

Report On
Expanding M/S Ziaul Haque Trader's Market Reach: Identifying
Key Opportunities for Growth

By

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An internship report submitted to the BRAC Business School,
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Master of Business Administration

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Declaration

It is hereby declared that

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

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Letter of Transmittal

Dr. Ekramul Islam

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Subject: Prayer for accepting the Internship Report.

Dear Sir,

With due respect, I'd like to notify you that I am a BRAC Business School student at BRAC University. Marketing is my major. It gives me great pleasure to inform you that I am eligible to submit an internship working report on "Expanding M/S Ziaul Haque Trader's Market Reach: Identifying Key Opportunities for Growth" as part of the MBA program. While working on the working paper, I learned a lot about Expanding M/S Ziaul Haque Trader's Market Reach: Identifying Key Opportunities for Growth.

I will be pleased to deliver you with added explanations that you may feel necessary in this regard. I shall be thankful if you kindly approve this effort.

Sincerely yours,

Md. Rashic Johayar

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Date: December 28, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between **M/S Ziaul Haque Traders** and the undersigned student at BRAC University.....

Acknowledgement

First of all, I would like to express my deep gratitude to Almighty Allah to me to complete this report on “**Expanding M/S Ziaul Haque Trader's Market Reach: Identifying Key Opportunities for Growth**”.

The successful production of any form of report necessitates the assistance of several persons. In addition, I received assistance from only a few persons in writing my study. Now I'd want to offer my heartfelt appreciation to all that assisted me.

I consider myself extremely lucky to have gotten the sincerest supervisions, direction, and collaboration from a variety of people while creating this report.

First and foremost, I want to thank my supervisor, Dr. Ekramul Islam (Assistant Professor of BRAC Business School, BRAC University), for her invaluable advice, inspiration, and recommendations, as well as her unwavering support during the internship term.

Finally, my heartiest thank to all of my seniors, colleagues of M/S Ziaul Haque Traders for helping me throughout this report. And I also thank them for their cordial cooperation and guidance in all the way to do my internship and to prepare this report.

Executive Summary

An internship is a key element in The MBA Program of BRAC UNIVERSITY. I have completed 90 days or three months of internship at the institute's request according to its requirements. This organization has provided me with the chance to improve, and practice in a professional environment. It serves their clients sincerely. Their customers are currently being served by a complex mesh of branches spread throughout the country. I was designated to do my period at the Company. Pursuant to the regulations I am required to write an essay on some specific subject. The topic is Expanding M/S Ziaul Haque Trader's Market Reach: Identifying Key Opportunities for Growth.

This report outlines key strategies to expand M/S Ziaul Haque Trader's market reach, focusing on three key areas:

1. Target Market Identification
2. Marketing Channel Expansion
3. Strategic Partnerships

By implementing these key strategies – identifying new markets, expanding marketing channels, and forming strategic partnerships – M/S Ziaul Haque Traders can effectively expand its market reach, attract new customers, and achieve sustainable growth in the dynamic and competitive in that industries.

Keywords: Target Market Identification, Marketing Channel Expansion, Strategic Partnerships

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Chapter 1

1.1 Introduction

Ziaul Haque Traders is a well-known firm which has successfully developed into one of the biggest companies in the business. They provide a wide range of services, from construction and distribution to import, which ensures they can meet all its clients 'needs. Over the years they've earned a reputation for excellence, reliability and service.

Ziaul Haque Traders are especially proud of their construction business. A variety of building work staffed by a first-rate team personnel and engineers, both commercial operations but also residences. Their work ranges from office buildings to residential complexes. They provide construction services from planning and design to project management; actual building work up through completion. High quality is their number one priority, and they reject all work which doesn't pass the strictest tests of craftsmanship or isn't built to last. All of this mixes the innovative with sustainable: cutting-edge techniques and materials are also employed during construction to produce glorious results that leave even their clients surprised at what they see.

As a distribution house, Ziaul Haque Traders is a devoted partner for firms wish to simplify their supply chains. They are aware that what the market wants is a frictionless logistics channel and fast delivery. Its wide-reaching network and strategic alliances help them to effectively deliver products into various segments of the marketplace. In addition to warehousing and inventory management services, they provide transportation solutions including last-mile delivery that ensure products are delivered promptly and remain in excellent condition. Their particularly devoted employees use modern technology and strong systems to improve processes, continually giving visibility into the global supply chain.

Ziaul Haque Traders has a flourishing import department, using its network to introduce well-known consumer products from all over the world and satisfy domestic market needs. With international suppliers and manufacturers, they've built up solid ties and trust so that the products bought are of high quality at competitive prices. Lin's criteria, consumer products and handicraft articles There are many varieties in their import business. The products they choose to present are ones that conform exactly with our clients 'likes and pass strict quality controls.

Through awareness of market trends and things the customers demand, they are able to continually add a rich variety of products which can be provided in order to serve them well.

Ziaul Haque Traders is relied upon to provide for all construction and distribution. Their dedication to expertise, reliability, and drive for excellence are their clients 'keys to success. Whether they need a construction partner to realize the customer's vision, quick and reliable distribution services. or access to high quality imported products-they all have what it takes. Work with Ziaul Haque Traders, and you know what it means to work for a firm that makes success its goal.

1.2 Services offered by M/S Ziaul Haque Traders:

M/S Ziaul Haque Traders offers a range of services to cater to the diverse needs of our clients. These services include:

Construction Services: In fact, they specialize in all areas of construction from commercial right through to residential work. They have an experienced team of professionals who plan, design and execute the construction as well as manage every step. When it comes to building office complexes, residential properties or industrial structures they always perform well by doing high-quality work and meeting deadlines.

Distribution Services: As a reliable distribution house, they provide efficient and trouble-free supply chain solutions. They provide warehousing, inventory management, order fulfillment and last-mile delivery services. They have evolved a detailed network and advantageous contacts, which means we can undertake the distribution of many products from differing industries. They concentrate on improving logistics procedures to ensure effective and accurate delivery, which assist businesses in their operations.

Import Services: But with their import business, they bring all manner of quality goods from around the world into the local market. They have forged close relations with international suppliers and manufacturers, so that they can provide products of high quality which pass the most stringent checks. Their import services range from consumer goods, electronics and

industrial equipment to other industries. They tidy up imports and offer a wide range of high-quality products to clients.

Consultancy Services: They offer consulting services, so their customers get skilled advice and direction in all matters. What makes its team of experts special is that they have experience and knowledge based on many industries. From construction management to supply chain optimization, market analysis or others, they guide customers in the right decisions and achieve goals.

Project Management: Construction management: To organize and supervise the implementation of construction works. Their professional project managers see to it that projects come in on time, within budget and up to specifications. As planners, they establish the course of a project, set aside resources and manage risks. They must also ensure quality control.

Procurement Services: They offer efficient sourcing of material and supplies to clients. We have good relations with our reliable suppliers, which means that we can negotiate reasonable rates and swift deliveries. Their procurement team provides clients with high-quality products at low cost, while reducing purchase risks.

M/S Ziaul Haque Traders they try to give their best at everything. Their efforts include developing individually customized solutions and top-notch customer service founded on a thorough understanding of each client's requirements. What your requirement is--construction skills, stable distribution channels or a fine imported product-skill and honesty are here to serve you.

Chapter 2

2.1 Contributions:

M/S Ziaul Haque Traders has imprinted themselves in many different ways and left industry, as well as consumers with something good. Here are some key contributions that highlight their commitment to excellence:

1. **Quality and Timely Construction:** Their services in construction have achieved high standards for buildings and structures. With strict standards of craftsmanship, concerned about details and still adhering to proven industry practices, they strive to do the most exactly-

detailed construction work. They have placed great emphasis on their ability to deliver projects in a timely manner so as to help clients achieve deadlines and titles.

2. Streamlined Distribution Processes: Their distribution services have helped industries run smoothly in many ways. They also have a strong logistics network and some key partnerships which have enabled corporations to refine their supply chains, reduce costs as well as improve customer satisfaction. By assuring timely delivery and correct inventory control, they have helped their customers achieve overall growth.

3. Access to Global Products: They have also imported many fine things from around the world into their stores through an import business. They also have the color and depth which result from a carefully-planned search for quality products among reliable international suppliers. Our clients win primarily in terms of competitiveness, and also offer customers an adjusting response to ever-changing consumer demand through a range of products that meet strict quality criteria.

4. Expert Consultancy: Their consulting services have been invaluable in helping clients to make reasoned choices. Leveraging their wealth of industry experience and knowledge, they provide timely counsel on problems to be addressed as well as opportunities for putting business affairs in perfect order. Their consultancy activities have helped clients to make sound strategic choices, work more effectively and grow sustainably.

5. Reliable Project Management: Their project management services have enabled many projects to move forward smoothly. These veteran project managers do a good job of coordinating, allocating resources and handling risk issues; the projects all run smoothly. Taking into consideration the specified quality standards, and having completed those projects in a timely way with cost within budget regulations they have raised client reputation and success.

6. Procurement Efficiency: Their procurement services have enabled clients to reduce costs and streamline procedures. Through the use of their own supplier networks and negotiation skills, they have helped customers to buy materials or supplies at low cost. In fact, their supply management has reduced the risks involved and ensured that materials arrive in time as well; projects have proceeded smoothly.

In a nutshell, what M/S Ziaul Haque Traders offers is high-quality construction services; products that distribute conveniently and flow smoothly from their shops to clients' shops or homes in the client's time. Because its partners include several familiar foreign brands (including pipes to global standards made by Mr. Liu of Southeast Asia), all delivered simulatively through them.

2.2 Consumer Buying Behavior Model for M/S Ziaul Haque Traders

Knowing how consumers make choices is very important for M/S Ziaul Haque Traders to cost-effectively meet the needs and tastes of its intended market. They employ the following consumer buying behavior model to guide their strategies and initiatives:

Need Recognition: Identifying consumer needs and wants is the first step in building a model. They establish market demands and preferences through market research and analysis. Not only do they monitor market trends and consumer needs, but by observing where the gaps are that their products or services can fill in these markets.

Information Search: After consumer needs are determined, they provide complete information about their products and services. For example, detailed descriptions and specifications, pricing information of all kinds can be provided for consumers. Information can be found using a variety of channels, such as Their website, social media platforms and customer service.

Evaluation of Alternatives: Consumers consider the various options open to them on the market. They set their products apart from competitors by highlighting unique features, benefits and value propositions. They provide testimony, reviews and case studies to establish trustworthiness and credibility for consumers as the foundation of their decision making.

Purchase Decision: Here, consumers choose to buy. To provide customers with a smooth, convenient buying experience, they offer different channels to make their purchases: online

platforms and physical stores. They offer safe means of payment and speedy order completion in an effort to promote purchase satisfaction.

Post-Purchase Evaluation: After making purchases consumers evaluate their satisfaction with products and services. They actively solicit feedback through surveys, reviews and support channels to understand their experience and resolve any problems. Better post-purchase experiences create more loyal and enthusiastic customers.

M/S Ziaul Haque Traders will employ this model of consumer buying behavior in order to build a customer orientation, offering consumers products and services that satisfy their needs for information and produce pleasant purchasing experiences.

2.3 Factors Influencing Consumer Buying Behavior

Besides the stages of the consumer buying behavior model, there are various factors which can affect consumers' decisions. These factors include:

- Demographics: Age, gender and income level all play a role in the way consumers spend their money.
- Psychographics: Personality, lifestyle, values and attitudes can all exert an influence over consumer buying behavior.
- Social factors: Consumer buying behavior can be influenced by family, friends and colleagues via word of mouth or social networks.
- Cultural factors: Consumer buying behavior can be impacted by social norms, customs and traditions.

Chapter 3

3.1 Implications for M/S Ziaul Haque Traders

The factors that influence consumer buying behavior will have a great impact on M/S Ziaul Haque Traders. They thus have to bear all these considerations in mind, which can help them coordinate their strategies and products more conducive for clientele satisfaction. Here are some implications for their business:

Focus on Product Quality and Value: Making high-quality products that are good value will win over consumers with such purchasing criteria. Improvement in quality of the product, and competitive pricing provide opportunities for an edge.

Build and Maintain Brand Reputation: Having a strong brand reputation based on trust, dependability and satisfying customer experiences is vital. In addition to enhancing our image through ethical business, we can also affect consumer behavior in a positive direction by service of good quality.

Leverage Social Proof: Tapping into and encouraging positive customer reviews, testimonials or ratings can have a strong effect on consumer thinking about your company--and they may be reluctant to buy. Collecting and showing signs of customers' feedback actively gives people a sense of trust, which can attract potential consumers in turn.

Offer Personalization and Customization: Options for personalization and customizing can attract consumers who want a tailored solution. This can be done via flexible product configurations, personalized recommendations or tailor-made services.

Prioritize Convenience: The buying experience should be smooth and convenient. Having multiple purchasing channels, plus smooth and convenient delivery with flexible responsive customer service will increase consumer satisfaction. This in turn helps generate repeat purchases.

Consider Cultural and Social Factors: But if they change their marketing and advertising to conform with cultural expectations, then this really gets through. Understanding the needs and taste of their target market can help them produce effective marketing activities.

Enhance Online Presence and User Experience: Because Internet users place great emphasis on being connected, if a website is inconvenient and doesn't guarantee safety then it will be impossible to retain or attract online society.

If we are to better anticipate and meet consumer needs, differentiate ourselves from competitors, establish long-term customer relationships than M/S Ziaul Haque Traders will have no choice but include all of these implications in the structure.

3.2 Segmentation, Targeting & Positioning

The strategic approach of segmentation, targeting and positioning (STP) is something M/S Ziaul Haque Traders could apply to successfully address particular segments of the market.

Market segmentation is the division of a market into discrete groups with similar characteristics, needs or behaviors. Their ability to pinpoint the different needs of each customer segment allows them to adjust their products, services and marketing plans accordingly.

Targeting means choosing the most attractive segments to concentrate on. They look for segments that are in line with their business strategy, have growth potential and where they can offer better value than anyone else.

Brand positioning is about creating a unique and attractive image of their brand or products in the minds of consumers. They present their exclusive selling point, critical advantages and social value to set themselves apart from others.

Through effective segmentation, targeting and position strategies M/S Ziaul Haque Traders can divide their marketing efforts to better suit particular customer segments. This in turn bestows a competitive edge on that company's actions within the marketplace.

3.3 Marketing Mix for M/S Ziaul Haque Traders

The 4Ps, or marketing mix as it is also known, is a useful conceptual model that M/S Ziaul Haque Traders can use in devising its own marketing strategy. Marketing mix includes products, prices, place and promotion. Here's how these elements can be applied to their business:

Product: But M/S Ziaul Haque Traders has to work much harder at providing products of higher quality and wider variety, as well as in those that suit the needs and tastes special to their given market. This covers product quality, service life and performance. There are also different kinds of product innovation, customization capabilities and packaging which you can use to put yourself above your competitors.

Price: So, for these reasons, a number of pricing strategies need to be considered--both in terms of competitiveness and profitability. So, they must know market trends, opponents' prices and customer judgment of value. They can offer competitive prices, combination deals or discounts to attract customers. They can also try different pricing methods, stressing the value and quality of their products.

Place: They should have a distribution strategy that makes it easy for their products to reach the target customers. This, for instance includes the selection of distribution channels--physical stores or online platforms. Therefore, as they strive to optimize the customer experience, inventory management, logistics and after-sales service are all considerations.

Promotion: So, they urgently need public relations activities to generate consumer awareness and create a demand for their products. They can use a variety of marketing channels including advertising, public relations, social media and content marketing to reach our target audience. They must come up with persuasive content that stresses the advantages and special character of their products. Meanwhile, they can make use of customer testimonials or even tying up with an influential figure to perform promotional activities.

People: Besides the traditional 4Ps, people are important for businesses like M/S Ziaul Haque Traders that provide services. They must properly train their staff to provide good customer service, because it is the employees who gauge and determine whether or not they have a satisfied customer.

Physical Evidence: The physical evidence element refers to tangible factors that support the product for businesses whose products are of a physical nature. These can be things like the packaging, store atmosphere and product display all add up to raise the quality of the customer's experience with their brand.

If M/S Ziaul Haque Traders can control the marketing mix well, they will be able to form a complete and integrated marketing plan in tune with customer needs that stimulates demand leading them closer to making better use of their markets. We shall continually adapt the marketing mix in line with market dynamics and customer feedback to ensure that we stay competitive, as standards of our customers are changing.

3.4 Expanding M/S Ziaul Haque Traders Market Reach: Identifying Key Opportunities for Growth

For M/S Ziaul Haque Traders, enlarging its market is a question of identifying potential areas for expansion. Here are some potential opportunities to consider:

Geographic Expansion: Expanding into new geographic markets could unlock customer segments and revenue streams heretofore beyond reach. Do market research, choosing regions with unserved demand for their products and analyzing such factors as scale of the market, competitors in attainable locations.

Online Presence and E-commerce: Invest in establishing a good online image and e-commerce. This enables us to serve customers who are not in their physical locations, catering to the increasingly popular phenomenon of online shopping and connecting with a larger customer base. Design a user-friendly website, optimize it for mobile devices and make use of social media to enter into market communication networks (Social networking)

Partnerships and Collaborations: Search for compatible partners and explore business opportunities. They can extend their market through the use of customers and channels. Possible collaborations might involve joint marketing, co-branded products or cross promotions.

Product Line Extension: Examine opportunities to enlarge their product line within an existing market. Customer needs or market gaps that fit their capabilities: conduct marketing research. Launch upgraded products or minor variations for their existing lineup, in order to serve different customer groups and/or the trend of coming times.

Targeting New Customer Segments: Getting under a difficult market is dividing up customer data and doing some marketing research, to spot groups that haven't yet been gotten into. These groups should have special care. Fashion focused marketing strategies to meet their needs and tastes. It's either increasing their product range or modifying selling prices and marketing methods.

International Expansion: Assess foreign channels for expansion. Selection: Foreign markets with convenient operating environments, healthy economies and strong consumer demand for your items. If you do plan to move abroad, though-please be aware of cultural differences and pandering requirements. What would your VAR have in common with the indigenous

Canadian professional? They both write programs that run on computers. But they're not necessarily related any more than Olympic ice skaters are penguins!

Customer Retention and Loyalty: Better relationships with customers, and loyalty. Some strategies include loyalty programs, personalize marketing communications and quality service. Brand advocates are happy and intention-informed customers who bring new business with excellent word-of-mouth for their product.

Taking these opportunities into account must be done with an ability to assess various things like market prospects and risk. Those which best meet the company's business goal, capabilities and growth strategy as a whole should be the then highlighted. Monitor, evaluate and adapt ongoing: For a sustainable future state, expanders must take these actions ongoingly.

3.5 Porter's 5 Forces Model to M/S Ziaul Haque Trader's Market Reach

Expansion

The five forces model is an effective approach to examining industry competition and identifying the potential of expanding for M/S Ziaul Haque Traders. Let's apply this model to our context:

1. Threat of New Entrants: Analyze the obstacles for new businesses to enter into the industry. When starting a business, it is really important to think about things like the company's reputation, how it will be distributed, how much money it will save by being big, and how much capital it will need. If the barriers to entry are low, it can limit the growth of M/S Ziaul Haque Traders and make it harder for them to compete.

2. Bargaining Power of Suppliers: In my opinion, suppliers have a great impact on the pricing, quality, and availability of products. They can either increase or decrease the prices, enhance or degrade the quality and control the availability of the products in the market. If we have multiple suppliers with strong relationships, it helps us reduce the risk of supply chain disruptions and gives us bargaining power to negotiate better terms. Well, by having a

dependable and cost-efficient supply chain in place, we can better support our growth endeavors.

3. Bargaining Power of Buyers: Understand how buyers can influence the prices and deals that they get. When thinking about entering a new market, remember about things like whether there are other options available, how much customers tend to stick to one brand, and how hard it might be for them to switch to another one. If customers have limited options or are loyal to our brand, this can help them to increase their market presence and maintain profitability in the long run.

4. Threat of Substitutes: Can somebody suggest some alternative product options for them, and then evaluate their appeal to customers? Determine the factors that affect the decision-making of customers when it comes to choosing between brands. If they have limited substitutes and their products provide exclusive value, it can help prevent substitutes from entering their market and support to growth strategies.

5. Competitive Rivalry: Determine the level of rivalry in the industry. When thinking about what to focus on in business, some important things to take into account are the number of other companies that are already doing what you are trying to do, how much market share they have, what makes your product or service unique, and how fast the industry is growing. The competitive industry can hinder the growth of the market. But, if M/S Ziaul Haque Traders has got some unique selling points or is able to stand out amongst its competitors through better quality or customer service, it has a chance of becoming more successful.

Analyzing the five forces can help traders learn about the competitive industry and come up with strategies to mitigate risks and exploit chances. This research report can assist in making informed decisions and developing winning strategies for expanding into new markets.

Chapter 4

4.1 Recommendations

Based on the opportunities for growth identified, here are some recommendations for expanding M/S Ziaul Haque Trader's market reach:

1. Develop a comprehensive e-commerce strategy: Build a friendly site for Internet shopping. There are digital marketing strategies you can use to get users onto the website, and your site also needs to be mobile-optimized. Deals and promotions that can be found only on line are a good way to attract, and keep online customers.
2. Explore strategic partnerships: Seek partners in the industry so that they can keep their existing distribution channels open and discover new consumer groups. Work with similar firms to sell together or do combination bundling plans. This can promote a brand and attract new business.
3. Conduct market research for international expansion: These should be carefully examined and products adjusted as well as the marketing strategy in high-growthpotential foreign markets. Do detailed market research to learn about cultural differences, local laws and consumer tastes. Above all, a good entry strategy must be planned and close relations established with local distributors or retailers.
4. Enhance customer retention and loyalty programs: Customer retention strategies must foster loyalty and repeated purchases. A customer loyalty program incorporating rewards and exclusive discounts: personalized offers as well. They will spread good word-of mouth through building solid relationships by providing superior customer service.
5. Continuously innovate and expand the product range: Conduct an assessment of the market periodically to discover new consumer trends and unfulfilled product needs. For example, such are changes that respond to requirements by launching new products or items. This could attract new clients, and retain existing ones.
6. Leverage social media and influencer marketing: social media: Interact with customers, showcase products and run specialized adverts. Seeking to build buzz and reach a larger audience, partner with relevant influencers.

7. Prioritize customer feedback and adapt accordingly: Whatever way possible, such as through customer surveys, reviews and social media interaction etc., work to get feedback from customers. This feedback can help you improve products, services and the customer experience. Always changing up and improving their strategies based on customer feedback.
8. Evaluate for each recommendation its feasibility, manpower resources required and possible risks. Follow a phased approach in implementing these recommendations, including careful planning and execution as well as monitoring of the expansion work.

4.2 Conclusion

In sum, an integrated approach is needed if M/S Ziaul Haque Traders has to expand the market reach. In these areas--geographic expansion, Internet footprint; division of labor and copartner ships; customer growth categories and overseas commodities trading customers. These can all put us on a course for success.

Developing an online presence, digitizing e-commerce capabilities and forming strategic alliances are doors through which to seek not only information but also customers from beyond the physical store. Exploring alternative sources of revenue: Human options are exploring some select customer groups here in the country and moving into overseas markets. In addition, aggressive customer retention and reward or loyalty programs that foster longer-term connections can lead to glorious word of mouth.

Innovate continually and expand product selection, do social media well combined with what is now a very important area for the budding clothing brand: influencer marketing. All this will go toward generating potential customers as much as it does keep their interest already stimulated ones. Keeping strategies as up to date with market dynamics, customer feedback and competitions constant reassessment is necessary.

To do any one of its recommendations or to implement one More urgently requires care in planning, implementation and monitoring. Well done, they can expand the reach of M/S Ziaul Haque Traders and its brand beyond their base market, where it's working primarily on competitive merit alone today.

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