

Report On

Unraveling Marketing Strategies of Prefabricated Steel Structure
Industry: Analysis of McDonald Steel Building Products Limited

By

Rafat Tanvir Ahmed
21164054

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

Brac Business School
Brac University
March 2024

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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:

Rafat Tanvir Ahmed
21164054

Supervisor's Full Name & Signature:

Suman Paul Chowdhury, PHD
Associate Professor
Brac Business School, Brac University

Letter of Transmittal

Suman Paul Chowdhury, PHD
Associate Professor
Brac Business School (BBS)
Brac University

Subject: **Submission of Internship Report**

Dear Sir,

I am writing to formally submit my internship report, titled "**Unraveling Marketing Strategies of Prefabricated Steel Structure Industry: Analysis of McDonald Steel Building Products Limited**". It is my pleasure to carry out the internship report under your esteemed supervision.

As a part of my academic curriculum, I chose to concentrate on Marketing for my internship, exploring various marketing strategies implemented by McDonald Steel Building Products Ltd. I have highlighted all the findings in this report and aimed to deliver a comprehensive evaluation of the organization's marketing tactics as they are implemented within our nation.

I kindly request you to accept my internship report for further assessment.

Sincerely yours,

Rafat Tanvir Ahmed
Student ID - 21164054
BRAC Business School
BRAC University
Date: March 28, 2024

Non-Disclosure Agreement

I signed an agreement with McDonald Steel Building Products Limited granting me permission to use and access all business information in order to complete my internship report, 'Unraveling Marketing Strategies of Prefabricated Steel Structure Industry: Analysis of McDonald Steel Building Products Limited.' Except where otherwise noted, the supervisor of my organization has expressly authorized and directed the acquisition of all corporate data and information included in this report. I appreciate the support for completing this report and my cordial thanks for allowing me to use the data in my report. Thank you for your cooperation. The company's supervisor severely prohibited the use of sensitive information.

This agreement may only be amended in writing and signed by both parties.

Name of Company: McDonald Steel Building Products Limited

Supervisor Name: Md. Abid Hossain, Assistant General Manager (AGM)

Name of Student: Rafat Tanvir Ahmed

Address: BRAC University, Kha 224 Bir Uttam Rafiqul Islam Avenue Merul Badda

Acknowledgement

At first, I would like to express my gratitude to the Almighty Allah who has granted me the opportunity to get admission at Brac University. Then I would like to address my parents and teachers who always give me the guidance and support in my journey.

In the process of preparing this report, I would like to acknowledge the guidance of Prof. Suman Paul Chowdhury, honorable faculty of Brac Business School, Brac University. His support and cooperation pave the way for completing this report.

I would like to thank Mr. Abid Hossain, AGM of the Marketing Department, supervisor of my internship period. Apart from them, I appreciate every individual's support at McDonald Steel Building Products Ltd. since without their cooperation this study would not have been a reality.

Executive Summary

This report demonstrates the intricate landscape of the prefabricated steel structure industry by focusing on the marketing strategies practiced by McDonald Steel Building Products Ltd. Through the application of theoretical knowledge and practical experiences obtained during the internship, this study unfolds the dynamics of the steel structure industry in Bangladesh. The research emphasizes the country's capacity for the prefabricated products industry, highlighting the ongoing transition towards manufacturing self-reliance. The analysis focuses on McDonald Steel's crucial contribution to this process, highlighting its achievement in establishing a strong brand by showing its dedication and high standards. The report navigates through strategic plans, SWOT analysis, competitive advantages, and marketing strategies, offering valuable insights. It encapsulates the current market scenario and concludes with thoughtful suggestions for enhancing the company's marketing endeavors. This comprehensive exploration contributes to understanding the marketing details of the prefabricated steel structure industry of our country.

Keywords: Steel Structure; Industry analysis; marketing strategy; SWOT analysis; prefabricated structure

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Chapter 1

Overview of Internship

1.1 Student Information

This internship report was written by me, Rafat Tanvir Ahmed, identified by the student ID – 211645054. I am currently pursuing my Master of Business Administration (MBA) at Brac University, with a major in marketing. This report provides a thorough overview of my internship experience as well as offering a firsthand perspective on the practical implementation of marketing theories in a professional setting.

1.2 Internship Information

1.2.1 Company's Information

I completed my internship from **McDonald Steel Building Products Ltd.** The main office is located in Tejgaon Industrial Area, Dhaka. I started working as a Project Coordinator in the Marketing and Project Management Department in 2018. After a 6-month internship, I was hired as a permanent employee based on my performance.

1.2.2 Company Supervisor's Information

My internship supervisor was Mr. Abid Hossain who was the Assistant General Manager (AGM) in the marketing department. With his guidance and cooperation, I was able to learn the corporate culture soon and also able to apply my academic knowledge in the workplace effectively.

1.2.3 Job Responsibilities

From the very beginning, I was given the opportunity to handle various projects and tasks representing the company. Despite being a new member, I received support from colleagues at all levels, helping me quickly learn the company's rules and regulations. I gained valuable experience through different responsibilities and engaged in one-on-one sessions with my supervisor and the management team at McDonald Steel.

My responsibilities are discussed below.

- **Customer Visit**

Frequently, I had to visit various corporate entities, government offices, and foreign clients as part of my role to secure new projects and enhance sales. Notable examples of clients I collaborated with include industry-based companies such as Jamuna Group, Bashundhara Group, and Ecotex for corporate projects. Additionally, I engaged with government clients like Bangladesh Railway, Roads and Highway Department, and Dhaka Mass Transit Company Limited. Furthermore, I established connections with foreign clients operating in Bangladesh, including Larsen and Toubro from India, Italian-Thai Development PCL from Thailand, Tekken Corporation from Japan, and Samsung C & T from Korea.

- **Corporate and Technical Presentations**

When clients visit MSBPL's factory or head office, I deliver both corporate and technical presentations. presentations cover details of completed projects, expertise, management, and equipment.

- **Project Management**

As a part of the project management team, I oversee various aspects of projects under my supervision. This involves tasks such as equipment and manpower procurement, participation in

weekly meetings, and ensuring effective coordination between project sites and the factory. Currently, I am managing the prestigious DMRT project for MSBPL.

- **Site Visits**

To ensure the effective and efficient operation of the sites, it is essential for me to make regular visits. Regular site visits not only keep me informed but also ensure that I am well-prepared to handle any challenges that may arise.

- **Factory Visits**

I have to visit our factories from time to time to monitor fabrication sequences and tracking delivery statuses to ensure projects meet their completion targets. We have two factories, one is in Gazipur, and another is in Mirsarai Economic Zone, Chittagong.

- **Weekly/Monthly Reporting**

I provide daily activity updates and site progress reports to our Project Director. Also, I prepare and submit monthly project status reports to the Managing Director.

- **Proposal Preparation**

I am responsible for creating price proposals for potential projects. It includes the market research, drawing review, preparing the quotation etc.

Other Activities

- Preparation of invoice/ certification/bill documentation
- Follow up pending payment
- After Sales activities
- Maintain and update the customer file

1.3 Internship Outcomes

1.3.1 Contribution to the Company

In my tenure at McDonald Steel, I have made substantial contributions to the company through my diverse range of responsibilities and proactive engagement in various projects. My role has been multifaceted, with a significant focus on customer engagement and project acquisition. Conducting frequent visits to corporate entities, government offices, and foreign clients, I can expand the name of my company. As a pivotal member of the project management team, I oversee various aspects, including procurement, weekly meetings, and coordination between project sites and the factory. Regular site and factory visits ensure effective operations, addressing challenges promptly, and monitoring fabrication sequences to meet project completion targets. Besides, my reporting is directly to the upper management which enables them to take the proper decisions. Besides these I contributed in the preparation of invoices, certifications, and bill documentation. My dedication and versatility in handling diverse responsibilities have played a significant role in enhancing the company's reputation and success.

1.3.2 Benefits from the Internship

During my internship, I acquired valuable knowledge that has significantly contributed to build up my professional journey. One crucial lesson was the importance of punctuality across all aspects of work, emphasizing the significance of time management in a professional setting. Engaging in one-to-one sessions with management body provided me with hands-on experience, refining my communication and interpersonal skills. Acquiring in-depth knowledge about the products and services within the industry broadened my understanding, equipping me with the expertise needed for effective decision-making. Additionally, I gained insights into strategies to improve team bonding, recognizing the collaborative nature of successful endeavors. Lastly,

obtaining practical marketing knowledge further enriched my skill set, empowering me with the tools necessary to navigate and excel in the dynamic realm of marketing. Overall, my internship has significantly influenced my professional skills and readiness for future career obstacles.

1.3.3 Problems Faced During the Internship

During my internship at McDonald Steel Building Products Ltd., I encountered several challenges that added complexity to my work. One prominent issue was the deficiency in computer tools, hindering the efficiency of tasks and projects. Additionally, there were communication gaps between different departments, leading to potential misunderstandings and delays in workflow. The organization faced a manpower problem, with insufficient resources to meet the demands of tasks, potentially burdening existing employees. Maintaining a work-life balance proved challenging, impacting the well-being and productivity of interns and employees alike. Furthermore, there was a noticeable lack of motivation strategies for newcomers, which could affect their job satisfaction and performance. The approval dependency on a hierarchical process led to delays in decision-making and task execution. Lastly, the organization struggled with fostering team bonding, with insufficient efforts to create a strong sense of cohesion and collaboration among employees. Addressing these challenges could significantly enhance the internship experience and contribute to a more positive and efficient working environment.

1.3.4 Recommendations

Based on the challenges identified during my internship at McDonald Steel Building Products Ltd., I would like to propose several recommendations for improvement.

Addressing the deficiency in computer tools is crucial, and the organization should invest in upgrading and providing necessary software to enhance the efficiency of tasks. Establishing

effective inter-departmental communication channels, such as regular meetings or collaborative platforms, could help bridge gaps and foster better collaboration. To tackle the manpower problem, the organization should consider hiring additional resources or redistributing workload more effectively to prevent overburdening of existing employees. Implementing initiatives to promote work-life balance, such as flexible work hours or remote work options, could contribute to the overall well-being and productivity of the workforce.

Speeding the approval process by empowering employees with decision-making authority within their roles can significantly reduce delays and enhance overall operational efficiency. Finally, fostering team bonding through team-building activities, workshops, or regular social events can contribute to a more cohesive and collaborative work environment. These recommendations aim to address the identified challenges and contribute to an improved and positive organizational culture at McDonald Steel Building Products Ltd.

Chapter 2

Organization Part

2.1 Introduction

Bangladesh has a favorable environment for the establishment and growth of businesses specializing in Prefabricated Products. Currently, the manufacture of built-up sections is feasible in Bangladesh with the importation of raw materials from outside sources. However, the hot rolled pieces are still required to be supplied from foreign sources. Bangladesh is classified as a developing nation that is experiencing consistent growth. The demand for steel construction is fast increasing inside the country. It is anticipated that in the foreseeable future, Bangladesh will also commence the production of raw materials such as hot rolled products.

McDonald Steel Building Products Limited is a leading company in Bangladesh specializing in the production of prefabricated steel structures. It is considered as the pioneer in this industry. It has successfully completed more than 1000 projects in Bangladesh and most recent completed project is Metro Rail Elevated Stations of DMRT Project Line -6, total 16 stations.

The implementation of sales and promotion strategies is vital in the contemporary marketplace. Monitoring McDonald Steel's potential sales region and their promotional strategies is crucial in the monitoring of day-to-day activities within the internship program. The branding efforts of the company have been consistently successful since its inception. Despite not utilizing traditional forms of brand advertisement such as billboards and television commercials, McDonald Steel has managed to establish a strong reputation among its clients due to its unwavering commitment to excellence and the high quality of its work.

2.2 Overview of the Company

2.2.1 Company Establishment and Details

McDonald Steel Building Products Limited (MSBPL) is a leading prefabricated structural steel construction company in Bangladesh. Established in 1998, it holds the distinction of being the first company of its kind in the country. Since its inception, MSBPL has consistently delivered high-quality steel solutions, playing a pivotal role in advancing Bangladesh's infrastructure sector.

MSBPL, with cutting-edge machinery sourced globally and a team of talented engineers and skilled workforce, is committed to achieving outstanding performance in pre-engineered steel building construction, significantly contributing to Bangladesh's development narrative. The company has successfully completed a wide range of projects around the country, including power plants, multi-story buildings, bridges, and aviation hangars. Not only that, MSBPL has also left an indelible mark as the local company that successfully executed the steel roof structure work for all 16 metro rail stations in DMRT Line-6.

Adapting to the evolving demands of construction techniques and requirements, MSBPL is equipped with world-class machineries from renowned international brands such as Peddinghaus Corporation (USA), Corimpex (Italy), Lincoln (USA), Akyapak (Turkey), HGG (Netherlands), and various others. In line with their commitment to quality, MSBPL imports and utilizes top-notch raw materials from countries like Japan, Luxembourg, China, Vietnam, and India, ensuring the highest standards in steel construction in Bangladesh.

Having successfully completed over 800 projects for government agencies to large local and international corporations, MSBPL stands as a reliable and quality-driven partner in the realm of prefabricated structural steel construction.

2.2.2 Company Profile at a Glance

Corporate Head Office	Shanta Western Tower, Level-11 186 Bir Uttam Mir Shawkat Ali Road, Tejgaon Industrial Area, Dhaka
Factory - 1	148-156/17, Bahadurpur, P.O. Bhawal Mirzapur, Joydevpur, Gazipur, Bangladesh
Factory - 2	Mirsarai Economic Zone, Chittagong
Started Business in Bangladesh	1998
Status	Private Limited Company
Business Line	Prefabricated Steel Structure Industry

2.2.3 Company's Mission

- To continuously search for improvement in the overall performance of the industry.
- To respect and understand the people with whom they work.
- To practice high level of ethics and honest communication in all their relationships.
- To continuously search for innovation to find out the most constructive solutions.

2.2.4 Company's Vision

The vision of this company is to bolster the leadership in pre-engineered steel building construction sector in Bangladesh and improve the industry through their advanced technology, leading expertise, and high-quality support services.

2.2.5 Company's Core Values

- Respect customer's needs.

- Unite as a Team and celebrate success.
- No compensation with quality.
- No wastage is permissible.
- Never being Complacent.
- Enjoying Responsibility.
- Recognize social and environmental awareness.

2.2.6 Area of Servies

- Power plant
- Hospital Building
- Industrial Building
- ICONIC projects in Bangladesh
- High rise commercial building
- Factory buildings

2.3 Management Practice

2.3.1 Decisions Making and Leadership Group

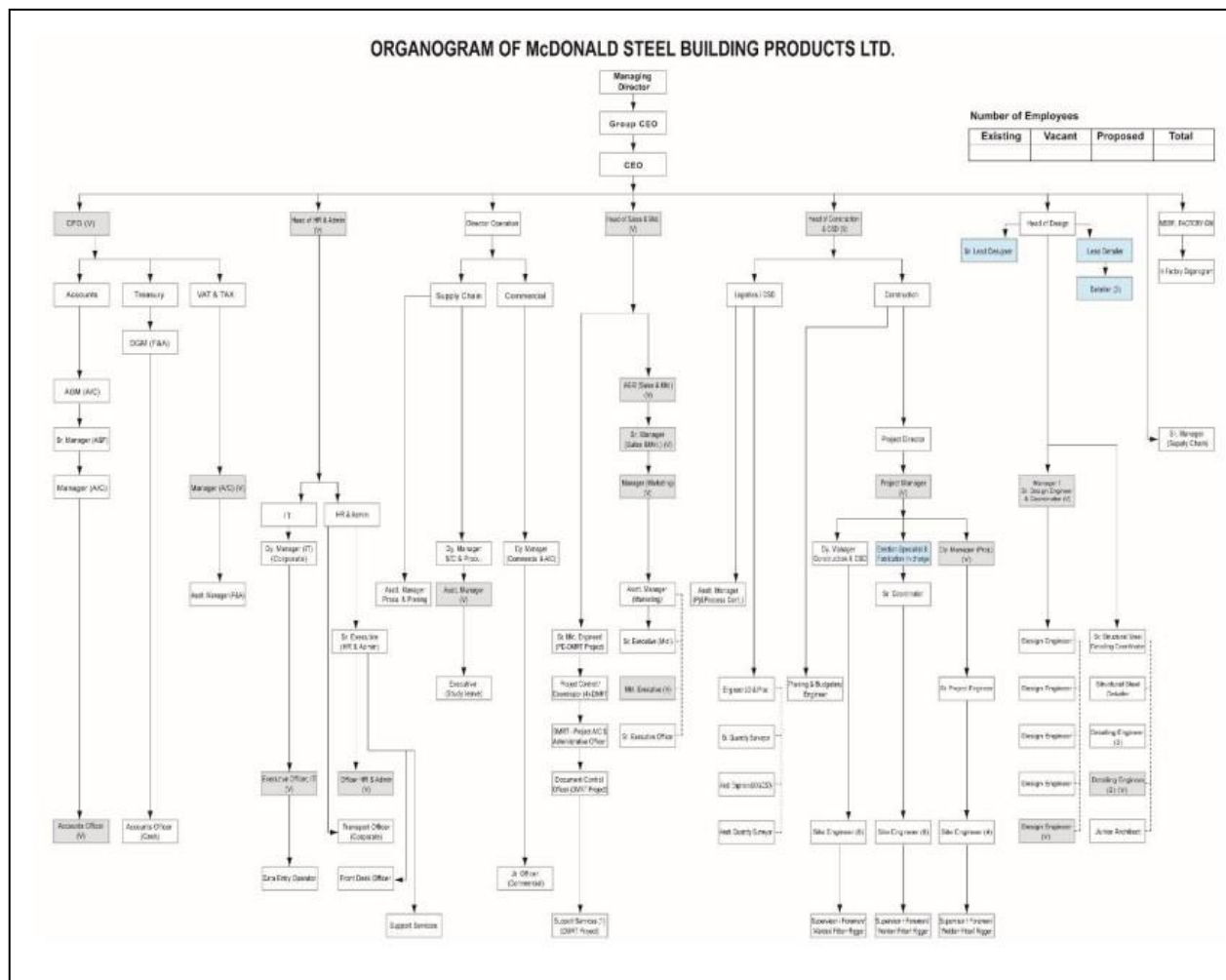
McDonald Steel is a privately owned entity, with its operations overseen by the Managing Director who serves as the primary decision-maker. The decision-making process is structured around a select group of key advisors, including the Group CEO, CEO, CFO, and Heads of Departments. This group collectively engages in thorough discussions, providing valuable insights and perspectives.

Following these deliberations, the Managing Director makes informed decisions that are crucial to the company's strategic direction and operational policies. The collaborative efforts of this

decision-making group ensure a comprehensive and well-considered approach to steering the company forward.

In addition to the decision-making group, the leadership structure involves the CEO and departmental heads. These individuals play pivotal roles in motivating and guiding employees and workers to achieve both monthly targets and meet the demands of clients. Through effective leadership, they contribute to fostering a positive and productive work environment, aligning the efforts of the workforce with the overall goals and objectives of McDonald Steel.

The organization chart of McDonald Steel is shown below.



2.3.2 Human Resource Department

The Human Resources (HR) department of the organization is well structured, comprising separate units for the head office and two factories. Decisions making from the HR department are uniformly applicable to all employees across various outlets. The recruitment process adheres to a transparent and equitable policy. The candidates have to undergo a series of screening procedures to secure a position within the company. Throughout the hiring process, the HR manager actively seeks input from relevant departments.

For existing employees, the HR department diligently maintains evaluation sheets throughout the year, which are subsequently furnished to department heads during the annual increment review. This ensures a comprehensive assessment of each employee's performance.

2.4 Marketing Practices

2.4.1 Marketing Strategy

McDonald Steel Building Products Limited employs a strategic marketing approach that capitalizes on its strengths while addressing its weaknesses and leveraging opportunities in the market. With a strong emphasis on safety and quality control, McDonald Steel positions itself as a reliable and secure choice for structural steel projects. The company showcases its expertise in delivering and erecting steel structures for diverse projects, establishing a solid reputation for consistent product excellence.

2.4.2 Target Customers, Targeting and Positioning Strategy

The target customers of McDonald Steel Building Products Limited are diverse and include entities involved in construction projects across various sectors in Bangladesh. The primary target customers encompass construction firms, developers, government agencies, and private

enterprises undertaking projects such as power plants, metro rail construction, high-rise buildings, bridge girders, office buildings, and factory constructions. McDonald Steel's focus on delivering structural steel buildings positions as an ideal partner for those seeking reliable, high-quality, and safety-compliant solutions in the construction industry.

McDonald Steel employs a targeting strategy that emphasizes its expertise in the delivery and erection of steel structures, showcasing successful completion of iconic projects in Bangladesh. By offering comprehensive safety and health practices, stringent quality control, and consistent product excellence, the company aims to appeal to customers who prioritize safety, quality, and reliability in their construction projects.

The positioning strategy of McDonald Steel revolves around being a pioneer and a reliable player in the steel structure construction industry. The company positions itself as a leader by highlighting its commitment to safety, adherence to global standards, and the ability to handle diverse and complex projects. McDonald Steel aims to be recognized as a go-to choose for those seeking structural steel solutions that combine innovation, quality, and expertise.

2.4.3 Marketing Channels

Marketing channels for McDonald Steel is different as it is a construction industry. Commercial advertisements are not effective as this is not a product for mass people. The prefabricated steel industry is recognized mainly in case of mega projects and McDonald Steel has claimed its position in the industry who only engage themselves in the iconic projects in the country. Participating in industry exhibitions and trade shows allows McDonald Steel to directly showcase its structural steel solutions to potential clients and network with industry professionals. Targeted email campaigns provide a direct line of communication with potential

clients. Also, there are tendering processes for any kind of upcoming projects. McDonald Steel participates in these tenders and secure the project by proving its capabilities.

2.5 Conclusions

McDonald Steel stands as a formidable player in the steel structure construction industry, with a robust foundation built on comprehensive safety practices, stringent quality control, and a track record of delivering high-quality projects. The company's commitment to safety and product excellence positions it as a reliable choice for diverse construction projects. While acknowledging limitations such as a constrained marketing budget and operational inflexibility during peak production, McDonald Steel is prepared to address these weaknesses by strategically investing in targeted marketing initiatives, enhancing flexibility, and prioritizing customer education. The opportunities presented by the growing construction sector in Bangladesh provide a favorable landscape for McDonald Steel to expand its reach and influence.

2.6 Recommendations

- **Strategic Marketing Investment:** A portion of the budget should be allocated for strategic marketing initiatives. This comprises strategic initiatives aimed at augmenting brand recognition, enlightening the target audience, and setting McDonald Steel apart from its rivals. Enhanced visibility will facilitate the acquisition of additional clients and initiatives.
- **Customer Education Program:** Develop comprehensive customer education programs to address the lack of awareness regarding the benefits of structural steel. This can involve seminars, webinars, and educational materials targeting both industry professionals and potential clients outside the construction sector.

- **Flexibility Enhancement:** Implement measures to enhance flexibility during full production to swiftly adapt to changing consumer needs and unforeseen obstacles. Workforce planning, inventory control, and production process optimization may all be necessary for this.
- **Continuous Improvement:** Maintain a commitment to continuous improvement in safety protocols, quality control processes, and product excellence. Regularly review and update operational practices to stay ahead of industry standards and customer expectations.

Chapter 3

Project Part

3.1 Introduction

The dynamic nature of the global market needs the continuous adaptation of marketing tactics to align with the growing landscape. The marketing team, as a crucial component of an organization, is faced with the ongoing challenge of adapting to a volatile environment. This entails comprehending the ramifications of globalization, technological advancements, a diverse workforce, diverse skill requirements, continuous efforts towards employee well-being, decentralized work structures, and employee engagement. These factors pose significant challenges for the marketing division in effectively managing the diverse range of marketing activities. In the construction industry, there has been a significant surge in the success of prefabricated steel-building companies. This can be attributed to the increasing number of international corporations opting for such structures for industrial purposes. The implementation of large-scale development projects around the nation has facilitated the integration of steel structures as a significant component within these initiatives. The escalating needs prompted various organizations to contemplate diverse marketing techniques.

3.1.1 Literature Review

The field of marketing strategy presents a diverse range of viewpoints, each offering a distinct perspective on this core idea. In its most basic form, a marketing strategy is a carefully thought-out plan intended to establish a connection with potential clients and win their loyalty to a particular good or service. Numerous academics have defined and investigated this complex idea, each adding to our comprehension of its nuances.

Baker (2008) delves into the holistic nature of marketing strategy, acknowledging its role in navigating the complexities of our modern world. This includes understanding the global landscape, adapting to technological advancements, managing diverse workforces, and prioritizing initiatives that enhance employee welfare. In this view, marketing strategy becomes not just a tool for attracting customers but a comprehensive approach to business that considers several factors influencing success.

According to Homburg, Kuester, and Krohmer (2009), preliminary strategic analysis is crucial. From their point of view, developing a strong marketing strategy starts with having a thorough grasp of the organization's existing position and future growth opportunities. Effective plans are developed using this analytical technique, which assures that the ensuing marketing initiatives are focused and deliberate.

Kotler and Keller (14th Edition) focus on the identification of target markets and the creation of a compelling value proposition. In their view, successful marketing strategies are rooted in a profound understanding of the customers' needs and desires. By aligning the product or service offering with these customer demands, businesses can create powerful connections that drive customer loyalty and engagement.

Aaker and Mills (2001) see marketing strategy as a guiding beacon for businesses. It not only outlines the overarching goals but also intricately details the methods and policies that will steer the business towards these objectives. This perspective underscores the importance of a well-defined roadmap, providing clarity and direction amid the ever-changing market dynamics.

Porter (1980) conceptualizes marketing strategy as a method to delineate objectives and plans. For him, a robust strategy not only identifies what the business aims to achieve but also outlines the specific steps to reach these goals. This approach emphasizes the need for meticulous

planning and strategic foresight, ensuring that businesses are well-prepared to navigate the competitive landscape.

Mintzberg (1987) sees marketing strategy as a guide to future business behavior. In his view, an effective strategy is not just a static document but a dynamic framework that adapts to the evolving market conditions. It serves as a compass, directing the business' actions and decisions towards sustainable growth and profitability.

Ohmae (1982) shifts the focus to performance relative to competitors. Here, the effectiveness of a marketing strategy is measured not in isolation but in comparison to competitors. By constantly evaluating and adjusting strategies based on competitive performance, businesses can stay agile and responsive in the face of market challenges.

Schendel and Hofer (1978) emphasize the intricate interplay between organizational resources, environmental opportunities, and the goals the business aims to accomplish. According to this perspective, a successful marketing strategy is not a one-size-fits-all solution but a tailored approach that leverages internal strengths, capitalizes on external opportunities, and aligns with overarching business objectives.

3.1.2 Objectives

The primary aim of this study is to provide a comprehensive overview of the functional activities of Marketing within McDonald Steel Building Products Ltd.

- To be acquainted with the present working status of the marketing department of MSBPL and how this department aligns with other departments of the company.
- To identify the SWOT analysis of the company and determine its status in the market.
- To identify the target market and selection strategies.
- To identify its pricing system.

- To provide suggestions and recommendations.

3.2 Methodology

The term "methodology" refers to the systematic and theoretical investigation of the approaches that might be used in any area of research. It provides a conceptual study of the processes and principles associated with any area of expertise. For this report, I utilized both the primary data and the secondary data. The source of the primary data was mainly the oral unstructured interview of the responsible managers, customers' perceptions, employees of the company etc. On the other hand, official documents, submitted offers, attending various internal and external meetings were the source of the secondary data.

3.3 Findings and Analysis

3.3.1 Strategic Analysis Tools and Techniques

Strategic analysis is a crucial component in the formulation of effective business strategies. It revolves around a comprehensive examination of the 3C's: Competitors, Customer, and Corporation, as highlighted in Kenichi Ohmae's 3C model (Vliet, 2015). Analyzing these key components is essential to identifying strengths, weaknesses, opportunities, and threats that can influence an organization's strategic direction.

Competitor analysis involves evaluating a business's strengths relative to its direct opponents and understanding potential competitive threats that might impact its desired trajectory. This aspect requires a crystal-clear understanding of the industry and the factors that contribute to sustained competitive advantage. Understanding competitors helps to realize what makes a brand unique and appealing to the customers.

Customers are the main component in the marketing as they support the livelihood of the brand. Give preference to the customers' choice and wants, offers emerging opportunities. As markets

evolve, understanding and adapting to changing customer needs become paramount for organizations aiming to stay ahead.

Corporation analysis means thorough examination of a company's capabilities, assessing its readiness to seize market-based opportunities and identifying vulnerabilities to external threats. This analysis provides the foundation for effective strategic planning and decision-making. Moreover, to connect with customers, it is advantageous to understand the distinctive qualities that make a company different from others. This may include a distinctive mission, specific target audience, or unique product offering.

According to Mintzberg (1994), strategic planners play a pivotal role in this process, engaging primarily in competitive analysis and internal studies. They employ a variety of research tools and analytical techniques to navigate the complex business environment. Fletcher and Bensoussan (2002) have identified around 200 qualitative and quantitative analytical techniques utilized by strategic planners. However, recent findings suggest that 72 techniques are mainly require for Business, Market, and Competitive Analysis (Aghazadeh, 2016).

The choice of analytical tools depends on multiple factors, such as the complexity of the environment, organizational goals, data availability, nature of the marketing problem, and the skills of the analyst. There is no single exceptional technique that works for everyone. The process of making decisions entails balanced variables such as motivation and time restrictions to choose the best tool for the job.

Below are some most commonly used tools and techniques:

Research Methods:

1. Environmental scanning
2. Competitive intelligence

3. Future research

Analytical Techniques:

1. Brand Development Index (BDI)/ Category development index (CDI)
2. Brand/ Category penetration
3. Functional capability and resource analysis
4. Impact analysis
5. Demand analysis
6. Emerging Issues Analysis
7. Experience curve analysis
8. Gap analysis
9. Herfindahl index
10. Impact analysis
11. Industry Analysis (also known as Porter's five forces analysis)
12. Management profiling
13. Market segmentation analysis
14. Market share analysis
15. Perceptual mapping
16. PEST analysis and its variants including PESTLE, STEEPLED and STEER (PEST is occasionally known as Six Segment Analysis)
17. Portfolio analysis, such as BCG growth-share matrix or GE business screen matrix, Precursor Analysis or Evolutionary analysis
18. Product life cycle analysis and S-curve analysis (also known as technology life cycle or hype cycle analysis)

19. Product evolutionary cycle analysis
20. Scenario analysis
21. Segment Share Analysis
22. Strategic Group Analysis
23. SWOT analysis
24. Trend Analysis
25. Value chain analysis

We will be using SWOT analysis to evaluate the marketing strategies of McDonald Steel.

3.3.2 SWOT Analysis

SWOT analysis is a strategic planning tool used by companies to evaluate their internal and external strengths and weaknesses as well as opportunities and threats in a given business environment. Organizations can use this analytical framework to better comprehend their existing situation, make well-informed decisions, and develop winning strategies (Fine, 2010).

Strengths refer to internal attributes of a company that provide a competitive advantage. These can include individual capabilities, skills, and strong points that give a project or organization an edge over its rivals. Recognizing and leveraging these strengths is essential for achieving organizational objectives (Fine, 2010).

Weaknesses are internal deficiencies that make the company less competitive compared to competitors. These could be inadequacies that make it difficult to take advantage of opportunities or explore new avenues. Identifying weaknesses is crucial for initiating improvements and ensuring sustained growth (Fine, 2010).

Opportunities are outside factors in the surroundings that can be used to an organization's benefit. This may include emerging markets, new product lines, changing consumer demands, or

mistakes made by competitors (Helms & Nixon, 2010). Organizations strive to align their internal strengths with external opportunities to capitalize on favorable conditions.

Threats are outside variables that have the potential to harm a company's standing in the market. These may include obstacles preventing the organization from operating in a desired direction or achieving its goals (Helms & Nixon, 2010). Proactively addressing threats is essential for risk mitigation and strategic planning.

Organizations seek to improve their competitive position by seizing opportunities that complement their inherent strengths. It could be necessary to make efforts to strengthen capabilities if opportunities are found in areas where the organization is weak. When weaknesses coincide with external threats, it creates vulnerability and so it necessitates the development of contingency plans to navigate challenges effectively (Piercy, 2009).

3.3.3 SWOT Analysis of McDonald Steel Building Product Limited

Strengths

i. Comprehensive Safety and Health Practices:

MSBPL implements stringent safety protocols that adhere to industry standards and incorporates global safety regulations into its structural designs. This commitment prioritizes employee safety and guarantees the security of building projects. The company's dedication to health and safety permeates all aspects of its production processes, promoting ongoing enhancement and striving for the elimination of any harm. The thoroughness of this strategy highlights MSBPL's commitment to establishing a safe and secure workplace, adhering to the highest safety benchmarks.

ii. Stringent Quality Control:

MSBPL has a specialized Quality Assurance/Quality Control (QA/QC) team that is led by AWS certified professionals. This team ensures that the highest standards of product quality, as required for each project, are followed. Furthermore, MSBPL is a registered ISO 9001:2015 organization which emphasizes its dedication to ensuring high standards of quality assurance.

iii. Expertise in Delivery and Erection of Steel Structures:

MSBPL possesses the capability and capacity to deliver structural steel buildings for diverse projects, including Power Plants, Metro Rail Construction, High Rise Buildings, Bridge Girders, Office Buildings, Factory Buildings, and other intricate structures. The company's portfolio includes successful completion of various iconic projects in Bangladesh, such as the Padma Toll Plaza, Metro Rail Station Roof, and the distinctive globe-shaped library building of AIUB.

iv. Consistent Product Excellence:

MSBPL stands out in the industry by consistently delivering high-quality products, surpassing the standards set by competitors. The unwavering commitment to maintaining superior product quality establishes the company as a reliable and reputable player in the market.

Weaknesses**i. Limited Budget for Marketing:**

One notable weakness of MSBPL is its minimal marketing budget. It hinders the company's ability to establish strong brand awareness. Insufficient financial allocation towards marketing initiatives restricts the firm from effectively promoting its expertise in steel structure construction.

ii. Reduced Flexibility during Full Production:

Another weakness involves a decreased level of flexibility when the factory approaches full production capacity. This operational limitation could make it more difficult for the business to quickly adjust to shifting consumer needs or unanticipated obstacles. This could result in inefficiencies in output and resource use.

iii. Lack of Recognition Outside of the Industry:

People outside of industry have limited knowledge regarding the construction of steel buildings. For this reason, despite being among the top steel structure firms in Bangladesh, MSBPL does not always enjoy the spotlight.

Opportunities**i. Construction Sector:**

Bangladesh is a developing country with a numerous number of running and upcoming projects where steel construction technology can be introduced. As a pioneering company in steel structure construction, MSBPL can leverage this circumstance by actively educating the target market about the benefits and versatility of steel structures.

ii. Design Versatility and Flexibility:

Some architectural designs are so complicated that it is time consuming and expensive in point of concrete structure. In that case, steel structures can be an effective and efficient solution. Structural steel offers greater flexibility in design for architects to accommodate both practical needs and client identity in the structure. It allows more creative design options with convenient construction methods.

iii. Modifiability:

Steel structure building can be modified due to future expansion, design changes, load capacity requirements or any other technical reasons. This kind of modification is not possible with concrete structures.

Threats

- i. Several emerging companies are disrupting the market by offering cheaper prices, but they have failed to complete the projects. This is causing disbelief in potential customers.
- ii. Customers are not habitual to use steel structures instead of concrete structures as they lack knowledge on structural steel.

3.4 Conclusion

The internship program with McDonald Steel Building Products Ltd. provided me with valuable experience. The learnings from this internship changed my point of view and guided me to construct my career for the foreseeable future.

During the work tenure, I enriched my knowledge for the betterment of my future. I had the opportunity to match my theoretical knowledge with practical appliances. Internship report was a hard task for me besides my responsibilities. I tried to prepare this report as much as I could and I have identified the organizational skills that I was taught, about its management, my objectives etc.

Working at McDonald Steel has provided me with valuable insights into the hurdles faced by local companies in Bangladesh which include from regulatory complexities to market

competition. Despite these challenges, it is essential to recognize the significant contributions these companies make to the country's economy. As trailblazers, they solve operational problems, create jobs, and boost the economy. By acknowledging the vital economic role played by local companies, we appreciate their resilience in overcoming obstacles, contributing to self-sufficiency, and driving sustainable economic growth in Bangladesh.

3.5 Recommendations

Based on my experience at McDonald Steel Building Products Limited, I have identified several areas within the marketing field that could benefit from improvement. To enhance brand awareness, it is recommended that MSBPL actively participates in industrial expos, organizes seminars, and publishes marketing articles and brochures. Building a dedicated and robust marketing team would further improve the company's marketing efforts. Motivating employees through attractive compensation packages and bonuses is essential for fostering a positive work environment. Improving inter-departmental communication and ensuring proper documentation are crucial steps in streamlining internal processes. The HR department should focus on employee well-being, implementing workshops and seminars to address work-life balance concerns. Reducing approval bureaucracy is recommended to facilitate quick decision-making processes. Additionally, establishing a comprehensive orientation program for newcomers and interns will contribute to a more welcoming and inclusive workplace environment. Overall, these initiatives aim to optimize the marketing field at McDonald Steel and contribute to the company's overall success.

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