

# **Report on Conventional Marketing vs. Digital Marketing: A study on Partex Furniture Ltd.**

Prepared By

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

BRAC Business School

BRAC University

January 2019

## **Declaration**

It is hereby declared that

1. The internship report submitted is my own original work while completing 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 which 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:**

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Mashfique Faisal Fahim  
Student ID: 17364001

### **Supervisor's Full Name & Signature:**

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Md Shamim Ahmed  
Deputy Register, BRAC University  
Lecturer & Assistant Dean (Accreditation & Quality Assurance)  
BRAC Business School

# Letter of Transmittal

Md Shamim Ahmed

Deputy Register, BRAC University

Lecturer & Assistant Dean (Accreditation & Quality Assurance)

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Intern Report

Dear Sir,

I, Mashfique Faisal Fahim (ID-17364001), am submitting my internship report on “Conventional Marketing Vs Digital Marketing: A study on Partex Furniture Ltd.”. It was a great learning experience for me while working Partex as well as preparing this report under your supervision. I have tried my level best to develop this report with the theoretical knowledge as well as the practical experience of working in Partex. I believe this internship experience will assist me to build a successful career in future. Hope you will appreciate my effort and will be pleased through the evaluation of the report. Thank you for your all the guidance and your kind cooperation throughout the whole internship period.

I trust that the report will meet the desires.

Sincerely yours,

-----  
Mashfique Faisal Fahim

Id: 17364001

BRAC Business School

BRAC University

29 January 2020

# Acknowledgment

The Internship report is the outcome of guidance, direction and support of many people. I am privileged enough to reach the goal with abundant supports and definitely with the blessings of Almighty Allah.

First of all, I would like to show gratitude to Almighty Allah for blessing me to complete my goal. I would like to express thanks to my academic supervisor Md. Shamim Ahmed, Lecturer & Assistant Dean (Accreditation & Quality Assurance), BRAC Business School for his boundless encouragement and supportiveness to complete this report.

Then I would like to express heartiest gratitude to my supervisor and my organizational supervisor, Golam Rabbani, for guiding me during the internship period and helping me to learn about organizational activities and adjusting myself in workplace culture.

Finally, thanks to my family and friends for supporting me throughout my graduation period.

I am really honored and fortunate to get immense support from all these persons.

## Executive Summary

This report presents the work experience on a well-known business organization “Partex Furniture Ltd” which is one of the largest local Companies in Bangladesh. This internship report is based on the internship program to the job experience that I am having successfully in Partex furniture Ltd. under marketing department from 3<sup>rd</sup> October to 3<sup>rd</sup> December.

Digital Marketing is most probably the famous buzzword among marketers who are looking to expand the reach of their products or services beyond the boundaries of traditional methods. The most rewarding aspect about digital marketing is that it gives a level playing field to incumbents as well as small businessmen for their business promotion. Marketing via digital means help enhance the online presence of the business and provide a perfect platform where one can build the image of their brand quite strategically. The rapid evolution of digital marketing tools has certainly created new avenues for marketing and advertising of business. The whole point of this report is to look at the possibilities and future of digital marketing in Partex furniture Ltd. and as a whole in Bangladesh.

In our country, only a handful of organizations have proper concern about digital market and most of them are multinational organizations. I tried to know about the existing established policies, methods and actions of Partex specially their actions oriented to different marketing activities and approaches to establish themselves as a renowned brand locally and internationally.

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# Chapter 1

## 1.1. Introduction

The topic of my study is “Conventional marketing vs Digital marketing: A study on Partex Furniture Limited”. I found that in our country internet users are mounting with each passing day. Due to this, companies are spending huge amount of their budget on digital marketing and with each passing day companies are shifting from traditional to digital marketing.

Conventional marketing includes of print ads in newspaper, magazines, billboards, direct mail, posters, TV and radio commercials and brochures or leaflets. Until the introduction of the internet, these were effective mediums. But now conventional marketing is in last mile of race.

Twitter, Facebook, Youtube, Google LinkedIn and many others Social media have emerged as the transformational new digital marketing tool. These media have connected into our everyday lives and it can be said that nearly all of us are connected all of the time.

In this report I tried my level best to analyze the furniture industry in terms of conventional marketing practice vs digital marketing through my experience while working in Partex Star group.

## 1.2. Company Overview

Partex Star Group is one of the largest Bangladeshi diversified private sector enterprises, owning and operating over twenty units giving value for money to all customers. The Group, Partex Group, started its journey in 1962, with the torchbearer, Mr. M.A. Hashem, the founder Chairman of the then Partex Group, an eminent industrialist of the country. The company started its business in tobacco trading and with prudent entrepreneurship of our Founder Chairman Mr. M.A. Hashem today we have a stake in tobacco, food, water, soft drinks, steel container, edible oil, wooden board, furniture, cotton yarn and the IT sector. After Bangladesh was established our Chairman set up M/S Hashem Corporation (Pvt) Ltd, in Chittagong city meeting the large demand of food and materials needed for sustaining the needs of a new nation through imports. From importing to import substitution was the next logical step and the stepping stone into the



manufacturing sector, which has matured to the multimillion dollar diverse investment of the Partex Group today. A dedicated work force and committed board members led by our Chairman and backed by a market oriented corporate strategy has been the cornerstone of our success. Today the group has over twenty family owned private limited companies with a sizable turnover.

Partex Star Group owns and successfully operates twenty manufacturing, service and trading concerns delivering best values to customers through its products and services. Our business primarily exists in two different areas – consumer durables like different types of boards (particle board, veneer board, melamine faced chip board, plywood, PVC sheet) doors and door frames & furniture to FMCG like dairy products, cookies, spices, etc.

The company is dedicated to create an enriched customer experience through a top-to-bottom focus on excellence in execution. From the hiring of people to the selection of merchandise, the negotiations with vendors to the design of our showrooms, the generation of the purchase order to the delivery to our customers' homes.

A motivated work force, management and committed board members led by the Partex Star Group Chairperson and backed by a market oriented corporate strategy has been the cornerstone of the group's success.

Partex Furniture is leading manufacturing furniture, brought revolutionary changes in the furniture market in our country since its start 2000 and owned by Mr Aziz Al Kaiser. First it had started with only bed room furnitures, but now Partex furniture is fully equipped with latest technologies.

### **1.3. Product**

The total number of existing products in the market -

- House hold Furniture (Wooden)
- House hold Furniture (Laminated Board)
- Mini bar (Wooden)
- Kitchen Cabinets
- Work Stations
- Chair

- Doors
- Computer Furniture
- Office Furniture

#### **1.4. Types of products**

Partex Furniture is one of the standard quality furniture companies. For their excellence products they are becoming more popular furniture company name in customer mind.

##### **Office Furniture:**

- Conference Room Chair
- Visitor chair
- Conference table
- Workstation
- File cabinet(Metal and wooden)
- Sr. Executive chair
- Executive chair
- All kinds of table
- Computer table
- Working top
- Imported table
- Imported wooden floor

##### **Home Furniture:**

- Almeria
- Bed with bed side table
- Dressing table
- Dining chair(Metal and wooden)
- Dining table(Metal and wooden)
- Built in cabinet
- TV trolley

- Kitchen Cabinet
- Kitchen Accessories
- Multipurpose display cabinet
- Sofa sets
- Wall paneling

## **1.5. Mission and Vision**

To be the most consumer-focused, competitive, efficient, innovative and environmentally responsible and quality concerned leading market oriented furniture manufacturer, sales and distributor of Bangladesh.

We are the leading furniture solution provider in Bangladesh achieving our business vision through growth in market reach, increasing operation size, international distribution, total service and consistent branding activities by the being most customers focused & Innovative, cost effective & efficient, environmentally responsible & quality concerned company in the business.

## **1.6. Marketing Activities**

Partex is continuous in finding of production innovation and development. Partex had the leading manufacturer in producing the particle board which is a major raw material to produce furniture. Before, they supplied this particle board to other furniture making companies to make furniture. Later the top management decided that they could vertically integrated in to the furniture industry since they are producing their own raw material. They also came up with an inventive idea of making use of the unused part of the log which they use for making particle board. They also have a well-known distribution network which it can use for the furniture as well.

Now talking about marketing strategy for Partex basically they don't have any rules for their marketing. Newspaper ad is the only way they go for. They expend huge amount of leaflets and brochures. Unfortunately, there is no one to make sure that these things will go to the right hand.

Partex has a very multifaceted structure. Their administrative expenses are very high. This could be a reason that their top management are not interested to expend much on marketing.

### **1.7. Target market/ Segment**

Partex Furniture focuses not only 'demand' but also the 'necessitate' of customers. The target group of Partex Furniture is belonging to the high income and middle income group. This includes not only big companies like Square or City Bank but also includes middle income group. Quality is the main factor for the high income group where price and quality both are considered as main factor for the middle income group. The customers of Partex Furniture can be separated into two categories –

- a) Corporate
- b) Household.

Partex follow a differentiated marketing strategy.

### **Consumer lifestyle**

Consumer's lifestyles have improved over the last decade, with growing upper middle class people. In this "time poor cash rich" society, there will be an increasing tendency towards less traditional wooden furniture and an increase in demand for stylish, light weights, durable furniture.

### **Demographic Variables:**

#### **Age:**

The target market of Partex furniture is people of aged 25 and above. As they charge high prices so people who have a job or business and working for at least five years can manage to pay to buy Partex products.

#### **Sex:**

For corporate offices, male are the main customers. On the other hand, female customers are the decision maker and usually come together to purchase home furnishings.

**Social class:**

Majority customers of Partex furniture are from high class. In showrooms, approximately 70-80% of the customers are from the high class while the rest are from the upper middle class and middle class.

**Geography:**

Partex mainly focused in Dhaka for their target customer. Their target region 70% is in Dhaka and 30% outside of Dhaka. This is why the company focused mainly within Dhaka (Own Showroom). Most of the showrooms are situated near areas like Panthapath, Gulshan, Monipuri Para, Mirpur Kazi Para (Main Hub), Mirpur Chiriakhana Road (New), Jamuna Future Park (New) etc. The merchant houses are also positioned in Sylhet, Chittagong, Khulna, Noakhali regions.

**1.8. Communication Mix Strategy**

Partex Furniture Limited is used different types of strategies for promoting its products and services to its target customers.

Communication mix strategies of Partex Furniture Limited	
Advertising	TVC, Newspaper, Magazine, Billboard, Radio
Personal Selling	SMS, Mail, Call, Greetings in Occasions.
New Product Launching	Fire door for garments factory worker's security
Discount Offer	In Pohela Boishakh, 2 Eid, 26 March
Others	Participate in Dhaka Trade Fair, Sponsorship of Programs



Communications can include public relations, advertising, viral advertising, personal selling and any form of communication between the organization and the consumer.



- Advertising – a mass media approach to promotion: ParTex use a lot of approach for their promotion.
- Outdoor: usually outdoor communication means Billboard, signboard. Banner, festoon etc.

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**New Arrival**

**WOODEN**

4,264 / 5,200

17,876 / 21,600

WTRN-644WN-03 | WCRN-044WN-03

3,280 / 4,000

TRD-P004MG-XX

6,273 / 7,650

**WOODEN**

WRMG-003WN-03

9,184 / 11,200

ALN-0049PT-XX

**WOODEN**

16,400 / 20,600

WBED-110, WN-01

Hotline: 01755530869

- Magazines / newspapers: they use different types of advertisement in Magazine and newspapers. Especially when this company runs any special offer for their customer and for occasional campaign.
- Television: Television is another important media of promotion now days.
- Radio: Radio becomes alternative very widespread media in Bangladesh.
- Sales promotion - price / money related communications: There are various types of sales promotion used by the company. They are as follows:
  - Coupons
  - Discounts
  - Competitions
  - Loyalty incentives

**স্ক্র্যাচ কার্ড ঘষে ঘুরে আসুন বালি ! আরও জিতে নিন !!**

২য় উপহার



বেড রুম সেট

৩য় উপহার



ডাইনিং সেট

৬ষ্ঠ উপহার



ডিভান

**শর্তাবলী:**

১. প্রতিটি ৫০০০ টাকার পক্ষে ১ টি করে "scratch card" রয়েছে।
২. ৫০০০ টাকার অধিক পণ্য ক্রয়ের ক্ষেত্রে প্রতিটি "scratch card" এর গুণ হিসাব রয়েছে।
৩. প্রতিটি "scratch card" এর পক্ষেই আকর্ষণীয় এবং দ্রুত উপহার।

**SHOWROOMS:** Monipurpara:019 12 357 362, Moghbazar:017 13 367 388, Gulshan:017 13 367 384, Baridhara:017 55 543 880  
Mirpur:017 55 543 889, Panthapath:019 43 348 346, Uttara:016 88 505 391, Mohammadpur:017 11 617 710, Khulna:017 13 396 306  
Sylhet: 017 16 116 017, Chowmuhan (Noakhali):017 30 727 976, Chittagong: 017 30 727 955, Rest of the country: 017 30 709 733

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বৈশাখী উপহার



**PARTEX™ furniture**  
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5 Column x 4"

### Public relations -

- Press launches
- PR events
- Press release



### Personal selling –

- Salesmen



- Experiential marketing
- Dealer or showroom sales activities
- Exhibitions
- Trade shows

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**New Arrival**

**WOODEN**

4,264 / 5,200

17,876 / 21,800

WTDN-644WN-03 | WCDI-044WN-03

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WRMG-003WN-03

9,184 / 13,200

ALM-0049PT-XX

**WOODEN**

16,400 / 20,000

WBED - 110, WN -01

**PARTEX FURNITURE**  
total care

Hotline: 01755530869

#### Direct marketing -

- Mail order catalogues
- Bulk mail
- Personalized letters
- Email
- Telemarketing
- Point of sale displays
- Packaging design



## Digital marketing –

- Company websites
- Social media such as Facebook or Twitter
- Blogging
- Mobile phone promotions
- YouTube
- E-commerce.



## Chapter 2

### 2.1. Conventional Marketing vs. Digital Marketing

Running a successful business is not just about choosing the suitable market or having a high quality product. It's also about choosing the right kind of marketing techniques in order to reach out to your target audience and convert them into customers.

Over the year, the field of marketing and advertising has been changed a lot. In fact, it changes every day. In the last few year digital marketing has been improved radically. Most of the world's top organizations are now focusing more on digital marketing. Currently, there are even questions rising that digital marketing is suppressing the traditional marketing. This report will be mainly focusing these two types of marketing.

### 2.2. What is Conventional marketing?

Conventional marketing is nothing new as it's a form of marketing that we have been exposed to at one point or another. It is a traditional mode of marketing that helps to reach out to a semi-targeted audience with various offline advertising and promotional techniques.



It is hard to ignore conventional marketing. It includes the Conventional ads we look everyday. Many of the common and most tried offline marketing strategy come under the following five major categories:

Print (magazines, newspapers, etc.)

Broadcast (TV, radio, etc.)

Direct Mail (catalogues, postcards, etc.)

Telephone (Telemarketing, sms marketing, etc.)

Outdoor (billboards, fliers, etc.)

Conventional marketing may have developed over the past few years, but the elementary feature stays same.

On the other hand, digital marketing may different than Conventional marketing. However, the fact is, digital marketing is more useful because it does not overlook any of the four Ps of marketing. Four P's are used in a unique manner in digital marketing.

### **2.3. Advantages of Conventional Marketing**

The advantages of Conventional marketing over digital marketing are discussed below:

**Reach local audience:** Conventional marketing can reach local audience easily. A business can promote by radio in a fastest way and it is a best alternative.

**Reuse and recycling possible:** Digital marketing don't need any physical material like posters. But hard copies can add benefit. Posters or fliers can be reused or recycled for future.

**Familiar marketing mode:** Digital marketing is easy for older customers. Conventional marketing is very familiar for aged people and businessman. And anyone can easily understand about a brand or a product.

**Hard copy easily processed:** Hard copy can easily recycle in future and can process for use.

**Greater exposure:**Conventional marketing can get a great exposure easily. As a proven method, every businessman relies on this method and think that it will get them success.

**New audiences:**Conventional marketing can reach a huge population as it covers much geographical area. Billboards or radio or others materials can spread message easily and there is a chance to get new audience.

## 2.4. Disadvantages of Conventional marketing

Although Conventional marketing has been getting success in the past, there are some disadvantages of Conventional marketing too due to the increasing use of the internet in recent years. The beginning of the enormous use of the internet, use of smartphones, iPods, tablets, and social networking sites, small businessmen are also able to advertise their products using websites and web pages through banners, social sites such as Facebook, WhatsApp, Twitter, podcasts. These cost less compared to Conventional marketing. Some of the disadvantages of Conventional marketing are discussed below:

**Static text:**In conventional marketing no one can interact with the customer. So if any businessman gives an ad in a newspaper then it's not possible to update it in future.

**Lack of time to update message:**Conventional marketing need a well prepare message in advance before it publishes. So businessman can't change their message easily.

**Expensive compared to online marketing:**Compared to online marketing conventional marketing is expensive. To run a campaign by putting ads or distributing any flyer, business need to pay.

**Customized Marketing not possible:**Conventional marketing don't give the chance to target any specific customer rather only specific market can be targeted.

**Provide less information:**Conventional media don't have much space to display different variations of the price or offers. Which might attractive to the customer.

**Ignorance of Conventional methods:** Most people tend to ignore or skip the advertisement more easily, such as they might not read the ad on the billboard or banner, change the channel of the television when the advertisement or commercial is shown, etc.

## 2.5. What is digital marketing?

Online marketing or Digital marketing or refers to the marketed related work that a business does through the Internet or an electronic device such as a mobile phone. Any business can leverage digital marketing to reach out to their target market, connect with prospects and convert more of them into customers/. Everything from search engine marketing to Instagram marketing comes under digital marketing.



The reason why digital marketing is essential for a business today is because the Internet is becoming one of the most used tools. More and more people are logging on the net to carry out their day to day actions, which includes purchasing goods and services.

As technology grows and the new digital thoughts are brought to life, the digital marketing world grows with it. One of the reasons why it continues to convey results is because it is a form of inbound marketing. Which means, instead of you going out there to find people, they find you. Whether it is running an advertisement on Google or creating marketing related content for your blog, it's all about drawattention to your target customer and spreading awareness.

## 2.6. Advantages of digital marketing

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and considerable way. Other digital marketing advantages include increasing driving online sales and increasing brand loyalty.

**Global reach:** Digital marketing can reach new markets and can trade worldwide in a short time.

**Lower cost:**Digital marketing needs low budget to reach the right customer.

**Trackable, measurable results:**A marketer can easily measure the effectiveness of campaign by web analytics and other online metric tools.

**Openness:**A marketer can build customer loyalty by getting involved with social media and managing cautiously.

**Personalization:**A digital marketer can keep customer database and can attract with targeted offers easily.

**Social currency:** Digital marketing allow you create engaging campaigns using content marketing tactics. This content can gain social currency - being passed from user to user and becoming viral.

**Improved conversion rates:**In digital marketing, a customer can make a buy with a few clicks. But in other medium, a marketer needs to make phone call or go to shop.

## 2.7. Disadvantages of digital marketing

Some of the downsides and challenges of digital marketing you should be aware of some aspects that are given below:

**Skills and training:** Digital marketing need the right knowledge and skill to carry out with success. To keep update is mandatory in digital marketing.

**Time consuming:**Digital marketing can save time for a marketer. And he can measure the results and ensure a return on investment.

**High competition:** While you can serve a global market with digital marketing, you are also up against global competition. It's always challenging to compete with international competitor.

**Complaints and feedback:** Audience can see any negative feedback or complaints through social media. It can damage a brand reputation.

**Security and privacy issues:** There are a number of legal considerations around gathering and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data safety.

## 2.8. Contents in Online Marketing

- Ads and Sponsored are familiar in Bangladesh
- Sponsored ads influence the buying decisions and people like dynamic and interesting contents rather than informative contents.
- Social Media creates the virtual existence in people's mind and people actually get aware about the brands through Social Media Marketing.
- People do not want to experience new products only from seeing that advertisement Online.
- Online Contents puts pressure over quality. Quality isn't everything to convert the clicks into sell.
- Visual Presentation is the most important part of Online / Social Media Marketing



## 2.9. Digital Marketing vs. Conventional/Traditional Marketing

There is a question whether digital marketing is outstanding traditional marketing or not. Most of the people believe that digital marketing has taken over and traditional marketing hardly exists. Over the last year conventional marketing had fallen nearly 160% and at the same time digital marketing improved 14%.

As traditional marketing is evolved for so long people are well-known to it. Searching ads in magazines and newspapers, or looking at roadside billboards are still common activities and people do them all the time. Most of the time conventional marketing is reaching only local audiences. The results of the communication cannot be measured accurately or at some cases it is unmeasured at all, it is the main difficulties of traditional marketing. It's even costly than digital marketing. Moreover, conventional marketing strategies are not interactive. The communication is in one way. So there is no rapid way to know the people's feedback or want to say about their brand/products or communications.

On the other hand, in digital marketing, businesses now know the target audiences and what they are offering to them. So, here right people get to know about what company wants to say. If the targeted person wants to know any further information about the products or services from the business, they can let him/her know very easily with a very low communication cost. Thus people become more interested in products or services and company gets more customer. The bonding become deep as customer can continuously talk with the brand. That creates trustworthy customers. In terms of money, digital marketing is extremely cheaper than conventional marketing and the effectiveness is surprising.

The win of digital marketing over conventional marketing can be simply pointed out. However, People, especially in the third world countries are still accustomed with conventional marketing. So, it's hard for any business to grow by shaking the hand only with the digital marketing. The world is still not ready to overlook conventional marketing.

## Basic difference between conventional marketing and digital marketing

<b>Traditional marketing</b>	<b>Digital marketing</b>
Communication is unidirectional.	Communication is bidirectional
Medium of communication is usually phone calls, letters and emails.	Medium of communication is mostly through social media websites, chat and e-mail.
Designing, preparing and launching a campaign takes lots of time money and preparations.	Develop an online campaign is faster and carry out changes along its development.
Specific audiences are targeted for a campaign	The content is offered for common public.
It is conventional way of marketing, best for getting local audience	It is best for targeting global audience.
The Effectiveness of a campaign is challenging to measure.	It is easier to quantify the effectiveness of a campaign through analytics.

### 2.10. Digital marketing in Bangladesh

Globalization has brought in many changes in the business scenario with the whole world inching towards one big market place. Communication between the buyers and sellers has become crucial as each can opt to explore a greater number of alternatives than ever before. E-marketing through internet e-mails, website and other facilities enables a businessman to be linked with every corner of the world, and thus opens up greater opportunities in the world market.

According to Bangladesh Telecommunication Regulatory & Commission (BTRC), almost 80 million people are using internet at the moment in Bangladesh. Number of people are now using internet is growing and modern people are very tech-conscious. Realizing the fact that a handsome number of people are browsing internet every day, different companies have changed their marketing policies and diverted the attention towards digital marketing.

The digital marketing industry is growing rapidly because of the development of cell phones, web availability and social networking in Bangladesh. Digital marketing has been introduced in

our country relatively years back and people are accommodating this form of marketing style. Digital marketing is totally different from conventional marketing. To define digital marketing in other words, it can be said that, digital marketing refers to the support for products or brands via one or more forms of electronic media. It is not only a rapidly growing force in the current marketing arena, it is expected to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether. Digital methods of communication and marketing strategies are more rapidly, more resourceful, concrete and efficient. Moreover, it is more cheap and consumer-oriented than conventional marketing. The key forms of digital marketing include website development, SEO, online video content, e-mail marketing, social media marketing, PPC (Pay-Per Click) advertising, branded & non-branded SMS marketing, banner & logo design, image post-production and many more things.

The most notable aspect of digital marketing is that it is very inexpensive. Digital marketing is more inexpensive than conventional offline marketing methods. Digital marketing empowers the business companies to spread the targeted audience. It is like you are getting versatile benefits by costing comparatively less amount of money. Along with that, it also assists the companies in presenting products or services in front of greater number of customers and maximizing revenue within minimum cost.

## **2.11. Types of Industries involved with Digital in Bangladesh**

In Bangladeshi market, Digital Marketing plan use various industries like-

### **➤ E-Commerce**

In an E-commerce business, the vital marketing policy is online marketing. Without digital marketing, we cannot think about E-commerce in our country.

### **➤ Tourism Sectors**

From online room booking to different tour related journey are mainly focused and used by digital media for transaction, communication and every activity.

➤ **Bank**

Banks always want to collect more clients. At the present time, they follow Digital Marketing policy broadly. Mobile Banking, Internet Banking, SMS Banking all of these services are offered by Banks which are included with Digital manner.

➤ **Telecommunication**

By using digital platform, Telecommunication companies in Bangladesh like Robi Grameenphone, TeleTalk, Banglalink etc. provides different services like SMS, MMS, Internet package etc.

➤ **Garments & Textiles**

This industry also started to promote their business digitally as it's an export and import related industry.

➤ **Export-Import Business**

Pharmaceuticals, Garments items, Leather, Ceramics, Steel, Plastic, and many items are regularly exported and imported from Bangladesh to other country or other country to Bangladesh. Thus, they use Digital marketing policy.

➤ **ICT Sector/IT & Software**

ICT sector in Bangladesh is divided into four sectors-

- i. Information Technology (including Software solution)
- ii. ITES
- iii. Network Solutions
- iv. Hardware Solutions

Most Bangladeshi market players initially offer their products and services on the domestic market, and then they export to Europe, Northern America and others. Furthermore, based on Business Process Outsourcing (BPO), many companies provide their services by using online market place.

## 2.12. Major Type of Digital Marketing Practices in Bangladesh

- **Marketing policy:**

Every company should have their own marketing strategy. As the sale depends on the marketing activities, marketing policies have a great impact for future success. All companies in Bangladesh follow almost same marketing policies. Online promotional strategies get more emphasize than offline promotional strategy in various industries. There are major marketing policies are given below:

- **Social Media Marketing:**

Different Companies in Bangladesh use the various social media platform for doing their promotional activities such as

**Facebook Marketing:** Facebook provides various tools (paid and non-paid) for doing marketing activities. Marketers can boost their Facebook page or post to reach their particular ads about product and service to specific customers. Here, marketers can do niche targeting according to customers' age, gender, area and so on and can do easy segmentation.



**Twitter Marketing:** Various companies also use Twitter for doing marketing. Here, they can tweet by providing their web or service or product link with picture and most important thing is Hashtag (#). They must use Hashtag (#) for more engaging specific customers.



**LinkedIn Marketing:** LinkedIn is basically professional platform by where marketer can hire the expected employees but they can find out the actual customers or clients from here. They can use Hashtag (#) here as well as can engage targeted customers.



**Instagram Marketing:** Instagram is photo based platform but marketers post various photos of their products or services with Hashtag (#) and try to find out targeted customers.



**YouTube Marketing:** YouTube is a video based platform by which many companies of Bangladesh make video or advertisement about their product or service as well as now a day, they publish various review or make tutorial on particular subjects such as SEO, Digital

marketing etc., resulting increasing customers' engagement on their channel and ultimately customers purchase their product or service.



**Pinterest Marketing:** Marketers post various photos, smaller scale, GIFs and video of their products or services and try to find out targeted customers.

#### ▪ **Email Marketing**

Email marketing is related with sending email to targeted customers. It can be customized or can be bulk marketing. Bangladeshi companies at first collect the business email address from several sources such as from corporate database, buying form several market place like Up work, Freelancer, guru etc. Then they send the offer letter through software or using different web applications. This is the process of email marketing. There are two types of email marketing

- i. Stand-alone-campaign
- ii. Newsletter

In Bangladesh, two types of approaches are used. Some organizations that specialize in email marketing provide various services to IT firms such as “Callbox” provides-

- ✓ Email copy writing
- ✓ Template Design
- ✓ List Hygiene
- ✓ Email database management
- ✓ List Segmentation
- ✓ Customization

- ✓ Results Tracking

## ▪ **Blog Marketing**

Many of industry follow blog marketing for increasing the traffic or engagement on their website. They publish some innovative blogs regularly in different blog platforms, their own sites as well. There some famous blog platform is given below-

- ✓ TechCrunch.com
- ✓ TheNextWeb.com
- ✓ Wired.com
- ✓ Droid-life.com
- ✓ Slashgear.com
- ✓ TechRadar.com
- ✓ BusinessInsider.com
- ✓ Macrumors.com
- ✓ Tech2.com
- ✓ Venturebeat.com
- ✓ Eurogamer.net
- ✓ Gizmodo.com
- ✓ Mashable.com
- ✓ TheVerge.com
- ✓ DigitalTrends.com
- ✓ Technorati.com
- ✓ Gigaom.com
- ✓ Blog.us.playstation.com
- ✓ Engadget.com
- ✓ Ubergizmo.com

## ▪ **Online Advertising**

Online advertising is considered as an old fashioned form in the online world. IT firms, Telecommunication companies etc. generally use this ad through Google Ad Words. Besides



they use banner ads, pop-up ads etc. Now a day's online video advertising ad is very popular such as You Tube video ads, ads in various web portals like prothalo.com, bdnews24.com show these types of short video ads.

- **Launching online campaigns**

Sometimes companies in Bangladesh do special campaign when they launch new product or service. This is another promotional technique of digital marketing.

- **Promotions in different websites**

For the purpose of increasing rating, traffic in the website, most companies of Bangladesh uses several platforms, and they provide good review about their own website in these following links. After that their websites are be promoted in online world by the authority of these platform.

- **Search Engine Marketing**

Search engine marketing means the marketing via internet to seek to promote a website by enhancing the traffic or visibility in search engine result pages.

Two types of search,

- a) Organic Search and
- b) Paid Search.

Various firms normally use both type of search. There are two ways for marking or highlighting the particular website in online

**I) Search engine optimization (SEO)** SEO is the process of improving the volume as well as quality of traffic delivered to a website from search engine. It helps to ensure that a site is accessible to a search engine, and accurately describes and classifies the site helping to define its pages' relevancy to a search. SEO mainly requires four things: Right keywords, SEO-friendly HTML, link building and relevant content for both search engines and visitors.

Search engine optimization is divided into two main focus areas-

- **On page SEO:** On page SEO relates the optimization of your websites content as well as code for target keywords.
- **Off page SEO:** Off page SEO relates to the optimization of links pointing to your websites.

## ii) Pay per click advertising

PPC is one type of sponsored online advertising by which the marketers only pay if a web user clicks on the ad. As PPC provides the freedom to choose the price and keywords, the traffic is more targeted. Google focuses the way of increasing share of paid search, primarily from its PPC service, AdWords. By this advertising, marketers can target and reach to highly targeted customers. There are another two terms are used which Pay Per Lead (PPL) and Pay Per Sale (PPS).

## 2.13. Constraints of Digital Marketing

Digital marketing has several challenges. Among them the following is critical.

- Limited access and use of computer and telephone
- High internet connection cost
- Slow internet connection speed
- Unpredictable power supplies
- Credit card conundrum
- Lack of modern financial system
- Language barrier
- Lack of flat rate phone plan
- High illiteracy rate

### Telephone Access:

To make successful e-marketing customer must have access to computer and an internet service provider to use the internet. In Bangladesh numbers of internet users are not enough to carry successful e-marketing.

**Internet Connection Cost:**

Nation like Bangladesh has higher internet related business cost- a concern because for each online business the internet is necessary. Internet connection charge is high relative to the purchase power of people's low connection Speed.

**Website Design:**

Another key issue of e marketing in Bangladesh is the relationship between connection speed and website design. Although most internet connection around the world is through dial up connections, telephone line limits the speed which data can be sent and received. Download speed is 35000kbps. This has major implication for Website design, specially the point to where graphics are used. Web is typically a visual medium and users expects to see pictures, mostly complicated graphics and pictures that move, roll into usual shape. Yet each of these elements slows the download rate. In BD, with slow connections speed and a user may be laying the minute, download speed is a major consideration.

**Unpredictable Power Supplies:**

In Bangladesh another challenge for e-marketer is sporadic electricity. Supplies of electricity and access to it don't bring optimal position to bring a good scene for digital marketing.

**Credit Card Conundrum:**

Convenience and ease of transaction are two of the internet 's most benefits. Credit card and secure online payment systems make seamless and easy web based transactions in developed countries. So, it is not for all time possible for buyer to pay electronically for not having a credit card.

**Lack of Modern Financial System:**

Bangladeshi cash based traditions limits the volume of online transactions. The establishment of payment counter, ATM booth and collection agencies is expected to lessen to severity of the problem but will also add to overhead expense incurred by online service.

**Language Barrier:**

Most online service providers opt to offer bilingual interface for their websites to accommodate local and foreign customer. This increase price and adds some technical challenges.

**High Illiteracy Rate:**

In Bangladesh, High illiteracy rate limits practice of all kinds high-tech services. Progressive governmental strategies are centrally needed to decrease the relatively high illiteracy rate.(Masud, 2017)

## 2.14. Impacts of Digital Marketing

The most rewarding aspect about digital marketing is that it gives a level playing field to incumbents as well as small businessmen for their business promotion. Marketing via digital means help enhance the online presence of the business and provide a perfect platform where one can build the image of their brand quite strategically. The rapid evolution of digital marketing tools has undoubtedly formed new avenues for marketing and advertising of business. Digital marketing over the years have certainly provided a ideal platform for promoting the actions of business, given below some most accepted impacts of digital marketing –

**Level playing field:**

As the beginning of digital marketing and connected tools of business promotion, any business can battle with their opponent regardless of their size and reputation. A creative and well thought out marketing technique can help small businessman promote their business using online tools quite effectively in comparison to traditional tools of marketing employed by large businesses.

**Real time results**

One of the most visible impacts that digital marketing techniques have had on business over past few years is that now results can be measured in real time. Whether you are promoting your business through social media or email marketing, you can always take help of information as to how many visitors have visited to your site and how many have subscribed to your services and at what time.

**Direct customer interaction:**

One of the most suitable impacts that digital marketing have had on business promotion in India is that it has brought businesses and consumers on the same platform. Digital marketing tools like social media provide businesses the opportunity to communicate with their potential customer in real time, which proves highly beneficial in creating quick responses and designing a marketing plan according to the requirements of the customer.

**Concept of Viral:**

When as a business you take help of online tools like social media, emails, website content and SEO, this enables your link and message to be shared quickly over a large platform. If your content of information is effective, then it can go viral in matter of few days and you stand quite significant chances of making your business popular in a quick time.

**Faster transfer of information:**

Promoting the activities of business was never as fast as it has become now. Digital marketing tools like electronic media and social media help businesses communicate information about products to clients in matter of short time without having to wait for a specific time. Tools like business websites, TV ads, emails and social network help transfer information in minutes and ensure that customer gets aware about product and services of the business in the quickest time frame.

**Shifting of strategy:**

Since every digital marketing instrument is highly cost effective and helps compute results in real time. It becomes quite easy to redesign or change a strategy that is not effective. The best thing is that, strategy can be formulated based on customer interactions and this helps yielding far positive and favorable results for better promotion and profit of business.

**Reduced advertising cost:**

Since the beginning of digital marketing, it has become absolutely hassle free to promote the activities of the business on the web. Any smart business can develop a creative and effective

online marketing strategy in a quick time at a little cost to promote and market the activities of business. Online marketing reduces reliance on costly advertising channels such as print media, television etc.

## **2.15. Future of Digital Marketing**

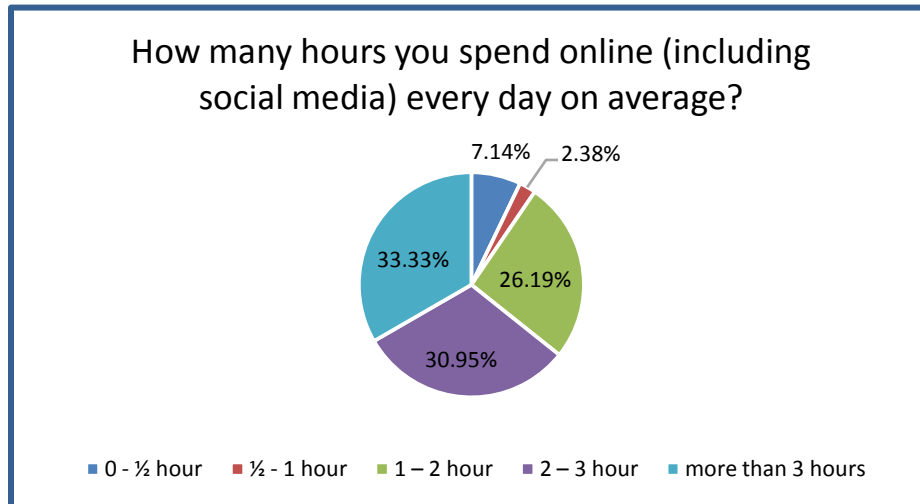
Since the inception of marketing, the brands and marketers have been facing constant challenges to bring out the perfect marketing solution as consumer behavior is changing at a rocket speed. To keep up with the pace of consumer mind, marketing industry have been using many tools to understand consumer behavior and trying to reach out the actual market. As a result, numerous marketing researches have been conducted and marketers are adopting new tools in their bucket every year.

With the grace of World Wide Web, the home& international market is now more open for any business to grab any consumer segment they like. But it is very hard to keep track of millions of potential customers and understanding their behavior every day. In these particulars, only Facebook & Google based digital marketing is no longer enough for any brand to develop a sustainable brand. Therefore, the new generation of marketing professionals is profiling their target market by activating social listening tools and using Artificial Intelligence (AI) not only to distinguish their actual consumers from the entire market but also to keep track of their constantly changing purchase and decision making behavior.

## Chapter 3

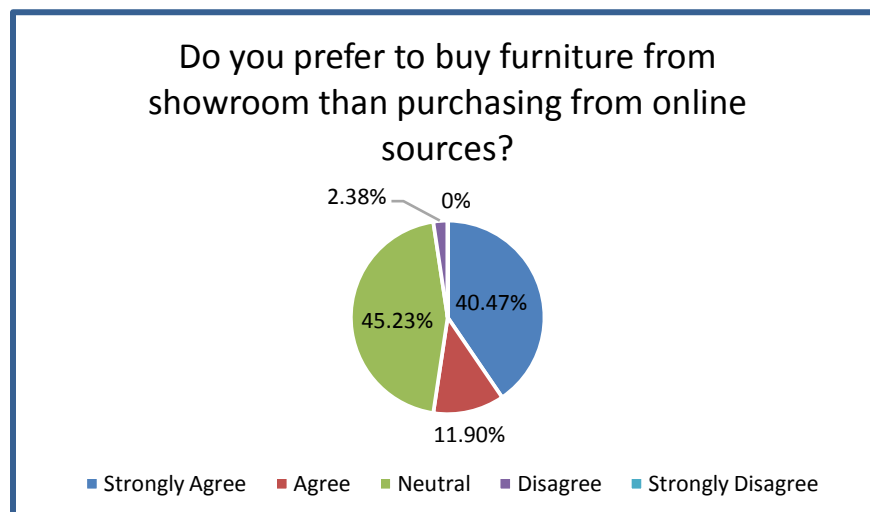
### 3.1. Analysis and Findings

1. How many hours you spend online (including social media) every day on average?



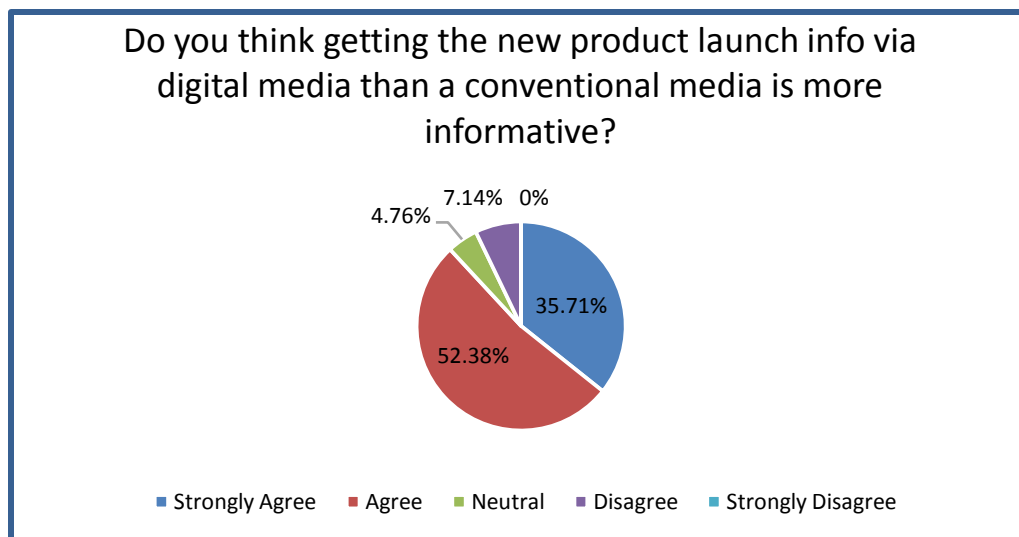
The study shows that 33.33% participant who is living in Dhaka city are spending more than 3 hours per day online in an average. Then again, 52.52% people here in Dhaka city are spending at least one hour or above in internet. This is a very good sign for Partex furniture ltd as their potential customer. However, outside of the Dhaka city this number is much can be different.

2. Do you prefer to buy furniture from showroom than purchasing from online sources?



According to our study almost 52.37% existing customer prefer to buy furniture from showrooms where they can check the product physically than purchasing online. On the contrary, we can see that 47.61 % is eager to purchase furniture from online platform. This implies that people are heading toward digital platform more and more.

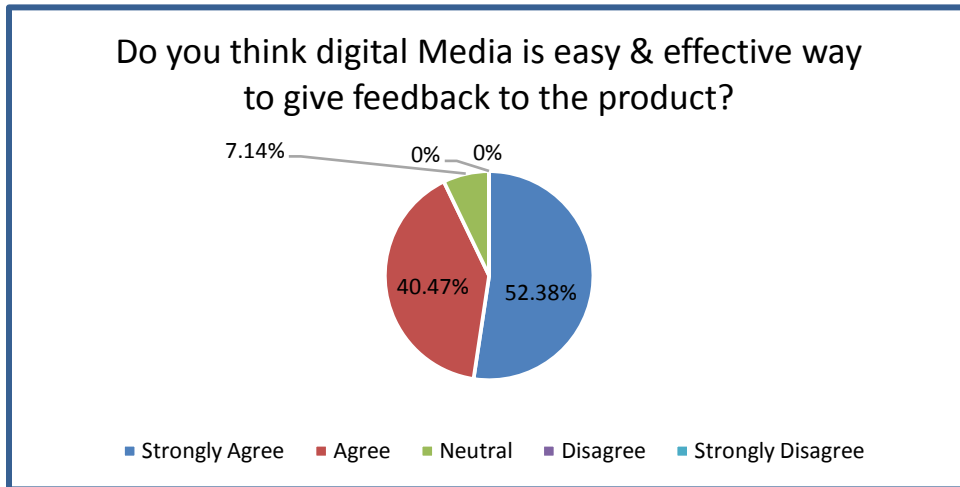
3. Do you think getting new product launching info via digital media than a conventional media is more informative?



35.71% of the participants strongly agree that new product launching info via digital media is more informative and 52.38% also agrees with the same opinion. People with different opinion are very low in number. This result shows people feel very convenient when new brands/products communicate through online. This happens because people now a days are less interested into other type of communications such as billboards or printed press.

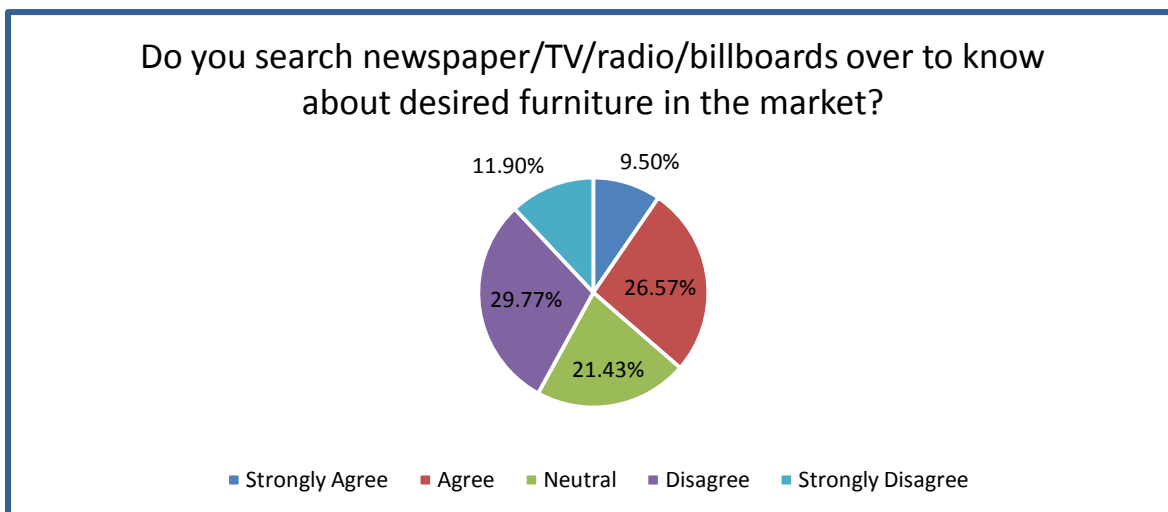


4. Do you think digital Media is easy & effective way to give feedback to the product?



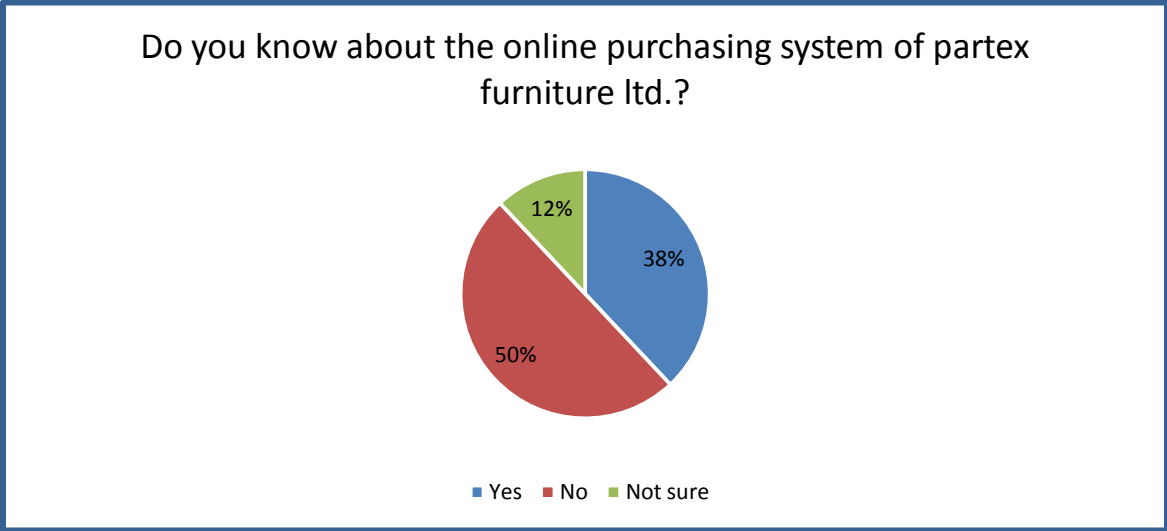
From the above graph we can see that 92.85% participants in Dhaka city accept that giving feedback on product or services via online medium is easy and effective which is never possible in traditional medium. Social media is playing a vital role for this. Through online people can communicate more quickly with the manufacturer and many people feel relieved because its very time saving.

5. Do you search newspaper/TV/radio/billboards over to know about desired furniture in the market?



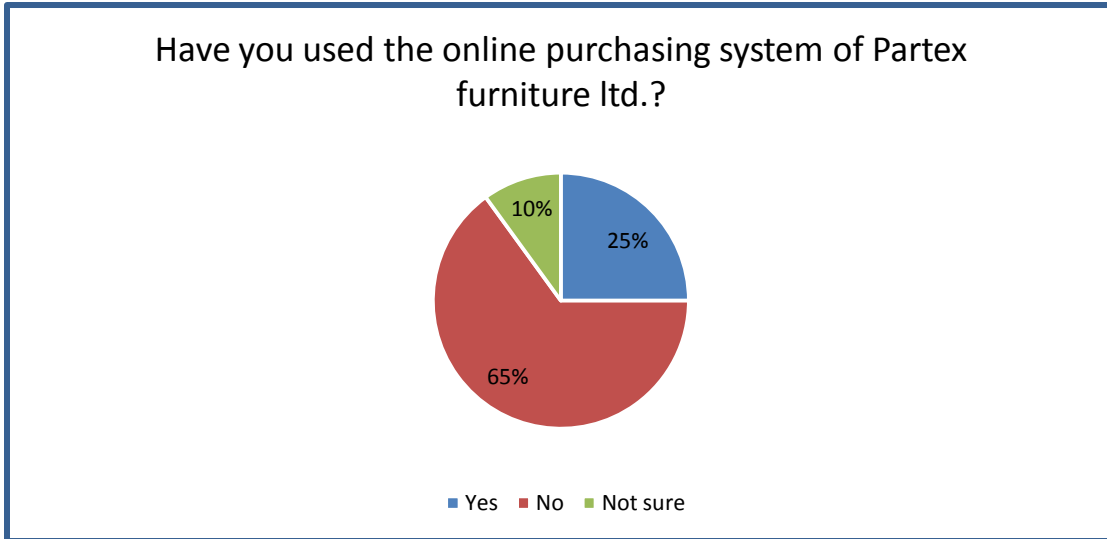
From above graph we can see that only 36% people now search newspaper/TV/radio or billboards for their desired information about furniture whereas almost 41% people are more interested to know through digital platform. That means they search in the digital media for the new products/services in the market which take less time from them.

6. Do you know about the online purchasing system of partex furniture ltd.?



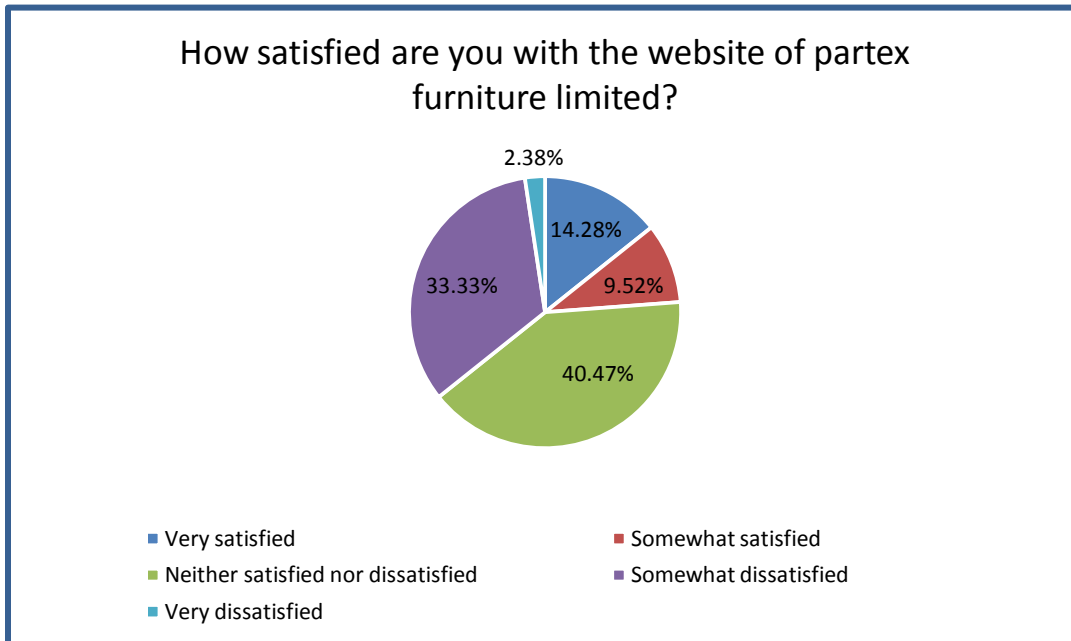
The study shows that 50% people are unaware about the online purchasing option of Partex furniture ltd. Partex is 60 years old company and many of their process are not that much updated. Many of this people can be a potential customer of Partex who are been deprived from the information of Partex furniture.

7. Have you used the online purchasing system of Partex furniture ltd.?



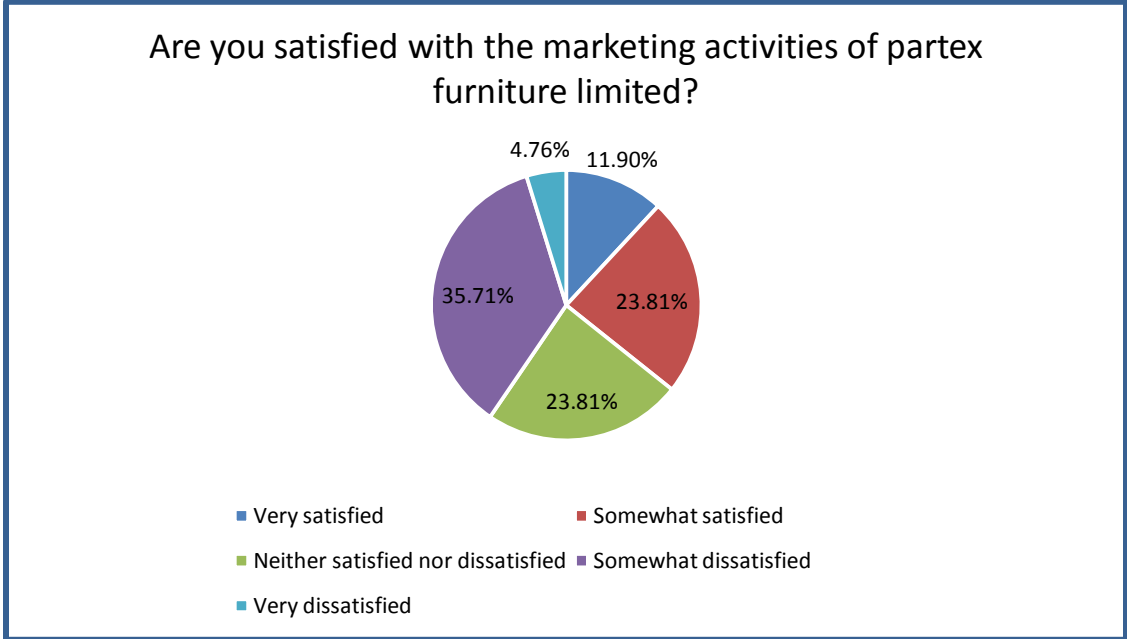
From the total participants almost 65% of the people did not use the online platform of partex furniture. Some of them were really surprise to see the question that whether partex have an online purchase platform. Only 25% people have used the online purchase system.

8. How satisfied are you with the website of Partex furniture limited?



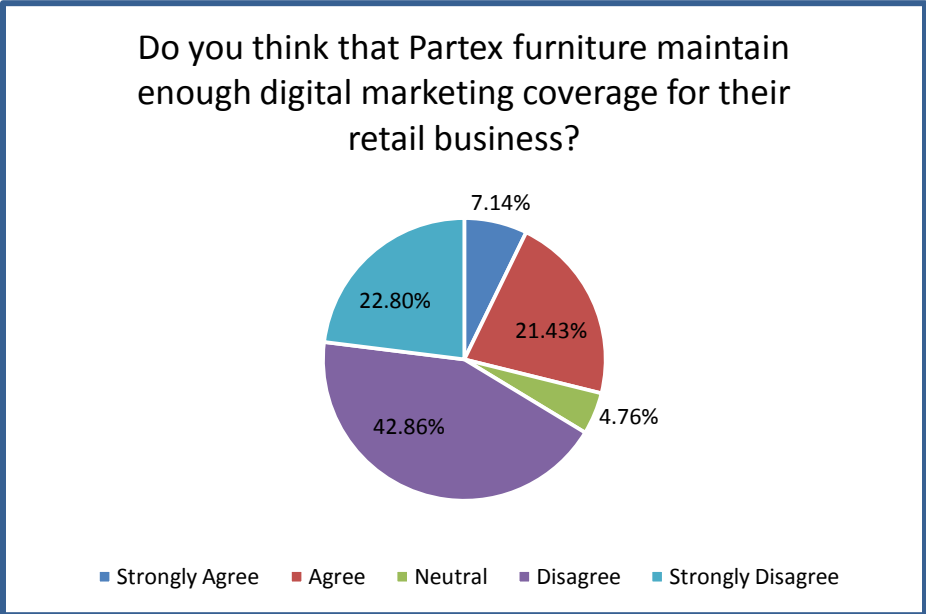
Only 24% of the participants are satisfied with the information that are provided in the website of partex star group. Majority of the participate show their dissatisfaction toward the web site of Partex. It can be said that partex have not given their attention toward the digital platform yet.

9. Are you satisfied with the marketing activities of partex furniture limited?



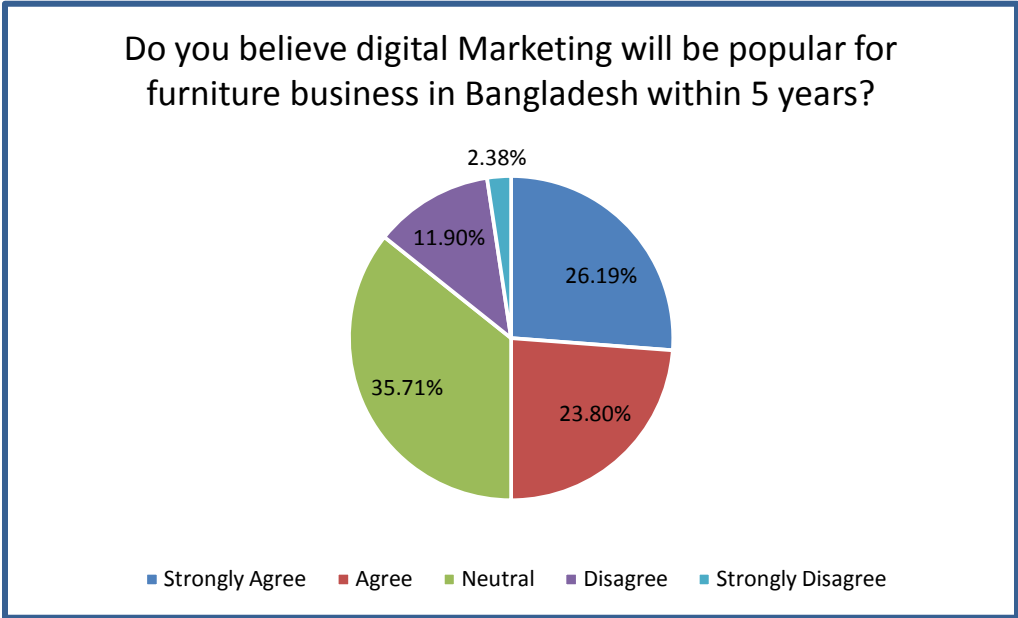
From the above graph we can say that almost 60% of the participants are satisfied with the overall marketing activities of Partex furniture. Whereas 40% of the people don't satisfied with their marketing activities. Through this survey we can say that partex has a lot of scope to improve marketing activities in future.

10. Do you think that Partex furniture maintain enough digital marketing coverage for their retail business?



66% of the existing and potential customer of Partex furniture thinks that they don't have enough coverage in their digital platform and only 33% people think that they have enough coverage in digital platform.

11. Do you believe digital Marketing will be popular for furniture business in Bangladesh within 5 years?



From the above graph it can be said that almost 85% of people think that within the next 5 years, people will be more interested in digital platforms rather than physical stores. Since people are busy now a day, they will prefer to save their time more than save a little money.

## Chapter 4

### 4.1. Recommendation

Partex is a renowned company in our country and try to enter the worldwide competition. But it has some problem regarding their customer support. As I have worked here since I have seen some problem inside it. Those are:

- Customers are highly information seeker now in Bangladesh. They can search for more information after seeing an ad or online is the only two-way communication channel for customers. Current web page of Partex does not provide enough information about product category, cross selling option or online booking system. Partex can improve the situation by taking immediate action to redesign their webpage to meet customers demand.
- Market research is necessary for getting the clear picture for product positioning . Partex should conduct proper market research.
- They take low promotional activities. As a result, their sales are stable. They may increase their selling effort by change in advertising form. They are mainly advertising in the newspaper. They can go for affiliate marketing or E-mail marketing.
- Partex should monitor how customers are engaged with their brand both online and offline, and then create a new plan that can enhance their sales.
- Content management in digital marketing is really very important. Cost is low also. Partex should give more highlight on content management and mix that with traditional media and invest effectively both in digital and conventional media.
- Currently in Bangladesh digital marketing is just in its initial level. Many organizations have just on track to work on digital marketing. For a quick and speedy development, Partex should engage more employees for this part to deal with the high demand.

## Chapter 5

### 5.1. Conclusion

Marketing strategy is a complete blueprint to turn potential customer into a regular one. So that when customers are ready to make the commitment, they can think of your brand. In this report I mainly talk about the effectiveness and efficiency of new form of media which is called digital media. For this reason, a survey was conducted. Outcome shows that as people spend a large time on social media so brand presence in social media is must. Social media is used to not only communicate with friends and family but also to search, interact and know about brands. Partex is a renowned company in our country. Though they are trying to enter the world market but they have some problem with their marketing activities. Partex conduct many promotional activities but rarely try to figure out the problems. Though they are good at their sector but they do not give much effort in market research, market development, product development, product positioning, product planning, business plan, marketing plan, promotional planning etc. Despite many problems, Partex is a growing company and a leader in furniture industry. And I believe it will do well in the international arena too.



## Chapter 6

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