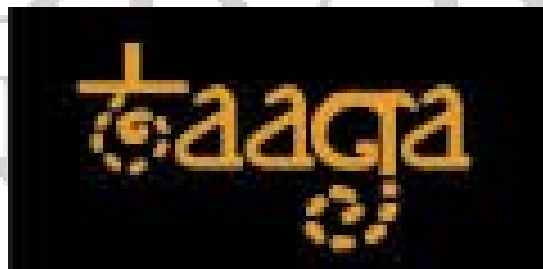


Internship Report

On

“Taaga and its Brand Challenge A Perspective of Consumer view”



Submitted To
G. M. Shafayet Ullah
Lecturer
BRAC Business School
BRAC University

Submitted By
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Letter of Transmittal

29.11.2013

G. M. Shafayet Ullah

Lecturer

BRAC Business School

BRAC University

Subject: - Submission of Internship Report

Dear Sir,

I am very pleased to submit my internship report on, **“Taaga and its Brand Challenge A Perspective of Consumer view”** to you. I have got the opportunity to work in Aarong Centre for my internship program which is an essential part of my academic program. It is a great achievement to work under your active supervision, care and guidance.

The whole report is based on my academic knowledge from BBA course and also the experience acquired during internship session in the company. I have tried my level best to incorporate all the information that I have collected during the internship program in Aarong Centre, properly and efficiently.

Finally, I would like to thank you for your valuable guidance and supporting thought in preparing this report. I will gratefully and enthusiastically respond to any clarification when required. I firmly believe and hope that you will be enough to approve this report.

Sincerely Yours,

Md. Mainul Islam

ID: 09304092

Acknowledgement

This is an internship report which is the main requirement of BBA program. It comes under the course ID of BUS 400 which is a four hundred level course. Internship program is for 3 months. Here we work in some organization under supervision of the supervisor in the organization as well as in university. So, as the requirement of the BBA program, I have worked under Aarong Centre.

It is a great opportunity for me to work in Aarong. I would like to thank G. M. Shafayet Ullah, who is the supervisor of my internship program. I would also like to thank our VC, Pro-VC, CSO office and BRAC University for giving me the opportunity to do internship. Without their help it would not be so easy for me.

I express my sincere gratitude to my organizational supervisor Nisbat Anwar of Aarong Centre for his cooperation, positive attitude and extending all sorts of help which enabled me to prepare my internship report properly. I would also like to thank Tasnim Hossain and Nuzhat Noor for helping me with all the support that I required for preparing the report. I would also thank the other officers, who have assisted me providing valuable and reliable information and time.

I would like to express my sincere thanks to the Marketing department and other officers of other department of Aarong Centre who had been extremely helpful in providing necessary documents statement, reports, manuals, etc. and HR department for providing me the internship in Aarong Centre.

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Executive Summary

This report analyses the marketing strategies of the Aarong. Aarong is one of the most renowned fashion enterprises in our country. This report has covered almost all the strategies of Aarong for marketing its product. It also includes a brief profile of the enterprise. To know the strategy of the enterprise it also includes the product categories and the distribution channel of the enterprise. The objective of this report is to identify and analyze marketing strategies of Aarong and sub brand of Taaga. I have used both the Primary sources of data and Secondary sources of data. The data has been collected through oral conversation. The limitations to get the proper information were Time barriers, Intension to not disclose the information, Rules and regulation etc. The vision of the company is to remain as the benchmark in the fashion industry.

Being an innovative and creative enterprise, consistently delivering world-class products ensuring best consumer satisfaction through continuous value added services provided by highly professional and committed team. The main product sources of Aarong is-AAF (Ayesha Abed Foundation) and The Independent producers. Aarong produces more than 100 product line. All these products are highly fashionable. Their products are basically two types-Textile and Non-Textile. Now Aarong going to expand its market all over the world through e-commerce. It's clearly indicated that Aarong is in the leading position among all other competitors in the fashion industry. At present the company holds 65% market share where as the rest of 35% market share holds by the other multi-national and local companies. The major's participants of the fashion industry are- Grameen, Kkrafts, Anjans, Rong, Banglar Mela, Anna mela etc. Being an Intern I worked at Aarong center. I really enjoyed the job during my internship program. Marketing strategies of Aarong is built on STP – Segmentation, Targeting and Positioning. Aarong discovers different needs and groups in the market place, target those needs and groups that it can satisfy in the superior way and then position its offerings, so that the target market recognize the enterprises distinctive offerings and image. Aarong is constantly working to improve its products quality through comparative study and customer feedback in order to maintain competitive edge. However, finally in this report there are some suggestions and recommendations for making better strategy and removing lacking.

The Organization

1.1 Introduction

Aarong is an enterprise of BRAC (Building Resources Across Community) and it's a CSR based handicraft company established in 1978. Aarong means “village fair” Today; Aarong reach has spread beyond Manikganj to the rest of the country. At present Aarong is operating through 9 domestic outlets and one franchised outlet in London. Aarong has **more than 488 products in their outlets. They have grown into a thriving international enterprise** showcasing ethnic wear to beautiful crafts from silks, handloom cotton, Endi to terracotta, bamboo, jute and much more. From a single shop, Aarong has grown into one of Bangladesh's biggest retail chains, with Twelve outlets spread across the major metropolitan areas of the country - in Dhaka, Chittagong, Khulna, Sylhet and Comilla, Narayanganj and one in London, UK. Aarong embraces and nurtures a diverse representation of 65,000 artisans, 85% of whom are women. Aarong also plays the role of protector and promoter of traditional Bangladeshi products and designs. It houses an extensive design library where remnants of our rich craft heritage, such as Nakshikatha art and Jamdani patterns, have been widely researched and archived for present as well as future use. Aarong was born out of a need to ensure that the penniless silk farmers of Manikganj were paid for their goods upon delivery, so that they could feed their families. The women Aarong employs are among the countries most disadvantaged. Through Aarong they have been offered a way out of destitution and degradation where before they had none.

1.2 History

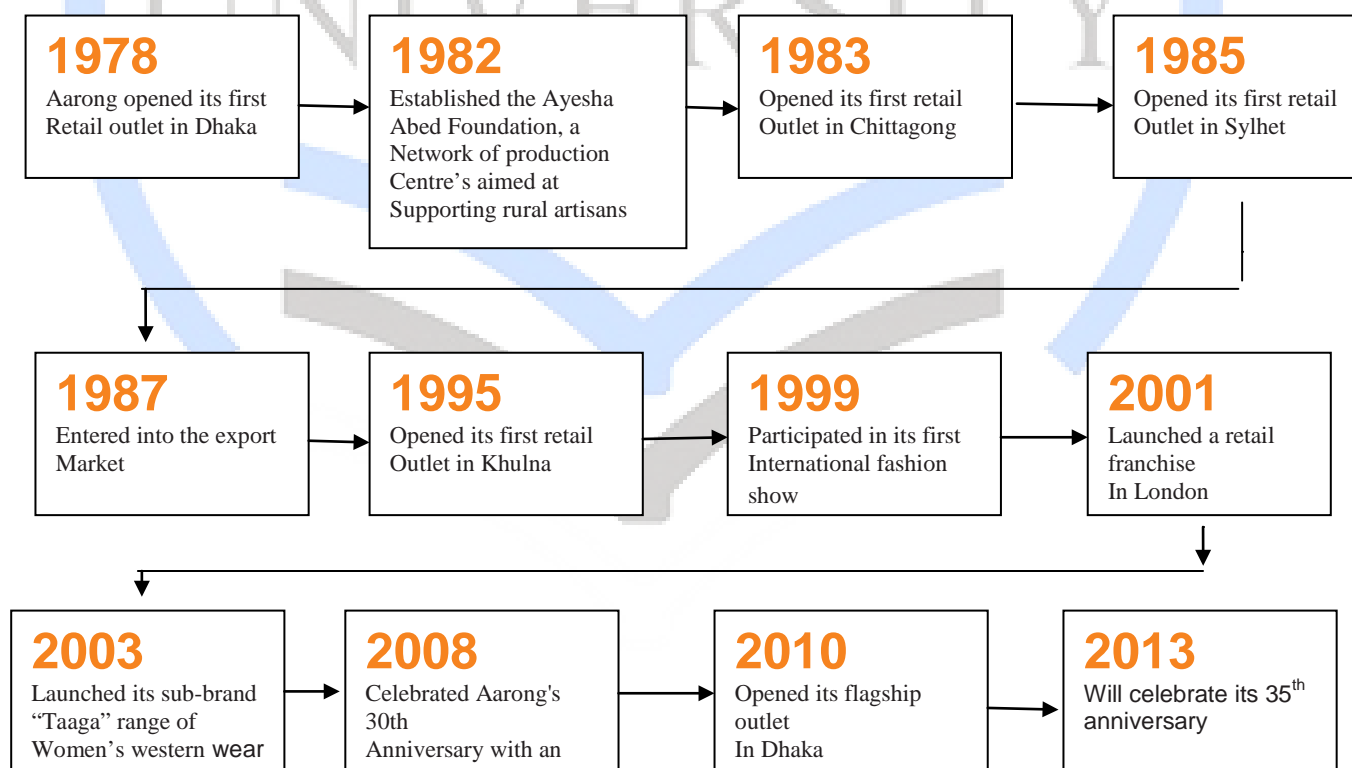
“To provide a stable and gainful source of employment for the under privileged rural artisans, lift up the traditional identity and the commitment of quality service”

On the basis of these principal Aarong started its journey in Bangladesh. Aarong began as a cause – a means to an end for a quiet organization fighting to uphold the dignity of the marginalized. In 1976, when BRAC- a Bangladeshi NGO dedicated to alleviating poverty and empowering the poor, first began encouraging sericulture for women in Manikganj, their only buyers were a few scattered retailers in Dhaka. Weeks, even months would pass between supply and payment, until BRAC intervened. Aarong was born out of a need to ensure that the penniless silk farmers of Manikganj were paid for their goods upon delivery, so that they could feed their families. Today, Aarong's reach has spread beyond Manikganj to the rest of the country. It has grown into a thriving international enterprise showcasing ethnic wear to beautiful crafts from silks, handloom cotton, Endi to terracotta, bamboo, jute and much more. From a single shop, Aarong has grown into one of Bangladesh's biggest retail chains, with eight stores spread across the major metropolitan areas of the country - in Dhaka, Chittagong, Khulna, Narayanganj, Comilla and Sylhet and one in London, UK. Throughout Bangladesh and in international destinations, the name Aarong is synonymous with quality, originality and uniqueness. The women Aarong employees are among the countries most disadvantaged. Through Aarong they have been offered a way out of destitution and degradation where before they had none. And the benefits that they receive extend well beyond simply the wages they earn for their products, since every single woman who works in Aarong-owned production facilities is also a beneficiary of BRAC's multifaceted development programs. As a support entity of BRAC, a significant portion of Aarong earnings go directly into financing the NGOs development programs in health care, education as well as economic and social development. Aarong symbolizes fairness in the global village.

The organization has identified three basic constraints for gainful employment of the low income and marginalized people in the rural areas: lack of working capital, marketing support and opportunity for skills development. In order to bridge these gaps, Aarong provides a wide range of services to its workers and suppliers:

- Spot payment on product delivery to encourage efficiency and productivity
- Reach out to producers in remote areas to ensure fair value for their efforts
- Marketing communication and information for artisans
- Advances against purchase orders where necessary
- Training & Education in skills development to raise product quality and marketability
- Product Design and Support in Product Development
- Quality Control to increase producer awareness of the importance of quality

These values reflect fair trade principles which have been developed by registered Fair Trade Organizations. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers in Bangladesh



1.3 Naming:

The name of the organization “Aarong” is a Bengali word. It means Village Fair. The village fair provides craftsman of all trades a marketplace to display and sell their traditional handicrafts. The naming of Aarong as such upholds the organizations commitment to promote the indigenous goods of our country, which are a part of our rich culture and artistic heritage.

“AARONG” means:

A: Active: we will execute our plans in an **active** manner.

A: Appealing: we will make ourselves and our workplace **appealing**.

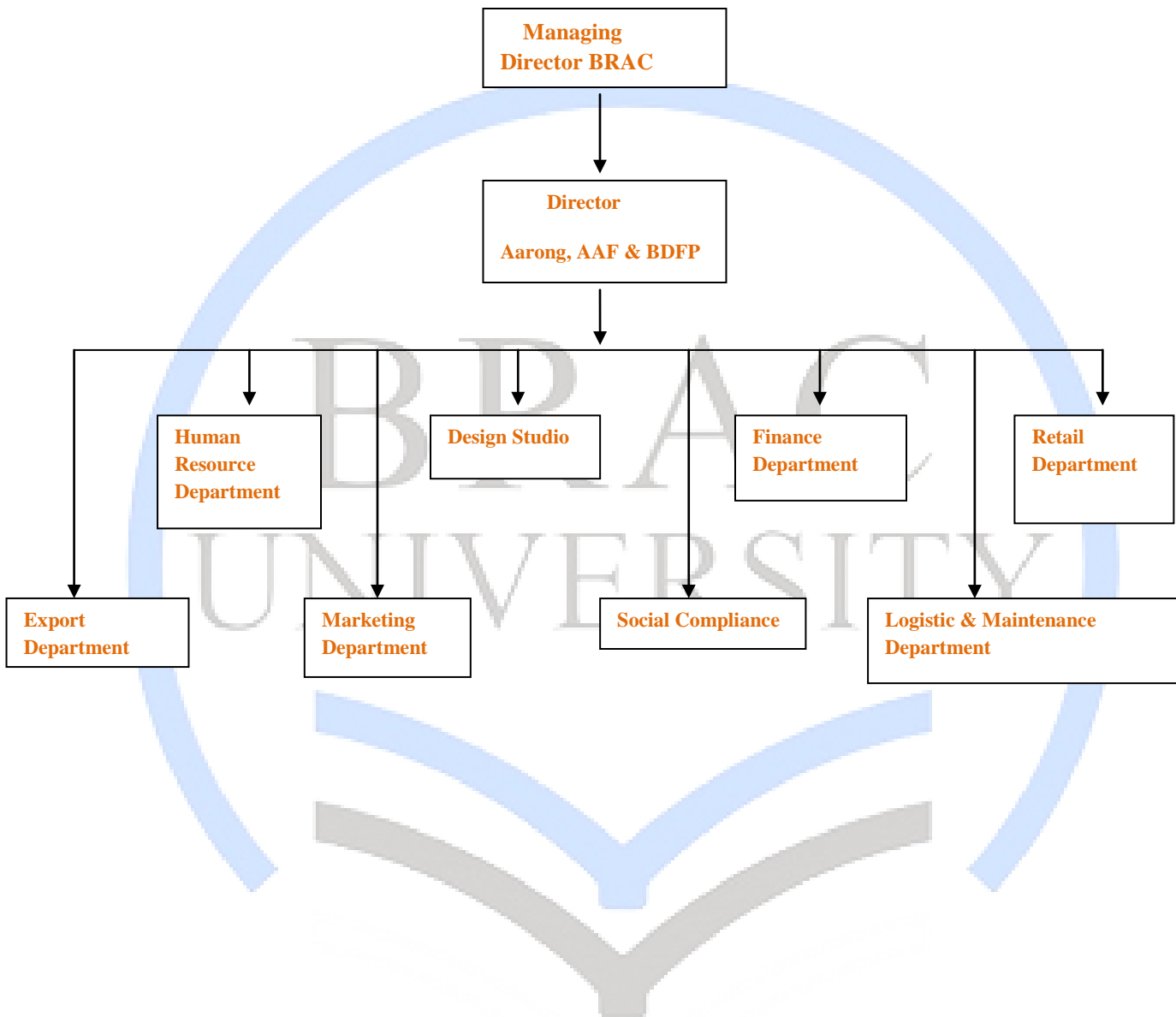
R: Reliable: we will carry out our duties in a **reliable** manner.

O: Outstanding: w will perform in an **outstanding** manner.

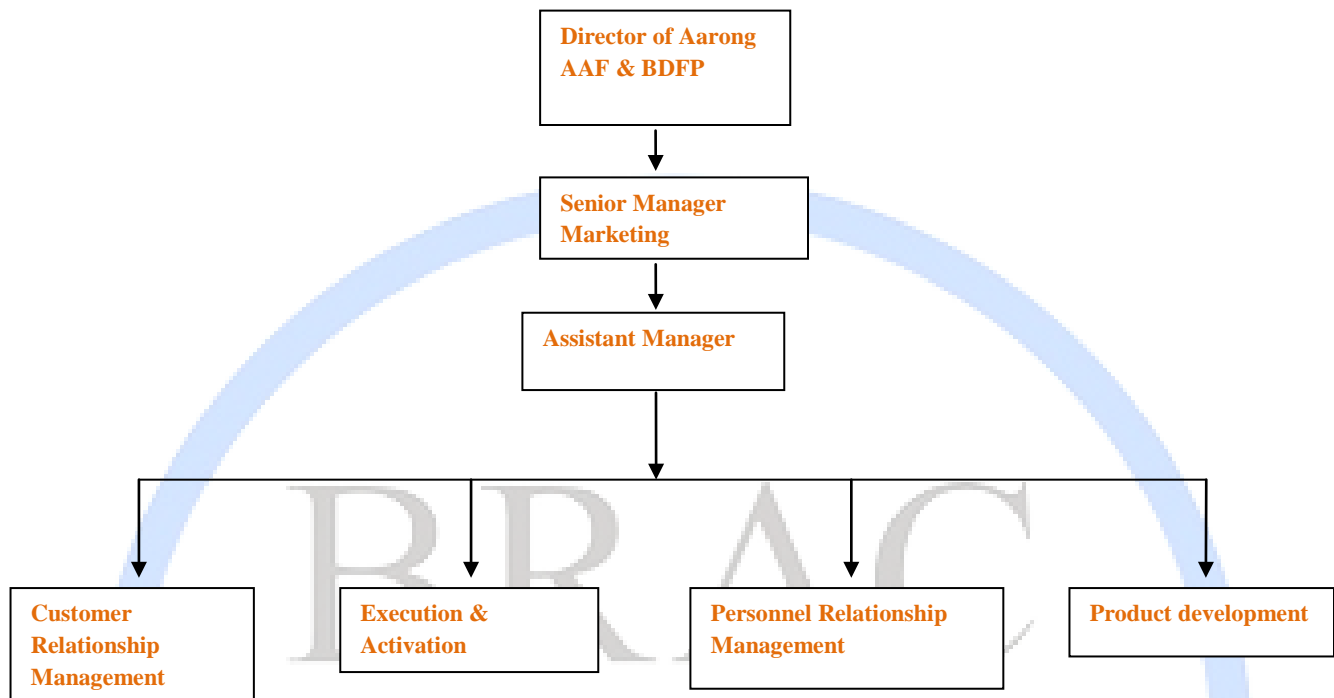
N: Novel: we will always look for **novel** creative ways of improving everything we do

G: Genuine: we will be **genuine** in our thoughts and actions.

1.4 Organizational Structure:



1.5 Organogram of marketing department



1.6 Visions for the future:

Aarong shares the vision of BRAC which is quoted below

“A just, enlightened, healthy and democratic societies free from hunger, poverty, environmental degradation and all forms of exploitation based on age, sex, religion and ethnicity”

Aarong “Vision” changes every 3 years. Their visions for 2014 are given below:

Customers:

- By 2014 5M customers to be served of which 10% through e commerce.
- Open 8 new outlets all over Bangladesh including Dhaka by 2015.
- 90% Satisfaction rating in Customer Service Index

Employees:

- Seen as the employer of choice having a dedicated, trained and motivated professional team with a staff turnover of 5% to 10%.
- Having an effective performance management system in place that justly rewards performances on the basis of values, skills and abilities.

Society:

- We are viewed as a socially responsible enterprise providing equal opportunity development and having respect for the environment.
- Standing as a symbol of pride for Bangladeshi heritage and culture (brand survey).

Shareholders:

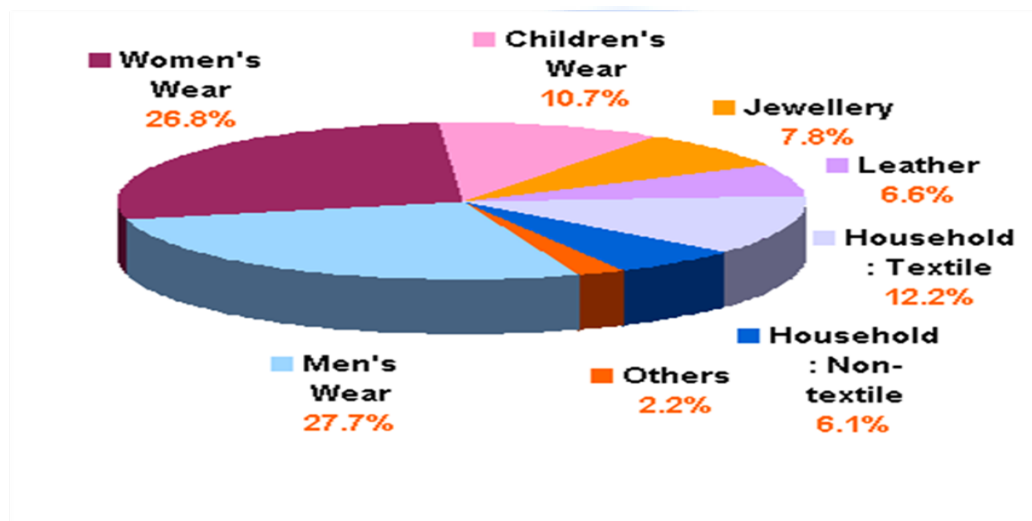
- 100% increase in revenue generated for the Shareholders
- Profit percentage will increase by 4% as compared to 2010 by cost control
- BRAC to showcase Aarong as a model of successful social enterprise that maximizes benefit for all stakeholders.

Artisans:

- Ensure that all artisans get maximum benefit from BRAC (health, sanitation, legal aid, children education, financial support)
- By 2014, all artisans will know that Aarong core mission is to empower them in realizing their potential
- Artisans and their children will seek to preserve Bangladeshi craft tradition through Aarong.

1.7 Product:

Key Product Lines



Products of Aarong:

At present, Aarong is offering a huge range of products from traditional and western attire to household goods to shoes and bags, jewellery and leather accessories. For this range of products, Aarong is known as the Mecca of all things 'deshi.'

The clothing lines Shalwar Kameez, Sarees, Taaga, Men's Punjabi, Executive Shirts, and Children wears at Aarong are predominantly made from fabrics such as silk, muslin, endi, handloom and cotton produced by more than 3,000 weavers across the country. Each clothing line is exclusive with a variety of hues, textures, designs and embellishments. More recently Aarong launched a new collection in the name of 'Bibi for Aarong', designed by celebrated designer Bibi Russell, alongside its flagship "Aarong" label, and "Taaga", an indo western fusion wear for young women. Aarong is on the way to introduce "Taaga man" for male youth in the upcoming year.



Fig: Saree





Panjabi



Aarong's jewellery line consists of both traditional silver and gold ornaments as well modern ensemble of earrings, necklaces, bracelets and bangles. Fresh water pearls are also available in elegant designs. Aarong also introduce brass metal and jute in jewellery collection with a name of fashion jewellery.



The leather accessories range from handsome leather wallets, belts to chic ladies bags and purses. In this year Aarong also comes up with leather laptop bags and executive bags to attract corporate customers in style. The leather sandals come in sleek and vivid assortments with ethnic ornamentations which has a fusion of “deshi” cultural design with western texture.



Aarong’s home accessories collection consists of a variety of products ranging from different forms of basketry in jute, bamboo, cane, and water hyacinth; traditional and contemporary designed dinnerware in terracotta, ceramics and wood; brass and copper decorative pieces, frames and candle stands with candles in brilliant hues and shapes. The woven bedcovers, table linens and cushions come in striking colors and innovative designs. An exciting range amongst home accessories are the beautiful Nakshi Kantha wall hangings, bedcovers, cushions and table accessories. Nakshi Kantha is a traditional form of hand embroidery depicting rural stories of Bangladesh in colorful stitches



Aarong home décor product

Herbal Product Line:

Skin Product:

01	Ooptan
02	Herbal Uptan (yellow pack)
03	Herbal Scrub
04	Herbal Face Wash
05	Chandan Face Pack
06	Herbal Face Pack
07	Neem Soap (white pack)
08	Neem Beauty Soap (green pack)
09	Neem Beauty Pack

Hair care:

01	Herbal Hair Tonic
02	Herbal Trimery
03	Herbal Oil
04	Shampoo
05	Herbal Heena
06	Herbal Hair Dye



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Service offerings:



My Aarong Rewards Card (MARC)

My Aarong Reward card (MARC) is a scheme to acknowledge regular and loyal customers of Aarong. The mission is to strengthen the relation with the existing and potential customer by enhancing brand loyalty. This program will allow our MARC customers to earn and redeem points on their purchase. This loyalty program can also provide insight on customers spending behavior and offer them the product that they are more likely to purchase.

Types of Cards:

There are three available types of My Aarong Rewards Cards:

Lifestyle

Gold

Platinum



Registration Criteria:

- Managers (or other appointed persons) from outlets should inform the CRM of any staff(s) (also submitting their cellular phone number) who are suitable in handling issues related to MARC. Said staffs will be designated as MARC Representatives. In the event that a MARC Representative takes a leave or quits his/her job, the Manager should inform the Aarong Central Service as soon as possible, submitting the name and cellular phone number of any replacement that may have been appointed.
- New MARC Subscription Forms may be offered unofficially. Outlets should offer Aarong regular but “MARC” customers (customers who don’t have MARC) the Subscription Form as a special honor to their loyalty. Sales Associates should fill up the form if the customer does not want to fill it up himself/herself. Forms should be filled up with the objective to collect maximum possible information about the customer without causing his/her displeasure.
- All customers’ requests, complaints, queries etc. must be sent to the CRM within 2 days by the outlets. Sylhet, Chittagong and Khulna outlets can do so through a courier service if Aarong transportation is not available within 3 days. For accidental delay, MARC Representatives must utilize the “Late Acceptance Request” form. Additional transportation time will be considered for each outlet according to their locations.
- CRM regularly publishes updates of the Customer Service Status and Card Distribution Status, which is accessible at <http://203.100.100.6/crm> or <http://crmserver/crm> It is recommended for outlets to bookmark this page on their web browser. If necessary, outlets may contact CRM or IT for help or more information on this link. Outlets should cross-check with the updates and maintain an Excel file locally. In case of any discrepancy, the MARC Representatives must inform the Marketing Department. After two days, the liability of the cards, which are enlisted in the published list, will be made available to the outlets.
- Customers should be asked to sign in a registry book as their cards are collected. After the customer signs the book, the MARC Representatives should to record/verify the **Name**, **Mobile Number** and **Email Address** (if available) of the customer and then sign the document to close the entry.

Benefits:

Permanent Benefits:

- Points earning on every purchase of any amount at any Aarong outlet. For every Tk. 100 of purchase value
- A life style customer will earn 1 point.
- A gold customer will earn 2 points.
- A platinum customer will earn 3 points.
- Redeeming points on every purchase at any Aarong outlet.
- It will be confirmed within the same date of purchasing on the customer`s account.
- In case of any purchase return, points earned will be deducted during return.
- However, points can be earned during product exchange or by using Aarong Credit Voucher.

Category wise benefits:

- Special service for platinum card member at any Aarong outlet
- Bonus pts on Birthday and wishes for platinum customers.
- Special gift at festivals e.g. new year gift, Pohela Boishakh gift.

Optional Benefits:

- Point acceleration campaigns: Aarong will issue double/triple or more points to the card holder in various occasion or events according to the management decision. Below follows few examples of such events:
- Event-wise (e.g. Double points on Valentine`s Day)
- Periodical (e.g. Day and time wise) Triple points from Day/Month/Year - Day/Month/Year from XX am – XX pm.
- Product-wise (e.g. Double/triple or more points on product line wise, individual product wise)
- Product Price wise (e.g. Double/triple points on product price range)
- Customer location wise (e.g. All Dhanmondi customer will earn double/triple points)
- Outlet location wise (e.g. double/triple points from Comilla outlet)
- Age wise

- Aarong’s loyal customers Of the Year- a yearly honor giving program for MARC customers. Aarong will identify the loyal customers through the CRM. The following program will organize based on below criteria:
- Category wise
- Point record
- Purchase record
- For example : Aarong will identify maximum point’s earners on category wise

Category	Primary selection on points	Final selection on PR
Platinum	6	3
Gold	10	5
Lifestyle	20	10

- Then customers will be short listed based on purchase record.
- Selected MARC customer will be eligible to have rewards of complementary benefits from Aarong e.g. Dinner at Westin/ Nandos / Travel package and many more possible benefits according to the management decision.

2.1 Description / nature of the job:

I am Md. Mainul Islam and I did my internship in Aarong centre with Marketing Department. Sometimes I was involved with Training department because Training department they basically support to Marketing department by the Training of Sales Associate people. Marketing department basically provides all types of product information to training department and when the trainer training to a Sales Associate they give speech according to the marketing department. Sometimes I was present to Niketon office to see the SA training.

2.2 Responsibilities of the job:

As because I was In Marketing department so that, I had some responsibilities these are given below:

Aarong has strong marketing team who are engaged with lot of work and activities under the direction of head of marketing of Aarong. From the inception of Aarong they are engaged with very thoughtful marketing and advertising to attract customers. Their dedicated marketing team always tries to exhibit Aarong as the best brand in Bangladesh. The marketing team always prepared all kind of marketing materials like leaflet, brochure, annual report and other kind of communication materials for Aarong outlets and for external use. The main responsibility of Aarong marketing team is organizing photo shoot for product as well for model. This is very important for Aarong and through this Aarong can communicate with the customer. The photo shoot itself has a process in Aarong and it involves high level engagement to get the right work. All kind of communication channel like billboard, website, social media, electronic marketing are managed by the marketing department of Aarong. The marketing department also has to liaise with other fashion house and maintain a warm relationship with everybody. Aarong marketing team has carry out different consumer and product survey in different places and makes report on that. According to the market survey of marketing team of Aarong the retail department change their product or service or introduce new product into the market. Actually to get the market trend and idea Aarong depends on the activity of marketing team. All kind of marketing materials are also archived in marketing department and they further use it if necessary. Publicity and advertising two important matters are totally controlled by the marketing department and by this marketing department became the heart of the Aarong. We

think about Aaron we always believe that they are the truly local brand of Bangladesh and they maintain the superior product quality and have very rich in collection and designs. It is the marketing department who are actually behind the scene to achieve this big achievement. Manage customer relationship is one of the biggest thing for Aarong marketing and they have to also retain this customer and convert it to sales as after the day sales is the biggest thing and which can show the sign of doing good or bad. During my internship period in Aarong marketing department I was actually assigned to work with every perspective like market survey to photo shoot and to make reports for them. As an intern I got in depth idea about the whole marketing process of Aarong marketing department. I did serve the entire place above mentioned as required and ordered by my supervisor at Aarong. During my internship period I got to learn that how Aarong can generate revenue from online marketing and become the market leader in this sector. During my period to Aarong I also worked in the arena of billboard, website and communication material development team. I am totally happy that I got to learn lot of things during my period at Aarong.

2.3 Observations and recommendations:

Last of all I want to say that, I feel very proud that to did internship program in Aarong centre. As my own personal view the Aarong marketing team is very much active, dedicated toward work, very innovative with marketing staff. The marketing team always tries to adopt a new strategy so that they established that, they are unique compare the other local brands strategy.

3.1 Objectives of the project:

This study had been carried out to achieve some predetermined objectives. This has been broken down into two different categories of objective.

Main Objective:

The main objective of the project is to find out the marketing strategies of Aarong and sub brand of Taaga.

Specific Objectives:

- To find out the competitive position of Aarong.
- To analyze the SOWT of Aarong.

3.2 Methodology of the study:

Every Research work should be conducted through a specific and predetermined methodology to explore an effective research outcome. The nature of the study is a qualitative research. It has been conducted with a methodology and the elements of methodology are as following:

Types of data:

❖ Primary sources

Primary data have been collected by direct interviews and conversations with the employees within the head office of Aarong that is from Aarong Center.

❖ Secondary sources

- Aarong training handouts.
- The website of Aarong.
- Different journals and publications.
- Company prospectus.
- Other research report.

Target population:

For my report I also select a target population of 10. All of them worked at Aarong more than 5 years.

Sample unit:

- The sample unit of my study are-
- Training Department: 3
- Marketing Department: 2
- Retail and infrastructure development: 1
- HR Department: 1
- Costing Department: 1
- Design Department: 2

Data Collection Methods:

The primary data has been collected through oral conversation. Besides, some data has been collected by conducting in depth interview with The Tasnim Hossain-Officer at Marketing Department; Nuzhat Noor-Assistant manager, Suliman Hossain-Trainer, C.H. Ruhan-Assistant Manager at Training Department; Sanjida Sultana-Senior Officer at HRD; Maria Rahman-Senior Officer at Retail and infrastructure development; Rabeya Akter at Design Department.

Data Analysis Methods:

For analyzing the data in my report I use Focused interview method.

3.3 Limitation of the study:

In this report study I faced some obstacles that hindered me from obtaining the objective of my project. In brief the problem that I faced is;

- The internal and sensitive information was not found properly from the organization
- Lack of sufficient time of the training, marketing, HR personnel which did not allow learning about certain issues or practices deeply.
- Lack of sufficient accessible books and journals about marketing strategies of the organization.
- Unavailability of enough relevant records and information
- Published information is not up to date.
- Employees are not allowed to provide in depth information about their practices as the information is confidential.
- Three months' time is not sufficient to learn practices and procedures of a large organization like Aarong.
- Also financial barrier hamper to collect information.

4. Red Ocean Strategy:

Aarong is following Red Ocean Strategy as they are competing for the existing market. Their unique product line is beating the competitor's product and makes Aarong a local exotic top brand for all type of people. Aarong Product is always considering local made handicrafts with blended local and western taste. Aarong always look after the issue of local artisan and want to provide product at a low cost but put consideration of local artisan well being. People like Aarong not for their product but also for their contribution to local culture and represent true Bangladesh to all over the world. Now a day's Aarong has lots of competitors in the Bangladeshi market such as Cats Eye, Deshi Dos, and Yellow etc. The competitor also tries to grave the market at a low cost and they introduce a new product in the market. As we know that Aarong is the Market leader and now the market is more competitive so that Aarong following the competitive price with a good quality of Product.

5. Being first is differentiation Idea:

Aarong is being the first in lot as area. It started its operation long before any company starts its operations. Their product is not only unique in feature but also in different look and taste. Aarong product line includes Taaga, life style and all kind of home décor product is always brought out by first in Bangladesh. Aarong is the pioneer of fashion industry in Bangladesh. When comes fashion it is always Aarong people consider Aarong first then for others as they introduce Bangladesh for the first time with lot of things.

Why first stay first:

First is always staying first for their contribution to the specific sector. Aarong is always staying first rather than its competitor for its contribution to the fashion industry in Bangladesh. When we consider local brand we always feel it is Aarong who always can exhibit and transfer the local culture with new concept and taste. So Aarong is staying first for its concept of holding local culture and adopting outside culture with new idea and taste. Now all the other fashion houses are following Aarong but Aarong is always different than its competitors. For example Aarong Taaga which was first introduced by Aarong now used by other also but people always consider that it is Aarong who actually can represent this product.

Leadership is a way to differentiate:

Aarong is known for its leadership in fashion industry of Bangladesh. All the fashion houses here follow Aarong strategy and the way they communicate with the people. Aarong is considering the fashion benchmark in Bangladesh. Is anybody considering they want buy a gift which resemble local culture that is Aarong always first.

Aarong leadership includes the following-

Sales leadership:

Aarong first introduce leadership by opening new outlet with large space and by that Aarong generate huge revenue every year than any other fashion house does.

Technology leadership:

Aarong is using technology in different way from producing a good to final product. Aarong introduce new way to sell products to consumer like E-Marketing or E- store. They also use technology in every store provide best support to consumer.

Performance leadership:

Performance leadership is always measure by financial data as well as consumer satisfaction. In both scale Aarong is ahead than its competitor for ahead and doing more and more. All the performance measure indicates Aarong a best performer of fashion industry in Bangladesh.

Heritages are a differentiating Idea:

It is always truth that Aarong is known for the heritage holder of Bangladesh. Aarong is representing all kind of heritage product of Bangladesh like Kalka, Nakshi Katha, Paposh, motive, and Musri, all kind of design and terracotta design. We always believe that Aarong is a true heritage holder of our country.

Market specialty is a differentiating Idea:

Aarong make specialty be its artwork, design and the way they communicate with people Aarong can differentiate from others by providing unique local culture and taste. All ages as people can use the Aarong product is the big specialty along with the idea of local products of Bangladesh. Aarong basically produce the product by local people and Aarong use handloom, Power loom, Machine Embroidery, Deshi Noksha in their product. So that the product is very unique to the customer.

How a Product is made can be a differentiation idea:

How a product is make important to consumers in some extent. Aarong product is always made by local artisans who are deprived as lot of things. But can be benefitted through Aarong which they provide in return. Every products in connected with the well being of artisans and their dream to a good life which can provide by buying a product. This is the history of product making of Aarong than others.

Being the latest can be a differentiating Idea:

Aarong is considering the pioneer in bringing lot of new things and idea. An organization can consistently grow when people get to know that they are incorporation new idea always with unique feature. In Bangladesh it is Aarong who always bring new style, look and kind of products rather than its competition. Like Aarong Taaga which was introduce first in Bangladesh by Aarong then lucrative bag, crafts all are consistently developed by Aarong every day. Every EID season Aarong come with a new product with a very unique design. Aarong use product innovation strategy in their product line. That's the way Aarong can differentiate with their product.

6. Established Taaga brand:

Since its inception in May 2003, Taaga has received much popularity and has become the must have brand amongst the fashionable women in Bangladesh. Recently Aarong celebrating the 10th years of Anniversary of Taaga. Taaga's recent campaign is Break free which means women are free at moment they wishes to be. Women are respectable in face as girl, daughter, sister, mother, daughter-in-law, and wife. A woman has every right to enjoy womanhood. Bouncing or in swing means they can celebrate or express their freedom the way they wants.

Brand Name of Taaga:

In Bengali “**Taaga**” means a certain style of Nakshi stitch and Thread. Taaga design concept is Fusion. The Taaga pattern is western cuts and fittings and Aarong they use deshi design, motifs, and stitches to Taaga Product.

Product line of Taaga:

At Aarong, Taaga refers to an exciting line of tops, kurtis, skirts, pants and accessories designed exclusively for the urban young women. . The fine distinction of Taaga products is that it blends western style with Bangladeshi motifs, patterns and textures. Every piece is styled using hand embroidery, nakshi kantha, appliqué, bead and metal works or tie dye and batik. From handloom, crushed cottons, denim, fine linen, silks to sheer muslins, Taaga exhibits a huge range of fun and exciting day and evening wears. Recently, Taaga has launched its own line of accessories which includes leather bags, sandals, wedges and beaded woven belts.

Accessories:

For the Women on the Go Taaga by Aarong brings you an exciting line of Taaga Knit collection presenting the all new fusion of high-end western trends with the traditional sentiments of the 'Deshi' culture. This season, Taaga Knit presents you with a whole range of embroidered knit wear for the women on the go. The upshots of varied cuts and patterns are mostly embroidered to the theme and embellished with the fervors of various motifs that implicate the cultural vibe. And the color pallet for this new line of Taaga comes in themes of Tribal and Nude, corresponding to a range of bold to subtle colors to harmonize with every style approach, be it casual or formal. Also Taaga accessories alongside Aarong's Fashion Jewelries brings an assortment of exciting leather clutches, chained bags, gladiator sandals and jute and beaded jewelries to make fashionable women in Bangladesh.

Taaga's Logo color:



Orange is a power color. It is one of the healing colors. It also stimulates enthusiasm and creativity. Orange means vitality with endurance. People who like orange are usually thoughtful and sincere. Lady luck's color is orange.

Wearing orange during times of stress, or shock can help to balance emotions. It can bring about the willingness to embrace new ideas with enjoyment and a sense of exploration and creative play.

So that, Taaga use orange color in their logo because of they want to attract the women people in our country. Has insisted to buy the Taaga product.

7. The law of Expansion:

Every year Aarong established a new outlet in different region. So that Aarong believe that, it will help to earn a good profit margin from the business market. Every year Aarong do lots of marketing to expand the market, they introduce more product line according to the customer choice and demand, and they recruit more people to handle their business, For the sake of the, business Aarong have to spend certain percentage of money for R&D. Recently Aarong is trying established a outlet in outside the country for expand their market.

The law of Contraction:

Aarong basically follow the law contraction because Aarong's Panjabi is unique compare to other brands Panjabi. Every EID seasons Aarong sales lot of Panjabi because of their unique design, color, fabrics etc. besides aarong produce fotua, shirt, pajama etc.

The law of publicity:

Aarong has an existing brand value so word of mouth is a becoming art of publicity of Aarong, Aarong is truly local brand in our country because they try to introduce our Bangladeshi culture, also foreign people they like Aarong product for our deshi design, motives, uniqueness etc.

The law of advertisement:

Every year Aarong has certain budget to expense the money for the Bill Board. When aarong come up with a new product in the market after that they use Bill Board to introduce the product. Also Aarong do lots of advertisement in EID seasons when they come up with a exclusive Panjabi, share, Taaga for the customer.

The law of quality:

According to the Aarong product the customer believe that Aarong product is Always quality product. The people have a good perception that Aarong product is always safe, clean with good materials etc.

The law of name:

When people buy anything like home décor product, Panjabi, saree, they recall the Aarong Name because Aarong has a good number of naming value all over the Bangladesh. Also Aarong is good for Nakshi Khatha, handicraft product, Tapestry etc. Besides Aarong has a good meaning that is Village fair.

The law of Extension:

According to the law of extension, Aarong should not put his name in everywhere. So now aarong use different name in their product like Taaga is totally different name of Aarong product. Also Aarong trying established Taaga brand as a sub brand of Aarong.

The law of Color:

Aarong has a good color that is Black and Orange with peacock design. From the beginning Aarong maintain the same color with design. Basically the color shows to attract the women people to find the unique product.

The law of consistency:

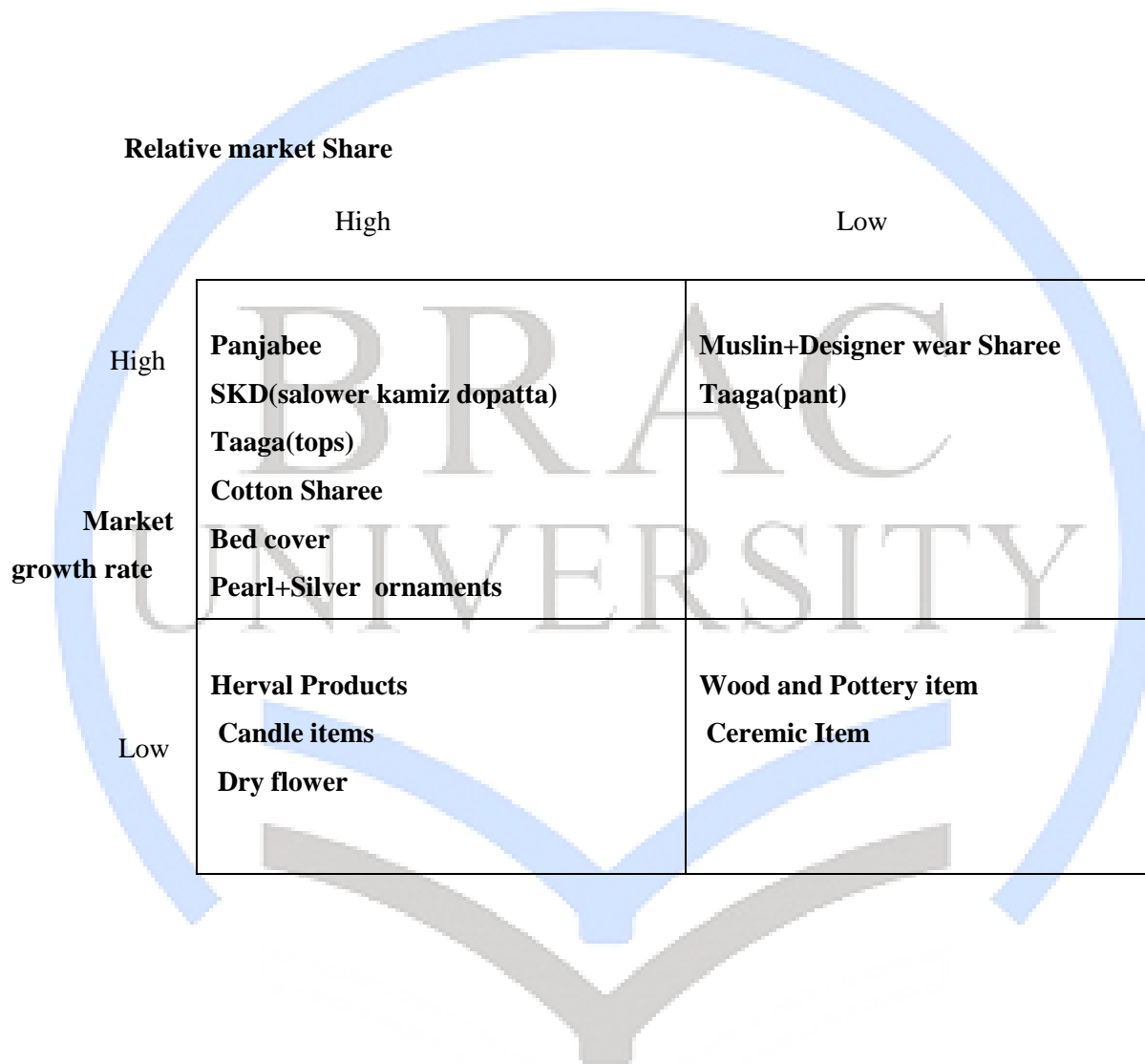
Aarong is always maintaining the product, service, unique design, quality, branding, publicity, promotion, and marketing. So it's shows that, they are consistence all over the sectors.

The law of change:

Aarong is always accompanied by the change of its product, service, branding, publicly, promotion, and design. When any changes come to the market Aarong always accept the positive sign and bring out something new in the market according to the change.

8. Competitive Position of Aarong

In this report I also give a competitive position analysis through BCG matrix. It's provides a wide knowledge of the company at a glance.



9. SWOT Analysis of Aarong:

Strength: Internal strength of an organization is the capability to compete on having advantages over other competitors.

Weakness: Weakness is the company's disabilities in the market places.

Opportunity: A chance of capturing market place with the help of internal strength.

Threats: Any kind of discomfort and intuition may feel in market place.

Positive	Negative
Strength (S) <ul style="list-style-type: none"> • Leading Brand reputation • Specialist Marketing expertise • Customer loyalty • High production quality • Maximum level of sales • Strong management • Low product damage rate • Practice of indigenous customs and values • Excellent working condition • Variety of products 	Weakness (W) <ul style="list-style-type: none"> • Price is Higher • Limited Outlets • Confined with limited customer • Poor access to collection • Vulnerable to producer • No direct market experience • Limited budget for research and development • Sales persons need more training
Opportunity (O) <ul style="list-style-type: none"> • Variety of product to lure the customer • New distribution channel • Top grab the international market • Capture more market share • Local events • Cost advantages • Seasonal fashion influence • New market segmentation 	Threats (T) <ul style="list-style-type: none"> • Rise of the competition • Price wars with competitors • Competitors have some superior products • Changing technology • Political instability • Economy • Sudden surprise

Strength

Aarong is a very reputed organization. They are now capturing 68% of total handicraft market share in Bangladesh. It's a local brand and now exporting their products outside of the country. Aarong has good reputation for fine quality products. It has a strong management team who are continuously giving their great effort to make it a successful one. Another important fact is that, Aarong has almost “Zero” production damage rate which reduces their cost. They are innovative and always bring some new product in the market which meets customer requirement and expectations. The organization is a respected employer that values its workforce.

Weakness

Aarong has a reputation for new product development and creativity. However, they remain vulnerable to the possibility that their producer may not be able to produce product timely due to their inability. The collection channel of the organization is not that much structured so that they can get the products from the producer on time and it may create problem for them in future. If any producer is not able to make the product on time due to some personnel problem then the company will also not be able to deliver their product on time. This is a big problem and it happens most of the time on delivery. Aarong charges higher price relatively than their other competitors as a result sometimes customers lose their interest to byproduct from them. Its sales force or sales girls within the outlet are not properly trained up. Sometimes they make customers disappointed by their attitude and customer doesn't feel good to buy from there. Sometimes they suffer for financial problem, although it's a rare situation.

Opportunities

Aarong is very good at capturing the advantage of opportunities. It can go for new distribution channel like it can make some joint venture with some other small Boutique and sales its products in more places. Through that it can capture more market share in the handicraft industry in Bangladesh. Aarong can expand its business globally. New market for handicraft such as Europe and America are beginning to emerge. People are now trendier about local events & functions like Pahela Falgun, Pahela Baisakh, Victory day, Independence Day etc and they buy new and special products for these events. Aarong can make new products to sell in those special occasions. According to the season change, people are also changing their preference in buying products and considering this scenario Aarong can produce production the basis of seasonal variations.

Threats

Aarong doesn't have any big competitors right now. But they have some small competitors like KayKraft, Anjans, Deshal, Jatra, Khubsurti, Rina Latif, OZ, Rang and some other Boutiques established at Banani11, who are taking their 32% customer and increasing in a slow rate. Aarong always face price wars with their competitors. Its competitors have some superior products like OG's Panjabi shape, Khubsurti's design of Salwar kamiz Rang's Shari's color, which is decreasing Aarong's market share as well as sales. But now they are repositioning their Brand to compete with them.

10. Recommendation

Market Expansion

In line with the expectations of the customers, it is recommended that Aarong should consider creating more presence in the local and international arena and plan to become a global entity.

Evaluating the economic conditions and the shopping culture of different urban areas Aarong can think of setting up new outlets to grab more share of the local market. This will certainly add values to the brand image of Aarong.

To expand in the international ground, a wise way of testing the market demand would be opening franchised outlets in some important cities of the world as pilot projects, where there is the presence of Bangladeshi people. But, as mentioned before, total brand revitalization is required to drive for that level.

Product Expansion and communication of the Brand Promise

Aarong is quite well known for its variety of products. Nevertheless, to take off for the next level of this brand it is important that the products must be even more diversified and at the same time, attractive to a varied social and cultural market composition. Aarong can increase more focus on products which are globally used, both in its textile and non-textile product lines. Also, some of the deshi products which are befitting to the cultures of other parts of the world can be highlighted and communicated to the customers through properly designed marketing communication. However, all the products should meet the respective brand promise to sustain the trust of the customers.

There are some products that create longer emotional attachments with the mental mapping of consumer. Customers are likely to connect with the brand as they remember or encounter a trigger of that emotional state. For Aarong, introducing a wedding collection can yield such result.

Customer Expansion and Brand Extension

At present, Aarong's target market is the upper class and upper middle class of 4 metropolitan areas.

Considering this phenomena, Aarong can think of increasing its local market more towards the lower tier of its customer pyramid. To retain the value of this prestigious brand, one idea can be to run a double operation business. For example, Aarong products can be classified into two categories displayed in two separate areas such as in two different floors. Products that offer more values can be treated as Aarong Premium Collection and those which are low in this consideration can be treated as Aarong Regular Collection. In doing so, Aarong can increase its market towards the lower end of its customers base as well as retaining and increasing its Brand Image.

Automation through Technology

Business world is becoming ever more automated in every second by means of new technologies. For Aarong this is now the time to become a fully automated business. The good news is that, Aarong already has an integrated system of its Point Of Sales and gradually integrating it with the rest of the operation. Compared to the local market scenario Aarong's position is quite superior. However, in the changing scenario of the business world, Aarong has to become way more automated in no time to maintain the superior image of the brand.

Improving the benefits of My Aarong Rewards card

Although Aarong has started a loyalty program in the banner of Aarong's My Aarong Rewards Card, the program doesn't seem to be employed up to its full potential. The customers don't find interest in the 1% discount offer of the card. The program can be improvised by transforming it into a relationship card instead of discount card. To do so, Aarong needs to provide other benefits to the card holders which are valuable to their point of view and communicate it properly to the loyalty card holders. Conversation with some of the card holders reveal that they will highly appreciate if Aarong treats them specially for being a card holder. The special treatment may include, scope of customization as mentioned earlier, home delivery, special cash

counter, shopping counselor, special discount on customer's birthday, anniversary day and children's birthday etc. Also, it is necessary now to link up the program with the website of Aarong so that customers can update and monitor their account information. This will save a considerable amount of overhead for Aarong as well as uplifting the brand image. Marketing team already start work on it. My Aarong rewards counter is already seated up on Moghbazar Outlet and other outlets should be covered soon. We also have a plan to launch a new campaign where we will comes up with co-branding with several organization, like- GMG airlines, Podma Resort

Improving customer services to world class level

To keep up the image of the brand, it is now very crucial for Aarong to improve their customer Service up to a global standard. In doing so, Aarong can consider the following recommendations.

- More permanent Sales Assistants should be recruited, who will thereby, show more responsibility and liability towards the organization.
- The Sales Assistants should be trained up properly with a streamlined training program.
- The performance evaluation of the Sales Assistants should be tied up with their customer service. Both positive and negative reward system can be introduced to uplift the quality of their service. However, since customer service is a qualitative job, positive reward system is theoretically more likely to yield quick result.

More colorful and youthful:

There was consistent demand for Aarong being more colourful and youthful in the researches of 2005 and 2007. However, the group discussion conducted among the BRAC University students that Aarong is now considered by a few participants as becoming colorful and youthful. This is, in fact, an improvement of the past image that Aarong has successfully developed in a very short period, through its products and marketing communication. The Advertisement campaigns of 2008 are predominantly interactive, playful and colorful. Likewise the products of Aarong are reflecting brighter hues at present. It is recommended that Aarong should sustain this improving trend of its image paying continuous efforts in this respect.

Changing Fast: Ready, Fire, Aim!

Change is an integral phenomenon of business. Businesses are now required doing the fire act even before setting a target, which is only possible by means of updated technological support and a proven gut feeling of the management.

Aarong also needs to speed up their design, production and distribution system. It can be expected that the current reengineering of the value chain will result in faster ways of doing things for them.

Also, through special sales program, Aarong should consider of getting rid of products that lies in the display beyond a certain time.

Keeping the Emphasis on its Core Competence

The present success of Aarong is largely due to the uniqueness of its products. In its early days, customers appreciated the hand care reflected by the quality of the design and handicraft of Aarong products. Keeping this in mind, the following two steps are recommended for the upcoming future of Aarong

Keeping the Traditional and Cultural Elements in Products

The traditional and cultural elements are the core elements of Aarong products. Aarongs customers spontaneously relates to these feature of Aarong. Therefore, even when Aarong goes global, maintaining this would be crucial for Aarong for each market. Aarong can consider of picking the traditional and cultural elements of each new market and adapt those elements to its products targeted towards each of the market.

Protecting Brand Integrity

Aarong's brand related activities are not perceptibly planned and focussed towards any brand vision. To protect the integrity of the brand, routinely monitoring the marketplace, carrying out product testing, keeping the product specifications up to date, and providing for enhanced quality control etc. are very crucial in today's world.

Integrated marketing communication:

Aarong's marketing communications need to be properly targeted and integrated with pre-defined objectives. The desired channels of communications should be listed and assigned weights of value on the basis of their effect on Aarong's customers in terms of the brand objectives. The allocation of the marketing budget should, then, follow this guide line to ensure relatively optimum and proper spending of the resources in Brand communication.

Others:

1. Need to be technologically more developed
2. Create new marketing web page
3. Need more expertise
4. More employee and coordinator in marketing department is necessary.
5. Focus and conscious about the billboard because sometimes people does not like billboard that are not suitable in our culture.
6. Open new outlet as needs are growing day by day.
7. Focus on new promotional tools, because sometimes billboard fails to convey exact message.
8. Need more personnel in case of documentation work.

11. Conclusion

Aarong has been celebrating its 32th anniversary this year with much vigor. The past 32 years of Aarong is marked with successes and achievements of different scale. The bottom line goes that, Aarong has been able to establish itself in the local market as a high end fashion brand although it is a social business. The glorious past of Aarong implies the future is even more prospective. However, it is now necessary for them to reposition and refurbish the brand across its products, markets and customers so that they can compete with the global players when it is necessary. Lastly, and most importantly, since branding is becoming more and more technology centre, an on time adaptation of the business process and work culture to technology is the most vital part Aarong should put its focus on.

After accomplishing my internship successfully on the marketing department of Aarong, while I was writing this report, I found myself very much close with this Aarong. The above projects help me to learn the core things of marketing, especially the four Ps. For example: How to improve the product value so that both the customers and organization could be benefited, place and promote the product in the appropriate position so that you can grab the maximum attention of your target customers. So working with Aarong, in a one sentence was an exclusive scope for me to implement my studied knowledge in a practical field and gather experiences to strength my future.

12. References:

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