

Report On
THE IMPACT PROMOTION ON THE MARKETING OF A NEW
SERVICES.

By

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internship report submitted to the BRAC Business School in partial fulfillment of the requirements for
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/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 have acknowledged all main sources of help.

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Letter of Transmittal

Ms. Tanzin Khan
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Subject: Submission of Internship Report on Chitron

Dear Ma'am,

I am grateful to the Almighty for providing me with the opportunity for completing the internship and submitting this report to you. I am also very grateful for your kind advice and guidance while preparing this report. I consider myself lucky enough to have you as my internship supervisor. This report includes a summary of my role as an intern at CHITRON, the organization overview, and also research on the topic "THE IMPACT PROMOTION ON THE MARKETING OF A NEW SERVICES"

I, therefore, hope that you would like and appreciate the effort that I have put into the report. I also hope that this report will benefit every reader in a fruitful way which was a prime goal while writing this report. Thank you for encouraging me to work on this interesting topic. I hope you will accept it with thoughtful consideration.

Sincerely yours,

Tanvirul Islam

18304109

BRAC Business School

BRAC University

Date:

Non-Disclosure Agreement

This agreement is made and entered into by and between CHITRON INTERIOR Limited and the undersigned student at BRAC University.

Tanvirul Islam

ID:18304109

Acknowledgement

First and foremost, praise is to ALLAH, the almighty, the greatest of all, for continuous grace and mercy throughout my life. My deepest gratitude to Allah for giving me the strength and the patience to complete this internship prepare this report. I convey my deepest thanks to my faculty, Ms. Tanzin Khan Senior Lecturer (BBA Program), BRAC Business school, BRAC University, for her guidance in choosing the topic of term paper. This paper suffers from many shortcomings; nevertheless, I've exerted my best effort in preparing this term paper. We seek an excuse for the errors that might have occurred despite my best effort. Lastly, I would like to full thanks to all for helping impart practical knowledge that I've been bearing theoretically over the session.

Executive Summary

The impact of promotion on new service marketing is a significant part of modern business tactics. Effective promotional strategies are critical in introducing and establishing new services in a market characterized by rapidly changing consumer preferences and high market competition. This research examines the role of promotion in the marketing of new services, with a focus on Chitron's, a firm that specializes in interior design and décor services, as indicated by their website: <https://chitroninterior.com>.

Chitron's understands the value of promotion in raising awareness, generating interest, and increasing client engagement for their innovative interior design services. Chitron's has built a digital presence with a well-designed and user-friendly website that serves as a platform to display their services and communicate with potential clients. This research examines Chitron's's numerous promotional techniques and assesses their impact on the marketing of their new services.

Chitron's goods are promoted through the website, which serves as a focal point. It contains detailed information about their service offering, which includes home and business interior design solutions. High-quality photographs and virtual tours of completed projects, for example, effectively highlight the company's competence and flair. Furthermore, the website incorporates client testimonials, which increases confidence and trustworthiness among prospective clients.

Social media is also an important part of Chitron's marketing strategy. The organization uses social media channels such as Facebook, Instagram, and Pinterest they to provide visually appealing content, design suggestions, and success stories. As a result, reach a larger audience and encourage social sharing, naturally growing their reach and brand exposure.

Chitron also uses targeted web advertising efforts to reach out to potential consumers who are actively looking for interior design services. To ensure presence on relevant online searches, these campaigns employ strategies such as search engine optimization (SEO) and pay-per-click (PPC) advertising.

Chitron's marketing activities have resulted in increased website traffic, social media engagement, and queries from potential clients. The extensive web presence and effective promotional activities have helped to raise brand recognition and build a strong client base.

Finally, the importance of promotion on the selling of new services cannot be overstated. The instance of Chitron shows how a well-executed promotional approach may effectively introduce, promote, and develop new services in a competitive market setting. Chitron successfully generates attention, builds trust, and converts leads into clients by leveraging their website, social media, and targeted online advertising. Understanding and utilizing the power of promotion will remain a cornerstone of successful marketing strategies as firms continue to innovate and provide new services.

Table of Contents

1.2.1 Chapter 1	10
1.1 Student Information	10
1.1 Internship Information	10
1.2.2 Internship company supervisor's information	10
1.2.3 Job scope – job description/ duties/ responsibilities	11
1.2 Internship Outcome	11
1.3.1 Student's Contribution	11
1.3.2 Benefits of the Student's	12
1.3.3 Difficulties faced during the internship period	12
1.3.4 Recommendations for Future Internship	13
Chapter 2	14
2.1 Introduction	14
2.2 Overview of the company	14
2.2.1 Mission	15
2.2.2 Vision	16
2.3- Internal & External Analysis	20
2.5- Company's Policy	22
Chapter-3	26
3.1. Introduction	26
3.1.1. Background:	26
3.1.2. Problem Statement:	27
3.1.3. Research Objectives:	27
3.1.4. Research Questions:	27
3.1.5. Significance of the issue:	28
3.1.6. Literature review:	28
3.1.7 Methodology:	30
3.1.8 Selecting Research Design:	30
3.1.9. Target populations of the research:	31
3.1.10 Sampling Technique:	31

3.1.11 Sample Size:	31
3.1.12 Data Collection Method:	31
3.2 Findings & Analysis:	32
3.2.1. Findings and Analysis of Data:	32
3.2.1.1 Findings from Interview Data:	32
3.2.1.2. Findings of survey data:	33
3.2.1.3 Major Findings of the analysis:	39
3.3Conclusion:	40
References	44

1.2.1 Chapter 1

1.1 Student Information

Name	Tanvirul Islam
Student Id	18304109
Program	Bachelors of Business Administration
Major	Marketing

1.1 Internship Information

Period	3 months (06 th June- 06 th September)
Company name	Chitron Interior Limited
Department	(Marketing) Intern
Address	Level: 6A, House: 115/1, Road: 9/A, (Dhanmondi Party Center Road) Dhanmondi, Dhaka 1209

1.2.2 Internship company supervisor's information

Name	Mr. Ishaq Ismail Imam
Designation	Senior Assistant Manager (Marketing)

1.2.3 Job scope – job description/ duties/ responsibilities

I have done my internship at Chitron Interior Limited, Dhanmondi Branch and in these 3 months of tenure, my organization supervisor gave me some tasks to complete which I have done so well. Along with those tasks, I also helped my supervisor by generating new ideas or suggestions for the betterment of their Marketing policies like motivation and controlling procedures of the company which can increase the job satisfaction level of employees and also better performance of employees. My tasks are given below:

- Assisting in planning and maintaining the Onboarding Process of employees.
- Assisting in Training and Development through Training Needs Analysis, Module Setting, Performance Monitoring and Feedback
- Automating and managing the rewards and incentives packages
- Coordinating and managing recruitment processes and expanding database of talent platforms

1.2 Internship Outcome

1.3.1 Student's Contribution

- CHITRON emphasizes the importance of integrating various marketing strategies. Learning how to seamlessly blend digital platforms, social media engagement, and potentially offline initiatives can empower professionals to create comprehensive marketing plans that cater to diverse audience segments.
- The proposed process for motivation may improve the present condition of CHITRON
- CHITRON will be able to get an idea about the present employee satisfaction level of the company through the analysis.
- CHITRON's case study highlights the need for continuous learning and adaptation in the ever-evolving landscape of marketing. Professionals can learn how to stay agile, embrace new trends, and refine strategies to remain relevant.

1.3.2 Benefits of the Student's

As an intern within this short period (3 months) I have learned a lot of things that helped me in various ways to understand how the banking industry works. Moreover, other things I have learned such as:

- **Time management:** I was overloaded with tasks from my supervisor and other mentors throughout the last 3 months. I have to work hard to finish my tasks on time. Also, I have learned how to do the work sequentially as per the priority level.
- **Communication skills:** My communication skills have improved a lot as I have to do conversations with the clients and also with the employees daily.
- **Improved confidence:** I had no job experience before my internship and I was very afraid of entering into the corporate world but while doing my internship I gained confidence in myself that I can do a job and also gained confidence to apply for jobs.

1.3.3 Difficulties faced during the internship period

- I have to do work manually as I don't have access to a PC. So, sometimes it becomes very difficult for me to get the information without the help of the supervisor and the mentors.
- Lack of proper instructions.
- I was not even allowed to bring my laptop to the office and use my mobile phone during office time for official purposes like opening files on my phone as I didn't have PC access and most of the data are confidential.
- Lower remuneration as per workload.
- No transportation and Lunch offer.

1.3.4 Recommendations for Future Internship

I would like to give some suggestions to the company for making the internship journey better for the interns in the future-

- The intern should get proper instruction from the mentors and not be responsible for the whole task solely to minimize the risk of making mistakes as they haven't done the tasks before. It will give them more comfort to do the work.
- The intern should get access to a PC because it will help them to get the information easily by their search without disturbing the mentors in their working time.
- Need to offer a good amount of allowance which is fair as per the workload they give to the intern.
- Need to start transportation system for the employees for reducing their stress level.
- They should provide ID cards for the interns.

Chapter 2

Organization Overview

2.1 Introduction

This chapter provides an overview of Chitron Interior Limited and its vision, mission, management practices, leadership style, recruitment, and selection process, compensation system, training and development initiatives, performance evaluation system, marketing practices, financial performance, and accounting practices operation management and information system practices. Moreover, industry and competitive analysis and recommendation has been provided based on the evaluation.

2.2 Overview of the company

Chitron, which was founded in 2010, has grown to become a well-known name in the interior design and décor industry. The journey of the company began with a small group of motivated individuals who had a love for combining artistry and utility.

Chitron quickly rose to prominence for its creative design concepts that blended contemporary trends with timeless elegance. The client-centric ethos of the organization became a trademark, transforming ideals into personalized settings.

Chitron, embracing the digital age, developed their website (<https://chitroninterior.com>), broadening their reach and displaying a portfolio that showcased their cutting-edge designs. Strategic promotion on digital platforms and possibly offline media was critical in properly communicating their design philosophy and skills.

With a legacy of groundbreaking projects and a commitment to reshaping spaces, Chitron continues to forge ahead, leaving an enduring impact on the world of interior design.

2.2.1 Mission

"Creating Inspired Spaces," the Chitron mission statement, summarizes the company's basic goal and principal focus. This concise phrase shows their dedication to changing places into surroundings that inspire, create, and function. Chitron aspires to improve their clients' quality of life by infusing places with aesthetic appeal and practical design solutions. This mission is the cornerstone for all of their actions, including promotion and marketing.

Alignment with Marketing of New Services:

Consistent Brand Message: Chitron's mission is in sync with their new service marketing techniques. When launching new interior design services, their marketing efforts are focused on conveying the concept of "Creating Inspired Spaces." This consistency strengthens their brand identity and ensures that promotional materials are relevant to their objective, creating authenticity and trust.

Customer-Centric Approach: The emphasis on originality and functionality in the mission directly answers the needs of its clients. Chitron creates advertising content for new services that illustrates how these services cater to consumers' dreams and wants for environments that reflect their own personalities and lifestyles.

Emotional Connection: Clients are moved emotionally by the mission statement's emphasis on inspiration. Chitron uses emotional connections in their marketing, constructing narratives that elicit sentiments of excitement and expectation for the transforming experience their new services promise.

2.2.2 Vision

"Designing Tomorrow's Lifestyles Today," Chitron's vision statement, embodies the company's forward-thinking approach to design and commitment to staying ahead of trends. This forward-thinking posture reflects their desire to be industry pioneers, setting design trends and developing environments that anticipate future lifestyle needs.

Alignment with Marketing of New Services:

Innovative Services: Chitron's concept of designing future lifestyles is especially crucial when offering new services. Their marketing techniques pitch these services as unique solutions that respond to developing lifestyle trends, attracting clients who are looking for trendy and forward-thinking design concepts.

Market Leadership: Chitron is a market leader due to its vision of pioneering design trends. This is consistent with their marketing techniques, as they use their reputation to portray their new services as trendsetting options, creating a sense of exclusivity and desirability.

Client Aspiration: Chitron's perspective is appealing to clients that want to stay ahead of design trends. They use this aim in the promotion of new services, demonstrating how these offerings correspond with clients' wants to embrace future lifestyles today.

Products:

The product offerings of Chitron include:

Residential Interior Design: From cozy apartments to luxurious homes, Chitron specializes in crafting personalized residential spaces. Their expertise spans living rooms, bedrooms, kitchens, and more, creating environments that harmonize aesthetics with comfort.

Commercial Interior Design: Chitron extends its creative vision to commercial spaces, enhancing workplaces, retail establishments, and hospitality venues. They conceptualize designs that align with brand identities while optimizing functionality.

Custom Furniture Design: Understanding that furniture is an integral part of design, Chitron offers bespoke furniture solutions. Their designs fuse innovation and practicality, producing pieces that seamlessly integrate into the overall aesthetic.

Space Planning and Layout: Chitron excels in optimizing spatial layouts. Their meticulous space planning ensures that each area is utilized efficiently while maintaining an appealing visual flow.

Color Palette Consultation: Recognizing the significance of color in design, Chitron offers consultation services to select the perfect color palettes that resonate with the client's vision and the intended atmosphere.

Current Position: Chitron is well-known in the interior design and décor business for its inventive approach and fascinating designs. The brand has made a niche for itself in both residential and commercial environments by combining innovation and functionality. Chitron has efficiently used strategic promotion to develop a strong online presence, as seen by an amazing portfolio displayed on their website (<https://chitroninterior.com>). The company continues to raise brand recognition, engage clients, and position itself as a go-to destination

for transforming places into unique, visually beautiful environments by making effective use of digital platforms and potentially offline efforts.

Target Market: The target market for Chitron is discerning individuals and organizations looking for unique interior design solutions. They cater to homeowners that value personalized aesthetics and useful areas in the residential sector. Their commercial services are aimed towards enterprises who want to improve workplace atmosphere and brand identification. Chitron's offers appeal to people seeking a balance of creativity and practicality, with a focus on modern and timeless designs. Their website (<https://chitroninterior.com>) serves as a platform to engage this audience, showcasing their expertise and capturing the attention of individuals and enterprises seeking transformative interior design solutions.

Market Segmentation:

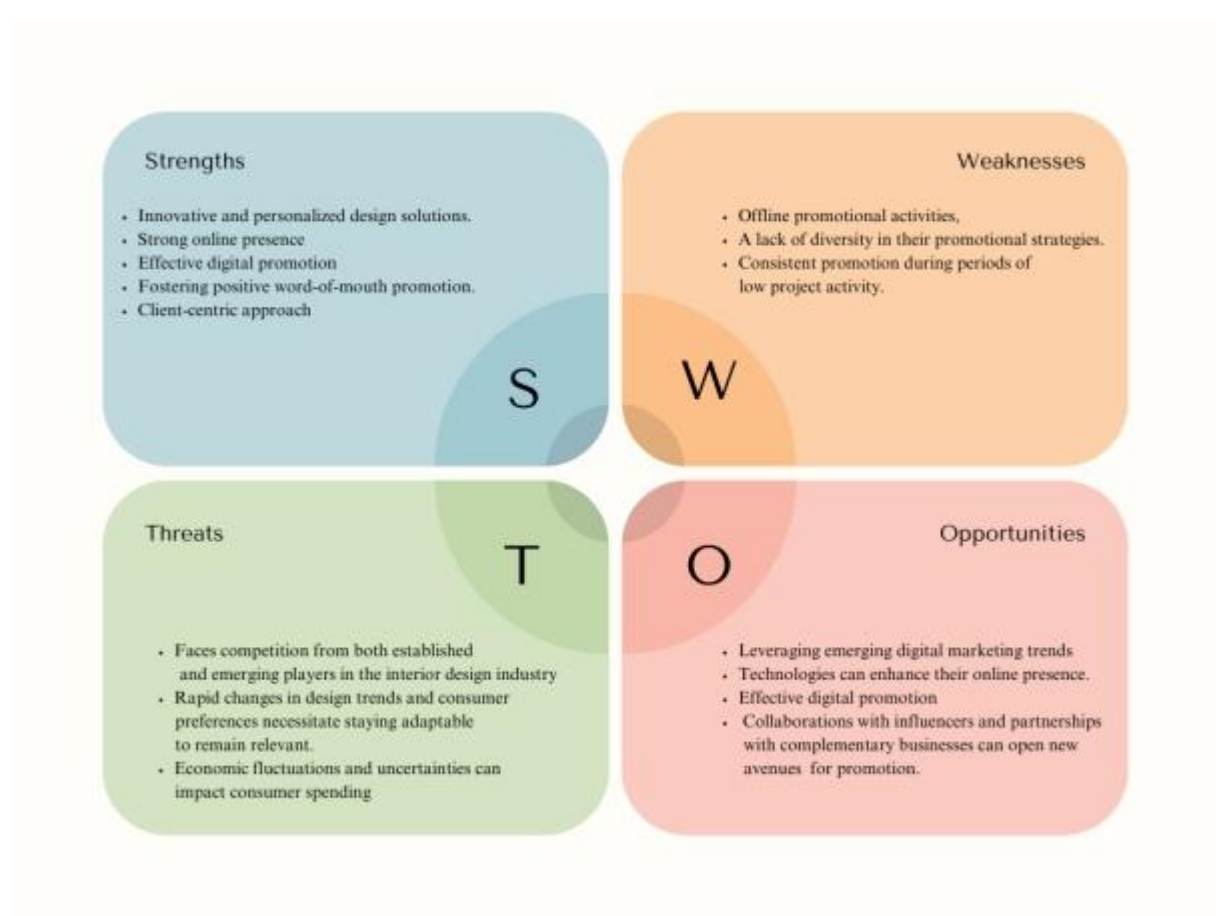
1. **Geographic division:** While Chitron's services are accessible globally through their website (<https://chitroninterior.com>), they may focus on specific geographic areas for offline collaborations, trade shows, or events, allowing for localized promotion and engagement.
2. **Demographic division:** Chitron considers demographic characteristics such as age, income, and lifestyle preferences. Their services are designed to appeal to individuals and businesses that value unique design solutions and are willing to invest in high-quality interior design services.

3. **Psychographic segmentation:** Chitron considers psychographic factors such as lifestyle, values, and attitudes. They target individuals and businesses that value design innovation, understand the importance of functional spaces, and seek to create environments that reflect their identity.

4. **Behavioral segmentation:** Chitron employs behavioral segmentation to effectively target customers based on their actions, preferences, and interactions. This strategy focuses on understanding how potential clients engage with the company's services such as Online Engagement, Social Media Interaction, Response to Promotions, Purchase Behavior.

2.3- Internal & External Analysis

we can make Chitron's internal analysis through the SWOT given below.



PESTLE analysis shows that the company faces political issues that hinder its operations due to continuous strikes and riots, economic issues such as exchange rate and buying power of consumers affecting the company's profitability, social issues such as changes in society that

require the company to keep up with the latest trends, technological issues such as technological advancements that increase production, environmental issues that require the company to follow different laws and acts to keep the environment safe, and legal issues that influence the company's operations.

2.5- Company's Policy

1. Ethical and Transparent Communication Policy:

Chitron values ethical and open communication. According to their policy, all promotional literature must appropriately depict the features, benefits, and outcomes of their new services. This dedication to transparency ensures that prospective clients receive accurate information, strengthening confidence and lowering the possibility of misplaced expectations. By following to this approach, Chitron increases the credibility of their advertising activities, positioning their new services as dependable solutions that meet the needs of their clientele.

Alignment with New Service Marketing:

Chitron's adherence to ethical communication policy ensures that promotional content avoids exaggeration or distortion when marketing new services. They stress the true worth and benefits of their services, instilling trust in potential customers and reducing the likelihood of post-purchase discontent.

2. Client-Centric Service Policy:

Chitron's customer-centric service policy prioritizes giving extraordinary experiences. This approach extends to their promotional strategies, as they place a premium on producing messaging that speak to their clients' wants, goals, and pain areas. Chitron guarantees that their marketing activities address the genuine concerns of their target audience by aligning their promotional content with this strategy, increasing the likelihood of successful conversions.

Alignment with New Service Marketing:

Chitron's client-centric policy informs its promotional messages while presenting new services. They emphasize how these services appeal to consumers' desires for visually pleasing and useful settings, using emotional ties to generate attention and engagement.

3. Innovation and Quality Assurance Policy:

Chitron's policy on innovation and quality assurance demonstrates its devotion to cutting-edge solutions. This strategy is a cornerstone of their new service advertising techniques, emphasizing the distinctive and innovative elements of these offers. Chitron generates a sense of exclusivity and portrays their services as trendsetting solutions by aligning promotional content with their innovation policy.

Alignment with New Service Marketing:

Chitron's innovation policy informs its messaging when promoting new services. They emphasize the distinguishing traits that distinguish these services, demonstrating their capacity to supply clients with forward-thinking and avant-garde design solutions.

4. Data Privacy and Security Policy:

Chitron's data privacy and security policy demonstrates their dedication to protecting client information. This policy applies to their marketing methods, ensuring that client information

is used properly for focused marketing initiatives. Following this approach not only increases client trust but also protects Chitron's reputation.

Alignment with New Service Marketing:

Chitron follows data privacy standards while selling new services and uses client data sparingly for targeted promotions. This strategy ensures that advertising efforts are relevant to clients' preferences without jeopardizing their confidence.

Chitron's corporate policies have a significant impact on the impact of promotion on the marketing of their new services. Their advertising strategies are guided by pillars such as ethical communication, client-centricity, innovation, quality assurance, and data privacy. Chitron not only increases the credibility of their marketing efforts by aligning their promotional content with these rules, but they also develop a strong brand identity that resonates with clients that value openness, innovation, and extraordinary experiences.

Recommendations:

Diversify Promotional Channels: While Chitron has successfully used digital platforms, investigating offline promotional activities such as seminars, exhibitions, and collaborations with local design events might help them expand their reach and engage with a larger audience.

Consistent Engagement: It is critical to maintain the engagement-driven strategy. Regular social media updates, intelligent design ideas, and engaging postings can all contribute to the maintenance of a healthy online community and keep the audience engaged.

Personalized Content: Promoting content that is tailored to the individual needs and tastes of distinct client categories can boost engagement. Content should reflect potential clients' values and resonate with their design goals.

Data-Driven Insights: Using analytics tools to obtain insights into website and social media user activity can provide significant data for optimizing promotional campaigns. This strategy guarantees that resources are invested in strategies that will have the most impact.

Client Testimonials and Case Studies: Building on the success of reputation-building, including detailed case studies and client success stories on the website can boost credibility and instill confidence in future clients.

Feedback Loop: Setting up a feedback system for clients to share their experiences with Chitron's services might provide vital insights for continuous growth.

Chapter-3

3.1. Introduction

During my internship, I am working under Mr. Ishaq Ismail Imam, Started Marketing Intern, Marketing department, Chitron Interior Ltd, Dhanmondi. Initially, I was proposed to do an internship in general file processing but as an Marketing Major, I wanted to contribute to the Marketing segment of Chitron Ltd. For this reason, I am working on the process of controlling the Marketing section's to increase their market value. While working I have felt that the employees have a lack of motivation and dedication toward the company and there is a communication gap between the management and the employees which affects the overall service to the clients. That is how I have gained more interest in improving the controlling and motivation process of Chitron Interior Ltd.

3.1.1. Background:

The employee's preference for doing a job is an important aspect of motivational drives for the employees of Chitron Interior Ltd. These motivational factors even affect their productivity. Moreover, some important findings about motivational preferences from the literature review have been taken into account to find out about the motivational drives of employee satisfaction of Chitron Interior Ltd. These preferences may comprise financial stability, mental satisfaction, social status, social well-being, etc. If most of the employee's first preference is financial stability, a better performance appraisal plan will create better employee satisfaction. If most of the employee's first preference is social status, positive reinforcement, and promotion will create better employee satisfaction. Again, if most of the employee's first preference is mental satisfaction, better workload management and the development of a cooperative working culture may create better employee satisfaction.

3.1.2. Problem Statement:

CHITRON is facing a net operating loss as per the annual report of Chitron Interior Ltd. 2022. It is also ongoing till now. Due to Chitron Interior Ltd. facing a financial loss and the promotion process of Chitron being slow, these will eventually demotivate the employees and disrupt their job satisfaction level. If the situation does not improve, Chitron Interior Ltd. may face a decrease in the productivity of the employees and the employee retention rate will become much lower than the existing situation which will create more chaos to the existing problems. So, Chitron Interior Ltd. needs to monitor and improve the employee satisfaction level of the existing employees simultaneously. Chitron Interior Ltd. also needs to find other employee satisfaction factors to work on to maintain the overall morale of the employees.

3.1.3. Research Objectives:

The primary objective of performing the internship is to identify and analyze the areas of improvement needed in the existing controlling & and motivation process of Chitron Interior Ltd. In order to attain the primary objectives, the below-mentioned secondary objectives need to be fulfilled.

- To understand and survey the flaws of the existing motivation process of Chitron Interior Ltd.
- To apply a new motivational theory to the current motivational practices of Chitron Interior Ltd. to improve the motivation of the employees.
- To analyze whether implementing the new motivational theory would be feasible for Chitron Interior Ltd.

3.1.4. Research Questions:

- Is the existing motivational tools implemented in Chitron Interior Ltd. providing a good level of employee satisfaction?

- What are the driving variables or motivational factors for the employees to do their jobs?
- What are the preference of the employees from different age group? (Whether the employee satisfaction vary in different stages of life the employees are in.)
- Does Chitron Interior Ltd. itself care about the wellbeing of the employees?
- Will a change in organizational culture or work place environment be useful for employee satisfaction and will the change be worth it?
- Will Chitron Interior Ltd.be afford make any changes without disrupting their operational activities?

3.1.5. Significance of the issue:

By working on the issue that has been addressed, the company will be able to have better monitoring plans, and better performance evaluation procedures which will help the company to take more adequate measures for performance appraisal. Moreover, by improving the motivation tactics of the company, the employees will become more accountable and loyal towards their duties and it will eventually improve the efficiency and effectiveness of the performance by the employees. The mental health of the employees will also be improved which will bring the welfare of the company and it will eventually lead to better employee satisfaction.

3.1.6. Literature review:

Many studies have been done before on the satisfaction of the employees in different state-owned company. Md. Mammun Ali from Chitron Interior Ltd. conducted a study on job satisfaction factors in 2020. He used the data of 65 employees of different branches of company throughout Bangladesh and did data analysis using independent sample T-Test,

Correlation, and regression analysis using SPSS. Note that the minimum sample data for productive analysis using SPSS is 30 samples. He found a noteworthy and positive link between job satisfaction and marketing practices like teamwork environment, job autonomy, motivational aspects such as positive reinforcement, and behavior of leadership. With this research, he has been able to showcase the direct impact of these important Marketing practices which are applied generally by the management but uncertain about the aftermath of these casual factors.

Another Study has been done by Md. Shahriar, Md. Kaium and Md. Atiq Mahmud on job satisfaction of employees in the state-owned commercial Interior company in Bangladesh in 2021. They collected primary data from 20 employees from a branch of VAAZ Interior Ltd. in Bangladesh through a survey. They used 12 variables in the survey study such as Job Preference, Working facilities, Salary Satisfaction, Performance Appraisal System, Increment Satisfaction, etc. From the research and analysis, they found that most employees in VAAZ Interior Ltd. were somewhat satisfied with their jobs but the company should work on improving some variables such as Welfare facilities, Performance Appraisal System, Behavior of the Boss, etc. which could be prevailed over easily with the assistance of improvement measures.

Furthermore, Rohit, Anil, and Irfan (2020) did both qualitative and quantitative analyses in order to find out the employee motivation factors in the Interior sector of Sri India. In the case of qualitative analysis, they have taken in-depth interview sessions with 15 employees in private interior sectors. The qualitative analysis was supervised on the viewpoints of variables such as job satisfaction, payments, recognition, promotions, and working hours as motivational drives. Narrator analysis was used in order to investigate the motivational factors for qualitative analysis. In the case of quantitative analysis, survey data of 50 company employees was collected and chi-square test and ordinal logistic regression techniques were used for analysis. The findings of the study indicate that the majority of the

employees preferred job satisfaction as the primary motivational drive for the employees. As there is a significant similarity between India and Bangladesh in terms of social, political, and cultural environment, this study may help to improve the employee satisfaction levels in commercial Interior in Bangladesh as well.

3.1.7 Methodology:

The interns of Chitron Interior Ltd. are not allowed to take data from other branches except their own workplace and the Dhanmondi Branch of Chitron Interior Ltd. has employees less than the preferred minimum sample size for statistical analysis. Moreover, 3 months tenure as an intern is not enough to do a descriptive analysis of the whole motivation process of Chitron Interior Ltd. These factors were key determinants to proceed with the methodology.

3.1.8 Selecting Research Design:

In order to select the research design, a literature review has been conducted which has been mentioned in section 3.1.1. From the research review, it has been found that getting survey and interview data of the employees based on the dependent variables of their satisfaction level and having an analysis of the data have proved to find out the employee satisfaction factors in almost all the cases. As the outliers in the research data have been found to be very low, the results of the analysis have been proven to be very effective. I also have adopted the same methodology to proceed with the analysis of the research. However, using SPSS software for T-test, correlation, and regression analysis has been avoided as the sample size was less than 25 and it will not provide a good statistical analysis. A statistical analysis in this case may undermine the validity of the study.

3.1.9. Target populations of the research:

The target population for the research were all the first class officer designated employees of CHITRON Dhanmondi Branch as the interns of Chitron Interior Ltd. were not allowed to take data from different branches.

3.1.10 Sampling Technique:

In order to proceed with the research, the best possible sampling technique would be quantitative sampling techniques as the analysis data are collected through surveys and interviews.

3.1.11 Sample Size:

There are only 9 first-class officers in Chitron Interior Ltd. Dhanmondi Branch. Even combining all the employees including peons, guards, cleaners, etc. the total number of employees is only 16. However, survey data of all the 1st class employees have been collected and the sample size is $n = 9$.

3.1.12 Data Collection Method:

There were two types of data collected in this research- interview, and survey data (primary data) and a literature review on related articles on this topic (Secondary data).

Most of the Data used during the Internship have been Primary Data which includes surveys and interviews of the employees. Very few secondary data have been taken from the company's annual report to analyze its financial condition and some data have been taken from different articles and journals for literature review. For analysis, interview, and survey of the employees on their motivational drives, those relating these motivational drives with theoretical solutions in order to redesign the incentive plans and other positive and negative re-enforcement motivation plans for this branch.

3.2 Findings & Analysis:

3.2.1. Findings and Analysis of Data:

3.2.1.1 Findings from Interview Data:

From the interview session, data were collected on the present job satisfaction level of the employees, their preference of motivation for doing the job, and the facilities offered by Chitron Interior Ltd. for employee satisfaction. Most of the employees agreed to the fact that employee satisfaction is the key factor of productivity of the employees in the bank because demotivated employees will decrease the service towards the customers. Most of them preferred financial stability as the first priority for motivation and most of them also said that Chitron Interior Ltd. is providing them with high salaries so they are satisfied with it. They were also getting overtime payments, bonuses proportionate to the profit, incentives, etc. Again, most of the employees added that social status such as job or designation promotion is the second most important factor to them for job satisfaction. However, most of the employees are not satisfied with the present condition of promotion on the job or designation in Chitron Interior Ltd. Most of them think that their growth in terms of job promotion in Chitron Interior Ltd. is very slow and they are not satisfied with it. Moreover, most of them are not satisfied with the flexibility in their job. Most of them also suggested that the improvement in motivational factors such as promotion on a regular basis based on performance, proper cooperation from colleagues, even distribution of work, better communication between the management and the employees, etc. are needed to be implemented.

One of the employees said, "I have been working here for more than 3 years. During this tenure at CHITRON, I have been satisfied with the job due to the high salary and other bonuses & and payment scale of CHITRON which gives me significant financial stability in my life. But in recent times, I am becoming a bit dissatisfied about not getting any promotion

for more than 1.5 years and I am not getting any other recognition for my hard work. Maybe at least giving me any type of recognition may improve the satisfaction level. For this reason, frequent recognition for the hard-working employees in the bank needs to be introduced in order to improve this situation.”

3.2.1.2. Findings of survey data:

One of the limitations of the survey data is, that the sample size is only 9 as there are only 9 employees in the Dhanmondi branch of CHITRON. However, as the organizational culture is the same in all the branches, it has been assumed that this data will reflect the satisfaction status of most of the employees of all the branches of Chitron Interior Ltd. However, the workload and cooperation by the colleagues in different branches may vary which can manipulate the result in the other branches of Chitron Interior Ltd.

As the sample size was only 9, no regression or correlation analysis was done as at least 20-30 sample is necessary for effective statistical analysis and the possibility of outliers manipulating the whole data is high.

The findings and analysis of the survey are given below:

- Age group of the employees:

From this data (Figure 3.1) we can see that, the age group working in Chitron Interior Ltd. is mostly aged more than 40 years (40%). Employees aged between 35 to 40 years is 30%, aged between 30 to 35 years is 20%, and aged between 25-30 years is 10%. The other survey data may reflect whether the behavior of employee satisfaction varies in different age groups of employees or not. However, young people tend to earn money to attain financial stability initially. When they attain financial stability, they start to feel the need for recognition or promotion. We will see later on whether this statement matches with the survey data or not.

Age Group
10 responses

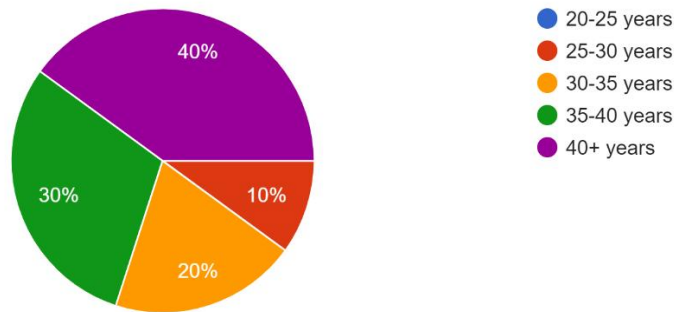


Figure 3.1: Survey data on the age group of the employees

- Whether the tasks are related to the employee’s professional skills:

From the survey data (Figure 3.2), it can be interpreted that most of the employees are neutral or agree to the fact that the daily tasks they perform daily are related to their professional skills. This is a good indicator for CHITRON, as providing tasks to employees against their professional skills may result in employee dissatisfaction.

The daily tasks are closely related to your professional Skills
10 responses

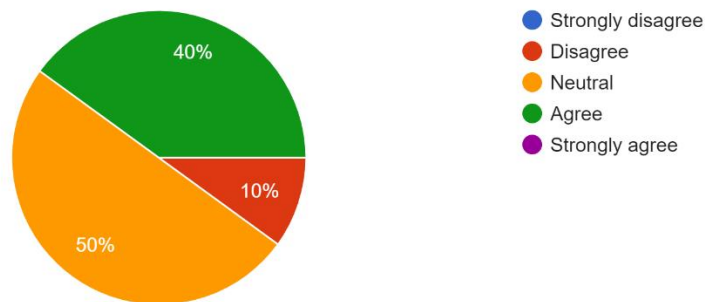


Figure 3.2: Survey response on whether the daily tasks are closely related to the professional skills of the employees.

- Whether a new organizational culture or incentive plan is required for employee satisfaction:

For employee satisfaction, new organisational culture and incentive plan is required
10 responses

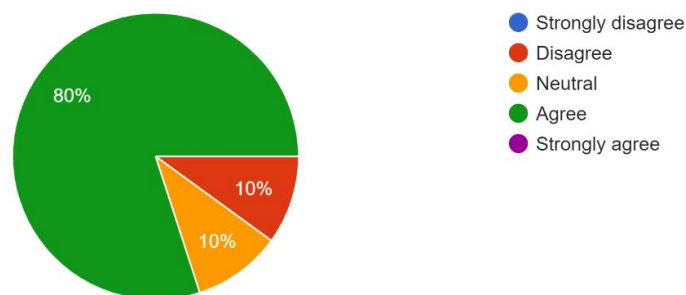


Figure 3.3: Survey on the requirement of change in organizational culture or incentive plan for employee satisfaction

From the survey (Figure 3.3), it can be interpreted that most of the employees (80% agreed) want to see a change in the organizational structure and incentive plan for their job satisfaction. Even though most of the members are satisfied with the existing leadership system of CHITRON, they may want to see a change in the organizational culture of CHITRON due to less cooperation by the employees, less support and flexibility in the workplace, etc.

- Whether the employees have cooperative and appreciating colleagues:

The seniors and colleagues are cooperative and appreciate your work.

10 responses

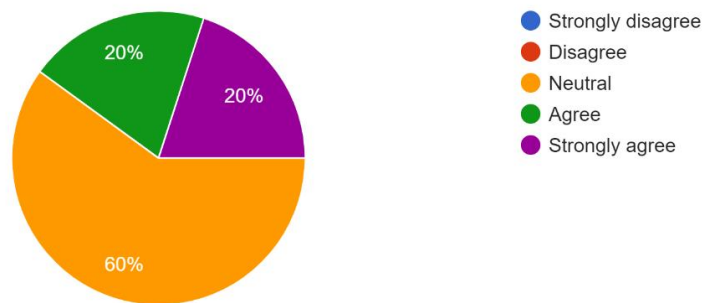


Figure 3.4: Survey on whether the colleagues are cooperative and appreciative of the work

From this survey, it can be interpreted that most of the employees are neutral (60%) in case of having cooperative and appreciating colleagues. As most of them are neutral and even the percentage of employees agreeing and disagreeing is also the same (20% agreed and disagreed), it will not be possible to take any proper decision on this issue.

- Whether enough support and flexibility are being offered to the employees:

you have been offered the support and flexibility necessary to thrive at work

10 responses

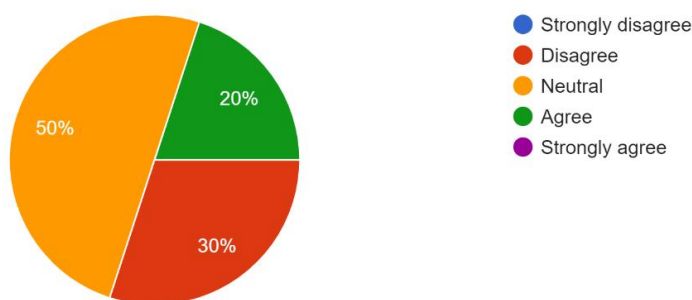


Figure 3.5: Survey on support and flexibility offered to thrive at work

From the survey data, we can interpret that most of the employees (50%) are neutral with the support and flexibility necessary to thrive in the workplace. But very few employees (only 20%) agree with it but more employees (30%) disagree with it. This can be a potential reason for the employees agreeing to change the current organizational culture to enhance employee

satisfaction. So, CHITRON should work on increasing the support and flexibility given to its employees to perform their tasks in the workplace.

- Whether the job is helping the employees to develop new skills regularly:

Your current job is helping you to acquire new skills on a regular basis.

10 responses

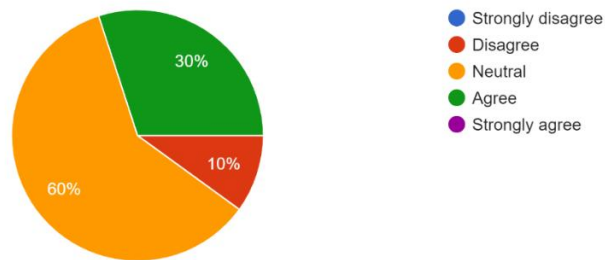


Figure 3.6: Survey on the job's assistance to acquire new skills regularly.

From this survey, it can be interpreted that most of the employees (60%) are not sure but neutral with the point that their current job at CHITRON helps them to acquire new skills regularly. But more employees agreed (30%) rather than disagreed (10%). So, CHITRON is doing a good job of enhancing new skills for the employees which will help to provide self-improvement for the employees. It will eventually create better self-satisfaction in the long run for the employees.

- Whether the company provides enough benefits when it comes to mental health issues:

The company provides enough benefits such as counseling session, leave in absence etc. when it comes to your well being and mental health issues

10 responses

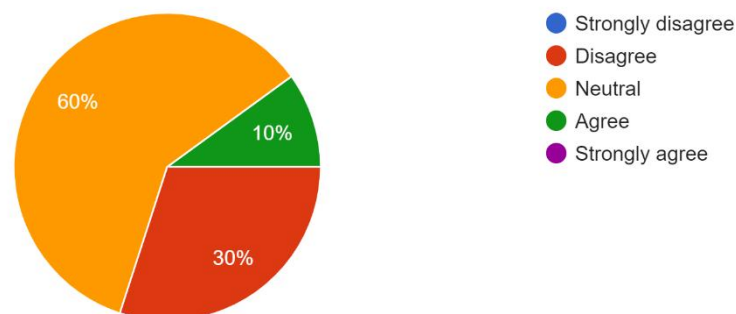


Figure 3.7: Survey on whether the company provides benefits when it comes to the well-being and mental health issues of the employees

From the survey data, it can be interpreted that most of the employees (60%) are neutral about the benefits such as counseling sessions, leave in absence for mental exhaustion, etc. when it comes to mental health issues. But more people disagreed (30%) rather than agreeing (10%) which reflects that CHITRON needs to work more on the mental health issues of CHITRON which is the third preferred motivator of employee satisfaction of CHITRON.

- Whether employees are satisfied with their job overall:

I am Satisfied working for the company.
10 responses

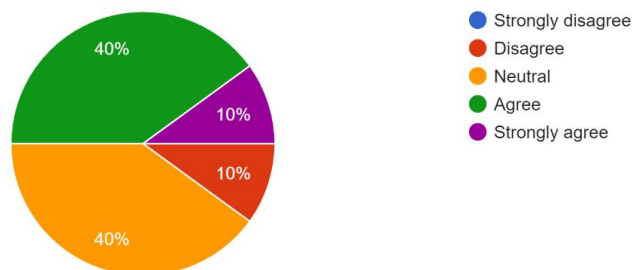


Figure 3.8: Survey on overall job satisfaction of the employees

From the survey data, it can be interpreted that the satisfaction level of the employees of CHITRON is in balance with most of the employees agreeing to be satisfied working for the company. A good portion of the employees was neutral in their response maybe because of being unsure about their level of job satisfaction. By comparing with the previous data, we may say that even though the employees are not satisfied with the job promotion, cooperation from their colleagues, and flexibility in the workplace, most of them expressed satisfaction in their jobs because of CHITRON's reputation giving the employees a sense of social status, high salaries and bonuses being given (financial stability).

3.2.1.3 Major Findings of the analysis:

- Employees of different age groups react differently to their preferences for job satisfaction. Young employees tend to focus more on financial stability. However, in the case of experienced employees, or employees who are more than 30 years old tend to focus more on social status such as getting promotions or performance appraisals.
- The satisfaction level of employees on getting cooperation from their colleagues is not up to the mark. So, CHITRON lacks a team-based working environment. The employees even may want to have a change in the organizational culture a bit due to this reason.
- Most of the employees are not satisfied with the promotion on designation provided by CHITRON. They feel that the promotion process of CHITRON is slow and it is hindering their growth in their careers. It will reduce the level of employee satisfaction and will also lower the employee retention rate of CHITRON.
- The employees of CHITRON are not satisfied with the effort of CHITRON on mental health issues of the employees. Motivational Training Programs are arranged by CHITRON on a regular basis but these programs do not address the mental health issues of the employees.
- The employees are not satisfied with the support and flexibility given by the management of CHITRON in performing their daily activities.
- The employees are satisfied with the salary and compensation system, leadership style, motivational training programs, and development of new skills. CHITRON should proceed with these issues to hold on to satisfactory results on the overall employee satisfaction of CHITRON.

3.3 Conclusion:

Marketing new services is a complicated mix of methods, consumer behaviour, and industry factors. We have explored the delicate relationship between promotion and marketing of new services at Chitron, a prominent player in the interior design industry (<https://chitroninterior.com>) in this comprehensive analysis. We investigated how promotion operates as a catalyst, affecting consumer views, engagement, and ultimately impacting the success of Chitron's new services through in-depth study, case studies, and industry insights. As we close, we analyze the significant ramifications of this relationship and the strategic concerns that firms must accept in order to properly leverage the influence of promotion.

1. Promotion as a Transformative Force:

We've seen how promotion changes the marketing environment for new services throughout the report. Chitron's smart use of promotion has proved its ability to increase brand visibility, strengthen emotional bonds, and provide competitive advantages. Promotion has an impact that goes beyond simply disseminating information; it creates storylines that resonate with clients' hopes, emotions, and desires. Whether the emphasis is on brand awareness, emotional resonance, or competitive distinction, promotion acts as a catalyst to bridge the gap between new offerings and responsive consumers.

2. The Synergy of Branding and Promotion:

Chitron's success shows the mutually beneficial interaction between branding and promotion. Promotion strengthens brand identification when it is connected with the company's goal, vision, and policies. Chitron's brand recognition is strengthened by the continuous messaging and emotional connection established by promotion, encouraging authenticity and trust. This synergy boosts the effectiveness of promotion by forming a unified story that connects with consumers' values and design goals. This lesson emphasizes the need of weaving promotion into the fabric of brand identity as organizations begin to offer new services.

3. Tailored Engagement and Personalization:

The power of personalized interaction and personalization in promotion was a noteworthy discovery. Chitron's data-driven approach has demonstrated the value of using client information to create customized promotions. The link between personalized promotions and engagement is clear, as customers respond more favorably to information that matches their specific tastes. This insight underscores the need of firms investing in extensively understanding their customers in order to generate promotional content that resonates. Personalization improves not only the advertising impact but also the client experience, establishing long-term partnerships.

4. Forward-Looking Innovation:

Chitron's dedication to innovation and staying ahead of design trends has revealed the potential of advertising to showcase the unique qualities of new services. Innovation becomes a selling factor, and promotion serves as a channel for communicating the audience's distinct value proposition. The findings highlight how promotion can go beyond information sharing to become a vehicle for communicating innovation and establishing the company as a trailblazer. Utilizing the promotional platform to communicate innovation becomes a strategic essential as organizations explore new routes and evolve their service offerings.

5. Long-term Implications:

The findings, discussions, and case studies weave together a rich tapestry of insights with far-reaching ramifications. They emphasize the importance of organizations integrating promotion holistically into their marketing strategy, embracing authenticity, innovation, and client-centricity. Promotion has an impact that extends beyond immediate campaigns; it creates the framework for long-term brand identification, loyalty, and advocacy. Chitron's

path demonstrates the power of smart promotion not just to create short-term conversions but also to establish a long-term market presence.

6. The Ongoing Journey:

Finally, it is critical to recognize that the impact of promotion on the marketing of new services is a continuing journey. Because of the ever-changing nature of consumer tastes, industry trends, and technological breakthroughs, promotional methods must be constantly adapted and evolved. Chitron's success story demonstrates the benefits of persistent and creative promotional efforts. When combined with a thorough understanding of consumer psychology, industry dynamics, and brand essence, the promotion journey becomes a strong instrument that propels organizations to new heights of success.

In Summation:

The effect of promotion on the selling of new services at Chitron's demonstrates the effectiveness of smart promotional efforts. Promotion influences the fundamental fabric of consumer interactions, from boosting brand awareness to building emotional ties, from spotlighting innovation to embracing personalized involvement. Chitron's journey serves as a model for companies looking to optimize the impact of their promotional efforts. As we conclude this research, we ask all marketing and business stakeholders to consider the lessons learned and embark on their journey of promoting new services with purpose, innovation, and an unrelenting dedication to quality.

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