



Internship Report on
Marketing Plan for New Outlet of Aarong in Bashabo

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29th November, 2016

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Dear Madam,

It is a great 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 learnt 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,

Ashif Ahmed
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ACKNOWLEDGEMENT

I would like to take the opportunity to thank them who has supported me and guided me in terms of making this report. I am very grateful to my internship supervisor Ms.RahmaAkhterfor her continuous guidance henceforth.

Her direction has been of very help to me. I additionally delighted for every one of the circumstances I look for guidance from her and she replied with a lot of tolerance and persistence. Notwithstanding this, her prerequisites for the report made it required for me to look for contacts remotely, which turned out to be exceptionally fulfilling. I am also grateful to “**Aarong**” who are providing some important information on their company’s websites for which it was very time saving for me that I did need for run for searching those. I would also like to thank my Aarong supervisor, Ms. Paromita Fairuz Quarishi, Manager, Marketing Department for giving me the opportunity to contact and work with her.

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Executive Summary

Aarong being a 37 years old organization is one of the leading retail lifestyle chains in Bangladesh. It has created a source of livelihood for about 65,000 artisans in various areas of the country and some of them are reached through the Ayesha Abed foundation which manages about 37 centers and 637 sub-centers where artisans can come and find employment as well as create their products.

This report attempts to explain the organizational culture, its people and the marketing department. Additionally it also consists details of the work I have done in the various campaigns such as the Puja Preview Event, Reduction Sale co-ordination, Puja Photo shoot co-ordination, Bashabo outlet Marketing Plan as well as my work in numerous reports. I have explained the lessons I have learned during the course of my internship, how I have overcome the difficulties I have faced as well as how this internship exceeded my expectations and the valuable experiences I have gathered. Moreover, I also a marketing plan for the bashabo outlet to increase the sales of Aarong. The report provides an insight into the workings of Aarong's marketing department as well as how I have tackled the responsibilities and work I have been given.

Customized Marketing Plan For New Outlet In Bashabo To Increase The Sales.

Chapter 1: Introduction

1.1 Origin of the Report

Aarong opened its 16th outlet on 8 June 2016 at Bashabo. The 8800 square feet Bashabo outlet located at the Agomon Cinema Hall building at 1/Ga, Central Bashabo serves Aarong customers in Khilgaon, Goran, Madartek, Maya Kanon, Ahmedbagh and Maniknagar areas.

However, the sales trend seems to be on a decline/ not as expected since the inception (exception: peaks during 2 Eids).

So my study is to find out the perception of customer about aarong and to find out the purchasing behavior of Aarong.

1.2 – Objectives of the Study

The main purpose of the study is to establish a suitable marketing plan for Bashabo outlet and analyzing the effect of this marketing campaign.

1. Find out the pre and post effect of marketing Campaign.
2. Find out peoples psychographic activity with Aarong.
3. Find out behavioral activity of the respondent with Aarong.

1.3 – Scope

This report is made to determine the perception of customer and it can increase the sale by time. Aarong is a very famous shop in all over Dhaka. To have clear thought regarding their observation, I talked with clients and their authorities. This review essentially manages the merchandise and administrations, purchasing behavior, nature of products of Aarong and effect of every one of them to think about their total deals.

1.4 – Limitations

To make this report effective I had to face a few obstacles to finalize the discovery and analysis.. Firstly, As Aarong is a NGO based association to it was very troublesome for me to get inner data about their deals from the authority. There are not very many data on Aarong's site about their organization. So it was exceptionally hard to gather optional data. At last, central store and administration of Aarong is very busy constantly and it was difficult to gather the quantity of items they were sent to their outlet every day.

1.6 Methodology

1.7 Data Types

In this review we used two types of data: Primary data and secondary data.

1.6.2 Sources of Data Collection

1. Primary Source: Primary information is gathered from interviewing the random possible customer of Aarong and the customer came at Aarong Bashabo outlet and purchased something. On the two type of survey we have the first survey was done on random people and the second survey was done inside Aarong Bashabo outlet.

2. Secondary Source: Secondary sources had been additionally used to gather data. For example, Aarong's site and Wikipedia, daily paper articles, BRAC NGO's site, a few diaries. Aarong conveyed a month to month paper just for its worker. There were a lot useful data on that daily paper.

1.6.3 Data Collection Techniques

1. Questionnaire: An organized survey was asked to the people from specific zones. We used to ask the customer about their perception of Aarong and some other question like behavioral question.

Example: What do you buy most from Aarong?

As Horn (2014) said that market research is more likely to be successful by the intelligence and instinct of the marketing supervisor. The questionnaire was built by the advices of market research supervisor

2. Observation: While conducting the survey I watched the respondents furthermore when I went to their store I watched the client purchasing design.

3. Secondary information: Secondary information has gathered by assessing sites, diary and different sources.

1.6.4 Research Design

To make this examination paper fruitful I pick exploratory research. Since in exploratory research, it's not formal and the structure is not composed.

Apart from my objective of the study is to find out the perception of Aarong and their purchase behavior, I always tried to find out their perception of other brand. By this I could compare between Aarong and their competitor.

1.6.5 Sample Size

As there were Three survey conducted the first two contained a population of 40(20+20) people and on the third survey there were 60 people.

1.6.6 Sampling techniques:

On the first survey my objective was to find out if the people know about Aarong Bashabo outlet and if they don't then why. So on that survey I asked random people different question to know about their opinion on Aarong. The second survey was to find out the effect of marketing campaign. It was conducted inside the Aarong Bashabo outlet. Those who purchased any amount of item were questioned.

1.6.7 Scaling Techniques

In the questionnaire, description type scaling was used. For every question we had option regarding that question. For each question the options were different.

1.6.8 Research Methods

The research work of Aarong is based on primary data resources. In order to study the purchase behavior of the customer we had to have a lot of personal information about the person. It was more of a qualitative study to find the different shopping places where people goes and what are the aspects that customer likes most about the customer.

1.6.9 Research Questions

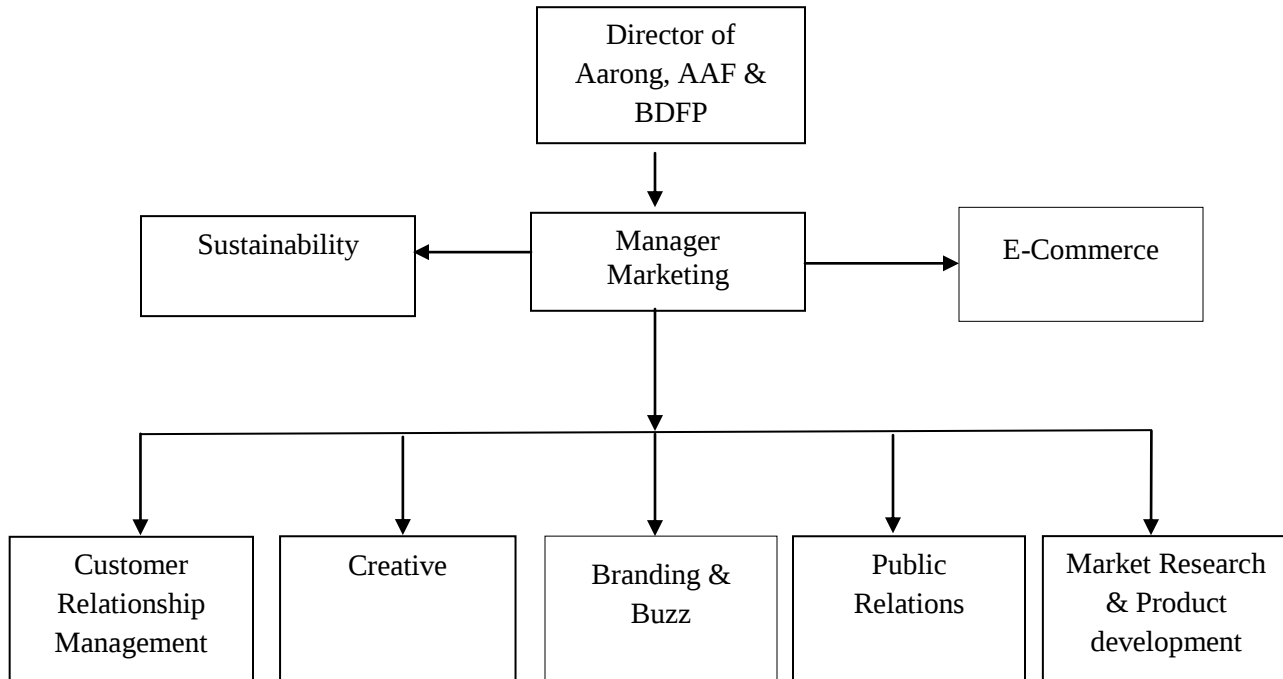
- How many people knows about Aarong Bashbo Outlet and if not then why ?
- What medium should we use to reach the potential customer of Bashabo Aarong?
- In which location should we conduct branding campaign?
- Find out the effect of marketing campaign

1.6.10 Reports Application and Benefits

This research work will give a clear idea about the customers perception about Aarong and their psychographic and behavioral activity. With this sort information they can choose their branding media and location which will save them a lot of money.

Chapter 2: Job Description and Responsibilities

2.1 Organogram of marketing department



2.2 My Assignments and Contribution

I had to work with the Market Research group with my administrator who had been working in Aarong for around six months now. My responsibility was to help my boss in making different reports with respect to our campaigns and market reviews. I have dealt with a few reports, for example, Aarong's month to month Facebook Aarong and Taaga page reports to demonstrate our Facebook movement and client reaction. Moreover, I have done reports for campaigns, for example, Year End Sale 2016, Puja Collection Preview 2016 and so on.

In these reports we take a glance at the present information and contrast them with the past period's information and search for changes, whether positive or negative, and attempt to enhance future publicizing activities keeping in mind the end goal to counter any negative changes. We additionally do cost examination for the various campaigns to concentrate the profits on our costs for all campaigns. Moreover, client reaction is analyzed more to determine if the campaigns were effective or changes should be made in the future.

Also, I had different obligations too with the administrator of the marketing department. She asked me which department I am comfortable to work with, I let him know I might want to be required in advertisement part and brand management later on. Consequently, he would include

me in promoting related exercises. I have recorded a portion of the real activities I have taken a shot at over the span of my job.

2.3.1 Project 1

Reduction Sale

Throughout the year there has been a lot of shoe stored in marketing department. Some of these shoes were used in photo shoot. But they were returned from the outlet due to some faults. So I have categorized them to different item and managed for the producer. Then I have contacted the producer to get their shoe. Some of them got their shoes and some returned the unusable shoes. Then my manager had created a committee including a designer, maintenance and one from finance department and we have fixed the price of these shoes. Now these shoes are prepared for the reduction sale.

2.3.2 Puja Fashion Show and Puja Photo Shoot

I have organized a puja fashion show for the Wari outlet and also conducted puja photo shoot. In order to conduct the puja fashion show I have contacted the media like press and magazines. There were a lot of food for the people who visited the outlet. For that I had to contact some sweet house and some burger shop.

2.3.3 Project 2

Marketing Plan for Bashabo Outlet

I had discussion with the market research analyst along with my supervisor of the Marketing Department and developed a questionnaire to find out the perception of Aarong bashabo Customers and their purchase behavior. Then we have developed a branding strategy for the Bashabo Zone. We have conducted banner distribution, SMS to some fixed people, leaflet with newspaper about the arrival of Aarong in Bashabo, TV ad, billboard and finally digital marketing through Facebook.

After the Puja Photo shoot I have distributed cutout, gift box, table talker, outlet signage to all the outlet around the country.

Reduction Sale:

Aarong has a lot of shoes and dresses used in different photo-shoot and this products doesn't go back to the outlet for sale as they are used. So the remaining shoe and dresses are viewed in the year end sale and office sale.

Process for reduction sale:

First of all the products are viewed by the manager of Aarong marketing department.

Then it goes throw some steps to finalize the product.

1. Washing of all the shoe and dress(if necessary)
2. Creating committee.
3. Informing the entire committee member about the finalizing of the product.
4. Getting approval of the higher authority
5. Conducting the sale inside office

Committee:

The sale needs to be identified by a committee where all sorts of people will be present. So our manager has created a team consisting of member of different people.

The co-ordination is:

1. One from design department
2. One from account department
3. One from maintenance
4. One from inventory control
5. One from central store
6. One from marketing department
7. One intern from marketing department
8. One from outlet manager

Washing of product:

The shoes which are a little bit used and consisting of dart are washed so that it can be viewed in sale. I have hired a shoe washer who has polished all the shoe in a very good manner and almost all the shoe were resalable. The products were then showed to the committee and they were fine with the quality of those products.

Committee opinion:

There were a little bit of argument about the pricing of the product among the members. However we concluded to one final report about the shoes. Therefore people of the committee has worked on their part as stated below:

1. Designer has selected the items which will be reviewed in the reduction sale
2. The account executive has finalized the overall money reciptition from the sale
3. Maintenance has stored the product in the department
4. Inventory control has ensured the products are kept in good position
5. Central store has allocated the prices of the product.
6. Marketing department has inforemde all the department about the sale
7. Outlet manager has come to the office and understood that if the products doesn't sold on the office he will be ready to sale them on outlet

Final approval:

Final approval was from the AGM of marketing department and the COO AbdurRouf.

They ha analyzed all the information about the sale and told us to conduct the sale

Final sale:

I have conducted the final sale inside the office. I was given 3 piece of paper to keep broad information about which pin numbers are being used for the sale. Then I made a cash counter where office members will come and buy the product.

I have dealt with cash management and overall sale of the program. I have booked the dining room as we needed a bigger place to sale all the shoe. I have stored some people at the door to check the paper of their purchase.



Product List for Reduction Sale

Department: Marketing

(all leftover stock)

Footwear	Men	Item Name	Qty (pair)	Amount (in BDT)
		150	1	150
		200	5	1,000
		300	20	6,000
		400	26	10,400
		600	20	12,000
		700	2	1,400
	Total amount		74	30,950
	Women	Item Name	Qty (pair)	Amount (in BDT)
		100	2	200
		200	16	3,200
		300	36	10,800
		400	11	4,400
		500	3	1,500
		600	22	13,200
	Total amount		90	33,300
Textile		Item Name	Qty (pcs)	Amount (in BDT)
		Men's Coaty	4	2,400
		Executive Shirt	1	800
		SKD	1	1,500
		Taaga Skirt	1	1,000
		Panjabi	3	2,300
		T-shirt	3	400
		Katan Saree	1	5,000
	Total amount		14	13,400

Puja Fashion Show

Aarong is famous for their photo shoot and fashion show. I have organized a fashion show for the puja preview show and conducted photo shoot program for the puja collection.

The fashion show was organized to give the people of that place a brief idea about the product.

The main purpose of the fashion show are:

1. Creating a celebrating moment for the puja program
2. Get the attention of the media about the new activity regarding puja
3. Getting the people of Wari a clear idea about the new product available for them
4. Having a moment to remember with the gorgeous models of Aarong.

Work distribution:

The fashion shows work was distributed among the people of the marketing department. As for the people varied it is as:

CRM:

Giving the specific people to attend the program. Conduct loyalty program on the show.

Making the people aware about the customized offer for Aarong customer

Creative:

Making all the banner, poster, and leaflet to be distributed among the customer of Aarong. Creating catchy content for the Facebook advertisement. Klink (2003) said that the color of the brand reflects its identity. So the creative team has chosen orange as the color.

Brand management:

Contacting all the media person and inviting to the program. Ensuring the publishing of puja fashion pictures on that specific media.

Another main work done by me was to order the food for the customer and ensuring the satisfaction of all the customer and guest present at the show.



Puja photo shoot:

The puja photo shoot was done on the COKE-STUDIO as it is famous for their in-house and outside beautiful location.

The main purpose of the shoot was:

1. Shooting for the monthly photo-shoot
2. Puja collection shoot
3. Puja fashion show pre management
4. Monthly content shoot

Work distribution:

Creative:

Allocating the creative way of the shoot and assisting the photographer for ideas about the shoot. They also assisted the photographer about the different layout of the models

Brand management:

We have selected the shooting location out of different choices. Then we organized the makeup procedure of the models by taking them to the Persona. Then we took them to the shooting site.

We have helped the shooting team with all the supports they need. Foods were given along with snacks. After the shoot we ensured all the models have reached their home safely.

After the photo shoot was done I always had to contact the photographer regarding the hard and soft copy of the picture. After the completion of editing I would collect the photo and submit it to the marketing team and notify the photographer.





2.4 Lessons Learned

This temporary position has helped me get a great deal of useful involvement in the field of brand management along with marketing. The advertising environment is exceptionally progressive dissimilar to what we realized in principle. You need to make choices on the very situation as fast as possible thinking about the best outcome. Dissimilar to reports or undertakings, you are not given much time to think of a decent arrangement or proposition. An instinct of decent nature of judgment is required as your judgment will help you in choosing what will work in the market and what won't. Fast thinking and simple to get new procedures is a solid credit to have in the marketing related job.

I have increased more trust in my own particular judgment through this entry level position furthermore learned not to get distracted by disappointment as it is a learning procedure. Furthermore Aarong has such a wide operational system, to the point that I have taken in a considerable measure about various store network forms. Basically I have met various sorts of individuals through the photograph shoots and the fashion show. In this manner socially my experience has expanded as I have needed to speak with various individuals that I was not used to going over.

2.5 Interaction with Supervisor and Co-workers

My administrator has invested much energy and exertion in instructing me about the diverse offices and operations of Aarong. She has dependably acted charmingly with me and occasionally scolded when I committed any errors. Be that as it may I would state my chief has been exceptionally tolerant with my learning procedure. Indeed she let me know on a couple records that I make up for fast as the time goes and correct my mistakes. My administrator instructed me to share any contemplations I had on the matter with her, she urged me to give my insights. My colleagues carried agreed on different opinion with me also.

2.6 Dealing with Difficulties Encountered

Difficulties encountered were mainly delays in response from other departments. This particular problem required me to continuously chase the different departments so as to get my work done on time. We faced problems in obtaining information to prepare the various reports of which most information was with the creative team and they were not always cooperative on time. Therefore I had to contact the vendors directly to obtain the data. It created more hassle but we had to go the roundabout way to obtain the data in a timely manner. My supervisor explained that the creative team is always struggling with extra workload therefore is not always responsive.

Challenges experienced were essentially delays accordingly from different teams of other department. This specific issue obliged me to persistently pursue the best outcome and result in order to complete my work on time. We confronted issues in acquiring data to set up the different reports of which most data was with the creative group and they were not generally helpful on time. In this manner I needed to contact the sellers straightforwardly to acquire the information. It forced me to actively make another plan as we needed to go the indirect approach to get the information in a specific timeline. My manager clarified that the creative group is continually working with additional workload consequently and it is quite hard for them to generally response.

2.7 Differences in Expectations and Experiences

My encounters far surpassed my desires as I didn't hope to get much acknowledgment on my work and given so much obligation. At first I was overpowered by how everybody was so experienced in the field of promoting and dependably realized what to do in every circumstance. In any case I got up to speed rapidly and got a few compliments on my administration abilities in the Puja review appear and also on the consequences of the Year end deal. They also told me that other individuals who were intern here were not having much action other than monotonous work and was happy to have been given work that allowed me to take in a considerable measure about how promoting activity truly functions.

2.8 Lesson for Future Job Responsibilities

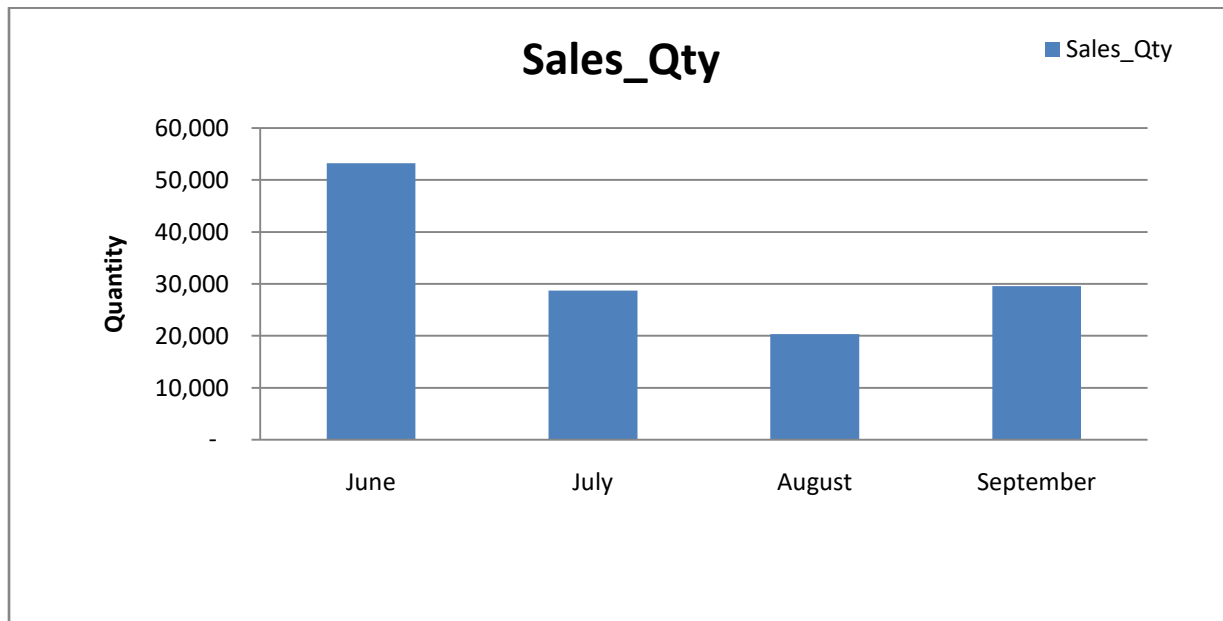
I have learned a lot of things from this internship activity which will allow me to do good in future. So far this job opportunity has taught me that I have to co-ordinate the people around me and make the best out of every people. I have to be patient with every work as people gets busy by different work and different situation. So sometimes even without their intention they cannot give time. So I have to make a very good pre-plan to execute the entire program onwards.

People who do not maintain time are hard to work with. In order to work with them I have to poke them constantly to do the work on time. I can always be of free mind if I do my work in a good manner. If anyone doesn't do their part I should point out the faults to them.

Chapter 3: Marketing research to find out the perception of customers and build a marketing plan for Bashabo outlet.

Aarong opened its 16th outlet on 8 June 2016 at Bashabo. The 8800 square feet Bashabo outlet located at the Agomon Cinema Hall building at 1/Ga, Central Bashabo serves Aarong customers in Khilgaon, Goran, Madartek, Maya Kanon, Ahmedbagh and Maniknagar areas.

However, the sales trend seems to be on a decline/ not as expected since the inception (exception: peaks during 2 Eids).



So in order to increase the sale of Bashabo outlet we had to conduct some marketing campaign especially for the people of Bashabo outlet. To have an organized plan we need to have clear concept about the purchase behavior and psychological activity of the possible customers of Aarong Bashabo Outlet.

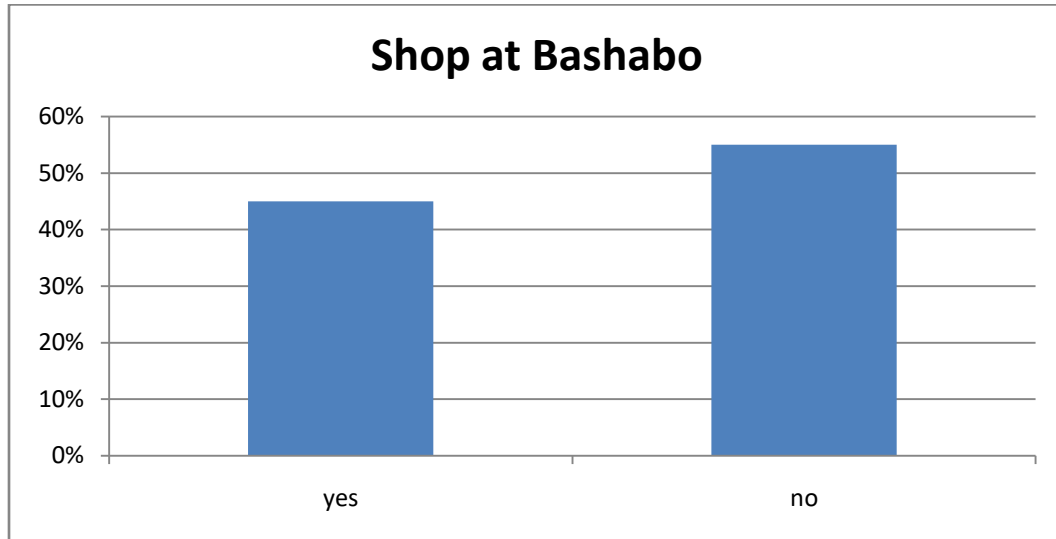
To get a clear idea about the people of Aarong we conducted two survey. The first surveys objective was to get a idea about why people are not shopping from Aarong Bashabo outlet.

The second survey was to find out the outcome of the marketing strategy.

Both this surveys has contributed to identify the marketing strategy for Aarong Bashabo outlet. This two study also gives us a clear view of the customer mind set in terms of different purchase behavior.

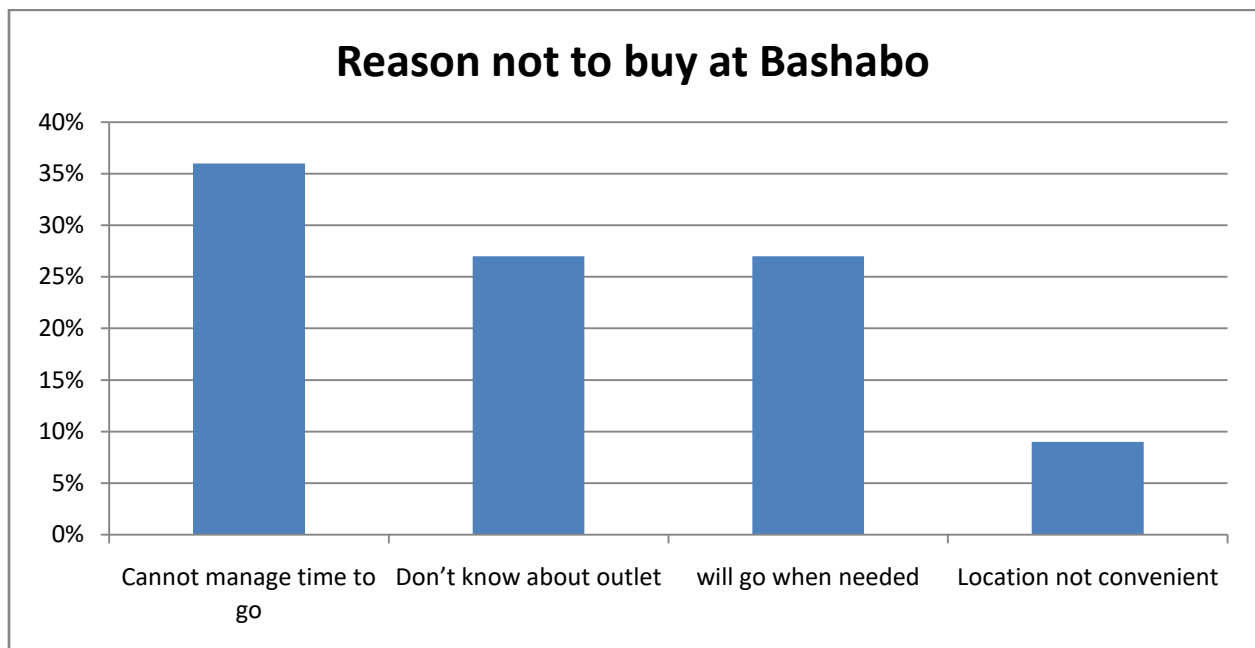
1st survey:

The first survey was to find out the percentage of people who shop at bashabo outlet and who don't. Then we had to identify why they are not shopping from Bashabo.



Well from this question we find out that on that time most of the people didn't use to shop at Aarong.

The main question was to determine why people don't shop at Aarong. And the answer was:



Apart from that we had to identify the location where we should conduct our marketing plan.

So we have analyzed the location of the possible customers.

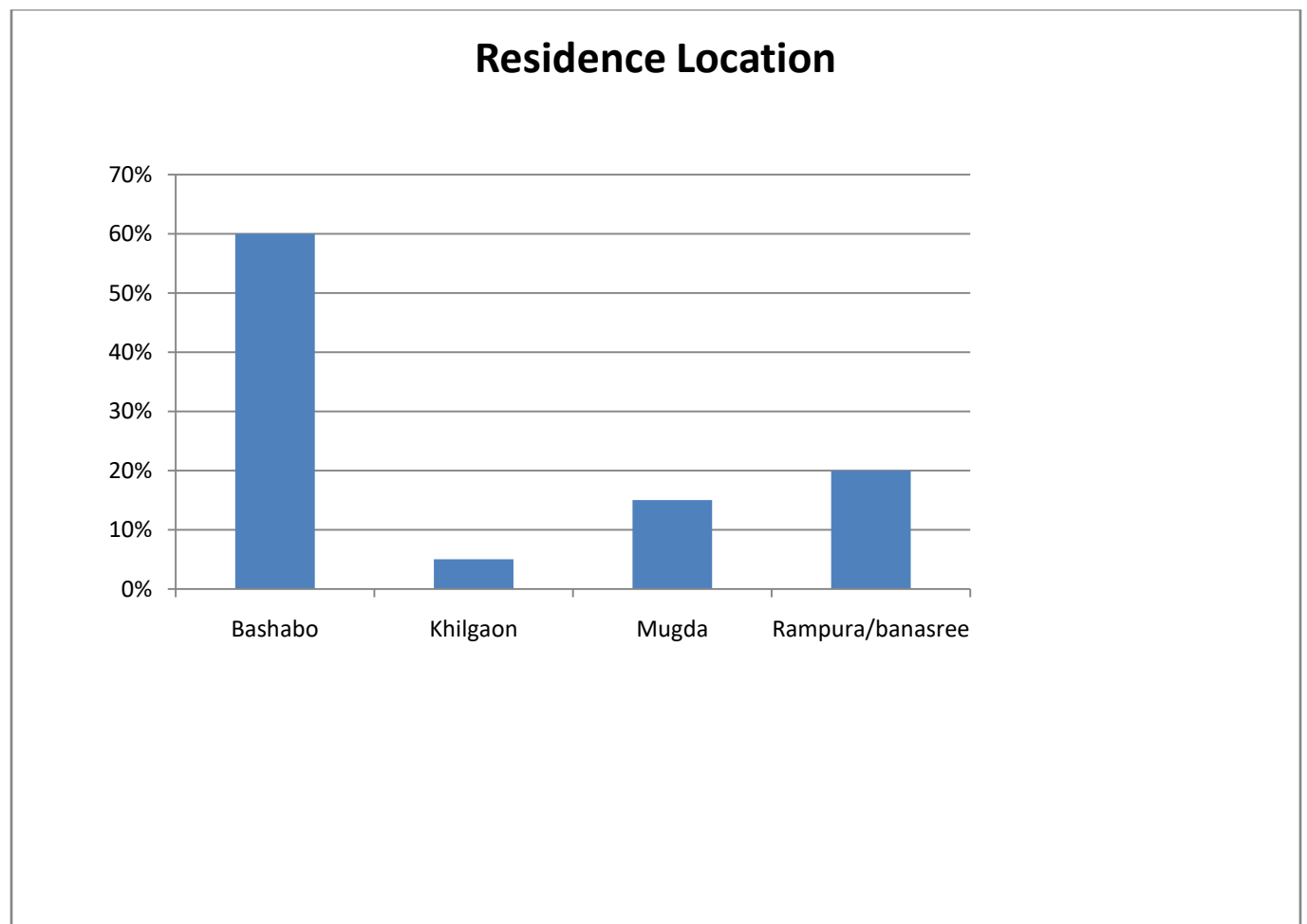
Zone wise location-

Bashabo-- Ahmedbagh,Chayabithi,Bashabo,Kodomtola

Khilgaon—Khilgaon

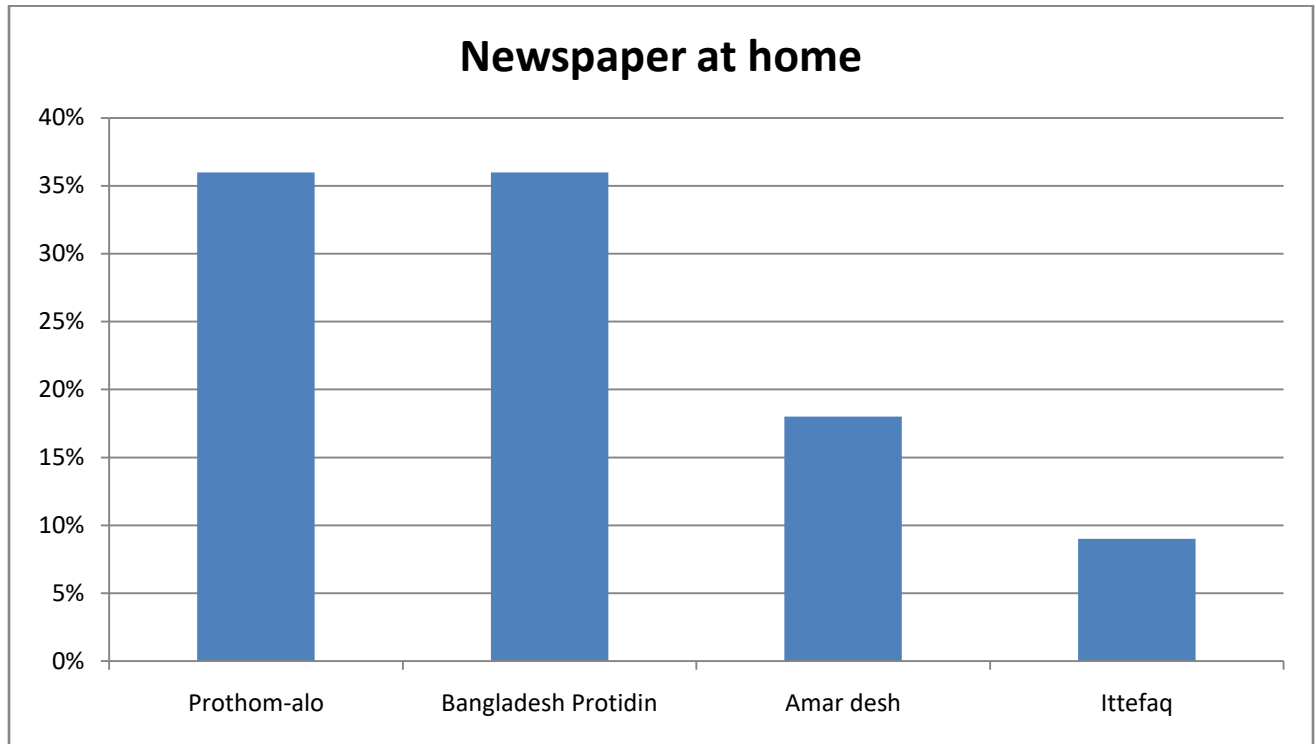
Mugda-- Kushumbag,Maniknagar,Mugda

Rampura/banasree-- Meradia,Rampura,Malibagh

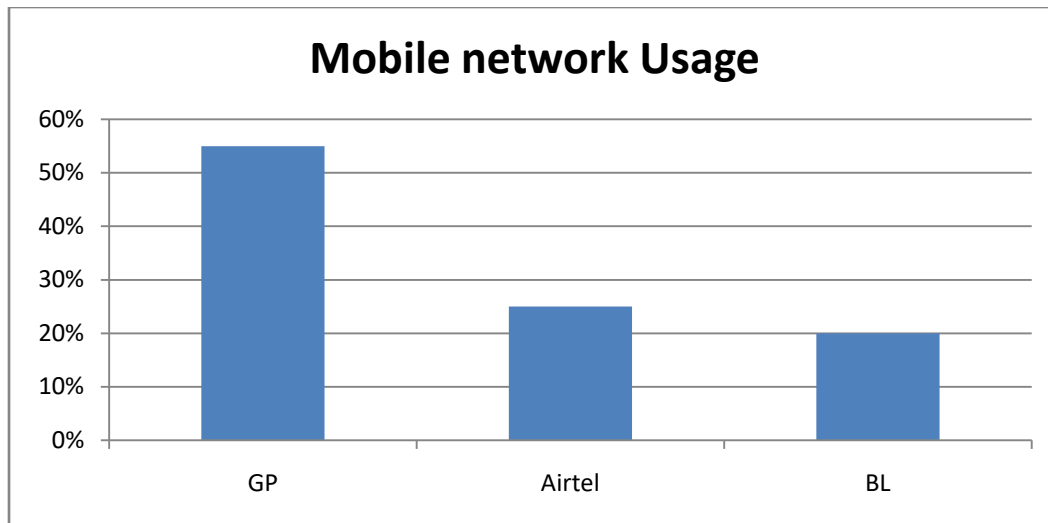


As for the branding strategy we had to identify which sort of medium they use the most. According to that we will give leaflet to the people of Bashabo.

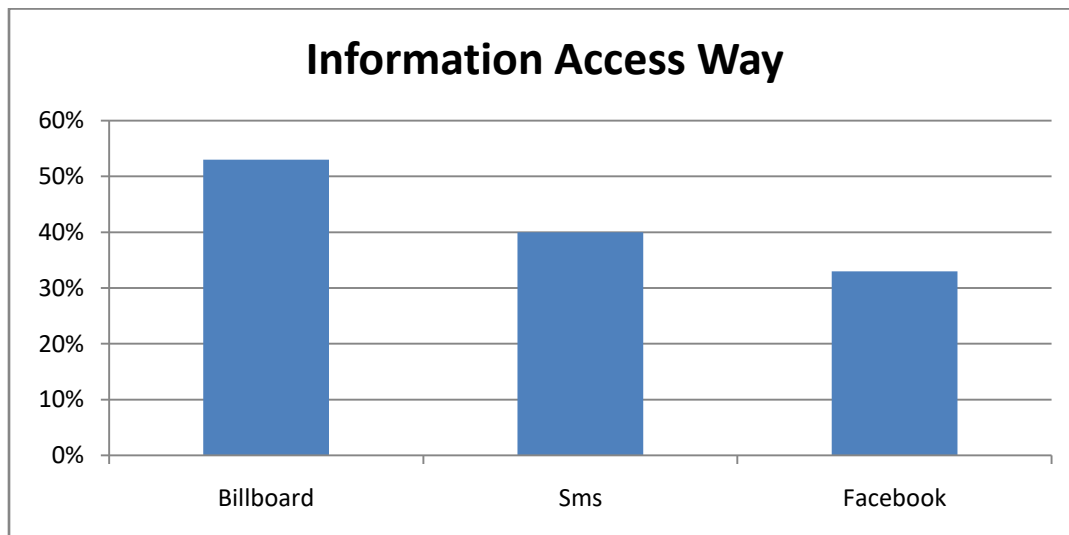
For that we asked the population which newspaper they read the most and which mobile operator they use most.



As we can see Bangladesh protidin has a better number of reader than any other, but another survey of ours show that Prothom-alo has much more reader than any other. This put us in a dilemma on which newspaper to choose for leaflet purpose. Than we started to view the newspaper read according the location which is very close to the bashabo zone.



Mobile is one of the best ways to reach the people directly. So we also emphasized on the mobile network system of the customer.



Billboard has been a very useful medium for all sort of people. It is much more visible in the human eye .this surveys even states that people gets more information from billboard. So we selected this medium.

SMS is also a great deal for giving a particular message to the people. The core benefits of SMS marketing are:

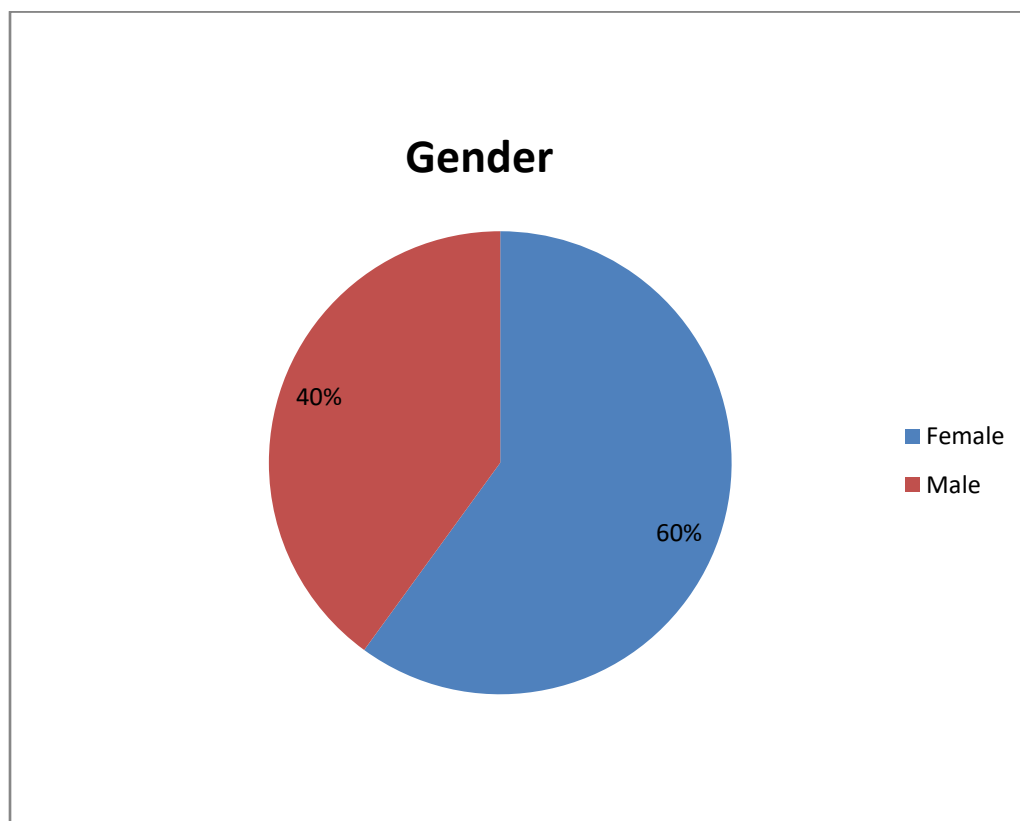
1. Exact message is seen by recipients
2. Exact amount of people are chosen and delivered the message
3. Possibilities of seeing the message is much more than other.

Facebook is one of the best sources for people of this generation so a huge number of them relies on it. So we have to take this in consideration.

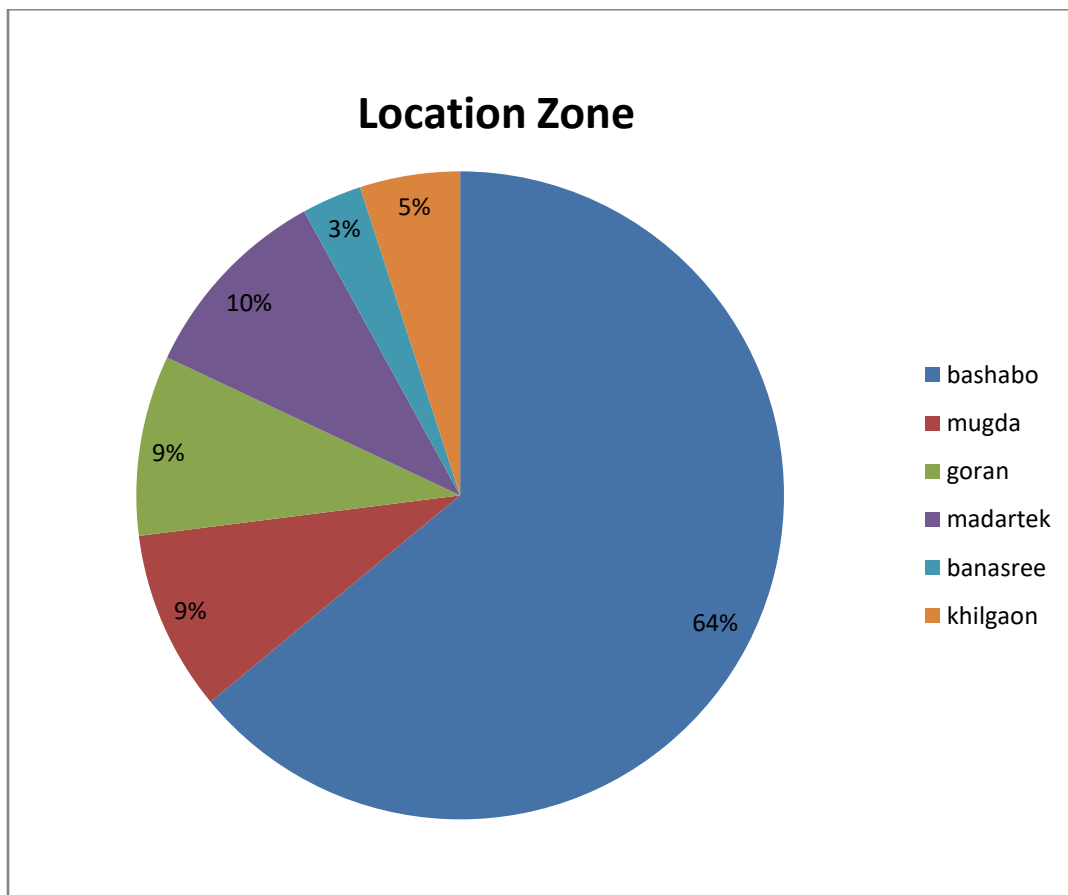
After this survey we have started the marketing campaign for bashabo outlet

2nd survey:

After the marketing campaign we wanted to see the effect of marketing campaign though some research. In order to do that we conducted a survey on total 60 people where the first survey was on 30 people on the last day of marketing campaign. Then the other 30 people were surveyed after the campaign. The overall report finds the effect of marketing campaign designed for Aarong Bashabo outlet.



Aarong is very famous for almost all of their product. But female customer of Aarong is much more than the average men number. Although male customer also have big deal of shopping from Aarong regarding the Eid ceremony. Overall the marketing strategy of Aarong doesn't rely on the gender of customer. All people who have good taste of fashion will eventually like Aarong as it has a diversifies product line.

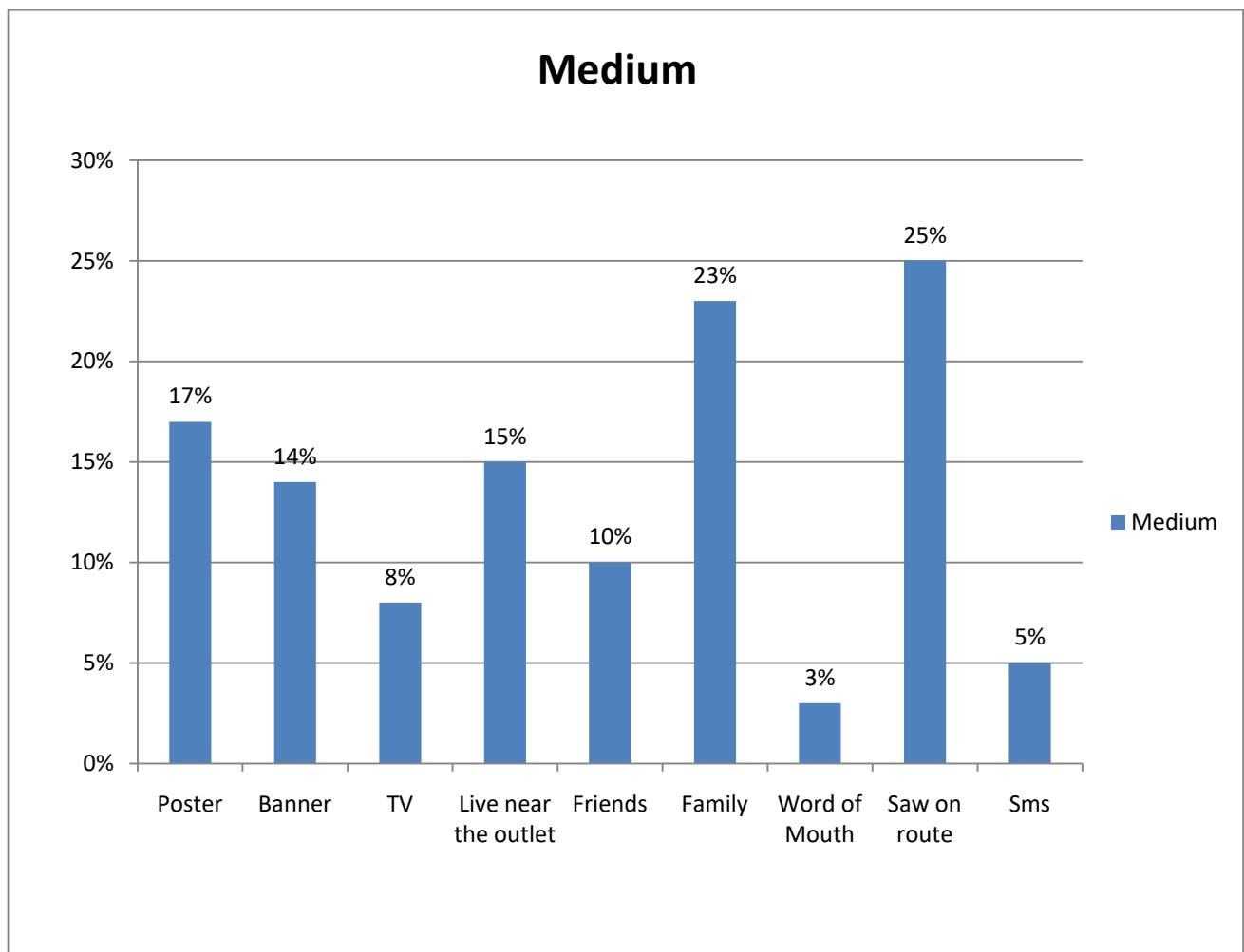


So far the biggest number of customer was from bashabo. As the outlet is in bashabo so we think people of that particular area is much more interested in it.

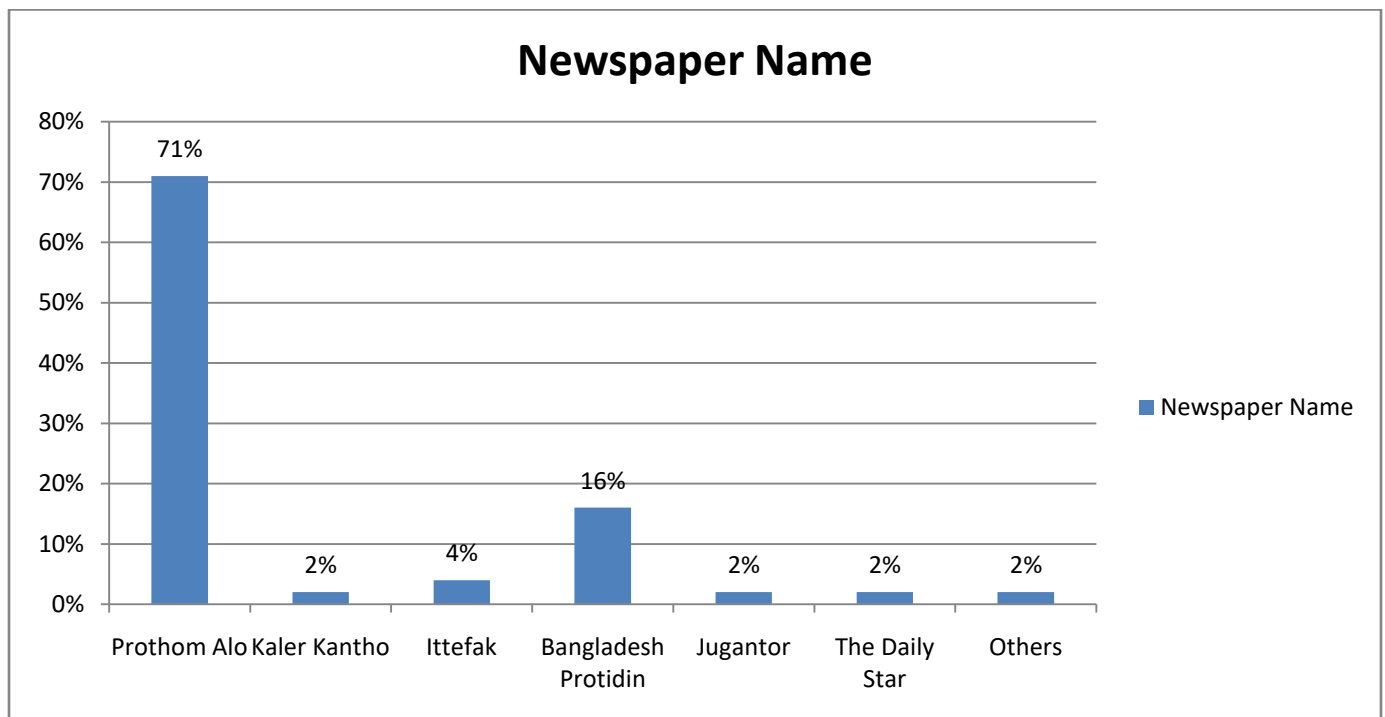
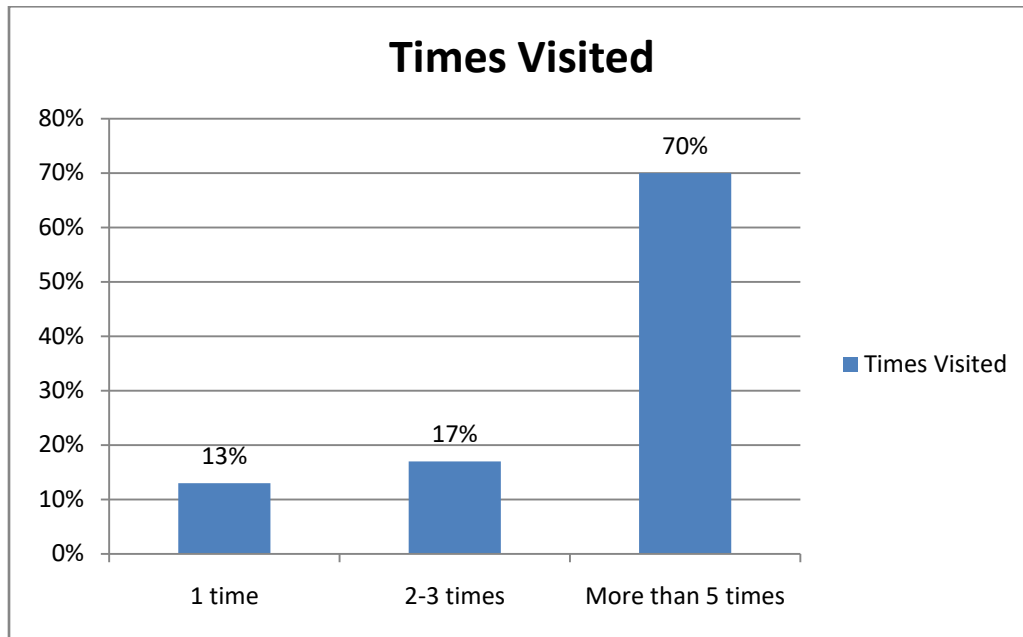
But in the same way it also shows that people from other places don't come here that much. So we think branding on those places didn't go very well. As we prepare our self for more and more

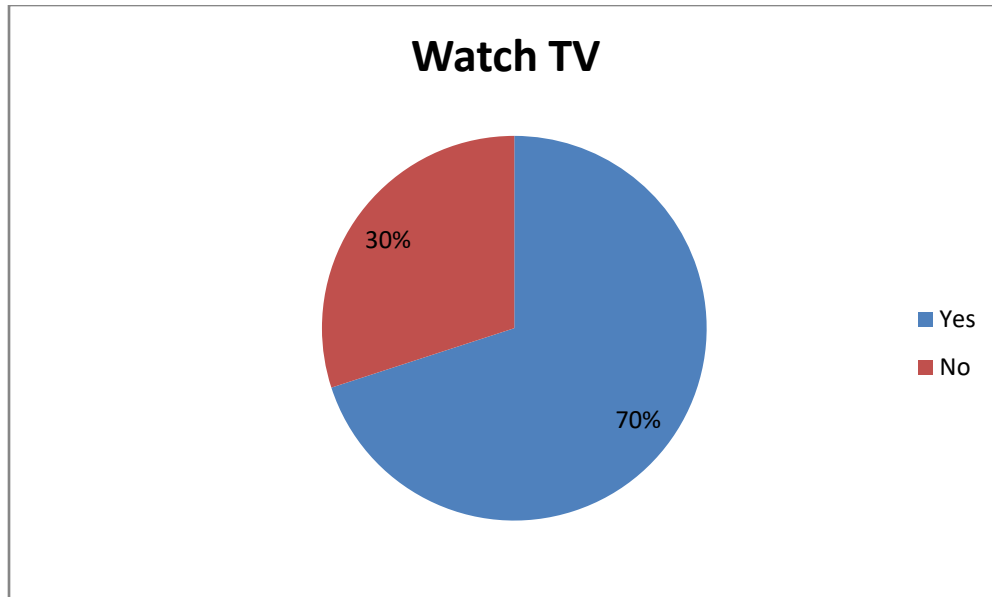
branding strategy on those particular places. A large number of banner and poster will be given there for this purpose.

On this survey we asked people how they know about Aarong Bashbo outlet.

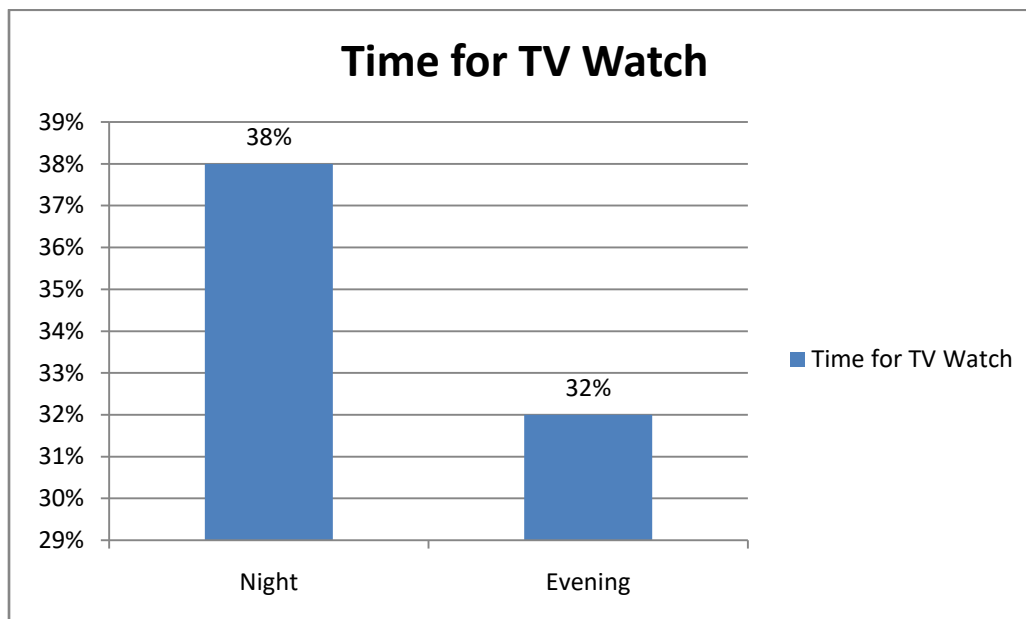


In this research we found that people have known about Aarong on the way they were going to their house. So the Aarongs logo was catchy enough for them to get the attention of the customer. Apart from them people got to know about it from their friends and family, so oral marketing is taking place over here. Poster and banner are also effective in this marketing campaign.

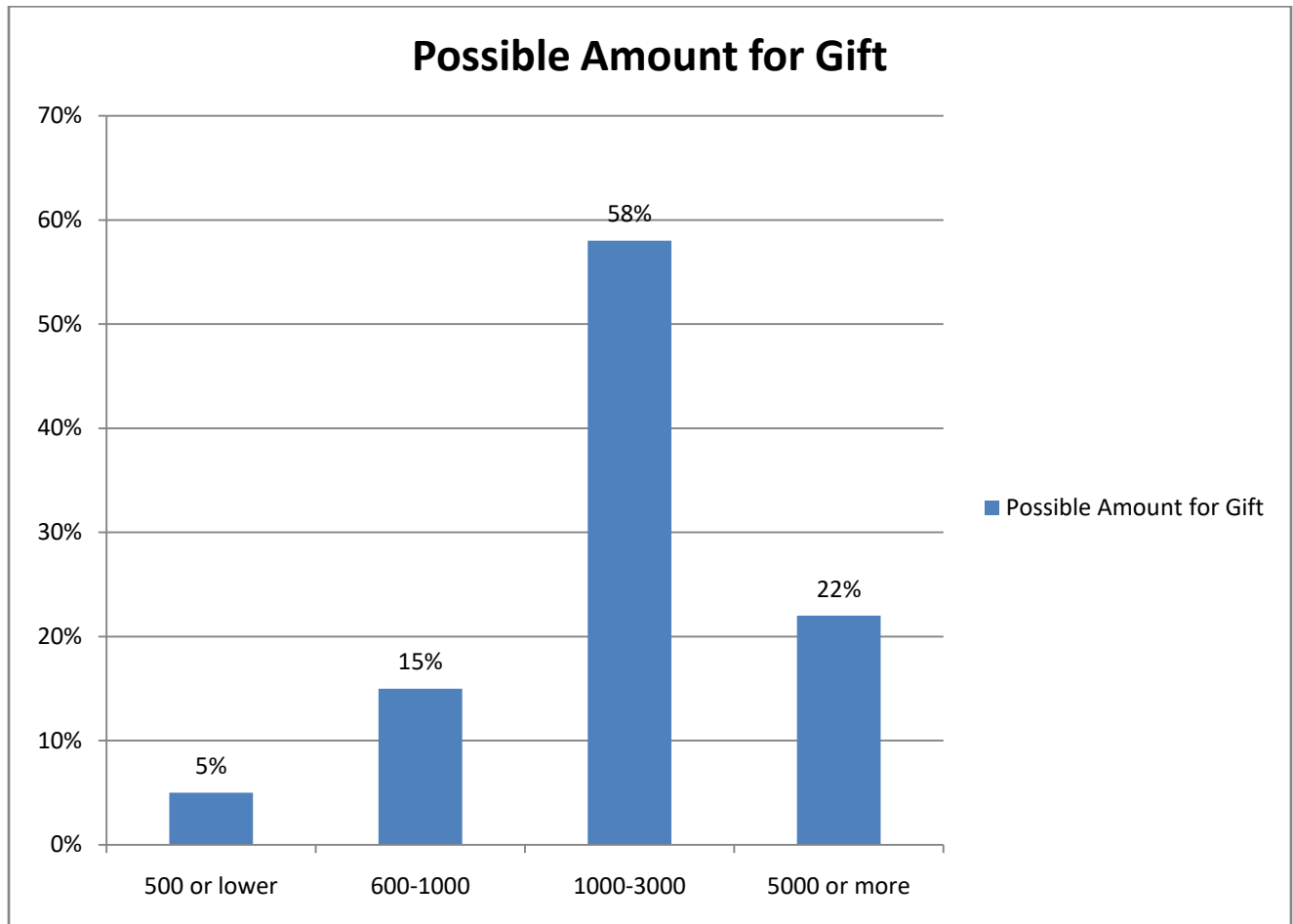




We wanted to give some detailed tv advertisement to spread the news of Aarongs arrival. So we wanted to know if people watch TV or not. If they watch TV then we need to identify which time is the pick time for the customer so that we can reach them the most with the limited cost.

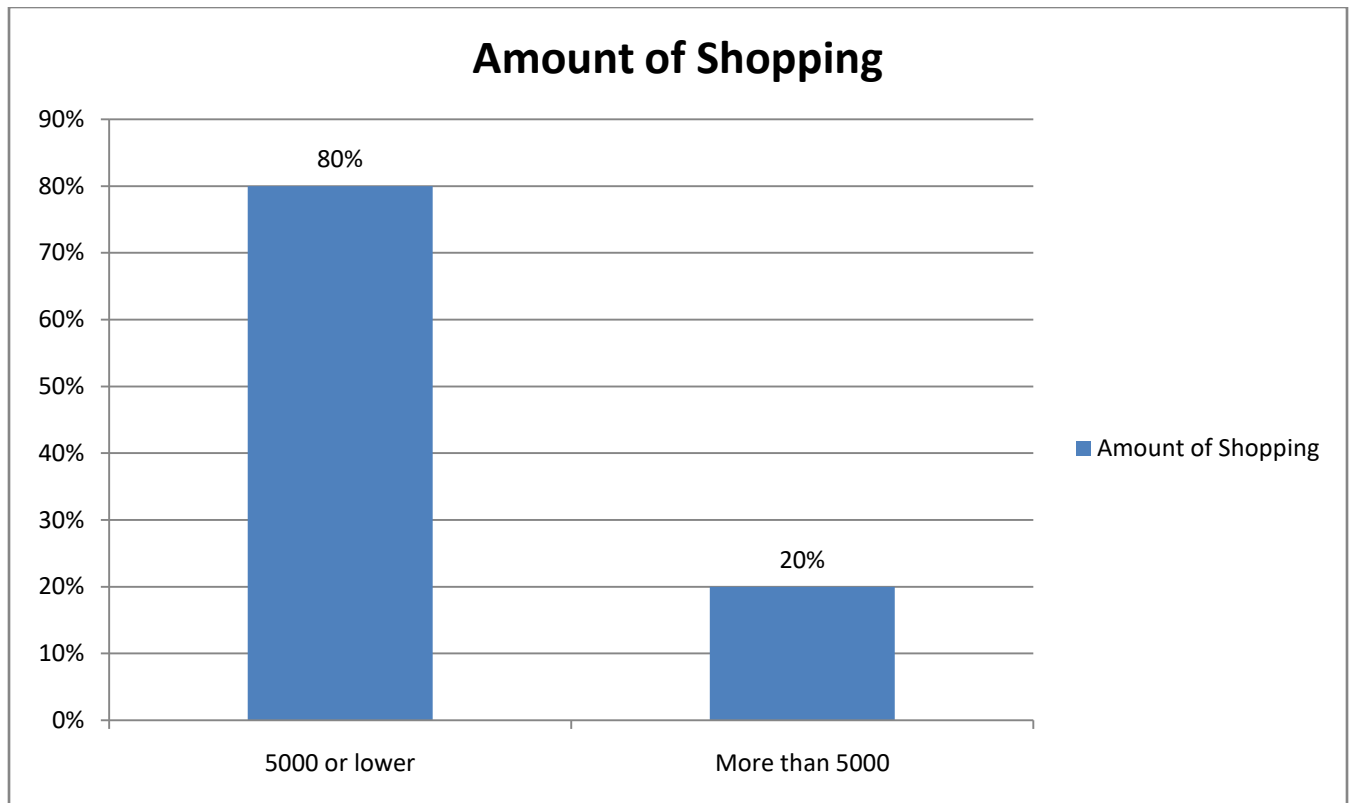


As my manager wanted to have an idea for the gift item of Aarong we asked people about their budget on gift and occasion of giving that gift.



As for the occasion of giving the gift most of them answered that they give gifts on marriage program or birthday or different random occasions.

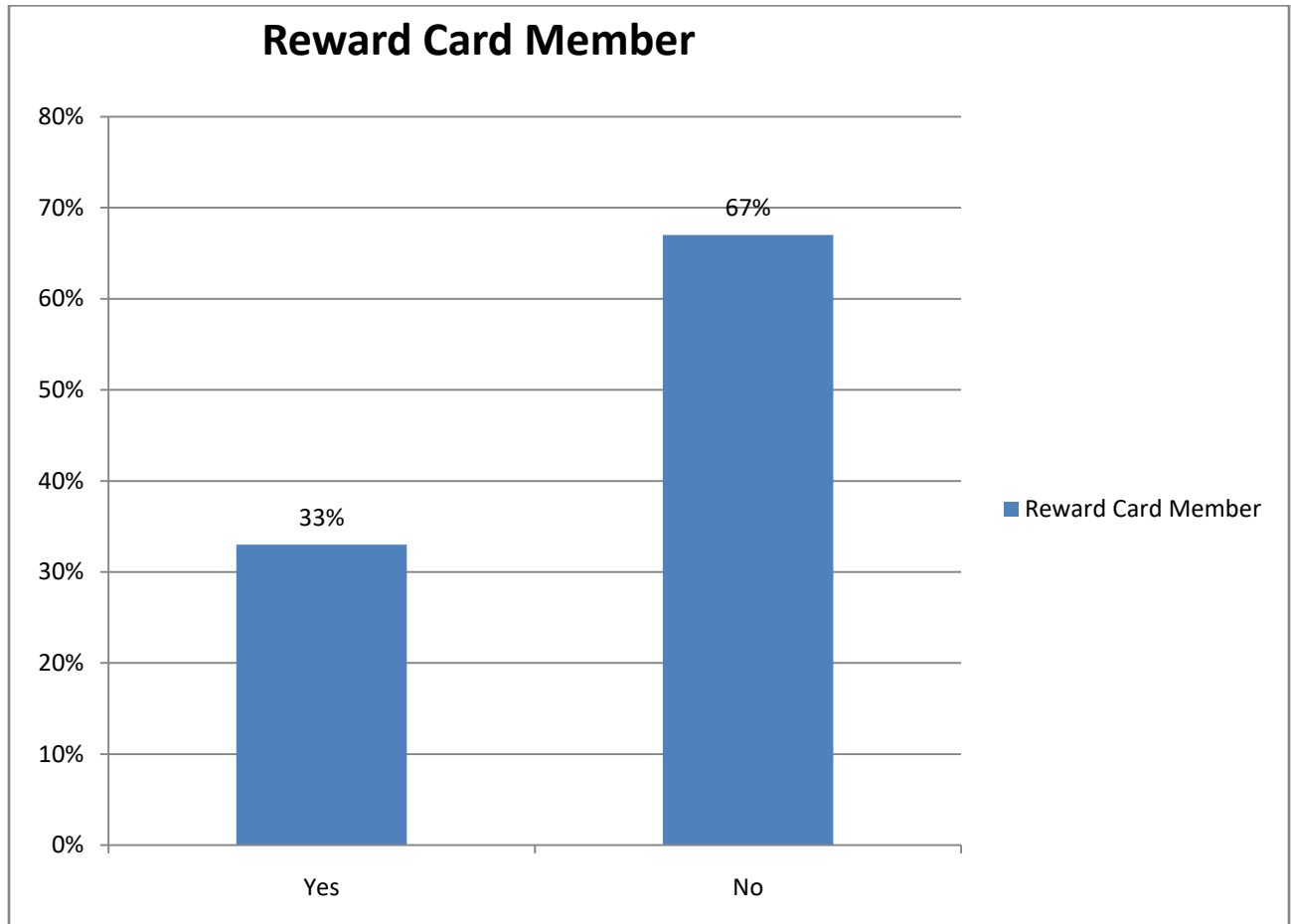
After that we have analyzed the purchase behavior of the customer in order to find out if the marketing campaign has effected them or not and if they are eligible for the CRM campaign.



As my manager wanted to have the display item a little more sorted he wanted to ask the respondents about their purchase budget. This question and answer gives us idea about which sort of purchase happens in Aarong most. As we can see that below 5000 taka items are sold more so we will try to have more products which ranges to 5000 in order to increase the sale number.

The manager of that outlet also agreed with us and urged us to customize the pricing only for that specific area.

In order to conduct the CRM activity we have asked the respondent if they are reward card or not.



So the loyalty program of Aarong is as much as anticipated. We had a thought that people of bashabo is not that much active with Aarong. But a 33% card holder member shows the big opportunity and possibilities to conduct business here.

Chapter 4: Analysis and Implication.

Findings:

As our first question was to find out if the people shop from Aarong or not.

Well among the entire participant we found out that before the marketing campaign most of the people used to know about Aarong Bashabo outlet but didn't went to shop there. So we had to analyze the reasons not to buy in Aarong bashabo outlet.

The options for not to buy at Aarong Bashabo was

1. Could not manage time to go
2. Don't know about outlet
3. Will go when needed
4. Location not convenient

Among the option we can see that people couldn't go to the outlet because couldn't manage time. So my manager has told that this is a temporary situation. People don't know about its arrival properly and don't know about the special advantages they can get over there. In time when the marketing plan will be executed people will be much more interested in shopping In Aarong Bashabo Outlet.

Location:

Most of the people came from bashabo outlet. So the main marketing campaign will be conducted to attract the people in bashabo zone.

Print media:

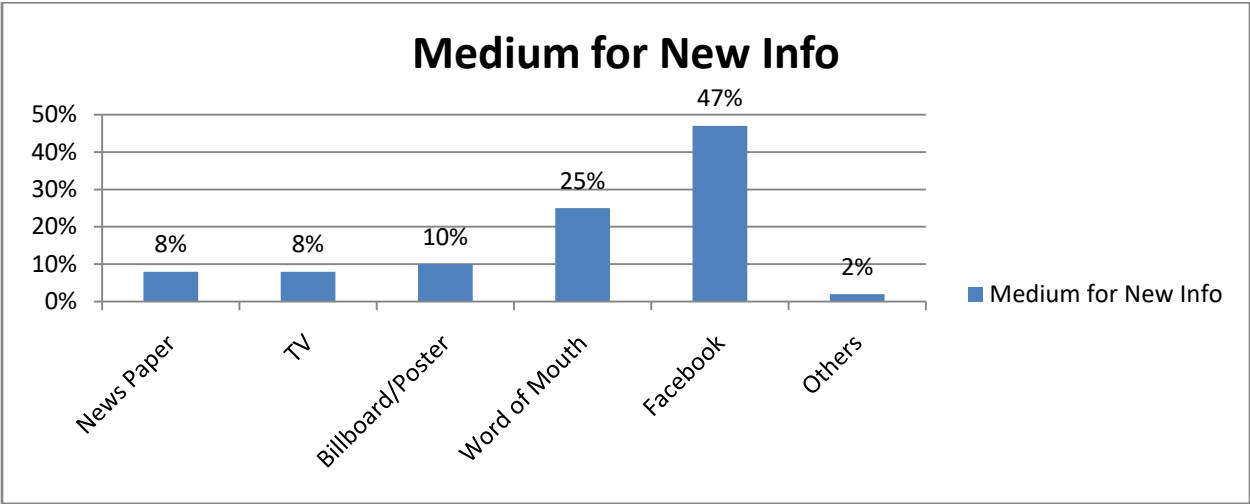
In the first survey we find that around 36% respondent reads Prothom-alo and Bangladesh Protidin. But on our second survey we found that around 71 % customer reads Prothom-Alo on a daily basis. So we have selected Prothom-alo for our print media advertisement.

I have contacted the editor of prothom-alo of the gulshan branch and handed him the necessary leaflet to conduct the branding process. There were several ads on the newspaper too about the arrival of Aarong.

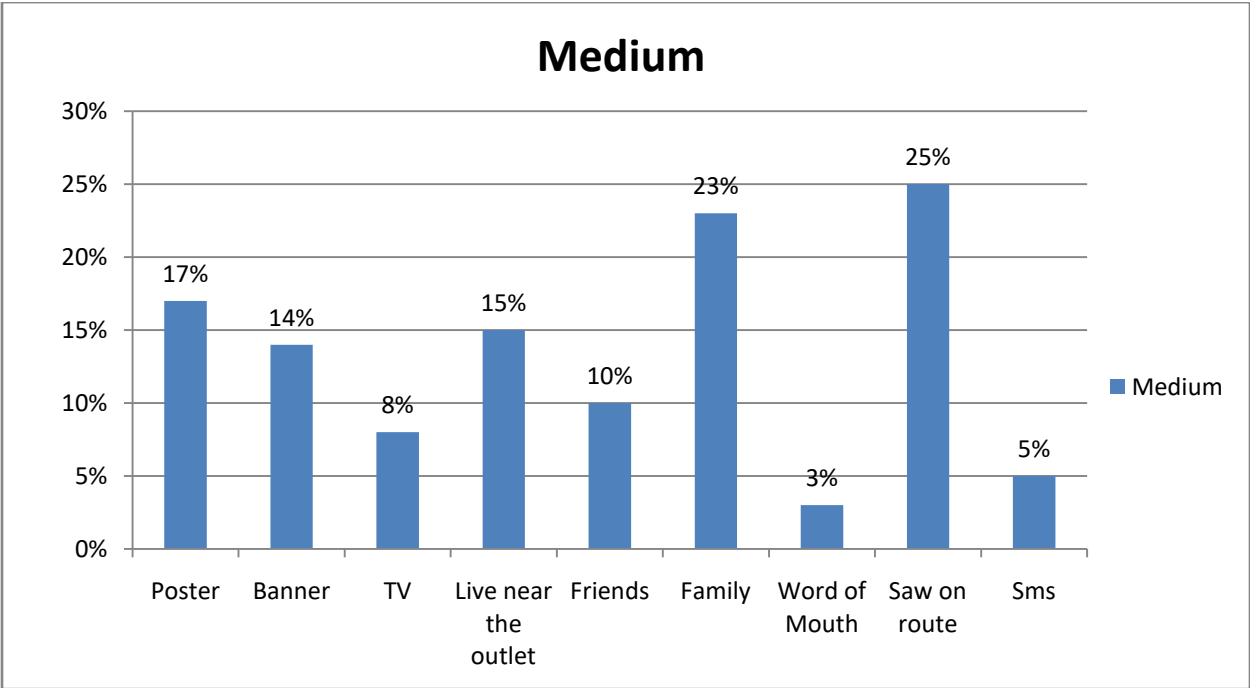
Information access way:

As we asked the people about their most convenient information access way on the first survey they said that it was billboard. So we have decided to have some billboard on the bashabo circle and other places.

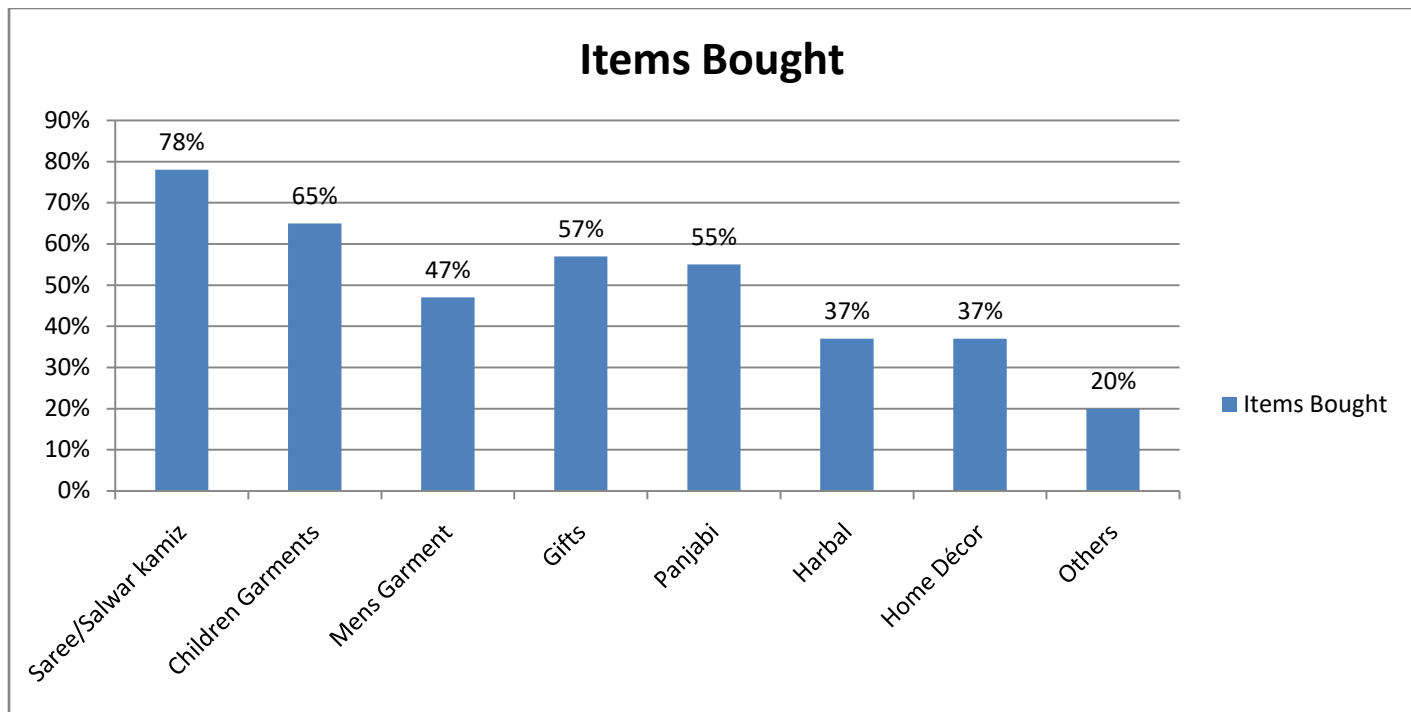
But according to our second survey the most information source was Facebook. So we have conducted some digital marketing on the Facebook.



The following graph shows that people have known about Aarong through the route of bashabo. As Cho (2015) said that sensory images has much more effect on branding. So we concluded that the banner and billboard has been much more effective on the customer of Aarong.



This graph shows that people have known about aarong through the route of bashabo. So we concluded that the banner and billboard has been much more effective on the customer of Aarong.



From this graph we find out that the most bought item of Aarong is Salwarkamiz and Saree. So my manager has told me that we need to improve the segment of SalwarKamiz to get the market domination and loyalty of Aarong customer.

In our marketing campaign we also used this information and gave discount rate on SalwarKamiz of Aarong Bashabo outlet.

Possible amount for gift:

Marketing supervisor wanted to have an idea of the gift item. According to the graph shown on second survey the possible amount for gift item is 1000-3000. So she notified the production manager that we need to have much more gift product that has this price tag.

This price tag can influence the customer to show that it's in their budget list and they can purchase it anytime. As my manager wanted to have the display item a little more sorted he wanted to ask the respondents about their purchase budget. This question and answer gives us idea about which sort of purchase happens in Aarong most. As we can see that below 5000 taka items are sold more so we will try to have more products which ranges to 5000 in order to increase the sale number.

CRM:

In order to conduct the CRM activity we have asked the respondent if they are reward card or not.

As 33% of the customers are reward card member and 67% is not it shows that people quite familiar with the reward card member. As So (2013) has said that branding has very low effect on customer loyalty program. So we are relying less on the branding for the increase of card member.

So in order to get the reward card membership increase we gave a big offer of half the regular price to become a reward card membership. By purchasing 5000 taka product anyone can become a reward card member. Through that reward card people can have a lot of facilities.

Enjoy
exclusive offers with our valued partners

my Aarong rewards

Restaurants

 10% Discount	 10% Discount	 10% Discount
 up to 30% Discount	 15% Discount	

for details please visit aarong.com

Membership just got more rewarding!

Aarong

Basic finding from 1st and 2nd survey:

1. People don't go to Aarong Bashabo because a number of them don't know about it, others don't have time to shop and some don't find the place convenient
2. From the first research we found that people knows about Aarong Bashabo from on route (while passing) and others knew from their friends and family.
3. Most of the people who went to Aarong Bashabo went there on Eid-ul-Fitr.
4. People of that area thinks that Aarongs price is too high

Other findings from the research:

1. People of that place are of low income. So we think they will not buy from Aarong regularly. But they will buy on occasions.
2. Need a lot of marketing campaign to spread the news of new outlet arrival.
3. Need some time for the people to adjust with Aarongs culture.

Branding Implication:

		Item	Details	Qty/ Size	Duration
1	CRM	MARC Membership	Purchase worth 5000 Taka at Basabo and get MARC membership		15 days
2	SMS	Location based SMS via GP, ROBI	Local GP and Robi users at Basabo, Shobujbag, Maniknagar, Goran, Khilgaon, Mugda, Madartek, Shantipur, South Banasree, Meradia, Komlapur, Shahjahanpur		
3	Leaflet	4 Color leaflet Insertion with daily newspaper in select area	Leaflet with Basabo outlet information to be inserted into local newspapers in select areas	10,000	3 days
4	Lightbox	Vertical thin lightbox with Aarong logo	At the outlet entrance/ Street corner		
5	Outlet branding	2 Pillar branding	2 pillars at the entrance of Basabo outlet branding with 10'x 3' banners	10' x 3'	
6	Billboard	Printing by Signage (2 New billboards)		30'x 15'	
7		Billboard rental (new billboard)			
8	Road side branding	200 pcs festoon (PVC and Cloth)	Information on Basabo outlet and location	200	
9	Poster	Postering on walls	Large poster in residential area	1000	
10	TV	Local cable movie channel	Scroll Ad on Basabo outlet information on local cable channel		15 days
11	Digital	Facebook	Communication on Basabo outlet to targetted (location) audience		

Questionnaire1:

1. Do you shop at Aarong?

1. Yes 2. No

2. Which outlet do you shop from?

1. Moghbazar 2. Gulshan 3. Dhanmondi 4. Jamuna Future pak 5. Wari 6. Lalmatia

3. Do you shop at Aarong, Bashabo outlet?

1. Yes 2. No

4. What items do you usually buy from Aarong?

1. Children garments 2. Food/Herbal 3. Men's garment 4. Panjabi 5. Leather 6. Household
7. Others

5. Why don't you shop at Aarong Bashabo outlet? (3 Ponits)

6. Where do you do your grocery shopping? (Chal/dal/vegetables/daily item)

7. Where do you do your occasional shopping? (Eid/Puja/Gift/Pohelaboishak)

8. Are you active with the Facebook page of Aarong?

1. Yes 2. No

9. Which mobile network do you use? (1.GP 2. Robi 3. Airtel 4. BL 5. Citycell 6. Teletalk)

10. Which newspaper do you keep at home?

11. How do you think we can inform you about various offers from Aarong?

1. Newspapaer 2. Magazine 3. Billboard 4. SMS 5. Facebook

Questionnaire 2:

1: How did you know about Aarong?

Poster

Friends

Banner

Family

TV

Word of mouth

Live near the outlet

2: How many times have you visited Aarong Bashabo outlet?

1 time

More than 5 time

2-3 times

3: How much amount have you shopped today?

Lower than 5000

more than 5000

4: Usually what do you buy from Aarong?

On an average how much do you spend on Gifts?

0-500

1000-2000

600-1000

2000-3000

5: Usually on occasion where do buy outside Aarong ?

6: How do you get new information about a new product?

Newspaper

Billboard

TV

Facebook

7: Do you watch TV regularly?

Yes

No

Which time?

Which channel?

Recommendation:

Branding suggestion: (implemented)

Suggested location and branding:

KhilgaonTaltola market:

Near Alfresco restaurant: Place two cloth banner on both side of the road facing each other's opposite direction.

One Cloth banner right in front of taltola market on the big thumb.

Opposite road of chayabithi:

10-20 posters covering the whole road.

Balurmadh to BuddhoMondir:

50 posters covering the whole road.

Madartek:

20-30 posters covering the whole road.

Goran and Tilpapara:

30 posters in front of Ali Ahmed School and TilpaparaKaporergoli.

One banner in front of kaporergoli beside the Kebab house.

Mugda:

50 poster beside the road to tikatuli

10 cloth banner from mugda to kamlapur rail station.

Kamlapur:

20 poster on both side of the station road.

20 cloth banner in front of station and different space of rail station.

Other recommendation:

Online Activity increase:

As Parrot(2015) said that online behavior of any product can determine the products activity among customer. Aarong has comparatively less online activity. So I would strongly recommend them to increase their online activity. More promotional activity on facebook and different discount offer for the Aarong website would definitely increase the online activity.

Pricing Strategy:

So far the people of Bashabo are of low income. Their budget for fashion and lifestyle product are also less than other Aarong outlet location. So I think their pricing strategy for bashabo outlet should be revised. Lower priced but popular product can be displayed in there. Some occasional offer to increase the awareness about the outlet should be maintained.

Various Marketing Campaign:

New monthly based campaign should be introduced in the bashabo outlet area. People of that place isn't habituated with the lifestyle of Aarong as the nearest outlet was in Moghbazar and people didn't used to shop from there very much. So as the arrival of the outlet we need to introduce the people of that are the heritage and history of Aarong and its craftsmanship

Fashion show:

In the Wari outlet we have conducted a fashion show for puja preview show. That fashion show has really inspired the people of Wari to purchase the product. Through that fashion show people have seen how the dress looks on real human being less than the mannequin. So they have been satisfied with the service and started buying them. In just one month after the fashion show the product sale has increased exponentially

Increase customer loyalty:

In order to get a market domination which is a goal of the marketing department they need to increase the customer loyalty. By decreasing the card membership price they can get a lot of customer who will be loyal for Aarong for a long time to get some benefit. Along the time Aarong will be benefited a lot too.

Conclusion:

Aarong being a way of life retail chain of 37 years with its endless system of providers and operations has given a superb ground to do my entry level position as I could get real life involvement in a wide range of territories and was given obligations that built up my aptitudes. Aarong's exercises has been exciting to see since they have a many-sided handle that prompts to the item outlines from the hands of the creators through the artisans, merchandisers, distribution center lastly to the outlets. My chief and promoting director contributed incredibly to my learning procedure by calmly instructing me furthermore believing me with key duties. Furthermore having different representatives value my work additionally roused me to give my best in this field. Henceforth my profession arrangements are set to keep working in the field of Marketing, particularly Branding.

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Overview of Aarong:

Aarong is the main brand who has attempted the obligations to save the national specialties and styles of Bangladesh furthermore guaranteeing country craftsmen a superior way of life than some time recently. The term Aarong remains for "Village Fair" and the brand is intended to set up a significant relationship to its provincial roots. Today, Aarong has built up 16 retail locations all through the nation and 85% are ladies working. Aarong has maintained an elevated requirement regarding craftsmanship and outlines of its items. UNESCO has granted Aarong for the perfection of Handicrafts.

Men's Products	Women's Products	Home Textile	Leather Products
Panjabi	Sarees	Products	Shoes
Shirts	ShalwarKameez	Bed	Bags
T-Shirts	Kurta	Table	Wallets
Fatua	Ladies Panjabi	Living	Belts
Kurta	Shawls/Scarves	Kitchen	Boxes
Scarves and Uttorio	Shoes	Kids	Photo Frames
Sandals	Bags	Rugs	Office
Sherwani	Fabrics	Fabrics	