

Internship Report on

“Sustainability of Avatro Group as a startup in the challenging market structure of Bangladesh”

By

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ID- 15204023

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

BRAC Business School

BRAC University

21st April, 2020

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Declaration

It is hereby declared that,

1. The internship report submitted is my/our own original work while completing a 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 have acknowledged all main sources of help.

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LETTER OF TRANSMITTAL

April 21, 2020

Zaheed Husein Mohammad Al-Din

Assistant Professor,

BRAC Business School

BRAC University.

Subject: Submission of Internship Report on **“Sustainability of Avatro Group as a startup in the challenging market structure of Bangladesh”**

Sir,

It is my pleasure to submit the internship report on “Sustainability of Avatro Group as a startup in the challenging market structure of Bangladesh” to you as per the requirement of BUS 400 course. I have prepared my report according to the guidelines and tried my level best to make it as informative as I can along with the primary data collected from a survey participated by 50 respondents. Apart from it, I have utilized my analytical abilities to interpret the data and represented them with visuals. I have done my Internship at Avatro Group Ltd. As I have seen and observed the diversified business structure of this group, it helped me to prepare the report with direct experience. I sincerely hope it will meet your expectation. However, the report is not free from flaws, I urge you accept it with thoughtful considerations.

Sincerely,

Nazmul Islam Nayem

15204023

BRAC Business School

ACKNOWLEDGEMENT

To start with, I am grateful to the Almighty for giving me sound health to flourish my internship and accomplish the report. I would like to show my gratitude towards my internship advisor, **Zaheed Husein Mohammad Al-Din** for assisting me to complete my internship report on due time.

I express my utmost gratitude to:

Hasib Alam, Chairman of Avatro Group and **Mohammad Al Barki** , Chief Marketing Officer, for acting as mentors and guiding me throughout this internship period. Their guidance have helped me to adapt to the corporate culture quickly and motivated me to learn the functionalities of real market situation in Bangladesh.

Also, I would like to thank the Finance and Legal department for cooperating with me in various tasks and responsibilities.

Finally, I would like to thank my family and friends for their continuous support throughout this internship period, without their support I wouldn't be able to reach this stage of my life.

Non-Disclosure Agreement

This agreement is made and entered into by and between Avatro Group Ltd and Nazmul Islam Nayem, the undersigned student at BRAC University to undertake the internship project described in this report based on the assurance of avoiding the unapproved disclosure of any confidential data of the organization. Also to make sure this report is not being published anywhere but will only be with the university library which will not be accessible to mass and to use for the university degree completion evaluation purpose only.

.....

.... Avatro Group

LETTER OF ENDORSEMENT

This to certify that Nazmul Islam Nayem, bearing ID – 15204023, is a regular student of BRAC Business School, BRAC University and has completed the internship report titled **“Sustainability of Avatro Group as a startup in the challenging market structure of Bangladesh”** under my supervision. His internship placement was at Avatro Group Ltd. I am pleased to state that he was a responsible and diligent throughout his internship tenure and preparing this report as well. He created a clear image of his responsibilities and learning in the report. The findings presented in the report seemed to be authentic. Though it has some minor slip-ups, it is of a kind which can be used by others for any further researchers want to work on this particular topic.

I wish his every success in life.

Zaheed Husein Mohammad Al-Din

Assistant Professor

BRAC Business School

BRAC University

EXECUTIVE SUMMARY

The internship report is made on Avatro Group Ltd, where the topic is to find out whether Avatro has the capability to sustain in the challenging startup culture of Bangladesh. Though Avatro is not the market leader in its' diversified arenas, it has the spirit and possibilities to succeed and compete in this competitive market.

Avatro has been working since 2018 in different criteria. It was challenging at the very initial stage but this challenge helped them to grow stronger and taught them to learn how to overcome the obstacle. Time to time, it took challenge to expand more and consequently overcame everything and settled down. It aims to be the market leader one day in every sectors they wanted to explore. Starting from marketing agency, it started contributing in Agro based business, IT solution firm, Restaurant business, a good pet grooming business as well. The positive sign is, the working structure which felt innovative in my concern. Firstly, they focused on developing more products which after completion made a demand of good marketing that helped it to form Avatro Marketing Agency through which it started marketing of its own products and then started connecting other small to big companies to participate in the e-commerce module and started marketing of them from restaurant, gym, saloon to big established business of different sectors. Exciting factor about this marketing agency is, marketing is being done in both offline and online ways. It is to mention that for the offline marketing it came across to make a product as well what is actually a discount card named 'Dream Card' where the partnered brands' logos were printed and the carriers of that particular card will get certain amount of discounts from those businesses. In the purpose of marketing agency, it has so many competitors like Magnito Digital Ltd, Digital Vast, Axiata Marketing group, positive hub etc. who are noteworthy to be mentioned. But in terms of Agro based business, pet culture development there are very few as grooming business developer in our country. This sector made avatro group special and helped to dream big in this competitive market. In this era of science and technology, it developed it's IT and software firm where people learn about the IT stuffs like training institute as well which make them feel to compete in the upcoming/ trending competitive e-commerce market

This report finds out the success factors of global brands and made a comparison with Avatro's position. Through comparison, the gap between Avatro and other brands have been discovered

and also mentioned about the challenges that Avatro is facing. The report also discusses about the organizational functions, structure and its operations. Lastly, the report also consists of few recommendations that Avatro may follow in order to improve its profitability and continue to hold its position in the future and become sustainable in the market.

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Chapter-1

1.1 Student Information

I am Nazmul Islam Nayem, student of BRAC Business School with an ID of 15204023. My major was both in Marketing and Human Resource Management (HRM). I had experienced my internship from Avatro Group Ltd. as a part of my Bachelor of Business Administration degree completion. As a medium of contact, my email address is nayem9834@gmail.com and my personal mobile number is +8801741934933.

1.2 My role during Internship

During the internship period of 3 months commencing from March'20 to May'20, I have worked with marketing and sales department. Qurban Khan, executive of Marketing acted as my direct supervisor and Ms. Nawshin Tasneem as the reporting manager. Apart from them, I also had to report to the Marketing manager and sometimes align with the legal and finance departments due to various tasks. I feel blessed and lucky to have such nice persons to have as my supervisor and reporting person as they assisted me to learn new things and were very friendly to me. My duties and responsibilities are as follows:

- Communicating with the managers or business owners of different business sectors, understanding to facilitating them with our opportunities and managing to be our clients discussing with their benefits.
- Maintaining databases and folders of all types' business institutions in Dhaka city and updating them regularly.
- Very often I needed to go for visiting most of our' to be clients and discussed the facts and facilities with them to convince.
- Signing up with the clients after a fixed meeting with our agenda.
- Selling 'Dream Card' towards other business owners, corporate people and students mostly in Dhanmondi and Mohammadpur area.
- Sometimes I need to deal with finance department for my expenditure and selling items to keep the statement very transparent.
- After daily visit/ completion of any project, I had to report to my supervisor or the attendance Sustainability of Avatro Group as a startup

supervisor.

- During the period of work from home, I need to follow up our clients and the business people who felt interested about signing with us for their digital marketing and dream card project.

1.3 Internship Objectives

- This Internship program has numerous objectives. As a matter of first importance, it opens up another window to the newly graduated understudies who are just before entering the corporate world like me.
- It permits them to know the activity behavior, work environment standard, culture and conventions. I have taken in the working environment manners which will help me a ton to plunge on my later expansion of my career.
- At that point, It gives understudies an opportunity to suggest what they have realized over these past years of education and just because they can execute those exercises, all things considered. So am I, I have figured out how to relate and execute my instructive mastery to leave an effect on what I did there.
- In addition, Students can relate with the hypotheses they have learnt. Like the various understudies I would now be able to comprehend my speculations more when I perceive how they are helping in a genuine business and can be so viable and pertinent.
- At that point, it allows understudies to confront the day by day challenges with a solid mentality. In like manner It additionally gave me ordinary difficulties in an alternate manner to manage business issues, individuals, environmental factors and set me up to be prepared to manage it.
- Besides, as a showcasing and human asset significant understudy, I have jumped at the chance to find out about the advertising methodologies, strategies, crusades, thoughts and related everything. This temporary job permitted me to encounter all these. Alongside it, managing individuals of different foundations working worldwide in this organization, allowed me a chance to thrive my human asset learnings also. I understood how individuals were being enrolled, what their quality, and shortcoming, how they respond in specific circumstances thus numerous things.

1.4 My contribution to the company

Though 3 months is a very short period to excel in any work station but I firmly believe whatever I learnt from there and got suggested to do, I could implement at least 85-90% of those. It was tough to handle everything very smartly but with a good supervision I could manage to handle. At least I believe I delivered some ideas which were praiseworthy and they took my suggestion very positively which I observed while telling those facts to others for the completion of works. As I maintained timing properly, I can happily say that some people were given instructions to follow me regarding timings and communication issues. May be I have the contribution on the financial status of the company in last 3 months.

1.5 Benefit to the Individual

As written in the internship objective above, the criteria I demanded or an intern demands to a company during internship period, I guess I got maximum of those. At least I learnt how a good supervisor should be, how to share ideas and think from heart and how to overcome obstacle in any situation which will help me to work at my best wherever it be.

Chapter 2

2.1 ORGANIZATION OVERVIEW

The Avatro Group Ltd, founded by Engr. Mr. Hasibul Alam in 2018 and headquartered in Tajmahal Road, Mohammadpur and have their project based offices in Adabor, Mohammadpur; Mymensingh, Jessore as well. It is a limited company having sister concerns like Avatro Agro farm, Avatro Marketing, Avatro IT & Software farm, Avatro Event Management, Avatro Pet Care and Avatro Art foundation. To describe from the Agro based business-

Avatro Agro business is a diversified full time farm which produces seeds, poultry products, Black Bengal Goat, Turkey and Fertilizer (Organic Manure). They will soon produce dairy farm based products as well. Their farm is specialized in producing the enlisted products and focuses on meeting the needs of the customers. The agro business is focused on the profitable, progressive, sustainable production of premium quality Seeds, Organic fertilizer, Turkey, Black Bengal Goat. Their agro based business and products are quite popular in the local because of the availability, affordable price and premium quality of the products. They used to provide fresh and non-toxic seeds and fertilizers to their customers. And, the Goats and turkeys are raised with extensive care to maintain the taste and nutritious value. The company also ensure the quality and safety of their products which are guaranteed by the control of the entire chain of production from raising the poultry products and planting the seeds to selling those products. Local vet doctor regularly inspects the farm. Moreover, the authority also ensure proper hygiene in the farm to keep the turkey and goats free from diseases which ensures the animals of the firm remain healthy and sound. They basically produce high quality of agriculture and poultry products in Bangladesh, using different improved production, value addition, marketing innovations and uniqueness for multiple benefits.

In terms of Avatro Marketing Agency, they have started the marketing agency as it seemed to have a large gap in knowledge of online marketing as well as the lack of transparency, tools and experience among the industry colleagues. As a digital marketing company in Bangladesh, their objective is to create a platform for their clients to gain a better understanding between the correlations of online marketing and how it directly impacts sales and lead generation. Bangladesh is still behind some of our larger neighbors when it comes to being visible online, we

want to bridge the gap and bring more Bangladeshi companies to the web and open new marketing channels for them. Avatro Marketing is one of the best promising Digital marketing agencies in Bangladesh. They believe in the fact that their digital marketing solutions can help you beat the competition and help your business grow and their marketing initiatives will bring excellent sales opportunities for your business. It will help to increase your revenue substantially. Their services are like-

- Digital Marketing**

- Digital Branding**

- Digital Advertising**

- Data-Driven Digital Marketing**

- Programmatic Buying**

- Pay per Click Advertising (PPC)**

- SEO Strategy**

- SEO**

- E-commerce SEO**

- SEO/SEM**

In terms of branding and positioning, the company provides their services like-

- Branding**

- Brand Strategy**

- Digital Branding**

- Influencer Marketing**

- Marketing Strategy**

- Social Video Production**

- Video Marketing**

- Corporate Identity**

- Corporate Branding**

- Brand Positioning**

They are also focused on offline marketing as well and they also made an innovation in this offline marketing which inspired them to bring back another product named '**Dream Card**' which is actually a very special product. It is basically a discount card where the logos of the partnered brands are attached and whoever is having this special card will get a particular amount of discounts from all the brands enlisted there. It is being categorized into 2 parts- Student Card and Premium Card. So, in every movement of company progress, they thought about making business and successfully doing it since 2018.



Fig: Dream Card

Being enlightened and passionate about the technological blessings and thinking about the next booming e-commerce sites, it embraced the light of IT & Technology. Avatro IT solutions and Software farms were found to keep face with the trending and competitive world market. It made an arrangement where people can learn about IT based things like learning in a training institute and became a one stop solution platform where people can demand for most of their technological queries and products. Avatro One Stop IT Solution is a complete solution provider of software development, computer networking and end-to-end communication services. The products are as follows-

- **HR & Payroll software**
- **Point of Sales software (POS)**
- **School/ College Management software**
- **Garments ERP System software**
- **Store Management System**
- **Real Estate CRM software**

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- **Medicine Shop Management**
- **Prescription Management**
- **Invoice/ Billing software system**
- **Accounting & Inventory software**
- **Graphics Design.**
- **Video Editing**

2.2 Vision

Their vision is to be the first option of each client to gain different experience and unforgettable moments via their innovative services and well respected favors.

2.3 Mission

- To help their clients to reach their business goals through their services in communication, education, measurement, rewards and events to inspire their employees, channel partners and customers.
- To be the customer's destination of choice.
- To attract and retain the best people.
- To be the most respected diversified business company in Bangladesh in next 10 years.

2.4 Values



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2.5 Team Management

Name	Designation
Engr. Mr. Hasibul Alam	Managing Director
Mimi Afsana	Executive Secretary
Mohammad Al Barki	Chief Marketing Officer (CMO)
Nawshin Tasneem	Head of HR
Rishad Azim	Director of Finance

2.6 Departments of Avatro

- Retail
- Wholesale
- Product Development
- E-Commerce
- Finance
- Operations

2.7 Marketing & Sales Department



Marketing and Sales department is one of the largest and a very crucial division of Avatro. It is largest because of the number of people involved directly and indirectly with it and most important as majority of the Avatro's revenue is generated from its own marketing and sales units. Humayra Meem, the new marketing manager who looks after the directions and managerial facts regarding our marketing and sales team. She is in charge of providing guidance and leadership to 3 sub-units of sales and marketing, which are mentioned above. All the 3 wings are interrelated and are subset of marketing & sales division.

Business development part helps to expand and grow the current business unit and also seek for opportunities to increase customer base and profit generation. They align their work with the other businesses, which is a subset of business development unit. The sales people conduct profitability analysis, breakeven analysis, calculate payback period based on the qualitative and quantitative data generated by business development. The department works directly with the finance team for the purpose of price conduct and advance payment of the clients; also with legal team for preparing contracts between the clients/partners and Avatro.



Fig. Marketing & sales Department's Team Members

Under the directions of Mr. CMO, the marketing manager used to supervise and implement the working procedure through the executives and interns. It is noted that, our company is directed and spontaneous at both online and offline marketing. From our marketing executives, some work from office who are very much engaged in online marketing and sales related works and some of the executives used to do field works who used to promote and sell the products and opportunities the company provides through moving to one business office to another. This is how a healthy work maintenance is being prevailed and the clients are overwhelmingly increasing day by day. Starting from tourism businesses to restaurants, saloons, grocery shops, vehicles and parts sellers, resorts, Airlines Company, private universities etc., all are included in the company's marketing structure and forum. The clients also get benefitted from us while buying our company products as well. This is how a healthy environment is being established between our clients and us. Marketing and advertising department is the heart of sales department. Their main task is create demand which will bring more profit to the organization. They run marketing campaigns during various corporate fairs and fairs conducted in schools, college and universities especially in Dhaka North zone. They also run the social media channels and customer service team.

2.8 Brands of Avatro

Avatro Group Ltd. has currently more than 5 businesses including its' own merchandises. They have Agro business, digital marketing agency, and Pet care, Restaurant named Bon Appetite Delight, IT farm, Art foundation and Language institute. They are very much linked up to each other in terms of business. They tried to be in every sectors of businesses and somehow managed to be at least in a position where profit generation is at least continuous. All the businesses are very much dependent on the marketing and sales department, especially on the marketing agency it has. These all are synchronized built up time to time facing the needs from the company itself. When their own benefit had been met, they thought to expand it for others' benefits. This is how the journey took place and continuing.

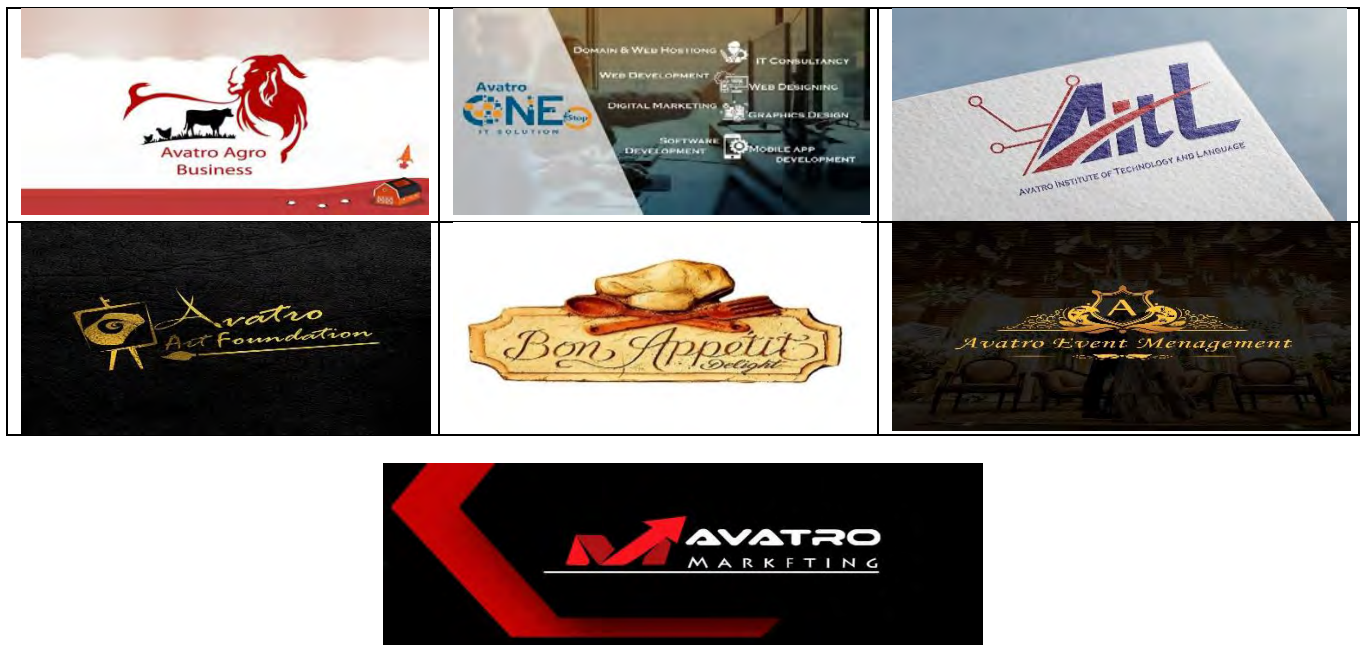


Fig: Brands of Avatro

Chapter-3

Introduction to the report/study

3.1 Rationale of the study

To find out the success factors of diversified start up culture in this 21st century. The objective is to compare the key success factors with Avatro's current performances and future prospects and, provide solutions to fill up the missing gaps. To sustain in the long run and to cannibalize market share of the rivals what measures are taken by Avatro are the main subject topics of this report.

3.2 Statements of the problems

Though Avatro Group is a limited company with various businesses, it is to be kept in mind that it is a startup company and competitors are strong in the market who are working for many years. To make it known to all and maintain a competitive profit margin, it has to struggle a lot in a very systematic way. A year of pandemic is also going on which already slowed down the progression and taking most of the working and collaborating works considering field works, it is tough to expand more. Another issue is, all other businesses are having a tough time now a days which is also a threat to the company because Avatro may lose many of their clients and the businesses that are partnered up for the 'Dream Card' project may also lose the interest because most of them are already passing through tough time with earning and profit which will be resulting no intension of giving discount in their products. So the market share as expected will not meet up in such situation.

3.3 Scope and Delimitation of the study

The topic I chose for the report is very vast so in order to make it very precise and meaningful I chose only few crucial factors out of many. The time to conduct research, analyze and evaluate results and ultimately write the thesis was limited and also getting accurate result from surveys was also challenging at times.

3.4 Objective of the study

The report was made to match the success factors of Startup culture in the 21st century with Avatro's current performance scenario and their future likelihoods and, analyze the strength and weaknesses of Avatro's business model.

3.5 Research Questions

- What are the success factors startup companies in the 21st century?
- Is Avatro matching up with the performance required to compete with rival brands?
- What are strengths and shortcomings Avatro currently facing?

Chapter 4

4.1 Literature Review

Agribusiness is the biggest business segment in Bangladesh. The exhibition of this area overwhelmingly affects major macroeconomic targets like business age, destitution mitigation, HR improvement, food security, and so forth. Bangladesh climate is a lot of neighborly for poultry cultivating. There are different sort of poultry winged creatures are tamed for a long time back. Starting at 2017 around 300 billion taka has been put resources into the poultry business. There is an expected 150,000 poultry cultivates in Bangladesh. From 2 to 4 March 2017, Poultry Science Association Bangladeshi branch held the tenth International Poultry Show and Seminar in Bashundhara Convention focus, Dhaka, Bangladesh. The homesteads yearly produce 570 million tons of meat and 7.34 billion eggs. Poultry feed is made for the most part from imported soybean and soy supper. Per capita utilization of meat and egg stay underneath the level suggested by the Food and Agriculture Organization. Turkeys were domesticated in old Mexico, for food and additionally for their social and emblematic noteworthiness. The Aztecs, for instance, had a name for the turkey, wueh-xōlō-tl (guajolote in Spanish), and a word despite everything utilized in present day Mexico notwithstanding the general term Pavo. Spanish writers, including Bernal Diaz del Castillo and Father Bernardino de Sahagún, depict the large number of food (both crude products of the soil just as readied dishes) that were offered in the huge markets taking note of there were tamales made of turkey, iguana, chocolate, vegetables, organic product, and that's just the beginning. The old individuals of Mexico had tamed the turkey as well as had clearly evolved modern plans including these fixings—many used right up 'til the present time—more than several years.

Economy of Bangladesh is predominantly determined by rural item and animals is the most suitable area. Domesticated animals is contributing about 2.73% of generally speaking Gross Domestic Products (GDP) and 4.31% fare profit from cowhide and calfskin merchandise of complete fare, 20% of the populace is legitimately and half is mostly reliant on this division (Draft Sixth Five Year Plan, 2010). Be that as it may, the absolute domesticated animals populace made out of 25.61 million goats, 23.44 million dairy cattle, 14.54 million wild oxen and 3.17 million sheep. Goats are significant types of domesticated animals, it has short age spans, higher paces of productivity and high market request.

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A study was conducted on 300 ranchers of five locale in north Bengal area, Bangladesh to know the financial status of ranchers and their goat the executive's framework. We have discovered that 82% ranchers are Muslim and 70% females are associated with goat cultivating. Review indicated that 47% goat rancher's age go is (15-multiyear) and 68% (46% female and 22% male) ranchers are in essential standard level. Landless or little peripheral ranchers are engaged with goat cultivating (37%). This examination mirrors that 54% rancher's yearly pay is inside 10,000 Tk whether 37% goat ranchers win between (10,000-20,000 Tk) every year. Just 9% ranchers win more than 20,000 Tk every year. 100% ranchers in rustic territory back their goat by semiserious framework; 82% and 18% ranchers use kacha and paka floor individually. 86% ranchers flexibly thinks feed with green grass though just 14% ranchers don't gracefully any focus feed to their goat. Ranchers provided 2.63 ± 0.05 kg/day green grass, 60.00 ± 5.86 g/day concentrate and 0.62 ± 0.03 kg/day tree leaves per animal during lactation stage. Most extreme (61%) ranchers have in excess of 10 goat and 25% have 5-10 no. of goat. The body wt. of claspings, dueling, buck and doe were 6.12 ± 0.04 kg, 5.92 ± 0.06 kg, 8.45 ± 0.10 kg and 7.44 ± 0.04 kg separately. The vast majority of the ranchers (84%) utilize regular and hardly any ranchers (16%) utilize managed impregnation to their doe. The occurrence of pneumonia (61%), fever (43%), looseness of the bowels (42%) and anorexia (60%) are high in as long as multi month old enough. Rate of goat pox (58%) and alopecia (54%) are high in the time of over 9 months and parasitic invasions (51%) are high in the age of (1-9) months. From above conversations we can reasoned that Socio monetary state of ranchers in provincial territory of North Bengal locale is slightly below average. To upgrade the creation capability of the variety it is fundamental to acquaint prevalent advances and with make important offices of improved practices in goat keeping.

Move over, 90% of our digital Marketing customers are the referral. Digital Marketing Bangladesh is the help of items or brands through at least one types of electronic media. It varies from customary marketing. In that way, it includes the utilization of channels and techniques. The action of Digital Marketing is creating bit by bit. Top associations are moving nearer for Digital Marketing designs. Therefore, the helpful impact of business is past the domain of creative mind without fitting techniques. On the off chance that it is your own special business masterminding or as an expert, the intrigue is so far higher. The course is proposed to empower you to all. The more probable grasp the calling and focus on the business places. Furthermore, to

win money on the on the web, work with self-checking, become a business visionary. It is particularly indispensable to focus on any business contemplations. Moreover, Digital Marketing Bangladesh is here to make you one brand. We are here to discuss brands and to outfit with imaginative examples of Digital Marketing for proper techniques. Discover the open door now and rank faster than any brand.

4.2 Success Factors for Avatro as startup to sustain in the future.

1. Creating brand communities: The term brand community alludes to a specific, non-topographically bound network, based an organized arrangement of social connections among individuals who share regular warmth for the brand. It is a 21st century idea and since its initiation, it has been paid attention to by numerous well-known brands. The best way to get established as a brand is to create innovative product and spread extra ordinary services towards the clients. Through the clients the brand identity can be more reliably increased due to the trustworthiness of the company. Organic marketing is sometimes the best marketing to grow which is very much necessary for a startup brand like Avatro. The businesses who are very much similar to us should also be our target of collaboration. A shared market and a shared economy can prevail a very good scenario in the economic sector of a country which can grow stronger as a whole.
2. Brands must ensure that they engage more young people into their community as they are the ones who willingly promote the brands on social media. This allows an integrated approach and brands can successfully multiply their communities since customers themselves build and promote the community they are attached towards. This community people share their passion, knowledge, training, fun and friendships offline in gossiping, playing or sharing ideas.
3. If the success factor does not come through all the parts, they need to focus at least in some particular project which will be calculatedly more profitable and sustainable. For example- if agro based business does not boom, they can move forward to expand the sales of Dream card/ be a full time marketing agency or software farm. The situation is being changed now a days which should be taken under a good consideration to sustain in the market.

4.3 Avatro's Standings

Actually to be frank, the company should be praised because the way it developed its diversified businesses within a very short period of time, is mentionable. There are so many competitors in various sectors but the blessings for the company is, it started working and developing its business from area to area which helped get a fair identity in Dhanmondi and Mohammadpur area in last 2 years.

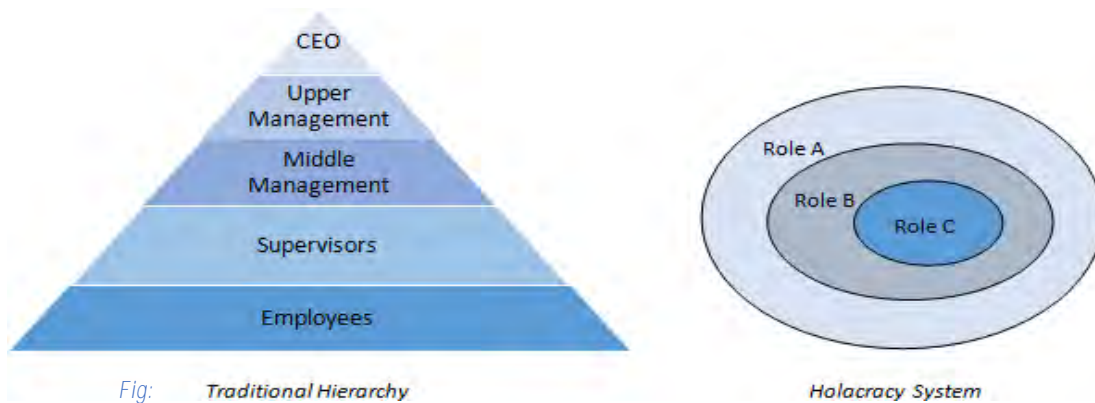
In terms of Agro based business, it has local competitors who actually nourishes the goats are not that much competitive because they do not follow any organogram formula. There are very few people in the country having a business of black Bengal goat farm. In this regard, Avatro is doing its' business with a very less competition in the market. In 2018, the turkey business was a bumper one but now a days the demand of it had lessen down too much and the selling price got decreased as well. So, this market is already questionable and for these days it is tough to proceed more in the sense of profitability in high range. In this case, it will be at risk.

In terms of marketing agency, it has a miles to go. Though within this short period of time, the agency got a significant profit through this but the competitors in the market are very strong and established. So it will be difficult to survive in this competitive market in this type of situation, especially for the pandemic situation it will be tougher to compete and regain the proceedings. The clients that already been engaged with the company might lose the interest to work with. In each types of business actually, the condition is more or less same. So, it should be careful handling this situation. I believe it has the capability to fight back and come back strongly.

Possibilities to reach the milestone will be prolonged with no question. There is a chance of both conditions but till now company and the chairman is positive to handle it with strong hand. It will focus more to establish the brand identity and think more differently like out of the box to hold the effectiveness in different way. New business ideas may also come in future through which they can get the establishment they expected before. As it is a growing company, there is nothing called end here, it can start from there.

4.4 Holocracy Approach

Holocracy is a dynamic organization structure which is different from the conventional hierarchy system. Instead of operating top-down, power is distributed throughout the organization, giving individuals and teams more freedom to self-manage, while staying aligned to the organization's purpose (Holocracy Org, 2018). It is a shift in mindset among employees to a greater autonomy and taking action. The concept gives every employee the opportunity to be more innovative and



Move the organization forward which will help them to meet customers' needs in the long run (Zappos, 2017).

Indeed, even in this methodology workers need to answer to their directors, anyway the representatives are demonstrated regard at whatever point they take choice by their own. The representatives are not given any occupation title inside; notwithstanding, they are offered titles to utilize them remotely so as to speak with the outside world. It additionally guarantees that workers are remunerated dependent on their reasonable worth and not just by the traditional compensation scale. The framework is helpful to association as Holocracy intends to make organizations developmental by gaining by the one of a kind capacity those chiefs and workers have. By getting rid of the idea of administrator, it adequately separates correspondence and coordinated effort boundaries framed by customary pyramid hierarchical structures. Supervisors like this idea as they don't need to invest their whole energy taking care of everybody's issues, while representatives acknowledged it since they feel really enabled to follow up on pressures, issues and openings that Sustainability of Avatro Group as a startup

they perceive.

Holocracy has changed the hierarchical structure from pyramid shape to roundabout shape. Rather than thinking about an organization as a pyramid of individuals in various division and with various specialists, it thinks as a lot of settled circles that comprises of various jobs, not individuals. Another key part of Holocracy is that it engages workers. One of the key advancements of Holocracy is that the individual who fills a job is engaged to execute a task the most ideal way the person in question sees fit. There is no director to abrogate that choice and nobody has such position, not even C-suite individuals. In this sense, Holocracy makes a very engaging condition where authority is genuinely conveyed. For an occurrence, an individual fitting an advertising job needs to make a LinkedIn page for the organization; he is allowed to do as such without asking anybody's authorization. Holocracy is a totally different administration framework that expects workers to reevaluate their association starting from the earliest stage. It may be awkward and troublesome from the outset yet, it might be the best way to introduce development inside the association (Book video club, 2015)

4.5 Adapting to customer demand and satisfaction

There are various components that add to the general achievement of the association; consumer loyalty is one of them. Regardless of whether you are selling items or administrations, it is consistently imperative to follow this factor and consistently center on improving it so as to make clients increasingly steadfast and fulfilled. One of the principle issues of our neighborhood associations is that they move their consideration rapidly from their primary partner clients, when they gain prevalence. They move center more around to cost decrease and blossoming benefit however neglect to understand that the clients will create income to the organization. As per Kierczak, great standard client assistance can win customers' hearts and make them buy the brand routinely. These days when online life assume such a significant job in settling on choices it's critical to watch out for a nature of client care you give.

Kate Zabriskie once said that “Although your customers won’t love you if you give bad service, your competitors will.” With increasing competition, there is no way a brand can last long if they fail to realize the important role of its customers. Existence of such factors like, Hiked prices, degraded products, poor customer service and unwary of customer wants can easily destroy the

brand value and eventually diminish market possession. Organizations fail because they struggle to retain existing customers and only focus on attracting new customer base. This is dangerous, as the existing customer base switch to competitor brands and end up being loyal to those brands, this can significantly reduce revenue to the organization. Often, brands that take the first-mover advantage are more successful than late entrants, introducing new and trendy collection before competitor brands can have a significant impact on the brands position in the market.

4.6 Challenges of Avatro

Avatro Group Ltd. is going through tough phases as the business growth has slowed down compared to previous year. Although, they had done enough as a startup, but there was a possibility to take the business in to a next level by this year which is not being possible now for the pandemic situation. The market share and profitability has already reduced and it will have a challenging time to stand again in this growing competitive market in Bangladesh. Here is a list down of all the challenges that Avatro is either currently facing or will face in the near future.

- Sometimes they lose focus on the ongoing project and have the tendency to jump over another project very often. Though they became successful anyhow, it is quite risky all the time and it is not obvious that every time it will be success.
- Majority of Avatro's client are restaurants, footwear businesses, saloons & spas, vehicles and parts stores etc. who are facing business obstacles now a days. There is a probability to think in different way about their businesses and they may lose the interest with us thinking us as just a growing marketing agency or a company.
- Avatro's market share is threatened by rapid growth of marketing agencies and IT solutions firms. This is expected to happen because of rising population and economic progression and is beyond organization's control. However, products degrading quality and lack of availability can be a concern and acting as barriers to Avatro's sustainability in the long run in the startup culture. By the performance of last two years, it has gained the trustworthiness but it is very much difficult to maintain in this pandemic situation.

- Marketing plays a vital role in an organization's success as they help to create demand and to increase the inflow of revenues. However, due to present situation the budget allocation for marketing and branding may lower down which might increase the risk factor to regain the brand identity in a very smooth way. However, they are quite active and focusing on social media marketing.
- E-commerce is a new concept in Bangladesh and in recent years people have shown significant interest and adapted to it. Avatro is also growing with e-commerce and IT & software firm. But it will face a real challenge to get back its position with more students in training institute. People are starving outside for food which will degrade the eagerness of the students to come and get admitted here for this extra courses because money became a factor for the mass people.
- The overall financial condition of the company is lessening for the low market share and profitability due to this situation. This resulted in the salary structure of the employees. Many of the employees are getting half or 60% salary which might decrease the interest of the employees to work here. So, there is a possibility to lose some quality employees even. It is noted to be mentioned, the company is trying but they are bound to do so as the sales ratio became too less since last 3 months.

4.7 Recommendations

- Avatro need to ensure that they conduct proper market research and mapping after the pandemic is over or the working situations at least get the favorable condition and before proceeding to any new project every time. In order to achieve unrealistic targets set by top managements, they often take wrong decisions and regret later. It is already seen but there's no time to do so again. So, they need to be more careful from the very next time to set the target and milestone. It will help to feel the enthusiasm and ability on the business over ally.
- Collaborating and working as teams is an essential success factor for any organization.

There is significant level of lack of coordination is observed among various departments which increase an overall lead time for any work done. So to be fresh and focused it is highly recommended to maintain a good loyalty and a good company culture there. Being empathetic by both the authorities and employees is very much required to overcome any obstacle and keep the motivation always high.

- By not showing concern on market competition, they need to focus on factors that they have control over them, developing unique and superior products. The client service should be high and the marketing factors for them should be dealt with more innovative ideas. The sales generation of the own products should be taken under consideration to make a good sales ratio. After arranging the own facts, then they can move to other projects.
- Avatro already started franchise operations in restaurant sectors since January, and till now it has achieved good success. They need to increase more franchises and to reach those areas where retail hasn't reached yet, by this risk can be mitigated. This method can be done for other businesses as well.

4.8 Conclusion

The purpose of the report is to find out whether Avatro can sustain in this competitive startup market culture in Bangladesh in the near future by comparing success factors of global/local brands of same business types comparing current position and future prospects. With current market size and Avatro's position in the market it can be said that due to size and popularity by this 2 years, Avatro can still sustain in the market. However, due to rising competition and so many alternatives, Avatro need to cope up with the market trend, follow the global brands patterns and take corrective measures in order to remain as a powerhouse in Bangladesh's market.

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