

Report On
IMC to boost up the selling process of DBL Ceramics Ltd.

By

M. H. Kabir
19364044

An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Masters of Business Administration

Brac Business School
Brac University
01-07-2022

© 2022. Brac University
All rights reserved.

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:

M. H. Kabir

Student Full Name
Student ID - 19364044

Supervisor's Full Name & Signature:

Dr. Mohammad Shahidul Islam

Assistant Professor
BRAC Business School

Letter of Transmittal

Dr. Mohammad Shahidul Islam

Assistant Professor

BRAC Business

School BRAC

University

Subject: Submission of Internship report

Dear Sir:

I would like to submit my report titled “Uses of the Integrated Marketing Communication (IMC) to boost up the selling process of DBL Ceramics Ltd. prepared as a part of the requirement for MBA program of BRAC Business School.

I have successfully completed my internship program in DBL. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. Meanwhile, I will be available if you have any query.

Sincerely yours,

M. H. Kabir

ID:19364044

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between DBL Ceramics Ltd. undersigned student
at BRAC University

ACKNOWLEDGEMENT

At the beginning of this report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this report. This internship report is an accrual of the many people's effort. For this, I'm obliged to a number of people who helped me to organize this report and or their kind opinion, suggestions, instructions and support and appropriate guidelines for this. i've got received endless support and guidance in preparation of this report from numerous sources. i might like to take this opportunity to thank them all.

First of all, I would like to thank my Internship Supervisor Dr. Mohammad Shahidul Islam, professor, BRAC University for his continuous guidance and assistance in preparation of this report. His invaluable advice has helped me plenty in writing this report. i'm immensely thankful to him for the supports he has provided during my internship period.

Next, I would also like to express heartfelt gratitude to my organizational supervisor at DBL, Ariful Islam Jewel (Senior Manager, Sales). He directed me towards the proper information and regularly reviewed my progress in preparation of this report. i might also express heartfelt gratitude Mamunur Rahman (Assistant Manager) who always supported me in all ups and downs throughout the internship period. Their valuable contribution has facilitated the successful completion of this report back to a great extent.

Abstract

The purpose of this paper is to find out the proper marketing tools and generate new insights into wider applications of IMC tools to boost up the marketing activities and selling process of DBL Ceramic Ltd. Information and data used for this report are gathered mainly by secondary research methods based on corporate websites, annual reports form DBL Ceramics Ltd and data form analytic tools. Primary research used are based on my observations and meetings with senior official.

DBL Ceramic Ltd. is one of the local largest ceramic tiles manufacturers in Bangladesh where my internship was completed successfully. The internship report is about **“Uses of the Integrated Marketing Communication (IMC) to boost up the selling process of DBL Ceramics Ltd.”**

This report includes the background of DBL Ceramic Ltd. and its activities including its history and the management team. Besides, the mission, vision and objectives of the organization and trends of turnover rates, products of the organization are briefly focused too.

The main purpose of this report was to discuss the use of all integrated marketing communication tools for all advertising and marketing communications and maintaining good customer relationship processes. Discussions about how the company lives and works are repeated throughout the report, demonstrating how we maintain good relationships with our internal and external partners.

Finally, I also discussed my perception of limitations, scope, etc., from my internship. Some recommendations were also made for the limitations and difficulties encountered during the trip. All data in the report has been collected and introduced through experience, previous research, and reporting. In the absence of previous reports or concentrates identified on the topic of this report, much of the data was collected by interviewing representatives face-to-face at work. My traveling colleague was very supportive and supportive, gave me a consistent format for my report and was able to complete it on schedule.

Key Words- Tiles, Sales, Marketing policies, Distribution, customer relationship.

Paper type- Perspective Acritical

Table Of Content

Sr. No.	Contents	Page No.
I.	Title Page	1
II.	Cover Page	2
III	Letter of Transmittal	3
IV.	Acknowledgement	4
V	Executive Summary	5
VI.	Table of Content	
Chapter 01 : Introductory Part		08
1.1	Introduction	09
1.2	Origin of the Report	10
1.3	Rationale of the study	10
1.4	Statement of Research Problem	11
1.5	Research Aim	11
1.6	Research Objective	11
1.7	Scopes of the report	11
1.8	Limitation	12
1.9	Ethical Considerations	12
Chapter 02 : Organizational Part		13
2.1	Background of the Organization	14
2.2	Corporate information of the organization	15
2.3	Introduction of DBL Ceramics	17
2.4	Functional departments of DBL Ceramics	18
2.5	Products of DBL Ceramics	19
2.6	Organ gram	19
Chapter 03 : Literature Review & Topic Part		20
3.1	Defining Terms	21

3.2	Definition of Integrated marketing communications (IMC)	21
3.3	What is Marketing Mix	21
3.4	Uses of the Integrated Marketing Communication	23
3.5	IMC Strategy Development	36
3.6	Market Targeting	37
Chapter 04 : Actual Task Part		40
4.1	Tasks	41
4.2	Actual Tasks	43
4.3	Learning	44
4.4	Internship Photographs	45
5.10	Recommendation	46
5.11	Conclusion	47
6.1	Bibliography	48

Chapter-01

Introductory Part

1.1 Introduction

This internship report is prepared after completion of an internship program. It is done as a requirement of the conclusion of the MBA program. In BRAC University MBA program, a student must have to complete twelve weeks of internship program after completing MBA courses. Internship programs provide students with on-the-job training. Students are exposed to real-world work scenarios in organizations. Students are assigned various tasks to which they can apply their theoretical knowledge. During internships, students are employed in companies, organizations, research institutes, and development projects to design real-life professional situations. This three-month internship program gave me the opportunity to gather practical knowledge of Marketing in Entertainment industry. I have done my internship in **“DBL Ceramics Limited”**, a concern of- **DBL Group** in House No-10, Road No-4, Gulshan-1, Dhaka-1212, and Bangladesh. This report is about - **“Uses of the IMC tools for boosting the selling process”- A study on DBL Ceramics Ltd.**

Integrated Marketing Communications (IMC) has emerged as a new concept in 21st century marketing. Customer focus, aimed at attracting and retaining customers, is more than just advertising and promotion, it considers more than customers and customers. In this report, IMC is one of the leading ceramics companies. is more than just an integration of DBL Ceramics' advertising and promotional activities. This report first provides an overview of integrated marketing communications, their concepts, current trends, and how the company is using them in its advertising and promotional efforts. This report then includes all the use of IMC tools in DBL Ceramics sales activities. This report also offers key observations and recommendations based on various insight into the company's integrated marketing communications. I have got hands-on experience with integrated marketing communications (IMC) activities such as public relations, public relations, and more. Completing this report will give an overview of the company's advertising process. Therefore, the importance of the Internship Program cannot be denied

1.2 Origin of the Report:

The internship program is a prerequisite for obtaining an MBA degree. Doing internship in any organization is a mandatory requirement for students. I made this report as part of an internship that was an integral part of her MBA program in the Department of Marketing at her BRAC Business School at BRAC University. The main purpose of an internship is to acquire practical work knowledge before starting a professional career.

As an intern, I was worked in “**DBL Ceramics Limited**, a concern of- **DBL Group**, for a period of 3 months started from 15th February 2022 to 15th May 2022. During my internship period I have got the opportunity to perform different task related to the integrated marketing communication (IMC) activities and these works help me to broaden my practical knowledge about communication, marketing promotions and advertisement. It is a great pleasure for me. I have got proper supervision of my academic supervisor throughout my internship period for the successful completion of the report

1.3 Problem Statement

In this modern era of business, companies which can adopt better advertising and communication strategies will be more successful in attracting and acquiring more customers. In today's competitive market, there are no ways but to improve your advertising mix and communication skills for more profit and customer satisfaction. Therefore, I undertake this project on promotional mix to find how DBL Ceramics can improve it.

So, my statement is- ‘**How the uses of the IMC tools help boosting the selling process of DBL Ceramics Ltd.**

1.4. Research Question

- How DBL Ceramics can identify the target audiences appropriately?
- How can DBL Ceramic adopt new forms of Digital Marketing?
- How DBL Ceramics can use the method of Sales promotions and personal selling effectively?

1.5. Research Aim:

This research aims are to find out how Integrated marketing communication (IMC) activities helps to boost up the selling process and attending the target profit of DBL Ceramics.

1.6. Research Objective:

Broad Objective:

Broad objective of this report is to identify and acquiring practical knowledge about the Integrated marketing communication (IMC) activities of DBL Ceramics

Specific Objective:

1. Following objectives are emerged, to accomplish the specific Objectives-
2. To evaluate the overall IMC activities of DBL Ceramics.
3. To know insights about IMC and its application in DBL Ceramics
4. To identify how the IMC & CRM tools are being used in the selling process of DBL Ceramics
5. To know about the current promotional Strategy of DBL Ceramics
6. To identify promotional and communication gaps and problems related with the advertisement and promotional activities of DBL Ceramics
7. To evaluate the challenges and effectiveness.
8. To recommend suggestions for better advertisement and promotional process of DBL Ceramics.

1.7. Limitation:

- DBL Ceramics ltd maintains their company privacy. They are afraid of any type of information leakage which might hamper them. So, sometimes they do not cooperate easily.
- Time was one of the major constraints. As our internship program is only three-month long, it was difficult to cover and collect all the necessary materials for completion of such a large report within this time boundary.
- Inadequacy and lack of availability of required current data.
- There is various information that the company employee cannot provide due to security and other corporate obligations.
- Learning all the customer relationship management activities within three months was really tough.
- Unavailability of sufficient written documents.
- Some required information's were not available in the web sites.

1.8. Ethical Considerations:

As an intern it was not possible for me to collect all the vital information. No one wants to disclose their secret information to an outside person. Another thing is, I had to complete this report within a very short span of time (Twelve Weeks) that was not sufficient for investigation. The majority of the data are collected from trustable and valid sources. Secondary data are screened properly to avoid false information. Because of the limitation of information, some assumptions were made. My perception about some observation may not be correct.

1.9. Research Methodology:

Type of Research:

Type of this research is **exploratory** research.

Research Approach:

Research approach of this report is **Deductive** research.

Research Philosophy:

Research philosophy of this project is **Positivism**.

Method of Data Collection:

To conduct this report, I use two types of data collection method in this report. These are as follows:

Primary Data Collection:

- Personal interview with the managing level executives, officers of DBL Ceramics
- Face to face question and answer with clients and vendors.
- Discuss with the supervisor
- On the job experience obtained while working for the company and by observing real work scenario.

Secondary Data Collection:

- Officials reports of DBL Ceramics
- Official website of DBL Ceramics
- Newspapers
- Course lecture Sheet
- Educational Websites

Chapter-02

Organizational Part

2.1 Background of the Organization

Only a decade ago, Bangladesh was mostly dependent on imported tiles. Due to the rising domestic demand, triggered by increased construction of houses and their renovation or remodeling, has led to the boom of local tiles industry over the period. Besides the local investors, some foreign investors have come into the scene, leading to further expansion of the market.

According to tiles manufacturers, domestic tiles market is expanding every year, which caters to almost 80% of local demand. If the sector is able to attract even more investment with infrastructural facilities, it will become an exporting target for the manufacturers in the region. The fact that tiles are so popular may mean that the choice for designs will sky rocket, however, there is always that need to revert back to past styles as they make a comeback in the modern age. So, those that are planning on going down this route, whether it be an individual or a business, may want to check out Standard Tile's guide on 1920's Tile design as well as look at other articles that discuss the various designs throughout history. The population is always a power for any country if properly utilized. Bangladesh has reduced its population growth than before but still; it is increasing at a rate of 1 %. As a result, the market is on the up and it will stay this way for the next couple of decades according to specialists.

For this increasing population, we need more housing solutions. As a result, it can be predicted that Bangladesh will have more demand for ceramic tiles in the coming future as well. With that, there is another point to take note of. People are experiencing a change in lifestyle because of the increasing buying capacity. People used to consider ceramic tiles as luxurious products in Bangladesh not long before. But over the period of time, tiles have become a necessary element for almost every house from urban to rural. Not just that people are using generic tiles only but the market is getting ready for specially designed products like Technical Porcelain, Sugar Effect Tiles, etc. and DBL Ceramics had the privilege to introduce these products in Bangladeshi market for the first time.

DBL Ceramics Limited started its journey with an unparalleled commitment to bring elegant and premium quality ceramic tiles to cater to the needs of all sorts of buildings and diverse architectural needs. The State-of- the-art technology and machinery from world-renowned Italian brands help to ensure the promised quality. DBL Ceramics started operations at the end of 2016. Known for their creativity and

unique designs, DBL Ceramics' creations embrace both innovation and exclusivity. DBL Ceramics prides itself on its fully automated factory and production facilities, ensuring that all processes follow the highest level of precision. Their tile range includes polished, porcelain, wall tiles, technical porcelain and decorative tiles in a variety of designs and shades, with HD printing to enhance any decor. By continually redefining the product innovation process and creating a wide variety of designs, DBL Ceramics introduced sugar effect tiles and technical porcelain tiles in Bangladesh.

DBL Ceramics Limited is a concern DBL Group company. Established in 1991, the DBL Group is a diversified entity that has successfully completed 28 years of operation and is a conglomerate of 24 companies. The group employs more than 37,000 of his people and 2018-19 sales were his \$600 million.

DBL is eyeing at more innovative products in the coming future. Since inception DBL's prime target is innovation and quality. DBL believes that by capturing the majority of the market share in Bangladesh, they will soon have much greater penetration of its products outside Bangladesh. DBL Group is a rapidly expanding conglomerate with 23 sister companies, began its journey in 1991. The company is a diversified conglomerate with vertically integrated apparel and textile manufacturing facilities, with businesses including ceramics, tiles, semiconductor design (VLSI), pharmaceuticals, sewing yarns, dyed textiles and yarns, ICT and telecommunications. increase. This diversified business unit had annual revenue of his \$455 million in fiscal year 2017-2018 (<http://www.dbl-group.com/about-us/>). DBL is nationally and internationally known for its diverse sustainability activities in collaboration with international development partners such as CARE, DEG, IFC, GIZ, ILO and UNICEF. DBL's sustainability is based on five pillars. People, Processes, Products, Communities, Environments.

2.2 Vision

Unparalleled commitment in bringing elegant and premium quality ceramic tiles to cater the diverse architectural needs and become the market leader.

2.3 Mission

To delight our customers with great design and value proposition driven by product innovation, creativity, efficiency, and customer service improvement.

2.4 Values of the company

Respect for All: The companies show our utmost respect to all individuals those who are employed with

us or we will come in contact in business dealings or in the community we serve-in.

Integrity: The Company apply the highest ethical standards with highest degree of transparency and honesty to all business dealings in our respective jobs, duties and responsibilities.

Empowerment: The Company share information, reward and power so that all individuals can take initiatives, make decisions to solve problems and improve service and performance within respective area.

Accountability: The Company takes personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to stakeholders and society at large.

Creativity: The Company is open-minded, initiate new ideas; committed to accept new challenges in ever-changing business environment with confidence and dynamism.

Team Spirit: The Company achieves business goals and objectives through a cohesive common understanding and cooperation among all members of intra and inters functions.

Sense of Urgency: The Company feels the need and is proactive to take actions in times of need and solve Problem.

2.5 Board of Directors

DBL group board of directors is comprised of highly qualified professionals ensuring efficient day to day business operations.

1. Mr. Abdul Wahed (Chairman, DBL Group)
2. Mr. Mohammed Abdul Jabbar (Managing Director, DBL Group)
3. Mr. Mohammed Abdul Rahim(Vice Chairman, DBL Group)
4. Mr. Mohammed Abdul Quader(Deputy Managing Director, DBL Group)

2.8 DBL Organogram

ORGANOGRAM (As per Directors Involvement)

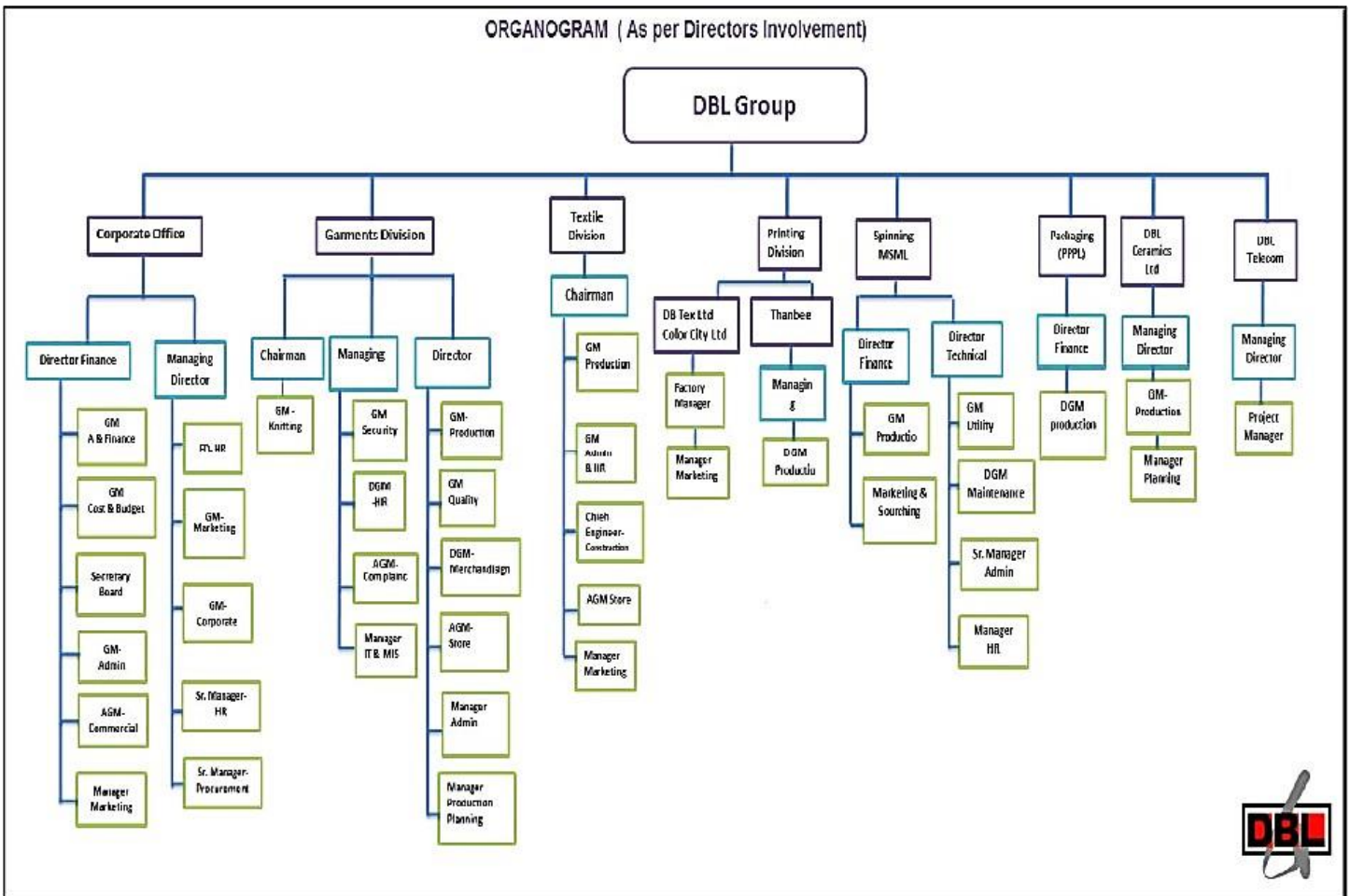


Chart 01: DBL Group Organogram

2.9 Member of Units

1. Dulal Brothers Ltd.
2. Jinnat Apparels Ltd.
3. Jinnat Fashions Ltd.
4. Flamingo Fashions Ltd.
5. Mymun Textiles Ltd.
6. Hamza Textiles Ltd.
7. Matin Spinning Mills Ltd.
8. Textile Testing Services Ltd.
9. Parkway Packaging & Printing Ltd
10. Thanbee Print World Ltd.
11. Atelier Sourcing Ltd.
12. DB Tex Ltd.
13. Jinnat Knitwears Ltd.
14. DBL Telecom Ltd.
15. Color City Ltd.
- 16. DBL Ceramics Ltd.**
17. MatinKnitwears Ltd.
18. Mawna Fashions Ltd.
19. DBL Distribution

Chapter-03

Theoretical Part

3.1 Defining Terms:

Definition of Integrated marketing communications (IMC):

An approach to achieving marketing campaign goals through the coordinated use of different advertising methods designed to reinforce each other.

As defined by the Association of Advertising Agencies, "Integrated Marketing Communications" is a comprehensive approach that assesses and combines the strategic roles of various areas of communication, including advertising, public relations, personal sales, and merchandising. Recognize the value of good planning. To provide clarity, consistency and maximum communication effectiveness.

(Source:<http://www.businessdictionary.com/definition/integrated-marketing-communications-IMC.html>, 2022)

3.2 Integrated Marketing Communication Tools



Chart 02: Integrated Marketing Communication Tools

3.3 What is Marketing Mix?

Marketing mix refers to the set of measures a company uses to promote its brand and products in the market. The 7 P's form a typical marketing mix. Here, the marketing mix of DBL ceramic is presented-



Chart 03:7p's Of Marketing.

Product:

Type	Application	Size	Color	Effect
Nano Crystal Polish	Lobby	60cm X 120cm	● ● ●	Marble
Mirror Polish	Bedroom	60cm X 60cm	● ● ●	Textile
Technical Porcelain	Living Room	40cm X 40cm	● ● ●	Geometry
Glazed Porcelain	Dining	30cm X 60cm	● ● ●	Mosaic/Floral
Premium Glazed Porcelain	Commercial Space	30cm X 30cm	● ● ●	Rustic/Diamond
Sugar Effect	Washroom	30cm X 50cm	●	Floral
Stair Series	Kitchen	25cm X 40cm		Floral/Geometric
Matt Wall	Veranda	20cm X 30cm		
Rustic Matt Wall	Residential Building Wall			
Glazed Punched Wall	Stair			
Anti-Slip				
Glazed Wall				

Wall Tiles-

- Glossy Wall
- Mate Wall
- Glazed Porcelain wall
- Rustic wall
- Interlock Rustic Wall
- Glossy Punch Wall

30x50 cm

GLOSSY | WALL


dbi CERAMICS



WM3050-002BL



W3050-006BRL



WM3050-003BR



MD3050-006


dbi CERAMICS

25x40 cm

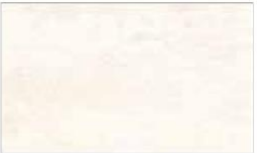
MATT | WALL




WM2540-002GRL



WM2540-004BRD




WM2540-004BRL




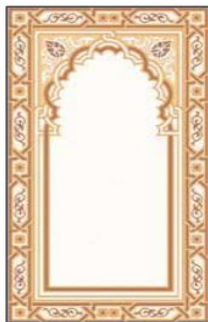
Floor Tiles-

- Nano Crystal Polish Floor
- Glazed Porcelain Floor
- Premium Glazed Porcelain
- Sugar Effect
- Mirror Polish
- Technical Porcelain
- Transparent Glazed Porcelain



60x120 cm 

NANO CRYSTAL POLISH | FLOOR 



PM60120-002BR



PM60120-003GR



PM60120-004GN

FLOOR TILES SERIES	WALL TILES SERIES
60x120 cm ————— PAGE 01-02 NANO CRYSTAL POLISH	30x60 cm ————— PAGE 27-34 GLAZED WALL REACTIVE WALL EMBOSSED DECOR WALL MATT WALL RUSTIC MATT WALL
60x60 cm ————— PAGE 03-12 DOUBLE LAYER PREMIUM GLAZED PORCELAIN SUGAR EFFECT METALLIC POLISH NANO CRYSTAL POLISH GLAZED PORCELAIN TECHNICAL PORCELAIN RANDOM SERIES	30x50 cm ————— PAGE 35-40 GLAZED WALL REACTIVE WALL GLAZED PUNCH WALL MATT WALL
40x40 cm ————— PAGE 13-18 GLAZED PORCELAIN TECHNICAL PORCELAIN RANDOM SERIES	25x40 cm ————— PAGE 41-47 GLAZED WALL REACTIVE WALL GLAZED PUNCH WALL MATT WALL
30x60 cm ————— PAGE 19-22 GLAZED PORCELAIN TECHNICAL PORCELAIN STAIR TILES	20x30 cm ————— PAGE 48-51 GLAZED WALL REACTIVE WALL GLAZED PUNCH WALL
30x30 cm ————— PAGE 23-26 GLAZED PORCELAIN TECHNICAL PORCELAIN STAIR TILES	

Price:



DBL Ceramics Ltd.

Price List

20 X 30 CM - Wall Tiles				
Category	Model No	Pcs./C	Price/Sft.	
1 Wall Tiles- Plain	DR2030-002GR,DR2030-004BL,DR2030-006BL,DR2030-009BL,DR2030-015PK,DR2030-017PK,DR2030-018YE,DR2030-025GN,DR2030-028PK,DR2030-031PK,DR2030-032GN,DR2030-038GR,DR2030-043PK,DR2030-070BE,DR2030-073BR,DR2030-093BE,DR2030-098BL,RT2030-001PK,RT2030-002BR,RT2030-003BR,RT2030-004GN,RT2030-005BL,RT2030-006PK,RT2030-008PK,RT2030-010YE,RT2030-011BR,RT2030-012BR,RT2030-013BR,RT2030-014PK,RT2030-015PK,RT2030-016PK,RT2030-017PL,RT2030-030BE,RT2030-032BE,W2030-001,W2030-001BR,W2030-011GR,W2030-018YED,W2030-018YEL,W2030-019GR,W2030-020BR,W2030-022BR,W2030-023BR,W2030-045BR,W2030-047BR,W2030-050GR,W2030-059BR,W2030-064BL,W2030-065GN,W2030-066GN,W2030-067GN,W2030-072BRL,W2030-074BRD,W2030-076PK,W2030-077PK,W2030-078PK,W2030-079PK,W2030-080BR,W2030-081BR,W2030-082BR,W2030-083BR,W2030-084PK,W2030-085PK,W2030-086PK,W2030-087PK,W2030-088GN,W2030-089GR,W2030-090BE,W2030-091GR,W2030-092BE,W2030-094BE,W2030-095BR,W2030-095GRL,W2030-096BE,W2030-097BR,WM2030-002OR,WR2030-002GR,WR2030-009BLD,WR2030-009BLL,WR2030-012PK,WR2030-018YEL,WR2030-019GR,WR2030-021PK,WR2030-024GN,WR2030-029GR,WR2030-030BRL,WR2030-033GN,WR2030-034PK,WR2030-035GR,WR2030-036PK,WR2030-037GR,WR2030-041BL,WR2030-048BR,WR2030-052PK,WR2030-053PK,WR2030-054GN,WR2030-061BR,WR2030-062GR,WR2030-063BR,WR2030-069BR,WR2030-071BE,WR2030-075BL,RT2030-031BE	25	42/-	
	W2030-002BK,W2030-003MR,W2030-004GN			44/-
25 X 40 CM - Wall Tiles				
2 Wall Tiles- Plain	W2540-003GR,W2540-004GS,W2540-005BR,W2540-006BR,W2540-007YE,W2540-008GN,W2540-010BR,W2540-011BR,W2540-019GRL,W2540-019GRL(R),W2540-019GRD(R),W2540-021BRD,W2540-021BRL,W2540-022PKL,W2540-022PKD,W2540-023BRL,W2540-023BRD,W2540-024GRL,W2540-025GRL,W2540-025GRD,W2540-026BRD,W2540-026BRL,W2540-027,W2540-029BRD,W2540-029BRL,W2540-030BRD,W2540-030BRL,W2540-031BRD,W2540-031BRL,W2540-003GR(R),W2540-005BR(R),W2540-006BR(R),W2540-007YE(R),W2540-023BRD(R),W2540-025GRD(R),W2540-025GRL(R),W2540-026BRD(R),W2540-026BRL(R),W2540-030BRD(R),W2540-030BRL(R),W2540-031BRD(R),W2540-031BRL(R),W2540-032BRD(R),W2540-032BRL(R),W2540-033BRD(R),W2540-033BRL(R),W2540-034BRD(R),W2540-034BRL(R),W2540-035IV(R),W2540-036GR(R),W2540-037PLD(R),W2540-037PLL(R),W2540-038BRD(R),W2540-040BRL(R),W2540-040BRD(R),W2540-041BR(R),W2540-042GNL(R),W2540-042GND(R),WM2540-001(R),WM2540-002GRL,WM2540-004BRL,WM2540-004BRD,WM2540-022PKL(R),WM2540-005BE(R),WM2540-006BR(R),WM2540-022PKL(R),	15	58/-	
	RT2540-001, RT2540-002,RT2540-003,RT2540-004,RT2540-005, RT2540-006, RT2540-002(R), RT2540-007(R), RT2540-008(R),RT2540-008GRD,RT2540-008GRL(R),RT2540-009BE(R),RT2540-009(R)			
3 Wall Tiles- Punch	WR2540-004L, WR2540-004D,WR2540-003D,WR2540-003L	15	65/-	
4 Wall Tiles- Reactive	D2540-003,D2540-002BR	15	85/-	
5 Wall-Plain Décor	DR2540-003,DR2540-011,DR2540-013,DR2540-018,DR2540-017,DR2540-015, DR2540-020, DR2540-021, DR2540-022, DR2540-023, DR2540-026,DR2540-025,DR2540-024,DR2540-027,DR2540-017,DR2540-028,DR2540-029,DR2540-040,DR2540-042,	15	100/-	

30 X 50 CM - Wall Tiles				
7	Wall Tiles- Plain	W3050-014PKL,W3050-014PKD,W3050-003YE,W3050-005BR,W3050-006BR,W3050-012BLL,W3050-012BLDW3050-016GNL,W3050-016GND,W3050-008BR,W3050-004, W3050-018BRD, W3050-018BRL, W3050-019GRL, W3050-020GND, W3050-020GNL, W3050-021BLD,W3050-021BLL,W3050-022BRL,W3050-022BRD,W3050-023BRL,W3050-023BRD,W3050-024GNL,W3050-024GND,W3050-025BRL,W3050-025BRD,W3050-026PKL,W3050-026PKD,W3050-027BRL, W3050-027BRD, W3050-028BRL, W3050-028BRD,W3050-029GNL,W3050-029GND,W3050-030BRL,W3050-030BRD,W3050-032BRL,W3050-032BRD,W3050-033BRL,W3050-033BRD,W3050-034GRL,W3050-034GRD,RT3050-001	10	68/-
8	Wall Tiles- Rustic	WM3050-002BL, WM3050-003BR,WM3050-006BRL,WM3050-006BRD,		
9	Wall Tiles- Reactive	WR3050-001L,WR3050-002D,WR3050-003L,WR3050-031BLL	10	76/-
10	Wall-Plain Décor	D3050-001PK	10	91/-
11	Wall-Reactive Décor	DR3050-007,DR3050-006,DR3050-001,DR3050-002-1,DR3050-002-2,DR3050-002-3,DR3050-011(2), DR3050-013,DR3050-014, DR3050-015,DR3050-016, DR3050-017, DR3050-018, DR3050-019,DR3050-020,DR3050-029,DR3050-030B,DR3050-030K,DR3050-031K,DR3050-032,DR3050-033,DR3050-034,MD3050-006	10	106/-
30 X 60 CM - Wall Tiles				
12	Wall Tiles- Plain	W3060-001, W3060-002BRD, W3060-002BRL, W3060-003BRD, W3060-003BRL, W3060-004BRD, W3060-004BRL, W3060-005GND, W3060-005GNL, W3060-006PKD, W3060-006PKL, W3060-008YEL, W3060-008YED, W3060-009BRL,W3060-009BRD,W3060-010GRL, W3060-010GRD, W3060-011BRL, W3060-011BRD,W3060-012GNL, W3060-012GND,W3060-013BRL,W3060-013BRD,W3060-014BRL,W3060-014BRD,W3060-015BRL,W3060-015BRD,W3060-016BLL,W3060-016BLD,W3060-017BRL,W3060-017BRD,W3060-018BRL,W3060-018BRD,W3060-021PKL,W3060-021PKD,W3060-022GNL,W3060-022GND,W3060-023BRL,W3060-024GRL,W3060-024GRD,W3060-025BRL,W3060-025BRD,W3060-026BRL,W3060-026BRD,	8	77/-
13	Wall Tiles- Matt	WM3060-004GRL,WM3060-004GRD, WM3060-005BRL,WM3060-005BRD, WM3060-006BRD, WM3060-007BRL,WM3060-003BR	8	
14	Wall Tiles- Reactive	WR3060-007BRL,WR3060-020GR	8	81/-
15	Wall-Décor Reactive Matt	DR3060-002, DR3060-003, DR3060-004, DR3060-005, DR3060-006,DR3060-007, DR3060-008,DR3060-009,DR3060-010,DR3060-011,DR3060-012,DR3060-013,DR3060-014,DR3060-015,DR3060-016,DR3060-017B,DR3060-017K,DR3060-018B,DR3060-018K,DR3060-021,DR3060-022,DR3060-023,DR3060-024B,DR3060-024K,DR3060-026,MD3060-004,MD3060-005,MD3060-006	8	112/-
16	Wall-Décor Emboss	ED3060-013,ED3060-014,ED3060-015,ED3060-016.	6	115/-
17	Wall - Rustic Matt	MRT3060-001BR,MRT3060-002GR,MRT3060-003OR,MRT3060-004GR,MRT3060-005BR,MRT3060-006BL	8	87/-

Place:

DBL Ceramics Ltd. has its corporate head office in Gulshan 1, Dhaka. This renowned organization has more than 6 Exclusive display center all over the country and direct or indirect business with more than 10,000 retail shop. DBL has its own factory in Gazipur and there are 3 production line there and per day production capacity is 33,000 sq meter.



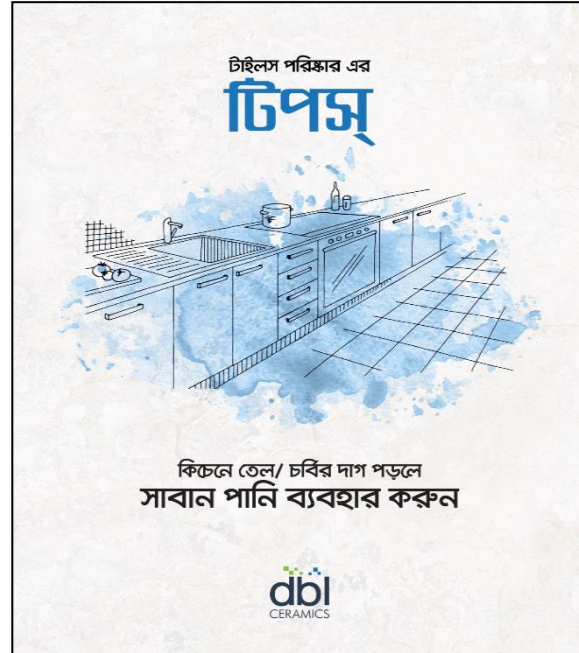
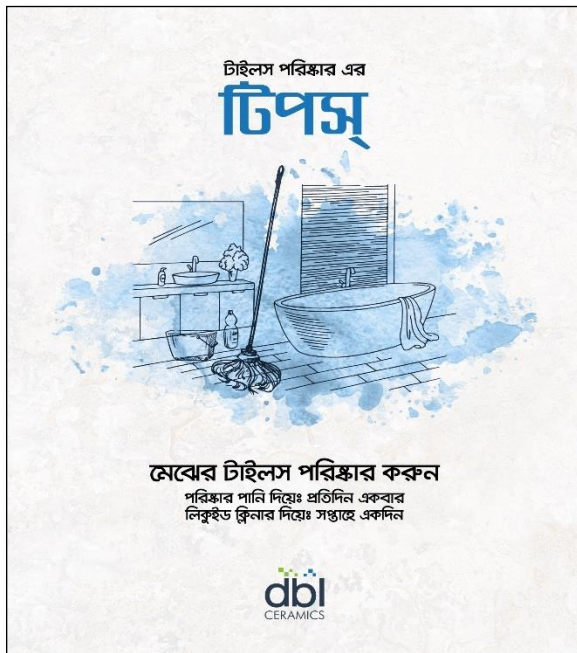


Promotion:

DBL Ceramics Ltd. gives priority in promotional activities. They do have certain kinds of promotional activities such as-

1. Digital Advertisements
2. Television advertisement.
3. Poster.
4. Dealer campaign.
5. Retail Campaign
6. Sells promotion.
7. Public relation and corporate relation
8. Other marketing activities.

Digital Advertisements: We know of a time when businesses are using internet technology to deliver advertisements to consumers, known as digital advertising. Digital advertising includes email, social media sites, online search engine advertising, banner advertising on mobile or websites, and advertisements and messages delivered through affiliate programs. DBL Ceramics does all this to achieve TG and increase sales.



Television advertisement: DBL Ceramics does television advertisement on different channels. Though it is very expensive to do advertisement. But this is the best way to attract and gain attention from target consumers. When the company launches any new product, then they do advertising to get attraction of the customers.



Poster: DBL ceramics does the advertisement of their different products and services by posters. It is very effective advertisement for the company. This advertisement cost is lower than other advertisements. To grip the local market, poster advertisement is very much popular. Sometime posters are attached in different vehicles body so that people can easily see the poster advertisement and know about the company's activities.



Dealer campaign & Retail Campaign:

As the tile industry advances, intense competition in the market can make it difficult to stay on top. Retailers often deal with customers who have no prior knowledge of tiles. In this situation, sales can be

slowed down as it can take hours for customers to find a match. This is why DBL Ceramics chooses dealers very consciously and preciously. DBL has over 160 reputable dealers nationwide. Multiple gifts are often given to strengthen relationships with merchants and retailers.

Gift for Platinum Dealer - To become a Platinum dealer, within one year at least he must purchase Tk 50 million or more. If the trader can achieve the target, he will receive a special commission from the company's overseas trips in Europe.

Gold Dealer -To become a gold Dealer, the trader will receive at least Tk 300 million within a year. must be purchased. If the trader can achieve the objective, they will also get an overseas trip to a country in the Middle East.

Silver Dealers – Silver Dealers receive an additional commission for their purchases.



People

People play the most important role for this industry. From the starting process of tiles making till the end task, every place peoples are needed. In the factory, workers work in different shifts. In the corporate office, display center and all over the country all executives, managers, and other related workers work accordingly their assigned task.



Process

The operation process of the building material industry depends on the size of the development of any country. Bangladesh has more than 15 tiles manufacturing company. DBL ceramics maintain the Italian

formula of manufacturing-

- Preparation of. Clay
- Molding
- Molding
- Burning

Physical Evidence

Basically, the factory, production line, head office, all the products are the physical evidences for DBL ceramics.

TECHNICAL SPECIFICATION

Test Description	Test Method (ISO)	BDS ISO 13006: 2016 Standard		DBL Standard			BUET Test Result	
		Floor Tiles	Wall Tiles	Floor Tiles	Floor Tiles (TP)	Wall Tiles	Floor Tiles	Wall Tiles
Regularity Properties								
Deviation in Length & Width	ISO 10545-2	±0.6%	±0.6%	±0.1%	±0.1%	±0.1%	0.10%	
Thickness	ISO 10545-2	±5.0%	±10%	±4.0%	±4.0%	±5.0%	-0.20%	
Straightness of side	ISO 10545-2	±0.6%	±0.3%	±0.1%	±0.1%	±0.16%	0.02%	0.11%
Rectangularity	ISO 10545-2	±0.6%	±0.6%	±0.2%	±0.2%	±0.1%	0.10%	0.04%
Surface Flatness (Warpage)	ISO 10545-2	±0.6%	±0.6%	±0.2%	±0.2%	±0.2%	0.12%	0.25%
Structural Properties								
Water Absorption	ISO 10545-3	Group BII (E≤0.6%)	Group BII (E>10%) (10% - 20%)	≤0.1%	≤0.1%	≤16%	0.04%	12.64%
Massive Mechanical Properties								
Modulus of Rupture (MOR)	ISO 10545-4	Group BII ≥36N/mm ²	Group BII >12N/mm ²	≥44 N/mm ²	≥47 N/mm ²	≥17 N/mm ²	43.77MPa	16.21 MPa
Impact Resistance	ISO 10545-5	As Per Manufacturer		≥0.65	min 0.67	≥0.48	0.8	0.69
Surface Mechanical Properties								
Scratch Hardness (MOHS)	EN 101	6	3	≥6	9	3		
Resistance to Deep Abrasion of Unglazed Tiles	ISO 10545-6	Max 175 mm ³						
Resistance to Abrasion of Glazed Tiles (Class I-V)	ISO 10545-7	As Per Manufacturer		Class - III above	Class - IV above		Satisfactory	Satisfactory
Thermo hygrimetric Properties								
Linear Thermal Expansion	ISO 10545-8	Max 9.0 X 10 ⁻⁶		Max 6.5 X 10 ⁻⁶	Max 6.0 X 10 ⁻⁶	Max 7.0 X 10 ⁻⁶		
Resistance of Thermal Shock	ISO 10545-9	No Damage		No Damage	No Damage	No Damage	No Defect	No Defect
Moisture Expansion	ISO 10545-10	As Per Manufacturer		Nil	Nil	Nil		
Crazing Resistance (Glazed)	ISO 10545-11	As Per Manufacturer				No Crazing		
Frost Resistance	ISO 10545-12	No Damage		No Damage	No Damage	No Damage		
Chemical Properties								
Chemical Resistance (Glazed)	ISO 10545-13	As Per Manufacturer		Resistance	Resistance	Resistance	Class A	Class A
Staining Resistance (Glazed)	ISO 10545-14	As Per Manufacturer		Resistance	Resistance	Resistance	Class 1	Class 1
Glossiness (Nano Crystal Polish)								
Glossiness Measurement		As Per Manufacturer		By 80°-98.31			By 45°-54.61	56.63

3.5 Uses of the Integrated Marketing Communication:

The Marketing Communication for this industry is very important. The marketing division of DBL Ceramics remains so updated in case of marketing communication. DBL follows the following IMC tools for its marketing procedures.

Advertisement: The most important part of IMC for DBL Ceramics is advertising. It is the advertising through which DBL Ceramics lets people know about their products, offers and events.

- DBL Ceramics gives print ADs to the top newspapers in Bangladesh in a regular basis.
- DBL Ceramics has made interesting TVCs which are shown on top TV channels in Bangladesh.

Public relation: Public is the most important party who has to be provided with information. DBL Ceramics maintains public relation by assigning PRs. DBL organizes press conference before launching any new Product.



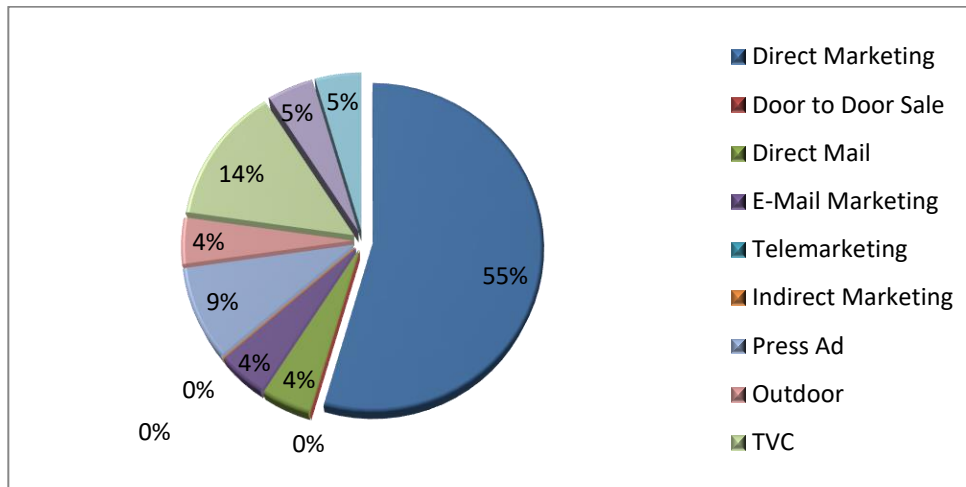
Sales promotion: Often sales promotion is exercised by DBL Ceramics. In a typical year, several times promotional price is established to boost up the sales and revenue. Especially in off season time, EID, Pohela Boishakh or year closing times, the promotional price is given.

Procedure of Sales Promotion & Sales volume Plan of DBL Ceramics:

Objectives:

- Increasing sales volume
- Building customer relationship
- Generating new business

Area of Marketing:



A. Direct Marketing

- **Door to Door to Sale:** Every day visit to different projects and areas.
- **Direct Mail:** Sending offer letter to the Developers, Construction companies and Architects.
- **E-mail Marketing:** Sending latest promotion or offer through existing e-mail address
- **Telemarketing:** Follow up the existing client through telephone

B. Indirect Marketing

- **Press Ad:** Giving press ad for any newly launched product
- **Outdoor:** Make billboard with attractive features to grab attention.
- **TVC:** Planning for TVC
- **Campaign:** Dealer and retail campaigns remain running all through the year.

Direct marketing: Direct marketing is the second important way of IMC in DBL Ceramics. Specially to capture the corporate clients' direct marketing is exercised. The sales force of DBL Ceramics, spends most of their time in doing that.

Personal Selling: Personal seals are done by the sales team of DBL Ceramics. There are hot line too, where any customer can contact for any tiles related information.

Internet or Digital Marketing: DBL Ceramics use the internet as the most important and effective tools of marketing.

3.6. Market Targeting:

DBL Ceramics always targets their potential customer and other relative company which are associate with building making and developing. There are three types of groups DBL target such as:

1. Project Owners
2. Developer Companies
3. Architects.

Ways of Selecting Target Market

The ways of choosing the target Market is: -

- Target market selection is related to, but not synonymous with, market segmentation.
- Segmentation is a means or a tool. The goal is to select a target market.
- segmentation can also be viewed as a prelude to target market selection.
- Target market selection usually follows multiple levels of segmentation with different underpinnings.
- Target market selection involves several tasks in addition to segmentation.
- We consider each segment a separate marketing opportunity.
- Valuation of each segment (sales/profit potential).

3.9 SWOT Analysis of DBL Ceramics

A SWOT analysis identifies industry strengths, weaknesses, opportunities and threats. The SWOT analysis procedure is to take information from environmental analysis and individualize it into strengths and weaknesses issues (opportunities and threats). Strengths and opportunities are positive aspects of an organization, weaknesses and threats are negative aspects of an organization.

Strength:	Opportunities:
<ul style="list-style-type: none"> • Strong brand name and vale. • Good reputation in market among consumers. • Cost benefits from unique know-how Unlimited access. • High quality natural resources. 	<ul style="list-style-type: none"> • Partially unmet customer needs Emergence of new technologies • Deregulation Removal of international trade barriers • Evolving markets like the Internet. • Mergers, joint ventures or strategic alliances. • Enter new market segments to improve profitability
<u>Weaknesses:</u>	<u>Threats:</u>
<ul style="list-style-type: none"> • High-Cost Structure • Lack of Access to Best Natural Resources • Lack of Access to Major Distribution Channels • High Cost of Importing Raw Materials 	<ul style="list-style-type: none"> • Changes in consumer preferences for our products; • Emergence of substitute products • New regulations Increased trade barriers • New competitors in the domestic market. Price war with competitors. • Competitors have innovative new products or services. • Competitors have better access to distribution channels.

Chapter-04

Actual Task Part

Tasks

4.1 Internship Program

In the period of 12 weeks of internship program, I got an opportunity to carry on my internship in DBL Ceramics LTD. at Gulshan 1, Dhaka from from 15th February 2022 to 15th May 2022. I worked under **Mr Ariful Islam Juwel** (Senior Manager, Sales) and **Mr. Mamun** (Assistant Manager) during my internship time

Internship Position

I joined in DBL Ceramics LTD as an intern in the hade office of Gulshan 1, Dhaka. At the time of internship period, I worked in office as a trainee, under the supervision of **Mr. Golam Sarwar Rashel** and **Miss. Tahera**. Both of them were very great person for me because I learned a lot of things from them. They were very kind and helpful person during my internship.

My Daily Routine As An Intern:

Since I started my internship, I have always tried to maintain regularity and be honest. The main tasks of this internship were to gain practical experience, gather company information, become familiar with marketing activities, and understand the working environment. My daily work started from 9am to 6pm.

Use of Office Equipment:

In my office, I was permitted to use all the machineries of the office service. I was obviously allowed to use computer, Internet, Printer, photocopy machine to complete my necessary tasks. I used the office computer to analyze and data entry to carry out different type of tasks of the company, used photocopy machine and scanner in order to copy company' essential documents.

Description of Internship

I worked in the sales promotion department of DBL Ceramics LTD for 3 months. During my internship, I was able to gain more knowledge related to my topic. In fact, working on an internship project is very important for MBA students to increase their knowledge and help them develop their skills and confidence to work in any situation and company. A three-month internship is not enough time to learn everything about the business landscape. However, I have become acquainted with the organizational culture, how to behave with colleagues, customers, etc., how to manage time, and how to work under pressure. One of the most important learnings was how to deal with customers in business meetings.

4.2. Actual Tasks

Dealing with clients:

Dealing with client includes corporate sales and make clients understood about products, defines the differences between tiles, what kinds of facilities the guests will get from which iteam, etc.

My Task:

- At the very beginning of my joining my department gave me a list of approximately 300 numbers, and gave me proper instruction how I have to make call and talk with them.
- As DBL has different products for different use, I called on those numbers and made them understood about our products details, price and facilities etc.
- Many people from that call list told me to mail them the whole price lists and I took their mail ids and mailed them.

Learning:

During making calls I did many mistakes like- being confused about product prices, IDs, giving wrong information etc. But when my seniors make me clear about those mistakes, I called those specific number again and gave right information and notes.

Meeting with clients

Meeting with clients who come for various information on the hade office and display center is one of the important works for sales team members.

My Task:

I met with many of our clients who came for purchasing products but they didn't have enough knowledge about color concept, polish concept, and product type. I make them understood about the difference of all those differences.

Learning:

I learned how to explain the chart and catalog. Also how to display products Infront of any client.

Sending and Receiving Emails:

I was regularly assigned on this task. I mailed our clients products details and checked mail from the clients.

Helping In Promotional Activities:

- During my 3-month internship, I mainly learned and worked on sales promotion tools and methods. During this time, I acquired a practical knowledge of promotions and other marketing activities. We support them in many advertising activities during their internships. These are:
- Analyzing the promotional activities of different competitors.
- Analyzing the frequency of posts likes and page ratings of our competitors and making report on that.
- Analyzing the prices of different newspaper for Advertisement.
- Assist in decision making to giving Ads on newspapers.
- Attending meeting with digital agencies and helping in price negotiation.
- Assist in creating creatives
- Assist in negotiating the price for face book page running, with the agencies.
- Post updates information on social media.

4.3 Learning:

Relationship Building:

Since this is the first and most important job of my company life, I have built good relationships with everyone in marketing and sales, including the department heads and senior management.

Knowledge Of the field:

The internship period gives you the opportunity to get a real perspective that you can't get anywhere else.

How to Accept Criticism After Making a Mistake:

I made a lot of mistakes, but the person in charge explained me carefully and was very helpful. But I made mistakes too, so he actually acted proactively and made some criticisms that helped him learn to deal with the situation.

Time management skill:

I treated the internship as a permanent job which helped to be punctual more and I built myself for 9.00 am-6.00 pm job in future, did my job on time, and sometimes worked under time pressure also.

Internship Photographs





4.4 Recommendation

From my point of view I have given some recommendations that may improve DBL Ceramic's performance and sales. They are given below:

- 1. IMC Tools will help to identify the target audiences for DBL Ceramic more effectively** so they should post their digital contents on Facebook by engaging marketing agencies, as agencies are able to do all of this targeting communication, and fixing any posts for target groups.
- 2. For DBL Ceramic, Digital Marketing is Very important and effective marketing tools.** So DBL Ceramic should create more promotional strategy by internet and digital media, which will be able to increase their business as it could improve revenue.
- 3. Sales promotions and personal selling will create good impacts on sales,** So DBL Ceramic should improve their sales promotional strategies and also sales persons should give more emphasis on personal selling. DBL can give proper training to their sales persons about the process of effective interaction and also various selling methods.
- 4. Designing the right media and communication is a key challenge for DBL Ceramic,** So, the authority should help this department more to design the right media and communication and give enough budgets. Sometime the marketing wing wants to do some activities but they do not get enough budget. So if the authority wants revenue, then they also have to invest in the proper media.
- 5. Relationship marketing will help to enhance the sales activities for the sales person,** Basically in the world of marketing; relationship building is one of the most important jobs. The sales associates of this company should give more emphasis on relationship marketing.
- 6. The Sales person of DBL Ceramic can help to make a long term relationship with their clients,** the sales associates should give the best effort to make a better communication and understanding with their clients. So the sales persons should give the best service, make the payment procedure easy for the clients. And also maintain good and cordial relationship with the groups or organizations, who are the regular buyers of DBL Ceramic.

Conclusion

DBL is one of the largest manufacturing and distribution organizations in Bangladesh and has a reputation as a leading company in Bangladesh. We are constantly detecting business innovations and improvements. DBL Ceramics Ltd uses innovative methods of B2B and B2C business marketing to target the best project engineers, architects and developers through social media, online and offline advertising. While working at DBL Ceramics Ltd, I experienced the working process of this company. This is a big accomplishment for me. I learned a lot of practical ideas and business policies related to academic learning. All this knowledge gained in 3 months on the job will definitely carry over to the rest of my career.

Bibliography

1. Philip Kotler and Gary Armstrong “Principal of Marketing” 12th edition.
2. Lovelock and Wartz, Jochen (2007) *Service Marketing*, 6th edition, Pearson prentice Hall, P-196,198.
3. Kotler P. (2003), *Marketing Management*, (11th edition), Prentice Hall, New Jercy. P-40, 42
4. Boyed W. H. Ralph W. & Stasch F. Stanley (1999), *Marketing Research*, Text and a. Cases, (7th Edition), Richered D. Irin, Inc., Delhi, P-40
5. <https://www.dbl-group.com/> (Visited on 7th July 2022)
6. <https://dblceramics.com/en> Retrieved - 2022, June 08
7. <https://quillbot.com/?fbclid=IwAR1Z10VwWDVMGDURgdVNbzAMNQSpmYZCL9BZHKyWKw109RmqNqRi9VkwO0> Retrieved - 2022, June 08
8. <https://www.assignmentpoint.com/business/marketing-business/marketing-strategies-of-rak-ceramics-limited.html> Retrieved - 2022, June 12
9. Book-Principal Of Marketing, By Philip Kotler . Retrieved - 2022, June 12
10. Catalog of DBL Ceramics- Retrieved - 2022, June 10
11. An overview of Bangladesh's ceramics industry.
<https://www.thedailystar.net/supplements/overview-bangladeshs-ceramics-industry->
Retrieved - 2022, June 12