

Report On

Impact of Miniso Bangladesh's Events Activation and PR on their Brand personality and subsequent growth.

By

Ahnaf Monzoor Chowdhury

18104120

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelors of Business Administration (BBA)

BRAC Business School

BRAC University

September 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:



Ahnaf Monzoor Chowdhury

18104120

Supervisor's Full Name & Signature:

Dr. Ekramul Islam

Lecturer, BRAC Business School

Brac University

Letter of Transmittal

Dr. Ekramul Islam

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report on “Impact of Miniso Bangladesh's Events Activation and PR on their Brand personality and subsequent growth.”

Dear Sir,

It is my pleasure to submit to you my internship report on Impact of Miniso Bangladesh's Events Activation and PR on their Brand personality and subsequent growth. This report is prepared based on my job at BIB Sundora Pvt. Ltd.

The internship report is the final part of the requirement for the completion of the Bachelors of Business Administration (BBA) degree under BRAC Business School of BRAC University. The internship gave me an insight into the luxury retail sector specifically in the marketing department. I made every attempt to prepare this internship report using my knowledge and skills. Being a part of this educational experience was both thrilling and significant.

Thank you.

Sincerely yours,

Ahnaf Monzoor Chowdhury

18104120

BRAC Business School

BRAC University

Date: 2nd September, 2022

Non-Disclosure Agreement

PARTIES

This Non-Disclosure Agreement (hereinafter referred to as the "**Agreement**") is entered into on 27th September 2022 (the "**Effective Date**"), by and between Ahnaf Monzoor Chowdhury, with an address of Niketon, Road-6 House- 31 Block-D, Gulshan-1 Dhaka, (hereinafter referred to as the "**Disclosing Party**") and BIB Sundora Pvt Ltd with an address of Green Grandeur – 58E, Road-19, 5th floor, Kemal Ataturk Avenue, Dhaka–1213, Bangladesh (hereinafter referred to as the "**Receiving Party**") (collectively referred to as the "**Parties**").

CONFIDENTIAL INFORMATION

The Receiving Party agrees not to disclose, copy, clone, or modify any confidential information related to the Disclosing Party and agrees not to use any such information without obtaining consent.

"Confidential information" refers to any data and/or information that is related to the Disclosing Party, in any form, including, but not limited to, oral or written. Such confidential information includes, but is not limited to, any information related to the business or industry of the Disclosing Party, such as discoveries, processes, techniques, programs, knowledge bases,

customer lists, potential customers, business partners, affiliated partners, leads, know-how, or any other services related to the Disclosing Party.

RETURN OF CONFIDENTIAL INFORMATION

The Receiving Party agrees to return all the confidential information to the Disclosing Party upon the termination of this Agreement.

OWNERSHIP

This Agreement is not transferable and may only be transferred by written consent provided by both parties.

GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of Bangladesh

SIGNATURE AND DATE

The Parties hereby agree to the terms and conditions set forth in this Agreement and such is demonstrated by their signatures below:



Ahnaf Monzoor Chowdhury (ID-18104120)



M. Mosabbir (Sr. Brand Manager, BIB Sundora Pvt Ltd).

Acknowledgement

I would like to thank my supervisor Dr. Ekramul Islam, Lecturer at BRAC University, who has assisted me with the research I've done and the report I've written. He has helped me throughout the entire process of writing this internship report and has also greatly aided my comprehension of the report themes.

Working here and learning has been one of the nicest experiences I've ever had. I would like to show my appreciation to Sundora Beauty for providing me with this job opportunity. In addition, I am grateful to the organization for letting me do my research and for helping me in any manner they could during this time.

I would also like to thank Mr. Mohammad Mosabbir, Sr. Brand Manager at Sundora Beauty, for creating this opportunity for me and helping me grow as an individual and a young professional. Lastly, I sincerely appreciate BRAC University for providing the BRAC Business School students with an internship program that helps mold and equip us for the corporate world.

Executive Summary

This report examines the public relations and events activation strategies implemented by MINISO, a lifestyle goods manufacturer with a Japanese influence, to maintain a positive brand image and promote its products. Through an omni-channel strategy that integrates offline and online activities and leverages influencer marketing, MINISO has effectively positioned itself for growth in a changing market.

Events activation and influencer marketing have become increasingly popular strategies for businesses to reach their target audiences and increase brand awareness. MINISO Bangladesh has implemented these strategies to increase its brand visibility and attract new customers by organizing engaging events and partnering with local influencers to promote its products and services to a wider audience.

MINISO has also integrated its offline and online activities through click-and-collect options and in-store displays that encourage customers to follow the company on social media. This integration aligns with the AIDA business model and creates a seamless customer experience that encourages customer loyalty and repeat business.

The broad objective of this study is to establish a clear connection between PR and events activation strategies implemented by MINISO Bangladesh and the company's growth. The research will use qualitative variables and rely on secondary data sources such as case studies and surveys. The subject matter will be heavily reliant on analyzing the impact of PR and events activation on MINISO's brand image and customer engagement. By examining the strategies implemented by MINISO Bangladesh, this study aims to provide insights into how PR and

events activation can be effectively used to promote brand growth and success in a highly competitive market.

Findings and Recommendations

While PR, events activation, and influencer marketing have undoubtedly played a significant role in MINISO's growth, its success is equally attributed to its CRM, data analytics, and retail excellence. These factors have allowed MINISO to gain a deeper understanding of its customers, make data-driven decisions, and deliver an exceptional shopping experience, all of which are critical for driving customer loyalty and long-term growth.

CRM and data analytics have been instrumental in helping MINISO personalize its offerings, pricing strategies, and marketing campaigns to meet the needs of its target audience. This has resulted in higher customer satisfaction and repeat business, which are essential for building a loyal customer base and driving sustainable growth.

Moreover, MINISO's focus on retail excellence has enabled it to create a unique and engaging in-store experience that sets it apart from its competitors. This has helped the company build a strong brand reputation and drive customer loyalty, which has further fueled its growth.

While PR, events activation, and influencer marketing have helped MINISO increase brand visibility and attract new customers, they are not as critical for driving long-term growth as CRM, data analytics, and retail excellence. These factors provide the foundation for a sustainable business model, allowing MINISO to better understand its customers, deliver exceptional experiences, and make data-driven decisions that fuel its continued success.

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KOL Key Opinion Leaders (Influencers)

BIB BestIn Brands

BIB Sundora Pvt Ltd. Bestin Brands Sundora Private Limited.

Chapter 1: About the Internship

Outline of the Internship

1.1 Student's Information

Name: Ahnaf Monzoor Chowdhury

ID: 18104120

Program: Bachelors of Business Administration (BBA)

1st Major: Marketing

2nd Major: Management Information Systems

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

My internship period at Best in Brands Sundora Pvt. Ltd is for 3 months. So, the agreed upon internship period is 1st June 2022 till 31st August 2022. The Company name is Best in Brands Sundora Private Limited (BIB Sundora Pvt. Ltd.), it is a licensed omni channel retailer of lifestyle brands Head Quarters are in Singapore and its operations office is in Bangladesh which has now become a sister concern of Best in Brands Pvt. Ltd. I am currently assigned as an intern in the company's Brand Marketing Department. My on-site work location is at the principal operations branch of BIB Sundora Pvt Ltd. The principal branch address is:

Anabil Tower (6th Floor), Kemal Ataturk Avenue.

1.2.2 Internship Company Supervisor's Information: Name and Position

My supervisor for my internship period at BIB Sundora Pvt. Ltd. is Md. Mosabbir. He is the current Senior Brand Manager.

1.2.3 Job Scope - Job Description/Duties/Responsibilities

My responsibilities as an intern in the Brand Marketing Department at BIB Sundora Pvt. Ltd are focused on acquiring and learning skills in the aforementioned and assigned department.

- Market analysis on current events of lifestyle brands.
- Assisting in creating reports of previous marketing campaigns.
- Assisting in creating future marketing plans.

- Writing up KOL (key opinion leader/ Influencer) contracts for brand promotion.
- Scrutinizing the company website to make sure brand guidelines are being followed.
- Maintaining strong relationships with social media influencers.
- Looking for up and coming social media influencers that fit the brand's image and category.
- Maintaining digital asset guidelines throughout the company's digital presence.
- Attending training events to gain brand insights.
- Assisting in Event activation to ensure efficiency and streamline operations.
- Communicating with the Visual merchandising team to obtain launch insights of a brand.
- Communicating with E-Commerce team to streamline Facebook, Instagram and Website content.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

The lifestyle brands market is one that is up and coming, my internship experience can be summed up as insightful. The reason for that would be because of my involvement in a department that I majored in, that is marketing. My contributions till now are:

- Creating Market analysis reports every month to keep the Singapore team aligned with the local market practices.
- Creating KOL proposals to determine brand ambassadors.
- Scrutinizing company website namely; brand assets and guidelines.
- Acquiring brand knowledge and adhering to brand specifics.
- Creating reports to let the international team know about launch insights and event activation details.
- Keeping updates on Visual Merchandising guidelines to ensure brand accuracy.
- Planning Digital Campaigns for brands such LEGO and CRAYOLA respectively.
- Working with another branch office (Green Grandeur, Banani) to ensure secure product deliver to the main office and to KOL's.
- Preparing event samples (perfume miniatures/ skincare products)
- Keeping up with international marketing trends.

1.3.2 Benefits to the student

One of the prime knowledge that I have acquired from this experience is the vast dynamics regarding how various international functions and get on with their work. At this organization, I was able to learn that a product that is imported and displayed is not that simple but an overall complex process. It included gaining access, collaboration with the brand, various meetings, and recap to be able to do business with them that I could luckily be a part of. Furthermore, I could witness the behind scenes of how different demographic content creator's picture out their variety of contents, and go through their mood board. My IT and technical skills enhanced with dealing with different Microsoft functions with also working with new ones such as Microsoft Access and Teams. Also, being an intern it has certainly given me an overall growth as a corporate individual.

My advantages from this internship to date are various and notable. Considering that this was my first first-hand work experience at a corporate firm, it helped me understand a lot of things. It helped me improve personally in terms of commitment, timeliness, and corporate etiquette that can be employed in casual conversation to ensure productivity in addition to helping me build myself professionally by integrating my academic knowledge with the actual job functions. I am so pleased with my experience as an intern thus far and the positives. The advantages of my internship in particular are:

- Gave me a basic idea of lifestyle brands and the marketing process behind such products.
- For me, the best perk is the work environment. Everyone in the company, including the supervisor, is kind and accommodating.
- Improved my communication skills and built a good relationship with KOL's where such nature of skills is important for marketing which is my major.
- Gave a valuable insight into how one should expect life to be as a marketer.
- Helped me get familiar with the corporate culture in the context of Bangladesh.

As an intern I expect these base level lessons to keep me going in corporate environment and excel in whichever path I take in my career.

1.3.3 Problems and difficulties faced (faced during internship)

In fairness, there weren't many issues I had to deal with during my internship. Nevertheless, there are drawbacks in practically every endeavor we undertake, and there is no such thing as a perfect job. In light of this, the issues I encountered are as follows:

- The obstacles that I've faced is to relate to foreign brand culture and guidelines with local understandings and market practices. In most cases there are aspects to relate to and implement however the cultural dichotomy does hinder work to a certain extent.
- The company has no induction presentations to make the process of the brand department (that include other department assets and implications as well) more understandable for the intern, and to grasp the process of work at a shorter time.
- There were not much difficulties that I had to face during my internship period at Sundora as it is still a smooth process. But there are times that I had to keep up with the work if there are simultaneous events going on at the same time as well as piled up reports to be done. It is then I would be stressed out and be tired easily.

1.3.4 Recommendations:

In my experience the internship in the branding department needs no recommendations, however if I did have to recommend then it would be the lack of induction materials. Department specific induction tools could help an intern to receive a complete guide on the process of operations.

If a mind map is set for the guideline and the relay of information, the intern in consideration would be clear and aligned with the organizations working process which is very fast paced.

Chapter 2: About the Organization

2.1 Introduction

Best in Brands' inception in Bangladesh took place in 2000, they kick started at that point by being an authorized importer for luxury retail perfume brands. Working their way through the years as an established business entity. After years of experience and operations in Bangladesh, Sundora opened its first E-commerce website on 2017, after which in 2019 they were able to open their first physical store. Transforming themselves as a separate brand and retailer for their authorized goods and services. They then went on to open 3 other stores over a period of 2.5 years. In Banani, Gulshan and Dhanmondi respectfully. They have an aggressive expansion plan that also includes Home accessories and Kids {Toys and F&B (food and beverages)}.

2.2 Overview of the company

Since 2000, BESTINBRANDS has connected international brands to Bangladesh. In 2019 they launched Sundora, the first Omni-channel retailer of international luxury brands in Bangladesh. Here the motto is Experience True Beauty! At SUNDORA you can find the widest selection of fragrances, skin care, bath & body, accessories and lifestyle products guaranteed to be 100% authentic. BESTINBRANDS has specialized in the distribution, marketing, and development of international brands in Bangladesh since 2000. Tracking record of successfully introducing new brands to the Bangladeshi market, as well as strong partnerships with local retailers and key governmental institutions. With its 'experience true beauty' motto, Sundora with its exclusive stores has always invited everyone to come to the store and reveal their true beauty with confidence. A committed group of make-up artists, skincare specialists, and fragrance experts are on hand to help customers during their trip and offer guidance and beauty advice. The store also features a new range of services such as a wrapping & gifting corner and a fragrances bar. Soon, the customers will be invited to experience new personalized beauty services including personal shopper, free skincare consultations and make up sessions during certain periods.

BESTINBRANDS is a leading distributor and Omni channel retailer with over 150 employees who ensure that brands are efficiently imported, distributed, and marketed. With two separate offices I worked under Sundora, in their brand marketing team as an intern. The brand team usually looked after the international brands that collaborated with Sundora.



➤ **Personal Responsibilities:**

- ✓ Establishing ethical behaviors, such as upholding loyalty and honesty.
- ✓ Preserving and enhancing the company's honor and reputation.
- ✓ Adopt actions that produce exceptional results while upholding the highest level.
- ✓ Serving as the business's representative.

➤ **Workplace Responsibilities**

- ✓ Treating each other with respect throughout the workplace.
- ✓ Strengthen the company's balanced and diverse hiring procedure.
- ✓ Ensure a positive work environment.
- ✓ Maintain compliance within reporting.
- ✓ Protect the asset and properties of the company.

➤ **Marketplace Responsibilities**

- ✓ When interacting with any clients or business partners, use caution and responsibility.
- ✓ Speak truthfully and openly about the company's goods and services.
- ✓ Gather relevant intelligence correctly and ethically.
- Corporate Citizenship
 - ✓ Ensure social participation by aiding all the communities.
 - ✓ Assuring environmental safety.
 - ✓ Continue to cooperate with the government and show constant sensitivity to the needs of the populace.

Strategic Objectives

Sundora Beauty is very clear and specific in its strategic objectives.

- Diversifying Portfolio with sustainable innovation.
- Creating convenience for customers.
- Spreading knowledge of brands
- People are the business.
- Create a sustainable brand.

2.2.1 Business Overview

:

Best in Brands Sundora Pvt Ltd is a product-based company mainly as it is an Omni Channel lifestyle brand retailer. There are 4 retail branches all over Dhaka including 2 in Banani, Gulshan, Dhanmondi. The corporate office is in Kemal Ataturk Avenue.

2.2.2 Nature of the Business:

Sundora has a diverse product catalog that spans over from Fragrances and Beauty products to Food and Beverage. Sundora houses over 100's of brands under their brand portfolio to revolutionize the way we look at lifestyle brands and beauty products. Their tag line is "Experience True Beauty" which boasts an all-inclusive nature of perceiving beauty.

2.2.3 Details of the product and services:

Best in Brands Sundora Pvt Ltd includes a diverse portfolio of products and it aims to include even more additions to this catalog. As Sundora has planned an aggressive expansion model of growth, its next goal is to portray being the one stop shop for luxury lifestyle items.

Lifestyle Fragrances:

These are fragrances that are of low alcohol concentration, they tend to last the least in terms of longevity of scent and they are reasonably priced, mostly lower range perfumes and they are also known to be everyday use perfumes. The target market for these perfumes are towards the younger demographic ages 18 to 23. The pricing of these fragrances range from Tk. 2000 to Tk. 6500.

Premium Fragrances:

These are moderately high-end brands which have a higher alcohol concentration, they have a moderate rate of longevity and are priced at a higher level, this disparity in pricing occurs due to the construction and making of the perfume itself. As fragrances are classified into pricing categories depending on the availability of ingredients. The rarer the ingredients are the harder they are to acquire and the higher priced the fragrances tend to be. These segment of fragrances are priced within the 6000-13000 bracket, aiming towards young professionals and upper middle-class citizens in general.

Niche Fragrances:

These are the top of the line high-end fragrances that have the highest level of alcohol concentration and tend to last the longest. This segment of fragrances tend to be the highest in terms of pricing due to the rarity of the ingredients used in these perfumes. Only a handful of perfumes are made in this segment as the ingredients that are comprised to make these fragrances are scarce in supply, thus only a handful of units are produced every year, giving the fragrances their essence of being unique and “niche”.



OUR PORTFOLIO

NICHE BRANDS



Toys:

The kids' section consists of a different array of brands and products that cater to the adolescent and young segment of consumers, with not only products such as toys, however bringing in a much more productive side to their kids section and involving crafting good. Brands such as LEGO, CRAYOLA and ELMER'S are leveraged in order to create brand visibility of being authentic retailers of foreign brands. This segment is an extension of the lifestyle branding that BIB Sundora Pvt. Ltd does in order to expand their business persona and portfolio.

Skin care:

Owing to the advancement towards becoming a one stop shop for lifestyle goods and services, Sundora has its skincare segment of products that include high-end premium skin brands such as Natura Bisse and Dr. Barbara Sturm who have been well known in the skincare products industry as naturally induced and organically extracted ingredients to produce skincare products for all skin types.



OUR PORTFOLIO BY GROUP

BEAUTY BRANDS

SKINCARE

DR. BARBARA
STURM

NaturaBissè
Barcelona

CLINIQUE
NEW

john
masters™
organics



M2 BEAUTÉ
THE RESEARCHED FORMULA BEAUTY BRAND

CLARINS

juice BEAUTY
THE ORGANIC SOLUTION™

MAKE-UP

BOBBI BROWN
NEW

MAC
NEW

ESTÉE LAUDER
NEW

Home Fragrances:

This include Woodwick and Yankee Candles, which are primarily used as scented wax candles in order to further diversify their fragrance catalog. Providing consumers, the top-down all you need fragrance package. The aim is to fulfill the consumer and make them feel truly beautiful from inside-out.



OUR PORTFOLIO BY GROUP

HOME FRAGRANCES

newell
BRANDS

YANKEE
CANDLE®

WW
WoodWick.
—crackles as it burns—

F&B:

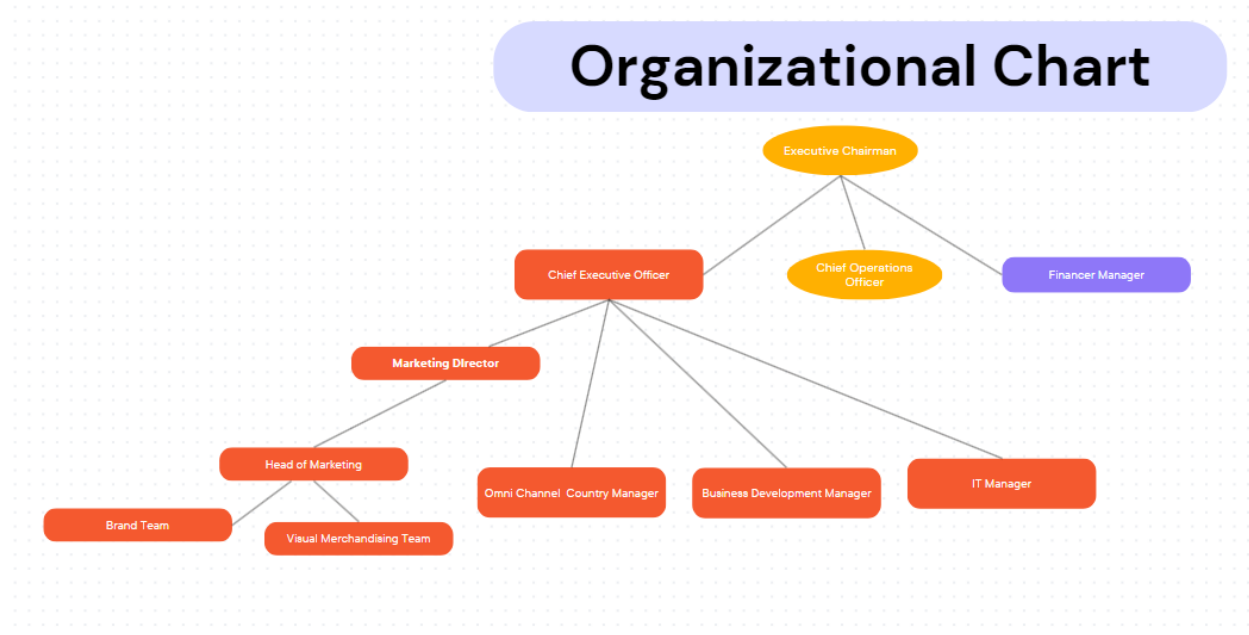
The food and beverage segment caters to all age demographics, brands such as HARIBO (candy manufacturer) are leveraged here, soon will be adding further products to diversify this specific segment.

Sport:

Sundora has also plans on expanding its range of lifestyle goods into fitness and sports merchandise beginning their ascend with Golfing equipment, tools etc.

2.3 Management Practices

2.3.1 Organogram of Sundora Beauty



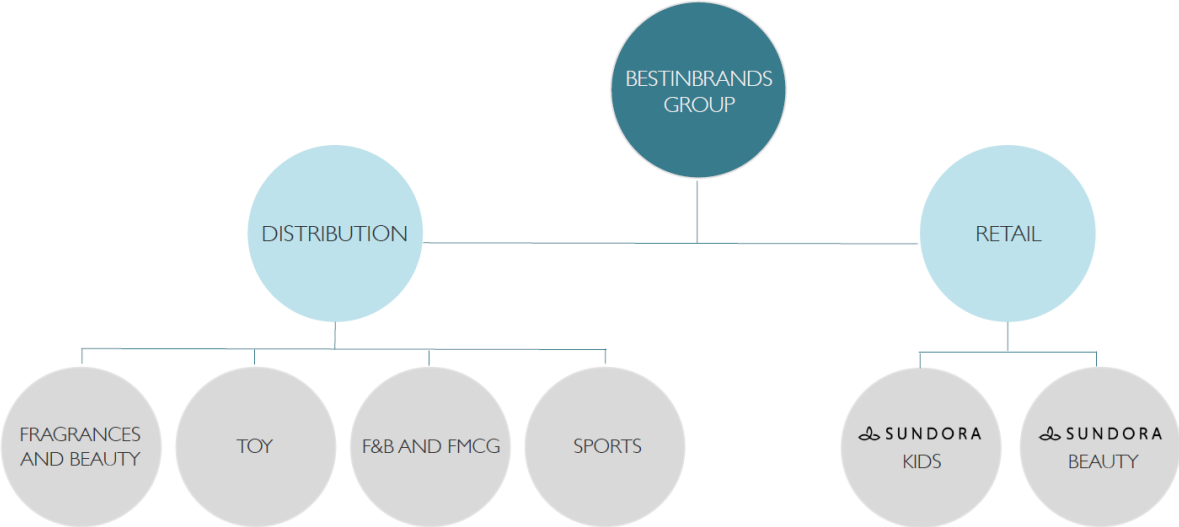
The above organizational structure is represented in a hierarchical order with the Executive Chairman at the top of the organizational hierarchy. The Chief Executive Officer, Chief Operating Officer, and Finance Manager report directly to the Executive Chairman. The Marketing Director, Omni Channel Country Manager, Business Development Manager, IT Manager, and Marketing Manager report directly to the Chief Executive Officer.

The Head of Marketing oversees the brand team, visual merchandising team, and customer service team and reports to the Marketing Director.

The Management team includes:

- CEO
- Chief Operating Officer
- Finance Manager

OUR COMPANY
OUR ORGANIZATION



2.3.2 Organizational Hierarchy of Sundora Beauty

The organizational structure is represented in a hierarchical order with the Executive Chairman at the top of the organizational hierarchy. The Chief Executive Officer, Chief Operating Officer, and Finance Manager report directly to the Executive Chairman. The Marketing Director, Omni Channel Country Manager, Business Development Manager, IT Manager, and Marketing Manager report directly to the Chief Executive Officer.

The Head of Marketing oversees the brand team, visual merchandising team, and customer service team and reports to the Marketing Director.

2.3.3 Leadership style of Sundora Beauty

The leadership style in BIB Sundora Pvt. Ltd. is highly appropriate and effective in context to the nature of the business. Sundora follows a democratic leadership style in managing and maintaining the operations and making important decisions of the organization.

The business is of an international brand retailer, which mainly relies on consumers and repeat purchasing. Here sales execution and marketing are crucial in order to cope up with the market, as their consumer profile spans in 3 age demographic segments, from 18-25 and 25-35, to 35 to 50.

The Organizational style of leadership is democratic in nature as the fast paced nature of the business relies on individual employees making decisions on the go to streamline operations and induce efficiency. As the company deals with foreign brands that have brand calendars and strict guidelines to abide by, the employees have deadlines every other day to put forth to the international team. As information and communication goes top-down and the feedback is similarly sent bottom-up.

For example, whenever we have a perfume brand launch the communication starts with the marketing director, the Head of Marketing and the Sr. Brand Manager. The delegation of work starts from there, as the Sr. Brand Manager then relays the necessary requirements to the Brand Team, the Visual Merchandizing Team, the Digital and Social Media Team and the E-Commerce team.

As the relay of information takes place, the teams have their own tasks assigned for the launch and the deadline is also assigned to each team, however each team is responsible for their own decisions and actions. Brand Managers work as a reference point for all the teams to ascertain proper guideline merchandizing activation.

Pros:

- Such a technique significantly raises job happiness. Everyone is made to feel respected, and participation is frequently encouraged.
- Employee retention is improved because workers feel actively involved in important choices and are able to meet the needs of their clients.
- As everyone is involved, teamwork is guaranteed. A better solution can be created with the assistance of a person having a diverse brand experience.

Cons:

- This procedure takes a lot of time. This is why it is made sure that there is a daily meeting and that each day a little amount of time is needed to decide on the weekly updates, As the time crunch is an issue due to the business being very fast paced, performance is hindered at times.
- The management occasionally struggles with making decisions since different people's perspectives conflict and it becomes difficult to reach a conclusion.

2.3.4 Human Resource practices of Sundora Beauty

The HR department is largely focused on hiring new employees and is concerned with the employment cycle in addition to managing and sustaining the present staff. It focuses on the perks and pay offered to employees in accordance with their abilities and performances. The following describes the whole functional hiring and departure interview procedure at BIB Sundora Pvt. Ltd:

- **Joining Procedure:** The process of gathering, verifying, and cross-checking joining documentation ensures the joining of an employee. Some paperwork and formality found in the KPE form, nominee form, and gratuity form satisfy the "Know your employee" requirements.
- **Confirmation procedure:** Probationary staff must go through this confirmation procedure. After the probationary period has been successfully completed and the line manager has supplied a favorable assessment form, the HR department designs the confirmation process for that specific employee.
- **The Appraisal procedure:** A crucial step in the process. Performance is rigorously examined using a line manager's monthly report. Benefits and incentives for specific

workers are determined in this case by campaign success, reporting efficiency, overall work ethic and culture.

- **Fraud:** The HR department reviews any fraud or unethical behavior and conducts several investigations before coming to a conclusion.
- **Resignation:** From both ends, the HR department is in charge of resignation. One is determined by the employee themselves, while the other is determined by departmental choices.
- **Final Settlement:** Through this process, all responsibilities outlined in the joining and confirmation agreements are discharged.

2.4 Marketing Practices

2.4.1 Marketing Strategy:

Sundora Beauty has been the No.1 reliable importer and distributor of authentic and original branded fragrances for over 17 years. So, their marketing strategy is heavily focused on their brand authenticity and business practices. With that into consideration the parent company (BIB short for Best in Brands) has a significant amount of brand reputation amongst international brands. Thus, the marketing campaigns are also directly connected with authentic brand guidelines and official brand assets. The pivotal strategy revolves around the Brand department. As they control the brand calendar provided by the international team. Which sets their entire year of marketing activities going forward.

There are other key features involved in this particular calendar, it includes the 12-month timeline and focuses on both above the line and below the line promotion to gain the full range of lifestyle marketing approach. Features involve, PR and media communication where lifestyle magazines such as ICE TODAY are on their feature calendar of chosen magazines to collaborate with. This goes along with other merchandizing efforts such as brand outposts and window front-wall display at Sundora stores, these are activation efforts to induce brand engagement and increase brand awareness. Other factors such as E-retailing and social media come into play as modern trade has shifted the business to also implement Key Opinion Leaders (KOLs) or in other words influencers. These influencers are mostly lifestyle/ fashion bloggers that already have a significant number of engaging followers, who are targeted through collaborative posts.

2.4.2 Target Customers, Targeting & Positioning Strategy

The target consumers of Sundora Beauty would range from a different demographics, as it is a lifestyle product retailer, the consumer base ranges from the 18 year old youth to 45 year old corporate workers. The brand is thus based on portraying the ultimate one stop shop for lifestyle products for all ages. The product ranges are going from fragrances and skincare products to sports equipment (mainly golf for now) and also food and beverages. The average age range if we had to approximate would be between 24-55 years old.

2.4.3 Marketing Channels:

Sundora Beauty has a diversified portfolio in terms of their marketing channels that they utilize. These include both Above the line and Below the line marketing activities. Sundora has its own in store activities that it with store window visual merchandizing, fragrance, skin-care and toy outposts (visual merchandizing) at select stores and corporate sales outlets. Along with in store activation, the company has a strong online/social media presence. Utilizing influencer marketing and integrating their own social media accounts with simultaneous and synchronized marketing campaigns (according to its specific product/ pillar focus).

2.4.4 New Product development:

As mentioned earlier, Sundora is diversifying and trying to transform itself into a one stop shop for lifestyle goods and services retailer. Bringing in new skincare and makeup brands such as Jo Malone London and MAC (a well-known brand in the makeup industry). With the inclusion of such brands the focus is to establish the brand authenticity amongst niche brands as these are foreign brand lines and counterfeit products are very common in Bangladesh. Along with skincare and fragrances the next direction would be to strengthen their sports equipment section, they've chosen a niche sport to cater to which is golf.

2.4.5 Branding Activities:

Branding activities are taken care of by Sundora's in house branding department that has 100+ brands to plan for, analyze, execute and report to (at the end of a particular campaign). All of these brands have specific global or region specific guidelines that Sundora has to abide by.

Sundora on its own has still not involved itself into sponsorship and funding efforts to brand themselves into events or other forms of activation.

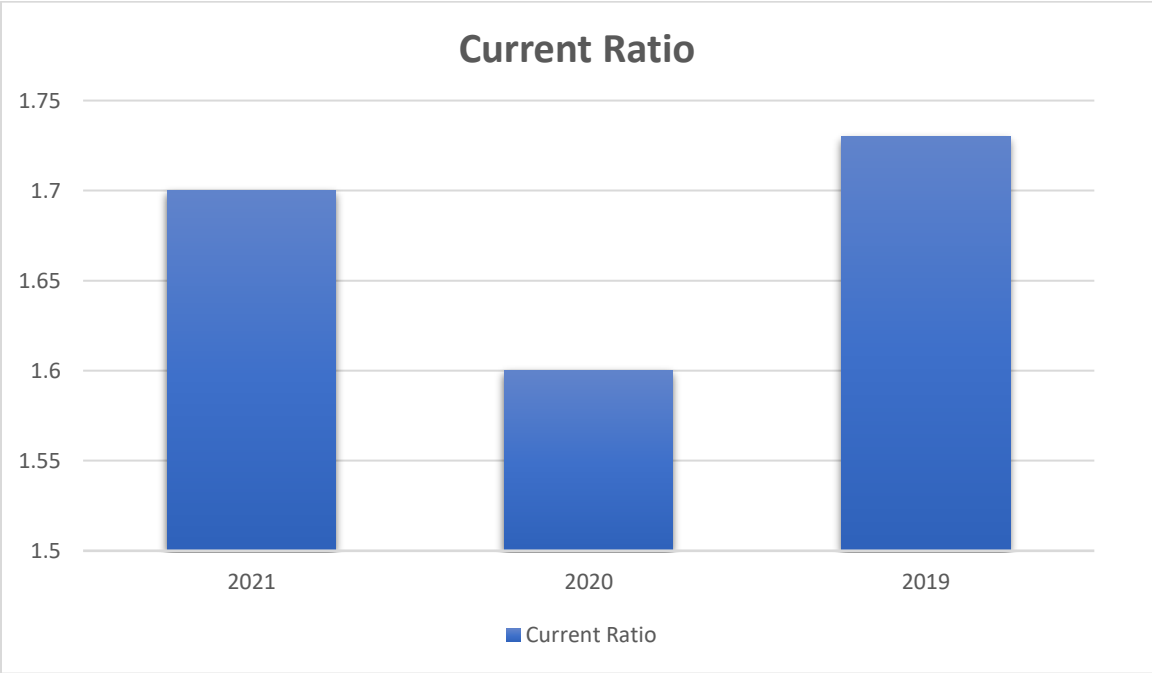
2.4.6 Advertising and Promotion:

Advertising and promotional activities, involve above the line and below the line efforts, the initial source of promotion goes through various channels, as we have in store activities for products as well as online efforts of promotion. All of these are to insight engagement amongst the consumer base with the brands. Included in the online efforts is Sundora’s Facebook and Instagram pages and we have our share of influencer campaigns to synchronize and align the brand promotional efforts in the social media space.

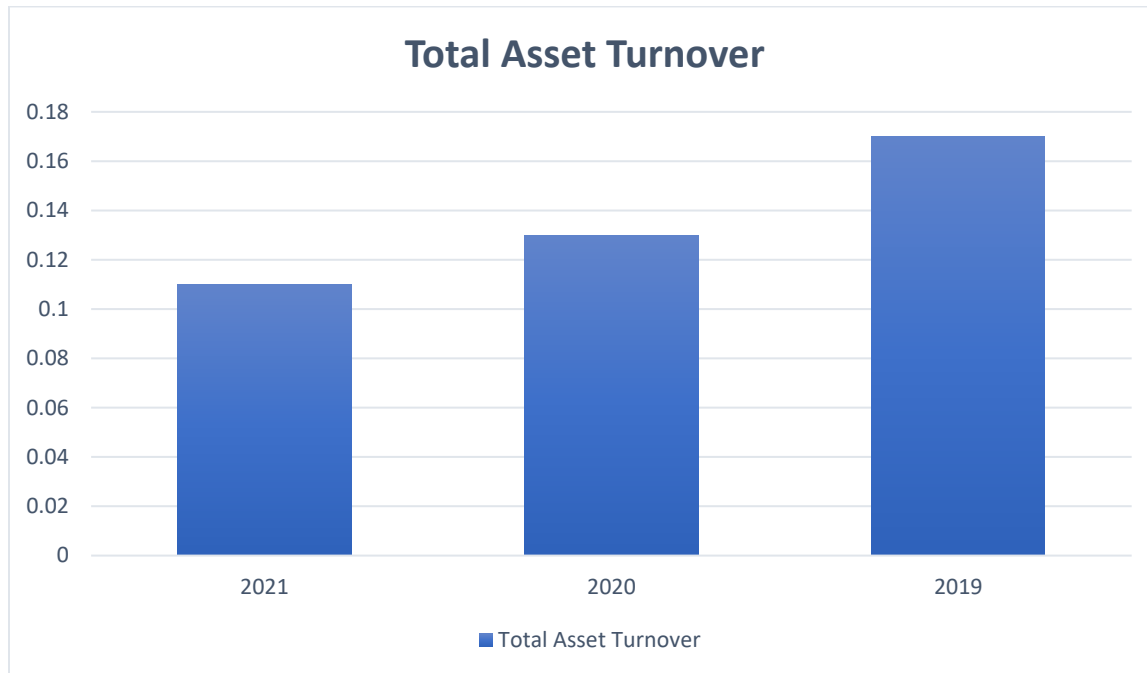
2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance

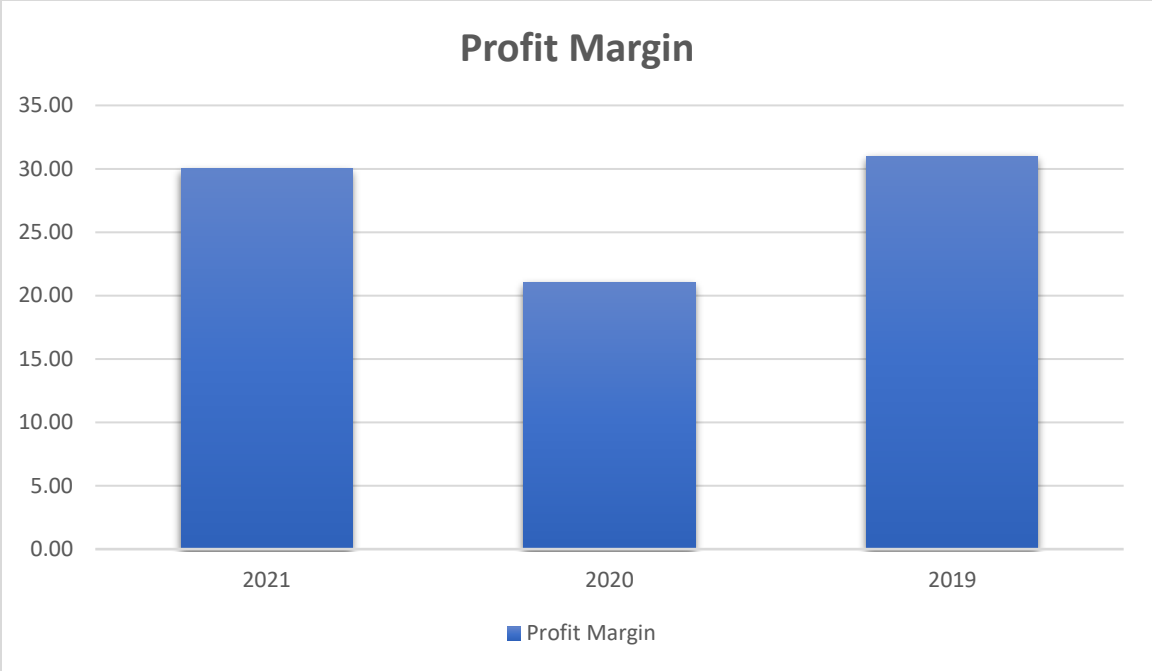
Like all other business entities the financial performance of BIB Sundora Pvt. Ltd is measured through financial ratios of liquidity, profitability, leverage and efficiency. The annual reports are confidential as it is a privately owned foreign based company that operates in Bangladesh for the purpose of this report I was provided with the ratios of 3 years, to provide a general overview of the financial situation of the company.



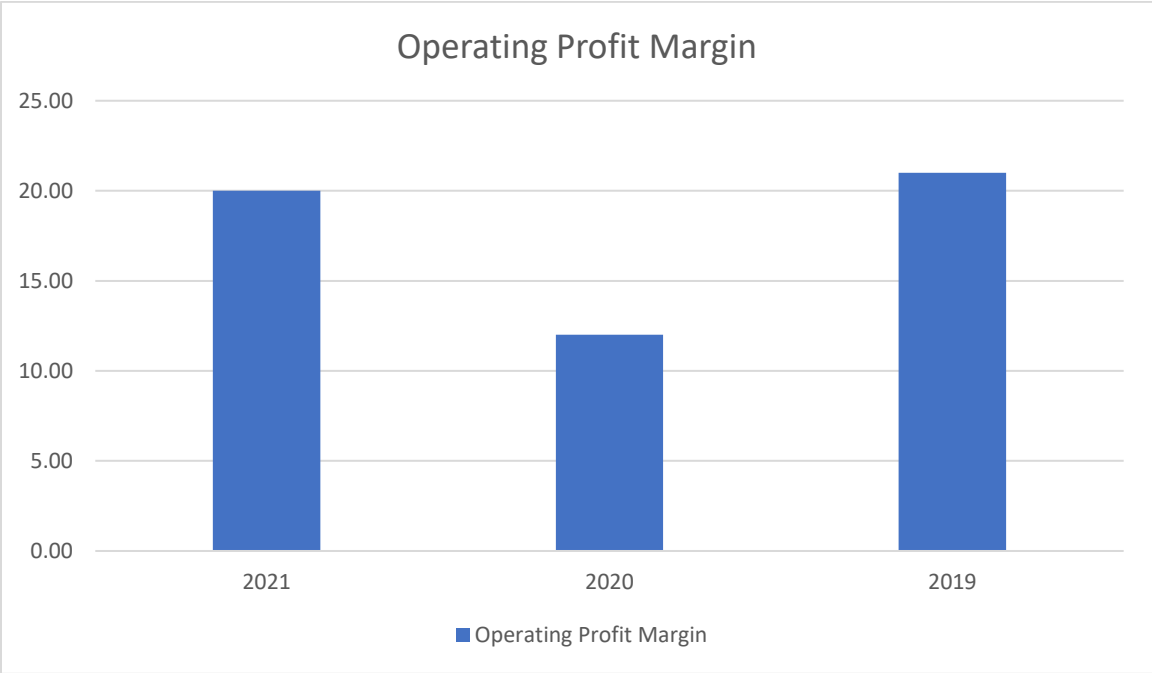
Here, we can see that the current ratio for the year 2019 was 1.73 which took a dip to 1.6 in the year 2020 and then took a rise to 1.7 in 2021. In terms of the industry average and also considering the pandemic period, the current ratio here is considered good.



We see a gradual fall in the total turnover ratio as the years passed by where it was 0.17 in 2019, 0.13 in 2020, and the lowest reached 0.11 in 2021.



The profit margin was 31 in 2019 at 21 and fell in 2021 to 30. The pandemic is one of the major causes of such downfall but within a year the company bounced back to 30 as the regular business started in Bangladesh. Considering that it is a fairly new company the profit margin is one that is on par with the industry standard.



The operating profit margin figure is similar to the profit margin where it did fall in the year 2020 but got its rhythm back in 2021.

2.5.2 Accounting Practices

- BIB Sundora Pvt. Ltd. has two sections of accounts that they separate in terms of operations and cost allocation.
- They are:
 - a) BIB Sundora Pvt. Ltd.
 - b) BestinBrands Pvt. Ltd.
- All costs related to branding are directed towards Sundora's accounts, where as to a certain extent the rest is directed towards BestinBrands their parent company.
- To maintain and record all transactions accurately and comprehensively in a systematic way. All transactions are management approved and are not sanctioned unless an approval is signified.

2.6 Operations Management and Information System Practices:

Operations and IT solutions are taken care of in-house at BIB Sundora Pvt Ltd. Their in-house IT solutions cover for the ERP system that they utilize that is an Enterprise Relationship Management software to keep track of inventory and work on their marketing and Salesforce accordingly.

As other activities cannot take fruition if stock is unavailable due to being a lifestyle product that takes account of live sales only (ie: does not work with pre-orders for goods).

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces

In order to ascertain the strengths and weaknesses of a certain firm of question, Porter's Five Factors is a technique that identifies and examines five competitive forces that encompass all the characteristics in any organization. The competitiveness, attractiveness, and profitability of an industry or market are frequently evaluated using the five forces.

The Porters Five forces within the Luxury lifestyle retail industry are given below:

Power of Suppliers- The bargaining power of suppliers is high because:

- Authentic perfumes and skincare products are very scarce in terms of supply in Bangladesh.
- The previous record or majority consumer experience for any luxury good has been met with fakes, fraud and duplicate products

Power of Customers – The bargaining power of the customer is very low because:

- As authentic retailers are scarce in nature the consumers do not have much scope in terms of bargaining power.

Industry Rivalry – The competitiveness is moderate here because:

- There are other perfume retailers who bring in perfumes of similar brands that BIB Sundora has in its arsenal of goods.
- There are also perfume decal retailers who sell similar fragrances in roller form. However these products are not authorized from the brand, but they are still considered a sub-section of the competitive market.

The threat of New Entrants – The barrier to new entrants is comparatively high because:

- Lack of authenticity in the company's partnered branding activities would make it tough for other firms to enter into the market.
- High entry cost.
- It would take time for firms to gain consumer confidence for luxury products due to the distrust that has been built up because of fake products being sold in the market previously.

The Threat of Substitutes – The threat of substitutes is moderate because:

- There are competitors and substitute brands in existence, products such as the natural Oud is preferred by consumers as well.

2.7.2 SWOT Analysis

The SWOT analysis is one of the most popular and crucial analytical techniques. The strengths, weaknesses, opportunities, and threats domain of a corporation are determined. Strength and Weakness are symbols of the internal environment, whilst Opportunities and Threats are indicators of the external world. This contributes to providing a comprehensive picture of the company's capabilities and scope.

OVERVIEW OF BANGLADESH MARKET

SWOT ANALYSIS

<p>STRENGTHS</p> <ul style="list-style-type: none"> - Fastest growing economy in the world - Stable currency - Political stability - Multiple digital possibilities 	S	W	<p>WEAKNESSES</p> <ul style="list-style-type: none"> - International retailers haven't entered the market yet. - The image of Bangladesh on an international level is poor although the market is growing rapidly. - Scarcity of supply and POS network
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> - Growing modern trade - Fast growing MAC and urban population - Demand for international brands and western trends - Number of mobile and internet users is growing - one of the highest penetration rates in the world - E-commerce is growing exponentially - New VAT law is expected to be implemented soon. The law aim to tax administration more efficient 	O	T	<p>THREATS</p> <ul style="list-style-type: none"> - High import duties - Slow administrative processes - High influx of fake and clone imports.

FILE 19

Summary and Conclusion

The overall analysis indicates, Sundora Beauty, the firm has a significant contribution to the current market development. The goal for them is to retain old customers and to onboard new ones, with the market structure as it is now, and with the future market capabilities and with the services Sundora Beauty provides to its customers in the luxury retail market by introducing a unique retail experience which would create a new avenue for the firm to capitalize on. Moreover the company believes in imparting knowledge of perfumes and skincare to its consumers to make people aware of their products and the benefits of such products. This knowledge is brought forward through workshops for customers and structured training modules for beauty advisors in the company. They are building a brand from the ground up, mirroring

companies such as Sephora and Nyka, who have had significant success in the western markets, for lifestyle branding.

As Bangladesh is a growing economy, and the fastest developing country in terms of growth and business prosperity. The need or want for lifestyle brands are more in contention than ever before. As the GDP of the country rises the average earnings of an individual in the country also tends to rise, with a growing population and soon to be having a majority working population, the need for luxury retail and branded items also rises to a certain extent. Bringing Sundora at the forefront of a possible majority market capitalization. Taking into account that they maintain their current course of business activities. For them to become market leaders in the future they would have to cement themselves as Bangladesh's one stop shop for lifestyle goods and services.

Impact of Miniso Bangladesh's Events Activation and PR on their Brand personality and subsequent growth:

Chapter 3: The Main Topic

3.1 Introduction

First to emphasize the impact of Miniso Bangladesh's events activation and PR on their brand personality and subsequent growth it is crucial we understand the importance of PR and events activations as a whole. Events and public relations (PR) are effective sales-generating strategies in the home and lifestyle sector. Managing the dissemination of information between a company and the public is known as public relations (PR). It may be used to improve brand recognition, foster consumer trust, and foster positive connections with a product or service. This is crucial in the domestic living sector as the items are frequently viewed as requirements as opposed to indulgences.

Events, on the other hand, are a way for companies to connect with consumers in person. By hosting events such as product launches, trade shows, or pop-up shops, companies can generate interest and excitement around their products, and give consumers the opportunity to experience them firsthand.

The importance of events activation in marketing can be attributed to several factors. Firstly, it provides a platform for companies to showcase their products or services in a live setting, allowing them to demonstrate their value proposition to potential customers. This direct interaction with customers can help to build brand awareness, foster customer loyalty, and ultimately drive sales.

Moreover, events activation can also help to generate buzz and create a memorable experience for attendees. For example, a company hosting a concert or a sporting event can create a unique and exciting environment that people will talk about long after the event has ended. This positive association with the brand can have a lasting impact on consumer behavior and help to drive sales in the long-term.

In addition, events activation can also serve as a platform for companies to launch new products or services. For example, a company can host a product launch event to showcase their latest offering to a targeted audience. This not only generates excitement and buzz around the product, but it also provides an opportunity for companies to gather valuable feedback from potential customers

Businesses like MINISO, a manufacturer of lifestyle goods with a Japanese influence, are prospering because to the combination of physical and online initiatives. They promote their products and activities through social media sites like Facebook, Instagram, and TikTok. Additionally, they interact with their target market on social media and develop connections with bloggers and influencers that may help promote their products.

3.2 Background:

In 2013, while on holiday in Japan, Jack Ye, the mind behind the MINISO Brand, had the concept for MINISO. He found several specialized stores in Japan that provided inexpensive, high-quality products that were primarily manufactured in China. Jack used his knowledge of

product development, supply chain management, and the fashion industry to establish MINISO, a company that serves young people globally and has its offices in Guangzhou, China.

The initial goal of MINISO was to provide high-quality goods and services that would enable the younger generation to live it up. Customers should have access to reasonably priced, high-quality items, according to him.

While introducing the idea of "interest-based consumption" for the first time in the retail sector, MINISO improved its definition of "extreme affordability" using consumer insights acquired from its overseas operations. Through co-branding alliances with well-known license holders, its exceptional designs, and cutting-edge technology, MINISO innovates to fulfill the demands of young customers and introduces goods that are visually spectacular, simple when using, and amusing to play with.

In addition, MINISO has adopted an Omni-channel strategy that combines the online and physical markets to give customers a smooth purchasing experience as consumption patterns has changed to incorporate several touch points.

As we spoke of a change in consumption patterns this takes place due to several reasons, one of the most notable changes in buying patterns that can occur with an increase in standard of living is a shift towards more discretionary items. As people's incomes increase, they are able to afford more luxury goods and services, such as cars, appliances, and electronics. Additionally, they may also spend more on leisure activities such as travel, dining out, and entertainment.

As the standard of living increases, businesses also respond to the changing consumer behavior by offering new products, services and experiences that are tailored to meet the new consumer needs. Businesses may also focus on building a strong brand reputation and providing a positive customer experience to attract and retain customers.

An increase in standard of living can lead to changes in the buying patterns of a country's population. As people's incomes increase, they are able to afford more luxury goods and services, spend more on education, healthcare and personal development, and may also shift towards more sustainable products. These changes in consumer behavior can have a significant impact on the economy and society as a whole, and they can provide opportunities for businesses to grow and innovate.

This has a subsequent effect on firms such as Miniso Bangladesh, as Bangladesh is a growing market with evolving buying patterns and consumption habits.

3.3 Objective

A broad objective establishes the ultimate goal of all kinds of investigations. The study's wide objective statement explains why it is being performed. This essay's primary goal is to:

To find a direct relationship between how the implementation of PR and events activation has had a positive effect on Miniso Bangladesh's Subsequent growth as a business venture.

3.3.1 Specific Objective

The study here must be broken down into a few clear, and explicit objectives for ease of understanding and they are as follows:

- Recognize the implementation of PR in recent years.
- To explore on events activation and the recent surge of influencer marketing.
- To identify Miniso Bangladesh's implementation of events activation along with Influencer implementation
- To understand Miniso's implementation of social media and also the integration of offline and online activities and how it generated immense public awareness considering the AIDA business model.
- Identify how Miniso PR and Events activation along with Miniso's powerful online presence generated their growth into a wide spreading franchise business.

3.4 Methodology

For research to be fruitful, it must be approached in an effective and efficient manner. The study will therefore have a qualitative variable and the assessment will rely on secondary data, i.e journals, articles and surveys done previously, given that the subject in question is Miniso's growth in accordance to its implementation of PR and Events activation. Using supplementary statistics and their virtual engagement as a guide, all the goals were achieved.

Secondary Data will be collected from:

- Articles
- Journals
- Newspaper editorials/ Op ed's
- Previously done surveys.

3.5 Findings

3.5.1 Implementation of PR in recent years

Building positive connections between companies and their target audience is the goal of public relations (PR), a strategic communication process. (Cutlip, Center, & Broom, 2019). The integration of PR into marketing has changed recently as businesses have realized how crucial it is to cultivate a good image and interact with the people they serve. With an emphasis on social media and influencer marketing, this write-up will examine how PR has been used in recent years in marketing.

The use of PR in business has been significantly impacted by social media. Through social media sites like Facebook, Instagram, Twitter, and LinkedIn, businesses can now connect with a huge population. Companies can now engage with consumers in real time through social media, answer questions, and disseminate details about their goods and services. Additionally, social media enables businesses to keep an eye on what is being said about them and swiftly address any criticism or grievances. Social media can be used by PR professionals to foster connections with stakeholders and advance the company's favorable reputation (Zerfass, Veri, & Wiesenberg, 2021).

Another field where PR has been used recently is influencer marketing. Influencers are people who have a sizable following on social media sites and who have the power to affect their followers' buying choices. PR professionals understand how crucial it is to work with personalities to market their customers' goods and services. Influencers can add a personal touch to a business' marketing initiatives and foster confidence among their fans. PR professionals can collaborate with influencers to create a strategy that is consistent with the company's branding and core values. (Kim & Ko, 2021).

One example of the implementation of PR in influencer marketing is the partnership between Daniel Wellington, a watch company, and influencer Kendall Jenner. The campaign involved Kendall Jenner sharing a photo of herself wearing a Daniel Wellington watch on Instagram. The post received over 3 million likes and generated significant buzz for the company (Hanna, Rohm, & Crittenden, 2011).

The role of PR in marketing has undergone significant changes in recent years, driven by the growing importance of influencer marketing and social media. With the advent of social media platforms, companies can now directly engage with their target audience and build meaningful connections. Meanwhile, influencer marketing has emerged as a powerful tool for leveraging the influence of individuals with large social media followings. Through these developments, PR professionals have been able to craft effective marketing strategies that align with their clients' branding and values. Ultimately, the integration of PR into marketing has enabled businesses to cultivate a positive image and foster strong relationships with their target audience.

3.5.2 Events activation and recent surge of influencer marketing

As businesses search for fresh and inventive methods to connect with their target audience, events activation and influencer marketing have grown in popularity in recent years. This article will examine how celebrity marketing and events activation have been used in recent years in marketing, highlighting the advantages and disadvantages of each tactic.

The development and implementation of events that are intended to connect consumers and increase brand recognition are referred to as events activation. This tactic enables businesses to engage with consumers in more important and intimate ways, leaving attendees with a lasting impression. Events can be anything from intimate get-togethers to massive activations, like product debuts, music concerts, and athletic occasions. The secret to effective event activation is to design an entertaining, unforgettable, and consistent with the company's values experience.

One example of successful events activation is the Nike "Run Club." Nike created a weekly running event where customers could come together to run, socialize, and engage with the brand. The event not only provided a platform for Nike to showcase their products but also helped to build a community around the brand (Fournier, Avery, & Lewis, 2011).

Influencer marketing entails collaborating with people who have a sizable following on social media sites to advertise a business's goods or services. Influencers can add a personal touch to a business' marketing initiatives and foster confidence among their fans. Depending on the magnitude of their audience, influencers can be divided into micro, macro, and mega influencers. This tactic enables businesses to expand their market reach and capitalize on the impact of the people they collaborate with.

One example of successful influencer marketing is the partnership between Glossier, a beauty brand, and Emily Weiss, a popular beauty influencer. Glossier worked with Emily to promote their products on her social media platforms. The partnership helped to increase brand awareness and sales for Glossier (Kapoor & Vij, 2021).

Influencer marketing and events engagement are both viable business tactics, but they are not without drawbacks. Even though there is no assurance that guests will interact with the business, events can be expensive to plan. Influencer marketing can be costly, and there is no assurance that the collaboration will boost sales or brand recognition.

To sum up, in recent years, marketing strategies like celebrity marketing and events engagement have gained popularity. Influencer marketing enables businesses to use the impact of people who have a sizable following on social media platforms, whereas events activation gives businesses a platform to interact with their consumers in a more personal and meaningful manner. Both strategies have advantages and disadvantages, and strategy implementation should be done in accordance with the company's objectives and financial constraints.

3.5.3 Miniso Bangladesh's implementation of events activation along with Influencer implementation

Miniso Bangladesh has implemented both events activation and influencer marketing strategies to build brand awareness and engage with its target audience.

The "Miniso Fan Meetup" event is one instance of a Miniso Bangladesh event. Miniso Bangladesh hosted a fan meeting session for its clients in December 2019. The occasion included

a number of activities, including sports, contests, giveaways, and product demonstrations, and it was hosted at the Miniso store in Dhaka. Miniso had the chance to display its goods and interact with customers in a more intimate and meaningful manner at the event. The gathering was effective in increasing brand recognition and cultivating a favorable perception of the company among its intended audience. (Miniso Bangladesh, 2019).

Miniso Bangladesh has also used influencer marketing to get in front of more people and win over their confidence. The collaboration between Miniso Bangladesh and well-known Bangladeshi YouTuber "Shopno Jatra" is one instance of influencer marketing by the company. Shopno Jatra has a sizable following on both YouTube and Instagram thanks to her leisure and fashion-related content. Shopno Jatra and Miniso Bangladesh collaborated to market each other's goods on social media. Shopno Jatra produced a film advertising Miniso products and distributed it to her Instagram and YouTube fans. For Miniso Bangladesh, the collaboration increased revenue and brand recognition. (Miniso Bangladesh, 2020).

Moreover, celebrities such as Tahsan Rahman Khan a prominent media personality has consecutively, been a part of Miniso store launches in Bangladesh. This helps Miniso to leverage Tahsan's immense fan-following and direct it towards their store launches in the form of concerts.

Furthermore, after launching its "Miniso theke ki niso" campaign they were able to create a lot of customer engagement. The campaign aimed to increase brand awareness and engagement among young consumers through social media and influencer marketing.

The campaign featured a series of short video clips on Facebook and Instagram, showcasing Miniso's range of affordable and trendy products, with the tagline "Miniso theke ki niso" which translates to "What did you get from Miniso?". The videos were accompanied by a catchy jingle and featured popular Bangladeshi influencers, the likes of Pritom Hasan (Singer), Iftekhar Rafsan (famous food blogger) and T. Sunehra (public figure and social media influencer) showcasing their favorite Miniso products and encouraging viewers to visit Miniso stores.

According to a report by The Daily Star, the campaign was a huge success, generating a significant increase in Miniso's social media following and in-store footfall. The report also noted that the campaign's use of social media and influencer marketing was particularly effective in targeting young consumers, who are increasingly turning to social media for product recommendations and inspiration.

Overall, the "Miniso theke ki niso" campaign demonstrated the power of social media and influencer marketing in building brand awareness and engagement, particularly among young consumers.

Other forms of influencer marketing such as bringing in prominent lifestyle personalities.

Sarwat Zahin, editor in chief of The Bedroom Journal Magazine, recently teamed up with Miniso Bangladesh for an influencer promotion showing a few must-have perfumes. Through a number of Instagram photos, Zahin promoted the campaign by discussing the perfumes, their distinctive scents, and how they would be a wonderful addition to anyone's fragrance collection. In order to show her fans how perfumes can improve one's attitude and style, Zahin also shared her personal experiences with each one.

The partnership between Zahin and Miniso Bangladesh is a prime illustration of Bangladesh's expanding influencer marketing trend. To promote their goods and attract a broader public in recent years, many brands have resorted to social media influencers. Influencer marketing is anticipated to expand in Bangladesh by 65% in 2021, according to a study by Campaign Asia, underscoring the rising significance of this marketing strategy in the area.

In summation, Miniso Bangladesh has used influencer marketing and events activation tactics to interact with its target market and raise brand recognition. The "Miniso Fan Meetup" gathering and the collaboration with Shopno Jatra are two instances of Miniso Bangladesh's effective application of these tactics. These tactics have aided Miniso Bangladesh in elevating the brand's reputation among its target market and boosting both brand recognition and sales.

3.5.4 Miniso's implementation of social media and also the integration of offline and online activities and how it generated immense public awareness.

Miniso Bangladesh has successfully implemented a social media strategy and integrated its offline and online activities to generate immense public awareness.

Miniso Bangladesh is well-represented on social media sites like Facebook, Instagram, and YouTube thanks to a solid social media strategy. On its social media channels, the company frequently publishes interesting and educational content, such as product launches, promos, and behind-the-scenes pictures. In order to foster a feeling of community and customer involvement, the brand's social media accounts also include user-generated material. The company Miniso Bangladesh has benefited from a larger audience reach and a devoted following thanks to its social media approach.

Integration of Offline and Online Activities:

Miniso Bangladesh has integrated its offline and online activities to provide customers with a seamless and thorough brand experience. According to Miniso's "online to offline" strategy, customers can place online purchases and pick them up at a real location. The business has also created social media-friendly in-store activities for customers to participate in, like virtual reality sports. These combined actions have improved the brand's relationship with its target audience and raised brand awareness.

Creating Massive Public Awareness:

The combination of offline and online initiatives by Miniso Bangladesh has greatly increased general consciousness. For instance, the "Black Friday" promotion from Miniso Bangladesh in 2019 created a lot of excitement on social media as customers posted about their online buying adventures and purchases. Customers showed a great deal of interest in and interaction with the company's virtual reality game, which was a component of the promotion. Miniso Bangladesh saw a rise in sales and brand recognition thanks to the promotion. All these factors that we took in have a much larger impact if we consider the AIDA model.

The AIDA model offers a framework for understanding the steps a customer takes before making a transaction. Its letters stand for Attention, Interest, Desire, and Action. Each stage is crucial to turning a prospective customer into a purchasing one.

Likes, comments, and shares are critical elements of the AIDA paradigm and significant determinants of consumer engagement in the digital world.

Likes, comments, and shares are the first things that draw attention. They improve the probability of attracting new customers by making a product or service more visible to a larger audience. If a product or business has more likes, remarks, and shares, it is more likely to be recognized. This is especially true on social networking sites where the number of likes and views a post gets closely correlates to its visibility.

Next, likes, comments, and shares are used to create interest. They show how much other clients value a product or service. This is what is indicated by social proof, which increases customer trust in the product or service. When they see that others have enjoyed, remarked on, or shared a product, people are more likely to be interested in it themselves.

After grabbing a customer's focus, it's time to pique their desire. To do this, highlight the benefits of a product or service through likes, remarks, and posts. For instance, if a product ad receives numerous compliments on its quality, this may pique the interest of prospective buyers.

Shares, likes, and comments may also motivate action. They can force people to take action and buy a product by creating a feeling of urgency. A post advertising a limited-time bargain, for instance, may encourage people to shop the sale fast before it ends if it receives a lot of likes and shares.

In conclusion, Miniso Bangladesh's implementation of a strong social media strategy and integration of its offline and online activities has helped to generate immense public awareness. The brand's online to offline strategy and interactive in-store experiences have helped to create a seamless and immersive brand experience for its customers. These strategies have contributed to Miniso Bangladesh's success in building a loyal customer base and increasing brand awareness and sales.

3.5.5 Miniso's PR and Events activation along with Miniso's powerful online presence generated their growth into a wide spreading franchise business

Miniso, a Japanese lifestyle and fashion brand, has grown into a wide-spreading franchise business by leveraging public relations, events activation, and a powerful online presence.

Miniso has effectively used public relations to build brand awareness and credibility. The brand has been featured in various media outlets, including Forbes, CNN, and Vogue, which has helped to increase its visibility and reach a wider audience. The brand has also used PR to promote its corporate social responsibility initiatives, such as its partnership with UNICEF to help children affected by the COVID-19 pandemic (Miniso Global, 2020). These initiatives have helped to create a positive image for the brand and strengthen its reputation.

Miniso has also implemented events activation strategies to engage with its customers and promote its products. The brand has organized various events, such as product launches, pop-up stores, and fan meetups, to create a more personalized and immersive brand experience for its customers. For example, in 2018, Miniso launched a pop-up store in New York City, which attracted a lot of attention from customers and generated buzz on social media (Hernandez, 2018). These events have helped to increase brand awareness and create a stronger connection with the brand's target audience.

Miniso has also built a powerful online presence to reach a wider audience and engage with its customers. The brand has a strong social media presence, with millions of followers on platforms such as Instagram, Facebook, and YouTube. The brand regularly posts engaging and informative content on its social media platforms, including product launches, promotions, and user-generated content. The brand's online store also provides a convenient and seamless shopping experience for customers. These online initiatives have helped to increase brand awareness and sales for Miniso.

The combination of public relations, events activation, and a powerful online presence has contributed to Miniso's growth into a wide-spreading franchise business. Miniso has expanded rapidly since its launch in 2013 and now has over 4,000 stores in more than 100 countries (Miniso Global, 2021). The brand's success can be attributed to its ability to create a unique and memorable brand experience for its customers and build a loyal customer base through its innovative marketing strategies.

Miniso's success in becoming a wide-spreading franchise business can be attributed to its effective use of public relations, events activation, and a powerful online presence. The brand's ability to create a personalized and immersive brand experience for its customers has helped to build a strong reputation and increase brand awareness and sales. These strategies have enabled Miniso to become one of the fastest-growing retail brands in the world.

Summary, Conclusion and Recommendation.

Finally, the study has emphasized the critical part that Public Relations (PR) plays in contemporary company strategies. Since it enables companies to interact with their target audience, create brand awareness, and establish a solid image, PR has grown in importance in recent years. The study also looked at the idea of event activation and the rise of influencer marketing, both of which have grown into effective strategies for interacting with the target market and establishing brand trust. While PR, event engagement, and influencer marketing are examples of conventional marketing strategies, there are other options.

One of these options is to use client relationship management (CRM) techniques. By providing specialized experiences and specialized marketing material, CRM tactics are focused on developing lasting relationships with consumers. Businesses can use customer data and analytics to create targeted marketing strategies that engage with their target audience and boost customer contact.

In recommendation, Retail expertise, data analytics, and CRM are all significant drivers of business development for companies like Miniso. Businesses are able to better target and service their consumers by making data-driven choices based on their understanding of their customers'

tastes, buying habits, and trends. With their use of data analytics having a critical role in their development, Miniso has been especially successful in this respect.

Miniso has benefited from data analytics in part by implementing client relationship management (CRM) programs. CRM systems give businesses the ability to archive and examine client information, such as buy records, demographics, and preferences. The client experience can then be enhanced by personalizing marketing initiatives with this data. A CRM system that Miniso adopted enables them to analyze client data in real-time and use this information to make data-driven choices, according to an Oracle case study. As a result, the business has been able to better cater its product offerings and marketing initiatives to the requirements and preferences of its consumers.

Another option is to use community marketing, which focuses on creating a group of devoted consumers who will support and promote a business. Businesses can gain from the favorable word-of-mouth and social evidence produced by a devoted community by fostering a feeling of connection and shared values among their patrons.

Besides that, businesses may look into the use of content marketing, which entails producing worthwhile and instructive material that informs and motivates consumers. Businesses can develop a strong brand identity and foster client loyalty by offering helpful information and developing confidence with customers.

In recommendation, Retail expertise, data analytics, and CRM are all significant drivers of business development for companies like Miniso. Businesses are able to better target and service their consumers by making data-driven choices based on their understanding of their customers' tastes, buying habits, and trends. With their use of data analytics having a critical role in their development, Miniso has been especially successful in this respect.

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In verdict, while more conventional marketing strategies like PR, event activation, and influencer marketing have proven successful for some companies such as Miniso, other approaches like CRM strategies, community marketing, and content marketing can also help businesses develop and succeed. By exploring a variety of marketing tactics and strategies, MINISO Bangladesh can build a powerful brand image, engage consumers, and eventually expand its operations.

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