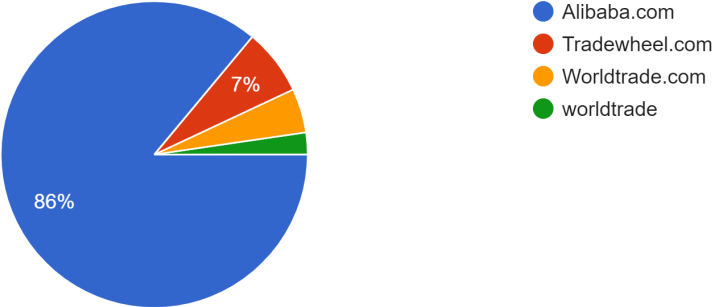
Which Social Media platforms in Digital Marketing plays the most effective role in reaching buyers ?

43 responses



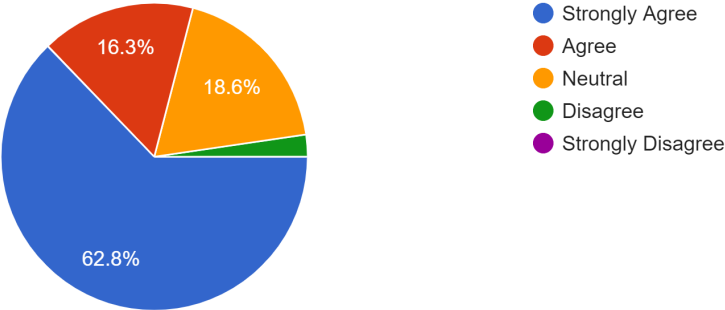
For a B2B company, which online marketplace do you think plays the most important role for reaching the correct target segment.

43 responses



Email marketing is one of the most effective ways to maintain daily communication with buyers.

43 responses





### 3.4. Analysis

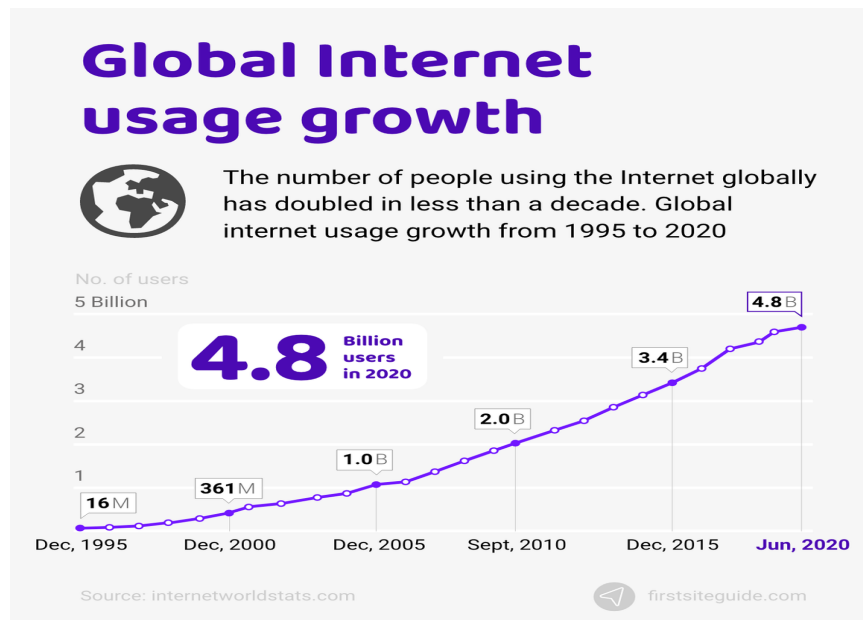
The analysis and observation of the survey that were conducted through questionnaires found about 38.1% of the people belong in the age group of 20-25. Male responses were more than female respondents, with a proportion of 58.1 percent compared to 41.9 percent for females. And, around 60.5 % spend more than 4 hours per day on the internet. However, 81.4% of the respondents strongly agree that Digital Marketing is more effective than other sources of Marketing and about 58.1 percent picked option 1 on a scale of 1 to 5, with 1 being very effective and 5 being not very effective. In a question respondents were asked if they think that paid advertisement on Digital Marketing is more effective than other sources or not. About 60.5% of the participants answered Strongly Agree. After that, respondents were asked if they think companies through online platforms can maintain the same level of professionalism with their target segment or not. In that response 69.8% of the respondents said Yes. Then, 83.7% of respondents believe that Facebook is the most effective tool for contacting worldwide buyers. And 86% of respondents believed that alibaba.com is more popular to the people than any other platforms as well as being a trusted source to them.

### 3.5. Findings

- The main suggestion based on the full analysis is that the organization has to increase the quality in the digital marketing field in order to develop its business and attract customers from all over the world.
- After reviewing the analytics of social media platforms and online marketplaces such as Alibaba, I assume that, while the company is active on these platforms, it is unable to reach its full potential in the digital world due to a lack of digital marketing strategies and the ineffective use of digital marketing tools.
- The organization should spend more money on paid marketing alternatives on various online platforms and online marketplaces such as Alibaba in order to reach the correct portion of the audience from all over the world.

### 3.6. Importance of Digital Marketing.

People's lives have changed dramatically as a result of technological advancements. The main motivation behind all the innovations and advancement is to make the lives of people easier. Globalization has been strengthened thanks to technological advancements. Because of the internet and the social media platforms, communication barriers have been eliminated to a great extent. People now from anywhere around the world can very easily communicate with each other without any major issue. The culture and traditions of a country are changing because of globalization and it is mostly because of the social media platforms. After the widespread use of the internet, changes are seen in people's behaviors, likings and preferences. Most people spend a significant amount of their time on the internet and to capitalize on this opportunity companies need to get on board and also along with other sources of marketing it needs to adapt to this marketing component. Because by focusing on it, companies can reach a wide range of its target segment and also it can gain more customer acquisition which will ultimately help the company to increase its operation and growth.



Source: internetworldstats.com

**Figure 9: Global Internet usage growth.**

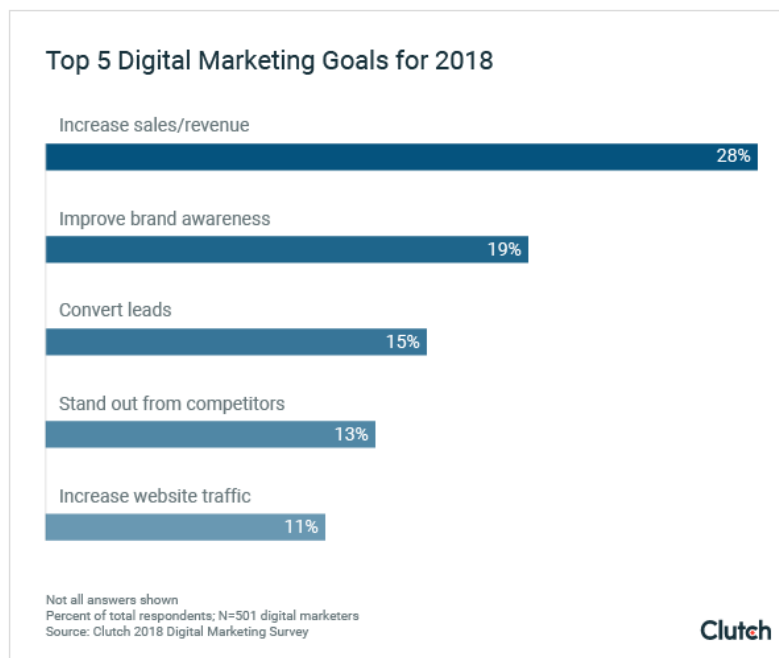
Currently, Companies of all sizes are refining their efforts and strategies in order to market and promote their goods and services on a worldwide scale. With the help of technology and

innovation, the concept of Digital Marketing has been introduced. Digital Marketing is basically one of the components of marketing which uses the internet and the online technologies and platforms to promote the products and services of a company, as well as to communicate with customers. This component of marketing has reshaped the concept of marketing. Companies are embracing it and are adopting their marketing strategies and the promotional activities accordingly in order to get the most out of it.

Simura Fashions currently is giving a lot of emphasis on Digital Marketing. It is also boosting its products and services on the social media platforms like facebook, youtube and LinkedIn. The main underlying reasons for all these are to reach more buyers from both inside and outside the country. Other than that the company's motivation is also to increase the brand awareness and brand loyalty among the buyers, because by constantly keeping in touch with the buyers will help the company to place its brand in the minds of the customers.

### 3.7. Objective of Digital Marketing:

The Internet has become reasonably cheap and accessible in recent years. It can be found in practically every country on the planet. The Internet is a vast network of interconnected computer networks that spans the globe. In addition, the Internet set the groundwork for more information channels than mankind had built prior to the twentieth century. (Phillips, 2003). Thanks to the internet and modern day technologies, people from all over the world can communicate very easily and without much hassle. For companies, the internet has opened the opportunities to connect with its target segments more effectively and efficiently. Online Marketing is quite different from the traditional method of marketing, and the approaches are quite different also. But the principles of marketing can also be applied in the Digital Marketing aspect as well. With the help of Digital Marketing companies try to increase brand awareness, convert leads, increase website traffic, increase sales/ revenue and also use it to stand out from the competition.



Source: Clutch 2018 Digital Marketing Survey.

**Figure: 10. Marketing Goals.**

### 3.8. Difference between Traditional and Digital Marketing.

Digital or online marketing compared to traditional marketing is quite different and has its own advantages. Some of them are pointed below

- With the help of digital marketing tools companies can make their advertisement and promotional efforts much more effective and efficient because this helps companies to cater to the right audience at the right time.
- The performance of the advertisement or paid promotion performance can be very easily monitored with the help of analytics sections on the platforms.
- Reaching the right segment of the population is very difficult especially for the B2B business, but with the help of Digital Marketing, companies can easily reach and grab the right segments.
- Companies can also save money because this type of marketing is comparatively less expensive than traditional marketing in terms of ROI.
- Companies like SIMURA Fashion can go head on head with big competitors in the market in terms of branding and promotion through online.
- Online marketing is the ideal alternative for worldwide marketing or branding since it is very easy and convenient for businesses, and it also generates far better results than traditional marketing methods.
- One of the main advantages of online marketing is that the audience can directly visit the company's website with just a click. Companies use these type advantages and help the users to subscribe, like or follow their platforms with just one or two clicks.
- Buyers can also directly order or communicate with the buyers after seeing the ad with just a few clicks which is not possible through traditional marketing
- Through online marketing if the customers or buyers follow or subscribe to the company's digital platforms, they can very easily get the regular updates from the company.

This is one of the benefits that SIMURA Fashions receives as a result of their online presence on Digital platforms. Because of its Digital Marketing efforts, the firm has been able to remain competitive in the worldwide market for a long time.

### 3.9. Benefits of Buyers:

Not only does Digital Marketing provide benefits to the organization, but it also provides certain benefits to the customers. SIMURA Fashions' digital marketing presence allows customers to communicate with the brand much more easily. Some of the other benefits are pointed out below:

- With the help of digital platforms buyers can easily and quickly communicate with the company and can place their order without going through much complexity.
- Because of the social media platforms of the company, buyers are getting the regular updates of the company's offerings and deals.
- With the help of the online communication platforms like skype, whatsapp, wechat etc the company is able to send contents like pictures and videos, also with the help of these platforms companies can very easily communicate with the foreign buyers with any major barriers or hindrance.
- Buyers can also visit the website of the company at any time and can see all the products and services provided by the company, also they can order at time.

### 3.10. Different Tools in Digital Marketing.

With the help of the right tools and techniques, companies can get their desired results that they want to achieve with their online marketing strategy. The main underlying focus of Digital Marketing is focused on how a company utilizes the internet platforms to interact with its audience. The main concern of companies is how they can fulfill their marketing goals and objectives with the help of digital marketing. In order to get the most from the internet marketing efforts companies need to invest their resources in the internet platforms. There are different strategies and techniques companies can stand out from the competition and also make their brand easily reachable on the internet. Some of the techniques and strategies are pointed out below:

### **3.10.1. SEO (Search Engine Optimization)**

Search Engine Optimization is one the most important topics in digital marketing. SEO basically helps the audience to find the website or the platforms of the company very easily that comes organically in the search result in the web browser. By optimizing the website using keywords and other techniques companies can very easily make its platform stand out in the search results. Using the SEO technique, companies can very easily make their website and other platforms easily searchable to its users.

SIMURA Fashions has optimized its social media and other platforms using different techniques and because of this the company is able to gather more traffic on to its website and other platforms.

### **3.10.2. SEM (Search Engine Marketing)**

Using the SEM tool companies can gather much more traffic to their websites and other platforms through paid efforts. By using the paid advertising options companies can reach more targets and in a much more optimized way. Paid advertisement or display helps to gather more traffic and it also makes the ad or post stand out. SEM is diverse and complicated. There are different ways to use the SEM, some of the options are pay per click, Google Ad words, keywords advertising and other options through which companies promote their brand online.

SIMURA Fashions uses these tools in the Alibaba platform mainly and because of this their products, service and brand are displayed on the promotion site on the platform and viewers are easily able to see and get exposed to the brand.

### **3.10.3. Email Marketing:**

Email marketing is also a good way to keep in touch with the buyers. Through Email marketing the company keeps regular touch with its audience . SIMURA Fashions uses email marketing to send their offer, invitation and holiday greetings and maintains relationships with its existing customers. It also draws new clients by doing market research, identifying potential purchasers, and gathering their email addresses, which they use to deliver messages.

### 3.11. Social Media Marketing.

Social media marketing is also one of the most effective methods to attract buyers or customers. Social media accounts act as the identity of the brand. When customers or purchasers seek additional information about a firm, they go to the website and, in addition, they look at social media platforms. With the paid options companies get the privilege to promote their brand to new buyers which ultimately increases the reach and drives more traffic. SIMURA Fashions has its Facebook and LinkedIn accounts. The company at first was totally inactive in both the platforms but after hiring me as their intern they have given me the responsibility to maintain and regularly update their social media accounts. Currently, Facebook is the most popular of the two. The firm has not yet begun to actively use its LinkedIn account, but it intends to do so in the future. The company also has a youtube account in which they post videos of the processes in the factory like quality checking, lab dipping, etc.

### 3.12. Online Marketplace:

Most businesses utilize a marketplace to exhibit and sell their items since they don't have to deal with the hassle of having a website. Companies will also benefit from the platform's existing traffic. These are just a few of the many benefits of using a marketplace to sell their goods and services. SIMURA Fashion mainly uses the online marketplace ALIBABA platform which is very much popular for B2B companies. With the help of Alibaba the company easily connects with their potential buyers and then gets the quotation for the order. ALibaba is technologically advanced, and it has created a website that allows B2B enterprises to exhibit their products and brands in an orderly manner. Buyers may simply access all of the company's and product's information, as well as order their chosen items to their desired quantities, using the platforms. SIMURA Fashions also use sponsored strategies to broaden their reach and improve traffic to their website. This has aided the organization in attracting international consumers from all corners of the globe. The firm has garnered devoted customers as a result of these platforms, with whom they maintain long-term connections.



### 3.13. Performance Monitoring Analytics:

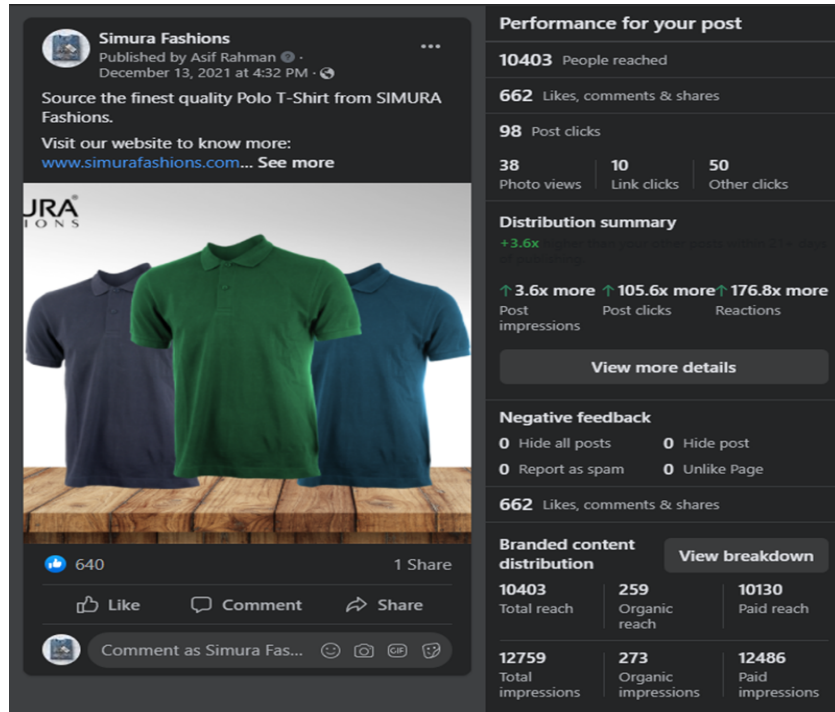
Analytics Measure what the company/business is doing and make sure if it's working or not. It shows how people find websites and what they do when they get there. Measuring that can assess what measures are working and what are not, and can help to improve.

- 1) Knowing your own goal and setting realistic expectations.
- 2) Use analytics to track what you are doing and how its working
- 3) keep up to date, improve

Analytics can tell:

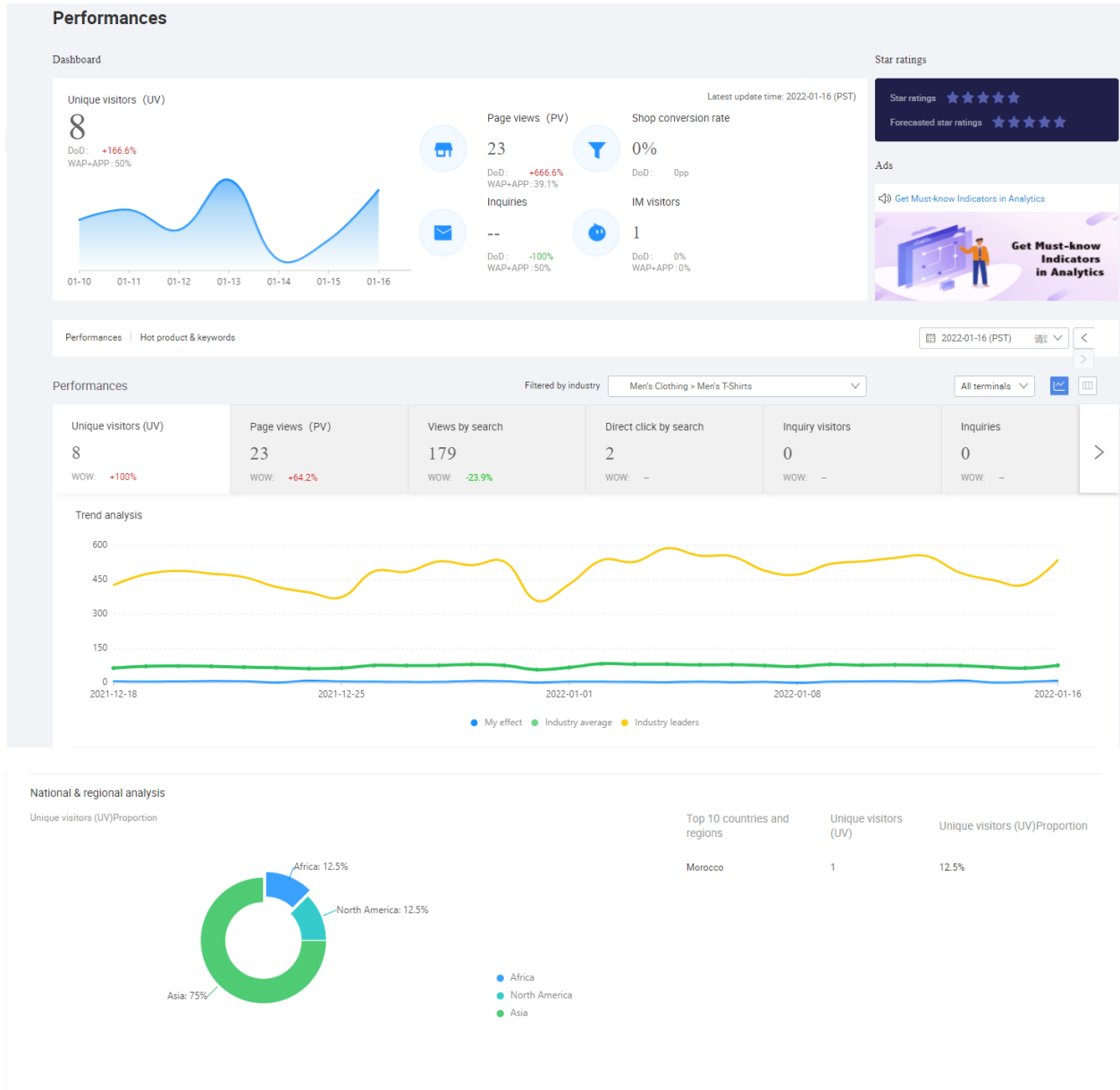
1. people from which part of the world are interacting
- 2) Which pages on the website are clicked the most

One of the most significant benefits of internet marketing and promotion is that the effectiveness of the action can be monitored, and all of the comprehensive results can be viewed on the various online media platforms. Analytics is a feature on platforms like Facebook, Instagram, and Youtube, as well as online marketplaces like Alibaba, that displays a company's performance. It displays a variety of information such as the amount of reach it has got, the number of visitors, likes and comments, and so on. It displays all of these statistical results and information in various charts and graphs to make it easier for the user to understand and compare their performance.



**Figure: 11. Facebook Analytics of SIMURA Fashions.**

SIMURA Fashions can track the performance of their paid promotions and organic postings with the help of this tool. This tab displays the distribution summary, which includes organic reach, paid reach, total reach, paid impressions, and organic impressions, among other things. Because of paid advertisement the company is able to increase all the benchmarks that it sets.



**Figure 12. Alibaba Platform performance.**

In the Alibaba platform with the help of analytics sections, it is almost the same as the facebook part but shows more data and information. It shows information about the companies performance online, the reach, likes, comments and visitors it has got, but along with information it shows the detail information indifferent charts and statistical diagrams the details like the shop conversion rate, Inquiries, the countries it reach and the performance compared to the industry

leaders leader and etc. With such information the company is able better calculate the results or outcomes of the actions on these platforms.

With the help of these data and information SIMURA Fashions is able to monitor its performance constantly and according to the result and outcomes it makes plans and adjustments to improve and grow its brand online because it is the most efficient and effective way to reach the potential target buyers.

### **3.14. Conclusions:**

Digital Marketing is one of the convenient and effective ways for companies to promote and market their brand as well as exhibit their products and services. Because of digital/ online marketing companies are able to reach the right target customers very easily. Online marketing has changed the way companies do their marketing activities.

SIMURA Fashions is able to develop its brand in the international market because of their digital marketing activities. Because of its social media presence, the firm is able to increase sales and expand its business abroad. The company is present in the B2B global online marketing platform Alibaba and through that platform the company is able to display its products and service to the right customer segment. The major benefit of having a presence on Alibaba is that it is generally recognized as a B2B platform that links all types of sellers who offer their items in bulk to consumers, and as a result, it is well-known among buyers and because of this the company does not have to worry so much regarding reaching the right buyers and generating traffic to their platform section. Currently, the company is also investing on the paid promotion on the Alibaba platforms. The firm may reach more consumers from all around the world by choosing this option. The company is able to narrow down on the buyer segments specific wants and needs with the help of keyword advertising and is able to display and recommend its brand to them through paid actions. As a result, buyers are able to easily identify the company and learn about the service and products that the company provides. The company also is able to collect data of the buyers and later on it uses it to send invitations or offers via mail and through phone calls.

SIMURA Fashions also has its very own website and through this the company is able to showcase its products and services. Customers by visiting the website can very easily collect the information like their products, price, offering, contact information, etc. Through the website customers can also very easily order their desired products at any time , anywhere.

The company also has social media platforms like Facebook, LinkedIn and Youtube through which the company posts regular updates and keeps the audience informed about every update. Because of all this the company is able to sustain in the market and is able to compete with all other companies in the market.

### **3.15.Recommendation**

SIMURA Fashions is one of the leading garment sourcing agents in Bangladesh. The business is a major participant in the market. In order to attain its core purposes, ambitions, and goals, the organization has developed different strategies. The main recommendation based on the entire analysis and observation is that in order for the company to grow its business and reach buyers from all around the world the company needs to step up its game in the digital marketing sector. After observing the analytics of the social media platforms and the online marketplace like alibaba i think that though the company is active in these platforms but because of the lack in the digital marketing strategies and not utilizing the digital marketing tool in the effective manner the company is not able to reach its full potential in the digital world.Digital marketing is one of the effective methods to attract consumers from all over the globe; if a company uses all of the online marketing tools correctly and effectively, it will be able to reach more buyers and develop its business, allowing it to thrive in the global market. The firm should spend more money on paid promotion options on various platforms like facebook, LInkedIn and the online marketplace like alibaba since this will allow it to reach the right segment of the audience from all over the world. Because the firm is primarily a B2B business, digital marketing would play the most important function in expanding the company's operations when compared to traditional marketing tactics.

After carefully observing the whole operation, it has been identified that one of the company's issues is managerial efficiency. Because this sister concern has fewer staff, the corporation is unable to expand its operations. As a result, in order to improve management efficiency, the organization must acquire qualified staff.

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## Appendix:

1. What is your age range?
2. What is your Gender?
3. In a single day, how long do you spend your time on the internet?
4. Compared to other sources of Marketing, Digital Marketing is very much effective- Do you agree with this statement?
5. On a scale of 1 to 5, How effective is Digital Marketing in terms of reaching global buyers?
6. Do you think investing money on advertisements through social media is more effective than other sources?
7. On a scale of 1 to 5, how would you rate this? Calculate how effective digital marketing is in terms of cost.
8. Does Digital Marketing maintain proper communication with professionalism to their buyers?
9. Which Social Media platforms in Digital Marketing play the most effective role in reaching buyers ?
10. For a B2B company, which online marketplace do you think plays the most important role for reaching the correct target segment.
11. Email marketing is one of the most effective ways to maintain daily communication with buyers.



