



INTERNSHIP REPORT ON
REBRANDING AND MARKETING COMMUNICATION OF
STYLUS

- A BRAND FROM ACI

Submitted To:

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Letter of Transmission

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To

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Subject: Submission of internship report on Rebranding and Marketing Communication of STYLUS Mobile

Dear Sir,

It is my pleasure to submit the internship report entitled “Rebranding and Marketing Communication of STYLUS Mobile” for the fulfillment of MBA 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. ANEYETH KABIR SHAKIL

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Acknowledgement

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TABLE OF CONTENTS

Title Page.....	i
Letter of Transmission.....	ii
Acknowledgement.....	iii
Executive Summary.....	5
1.0 Introduction.....	6
1.1 Background.....	6
1.2 Origin Of the Report.....	7
1.3 Objectives Of the Report.....	7
1.3.1 Broad Objective:.....	7
1.3.2 Specific Objectives:.....	7
1.4 Rationale.....	7
1.5 SCOPE.....	8
1.6 Limitations.....	8
2.0 Methodology.....	8
2.1 Primary Source:.....	8
2.2 SECONDARY sOURCE.....	9
2.3 Data analysis.....	9
3.0 Industry Analysis.....	9
3.1 Local Mobile Phone Industry.....	9
3.2 Market Offerings.....	11
3.3 Market Share Analysis.....	12
3.3.1 Market Share by Category.....	12
3.3.2 Market Share by Brand.....	12

3.4 Local Market Standings – Feature Phones vs. SmartPhones	13
3.5 PESTLE Analysis	14
3.6 What the future holds.....	17
4.0 Advanced Chemical Industries Limited Bangladesh – Company Overview.....	17
4.1 Mission:.....	18
4.2 Vision.....	18
4.3 ACI Strategic Business Units.....	19
4.3.1 Pharmaceuticals	19
4.3.2 Consumer Brands.....	20
4.3.3 Agribusiness.....	21
4.3.4 The Shwapno Retail Chain	21
4.4 Subsidiaries and Joint Ventures	22
5.0 ACI <i>Stylus</i>	23
5.1 Overview.....	23
5.2 Product Portfolio.....	24
5.3 Value Chain	24
5.4 Sales and Distribution Network	25
5.5 SWOT Analysis for ACI <i>Stylus</i>	26
5.6 Competitor Analysis – Porter’s Five Forces Model	26
6 Market Segmentation	27
6.2 Target Market.....	28
6.3 Positioning Strategy	29
6.4 Marketing Mix of <i>Stylus</i>	30
7.0 Findings & Discussion.....	31
7.1 Brand Perception ON BASIS OF INTERMEDIATE CONSUMERS:	31

7.2 Findings Regarding perception of Product Portfolios	32
7.3 Findings Regarding perception of Product Pricing in Market	33
7.4 Findings Regarding perception of Distribution Channels	35
7.5 Findings Regarding perception of Promotional Strategies in Market	36
7.6 A Market Insight from Mirpur 10.....	37
7.7 Where does <i>Stylus</i> Stand?	38
8.0 Recommendations:.....	39
8.1 Re-branding of ACI Stylus	39
8.1.1 Packaging.....	40
8.2 Recommendation on product portfolio	41
9. Recommendation on Communication Strategy Of ACI STYLUS.....	41
9.1 Recommendation on Distribution Channel.....	42
9.2 recommendation on Promotional strategy	44
10.0 Conclusion	46
Appendix.....	48
Appendix 01: Market Share by Category	48
Appendix 02: Market Share by Brand	48
Appendix 03: Brand-wise Market Share of Category.....	49
Appendix 04: SmartPhone Demand in Dhaka.....	50
Appendix 05: Product Portfolio of ACI <i>Stylus</i>	50
Appendix 06: Primary Packaging Sample	52
Appendix 07: Secondary Packaging Samples.....	53
Appendix 08: Old and New Logo Designs	54
Appendix 09: <i>Stylus</i> R1 Unique Selling Proposition.....	54
Appendix 10: ATL Marketing Print Advertisements	56

Appendix 11: Sample Stickers to be used by sTYLUS	57
Appendix 12: Dangers – sample, placement & dealer list.....	58
Acitvations	62
Appendix 15: BTL EID Campaign – Gift packs for Retailers.....	63
Appendix 16: Sample EID Gift Card.....	64
Appendix 17: activity schedule for communication strategy	65
Bibliography	66

EXECUTIVE SUMMARY

Advanced Chemical Industries Limited is one of the largest business conglomerates in Bangladesh with operations in 4 major sectors of the country – Pharmaceuticals, Consumer Brands, Agribusiness and Retail Chain. In August 2015, ACI Limited entered the mobile phone industry of the country through its Mobile and Electronics Division under the Consumer Brands SBU. The newly introduced mobile brand, *Stylus*, promised to enhance the lives and lifestyles of its consumers through technology and innovation.

Stylus was launched with the proposition of “Quality within Affordability”. However, in Bangladesh has a highly competitive cell-phone industry, with both local and foreign companies operating and excelling in the market. Still in its nascent stages, *Stylus* fell short in terms of brand awareness and visibility when they first entered the market. The newly established distribution network also played a role in *Stylus*’ failure to capture market share – volume and value-wise.

Subsequently, for the year 2017, the ACI *Stylus* has been set up for major re-branding and communication strategy alteration, which have been discussed in detail within this report. In short, the focus of the re-branding and revisited communication strategies is to pitch *Stylus* as a brand from ACI Limited – an organization that is renowned and trusted in the country for its strict adherence to quality and ethical codes.

The main report is based on primary data obtained from market research conducted by *Stylus*’ team. Secondary data used in the report has been obtained mainly from ACI’s website.

1.0 INTRODUCTION

1.1 BACKGROUND

Advanced Chemical Industries Limited, more commonly known as ACI Limited, is one of the leading business conglomerates of Bangladesh, with operations in four major segments of business – Pharmaceuticals, Consumer Brands, Agribusiness and Retail Chain.

ACI was first established in Bangladesh in 1968, as a subsidiary of the Imperial Chemical Industries (ICI), the then largest British chemical manufacturing company. Later, it had been incorporated as ICI Bangladesh Manufacturers Limited on January 24, 1973. Finally, the company was renamed to Advanced Chemical Industries Limited on 5 May 1992.

Throughout its long-standing presence in the Bangladesh economy, ACI has primarily functioned through 3 distinct Strategic Business Units Pharmaceuticals, Consumer Brands and Agribusiness. Within these three sectors, it has undergone massive expansion. Today, ACI Limited is in business of manufacturing a vast range of goods and services starting from Medicine to Food products and Electronics. Besides, the conglomerate also has a number of subsidiaries and joint ventures in various service sectors.

The Mobile Phone industry of Bangladesh has been rapidly developing in the past decade, with foreign brands initially capturing the market – only to be taken over by dynamic local brands afterwards. In an economy that constantly looks for cost-efficiency, the masses tend to opt for local brands that offer comparable features with regards to their foreign counterparts.

ACI Limited entered Bangladesh's Mobile Phone Industry in August, 2015 when they unveiled a range of smartphones and feature phones under the brand name *STYLUS*. The *STYLUS* was launched as a brand that promised to “enhance the lives and lifestyles of consumers around the country”.

The report focuses on the Branding of the *Stylus* – the current scenario and future plans for re-branding along with the Marketing Communication Strategy.

1.2 ORIGIN OF THE REPORT

This report has been prepared as a mandatory requirement of the internship program under the MBA Academic Program at the Brac Business School, Brac University. The report pertains to ACI Limited, where the internship program and organizational attachment commenced on September 22, 2016. The preparation of the report was done under the supervision of Assistant Professor Dr. Khan Raziuddin Taufique.

1.3 OBJECTIVES OF THE REPORT

1.3.1 BROAD OBJECTIVE:

The broad objective of the report is to provide an elaborate outline of the Re-branding and Marketing Communication Strategies of the ACI *STYLUS*.

1.3.2 SPECIFIC OBJECTIVES:

Specific Objectives of the Report are:

1. To provide an overview of Local Mobile Phone Industry Analysis.
2. To overview ACI *Stylus*' existing value chain, product portfolio, distribution and sales strategies
3. To evaluate brand perception on the basis of intermediate consumers about ACI *Stylus*
4. To provide a detailed outline of the re-branding & communication strategy of ACI *Stylus*

1.4 RATIONALE

Stylus is a new brand from ACI Limited, in an extremely competitive mobile phone industry. The market is highly dictated by functionality of products and brand equity, making brand management and effective communication the two most crucial aspects of *Stylus*' marketing plan.

This report will provide insight into the past and current trends of the mobile industry, along with upcoming future trends that will ultimately factor into *Stylus*' brand management and communication strategy.

The report will also analyze *Stylus*' initial marketing plan and its subsequent impact on the market, following an explanation of why it is being rebranded.

All the information provided in the report will amount to the proposition of a successful Re-branding and Marketing Communications Strategy for the ACI *Stylus*.

1.5 SCOPE

Branding is an all-inclusive concept, brought to fruition by the integration of all components of the marketing plan. So this report will encompass the entire marketing plan for *Stylus*, including the initial and newly proposed branding strategies.

1.6 LIMITATIONS

In compliance with data security policies of ACI Limited, this report is unable to incorporate certain confidential and sensitive information.

2.0 METHODOLOGY

2.1 PRIMARY SOURCE:

- Key Informant Interviews: Visited Mirpur-10 mobile markets and took distributors, retailers and some customers interviews.
- Focused Group Discussions: Discussed with ACI STYLUS's distributors, retailers, sales team during monthly sales meeting.

2.2 SECONDARY SOURCE

- Import Data: collect all handset import data from Bangladesh custom and analyze.
- Website: collect product information like ID, Specification, Price, service center and show room addresses from mobile company website.

2.3 DATA ANALYSIS

- Trend Analysis: Using Excel analyze price analyze of industry competitors.
- Frequency distribution: with the help of import data analyze market share percentage, average SKU of competitors.
- Focused Group Discussion & Interview: Qualitative analysis like brand shop, distribution channel with distributors, retailers, sales expert.

3.0 INDUSTRY ANALYSIS

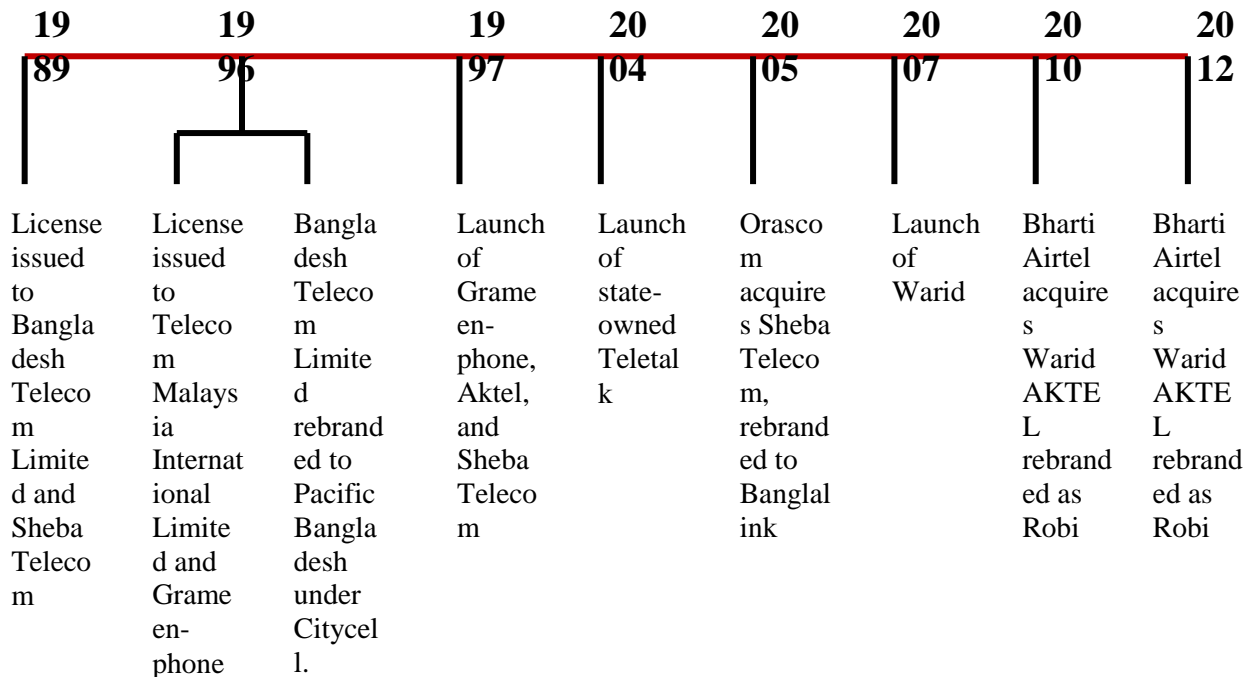
3.1 LOCAL MOBILE PHONE INDUSTRY

Bangladesh is, in many ways, a country ahead of its time in terms of mobile access. Despite being ranked as a low income country, over 50% of the population subscribes to mobile services and has outpaced all its peers in terms of network coverage. The combination of limited disposable income and more mature mobile usage means the customers of Bangladesh are more discerning.

The global Mobile handset market, in recent times, has been influenced by the rise in demand for smartphones. This trend has slowly crept into the Bangladeshi market, as the users make the leap from the old flip-phones to smartphones.

Bangladesh is predominantly a prepaid and 2G markets, as 3G has only recently been deployed following delays in the auction process (3G today makes up just 2% of connections). However, mobile internet penetration is over 20%, mostly from 2G feature phones.

Timeline depicting the evolution of the Bangladesh Mobile Industry:



Bangladesh is a low-income country, with a GNI per capita of \$900 (we are using GNI per capita as income levels are based on it), however, it is the tenth largest market worldwide in terms of unique mobile subscribers. Based on the global mobile penetration average of the different income levels, Bangladesh has a higher mobile penetration compared to the low and lower-middle income economies. The number of mobile phone users in Bangladesh has grown rapidly; in 2003 subscriber penetration was only 1%, and in ten years this grew to 40%. It is expected to grow to 50% by 2020.

The Bangladesh Mobile Market

Metric	2012	2013	2014	2015
Connections (mil)	85.7	97.6	114.3	125.1
% active	100%	100%	100%	100%

% prepaid	97%	97%	97%	97%
SIMs/subscriber	1.65	1.70	1.81	1.86
Unique subscribers (mil)	51.7	57.2	62.9	67.1
Penetration, connections	56%	63%	73%	78%
Penetration, unique subscribers	34%	37%	40%	42%
Connections growth (annual)	25%	14%	17%	9%
Unique subscriber growth (annual)	16%	11%	10%	7%
ARPU, by connection (\$)	\$2.40	\$2.27	\$2.01	-
ARPU, by subscriber (\$)	\$3.85	\$3.81	\$3.55	-
Recurring revenue (\$, million)	\$2,221	\$2,493	\$2,556	-
Recurring revenue growth (annual)	18%	12%	3%	-

Table 3.0

Source: Mobile For Development Impact Report (2014), Country Analysis: Bangladesh, GSMA Intelligence.

3.2 MARKET OFFERINGS

The offerings from the Mobile Phone industry can be classified through various factors. The different market offerings have been highlighted below.

2G and 3G Services: Bangladesh is a prepaid and 2G markets; at the end of 2013 97% of connections were prepaid and 98% of connections were on 2G. 3G licenses were only awarded at the end of 2013 after a series of delays from the regulator. As such, Bangladesh is one of the last countries in Asia to be awarded 3G licenses (see Bangladesh: Asia’s untapped mobile broadband opportunity). However, the top four mobile operators have been offering data services on 2G networks. Hence, while 3G penetration is low, mobile internet connection penetration is over 20%.

Basic, Feature and SmartPhones: Bangladesh’s Mobile Phone Market had been largely dominated for decades by Finnish giant Nokia for their low cost and highly durable basic and feature phones. Regardless, recently, SmartPhone penetration has picked up pace in the country, ultimately surrendering market share to other foreign brands like Samsung and Apple. Interestingly, local brands have performed exceedingly well lately, commanding majority of the market share with again – Low Cost, but high performance mixed ranges constituting feature and smart models.

3.3 MARKET SHARE ANALYSIS

3.3.1 MARKET SHARE BY CATEGORY

As mentioned previously, the mobile market in Bangladesh currently offers three kinds of mobile phones – Basic, Feature and SmartPhones. The local market has migrated from Basic to Feature phones, however the recent influx of SmartPhones still haven’t translated to substantial market share – they are used by a very niche segment of urban dwellers with moderately high income or above.

As seen from the Appendix 01, feature phones cover almost half of the entire market, followed by basic phones – with a moderately high market share of 36% as compared to the meager 18% of Smartphones.

3.3.2 MARKET SHARE BY BRAND

Local Brands vs. Foreign Brands – The Mobile Phone Industry of Bangladesh is the only industry in the country where local brands are doing exponentially better than foreign brands. Local brands command a massive 83% of the market share, whereas international brands only have 13%.

The main reason behind consumers' preference for local brands is the low-cost, high value proposition offered by brands like Symphony, Maximus, Walton etc as compared to the premium prices set by international brands.

Individual Brands – Bangladesh's mobile phone market is valued at 58,056 million BDT at 21.99 million units.

According to the volume of market share, Symphony ranks highest, with 42% of the market share. Maximus comes in second by a large margin with only 9% of the market share. International giants Samsung command 3% of the domestic market with their relatively higher priced products. (Appendix 02)

However, in terms of share of market value, Samsung ranks second, valued at 11,880 million BDT (20.5%). Symphony comes out on top again with 38.8% valued at 22,540 million BDT – almost double as that of Samsung. (Appendix 02)

Category and Brand-wise Shares – Symphony dominates both the markets for feature phones and Smartphones, with Winmax and Walton coming in second in the two categories respectively. Samsung has 6% of the SmartPhone market share, but negligible presence in the feature phones' market.

Annual demand for feature phones stand at 17.15 million units and SmartPhones are at 4.88 million units. (Appendix 03)

3.4 LOCAL MARKET STANDINGS – FEATURE PHONES VS. SMARTPHONES

Feature Phones constitute 48% of the domestic market while Smartphones only have 18% of the share. The rest is taken up by basic models. (Appendix 01)

Despite this massive gap in domestic market share, the demand figures for Dhaka, obtained from a research conducted by Lightcastle Partners, are markedly different. As seen from Appendix 04, in Dhaka, the demand for Smartphones is exponentially higher than feature phones, with most people demanding Android Operating Systems.

Moreover, Samsung also has a strong market presence in Dhaka judging by the demand figures for brand preference.

The main reason behind this could be the burgeoning middle class in Bangladesh's developing and developed societies. With increasing income levels, people opt for high functioning options like Smartphones, and also develop the tendency to go for foreign brands like Samsung as a symbol of social standing. Regardless, local brands like Symphony and Walton still hold competition due to their wide product portfolios containing devices of all price ranges and features.

3.5 PESTLE ANALYSIS

The PESTLE Analysis analyzes the macro environmental factors i.e. Political, Economic, Social, Technological, Legal and Environmental factors that influence a particular industry. Components of the aforementioned factors that exert influence over Bangladesh's mobile phone industry have been discussed below:

1. Political Factors:

Government Regulations:

The proposed budget for the current fiscal year has put the value added tax (VAT) on SmartPhone imports to 15% and Advanced Income Tax (AIT) to 5%, making the total cost of importing a SmartPhone subject to a tax of 20%, which is a 5% increase from the incumbent fiscal year's regulations. This is highly problematic for manufacturers like Samsung and LG. The rise in the rates gives a competitive edge to manufacturers like Walton which assembles and manufactures locally.

Neighbor Dynamics:

The dynamics in the much larger Indian economy has been similar to the Bangladeshi market. With tax rates on imports being higher in India (close to 25% -30%), depending on the country of import, local brands like Micromax and Karbonn, along with countless smaller brands, have dominated the market. Despite the strong regulations, Korean giant Samsung has been the biggest player in India, whereas, it is not so in Bangladesh. This may be due to the difference in income and the existence of brand loyalty.

2. Economic Factors:

GDP Growth Rate:

Bangladesh has had a consistent average GDP growth rate of 6.1% for the last decade – an exceptional feat for a third world developing country like ours. This consistency indicates how the country is flourishing in terms of industrial growth regardless of the multitude of political and environmental problems that plague us.

GDP Contribution by the Mobile Phone Industry:

The Mobile Phone industry of Bangladesh doesn't contribute significantly to the country's GDP as of yet. However, the telecom industry of the country is massive. As the telecom industry grows, the local mobile industry is also bound to see growth that will eventually reflect in the GDP of the country.

3. Social Factors:

Changing Trends of Socialization:

The dynamics of socialization in Bangladesh have changed rapidly with the influx of technology. The newer generations of youth in the country are more inclined to stay connected via social media and such – ultimately increasing demand for high functionality phones.

Moreover, people have also become more outgoing and active on photo sharing sites like Snapchat and Instagram. This has resulted in people from all walks of life looking for affordable phones with good camera features.

4. Technological Factors:

4G Network:

The upcoming 4G network is going to introduce a whole new range of services in Bangladesh. These will boost mobile phone sales because of all the potential add-ons that will come with it.

Technological Support from Suppliers:

Even a few years ago, the Bangladesh mobile market was largely dominated by foreign brands like Nokia and Samsung. Symphony, collaborated with Chinese suppliers and then entered and eventually took over the domestic market as market leader. This technological support from Chinese phone manufacturers has contributed massively in developing our local brands.

5. Legal Factors:

Licensing:

There are no legal barriers hindering the operation or entrance of Mobile phone companies in Bangladesh, even less so for local brands. However, licensing is a necessity and has very low time period of validity of 2 years. Every two years these licenses need to be renewed to continue operations.

6. Environmental Factors:

Being a third world developing country, concepts of sustainability and green business is only just being initiated in Bangladesh, yet not enforced. Hence environmental factors don't particularly affect the mobile phone industry of the country at the moment. In the future issues of environmental sustainability could become significant for local brands.

3.6 WHAT THE FUTURE HOLDS

The growth in demands in recent years suggests that the prospect for Smartphones in Bangladesh is very high. The influx of more advanced services, provided by the GSM operators, has played a phenomenal role in the growth of the SmartPhone market. Despite the existence of an oligopoly in the market structure, the local brands are favored, owing to government tax regulations. Thus, there still remains a significant amount of space to enter the market locally.

As more countries adopt 3G and 4G networks the cost of setting up the infrastructures will go down. And with more people using such networks mobile phone manufacturers will shift to producing devices with higher network capabilities. 5G networks are expected to be commercially deployed in 2020, but are likely to be embraced much faster than previous networks. But till 2021 this acceptance will happen in the developed nations. These shifts will constantly evolve the urban SmartPhone markets in the country, while rural growth is likely to not spike anytime soon regarding category preferences. However the rapidly increasing literacy rate of our country might see the environment change drastically as today's rural youth achieve individual buying power.

4.0 ADVANCED CHEMICAL INDUSTRIES LIMITED

BANGLADESH – COMPANY OVERVIEW

ACI Limited was established as the subsidiary of Imperial Chemical Industries (ICI) in the then East Pakistan in 1968. After independence the company had been incorporated in Bangladesh on the January 24, 1973 as ICI Bangladesh Manufacturers Limited – a Public Limited Company. The company was first listed under the Dhaka Stock Exchange on December 28, 1976 and first traded shares on March 9, 1994. Later on May 5, 1992, ICI Plc. divested 70% of its shareholding

to local management. Subsequently the company was re-registered as Advanced Chemical Industries Limited. Chittagong Stock Exchange listed ACI on October 22, 1995.

ACI Limited was primarily a Pharmaceutical business in 1992 with a turnover of Tk.80 million suffering from stagnant growth. The new management brought about fundamental changes in policies and had grown to over Tk. 3413.05 million by the year 2005 in turnover through diversified business interest including personal care products, food products, animal health, agrochemicals and seeds in addition to gaining a strong position in Pharmaceuticals.

Today, ACI Limited stands as one of the largest business conglomerates of Bangladesh, operating through 4 Strategic Business Units – Pharmaceuticals, Consumer Brands, Agribusiness and the ‘*Shwapno*’ Retail Chain.

Besides the major business units, ACI Limited also has multiple Subsidiaries and Joint Ventures operating in a wide range of sectors.

ACI is the first company in Bangladesh to have obtained ISO 9001 Certification for Quality Management System across all categories. ACI inherited the rich ICI culture of product quality, customer service and social responsibility and today functions under the values of Quality, Customer Focus, Fairness, Transparency, Continuous Improvement and Innovation.

4.1 MISSION:

ACI’s mission is to enrich the quality of life of people through responsible application of knowledge, skills and technology. ACI is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees to provide the highest level of satisfaction to its customers.

4.2 VISION

ACI’s visions for the future have been constructed around its mission, with the purpose of successfully fulfilling it.

- Endeavor to attain a position of leadership in each category of its businesses.

- Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology and alignment with our core competencies.
- Develop its employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
- Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

4.3 ACI STRATEGIC BUSINESS UNITS

4.3.1 PHARMACEUTICALS

ACI's Pharmaceuticals is its first and longest standing wing. In 2004, ACI Pharmaceuticals ranked 11th in the Bangladesh Pharmaceuticals Industry. It provides the market with a wide selection of drugs across all major therapeutic classes, and also offers some specialty medicines.

ACI formulates and markets a comprehensive range of more than 387 products covering all major therapeutic areas, which come in tablet, capsule, powder, liquid, cream, ointment, gel, ophthalmic and injection forms. ACI also markets world-renowned branded pharmaceutical products like Arimidex, Casodex, Zoladex, Atarax etc. from world-class multinational companies like ASTRAZENECA, UK and UCB, BELGIUM in Bangladesh.

The pharmaceutical manufacturing plant is located at Narayanganj, by the bank of river Shitolokkhya. It encompasses a land area of 11.5 acres with 85,000 square feet covered area. 235 skilled persons are involved in the plant to produce world class quality products. The plant is well designed and well equipped with all latest facilities and state-of-the-art technologies. The

responsible team of plant workers, supervisors, officers and managers strictly follow cGMP recommended by WHO and In-process Quality control methodology for production and meets all national regulatory requirements.

ACI covers the health care community of whole Bangladesh based in both urban and rural markets, through its 18 strategically located depots. To fuel the continuous growth of ACI, the company has started exploring international markets. The quality of ACI products, strengthened by its ISO 9001 certification, has brought immediate success in Sri Lanka, Yemen, Myanmar and Vietnam.

4.3.2 CONSUMER BRANDS

ACI Consumer Brands was initiated in 1995 with two major brands of the company – ACI Aerosol and Savlon. These are two of most prestigious products which are enjoying the leadership position in the market. The division started to take new businesses through off shore trading as well as local manufacturing. In this process ACI Consumer Brands launched many new products and also bonded with Joint Venture business relationships with ‘Dabur India’ and ‘Tetley UK’ and attained international alliances with world renowned companies.

The Consumer Brands Division boasts in having an unequivocal presence in consumers' heart with the market leading brands like ACI Aerosol, Savlon, ACI Mosquito Coil & ACI Pure Spices and Flour. With close to 80% market share in own categories, ACI Aerosol and Savlon are the persistent performers in keeping the household clean and free from germs and harmful insects.

ACI entered the commodity food business with the “ACI Pure” Brand. The aim is to provide pure unadulterated food products to Bangladeshi consumers at affordable prices. So, ACI has invested heavily for state of the art manufacturing facilities for daily kitchen essentials like vacuum evaporated edible Salt, Spices and Flour.

The ACI Formulations Ltd manufacturing plant is located in Gazipur, at the outskirts of Dhaka City. ACI Consumer Brands Strategic Business Unit is headed by the Executive Director, Mr. Syed Alamgir.

4.3.3 AGRIBUSINESS

ACI Agribusiness is the largest domestic integrator of Agriculture, Livestock and Fisheries. The subunits for ACI Agribusiness SBU are Crop Protection, Seed, Fertilizer, Agrimachineries, and Animal Health. ACI Agribusinesses provides complete solutions according to farmers' needs. This division has five separate SBUs - Seeds, Fertilizer, Motors, Crop Care & Public Health, and Animal Health

The Crop Care and Public Health divisions supply crop protection chemicals, Seed supplies Hybrid Rice, vegetable and Maize seeds, Fertilizer Supplies Micronutrient and Foiler fertilizer, Agrimachineries supplies Tractors, Power Tiller and Harvester and Animal Health supplies high quality Nutritional, Veterinary and Poultry medicines and vaccines. CC & PH have total seven product portfolios - Herbicide, Fungicide, Liquid Insecticide, Granular Insecticide, Powder Insecticide, Sulphur and Bio-pesticides.

ACI launched micronutrient fertilizers like Zinc Sulphate, Magnesium Sulphate, Ammonium Sulphate, Boron, Sulphur 90% and Sulphate of Potash, imported from China, U.S.A, Canada, Taiwan, Argentina, Saudi Arabia and Turkey. These products werelaunched under the umbrella brand "**Bumper**" through integrated market communication.

'ACI Cropex' is a remarkable addition to the agricultural advancement in the country. The project assists the farmers in various ways - exchanging their crops at the time of their necessity, providing them with technological assistance and advisory services and so on. 'ACI Cropex' division has commenced its business with an aim to preserve and exchange potato, wheat, mustard, pulses, chili, turmeric, coriander etc. It has crop exchange centers from where farmers are able to exchange their crops as per their necessity.

4.3.4 THE SHWAPNO RETAIL CHAIN

Shwapno is a Retail Chain Brand under ACI Logistics Limited, which was launched in 2008, with the dream to change the life of Bangladeshi Consumers. ACI opened the first outlet in Postogola Dhaka in 28 October 2008 and since then has established 59 outlets across 16 districts of the country - Dhaka, Narayangonj, Mymensing, Chittagong, Feni, Sylhet, Moulvi bazar, Bogra, Nator, Rangpur, Khulna, Jessore, Jhinaidah, Narshingdi, Barishal, Pabna.

Shwapno is currently the largest retail chain in the country boasting a wide product range including Baby Care, Baby Food, Beverage, Commodities, Dairy, Gift & Toys, Home Care, Infotainment, Kitchen Additives, Packaged Food, Perishables, Personal Care, Protein, and Stationeries.

4.4 SUBSIDIARIES AND JOINT VENTURES

List of ACI Subsidiaries:

Company Name	Activities
ACI Formulations Limited	Manufacturing and marketing of number of agrochemical and consumer products.
Apex Leather Crafts Limited	Letting out property to ACI Ltd.
ACI Salt Limited	Manufacturing and marketing of edible packed Salt
ACI Pure Flour Limited	Processing, packing and marketing of wheat flour products.
ACI Foods Limited	Manufacturing and marketing different types of spices and other food products.
Creative Communications Limited	Managing media solutions and similar services for different clients including television commercials and other advertisement and promotion related activities.
Premiaflex Plastics Limited	Manufacturing and marketing of plastic products, flexible printing and other ancillary business associated with plastic and flexible printing.
ACI Motors Limited	Business of buying, selling, Importing, and assembling of vehicles of both agricultural and nonagricultural use including supplying spare parts and providing service facilities for vehicles.

ACI Logistics Limited	Operating retail chain stores across the country.
Agro Chemicals Limited	Manufacturing, formulating and packaging of pesticides, fertilizers, plant nutrients, animal food and other nutrients products.

List of ACI Joint Ventures:

Name	Activities
ACI Godrej Agrovvet Private Limited	Manufacturing and marketing of quality poultry, aqua, cattle feed and day old chicks
Tetley ACI (Bangladesh) Limited	Processor, blender and marketer of tea products.
Asian Consumer Care (Pvt) Limited	Manufacturing and marketing of coconut oil, hair, oil shampoo and other products under the brand name “Dabur”.

5.0 ACI *STYLUS*

5.1 OVERVIEW

Stylus is a mobile phone brand from ACI Limited, launched in August 2015. Through the unveiling of *Stylus*, ACI Ltd entered the booming, locally dominated Mobile Phone Industry of Bangladesh. It was launched with a vision of enhancing the lives and lifestyles of consumers through technology and innovation.

Stylus has a product range consisting of feature and smartphones, priced competitively in order to reach a larger segment of the population.

Having entered an already saturated market with over 12 well known companies operating and competing head on, *Stylus* managed to capture less than 1% of the market share in less than a year.

Differentiation is the key in a market as such, and thus *Stylus* has undergone rebranding since its initial unveiling; now sporting multiple new features that promise to enhance the user's experience through increased utility and not simply cosmetic value additions. Subsequently, communication strategies have also been altered to accommodate the rebranding strategies.

The various components of *Stylus*' existing marketing strategies have been discussed further along in the report, followed by the new strategies adopted for Re-branding it, and changes to the marketing communication strategies.

5.2 PRODUCT PORTFOLIO

Stylus entered the market with a portfolio containing 4 feature phone models and 4 SmartPhone models.

The *Stylus* R1, R10, U11 and P76 are feature phone models. (Appendix 05)

The *Stylus* Q15, Q50, Q75 and O65 are the SmartPhone models. (Appendix 05)

Although, considering the model benchmarks set by other industry players, *Stylus* has a relatively limited product portfolio.

The features and prices of each model have been otherwise developed as per industry average and standards, effectively covering all consumer preferences within the limited portfolio.

5.3 VALUE CHAIN

1. Manufacturing Process – The ACI *Stylus* is being sourced and manufactured from factories in China, where it undergoes 3 quality filtration processes.
2. Warehousing – Finished goods are stored in Pre-designated warehouses in Bangladesh which have been registered for import& trade related purposes. The stored products are invoiced at the warehouse and subsequently enter the distribution and sales network

through which it is distributed to countrywide sellers. Central warehouse is located at Tejgaon, Dhaka near main office of ACI Limited.

3. Distribution – The mobile phones are distributed all over the country mainly through two methods – Direct Sales and through Dealers/distributors. The distribution network has been discussed in detail in the next section of the report.
4. Feedback – ACI has provisions for various After Sales services such as warranty returns, sales returns etc free of cost within the warranty period as common practice. The service term is as per industry standard and can be availed from service centers. The *Stylus* was launched with 6 Service Centers in running, with a proposed number of 15 SCs for 2016. Other districts will have collection points for after sales services, from which phones will be delivered to service centers, repaired and taken back to the CPs.
5. Quality Filter – ACI puts the utmost importance on constant quality control in case of all its products. *Stylus* is no exception, and hence its value chain undergoes continuous quality control phases throughout the manufacturing to the distribution of the products.

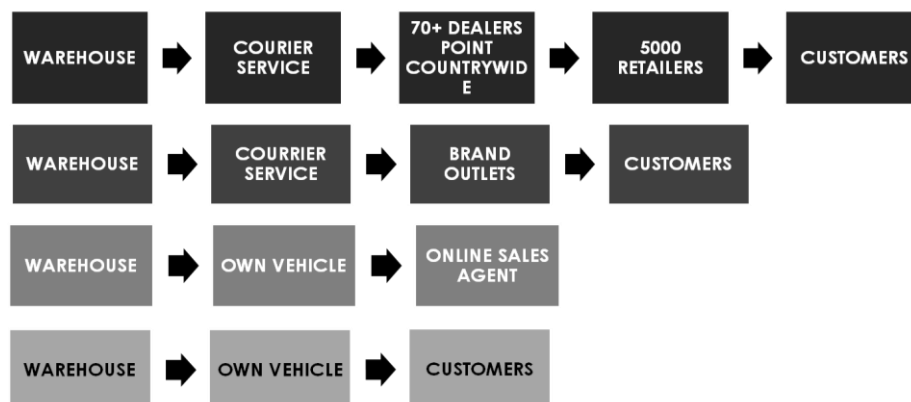
The phases are called quality checkpoints. A typical *Stylus* handset has to pass through four quality checkpoints before it is completely approved for sales. The quality checkpoints are located in the following stages of production –

- Before manufacturing begins
- During the Product development process
- Pre-shipment Quality Checkpoint
- Random Quality Checkpoint after Warehousing

5.4 SALES AND DISTRIBUTION NETWORK

The handsets are distributed through 4 kinds of chains – Retail, Outlet, Online and Corporate.

All handsets enter the distribution network directly from the warehouses. An overview of the 4 kinds of chains respectively is given below:



Currently, ACI *Stylus* operates through 85 distributors, 12 SIS, 1 Brand Shop and 6 Service Centers.

5.5 SWOT ANALYSIS FOR ACI *STYLUS*

<p>Strengths:</p> <ul style="list-style-type: none"> • Financial muscle • Goodwill of being endorsed by ACI Limited • Quality suppliers • Superior product quality 	<p>Opportunities:</p> <ul style="list-style-type: none"> • Retail chain Shwapno • Internal demand • Investment capability for assembling 	<p>S-O: Competitive Advantages</p> <ul style="list-style-type: none"> • Utilize ‘Shwapno’ outlets for SIS • Continue without compromising the quality to create brand value
<p>Weaknesses:</p> <ul style="list-style-type: none"> • Undeveloped Distribution channel • Limited Portfolio • Lack of Brand Visibility and awareness • New to business • Lack of sales infrastructure 	<p>Threats:</p> <ul style="list-style-type: none"> • Massive competition and price war • Import Duty • Lead time 	<p>W-T: Business Implication</p> <ul style="list-style-type: none"> • Slow moving inventory • In some cases, our price competitiveness not being effective • Challenges of matching with new customer demand
<p>Key Priorities:</p> <ul style="list-style-type: none"> • Establishing sellout infrastructure in order to sell high value SKU’s as well as faster liquidation of the inventory • Reducing lead time through advance payment to the supplier 		

5.6 COMPETITOR ANALYSIS – PORTER’S FIVE FORCES MODEL

Supplier Power: High

All the dominant local brands in Bangladesh’s mobile phone industry source and get their handsets manufactured from China. In fact, China is a massive market in terms of manufacturing

low cost Smartphones. So it is a supplier for brands all over the world. Due to this high demand of Chinese suppliers, their subsequent power over the global mobile phone industry is very high.

Buyer Power: High

Bangladesh's mobile industry, at the moment, is saturated with local and foreign brands alike. This provides buyers with a multitude of options provided that they are not satisfied with the service of one brand.

Moreover, mobile phone purchase is a high involvement decision, where consumers consider and inspect every little detail and specification before making the investment. Hence, buyer power in this market is also very high.

Threat of Substitutes: High

As already mentioned, the local mobile phone industry is teeming with local and international brands selling mobile phones with almost the same specifications; local brands even competing within the same affordable, low price range. In a market like this, even the smallest value addition can give a brand its winning edge.

Due to a lot of points of parity, and extreme sensitivity of the market to points of difference, the threat of substitutes in this market is very high.

Threat of New Entrants: Moderate

Bangladesh's mobile industry is currently dominated by brands which source their phones from Chinese manufacturers. As a result, the market is extremely price competitive; due to the vast ever-growing target market, it is also very lucrative at present.

Considering the massive scale of the Chinese mobile manufacturing industry, the lack of barriers to entry regarding the import of electronics and the potential target market, it is very easy to enter the mobile industry of Bangladesh.

Industry Rivalry: High

Overall, judging by the 4 components of the 5 forces model, it can be concluded that the mobile industry of Bangladesh, that *Stylus* is competing in, is very dynamic, and still in its transitional phase. It is highly competitive and has proved to be difficult for brands to capture market share unless they've managed to snowball using differentiation. 6.0 Marketing Strategy of ACI *Stylus*

6 MARKET SEGMENTATION

The market for mobile phones has been segmented by ACI *Stylus* as per industry trends. In Bangladesh, mobile phones are used by consumers aged 15-54, and buying behavior in rural

areas is markedly different than in urban areas. Moreover, buying behavior also varies due to social class, income status, life state etc. The following market segmentations have been done:

Geographic Segmentation –

Cities and Metropolitans, Thana/ Upazila complex, Villages/rural areas

Feature phones are preferred in rural areas whereas they command majority market share and in developing urban communities such as in upazilas. Smartphones have substantial market share and growth in large metropolitans like Dhaka and Chittagong.

Demographic Segmentation –

Income based– High Income, Medium Income, Low Income

People with higher incomes opt for foreign SmartPhone brands whereas Middle income groups go for local SmartPhone brands, or feature phones. Low income segments tend to purchase basic or low cost feature phones.

Age based – Young, Middle aged, Elderly

Consumers who are younger in age look for innovative features; whereas middle-aged or elderly segments go for high functionality, durability, easy-to-use interface and cost efficiency.

Educational – This segmentation is based on the highest level of education obtained. The segments as a result are – **Primary, Secondary, Higher Secondary, Graduate and Illiterate.**

People having obtained little or no education would be comfortable using feature phones whereas higher levels of education lead to higher expectations of performance. Highly educated people generally look for more features in their phones.

6.2 TARGET MARKET

ACI *Stylus*, with their Feature and SmartPhone models will be targeting to reach all market segments in the long run technically, but based on the industry trends the following segments will be focused on in the short run –

Feature phones and basic phones constitute around 80% of the mobile market in Bangladesh. So *Stylus* will be focusing on segments which are likely to buy feature and basic models – these would be the lower and lower middle income segments living in mostly rural areas.

A gap has been identified in the market between high functioning phones marketed to high income groups, and those marketed by local brands at extremely low prices to the masses. There are no brands operating in the middle ground. *Stylus* aims to target this gap by providing high functioning handsets comparable to foreign brands at moderate/competitive price levels.

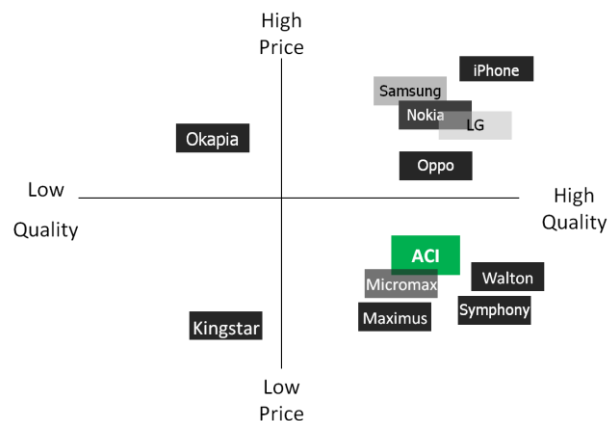
6.3 POSITIONING STRATEGY

ACI *Stylus* positions itself as “**Quality within Affordability**”.

ACI is a trusted business entity in Bangladesh who does not compromise on quality. Using the financial backing available from the organization, *Stylus* aims to uphold the same excellence in terms of quality at reasonable prices in the mobile industry.

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. “Cutting edge technology” is the key word for *Stylus*’ brand name.

Positioning Map:



6.4 MARKETING MIX OF *STYLUS*

Product:

Under the banner of ACI Limited, *Stylus* promises guaranteed quality. The quality checkpoints at different stages of production and distribution ensure consistent quality control.

The products will feature innovative value additions in form of built in utility apps that integrate ACI's other units like Agribusiness and Consumer brands with telecommunication. These additions will give *Stylus* phones an edge over its competitors.

Stylus' after sales services have also been designed to maximize customer satisfaction. Consumers have provisions for 7-days full replacement warranty and free-of-cost after sales servicing and repairing in any of the 6 service centers operating in key areas of the country.

Price:

Stylus is a local brand targeting mostly middle and lower income groups. It has adopted the Market Penetration tactic to this highly competitive landscape.

Therefore, penetration-pricing of *Stylus* phones are competitive and affordable.

Furthermore, they are providing high channel margin comparing with their possible competitors that makes them considerable to the dealer and distributors.

Place:

Stylus' distribution network is still in its nascent stages, and relies heavily on dealers for distribution. Currently, there are around 85 channel partners that supply to over 5000 retail outlets all over the country.

Promotion:

Stylus is promoted through traditional ATL and BTL channels, with activations concentrated during various festivities and events. Further details on promotional activities are provided in the following sections.

7.0 FINDINGS & DISCUSSION

7.1 BRAND PERCEPTION ON BASIS OF INTERMEDIATE CONSUMERS:

Stylus had only been launched in August 2015, and thus us a relatively new brand in the market. As a result, no solid brand perception has been developed about it within this time. Due to low brand awareness and visibility, the market share of *Stylus* has also not crossed 1%.

Judging by the positioning map, *Stylus* wants to be perceived as a high-quality brand that is affordable to all segments of the population.

Moreover, the tagline “Inspired by You” implies that *Stylus* is a brand that develops its products based on what the people need – a device that is more about the people than the specifications.

Based on market and consumers like distributors, retailers & corporate etcACI gained from operating in the market since its launch in August 2015, the ACI *Stylus* is being re-branded in order to tackle the following issues:

- Lack of Brand Awareness
- Lack of brand and product visibility
- Lack of differentiation
- Competitive pricing not substantial for market penetration
- Subsequent failure to capture market share
- Ineffective communication strategies
- Lack of pre-launch and post launch hype creation

Integrating all of these separate issues, the core problem that was identified in case of *Stylus* as a brand was that - it's a new brand entering a market that's already quite saturated with both local and international giants, without proper branded-backing from ACI – a trusted local conglomerate, it failed to capture consumer attention and interest i.e. it failed to create impact on its entrance as a brand and subsequently increase awareness, visibility and inspire loyalty.

7.2 FINDINGS REGARDING PERCEPTION OF PRODUCT PORTFOLIOS

Currently *Stylus* has 4 Smartphones and 4 Feature phones in its product portfolio. This product range is quite limited compared to its competitors, although understandable since it is a new brand in the market.

A comparative analysis of the product portfolios of brands competing in Bangladesh's mobile phone industry is given below:

Brand	3.5" SKU	4" SKU	4.5" SKU	5" SKU	Total SKU's	Market Share
Symphony	1	7	5	10	23	59%
Walton	1	6	5	10	22	11%
Maximus	2	2	2	3	9	3%
Micromax	0	4	3	6	13	3.5%
Okapia	0	4	3	8	15	3%
Samsung	0	2	2	11	15	6%
Huawei	0	1	1	12	14	5%
Lava	0	5	5	8	18	3.5%
<i>Stylus</i>	0	1	1	2	4	<1%

Table: Brandwise portfolio for SmartPhones

Brand	1.8” SKU	2.4” SKU	2.6” SKU	2.8” SKU	Total SKU’s	Market Share
Symphony	6	12	2	2	22	43%
Walton	4	5	0	2	11	2.8%
Maximus	4	12	0	1	17	5.6%
Micromax	7	4	0	2	13	3.5%
Okapia	3	7	0	2	12	2.2%
Winmax	5	28	0	0	33	11%
Winstar	4	15	0	3	22	5.7%
Lava	3	5	0	4	12	2.1%
<i>Stylus</i>	2	1	0	1	4	<1%

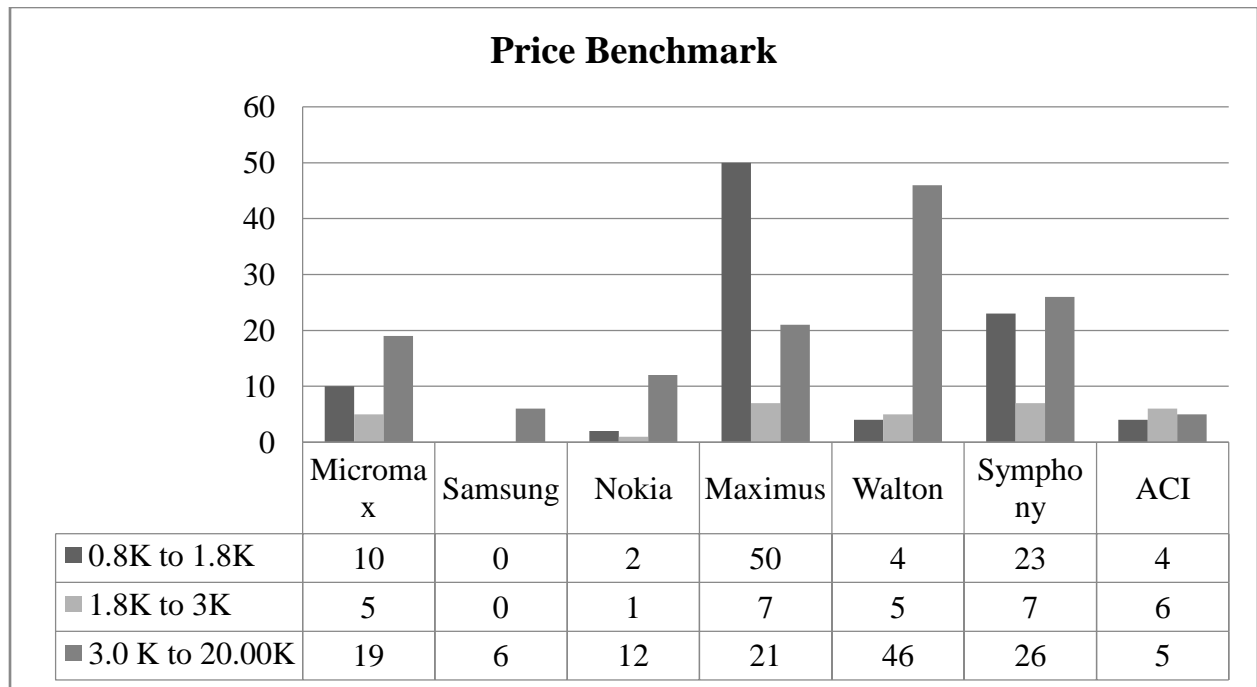
Table: Brandwise portfolio of Feature Phones

As we can see from the table, Market Share and Total SKU’s of a brand are positively related – the more the SKUs the more is the market share. This could be due to the fact that, a large range of products ensures that there is something for every type of consumer.

7.3 FINDINGS REGARDING PERCEPTION OF PRODUCT PRICING IN MARKET

The mobile industry of Bangladesh, as mentioned before in the industry analysis, is highly competitive – either in terms of pricing or in term of perceived brand value.

Following is a graph showing the price benchmarks set by industry competitors pitched against the number of SKU’s in market at different price ranges:



As observed from the graph above, Samsung – an international giant, has no SKUs beneath 3000 BDT, and only 6 products within 20,000 BDT. However, Symphony – the market leader has products in both the extreme ranges – properly balanced. Maximus provides the most low end models whereas Walton positioned itself on the higher end of local brands with their pricing.

Costing for handsets is almost the same for all local brands due to the fact that all these handsets are obtained from China. The main point of differentiation in case of pricing is the retailer benefit provided by brands. Following is a table showing retail margins provided by brands in the industry.

Brand Name	Dealer Margin			Retail Margin			Exclusive Retail		
	Front	Back	Dealer	Front	Back	Retail	Front	Back	Exclusive
			TTL			TTL			TTL
Samsung	2.5	1.5	4	5	2.5	7.5	8	2	10

Nokia	2.5	1	3.5	4.5	1.5	6	6.5	2	8.5
Symphony	2	0	2	5	0	5	7	0	7
Walton	2.5	1.5	4	5	1.5	6.5	7.5	2	9.5
LG	3	0	3	5	0	5	8	0	8

ACI has provided 13% retailer benefit till 2015 and will provide 10% retailer benefit in 2016 and 2017. The rate is still significantly higher than its competitors.

7.4 FINDINGS REGARDING PERCEPTION OF DISTRIBUTION CHANNELS

Bangladesh has a population of 160 million. To even reach half of the population, a brand needs to have an efficient distribution channel panning out all over the country.

Sales and distribution strategy is a concept that is agreed upon by many as the primary distinguishing factor between any brand the following table showcases comparative analysis of existing distribution channels.

Brand	No. of Distributors	No. of SIS	No. of Brand Shops	No. of Priority Outlets
Symphony	117	40	90	60
Walton	135	120	40	40
Maximus	92	60	9	15

Micromax	71	3	2	20
Okapia	75	250	12	22
Samsung	54	800	140	3000
Huawei	76	550	130	0
Lava	80	260	10	0
Stylus	85	12	1	0

Table: Brandwise Distribution Channels

Samsung, in collaboration with Aamra Limited has established arguably the best distribution channel in the industry, prioritizing brand shops and priority outlets – channels that they have control over. On the other hand, local brands are highly dependent on distributors who take away a high degree of control from them of sales.

Stylus' distribution channel is still in its nascent stages in comparison to the other brands in the market, with only 85 distributors, 12 SIS and no priority outlets.

7.5 FINDINGS REGARDING PERCEPTION OF PROMOTIONAL STRATEGIES IN MARKET

As is the case with most industries with many brands competing against each other, promotional activities tend to make or break the brand. Promotional activities observed among local brands are more or less similar in nature, where foreign brands like Samsung have been seen to adopt slightly different approaches.

Following is a table showing percentage amounts of the promotional budget applied to each kind of communication by brands operating in the mobile phone industry.

Brand	Electronic Media	Print Media	Digital Media	Outdoor & Events	Merchandising	MTK Investment 2015 Approx. (million)
Symphony	40%	30%	3%	20%	7%	180
Walton	50%	30%	10%	9%	1%	100
Maximus	25%	25%	20%	0%	30%	20
Micromax	0%	10%	50%	30%	10%	1
Okapia	40%	10%	5%	50%	20%	4
Samsung	5%	30%	10%	40%	15%	200
Huawei	0%	15%	10%	40%	35%	1.5
Lava	10%	30%	10%	20%	0	1.5
<i>Stylus</i>	10%	20%	10%	20%	0	.8

7.6 A MARKET INSIGHT FROM MIRPUR 10

Based on an elaborate market research conducted in Shah Ali Plaza of Mirpur 10, the following market insights have been gained regarding *Stylus* and its competitors.

Feedback from SRs/Distributors:

1. *STYLUS* phones were available in only three retail outlets in Shah Ali Plaza
2. Retailers push the phones only if they get enough/good/satisfactory incentives
3. *STYLUS* phones are available in almost all retail outlets in Mirpur 1, Kochukhet market

4. Change in dealership is the reason for unavailability of products in Mirpur 10

Feedback from Retailers:

1. Retailers tend to push phones of a particular brand when they are given higher incentive
2. Feature phones have a higher market share than Smartphones
3. Retailers are pushing *Stylus* to customers after recent price changes/reduction
4. For non-branded handsets, retailers do not offer hardware guarantee rather offer software guarantee
5. Some retailers are unaware of the USP of specific phones of mobile brands
6. Colorful info graphics on display of phones is not effective
7. Walton and Symphony offer online guarantee

Feedback from Visitors:

1. Product visibility is not satisfactory
2. The SOS feature of R1 was offered Okapia also
3. The retailer could not answer the functionality of SOS of R1
4. The black logo of *Stylus* placed on the display results in low visibility
5. Feature detail was not available on the sticker of the display, which all the other brands offer
6. Micromax and Symphony has introduced a rectangle shaped new packaging

7.7 WHERE DOES *STYLUS* STAND?

Based on the data that has been gained through continuous market research by the *Stylus* team, we have come up with some key points that *Stylus* needs to work on in order to ensure sustainability in the industry.

1. Product needs improvement in terms of marketing and brand awareness
2. Retailers need to be provided with more incentives
3. Product needs improvement in terms of packaging

4. Feature detail can be added on the sticker of the display screen
5. Different BTL and activation campaign could be implemented in various areas to improve awareness about the product.

In order to tick off these key issues in the brand, *ACI Stylus* decided to undergo re-branding which also involves various changes to the communication strategy. The re-branding of *ACI Stylus* and their revisited communication strategies have been discussing in the following sections.

8.0 RECOMMENDATIONS:

8.1 RE-BRANDING OF ACI STYLUS

The Re-branding strategy of *Stylus* centers on establishing it as a brand from ACI, and using ACI's diverse portfolio to add various utility features to the phone, thus ensuring differentiation. The strategies will be mainly implemented on the feature phones as *Stylus* currently plans on focusing on this consumer segment.

The Re-branding will be done on the basis of brand perception of intermediate consumers

1. Packaging
2. Logo Design

All of these components of the re-branding strategy will look to:

1. Increase product's on-shelf visibility
2. Subsequently increase brand visibility
3. Focus on pitching *Stylus* as an ACI brand
4. Increase brand awareness through capitalizing on ACI's goodwill
5. Increase utility through differentiation
6. Focus on differentiation using core-competency of being an ACI Brand

8.1.1 PACKAGING

Packaging will be changed to include the ACI logo along with the *Stylus* logo on one count, and also to make the overall product packaging stand out more on-shelf. So basically, changes are being made to primary and secondary packaging.

Primary Packaging

Initially, for the primary packaging, for feature phones, the *Stylus* logo was placed at the bottom of the front screen. Consequently, it was barely visible, and had little impact in case of brand emphasis.

In the new models, the revisited *Stylus* logo, along with the ACI logo will be placed at the back of the phone, towards the bottom. This enables the logos to be made more opaque and thus visible in nature.

Reference renderings of both the previous and future models have been given in Appendix 06.

Secondary Packaging

The previous secondary packaging for *Stylus* was a plain white package for feature phones and a plain black package for Smart Phones. With black and white being dominant colors for the packaging of many other brands in the retail stores, *Stylus*' packaging failed to stand out.

The new packaging consists of vibrant and bright colors, designed to stand out on shelves. This secondary packaging will also sport the new *Stylus* logo along with a bold, larger ACI logo. The packaging will also clearly contain all the features of the phone provided with easy-to-understand visual cues and language.

The new packaging is mainly targeted towards feature phone consumers – lower and lower middle income class of people who are easier to sell to once their attention is captured.

Sample packaging has been provided in Appendix 07.

Logo Re-designing

The existing *Stylus* logo is very thin, resulting in low visibility from afar. This logo will be made 35% thicker/bolder to ensure increased readability from a distance. Moreover, the logo will be permanently tagged in with the ACI logo for the foreseeable future, to be used in all packaging and communication. (Appendix 08)

8.2 RECOMMENDATION ON PRODUCT PORTFOLIO

STYLUS initially launched 4 features and 4 smart phones where all segment didn't cover. As per analysis we have seen that SKU are positively related with market share so large number of product need to be available. Customer have option and distributor, Retailer also like to sell if they can more option in their hand. STYLUS should select minimum 1-2 products each segment to gain market share on that segment.

9. RECOMMENDATION ON COMMUNICATION STRATEGY OF ACI STYLUS

For the initial communication strategy, *Stylus* focused on all three communication media – ATL, BTL and Digital marketing.

Stylus invested heavily on digital and ATL communication in the year 2015, although it's overall spending was significantly lower than its competitors.

In the revised plan for 2016-2017, *Stylus* has reverted to traditional ATL and BTL mediums due to their renewed focus on feature phone sales. The target market can be effectively reached through these mediums.

The new marketing communications and promotional strategies to be adopted by ACI *Stylus* will look to increase brand awareness and visibility through 4 stages which will ultimately lead to the formation of a loyal consumer base. The four phases are:

1. Awareness - In this phase, focus will be on raising hype and creating buzz about the *Stylus* brand, let people know that *Stylus* is a brand from ACI – an organization they recognize and wholly trust.

2. Engagement – After consumers have been made aware of the brand, it is necessary to immediately engage these consumers into the buying process by capitalizing on their interest regarding the brand. Most targeted marketing strategies i.e. BTL fall under this stage.
3. Affiliation - This is the phase where brand awareness is translated to market share through purchases. Following consumer engagement, it is necessary to affiliate with consumers through sales by establishing a solid distribution network, and through special offer campaigns and discounts that boost sales.
4. Retention – This phase deals with post sales services such as customer care, servicing and repairing, warranty services etc.

9.1 RECOMMENDATION ON DISTRIBUTION CHANNEL

Brand outlet:

Currently STYLUS have only one own brand shop and 5 outlet with Panasonic which is limited so need to increase more outlet because consumer trust to buy handset from outlet than third party channel.

Distributor & Retail Margin:

In Bangladesh now lot of local and international mobile handset companies are doing business so distributors and retails look for margin so if they get more profit by selling a product then they try to keep those product. So if STYLUS wants to spread out more distributor & retail shops then they have to give more profit than other company.

MARKET ACTIVATION:

Shopping Mall Activation

There are long term plans of setting up *Stylus lounges* in popular shopping malls in open spaces. These lounges will heavily market *Stylus* through LED displays stationed inside, will contain free Wi-Fi to attract customers, product displays and a phone charging station.

Monthly Activation at Shwapno Outlets (Affiliation)

This strategy is unique to *Stylus* in the market, and can contribute to increasing brand presence heavily. The idea is to set up a handset display along with a sales team at key Shwapno outlets all over the country every month.

The activations will be carried out throughout the month, in different regional outlets, on cyclic rotation. The established chain of Shwapno outlets already present in the country will also help improve the *Stylus* distribution network.

CORPORATE ACTIVATION:

Stylus has a separate distribution channel for corporate sales, although due to lack of advertisement and communication, it has received very minimal awareness. The corporate activation will include 20 corporate offices and will span over a time period of 10 days.

The activation will help enable affiliations with large corporations, who purchase cell phones on a regular basis for employees.

EID CAMPAIGN

Gift Packs and Cards for Retailers

In order to keep retailers satisfied and ensure brand recommendation when consumers visit these stores, *Stylus* will be giving out special gift boxes to retailers for Eid. The Gift boxes will be given accompanied by an Eid card too. Appendix 15 shows a potential budget breakdown for the gift boxes, and a sample Eid card design has been shown in Appendix 16.

Marketing is about catering to customers as a whole, and not just consumers. *Stylus'* value chain heavily depends on how retailers market their products – an aspect we do not have complete control over. So this strategy has been developed to motivate retailers to recommend *Stylus* Mobiles.

Decorating Brand Outlet

The Brand Outlet will be decorated on occasion of Eid to attract more consumers. Offers and campaigns for Eid will be displayed through large banners all across the brand outlets to ensure effective communication and visibility.

9.2 RECOMMENDATION ON PROMOTIONAL STRATEGY

Stylus aims to build Brand Awareness and consequently Brand Equity.

Sticker Marketing

Stickers of ACI *Stylus* will be distributed in order to increase brand visibility. (Appendix 11)

These *Stylus* sticker distributions will be concentrated during events and festivities. The stickers will be placed on cars and in retail outlets of *Stylus*. A sticker marketing timeline has been given below for 2016:

Trade Promotion for Buyers

Buyers will be given special discount offers on occasion of Eid. These offers will act as catalysts to enable purchases during this time when people tend to have more money to spend after bonuses.

“**Color Your Eid**” is one such offer to be given during Eid.

Print Advertisement

An ATL print advertisement that has already undergone activation after the introduction of the new 2016-2017 marketing plan is the “*Boishakhi Bajimat Offer*”. The print advertisement, provided in Appendix 16, was designed using vibrant colors reflecting *Stylus*’ new colorful packaging, and elements symbolic of the Bengali New Year were used. (Appendix 10)

The offer itself was for a 36% discount on all *Stylus* SmartPhones in celebration of the Bengali New Year. The core focus of the offer was to capitalize on the spending spree that consumers go through during festivities, making such events a major activation point for all brands.

Press Adverts for Eid 2017

Further press advertisements are cued for publishing for the two upcoming events of Eid-ul Fitr and Eid-ul Azha. (Appendix 10)

The “**Color Your Eid**” advert is again an informative print advertisement that communicates *Stylus*’ Super Saver Offer for the occasion. The design, again, is extremely colorful, keeping in line with *Stylus*’ new packaging ideas and positioning. The advertisement is very eye catching, with all relevant information and contact provided efficiently within the space including the offer prices vs. regular prices, phone specifications, branch addresses and contacts, website and page information etc.

The 2nd Eid Poster, tries to communicate *Stylus*’ value proposition of “Quality within Affordability” – that *Stylus* mobiles are expensive not in monetary terms, but in terms of value and quality. The color theme for this poster however has been done in line with *Stylus*’ logo rather than the otherwise observed vibrant themes.

Press advertisement plans are also in the pipeline for Puja and New Year celebrations. The following timeline has been drafted for this year’s press advert releases.

Press Conference

One high end 4G smart phone model will be launched in 2017 on occasion of Eid. For these new product launches, an elaborate press conference will be held to ensure proper dissemination of information about these handsets, at the same time increasing brand visibility and awareness through the media exposure.

Radio Presence (Awareness and Engagement)

Radio is a very important medium of communication for organizations trying to reach rural and semi urban areas of the country, and lower and lower middle income groups especially. Keeping

Stylus' current target market in mind – focusing on the sales of their feature phones, radio presence is crucial.

Commercials for the radio will initiate from August 2017, in the interim period between Eid-ul Fitr and Eid-ul Azha – to make up for the gap in press advertisement during this time.

Facebook Ads

Paid and unpaid Facebook advertisements will be circulated through social media for each individual handset. These advertisements will help increase brand visibility. The advertisements will be designed to showcase *Stylus* as an ACI Brand.

Regular Facebook posts will also be boosted on-site to ensure visibility. Facebook is basically awareness medium where *Stylus* will be showcased through repetitive presence on newsfeeds.

Further activity on social media such as online campaigns with lucrative rewards etc can be used to engage our online audience.

PR on Online Portals

Online portals and pages often conduct many comparisons and reviews for mobile phones on social media such as Facebook and YouTube. *Stylus*' presence in these media could prove very useful in constructing its brand image. Good PR maintenance with these entities hence, is very important.

10.0 CONCLUSION

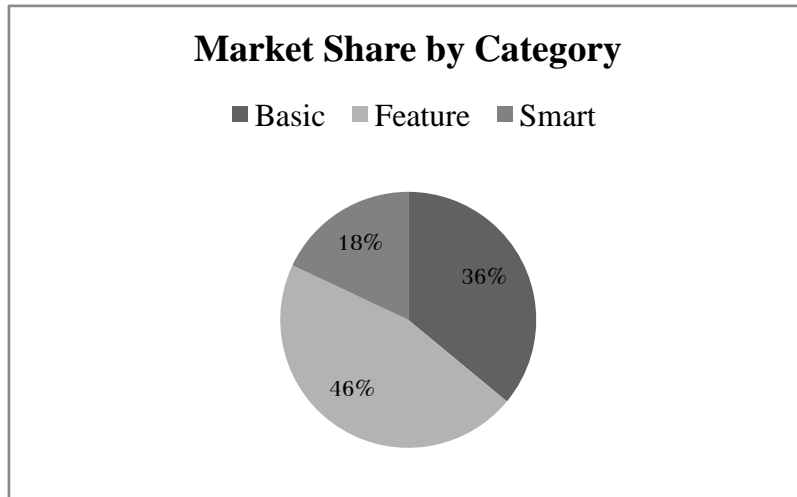
Stylus is a nascent brand in Bangladesh's highly competitive mobile phone industry. However, *Stylus*' potential lies in being able to capitalize on its core competency; which is that it is part of one of the country's largest, longest standing and most trusted business conglomerates – ACI Limited.

Therefore, the re-branding strategies of *Stylus* focus on marketing the brand as a concern of ACI Limited, an organization trusted and recognized by all, as opposed to *Stylus* by itself. With this

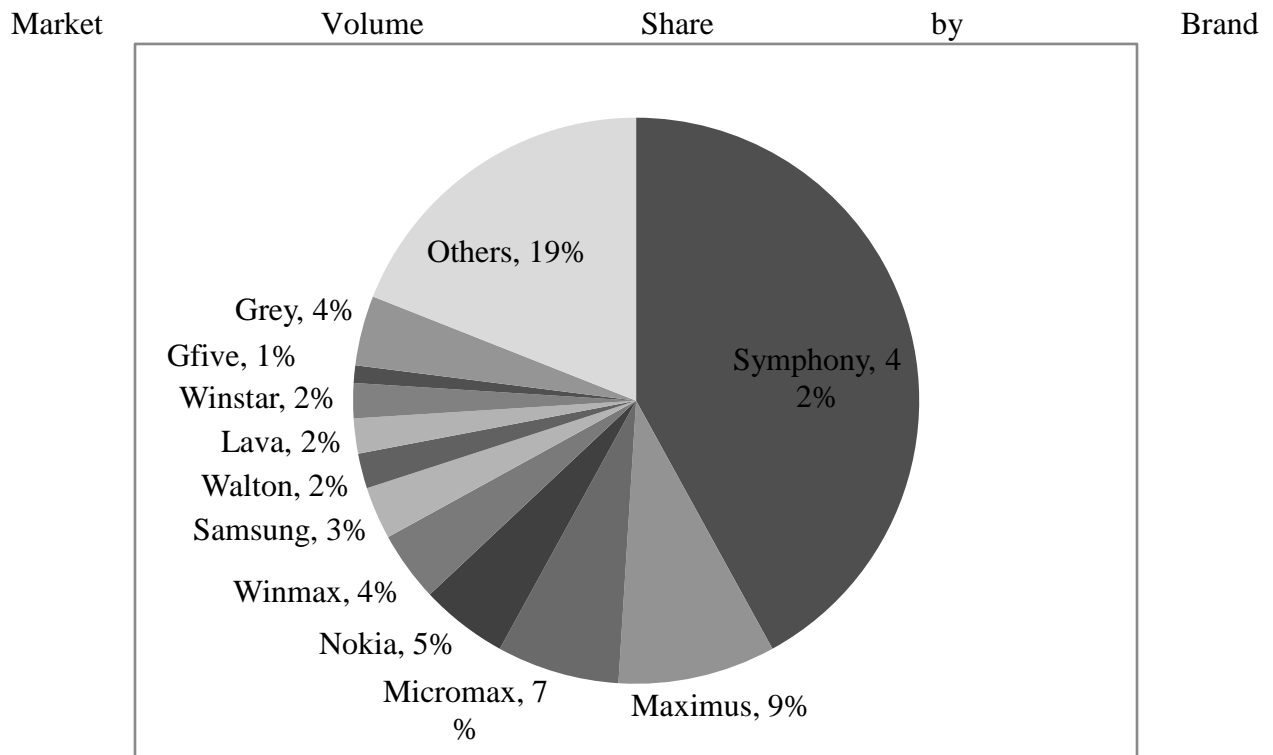
end in view, the logo and packaging have been changed accordingly and focus has been given on enhancing utility through integration of different ACI sectors with this division.

APPENDIX

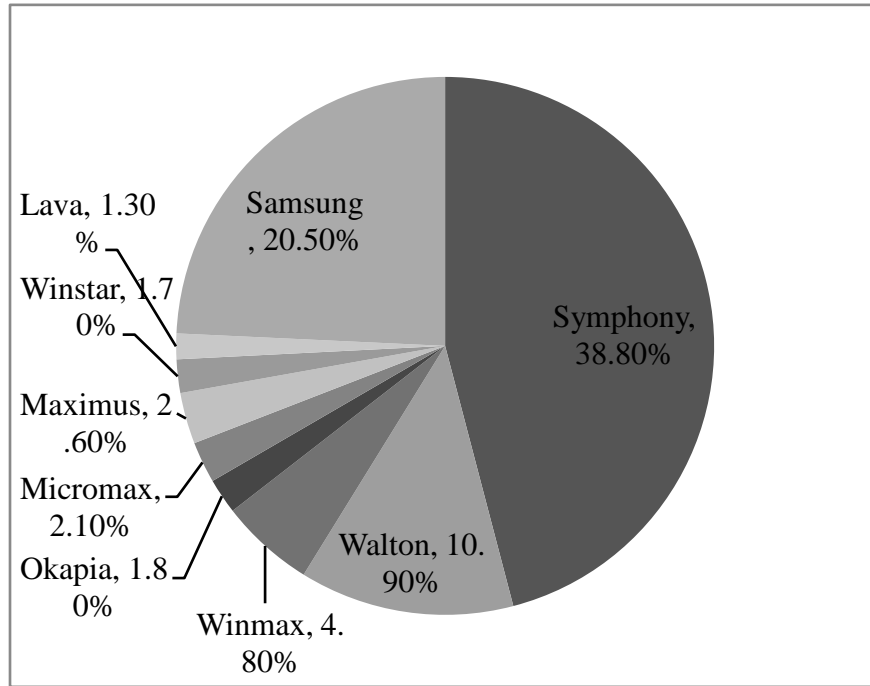
APPENDIX 01: MARKET SHARE BY CATEGORY



APPENDIX 02: MARKET SHARE BY BRAND

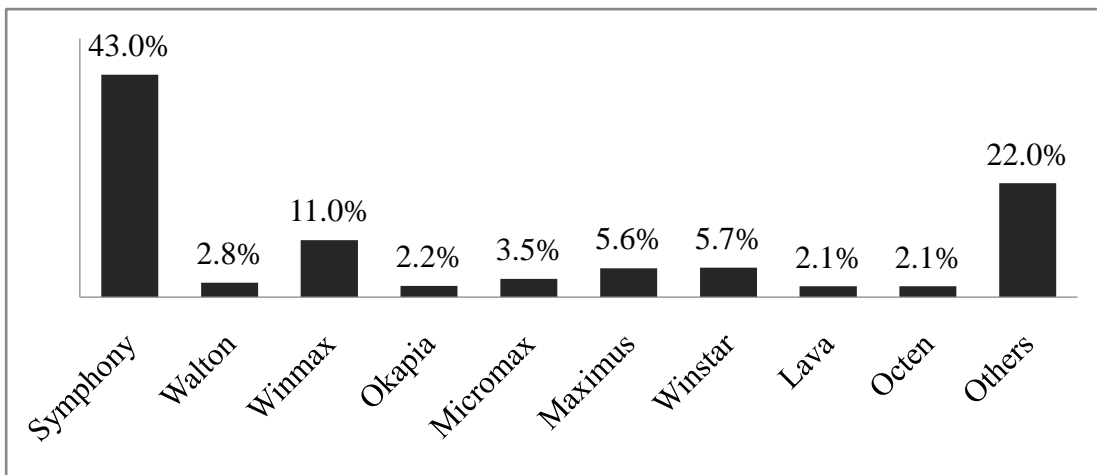


Market Value Share by Brand

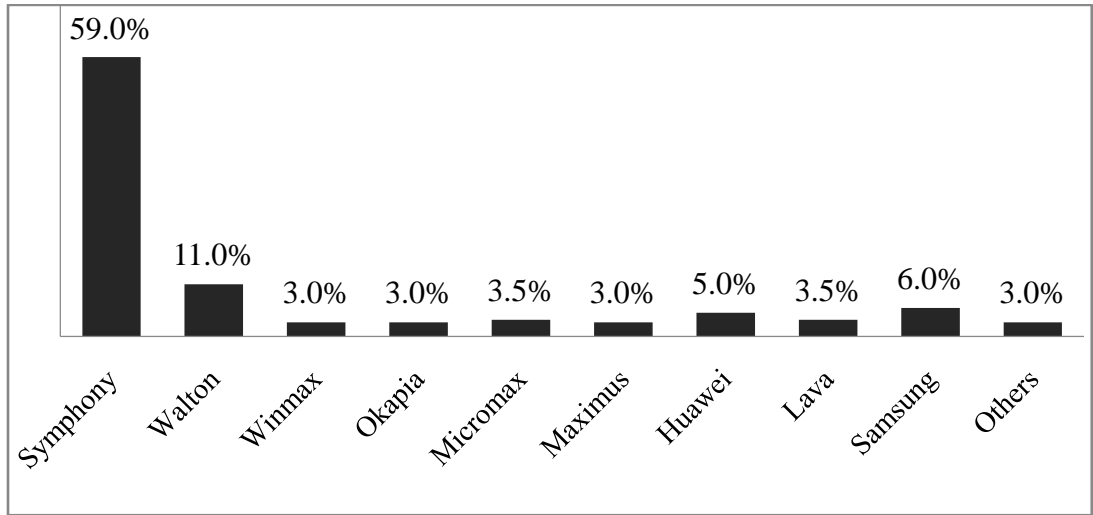


APPENDIX 03: BRAND-WISE MARKET SHARE OF CATEGORY

Market Share Bar Phone

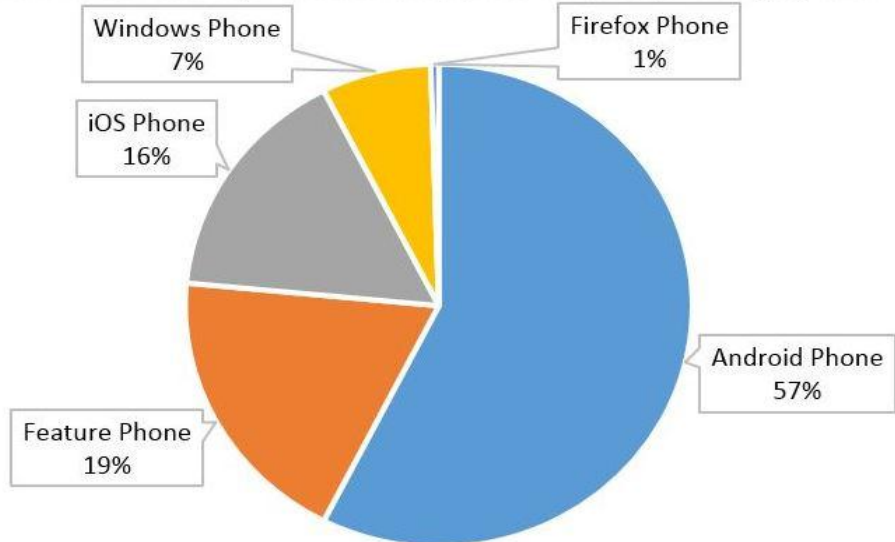


Market share SmartPhone



APPENDIX 04: SMARTPHONE DEMAND IN DHAKA

Demand for Smartphones in Dhaka Based on Operating System



SOURCE: LightCastle Partners

APPENDIX 05: PRODUCT PORTFOLIO OF ACI *STYLUS*



STYLUS U11

- 2.4" TFT QVGA Display
- 32Mb RAM
- 32Mb ROM
- Expandable to 16 GB
- 0.3MP camera
- 2000 mAh battery
- GPRS, Bluetooth
- Audio, Video, Call recorder
- Thickness 12.4mm
- Dual Sim (Regular)



STYLUS P76

- 2.8" TFT Display
- 64 Mb RAM
- 128 Mb ROM
- Expandable upto 16 GB
- 2 MP Camera
- 1200 mAh battery
- EDGE, JAVA, Bluetooth
- Torch, Facebook
- Dual Sim (Regular)



STYLUS R1

- 1.77" TFT QVGA Display
- Wireless FM
- 800mAh Battery
- Speaker Size 2030
- 112*52*12.5mm
- LED Torch
- SOS Button



STYLUS R10

- 1.8" TFT QVGA Display
- 32Mb RAM
- 32Mb ROM
- Expandable to 8 GB
- 0.08MP camera
- 1000 mAh battery
- GPRS, Bluetooth
- Thickness 12.6mm
- Dual Sim (Regular)



STYLUS Q50

- 4.5" IPS Display
- 1.3 GHz Quad Core
- Android 4.4.2 Kitkat
- 8 GB Rom, 1 GB RAM
- 5 MP (AF) + 2 MP
- 1600 mAh Battery
- HSPA+/3G, Wi-Fi, Bluetooth
- OTA



STYLUS O65

- 5" HD IPS Display
- 1.4 GHz Octa Core
- Android 4.4.2 Kitkat
- 16 GB ROM, 2 GB RAM
- 8 MP (AF) + 2 MP
- 4000 mAh Battery, Quick Charging Technology (2.5 Hours)
- HSPA+/3G, Wi-Fi, Bluetooth
- OTA, OTG

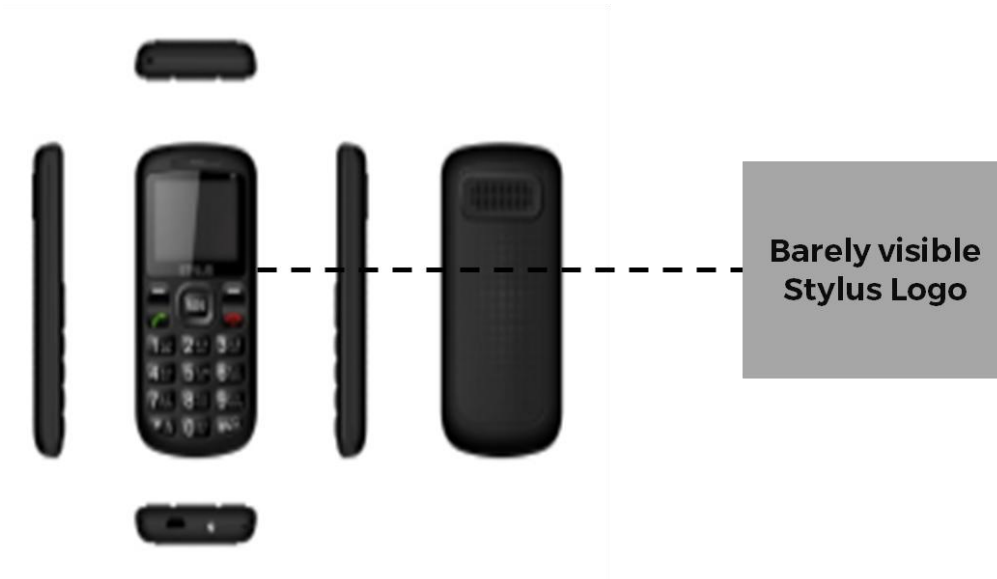


STYLUS Q75

- 5" HD IPS Display
- 1.2 GHz Quad Core
- Android 5.1 Lollipop
- 8GB ROM, 1GB RAM
- 5MP (AF)+2MP
- 2000mAh Battery
- HSPA+/3G, Wi-Fi, Bluetooth
- OTA

APPENDIX 06: PRIMARY PACKAGING SAMPLE

BEFORE



AFTER

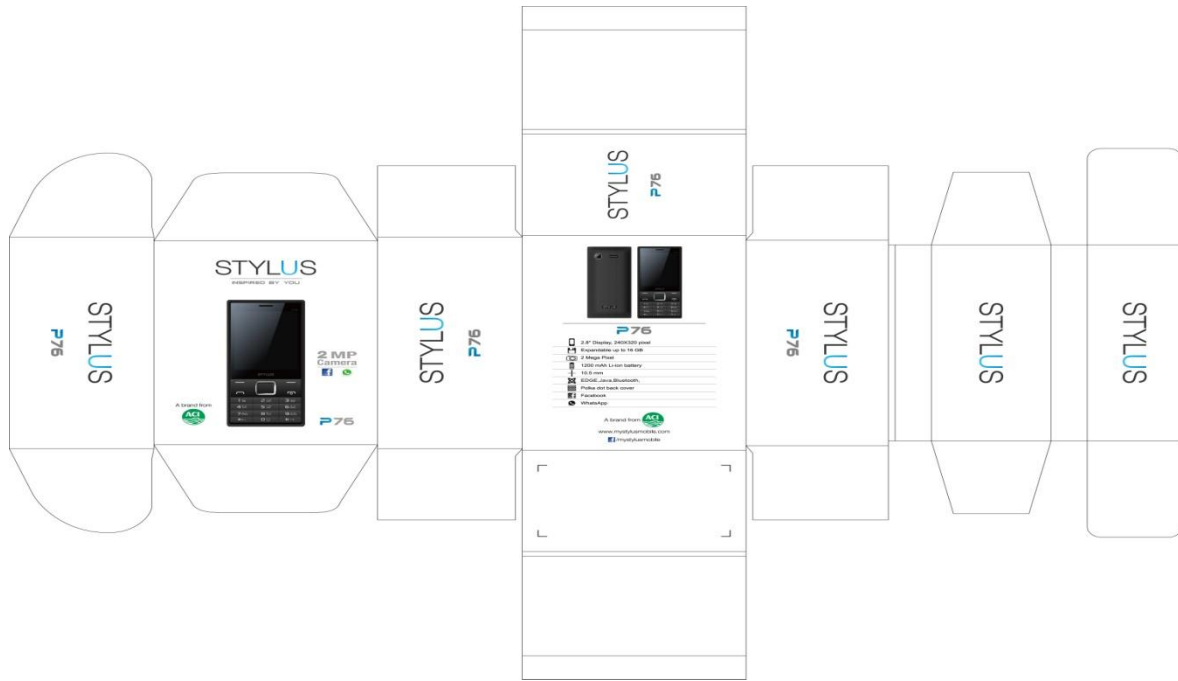


APPENDIX 07: SECONDARY PACKAGING SAMPLES

PREVIOUS

SECONDARY

PACKAGING



NEW SECONDARY PACKAGING



APPENDIX 08: OLD AND NEW LOGO DESIGNS

PREVIOUS

LOGO

INSPIRED BY YOU —————• headplane

X200 | X200 —————• headplane

STYLUS —————• Helvetica Neue (thin - with stroke)

NEW LOGO – 35% THICKER

STYLUS

APPENDIX 09: *STYLUS R1* UNIQUE SELLING PROPOSITION



STYLUS R1

SOS BUTTON -
One click
access to help in
case of
emergency

APPENDIX 10: ATL MARKETING PRINT ADVERTISEMENTS

BOISHAKH OFFER, EID OFFER, EID NEW PRODUCT LAUNCH



তৈশাখী
বাড়িঘাত অফার
৩৬% ছাড়!

Q75

- 1.2 GHz Quad Core
- 5" HD IPS Display
- Android 5.1 Lollipop

Price: Tk. XXXX

Q50

- 4.5" IPS Display
- 1.3 GHz Quad Core
- Android 4.4.2 Kitkat

Price: Tk. XXXX

O65

- 5" HD IPS Display
- 1.4 GHz Octa Core
- 16 GB ROM, 2 GB RAM

Price: Tk. XXXX

STYLUS
INSPIRED BY YOU

A brand from  | www.mystylusmobile.com | [f/mystylusmobile](https://www.facebook.com/mystylusmobile)

COLOR YOUR EID

This Eid, purchase any of STYLUS handsets and enjoy super saver offer



Tk 4,850

Q15
Regular Price: Tk 5,190
4" Display, 1.2 GHz Quad Core, 5 MP (AF) + 2 MP
4 GB + 512 MB, 1500 mAh Battery, 4.4.2 Kitkat, OTA



Tk 7,290

Q75
Regular Price: Tk 7,690
5" HD IPS, 1.2 GHz Quad Core, 5 MP (AF) + 2 MP
8 GB + 1 GB, 2000 mAh Battery, 5.1 Lollipop
OTA, Slim Design



Tk 12,290

Q65
Regular Price: Tk 12,590
5" HD IPS, 1.4 GHz Octa Core, 8 MP (AF) + 2 MP
16 GB + 2 GB, 4000 mAh Battery, 4.4.2 Kitkat
Quick Charging Technology, OTA, OTG



Tk 7,190

Q50
4.5" IPS, 1.3 GHz Quad Core
5 MP (AF) + 2 MP, 8 GB + 1 GB
1600 mAh Battery, 4.4.2 Kitkat, OTA



Tk 2,090

P76
Regular Price: Tk 2,290
2.8" Display, 2 MP Camera, Java, EDGE, Bluetooth
Facebook, Torch, 1200 mAh Battery

1 YEAR WARRANTY
7 DAYS REPLACEMENT WARRANTY

A brand from  www.mystylusmobile.com | [/mystylusmobile](https://www.facebook.com/mystylusmobile)

OWN OUTLETS Motiheek: 01730736017 Bashundhara City: 01744163023 Blioy Sreen: 01733736016 Mirpur: 01741163442 Uttara: 01744163453 *EMI available	DHAKA Bashundhara City: 01727778070 Firmgate: 01819053294 Paltan: 01753981299 Mirpur: 01938385123 Mohammadpur: 0172206834 Shyamoli: 01914409533 Uttara: 01946503685 Darda: 01709612596 Jatrabari: 01823657666 Sadarghat: 01919937241 Savar: 01679937185 Narshingdi: 01735812913 Gazipur: 01716983438 Narayanganj: 01920192714 Munshiganj: 01930079100 Shoni Akhra: 01674361138 Tangail: 01713022401 Mymensing: 01740953635	CHITTAGONG & RAJSHAHI New Market: 01815448220, 01824102207, 01628784920 Agrabad: 01620026450 Sanmar Ocean City: 01638924541, 01846894897 EPZ: 01839556222 Pota: 01818355300 Laharga: 01837024924 Hathazari: 01813054082 Sitakunda: 01815234885 Mirsharai: 01818986833 Rangamat: 01831129260 Khagrachore: 01820205917 Cox's Bazar: 01845969602 Laxmipur: 01712019998 Noakhali: 01776277799 Comilla: 01822000333 Brahmanbaria: 01778777698 Daudkandi: 01743918282 Hajiganj: 01818273669 Bogra: 01725447100 Naogaon: 01711034644	KHULNA Khulna: 01719305632 Bagerhat: 01920956147 Pirojpur: 01711872790 Jessore: 01715654771 Narail: 01715213337 Magura: 01718252699 Jhenaidah: 01747252632 Chuadanga: 01711981515
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STYLUS

INSPIRED BY YOU

STYLUS

INSPIRED BY YOU

স্টাইলাস মোবাইল দামের চেয়েও দামী



R12
১.৭৭ ইঞ্চি ডিসপ্লে
রিমেল 1000mAh ব্যাটারি
ডিজিটাল ক্যামেরা



R10
২.৪ ইঞ্চি ডিসপ্লে
রিমেল 1000mAh ব্যাটারি
ডিজিটাল ক্যামেরা



R51
২.৪ ইঞ্চি ডিসপ্লে
রিমেল 1500mAh ব্যাটারি
ওয়ালেন্স এফএম রেডিও

A brand from  www.mystylusmobile.com | [/mystylusmobile](https://www.facebook.com/mystylusmobile)

APPENDIX 11: SAMPLE STICKERS TO BE USED BY STYLUS



APPENDIX 12: DANGLERS – SAMPLE, PLACEMENT & DEALER LIST





R1 Dangler and Flyer Distribution:

Distributor Name	Channel Manager	Count of Retail	Address	No of Flyers	No of Dangers
A K Mobile conner	Badsha	30	Khulna	300	90
Aboni Telecom	Moshiur Rahman	9	Faridpur	50	15
ADLU TELECOM	Badsha	19	KUSHTIA SADAR	100	25
Aim Communication	Shariful Islam	20	Shantinogor,Dhaka	200	50
Aquimon Telecom	Md. Bashir Uddin	9	Jamalpur Sadar	50	15
Bayzid Telecom	Shariful Islam	20	Mohammadpur,Dhaka	200	50
CHUADANGA TELECOM	Badsha	12	Chudanga,DARSHONA BAZAR	100	25
Dev Telecom	Badsha	12	Mosjid Market	100	25
Farjana Electrics	Badsha	11	Gopalganj	100	25
Faysal traders	Shariful Islam	10	Mirpur 10	100	25
Five Force Marketing	Badsha	13	Borguna	100	25
Gunjon Plus	Moshiur Rahman	19	Jela Parishad Super Market, kaunia	100	25
Haque Telecom	Moshiur Rahman	18	Sentu Market, Tangail Sadar	100	25
Hello Banessor	Moshiur Rahman	19	gausia,MBM Mobile Bazar	100	25
Jess Distribution	Badsha	33	Jessore	300	90
Keya Telecom	Moshiur Rahman	10	Dinajpur Sadar	100	25
Link Telecom	Badsha	11	MR Road,Magura	100	25
M/s Razzak tedars	Badsha	13	Rajbari	100	25
M/S Ahsan Telecom & Distribution	Badsha	11	Pirojpur	100	25
M/S ila Trades	Md. Bashir Uddin	6	Harun Tower Market, Mymensing	50	15
M/S Titas Telecom	Moshiur Rahman	8	Kurigram Sadar	50	15
Maa Telecom	Md. Bashir Uddin	5	Eakob Market, Bhoirob	50	15
Maruf Mobile Plaza	Badsha	8	Narail Sadar	50	15
MOBILE HOSPITAL	Badsha	11	MAHERPUR SADAR	100	25
Mobile King	Badsha	22	Patkelgat Bazzar,Shatkira	200	50
Mobile Point	Badsha	7	Shatkira sadar	50	15
Mobile Shop	Shariful	9	Feni	50	15

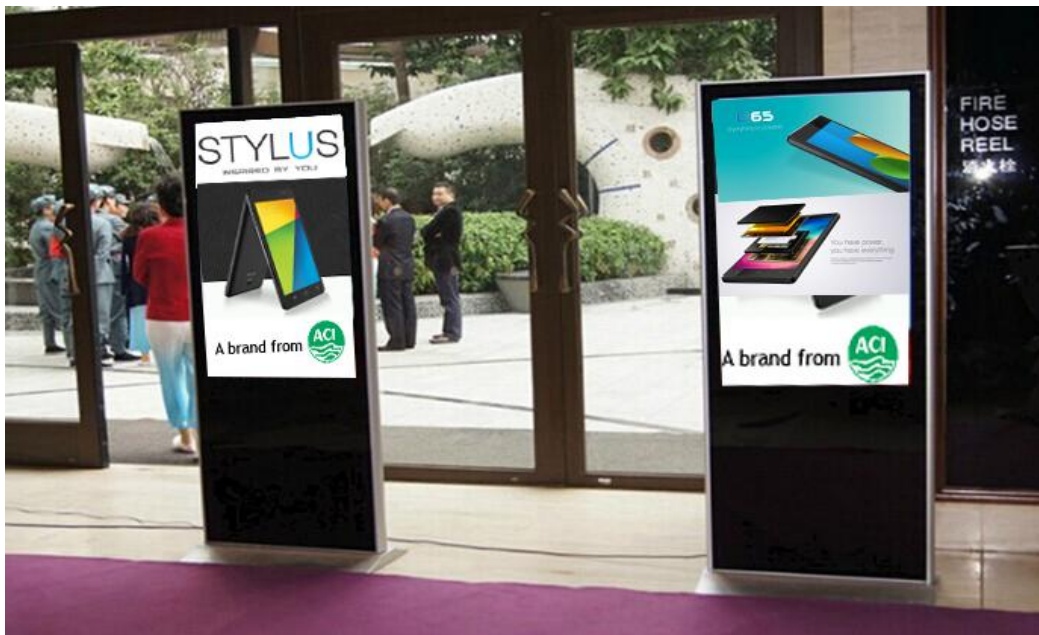
	Islam				
Mobile world	Shariful Islam	13	Sreenogor	100	25
Mobitel	Shariful Islam	5	Pouro Super Market, Hajigonj, Chandpur.	50	15
Munshiganj Electronics	Shariful Islam	8	shop-316,Great Wall, sadarghat	50	15
Muthophone Dot Com	Shariful Islam	25	Townhall Super Market, Kandirpar, Comilla.	200	50
New Star Telecom	Arifin Hossain	29	New Market, Ctg Kotowali, Pahartoli	200	50
New Sun Ellectronics	Moshiur Rahman	25	Bogra	200	50
Nur Telecom	Badsha	9	Bhola	50	15
One Telecom	Shariful Islam	15	Noakhali	100	25
Pial Telecom	Badsha	5	Jhalokathi	50	15
Prayna Traders	Badsha	14	Kaligoanj, Moheshpur	100	25
Reyad Tecnology	Shariful Islam	8	Mosjid Road, Brahmanbaria.	50	15
S S Telecom	Badsha	24	Faridpur, Magura	200	50
S.H TELECOM	Shariful Islam	6	Faridpur	50	15
S.L Telecom	Badsha	17	Bagerhat	100	25
Smile Teleocm	Md. Bashir Uddin	5	Puran Thana , Kishoreganz	50	15
SR Telecom	Shariful Islam	7	Shop-324, Mark Tower, Narayanganj	50	15
Subeccha Enterprise	Badsha	13	Main Road, Puran Bazar, Madaripur	100	25
Tahia Telecom	Shariful Islam	7	Chokbazar, Lakshmipur.	50	15
Torolota Telecom	Moshiur Rahman	25	Main Road Naogaon	200	50
Uthshob Telecom	Moshiur Rahman	19	Shirajgonj	100	25
Vagabond M.S.C/ Mobile Point	Badsha	31	Yunus Plaza, Girjamahhalla, Barisal	300	90
Talukder Mobile Link	Md.Bashir Uddin	35	Uttara	300	90
Bashundhara City Brand shop	Shariful Islam		Firmgate	300	15
TOTAL		720		5950	1530

ACITVATIONS

STYLUS LOUNGE



STYLUS LED DISPLAY



APPENDIX 15: BTL EID CAMPAIGN – GIFT PACKS FOR RETAILERS

Category	Item	Pack size	DP	Quantity	Total
Food	Pure Biryani Masala	40 gm	38	180	6,840
Food	ACI Pure Lachha Shemai	200 gm	24	540	12,960
Food	ACI Pure Vermicelli	200 gm	22.75	540	12,285
Packaging Cost			100	90	9,000
Courier			100	90	9,000
Total Cost Per Box					50,085

APPENDIX 16: SAMPLE EID GIFT CARD



Eid Mubarak



APPENDIX 17: ACTIVITY SCHEDULE FOR COMMUNICATION STRATEGY

S L	Activity	June				July				August				September				October				November				December			
		w 1	w 2	w 3	w 4	w 1	w 2	w 3	w 4	w 1	w 2	w 3	w 4	w 1	w 2	w 3	w 4	w 1	w 2	w 3	w 4	w 1	w 2	w 3	w 4	w 1	w 2	w 3	w 4
1	Press Ad																												
2	RDC																												
3	Press Conference																												
4	Gift for retailers																												
5	Flyer/Dangler																												
6	Market Activation																												
7	Shwapno Activation																												
8	University Activation																												
9	Corporate Activation																												
10	Brand Ambassador																												
11	Eid/Puja/News Year Campaign																												
12	Sticker Placement																												
13	PR on Online News Portal																												
14	Facebook Campaign																												

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