STRATEGIC BRAND PLANNING

OF

TECH REPUBLIC LIMITED

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[THE INTERNSHIP REPORT IS SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE OF MASTERS OF BUSINESS ADMINISTRATION SPECIALIZING IN MARKETING]

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Internship Duration: 12 weeks

Date of Submission: 12th April, 2018

LETTER OF TRANSMITTAL

12th April, 2018

Md. Mamoon Al Bashir, FHEA
Ph.D. (UK), M.Sc. (UK), FHEA (UK), PGCTHE (UK)
Senior Lecturer, BRAC Business School
BRAC University

Subject: Submission of internship report on "Strategic Brand Planning of Tech Republic Limited"

Dear Sir,

It is an immense pleasure for me to submit you this internship report titled "Strategic Brand Planning of Tech Republic Limited". I have been working at Tech Republic Limited as a Product Manager since Oct, 2016. I have tried my level best to fulfill all my requirements of this course and tried to follow my supervisor's instructions while preparing this report. This report helped me understand the field in which I have been working.

It would be a profound pleasure for me if the report can attain its objective. I, therefore, would like to request you to accept my report and oblige me thereby. I would be available in any time to clarify you any queries if feel needed.

Thank you.

Sincerely Yours,

Karar Firoz Mahmud Tareq
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ACKNOWLEDGEMENT

At the very inception, I would like to express my gratitude to Almighty Allah. I sincerely thank my honorable supervisor Mr. Md. Mamoon Al Bashir, Senior Lecturer, BRAC Business School, BRAC University, who helped me from the very beginning of my report. From time to time my honorable supervisor has given me appointment and suggested me by exemplifying to prepare this report that finally made me possible to complete this report which is a partial requirement of MBA program.

I also sincerely thank Tech Republic Limited and our honorable Managing Director Mr. H. M. Foyez Morshed, my colleagues at Tech Republic Limited who helped me to complete this report by providing their valuable time and resources.

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EXECUTIVE SUMMARY

Tech Republic Limited (TRL) was formed in September 2014. It was founded with the experienced people who have worked in IT industry for last 12 years with all world renowned brands. Since inception it has tirelessly worked in different sectors including corporate business, distribution channel, solution and integration and made a strong presence in the market. Tech Republic's main strength has been its reach out to the resellers all over the country and its highly motivated corporate sales team to serve the timely requirement for B2B. In this report, consist up with five individual parts. In the **first chapter** I discussed about the background of my report. I also explained the objective of my report, the scope of my study, the methodology of the study and research instrument in preparing this report. Like all study, this report has also certain limitations which were in some cases unavoidable. The **second chapter** is about the company overview such as mission, vision and goal along with their product line, business model and communication tools. The **third chapter,** is consists of current situation of ICT Industry of Bangladesh, PESTEL and SWOT analysis. In the **fourth chapter,** I have tried to present one year brand plan of Tech Republic Limited. Finally, in the **last chapter**, described some recommendations based on SWOT what I have found while working in the organization since Oct, 2016. This is all about my internship report which mainly focuses on Strategic Brand Planning of Tech Republic Limited. The key limitations of this report are, short period of time, adequate research experience, limited information about the ICT industry, and confidentiality of some information. Though this report has some limitation, it will help me to fulfill my degree and Tech Republic Limited may find their positive as well as negative sides of their activities.

1. INTRODUCTION

ICT products has become an essential part of our daily life. This is not a luxury product anymore due to technological advancement and innovation. In Bangladesh ICT industry is showing a positive growth trend. Various international brands are widely available and dominating the market. Few local brands are slowly winning the heart of people due to low cost. Tech Republic Limited (TRL), one of new company, is founded with the aim of enhancing all aspects of life for the customers with powerful brands, reliable products and services. TRL is working in Bangladesh for around 4 years 7 years and already made a strong brand image in ICT industry. It has entered in the market when in such a time when big ICT companies like Smart Technologies (BD) Ltd, Computer Source Ltd, Global Brands Pvt. Ltd, Flora and etc. ruling the ICT industry. But in this tough time, TRL managed to grab a significant resellers of this industry. "Strategic Brand Planning of Tech Republic Limited" is the topic of my report. This study helps me to learn practical knowledge the branding strategies of a ICT company like Tech Republic Limited as well as ICT industry in Bangladesh.

1.1 Origin of the Report

This report is prepared as a part of completion for Masters of Business Administration (MBA) program.

1.2 Objectives

Broad objective

To determine the strategic brand plan of Tech Republic Limited for one year (July 2018 – June 2019)

Specific objectives

- To give an overview of Tech Republic Limited, products and their business model.
- To analyze the performance of ICT industry in Bangladesh
- To study the current branding strategies of Tech Republic Limited
- To analyze SWOT for the purpose of determining of its strengths, weakness, opportunities, and threats
- To write a strategic brand plan of Tech Republic Limited

- Finally, to suggest necessary recommendations to overcome the shortcomings of Tech Republic Limited's branding

1.3 Scope of the Study

This study is done for academic purpose and study is limited within the territorial boundary of Bangladesh where TRL conducts its operation. The main focus of the study is to make strategic brand planning of TRL. All the strategies mentioned is all about ICT industry. The study explores the present market scenario of ICT industry and future market growth prospects of Bangladesh.

1.4 Methodology of the study

The data are collected based on two sources such as primary and secondary sources. Some of the information is collected while doing work at office. In addition, the secondary data, those data are not classified, analyzed, interpreted in the report. Some recommendations are also made for the purpose of making branding strategies of TRL. The sources are:

Primary Sources:
- Personal Interview
- Personal observation
- Practical desk work
- Face to face conversation with the respective employees at office
- Regular briefing of my supervisor at office

Secondary sources:
- Different publications regarding mobile phone industry
- News letters
- Official website
- Different business report
- Different book and journal

Instruments:

Research instruments: Research instruments were mainly the information gathered for the above mentioned sources.

Mechanical Instruments: Microsoft word is used to prepare the report

1.5 Limitation of the Study

Comprehensive research is a difficult task. Lots of consideration needs to take in to account to conduct a pragmatic research. Many tools and techniques are needed to take into account for proper analysis. To prepare this research many constrains are faced. Such as-

- **Hidden information**: There is some hidden information which is not supposed to provide.
- **Time consuming**: Time consuming is the limitation of the report. The allocated time is not sufficient to know about the branding strategies of Tech Republic Limited.
- **Limitation of the information**: The reports were done only for the academic purpose. For this, it is very difficult to collect all information.
- **Insufficient data**: The data that seems insufficient may be suffering from lack of reliability to some extent.

2. TECH REPUBLIC LIMITED

2.1 Company overview

Tech Republic Limited (TRL) was formed in September 2014. It was founded with the experienced people who have worked in IT industry for last 12 years with all world renowned brands. Since inception it has tirelessly worked in different sectors including corporate business, distribution channel, solution and integration and made a strong presence in the market. Tech Republic's main strength has been its reach out to the resellers all over the country and its highly motivated corporate sales team to serve the timely requirement for B2B.

Every day employees of TRL come to work because they want to develop themselves and want to see their clients remain very happy to work with them. TRL don't sale the product rather they solve the problem. They don't look for big deal size or the number rather want to sale best quality products with their selective clients. They don't want to grab everything around, just want to be more specific and accurate on their small working world.

TRL want their workers enter the office with a smile and leave the office happily. They believe their employees are their power and only they can make TRL bigger.

Mission

"To see people believe in our ability and dedication"

Vision

Tech Republic Limited (TRL) is a very newly incepted company with a vision to serve and reach every corner of the country with quality IT products.

Goal

They expect any customer who get into touch with them should remain with them for long term. For TRL their customers are their partners to reach goal of the company.

3. PRODUCTS

Being sole distributor/co-distributor/tire-2(T2) partner of various IT products including Jabra, Lexmark, Apacer, Kstar, TRM and PROLiNK, they are able to tap into the different types of market and customer category. Also HP and Dell servers are their strength along with storage devices. In Video conferencing and IP telephony they have strong footstep with AVAYA, Logitech, and CISCO. They look forward to serve their customers in a very selective way and ensure they get proper service and timely response. With expert professionals and support stuffs they are always on top of every lead with the sync of the different departments to get better output.

Product Catalogue (Brand wise):

Product range (Category wise):

Product range

Product	Brand
Desktop PC	HP, DELL, Fujitsu, Clone
Note Book	HP, DELL, Apple, Fujitsu, Acer
Server	HP, Dell, Cisco
Printer	Lexmark, HP, Epson, Konica Minolta

	Product	Brand
	UPS(Offline & Online)	KSTAR
	Toner & Cartdrige	HP, Epson, Lexmark
	Speaker	Logitech, Microlab
Peripherals	Monitor	Samsung, Dell, HP
	Ram	TRM, Apacer
	HDD	Western Digital
	Flash Memory	Apacer
	Keyboard+Mouse	Logitech
	Head Set/Head Phone	Jabra, Logitech
	Antivirus	REVE
	TV Card	Prolink, Avermedia
	Photocopy	Konica Minolta, Toshiba, Canon
	Scanner	HP

	Product	Brand
	Networking Product	Cisco, D-Link, Prolink, TP Link
	Rack	Toten, D-Link
	CC Camera & DVR	Surveon, Hik Vision
	IP Camera	Surveon
Networking and Solution	Think Client	HP
	Projector	Vivitek, Epson, Hitachi
	IP Phone	Avaya, Cisco, Grandstream, Yelink
	Software	Microsoft, BlueJeans
	Vedioewall	Samsung
	Vedio Conferencing	AVAYA, Cisco, Logitech, Polycom,

4 BUSINESS MODEL

4.1 Import

As per agreement with the principal company TRL import product according to Bangladesh Export-Import policy. Based on product quantity, size and emergency TRL use both air and sea route to import product. They basically import products from China, Singapore and for Tire-2 partnership, TRL collect product from local distributor as per the terms and condition with principal and local distributor.

4.2 Warehousing

After import all the product, TRL store all their products in their central warehouse which is in Kazipara, Mirpur, Dhaka. Once they are done with quality check and enter the products into their

system, they send those product in their different branches as per the requirement of that particular area.

4.3 Distribution

TRL distribute their product to branches from central warehouse by using third party distribution channel. Currently TRL has agreement with "Shundarban Courier Service" to distribute their product from their central warehouse to branches and retailers. TRL use their own transportation where they have branch to send those products to their customer's to sell those products to end users. For other locations they use Shundarban Courier Service to send the products to retailers.

4.4 Supply chain

Product Selection → Supplier → Procurement → Warehouse → Dealer → Ends User
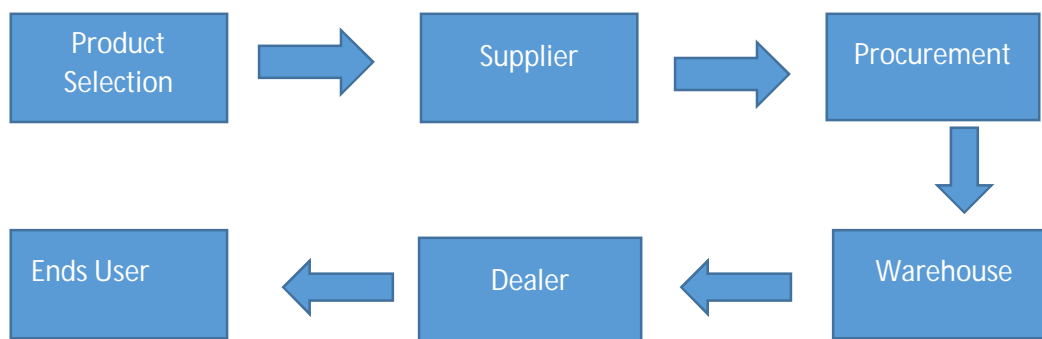
Product Management: It's all start with the product department which come up with a configuration of upcoming products and start dealing and negotiating with the suppliers. They also determine the order quantity based on current market demand.

Suppliers: After TRL lock the order, supplier start producing the product as per agreed specification and price.

Procurement: Procurement department complete the procurement process according to the company policy and export-import policy of Bangladesh.

Warehouse: All the products stored in the central warehouse after arriving in Bangladesh.

Dealer: After warehousing products are sent to dealers and distributors who distributes all over the country.

End user: They purchase products from retailers.

4.5 Pricing & Margin structure

As like any other developing nation, Bangladesh market is very price sensitive. During pricing TRL keep that on mind and always try to offer the competitive price to successfully penetrate market. Though TRL limited is a comparatively new in the business with limited manpower, their operational cost is relatively lower than companies like SMART or Computer Source. So it give TRL more flexibility to offer aggressive price. Usually TRL keep 5-7% margin in their distribution segment based on the product quality and demand and on corporate segment margin is around 7-10%.

4.6 Advertisement and Promotion

TRL works as a value added distributor. Although not traditionally a distributor's responsibility, TR operates marketing related activities of all the products it caters. Major promotional activities of TRL is print ad on various IT magazine, social networking sites, POMS materials, events, participate in fair. They also provide decoration materials to specific dealers and retailers to strengthen their presence in the market. Throughout the year TRL run promotion for dealers and end users for different brands to attracts more customer and enhance their brand image.

4.7 Support and after sales service

TRL has one central customer care point in Dhaka city and 4 branches in 4 major cities outside Dhaka. Apart from that all of their distributors provide necessary customer services. TRL is very much committed to provide after sell support and service. Within seven working days they try to solve the problem. Tech Republic even sometimes run free service campaign to attract more retailers and end users.

5 COMMUNICATIONS

### 5.1 Digital Marketing Team

TRL have a dedicated digital marketing team who create digital advertising content and publish those to social networking sites. Beside that they have their own website where all customer can have all necessary information about the products availability and price. Digital marketing team also keep updating their customers about all upcoming products and promotions.

Facebook page of TRL
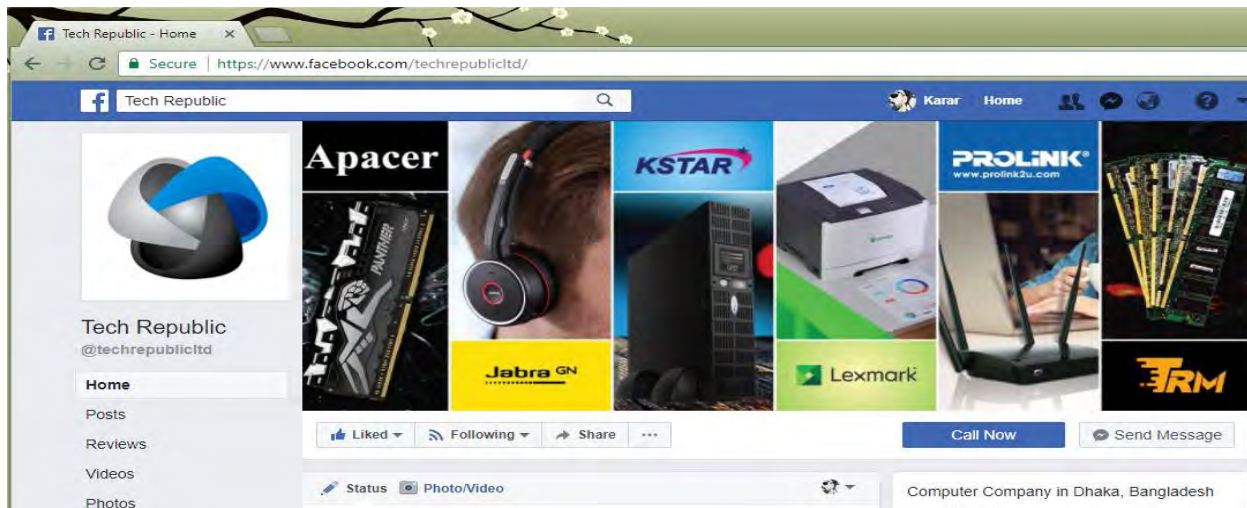
Website of TRL
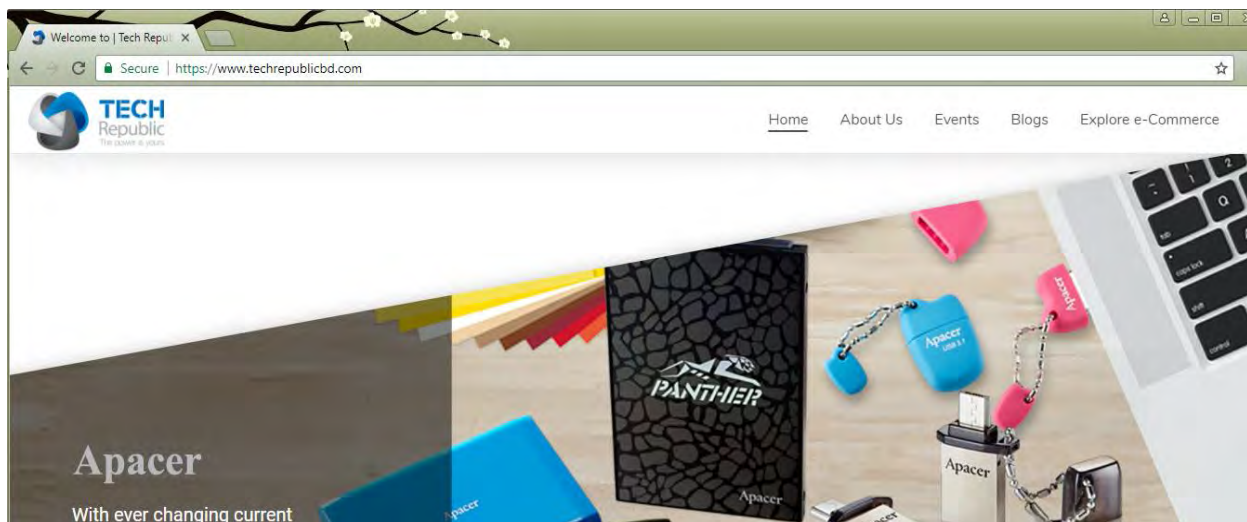
5.2 Event Management

TRL has a dedicated marketing department who are responsible for arrange various events with the help of third part agency help, such as dealer meet, product launching meet and greet and also participate almost all fair organized by BASIS. They also arrange road shows to promote their products.

6 INDUSTRY ANALYSIS

6.1 ICT industry of Bangladesh

ICT industry is relatively new in Bangladesh in comparison to other business sectors. The impact of global hype of the ICT sector is clearly visible in Bangladesh as well. In the recent years, as a result the local ICT sector has grown enviably. The principal area of operations in the ICT sector was the hardware sector. It is probably one reason why still have such a huge number of hardware traders compared to software vendors. Furthermore its growth has been limited to the capital city and few other major metropolitan cities in our country. The growth rate is quite satisfactory.

Keep aside the rural population out of the scenario we can see that computing penetration is very high indeed. This is a very good sign in the sense that it provides an informal infrastructure for this sector to develop. As expected recently our country business has shown a steady start in shift in focusing on solution services rather than simply hardware services. Everyday more and more firms are coming into the front for providing IT solutions based services to not only local but also international firms. Also more and more firms are exporting software solutions to different countries worldwide. At present the ICT sector can be classified into four areas

- Hardware
- Software Solution
- Network Solutions
- IT enabled service

The core strengths of Bangladesh ICT industry is the people. An educated, trainable and young generation working in this sector possesses the required skill sets to compete in the global scenario.

6.2   Industry Analysis through Porter's 5-forces model

Porter's Five Forces Framework is a tool for analyzing competition of a business. It draws from industrial organization (IO) economics to derive five forces that determine the competitive intensity and, therefore, the attractiveness (or lack of it) of an industry in terms of its profitability.
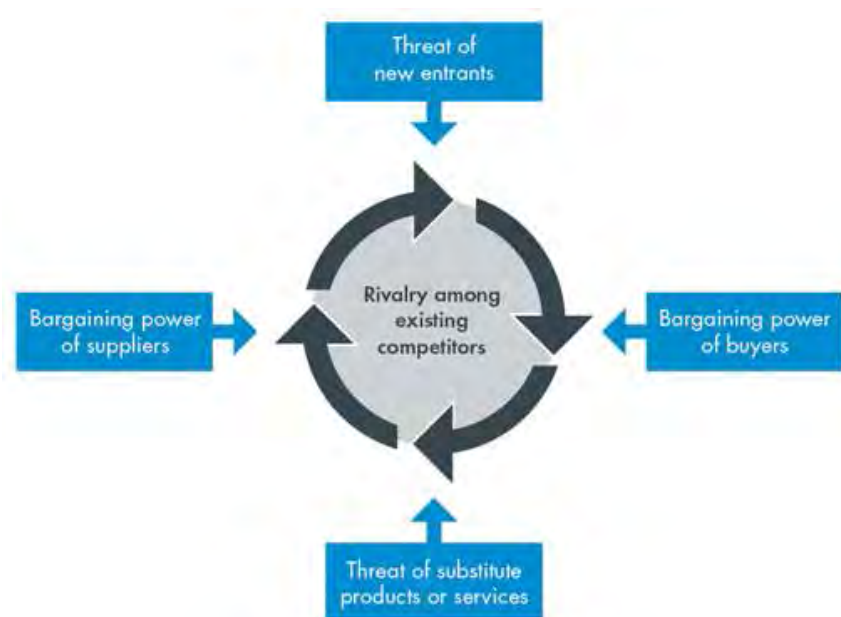
Bargaining Power of Suppliers

Bargaining power of suppliers is relatively high, because:

- In the era of globalization manufacturer can supply his products any country on his choice.
- As this sector is booming, manufacturers can chose their distributors and in this case big established company always have an upper hand than new comers.
- As a developing nation, poor logistics support, infrastructures and poor port handling sometimes play a vital role.

Bargaining Power of Buyers

Bargaining power of buyers is comparatively low under open market scenario:

- Customers have relatively low bargaining power because of the high cost and have to rely for spare parts and other help like after sell service.

- In Bangladesh, IT sector is almost 100% import oriented. We still don't have any reputed IT brand after so many years of independence. So, we always have to rely on international brands.

Threats of new entry:

Entry in this sector is relatively low, because,

- Current ICT policy of the government.

- Due to dominance of Chinese product, anyone can import product from China and can start distribution in local market.

- As a developing nation, end users are price sensitive and they will switch from one brand to another if they get a better price offer. Which also encourage new entrepreneurs to step into this market

Threat of substitute products or service:

For any distributor, threat of substitute products is very real,

- Technology is changing rapidly.

- Though customers are price sensitive, brand loyalty is not that strong.

Rivalry among exciting competitors:

- "Bangladesh Computer Somity" is not active as it should be, so the lack of governance sometimes hurt the industry.

- There are many companies import same branded product such as HP, Dell, Microsoft or similar product in the market, so everyone tries to sell out their product first than another by doing some unethical practice such as price cut, credit facility for more than usual duration which is bad for a healthy competition.

7 PESTEL ANALYSIS

7.1   Political factors:

Political stability is necessary in any growing economy. The stability in political climate is especially important for developing nations such as Bangladesh because any signs of unrest directly and significantly affects the growth rate of the economy. For example, after the parliamentary elections in 2014, when nation-wide blockades were imposed, the entire Bangladesh economy as a whole, including IT industry, suffered great losses as procuring and distribution channels were hurt. Prolonged unrest leads to destabilization of the economy. With tools such as laws, legislation and regulation the government has to ensure that economic growth is not hampered. Currently political situation in Bangladesh is quite stable. As there is hardly any interruption from opposite parties, so businesses do not need to take stress for sudden instabilities.

7.2   Economic Factors:

Economic factors, such as inflation, taxation, interest rate, consumer spending and even stock markets, play a vital role in the development of any industry: the IT industry in Bangladesh is no exception. As a developing country, changes in any of the factors listed above significantly impact the economy and therefore the industry. Bangladeshi consumers are highly price sensitive. As TRL is still in its growth stage of its business, management has to keep these economic factors in mind when pricing their entire product range. The economic growth rate of Bangladesh has a steady improvement. Bangladesh has ascertained its growth for the last fiscal at 7.28 percent, highest ever in history of the country's economy and more than what was targeted.

7.3   Social factors

Changes in lifestyle and buying trends in Bangladesh has brought about changes in the social climate of this industry as well. The current population is more aware than any other previous generation of the same age group. Due to the widespread use of social media, the youthful population is aware about any major events, or even a company's ethical views and active humanitarian initiatives. The population of Bangladesh is increasing day by day. Along with this growth rate use of technology has also been increased and it is expected that it will grow further in future which helps TRL to operate and expand their business. Age profile is a big factor for IT market. As IT companies segmented their

market on the basis of age and income of consumers. TRL is basically targeting young people with a lower middle income.

7.4 Technological Factors

The use of technology is highly prevalent in the IT industry so it is vital to remain updated on the latest available technology in this sector. Through timely adoption of technological invention IT companies can stay relevant to create new opportunities not just for themselves but also their customers. Continuous innovation is a prior condition for any brands to survive and technological products .TRL is also trying to come up with new items in their product line.

7.5 Environmental Factors:

For last one decade and so environmental factors such as climate, climate change became a big factor for every industry. TRL always make sure they import environment friendly product and make a contribution to society.

7.6 Legal Factors:

Legal factors include various laws and regulations such as labor law, discrimination law etc. TRL has fulfilled all the rules and regulations under Company Act while establishing the company and import products under the guideline of export import policy.

8 SWOT ANALYSIS

Strengths:

- Experience
- Skilled workforce
- Low operational expenses
- Competitive price structure
- Good relationship with suppliers
- Good contact with customers

Weakness:

- Brand Image
- Capital
- Network coverage
- Fewer staff
- Lack of all type of accessories

SWOT Analysis

Opportunities:

- Advance technology
- Current government policy towards IT sector
- Changing buying pattern of consumers
- Growth of IT sector

Threats:

- Imposed tax
- Highly dependent on the suppliers
- Threats of new entry
- Poor port transport management

8.1 Strengths:

- Experience: TRL managements has more than 12 years of experience of working in this industry. Before starting their own company they worked with almost every big IT company such as SMART, Computer Source, Global and world's renowned brands.

- Skilled workforce: Tech republic has a highly motivated and skilled workforce who are able to meet client's expectation and deadline.

- Low operational expenses: Though it's a relatively new company and workforce is smaller they have low operational expenses.

- Competitive price structure: Due to low operational expenses, TRL can offer competitive price to attract more customers.

- Good relationship with suppliers: TRL limited always try to maintain a good healthy relationship with all their suppliers and to do that they always respect all terms and conditions they agreed upon with the suppliers.

- Good contact with customers: TRL currently has more than 600+ retailer and always try to maintain a healthy relationship with their customer by offering competitive price and better after sales support and service.

8.2 Weakness:

- Brand Image: As this a new company, TRL still in growing phase and couldn't able to make a strong brand image in the mind of their customers.

- Capital: TRL is a new company and they are in their growing stage and have the ability to expand geographically but due to lack of capital they are facing some restrictions in that area.

- Network coverage: There are many IT distributor companies in Bangladesh who has operation more than 20 years and have a very good coverage all over Bangladesh. TRL enter into the market in the year 2014 and they are expending gradually.

- Fewer staff: as it is a comparatively new company, they have fewer staff than any other big establish company.

- Lack of all type of accessories: TRL currently have few own brands that they carry. If they can offer full range of products then it will definitely boost their sales. Currently they are suffering from lack of all type of accessories.

8.3 Opportunities:

- Advance technology: Now a days technology is changing very fast, so does consumers requirements. TRL always try to cope up with the change and offer latest technological products to its customer.

- Current government policy towards IT sector: Digital Bangladesh is one of the nation's dreams, and so special emphasis is given on the application by current government. It has increase the business opportunities for ICT sector and company like TRL is trying to capitalize this opportunities by participating various government projects.

- Changing buying pattern of consumers: According to the Word Bank, Bangladesh is very close to the middle-income group. Per capita income has increased and it has an effect on consumers buying pattern which has been changed in last few years. It opens the door of importing more sophisticated and advanced IT product brought in to the country by TRL.

- Growth of IT sector: Few years back, ICT industry was based on Dhaka city and few others big cities of the country. But the scenario is changing and it's expending fast. Every year hundreds of new retailers are coming into IT business.

8.4 Threats:

- Imposed tax: A recent study by a Washington-based research organization found The Bangladesh government has drastically inflated the prices of ICT goods and services in Bangladesh, adding about 60 percent to their cost above the basic price, which is the highest in the world.

- Highly dependent on the suppliers: Bangladesh's ICT industry is heavily dependent on foreign suppliers. Though the IT industry is growing rapidly but there is no significant improve on ICT goods manufacturing.

- Threats of new entry: Entry and exit barriers are very low. As a result some end user suffer with their product when it comes to after sales support and service.

- Poor port management: In ICT industry, most of the products imported in this country by sea and our port transport management is not up to the standard which sometimes effects the price of the product due to delay and product availability on time.

9 BRAND PLAN

9.1 Time Line:

The brand plan is for the time period of July 1, 2018 – June 30, 2019

9.2 Objectives

The business strategy of TRL Ltd is focused around both qualitative and quantifiable objectives

Qualitative Objectives:

- Expanding the network.
- Increasing product and service offerings.
- Increasing loyalty by focused customer retention program.
- Develop operational procedure for the fast deployment of service.

Quantifiable objectives:

Increase customer base by offering best quality products within a very compatible price and provide best after sales support and service.

9.3 Target audiences

Computer hardware and accessories retailers and corporate houses are the main target audiences for TRL along with end users. TRL is also planning to go online to reach the end users.

- Primary target customers are the computer hardware and accessories retailers of the country.
- Along with distribution channel, TRL is trying their best to make a significant presence in providing solution to corporate houses.
- TRL carries lots of life style products, so they are trying to attract young generation.
- By offering competitive price, trying to attract middle or lower middle class people.

9.4 Main message

"Power is yours"

Tech Republic believes that their customer is the main assets they have. They always try to empower their customer by providing best quality product, and after sales service and support. They treat their customer as their partners rather than just an individual.

9.5   Communication tools and channels

- **Print Ad:**

TRL publish ads to various IT magazine to promote their products and company as well. The idea is to attract more customer and stay connected with them. But scope appeal of this media is decreasing day by day and TRL's communication strategy is also shifting. Now a day they are focusing more on digital-social platform.

- **Social Media Marketing**

Social media marketing is latest form of communication technique and it fits very well as IT Company's communication tool. TRL have a dedicated team who are relentlessly working on that. Primarily they create different advertising content and then publish those in different popular sites. They also ensure gaining more traffic to their website.

- **PR communications**

TRL join IT based programs whenever they get chance. They also sponsor programs arranged by their partners and publish press release in various daily newspapers and IT magazine to keep their customer updated.

- **Participate in ICT fair**

ICT fair is the great platform to introduce your product and company. TRL tries attends every ICT fair organized by "Bangladesh Computer Somity" and announce promotional offer for their products. By participating in ICT fair TRL mainly try to reach the end users and enhance their brand image.

- **Brochure/Leaflets**

Throughout the year TRL print brochure and leaflets of different brands they carry for their retailers and end users. It helps TRL as well as their retailers to communicate with the end user in an effective way.

9.6 Strategies and tactics

Strategies:

- Offering highest no of brands so that customers have enough alternatives to choose from.

- Geared to become one stop solution provider to make customer's life hassle free.

- Market penetration through geographical expansion to attract more customers. It is the part of company's growth plan; entering new markets and capturing more customers.

- Proactively meet customer's expectation to retain them. Excel in service is the highest priority for the company.

Tactics:

- ➤ **TRL's business partner motivational tools:**
  - Product availability
  - Best Price
  - Credit facility
  - Best Service
- ➤ **Exploring Unconventional market**
  - New reseller channel development
  - Regular corporate and partner meet
  - Reseller training and briefing on business benefits
  - Gradually setup office in key location
- ➤ **Growth prospect**
  - E-Sales
  - Geographical expansion
  - Business solutions
  - Human resource development

9.7   Goals and measuring performance

We will divide the whole year in 4 quarter and do market research at the end of each quarter to find out our plan is working properly in the right direction or not. We will do the research in different market place and try to figure out where our plan is doing well and where not. After measuring the performance in different places, it may require corrective action according to the location or culture of the area. Once the research is in hand, we will change strategy or tactics accordingly.

10 RECOMMENDATION

- Increase the no of distribution point should be their first priority. If TRL can expand geographically and reach more close to its customer it will help them to boost their sales.

- Increase no of service center and ensure after sales support and service. Their after sales support and service has to be quick and efficient. Also service delivery is as important as how it was done. TRL's employees should be trained how to interact with customers and their end-users.

- The challenge of today's market can only be mastered through and with skilled and highly motivated personnel. So, frequent and regular trainings, i.e., product training to the resellers and inter organization sales team is very important.

- Add new brands in their basket. If they can establish TRL as a one stop product and service provider then their sales team can penetrate the market easily, especially in corporate segment.

- Aggressive marketing strategies. TRL should come up with more loyalty plans such as promotional activities for reseller, gifts and discount for end users to retain existing customers and add new once. They should communicate with customer regarding new products both directly through selection of advertising media, then dissemination of information by means of advertisements; and indirectly through dealers by providing them with promotional material.

- TRL should do some CSR activities as well. These activities will help them to create a positive image on the mind of their customers which is very important for enhance brand image.

- TRL can also become sponsor in various ICT fair organized by Bangladesh Computer Somity. It will also help them to create a strong brand image.

11 CONCLUSION

Tech Republic Limited is a comparatively new company in the market but within short period of time they made a unique space in their reseller's mind. From the very beginning they were able to understand the needs of local market and provide high quality product in a competitive price. In a highly challenging business environment, TRL is dedicated to introducing new value proposition for its customers and continuously improving the quality standard to mark its position in the industry. TRL is committed providing the best to its customers thus helping TRL to build a loyal and dedicated customer group throughout the country. Tech republic work as a value added distributor. TRL acts as a brand developer of ICT products in Bangladesh with its finely tuned in-house and third party marketing departments.

12 REFERENCE

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