

Report On
**Brand Activation of Meena Bazar: Planning, Execution, and analyzing
in-store activation at Mirpur-10, Mymensingh, and Savar Outlet**

By

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

Brac Business School
Brac Universtiy

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

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Brac Business School
BRAC University

Letter of Transmittal

Dr. Syed Mahbubur Rahman
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BRAC University
Kha 224 Bir Uttam Rafiqul Islam Avenue
Merul Badda, Dhaka

Subject: Brand Activation of Meena Bazar: Planning, Execution, and analyzing in-store activation at Mirpur-10, Mymensingh, and Savar Outlet.

Dear Sir,

This is my pleasure to display my entry-level position and provide details regarding 'Brand activation strategies at Mirpur-10, Mymensingh and Savar outlet of Meena Bazar', for which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Farhan Bin Salim

21364047

BRAC Business School

BRAC University

Date: 04 02, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Meena Bazar and the undersigned student at Brac University.....

Acknowledgment

I would like to express my special thanks of gratitude to my teacher Dr. Sayed Mahbubur Rahman as well as my colleagues at Meena Bazar, who gave me the golden opportunity to do this wonderful project on the topic “Brand Activation of Meena Bazar: Planning, Execution, and analyzing in-store activation at Mirpur-10, Mymensingh, and Savar Outlet.” This report helped me in doing lot of research and I came to know about so many new things that I am thankful for.

I would also like to give special thanks to my family as a whole for their continuous support and understanding when undertaking my internship report.

Executive Summary

This report provides an in-depth analysis of my internship experience at Meena Bazar, focusing on my role as an intern within the brand and communication team for three months. The internship involved assisting with outlet opening activities, in-store branding, increasing customer shopping experience, and monitoring competitor's campaigns on social media. Throughout the internship period, several key findings emerged. The fast-paced nature of the retail industry expanding rapidly presented challenges to the outlets' and its long-time durability for positive customer experience. This report gives an in-depth analysis of new outlet opening, planning, and post-inauguration at Mirpur-10, Mymensingh, and Savar outlets. During this time, we focus on key issues that are influencing customers' decisions that result in positive customer experience at Meena Bazar.

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Internship Information

Internship Period

November 14 to February 14 (3 Months)

Company Details

Meena Bazar,

Brand and Communication Department

House: 44, Road: 16 (27 old), Dhanmondi,

Dhaka – 1209, Bangladesh

Supervisor

Tasnim Hossain

Manager

Brand and Communication

Job Scope

The job scope for the internship at Meena Bazar is given below,

- Help distribute marketing materials to Meena Bazar outlets.
- Manage and update customer relationship management System (CRM) and company database.
- Research to understand market conditions and perform market analysis.
- Supporting the marketing team in daily administrative tasks.
- Collecting qualitative and quantitative data from marketing campaigns.
- Attending meetings with corporates and meeting with clients.
- Meeting with internal and external officials, collecting feedback and preparing reports accordingly.

Internship Outcome

In the bustling atmosphere of Meena Bazar's expansion effort in 2024, each department is working very hard to facilitate the opening of new outlets while ensuring the seamless outlet operation of existing ones to keep customers satisfied. My goal primary revolves around providing support to the brand and communication team in executing their task. This initial assisting in tasks involves various aspects such as observing the signage placement and promotional activities are in place for outlet opening activities, collaborating closely with the brand and communication team to create flawless execution of these activities, ensuring each new outlet reflects the Meena bazar brand identity enhances overall customer experience.

Benefit to the Student

I played a crucial role in maintaining the integrity and effectiveness of Meena Bazar's customer relationship management (CRM) system. Regularly updating the CRM database with accurate and up-to-date information enables the company to better understand and engage with its customers, ultimately fostering stronger relationships and driving repeat business. To provide new marketing campaign ideas to establish a competitive edge over competitors, I monitored retail competitors' ongoing campaigns through social media channels. To propose campaign ideas to my line manager, putting a brand strategy that aligns with Meena Bazar was crucial to resonate with customers

Getting hands-on practical experience in marketing activities in the retail industry enhanced my knowledge of marketing tactics and provided valuable insights into customer engagement and retail operations. Additionally, my experience in monitoring competitors' campaign and their product offerings through social media platforms enhanced my understanding of retail knowledge and the competitive landscape. This analytical ability helped me sharpen my knowledge and strategic thinking.

Problem Faced During the Internship Period

When I joined Meena Bazar, it was going through a period of massive expansion. Meena Bazar set a goal to open 44 new outlets in 2024 year. During this time work pressure was high and everyone from the brand and communication department had to follow short timeframes and prioritize tasks. Also coordinating various tasks with different departments and stakeholders was a challenging task and it required me to learn quickly with effective communication with the stakeholders.

Furthermore, balancing my internship responsibilities with other commitments such as coursework and personal obligations, has presented challenges in terms of time management and task prioritization.

Recommendation

In the future who will roll as interns at Meena Bazar should be provided opportunities with tasks through different departments or projects. This will allow the interns to gain exposure to different aspects of business and better understand roles and tasks from the specific departments. This learning experience will help them to identify their areas of strength and interest. Last but not least, the interns should be provided with opportunities to participate in company events, meetings, and social gatherings to strengthen up their networking opportunities.

Introduction

Meena Bazar is one of the top retail brands in Bangladesh known for its commitment to deliver quality products and create a memorable shopping experience for customers. Since Meena Bazar started its journey in 2002, it has gained its reputation as a trusted household retail shop name offering reliable, affordable, and innovation in the retail store. Meena Bazar was founded with intention of revolutionizing customer shopping experience in the retail industry in Bangladesh. Since then Meena Bazar continuously revolutionizing customers' shopping experience by extending its offerings to meet diverse customer needs. Besides contributing its role in the retail industry, Meena Bazar plays an active role in the communities it serves by being included in social development initiatives, supporting local businesses, and further advancing its culture to sustainability.

Overview of the Company

Meena Bazar emerging as a top leader in the retail industry in Bangladesh by offering high quality products and exceptional customer service. Meena Bazar is changing retail shopping experience and now it has grown into a reputable supershop for customers who are looking for good quality products at a reasonable price. From grocery items to utility products, Meena Bazar has product offerings for every customer and focused on making sure that customers' shopping experience is nothing less than convenient and satisfactory every time customers enters into the outlet. Being one of the top super shop brand in Bangladesh, Meena Bazar focuses on ensuring customer satisfaction by continuously striving to improve its service.

Management Practice

Leadership Style

Meena Bazar embraces a democratic leadership style and significantly contributes to achieving organizational goals and objectives in multiple ways. By actively involving employees in decision-making, Meena Bazar's management ensures that each team member feels a sense of ownership and commitment toward the company's goals. This allows each employee to be more motivated, aligned with the organization's objective, and productive on their task. Democratic leadership encourages diverse perspectives and ideas. This environment of open communication and collaboration often leads to innovative solutions to challenges faced by the company. Employees feel empowered to propose and implement new strategies and contribute to Meena Bazar's adaptation in a competitive market. This allows Meena Bazar employee's opinions to be valued and leads to higher job satisfaction. This positive work environment helps Meena Bazar to contribute to employee retention.

Meena Bazar recruits its staff based on the requirements of the task. Meena Bazar posts or publishes most of their job posting on various channels such as social media, educational institutions with whom they have partnerships, job sites, and their internal referrals. To get selected, the candidates initially go through 2 stages for the interview process.

1. Initial screening of candidate's CV or Resume.
2. Face to face interview.

After getting selected for the role, the new joiner starts working there. Over time, employees from different departments start receiving training for additional job recruitment. Employees often identify gaps and need for development, and that's why departments often arrange training programs for employees to keep updated with industry trends. The training programs take place in the form of workshops, and seminars.

For the performance appraisal system, the employees establish clear and measurable performance indicators that align with organizational goals for fair and accurate assessments. The employee culture also encourages ongoing feedback and communication between managers and employees to address employees' strengths, and areas for improvement, and set goals.

Marketing Practices

Meena Bazar makes their strategy based on a customer-centric approach, emphasizing quality, variety, and convenience. It is mostly a combination of traditional marketing practices with a strong emphasis on digital presence and customers' engagement. The long-term goal of this strategy is to build loyalty and a unique shopping experience for customers.

Meena Bazar targets customers from a wide variety of ranges, from budget-conscious individuals to customers seeking premium products. It caters to families, professionals, and individuals seeking a diverse range of groceries and household items that includes brands from domestic to international products to ensure Meena Bazar can meet the demand of diverse preferences and budget considerations of its new customers, this inclusive approach allows the company to establish itself as a retail destination that is accessible and relevant to a wide array of consumers.

Meena Bazar positions itself as a convenient and reliable retail destination through careful targeting and positioning strategy, Meena Bazar strategically selects locations in urban and suburban areas, where the demand for retail shopping is comprehensive and consumers feel a quality-driven lifestyle experience. The brand's emphasis on quality, variety, and competitive pricing serves as a foundation for positioning itself as a preferred choice among customers. This strategy aims to create a distinctive brand identity that resonates with customers seeking trustworthy and convenient shopping destinations.

Meena Bazar follows a multichannel approach to reach customers through various touchpoints. Its retail store provides an in-person shopping experience, allowing customers to engage with products directly. To attract customers, Meena Bazar frequently provides offers on products. Simultaneously, online platforms such as websites and mobile apps offer a convenient shopping experience for those who prefer digital transactions to explore a wider range of products from the comfort of their homes. To promote shopping from the online platform, Meena Bazar sends mobile notifications to their customers availability of free home delivery options.

To stay relevant in the market with other brands, Meena Bazar places a strong emphasis on continuous product development by analyzing market trends. Meena Bazar positions itself by regularly introducing new product offerings to customers and ensuring its product range aligns with evolving consumer demands, striking the balance between well-known brands and Gemcon related products allows both familiarity and uniqueness to its customers. Competitive pricing

remains a key element of the company's strategy. Ensuring Meena Bazar's products are not only competitively priced but also maintained high quality in the market. Most importantly Meena Bazar needs to stay at the forefront of digital transformation within the retail industry by introducing a retail shopping experience on online platforms.

Meena Bazar invests strategically in its branding activities to cultivate a positive and consistent image among its target audience. The brand message tries to promote trust, quality, freshness, and variety. Visual elements such as packaging and decoration of brand values. By creating a positive and memorable brand perception, Meena Bazar aims to establish long-lasting connections with its customers and differentiate itself in a competitive retail industry.

In terms of advertising and promotions, Meena Bazar employs a diverse range of strategies to engage customers by driving sales. Digital marketing and social media campaign plays a significant role in reaching a wider audience and building an online community. In-store promotions with special offers, loyalty programs, and special discounts incentivize repeat purchases of customers and foster customer loyalty. Currently, seasonal sales and exclusive promotions contribute to the overall promotion mix, creating excitement and a sense of urgency among consumers. Meena Bazar's goal is to not only attract new customers but also to retain and deepen relationships with the existing customer base.

Industry and Competitor Analysis

Porter's Five Forces Analysis

Threat of New Entrants

Low: The retail industry in Bangladesh requires significant capital to entry in the market such as establishing physical stores, building supply chain infrastructure, and investing in marketing. In the retail industry, a strong brand identity helps the retail chain run smoothly and attract customers. If the retail chain fails to secure a brand identity, then it fails to sustain its operation in the market. In Bangladesh, there are a total of 6 superstores available with good brand identity. For this reason the threat of new entry is very low. Utilizing economies of scale makes challenging for new entrants companies to compete effectively.

Bargaining Power of buyers

High: In the retail industry, the buyers are the customers. Buyers have high bargaining power because availability of alternative retail options is high. Meena Bazar's commitment to quality, variety, and competitive pricing helps retain customers' loyalty, mitigating the impact of bargaining power.

Bargaining Power of Suppliers

Low: While there may be multiple suppliers for various product categories, securing reliable and quality sources is crucial. Meena Bazar's strong relations with suppliers and its emphasis on product quality allow for effective negotiation with suppliers' relationships.

Threat of Substitutes

High: Threat of substitutes is high, because in the retail industry presence of wet market holds a strong position in customers mind. However, Meena Bazar's presence in the market with physical stores and online minimizes the impact of substitutes retailers. The brand's focus is on providing a comprehensive shopping experience that adds value that online-only platforms from other e-commerce shops may lack.

Competitive Rivalry

High: Retail industry is characterized by intense competition. Meena Bazar faces competition from both traditional brick-and-mortar retailers and online platforms. The company differentiates itself through its diverse product range quality assurance and strategic positioning.

SWOT Analysis

Strength:

- Established the Meena Bazar brand with a strong reputation for quality and price.
- Diverse range of products served to various customer segments.
- Combining the shopping experience of physical stores and online platforms.
- Established supply chain and Strong relationship with the suppliers.
- Commitment to competitive pricing with the market and customer satisfaction.

Weakness:

- Dependency limits on physical stores and access to certain customers to provide them shopping experience.
- Challenged in keeping up with rapid digital transformation.
- Sustainability practices are not satisfactory.

Opportunities:

- Expand into untapped markets and locations.
- Embrace e-commerce trends and enhance the online shopping experience.
- Introduce innovative service to enhance customer experiences.
- Introduce innovative products and services.
- Collaborate and partner for strategic growth with other institutions.
- Emphasize sustainability initiatives to align with customer preferences.

Threats:

- Intense competition from both traditional and online retailers.
- Local grocery stores still hold the largest market share.
- Inflation and economic downturn affecting consumer spending.
- Supply chain disruption impacting product availability.

Project

Introduction

In today's highly competitive retail landscape, delivering exceptional service quality is essential for sustaining customer loyalty and driving business success. Meena Bazar, is a prominent retail super shop in Bangladesh, continuously endeavors to enhance the shopping experience for its customers across various outlets. To this end, brand activation encompasses a range of marketing strategies and tactics aimed at bringing a brand to life establishing meaningful connections with consumers through time, and increasing customer experience.

Literature Review

Since 2001, the number of superstores has increased tremendously changing the trends in the lifestyle of customers such as an increasing number of dual earner couples, storage facilities with refrigerators, and last but not least avoiding crowds in the wet markets. Because of remarkable growth, the superstores are facing intense competition in the market (Alam & Noor, 2019). A superstore is recognized as a supermarket or a supershop by market place where different types of products are sold such as dry food, perishable items, household goods, utensils, fish, and meat. This format of a retail store can be smaller in size than a hypermarket or bigger size compared to a traditional grocery shop (Monthly Business Review, 2017).

In 2001, Agora opened the first superstore in Bangladesh but the growth of the industry was very slow since the targeted customers of the superstore operations were a higher-income group. Later Bangladesh witnessed a revolutionary change in retail store landscape in the retail industry and it is expected that the retail industry reach higher and witness a revolutionary change (Datta, 2018). The retail industry contributes 41% of the GDP of Bangladesh making a remarkable impact in Bangladesh's economy and contributing 20% to the labor force (The Daily Star, 2016). The retail industry in Bangladesh has started its journey by targeting customers from higher-income segments, now the focus has shifted toward the middle-class people of society as more retail companies started to enter the market (Monthly Business Review, 2017).

Customer satisfaction can be observed as a decision based on customers' collective experience with a particular service or product rather than a targeted transaction. It has been explained that satisfaction is an emotional normal fact that explains the difference between actual performance and previous expectations obtained from a product or service (Homburg & Giering, 2001). Customer satisfaction needs to be prioritized delicately as customer satisfaction and it must be treated as an important parameter for a customer's future purchase behavior. Customer satisfaction influences loyalty and profit for the company (Oliver, 2010). In the retail industry, customer satisfaction develops only from serving substantial products that satisfy customers' needs (Pan & Zinkhan, 2006) and uses this as a solution to center that integrate the sale of value-added services and products that generate competitive advantage for the retailers. Utilizing this system can lead increase sale, retention of customer and improve profits (Favies, Brady, & Hobday, 2006).

In the retail industry, the concept of physical aspects is prioritized in terms of store design and store appearance (Huang, 2009). Important factors such as convenience, store environment, and description of the product category bring results in customer satisfaction and favor competitive

frames (Dabholkar, Thorpe, & Rentz, 1996). Physical layout such as store layout in a well-structured manner and cleanliness increases customer retention (Keillor, Hult, & Kandemir, 2004). It is proved that not well thought out layout of a superstore is not compatible because customers cannot find the products they look for. Though the products the customers want are in the store poor experience in the existing shop forces customers to search for the product in another store (Yan, Yurchisin, & Watchravesringkan, 2011).

The retail stores must follow a strategy to fulfill customer needs the first time and fulfill the need correctly. The needs of the customer must be fulfilled with the time and commitment the super shops intend to provide (Newman, 2001). For the retail industry, some key indicators to fulfill customers' needs when they are shopping are showcasing unambiguous product pricing and providing specific information about the product (Vázquez, Bosque, Díaz, & Ruiz, 2011). In the super shops, the unavailability of long queues at the POS (Point of Sale) or cash register, or the unavailability of product SKU indicates the incompetency of the retailers (Rigopulou, Tsiotsou, & Kehagias, 2008).

Personal interaction with sales salespersons plays a vital role in customer experience in the retail industry. With the most significant component of handling customers and staff attitude, the attitude or intention of customers is possibly the most highly noticeable attributes that influence customers' perception of the superstore services (Gounaris, 2008). Sales personnel services are the most noticeable component of the services requirement for the super shop as sales personnel need to be aware and provide information about product prices, new variations of the products, and navigating the store ways (Jamal & Adelowore, 2008).

Objective

This internship report aims to analyze brand activation activities that play a vital role in promoting and its overall operation at Mirpur – 10, Savar, and Mymensingh city outlets. Here, an overall analysis of outlet location strategies, planning, and execution of outlet activation strategies that were deployed will be presented. Here detailed examination of event planning, planning for customer engagement activities, and promotional campaigns will be presented. Additionally, the report seeks to evaluate the effectiveness of these strategies by analyzing customer feedback and overall brand perception. The report will analyze the challenges encountered during the activation process and propose recommendations for enhancing future brand activation endeavors. By specific case studies mentioned outlets, this report intends to provide valuable insights and learning that contribute to understanding the dynamics and outcome of in-store brand activation strategies at Meena Bazar.

Significant of the Issue

The retail industry in Bangladesh is highly competitive and it is very tough for a super shops brand to hold on to customers' loyalty. Assessing the strategies deployed by Meena Bazar will provide insights into how they can stand out amidst competition, and potentially influence market positioning and customer loyalty. The retail store's new outlet activation is crucial in shaping consumers' perceptions and behavior. Analyzing brand activation strategies will assist in

understanding how customers respond to various initiatives, and impact their purchasing decision on their overall shopping experience, later measuring the impact of brand activation activities will provide insights into the periodization of investment in the outlet and future strategic planning for Meena Bazar.

Meena Bazar outlet is owned in two ways. The first one is Meena Bazar's ownership of the outlet where the property is rented or leased by Meena Bazar. The second way is Meena Bazar gives the franchise the outlet to the franchisee. The ratio of ownership is 60 and 40 percent. 40 percent belongs to the franchisee and 60 percent belongs to Meena Bazar.

Meena Bazar employs a strategic approach to make decision on location of the new outlet by considering various factors to ensure the success and profitability of the new location. This strategic approach is carried on by the Expansion Team of Meena Bazar. The expansion team considers the following decision-making progress:

1. **Market Analysis:** The expansion team of Meena Bazar thoroughly conducts market research on regions and neighborhoods where there is a high demand for retail outlets. The expansion team conducts demographic factor analysis such as population density of the area, income of the people, lifestyle and preferences of the people in that area, and shopping behavior of the residents.
2. **Competitive Landscape:** After finding a potential location to open a new outlet, the expansion team assesses the competitive presence in that region and analyzes competitor's landscape.
3. **Accessibility and Visibility:** One of the key elements of a retail outlet is easy accessibility to the shop on foot. So the expansion team prioritized the location of the new outlet that is easily accessible to the target customers and considered high visibility to attract foot traffic. Residential areas, commercial centers, transportation availability, and roads play a crucial part in considering opening a new outlet.
4. **Market Potential and Growth Prospects:** Based on population growth, urbanization trends, and economic development the expansion team considers the growth potential of the outlet. Prioritized areas with high growth potential with emerging opportunities and capitalization done by the expansion team.
5. **Feasibility and Cost Considerations:** To assess the financial viability of a new outlet, the expansion team conducts a feasibility study. This study concludes analyzing costs associated with leasing, rent, or franchising the property. Construction, renovation expenses, operational cost and potential return on investment is taken into consideration.
6. **Customer Insights:** A study is conducted to generate insights from existing customers to understand customer preferences. This analysis is conducted by the expansion team on customer in specific areas. The goal of this analysis is to understand what the customers wants from the new outlet according to customers needs and preferences.
7. **Strategic Objective:** The decision to open a new outlet need to align with Meena Bazar's overall strategic objective and growth plans. To ensure long term growth, Meena Bazar may prioritize expansion into new geographical region or target specific market segments.

After carefully evaluating these factors, the expansion team makes an informed decision to open a new outlet in the designated location and chance of maximizing profitability in each location. However, after opening the new outlet Meena Bazar monitor and evaluate the outlet performance. This helps Meena Bazar to re-define expansion strategies and adapt new changes to the market over time. Although, it is needed to be noted that outlet opening varies from location to locations.

After expansion team decision, the responsibility of the outlet opening activity is handed over to the brand and communication team of Meena Bazar. Then brand and communication team visit the new outlet location and observe the condition of the outlet because each outlet is different and unique from each other's. This on-site assessment of the new outlet helps brand and communication team to tailor promotional activities that resonate with Meena Bazar's brand strategy.

To make the outlet operational the brand team implements different kinds of promotional tactics into the new outlet to create awareness and excitement for customers. The promotional activities include fabric banner diamond banners or festoons to create eye-catching displays to attract attention and draw foot traffic. Leaflets are distributed to nearby residents that contain information about the inaugural date, special offers, and discounts about the new outlet. Also, voice recording and rickshaw miking get played to announce promotional offers and engage potential customers in the surrounding areas.

On the inaugural date, the brand and communication team set up Balloon Gate creating a festive atmosphere that urges customers to explore the new outlet. In store decoration is carefully executed to reflect Meena Bazar's brand identity and create an inviting ambiance for shoppers. SMS messages and invitation cards are sent to loyal customers with intention to invite them to be part of the celebration of the inaugural date.

In-store branding of a new outlet is an important part to hold the brand identity of the retail brand and it has to same across all outlets. This serves as one of the most crucial cornerstone of Meena Bazar outlets. Outlet signage is carefully designed and positioned to display Meena Bazar logo to grab attention of the customers. Aisle signage helps customers navigate into the store efficiently while it shows offers and promotions to create positive customer experience. Promotional box and stickers are carefully placed on shelves and displays to draw more attentions to specific products and promotions, and encouraging impulse purchases. Wall stickers featuring vibrant graphics and brand image enhance in-store ambiance and immerse customers in Meena Bazar shopping experience.

Since the day of inauguration of a new outlet, the outlet is closely put on observation and analyze its performance for three years. During this time comprehensive evaluation of sales, customer engagement and effective brand and promotional activities are observed. Tracking on theses metrics gives Meena Bazar valuable insights about outlet's performance and identifies areas for improvement. If the new outlet achieve into its breakeven point and profit during its time frame, Meena Bazar decides to keep run its operation. And if that outlet fails to meet its expectation then

Meena Bazar re-assess its marketing strategy for that outlet adjust its product offerings and improve its customer offering.

With the presentation of findings of customers' perception about shopping at Meena Bazar's Mirpur-10, Savar, and Mymensingh outlets, provides valuable insight into the effectiveness of planning, execution and analysis of outcome of brand activation strategies showcasing comprehensive understanding of customer experience and their satisfaction level. By presenting detailed analysis and customer feedback, this report will highlight areas to strengthen strategies to enhance customer experience further for Meena Bazar.

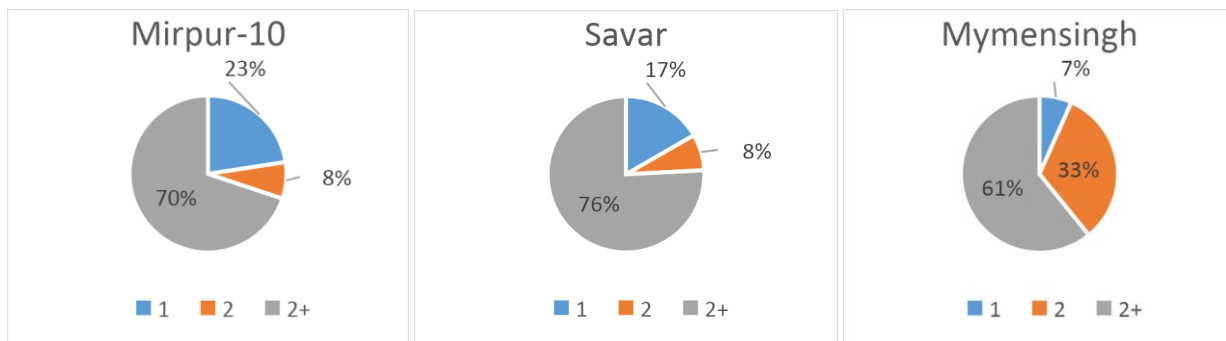
Furthermore, focusing on Mirpur-10, Savar, and Mymensingh outlets this report can illustrate needs and challenges faced by each of these outlets. This approach ensures that the findings are relevant and that implementing impactful action will facilitate effective strategies for customers.

Methodology

For this study, primary data has been collected and used to conclude and recommend the outcome of the strategy of Meena Bazar. Data for this study is collected through personal interviews while survey respondents, customers, were checking in at the POS in the retail outlets. The responses were collected from Meena Bazar's three new outlets at Mirpur 10, Mymensingh, and Savar outlets. From each outlets there are total of 360 respondents, and 120 respondents from each of the outlets. The respondents were asked about their perception of the quality of services at Meena Bazar based on the questionnaire.

Findings & Analysis

Q1. How many times do you shop at Meena Bazar in each months? স্যার/ম্যাডাম, প্রতি মাসে আপনি কতবার আউটলেটে শপিং করেন?

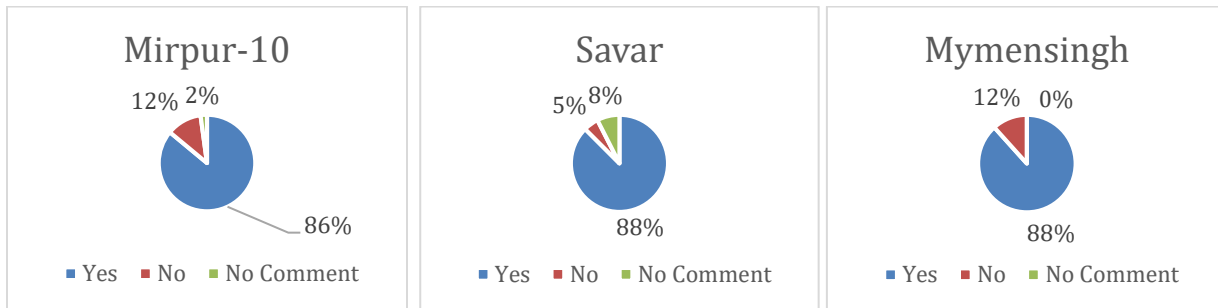


Based on the data collection, we see that the frequency of shopping at Meena Bazar outlet varies from outlet location. The majority of customers shop at Meena Bazar more than two times per month, indicating loyalty toward Meena Bazar.

However, a noticeable difference in shopping patterns in the Mymensingh outlet can be seen with a comparison of Mirpur-10 and Savar Outlet. There is a moderate number of customers who shop once a month. This suggests that these outlets still attract a significant number of customers, there may be factors that influence customer's behavior to shop at Meena Bazar, such as distance from their residence or competing retail store availability.

In the Mymensingh outlet, there is a smaller portion of customers who shop only once a month, instead, there is a moderate number of customers who shop twice a month in this outlet. This indicates that the Mymensingh outlet has a more dedicated customer base who visit the outlet more frequently, possibly due to fewer competing retail options in the area or stronger brand loyalty among residents.

Q2. Did you find product according to your need? আপনার প্রয়োজন অনুযায়ী সকল পণ্য কি পেয়েছেন?

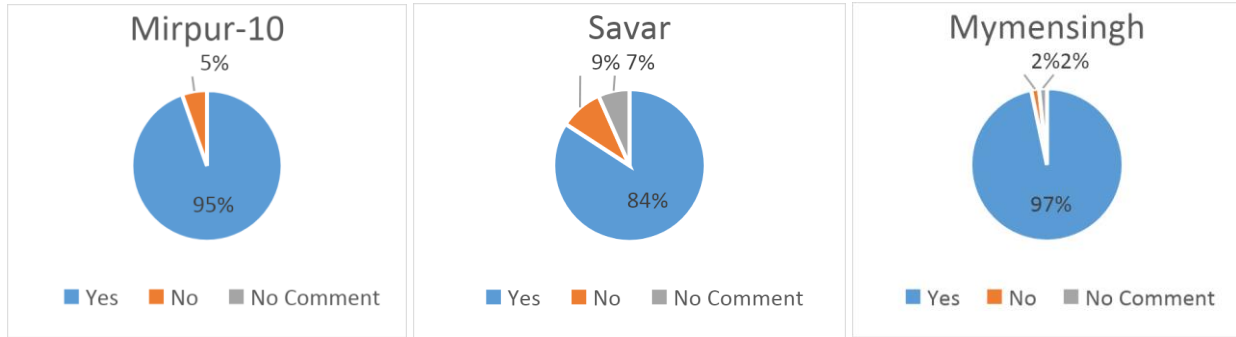


This question is crucial to understand whether Meena Bazar is meeting customers' requirements effectively. Analyzing the data from the graph reveals that, overall, customers from all outlets feel that their needs are being met. However, the variation of satisfaction differs on the outlets.

The data suggests that Mirpur-10 and Mymensingh outlets need some improvements to meet customers' need; but the Savar outlet needs most attention of improvement.

Majority customers from Mirpur-10 and Mymensingh outlet indicate that they found products according to their need, but it appears that they need some improvement. This means the outlet is generally meet customer requirement but there may be some inconsistency or gap which needs to be addressed to improve customer experience. However, the data highlights that the Savar outlet requires the most attention for improvement to meet customer needs. The data also suggests that a significant number of customer at Savar outlet did not find products according to their need which can be result of product unavailability.

Q3. Have you seen the various product offers at our outlet? আমাদের আউটলেটে বিভিন্ন পণ্যের অফারগুলি কি দেখেছেন?

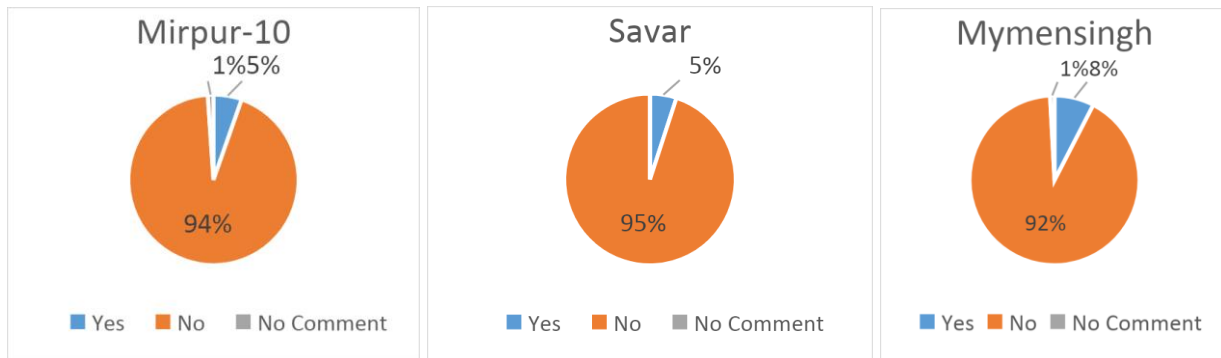


This question helps us to understand to find the answer about customers' awareness and engagement with Meena Bazar's brand and communication teams promotional offers and discounts on products. Based on the analysis, promotional offers on products have a positive influence on customer behavior. The customers may visit Meena Bazar to purchase their daily necessity of products, but availability of discounts or offers adds extra incentives for meena bazar to influence customers to shop.

Customers perceive purchasing their daily necessity products with promotional offers more appealing. This means that promotional offers play a crucial role in influencing customers purchase decisions. Special offers and promotional discounts create a sense of value to customers which allows them to take advantage.

However, observing customers who are actively aware and responsive to different types of product offers at Meena Bazar outlets shows that, the promotional offers contribute an effective communication and visibility of the promotional initiatives. Clear signage, digital display, and notification marketing marketing campaigns are essential for ensuring that customers are informed about ongoing product offers.

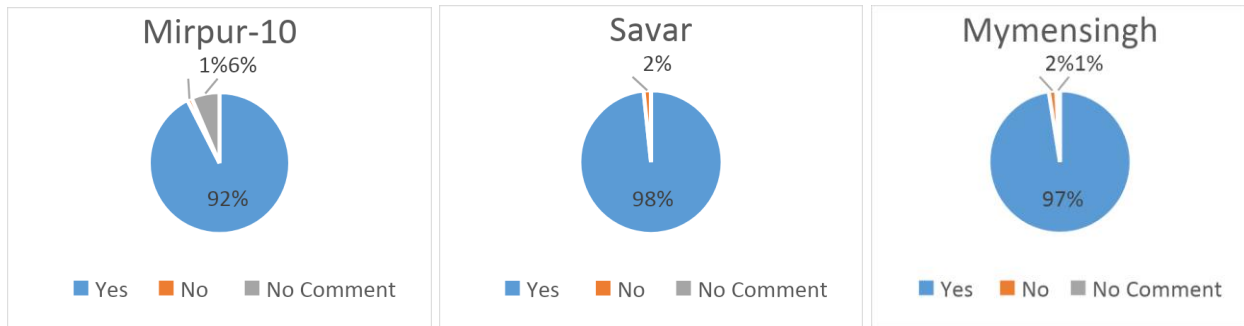
Q4. Have you faced any difficulty finding any product? আপনার প্রয়োজনীয় পণ্য পেতে কোনো অসুবিধার সম্মুখীন হয়েছেন কিনা?



This question tells us about customers experience and satisfaction levels regarding the accessibility and availability of products at Meena Bazar outlets. From the responses we can see

that the customers did not face any difficulty to find products at each of these outlets, which results in a positive and seamless shopping experience. This suggests that Meena Bazar effectively organizes and displays products in a manner that facilitates easy navigation and accessibility for customers. A smooth shopping experience shows us that Meena Bazar is committed to ensuring customer satisfaction. Effectiveness in finding a product is possible because of a well-structured store layout, signage, and aisles that make this possible. Also, the absence of difficulties in finding products suggests that Meena Bazar maintains proper stock for their inventories across these three outlets.

Q5. Did our staff provide you with the necessary assistance? আমাদের স্টাফরা কি আপনাকে প্রয়োজনীয় সহযোগিতা করেছে?

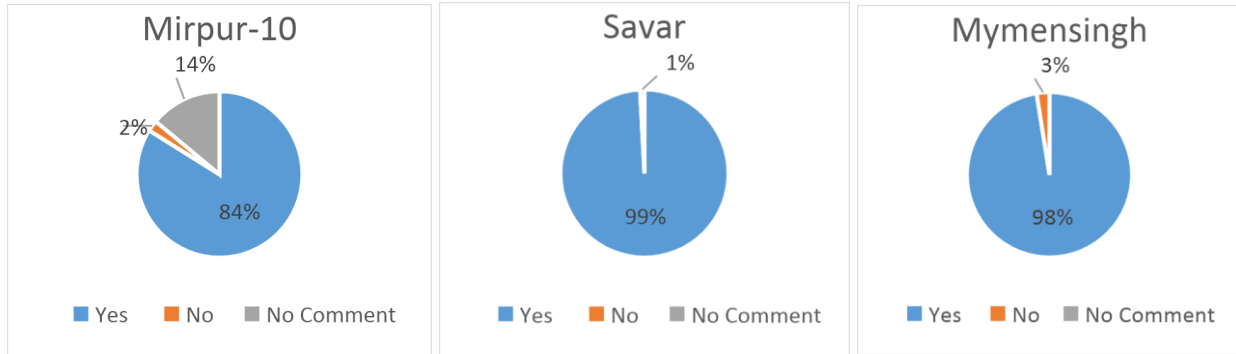


This question helps us to assess customers' interaction with Meena Bazar staff members and staff members' assistance to customers when they are shopping. Responses from customers provide valuable insights about customer service standards and roles of staff members in enhancing overall customer service standards at Meena Bazar.

The observation that customers seek assistance from outlet staff when they face difficulties finding their desired products underscores the importance of well-trained staff members to deliver exceptional customer service. Despite the smooth shopping experience reported by customers, the willingness of customers to seek assistance highlights the proactive approach of Meena Bazar staff members in addressing customer needs and providing support when required.

Positive feedback from these three outlets shows that customers get necessary assistance from the staff members at all Meena Bazar outlets and receive commitment from Meena Bazar to provide customer satisfaction. Well-trained staff members equipped with product knowledge and excellent communication skills play a crucial role in guiding customers, resolving customers' queries, and ensuring a positive shopping experience.

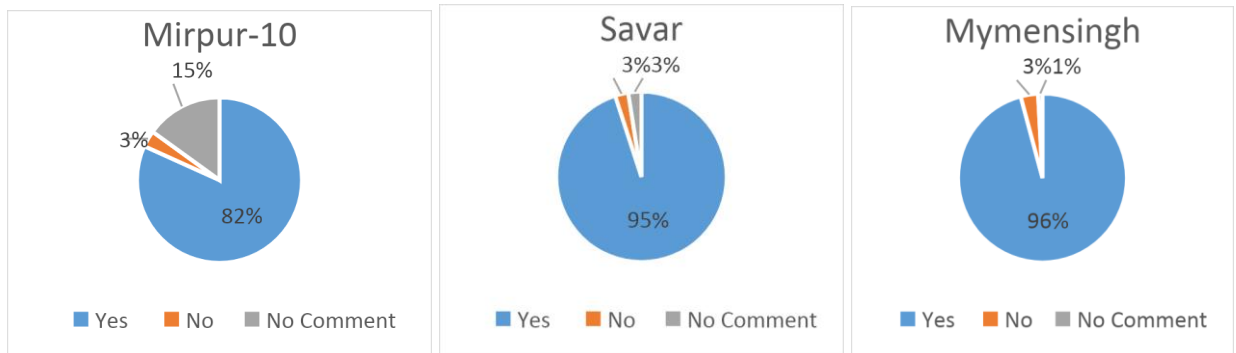
Q6. Are you happy with the quality of the products? আমাদের পণ্যের গুণগত মান নিয়ে কি আপনি সন্তুষ্ট?



This question helps us to understand the customer satisfaction level regarding the quality of the product offered by Meena Bazar. The data indicates that the majority of customers are happy with the quality of products from Meena Bazar suggesting that Meena Bazar maintains high standards of product quality in these three outlets. This positive feedback reflects favorably on the organization's commitment to offering reliable and satisfactory products to Meena Bazar's customers, enhancing overall customer satisfaction and loyalty.

However, it is notable that in Mirpur-10 outlet few customers are not willing to share their opinion on product quality. This hesitation indicates potential areas for improvement for Meena Bazar. It will be beneficial for Meena Bazar to further encourage customer feedback and address any concerns or issues related to product quality to ensure a consistent and positive customer experience.

Q7. Are you Happy with the price of the products? আমাদের পণ্যের দাম নিয়ে কি আপনি সন্তুষ্ট?

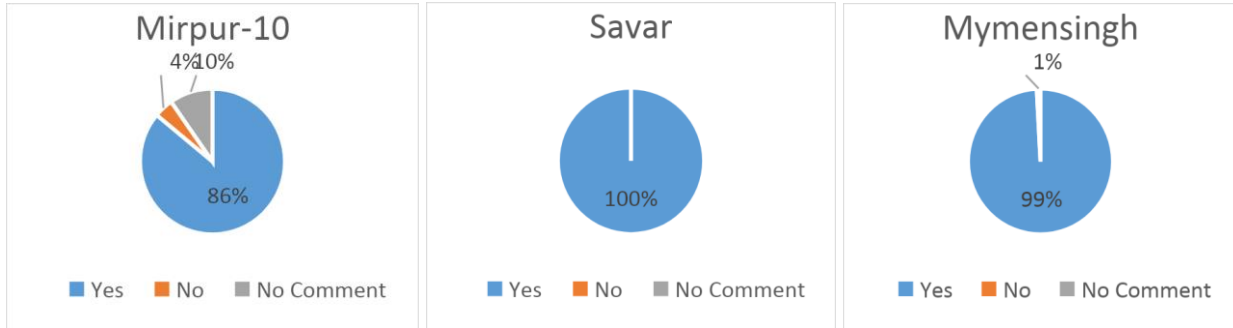


This question aims to assess customers' satisfaction level regarding the price of products offered at Meena Bazar. The data tells us that customers from the Savar and Mymensingh outlets are generally happy with the price of products offered by Meena Bazar. This suggests that these customers receive Meena Bazar's pricing to be reasonable and competitive.

Price that aligns with customers' expectation provides a good value for their money. Positive feedback from these outlets indicates that Meena Bazar successfully balance product price and quality to meet customer needs that increase customer satisfaction. However, customers from

the Savar and Mymensingh outlet express their satisfaction with pricing of the products. But the absent from Mirpur-10 outlet indicates that this outlet need further attention with price of the products.

Q8. Is the product availability at the outlet able to meet your needs? আউটলেটে পণ্যের প্রাপ্যতা কি আপনার প্রয়োজন পূরণ করতে সক্ষম?



This question helps us to assess customer satisfaction regarding the availability of products at Meena Bazar outlets. From the data analysis, we see that customers from Savar and Mymensingh outlet generally believe the product availability at the outlet is satisfactory and meet their needs. This analysis suggests that customers from these outlets feel that products from these outlets are adequate and fulfill their shopping requirements. The majority of the customers from this two outlets think Meena Bazar effectively maintains a diverse and well-stocked inventory by catering needs and preferences of customers.

At the Mirpur-10 outlet, the majority of customers believe that the outlet can meet customers' needs with product availability. However, customer from Mirpur-10 outlet feel their needs are met Meena Bazar need to close this gap.

Summary & Conclusion

This analysis reveals that the three new outlets of Meena Bazar are operating according to the strategic plan. The customer satisfaction from these three outlets meets Meena Bazar standard. Mirpur-10, Savar and Mymensingh outlets are creating positive customer experiences for their target customer and this survey analysis tells us Meena Bazar can adapt customer offerings and its operation to serve diverse customer demographics and regional preferences.

However, the customer satisfaction level indicates Meena Bazar's new outlets are able to deliver what it promised with prove of quality products and competitive pricing with excellent customer service. By creating high standards across all aspects of the shopping experience, these outlets created positive impressions among customers and fostered loyalty to Meena Bazar. Furthermore, all this positive feedback from the customers reflects brand reputation in the retail industry, and this well-built reputation will help customers to be loyal to Meena Bazar.

Recommendations

Based on the analysis from Meena Bazar Mirpur-10, Savar, and Mymensingh outlet, the following recommendation can be made,

Regularly conduct thorough analysis of product and sales trends at each outlet to manage the inventory properly. This will ensure an adequate stock level of essential grocery products, and it will also help Meena Bazar to identify slow-moving products. This data-driven allocation of product inventory management will reduce the operational cost of Meena Bazar.

Set up a customer feedback booth in all outlets to continuously monitor customer satisfaction levels and generate insight for improvement. This can be done by in-store customer surveys, online performance, and online platforms.

Get deeper insights from local markets and consumer preferences in outlets. This task may involve conducting market research and analyzing demographic data to understand local trends and competitive activities.

Develop targeted promotion offers to drive foot traffic and increase sales at each outlet. The targeted promotional activities may include special promotions, discounts or loyalty programs which customized customers' preferences and purchasing behavior of customers to a specific location. Also, leverage digital marketing channels to reach and engage with target customers effectively.

Last but not least, create targeted promotional strategies to drive foot traffic and increase sales at each outlet. This promotional strategy may include offering special promotions, discounts, and loyalty programs by customizing customers' preferences and monitoring purchasing behaviors in specific locations, as well as leveraging digital marketing channels to reach and engage with target customers effectively.

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Appendix

1. স্যার/ম্যাডাম, প্রতি মাসে আপনি কতবার আউটলেটে শপিং করেন?
a. 1 b. 2 c. 2+
2. আপনার প্রয়োজন অনুযায়ী সকল পণ্য কি পেয়েছেন?
a. হ্যা b. না c. নিরপেক্ষ
3. আমাদের আউটলেটে বিভিন্ন পণ্যের অফারগুলি কি দেখেছেন?
a. হ্যা b. না c. নিরপেক্ষ
4. আপনার প্রয়োজনীয় পণ্য পেতে কোনো অসুবিধার সম্মুখীন হয়েছেন কিনা?
a. হ্যা b. না c. নিরপেক্ষ
5. আমাদের স্টাফরা কি আপনাকে প্রয়োজনীয় সহোযোগিতা করেছে?
a. হ্যা b. না c. নিরপেক্ষ
6. আমাদের পণ্যের গুণগত মান নিয়ে কি আপনি সন্তুষ্ট?
a. হ্যা b. না c. নিরপেক্ষ
7. আমাদের পণ্যের দাম নিয়ে কি আপনি সন্তুষ্ট?
a. হ্যা b. না c. নিরপেক্ষ
8. আউটলেটে পণ্যের প্রাপ্যতা কি আপনার প্রয়োজন পূরণ করতে সক্ষম?
a. হ্যা b. না c. নিরপেক্ষ
9. আপনি কি আমাদের অনলাইন ডেলিভারি সার্ভিস সম্পর্কে অবগত?
a. হ্যা b. না c. নিরপেক্ষ
10. এই আউটলেটটিতে আপনার বাজার করা সুবিধা জনক?
a. হ্যা b. না c. নিরপেক্ষ
11. আমাদের আউটলেটটি কি আপনি পরিষ্কার- পরিচ্ছন্ন পেয়েছেন?
a. হ্যা b. না c. নিরপেক্ষ
12. অন্য সুপারশপ গুলোতে শপিং করেন কিনা? করলে কোনটি?