



Inspiring Excellence

Internship Report

On

**INTERSHIP REPORT ON SALES & MARKETING DISTRIBUTION
STRATEGY OF LECTURE PUBLICATIONS (OMICON GROUP
OF INDUSTRIES)**

Submitted to:

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Letter of Transmittal

December 6, 2017

To

Ms. Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship report on “Sales distribution strategy of Lecture Publications Limited”.

Dear Madam,

With due respect, I am presenting my internship report on the topic titled “Sales distribution strategy of Lecture Publications Limited” as a part for the completion of BUS 400 course.

It is my pleasure to inform you that it was undoubtedly an interesting opportunity for me to work on LPL and also assigned topic to enhance our knowledge in the practical field. I would like to thank you for giving me the opportunity to do the study. I have tried my best to work on it carefully and sincerely to make the report informative. I put my sincere effort to give this report a presentable shape and make it as informative.

Therefore, I sincerely hope that you will appreciate my effort and I would be thankful if my report is accepted for the appropriate purpose.

Thank you.

Sincerely yours,

Md. Mostafa Kamal

ID:14304158

Acknowledgement

In the beginning, I would start thanking the almighty Allah for making me able to complete my internship report. First of all I want to thank and honor my internship supervisor Ms. Mahreen Mamoon, assistant professor of BRAC Business School for her inspiring guidelines, valuable suggestion, positive criticism and constant help throughout the work and in preparation of this report. The successful completion of this report might never have been possible in time without her whose inspiration and suggestions made it happen.

I also want to thank to the management and officials of Lecture Publications Ltd. I would like to acknowledge toward Md. Azharul Islam Farazi, General Manager (Sales & Marketing) and Ahmed Kamrul Hasan Senior Manager (Distribution & warehouse) and special thanks goes to my official supervisor Md. Saidur Rahman, Manager (Sales & Marketing) of LPL for being patient with me and supporting me for 3 months program and helping me to complete the report in time. My colleagues at the Lecture Publications Limited had also been very kind and helpful and they made my internship a more comfortable one. At the end I would like to thank my family and friends who have given me moral support so that I can come to this level and accomplish my project.

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Executive Summary

As a part of my under graduation program, I have completed my internship in this organization. During the period of my internship, I was officially appointed to work in the sales & marketing department. In publications industry of Bangladesh Lecture Publications Ltd. (LPL) is one of the renowned publications house having about more than 500 books (guides, text, creative & reference). It became public Limited company in 2006. Lecture is the market leader in Bangladesh and now expanding its business in other countries.

The major objective of this report is to investigate the sales distribution strategy of the Lecture publications Ltd. It is a descriptive research in nature. Most of the data are collected from both primary and secondary sources. But major parts of the report I have prepared by secondary data. I have studied almost all relevant departments of LPL R & D, Accounts, IT, Production, HR and Admin and Marketing,

In the first section, I discussed introduction and other formalities like the background, current performance, management team and key functional areas which I had to maintain to make my report worthy one. In second section describes my overall assignments and works conducted during the internship program. The next section I have described about the research works I have done. Finally I have discussed about the problems and also some recommendation of Lecture Publications Ltd

Chapter-1

Introduction

1.1 Background of Study

As a student of the Department of Marketing, BRAC University, I was required to meet the requirements of Internship report as a part of BBA program. Consequently my orientation to Lecture Publications Limited is to serve this purpose has given me the chance to make myself familiar with the organizational culture, behavior and other aspects. In addition, I am supposed to conduct a survey and submit it in the form of a report in accordance with the company's interest as well as the academic requisition. Hence, this report is proposed and assigned by my administrative supervisor Md.Saidur Rahman (Manager, Sales & Marketing, Lecture Publications Ltd) and approved by my academic supervisor Ms. Mahreen Mamoon (Assistant Professor, BRAC Business School. In this regard, I would like to add that this report is completely prepared with a view to expose me to the practical exposure and knowledge.

I have tried my level best to use this opportunity to enrich my knowledge on Sales & Marketing distribution strategy of publishing industries. After observing thoroughly, I have prepared this report on the basis of my findings and observation relating to the topic. This practical operation is also having positive development in professional field.

1.2 Objectives of the Study

Board Objectives

The main objective of education is to acquire knowledge. To acquired knowledge ultimately we must do some practical application in addition to theoretical knowledge. Objectives of the study are summarized in the following manner-

Specific Objectives

- To know the present position of Lecture publication limited.
- To analyze the customer perception about Lecture brand.
- To provide suggestions based on analysis and observation.
- To analyze about its competitors brand.
- To know how employees contribute to the positions of the brand.

Every academic and professional relative research and reporting work has got some scopes and limitations. The scopes and limitations of this research and reporting works are:

1.3 Scope of the Study

This report has been prepared through extensive discussion with the employees of Lecture publications limited and with their boss. For preparing this report I have met with marketing manager. He informed me about their activities sales and marketing distribution strategy of Lecture publication limited on the mind of customer such as students, guardians, dealers, retailers etc. While preparing this report I had great opportunity to have a practical knowledge of recruitment and selection, performance appraisal, compensation and practice of other related issues. There have huge market of Lecture publications guide books in the market. This scope helped me to collect easily data about Lecture publications limited.

1.4 Limitations of the Study

- Unavailability of relevant records and information in the organization is a major constraint.
- Unintentional non-cooperation of the target group /respondents in providing necessary information, as they were busy is also a remarkable limitation of the study.
- There are various information can't provide due to security and other corporate obligations.
- Due to lack of my experience in preparing this type of extensive report, there may be some mistake which is intentional.

1.5 Study Methodology

The report was fully investigative in nature; data have been collected from both primary and secondary sources.

Data Collection

This study is mainly based on secondary as well as primary data available from various divisions and department of LPL, in addition to those other necessary information have been collected from the annual reports of LPL, Organ and various files , prospectus and market condition comparing competitors.

Primary sources of data

- Face to face conversation with the employees and customers.
- Conversation with the marketing head.
- Practical desk work.

Secondary sources of data

- Procedure manual published by LPL
- Report from newspapers based on Lecture guide books or Lecture related news.
- Different vacancy notice of LPL
- Files and document of branch
- Different manuals of LPL

Chapter 2

Background of the Organization

2.1 Background of the Organization

About Omicon Group:

Omicon Group of Industries Ltd. is an amalgamation of some of the most innovative and service related business. It is one of the largest businesses Conglomerate in Bangladesh. This “Omicon” formed on 1st March 2006 with the name Omicon Developments Ltd. by the acquisition of the Lecture Group, the main concern of which was a fully automatic and computerized Book Publishing. The other Business wings were Manufacturing Consumer Products, Software Outsourcing and trading business. Omicon Group is a conglomerate 30 years in existence with a strong legacy and practice of corporate culture that is aligned to values of innovation, diversification, creativity, respect, integrity, sustainability and trust across all our ventures. Omicon Group has several wholly owned subsidiaries and other holding interests/investments in the following industries: Publishing, Education, Academics | Printing, Paper Products | Distribution & Logistics | IT, Programming, Apps, ERP, AMCs | Media, Arts, Communications | Entertainment, Event Management | Retail, E-commerce | Real Estate, Land, Condos, Holiday Homes | Specialist Trading. Omicon Group Focusing on growth and adding value to customers, stakeholders, employees and communities through pragmatic initiatives, innovation, and efficiency. We have grown many folds through a fostered culture of empowerment, mentoring and co-operations.

The company listed under wings:

➤ **Omicon Shikkha Programs:**

Omicon Shikkha Program is a company in the family of Omicon companies. Established in 2007, Very soon Omicon Shikkha Program will be registered with the office of the Registrar, Joint Stock Companies as well as with the NGO Affairs Bureau. Its main objectives are to promote mass education in rural areas, organize facilities for education and training, provide financial support in the form of loans and grants for the purpose of education, use information technology to bring an end to illiteracy, and development of education, promote new technologies and innovate ideas and methods for development of

education, and conduct research and undertake experimentation in the field of education. Since January 2007 Omicon Shikkha Program has been conducting Life Oriented Education Program in various districts in Bangladesh. Omicon Shikkha Program's programs also include Pre-school Program, Child Development Centre Program, Early Childhood Development Program and Arsenic Mitigation Program in various districts of Bangladesh.

➤ **Lecture Publications Ltd:**

The Company started its journey in 1981 in OLD Dhaka with a setup of complete press and publication machineries gathered some quality writer on the subjects of our curriculum based education system. Till 2013 it has published over 600 text books, guides and reference books and continuing its services to the students of Bangladesh. By the turn of the century, Lecture Group now a leading business conglomerate of the country. Lecture believes that a client should be involved with the print design process. They make sure that at every stage of the design the client is kept in the creative loop. In this way work is formed that represents not only the creativity of the designer, but also the core brand values of the organization.

Lecture publications Ltd follow the eight international rules to publish books. These are:

- ❖ **Customer focus:** Understand customers need and meet their requirements as well.
- ❖ **Leadership:** Focus on the benefits of stakeholders
- ❖ **Involvement of people:** Include motivated, committed and experienced individuals in the organization and train them to improve their performance.
- ❖ **Process approach:** Apply efficient and managed approach for greater achievement.
- ❖ **System approach to management:** Use appropriate method to fix underlying complexities in the organization.
- ❖ **Continual improvement:** Emphasize continual improvement in products, process and system.

- ❖ **Factual approach to decision making:** Conduct wide analysis of data and information to make decision effectively.
- ❖ **Mutually beneficial supplier relationship:** Believe in mutually beneficial relationship that adds value in organization in long run.

➤ **Sure Success:**

Sure Success Publications was established from 1988 and started its operations to full fill expectation of HSC level Students. It provides subject wise suggestion to understand the syllabus and question pattern. To meet the challenges of the new century revision and revamping of the National Curriculum has been brought about. Based on present revision class-wise achievable competencies have been set precisely and defined orderly. And "Lecture Publications" a trusted name of publishing revision based Sure Success suggestions and Mega Test Papers that have achieved appraisal among learners, teachers and guardians since 1988. Sure Success Suggestion has a long reputation of 26 years.

➤ **Banglaprakash:**

On the 1st April 2007 Banglaprakash at first appeared before the public with the commitment of presenting Creative Publication. From the very beginning, Banglaprakash was able to ameliorate the quality developing her Creative and Intellectual publications. As a result Banglaprakash obtained applause of the society of intellectuals. 'RupkatherElish' by ArjitMadhurjo (Published in Banglaprakash) was awarded a Special Letter of Appreciation by the Canadian Government due to high standard of publishing and subject matter of the book. 'Attakatha 1971' by Nirmalendu Gun published by Banglaprakash in Ekuse BoiMela 2008 was highly deliberated and pondered people of all levels. This book was considered one of the best 10 thoughtful books the judgement of 'The Daily Prothom Alo' and also awarded "Jemcon Literature Award'. Another book in the name of 'Vramon Katha Ebong Parish' by Nirmalendu Gun attained City Anando Alo Award.

➤ **Education Today:**

Education today is an education and career based monthly paper. It is combined with obligatory information and theory for students as they can be benefitted to build up their careers. They believe if they get right information about their future employment side by side their academic education it will be helpful for their personal success and in the broad sense the whole nation will be benefitted because success of a group of people is really the success of a whole nation. Education today started its journey with this spirit. Everyone is cordially invited to accompany us. It is true that many countries of 21 centuries are being developed themselves and competing to enter into the job market. In this regards they are still behind. Their present condition is unexpected and miserable. They want to move forward with all respect. That is why we have dreamt and try to build our own path. They have organized Education today with many-colored thoughts. They expect Education today will help its readers to build their future bright. They hope that they will be able to publish Education today in English version too in near future. Very soon Education today will explore in national and international arena.

➤ **Premiere Printing Press:**

Premier Press is located in Shahid Nagar, Village - Mohammodpur, PS- Dawud-kandhi, and District – Comilla. Premier Press provides a vast array of print technologies, web, design and mailing services. Their award-winning production facility is equipped with premium-quality production equipment: offset digital, large/wide format, direct mail services, as well as retail design/production/installation and web services. Their in-house development team produces fully customized online storefronts. Premier press Factory & warehouse is established on 269296.856 Sq/ft areas. Its have housing inventory, storage and fulfillment services, secured storage space, packing, kitting, book binding, die-cutting and complete mailing services.

2.2 History of the Company:

Omicon Group of Industries Ltd. is an amalgamation of some of the most innovative and service related business. It is one of the largest businesses Conglomerate in Bangladesh. This “Omicon” formed on 1st March 2006 with the name Omicon Developments Ltd. by the acquisition of the Lecture Group, the main concern of which was a fully automatic and computerized Book Publishing. The other Business wings were Manufacturing Consumer Products, Software Outsourcing and trading business. Omicon Group is a conglomerate 30 years in existence with a strong legacy and practice of corporate culture that is aligned to values of innovation, diversification, creativity, respect, integrity, sustainability and trust across all our ventures. Focusing on growth and adding value to customers, stakeholders, employees and communities through pragmatic initiatives, innovation, and efficiency. We have grown many folds through a fostered culture of empowerment, mentoring and co-operations.

2.3 Vision:

To make positive impact in the markets where they operate, to empower partners and the community and to make meaningful long term relationships through the trust they earn every day.

2.4 Mission:

Harness businesses with value driven goals and excel across all ventures.

2.5 Values:

Company's foundation is built on its values. "Lecture" values are:

- Outstanding quality of product.
- Honesty, integrity and ethics in all aspect of business.
- Hard work and continuous self-improvement, never being satisfied.
- Respect and concern the individual employee.
- Outstanding quality of product.

2.6 Focus of Omicon Group:

Omicon Group believes in driving profits of not only the monetary kind rather of human triumph, customer satisfaction and collective betterment of communities. These harmoniously deliver better numbers to the bottom line than focusing solely on revenues. Rarely is it for profits exclusively, we believe that inclusive operations in relevant markets and a continued push for excellence can build bring sustained growth.

Omicon Group always on the lookout for ways in which they can positively impact the markets where they do business, the trust they exchange with stakeholders and customers are as important to them as the products or services they sell.

2.7 Departments of Omicon Group:

Omicon Group has following departments-

- Management Support Department
- Human Resource & Administration Department
- Finance & Accounts
- Brand & Trade Marketing
- Information Technology
- Estate & Market Coordination
- Sales & Marketing (General), (Hon"s) & (Madrasah).
- Distribution & Warehouse
- Production
- Creative Design & Development
- Research & Development (General), (Hon"s) & (Madrasah)
- Sales Monitoring Department
- Production
- Procurement
- belivIT
- Banglaprakash
- Education Today

2.8 Broad and Management:

Chairman:

Engineer Mehedi Hasan is a prominent entrepreneur in Bangladesh. He is the Chairman & Founder CEO of Omicon Group of Industries. He is also a founder Director of the Farmers Bank Limited and sponsor Director of Apollo Hospital. Mr. Hasan is General Body Member of The Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), the apex trade body of the country. He is also General Body Member of Dhaka Chamber of Commerce and Industries (DCCI), Director of Bangladesh Publishers & Booksellers Association (BAPUS).

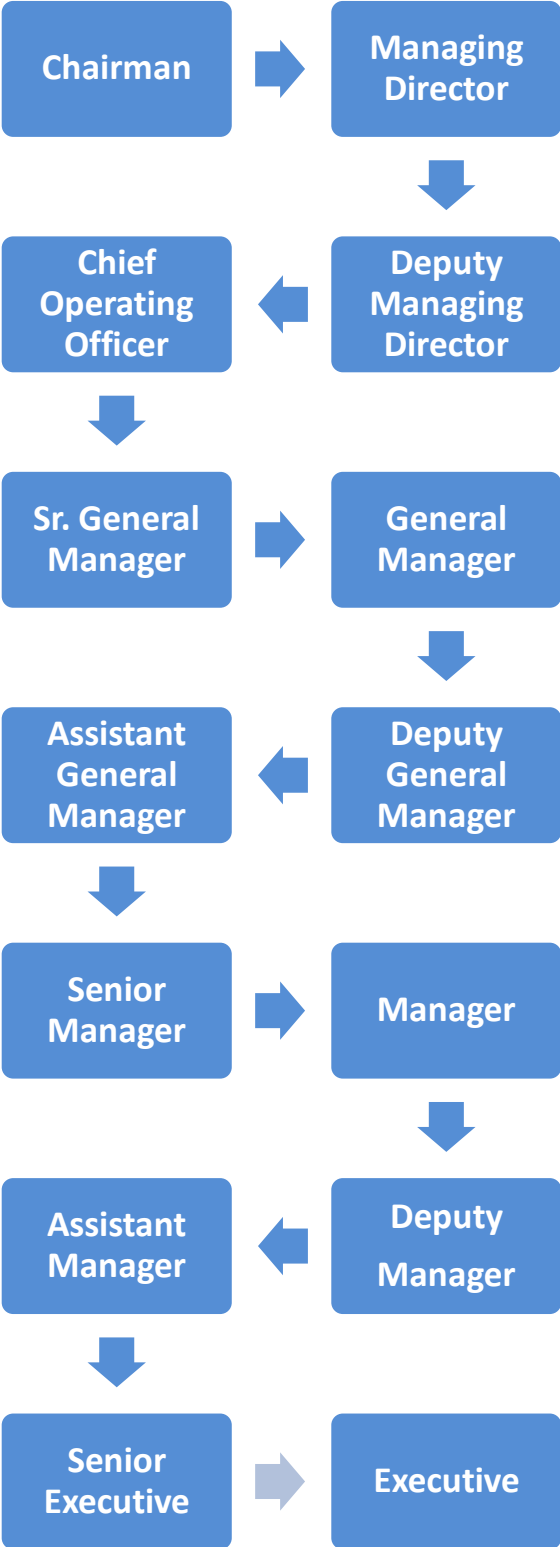
Managing Director:

M. Sharif Ul Alam is the Managing Director of Omicon Group. He joined OMICON Group in 2007. Over the last 10 years, as Managing Director, Mr. Alam is responsible for positioning Group's sister concern Lecture publications Ltd as market leader in Bangladesh with about 65% market share in books authoring, production, marketing and distributions sector. As a result of his leadership and quality control, Lecture Publications Ltd. is certified under ISO 9001:2008 for Quality Management System.

Chief Operating Officer:

Mr. Siddique has been looking after the group operation since November 2016. He looks after daily operations of all concerns of the Group. He is responsible for International business affairs, public relations, major agreements between OMICON Group and other parties, Human Resource Management and Administration, Policy making and SOP s developments & implementations, Production and Distribution, Sales, Finance and organizations total operations.

2.9 Hierarchy of the Management: Hierarchy of the Management of Omicon Group



Contact Details

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Dhaka1000, Bangladesh.

Phone:+88-02-7125851,9570980

Mail:info@omicon.com

Bankers:

There have some commercial banks I have known those deal with Lecture Publications Ltd. That are-

- **BRAC Bank,Bijoy naghar Branch**
- **Dutch – Banla Bank Ltd.Bijoy naghar Branch**
- **Islamic Bank Bangladesh Ltd. Sodorghat Branch**
- **City Bank**
- **National Bank Ltd. Sodorghat Branch**
- **Merrcantile Bank ,Bijoy naghar Branch**

2.10 Corporate History

Year of Establishment	: year 1988
Type	: Public company
Product Line	: - Text Books, - Reference Book, - Test Paper - Suggestion - Exercise Books - Guides - Education Related Accessories and products - Education Aid
Number of employees	: 1001-5000
Awards	: <ol style="list-style-type: none">1. International Century Quality ERA Award 2014,Switzerland2. Best Enterprise Award 2015,UK3. European Award for Best Practices 2016,Belgium

2.11 Working Area:

Lecture has huge sectors as they publish various types of books. Those books publish in yearly, periodically or situation basis of market. Here I have included overall working area of Lecture publications ltd-

SL.	category	Customers
1	Textbooks	Publish textbooks all classes
2	Ref books	Reference books from S.S.C. to degree level
3	children books	They have various books for children ,office executive and fresher"s and for the professionals
4	Comics books	Both fictions and non-fictions.
5	Periodicals	Publish a monthly named "Education Today". This periodical publishes features, news and articles on education and social issues.
6	Multimedia SD	Especially for children education.
7	Export of books	At present they are exporting computer books from India .they eye on other countries as our buyers.
8	Import of books	They import high quality children books from india and have planned to import books from many other countries.

2.12 Products

Name of the portfolio books for 2016-17 are a following.

Portfolio of books for 2016-2017

SN	Name of the portfolio	Book(2016-17)
1	Honors/ national university guide series	37
2	BM course	80
3	HSC/ class 11 guide book	60
4	HSC/class 11 text book	45
5	HSC test paper	12
6	HSC suggestion	6
7	SSC guide series	36
8	SSC test paper	24
9	SSC suggestion and solution	6
10	Grammar series	3
11	6,7,8 guide	60
12	Class 6,7,8 text book	61
13	National university	3
14	English Version	34
	Total number of books	467

2.13 Nature of Business

LPL is a publication company registered under the company act 2003. The main function is to publish of guide books. It basically takes manuscript from others (writers and contributors) and published after accomplishment of many pre-printing activities. Manuscripts are raw materials of LPL,s production. It has been grow and become a large publisher .Technology (computer and other devices) makes it easy and inexpensive to write, produce, publish, and sell books. One can work from home and he/she does not need any governmental licenses.

Book publishing is easy but it is not the same as other businesses; there is lot to learn. Fortunately, there is also a lot of help available. No one on staff knows much about the subject of the books is treated as anonymous “product”. In fact “the greatest challenge in book publishing is managing the day to day exciting”.

2.14 Publication industries in Bangladesh

Publication is the process of production and dissemination of literature or information the activity of making information available for public view. In some cases authors may be their own publishers, meaning, originators and developers of content also provide media to deliver and display the content. Traditionally, the term refers to the distribution on of printed works such as books (the “book trade”) and newspaper. With the advent of digital information systems and internet, the scope of publishing has expanded to include electronic resources, such as the electric versions of books and periodicals, as well as micropublishing, website, blogs, video games and the like.

In the past publication industry of Bangladesh was considered as small industry. But now it is a business core of money. Publication is now incorporated as limited company and deals with cores taka. Publication is manufacturing industry. Traditionally various types of books and

magazines were its products. From small home layout office, now publications have taken modern corporate layout. In Bangladesh, publications industries can be divided into industry sub-division.

- ✚ Newspaper publishing
- ✚ Periodical publishing
- ✚ Book publishing
- ✚ Directory publishing
- ✚ Academic publishing
- ✚ Tie-in publishing
- ✚ Independent publishing

Publication industry has now competitive business market. Many entrepreneurs are investing and making profit in this industry. Thousands of people are employed in this sector. My internship report is based on guide publication industry of Bangladesh. Name of some market leaders of this industry are Panjeree Publication Ltd, Lecture Publications Ltd, Kazol Brothers, Jupiter Publication Ltd, Starlit Publication, Al-Fathah Publication Limited, Captan Publication Limited, Nobodut Publications Ltd, Ovishoronio Prokashone, Dishare Prokashone, Globe Publication Ltd, Adil Publications Ltd etc. On the other sector in publication industry those are based on story book, historical books the market leaders are Annya Prokash, Asiatic Society, Andorn Publication, Afsaer Brother, Sheba Prokashone, Aftab Book House, Agamee Prokashone, Agrodot, Ahmad Publishing House of Bangladesh, 1971 Prokashone, Al-Amin Prokashone, Ananda Publishers Pvt. Ltd, Dibboprokash, Progoti Publishers, Ritwik, Bigganer Avizatra University Book Publishers, Hakkani Publishers, Hossain Libary, Howlader Prokashone, Devsahityakhtir Pvt. Ltd, Jagriti Prokashone, Jaingephul, Talimulihsan Publication, Khan Brothers & Co, The Royal Publications, Jalsiri Prokashani, Samakal Publications, Srijani Scholars Publishers, Samaher Publications.

These organizations are competing with their product quality. Actually in case of book selling the most important factor to capture market is quality. Price is not so important in book marketing because normally a book price does not vary on the basis of organization name or brand name like other products.

Chapter 3

My Job Description

3.1 Sales and Distribution Division

I started my Internship in Lecture Publications Ltd as a sells executive at Sales and Marketing Distribution department. This division deals with sells books and monitoring the process of distribution books to the agents, teachers and customer. However, my work was limited to sells and distribution section to maintain the sales & distribution of the products. As an internee I have performed numerous activities. My main task was to receiving order of books from agents and sends the order warehouse through ERP (Enterprise Resource Planning) systems. Sometimes I monitor where the customer get the books or not and their payment status.

Other Activities:

- Writing business letters to clients
- Receiving order from customers
- Making order list of books
- Creating single & Bulk order of Books
- checking Stock of Books
- Checking Deposit Information
- Checking Transport Information that the party receive books or not
- Conducting financial analysis

3.2 Experience

During the period of my internship, my responsibilities were diverse in nature. At first, I was assigned to learn different phases of work. Then, I started working in different sections. The work environment in publications is really pleasant and I really like to work with them. The executive officers helped me most of the time when I got stuck into my required work. Throughout this internship program, I got a chance to be a part of our corporate sector.

Chapter 4

Porter's Five Forces Analysis

4.1 Porters' Five Forces Analysis

- I. **Threat of new entrants:** The threat of new entrance in this market is low because the entry barrier is relatively strong in publication industry because the starting process along with the cost is high. Some of the new entrants are; Starlit publication, Al-fathah publication limited, Captan publication limited, Ovishoronio prokashone. So the threat of new entrants is low.
- II. **Threat of substitutes:** There are different substitutes of publications such as E-book, kandle, Pdf file, illegal copy etc. Those are lower price than publications book, so people can easily switch. So the threat of substitute is moderate.
- III. **Threat of intense segment rivalry:**Lecture Publications Ltd has many competitors. There are many brand like Panjeree publication Ltd, Kazol brother's, Jupitor publication ltd, Starlit publication , Al-fathah publication limited, Captan publication limited, Nobodut publications ltd, Ovishoronio prokashone, Dishare Prokashone, Globe publication ltd, Adil publications ltd etc. which offers equal products. So the threat of existing rivalry is very high.
- IV. **Threat of buyers bargaining power:** The buyer's bargaining power is high here. Buyers can easily switch to other brands if they do not like the quality or the price is higher compared to competitors. In our country there are many retailers so the bargaining power is high as well.
- V. **Threat of suppliers bargaining power:** The main ingredients of publications raw materials like paper, ink, press is available in our country. Those ingredients are produced by many companies so the bargaining power of supplier is low.

Chapter 5

SWOT Analysis of Lecture Publications Ltd

5.1 SWOT Analysis of Lecture Publications Ltd:

I have tried to identify SWOT analysis of Lecture Publication Ltd. SWOT analysis means an overall evaluation of the company's strength, weakness, opportunities and threats.



Strength:

The strength of Lecture Publication Limited are-

- Strong Brand Name and strong network
- Strong Entry Barriers in Publications segment
- Enjoys Pricing Power
- Effective human resources
- Quality of-Management
- Long range strategic planning
- Strong brand marketing quality
- Unique &scat able business model of sense
- Usages of technology for connection with customers.

Weakness:

The weakness of Lecture Publication Limited are-

- Publications business is a seasonal in nature with 55% to 60% sales occurring in first quarter
- Publication growth is driven by changer in syllabus
- Absence of human-resources policy
- Lack of rules apply for employees
- Communication process is less active.
- Communications with teachers are not satisfactory level.
- Some books prices are high.
- Printing mistake in guide books.

Opportunities:

There have some opportunities. That are-

- Reliable than others branded guide books.
- Have acceptance to huge teachers and students
- New idea for guide books.
- Papers are high quality
- Huge marketing network.
- Both rural and urban students and teachers know this brand

Threat:

Lecture has some threats. That are-

- Unstable political culture.
- Competition from second hand Book market for guides
- Fluctuations in Paper Prices which is the major Raw materials
- Transporting problem
- Government rules against guide books
- Competitor's technique and dishonest marketing.
- Copy of Lecture's guide books by dishonest business man.

Chapter 6

PESTEL Analysis of Lecture Publications
Ltd.

6.1 PESTLE Analysis of Lecture Publications Ltd:

PESTLE analysis is very important factor for every business. PESTLE analysis shows the internal factors of the business and its environment. It is a fundamental tool of market planning and strategizing that must be carried out to comprehend market trends and the systematic risks involved. PESTLE analysis gives us an overview of the whole situation of our business might be in. Precisely, it is a bird's eye view of the stimulus. The parts of PESTEL are Political, Economic, Social, Technological, Legal and Environmental.

1. **Political:** Most organization of Bangladesh is widely affected by the political unrest and instability of the country. Because when there is a strike or any sort of conflict people doesn't get out of their home so the sales of LPL products decreases immensely. Moreover because of this unrest daily life is also affected. On the other hand in the time of government change our business face some losses as every government impose their own rules and regulation so it is difficult to us to cope up with that changes.
2. **Economic:** As we know that our country is not that much developed, economic instability is an issue here. So, in the time of economic inflation and recession LPL faces problem. Moreover taxation is a very important impact on an organization's revenue. However Lecture Publication Ltd itself is employing a lot of people so the unemployment rate is decreasing. This decreasing unemployment rate helps our economy.
3. **Social:** Education is the backbone of a nation and Lecture Publications Ltd. helps to people educated and increase people knowledge. LPL mainly focused on students. Their target customer are students and teachers mainly .They offer many scholarship for the students which help them financially.

4. **Technological:** Technology is a great advancement for us. Nowadays various kinds of machineries are invented so that we are able to produce more product than past days. Moreover technology also helps us to market our products through TV, social media and internet. Through technology LPL undergoes through many research processes to upgrade their product.

5. **Legal:** LPL is renewed company all over the Bangladesh and they maintain their rules and regulation from very beginning. This organization are following few employment laws that what qualities they require in their employee. Every organization has some specific rules and regulation which is imposed by the government and LPL maintain those rules and regulation properly. Moreover LPL itself has a very high reputation of its honesty and loyalty so it has a brand preference and it abides by the laws.

6. **Environmental:** Though our product books and paper is the major raw materials so there are less chance to polluted environment. However LPL maintain the environmental rules and regulation. So they are trying to produce environment friendly. They always care about the employee health.

Chapter 7

Marketing and Sales Distribution

7.1 Marketing Strategy

Market is spread all over the country. So it maintains its own marketing team countrywide and regional agent to supply books timely. Marketing not only supply finished products but also communicate with different stakeholders, collect market information, questions of various of school and board examinations, inform feedback of Lecture Publications Ltd. as well as competitors books from market. There is a sub-division of marketing department named portfolio management department. Other companies already use different brand name for their various offers. Such as “kazol brothers” has well reputation in the market. They publish their book or guide as the name of “Anupom” students and teachers have good attraction to this guide. Jupiter publication has also reputation in the guide market in Bangladesh. This publication has brand position because of primary level guide. They also have high school or intermediate level guide book. They are doing marketed their guide as “jupiter series”.

According to Lecture Publication Ltd. has mostly well known to students for their “sure success” suggestion. Their guide has created high branding for their organization. Lecture Publications Ltd. is running their business since 1988. Students, teachers, representatives, dealers and other customers know as number one brands of Bangladesh. Lecture has popular reputation in the guide market. Teachers and students like most then comparing to competitors’ guide.

So, “Lecture” thinks that they own first position in case of branding strategy.

In their sales distribution strategy Lecture publications doing their works in three steps like:

1) **Research and development division:** They have many good and experienced writers to write and publishing books. Most of them are from best school, college and university teachers who have higher degree.

2) **Sales, marketing and distribution division:** To provide the quality books for the students all over the Bangladesh they have strong network. In this network they have more than 200 agents in districts and more than 5000 sales executive.

3)**Customer care and help desk:** After selling their books they have experienced employee who are always ready to give the any kind of solution.Even they also receive any kind of complain, advices from the customers.

7.2 Book Distribution

The secret to effective book distribution is to make the title available in places with a high concentration of its potential buyers. When specialized publishers take on a book, they can plug it right in to their conventions.

Chapter 8

Findings, Recommendations and Conclusion

8.1 Findings

There have some findings of Lecture publications limited those I observed. Those findings are-

- They have no brandings department.
- Some employees are unaware about brand.
- Bandings based communication process is absent.
- Promotional activities are not strong.
- For the entry level employees recruit from the external source and higher position they give promotion from the existing employees that's problem for branding.
- Ad-hoc appointments are often made at LPL which can be never be a good practice and harmful for brand positioning.
- Lack of some essential criteria such as time management planning, budgeting and forecasting sense of security etc.
- Lack of reputed school and college teacher's participation as a writer.
- Less advertise for branding.

8.2 Recommendations

It is a short internship program so it's really hard to find all the problems about the Sales and marketing distribution strategy of Lecture Publications Ltd.LPL has a good image in the publications sector in Bangladesh and they are also trying to keep their good image among their customers and continue their business.

I have found some problems which can be recommended for overcoming their problems and increase effectiveness in their management. I can suggest the following recommendations for Lecture Publications Limited:

- ❖ They should develop creative TV commercials to attract the customer.
- ❖ Lecture should brand their offers differently for different types of customer.
- ❖ They should increase brand image through different creative program that come to the mind of customer when they think about guide books.
- ❖ Lecture should coordinate promotional mix elements to develop a controlled and integrated program of effective marketing communication.
- ❖ Lecture should take the decisions carefully and immediately to capture the market over the competitors.
- ❖ Market audit method should be developed.
- ❖ Target market needs to identify specifically.
- ❖ Organization's practice should be in such a way so that employees feel their job stable and secured.
- ❖ Organization should justify parties neutrally in dispute resolution.
- ❖ Organization should evaluate all issues before taking disciplinary actions handling grievance or in other cases.
- ❖ Competitor's position and strategy should justify.
- ❖ New brand equity needs to create
- ❖ Customer based brand equity should be created.

Finally Lecture Publications Ltd should recognize the opportunities and methods for contacting actual & potential customer to provide them with information about the company and brands.

8.3 Conclusion

Lecture Publications Ltd is One & Only ISO 9001:2008 Certified and the largest academic book publishing company In Bangladesh. Most innovative, research based successful ACADEMIC and CREATIVE books publisher. The imprints are: LECTURE, SURE SUCCESS, NEWTON and BANGLAPRAKASH. Lecture Publications are not only the founder of Digital era in the Publications sector, but also the first one to introduce Pre Test papers in the SSC Creative Education System. This book is a helping hand to the SSC students and a pioneer to the modern creative education system. Lecture publication limited is a well-established publication in our country. Mainly deals with different kinds of academic exercise and reference books. Its pat structure is better in comparison with other publications. Job stability is very low and it is mainly performance based. Sometimes, due to wrong or poor judgment some valuable employees lose their job. So experienced employees are absent in organization that are harmful for creating brand positioning. Various types of incentives are providing to employees of different level if they can fulfill their target. That is helpful for brandings. I think comparing with competitors Lecture is in good position in brand position. Lecture is publishing new format guide books and establishing new strategy for branding. On the other hand others are following Lecture that I have observed in my internship period. They are recruiting new renowned employees in sales and marketing sector that is most important for Lecture branding in future.

8.4 Bibliography

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