



Inspiring Excellence

**A study on how Aarong develops and introduces new product and implements its plan
(HERSTORY)**

BUS 400

Internship Report Submission

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Letter of Transmittal

21 December, 2017

Zaheed Husein Mohammad Al-Din
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Dear Sir,

It is a complete pleasure for me to submit to you the report on my experiences and learning from my internship at Aarong. Being a student of marketing concentration, I always felt the significance of having some practical exercise of what I have learned in theory. In my internship, I felt this need even more as I faced the practical dimensions of the real business world. I am grateful that you extended me all the support and guidance I needed in this course.

Lastly, I would like to thank you for giving your valuable time in helping me out at various stages during this internship.

Sincerely,

Sajid Imtiaz Sharry
ID: 13304116

Acknowledgement

I would like to take the opportunity to thank them who assisted me at the time of making this report. I am very thankful to my internship supervisor for his continuous supervision. His guidance has been of extreme help to me. I also gratified for all the times I look for advice from him and he answered with the utmost patience and perseverance. In addition to this, his requirements for the report made it obligatory for me to pursue contacts externally, which proved to be very rewarding. I am also thankful to Aarong who are providing some essential data on their company's websites for which it was very time to save for me that I did need for the run for searching those. I would also like to thank my Aarong supervisor, Executive, Marketing Department for giving me the opportunity to interaction and work with her. I am also thankful to other co-workers of Aarong marketing department who always supported me with every kind of information I needed.

Executive Summary

Aarong one of the biggest retail chains in Bangladesh is persistently developing its brand value and trying to take it to a new height. Following this restless effort, HERSTORY was launched on 13th May 2017 which was revealed as designer wear under the tag of Aarong. In spite of it's not a separate brand, it needs its own identity separated from Aarong. The important goal of this report is to find out how Aarong introduces new product into the market and how they promote it to the valuable customers.

Initially, inside the report, we can find out how Aarong started their journey and how the organization maintain their chain of command. This will also help to understand their production flow and organogram. Since our main study is to find out how they introduce a new product, therefore, we will be analysing more about their marketing department and discuss their actions and department structure. This report will also aid us to understand about my attachment with the marketing department as an intern. After appropriate analysis of the marketing strategies, we will try to reach a conclusion followed by recommendations.

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Chapter 1: Background of the Organization

1.1 Introduction:

For the dream for enlightened, healthy and democratic the social order free from starvation, poverty-environmental degradation & forms of exploitation BRAC started its journey in 1972 after the liberation war. Aarong established 1978; from the beginning of its journey, this lifestyle retail chain is acting as a means to empower rural artisans particularly women. In 39 years, a minor retail chain turns out to be an enormous lifestyle brand of Bangladesh with 18 outlets all over the country covering all the important cities like Dhaka, Bogra, Chittagong, Sylhet, Comilla, Narayanganj etc. (Proposed-Mymensingh within 2018)

Aarong means a village fair – it represents equality in the global village. Aarong operates as the marketing support of **BRAC**. Its objective is to deliver a steady and lucrative source of employment for the deprived rural people. Aarong established a vision to support the artisans to help themselves by reinstating their pride and self-confidence.

Another objective is to inspire the women right and to establish them as a valuable asset to the society. In the process Aarong contributes significantly to **BRAC**'s goal of poverty mitigation and empowerment of the underprivileged.

Aarong strictly maintains fair trade policy to support its 65000 artisans (approx.). 85% of who are female workers. Without their involvement, it could not be possible to uphold over 100 fashion and lifestyle product lines. Its products ranged from man garments, women garments, kids garments, toys, leather product, home accessories, clay product, nakshi katha and many more varieties. According to Bella's review in tripadvisor.com, Aarong has become country's leading fashion and lifestyle brand; a "must shop" destination.

Aarong's superb marketing team is working endlessly to take the brand to a new height of fashion and lifestyle. As a result of their determination, HERSTORY created an ambience among the existing and potential consumers of Aarong in a short period of time. HERSTORY, a sophisticated brand for women was launched on 13th May 2017 followed by an outstanding fashion show.

The meaning of HERSTORY is story of artisans. This name carries a special significance. Like every other established lifestyle brand Aarong does not have a huge production center in the city hubs. Rather they preferred to have many small sub-centers in almost every major district of Bangladesh. Their fundamental aim is to create an easy way for the artisan who works for Aarong to work from home or from a neighborhood. Most of the HERSTORY merchandises are hand embroidered and stitched. Therefore, the name indicates each stitch in a fabric convey stories of happiness and sadness of an artisan. This is how the name creates an emotional attachment between an artisan and a consumer. Moreover, it supports an artisan to make more from a HERSTORY product than standard Aarong garments which also helps her to come out of poverty line.

1.2 Objectives

The topic “A study on how Aarong develops and introduces new product and implements its plan” have three major objectives. They are:

- ✓ To find out how Aarong introduces their new sub-brand.
- ✓ To analysis the procedure they follow.
- ✓ To identify what kind of promotional strategies they choose.

1.3 Limitations

Although employees and officials of Aarong were very helpful to me, I had to face some complications which I couldn't overcome. Some of the main limitations are stated below:

- ✓ Aarong is very conscious about their data. It was quite a challenge for me to get their sale and revenue data.
- ✓ HERSTORY was launched in 13th May, 2017 and I joined Aarong 23 September. Therefore, it was quite a challenge for me to understand the vibe.
- ✓ There is almost no information available about HERSTORY in the website. Other than newspaper articles, no other online sources available to collect information. As a result, for collecting information I had to depend on Aarong officials only.

- ✓ Every employee is too busy in Aarong centre. So I had to wait for days to collect necessary information.
- ✓ Herstory is a new sub-brand. For that reason finding information was tough to collect.

1.4 BRAC & Aarong:

Mainly Aarong tries to employ disadvantages women. With the help of Aarong, deprived women have got a chance to explore themselves and make their life better.

As a support entity of BRAC, a substantial share of Aarong earnings go straight into financing the NGOs development programs in healthcare, education as well as economic and social development.

1.5 Background:

A sophisticated brand like HERSTORY is evidently a successful footprint in the world of fashion. In 1976, Ayesha Abed, the wife of honourable Sir Fazle Hasan Abed, started several activities after identifying and experiment numerous kinds of crafts that women could produce at homes such as nakshi katha, the cane made items, jute and bamboo products. However, it was not easy to maintain the flow properly. There were two major obstacles behind this stage. First of all, assure the best quality and the other was important marketing strategies. To overcome those difficulties, in 1978, BRAC come into a joint venture with the Mennonite Central Committee, the international development arm of Mennonite Church. They decided to open a shop in Dhaka called Aarong- meaning „Village Fair“. The Mennonites had knowledge of handicraft production for income generation and had established a program, “Ten Thousand Villages” that worked with artisan groups around the world and sold their merchandises through catalogues and retail shops in the United States and Canada. Initially, Mennonites supported with the marketing part and BRAC worked to develop the skills of its artisans. In the year 1982, the Ayesha Abed Foundation (AAF) was established by family and friends to honour the memory and work of the late Ayesha Abed who pass away leaving behind her newborn son, Shameran, and young daughter, Tamara. AAF's first project, the Manikganj centre, was started on 3rd September 1983. The foundation purchase handicrafts made by the village women, other NGOs and handicraft

producers. Furthermore, to starting the AAF, Aarong initiated four retail outlets and began exporting a minor percentage of goods to fair-trade organizations during the 1980s. By the mid to late 1980s, Aarong initiated to appear as a fashion brand in spite of the fact that Bangladesh was still new to the fashion business. Aarong was the first brand to start establishing photo shoots along with fashion shows, exhibitions and other methods of media-focused events. Through these revolutionary promoting initiatives, Aarong was able to increase its popularity and brand identity within the country by the early 1990s.

Tamara Abed says, “Aarong has made a constant effort in linking crafts to fashion and to the market, both at home and abroad.” (Wee, 2015, p. 04)

Nevertheless, business started to ache from poor inventory control and lack of invention, development, and organized management early 2000. After some year early 2001 organization tried to tackle their challenges like costing, design, pricing, marketing, and organizing. Early 2004 a new management team came in the act under the observation of Tamara Abed. Aarong accomplished sales of almost US\$14 million in that year, compared to US\$1.07 million in 2000. It earned revenue of US\$1.96 million for BRAC, which was divided amongst its agriculture, education and health program. By 2013, sales had crossed the US\$50 million mark. (Wee, 2015). HERSTORY: a fresh new take on designer attire for the modern woman. Every line of the fresh collection was on exhibition in the finest form. (Hossain, 2017). A designer of HERSTORY says, “HERSTORY is couture wear and will not be offered in several copies; those who buy the single piece, will do it because they can identify themselves with the particular style, cut, motifs or stitch. They will find their own stories transcribed into fashion with this particular style line,” (Chowdhury, 2017)

1.6 Aarong Retail Outlets:

Aarong has in total 18 outlets all over the country. List is given below:

1. Aarong Uttara Outlet (Dhaka)
2. Aarong Bashabo Outlet (Dhaka)
3. Aarong Banani Outlet (Dhaka)
4. Aarong Dhanmondi 1 Outlet (Dhaka)
5. Aarong Dhanmondi 2 Outlet (Dhaka)
6. Aarong Mirpur Outlet (Dhaka)
7. Aarong Gulshan Outlet (Dhaka)
8. Aarong Jamuna Future Park Outlet (Dhaka)
9. Aarong Bashundhara City Outlet (Dhaka)
10. Aarong Mogbazar Outlet (Dhaka)
11. Aarong Wari Outlet (Dhaka)
12. Aarong Comilla Outlet (Comilla)
13. Aarong Haliashahar Outlet (Chittagong)
14. Aarong Sholoshahar Outlet (Chittagong)
15. Aarong Bogra Outlet (Bogra)
16. Aarong Zindabazar Outlet (Sylhet)
17. Aarong Khulna Outlet (Khulna)
18. Aarong Narayanganj Outlet (Narayanganj)

1.7 Aarong Products:

The originality and quality of the products has helped Aarong to the commanding position in the fashion and craft industry of this country. The variety of product offered by Aarong is as follows:

Men:

1. Punjabi (Casual & Exclusive)
2. Pajama
3. Coaty
4. Lungi
5. Shirt
6. Tee Shirt
7. Polo
8. Fatua
9. Short Kurta
10. Shawls
11. Scarves & Uttorio
12. Shoes
13. Accessories



Women/ Ladies:

1. Sharee (Cotton, Muslin, Silk, Katan, Nakshi Kantha, Jamdani, Brac Silk)
2. Shalwar Kameez
3. Kurta
4. Taaga
5. Panjabi
6. Scarves

7. Dupatta
8. Shoes
9. Fabrics
10. Accessories
11. Shawls
12. Nightwear.



Kids:

1. Newborn Girls (Ages 0-1.5) (Top, Gift, Kantha, Nima, Frock, Shalwar Kameez, Ghagra Choli)
2. Junior Girls (Ages 2-7)
3. Girls (Ages 8-15)
4. Newborn Boys (Ages 0-1.5)
5. Junior Boys (Ages 2-7)
6. Boys (Ages 8-15)
7. Shoes
8. Toys

Home Décor:

1. Living
2. Dining
3. Décor
4. Office Accessories
5. Books & Stationery



 **Nakshi Kantha**

 **Wedding**

 **Jewelry:**

1. Earrings
2. Necklace
3. Bracelets & Bangles
4. Ring
5. Nose pin
6. Anklet
7. Set
8. Jewelry Box

 **Herstory**



1.8 Ayesha Abed Foundation (Aarong Production Centre) (AAF):

Ayesha Abed Foundation (AAF) is an organization that purposes are to provide avenues for employment and earnings for disadvantaged rural women. It is a platform for women, to make a better life, through their effort as producers, and also socially, through their development into entrepreneurs. The foundation offers a suitable working atmosphere, financial and technical assistance, and training to develop the women skills in numerous crafts. The foundation was established to honor the memory and work of late Mrs Ayesha Abed, a co-worker and wife of the Founder and Chairperson of BRAC. It was her who in 1976 started all the current major activities of AAF in Manikgonj.



The main goal of AAF is to work with the most underprivileged women in the society. They are often most neglected in their own society and AAF gives them the opportunity to explore themselves. Now we can understand AAF plays an important role to encourage the

underprivileged women. The women are getting the suitable environment to work with other women in the society with a similar background. They are well trained and then specified work and the opportunity to generate income. One of the main hurdles that these women have to face is that they are relegated and they, on their own, have no path of becoming part of the economic system. This is where the AAF comes in; supporting such demoted women and gives them the opportunity to come out from the poverty line. The AAF is closely interconnected with other programs especially BRAC Development Program (BDP) and Aarong. The women staffs of the AAF come from the BDP organized village organizations. Working at the AAF consequently gives the women access to other BRAC programs. All of the AAF's ended products are sold through Aarong. Initially, it was registered with the government to receive foreign charitable donations and raise funds, but now operates exclusively as a part of Aarong. The AAF board comprises the eight family and friends of the late Ayesha Abed. Its budget is part of the Aarong initiative under BRAC. The AAF workers are all members of BRAC's village organization groups or the family of the members.

1.9 Main Centre Names:

1. Jamalpur
2. Sherpur
3. Rajbari
4. Manikgonj
5. Pabna
6. Jassor
7. Nilphamari



1.10 Make and test samples:

After getting the sample from producers or Ayesha Abed Foundation, it is given to design department and recheck the whole product. Then it is given to General Manager of design and Chief operating office for final approval. The product is also tested in design section with the help of the model. Quality department checks the initial finishing and gives approval.

1.11 Production Flow of Aarong:

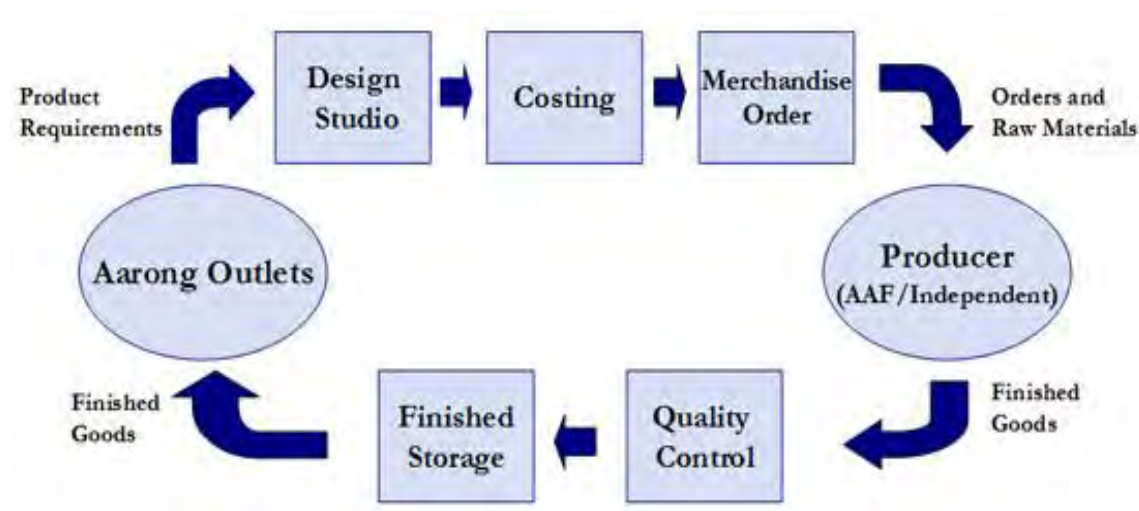


Figure 1 Production Flow

Aarong's production flow is carried through an extensive process. It is started from product requirements ended at finished goods. Between these borders, there are various small/large stages to follow.

1.11.1 Step 1: Product requirements

Aarong continuously a standout amongst the greatest retail chains. They need a lot of product or items once very nearly every event. Therefore, they don't request products simply before the event; they forecast products at least one year before. Accompanying those requirements, every department gets their target for those approaching events/occasions and fills inappropriately.

1.11.1 Step 2: Design

Aarong Central Store has a dedicated department for the designers where more than 57 designers work restively. They devote themselves to planning season's best offerings. Once a design is prepared they interconnect with the producers to make a sample copy which is later on shown to the General Manager of Designer for approval.

1.11.1 Step 3: Costing

Once the sample is permitted for huge scale production, the costing division then communicates with the outside vendors to gather raw materials. Based on all kinds of raw material cost and production cost, a price is set and further steps carried through.

1.11.1 Step 4: Merchandising

It's the responsibility of merchandising department to select the producers and communicate them properly about their duties, requirements etc. A producer clears all his queries from merchandising department and submits the samples to the department for preliminary approval. It is also applicable to Ayesha Abed Foundation.

1.11.1 Step 5: Producer

The artisans are acknowledged as Producers. Producers communicate with the merchandising department to gather essential raw materials, design guidelines and quotation information. They get working with low-interest rate, collateral-free loans. There are some producers who produce independently and other work under the supervision of AAF (Ayesha Abed Foundation) and sub-centres.

1.11.1 Step 6: Quality Control

Aarong is very strict about its quality. A product needs to go through various stages of quality control before getting final approval. For example, In case of a single type of Salwar kameez (commonly known as SKD); block, stitching, embroidery everything is done by separate units and is checked by QC team. After a proper inspection in every step, a product gets ready for packaging.

1.11.1 Step 7: Finished Storage

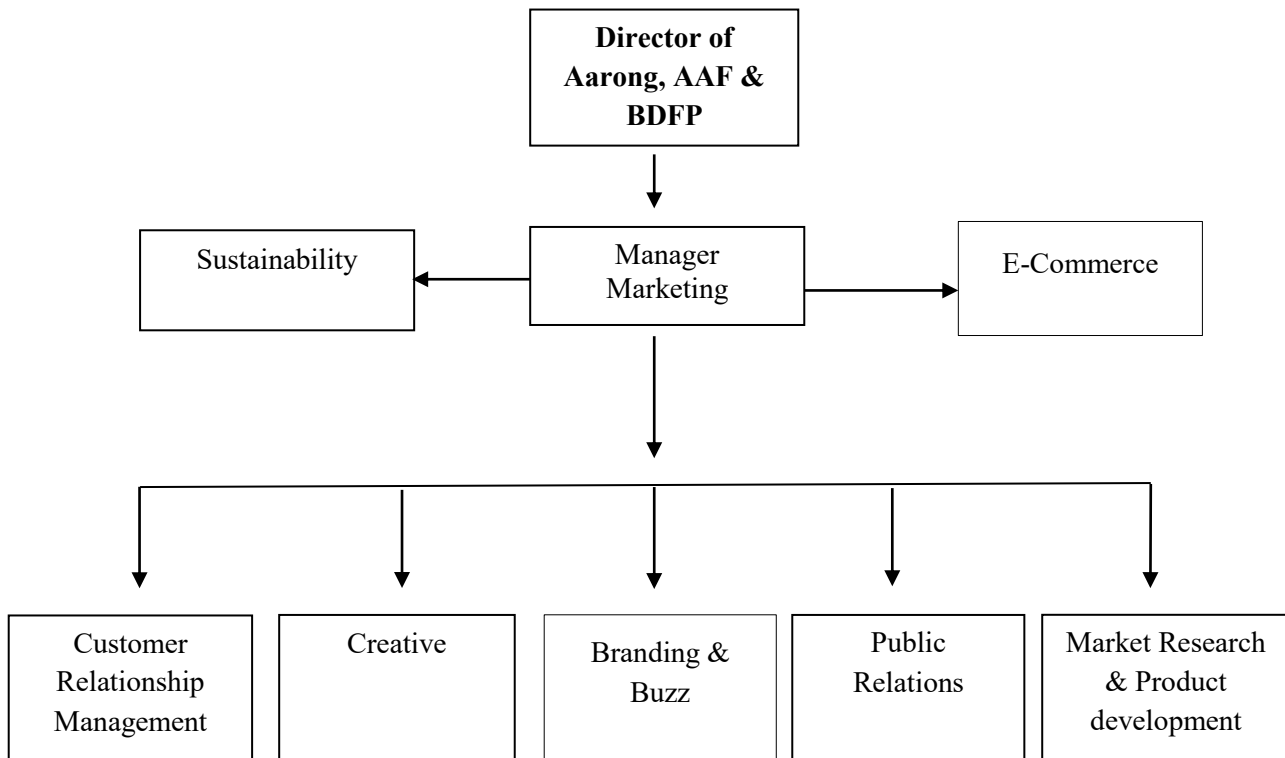
After going through all these steps, finished products are sent to the outlets. And if any products are found which are not up to the mark then they are being sold by sub-centres situated in Baniachong, Jessore, Kushtia etc.

1.12 Outlets name with Herstory product:

Aarong operates 18 outlets all over the country and number 19 currently proposed. HERSTORY products are only available exclusively on Gulshan outlet only.

Chapter 2: Aarong's Marketing Department

2.1 Organogram of Marketing Department



2.1.1 Customer Relationship Management:

Responsibilities:

- ✓ Updating customer's contact and address.
- ✓ Communicate with customer and sending SMS of different offers.
- ✓ Align with different brands like Calcutta Dry Cleaners, Hotel cox Studio, Hotel seagull etc.

2.1.2 Creative:

Responsibilities:

- ✓ Generate ideas for upcoming events like Eid-ul-Fitr, Puja Photo-shoot, and Wedding Photo-shoot.

- ✓ Packaging.
- ✓ Designing boxes, shopping bags, counter table talker, logos etc.
- ✓ Editing photos and videos of billboards and digital boards.

2.1.3 Branding and buzz:

Responsibilities:

- ✓ Organizing events like photo-shoot and video-shoot.
- ✓ Handing different sale campaigns like the year-end sale or furniture sale etc.
- ✓ Communicate with different vendors.
- ✓ Creating photo-shoot layout and communicate with different departments for ensuring that every campaign run smoothly.

2.1.4 Public relation:

Responsibilities:

- ✓ Engaging with different media.
- ✓ Maintaining promotional tools.

2.1.5 Market Research and product development:

Responsibilities:

- ✓ Doing research after every campaign ends.
- ✓ Research for new product's logo development.

2.2 My activities, responsibilities and accountabilities

During my internship period, I had to deal with various kinds of work under marketing and CRM. This includes:

2.2.1 Aarong Reward Card holder database:

Aarong really take care their loyal customers. For that reason, they started Aarong reward card system. My Aarong Reward Card holder customers generally known as MARC are a special type of system to acknowledge dedicated customers. The main objective is to reinforce the relationship with the clients and to inspire them re-purchase from Aarong. This system also helps to provide insights into customer's expenditure, buying behavior etc. (Smith, 2016)



Types of cards:

-Lifestyle

-Gold

-Platinum

My responsibility was to update Platinum, Gold and lifestyle card holders' database based on their contact and address segmentation. There are more than 40 thousand card holders from different areas both from Bangladesh and abroad. However, most of them are from Bangladesh. I had to look for their particular details using Silverlight software and place them in a distinct MS Excel file.

2.2.2 Updating bills:

I had to update bills for the marketing department. For that reason, I had to communicate with a different department like merchandising, accounting, visual marketing etc. The main responsibility was ensuring every vendor get their bill in proper time.

2.2.3 Creating work orders:

Another responsibility was creating the different work order for the different campaign and ensures the approval from DGM and COO. Moreover, I had to send it to the accounting department for further procedure.

2.2.4 Update project management sheet:

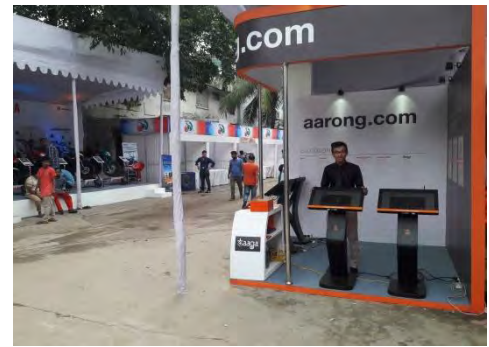
Before starting every campaign marketing department needs to have proper planning. That is why marketing department need proper project management sheet. I was responsible for making the project management sheet with my supervisor.

2.2.5 Year-end furniture sale:

This is the first time Aarong started year-end furniture sale and I felt very proud to be the part of it. We had to sale furniture that was produced by Aarong. For instance, urban living king bed, sophisticated coffee table, ottoman, dining tables and many more.

2.2.6 Making Layouts:

My supervisor used to make photo-shoot layouts before every event. While creating the layouts, she had to notice, whether the color combination is suitable, whether the clothes are appropriate with particular models, whether the jewelry selected with the dresses are appropriate etc. After that she had to let it checked by our DGM and other top level executive for approval. I had to support her making these Layouts in MS PowerPoint.



2.2.7 Helping Co-workers:

It's my pleasure to have some co-workers or seniors in the departments, who were really very supportive to me. They used to assign me small tasks based on their necessity. Every time I tried to accomplish their assigned tasks within the deadline, I got the verbal appreciation, for instance, assisting visual marketing team for year-end sale by distributing their danglers and posters, processing different bills etc.



2.2.8 Responsible for Logistics support:

Puja photo-shoot'17 was held on coke studio, Gulshan, Dhaka. I had to arrange the photo-shoot layouts and brought it to shooting area, allocate transportation and arrange food. The important part was ensuring every model reach the point in exact time and other members. All the instructions were directly given by Executive, Campaign and event management, Marketing department. I had to follow their instructions appropriately and inform them in case of any confusion or problem.

No doubt, this was a quite challenge for me. However, I could manage everything properly without any mismanagement and within the allocated time.

2.2.9 Aarong E-commerce promotional activities:

I was blessed to be the part of Aarong e-commerce promotional campaign. This is the first time Aarong promoting their e-commerce section. I was responsible for analyzing the different proposal from different organizations like North-south University, BRAC University, Aga Khan Uttara School and college, Krishi Institution of Bangladesh, ICT Digital World Fair 2017.

My core responsibilities were getting everything manages. I had to communicate with e-commerce department to make sure they provide executives for promoting Aarong's online product. I had to help my supervisor to arrange a brand promoter and a sales executive. Moreover, it was my duty to coordinate all the essential procedures. Like, communicate with photographer, transportation, gate passes logistics etc. I had involved all the 4 e-commerce activities in 2017. In addition, I had to stay there all the time to manage everything and reported to my supervisor.

2.2.10 Helping in a research:

Aarong is introducing Taaga Man in early 2018. For that, they have to make a logo. So, they involved students of North-south University to choose from 4 initial logo designs. I had involved in collecting data for that research.

2.2.11 Visiting Sub-centres with SCPD Department:

SCPD means Social Compliances producers development. I visited Sherpur and Jamalpur sub-centres for collecting personal information about artisans. Moreover, I understood how sub-centres work.

Chapter 3: New product development (HERSTORY)

Different steps: When Aarong introduces new product or brand they follow 3 importance steps. Steps are mentioned below:

Step 1	<ol style="list-style-type: none">1. Evaluate opportunities2. Focus group discussion
Step 2	<ol style="list-style-type: none">1. Product design2. Sampling and manufacturing process3. Distribution4. Quality Assurance5. Re-distribution the final product
Step 3	<ol style="list-style-type: none">1. Marketing and promotion

Figure 2 Development steps



3.1 Evaluate opportunities and select the best product idea:

It has been observed that the expensive merchandise is the prime choice of Aarong’s loyal customers. The marketing research team has found out most of the female customers are looking for unique and exclusive collection for a premium price. The idea of “Herstory” has come in early 2017. HERSTORY is a specially crafted designer brand for women by Orion. Blending modernity with time-honored artistry, the line embodies the artisanal craft of Bangladesh. The range of sarees, calmness and tunics has been designed to be stunningly statement pieces for soirees and special occasions. The introductory collection uses sophisticated hues and incorporates Kantha stitch with rickshaw art inspired design. This is often called more sophisticated brand of Aarong.

SL	Name	Status	Amount
1	Saree	Budget	1,500-10,000 Tk
		Ordinary	Above 10,000-35,000 Tk
		Expensive	Above 35,000
2	Kameeze	Budget	3,000-4,500 Tk
		Ordinary	Above 4,500-7,000 Tk
		Expensive	Above 7,000 Tk also called exclusive product

Figure 3 Product status

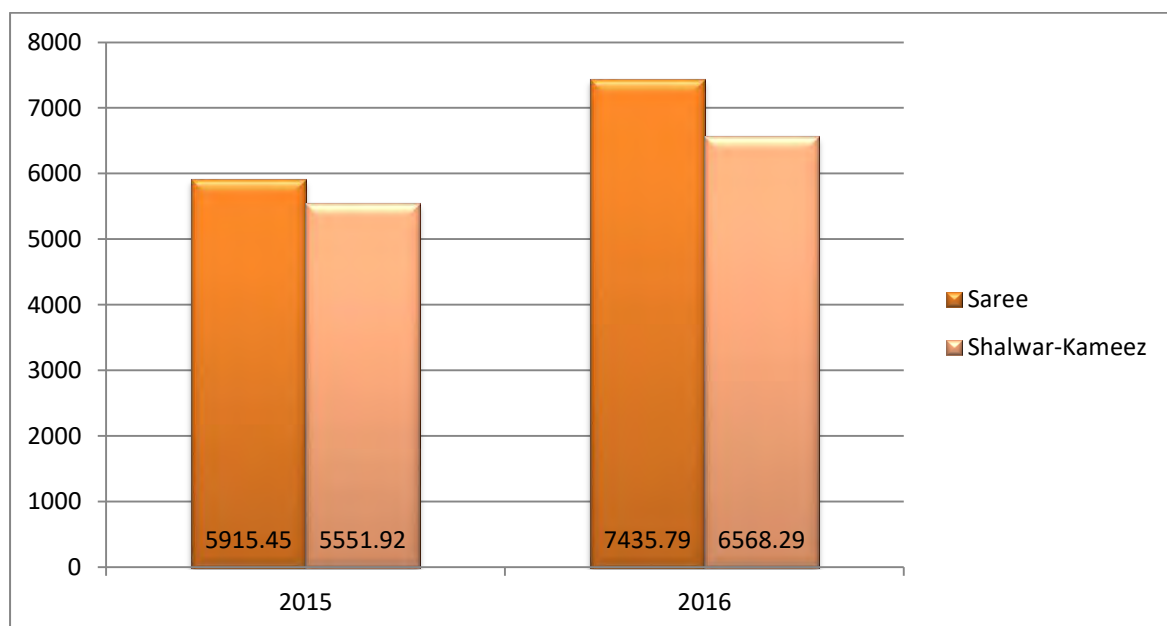


Figure 4 Sales data 2015 & 2017

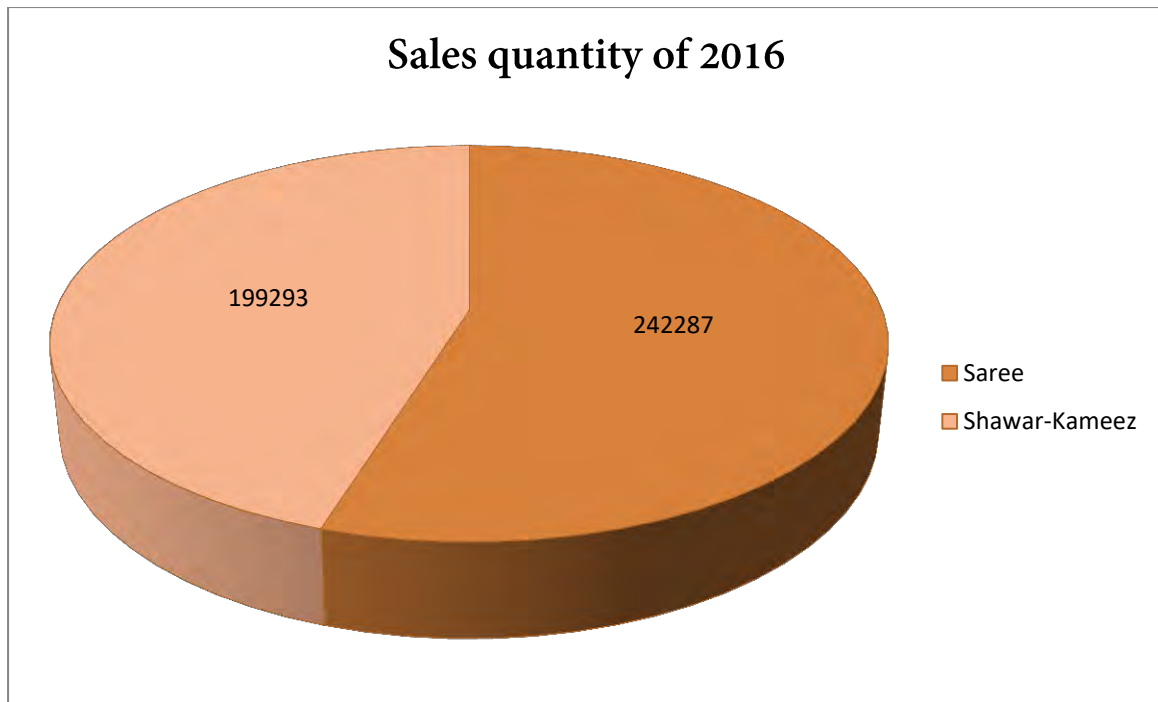


Figure 5 Sales Quantity

3.2 Focus group discussion (internal):

February 2017 Aarong had decided to introduce a new brand called Herstory with an elegant and sophisticated design for the high standard customers. After getting the initial idea the second step was focus group discussion with 20 loyal customers. This discussion was conducted by Mr Tanvir Hossian, DGM, and Marketing & Sustainability. Here mainly they discussed the upcoming product ideas (HERSTORY) and assess the decision. That focus group discussion of Herstory almost 65% of the people agreed and liked the new product idea; they encouraged Aarong to go for it.

3.3 Product design:

Aarong has a dedicated design section where 57 of the designers work relentlessly. When they had come up with an idea of “Herstory”, they had made an entirely new section of “Herstory” with six qualified designers. They



dedicate themselves to designing season's best offerings. Once a design is ready they communicate with the producers to create a sample copy which is later on sent to the General Manager of Designer for approval. Without his approval, no product is sent for large-scale production.

3.4 Sampling and manufacturing process:

First of all, designer got the approval and handover the design to individual producers and to the Ayesha Abed Foundation. They check the design and submit a sample to Aarong Centre. After evaluating the sample Mrs Tamara Abed, Director of BRAC makes the decision for mass production.

In the case of Herstory, after designer had got the approval they provided their design to Mrs. Tamara Abed for final approval. Then it went for the mass production

3.5 Distribution:

AAF got the design and sent it to different sub-centres. Sub-centres finished their duties and sent it to main centre. They gave the final touch and resend to Aarong centre. It was stored to warehouse at Tejgaon. Next day products were taken for quality check.

3.5.1 Manikganj (AAF):

Approval for mass production handover to Ayesha Abed Foundation Manikganj main centre. They are responsible for every product of Herstory. After getting the sample from Aarong centre to the main centre divide their work to different sub-centre at Manikganj.

3.6 Re-distribution:

Herstory products are only available in Gulshan outlet. Products re-distributed to Gulshan outlet after the quality check.

3.7 Launch the product:

After getting the production done, it is time for mass communication. The promotion is done by Aarong marketing department lead by Mr. Tanvir Hossain, Deputy General Manager, Marketing & Sustainability.

3.7.1 Fashion Show:

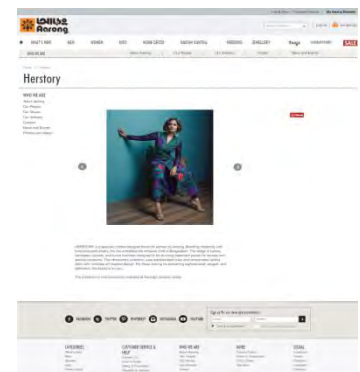
Aarong Marketing team has come with an excellent idea of a fashion show. This one was Aarong's first fashion show, which includes the local and international model. Many Government officials and high profile people persons have attended the fashion show. Sir Fazle Hasan Abed was one of them. Aarong Fashion Show 2017 was held on Saturday, May 13th to promote its innovative sub-brand, HERSTORY, and its Eid Collections. The spectators were overwhelmed as they move on through a cave to the grand ballroom of Radisson



Blu, Dhaka which was completely renovated into a forest. The show started with Aarong's New Ladies Kurta Line followed by specially designed silver, gold-plated, pearl and fashion jewelry. The best part of the show was HERSTORY, a new exclusive brand for females, which will be available from May 25th at Aarong's Gulshan outlet. Aarong also exhibited its spectacular Mughal inspired Eid collection for its men's and women's lines and its sub-brand Taaga.

3.7.2 Website:

Aarong has a strong and attractive website where they introduce different product lines and accessories. Aarong also introduces Herstory in their website. There is an individual tab for Herstory for easy navigation.



3.7.3 Billboard:

Aarong marketing team also include billboard in front of Aarong Gulshan outlet, because of Herstory only available at Gulshan outlet. When people passing by the outlet they see the billboard and get the initial knowledge about Herstory.

3.7.4 Announcements:

Announcements were also played in the outlets about Herstory. It was prepared by radio Shadhin.

Announcement "Dear customers, Aarong have introduced new



Sophisticated and exclusive sub-brand “Herstory”. Visit Gulshan outlet to know more. Thank you”

3.7.5 Newspapers:

Different newspaper has covered the fashion show. All of them were popular national dailies.

Dhaka Tribune

“One of the country’s leading labels puts on an excellent presentation at their annual fashion show”

The Independent

“HERSTORY launches at Aarong Gulshan”

Chapter 4: Conclusion

4.1 Recommendations:

- ✓ Proper marketing research necessary before introducing a new brand. Sure focus group discussion can give some important information, but appropriate research is very important. Although Orion has a dedicated research department under marketing department, only one member is involved. It is relatively disappointing.
- ✓ Though Herstory started its journey as a sophisticated brand, lack of innovation makes it hard to expand its popularity.
- ✓ Brand consciousness should be created regardless of target customers. This is because the more consumers will come to know about the value of the products, the more potential customers will feel interested to buy those products to uphold their social status.
- ✓ Segment based promotion should be done in an extensive way.
- ✓ Herstory products are available in only Gulshan outlet. It is important to make it available in another outlet too. If products are available people will keen to purchase more.
- ✓ There should be a separate HERSTORY corner in the outlets which should be more eye-catching than the present one. It should be designed in such a way that people get astonished once they enter into that corner.
- ✓ Introduction of separate interior decoration and music system might be able to give the customer a whole new flavor. Also they’ll come to know why HERSTORY is more exclusive and unique than Aarong.

- ✓ It will be beneficial if they introduce fresh ideas into the designing section. Though existing designers are quite capable new thoughts can make it more sophisticated. They can assign interns to every Herstory designers. That's mean 6 interns in total with 6 new heads of the fresh concept.
- ✓ Since the name was selected to represent artisans and their restless effort. Therefore, a separate storyline could be attached with each products which will explain the story behind this design, who worked behind the scene and how long it took to get the task done etc.
- ✓ Customization and pre-order option can be introduced.

4.2 Conclusion:

Aarong being a lifestyle retail chain of 38 years with its vast network of suppliers and operations has provided an excellent ground to carry out my internship as I was able to get practical experience in many different areas and was given responsibilities that helped develop my skills. Aarong's activities have been exciting to observe since they have a complicated process that leads to the product designs from the hands of the designers through the artisans, merchandisers, warehouse and finally to the outlets. My supervisor and marketing manager contributed significantly to my learning process by patiently educating me and also believing me with key responsibilities. Moreover, having other employees appreciate my work further encouraged me to give my best in this field. Hence my career plans are set to remain working in the field of Marketing, particularly Branding section.

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