



Internship Report on

A Proposed Marketing Plan for

EMPORI ANXO MEDICARE LIMITED



a member of





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Executive Summary

Empori Anxo Medicare Ltd. Is a startup company in the medical field. There are so many giants in this sector but this organization did not went to the taboo concept rather they are building some unique selling points to sustain into the market. They are not only selling products but also want to give something to the society with their service. Bangladesh medical field is so much corrupted thus leads the industry to purchase refurbished machines for the hospitals bringing hassles and sufferings for the ordinary people who go there for a fair treatment. Empori Anxo Medicare Ltd. Wants to change the situation and that is why they are in the market to serve the general people. As a startup organization EAML has a marketing plan to sustain in the market and this plan is just not a business plan but also a way out to serve the people who take medical services. They are contributing a lot for the society by posting awareness posts in their social media site. Overall Empori Anxo Medicare Ltd. is moving forward slowly and steadily to penetrate into medical field with great mission & Vision.

Table of Contents

PART A – The Organization	9
1.1 Origin of the report.....	9
1.2 Objectives	10
1.3 Scope.....	10
1.4 Methodology	10
1.5 Limitation.....	11
2.0 Background	12
2.1 About Empori Anxo Medicare Limited	12
2.2 Mission.....	13
2.3 Vision.....	14
2.4 Target	14
2.5 Strategy	14
2.6 Our Clients.....	15
2.7 Products portfolio.....	15
2.9 Offerings	17
2.9 Market Competition and Expansion	17
2.10 Corporate values and Culture.....	17

2.11 Organizational Organogram..... 18

PART B - Job Responsibilities and Duties as an Intern..... 21

3.1 Sales & Visit Log 21

3.2 Managing SAM sequentially 22

PART C – The Project Part..... 22

4.0 Marketing plan of Empori Anxo Medicare Ltd..... 22

4.1 Synopsis..... 22

4.2 Focused Area..... 23

4.3 Strategic Marketing planning framework 24

4.4 “P factors” 24

4.5 Marketing Action Plan..... 25

4.6 Mass Market 26

4.7 Differentiated Market Segment..... 26

4.8 Relationship Marketing..... 27

4.9 Digital Marketing..... 27

4.10 Product packaging..... 28

4.11 Mobile Marketing 29

4.12 Personal Selling 29

4.13 Public Relation and Publicity..... 29

4.14 Mass Media Advertising..... 30

4.15 Viral Marketing	31
4.16 Lobbying.....	31
4.17 Marketing Research	32
4.18 Marketing Budget	32
4.18 Pricing Strategy	33
4.19 SWOT Analysis.....	34
PART D - Findings and Analysis	35
5.1 Findings	35
5.2 Recommendation.....	36
6.1 Conclusion.....	37
7.1 Bibliography	38
8.1 Appendix	39

Table of Figures

Figure 1 Functional Structure	18
Figure 2 Divisional Organizational Structures.....	19
Figure 3 Development Organizational Structures.....	20
Figure 4 Sales Log.....	21
Figure 5 Strategic Marketing Frameworks.....	24

PART A – The Organization

1.1 Origin of the report

This internship report is an essential partial requirement for a student of Bachelor of Business Administration (BBA). The course BBA is designed with an excellent combination of practical and theoretical aspects. Our knowledge and learning become perfect when it is associated with theory and practice. After completing this BBA, certain times are preserved for internship. At this time, students get a chance to prepare and train themselves to face the challenges of job market. He can establish contacts and networking. These help him to acquire professional knowledge and experience. In a nutshell, internship is clearly justified as the crucial requirement of four years BBA graduation program.

This is a great opportunity to get involved with an organization and with their activities. As our educational system is predominantly text based, from practical knowledge, we will be able to experience the practical life work of an organization. This course creates opportunities for every student to work with different organizations where they got experienced of different working environment and gather practical knowledge.

To support my internship report I worked as an intern (at least ninety days) in **Empori Anxo Medicare Ltd (EAML)** under the renowned real estate company **METRO GROUP** and my topic of the report is "**A Proposed Marketing Plan for Empori Anxo Medicare Ltd**" as a part of the fulfillment of internship requirement. In every organization, Service giving and management practices are crucial because it helps companies to maintain and overcome the challenges and adapt to the ever-evolving needs of employees and consumers especially for the startup companies.

1.2 Objectives

- To learn about the current operation and business process of Empori Anxo Medicare Ltd.
- To learn about the internal process and organizational structure of Empori Anxo Medicare Ltd.
- To study the overall Medical industry of Bangladesh
- To find out how to develop the business
- To describe the Performance Management of Empori Anxo Medicare Ltd.
- To study the market prospects of Empori Anxo Medicare Limited and evaluate in terms of its competitors
- To gain practical experience of corporate life and working environment.

1.3 Scope

This report is entitled “A study on overall services of Empori Anxo Medicare Limited”. In this report I tried to gather information from my own internship experience that I gathered on last three months, Primary and secondary source of information. I gathered data from journals, internship reports, essays, news reports, company database, and daily records of emporianxomedicare.com. For primary information source interviews of the associated will be considered.

1.4 Methodology

The type of method used in this report is mainly descriptive in nature. To meet the objectives of the report, I realized that a single method would not be effective. The sources of data or information for this particular report are both primary and secondary source.

Primary Data: Primary sources of data were:

- Face to face conversation with the employees.
- Direct observation.

- Discussion with officials

Secondary Data: Secondary sources of data were:

- Official Website of the Empori Anxo Medicare Ltd.
- Company Profile of Empori Anxo Medicare Ltd.
- Some printed materials like brochure, catalogue of the company.

1.5 Limitation

In this report, suitable ways are trying to be followed to generate accurate information and bring about reliable result. In spite of having the wholehearted effort, there exist some limitations, which acted as barrier. Below are the limitations-

Although I received much co-operation from the officials, they were not able to give me enough time, as they were busy with their works.

- Although I received much co-operation from the officials, they were not able to give me enough time, as they were busy with their works.
- In much case up to date information were not available.
- Unavailability of sufficient documents.
- Only limited excess to human resource and management policy because top personnel are allowed.
- The raw data available in the organization's database management system which was also not properly organized.
- Some essential data could not be gathered because of confidentiality concerns.

2.0 Background

2.1 About Empori Anxo Medicare Limited

Empori Anxo Medicare Ltd (EAML) is a newly established company in Bangladesh which started its operation in the mid of January 2016. This company is mainly engaged in marketing and sales of products and services on behalf of foreign manufacturers and suppliers as their agent in medical equipment, Lab equipment, pharmaceutical industry & Life Science Market. Empori Anxo Medicare Ltd (EAML) founded with a clear vision, strong company philosophy of loyalty, commitment and complete dedication towards its objectives.

Experienced professionals founded Empori Anxo Medicare Ltd (EAML), as a company providing high-level expertise in medical equipment to physicians and other medical professionals. It serves to capitalize the growing number of small and mid-sized companies as well as established larger companies to improve upon the awareness of medical equipment's, medical devices, lab and pharmaceutical products. Empori Anxo Medicare Ltd (EAML) will offer a wide range of services to the hospitals, clinics and healthcare professionals. We will be going after the upper end of the market, typically the unsatisfied client/ professionals/customers who choose not to compromise the quality of healthcare.

As a result, the Company has achieved its position as one of the trusted, experienced, leading and professional business concern in its business field. Customers' satisfaction, effective solution to their needs, after sales service and strong relationship with customers; and past track record provides the backbone of Empori Anxo Medicare's success and developments.

Empori Anxo Medicare Ltd is one of the sister concern of the reputed real estate company **METRO GROUP** [See Appendix A]. Since the inception of METRO GROUP it consolidated and diversified its business with the liberalization of Bangladesh Economy.

Now the METRO GROUP Business embraces in the areas of

- Civil Construction Works
- Infrastructures Development
- Land & Apartment Development
- Manufacturing Pharmaceutical Products and
- Trading Consumer Goods

2.2 Mission

Empori Anxo Medicare Ltd (EAML) offers, biotechnical and medical device manufacturers a reliable agent, high-quality alternative to in-house resources for sales and marketing. Empori Anxo Medicare Ltd (EAML) improves the return on sales and marketing investment by accelerating the physician learning curve on prelaunch, new, and existing products through Web access to educational detailing and marketing research. In addition, Empori Anxo Medicare Ltd (EAML) will benefit small and innovative biotechnology and pharmaceutical companies that do not have an extensive sales force to cover South East Asia.

It is Empori Anxo Medicare Ltd (EAML) mission to serve local physicians with fast, accurate, private, reasonably priced hospital and laboratory, molecular, reagent, medical radiology and pharmaceutical equipment's. Empori Anxo Medicare Ltd (EAML) exists to exceed all of their customer's expectations.

Empori Anxo Medicare Service's another mission is to provide the customer with all services in an environmentally sound, completely trustworthy, and professional manner. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.

2.3 Vision

Our (EAML) Vision from the start is to sustain in the market for a long period of time and this will help us to establish a reputation as the “class” enterprise in the industry. Because our main interface is with the client through the manufacturer, we will also make it a top priority to ensure that all our customer receive “first class” treatment. This, along with our commitment to supply very high quality products will help us to achieve that image.

2.4 Target

- To achieve a 10% market penetration in the medical equipment market by the end of year two.
- To achieve 25% market shares in medical waste by year three.
- To win low-interest loans and grants from the government of Bangladesh.
- We will offer value added services such as CME (Continuing medical education), current medical information updates, and physician meeting facilities (chat room and bulletin board).
- To hire staff both currently identified and unidentified to implement our business concept.

2.5 Strategy

We are projecting the first year would be struggling to introduce but with our expertise we will be able to market the products in Bangladesh. Our experience in successful partnerships with few manufacturers in the medical equipment industry means that we understand the challenges, and capable of delivering products and services to aid our clients in reaching their objectives.

We expect to more than double sales if we received cooperation from manufacturer, concentrating mainly on hospitals and clinics. Initially our market penetration will be small, but

it will grow through reputation for high quality products, which will gain acceptance. Market share should grow to exceed 15% within the next 2 years.

We would like to introduce smart presentation as well as corporate discount early in the year. The initial marketing thrust will be aimed at business enterprises that can gain significant cost savings from red tapes. We are expecting some client through our distribution channel will be interested in buying the product, most of whom will receive preliminary sales literature. We will provide our client with the appropriate information to include in their next promotional mail-outs or advertisements. As a distributor we will have a sales contest for potential client, with the grand prize i.e. all-expense paid for seminar and symposium for the most sales achieved by a salesperson.

2.6 Our Clients

As ours business is a B2B (Business To Business) type business not B2C (business to end user), or can be said that the corporate selling which means deal or transaction between the two company. Our clients include-

- **Hospitals (Governmental and Non-Governmental)**
- **Diagnostic centers**

As the nature of this business is corporate selling so it will not deal with the end users or any individual customers. Its first priority is the hospitals and diagnostic centers. An initial plan has been made which are taken as a target sector to distribute products.

We have made a list categorized on the basis of selective area. It includes Mirpur zone, Motijhel zone, Mohammadpur zone and Dhanmondi zone.

2.7 Products portfolio

Actually this field is very much widespread and large, the items are categorized under the three department.

Empori Anxo Medicare Ltd (EAML) supplies and distributes following items

1. MSR (Micro surgical items) [See Appendix B]

2. Medical Equipment [See Appendix C]

3. Medical Device [See Appendix D]

2.8 Services

Empori Anxo Medicare Ltd (EAML)'s customer service policies are consistent with the principles of independence, dignity, excellence, eminence, dedication, proficiency and simplicity.

General

- We interact with each other in a courteous and professional manner.
- We have professional engineers to give you the best possible service.
- We inform our internal customers about normal process time, when they can expect completion and any delays that may arise in the process.
- We communicate with internal clients daily, either by e-mail or phone, to update them.
- We work to resolve issues with coworkers and other departments by discussing problems directly and working toward agreed upon solutions.
- We are cooperative and helpful to every staff member to assure quality services.
- We hold ourselves and each other accountable for addressing inappropriate comments and behavior.

By mailing

- We will respond to e-mails within 24 hours during normal business hours.

- We will update our e-mail notification message when we will be out of the office for an extended period of time (full day or more). We will indicate our expected return date and indicate a contact person (if applicable).

Telephone Etiquette

- When at our desks, we will answer the phone within two rings.
- We will listen to the caller's request and assist the caller accordingly.

2.9 Offerings

We have three biomedical engineers and workshop for servicing. So this is our arrangement to give service to other company. Empori Anxo Medicare Ltd. have created the correct infrastructure with the collaboration of Medi Crescent Care Ltd. to carry out the supply and maintenance of medical equipment in Bangladesh and already known to relevant department and the professionals in that area through previous projects. We have a well-established network of clients in the medical industry which includes high profile health professionals, many of whom are budget-holders and decision makers.

2.9 Market Competition and Expansion

We would be focusing on getting the distribution ship facilities from medical companies to enter and grow the South East Asian market if we can establish network of clients in the medical industry in Bangladesh which should include high profile health professionals and budget-holders and decision makers. Finally, we are very keen to develop our market through efficient and innovative products.

2.10 Corporate values and Culture

Start-ups with clearly articulated shared values do a better job of hiring people who fit with their culture, and use those values to decide whom to promote and whom to manage out of the company. As a one of the sister concern of Metro Group, Empori Anxo Medicare also wants to

maintain a healthy working environment by maintaining its principles and internal code of conduct with its employees and other officials.

2.11 Organizational Organogram

Functional Structures

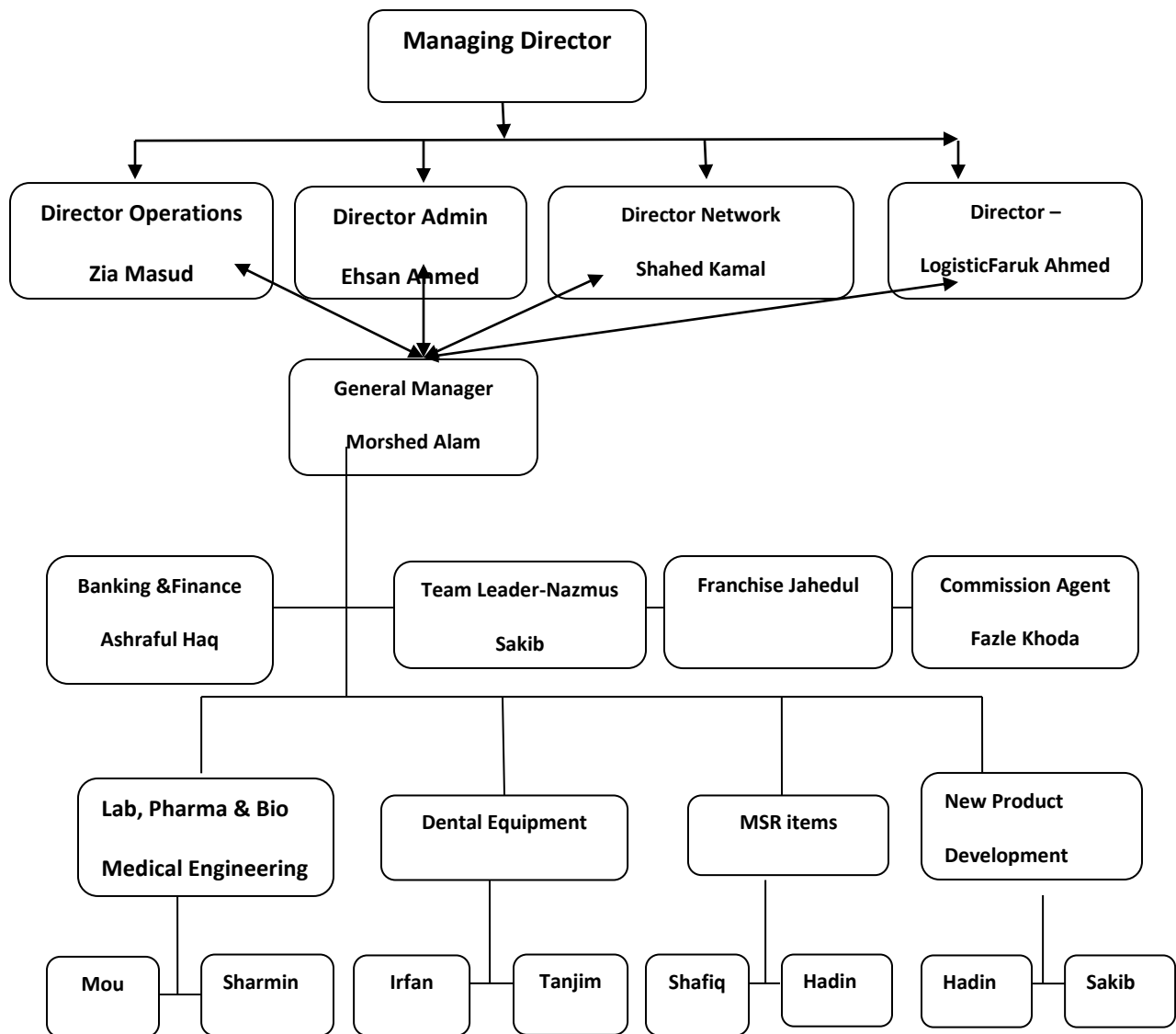


Figure 1 Functional Structure

Divisional Organizational Structure

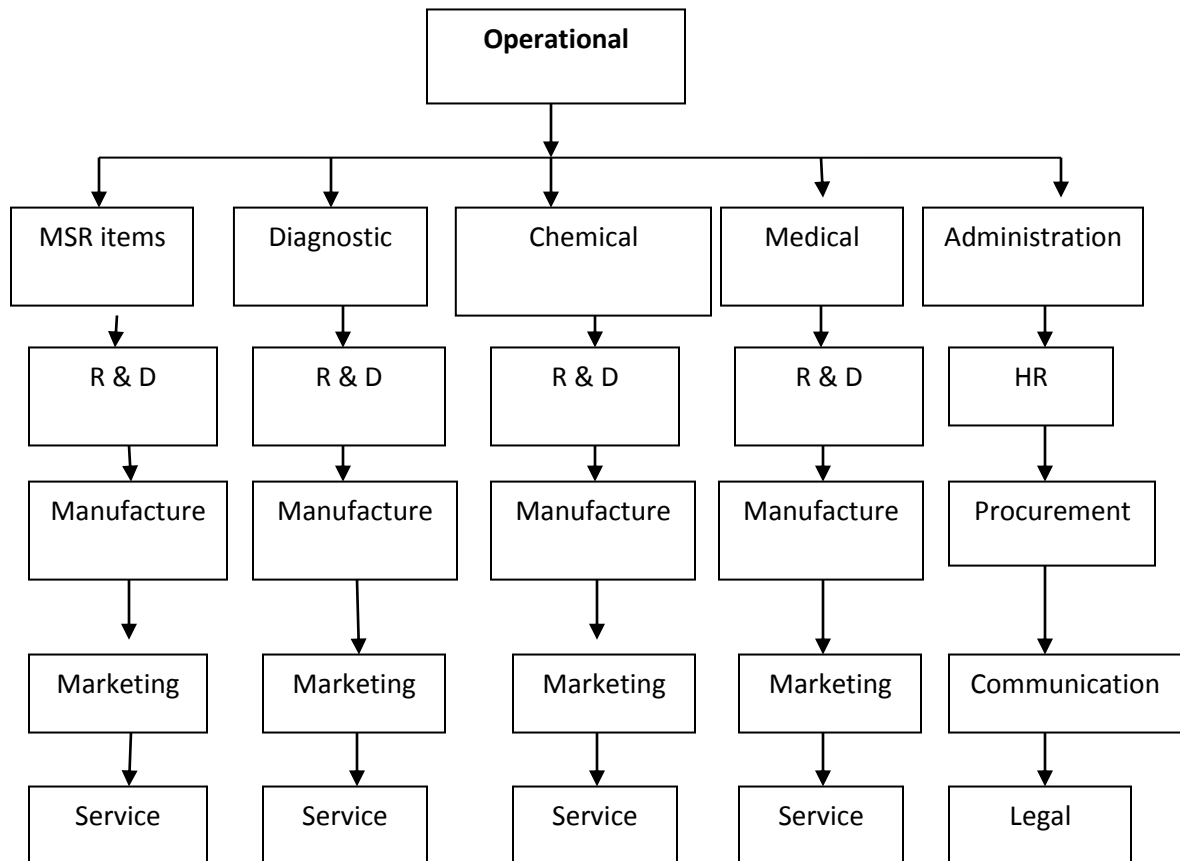


Figure 2 Divisional Organizational Structures

Product Order and Development Organizational Structure

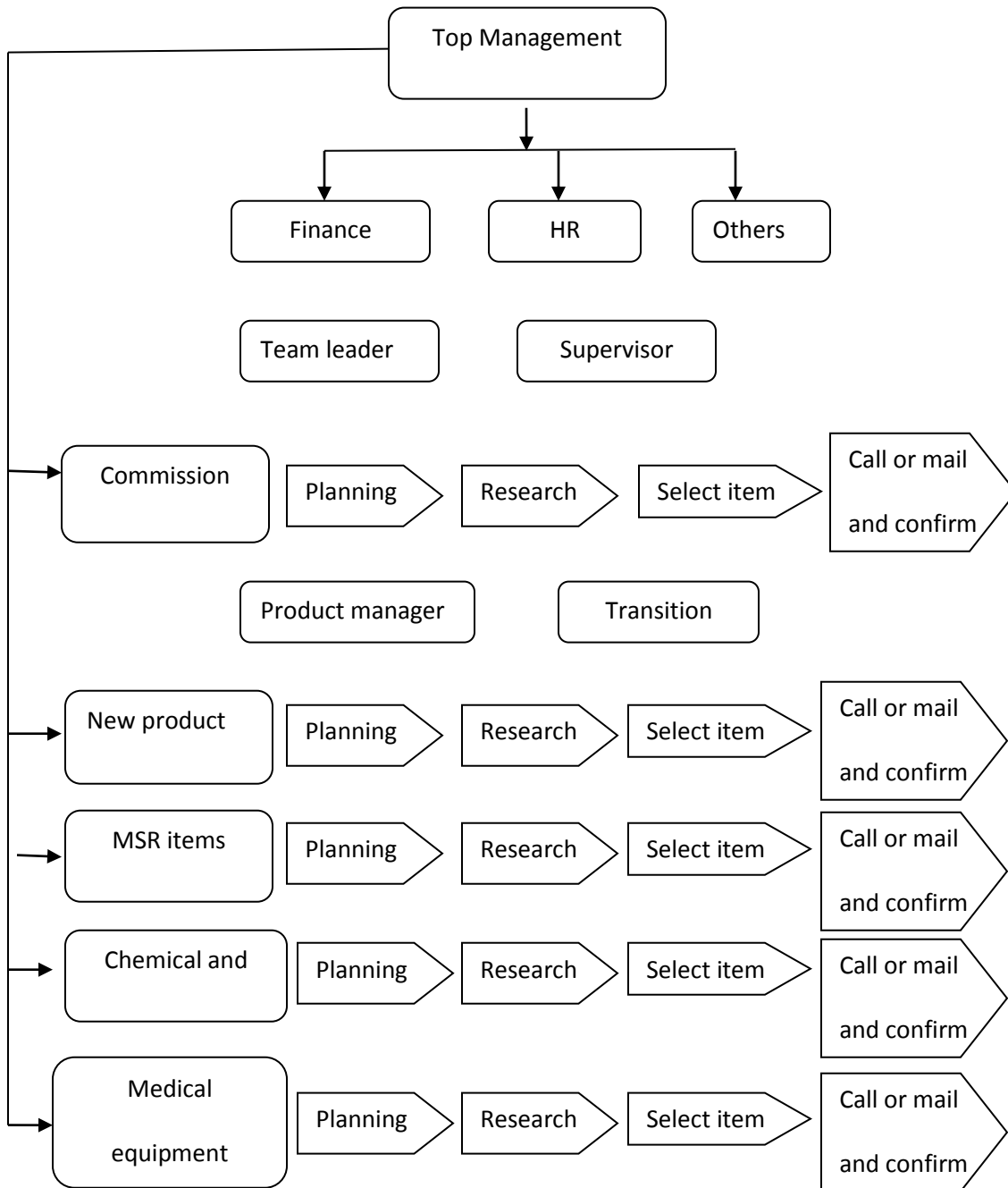


Figure 3 Development Organizational Structures

PART B - Job Responsibilities and Duties as an Intern

As an intern in the marketing section I need to do a lot of works. As the business pattern is B2B that is why marketing is really very needed and important. I had to go to market & sales visit and going to the local market to get idea about the product pricing and know-how. Despite of that getting product knowledge and developing product was also my responsibilities.

- Meeting Doctors and Professors for marketing purpose
- Going to the Market to get product pricing idea
- Contacting new manufacturers around the world and product development.
- Preparing sales pitch for the clients
- Getting product knowledge.

3.1 Sales & Visit Log

We were supposed to visit the doctors and procurement managers of the hospitals on daily basis. As the nature of the business is to sell medical equipment so meeting them on daily basis was very important. Meanwhile we created a very good relationship and liaison to these people so that we can sell our products and do something to get the tenders. We used a document named ‘sales call or visit log’ by which they keep records of the level of planned standards.

<i>Sales call or visit log</i>				
Authorized Representative	Client name	Company name	Date	Time

Figure 4 Sales Log

3.2 Managing SAM sequentially

Empori Anxo Medicare sales and marketing whereabouts, which will ensure who is doing what as and when they go out for sales and marketing and the outcome of it.

This is something to do with the operation of sales and marketing, so our director will be monitoring on a weekly basis.

It is also sometimes done through various reports like weekly, monthly, quarterly, yearly reports. EAML has done it on monthly basis.

It uses a data sheet for the team through which the actual performances are measured. [See Appendix E]

PART C – The Project Part

4.0 Marketing plan for Empori Anxo Medicare Ltd.

4.1 Synopsis

Empori Anxo Medicare Limited is registered private limited company in Bangladesh intended to conduct their business operation into medical equipment market. The intent to operate into niche segment of Medical Equipment market is undoubtedly worthy because of rising health issues on the world top ranked most populated country. As the Public Health market is being under reconstruction and rapidly growing, health conscious people are getting more key factor to be attractive target customer for service providers (Modern Hospitals, Diagnostic Centers, Health Clinics, NGOs and Modern Medical Equipment suppliers and Manufacturers). However, due to large investment requirement and unreliability into the health service in Bangladesh, so far, no big investment has been made in the medical equipment manufacturing market. Almost 95% of the medical equipment is being imported and market through distribution channel. Most of the

high value medical equipment's are being purchased by the user (service provider) either directly from the OEM (Original Equipment Manufacturer) or through a middleman Indenting firm. The nature of the market, however, mostly dependent upon relationship based where traditional marketing policy does appropriate for any other consumer industry is seen inappropriate for Medical Equipment products marketing. In line with that, a differentiated marketing approach is required to setup for any start-up company into this market.

4.2 Focused Area

As we can know from the nature of the business, around 95% of the medical equipment market served by the importers, it is obvious that quality manufacturing is to some extent not a viable project to think of. Moreover, when the issue is health, technologically advanced country invest enough resources for new solution for health related challenges thereby making reasonable business scope as a service provider for developing country health service sector. So, emphasis on indenting and importing quality product to serve health related medical equipment market is more profitable. At the same time we can say that through, affiliation and partnership venture with recognized international manufacturer to assemble will be realistic scope of reengineering the profit by minimizing the cost and tax burden.

4.3 Strategic Marketing planning framework



Figure 5 Strategic Marketing Frameworks

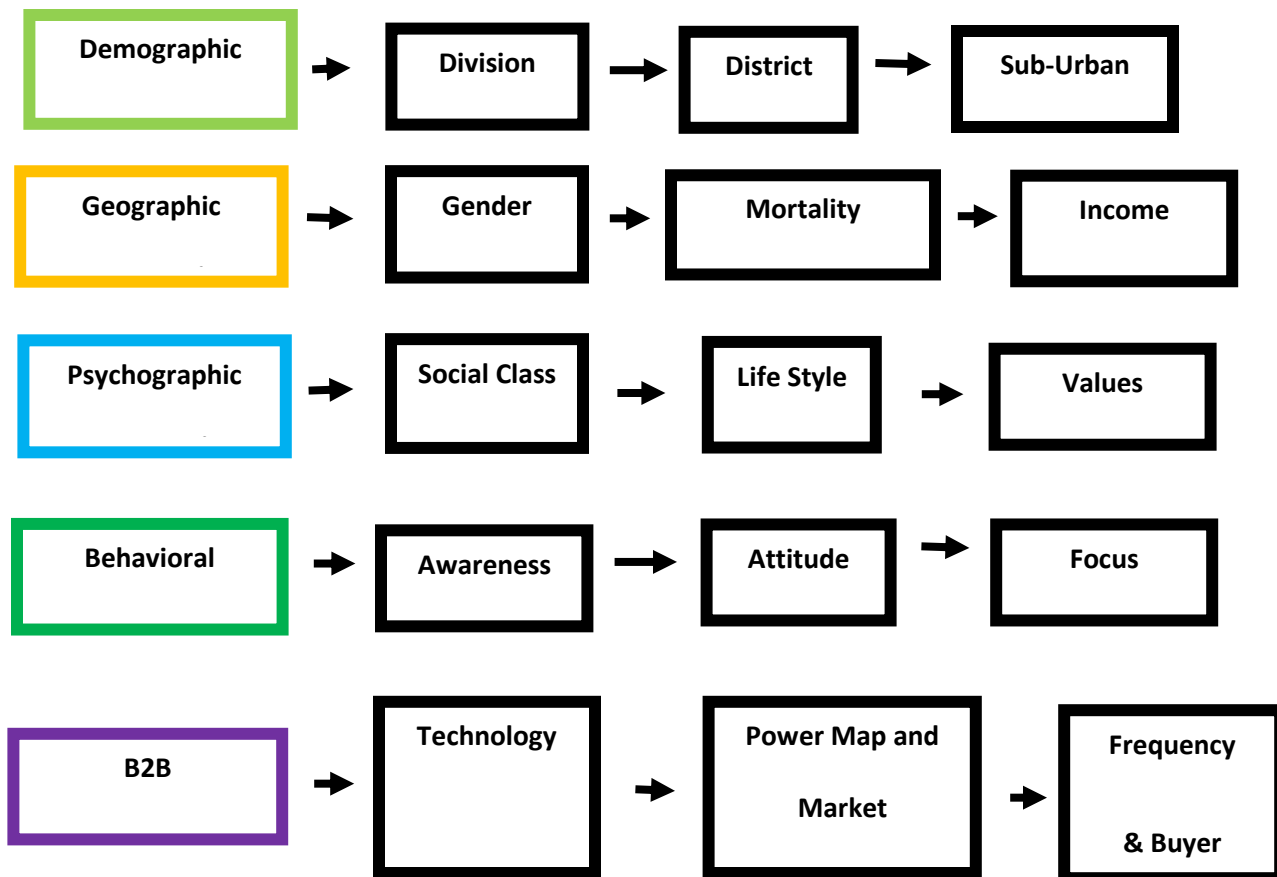
4.4 “P factors”

To set up a strategic marketing plan, it is required to know the marketing element on which plan will stand up, which are all P’s of marketing mix. The following “P” factors are needed to recognize as per their importance and manage strategy accordingly to get the outcome.

- | | |
|---|---------------------------------------|
| 1. Purpose/Vision/Mission/Goal | 6. Place/Distribution/Showcase |
| 2. People /Segment/Target Market | 7. Packaging/Branding/Image |
| 3. Product/Solution | 8. Promotion/Communication |
| 4. Positioning/Differentiation | 9. Productivity/PLC/Efficiency |
| 5. Price/ Cost/Revenue/Competition | 10. Physics/Science/Innovation |

4.5 Marketing Action Plan

To start on thinking of marketing Strategy, identifying market segmentation based on business opportunities is the notable task to decide the primary task. The Medical Equipment market has the following **Market Segmentation** structure as per seen predominant in the current practice:



The above-mentioned segmentation will be required to dig into deep to identify each factors importance and insight to set a target market primarily for the firm to serve and plan for the next and future market opportunities. The valuable insight from market segmentation will help the company to look into its business objective, resources, capabilities to select the optimum **Target Market** to choose to achieve business objective. Empori Anxo Medicare Ltd. will determine whether they will go for mass market or specific market with differentiated product and services. Both the strategy will have some inner advantages.

4.6 Mass Market

It has the opportunity to see a bigger volume to grab with a variety of products assortments for different market segment as well as mass product and distribution will eventually increase the invest return from multiple surfaces. However, going towards mass market segment will require following setup to install:

- Skilled Human Resource
- Distribution channel
- Long Line of products to compare expenses and return
- supply chain and optimum sourcing
- Capital expenditure and financial capability for long debt rolling
- Incentive and trade marketing effort
- Strong brand building to create competitive edge

4.7 Differentiated Market Segment

It will be of more focus strategy where revenue will eventually come from up-selling and serving differentiated product usually with highly sophisticated products and services. The following insights make this target marketing beneficial to follow:

- Limited size of potential clients
- Specific needs
- Market situation is dominated by few strong competitors
- Differentiated products/services can make the difference easily
- Level of demand elasticity is well controllable
- Competition is dependent solely of creativity and innovation
- More personal services are effective than mass promotion

Though, both the mass marketing and differentiated target marketing is unique in nature to roll out operation, Tropical Eurasia can however start with segmented market primarily and as the firm grow with the more capacity, going to mass market will be credible.

4.8 Relationship Marketing

Empori Anxo Medicare Ltd. Will try to jot down the following:

- **Key persons into the Target Market** (Key Decision makers of B2B business as well as Key Distributor customer profiling). Power map and CVP (customer value profile-purchasing behavior and value chain of target market) needs to define specifically and nursing them with proper care.
- **Professional presentation** detailing all the key features of the unique product features and added services will enhance client awareness.
- **Direct marketing** is must for both corporate marketing and direct selling towards distributors. Regular tie up with key person increase the chance for referral sales.

4.9 Digital Marketing

To educate prospective market, digital demonstration will be helpful as follows -

- **Website Infomercials** where demonstration of products and features through website and live chat with visitors will be effective for one to one promotion directly with the target audience. Especially, if the website will be rich with updated medical journals, product usage and new medical improvements, then, this site will be a hub for physicians and interested patients to find more exclusive information. We analytics data will track the visitor's identity and response rate towards digital promotion.

- **Social Media and YouTube** awareness campaign for target market will be helpful to promote the product as well as serve one to one directly and effectively with immediate feedback.
- **Digital Platform of Mass media** will be needed to be used for promoting new products, especially the products features mentioning the new technology. For example, popular on-line newspaper in Bangladesh should be used for product positioning of new imported products asking for interested dealers, hospitals to call on help center number. This will may not produce direct call for sales on expected level but will help during selling through direct marketing with visibility evidence as a credential.

4.10 Product packaging

Product packaging is not only consists of labeling and assembling services rather consists of the whole image and impression of the product first seen by the customer to end use with satisfactory after sales service assurance. So, following promotional packaging is required –

- **Support services agreement needs to be unique and attractive.** For example, high value CT scan machine requires big investment and long debt facility. Serving clients with extra after sales facilities will not only increase opportunity for up-selling but will by-pass competitors. One promotional strategy can be, employ one of the operation executive at the client end with the cost of supplier for one year to ensure service guarantee. Moreover, initiate an awareness campaign for the end user of the client to make the sales hike. All of these value added service campaign will enhance client's business as well firm's revenue and henceforth long lasting business relationship.
- **Pricing products** in such a way that serves the clients with worthy investment. Bundle pricing, swapping service options, free service offered as after agreement signing will increase the option for negotiation as well as adding value towards long term relationship.
- **Branding product** with the customer brand called co-branding. For example, whenever any customer like INCEPTA Pharma will be asking for any raw material or machinery as a direct user of selling further towards end user, co-branding the name of the products will be enhancing the brand building strength.

4.11 Mobile Marketing

It doesn't mean marketing through mobile phone only rather the campaign mobility and reaching towards end user directly. As the medical Equipment market is mostly consists of patient's use where pharmaceuticals company, hospitals, clinics, diagnostic centers and doctors are the direct influencer of this market, the following mobile marketing is required –

- **Arranging campaign to various locations** and corporate houses partnering with multiple stakeholders. For example, blood collection campaign under the head of Square Hospital and pharmaceutical company. This effort will fulfilling the need of end user of the hospital emergency patient of the hospital as well as pharmaceutical company will get a good deal from the hospital doctor's prescription. Doctors will therefore prescribe Tropical Eurasia product as a means of partnership value.
- **Arrange free treatment day** for regional under privilege people with the participation of Member of the Parliament, Senior Govt. hospital consultants to building the relationship with Govt. market stakeholder.

4.12 Personal Selling

It is the most important factor in B2B business. The account manager of any corporate client needs to tie up with the corporate as a solution partner of the account. The **in-depth knowledge of the sales person** should be justified by the health consultant to meet the need for patients convenience and better result. Bioengineer and technical expert people needs to be in the sales channel to fill the knowledge gap.

4.13 Public Relation and Publicity

These are two powerful promotional tools for medical equipment market. The following efforts will be required:

- **Arranging seminar and press release** for the new product launch.
- **Training and knowledge sharing** session with top notch health consultants and industry experts.
- **Factory visit** by the Govt. high officials and Health Consultant both within the country and the foreign counterpart.
- **Arrangement of International seminar attendance** for the key investor and decision makers for new medical technology conference by the Foreign counterparts and other possible foreign equipment producer.
- **Yearly Medical Equipment market survey** report publication.
- **Monthly Medical Equipment market report** as a newsletter with new innovation in medicine and medical equipment industry.
- **Report or program sponsor by Empori Anxo** on new technology innovation in the medical equipment industry where top Health Consultant on particular segment will walk the talk as an expert.

4.14 Mass Media Advertising

Mass Advertising can't be ignored but utilize in different manner.

- **Advertisement on new product** highlighting key Clients renowned health consultant suggesting the necessary test for better cure of particular product. Empori Anxo product will be of such.
- **Produce a corporate drama** in the form advertisement to portray how doctors are heavily dependent on proper diagnosis report or necessary treatment by not directly mention the name of the Tropical Eurasia brand rather sponsoring the program with one particular brand. The fact of the drama will be the real case of diagnosis based on true story mostly success stories. This will be long term brand building initiative to entice all the success stories of all client end hospitals and clinics.
- **BTL activity on dealer end** for the end user. This will be in the form of **CSR activity**. For example: as the dealers will supply products of low cost items in a mass volume,

local people will be call for participating into a street drama to act as if one patient is in serious condition and others are trying to do the right thing to rescue. The street drama can be on many issues likewise burn related accident, sharp cut on any limbs, road accident where our dealer end products will be the first things to be used. Throughout this, dealer will be highlighted as a primary mentor for first aid supply to that particular location.

- **Billboard**, however, will be less effective though, but, for proper name recognition and creating constant image, few major location billboards will be needed to help the sell.

4.15 Viral Marketing

It is the most effective form of Medical Equipment market promotion. Whenever the end user suggests a better call for package services to other patients, they not only call for doctor's treatment, rather, mention the highly sophisticated equipment's as well. So, to preserve the best quote of the patients and associated family members, Empori Anxo Medicare Ltd. should make a thankful activity initiative for being a service user of instruments. After being cured, a “**Healthy Health Call**” towards the patient and the family member will not only give them better feeling but will give a strong brand recall effect. Even the patient is not cured and suffering from acute syndrome, if any possible corrective measure can be done by Empori Anxo may extend the client's satisfaction to sky high.

4.16 Lobbying

Though it falls under the part of Public Relation, but for Medical Equipment Market, it has significant importance. Corporate deals are highly competitive, so, if required, lobbying with key decision makers should not limited to technical specification as an USP but **understanding personality characteristics** also plays valuable role. So, supplying best quality of products means when the purchase decision done by the client with satisfaction both from product end and get the comfort and confidence of individual end. Getting loan for investment, getting high value

tender, replacement of nationwide govt. hospitals Medical Equipment all requires top level lobbying.

4.17 Marketing Research

The aforesaid mentioned ideas and market opportunities summary has been taken from secondary source of data available and was possible to go through within the duration of this project write up. However, there are many questions and many areas are required to deeply diagnose for better and accurate understanding. The following areas require full market research:

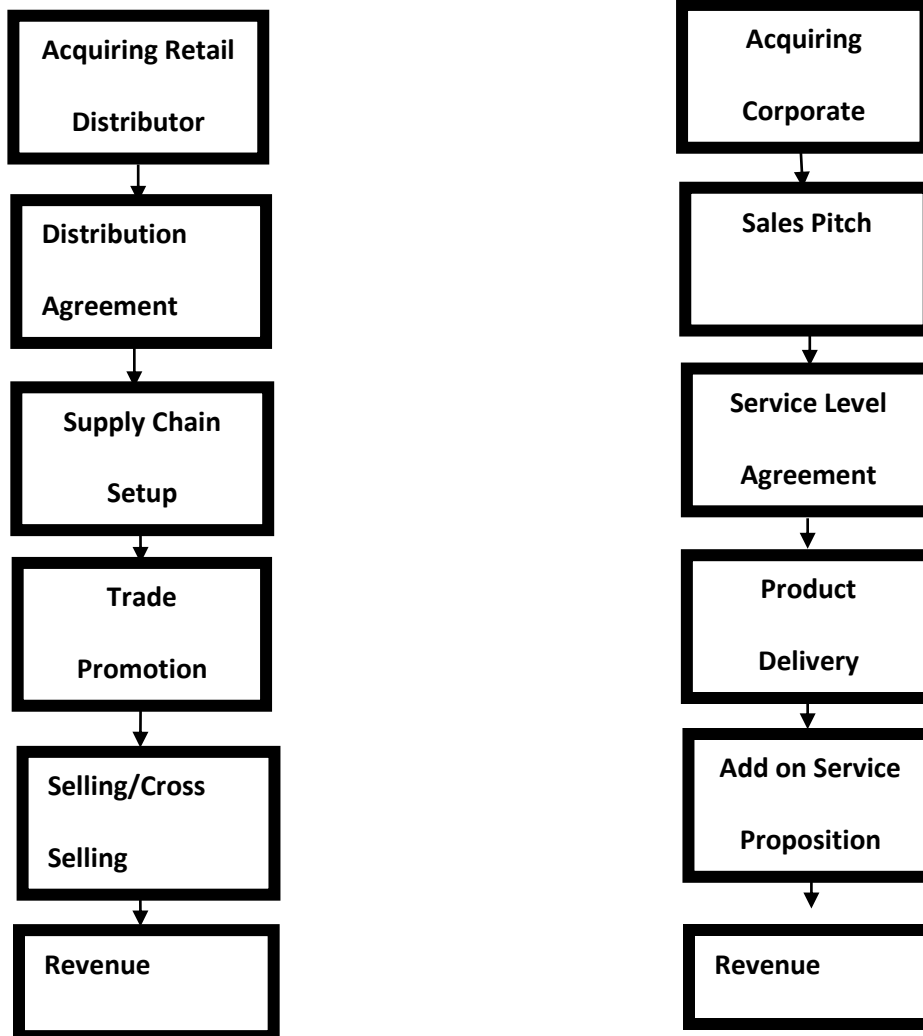
- **Competitor activity** into the market on immediate products in hand.
- **Market size** of Medical Equipment market a whole in Bangladesh.
- **Identify key Accounts** (Top 100) and **Business Market Accounts** (Except Key Account) average purchase size and frequency.
- **Survey on Distributor market size** and channel partner business value chain.
- **There is a Grey Market in health sector**, How does that work and who are the key person.
- **Market Debt status and Challenges in collecting** long term debts.
- **Margin of profit** on geographical segment and key clients.
- **Operation benchmark** for the industry and key Clients.
- **Standard lead time** of order placement to payment.

4.18 Marketing Budget

Marketing budget is the cost in the form of investment. This depends upon the strategic decisions to be taken for formulating market operation strategy. However, the thumb rule is, whatever the market position is, if any firm wants to earn **profit of \$1** within **start-up year**, then that will be operational profit for which marketing promotion requires minimum **50% of investment**.

However, on the **successive year**, the marketing promotion will be lower up to **10%-15%** of the revenue which limit to minimum **5%** at the **end of product life cycle**.

ROI:



4.18 Pricing Strategy

Among many pricing strategies, we would like to do penetration pricing. Penetration pricing will help us to set the prices low with the goals of attracting customers and gaining market share. The price will be raised later once this market share is gained. After achieving the highest market share, we plan to go for price leadership. Empori Anxo will use a penetration pricing strategy

that prices a product or a service at a smaller amount than its usual, long range market price in order to increase more rapid market recognition or to increase their existing market share.

This strategy can sometimes discourage new competitors from entering a market position if they incorrectly observe the penetration price as a range price.

4.19 SWOT Analysis

Strengths

- Brand Image – Metro Group has achieved a very well-known brand image and has maintained a competitive advantage over other competitors in the market.
- Strong Financial background
- Flexible distribution channel
- End-to-end processing- Concentration on both B2B and B2C clients and includes efficient and fast customer care services.

Weaknesses

- Slow & Steady- Since it's a start-up company, we expect the business to start in a slow and steady pace and eventually, coping up with the current competitors.

Threats

- Our major threats are the already developed market for blood bags and other medical accessories providing companies. In terms of being saturated, there is still scope to develop the scenario if we concentrate on hygiene issues, which is the primary concern of our consumers these days.

Opportunities

- As we are a sister concern of Metro Group, which is a successful company and already positioned itself among the leading corporate names over years of hard work with

dedicated people, we believe it will keep us one step ahead and help the consumers differentiate our products in a positive manner.

- We have expertise and experienced personnel in the pharmaceutical industry, which we plan to utilize to explore and tap the market based on segmentation.

PART D - Findings and Analysis

5.1 Findings

During my internship period in Empori Anxo Medicare Ltd, I have gone through the overall Services, Marketing plan & management process summing up the following things:

1. Empori Anxo Medicare Ltd is a newly established sister concern of a giant real estate company Metro Group.
2. It is gradually advancing in the market of medical equipments.
3. It is continuously making contact with the overseas manufacturers and suppliers to be their sole distributor in Bangladeshi market.
4. Both the employee and employers are very much cooperative, helpful and friendly.
5. There is a lack of coordination among product development, sales and other departments.
6. The product line of EAML isn't properly organized and managed.
7. There is no arrangement of storeroom or warehouse to stock the products.
8. Sometimes the organogram isn't properly followed.

9. They are planning to arrange a seminar in hotel Le Méridien where they will invite doctors, operational managers of renowned hospitals to promote their brand name and products.
10. Employees training are not arranged on a frequently basis.
11. The website isn't properly organized.
12. They are focusing on selling rather than making profit.
13. There is a want of qualified technician for servicing.
14. The managing director (MD) of EAML takes and approves all the related decisions of the company.

5.2 Recommendation

On the basis of the findings and analysis of the report, my recommendations are given below:

1. They should make their promotional strategy more strong to gain competitive advantage.
2. They should recruit more professionals in this field.
3. The HR division should establish the standard pay structure for the employees of the organization.
4. Decision making process should be more decentralized and should be given more scope to the employees.
5. They have to make the website more attractive, informal and rich.
6. They should be focused on specific equipments, either on MSR items or on medical devices.
7. They should be more organized and follow the organizational organogram properly.
8. Training programs should be arranged on a regular basis by the professionals or doctors.

6.1 Conclusion

The report represents the real-life experience that I had during my internship period as a Product Development Executive. This experience has challenged me to continually learn about myself and my interactions with others. Working with my supervisor as an instructional team has helped me realize that my contribution to my team is insightful and valuable. As Empori Anxo Medicare Ltd. has started its operation previous year, it is a very crucial for management team to managing the entire managing activities, planning for the upcoming projects, organizing the planned activities, procedures and steps for motivating the employees, terms and condition, procedures and methods to control the employees and the organization as a whole. They are quite succeeding in this regard. They properly follow the principle and the procedure of managerial functions and very successively maintaining the organization.

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8.1 Appendix






Appendix A

Our sister concerns

<i>Sister concerns</i>	Al-Amin Construction Company Limited
	Central Pharmaceuticals Limited
	Metro Services Limited
	Metro Unitrade Limited
	Amin Associates Overseas Company Limited
	Best Holdings Limited
	Abashan Holdings Limited
	EmporiAnxo Medicare Limited
	Empori Holdings Ltd.
	<i>Joint venture</i>
NGT (New Generation Telecom Ltd.)	
Zelta, Sky Telecommunication Ltd.	


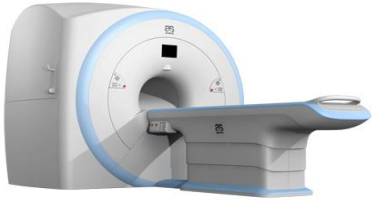


Appendix B

MSR (Micro surgical items)

Category	Products
MSR (Micro surgical items)	
1. V-Tube (Blood Collection Tube)	
2. V-Tube (CLOT ACTIVATOR)	
3. IV Catheter	
4. Surgical Gloves	
5. Syringe & Needle	


Appendix C

Medical Equipment

Category	Products
Medical Equipment	
1.C-ARM	
2. MRI	
3.CT Scanner	
4. Autoclave Machine	

Appendix D

Medical Equipment

Category	Products
Medical device	
1. Blood Warmer	
2. OT Light	
3. Defibrillator monitor	
4. Patient Monitor	
5. Ventilator Machine	

Appendix E

Sales & Marketing

Name	EAML's marketing and sales whereabouts	Sept	Sept	Sept	Sept	Sept	Sept
		01	02	03	04	05	06
Ehsan Ahmed			Off				
Zia Masud		SAM					
SharminMustary				SPR			
ShafiqyurRahman					Off		
Moushumi Islam			SAM				
SkHadin						SPR	
TanjimAsif		Por					
TanvirAman				Off			
SohanRubayat							Por
NazmusSakib			SPR				
Key							
SAM	Sales and marketing						
SPR	Specification and Landing Cost						
POR	Purchase order received						
OFF	Day off						