

**Marketing Plan of New Brand Development
“STYLUS Mobile”**

STYLUS
INSPIRED BY YOU

www.mystylusmobile.com

Submitted To

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Letter of Transmission

August 10th, 2015

To

Syed Mahmudur Rahman

Lecturer-III

BRAC Business School

BRAC University

**Subject: Submission of internship report on Marketing Plan of New Brand Development
“STYLUS Mobile”**

Dear Sir,

It is my pleasure to submit the internship report entitled Marketing plan of New Brand Development “STYLUS Mobile” for the fulfillment of BBA degree, with available resources in this field, I have tried to make my paper as comprehensive as possible.

I am grateful to you for giving me such an opportunity, and I appreciate this internship program. I hope that you will cordially receive my internship paper.

Sincerely Yours,

.....

MD. TOFAEL AHMED

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BRAC Business School

Acknowledgement

Most importantly I would like to express my gratitude to Almighty Allah for who enabled me to complete the report in due time.

I would like to express my sincere gratitude to Syed Mahmudur Rahman Lecturer-III BRAC Business School, BRAC University for providing me with detailed feedback and advice on this report. He always gave me suggestions in order to make this study as flawless as possible. I also would like to tender my heartfelt gratitude to the department of BBS, for providing me an opportunity to accomplish the internship program and assigned me to realize its importance and significance. This internship report might never have been completed without the necessary particle knowledge, assistance of many books, articles, websites and primary data. It enhanced my practical knowledge in corporate culture.

My most sincere gratitude goes to my internship supervisor at ACI Ltd Md. Taiabur Rahman Brand Manager of Mobile & Electronics Consumer Brands for providing all the support in the organization. His guidance and co-operation during the research & analysis helped me to get a more hands-on experience. Moreover, he has provided me with the information regarding each and every rules, regulation and operational activity of ACI Ltd. Consumer Brands.

I have also thoroughly enjoyed while working on the project report and hope the project is appreciated.

Declaration

The following paper contains all valid information about the mentioned organization, and has been done with absolute honesty and integrity. I also declare that the paper contains no trace of plagiarism. However, a few lines have been included that are not directly my views, opinions, and beliefs; the lines have been sincerely acknowledged to the quotes.

I also confirm that the report is only prepared for my academic requirement not for other purpose and this report is not submitted in any other place before. I also assure that, this report was not submitted to any other private or public Universities.

Sincerely Yours,

.....

MD. TOFAEL AHMED

ID: 11304044

BRAC Business School

Executive Summary

Decision of launching mobile phone in Bangladesh will show the ACI's business excellence in the information technology sector through the brand STYLUS. Through this mobile business diversification is so high; they want to deliver the benefits of the quality to the individual & in social life. By ensuring brilliance in product and keeping in mind of the company's mission, "improve the quality of the life of the people of Bangladesh", they are going to lead this industry to achieve economic and expected technological changes in the society.

The paper is started with the description of ACI Limited. Where I have completed my 3 months internship program, from 26th of April to 25th of July 2015. In addition, this report contains a small overview and structure of Mobile and Electronic Department. Moreover, mobile market and business model information also include at body part of the report. Along with that marketing plan, targeted customer segment, product mix, SWOT and PEST analysis are also included in the report body, which will give a clear view regarding the status of the brand.

I have tried my best to come up with the valid explanations for the report information and useful recommendation. However, due to lack of sufficient practical experience regarding such Statistical analysis, the recommendation may not be the very accurate enough. I believe a full reading of the will provide a brand development process and my duties over there.

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CHAPTER-1

1.1. Introduction

Mobile phones today have become an obligation of human being life. It is treated as a vital device carried by individual to be informed and linked with the world. A few years ago the basic functionality of mobile phones was limited to just attending and responding to calls. With the modernization in the technology, day to day information and data gets on fingertips and so is the case of mobile phone and the applications associated with it. Now a day, we are using maximum portion of our time in a day by using mobile phone to finish our official and casual works. 'In an article on the importance of mobile phone Alok (2015) mentioned that 'Now a days, whatever the age everyone wants to have a mobile phone as their social status sign. Regardless various reason everyone is using latest models of this magic gadget'.

For that reason, the ever growing need for better functionality in mobile phones has given birth to an entire gamut of leading edge technologies for customized mobile application development. Mobile Phone is new name of silent riot in Bangladesh. Mobile phone is playing vital role in removing the digital divide. Now days, we cannot think a single day without mobile phone In the article the importance of mobile business communication Barnett (2013) state that, 'If your employees are tech savvy, nowadays they can perform a bunch with the help of different features of smart phones'. Mobile phone is contributing active role in receiving and sending information in the villages

ACI is one of the largest conglomerates of Bangladesh having importance in at least 21 areas of business clubbed into 4 Strategic Business Units, Pharmaceuticals, Consumer Brands, Agribusiness and Retail Chain. More than 8,500 people are working for this organization. ACI has nine factories located in different parts of the country depending on industry requirement.

By the month August 2015 ACI take the presence in technology business through mobile phone brand STYLUS considering customer needs and business diversification. "Inspired By You" is the pay off line of the brand STYLUS. ACI has very positive impression in market and by ensuring intensity in product and keeping in mind the company's mission, "improve the quality of the life of the people of Bangladesh", ACI may lead this industry to achieve economic and expected technological changes in the society.

As I am a student of Business faculty and just completed my theoretical part it was a great area of working. Mobile is a lucrative and challenging industry in our country now a day. If a student wants to know the scenario of marketing mobile industry is one of the perfect fields I must say and is it more educative when product is in initial stage. For grabbing that marvelous opportunity I have chosen STYLUS Mobile “A brand from ACI” to accomplish my internship program and prepare internship report as an important part of BBA program and trying to gain some beneficial knowledge of the operation of the mobile company. As an intern in ACI I have performed many tasks, at a glance brand communication, BTL (Below the Line) communication, third party communication, market visit and data analysis, website content development and monitoring and regular desk job.

1.2. Objective of the report

The objective of the study is to obtain an understanding of the mobile handset market in Bangladesh, their activities, competition, show how they planned at their initial stage and how STYLUS currently operate in market. Beside this followings are the specific objectives which I will try to cover in my report:

General Objectives:

- To apply theoretical knowledge in the practical field.
- To observe the working environment in corporate office.
- To know the organization guideline and gather idea about operational procedure.

Specific Objectives:

- To understand how new product planning execute in the marketing.
- To disclose different departments work together to achieve one single goal.
- To identify the new rising problems and the possible solutions.
- To complete my internship program and prepare internship report.

1.3. Scope of the report

I was working at ACI consumer brands office Nina Kabbo, Tejgaon. The scope of the report is that it is made based on the task I have performed at Tejgaon office. I got the opportunity to learn different part of the brand communication and mainly below the line communication. Though STYLUS new product in mobile handset industry, I have chosen the topic 'new product development' consulting with my supervisor. Throughout the internship time line I had multitasking experience of marketing but my main duty was to look after their BTL (below the line) communication. From the practical experience I had opportunity to gather information about the relevant topic.

1.4. Methodology

The data are collected by using noted technique. The report is an affiliation reports and used information I have mostly received from my office. In addition, the secondary data, those data are not classified, analyzed, interpreted in the report. Some graphical tools are used in this report for explaining data more precisely. The collected data were scrutinized very well and were pointed out and shown as findings. Few recommendations are also made for improvement of the current situation.

Primary Sources are:

- ❖ Practical desk work
- ❖ Face to face conversation with the respective manager of my office
- ❖ Relevant file work as provided by the manager concern
- ❖ Regular briefing of my supervisor at office & work observation

Secondary sources are:

- ❖ Publicly published documents
- ❖ Information kept by brand manager and other manager
- ❖ Official website of ACI
- ❖ Different business report

1.5. Job Responsibilities

As an intern at Stylus I had to perform so many tasks to complete. I used to work under brand manager. Throughout my internship I was looking after a significant part of brand communication. Along with that I did multitasking at stylus. Mainly I was appointed for BTL (below the line) communication of stylus brand. For that reason, I worked with different agencies and third party vendor. In addition, I was working for their website content design and content developer. Adding up, I had to work with digital marketing team on behalf of brand manager. Moreover, I had several market visits for gathering information. Furthermore, I worked different of their events.

1. Agency Communication: Stylus has its official agency Asiatic Talking Point who looks after digital the branding items and POSM (point of selling materials). Therefore, I worked for their branding contents like Leaflet, banner, product card making, X- banner, brand guideline, bill board add, table talker, product box and few other things. To do all those work done, I had regular communication and frequent meeting with agency. According to the requirements of my organization I had to brief them about the output that we wanted and managed the working process within a given time line. After all those communication I had to disclose details of my work to the brand manager.

2. Third party vendors' communication: Once we had our final output from Talking point based on the requirements of my business manager, I had to communicate with different vendors by the support of my brand manager to get the final outcome on hand. To do that I worked with mirror printer, Mediacom and few others local vendor. This is the one of the major parts of brand communication that I have performed.

3. Website content design and developer: At Stylus brand I also worked as a website content developer. I was one of the main admin of “mystylusmobile.com” website. I developed so many

contents of that website with the help of MIS (Management Information System) department of ACI Limited. I had regular communication and meeting with MIS (Management Information System) department. Under brand manager with the help of MIS department I completed the website successfully for my brand. Still the developing process is going and I am continuously working on it.

4. Digital Marketing Team communication: Circle is the digital marketing agency of stylus. They are looking our online based marketing and promotion like Facebook managing, online campaigning etc. The Official Facebook page of stylus named “STYLUS MOBILE” is closely monitored by me. Every single change on Facebook regarding post and content, had taken place after my confirmation. To do that I had my full support of my reporting boss brand manager and other product manager.

5. Event management: Very recently stylus mobile was participated Smartphone & Tab EXPO 2015 at BICC (Bangabondhu International Conference Center). In that especial event my brand was one of the proud co-sponsors and makes our participation successful. To do that event successful I worked for my brand directly. I managed both external and internal work of the venue with brand manager. I also managed all the brand communication and my stall all 3 days of program. I feel so good that I could perform my job successfully at Smartphone & Tab EXPO.

Along with all those works, I made sales talk (training speech), and did regular desk job at my corporate office Nina Kabbo. I also worked in the process of press advertising making and the launching event of STYLUS mobile.

CHAPTER-2

2.1. Background History of Advanced Chemical Industries (ACI)

Advanced Chemical Industries (ACI) Limited is one of the leading conglomerates in Bangladesh, with a multinational heritage. It was established as a subsidiary of Imperial chemical Industries (ICI) plc, U.K in 1968, at that time it was one of the oldest industrial units in our country. After the liberation war, the enterprise was declared 'abandoned'. On 24 June 1973, the factory re started its operations under the name ICI Bangladesh Manufactures Limited. "On the 5th of May 1992, ICI plc divested 70% of its share to local management and hence the company, ACI Limited came into existence" (Aci-bdcom, 2015).

Today ACI Limited is a leading corporate body in Bangladesh. It is a public limited company with a total number of 15,550 shareholders. Among these, there are six foreign as well as fourteen local institutional shareholders. In the organization's official website Aci-bdcom, (2015) declared that "This Company also obtained listing with Dhaka Stock Exchange on 28 December, 1976 and its first trading of shares took place on 9 March, 1994. Later on 5 May, 1992, ICI plc divested 70% of its shareholding to local management".

Subsequently the company was registered in the name of Advanced Chemical Industries Limited. Listing with Chittagong Stock Exchange was made on 22 October 1995.

Strategic Business Units of ACI: ACI has diversified its business into four major Categories:

- Pharmaceuticals
- Consumer Brands & Commodity Products
- Retail Chain
- Agribusinesses:
 - ❖ Crop Care Public Health
 - ❖ Animal Health
 - ❖ Fertilizer
 - ❖ Motors
 - ❖ Cropex
 - ❖ Seeds

Subsidiaries of ACI:

- ACI Formulations Limited
- ACI Logistics Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- ACI Salt Limited
- ACI Motors Limited
- Creative Communication Limited
- Premiaflex Plastics Limited
- ACI Agrochemicals Limited
- Flyban Insecticides Limited
- Apex Leather Crafts Limited
- ACI Edible Oils Limited
- ACI Healthcare Limited
- ACI Chemicals Limited

Joint Ventures with ACI:

- ❖ ACI Godrej Agrovat Private Limited
- ❖ Tetley ACI (Bangladesh) Limited
- ❖ Asian Consumer Care (Pvt) Limited.

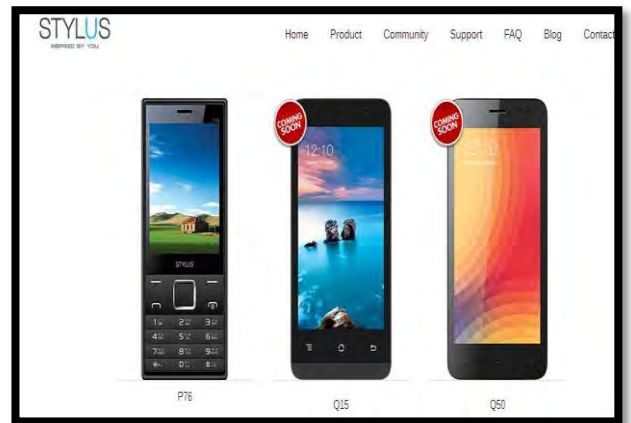
2.2. ACI Mobile and Electronic Department

ACI has wide variety of product under various strategic business units, subsidiaries and joint ventures. If we mention all of its products, then only the introduction will take 100 of pages! Here, I am listing on the offerings from the *Consumer Brands* as I was an intern of Mobile and Electronic division under Consumer Brands and I got chance to work with brand manager directly.

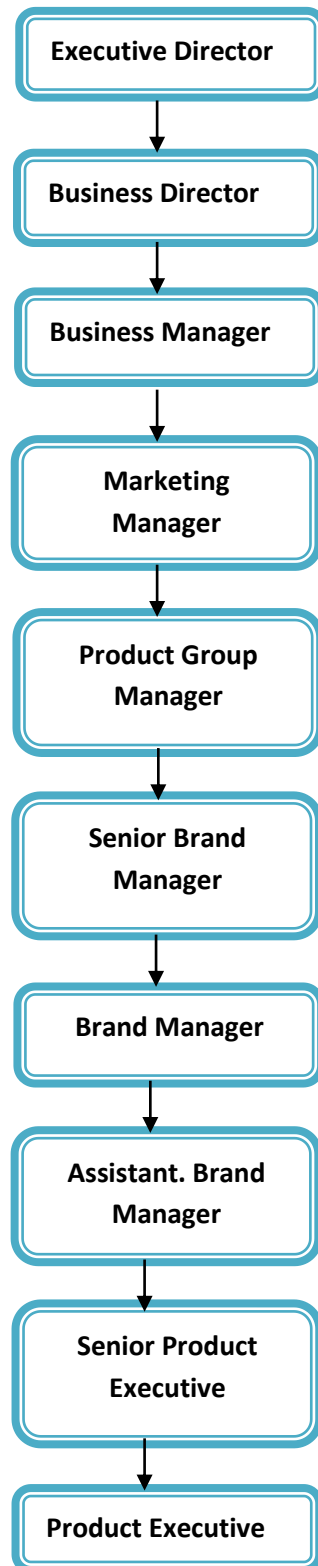
Mobile Division:

ACI large company of Bangladesh having Business in the area of Pharmaceutical, Consumer Brand, Agribusiness and Retail Chain has entered in to technological through most updated electronic telecommunication devices in the brand name of Stylus. Stylus offers exiting range of smart and feature mobile handset and accessories that will be cater the need of each category of customer. Stylus started its journey in the middle of 2014. Stylus is a dream of the

managing director of ACI. To fulfill the dream Stylus launches its product on 4 August 2015. Initially Stylus starts its journey with 4 smart phone and 1 feature phone. The feature phone model is P76 and smart phone models are O65, Q75, Q50 and Q15. O65 is the flagship for the brand. In addition many new models are in developing phase.



2.3. Business Management hierarchy of Consumer Brands



CHAPTER-3

3.1. Mobile Market

3.1.1. Mobile phone market

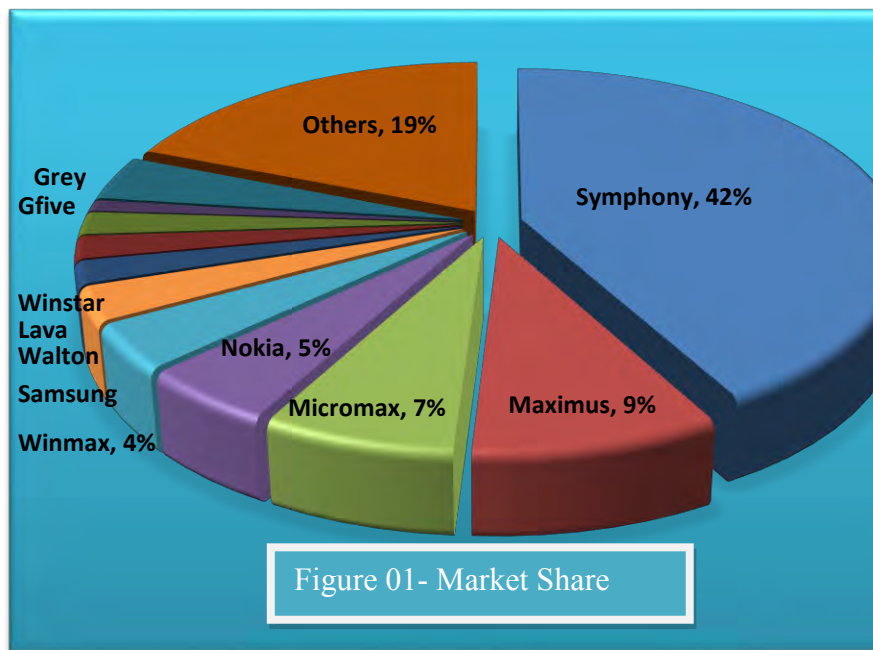
Column 01: Bangladesh Mobile Phone Market

- Market size 40,000 million BDT
- Quantity 22 million
- Avg. market growth 15%
- Mobile Phone Subscriber 117.577 million
- Internet subscriber 40 million
- Internet through mobile phone 96%



In 2019 it's going to be 37 million in quantity

3.1.2. Market share distribution

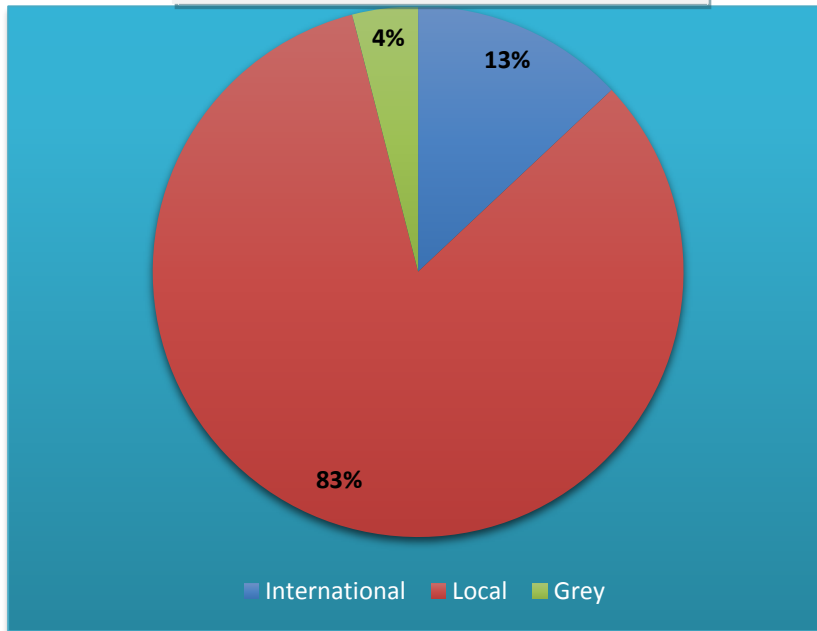


Brand	Share
Symphony	42%
Maximus	9%
Micromax	7%
Nokia	5%
Winmax	4%
Samsung	3%
Walton	2%
Lava	2%
Winstar	2%
Gfive	1%
Grey	4%
Others	19%

Figure 01- Market Share

3.1.3. Local VS International Brands

Figure 02- Local VS International



- Local Brands have 83% share
- Foreign Brands Posses 13%
- Recently “OPPO” has started its operation
- Big names like PARTEX, PRAN, and JAMUNA will be entering this year.

3.1.4. Segment wise share

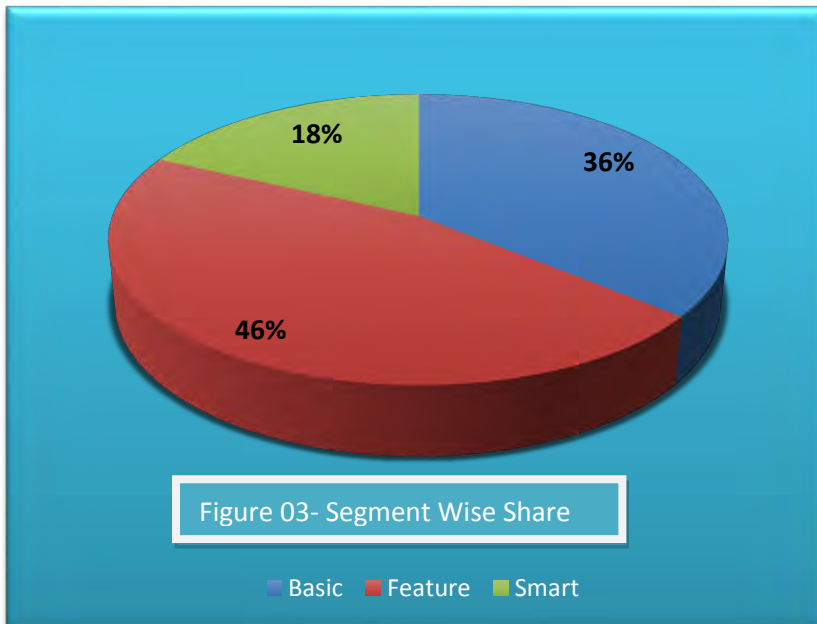


Figure 03- Segment Wise Share

- In basic segment symphony holding 37% share and nearest player is Maximus at 8%.
- In feature segment Symphony holding 43% share and nearest player is Maximus at 11%
- In smart segment Symphony holding 61% share and nearest player Walton at 11%

CHAPTER-4

4.1. Business Model

4.1.1. Import and Manufacturing:

Mobile will be imported from the three/four renowned suppliers of China among them two are for Smart phones and two are for Basic phones. Suppliers are appointed based on their market reputation, QC and R&D infrastructure, Product Pricing and Features, their collaboration with component suppliers. Quality will be ensure through suppliers international certifications & own QC setup in China. Suppliers sample will be collected to check quality and there will be pre shipment inspection by this QC. If the factory passes the products after QC qualify as per certification of International Standard then ACI will open LC only.

4.1.2. Warehousing:

Mobile will be stored in separate pre-designated ware house because of the business nature. The warehouse will have necessary registration for import& trade related purpose. The stored products will be invoiced in warehouse and distributed to country-wide dealers through own transport and courier service. Once the product arrives at the warehouse, a team of experts will do local QC to certify the quality has been maintained and they will find out product fault if there is any. In 2015, we require 3000 SFT warehouse space preferably located in Tejgaon or Motijheel.

4.1.3. Pricing & Margin Structure:

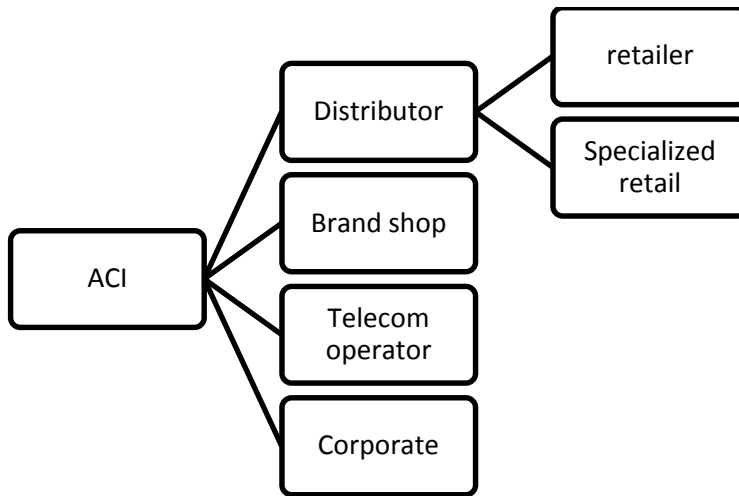
As the consumers of our country are price sensitive so we will provide quality products at affordable price to ensure successful market entry. We have determined a margin structure where the margin of ACI will be around 16.5% in 2015 and the margin of Dealer to retailers will be minimum 10% along with some monthly incentive plan. ACI margin will increase gradually to 20% because of incremental smart phone segment & our price revision strategy for every year.

4.1.4. Advertising & Promotion:

ACI will provide decoration and signboard in specific dealer and retailer outlets to strengthen the brand presence. Major promotional activities including Print Ad in Newspaper & Magazine, TV commercial, Outdoor branding, POSM materials, events; mobile phone fair participation, Seminar, Product live experience for customers will be done periodically.

4.1.5. Distribution Structure:

There are around 12000 retail stores selling mobile handsets countrywide. We will have to reach those outlets with help of area dealers. In 2015, our plan is to reach Dhaka, Chittagong & Rajshahi by appointing 20 distributors.



4.1.6. After-Sales Service:

ACI will provide after-sales service free of cost within the warranty period as common practice. The service term will be as per industry standard. The servicing and repairing will be done from our own Service point. Primarily we will establish 20 (marked in blue) own service Centre in all the divisions and some district/ target area consequently we will establish more.

Dhaka Division				Chittagong & Khulna Division			Rajshahi, Rangpur&Barishal Division		
SL	Dist/Area	CC	SCP	Dist/Area	CC	SCP	Dist/Area	CC	SCP
1	Uttara	CC		Agrabad	CC		Rajshahi	CC	
2	Mohakhali	CC		Keranihat	CC		Natore	Yellow	
3	Mirpur	CC		Coxs Bazar	CC		Kustia		SCP
4	Bashundhara City	Yellow		Feni	Yellow		Bogra	Yellow	
5	Jatrabari	Yellow		Cumilla	CC		Pabna		SCP
6	Motijheel	CC		Noakhali	Yellow		Dinajpur	CC	
7	Savar	CC		Chadpur		SCP	Rangpur	CC	
8	Gazipur	CC		Khulna	CC		Barishal	CC	
9	Narayangonj	CC		Jessore	CC		Foridpur		SCP
10	Norshindi		SCP	Jhinaida		SCP			
11	Manikgonj		SCP						
12	Mymansing	CC							

Table 01: After Sales

CHAPTER-5

5.1. Marketing Plan

Marketing Objectives:

- To evolve as a challenger in handset industry.
- To introduce best quality product & deliver excellent after sales service.
- To become a trustworthy brand within very short time.
- To increase brand equity ensure brand's presence in all over Bangladesh.

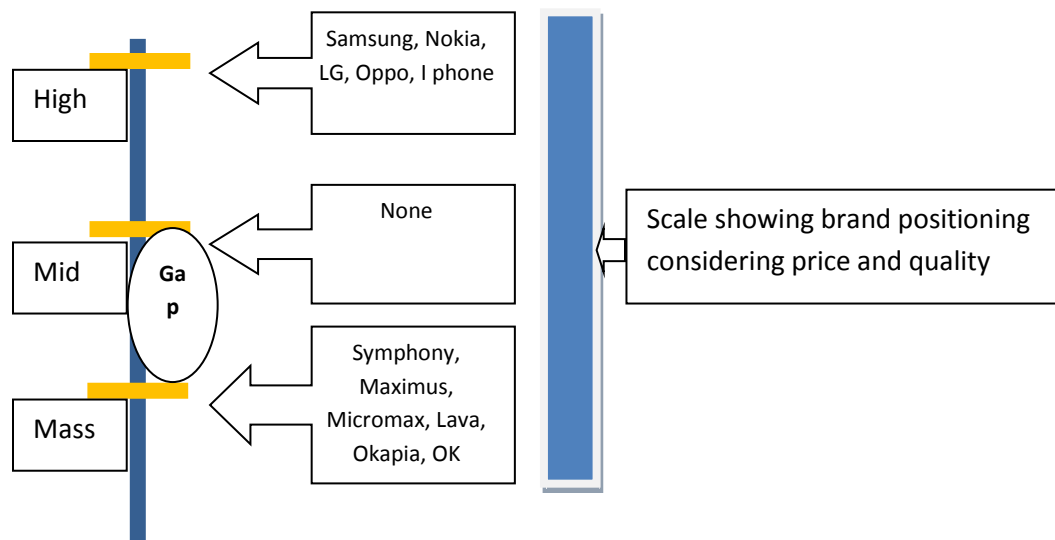
The Brand:

Stylus named our brand 'STYLUS'. The word Stylus refers to a sharp, pointed tool used for cutting, engraving or drawing. This was a cutting edge technology used for cutting glasses with a hard diamond pointer called Stylus or a sharp pointed tool used for cutting the jagged grooves that record sound on a phonograph. We are taking the meaning: "Cutting edge technology".

<u>Brand Idea</u>	<u>Inspired by you</u>
Brand Essence	My phone is what I am
Brand value	Value for money-Lifestyle
Brand Positioning	Devices tailored to human needs
Reason to Believe	Powered by ACI
Brand Differentiator	People first, not specification

5.2. Target Market Segment Strategy

The market for mobile phones and their accessories is very fragmented, crowded and competitive. Among these, there are only a few large local companies that serve the entire country. Local brands occupy 83% and global brands 13% market share. Symphony is the market leader who has 42% market share and the follower Maximum has 9% market share.



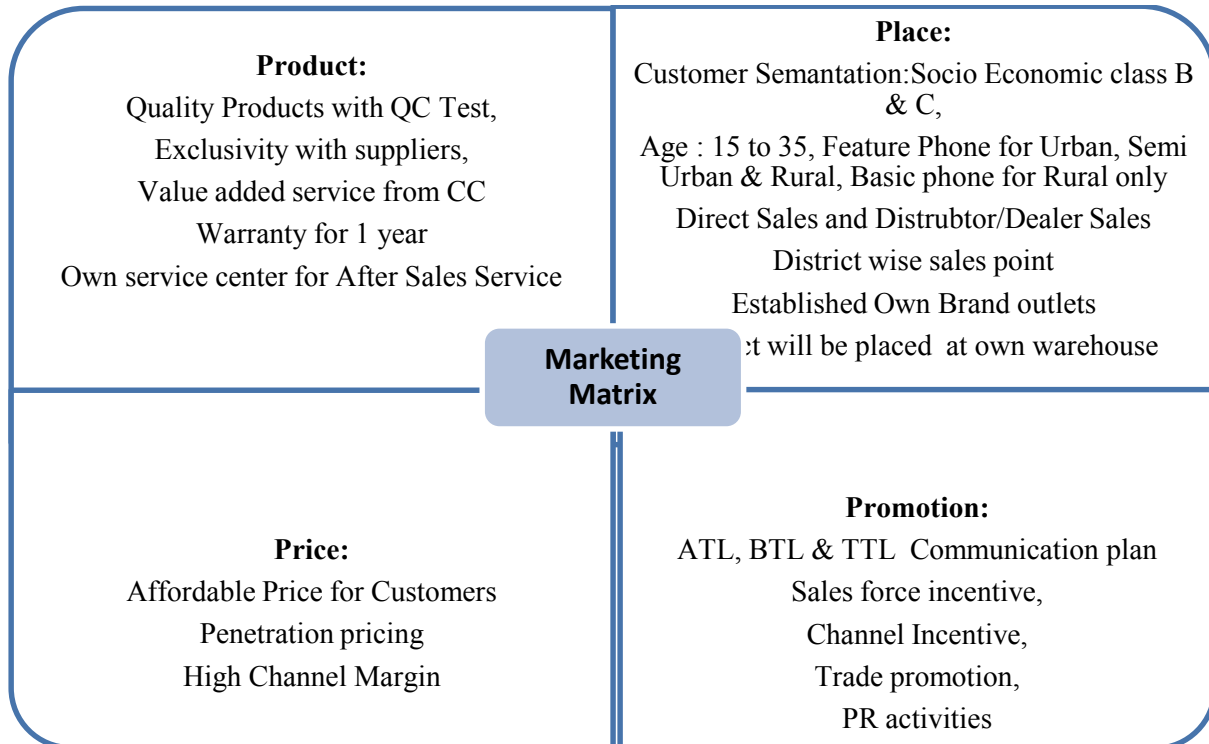
So, they can easily find the gap of the market where a reputed company like ACI can play a vital role to capture the market.

Stylus expects to take full advantage of the trends described in the Market Analysis above, and try to penetrate the market with new innovations and gadgets — mainly with the younger generation, using advertisements and demonstrations. They shall also try to pull independent small sellers to join our effort.

5.3. Marketing Mix

Marketing is simply definite as placing the premise product in the right place, at the right price, at the right time. Though this sound likes an easy matter but very hard to perform because it requires continuous development through research to make this happen. Moreover if a single component is below the mark, any promising product or service can be dropped down drastically and may have to end up with a negative result.

The placement of marketing mix which is known as 4Ps is an excellent way to ensure pudding right thing in right place on time. Marketing mix is an essential instrument to get better understanding about what the product and service able to offer and how to build a map for successful product offering. The marketing mix is most frequently used by 4Ps of marketing which means: Product, Place, Price and Promotion. Considering the importance of marketing mix, here I am placing the 4Ps for the brand STYLUS.



1. Product:

Being a new comer in Bangladeshi mobile market stylus wants promised to deliver quality product to the customer with Quality control test. They are giving exclusive facilities to the suppliers. In addition, stylus keeps the warranty system flexible based on customer demand. Stylus customer will enjoy 7 days replacement warranty and full 1 year regular warranty buying on every single product. Currently Stylus has its own 5 different customer care including both Chittagong and Dhaka. Customer will get available help from those service centers if any discrepancy happens with their mobile.

2. Place:

Customers Segmentation are Socio Economic class B & C. Along with stylus target age groups are 15 to 35. They will be arranged smart phone for urban and semi urban citizen, feature phones for Urban, Semi Urban & Rural and basic phone for Rural only. Stylus decides that direct sales and distributor/dealer Sales will be taken place district wise sales point. They have their plan to establish own brand outlets within very recent future. Every product will be placed at own warehouse of ACI.

3. Price:

Stylus using the pay off line inspired by you which, clearly shows the importance of the customer to the brand. For that reason they are offering affordable price for the customers comparing with the competitors. In addition, they have penetration pricing strategy to grab the different customer segment. Furthermore, they are providing high channel margin comparing with their possible competitors that makes them considerable to the dealer and distributors.

4. Promotion:

Stylus have different plan for their promotion by above the line (ATL), below the line (BTL) & through the line (TTL) Communication plan. Right now they are communicating through BTL and few ATL communication channels. They have their vast plan to go TTL in future. They are providing sales force incentive based on the sales amount and they maintain channel Incentive. Trade promotion will be taken place within a recent future based on trade letter mentioning campaign modality and incentive, track weekly performance, announce winner and handover incentive/prize. As part of PR activities recently Stylus is giving advertising, corporate sponsorship and internal communication. Moreover, stylus is planning to do some promotional campaigns in different place of Dhaka.

5.4. Product Strategy

The main purpose of a product strategy is to establish a product lifeline, perfect placement in the market, and future development. The product strategy helps a business to make specific target. This helps a brand to find the key product and consumer characteristics. Moreover, it helps to communicate the values of the brand to the customer precisely. Considering, all those importance of product strategy STYLUS has build up their one. Following table shows the product strategy of STYLUS, which is taken from the business report.

Table 02: STYLUS Product Strategy

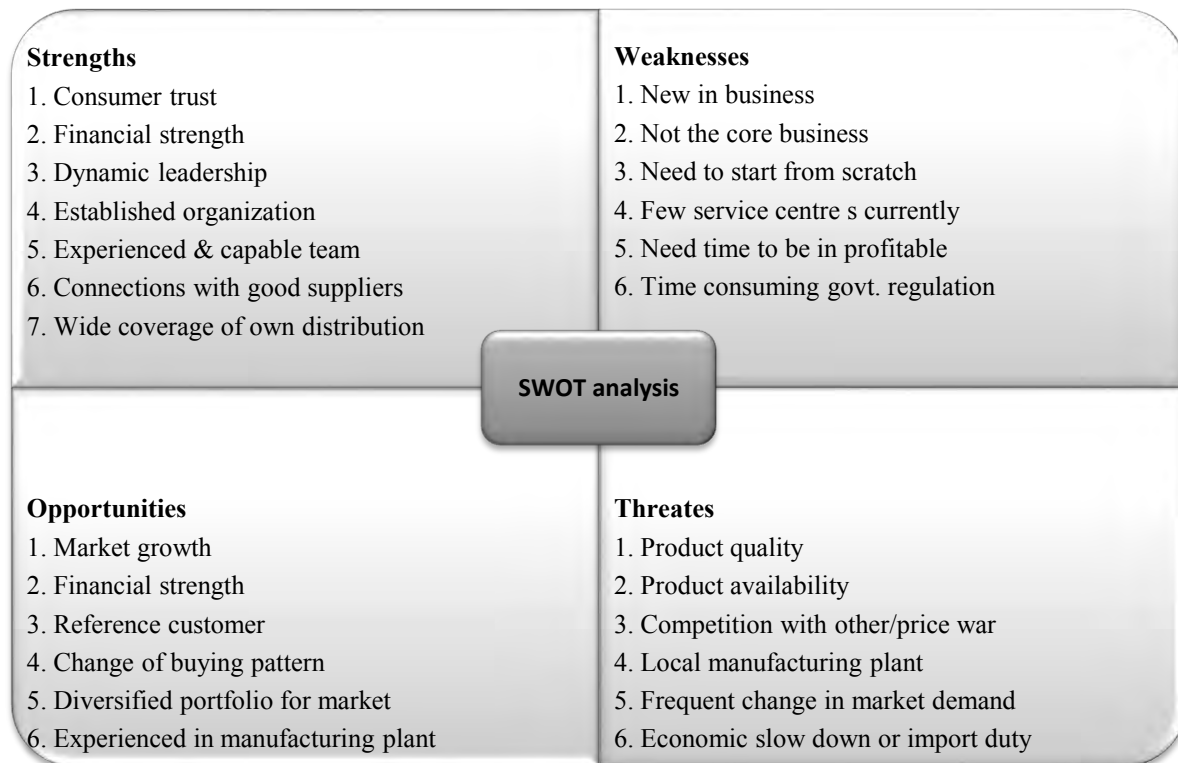
<u>Segment</u>	<u>Segment Share</u>	<u>Available Model in the Market</u>	<u>Major Competitor</u>	<u>STYLUS Product Line up</u>
Basic	36%	Symphony-9 Micromax-10 Maximus-14 Nokia- 2	Symphony Micromax Maximus Nokia	Available model at the beginning:2 Price Range Tk. 1,700-1,800
Feature	46%	Symphony-21 Micromax-4 Maximus-43 Walton- 10 Nokia- 4	Symphony Micromax Maximus Walton Nokia	Available model at the beginning: 2 Price Range Tk. 1,800-2500
Smart	18%	Symphony-28 Micromax-21 Maximus-21 Walton- 49 Samsung-16 Nokia- 15	Symphony Micromax Maximus Walton Samsung Nokia	Available model at the beginning: 3 Price Range Tk. 6,000 and above 3G

5.5. SWOT

A business strategy and decision making is mainly influenced by marketers. Accepting the environment that a business will drive in is one of the major steps marketers should instigate in their research. SWOT describes Strengths, weaknesses, opportunities and threats. SWOT analysis is very much effortless but as a constructive instrument marketers can simply relate to better realize the business background. Though findings made in SWOT, a business can successfully penetrate the marketplace and rapidly capitalize on opportunities.

In the article named why is a SWOT important to marketers? Bryant, (2015) stated that ‘differentiators between you and your competitors can be identified by the help of SWOT analysis’. In another article ‘SWOT analysis help with branding and marketing’ Makos, (2015) mention that “SWOT is an analysis which helps firms to identify the internal and external factor that might affect future performance”. Moreover, Chand, (2014) declared ‘The fundamental intention of doing SWOT analysis is to give a structure to reflect on the firm’s capability to beat obstacles and gain the opportunities those are promising in the surroundings’ in her article importance of SWOT analysis in business.

In reality the dimensions of internal capabilities have relevance so far, as they relay to the environmental circumstances. Adding up, the analysis of relative strengths and weaknesses involves liking internal aptitudes with the distinctiveness of the external environment. Considering these statements we can clearly understand the importance of SWOT to a brand. For that reason, in my report SWOT of STYLUS Mobile is taken place to get a meaningful idea on all these factors.



Strengths: Firstly our consumer have prebuilt trust on the organization ACI which is a great strength of stylus brand. Secondly being a part of ACI, financial strength of stylus is far better than any other existing brand. Thirdly people don't have any doubt on the dynamic leadership of that organization which adds a extra benefit to the brand. Fourthly ACI is a well established organization throughout the country and in some category they are the market leader. In fifth stylus have experienced & capable team to lead the brand easily in competitive market. In addition, a connection with good the suppliers is a positive strength for stylus that will make the brand significant. Lastly wide coverage of own distribution will make sure the presence of the product around the country.

Weaknesses: Stylus Mobile is totally a new in business so it a weakness for that brand and this not the core business of the parent company ACI. For that reason, stylus needed to start from scratch which counts its weak side. Moreover, comparing with competitors stylus have only few service centre currently that makes brand little behind. Adding up, by the month of august stylus started its journey therefore brand will take time to be profitable in market. Furthermore time

consuming govt. regulation keeping this brand down so that business can't run smoothly as other establish mobile brand.

Opportunities: The most positive opportunity of stylus is that mobile market growth is very high and its growing day by day. Financial strength will add vast opportunity for stylus to invest sufficient amount in necessary field to ensure the band's growth. With that Stylus will get a big amount of reference customers who have their positive feelings for the company ACI. Though ACI has its long time experience in Bangladeshi market, therefore they can easily cope up the change of buying pattern of customers. Diversified portfolio for market will be a positive for that brand also. Furthermore, ACI has its experience in manufacturing plant which will provide a huge range of opportunity to the brand.

Threats: Initially product quality will be a big question for the brand stylus. Stylus just started their operation by this month only Dhaka and Chittagong therefore product availability could be a major threat for them. Market is fully tide with competition and price war is available everywhere that thing may be a threat for stylus. Technology market is little unpredictable and frequently changes market demand for that reason being a new comer it would be a threat. Lastly, economic slowdown and import duty those will definitely make so many barriers which will create obstacles in business growth.

5.6. PEST Analysis

ACI is one of the established organizations which diversify its operations in many business fields after enlisted in the stock. Organization expanded its presence in Bangladesh market to meet the customers demand. We know that this organization continue a good relation with its customer delivering different quality product. Being a local organization it has done great contribution for the society every time. To continue this flow this time ACI takes their presence in Technology fields through their mobile brand STYLUS. This is the dream project of the managing director of ACI. As a successful organization they could easily understand the demand of the people of mobile phone within moderate. For that reason, from the begging of last year initially they start their journey for STYLUS. We all know that mobile market is one of the most immerging and most lucrative markets now. In the research work named Consumer expectation online retailers in developing E-commerce market: An Investigation of Generation Y in Bangladesh (Rahman, 2015) disclose that “Although 98% mobile connections were 2G and only 6% subscribers were using Smartphones at the time of the this GSMA research (2014), mobile data usage was accounting for 20% of total internet usage”. Based on that statement we can easily understand the importance Smartphone. Now a days, customer are using internet in their Smartphone. Therefore to make consumers delight and to give a smart lifestyle within the range ACI took its step into the mobile market. I am trying to show a PEST analysis below for the brand of STYLUS.

PEST analysis stands for “Political, Economic, Social and Technological analysis” and it describes a structure of macro-environmental factors used in the environmental scanning element of tactical management. In the article what is PEST analysis and why it’s useful Makos (2014) stated that ‘The organization can be in a better position to analyze many different things like challenges they have, environment, factors, opportunities, boundaries and stimulus it faces if they have their knowledge about PEST and how to take this analysis into consideration.’ PEST is considered as the external analysis when conducting a strategic analysis or doing market research, and provides an overview of the different macro environmental issues that the company has to take into consideration. It is useful strategic tool to understand the market expansion or decline, business situation, to get the prospective and way for operations. The increasing

significance of environmental or ecological factors in the first decade of the 21st century which have given rise to green business and encouraged widespread use of an restructured version of the PEST framework.

1. Political:

- **Government type:** Bangladesh is a country in South Asia, officially known as **People's Republic of Bangladesh**. Though Bangladesh is democratic country. For that reason, in every sector of STYLUS phone is most welcome with their new service, product and also features. It's also allocable for all the business organization as well as STYLUS phone.

Tax Rate: According to the government policy every mobile brand has to pay import tax to the government based on the mobile model and quantity. This tax rate solely depends on the price and the amount of the product. Moreover they have to pay an annual fee to the BTRC to run the operation. As a brand STYLU already did fulfill all the requirements that supposed to do.

- **Political stability:** In present Bangladesh political situations are pretty stable not fully. This little percentage of instability create harsh situation which affects in every industry in Bangladesh like manufacture, garments, logistic industry etc.

For this instability, our mobile industry is will be affected too much. Though it's a product oriented business, political instability will cause buy & sell, product shipment and distribution as well. So that mobile brands need a smooth situation to reach to its customers physically. At the time of my working on STYLUS I didn't find out any political crisis that can affect STYLUS.

- **Duration of License:** If a company wants to run their business in any country they have to get permission from the govt., and this permission is known as license. In Bangladesh mobile companies get the license for 2 years duration. After the first expiry license can renew for several time. But each of 2 year duration the subject and terms must be reviewed from the commission and pay the necessary fees and charges.

2. Economic:

1. **Business cycle:**

In present STYLUS mobile is in initial stage. And this stage they actually they need to implement some market development strategy for their long term business. If they don't develop any strategy they may be going out in future.

2. **Current and project economic growth:** If we think about the economic growth rate of Bangladesh, its growing but very slowly. Economic growth in Fiscal Year 2014 (ended June 2014) is provisionally estimated at 6.1%, slightly improved from 6.0% in FY2013.¹ And also mobile in Bangladesh they contribute a smart portion of our GDP growth rate.

3. Social:

▪ **Population growth rate and age profile:**

In Bangladesh mobile industry they are very dependent on our population growth and age profile, because they segment their target customer through age (Demographic). Mobile Company are actually target age is 15-35 years, which is a big portion of our population. Along with that mobile phone subscriber are 117.577 million in Bangladesh now. That proves that how lucrative the market is and the opportunity of setting up a new brand.

- **Environmental Damage:** The radiation of mobile phones has bad effects on environment. Ex: Radiation absorption, thermal effects, non-thermal effects, blood-brain barrier effects, cancer etc.
- **Public relation & opinion:** STYLUS got the great public review on the basis of ACI network and their channels.
- **Socio-cultural Change:** Though our present generation is mostly following western culture, but STYLUS starts its promotion journey keeping the value of our culture by sponsoring the local event like Smart phone fair & many more.

4. Technology:

- **4G Network:** The new upcoming 4G network is going to create a new level of services on Bangladesh which will be easier and more fun with STYLUS mobile. Upcoming 4G network
-

already gets most of the attraction from the customers. Therefore using this trend or the boost STYLUS will have huge opportunity to grow up in the market within a short time.

- **Technology Support:** In the past situation whole mobile phone market was in the hand of foreign brands. By the revolution of new local brands right now smart phone market is under control of few of our local brands. In that case, we are getting full support from Chinese suppliers. They are providing every support that we suppose to get, which makes the technology support stronger and faster in mobile industry.

CHAPTER-6

6.1. Learning:

- ❖ I learned how BTL (below the line) works run and how to maintain all those staff for brand.
- ❖ I learned Brand communication in different communication segment.
- ❖ I learned how to take quick decision to manage discrepancy of work.
- ❖ I learned official communication with agencies and vendor dealings.
- ❖ Day to day paper work also I have learned.
- ❖ Few things about the transaction process of my brand.
- ❖ I learned how to maintain corporate relation with stake holders.
- ❖ Now I have moderate knowledge about local mobile business market of Bangladesh.
- ❖ I learned how theory part is implemented in practical work life.
- ❖ Lastly I learned how to cope up with corporate culture.

CHAPTER-7

7.1. Recommendations

1. STYLUS should concentrate on brand loyalty and perceived quality.
2. Customers have high brand loyalty towards a brand if they are satisfied with the product delivered by it. This is why STYLUS should focus their strategy to create or attract loyal customers which can be done through delivering a high quality products, this will result in establishing a long term commitment with loyal customers who will not switch easily to another brand, compared to non loyal customer who can switch easily.
3. In the aspect of brand awareness, it is recommended that STYLUS should embark on intensive campaign to create stronger brand awareness and brand image.
4. STYLUS should reduce the price in order to gain more customers and to beat their competitors.
5. STYLUS should provide lots of new models to beat their competitors.
6. STYLUS should increase the manpower for their brand.
7. Distribution system needs to be more effective to take over the position in market.
8. They have to offer lucrative margin for the lucrative dealer and retail.
9. They have to provide on credit business facility to the dealer.
10. As early as possible they have to spread their market all over the Bangladesh with sufficient number of service center.

7.2. Limitations of the report

The report is presented on the basis of face to face conversation with my manager and limited practical experience in the office. ACI consumer brands organizational environment was very helpful but I felt some limitations such as:

- Too much desk job was practiced
- Vast area of task
- The secondary data that have been observed was in a form, which was not helpful for this study.
- Poor library facility
- The information that is provided is the outline of the real volume of information, so the complete pictures of the concerned aspects are not evident.
- Lack of self- knowledge concerning report preparation, was also a limiting factor in preparing a better report.
- All the work of STYLUS is not centrally connected.

7.3. Conclusion

People from all social economic class are becoming users of mobile phone because of the necessity of communication. Now a day we communication is the part and parcel of our life including personal and corporate. Maintaining this sort of communications mobile is the common device which is used most frequently.

Considering the importance of mobile phone, we have a strong and establish mobile handset market of different brand including foreign and local. They are operating successfully in our market because of the potentiality and the frequent demand of mobile. As a new brand STYLUS is trustworthy brand to choose considering its quality design and price range and after sales service.

Although STYLUS has a strong brand backup from ACI, I think they must have to work on few important issues seriously. Firstly they have to do effective measurement of market. Market is so big but it has different segments and many competitors. For that reason STYLUS have find the right way and place to hit by continuous measurement of market because market can be changed every quarter of the year. Secondly, finding the best communication source will be a big issue for STYLUS to look after. They have to maintain a good communication with customer and suppliers both. We all know that communication is an unconditional element for any business every time. To do that they have to set up more outlets and customer care because end of the day it's all about service. Thirdly they have to be conscious about competitors. They have to keep their competitors analysis to know about the next step and threat of the market. Lastly along with all STYLUS have to offer innovative product with the moderate range of price, conduct effective market research, faster and distribution channel

CHAPTER-8

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Appendix

Products:

Model: P76



<u>Display</u>	2.8" TFT QVGA(240*320)
<u>Camera</u>	2MP
<u>Multimedia</u>	MP3/MP4/FM
<u>Dimension</u>	129.5*57.8*10.5mm
<u>Data Connectivity</u>	EDGE, Java, Bluetooth
<u>Internal Memory</u>	128Mb ROM+64Mb RAM
<u>External Memory</u>	Up to 8GB
<u>Battery</u>	1200mAh
<u>Standby & Talk time</u>	500 hours & 4.5 hours (*depend on phone settings, network).
<u>Recorder</u>	Audio , Video & Call recorder
<u>Speaker size</u>	24*15
<u>USP</u>	Torch, whats app, facebook, viber

<u>Gender</u>	<u>Geography</u>	<u>Profession</u>	<u>Popular spec</u>
Male	Semi urban & urban	Small entrepreneur, students, executives	Battery, Internet, MP3
Female	Semi urban & urban	Housewives, students	Camera, design, MP3

Model: Q15



<u>Display</u>	4” WVGA(480*800)
<u>CPU</u>	1.2GHz Quad Core ; 4.4.2 Kitkat
<u>GPU</u>	Mali 400
<u>Camera</u>	5MP(AF)+ 2MP
<u>Dimension</u>	126*62.35*9mm
<u>Data Connectivity</u>	3G,Wifi, EDGE, Bluetooth
<u>Internal Memory</u>	4GB ROM+512MB RAM
<u>External Memory</u>	Up to 32GB
<u>Battery</u>	1500mAh
<u>Standby & Talk time</u>	450 hours & 5 hours (*depend on phone settings, network).
<u>Recorder</u>	Audio , Video & Call recorder
<u>Sensor</u>	G-sensor, Accelerometer sensor
<u>GPS/AGPS</u>	GPS, AGPS

<u>Segment</u>	<u>Gender</u>	<u>Geography</u>	<u>Profession</u>	<u>Popular spec</u>	<u>Recommendation</u>
4”	Male	Urban	Student	Processor RAM Camera	Better Battery
	Female	Urban	Entry Level Ececutive	IS, Camera, RAM	Better Battery

Model: Q50



<u>Display</u>	4.5" IPS FWVGA(480*854)
<u>CPU</u>	1.3GHz Quad Core ; Kitkat4.4.2
<u>GPU</u>	Mali 400
<u>Camera</u>	5MP(AF)+ 2MP
<u>Dimension</u>	120*65*8.85mm
<u>Data Connectivity</u>	3G,Wifi, EDGE, Bluetooth
<u>Internal Memory</u>	8GB ROM+1GB RAM
<u>External Memory</u>	Up to 32GB
<u>Battery</u>	1600mAh
<u>Standby & Talk time</u>	450 hours & 4.5 hours (*depend on phone settings, network).
<u>Recorder</u>	Audio , Video & Call recorder
<u>Sensor</u>	G-sensor, Accelerometer, Light & Proximity sensor
<u>GPS/AGPS</u>	GPS, AGPS

<u>Gender</u>	<u>Geography</u>	<u>Profession</u>	<u>Popular spec</u>
Male /Female	Urban	Entry level exec	Processor, RAM, camera
Male /Female	Urban	Students	IS, Cam, RAM,

Model Q75



<u>Display</u>	5" IPS FWVGA(480*854)
<u>CPU</u>	1.2GHz Quad Core ; Lollipop 5.1
<u>GPU</u>	Mali 400
<u>Camera</u>	5MP(AF)+ 2MP
<u>Dimension</u>	141x71.9x8mm
<u>Data Connectivity</u>	3G,Wifi, EDGE, Bluetooth
<u>Internal Memory</u>	8GB ROM+1GB RAM
<u>External Memory</u>	Up to 32GB
<u>Battery</u>	2000mAh
<u>Standby & Talk time</u>	450 hours & 4.5 hours (*depend on phone settings, network).
<u>Recorder</u>	Audio , Video & Call recorder
<u>Sensor</u>	G-sensor, Accelerometer, Light & Proximity sensor
<u>GPS/AGPS</u>	GPS, AGPS

<u>Gender</u>	<u>Geography</u>	<u>Profession</u>	<u>Popular Spec</u>
Male/Female	Urban	Entry Level Executive	Processor, RAM , Camera
Male/Female	Urban	Student	IS, RAM, Camera

Model: O65



<u>Display</u>	5” HD(720*1280)
<u>CPU</u>	1.4GHz Octa Core ; Kitkat4.4.2
<u>GPU</u>	Mali 450
<u>Camera</u>	8MP(AF)+ 2MP
<u>Dimension</u>	140x72x9.1mm
<u>Data Connectivity</u>	3G,Wifi, EDGE, Bluetooth
<u>Internal Memory</u>	16GB ROM+2GB RAM
<u>External Memory</u>	Up to 32GB
<u>Battery</u>	4000mAh
<u>Standby & Talk time</u>	800 hours & 7 hours (*depend on phone settings, network).
<u>Recorder</u>	Audio , Video & Call recorder
<u>Sensor</u>	G-sensor, Accelerometer, Magnetic, Light & Proximity sensor
<u>GPS/AGPS</u>	GPS, AGPS
<u>OTG</u>	Yes

<u>Segment</u>	<u>Gender</u>	<u>Geography</u>	<u>Profession</u>	<u>Popular spec</u>	<u>Recommendation</u>
>=4.5”	Students	Male	Urban	Processor, RAM, camera	4000 mAh Battery
	Entry level	Male, Female	Urban	IS, Cam, RAM,	4000 mAh Battery