

“Building Civilizations Through Building Communities”

A report on the Business Model Canvas & Marketing Mix
Of
Tilottoma Bangla Group

By:
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17204022

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

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Chowdhury Zareb Hyder

17204022

Supervisor's Full Name & Signature:

Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

Letter of Transmittal

1st May 2022

Ms. Mahreen Mamoon
Assistant Professor
BRAC Business School
BRAC University

Dear Mrs. Mamoon,

Greetings,

As per requirements of the course BUS400 I am glad to provide you with an in-depth report of my experience gained at Tilottoima Bangla Group as an Executive of Sales and Marketing.

With the help of my colleges and supervisors I have successfully completed by Probationary days and internship period under the organization. I have sincerely tried to demonstrate relativeness of classroom theories and real-life implementations of strategies and adaptive practices.

I sincerely look forward to your judgement and acceptance of this report.

Thanks, and Regards,

Chowdhury Zareb Hyder

17204022

Acknowledgment

The completion of this report would not have been possible without the participation and assistance of so many people whose names may not be particularized. However, their contributions are sincerely appreciated and acknowledged.

To begin with, I would like to extend my gratitude towards BRAC Business School and BRAC University for hosting my internship program under Tilottoma Bangla Group.

I would also like to extend my thanks to my course instructor and supervisor, Ms. Mahreen Mamoon (Assistant Professor – BRAC Business School) for guiding me through the processes and helping me compile my work together.

Lastly, I would like to thank Tilottoma Bangla Group and my on-site Supervisor Mr. Mahmud Riyad Hassan (Deputy General Manager - Marketing), for guiding me through my days as an intern at Tilottoma Bangla Group. A special thankyou to my team at Tilottoma Gulshan for being by my side at all times.

Executive Summary

Tilottoma Bangla Group, a 40-year-old organization focusing on the Building Materials and Solutions Industry. Experienced in working with Class A Developers, renowned architects and mass market residential clientele, the brand Tilottoma aims to establish themselves as the number one solutions provider in the Building Materials industry.

As an Executive of Sales and Marketing at Tilottoma Bangla Group, I had been awarded with the opportunity of working with some of the organizations most valued personnel. With hands on experience in dealing with clientele to handling project-based requirements, I have been able to understand the organization's requirements and expectations.

The primary and secondary data accumulated from my experience as an intern at Tilottoma Bangla Group has allowed me to generate a report of the business model and marketing practices of the brand and the company as a whole. The report is expected to discuss in detail, the key associations and factors connected to the business and its daily operation as a growing star in their respective industry. The report also looks into the marketing strategies adapted by the company to meet the criteria of the modern dynamic market audience.

Through the making of this report and my experience as an intern at Tilottoma Bangla Group, I have learned to be more efficient, professional, ethical and most importantly, determined. These enriching and enduring characteristics will hopefully be of great use to me in my future endeavors.

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Chapter 01: Overview of Internship

Student Information:

- Name: Chowdhury Zareb Hyder
- ID: 17204022
- Program: Bachelor of Business Administration
- Major: Human Resource Management & Marketing

Internship Information:

- Company Name: Tilottoma Bangla Group
- Department: Sales & Marketing
- Internship Period: 3 Months
- Office Address: 67 Bir Uttam CR Dutta Road, Dhaka 1205

Supervisor's Information:

- Name: Mahmud Riyad Hassan
- Designation: Deputy General Manager – Marketing
- Email: Riyad@tilottoma.com

Job Scope:

Job Description:

- Employed as an Executive of Sales and Marketing, under the supervision of Deputy General Manager of Marketing, Mr. Mahmud Riyad Hassan.
- Key Responsibilities:
 - Attending to incoming Clientele. (Retail Support)
 - Responding to Client requirements through Quotations and constant communication.
 - Maximizing sales volume.
 - Building relationships with potential architects and developer firms.
 - Assigned project-based correspondence.
 - Generating Brand Specific sales & Marketing Reports.
 - Maintaining Showroom Client Records.
 - Product Listing and Reporting.
 - Updating and maintaining Price lists
 - Studying new Brands and providing briefing to team.

- Learnings:
 - Maintaining professionalism in the work place.
 - Improving multi-tasking ability.
 - Follow-up techniques and effective communication (both internal and external)
 - Record keeping skills through Microsoft Excel and Google sheets.
 - Power point presentation skill development for corporate level clientele.
 - Briefing and sales pitch training for premium line of products.
 - Extensive product knowledge compilation for effective marketing and sales responsibilities.
 - Body Language and Vocabulary enhancements to fit the job description and communication patterns.
 - Extensive knowledge compilation of Building Materials and components to understand and relate of commonly used terms by Architect's and Developers.

Internship Outcomes:

Contribution to the organization:

I have been appointed as an Executive of Sales and Marketing at Tilottoma Bangla Group as of August 2021. I have been stationed at Tilottoma Gulshan (Plot#3/A, Genetic Baro Bhuiya Tower, Opposite Gulshan Club) to serve the markets of Gulshan, Banani, Mohakhali and Baridhara. I had started my journey at Tilottoma Gulshan as a Sales representative, responsible for attending to showroom clientele. This part of the job requires having good knowledge about the products and providing presentations / briefings to clients that walk into the store. I was later assigned to look after developer and architect firms and was made responsible for maintaining relationships and extracting business opportunities from their requirements,

So far, I had been granted the opportunity of working with a few of TBG's top level clientele.

- 4 Walls Inside Outside
- Volume Zero Ltd. (Simple Tree Construction)
- Cube Inside
- Shanta Development
- Building Technologies and Ideas (BTI)
- Ananta Terraces
- Irving Group
- Concord Group
- Navana Real Estate
- BRAC University
- Renaissance Décor Ltd.

I have been responsible for following up with said clientele and keeping up with their requirements. This also involves internal communication and relationship maintenance between TBG's many wings of operation.

My gains

- From my period as an Intern at Tilottoma Bangla Group, I had accumulated skills such as professional attitude and maintenance of the corporate vocabulary. This learning also came with the dressing sense of officials.
- I was able to sharpen my skills on Microsoft Excel, PowerPoint, Google sheets. Organizing and professionalizing Emails, Filing, Report making, etc.
- I was also able to sharpen my presentation skills through interacting with various types of clientele and officials.
- Working at Tilottoma has also taught me the value of team work and contribution. It has given me a chance to connect with the working environment and my team members to produce the most output and increase efficiency in daily activities.
- Most importantly, Tilottoma has given me the chance to build my network as I continue to interact with various architects and developer firms in addition to some top category clientele. I am able to build my rapport in the building materials industry and plan to expand my wings to related industries in search of better opportunities.

Difficulties faced during the Internship:

My team members and on-site supervisor had made my time as an intern at Tilottoma very smooth. However, there were some difficulties faced as a fresher in the corporate world.

- My report making and record keeping methods were not up to date and needed some modifications. This included my knowledge of Microsoft Excel, Google sheets and reports made with Microsoft Word. I was later advised on making my working process more efficient and the output more presentable.
- I had little knowledge of maintaining and organizing physical documentation in a systematic manner. This drawback had made me suffer from mismanagement for days. I was later taught more efficient and effective ways to file documentation, through which I am now more versatile and efficient.
- I am still working on Time management as it still stands to be my biggest drawback. According to my On-site supervisor, I have not yet learned to prioritize my tasks. I am trying to be more organized and on time.

Recommendations to the Organization:

During my time as an Intern at Tilottoma Bangla group I had noticed some areas of improvement that can be made.

- Tilottoma can improve on their delivery and accounts division to enhance and ensure quick and safe delivery of products.
- They should also focus more on product and procedure training to employees if they want to establish a flawless service system.
- As for Marketing terms, the company would also benefit from showcasing the brands they work with. Brand awareness is a big factor in the building materials industry,

specially most the organization's target market are aware of the brand value represented by the products.

Chapter 02: Overview of the Organization:

Introduction & History:

Tilottoma Bangla group is a 40-Year-old Organization founded by Mr. Joarder Nowsher Ali, FCA who is now in position as Chairman of the company. His Son, Mr. Shahriar Sajjad is the Managing Director and head of operations. It is under the guidance and supervision of Mr. Sajjad that Tilottoma Bangla Group has acquired the title of the biggest Building materials and solutions provider in Dhaka. Tilottoma has become brand in itself and is known for being a dealer for world class Sanitaryware, CP Fittings, Architectural Hardware, Heating and Ventilating equipment and premium line Kitchens. Their latest GREEN initiative, NEXTBLOCK, a brand of AAC (Aeriated Autoclaved Concrete) Blocks has skyrocketed their popularity amongst growing developers and architectural firms. Tilottoma Bangla Group is known for being the dealer for the following Brands.

- TOTO – World’s No.01 Japanese Sanitaryware Brand
- KAWAJUN – Premium Class Japanese Hand-Crafted Interior Hardware
- TESI – Bulgarian Heating Solutions (Water Heaters & Room Heaters)
- HAFELE – German Architectural Hardware Manufacturer
- DORNBRACHT – A German brand of Bathroom Fittings categorized as super premium.
- SCIS – An Italian hand-made mosaic
- LIXIL – The mother company of the following Brands
 - American Standard – Budget friendly Sanitaryware and Fittings Solutions
 - GROHE – An 80 Year German brand specializing in Water Technology
 - INAX – A new and premium line of Japanese Sanitaryware
- SUPER DRAIN – A Chinese Floor Gratings Manufacturer.
- Various Brands of Tiles from different origins of the world
 - Spanish
 - Chinese
 - Malaysian
 - Vietnamese
 - Indian

Tilottoma has also recently invested into a wing called “My Kitchen”, which is responsible for producing premium and quality full kitchen solutions through implementing Chinese Solid Surface Plywood processed at their own factory in Gazipur and world class kitchen appliances and accessories. Some of the brands incorporated into the kitchen solutions would include:

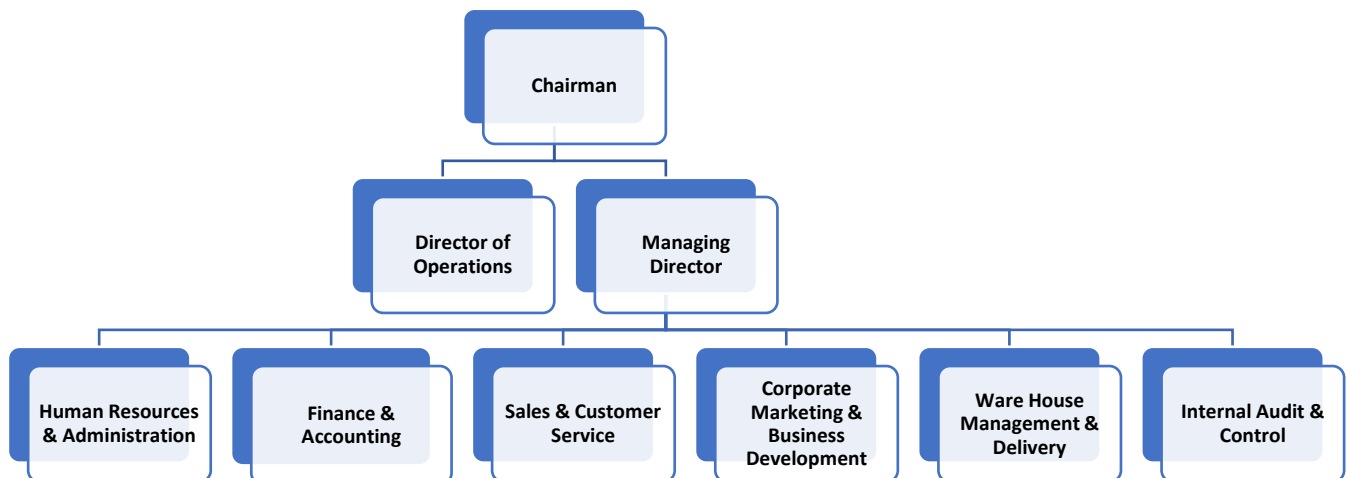
- TEKA (German)
- HAFELE (German)
- BLUM (Austrian)
- KESSEBOHMER (German)

- BOSCH (German)

Tilottoma Bangla Group has established many of their Dealerships across Dhaka City with My Kitchen and the LIXIL Experience centers being the first ever experience centers in the Bangladeshi Sanitaryware and CP Fittings Market. Their Head Office is still established at 67 Bir Uttam CR Dutta Road, Hatirpool, Dhaka. They have also made their mark successfully in Chattogram, their dealerships include:

• Tilottoma Trade Center	67 Sonargaon Road, Hatirpool, Dhaka 1205 (Near Eastern Plaza)
• Tiles Word	
• Priotoma Bangla	
• Tilottoma Gulshan	Plot 3/A, Road 49, Gulshan 02, Dhaka 1212, Genetic Baro Bhuiya Tower, Level 2 & 3 (Opposite Gulshan Club)
• LIXIL Experience Center	
• Tilottoma Design Studio (My Kitchen)	House 08, Road 138, Gulshan 01, Dhaka 1212 (Opposite Café 138 East)
• Tilottoma Uttara	Plot 18. Sonargaon Janapath Road, Dhaka 1230
• Tilottoma Chattogram	95 Chatteshwari Road, Chattogram

Organogram for Tilottoma Bangla Group:



Human Resources management at Tilottoma:

Staffing:

In previous practices, the Chairman and the Managing Director (then C.E.O) were embedded in the key decision-making processes taken by the firm on a daily basis. This also included the requirement of employees. This practice has now been eliminated with the introduction of a specialized Human resource department with Mr. Imtiaz Alende Mannan (Sr. A.G.M – Human Resources and Administration) as Head of the department. However, the Chairman and Managing Director still have a large enough influence on the recruitment process.

The Human resources department is now responsible for the recruitment, training and development, compensation packages, and overall wellbeing of their employees.

Training and Development:

Training and development of employees is highly prioritized at Tilottoma. The firm is a reseller / dealer of high-end multinational brands. Hence the organization must keep up with the international market in terms of customer service and product presentation. The Sales and Marketing teams are educated about the brands, their products, their features and their in-depth details. Tilottoma aims to provide a 5-Star rated service to its customers and maintain the exclusivity they are known for. Tea Boys and Cleaners of the company are also trained to maintain proper etiquette and formal dress-up during their service hours at the Head Office or Tilottoma outlets.

Training and Development is very necessary when it comes to handling the products being displayed at the Tilottoma Outlets. Each product is costly and can be damaged if not handled with care. All personnel responsible for handling and showcasing the products must be trained in order to avoid damage of inventory.

Compensation:

Tilottoma Bangla Group offers a suitable and fair compensation package which is actually the average rate of pay provided by businesses operating in this industry. Tilottoma offers two Festive Bonuses through out the year. They also offer an incentive package to sales and marketing teams to keep pushing company sales and building brand image. This Incentive package is varied through product-based sales. Other than monetary terms, the organization also offers a small arrangement of Breakfast and Evening snacks to officials. A lunch allowance is also provided to marketing officials, seeing as they spend most of their days on the run.

Finance and Accounting Practices:

The Finance and Accounting department of Tilottoma Bangla group is divided into 3 separate teams.

- Core Accounts
- Recovery and Collection
- Internal Audit

The Core accounts division is responsible for maintaining primary and finance functions such as maintaining ledger books, suspense accounts, cashbooks, inventory matching, etc. The Recovery and Collection team is responsible for credit control, cash recovery and keeping track of suspense accounts and generating follow-ups to corporate clients. The Internal Audit Team is responsible for keeping track of VAT and Tax related issues and makes sure that the business is trading on legal terms.

Sales and Customer Service

The sales teams in each outlet are divided into two separate teams. One team is responsible for driving retail sales, while the other team is integrated with the Marketing operatives and are responsible for responding to project-based requirements as per the advice and collaboration their assigned marketing operative. Both teams are responsible for providing customer service and require direct interaction with clientele on a daily basis. These teams are also responsible for collaborating with the delivery and warehouse department to ensure a smooth and efficient delivery of products.

Corporate Marketing and Business Development

The corporate marketing team is divided into two groups. One group is responsible for dealing with Developer firms while the other team is assigned to deal with architect and interior decorating firms. Such activities involve maintaining good relationships with these firms and extracting business opportunities from them as much as possible. The marketing team is also responsible for responding to project-based requirements and in collaboration with the sales team, ensure the proper service to their clientele. They are also responsible for analyzing the market and providing valid data to the Business development team to take further action from their end.

The Business development team on the other hand, is responsible for maintain business validation through international communication with the brands represented by Tilottoma. This involves maintaining import data and providing requirement lists to the respective brands. Here a lot of communication is required with foreign entities and mostly involves discussions revolving the market conditions and further business prospects. Hence, this department is mostly maintained by the Upper ranked officials of the organization.

Ware House management and Delivery

The Ware house management and delivery system is an integrated entity with requires constant communication with one another. This department also has to make daily communication with the sales and accounts departments as well. The Warehouse management and delivery department revolve around the sale of the product.

Pre-Sale Activity:

Tilottoma has a total of 8 outlets and a corporate office through which daily business activities are conducted. When a requirement is received, the responsible personnel must contact the inventory team to the availability of the product in question.

Post-Sale activity:

After the sale has been processed, the invoice is then filed for a delivery program. The delivery team must than contact three separate departments to secure the delivery. They must first contact the inventory team and recheck the availability and condition of the product. They must then contact the accounts department to ensure clearance of payment. Lastly, the delivery team will be contacted by the sales department throughout the whole process to ensure the product is safely and securely delivered to the end consumer.

Chapter 03:

Building Civilizations through Building Communities

Introduction:

Tilottoma Bangla Group (TBG) has been a key player in the Building Materials Industry for over 40 years now. The company started their journey as a small shop that would sell Mosaic solutions to the general public of Dhaka city. Fast forward 40 years, the company is now one of the largest distributors and retailers of World Class Multinational Brands in the building materials industry. Tilottoma has grown to become a brand of its own. The brand is responsible for importing a large variety of building materials products including Sanitary Ware & CP Fittings, architectural hardware, Premium Tiles & Mosaics, etc. They have also introduced their very own home-grown line of kitchen solutions under the name My Kitchen. They have also made their debut in the market of sustainable products with their very own brand of AAC (Aeriated Autoclaved Concrete) Block, NEXT BLOCK.

The concept of developing this report is to understand the structure of such a big organization is able to sustain itself in the dynamic business environment of today. The business is responsible for maintaining the image and reputation of many world class brands under their roof. Understanding their business model canvas and marketing mix would help in breaking down the practical implementation of theories and attain the idea about market maintenance and networking.

Objectives:

The objective of the study is to understand and look into the following concepts.

- Business Model Canvas
 - Understand the Key role players in the day to day operations of the company.
 - Understand the connections between different key segments and how each individual segment add value to the organization.
 - How customer segmentation can be utilized to bring the best out of the market.
 - How Tilottoma acts as a brand in the industry and what does the company do to maintain their image in the market.
 - The cashflow of a 8-figure business and its overall cash inflow and outflow structure.
- Marketing Mix
 - The 7 Marketing elements adapted by the organization.
 - The inter-relationship between the elements and how they play an important role in the maintenance of the organizations brand image.
 - The marketing strategies implemented by the organization.

Methodology:

To study the organization and its activities, two types of research methodologies were implemented.

The primary Method:

The primary method refers to the primary data that has been analyzed through out the study. The methods used to attain the primary data were as follows:

- Brief training about the company's history, activities and operational responsibilities.
- Training sessions to increase knowledge about the brands we host under the Tilottoma Umbrella.
- On the job training to understand the retail and marketing process and also a brief overview on the importance of internal and external communication to keep the business running on its feet.
- Constant communication with key departments such as Inventory, Accounts ad Funding, After sales (Plumbing, installation, Site-supervision, etc.), Imports and consignment, organizational partners, etc.
- Hands-on experience from Client dealing and market surveying for business opportunities and maintaining existing client relationships.
- One of my responsibilities was to look after the client registry of walk-in customers for the Gulshan showroom. This helped be gain more insight on customer segmentation.
- Lastly, a visit to the My Kitchen design facility in Gulshan 01, and their factory in Gazipur to view the finishing process of their My Kitchen branded kitchen solutions.

The Secondary Method:

The secondary method mostly consisted of data retrieved from various internet sources, web pages and many more sources found online and through the materials provided by Tilottoma regarding their organization and the brands they currently deal with. This portion of the study helped me the most as I was able to take my time and go through the materials and understand the way things work around the market. This time spent in researching the materials also provided me with a sense of pride working with such high-end brands in the building materials industry.

Some of the materials that were studied are as follows:

- Company Website
- Brand Websites
- Company & Brand Brochures
- Brand Fact Sheets
- Brand Catalogues
- Previous Client data
- Previous Accounts data
- Project Plans, etc.

Scope of the study:

The initial idea is to focus on the Business structure of the organization and understand the marketing strategy implementations adapted by TBG to execute their daily operations and turn yearly profits. By studying these factual representations, we as students, young entrepreneurs and candidates of the corporate universe can ease into the process of maintaining brand image, see management at its finest, get a chance to hear the opinions and suggestions of experienced high-grade officials in the business.

Limitations of the Study:

The report mainly consists of data extracted from primary experience and On-the-job practices of an average executive of sales and Marketing at Tilottoma Bangla Group. Hence, there were some limitations faced while conducting a study on the organization. They have been listed as follows:

- The organization has been experiencing a change in its internal structure which involves its organogram, Chain of Command, and departmental segregation.
- A new and improved HR and Administration system has been in trial for the past few months, and is expected to be implemented at full force by the end of 2022.
- The working process is also expected to be changed in the recent months with an introduction to an ERP (Enterprise Resource Planning) System. Such process takes time to sync in, and hence, early practices are being trailed for a more efficient, smooth and operational process.

All the above-mentioned changes have made it hard to extract proper and adequate information as formats and resources had not been organized at length.

The Canvas:

Tilottoma Bangla Group		<i>Designed for:</i>	<i>Designed by:</i>	<i>Date:</i>
Business Model Canvas		BRAC Business School, BRAC University	Chowdhury Zareb Hyder ID: 17204022	25.05.2022
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Architects and Designers. Commercial Developers and Construction Agencies. Hotels and Hospitality Companies Government Regulatory Bodies. Marketing and Communications Agencies. Brand Partners. Financial Service Providers – banks, MFI, NBFI, etc. 	<ul style="list-style-type: none"> Brand Maintenance Customer Service / After Sales Service Project Consultation Customer Acquisition Maintaining Delivery Efficiency Responding to project and retail-based requirements – Imports Financial Modelling 	<ul style="list-style-type: none"> Premium Tilottoma Outlets & Experience Centres Brand Heritage (Tilottoma) Brand Heritage (Brand partners) Efficient Delivery System & After Sales Service Product Diversity Industry leading, award winning and innovative product line. Home-grown solutions focusing on national heritage Introduction of sustainable product line 	<ul style="list-style-type: none"> Personalised retail experience for walk-in clients Constant communication with Architecture & Developer Firms After Sales Service and technical support staff Follow Ups with retail clientele Invitations to exclusive events. 	<ul style="list-style-type: none"> Home Owners Plumbing and Electrical Engineers Potential Architects and Architecture Firms Interior Designing firms Developer Firms Commercial & Residential Projects
	Key Resources		Channels	
	<ul style="list-style-type: none"> Company Website Tilottoma Retail Outlets Skilled Labour Force Architects, Designers & Developers. Large Customer Base Cash / Capital Inventory 		<ul style="list-style-type: none"> Retail sales Corporate Marketing Word of Mouth Website & Social Media Printed Brochures, catalogues & factsheets 	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none"> Retail Outlets Maintenance & Rent Employee Salaries Delivery related expenses Import Duties Research, Developments and Innovations Brand Management & Maintenance Operational Expenses 			<ul style="list-style-type: none"> Retail Sales Corporate Sales Individual Project revenue 	

The Business Model Canvas of Tilottoma Bangla Group:

The above table is a Business Model Canvas of Tilottoma Bangla group. A Business Model Canvas is a representation of the key elements used in the strategic planning and implementation of the organization in day to day operational activities. The table plays host to the following factors:

- Key Partners – This segment showcases the network of the organization in building a sustainable, efficient, effective system. Key Partners would involve strategic alliances with non-competitors, Buyer-supplier relationships, Joint Ventures, etc.
- Key Activities – This segment showcases the daily operational tasks carried by the organization to keep the business up on its feet at all times. The key activities are a representation of the organization’s operational activities as a whole.
- Key Resources – The key resources tab on the above representation refers to the assets owned by the company that play a significant role in generating revenue for the organization.
- Value Proposition – Value proposition refers to the value addition made by the organization to add a premium to their product line when it comes to setting prices and standards for operation and customer service.
- Customer Relationships – A systematic approach used by the organization to maintain and keep track of its large consumer base. Networking through marketing tactics play a huge role in the maintenance and development of relationships between the organization and its many forms of clients / customers.
- Channels - Any organization operating in today's business environment requires to have a proper understanding of the channels of operations. This segment mainly talks about the channels through the organization can reach out to their customer base and vice versa.
- Customer Segments – Customer segmentation is a very important factor for business to understand in this dynamic business environment. Not all customers are allowed the same level of treatment and care, while many clients may come out as critical or sensitive. Such clients must be handled with care and hence the importance of proper customer segmentation comes to action.
- Cost Structure – The cost structure of the organization plays a vital role in assessing day to day operational expenses and calculating profits in general. Hence, this portion of the table must be focused on when making certain business decisions.
- Revenue Streams - Just like the calculation of expenses, the company must also keep track of their revenue streams. This segment of the table highlights the channels through which the firm is generating income on a daily basis.

Now to take a much deeper dive into the contents of the table and go over them one by one and explain the relativity of the model in the daily operational activities conducted by the business.

Key Partners:

The Key partners segment of the table looks into parties involved in strategic ways to help the business grow and generate more revenue as it walks along the path to further success. Tilottoma Bangla Group has partnered up with many entities that help in generating revenue for the organization in similar but fascinating ways. TBG has partnered up with numerous Architecture firms, developer firms, interior designing firms, and construction agencies as a back-end supplier of Finishing Materials and products such as Sanitary Ware, CP Fittings, Architectural Hardware, HVAC Products, Kitchen solutions and many more. The building materials industry is a vast with many competitors rising up to the ranks. Having connections to these firms helps in generating new clientele. Connections with these entities also introduce the benefit of mass distribution of branded products from our umbrella, for example, when a

civil engineer receives a work order for a large commercial building, he is expected to recommend materials solutions providers across the country. Tilottoma gets preference in that recommendations list if the relationship between organization and engineer is kept up to date.

Other than developers, designers and architects' organizations, establishments and institutions are also considered trusted partners. Prestigious establishments in the hotel and hospitality industry are one of many key contributors to Tilottomas growth over the Years. The Westin Hotel, Renaissance Hotel, Lakeshore Hotels, The Radisson Blue are all projects of TBG over the years. These hotels require maintenance and frequent upgrades to enhance their quality of service and consumer experience. Here Tilottoma and their after-sales service teams play a role in keeping up with that demand and maintain the relationship so that the Hotels are linked to Tilottoma products all year round.

Government Regulatory bodies also play a large role in contributing to Tilottomas revenue streams. Being in the good books of the government is a must for any business operating in the dynamic Bangladeshi market. Having connections to these government bodies help Tilottoma Bangla Group receive notifications of ongoing and newly introduced tenders for large / mega projects.

Tilottoma also has connections to certain marketing and communications agencies who are responsible for generation the exciting content used on the Tilottoma Social media pages and other materials such as brochures, factsheets and many more.

Lastly is an incorporation of Banks and Brand partners. The Brand partners hosted under the Tilottoma Umbrella are all recognized as world class premium brands. These products are all imported from various countries and hence require maintenance of a transparent relationship. The relationship between the organization and the Brands are mostly carried out by the dedicated brand managers of Tilottoma. Each Brand manager is responsible for one or more brands. These brands provide Tilottoma with a boost of value addition and offer a premium touch to our product line-up. Tilottoma is also one of the few companies that still allow transactions of big sums via cash. These transactions need to be carried out by a trusted bank or entity. Tilottoma has partnered up with certain banking corporations to house their assists and make international transactions to maintain import frequency.

Key Activities:

The Key activities refer to the daily operational functions of Tilottoma Bangla group as a whole. The key activities of the organization would involve brand maintenance, which mainly consist of updating employees with correct information regarding products and brand values, updating artwork and graphics of retail outlets in accordance to brand guidelines, Maintenance of high-end products on display and much more. These practices can turn out to be expensive both in the long and short run.

Next is customer service and after sales service. These two elements revolve around the Tilottoma Outlets. Walk-in Customers are offered a personalized retail experience. This requires knowing about the client's personality, taste and budget. After the client is done with the retail experience, he/she then moves on to purchase a product. However, the job of the sales team does not stop there. They must later follow up with the client / or the site engineer to ensure proper delivery of goods. If the product in question is a complicated one, then the sales person must also offer technical supervision, plumbing or installation support if the situation calls for it. In other words, the sales process does not end as quickly. If the product is indeed a sensitive one, the sales consultant must follow up with the client to ensure a proper feedback.

In addition to retail sales, the company must also maintain its network in the corporate segment. Here the company has to deal with acquiring new commercial clientele and respond to existing project requirements. In this segment a lot of work has to be put in from Tilottoma's end. The project in question must require a site visit to fish out for product implementation strategies. This is later discussed with site engineers, architects and land owners and a solution is later proposed. This is the pre-sale segment. After the pre-sales segment, comes the actual sales. After the sale has been executed without hassle, the marketing team must follow up on the project to ensure proper delivery and installation.

Either it be retail or commercial, a key factor in the daily operations of the organization would involve the delivery system. The delivery team can be considered as the most hard-working team in the organization. They are responsible for keeping track of inventory clearance, ensuring flawless delivery programs, keeping track of delivery charges and other delivery related issues such as vehicle availability and outlet to outlet communication.

Lastly, Financial Modelling is also a key activity of the organization where a financial report is generated by the account's teams showing the current financial position of the company. This report also showcases the fund related situations applicable for expansion, making import consignments, renovations, Employee and business welfare and many more.

Key Resources:

Key resources consider the physical and virtual resources owned by the organization as a whole. To start off, we have the Tilottoma Website, which is an in-house developed website. This website hosts all the details regarding Tilottoma Bangla Group, the products they have and the solutions they provide. Other than the virtual resource, the second most power resource TBG has is their large number of Retail outlets spread across Dhaka City. They have made their way into the Chittagong Market in recent Years with the introduction of Tilottoma Chattogram. These Retail Outlets are responsible for generating a large portion of the firm's monthly revenue. Each Retail outlet is provided with a specific target which they must fulfill to meet the expectations of the Higher authority /. Governing body.

The organization and its retail outlets are all operated by individuals skilled for the job. Each Retail outlet has a manager / in charge responsible for keeping the outlets to Tilottoma Standards. The marketing team is built with experienced personnel bringing business into the organization on a daily basis. These individuals are each skilled at their own fields and hence act as a key resource to the development and contribute a lot to the successful future of the organization.

Architecture, Developers, and Interior Designing agencies also play their roles as resources to the company. They help in generating revenue through bringing in clients from within their portfolios. Having such a strong connection between fields allows one business to be inclined with the other. These architecture, developer and interior designing firms are responsible for generating 35% of overall sales with clients coming in from their ends.

A huge plus point for Tilottoma Bangla Group is that it has turned itself into a Brand of its own. Tilottoma can be recognized as the number one recommended building materials solution provider to many clients. Their 40-Year-old history has helped them create a presence in the market as the commonly continues to host a large consumer base. This consumer base consists of wealthy business individuals and commercial entities who continue to bring business to the company till date.

The last few resources to consider is the cash, inventory, capital. Cash is a key player amongst the three as it plays a large role in the daily transactions, Import fulfillments and employee payrolls. Having

disposable cash is a plus point for any business. Inventory and capital fall under the same category or resources in this case. Tilottoma is a retailer and distributor for world class brands, hence they do not produce anything of their own. Inventory must be maintained through understanding market demands and must be refilled accordingly. Capital is the man-made assets used to maintain and store the inventory which can also be considered as the organization's capital.

Value Propositions:

Value propositions are a very important elements in any industry. The Building materials industry, to be specific has been facing an increase in competition levels over the years. With competitors such as SWISH, KOHLER, PORCENOLOSA, and many more premium labeled brands entering the market, Tilottoma must stand out and make their position strong. The organization has been able to keep up with the competition and stand above it with the introduction of 2 of their complete experience centers in Gulshan. The company is also expanding their experience center facilities across Hatirpool and Chattogram simultaneously. The idea is to provide clients with a retail experience like never before. Following the brand guidelines and their retail partners across the globe, Tilottoma has also partaken in the practice of upgrading their display centers so that clients can now feel the product rather than just visually apprehend its functions.

Other than just live experience centers Tilottoma has also gained the benefit of Brand Heritage over the years, both in terms of the Home-Grown Tilottoma and My Kitchen brands but also the brand heritage of their many brand partners. Brand image represents quality and market presence which make the products themselves more attractive. In addition, the name Tilottoma has become a well reputed brand in the market with a very strong client base and a ruthless market presence amongst its competitors.

The efficient delivery systems also play a huge tribute to the brand image of Tilottoma as it is today. Flawless execution of delivery programs and proper and updated technical support staff have provided Tilottoma with a symbol of trust. Hence, when clients tend to purchase from Tilottoma, they are aware they are purchasing more than just the product, they are paying for a hassle-free retail experience until the product is installed and running.

Tilottoma has also gained a lot of market attention with the introduction of their brands My Kitchen and NEXT BLOCK AAC. My Kitchen is a home-grown brand which provides European style kitchen solutions to clients all under one roof. NEXT BLOCK AAC is a brand of AAC Block, which is an eco-friendly product, certified as green and is produced right here in Bangladesh. Tilottoma is not just bringing in world class products from foreign countries but is also trying to make a statement on national grounds, doing something no one has attempted before.

Customer Relationships:

Customer relationships are a key element to any business operating in today's dynamic market. TBG tends to continue to build on customer relationships to maintain and secure a more progressive future for the company. The firm offers personalized retail experiences for walk-in customers for their retail outlets. The sales and Marketing teams and constantly engaging with new and existing Architecture, developer and designer firms to extract and maintain business deals and update existing accounts. After Sales service also plays a huge role in the maintenance of customer relationships. A happy customer is always considered positive while a customer with a negative feedback is considered dangerous and harmful for the organization's brand image. Hence, proper after sales service must be ensured if the customer is expected to have a proper and efficient retail experience at Tilottoma. Tilottoma also engages in multiple events

such as seminars, expos, webinars, get together, and many more events to involve themselves around their target audience in scope of extracting business opportunities.

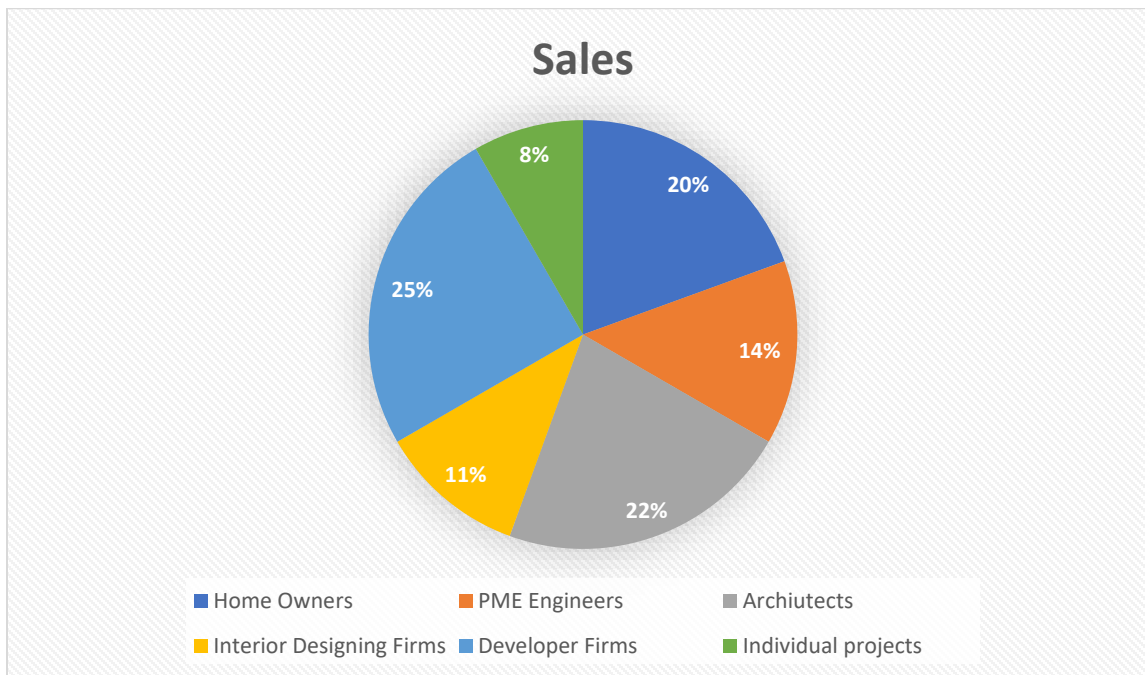
Channels:

Channels refer to the income generation, internal external communications and methods through which the organization reaches out to the consumer. This can be processes through Tilottoma Retail outlets spread across the city. Corporate marketing plays a large role in notifying exiting accounts about new offers ad products while acquiring new clientele for the company.

After 40 years in the building materials industry, Tilottoma has gained a certain popularity amongst their target market. Hence, they have created their very own loyal consumer base. Having a loyal consumer base means that the business can rely on word of mouth as a means of reaching new clientele. Other ways the company can reach out to new clients is through their very own website and social media pages. Digital marketing is at an all time rise in the current market. Lastly, clients visiting the retail outlets are provided with print material such as Brochures, catalogues and fact sheets to know kore about the company and the brands they host.

Customer Segmentation:

Tilottoma Bangla Group Deals with a series of clients consisting of different categories and personas. Sales and Marketing staff must understand these clients very well before making and offer or providing a proposition for a design. Below is a demonstration of the contributions made by each of these customer segments in terms of generated revenue over the past 6 months,



According to my experience and analysis of the Tilottoma Client Registry, Tilottoma Bangla Group is expected to generate 20% of its revenues from Home owners / retail customers. 25% is generated from Developer firms and Construction agencies while 22 % is extracted from Architects and Architecture Firms, PME (Plumbing, Mechanical and Electrical) Engineers are responsible for contributing 14% while

Interior Design agencies contribute to 11 %. Lastly, Individual Projects, both Commercial and Residential contribute to 8% of total sales revenue.

Cost Structure:

The cost structure is a very important element while running and maintaining businesses. It showcases the Financial position of the organization through highlighting expenses off all sorts. This helps the firm in recognizing extra expenses and cutting down in costs that can be otherwise avoided. Some of the costs incurred during operations might include:

- Retail Outlets Maintenance & Rent
- Employee Salaries
- Delivery related expenses
- Import Duties
- Research, Developments and Innovations
- Brand Management & Maintenance
- Operational Expenses

Revenue Streams:

Similar to cost structures, Revenue Streams are responsible for keeping track of the money coming into the organization. Tilottoma has revenue coming in from their lineup of retail outlets and maintenance of corporate entities that bring in a large chunk of the firm revenue.

The Marketing Mix of Tilottoma Bangla Group

The Marketing Mix consists of a total of 07 elements. They include the following:

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Evidence

The concept of the marketing mix is actually quite simple. However, the 07 P's of marketing play a vital role in the marketing and business decisions made by the organization.

Product:

Product refers to the items considered as inventory for the organization. A firm must first get to know what they are selling. In the case of Tilottoma Bangla Group, we are dealing with a very large variety of products ranging from Sanitary ware all the way to kitchen solutions and their very own line of AAC Block. Tilottoma is better known as the number one premium grade building materials solution provider in the country. The brands they represent have their own set of brand image and heritage. Hence, in order to keep up with the brand values of the products being showcased at Tilottoma Outlets, the organization must keep their standards up to match the standards set by their brand partners.

Tilottoma also deals with highly customizable products, such as a brand of Italian Handmade Mosaic called SICIS, A Japanese hand-crafted interior hardware brand called KAWAJUN, Customizable shower solutions by a prestigious German brand called Dorn Bracht. Their customizable product line does not end here. They are also responsible to maintaining the My Kitchen line up as well. Having such options available make the ordering and retail process more complex. Sales consultants must be well-aware of the products and must deliver proper information to the client. If one small detail is left of the customization process is biased and hence, in order to make prior corrections, the delivery process is delayed as a whole.

Price:

Tilottoma is known for distributing the most high-quality world-class products for a more premium segment of clientele. Such exquisite products generally come with a hefty price tag. More importantly, pricing their product line is a big challenge for Tilottoma Bangla group, mainly due to them importing their entire inventory. Hence, fluctuations in the exchange rate between various currencies might affect the prices being used in the Bangladesh outlets.

A clear example of the situation might be the recent rise in the price of the US Dollar. Tilottoma had faced a time in difficulty as they were not able to figure out the price change scenario for their products. In order for the company to maintain contractual obligations, many clients were proposed revised solutions. Many were pleased by the new prices and models while many wanted to stick to their previous commitments. The company had to go through a hard time making the numbers match on the financial sheets.

Hence, Price plays a big factor in today's building materials markets, mainly to to the products being purchased mostly in bulk.

Place:

Tilottoma has made a very smart move in this segment with their large number of outlets across Dhaka city and their recent launch in Chattogram. This variation in outlets not only help in diversifying customer segments but also cater to different markets across the City For example, the Uttara Outlet is responsible for the markets surrounding Uttara. In the same manner, The Gulshan Outlet is responsible for the markets surrounding Gulshan, Banani, Mohakhali & Baridhara. The Hatirpool outlet is mainly focused on retail sales as it tends to serve the more populated market of sanitary ware and other building materials solutions. They however, are also equipped with a marketing team responsible for the markets of Dhanmondi, Mirpur, Mohammedpur, etc.

This diversification of Outlets has helped Tilottoma expand deep into the markets of Dhaka city and have secured large projects located far from one another.

Promotion:

Tilottoma has been in constant practice of improving and developing their promotional strategies. During my time at Tilottoma, I had been granted the opportunity to be a part of their Autumn Fest. This is where they allow large discount on their Ceramic products. Tilottoma has been known to host such promotional festivals from time to time. This mainly is triggered by stock piles ups that need clearance or a need to create room for a new shipment that is coming in.

Other than theses promotional activities, Tilottoma has also been very engaged in their social media and website development. It is not very long ago that they had put together their creative designing team who work around the clock to provide the company with exclusive, attractive and informative content that provide the company with their communicative requirements. They have recently included a few combinations offer for their products, allowing a handsome discount on these offers.

People:

This segment involves the Culture of the organization, its employees, the governing body and the customer service department. The people are the individuals that reflect the company's performance. If the company is able to properly motivate an employee, that employee is expected to go above beyond their capabilities to keep the organizational goal aligned with its objective.

One thing I would like to say about Tilottoma, is mainly the fact they allow their employees to be liberal and involved. They want their employees to know the entire process and be involved in the daily operations of the company. There is a lot of transparency and teamwork required the execute the type of business that the company conducts. Hence, employees must be kept happy in order for them to keeping on adding more value to the organization as whole.

Physical Evidence:

Another key element in the marketing mix is the Physical evidence of products being offered to the clients. Tilottoma has this part covered pretty well. With a total of 08 outlets, 03 of which are complete experience centers, clients are offered to the chance not only to see the product physically but to actually test out the functionality and quality of the product in action. This adds as a very important value addition tool for the company, giving them the extra bit of competitive advantage, they need.

Process:

A topic that is of the most importance. The process is one of the most important elements is maintain good business image and efficiency. The process is best explained by the means of an example.

Say a client has a requirement of a 7-story building in Banani. The process begins by our marketing team reaching out to the client and acquiring his list of requirements. The marketing team is then assigned to visit the site along with the plumbing and technician team. The site is surveyed to list down all the possible implementation of Tiltottoma products. A proposition is later created and the client is perused accordingly. Once the client caves in, it is now up to the sales to generate an invoice and bill the items that are finalized. The invoice is then rechecked by the inventory team who then validates the invoice and consults with the accounts division to ensure payment in full. Once the offer is marked as approved by the accounts and inventory teams, the items are then cleared for delivery.

In the case of an event where the goods must be imported, a minimum time frame is provided to the client for delivery. The client is then expected to pay 50% of the grand payable amount as a token of advance payment received. Once the payment is received. Once the payment is cleared and approved by the account's division, the order details, along with the account's clearance copy is forwarded to the respective brand manager to prepare for consignment. During that time frame, the sales consultant is expected to keep in touch with the client and follow up on the processing order. After the products arrive to their dedicated warehouse, the client is notified to prepare for delivery. The same check and recheck process is followed until the products receive clearance and are finally delivered on a good note.

Conclusion:

In conclusion, my experience at Tilottoma Bangla Group has been a roller coaster ride. The number of responsibilities are overwhelming and most importantly I have been acquainted with a team I can rely on. I have been promoted to a permanent employee under the designation of Executive of Sales and Marketing. In the last 8 months of working at Tilottoma Gulshan, I can state that I have learned a lot and I have grown a lot mentally. Self-growth is a long journey and requires a lot of patience and virtue. Even though I cannot guarantee my position at Tilottoma Bangla Group to last as my expectations, but I do consider myself blessed to have started my journey here.

I would like to extend my thanks to Mr. Shahriar Sajjad, Managing Director of Tilottoma Bangla group for easing me into the process of the business and having me stay engaged in all sorts of operational activity. Without your guidance and efforts, I would not have been able to play the role I did in your organization today. I would also like to thank my supervisor, Mr., Riyad Hassan DGM, and my Co-Supervisor Ms. Nawshina Yeana for making me feel at home and for tolerating my countless mistakes.

Lastly, I would like to thank my course supervisor Ms. Mahreen Mamoon for overseeing my report and showing acceptance of my work over the semester. None of this would have been possible without your generosity and guidance.

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