Report On

“Uses of the IMC tools for boosting the selling process and communication to attract customer of Esperer Global”

By

Sayeda Sanam

15104191

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of

Bachelor of Business Administration

BRAC Business School]

BRAC University

May [2023]

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing a degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

____

Sayeda Sanam

15104191

Supervisor's Full Name & Signature:

____

Rahma Akhter,

Senior Lecturer,

BRAC Business School

Letter of Transmittal

March 22, 2023

Ms. Rahma Akhter

Lecturer, BRAC Business School

BRAC University

Subject: Submission of Internship Report

This is my great honor to submit the internship report that I have prepared for the last 3 months at Esperer Global under the sales and marketing department.

During my internship, I was able to gain valuable experience in [skills learned]. My supervisors were very helpful and supportive, and I was able to develop the skills necessary to be successful in my career. I have included my report in the attachment. I believe it provides a comprehensive overview of my work and accomplishments during my internship.

I am grateful for the opportunity to have worked with **Esperer Global** and I am confident that the experience I gained will be invaluable in helping me reach my career goals.

Thank you for your time and consideration.

Sincerely,

....

Ms. Sayeda Sanam

ID: 15104191

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between Esperer Global and the undersigned student at BRAC University named Sayeda Sanam for the commitment of preventing the unauthorized disclosure of confidential information of the organization.

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Esperer Global

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Sayeda Sanam

Acknowledgement

I would like to express my sincere gratitude to all those who have contributed to the successful completion of this internship report. I would like to thank my internship supervisor Mr. Dewan Mohammad Joy for providing me with guidance and support throughout the internship period. I am deeply appreciative of your valuable advice and feedback that enabled me to learn and grow during my internship. I am also thankful to my colleagues at the department who provided me with assistance and support when I needed it the most. I would also like to thank my friends and family for their encouragement and support throughout this process. Finally, I am grateful to all the people I interacted with during my internship, whose knowledge and expertise have been invaluable to my growth and development. Thank you all for making this internship report a success.

Executive summary

This executive summary provides an overview of the retail/wholesale trading company of Bangladesh. Esperer Global has been in operation since 2017 and mainly working as wholesaler/retailer of agricultural food products, construction items in Bangladesh. The company has a well-established network of farmers, distributors, and retailers, and is a key player in the agricultural sector. its mission is to provide high-quality, cost-effective agribusiness solutions to customers. The company's primary objective is to ensure that farmers, distributors, and retailers have access to the best quality products at the best prices. The company has an extensive distribution network, with a presence in all districts of Bangladesh. It is committed to promoting sustainable agriculture and is actively involved in research and development initiatives. They are also providing internships to students from various universities in Bangladesh from 2019. The internships provide students with hands-on experience in the agribusiness sector and allow them to gain valuable skills. The company has been successful in achieving its goals and is continuing to expand its operations. It is well-positioned to remain a major player in the agricultural sector in Bangladesh and to continue to provide high-quality agribusiness solutions to its customers. Though wholesale trading is their core business, the company also specializes in producing unique and bespoke corporate and customized gifts items, such as t-shirts, mugs, bags, key chains, pens, and other promotional products. The company has a strong presence in Bangladesh and is well-known for their quality products, competitive prices, and quick turnaround times. In addition, they offer a wide range of customization options, such as screen printing, embroidery, and engraving. Further, they provide design services, helping customers create the perfect product for their needs. Finally, the company has an experienced customer service team to ensure customer satisfaction. This report serves as a summary of the corporate and customized gifts item company of Bangladesh, outlining their services and core offerings.

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Chapter 1
Overview of the Internship

1.1. Intern Introduction:

Name- Sayeda Sanam

ID- 15104191

Major In Marketing

Minor In Human Research Management

Brac business School

Brac University

1.2. Internship Site-

Esperer Global is the business where I will be completing my internship, and it is a wholesale trading focused business. This business is located at Banani, House – 58, Road- 7A, Block- H, Dhaka- 1213, Bangladesh.

1.2.1. Internship Details:

Mr. Mehedi Hasan Momin, Assistant General Manager, was my mentor during the internship. He was put me on a daytime marketing team at the business. Each team in a unit is led by a team leader, who sets daily goals for the team to achieve. I completed the objectives and deliver them to my supervisor and the team captain. After a week of doing this, my supervisor reviews the progress reports from the team leaders of each unit, evaluates them, and assigns me a grade for the week.

Period: The duration for this internship project is made till 30th April 2023, Starting from 1st February.

Company Name: Esperer Global

Department: On field Marketing.

Address: Banani, House – 58, Road- 7A, Block- H, Dhaka- 1213, Bangladesh.

1.2.2. Internship Supervisor Details

Name: Mehedi Hasan Momin

Designation: Assistant General Manager.

1.2.3. Job Scope:

Position- Intern

1. Contribute to the creation of marketing materials such as brochures and presentations.
2. Examine marketing data to learn about client behavior and preferences.
3. Investigate and recommend new marketing opportunities, such as social media campaigns or strategic alliances.
4. Create content for websites, blogs, and other online venues.
5. Keep an eye on industry trends and rival activities.
6. Assist with promotional event planning and implementation.
7. Assist the marketing team with administrative tasks.
8. Collaborate with third-party vendors such as designers and printers.
9. Update and maintain the company's customer and prospect database.
10. Take part in brainstorming sessions to come up with new ideas.

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1.3 Internship Outcomes:

1.3.1. Contribution to the company:

As a marketing intern, they assisted the organization in various capacities. This involved multiple tasks handled with efficiency and attention to detail.

1. Assist in the development and implementation of marketing plans
2. Market research must be conducted to identify potential clients and growth opportunities
3. Following this, various digital marketing strategies should be designed and implemented to capitalize on these opportunities
4. Maintain and improve the company's social media accounts
5. Create content for blogs, websites, and other digital platforms

6. Monitor, analyze, and report on marketing performance and key performance indicators (KPIs)

7. Work with other teams to guarantee the successful completion of marketing tasks

8. Generate creative solutions to marketing problems by brainstorming ideas

1.3.2 Benefits to the Student:

1. **Gaining valuable real**-world experience: Working as an intern provides students with the opportunity to gain valuable real-world experience in their chosen profession, helping them understand the essential skills required to succeed in their desired industry and appreciate the importance of professionalism. Such practical exposure can prepare students for a fulfilling career ahead.
2. **Developing a professional network:**Developing a professional network is an essential aspect of pursuing any career. Internships provide an excellent opportunity for students to connect with experienced professionals in the industry they are interested in. These connections can be invaluable sources of knowledge, advice, and even job prospects. By building their networks during
3. **Enhancing their resume:**Internships allow students to showcase their skills and achievements in a professional environment, which can be tremendously valuable when seeking employment or further education. By enhancing their resume through demonstrated experience, individuals can differentiate themselves from others vying for the same opportunities.
4. **Earning college credit:**Earning college credit is possible through internships provided by many universities and colleges. This option can help students attain their degree sooner while saving them money in the long run.

Chapter 2
Company overview

2.1 Introduction:

2.1.1 Objectives:

This report will provide an overview of the organization and its many roles. The paper illustrates several marketing, management, and financial strategies. To be successful, retail/wholesale trading enterprises in Bangladesh rely on a combination of marketing, sourcing, and supply chain tactics. The following are some of the major aspects of each of these areas:

Marketing Techniques:

1. Advertising: Retail and wholesale trading companies in Bangladesh use various mediums to advertise their products and services which includes television, radio, print, and digital media.
2. Promotions: To entice prospective customers, multiple promotional strategies are employed by businesses, including providing reduced prices, buy-one-get-one-free deals, and loyalty programs.
3. Public Relations: Retail and wholesale trading companies maintain positive images by cultivating strong relationships with influential community members and media professionals. To bolster their image, businesses can partake in publicity measures that gain them coverage and backing from the public.
4. Social media: Businesses utilize social media to promote products, engage customers and foster brand loyalty.

Sources of Information:

1. Local Suppliers: They also employ local suppliers as a means to advertise goods and can benefit from international sourcing of products which are superior in quality yet priced competively while assuring quality control by producing their own items economically.
2. Overseas Suppliers: Many enterprises prefer acquiring goods from foreign tradesmen due to a variety of advantages. Generally, these providers offer an array of a better-quality commodities at competitive prices that attract many businesses.
3. Own Manufacturing: Some organizations manufacture their own items in order to save costs and guarantee satisfactory standards.

Supply Chain Management:

1. Inventory Management: Retail/wholesale trade organizations carefully control their inventory levels to avoid product overstocking or understocking.
2. Transportation: Companies use various modes of transportation to move products from suppliers to warehouses and then to retail stores, such as using automated systems for inventory management and picking. 3. Warehouse Management: Retail/wholesale trading companies use modern technology to manage their warehouses efficiently, such as using automated systems for inventory management and picking.
3. Delivery: Companies deliver products to clients using their own delivery fleet or third-party logistics companies.

To remain competitive and meet client expectations in a volatile market, retail/wholesale trading enterprises in Bangladesh employ a mix of marketing, sourcing, and supply chain methods.

2.1.2 Scope:

As an intern, I learned administrative chores such as data entry, filing, and phone answering. I was also given research tasks to complete or the opportunity to shadow and assist seasoned professionals. In addition, I worked on larger projects, took on tasks such as writing reports or presentations, and contributed to ongoing organizational activities.

Aside from acquiring actual experience and learning new skills, I was given networking chances that could lead to future job opportunities. I had to cultivate professional relationships with supervisors, coworkers, and other professionals in their area, which can be extremely beneficial to my future job chances.

I was given an excellent opportunity to obtain hands-on experience and build abilities in a real-world scenario.

2.1.3 Limitations:

It was tough for me to collect the data all by myself because time was limited and the teams were very busy with their jobs, so I had few opportunities to seek their help with the information. As a result, I had to supplement the core data with secondary data to fill in various gaps. The company also kept strict confidentiality, making my data collection method more difficult. The report could have been more enlightening if there hadn't been a deadline and more anonymity.

2.2. Overview of the company:

Esperer Global is a national trader and supplier of materials to various government, semi-government, and private projects. Mr. Abdullah Safi founded Esperer Global on July 9, 2017 in

Dhanmondi, Dhaka. Since then, this institution has been the definitive realization of the founder's long-cherished creative concept. Esperer Global is at the absolute top of the list for uninterrupted supply services. Many of the famous facilities are owned by Esperer Global. Furthermore, the company provides a diverse range of products such as agricultural food items, leather goods, and accessories. Esperer Global is well-known in both the domestic and international markets for its high-quality products and customer service. It employs approximately 180 people in total. However, its overall revenue in 2022 is expected to be BDT100 crores. The company sells its products in a variety of countries, including Dubai, Malaysia, and Thailand.

EspererGlobal's trading operation is primarily focused on importing and distributing consumer goods and industrial products in Bangladesh. The company obtains its products from major manufacturers and suppliers all around the world and then distributes them through a large network of distributors and merchants throughout the country.

Among their trading products are leather items, food items (agricultural), personal care products, constructional materials such as earth filling vitti sand, selection sand, tosha stone, and Indian pakur stone, and household essentials.

They spent extensively in logistics and distribution infrastructure, including warehouses, cold storage facilities, and a fleet of delivery vehicles, to run their trading operation. A team of experienced sales and marketing specialists works closely with the company's partners and clients to produce tailored solutions that match their individual demands.

Overall, EspererGlobal's trading business is an important part of the company's overall business plan, allowing it to expand its reach and revenue streams in Bangladesh's fast rising economy.

2.3 Management practices:

Esperer Global is set up as follows:

The company has a chairman (who is accountable for all organizational choices), an administrative director (who assists the chairman's decisions), and directors (who review all information and sales by the marketing division). The company has two directors and four individuals on its management team. The marketing division is divided into five groups. Each group consists of four or five people. The senior marketing executive is the employee in charge of the full four-person group. The Executive comes next in the hierarchy, followed by the assistants. Each of them is in charge of their own specialized responsibilities.

How it had been organized-

2.3.1. Hierarchy:

They are organized in a hierarchical framework with several levels of authority and decision-making capacity. Top management wields the most power, whereas lower-level employees have less autonomy and decision-making capacity. The Esperer Global classifies management practices into many tiers of hierarchy based on their breadth and impact on the firm. Here is a proposed management practice hierarchy:

1. **Strategic management practices:** These are high-level procedures that define the organization's overarching direction and goals. They involve actions like establishing a goal and vision, strategic planning, and resource allocation. Top-level executives, such as the CEO and the board of directors, are often in charge of strategic management techniques.

2. **Tactical management practices:** These are concerned with putting the strategic management team's strategies into action. They include tasks including goal setting, resource allocation, and performance monitoring. Middle-level managers, such as department heads and team leaders, are typically in charge of tactical management methods.

3. **Operational management practices:** These practices are concerned with the organization's day-to-day operations. Production planning, quality control, and inventory management are examples of such activities. Lower-level managers, such as supervisors and team leaders, are often in charge of operational management procedures.

4. **Human resource management practices:** Managing the workforce of an organization involves various practices. These practices include recruitment, training and development, performance review, and remuneration. Such activities are carried out by managers at all levels of the business using human resource management techniques.

5. **Financial management techniques:** Organizations employ various financial management practices which entail managing their financial resources. Some of these important activities include budgeting, financial analysis, and risk management. Generally, high-level executives like the CFO and other financial managers are responsible for overseeing these processes.

6. **Marketing management methods:** are concerned with promoting the organization's products or services to clients. Market research, advertising, and sales are examples of such activities. Middle and lower-level managers, such as marketing managers and sales supervisors, are often in charge of marketing management procedures.

The management practice hierarchy outlined here is not exhaustive, and some techniques may overlap or fit into multiple categories. Additionally, the specific practices that fall under each category can vary depending on the organization and industry.

2.3.2. Communication:

Effective communication is critical for effective management practices. Esperer Global uses a variety of communication platforms, including email, instant messaging, and video conferencing, to connect with workers, clients, and other stakeholders. Their good management practice communication entails the exchange of information and ideas between managers and their employees, as well as between different levels of management. EsoererGlobal's communication management practices include making certain that everyone understands the organization's aims and objectives. This can be accomplished by establishing clear and quantifiable goals and communicating them to all levels of the company. Managers should regularly provide assistance and feedback to their employees, helping them understand how their job contributes to the company's overall success. In order for effective communication of management methods, it is crucial that a culture of openness and transparency exists. Encouraging personnel to speak openly and have regular performance reviews through consistent meetings and communication channels are vital responsibilities that fall under managers.

Managers should also set a good example in terms of communication. In their contacts with employees, they are precise, succinct, and respectful. They actively listen to their employees' issues and inquiries and reply to them in a timely and professional manner.

Effective management practices require managers to prioritize communication within their organization. By emphasizing clear goals and promoting open dialogue, managers can foster positivity and productivity among their employees. Leading by example is key to ensuring success for the team as a whole, and effective communication is an essential part of that leadership.

2.3.3. Performance evaluation:

In Esperer Global, performance evaluation is an important management technique. Employees are reviewed on a regular basis depending on their performance, and their development is tracked to ensure that they are reaching the goals and objectives of the firm. The following stages are followed to conduct a performance evaluation of EspererGlobal's management practices:

1. **Define the criteria:** The first stage is to define the criteria that will be used to assess the company's management practices. Employee satisfaction, productivity, financial performance, customer satisfaction, and innovation are examples of such criteria.

2. **Gather data:** After establishing the criteria, they gathered data to analyze the management procedures. Surveys, interviews, focus groups, financial records, and other relevant sources can be used to do this.

3. **Analyze data:**Once data is collected, it needs to be assessed for any emerging patterns and trends. This enables organizations to identify their strengths and areas requiring improvement, henceforth promoting development.

4. **Determine strengths and weaknesses:** The study can be used to determine the strengths and weaknesses of the company's management processes. This might assist in determining what the organization is doing well and where adjustments are needed.

5. **Develop recommendations:** Based on the observed strengths and flaws, recommendations can be made to improve the company's management procedures. These advices are actionable and aimed at increasing performance in the company's weakest areas.

6. **Implement changes:** After developing recommendations, they put them into action. Changes to the company's processes, systems, and culture may be required. To ensure that changes are effective, it is critical to monitor the implementation process.

7. **Measure performance:** Finally, performance must be measured to evaluate whether the improvements have improved the company's management procedures. This can be accomplished by continuous data collecting and analysis.

Overall, a performance evaluation of EspererGlobal's management practices is a comprehensive and ongoing process involving numerous stakeholders and focusing on continuous development.

2.3.4. Training and development:

They give regular training and development opportunities to ensure that staff have the essential skills and knowledge to do their jobs effectively. On-the-job training, workshops, and lectures were among them. To achieve growth and success, companies need critical training and development. This is why Esperer Global invests in programs that enhance the expertise and skills of their employees. Through this, the company can experience improved productivity, satisfied customers, and ultimately, more revenues.

Ways in which they focus on training and development include: here are some of them.

1. **Determine training requirements:** Current abilities and knowledge of employees must be scrutinized to establish whether training is necessary. Performance evaluations, consumer feedback or self-evaluation could be used to accomplish this goal. The areas where training is required should then be identified.

2. **Create training programs:** Businesses can develop training programs to fulfill their objectives in response to established training demands. These programs could be delivered in-house or by a third-party training provider.

3. **Provide opportunities for continuing learning:** Learning should not be restricted to training programs. Companies should provide chances for continual learning, such as online courses, work shadowing, and mentorship programs.

4. **Solicit feedback:** They solicit employee feedback on the success of training programs in order to discover areas for improvement.

5. **Assess the impact:** It is critical to assess the impact of training programs on individual and corporate performance. Employee performance reviews, consumer satisfaction surveys, and financial measures might all be used to accomplish this.

6. **Constantly improve:** They examine and update their training and development programs on a regular basis to ensure that they are fulfilling the demands of the employees and the organization.

Esperer Global fosters a culture of learning and growth by concentrating on training and improvement, which can lead to higher employee engagement, productivity, and profitability.

2.4. Marketing Practices:

Esperer Global typically deals with the wholesale sale of commodities or products to retailers, businesses, or other wholesalers. EspererGlobal's marketing tactics vary depending on the industry, target demographic, and items sold. However, Esperer Global follows some standard marketing principles. To create loyalty and repeat business, they focus on developing close ties

with their clients. To establish these relationships, they employ strategies such as customization, giving personalized products or services, and providing great customer service. Because they frequently compete on price, they may provide bulk discounts or other incentives to entice clients to buy more products from them. They also design product catalogs that highlight their products and services. Esperer Global offers a range of marketing channels to reach their target audience. They provide catalogs online, via email, or in print and attend trade events to showcase their products and services. These events not only allow them to connect with potential clients but also help stay updated on industry developments while networking with other firms. Alongside traditional methods, they leverage digital marketing strategies such as SEO, social media, email campaigns and pay-per-click advertising. By incentivizing customers who refer new clients to them with discounts or rewards, Esperer Global can broaden their customer base and boost sales. Below are some additional marketing practices they employ.

2.4.1. Sales Department:

The sales department of a wholesale trading company utilizes various strategies to promote its products or services to potential clients. Marketing practices play an essential role in driving business success by helping companies better understand their potential customers while promoting products or services effectively. Three critical strategies employed include:

1. **Target Market Analysis:**Target Market Analysis enables sales departments to analyze demographics, preferences and purchasing behavior of prospective clients exchanging data for insights into how best to tailor products/services offered uniquely suited towards specific interests/needs. By focusing efforts towards these target markets businesses should increase profitability by attracting clientele who can both benefit fromand appreciateyour offerings more than others outside this group might.

2. **Product Promotion:**The efficacy of any product/service is largely dependent on promoting it across all platforms for elevating awareness among one's prospective base. This involves strategies such as advertising, sales promotions-public relations measures, personalized selling to create customized promotions that will excite potential clients.

3. **Relationship Management:**Every customer likes the personal touch and this is something to cater to via a relationship manager responsible for cementing client connections. By delivering swift custom-made solutions & services so crucial last-minute requirements are met with alacrity- you're likely able to foster long-lasting loyalty amongst consumers.

4. **Competitive Analysis:** Typically, the sales department conducts competitive analysis to discover the strengths and weaknesses of competing products or services, as well as to uncover chances for the company to separate itself from the competition.

5. **Sales Forecasting:** It generates sales projections based on market trends, historical sales data, and customer input in order to forecast future sales and inventory requirements.

6. **Digital Marketing:**EspererGlobal's sales department embraces digital marketing techniques in today's world. Search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, and email marketing are the usual tactics used to captivate potential customers and promote their products or services.

Overall, the marketing tactics of a wholesale trading business's sales department are focused on increasing demand for the company's products or services and establishing strong relationships with clients to promote repeat business and referrals.

2.4.2. Technical Department:

EspererGlobal's technical department employs effective marketing techniques to promote their superior products and services. This department is responsible for the development and maintenance of high-quality technical aspects within these goods, ensuring they meet customer expectations.

The technical department collaborates closely with the marketing team to properly sell the items. They provide useful insights about product technical aspects that can be promoted in marketing initiatives. Product compatibility, technical specifications, and performance data are all important factors to consider.

Through a variety of mediums, such as enlightening webinars and cutting-edge demos, our customers receive vital information about our products' features and advantages thanks to the technical department's collaboration with the sales team and use of other helpful resources.

Traversing the website without frustration is vital for visitors and the company's technical team makes it happen. They optimize the website for search engines, keep it updated with current technical information, and guarantee it's user-friendly.

EspererGlobal's performance as a wholesale trading company relies heavily on the technical department's innovative marketing techniques. By working closely with the sales and marketing departments, the technical team efficiently reaches out to potential clients, promoting the company's products and services.

2.4.3. Logistics Department:

Esperer Global's marketing practices are a crucial tool for their logistics department to achieve client satisfaction through timely and cost-efficient delivery of goods. To make their presence known within the wholesale trade industry, the logistics team had to participate in innovative marketing strategies. Their primary goal is to guarantee the clientele's contentment by ensuring goods are delivered expeditiously.

Tailoring services to match the unique expectations and needs of clients is a key marketing tactic in the logistics industry. To foster strong relationships between businesses and customers, departments must employ individualized delivery arrangements, proficient tracking systems and economical prices. Retaining loyal clientele constitutes the pillar of a successful logistics enterprise, hence comprehending patron needs is of paramount importance to accomplish that. These strategies enable the team to effectively accommodate the demands and desires of their patrons.

Adopting technology into logistics operations is a vital marketing approach in order to balance supply chains, abbreviate delivering times, and augment customer satisfaction. Moreover, the logistics department applies technological methods to accumulate and evaluate data concerning their clientele’s preferences, which can then be employed to augur service offerings and upsurge marketing tactics.

Moreover, fabulous communication is imperative when selling logistics services. Clients have to be continually updated about delivery timetables and any problems that could arise, thus the logistics personnel must keep a good rapport with them.The department also engages clients through social media and other digital marketing platforms, delivering updates on new service offerings, promotions, and other pertinent information.

To summarize, the logistics department's marketing tactics are critical for developing strong client relationships, leveraging technology, and communicating effectively. By using these practices, the department improves its reputation, increases customer satisfaction, and gains a market competitive advantage.

2.5. Financial Management:

According to the group, they have prevented me from utilizing information from their official financial statements, but they have made some financial assertions that they want me to use. According to them, they smashed sales records for lentils in 2018 and 2019 (mid). They also stated that between mid-2018 and mid-2019, they sold an average of 20 to 30 lac pounds of lentils per month. According to the marketers, people are afraid to leave their houses since the virus threatens their lives. Monthly sales in 2020 and 2021 averaged between 10 and 15 lacs. After May 2021, sales began to climb again as more people ventured outside. During the COVID, the organization lost a substantial amount of money, and they are currently striving to repair all of the damage caused by the pandemic's two-year length. Following the Covid outbreak, sales had plummeted dramatically.

2.6 Operations Management and Information System Practices:

The entire order procedure began with an RFQ (request for quotation). When a company receives an RFQ, it prepares a price quotation and sends it to the client. The customer then provides a PO (purchase order) to the company, and the company sends the PO with product specifications to the supplier to process the order. Esperer Global has been using numerous tactics to streamline its business processes and improve overall efficiency in terms of operations management and information system practices. Among the noteworthy practices are:

1. **Supply chain management:** They have a strong supply chain management system in place that guarantees raw materials and completed products are delivered on time. To monitor its supply chain activities and improve visibility, the organization has invested in innovative technologies such as RFID, barcoding, and GPS tracking.
2. **Lean manufacturing:**The utilization of lean manufacturing techniques aims to optimize production methods while reducing waste. Among many other measures the company has incorporated Kaizen and Just In Time (JIT) tools that can enhance their operations by minimizing lead times.
3. **ERP system:** -A system called ERP has been implemented to integrate various business functions such as finance, procurement, accounting, and human resources. When decision-makers have access to real-time data, they can make wise plans and decisions based on that information.
4. **Customer Relationship Management (CRM) system:**The Customer Relationship Management (CRM) platform is created to improve customer satisfaction and handle interactions proficiently. This revolutionary tool encourages rapid grievance resolution and monitors consumer preferences and activities to enable tailored solutions.
5. **Data analytics:**By leveraging data analytics, Esperer Global has procured substantial insights into its business, guaranteeing that well-educated decisions are taken while discovering potentials for expansion. A combination of analytical strategies such as data mining, business intelligence, and predictive modeling is used to assess information.

Maintaining a leadership position in the market, Esperer Global prioritizes customer satisfaction, innovation, and efficiency, as demonstrated by their superior operations management and information system practices. Through the adoption of cutting-edge technologies and industry best practices, the organization remains ahead of competitors in every aspect.

2.7 Industry Competitive Analysis:

2.7.1. Swot analysis of Esperer Global:

Esperer Global Bangladesh has conducted a SWOT analysis to evaluate its strengths, weaknesses, opportunities, and threats - a valuable method for assessing the overall health of a company.

Strengths:

1. Diversified Business: Among Esperer Global Bangladesh's range of products are foods, building materials, and consumer goods, making for a varied business portfolio.

2. A strong brand reputation: Having been crucial to the company's triumph, the skilled and knowledgeable professionals that make up EspererGlobal's management team are unmatched.
3. Within various industries, Esperer Global has been able to prosper and advance its research thanks to the skills of its experienced personnel.

Weaknesses:

1. Domestic market dependence: EspererGlobal's heavy reliance on the domestic market of Bangladesh exposes it to local economic and political realities, resulting in a degree of dependency.
2. High debt: The weight of high debt levels bears down on EspererGlobal's present financial circumstances, casting concerns over its overall health and liquidity.
3. Limited worldwide presence: EspererGlobal'sworldwide reach remains constrained thereby restricting their potential for growth. A restricted international presence might impede expansion efforts and hinder accessibility to new markets.

Opportunities:

1. Expanding consumer market: Bangladesh's consumer market is both big and constantly growing, providing Esperer Global with ample opportunity to expand operations and increase its revenue.
2. Export potential: The company can tap into foreign markets and expand its exports. This presents a significant opportunity for growth in the international arena.
3. Mergers and Acquisitions: To diversify its business and increase its market share, Esperer Global can explore potential mergers and acquisitions as viable options.

Threats:

1. Economic conditions: Bangladesh's uncertain economic conditions can affect businesses drastically. Therefore, it is possible that negative changes in the business climate could hamper the operations of a company.
2. Competition: Esperer Global faces tough competition from both local and foreign firms in the various business sectors where it operates. Despite its efforts, fierce rivals are a common occurrence and pose significant challenges to Esperer's.
3. Political unrest: Political unrest in Bangladesh has the potential to harm the local business climate and negatively affect company operations.

2.7.2. Pastel analysis:

Utilizing the pastel analysis technique, one can evaluate the external macro-environmental factors of Esperer Global. Pastel represents Political, Economic, Sociocultural, Technological, Environmental, and Legal factors. Check out the following analysis of Esperer Global utilizing Pastel.

1. **Political:** Operating in Bangladesh, Esperer Global enjoys a government that's friendly with foreign investors in a politically stable environment. While cautious of risky political upheavals or policy shifts that could hinder their growth, they've still managed to expand their operations over time. This country is a political haven for Esperer Global, and it's where they choose to focus their political investment.

2. **Economic:**EspererGlobal's economic standing is impacted by inflation, fluctuations in currency, and changes in interest rates, with additional hurdles created by Bangladesh's lack of infrastructure and a skilled workforce. However, Bangladesh's steady growth provides new avenues for businesses to explore despite facing these difficulties, which could hinder operations.
3. **Sociocultural:**The offerings of Esperer Global may rely on a range of sociocultural factors for their triumph. The unique trends of society, alteration in the standards of living, and alterations in overall beliefs can have an influence over the products and services provided by the company. It is important for Esperer Global to take into account their diverse market and their different needs and preferences to provide a tailored experience.

4. **Technological:**EspererGlobal's technological advancements promise opportunities for growth and innovation. They're investing heavily in tech to improve their operations and satisfy customers. Still, the challenge of keeping up with the latest trends and adopting new tech comes with a high price-tag.
5. **Environmental:**Various factors surrounding the environment, such as sustainability issues, climate change, and natural disasters ought to be considered by the company. Abiding by environmental protection regulations while ensuring eco-friendly operations is imperative.

6. **Legal:**The sentence can be improved by breaking it down into smaller ones with clear and concise ideas. As such: Changes in laws and regulations, intellectual property rights, and labor laws are among the legal factors that could affect the operations of a company. To comply with regulations, companies have to adhere to local and international rules.

2.7.3. Porter's Five Forces:

Esperer Global operates in Bangladesh as a diverse business, encompassing both building materials and agricultural food goods.

The following is an examination of the five forces influencing Esperer Global and its competitive environment:

1. **Threat of New Entrants:** The industries with high obstacles to entry, such as wholesale trade, have minimal threats from new entrants. This is because the required capital expenditure acts as a significant barrier to entry.

2. **Supplier Bargaining Power:** Due to limited alternative sources, Esperer Global may be subject to moderate to high bargaining power from suppliers, as they play a significant role in the company's business operations. Construction materials and wholesale agricultural food items require considerable amounts of raw resources, which may place suppliers in a position of great bargaining leverage.

3. **Buyers' Bargaining Power:** In the food and construction materials sectors, there are plenty of options available to customers, thus, their bargaining power is moderate. On the other hand, superior quality of products may provide these sellers with an edge over their rivals.

4. **Threat of Substitutes:** The food industry faces a significant level of substitution in certain cases. Customers can opt for alternatives such as home-cooked meals or dining at other establishments. In contrast, the construction material is less vulnerable to substitutions.

5. **Competitive Rivalry:** They face stiff competition from other corporations in Bangladesh, including BEXIMCO Group and Square Group, Bashundhara Group, and City Group. Their diverse portfolio may provide an advantage in some industries, but it also means they must compete with a diverse range of enterprises.

Overall, they operate in a demanding and competitive environment, with suppliers and buyers wielding moderate to high negotiating power, a strong danger of alternatives in some industries, and fierce competitive competition.

2.8. Product Specification:

Espere Global has many other businesses, but their main focus is on trading building supplies including earth filling (viti) sand, selection sand (2.5,2.6,2.7), tosha stone, Indian pakur stone, bricks, and agricultural products like lentil, rice, and oil. All of the information is provided below:

2.8.1. Constructional material:

1. Earth Filling (viti) Sand:

Earth filling is a building procedure that involves pouring and compacting layers of dirt or other similar materials to increase the ground level or create a flat surface for construction purposes. It is frequently used in the construction of foundations, highways, embankments, and other constructions requiring a firm foundation.

Earth filling often entails extracting soil from one spot and moving it to another using heavy equipment such as bulldozers or excavators. In order to enhance the density and structural stability of a soil's layers, it is regularly spread out thin and compressed with heavy machinery such as rollers. This process continues until the required amount of elevation or depth is accomplished.

When selecting the specific soil materials for earth filling, all essential elements pertaining to the building project must be taken into account; which includes estimating the load-bearing capacity, checking its erosion resistance during long periods of time, and also assessing the compaction level of said soil. These vital features are periodically monitored to guarantee the durability and longevity of any construction in progress.

Esperer Global collaborated with companies such as Bangladesh Stone Enterprise, Diganta Trade International, and Madina Traders to supply it at the cheapest possible price.

Earth filling Sand

<u>2. Sand Selection (2.5,2.6,2.7):</u>

Construction Sand is a basic raw material that is widely used in the construction and paving industries. When combined with gravel, they are used as "aggregate" in concrete, Portland cement, asphalt, mortar, and plaster. Construction sand can be used as "fill" in a range of purposes, including the building of foundations. Esperer Global has its own sand producing location in Durgapur, Bangladesh, where it produces a wide range of grain size sand such as 2.5,2.6,2.7.

Sand selection

3.Tosha (Bhutan) Stone:

Its origin is Bhutan, and it is grade A. It comes in four sizes: 20*20*20 mm, 16*16*16 mm, 12*12*12 mm, and 6*6*6 mm, with a brushed surface. Esperer Global imports it directly from Bhutan.

Tosha Stone

4.Indian Pakur stone:

Indian Pakur Stone is a type of natural stone quarried in the Indian state of Jharkhand's Pakur district. Pakur black stone, or simply Pakur stone, is another name for it. Pakur stone is a dark-colored basaltic lava that has a fine-grained texture. Its hardness, durability, and resistance to weathering and erosion make it a suitable material for use in building, landscaping, and ornamental applications. Indian Pakur stone is a versatile building material extensively used in constructing structures like buildings, bridges, pavements, and railway ballast. It also finds applications in aggregate manufacturing and various industrial uses. In addition to its utilitarian functions, it's also commonly employed for landscaping and garden designs like paving, retaining walls, and decorative boulders due to its aesthetic appeal and durability. Its worldwide popularity owes to these attributes that make it an excellent choice for numerous purposes both in India and abroad. Indian Pakur stone has now become a highly sought-after commodity globally. It originated from India; here are some interesting facts about this famous stone variety.

1/2" = 10~12mm

3/4" = 16~18mm

5/8" = 13~15mm

Indian pakur stone

5.Bricks:

Clay-fired construction blocks are commonly known as bricks. These rectangular building materials consist of flat surfaces on top and bottom, making them ideal for constructing walls, buildings, and other structures. Bricks have been utilized for thousands of years and remain one of the world's oldest building materials. Available in different sizes, colors, and textures, they are a cost-effective solution that offers durability and strength to any project. In Bangladesh, a standard brick is 9 12 4 12 x 2 34 inches (length x depth x height). Esperer Global obtains it from a number of manufacturers in Bangladesh.

Bricks

2.8.2. Agricultural food items:

1. Lentil:

Lentils are a type of legume that is popular in cuisine. They are little, disk-shaped seeds that appear in various colors such as green, brown, red, and black. Lentils are high in protein, fiber, and complex carbs, making them a popular vegetarian and vegan food. They are also low in fat and calories, making them a nutritious addition to a variety of meals. Lentils are highly adaptable and can be prepared in a variety of ways, including boiling, sautéing, and pressure cooking. Incorporate lentils into your meals in a variety of ways - they can serve as a side dish, be toss into salads or soups, or act as a meat replacement in dishes such as veggie chili or lentil burgers. Some go-to lentil types to try are French green lentils, red lentils, and black beluga lentils. Bangladesh boasts a wide array of lentils, and Esperer Global has even established their own factory devoted to sourcing Masoor dal in Chittagong.

Masoor Dal

2.Rice:

Rice holds great culinary value as a highly adaptable cereal grain and enjoys the status of being a critical food item across various regions of the world especially in Asia. It is a grass that produces edible seeds that can be gathered and processed into many types of rice, including white rice, brown rice, and wild rice. Rice is high in carbs and provides a lot of energy. It also has protein, vitamins, and minerals like thiamine, niacin, vitamin B6, iron, and magnesium. There are numerous rice types, each with its own distinct properties and applications. Long-grain rice, short-grain rice, jasmine rice, basmati rice, and arborio rice are all popular forms of rice. Rice can be prepared in a number of ways, including boiling, steaming, and frying. It can be found in a variety of meals such as stir-fries, sushi, risotto, and rice pudding. Esperer Global collected it directly from farmers and delivered it to clients.

White Rice

3.Oil

There are various types of cooking oil available in Bangladesh, but they exclusively get soyabean oil and mustered oil, which they obtain straight from the manufacturer.

Soyabean oil **Mustard oil**

2.9. Summary/Recommendation:

As a result of the outbreak, Esperer Global is dealing with a number of major difficulties.They progressively settle all of their concerns and ascend as time passes. Their extreme financial insecurity is gradually improving. However, there are still many issues that must be addressed. Esperer Global has several choices for increasing sales, expanding market share, and engaging in more customer engagements.

Chapter 3

Project part

3.1 Introduction:

3.1.1. Background of the study:

Bangladesh's trading industry has grown and developed significantly throughout the years, contributing to the country's economy.

Bangladesh's overall merchandise exports climbed from USD 36.66 billion in 2015-2016 to USD 46.87 billion in 2019-2020, according to the Bangladesh Bureau of Statistics (BBS). This growing trend illustrates Bangladesh's commerce sector's durability and competitiveness. Ready-made garments (RMG), pharmaceuticals, jute and jute goods, frozen seafood, leather products, and agricultural commodities are among the most important exports.

Bangladesh has constantly seen a rise in imported goods of considerable value. The Bangladesh Bureau of Statistics (BBS) reports the increase in imports from USD 41.04 billion during 2015-16 to USD 50.48 billion as of 2019-20. Items popularly imported are machinery and equipment, petroleum products, raw cotton, iron and steel, chemicals, and electronics.

International commerce agreements profoundly shape Bangladeshi business activities. WTO membership along with other trade deals like SAFTA and BIMSTEC have led to liberalization of trade, decreased tariffs, and better market reach for the country's merchandise.

The government of Bangladesh's attempts to further facilitate the business atmosphere and attract foreign investment have brought considerable advantages to its trade sector. In accordance with the World Bank's Ease of Doing Business Index 2020, Bangladesh has made strides by ranking 168 out of 190 economies- showing the progress that has been achieved in providing a beneficial commercial and investment setting.

The Bangladesh Export Processing Zones Authority (BEPZA) has conceived export processing zones (EPZs) across the country to bring in foreign investment into domains such as apparel, technology, and medications. These EPZs furnish incentives and facilities for potential investors causing a generous influx of funds.

The government is working towards improving the trade infrastructure, which would lead to a surge in the trading sector. For this purpose, they have initiated several measures such as modernizing and expanding Chittagong Port, Bangladesh's main seaport. This step would not only allow handling bigger volumes of cargo but also enable larger vessels to dock safely.To ease trade, the government has also invested in the establishment of land customs stations and inland container depots.

As a result, Bangladesh's trading activity has grown significantly, as indicated by rising export and import values. This growth has been aided by the country's involvement in international trade agreements, attempts to strengthen the business environment, and investments in trade infrastructure. Further developments in the trading industry can be expected in the future as Bangladesh prioritizes trade as a key driver of economic development.

3.1.2. Literature review:

The primary goal of this research is to examine and determine which IMC activity is most effective in attracting consumer attention. Integrated Marketing Communication (IMC) is a critical idea in Bangladesh's corporate landscape. Coordination and integration of numerous marketing communication tools and channels is required to give a consistent and compelling message to the target audience. Businesses in Bangladesh can effectively advertise their products and services, raise brand awareness, and ultimately generate customer engagement and loyalty by implementing a thorough IMC plan.

IMC (integrated marketing communication) is critical to the success of every trading company, including those in Bangladesh. Businesses have the ability to increase their brand presence, reach potential customers accurately, and upgrade overall sales by synergizing multiple marketing communication channels. Moreover, incorporating Integrated Marketing Communications (IMC) plays a pivotal role for companies looking to contact their targeted audiences as well as to promote their services and products. Advertising, public relations, sales promotions, direct marketing, personal selling, and digital marketing are some of those instruments that organizations can use to refine their selling process and build better connections with their customer base.

A survey conducted by Salesforce revealed that a vast majority of consumers (86%) yearn for a consistent, uninterruptible experience across all platforms when interacting with companies. To fulfill this requirement, businesses may utilize IMC (Integrated Marketing communication) technologies to create a unified message among clients and proliferate the efficiency of their marketing tactics. Consequently, this action can cultivate more revenue throughout the organization.

One approach company can take is advertising; it enables them to reach a worldwide audience while promoting their products or services in a distinct and captivating way. In 2024, Statista anticipated that global ad expenditure will exceed $865 billion, exemplifying its worth in today's market. For businesses seeking to leverage integrated marketing communication technologies, digital marketing provides an array of options. Given the current state of affairs where people spend most of their time online, organizations must establish a robust virtual presence to connect with potential clients effectively. As per eMarketer's report, digital advertising spending within the United States alone is predicted to reach $389 billion by 2021, underscoring digital marketing's significance in the entire realm of marketing strategies.

In addition to advertising and digital marketing, organizations can increase the selling process by utilizing IMC techniques such as public relations and sales promotions. Public relations can assist firms in developing a positive image and reputation, whilst sales promotions can encourage customers to buy. Overall, using IMC technologies is crucial for organizations to successfully engage with their target audience and accelerate the selling process. Businesses may boost brand awareness, create leads, and eventually increase revenue by using these methods. According to a Content Marketing Institute poll, 86% of marketers view IMC as a critical business strategy (CMI, 2021). Furthermore, one of the most significant benefits of IMC technologies is their ability to raise brand recognition and attract new customers. According to a HubSpot analysis, firms that prioritize blogging are 13 times more likely than those who do not (HubSpot, 2021). Furthermore, social media advertising is a popular IMC technique for increasing customer reach and engagement. Indeed, Facebook estimates that over 200 million businesses use its network, and 78% of American consumers have discovered new items through Facebook (Facebook, 2021).

Furthermore, IMC tools may assist organizations in developing a consistent brand image and messaging, which is critical for establishing customer trust and loyalty. According to a McKinsey study, organizations that consistently provide a compelling brand experience beat their competition by 20% (McKinsey, 2019). Businesses can reinforce their brand message and keep regular touch with customers by using IMC techniques such as email marketing and public relations.

Similarly, in the trading company, IMC tools play an important role in strengthening the selling process and improving contact with customers. Businesses may boost brand awareness, attract new customers, and develop a consistent brand image by combining marketing strategies. As a result, organizations should prioritize the creation and implementation of an IMC strategy in order to maximize marketing efforts and boost sales.

3.1.3. Future Prospect:

Integrated Marketing Communication (IMC) technologies are critical for organizations in today's competitive market to increase sales and improve customer communication. IMC technologies have a bright future in terms of boosting sales and communication in trade businesses.

According to MarketsandMarkets, the global integrated marketing communication market is predicted to develop at a compound annual growth rate (CAGR) of 11.1% from USD 16.2 billion in 2020 to USD 27.4 billion by 2025. With the growing necessity for organizations to provide consumers with consistent and uninterrupted experience through diverse touchpoints, this expansion seems logical. Thus, it can be linked to this requirement.

Furthermore, one of the most widely used IMC methods is social media marketing. According to a Hootsuite estimate, social media usage will exceed 4.41 billion users by 2025. This creates a tremendous opportunity for businesses to reach out to and engage with potential customers via social media platforms. Influencer marketing is another IMC tactic that is gaining prominence.

The global influencer marketing sector is predicted to be worth $13.8 billion in 2021, according to Business Insider Intelligence. This demonstrates the growing significance of influencer marketing in reaching out to customers and increasing brand recognition. Furthermore, in the approaching years, the usage of Artificial Intelligence (AI) and Machine Learning (ML) in IMC is predicted to rise dramatically. According to Grand View Research, the global AI in marketing market will be worth USD 25.1 billion by 2025, growing at a CAGR of 29.7% during the projected period. This expansion can be ascribed to businesses' rising need to tailor their marketing activities and improve client engagement.

However, the future prospects of IMC technologies for increasing sales and communication in trading organizations are bright. Businesses can build a smooth and uniform customer experience across various touchpoints with the increasing usage of social media marketing, influencer marketing, and AI and ML, resulting in more sales and improved customer engagement.

3.1.4. Objectives:

Using the background information and research mentioned above, this study has offered a few research questions. This study outlines the requirements that employees must meet in order to succeed in their business careers. In more detail, the paper states:

1. To identify the talent required for advancing the existing corporate vocations.
2. To serve as an example for employees on how to deliver sustainable business services.

3.1.5. Significance:

One of the most important components of the trading business is its contribution to the economy. Trading activities promote economic growth and development by facilitating the flow of goods and services between different locations. As an intern, I saw firsthand how the buying and selling of commodities, currencies, and financial instruments affects market dynamics and overall economic stability. Furthermore, the trading industry is very dynamic and fast-paced, necessitating excellent analytical skills as well as a thorough awareness of market trends. My internship provided me with practical experience assessing market data, monitoring price fluctuations, and spotting potential trading opportunities. This experience improved my ability to make sound decisions based on market research, risk analysis, and financial modeling. Furthermore, the trading company taught me the value of risk management and the need for good hedging methods. Because of market volatility and uncertainty, risk mitigation measures must be implemented to preserve assets and ensure long-term sustainability. I learnt how to identify and manage several sorts of risks in the trading sector, such as market risk, credit risk, and operational risk. Furthermore, the trading company taught me about the global interconnectivity of markets. I discovered how geopolitical events, economic data, and even natural calamities may have a large impact on market movements. This understanding helped me understand the difficulties of international trade and the significance of being current on global issues while making trading decisions.

3.2. Methodology:

A mixed-approaches strategy was used in the study, which combined qualitative and quantitative research methods. The data for the research and report came from both primary and secondary sources. I did many interviews with the sources provided by the company as well as with various clients. All of the varied perspectives from the relevant staff members are represented, as are all of the client difficulties. All of the notes from sources and clients are gathered into a list of the problems that the traders actually faced while trading. Besides, it identifies all potential opportunities for improvement for the organization. Furthermore, this study examines and determines how Esperer Global employs IMC technology to improve sales processes and communication in order to attract customers. The extent of the research is governed by the consumers' viewpoints. As a result, qualitative research methodologies were employed.

Because there is a concern about the confidentiality of the organization's data, the complete research design, sampling size, and data collection methodologies were established to aid the study. Esperer Global's integrated marketing communications aim to boost client satisfaction and service sales. As a result, in order to collect the necessary data on which components of the aforementioned IMC projects satisfy consumers.

3.2.1. Data collection method:

In this section, I'll briefly go over the procedures for gathering the data and analyzing it in light of the hypothesis developed during the literature review portion. and made an effort to identify the factors that influence client satisfaction as well as to demonstrate the connection between the variables a nd client satisfaction. Therefore, Primary and secondary sources were also looked into in order to gather all the data needed for the study;

1. Primary Sources: Online-based Google Form Survey, Annual Sustainability Report, and Company Financial Statements.
2. Secondary sources: include literature reviews, public newspapers, freely accessible government documents, relevant journals and articles, etc.

3.2.2. Questionnaire Design:

The primary data collection instrument for the study was a Google Forms questionnaire. The survey contains ten questions. The respondents were informed of the purpose of the study before to receiving the questionnaire, so they are fully aware of the information they are submitting to us. Each participant was encouraged to express their true feelings on the subject and to answer in accordance with their convictions. I ran the online poll from April 10 to April 25, 2023, to collect the essential data from respondents who were likely to be accountable employees, marketers, and customers influenced by EspererGlobal's IMC tools marketing efforts. Several of the components that aided in the creation of my questionnaire.

3.2.3. Research design:

This research project is entirely descriptive. This is due to the fact that respondents to the survey must accept or reject a hypothesis or prediction about what influences customer satisfaction in order to respond to the poll's questions. The purpose of the study's questions is to establish a connection between two hypotheses.

3.2.4. Sample and Sampling Technique:

Convenience Sampling: Convenience sampling entails choosing individuals who are readily available or easily accessible to the researcher. When practical reasons, such as time and cost constraints, take precedence over sample representativeness, this method is frequently adopted. To collect my data, I went through EspererGlobal's clients to get comments on their business happiness, product accessibility, delivery time, and other random elements that helped me perform my research.

Sample size: An offline and an online survey were both conducted. A Google form quiz was administered online.As a result, the sample size became quite saturated because persons without internet access make up a sizable portion of EspererGlobal's customers. As a result, viewpoints from those living in semi-urban or rural areas were not included in this survey. However, those individuals are critical to the organization's interest in IMC efforts.

3.2.5. Research question:

1. How do different IMC tools affect sales and client attractiveness in the trading company Esperer Global?
2. How do various IMC tools in the trading business affect different consumer segments?
3. To what extent do IMC tools need to be incorporated in Esperer Global to have the maximum impact on sales and client attraction?
4. How might digital media and technology be used to improve the effectiveness of IMC tools?

5. What are the ethical consequences of utilizing IMC techniques in this firm to increase sales and attract customers?
6. How can marketers strike a balance between their responsibility to customers and the goals of their organization?
7. How can data analytics be used in this firm to inform the creation and implementation of IMC strategies?
8. What are the main hurdles in effectively exploiting this information?
9. How can the effectiveness of IMC techniques be assessed in this context?
10. What metrics should be utilized to assess their influence on sales and customer attraction?

3.2.6. Research Limitation:

1. **The opinion of divers was lacking;** instead, a convenient sample technique was used. This is a non-probability sampling technique, meaning that the information obtained through such sampling does not accurately reflect the population.

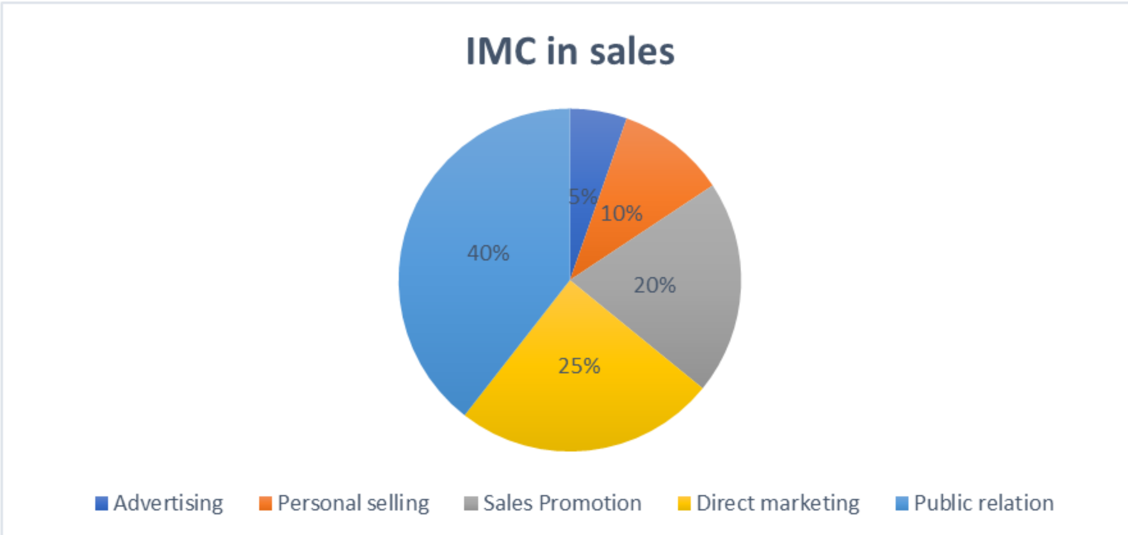
2. **Poor response rate:** A large portion of my sample size did not fill out the survey. Some of the persons I attempted to contact either could not be reached or showed little to no interest in helping with my research. Also, some respondents might not have understood the purpose of the survey, which is why they submitted false information.

3. **Insufficient data:** One major drawback of the study was the reduced sample size brought on by the inaccessibility of a number of individuals. Additionally, there is a lack of secondary evidence on the subject. Furthermore, several details were withheld for reasons of confidentiality.

4. **Limited time:** This report was written in a brief amount of time. In the allocated time, it was difficult to research a new subject, carry out a survey by creating a questionnaire with the pertinent questions that might provide the study with the required data, and then prepare a report based on that. Due to the topic's seemingly endless potential, it was challenging and challenging to finish the paper compelling on time.

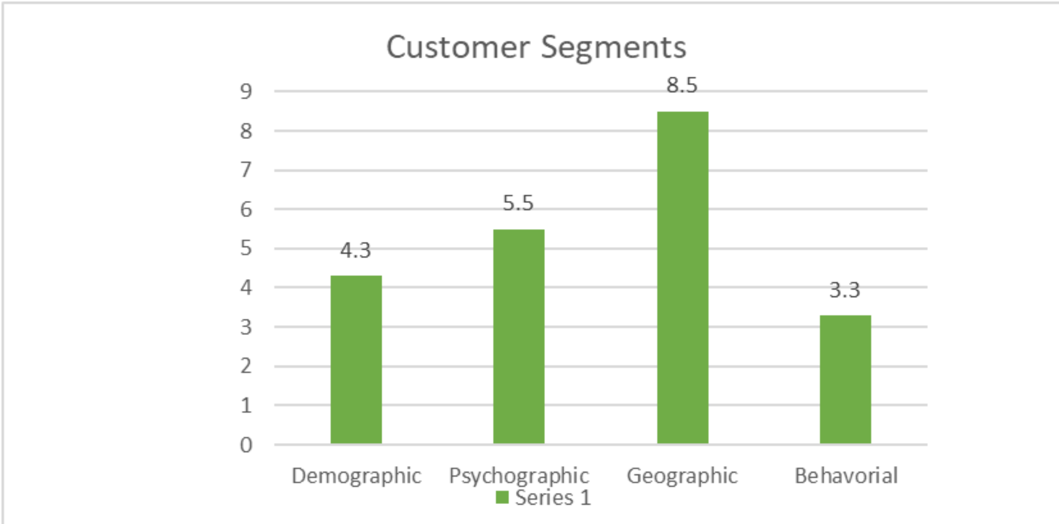
3.3. Findings and Analyze:

Q1. How do different IMC tools affect sales and client attractiveness in the trading company Esperer Global?



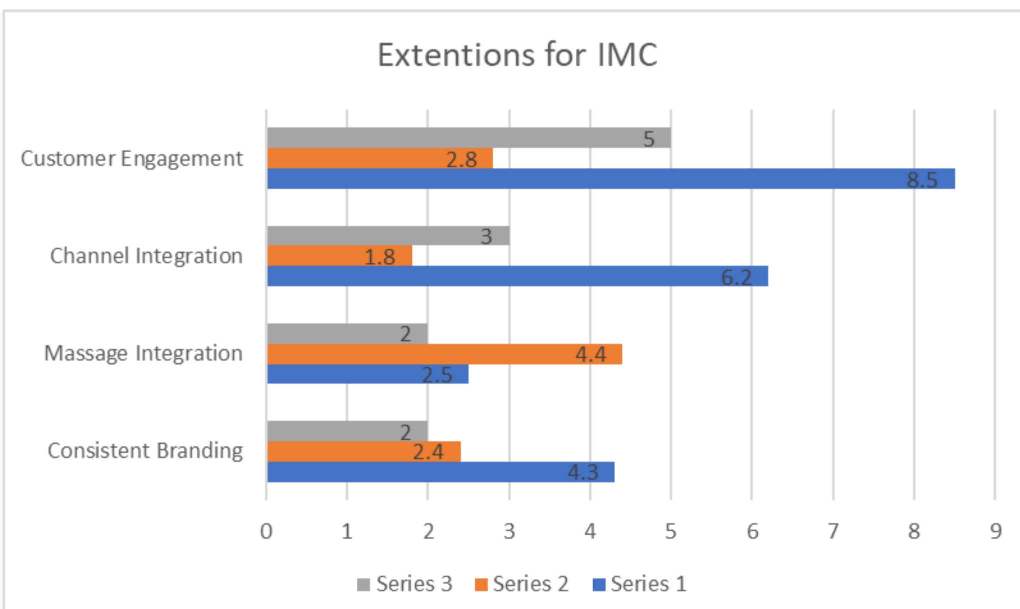
Respondents were asked to rate which IMC tools have the greatest influence on sales and client attraction. So, among these five types of IMC tools, public relations received 40% of the answers and direct marketing received 25%, assisting Esperer Global in promoting their sales and attracting clients.

Q2. How do various IMC tools in the trading business affect different consumer segments?



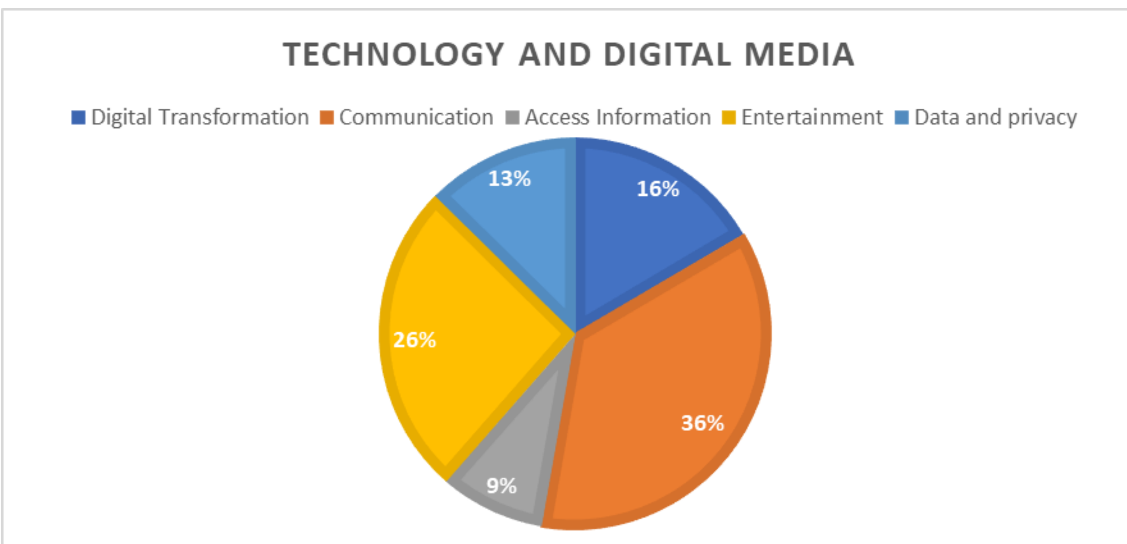
Here, Geographic customer segment percentage is 8.5 has been received by the respondents from the survey.

Q3. To what extent do IMC tools need to be incorporated in Esperer Global to have the maximum impact on sales and client attraction?



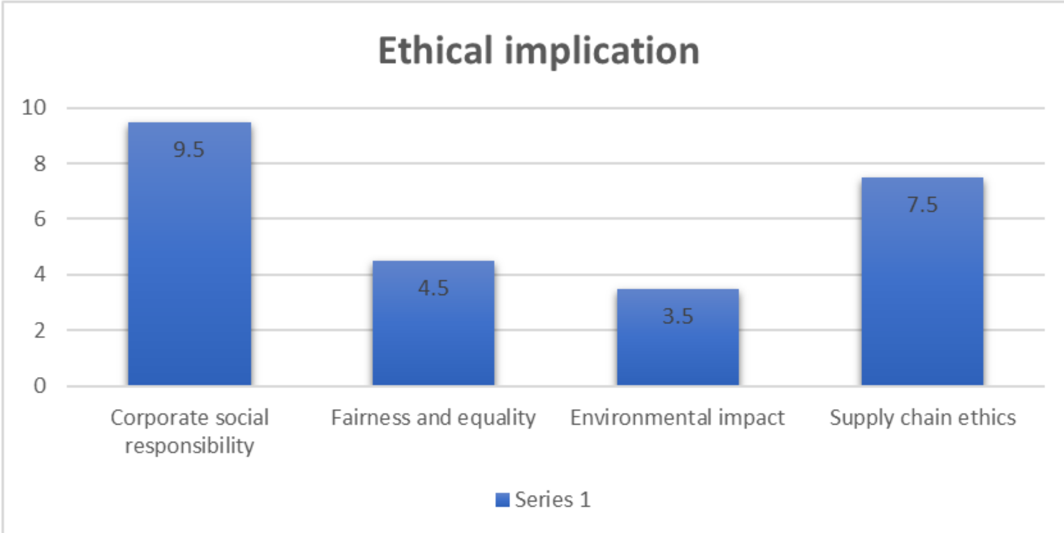
IMC tool integration can improve customer engagement by offering a uniform and consistent experience. Businesses may strengthen relationships, enhance consumer loyalty, and stimulate repeat purchases by interacting seamlessly across several touchpoints. In this case, Esperer Global is using customer engagement 8.5% from respondents, which is greater than the other extension sources.

Q4. How might digital media and technology be used to improve the effectiveness of IMC tools?



Esperer Global mostly focused on communication recorded from the respondents which is 36% in the pie chart.

Q5. What are the ethical implications of using IMC tools to boost sales and attract customers in this business?

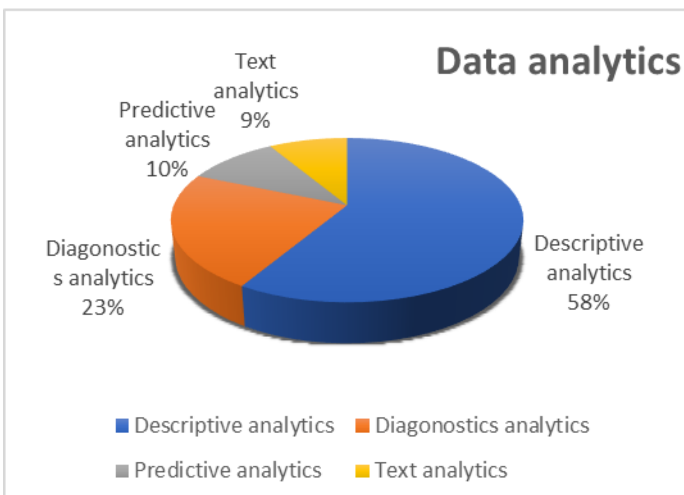


Above chart shows 9.5% Corporate social responsibility (CSR) that was performed by Esperer Global which was recorded from the survey.

Q6. How can marketers strike a balance between their responsibility to customers and the goals of their organization?

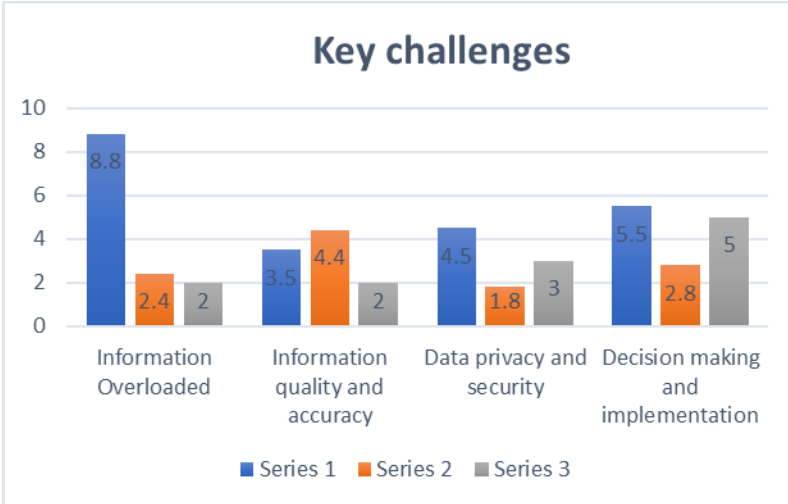
Marketers create complete marketing plans to reach and engage their target audience based on market research information. Setting clear objectives, identifying positioning and messaging, selecting appropriate marketing channels, and developing effective marketing campaigns are all part of this process. Esperer Global is using strategy development 33% of the strategies in this case, according to the respondents.

Q7. How can data analytics be used in this firm to inform the creation and implementation of IMC strategies?



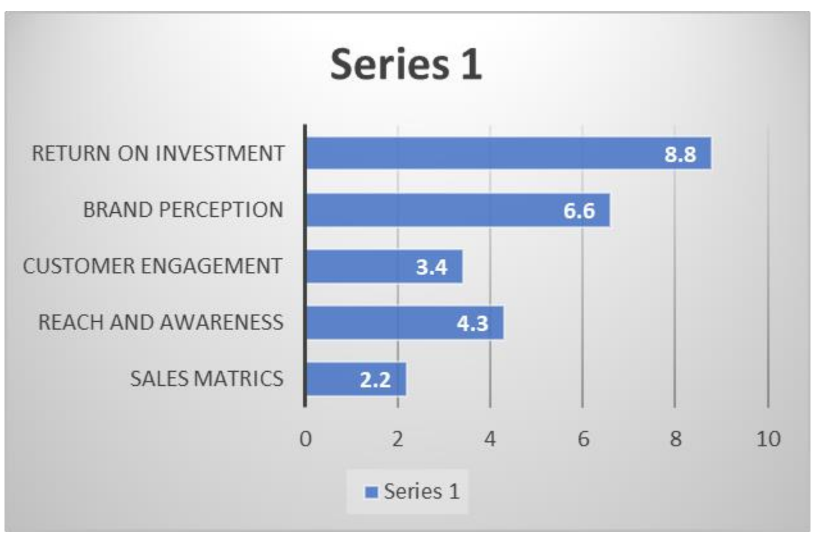
Descriptive analytics is the study of historical data in order to comprehend prior occurrences, patterns, and trends. It is concerned with summarizing and organizing facts in order to provide insights into what has occurred. According to the answers, Esperer Global is employing descriptive analytics (58%) to implement IMC strategies in their business.

Q8. What are the main hurdles in effectively exploiting this information?



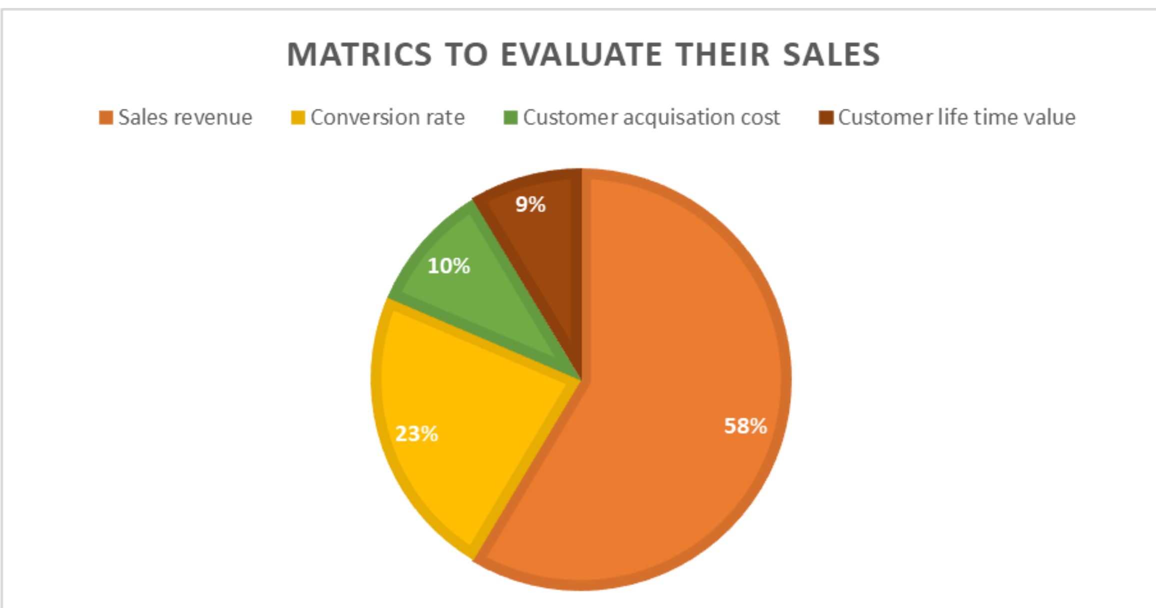
There is a plethora of information available in today's digital world, making it tough to filter through and discover useful and credible material. The sheer number of information available can be daunting and time-consuming to comprehend, resulting in decision paralysis or the loss of critical insights. As a result, Esperer Global is facing issues such as information overload (8.8%) while searching for any genuine information provided by respondents.

Q9. How can the effectiveness of IMC techniques be assessed in this context?



Calculate the ROI of IMC initiatives by comparing the costs invested with the advantages obtained, such as increased sales or brand awareness. To measure the effectiveness of various IMC operations, track the revenue earned and calculate the ROI ratio. Esperer Global measures their IMC tools using return on investment (8.8%) based on the majority of responses.

Q10. What metrics should be utilized to assess their influence on sales and customer attraction?



Tracking total money generated is a critical statistic for determining the performance of their firm. It represents the efficacy of your sales and marketing efforts in attracting and converting customers. According to the report, their sales revenue implication rate is 58%.

3.3.1. Hypothesis:

From the research, I developed the following hypothesis:

H1 – Integrated marketing communication tools can boost the selling process and communication to attract customers.

And the null hypothesis would be;

H0 - Integrated marketing communication tools cannot boost selling process and communication

3.3.2. Findings from the data:

- The majority of respondents were responsible employees, clients, and marketers.
- The largest percentage of respondents were in the age range of 21 to 30.
- Esperer Global is known by 96.4% of the population.
- Respondents primarily learned about IMC tools and its corporate activity.
- Using websites for social media, like Facebook, YouTube, LinkedIn, etc. The majority of respondents (36.4%) became familiar with IMC's tools and activities.
- The promotion of the IMC tools techniques used by the company has also benefited from other commercial advertisements, the corporate website, etc.
- 38.2% of respondents concur that IMC tool initiatives can be used by a company as a marketing communication tool. The same percentage of people are unconcerned with the assertion.
- 80% of respondents chose "Yes," believing that efforts using IMC tools can draw in more users.
- 38.9% of respondents claimed that IMC tools initiatives can help businesses become more sustainable.
- 76.4% of survey participants concur that IMC tool actions can affect consumers' purchasing intentions in a favorable way.
- 43.6% of respondents claimed that IMC tools increase an organization's sense of responsibility and awareness of its obligations to the community in which it operates.
- 63.6% of respondents said yes when asked if EspererGlobal's IMC practices will influence their decision to purchase their products.
- A division for IMC should be present in every company, according to 32.7% of respondent

3.4. Summery and Conclusion:

Businesses need IMC tools to successfully express their messaging, attract customers, and increase sales. Companies may establish a unified and compelling marketing strategy by integrating numerous marketing platforms and methods. Each IMC tool serves a specific purpose in the total marketing mix, whether through advertising, public relations, direct marketing, sales promotions, personal selling, or digital marketing. Businesses may maximize their selling potential and develop long-term client relationships by strategically deploying these tools and customizing them to the preferences and behaviors of their target audience.

Integrated Marketing Communications (IMC) tools are critical in accelerating the selling process and improving communication in order to attract customers. IMC enables organizations to produce a coherent and consistent message that resonates with their target audience by merging diverse marketing platforms and methods. As a result, brand exposure increases, consumer engagement increases, and revenues increase. To create successful connections with prospective clients across all phases of the purchase process requires varied methodologies such as those offered within integrated marketing communication (IMC). These tactical approaches range from advertising & PR operations to targeted direct marketing & personalized personal selling engagements - each one serving specific purposes when influencing buyers who have differing experiences of buying behaviour. Advertising is one approach where businesses can showcase visual representations alongside written content tailored for mass audiences using multiple channels such as TV and radio to reach potential buyers across various mediums. This way, firms can capture a large number of people's attention and present an engaging message that emphasizes what sets them apart.With the growth of social media, search engine optimization (SEO), content marketing, and influencer marketing, digital marketing has grown dramatically in recent years. Digital channels enable organizations to contact and engage customers in a cost-effective and highly targeted manner, harnessing the power of data and analytics to optimize campaigns.

Although Esperer Global has some limits in their IMC operations, they are constantly striving to overcome them and progress. This is proven by EspererGlobal's IMC Divisions as a marketing communication tool. According to the survey results, EspererGlobal's IMC initiatives are a successful marketing communication approach for reaching their target demographic. Customers, particularly those who are less affluent than the majority, are more likely to use the company's services as a result of their improved confidence and trust. It contributed to the creation of a positive brand perception in the minds of consumers, leading to the possibility of purchasing from Esperer Global again. As a result, the stated hypothesis H1 has been proven to be correct. Although the survey's conclusions cannot be extended to the full population of the country due to the tiny sample size used.

3.5. Recommendation:

1. Esperer Global should promote its corporate social responsibility programs more as a trading company.
2. They ought to advertise their IMC more on online forums, social networking sites, etc.
3. They should spend money on producing high-quality material, such as blog posts, articles, and videos, that provides insightful commentary, addresses consumer complaints, and demonstrates subject-matter expertise. This will enhance EspererGlobal's reputation and draw in new clients by positioning it as a thought-leader and dependable information source.
4. They should demonstrate the benefits that people have received from using their IMC tools to generate interest in others.
5. Esperer Global should execute campaigns for each of its IMC practices, expand its IMC department with more experienced staff, and boost the number of their IMC consultants.
6. In the Esperer Global's annual report, they can include the progress reports generated by their IMC tools, which will let readers know by what action a person, group, or area advanced.
7. Esperer Global might use market research to gather ideas from potential customers for upcoming initiatives.

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