



Internship report on

**IMC Plan Analysis of three wings of RANGS Group
RANGS Properties Limited, RANCON Automobiles &
RANGS Motors**

Supervised By:
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Submitted by:
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Date of Submission: 30/07/2015

Letter of Transmittal

Mr. Shamim E Haque
Assistant Professor
BRAC Business School

Subject: Submission of Internship report for MBA

Dear Sir,

As part of Internship and under your prudent supervision, I had been assigned the responsibility of carrying out an internship report on the topic “IMC tools analysis of 4 wings of RANGS group” as part of my internship at RANGS group.

As per the limitations of resources in terms of accessibility and confidentiality of documentations and my abilities I have attempted to provide information relevant to the required fields, hoping that you would excuse any minor errors which may have occurred whilst accumulating and interpreting my findings.

I trust that you will accept this effort with this report coming out as the outcome of my learning and thereby assess my progress during the course of my Master in Business Administration degree

Sincerely,

Riasat Kibria Evan
ID: 13364006

Letter of Endorsement by the Supervisor.

The Internship Report entitled IMC Plan Analysis of three wings of RANGS Group RANGS Properties Limited, RANCON Automobiles & RANGS Motors has been submitted to the supervisor/Head, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration , by **Riasat Kibria Evan , ID:13364006** Major in **Marketing** . The report has been accepted and may be presented to supervisor for evaluation.

Internship Supervisor

ACKNOWLEDGEMENT

As part of my internship from **BRAC University** I have been assigned this report to reflect my learning and it is with great pleasure that I express my gratitude to following institutions and individuals. First and foremost I thank **BRAC University** for enlightening me over the period of my Bachelors in Business Administration. Every faculty of the **BRAC University** receives my greatest accolade because of all their teachings which generated an interest in me to excel.

My gratitude goes to Rangs group for selecting me as intern out of a highly competitive environment – consequently allowing me to learn from one of the leading group in Bangladesh and from managers who are undoubtedly experts in their respective fields. The learning has been paramount and immensely enlightening.

Last but not the least I must reserve my heartfelt gratitude for **Mr. Shamim E Haque, Assistant Professor** on behalf of **BRAC University as my Internship Supervisor**. His optimism and faith in me and my abilities gave me massive confidence in myself and my work. Even during times when my work seemed difficult to me, I always received proper direction after a meeting with him.

Serial	Item	Page Number
1	Executive Summary	01
2	Chapter 1: Introduction	02-13
3	Chapter 2: Conceptual Framework	14-21
4	Chapter 3: IMC Tools Analysis	22-39
5	Chapter 4: Analysis & Findings	40-41
6	References	42-44

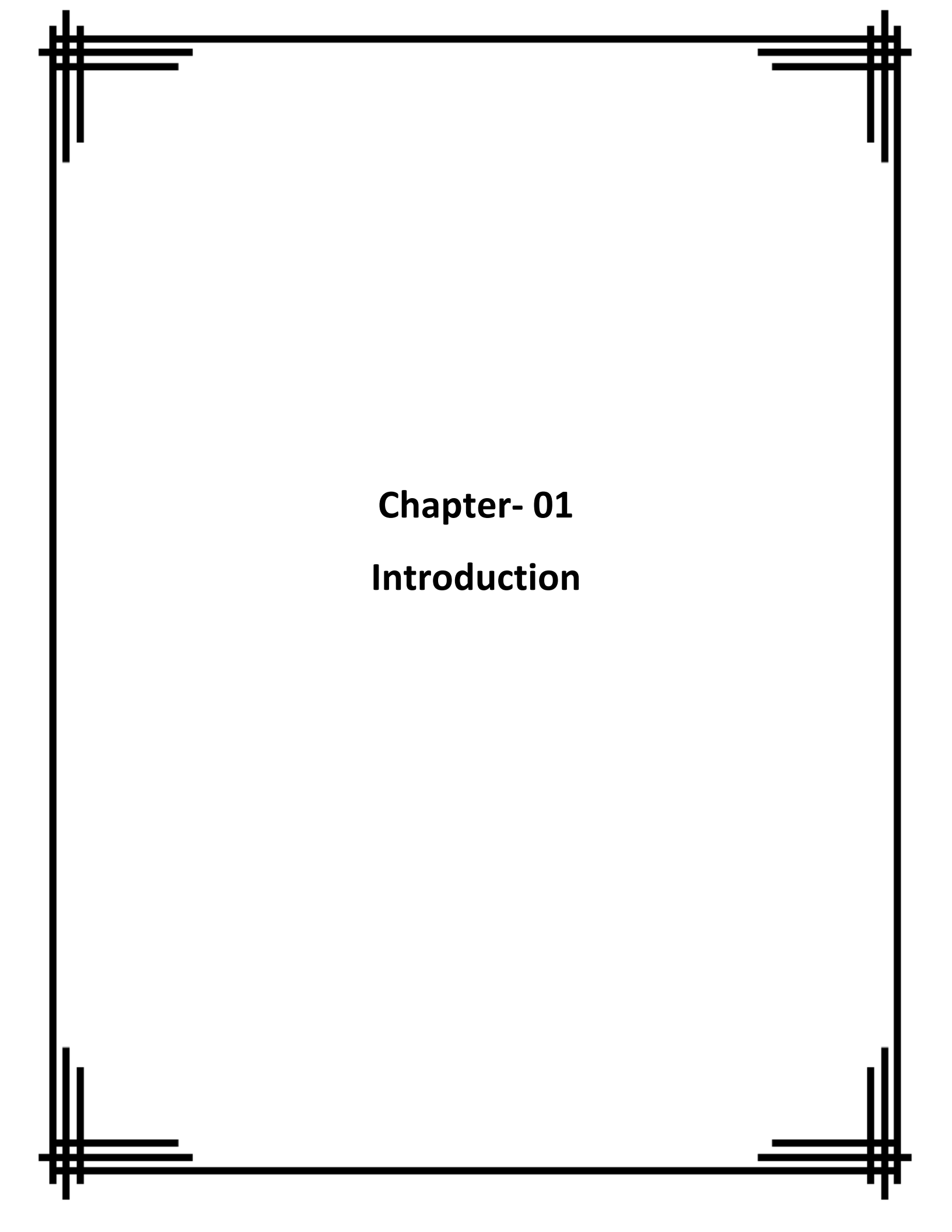
Table of Contents

Executive Summary: An integrated marketing communication is a valuable approach to plan communications that adds value to a business and get help the business to get better results in terms of return of investment. By integrating tools such as advertising, direct mail, social media, telemarketing and sales promotion, you provide clarity, consistency and maximum communications impact, according to the American Association of Advertising Agencies' definition. This is different from the traditional way or marketing communication. In traditional way of marketing communication, business generally plan separately for advertising, press relations, direct marketing and sales promotion. But in case of IMC planning, all these tools are used to reinforce the same messages which improves marketing effectiveness. Integrated marketing communication also helps the business to raise awareness as well as generate sales. In case of IMC planning, the same message is reinforced and as a result this helps the target audience to understand the nature of the business or brand in more detail way. This gradually helps the brand or business to grow further.

In today's business world integrated marketing communication has a major role in terms of short and long term prospect of the companies. A successful branding of a company, mostly depend on how successful the intergraded marketing communication is. This also involves a well crafted strategies of a integrated marketing communication.

To have a long term sustainable branding the company needs to earn the confidence of the people and to do that high level of IMC planning is very necessary and essential. In this report I have tried to analyze different aspects of IMC planning of three wings of RANGS group, which are RANGS Properties Limited, RANGS Motors and RANCON automobiles ltd.

- At chapter 1, I have discussed the introduction of the study.
- At chapter 2, I have discussed the conceptual framework in this chapter in terms of IMC planning and implementation.
- At chapter 3, the analysis of IMC tools will be discussed in terms of three wings of RANGS group
- At chapter 4, analysis along with findings will be given



Chapter- 01
Introduction

1.1 Introduction of the Report: In the industrial sector of Bangladesh RANGS Group is one of the biggest conglomerates which works with different products, services and investments activities around the whole Bangladesh. The business activities of RANGS Group limited is not done only on profit sharing but also from the perspective of social well being. This key objective behind this study is to know and analyze the Integrated Marketing Communication activities, specially three wings of RANGS group. According to my understanding and study of RANGS group has different sectors of investment. The industries under this conglomerate include automobile, electronics, real estate, shipping etc. It started founded by a group of pioneer industrialists of Bangladesh. Small, medium and large family owned businesses dominate over Bangladesh's \$100 billion (\$288 billion in PPP GDP) economy, which has been growing at over 5 percent a year since 1995. RANGS group has strategic business units of automobiles, real states, telecom, media and publication, ICT, Pharmaceuticals etc. (RANGS Group Website) In this report I will analyze the integrated marketing communication of three wings of RANGS group which are RANGS Properties Limited, RANGS Motors and RANCON Automobiles Ltd.

1.2 Problem Statement : In today's world big conglomerates throughout the world are becoming more and more customer oriented. According to my study and research on RANGS Properties, RANGS motors and RANCON Motors are such three wings where RANGS group is directly involved in carrying out transactions with customers rather than with other wings of its business.

In this context we can understand that the importance of integrated marketing communication is a major part of corporate branding for RANGS group. The principal issue to be considered while. The IMC planning of these three wings are analyzed through considering a number of factors involved in it. All big conglomerates have their individual way of measuring and managing marketing opportunities to keep it at the highest possible level. In this context based RANGS group need to address the marketing communication issues for having a strong branding and address the drawbacks associated with this.

1.3 Justification of the study : Internship Program is a mandatory program for all students. Internship gives a practical orientation in a positive manner in professional field. Recognizing the importance of internship program, Department of Business Administration of BRAC Business School has introduced this internship program and according to that carrying out their activities.

Also due to the following reasons IMC planning is important for a big conglomerates like RANGS group

a. More Contact Points to reinforce the same messages. Previously people had less interaction with different medias. With the help of integrated marketing communication people are having more contact points and as a result, big conglomerates like RANGS group have a chance to reinforce messages through different contact points. For example a customer may have heard about your restaurant from another friend when they had a great dining experience there the last time. He goes online to check out the menu, and calls up the restaurant to make reservations. When he and his date comes in, they can't help but notice how cozy the place is, and get the chef's recommended dishes for the night. It is the aim of any Integrated Marketing Communications practitioner to cover ALL these contact points: including customer service, store design, direct marketing, word-of-mouth marketing, the internet, after-sales service, new media etc. (Why Integrated Marketing Communications Is More Important Than Ever)

b. More specialized media: In today's business world shorter attention spans and greater resistance to advertising make it difficult for the marketer to market its message properly. This has made the customer to be very selective. Today different type of media are serving to the niche market for example magazines that cater to entrepreneurs, pet owners, budget travelers, mothers and sports fans, cable channel for only news. So as a biggest conglomerates RANGS group need to use these specialized medias to reinforcement its messages for the consumers. (5 Predictions On The Future Of Marketing, PR and Advertising Agencies)

c. Customer Centric Marketing: The power has shifted from the manufacturers (those who make a product) to the retailers (those who actually sell the product). We all know it: it's easier to keep an existing customer happy than it is to win back a customer you lost. So big conglomerates focus on three important aspects of customers pre selling experience, selling and after sales services. IMC planning should be done considering these three steps respectively. (6 Key Steps To Customer-Centric Modern Marketing)

d. More widespread internet use: In Bangladesh the usage of internet has increased a lot and this has opened up chances for other media as well. Now a days big companies always maintain their fan page at facebook, keep corporate blogs or post their daily updates with the help of youtube. For a big conglomerates like RANGS group this has also opened up an opportunity to use such media. (Internet Users of Bangladesh)

1.4 Objective of the study : The general objective of this report is to have fair idea about the level IMC planning in terms of 3 specialized wings of RANGS group limited.

More specific objectives of this report are provided in the following:

- a. Find out the IMC planning tools, analyze the tools and comprehend the problems
- b. Determine the factors that influence the marketer
- c. Product offerings by RANGS group limited

Some other objective of this reports are

- a. To identify the nature and extent of IMC planning of RANGS properties, RANCON motors and RANGS Motors Limited
- b. To assess the importance of IMC
- c. To observe the overall perception of the IMC planning level of the three wings
- d. To address and identify the in IMC planning
- e. To know the general IMC practices of RANGS group
- f. To asses the needs and preferences of such planning
- g. To put forward necessary suggestions to overcome the problems

1.5 Literature Review : According to my research and analysis almost all the big and small companies whether product or service-related, have their own style of marketing. All of their marketing strategies involve some strategies and activities. In terms of integrated marketing communication we can observe that the outlook of the product, nature of promotional messages or the company logo, employee's uniforms and company letterhead, all follows a uniformed marketing strategies or format. Regardless of the marketing activities, it is important for each activity to communicate the product or service to customers in a consistent manner. All contact the customer has with the company is a form of marketing communications and need to be managed.

Accomplishing marketing communication goals “means not just relying on one form of communication, but bringing together a number of different modes in a consistent, complimentary way.” (Lal, Quelch, & Rangan 2005, p.261) Integrated Marketing Communications (IMC) is a strategic communication process that uses multiple marketing communications tools to promote awareness of a company's product or service, informing consumers about features and benefits, while moving targeted customers to make a purchase decision or to utilize a service (“Marketer's Toolkit,” 2006).IMC aids basic marketing communications because not only does it make a consumer make a decision, but an efficient IMC strategy helps identify the best times and places when marketing communications are most likely to reach the specific target groups. The IMC strategy is all about using multiple modes of communications to achieve the desired message to the targeted consumers. “The central tenet of the IMC approach, which distinguishes it from the conventional view, is that each medium enhances the contribution of all other media.” (Niak & Raman 2003, p.385)

In order to have an effective IMC strategy planning must occur. “A systematic approach in first selecting the target and then understanding the purchase process in detail can lead to an efficient and effective IMC.” (Lal et al. p. 273) To help in the planning process the use of the 6M's model can help facilitate decision making.

The 6M model is given below (How Is Integrated Marketing Communication Important for Your Model UN?)

Market – Who is the audience to whom we communicate?

Mission – What is the goal of our communication?

Message – What are the specific points that need to be communicated?

Media – What are the channels we can use to convey our message?

Money – How much money will we spend in our communication endeavors?

Measurement – How will we evaluate the impact after our campaigns?

- a. **Market:** This means whom we are addressing. Are we addressing the right target and crafting messages according to them? The best example could be writing emails. If the email is a group email we use one type of format and personalization. If it is send to my colleague we use different type of personalization.
- b. **Mission -** The goal of the communication is very important. The best example could if the goal of the communication is to increase sales then “Learn More” type communication is less appropriate and “Try Now” is more appropriate.
- c. **Message -** The customers needs very specific and precise message which is essential to them to know. For example if we promote a campaign for the drug abusing we better choose a tagline “Drug Abuse kills our loved ones” rather than “Stop Drug Abuses”. This will certainly impact the target audience mind
- d. **Media -** Choosing a right media is very important. If my product and service is based on a region or locality, and I choose television as a media to circulate the message, this is certainly a wrong media I am choosing. This is because to reach the mass television is the best vehicle but when my product is restricted within a certain area, choosing TV as a media will affect the communication.
- e. **Money -** In term of using media, we have to keep the budget in our mind so that we can choose it accordingly.
- f. **Measurement -** Before choosing the media, we have to make sure that it is measurable and the result are quantifiable. This is because without proper measure we will not be able to understand how much effective

1.5.1 Communication Type: According to my research and analysis there are two ways of communication. Those are

- One Way Communication
- Two Way Communication

a) **One way of Communication:** In the process of one way communication this creates awareness about the products and service offered. Also one way of communication gives information about the product and the service, shows the benefits of using the products and service. The drawbacks of one way of communication is that it has little interaction. The mechanism of one-way communication serves two purposes. Those are

- To share information
- To reach the target audience (One-Way Communication: Definition, Advantages & Examples)

b) **Two way of Communication:** In the process of two way of communication there is a scope of interaction. In the process of two way of communication the sender of a message is able to understand the receiver’s understanding. The best example could be email or personal selling. (Improving Communication)

1.5.2 Marketing Communication Vehicles: Marketing communication vehicles refer to a specific media which is going to be used to circulate the messages to accomplish the overall communication goal. The importance of choosing the right media is that to send the message to send the message to the target audience with various activities and materials in terms of the communication goal. Each tactical execution must be based on the overall marketing communications strategy. A failure to do this will result in a campaign that is not integrated and that sends mixed messages to the customer. (Vehicles and channels)

The followings are the list of communication tools along with their advantages and disadvantages

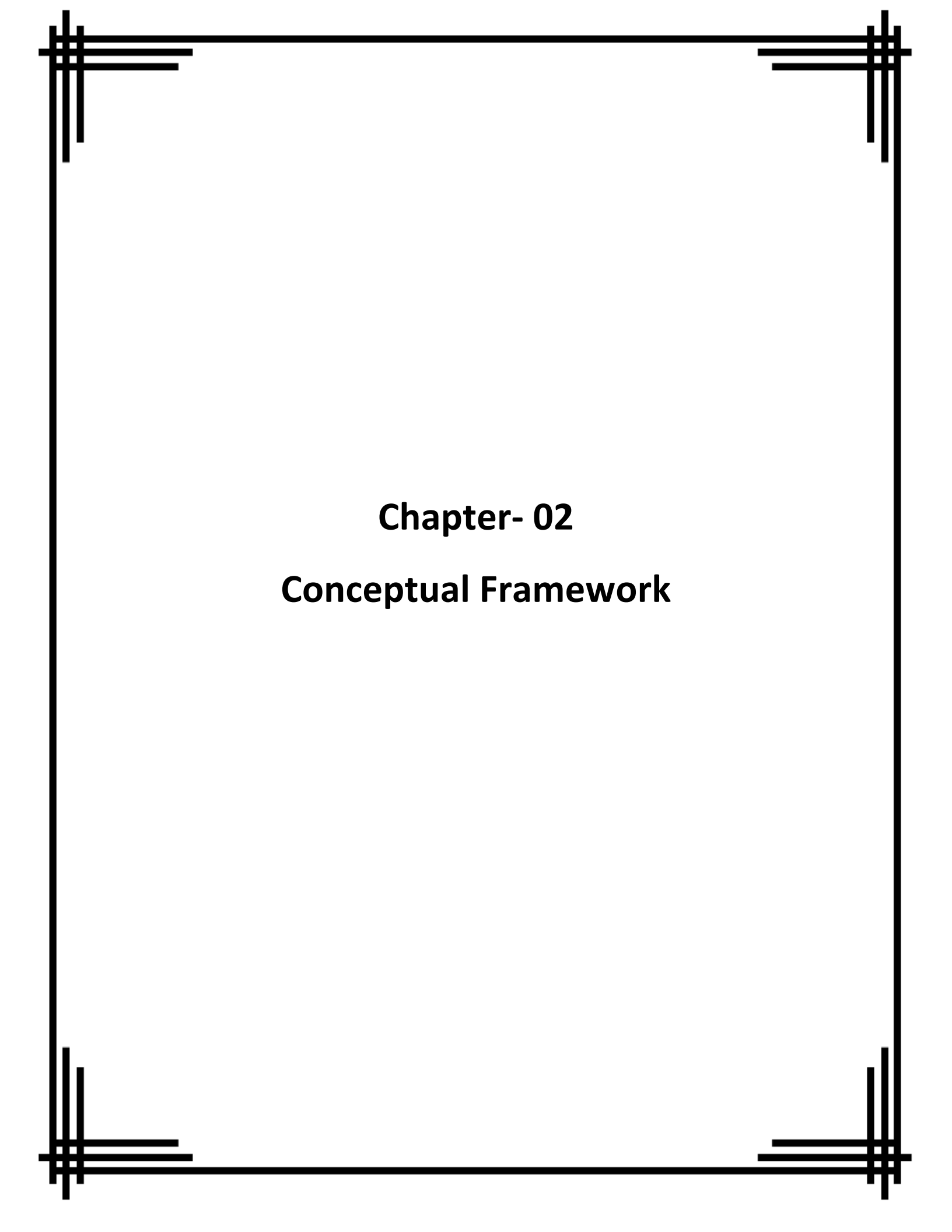
Communication Vehicle	Advantage	Disadvantage
Television (Advantages & Limitations of Television as an Advertising Medium)	<ul style="list-style-type: none"> ➤ Can reach mass people ➤ Customizable 	<ul style="list-style-type: none"> ➤ Too many competitors are using this channel ➤ Expensive

Newspaper (What Are the Benefits of Local Newspaper Advertising?)	<ul style="list-style-type: none"> ➤ Cost Effective ➤ Reach broad segments of audience 	<ul style="list-style-type: none"> ➤ Short life span ➤ Visibility is less as many marketers are using it
Radio (Pros & Cons of Radio)	<ul style="list-style-type: none"> ➤ Can be delivered message to a target segment ➤ Cheap 	<ul style="list-style-type: none"> ➤ No visibility ➤ No interactivity
Magazines (The advantages and disadvantages of magazine advertising)	<ul style="list-style-type: none"> ➤ Very much customizable ➤ Visually appealing ➤ Has longest life span 	<ul style="list-style-type: none"> ➤ Ads need to submit in advance ➤ Test marketing could be expensing using this media
Direct Email	<ul style="list-style-type: none"> ➤ Cheap ➤ Customizable 	<ul style="list-style-type: none"> ➤ Can be ignored easily

1.6 Methodology of study : The paper is qualitative in nature. For primary data I have talked with the personnel and executives of RANGS groups. Also I have observed some focus groups discussion. For secondary data I have gone through company's annual report, brochure, print materials etc.

1.6 Limitation of the study : The following limitations were apparent in preparing this report:

1. The main objective of internship program is to observe the functions of the IMC but the time allocated was only 3 months which is too short to learn the overall functions of three wings of RANGS group.
2. Another limitation is that RANG policy of not disclosing some data and information for obvious reasons.

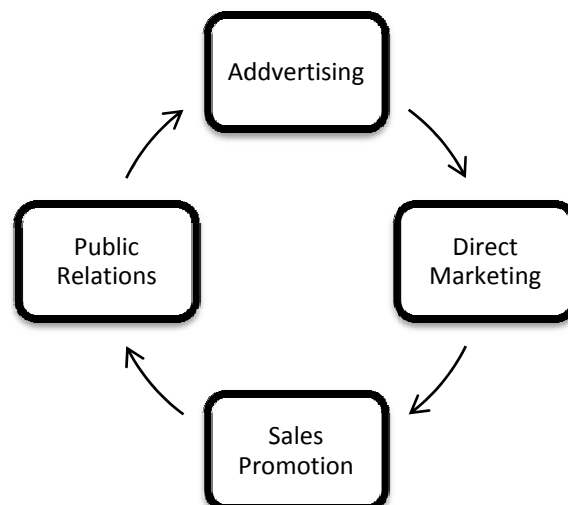


Chapter- 02
Conceptual Framework

2.1 Integrated Marketing Communication : In today's working marketing does not mean only to develop a product, pricing it and sell it. Conglomerates should create a value of a product or service, communicate to all the stakeholders about that value, and last but not the least deliver the value to the target segment. Here comes a very important question, which is whether to communicate but rather what to say, how and when to say it, to whom and how often. Conglomerates always try to effectively reach people and influence the target audience and as a result the marketers employ multiple forms of communications. In my later part of the report I will be discussing how the three wings of RANGS group is deploying IMC to develop their brand. (The Role of IMC in the Marketing Process)

2.2 The role of IMC: The term IMC has come up in the field of marketing as one of the pioneering concept in the 21st century. In most of the cases integrated marketing communication is thought to be a combination of advertising and promotional activities. But in practical field the scope and role of integrated marketing communication is much more because in today's world integrated marketing communication has been observed as a new parading in marketing. This is because a well implemented integrated marketing communication plan can help the company's brand and product to develop and sustain in the long run. With the help of IMC the big conglomerates are able to talk with the customers and cater their needs and wants successfully. Also integrated marketing communication creates the options for the companies to link their product, brand or service with people, places, events, experiences, feelings and things.

2.3 The tools for IMC: The tools of IMC is as follows



2.3.1 Advertising: The dictionary definition of advertising is 'the action of calling something to the attention of the public especially by paid announcements.' From my academic lessons I can know that advertising is defined as any paid form of non-personal communication about an organization product, service, or idea by an identified sponsor. From this definition we can clearly understand that advertising is a paid form. Space or time has to be bought for advertising. Also the non personal component involves different mass media like TV, Radio, magazines and newspapers. These media vehicles can transmit message to the target audience, mostly in same time. Also the non personal content refers that there is generally no opportunity for immediate feedback from the message recipient (except in direct response advertising). Also the marketer has to determine how the target audience will interpret and respond to a message before selecting a media vehicle. The advertising is the most well-known and mostly widely discussed form of promotional method among all others. Companies whose products and services are targeted to a mass market, advertising plays a major role for them. (Advertising Effectiveness)

Because of the many forms and uses of advertising, it is difficult to make generalizations. Yet the following qualities can be noted:

- Public presentation: Advertising's public nature confers a kind of legitimacy on the product and also suggests a standardized offering.
- Pervasiveness: Advertising permits the seller to repeat a message many times. It also allows the buyer to receive and compare the messages of various competitors. Large-scale advertising says something positive about the seller's size, power, and success.
- Amplified expressiveness: Advertising provides opportunities for dramatizing the company and its products through the artful use of print, sound and color.
- Impersonality: The audience does not feel obligated to pay attention or respond to advertising. Advertising is a monologue in front of, not a dialogue with, the audience. Advertising can be used to build up a long-term image for a product or trigger quick sales. Advertising can efficiently reach geographically dispersed buyers. (By Poonia, 2009)

2.3.2 Direct Marketing: To maintain strong relationship companies are doing direct marketing and it has become a strong key strategy for the companies. Direct marketing targets specific customers with personalized advertising message and promotional campaigns. Sometimes individuals play an important role in this direct marketing process. There are, however, many issues related to direct marketing, ranging from the highly technical to the more organizational and managerial aspects. (How To Do Direct Marketing)

Direct marketing is much more than direct mail and mail order catalogs. It involves a variety of activities, including database management, direct selling, telemarketing, and direct response ads through direct mail, the Internet, and various broadcast and print media. One of the major tools of direct marketing is direct response advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer. Traditionally, direct mail has been the primary medium for direct-response advertising, although television and magazines have become increasingly important media.

Direct-response advertising and other forms of direct marketing have become very popular over the past two decades, owing primarily to changing lifestyles, particularly the increase in two-income households. This has meant more discretionary income but less time for in-store shopping. The availability of credit cards and toll free phone numbers has also facilitated the purchase of products from direct-response ads. More recently, the rapid growth of the Internet is fueling the growth of direct marketing. The convenience of shopping through catalogs or on a company's website and placing orders by mail, by phone, or online has led the tremendous growth of direct marketing. Direct-marketing tools and techniques are also being used by companies that distribute their products through traditional distribution channels or have their own sales force. Direct marketing plays a big role in the integrated marketing communications (IMC) programs of consumer-product companies and business-to-business marketers. These companies spend large amounts of money each year developing and maintaining databases containing the addresses and/or phone numbers of present and prospective customers. They use telemarketing to call customers directly and attempt to sell those products and services or qualify them as sales leads. Marketers also send out direct mail pieces ranging from simple letters and

flyers to detailed brochures, catalogs, and videotapes to give potential customers information about their products or services.

The process involves 4 steps consecutively

- **Direct mail:** Direct mail is posted mail that advertises your business and its products and services. There are several different types of direct mail (e.g. catalogues, postcards, envelope mailers). (Types of direct marketing)
- **Telemarketing:** Telemarketing involves contacting potential customers over the phone to sell products or services. It is capable of generating new customer prospects in large volumes and is also a useful tool for following up on direct marketing campaigns. (Types of direct marketing)
- **Direct Selling:** Direct selling is an effective way to grow a flexible, low-cost business. Direct selling involves an independent salesperson selling products or services directly to customers, often at a customer's home or workplace. Traditional direct selling methods include door-to-door sales, party plans and network marketing. Learn more about direct selling. (Types of direct marketing)
- **SMS, Web or Social Media Marketing:** SMS marketing is sending offers directly to mobile phones. Web and social media marketing involves facebook marketing, blog and affiliated marketing. (Types of direct marketing)

2.3.3 Sales Promotion: Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions. Some sale promotions, particularly ones with unusual methods, are considered gimmicks by many. (Sales Promotion Advantages)

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

Trade sales promotion techniques

- Trade allowances: short term incentive offered to induce a retailer to stock up on a product.
- Dealer loader: An incentive given to induce a retailer to purchase and display a product.
- Trade contest: A contest to reward retailers that sell the most product.
- Point-of-purchase displays: Used to create the urge of "impulse" buying and selling your product on the spot.
- Training programs: dealer employees are trained in selling the product.
- Push money: also known as "spiffs". An extra commission paid to retail employees to push products.

2.3.4 Public Relations: The definition of Public Relations is 'Public Relations practice is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics. Public Relations may not be focused on promoting products or services, but this is where the new media comes in. The new media that is constantly being "re-understood" everyday is the internet. With it comes many "public" opinions, those opinions are available to all and when those opinions are negative you would normally put forth "Public Relations" efforts to maintain the goodwill. When a complaint or a competitor comes up before your site on the internet, it's time to begin a technical Public Relations campaign. (Business Dictionary)

When an organization systematically plans and distributes information in an attempt to control and manage its image and the nature of the publicity it receives, it is really engaging in a function known as public relations. Public relations is defined as “the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance.” Public relations generally have a broader objective than publicity, as its purpose is to establish and maintain a positive image of the company among its

various publics. Public relations uses publicity and a variety of other tools—including special publications, participation in community activities, fund-raising, sponsorship of special events, and various public affairs activities—to enhance an organization’s image. Organizations also use advertising as a public relations tool. Traditionally, publicity and public relations have been considered more supportive than primary to the marketing and promotional process. However, many firms have begun making PR an integral part of their predetermined marketing and promotional strategies. PR firms are increasingly touting public relations as a communications tool that can take over many of the functions of conventional advertising and marketing.



Chapter- 03

**IMC Tools Analysis of RANGS Properties,
RANGS Motors and RANCON Automobiles**

3. History of RANGS Motors: Rangs Motor Limited, one of the concerns of Rangs Group, was incorporated in 1998 as a public limited company. The Company was established by Mr. A. Rouf Chowdhury.

RANGS motors is an exclusive distributor of the following brands

- Mitsubishi Fuso Truck & Bus Corporation (Japan)
- Mahindra & Mahindra Ltd (India)
- Eicher Truck and Commercial Vehicles

The Company successfully established its strong position in the market comparatively during the last two years with assistance of the brand name Mahindra & Mitsubishi and by ensuring the easy availability of spare parts and proper services through its five service centers. (About RANGS Motors)

3.1. Product Description:

3.1.1 Mahindra & Mahindra Limited : Mahindra and Mahindra Limited is the flagship company of the Mahindra group, which has been a significant presence in key sectors of the Indian economy. A consistently high performance, M&M has been ranked among the top private sector companies in the country for several years. Mahindra brothers (R.K. Mahindra & S.K Mahindra) make general purpose utility vehicles for Indian market started the company way back in 1945, the was setup at Nasik. The first four wheeler of their company was Willys Jeep with petrol version engine. This engine was manufactured at France.

Mahindra & Mahindra Limited is providing the following products in Bangladesh market

1. Mahindra Mini Pick Up (Mahindra Alfa)
2. Bolerio Maxitruck Plus
3. Mahindra Alfa CNG
4. Mahindra Maximo Plus VX

3.2 IMC Tools Analysis of RANGS Motors (Mahindra) :

3.2.1 Current marketing communications of Mahindra in Bangladesh: Rangs Motors also provides advertisement for Mahindra Bangladesh use newspaper, magazine for promotion purpose of its products. They give print and broadcast advertisement of their offer at The Daily Shomokal, Noya Diganto, Inqelab, Azker Khobor, Bangladesh Protidin etc. newspapers and also in various business magazines and directories. Currently they don't give any corporate ad in TV or newspaper. (Rangs Motors Limited)

3.2.2 Leaflets and Brochure Advertisement: For the distributors and retailers of Mahindra products in Bangladesh they regularly publish and distribute leaflets in different regions of Bangladesh.

3.2.3 Outdoor Advertisement: Rangs also engages in huge outdoor advertising. They have some billboard ad in Dhaka city and some billboards are in different districts.

3.2.4 Trade Promotion: Rangs motors also provides certain benefits to its distributors and retailers of Mahindra Products.. They give some incentives incentives on the basis of their sales. Besides this the company arranges yearly conference with the dealer in a 5 star restaurant where special gift items is given to them with free vacation package or tour. One of the example could be

EICHER TRUCKS AND BUSES

এখন প্রতিটি ডেলিভারীর সাথে পাচ্ছেন

১০ গ্রাম গোল্ড কয়েন

এছাড়াও থাকছে...

- * সহজ শর্তে কিস্তি সুবিধা (প্রথম ১০০ জনকে)
- * র‍্যাফেল ড্র- ১টি ডায়মন্ড সেট
- * রেজিস্ট্রেশন ও ইন্সুরেন্স ফ্রী
- * ব্যাটারী ওয়ারেন্টি ১ বছর

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VE COMMERCIAL VEHICLES
A VOLVO GROUP AND EICHER MOTORS JOINT VENTURE

র্যাংগস্ মটরস্ লিমিটেড

A concern of **RANGS GROUP**

আইশাব ২০.১৬ ট্রাক

কার্গো বডিঃ ১৮, ২০, ২৪ ফুট

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ঢাকাইল-০১৯৬৩৬০০৬৪৪, ময়মনসিংহ-০১৯২৯৯১৯০৬৩, যশোর-০১৯২৯৯১৯১০৫
বরুড়া-০১৯২৯৯১৯১৪৫, কুমিল্লা-০১৯৬৩৬০১০৩, চাঁদপুর-০১৯৬৩৬০০৬৭৬, নওগাঁ-০১৯২৯৯১৯১০৭
পাবনা-০১৯২৯৯১৯২১২, ফরিদা-০১৯২৯৯১৯১৬৫, সাতক্ষীরা-০১৯২৯৯১৯১০৪

Print Advertising of RANGS motors (Mahindra Products):

FUSO

The LAUNCH
On Saturday, June 07, 2014

With the combined forces of Mitsubishi Fuso Truck & Bus Corporation, Japan (a Daimler Trucks Company) and Daimler India Commercial Vehicles Pvt Ltd, India, a new portfolio of Trucks are developed under the brand FUSO.

RANGS COMMERCIAL VEHICLES LIMITED

A concern of **RANGS GROUP**

Corporate Office: 117/A, (Level - 4), Old Airport Road, Bijoy Sharan, Tejgaon, Dhaka-1215, Tel: +88 02 9130901, Fax: +88 02 9130895, PABX: +88 04 47000888, E-mail: fuso.rcvl@rangsmotors.com, Web: www.rangsmotors.com, Hotline: +8801929919204, +8801963613119, +880447008049

Brochure Samples (Mahindra Products):

Mahindra Alfa CNG

Mahindra
Mahindra and Mahindra Ltd, India

মাহিন্দ্রা আলফা
আরামদায়ক ভ্রমণ করুন, নিশ্চিন্তে উপার্জন করুন

৩০ কিমি/লিটার
৩০ কিমি/লিটার

Mahindra ALFA

Authorized Dealer

র্যাংগস্ মটরস্ লিমিটেড
www.rangsmotors.com

Mahindra ALFA
Mahindra and Mahindra Ltd, India

আরাম ও ষ্টাইলের আদর্শ সমন্বয়

টেকনিক্যাল বিবরণ

ইঞ্জিন	- ফোর স্ট্রোক ডিজেল চিলিডার এয়ার কুলড	টায়ার সাইজ	- 8.0" X 10"
হর্স পাওয়ার	- ৭.৫ এইচ পি গ্রে ৩৬০০ আরপিএম	ফুয়েল ট্যাঙ্ক	- ১০.৫ লিটার
টর্ক	- ১৬.৭ এন এম গ্রে ২১০০-২৩০০ আরপিএম	হুইল বেস	- ২০০৫ মি.মি
সর্বোচ্চ গতি	- ৬০ কি.মি/ঘণ্টা	টার্নিং রেডিয়াস	- ৩.৫ মিটার
ড্রাগ	- অস্টি গ্রেট ভার্টে	সর্বোচ্চ ওজন	- ৮০০ কেজি
স্বাসনি	- ডিজেল	খালি পাড়ী ওজন	- ৪৮০ কেজি
ব্রেক	- হাইড্রোলিক ডুয়েল সার্ভিট	ব্যাটারী	- ১২ ভোল্ট, ৫০ এ এইচ
স্টায়ারিং	- হাইড্রোলিক বার টাইপ	ডিসপেন্সমেন্ট	- ৩৯৫ লিটার
সাসপেনশন	- হাইড্রোলিক স্ক্রেকবরবার, রাবার স্প্রিং		

বৈশিষ্ট্য সমূহ

- শক্তিশালী বডি এবং সুগাভ্রিয়কার ডিসপেন্সমেন্ট - ৩৯৫ লিটার ৩৯৫ লিটার ফোর স্ট্রোক শক্তিশালী ইঞ্জিন (৫+১) ৪ সিট অথবা (৪+১) ৫ সিট

সুবিধা সমূহ

- ডিজেল চালিত তাই মেইটেনেন্স সহজ
- সুপারিস ড্রাইভার কেবিন
- আরামদায়ক পরিচালনা যাত্রী সিট
- ৩০ কিমি/লিটারে ৩০ কিমি/লিটারে

ব্যবহার

- যন্ত্র/শীর্ষ পথ বাণিজ্যিক অর্থ
- গ্রাইন্ডিং যাত্রী পরিবহন
- স্ট্রট ডাচাল পরিবহন

সার্ভিস সেন্টার

র্যাংগস্ মটরস্ লিমিটেড
ডেপার্টমেন্ট এর ঠিকানা :
রাস্তা, টেজগাঁ, পল্লীপুরা
ঢাকা, ফোন : ০১৯২৯-৯১৯২৬৬
০১৯২৯-৯১৯২৬৭
শেয়ার পল্টন, ফোন : ০১৯২৯-৯১৯২৬৮
০১৯২৯-৯১৯২৬৯

উদ্যোগ :
২৪৭-২৫০, বহালিক কেবিন (বাক্স)
অস্ট্রেলিয়া মোটর কোর্সে, উত্তরা
ঢাকা, ফোন : ০১৯২৯-৯১৯২৬০
শেয়ার পল্টন, ফোন : ০১৯২৯-৯১৯২৬১

হাশের :
মুজিবী রোড, কোম্পানি রোড, ফার্মা
ঢাকা, ফোন : ০১৯২৯-৯১৯২৬২
শেয়ার পল্টন, ফোন : ০১৯২৯-৯১৯২৬৩

শাখা অফিস

উদ্যোগ অফিস :
স্টাফ ০, মিউজিক এলিপিটি
কোম্পানি রোড, উত্তরা
ঢাকা
ফোন : ০১৯২৯-৯১৯২৬৪

হাশের অফিস :
মুজিবী রোড, কোম্পানি রোড, ফার্মা
ঢাকা
ফোন : ০১৯২৯-৯১৯২৬৫

কলকাতা অফিস :
শেয়ার পল্টন, ফার্মা
ঢাকা
ফোন : ০১৯২৯-৯১৯২৬৬

বিশালপুর অফিস :
আরাম মার্গ, ফার্মা
ঢাকা
ফোন : ০১৯২৯-৯১৯২৬৭

কলকাতা অফিস :
কলকাতা, ফার্মা
ঢাকা
ফোন : ০১৯২৯-৯১৯২৬৮

র্যাংগস্ মটরস্ লিমিটেড
কর্পোরেট অফিস :
১১৭/এ, ওয়েল - ৪, পুরানো বিমানবন্দর সড়ক,
মিরাস মন্দির, টেজগাঁ, ডাকা-১২১৫
ফোন : ৪৪৩ ০২ ১১৩০০০, ফ্যাক্স : ৪৪৩ ০২ ১১৩০০১
শিফট : ০৪৪-১০০০১১১১
E-mail : rml@rangsmotors.com


মাহিন্দ্রা শো-রুম :
১১৫, কোম্পানি রোড, বীর উদ্ভিদ বীর শহর সড়ক, টেজগাঁ-১২১৫,
ফোন : ০২-৯১৩০০০০,
ফ্যাক্স : ০২-৯১৩০০০১
E-mail : mahindra@rangsmotors.com

আমাদের সেবার লক্ষ্য
"এখন ব্যতীে সময়ের সমাধান"

USE
Genuine
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CERTIFIED

Mahindra Alfa Mini Pick Up



Mahindra **RANGS MOTORS LIMITED**

Drive More Earn More

Mahindra ALFA

Authorized Dealer

Corporate Office:
 1st Floor, Barak Tower, Level-10,
 71/72, Old Elephant Road, Chhatra Ghat, Dhaka-1000,
 Dhaka. Tel: 019299461, 01929919135, 01929919152
 E-mail: info@rangsmotors.com

Mahindra Division:
 11/12, Green Hill, 7th Floor, Old Elephant Road,
 Dhaka-1208, Dhaka. Tel: 019299461
 Tel: 01-8833550

www.rangsmotors.com

Mahindra ALFA **MAHINDRA ALFA EXTRA DURABILITY. EXTRA PERFORMANCE**

SPECIFICATIONS

ENGINE	Type: Direct Injection (DI) Displacement: 390 cc Maximum Power: 17.2 bhp @3600 rpm Torque: 18.7 Nm @ 2200-2800 rpm Starting: Electrical Cooling: Air Cooled	WEIGHT	GVW: 1000 kg Kerf Weight: 400 kg	Pick-up Size	1000 kg 400 kg
SUSPENSION	Front: Anti-dive leading link with helical coil spring and hydraulic shock absorbers Rear: Independent swinging suspension and hydraulic shock absorber with rubber spring	DIMENSIONS	Overall Length: 3015 mm Max. Width: 1460 mm Max. Height: 1700 mm Cargo Height: 1530 x 1400 x 325mm Wheel Base: 2005 mm Track Width: 1200 mm Turning Radius: 5600 mm		
CHASSIS	Monocoque Chassis with cabin and doors	TYRES	4.50 x 10" RPR		
TRANSMISSION	Constant Mesh, 4 forward and 1 reverse	ELECTRICALS	System Voltage: 12 V Battery: 55Ah Alternator: 40A Wiper Motor		
DRIVES	Dual circuit hydraulic with TMC & auto selector on front and rear drum brakes				

Features

- Wide & spacious drivers seat
- Robust cargo box with positive locking (no sagging or rattling of the lock)
- Clear headlamps for better visibility
- Stylish dashboard with mobile holder and charger slot
- Centrally mounted wiper & Extra snorkel height

Advantages

- Comfortable cabin bearing excellent cross-ventilation and effortless entry & exit
- Largest & strongest cargo box for more load carrying capacity
- Longer wheel base for more stability and larger loads

Applications

- Pancakes
- Water Carrier
- Grain/Fertilizer
- Market Load
- Industrial Goods

BRANCH OFFICE

CHITTAGONG OFFICE:
 Flat no : 3, CDA Avenue
 Salsahaar, Chittagong
 Contact no : 01929-919003

JESSORE OFFICE:
 Murad Moin, Benapole Road, Jessore
 Contact no : 01929-919134, 01929-919135

BOGRA OFFICE:
 Shepur Road, Shuhapur, Bogra
 Contact no : 01929-919143

BARISAL OFFICE:
 Anand Mansion, Bangla Bazar
 Barisal
 Contact no : 01929-919149

FAKIRPUR OFFICE:
 Karim Chamber
 83/1, Majib Sarok, Fakirpur
 Contact no : 01929-919130

SERVICE CENTER

RANGS MOTORS WORKSHOP-DHAKA
 Chandana, Chowraha, Gopour
 Service Contact : 01929-919134, 01929-919158
 Spare Parts Contact : 01929-919152
 Corporate Service : 01929-919151

RANGS MOTORS WORKSHOP-CHITTAGONG
 249-250, Baidid Bustani Road,
 (Near Chayen Moin),
 Chittagong
 Service Contact : 01929-919160
 Spare Parts Contact : 01929-919163

RANGS MOTORS WORKSHOP-JESSORE
 Murad Mans, Benapole Road, Jessore
 Service Contact : 01929-919139
 Spare Parts Contact : 01929-919159

Corporate Sales
 Hunting Number : 01929-919004

Sole Distributor:
RANGS MOTORS LIMITED
 Red Crescent Bank Tower, Level-10, 71/72 Old Elephant Road, Education Center, Dhaka-1000,
 Mobile: 01929-919012, 01929-919208, 01929-919201, 01929-919123, Phone: 02-9329645, 02-9358832,
 Fax: +880-2-9360036, E-mail: info@rangsmotors.com

Bolerio Maxitruck Plus



BOLERO MAXITRUCK PLUS
ONE STEP AHEAD... ALL THE WAY...

01929919012
www.rangsmotors.com

RANGS MOTORS LIMITED

Mahindra
Rise.

Technical specifications

BOLERO MAXITRUCK PLUS
ONE STEP AHEAD... ALL THE WAY...

SPECIFICATIONS Bolero Maxi Truck Plus DI TURBO	
ENGINE	
Model	M3 & CYL 5.8, TC
Available in	82 II
Type	Compression Ignition, Four-stroke, DI, TC
Nc. of cylinders	4
Displacement	2322 cc
Maximum Engine Output	82 BHP (44.3 kW) @ 3200 rpm
Maximum Torque	182.5NM @ 1500-1500RPM
TOP SPEED	75 kmph
CLUTCH	
Type	Single Plate Dry Clutch
TRANSMISSION	
Model	MOT 523
Nc. of gears	5 Forward, 1 reverse All synchromeshed
STEERING	
Type	Power steering
SUSPENSION	
Front	Rigid with semi-elliptical leaf springs, with anti-roll bar at front
Rear	Rigid with semi-elliptical leaf spring

SPECIFICATIONS Bolero Maxi Truck Plus DI TURBO	
BRAKES	Front - Disc, Rear - Drum
WHEELS & TYRES	
Rim size	15 inch (38.1 cm)
Tyre size	155/80 R15 LT
FUEL TANK	
Capacity	45 litres
VEHICLE DIMENSION	
Overall length (mm)	4025
Wheel width (mm)	1744
Overall height (mm)	1820
Wheel-base (mm)	2150
Cargo-body dimensions (mm)	2080 x 1620 x 458
MAXIMUM GVW (kg)	2020
EXTRA LOAD (kg)	1100
SEATING CAPACITY	5+1
AVAILABLE IN COUNTRIES	18 Countries

RANGS MOTORS WORKSHOP LIMITED Hot Line : 01949333000

Contact

Ranchagarh: 01955561716	Bhalukab: 01903613193	B.Baria: 01963613126
Debagpur: 01955561740	Mynerasingh: 01963613124	Corvella: 01963606700
Rangpur: 01929919051	Tangal: 01955561744	Chittagang: 01929919040
Bogra: 01979919223	01963606681	Narsingdi: 01963613160
Shajganj: 01929919032	Jessore: 01955561768	Gazipur: 01963606986
Rajshahi: 01929919072	Khulna: 01955561768	Savar: 01963613128
Sylhet: 01963603672	Faridpur: 01955561791	Dhaka: 01929919011
Hariganj: 01936303373	Barisal: 01955561765	Comilla: 01963613191

RANGS MOTORS LIMITED

Corporate Office: 117/A, Level - 4, Old Airport Road, Bggy Shores, Taggan, Dhaka-1215
Tel: +88 02 1136743, Fax: +88 02 9130095, P.O. Box: 044-2000000, Web: www.rangsmotors.com
Mahindra Showroom: 215, Taggan Inc, Ansa Be Uttar Md, Shawkat Road, Dhaka-1208

Mahindra Maximo Plus VX



MAHINDRA
MAXIMO PLUS VX
The Power of Technology

FUELSMART

আরো বড় টায়ার আরো বেশী ম্যাকা...

মাহিন্দ্রা ম্যাক্সিমো প্লাস ভিএক্স

ফুয়েল স্মার্ট টেকনোলজি সমৃদ্ধ

র্যাংগস্ মটরস্ লিমিটেড **০১৯২৯৯১৯০১২**

বাজারে জনপ্রিয় পিকআপের চেয়ে ম্যাক্সিমো প্লাস ভিএক্স সবার চেয়ে বেশি, কারণ।

সংখ্যা	বিবরণ	মাহিন্দ্রা ম্যাক্সিমো প্লাস	সর্বোচ্চ পিকআপ	মাহিন্দ্রা ম্যাক্সিমো প্লাস
০১	উচ্চতর পিকআপ	১৯-৫৫৫ সি	১৬-৫৫৫ সি	১৫-৫৫৫ সি
০২	বসি	৭২ কি.মি./ঘণ্টা	৬৬ কি.মি./ঘণ্টা	৫৫ কি.মি./ঘণ্টা
০৩	টয়লা	৬৫০ সি.সি	৭১০ সি.সি	৫৫০ সি.সি
০৪	পারফরম্যান্স	২২ কি.মি/লি.	১৬ কি.মি/লি.	১৫ কি.মি/লি.
০৫	মূল্য	২১৬০*	২২০০*	২১৬০*
০৬	কার্বো বক্স	২১৬০*	২২০০*	২১৬০*
০৭	স্টে-পোর্ট	১৪০	১৪০	১৪০
০৮	বিশেষ ফিচার	১	১	১
০৯	সম্পূর্ণ বিতরণ	১	১	১
১০	বস	১	১	১
১১	ফিটনেস	১	১	১
১২	সিকিউরিটি	১	১	১

টেকনিক্যাল বিবরণ:

বিভাগ	বিস্তারিত	মডেল
ইঞ্জিন	২.৫ লিটার	২.৫
পিকআপ	১৯-৫৫৫ সি	১৬-৫৫৫ সি
সর্বোচ্চ গতি	৭২ কি.মি/ঘণ্টা	৬৬ কি.মি/ঘণ্টা
টয়লা	৬৫০ সি.সি	৭১০ সি.সি
পারফরম্যান্স	২২ কি.মি/লি.	১৬ কি.মি/লি.
মূল্য	২১৬০*	২২০০*
কার্বো বক্স	২১৬০*	২২০০*
স্টে-পোর্ট	১৪০	১৪০
বিশেষ ফিচার	১	১
সম্পূর্ণ বিতরণ	১	১
বস	১	১
ফিটনেস	১	১
সিকিউরিটি	১	১

র্যাংগস্ মটরস্ লিমিটেড

কর্পোরেট অফিস: ১১৭/এ, সেকেন্ড - ৪, পুণ্ড্রান বিমানবন্দর সড়ক, বিহার কলনী, তেজগাঁও, ঢাকা-১২১৫।
ফোন: ৯৮৮ ০২ ৯১৩৬৭৪৬ ফ্যাক্স: ৯৮৮ ০২ ৯১০০৪৪৬
পরিবিধা: ০৪৪-৭০০৪৪৪৬।
মাহিন্দ্রা শো-রুম: ২১৫, তেজগাঁও শিল্প এলাকা, বীর উত্তম বীর শতকর সড়ক, ঢাকা-১২০৭
মাহিন্দ্রা প্লাস ডিলার: মাহিন্দ্রা হাউস। ০১৯২৯৯১৯০১২

3.2.5 Publicity or Public Relations: Rang Motors expense a lot in company publicity and public relations. For publicity they also use company brochure, leaflet, banner, festoon, BUET Test sticker etc. and they provide these to all the branches of the country. Also company has publications, community relations in the industry.

3.3 IMC Tools Analysis of Rancon Motors (Mercedes Benz) :

The promotional strategy of Mercedes Benz by Rancon motors shows what a fantastic company Mercedes is. As we all know that Mercedes is the top most recognized global automobile brands. This high profile success is not an accident but hard work, patience and excellent application of effective marketing strategy all rolled into one.

Mercedes benz is considered as the world's oldest manufacturer of luxury carmaker and the reputation is unlikely to go away in the near future. This integrated marketing communication of Rancon motors and the strategies followed by the company has implemented over the years helped Rancon motors to establish itself as a leader in the fiercely competitive automobile industry.

Although Mercedes Benz marketing strategy used to focus on the luxury, safety and precision engineering of its cars, competition has propelled it to adjust its product to suit the changing consumer attitudes. Now, their IMC strategy focuses more on presenting a more energetic, fun loving and approachable side of Mercedes Benz.

3.3.1 Current marketing communications of Mercedes Benz: Currently Rancon motors is emphasizing on the following IMC tools for Mercedes Benz

a. Online and Social Media Presence: Rancon motors has opened a separate website for its luxury Mercedes Benz which is <http://www.mercedes-benz.com.bd/>

With the help of this website the company is giving personalizing service to the consumer of Mercedes Benz. The brand Mercedes Benz belongs to a luxury category and the consumers of this brand requires personalized care. Understanding this, Rancon motors has come forward and has made the portal which makes the brand more special for the clients. Also it has a facebook

page which is <https://www.facebook.com/Mercedes-Benz.bd/> where updates of the products and promotional offers posted.

b. Leaflets and Brochures : The website has the option to download the brochures. Some sample brochures are:



d. Consumer Promotion: At different point of time Rancon motors initiate consumer promotion for the buyers of Mercedes Benz. For example for upcoming EID, it has started a consumer promotion which is valid till 15 July 2015. According to this offer buyers of C class car will get one year free service from Rancon Motors. Also they are giving 15% off on total bill as a part of their consumer promotion.



OFFERS

EID Special Offer

15% OFF ON TOTAL BILL

[Get Offer](#)

The advertisement features a white car on a lift in a service bay. A man in a blue uniform is working on the car. Another man in a suit is holding a sign that says 'EID Special Offer'. The background shows a night sky with a crescent moon.



My perfect start to Summer. My service.

Prepare for the summer with our AC cleaning service.



20%

Includes:

- A check of all of the air conditioning system's functions.
- Application of anti-bacterial air cleaner.
- Free complete car diagnosis and wash.

For appointment call @ 01755520248



Mercedes Benz
The best or nothing.

★ Conditions apply

RANCON
M O T O R S

General Distributor of Daimler AG in Bangladesh.
215, Bir Uttam Mir Shawkat Sharak, Tejgaon I/A, Dhaka 1208.
Tel: 01755520249, www.mercedes-benz.com.bd [f /mercedes.benz.bd](https://www.facebook.com/mercedes.benz.bd)

d. Print Advertisement: In different newspaper and dailies Rancon motors have published their print advertisement focusing the features and benefits of Mercedes Benz. Some of the sample advertisements are:



My Eid Holidays. My Service.

Enjoy the occasion of Eid with exclusive service offers:

- 10% discount on service and spare parts
- Complimentary vehicle checkup and wash

Call for appointment: 01730089001

 **Mercedes-Benz**
The best or nothing.

RANCON MOTORS LIMITED | Service Center: 215, Tejgaon I/A, Dhaka-1208, Bangladesh



Just let your heart and mind rule together.

The C-Class. Now starting from BDT 82 Lac
Also Available With 'STAR Velocity'

50% Now/50% Later

Owning a Mercedes-Benz has just become easier than ever. Now you can own a C-Class by paying 50% down payment and the rest over 1 year. This offer is for limited time only. Visit our showroom today.

 **Mercedes-Benz**
The best or nothing.

RANCON MOTORS LIMITED
Authorized General Distributor of Mercedes-Benz in Bangladesh

215, Tejgaon I/A, Dhaka-1208, Tel.: 01755520240, 01713142059, 01713142098

3.4 IMC Tools Analysis of Rancon Motors (Suzuki Motorbike) :

3.4.1 Current marketing communications of Suzuki : Rancon motors is currently focusing on print advertisement in different newspaper and dailies. In terms of giving advertisement features of Suzuki motorbikes are emphasized more, than anything else. Currently they are giving advertise in pioneer newspapers.

3.4.2 Online and Facebook promotion: Rancon motors has a separate website for Suzuki motor bikes and scooters which is <http://suzuki.com.bd/> and wit the help of this website they promote their product. Apart from this, their facebook page <https://www.facebook.com/suzukibd/timeline> also plays a vital role in terms integrated marketing communication

3.4.3 Dealer based promotional strategy: Rancon motors is focusing on the dealer based promotional strategies for Suzuki motorbike. As a result they have an extensive network of dealders around whole Bangladesh. Necessary leaflets, danglers, posters are given to those dealers to display on their showroom.

Sample Print Advertisement

The advertisement features a blue Suzuki Gixxer 155CC motorcycle on the left, with a man in a black jacket and blue jeans standing next to it, holding a helmet. The Suzuki logo and 'GIXXER 155CC' are prominently displayed. On the right, there are several award logos including 'BIKE OF THE YEAR 2015', 'Bloomberg TV AUTOCAR AWARDS 2013', 'NDTV Car & Bike AWARDS 2015', 'TopGear MAGAZINE AWARDS', 'ET ZIGWHEELS AWARDS 2014', and 'CNBC OVERDRIVE AWARDS 2015'. The Rancon Motorbikes logo is in the top right corner. At the bottom left, the Rang Group logo is visible. At the bottom right, there is a red banner with the text 'Hotline 01789 333 111'. In the center bottom, there is Bengali text: '২০১৫ এর বর্ষ সেরা বাইক এখন বাংলাদেশে'.

3.4 IMC Tools Analysis of Rangs Properties Limited :

3.4.1 Advertising: For the purpose of advertising Rangs Properties has used different print media like the followings

1. Promotho- Alo
2. The Daily Star
3. The Daily Kalerkontho
4. The Daily Shamakal

Apart from these they have also used magazine for print advertisement

Some of the sample advertisement are:



17 Years of **Real Estate Experience** and **1000+** **Happy clients**

Visit us at the
REHAB Fair
Co-sponsor Stall Number 06
March 20-24
Bangabandhu International Conference Centre

RANGS
PROPERTIES
creating lifestyles

 rangsproperties
rangsproperties.com.bd

Call **01755662277**

Commercial spaces available at **Banani, Gulshan, Dhanmondi, Progoti Sarani and Tejgaon-Gulshan Link Road**

RANGS
PROPERTIES

ULANIA HOUSE
Plot 67 | Road 5/A | Dhanmondi

Land Area: 10 Katha
No. of floors: 2B + G + 12
Flat Size: 3200 sft.
Car Parking: 22
Lifts: 2

Lake View | Single Unit Flat

Hotline: **017 55 66 22 77**
www.rangsproperties.com | f /rangsproperties

View From Ulania House

স্বাগত নতুন দিনের
ধীমান, সময়ের
নতুন উজ্জ্বল
তাবকা

স্বাধীনতার পূর্ণ স্বপ্ন নিয়ে যেমনটাই করেছ
বিশ্বায়। স্বাধীন বাংলাদেশকে তিনিয়ে নতুন
করে। জেমানের আয়ে আজ উজ্জ্বলিত
বাংলাদেশ।
সকলকে মহান স্বাধীনতা দিবসের শুভেচ্ছা।







শিল্পকার্যে অধ্যক্ষ অফিস

অনুষ্ঠানের সিনিয়র অফিস

বিজ্ঞানিক ম্যানেজমেন্ট অফিস

ইউটিসি প্রতিষ্ঠাতা অফিস

একচেটে সফটওয়্যার

RANGS
PROPERTIES
creating lifestyles

FIRST IMPRESSION IS WORTH YOUR BUSINESS

The best of functionality & grandeur in prime locations across Dhaka City. Create the perfect impression for your business with office spaces from Rangs Properties Ltd.

- VRF-Air conditioning
- Double Glazed energy efficient glass system
- Access control & parking management system
- Post handover property management (5 years)
- Full backup generator

Banani | Gulshan | Dhanmondi

for more info **RANGS**
PROPERTIES
017 55 66 22 77

3.4.2 Personal Selling & Direct Marketing: Like other real state companies RPL, has 5 sales team for working in the Dhaka area and other 6 teams in the Chittagong area. These team mainly target corporate and business people and achieve their sales target as per assigned by the sales manager. Also these teams work for selling office spaces as well.

This team also look over the following responsibilities

- To Monitoring and Analyzing market trends of the real state sector of Bangladesh
- Developing and implementing creative marketing strategies that will make an impact, support the brand and drive sales.
- Producing innovative and cost-effective promotions both in print and online.
- Producing innovative ideas for product based development.
- Studying competitors' products and services & exploring ways of improving existing products and services, and increasing profitability
- Identifying target markets and developing strategies to communicate with them.
- Preparing and managing marketing plans and budgets
- Managing the production of promotional material
- Liaising with other internal departments such as sales and distribution
- Producing reports to monitor results and findings and suggestions to company directors or other senior managers.
- Traveling to trade shows, conferences and sales meetings.
- Supporting and managing a marketing team.
- Developing and maximizing third party relationships to deliver on brand objectives and strategies.
- Delivering an events programme, to ensure that brand presence is maximized and strategic objectives are met.

3.4.3 Online and Internet Marketing: Rangs properties limited has a website which is

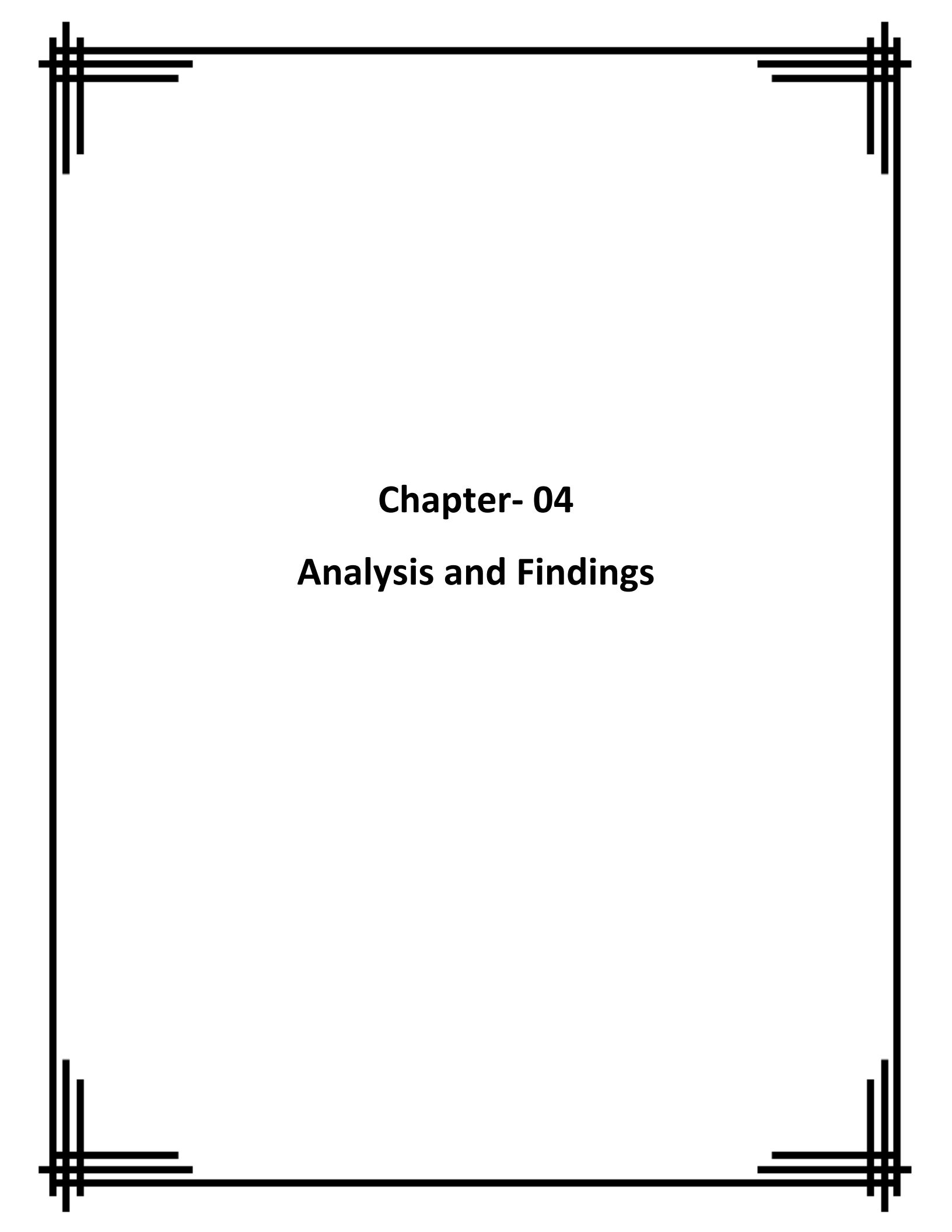
<http://rangsproperties.com/> and they have efficiently used it to communicate with their potential customers. Also to increase its online presence Rangs properties has a strategic alliance with lamudi.com.bd



3.4.4 Tele Marketing: To increase the sales Rangs properties also has a telemarketing team.

3.4.5 Others communication tools: Radio commercial, bill boards are two other communications tools of Rangs prosperities limited. In different places of Dhaka & Chittagong they use these bill boards and radio commercials are broadcasted in between different programs at different channel as per the following schedule

Name of the Radio	Hours of Broadcasting casting in a week
ABC Radio	42 Hours
City FM	21 Hours
Radio Amar	42 Hours
Radio Foorti	42 Hours

A decorative border consisting of a thick black line forming a square frame. At each of the four corners, there are ornamental elements made of multiple parallel lines extending outwards from the corner.

Chapter- 04
Analysis and Findings

As per the discussion and IMC tools analysis of three wings of RANGS groups the analysis and discussions are as followings

1. None of the wings of Rangs group uses TV as their communication tool. Television is the strongest medium for the sake of communicating information. So, concentration on the use of T.V. media is essential.
2. Online advertising should be more strong and interactive. Apart from facebook, twitter, linkedin should be used as well.
3. The websites of Rangs motors is not user friendly, it should be more user friendly.
4. Online market place like clickbd.com, bikroy.com, olx.com.bd should be used as another communication channel.
5. Newspaper advertisement should be more frequent
6. SMS and mobile based marketing should be started. Specially for Mercedes Benz and Rangs properties limited. For this the corporate segment is a potential sector.
7. Celebrity endorsement and event sponsorship could be two other ways to increase the prominence of IMC tools of RANGS.

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