

Report On  
Marketing strategy of CEM Group Bangladesh

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An internship Report submitted to the BRAC Business School in partial  
Fulfillment of the requirement for the degree of Bachelor of Business Administration

BRAC BUSINESS SCHOOL

BRAC UNIVERSITY

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## **Declaration:**

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Md. Raihan Khan**

ID : 15304019

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

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**Asheka Mahboob**

Lecturer , BRAC Business School

BRAC University

## Letter of Transmittal

23 April 2020

Ms. Asheka Mahboob

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Letter of transmittal for my internship report.

Dear Mam,

With due respect and humble submission I'd like to inform you that I completed my internship from **AEIOU- CEM GROUP** and my internship topic is "**Marketing Strategies of CEM GROUP**".

I joined CEM GROUP as an intern for the CEM Marketing team from January 10th, 2020. During my time there, I have learnt a lot about total arrangement of attending client meeting and convincing them to purchase UPVC products through Direct and Digital Marketing. Besides, I have assisted my supervisor handling some of the major clients of CEM GROUP.

Moreover, I'd like to express my gratitude towards you for your guide and feedbacks that helped me put together the whole report.

Sincerely yours,

---

Md. Raihan Khan

Student ID- 15304019

BRAC Business School

BRAC University

## Non-Disclosure Agreement

This agreement is made and entered into by and between CEM GROUP and the undersigned student of BRAC University, Md. Raihan Khan for the insurance of avoiding any exposure to sensitive information of the organization.

.....

CEM GROUP

.....

Md. Raihan Khan

## Acknowledgment

I want to start by expressing my gratitude to the Almighty Allah for making me capable of finishing the internship report. Then I am grateful to Ms. Asheka Mahboob ma'am for being there every step of the way. Without her guidance and valuable feedbacks, I would not be able to complete the report. Moreover, I'd like to thank Mr. Riasat Kibria, Sr. Manager - HR and Business Development for helping me learn a lot of thing from CEMS Global Bangladesh. He taught me all the tasks I have completed there and helped me to go through all the tough assignments. Finally, I'd like to thank all my coworkers and colleagues for being helpful and cooperative. They all created a helpful and friendly environment that helped me to get along with them easily.

## Executive summary

Living standard of people developing day by day. Now a day's people are more concern about the quality than quantities in cheap price. In Bangladesh, Dhaka city is the most populated and to control the humidity level, researchers and environmental specialists informing the people to use more environment friendly products. Real estate companies and Building developer companies can play a vital role to decrease the disasters.

The Managing director of CEM GROUP also brought the UPVC products in Bangladesh on 2012 to minimize the problem. Because, UPVC products are totally unplasticized and environment friendly, this kind of product does not contain any kind of lead. Besides, UPVC windows and doors can help to bring a healthy life for all, as these are sound proof, heat proof and most importantly eco- friendly.

CEM GROUP following traditional ways of marketing to reach to its target customers, which is Direct Marketing or Door-to-Door Marketing. However, they have started to adapt digital marketing by assigning an agency, which is providing CEM a set of target customers through telesales and social media channels.

However, CEM GROUP does not promote their products through TVC, Television commercials. For promoting this kind of products, TVC is the best options because it can reach to the mass people. Besides, this sector is very competitive so if they do not come up with more innovative ideas to make the company unique than the competitors than it will be huge trouble for them in future to sustain in the Market.

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# Chapter One

## Introduction of the Report

## **Chapter 1[Introduction of the Report]**

### **1.0 Introduction:**

In the current situation of pollution or dust problem in Dhaka, the humidity of the city has begun to take turn from bad to worst. Therefore, in foreign country like- Europe or America, they use UPVC product, they use UPVC doors, windows, furniture's and all the other household material all are made of unplasticized polyvinyl chloride, like these countries some of the Bangladeshi companies also launched UPVC product in market. First, UPVC windows and doors are unplasticized, as no additive added to make the material flexible. UPVC Doors and Windows expected to grow a margin where this industry will boom far better than the other competitors do. Besides, the best quality of this product is these are environment friendly, waterproof, heat proof and sound proof. Therefore, the temperature of in and outside will be very different if people adapts UPVC products.

### **1.1 Background of the study:**

The Bachelor of Business Administration (BBA) is the professional Bachelor degree. The course designed with an excellent combination of practical and theoretical aspects. After completion of all the courses, internship is academic requirement of this degree. For internship, every student is required to work in a selected company to enhance one practical knowledge and experiences. After completing, the internship prepared a report on the knowledge of internship. As per the requirement, this report will represent the overview of "CEM GROUP". From that perspective, this report is prepared on "Marketing Strategies of AEIOU, CEM UPVC LTD, CEM GROUP."

## **1.2 Objectives of the Report:**

The Objectives of the report is to prepare a report based on the Marketing Strategies of AEIOU, CEM UPVC LTD. The Objectives of the report will help to understand the Marketing strategies and working process of how's. Here you can get proper idea of targeting the market and marketing strategies by following those we reach to the customers.

- To present an overview of “AEIOU- CEM GROUP”
- To submit a brief Description of their Marketing and Promotional Strategy
- To understand what kind of channels CEM GROUP is using to reach these UPVC products to the Market
- To understand how they are targeting their customers, where Aluminum manufacturers are providing the products in lower rate than UPVC.

## **1.3 Methodology:**

I have used both the primary and secondary data to prepare this report. But most of the data are collected form primary source. I have observed various activities of CEM GROUP and by collecting information prepared this report.

Primary source of information: Face to face, interaction with my supervisor, as this UPVC related product is very new in our country so we have to go for direct marketing, and direct marketing is quiet old for this time, but interacting with the colleagues who are serving the company from the very beginning, I have received proper idea.

Secondary Source of Information: Company profile, company website, and other published files from the social media pages of AEIOU and CEM GROUP.

#### 1.4 Limitations:

This report might be limited with some constraints. During three months of internship program, so many obstacles come in. Besides, for the preparation of this report I found that there are some limitations exist though I have given my greatest effort. Such as:

- The employees are very busy with their work so it was very hard from the beginning to cope with the activities of the company.
- I didn't get any initial training which was difficult for me, I had to do all the work by observing my senior colleague
- Most importantly all the employees are 20/25 years older than me, so in some aspects when I use to put my idea to digitalize the process, most of them could not take it in a positive way.

## Chapter 2

# Overview of AEIOU- CEM GROUP

## Chapter 2 [Overview of AEIOU- CEM GROUP]

### 2.0 Overview of AEIOU- CEM GROUP:

UPVC windows- doors and other household chores are very common in Europe and America. As UPVC product contains some unique quality that help people to lead their life in a healthy way. Therefore, how **Fahim Farque Chowdhury**, the owner of CEM GROUP came up with this new product in Bangladesh, I am going to describe it in this point.

CEM UPVC Limited is the sister concern of Chittagong Electronic Manufacturing Company Ltd., established in the year 2014 for fabricating high-class UPVC profile for the valued customers. We make high quality UPVC (Unplasticized Polyvinyl Chloride) profile for Doors and Windows under the brand AEIOU. It is your source of innovating, state of art, high-end solutions for building construction industry with experience of 40 years in Electro Mechanical and construction field. AEIOU is offering a high-end solution with values for money, by perfection wide custom made UPVC doors and windows. Our trained workforce ensures excellent finish and timely execution of assignments. CEM UPVC believes long-term relationship with their customers and strives to provide excellent products that will satisfy your sophisticated taste. AEIOU was born with a view of offering potential clients a better alternative to aluminum doors and windows frame. We have a very capable and dedicated team to ensure quality products and services. Besides, we are always ready to adapt new technologies to ensure better quality to our products and more innovative solution.

First, in Bangladesh, people are mostly familiar with UPVC pipes; there are so many renowned company like Partex, RFL and few others manufacturing UPVC pipes. CEM Group has launched their new brand, AEIOU on December of 2019, which previously known as CEM UPVC Limited. As it is a very new products for the people of Bangladesh so the Marketing team of

AEIOU has decided to go for Direct Marketing, which is also known as Door-to-Door marketing. AEIOU is doing few events and products launching programs, where they have invited some renowned Architectures of Bangladesh and some of the builders companies. Right now, they are completely focusing on the marketing sector, informing the people through tele sales and social media advertisements like- Facebook, twitter, you tube, and Instagram. By the help of tele sales team, Marketing Executives get the details of the interested builder companies or parties, by following that marketing team set an appointment with them, visit, and share their ideas about the products.

## **2.1 Vision, Mission & Core Value:**

### **Vision:**

A vision is a statement of a company that will able to give a proper view of the destination. Therefore, our vision is “To contribute to the fullest in turning countries building and construction industry into most Environment friendly and Green industry”.

### **Mission:**

We are committed to provide the best designed unplasticized Polyvinyl Chloride windows and doors with state of the art technology, which is also environment friendly. “We shall continuously thrive in our operations, invest in our people and adapt to most innovative technology in producing best in class products and services for our customers”.

### **Core Values:**

The value statement describe that, the organization believes in and how people in the organization expected to behave with each other, with customers and suppliers and most importantly the technician or worker of the production team. It provides the moral direction for

the organization that guide decision-making and establishes a standard for assessing actions. The core values of CEM GROUP given below-

- Dedicated Service
- Passion and patience
- Communication skill
- Excellence

### 2.2 Organizational Hierarchy:

An organizational structure is a system that outlines how certain activities directed in order to achieve the goals of an organization. These activities can include rules, roles, and responsibilities. (Kenton, 2020). The Organizational hierarchy of AEIOU- CEM Group given below.





### **2.3 Product Line:**

AEIOU-CEM GROUP has come up with verity of designs in UPVC sector, they focused on the unique product, but in the competition with Aluminum, they had to include some newness in the design of UPVC doors and windows. Therefore, the total products line of AEIOU is given below-

- Profile for International and Local industrial needs
- Doors
- Windows
- Gourd House
- Kitchen Interiors
- Office Interiors
- Agro Greenhouse
- Shipping Industry

### **2.4 Clients of AEIOU-CEM GROUP:**

AEIOU named as CEM UPVC Limited before, recently December 2019 CEM GROUP name it as AEIOU, by doing that they have also launched their new office in Nikunja, Dhaka. Therefore, AEIOU is doing great in Dhaka, by moving to Dhaka they are working on some new projects. So here, I am going to include all the clients' name of AEIOU in below-

- A K Traders
- Aerial Properties Ltd
- Afsar Ahmed

- Jumairah
- M.M. Ispahani
- Magnus Power Pvt. Ltd
- Meridian Hospitality Ltd
- Nasirabad Properties Ltd
- Pacific Casual Ltd
- Ranks FC Properties Ltd
- Ritzy Garments Ltd
- Sanmar Properties Ltd
- Simco Holdings Ltd
- Space Architecture
- Universal Jeans Ltd
- 28. Western Marine Service Ltd
- Airbell Development Technologies Ltd
- Alluminium Point
- Aminul Islam-Dhamrai
- Ananda Glass Agency
- ANZ Properties
- AVR Bangladesh
- Baraka Shikalbaha Power Ltd
- Brig. Gen Md. Solaiman
- City Home Ltd
- Euro Petro Products Ltd

- FC Holdings
- Hotel Beach Way-Cox's Bazar

### 2.5 WHY AEIOU?

Before purchasing a product everyone look for it, feasibility and what are the uniqueness seller is providing for that particular product than the existing competitor like Aluminum. So, here I am going to show a diagram by which our clients can differentiate the quality of the product from the alternative option-



- Windows, doors and furniture do not allow rain to come in due to superior quality gasket and water drainage design.
- Doesn't let outside heat in and vice versa, thereby, providing inhabitant comfort and saving hot and cold energy to the extent of 20-25%, due to insulating multi chambered profile and airtight ceiling design, also comfortable to touch in hot as well as hot climate.
- Provides sound and dust insulation, reducing noise to the extent of 20-30 decibels, thereby providing user comfort.
- Does not rust, corrode, wrought or swell, is termite proof and need no paint
- Stylish, elegant and esthetically pleasing
- It secure safety-locking arrangement and mental reinforcements meet the common standards for force entry resistance.
- It meets stringent fire safety requirements- UPVC is inherently flame retardant, difficult to ignite and resists voluntary burning
- Convenient cleaning- tilt-in sashes allow for safe and easy cleaning from inside. Windows open effortlessly and balances never need adjusting
- It is constructed with highest precision out water during the rains, storm even cyclone

**Weather Resistance:**

AEIOU introduces unique tropical mix compound that provides high impact UV resistance that withstands long exposure to extreme weather changes. Doors and windows systems also provide resistance to withering due to dryness and high tropical humidity.

Special design for optimum acoustic / thermal insulation: profiles specially designed and tested with international standards to achieve maximum acoustic and thermal insulation giving you noiseless indoors and up to 35% energy saving.

**Higher Wall Thickness:**

It provides an important step for maximum security with its higher wall thickness. It gives high impact resistance and increase the static value of the profile, especially useful for high-rise building.

**Lead Free:**

It is one of the major problem for the household chores like- windows, doors, furniture's and others but these issues can be solved by using UPVC product, because these UPVC materials are totally lead free. These UPVC windows come with unleaded stabilizers that make them environmentally safe and healthy.

**WINDOWS:**

1. Casement Window: Casement window is the regular windows that we use for living standard buildings, which are normally used by every classes of people. There are few kind of casement windows are available which are given below with short description.

- Single shutter casement window
- Two shutter casement window
- Three shutter casement window
- Two shutter with center fixed type etc.

1. **Shutter Sliding Window:** 2/3 shutter-sliding windows are available in 2 track and 3 track options. Various combinations in sliding windows can be provided as two track 4

shutter sliding and 2 track center fixed type. Sliding windows can be provided with fly mesh.

2. **Tilt and Turn window:** Tilt and turn windows are inward opening windows and can be kept in a titled position for ventilations and safety. The hard wares used are hinges, Espag multipoint locking system with handle.
3. **Vertical Slider:** Vertical sliding windows are sliding windows where one sash moves vertically up and down and other is fixed sash. The hardware used are spring with sliding track with a locking sytem.
4. **Ventilator/ Top Hung Windows:** Types of ventilators with fixed louver with fixed louvers and exhaust fan provision. Top hung ventilator with exhaust fan provision.

## 2.6 Table of Comparison:

Table of comparison is a process, which through we can differentiate the products with the alternatives or subsidiary goods and services. So AEIOU has also followed the same procedure by which people can easily compare the product with other by following the pros and cons. Therefore, I am showing a table of comparison, which will help the customers to see the differences between these products.

| Criteria           | Timber  | Steel   | Aluminum | AEIOU Products |
|--------------------|---------|---------|----------|----------------|
| Performance        | Fair    | Fair    | Poor     | Superior       |
| Durability         | Poor    | Poor    | Fair     | Excellent      |
| Weather Resistance | Fair    | Poor    | Poor     | Excellent      |
| Maintenance        | High    | High    | High     | Low            |
| Availability       | Limited | Readily | Readily  | Readily        |

|                      |      |      |      |           |
|----------------------|------|------|------|-----------|
| Energy Saving        | Good | Poor | Poor | Excellent |
| Environment Friendly | No   | No   | No   | Excellent |
|                      |      |      |      |           |

## 2.7 Our Primary Service:

AEIOU previously known as CEM UPVC Limited of CEM GROUP, but CEM has launch it brand in last December 2019, after that it is being called AEIOU. From the very beginning, CEM is providing some core services which are known as primary services for the clients. So I am going to describe those points below-

1. **Designing:** We provide customized UPVC windows and doors designing for our customers as per their requirement after inspecting their building. Designing and quotation are provided free of cost.
2. **Manufacture:** We undertake the fabrication of UPVC windows and doors using our high quality imported window profiles and metal hardware in our own facility. Most production processes involve extensive use of machinery thus guaranteeing flowless quality.
3. **Installation:** We install finished window systems to your customer's homes and show operation of the windows and doors.
4. **Maintenance:** If required, we also repair window systems under warranty period free.

**Our Factory:** CEM GROUP is the first company who has now their own product manufacturing machineries in Bangladesh. In the beginning, CEM used to import their profiles and raw materials from Germany and China. Besides, these UPVC products are very popular and regularly used by the people of German and China. Not only Germany, most of the European countries already using this kind of product from a very long time. Therefore, the availability of the raw materials are very efficient in Germany. Recently, in the beginning of 2019, CEM GROUP has bought all the profile manufacturing machineries and came up with a deal with a Chinese UPVC manufacturing company XINLI. Thereby, they are running they are running it through JOINTY VENTURE process. “A joint venture (JV) is a business arrangement in which two or more parties agree to pool their resources for accomplishing a specific task. This task can be a new project or any other business activity” (Marshall Hargrave, 2020).

- **The Profile Making Factory:** Xinli, one of the largest manufacturers of Unplastisized Polyvinyl Chloride in China, in a joint venture with CEM GROPU has decided to set up a state of art, best in class class profile making factory in Sitaakunda, Chattagram and Nikunja 2, Dhaka. These factories are aiming to produce 2 thousand square footage of high quality profile per month. This will enable the joint venture to provide the entire need of the country from a single shed. Moreover, this will enable the country to explore export opportunities as well as creating new jobs for the country populous.



## 2.8 Some of Our Projects:

With the help of the Marketing Team AEIOU is doing great and they are working on some big projects by which, we are informing the people of Bangladesh that they should come and use this kind of Environmental friendly products. Which will help to decrease the humidity and can control the temperature of in and outside of our residents? Now, I am going to write the names and describe a little about the projects that AEIOU has done from last 2 years.

- 1. Simco Holdings Limit:** Simco holdings is one of the big project of AEIOU. CEM GROUP and Simco Holdings Limited came up with an agreement on 2017, where, Simco agreed to use UPVC windows and doors in their eight buildings. The site location given below- Rangabhola, Road 1, Sector 10, Uttara Model Town, Dhaka 1230.



**2. AVR Bangladesh:** This one is another big project of AEIOU. This agreement done at the middle of 2019; we are still working on this project.



However, we have some new project recently; we are working on some interior designing of restaurants and we are providing their required customized UPVC equipment. Not only this, we are providing upgraded Guardhouses to Bangladesh Army and US Bangla. AEIOU is doing great in their marketing sector which, helping them to bring more projects for the company.

### **2.9 Brand Launch:**

Brand launch is the process of creating a professional services brand where none currently exists. Since you are starting from scratch, you have a unique opportunity to choose how you wish to position your firm in the marketplace, which clients you want to serve and what services you will provide to them. It is the perfect time to develop a compelling value proposition. (LEE

FREDERIKSEN, 2019). AEIOU previously known as CEM UPVC Limited, a sister concern of CEM Group. So in 2019 December, Fahim Faruque Chowdhury launched the Brand AEIOU. This program held on Gulshan club Dhaka 1212. Most of the renowned architectures and the coordinators of some well-known Real estate and builders companies were also invited. So, that's how CEM UPVC became AEIOU through the process of the brand launching.

## 2.10 4P's of AEIOU:

“Organizations often wish to use the marketing mix in order to deploy their marketing strategy as effectively as possible. In the 1960s, the American marketeer, E. Jerome McCarthy, provided a framework by means of the marketing mix: the 4P's. The 4P's include Price, Promotion, Product and Place. According to McCarthy, marketeers can draw up a good marketing plan and improve operating results visibly by using the right combination and variables. The 4 P's are also known as the basic marketing mix”. (E. Jerome McCarthy, 1992). AEIOU has set all their marketing processes by following the 4P's. Now I am going to describe 4P's and discuss how AEIOU is implementing their marketing activities in below-

- 1. Product:** The first of the 4P's of marketing is Product. A product can be tangible good or an intangible service that fulfils a need or want of the customers. So this UPVC manufacturing products are tangible goods which fulfil one the basic needs of the customers. As, we are providing windows and doors and other customized UPVC products for buildings, offices etc. So why UPVC? The answer of this question will be how these UPVC products unique than competitors are. Thereby, we can say that, this kind of products are environment friendly that will help to maintain the humidity level between the in and outside of your residents.
- 2. Price:** Once a concrete understanding of the product offering is established we can start making some pricing decision. Price determination will influence

profit margin, supply, demand and marketing strategy. Therefore, the demand of UPVC doors and windows are still moderate and the price is little bit higher than aluminum. However, the interesting part is, AEIOU is providing some extra facilities to the client's like- free installations and 2 years of free repair and by following these strategies, we are doing well in market.

- 3. Promotion:** we have a product and a price now it's time to promote it. A product can be promoted in many ways, it determined by the marketing team of the certain company. For AEIOU, our Head of Operation set a strategy, which is Direct Marketing. As, the product is quite new in our country, so it will be better to inform the customer face to face about the product. Beside, we are also promoting the brand through an agencies where, they are providing Telesales, Social media pages, You tube channel. So, these are the promotional activities AEIOU is doing to promote the Brand and reach to the target customers.
- 4. Place:** Often you will hear marketers saying that marketing is about putting the right product at the right place, at a right time. It is critical then, to evaluate what the idea locations are to convert potential clients into actual client. AEIOU has done it in a proper way to get the attention of it's target client. They have done a brand-launching event where, they had invited some renowned architectures and some of the heads of different builders companies, like- bti, Arma properties, Suvastu, Rangs and so on.

# Chapter 3

## SWOT Analysis

## Chapter 3 [SWOT Analysis]

### SWOT Analysis:

SWOT analysis stand for Strength, Weakness, Opportunities and Threat. SWOT analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors as well as current and future potential. (Mitchell Grant, 2019). As SWOT analysis develop Strategic plan, so I used it in the report to compare the strategic plans with the competitors.

### Strengths:

- **Strong Brand Name:** CEM Group is one of the renowned electronic manufacturing company of Bangladesh, AEIOU is the sister company of CEM. Until 2018, CEM used to operate all the corporate activities from Chattagram. From 2019, CEM inaugurated another corporate office at Dhaka.
- **Resource:** CEM has its own plenty of resource and materials
- **Manpower:** CEM group has a huge number of loyal employees in every sectors

### Weaknesses:

- **Team Work:** I have been appointed as a marketing Executive of AEIOU- CEM Group, so I have faced and most of the members are facing the same problem, which is lack of teamwork.

- **Backdated Marketing strategy:** In this current situation, if you want to do business in Dhaka you have to go for some digital marketing options like social media. But the people of the company mostly above 40-45 ages so they still think that, only direct marketing can help them to reach the goal.
- **Lack of thinking outside of the box:** This is the most vital part that I have noticed by working in this company, they employees and the higher authority are not that much welcoming towards newness or creativity.
- **High Price:** UPVC products are quite pricy than its existing competitors in Bangladesh, so this one of the problem that AEIOU is facing while communicating with the customers

#### Opportunities:

- **Increasing Sector:** Day by day market in increasing rapidly. People of our country mostly knew about UPVC pipes but AEIOU-CEM Group has come up with this kind of new products like- UPVC windows, doors and furniture's, which are quite new for the people
- **Usage Advantages:** Nowadays people are mostly conscious about the living standard and environment friendly product. Here, is the advantage of AEIOU because they have come up with a unique product and which is eco-friendly.
- **Filled up the Gap:** There was a gap in the market of UPVC household chores which was a best option for any businesses to enter in the market with this kind of unique product.

### Threats:

- **Competitors:** Competition is increasing day by day in every sector. Once you see a product came to market within next few months there will be huge competitors just rise up all of a sudden. Therefore, this is also a problem that AEIOU- CEM Group is facing as few companies like- RFL, Partex and Gazi and others have also launched and importing UPVC profiles from China and Germany.
- **Lack of Sales Revenue Generators:** For this kind products Sales revenue generators plays very important role to reach out to customers. CEM Group has a very well balanced marketing team but the strategy they are following will not help them much if they don't provide proper SR in some remote places like other companies do.

### Sample:

For this research project I have selected a sample size of 51 from the population. As it was totally Online based survey, the sample was randomly selected. The survey was anonymous because most of the people using online are very cautious about their privacy for which they don't want to disclose information to other people especially while in a survey. In this research, the sample is done by all the active users of social media with diversified profession as student, job holders, Entrepreneurs and others. I am using the secondary data, as the information that have been gathered are especially for this research.



### **Data Analysis:**

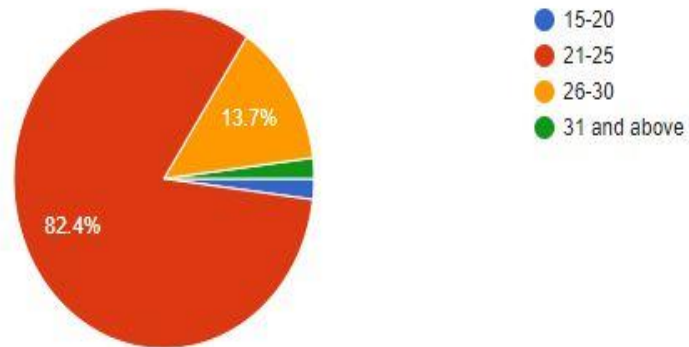
Data analysis is the procedure of efficiently applying measurable and sensible systems of portray, consolidate and recap and assess information. This is the important elements of a research paper. I tried to collect both quantitative data and qualitative data. Due to time constraint, Google Forms was used to collect and analyze the data on online platform. They have a powerful database system and tool that can make charts automatically make the analysis. Google form made my job quite easier. These tools were suited in my research as it was a descriptive research. Besides, it worked fine in exporting Google From analysis Tools.

### **Findings and Impact Analysis:**

This part will be talking about the data obtained from the secondary research and how the results of the data collection relates to the research objective. The percentage scores reveal that current social status on the role over congenial media and it may provide valuable insights that is open for interpretation in various ways. In the following section, the data analysis is presented using different graphical tools such as pie charts, bar charts etc. to demonstrate the findings of the research process. The survey findings and analysis is described below with graphical illustration.

## 1. Age?

51 responses

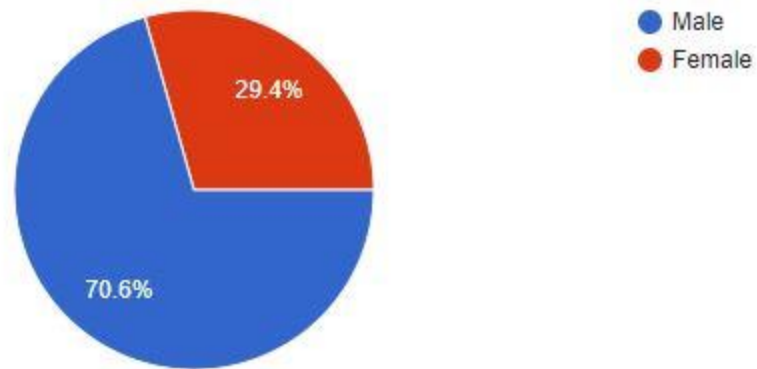


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So, the very first question of the instrument, was the Age group. From this question, it was easily identified that which age groups people have participated in this survey. From the study, 82.4% people were between 21-25 ages, so mostly are students, besides 13.7% were 26-30 age group and few others from the other age groups. This gave an interpretation that huge number of students are active in digital platform rather than others.

## 2. Gender?

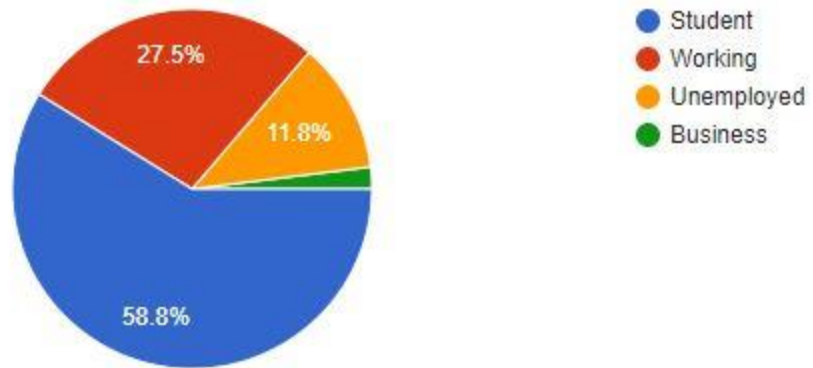
51 responses



Second questions was the gander of the participants, so on the above picture it is seen that 70.6% of the respondents were male and 29.4% were female. By that it can be said that, male group has more idea about the UPVC products than the female. As its totally new in the market, I got so many questions while sharing the Google Form with them, most of them were showing some PVC washroom's door, than I had to clear them as show them the sample of CEM's UPVC products

### 3. Occupation?

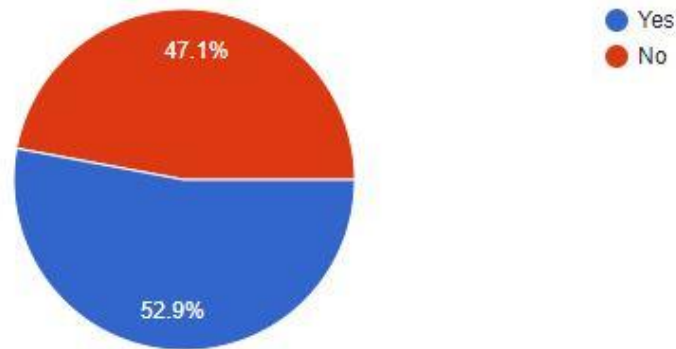
51 responses



The third question of the instrument was the occupation, I had to find out which sectors of people were responding on this, and who has more idea about this kind of eco-friendly products. By implementing this questions I got to know that 58.8% were students, 27.5% were working class people and others from rest two sectors. So here we can say in this 21<sup>st</sup> century people know and get to know so many things through social media and people gathering ideas of this kind of ideas of some sort of things which are not available that much in their country. Nevertheless, they have some sort of idea about product like UPVC which can be said by this survey.

4. Do you have any Idea about UPVC (Unplasticized polyvinyl chloride) Doors & Windows?

51 responses

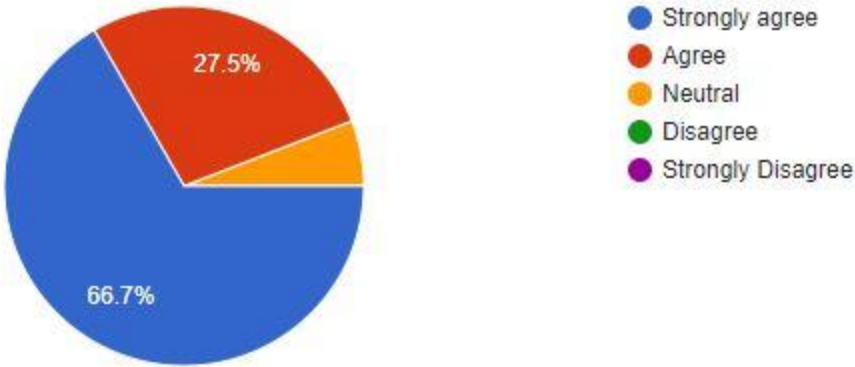


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Here comes the part of the questioners, while I have asked this question, I found it quite interesting as I thought people of our country won't have that kind of idea about product like UPVC doors and windows. So, you can see the respondents 52.9% people are familiar with this kind of product, so it won't be that much hard to promoting UPVC products in Bangladesh, as we can see above 50% people have a bit of idea about this sort of products. Beside, in contrast 47.1% people don't have any idea about UPVC. So, the company has to invest and focus most to promote their product to grab more target client. As while doing the survey few of the respondents asked are these washroom's doors or pipes, than I had to justify them that these are totally different than those product.

5. We should adopt environmental friendly products.

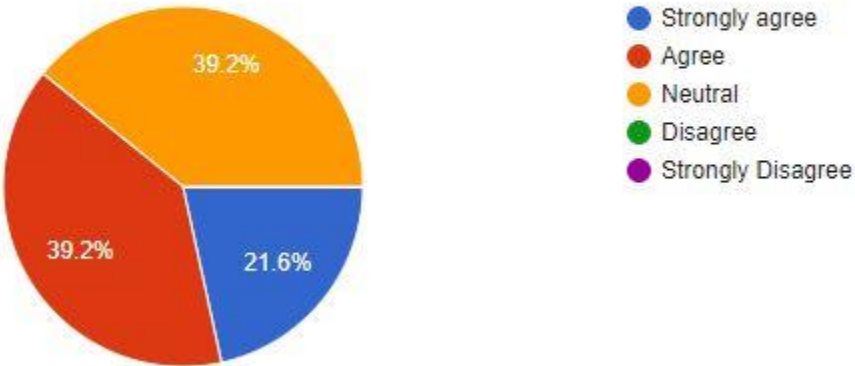
51 responses



While asking about adopting environmental friendly products, in that case I got to find that, people are more concern about the healthy life. Like you can see 66.7% people were strongly agree that, we should adopt environmental friendly products and 27.5% agreed that we should. So, UPVC manufacturing companies should develop their products and reach to the people, they will be warmly welcomed by the people.

6. People should choose UPVC products rather than Aluminum.

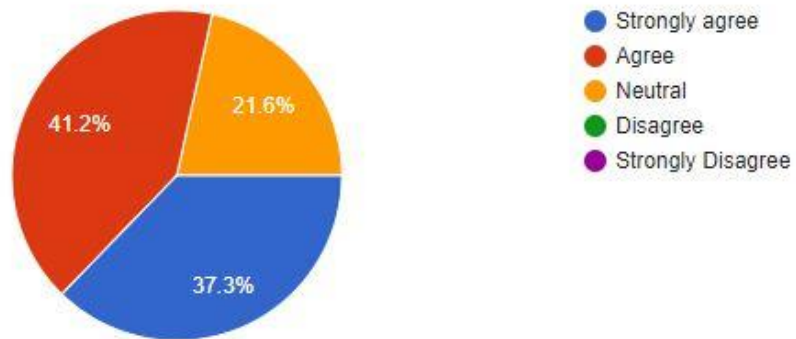
51 responses



So, in this part I have asked about whether they would choose product like UPVC which are Eco- friendly or products like Aluminums which are causing hamper to our environment. In response, I have found out that, same number of people were agreed and neutral which is 39.2% and 21.65 were agreed that we should adopt UPVC products. The response may be like this because people may not have that much idea about the product. But it can be turned into our side by reaching to them in a proper way.

7. The increasing humidity level of Dhaka, people should shift towards Eco Friendly products like UPVC rather than Aluminum.

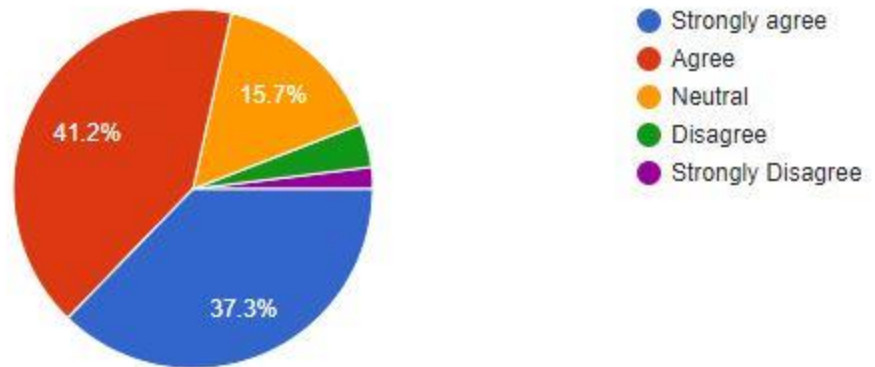
51 responses



At this current time period people are concern about their living standard and wants to lead a healthy life, So at this part of instrument, I asked on the prospective of Dhaka city, where the humidity level is so high, As UPVC products are sound proof and Air proof so, especially in Dhaka city should they shift towards products like UPVC, you can see the response above 37.3% people were mostly agree and other 41.2% and 21.6% people were agreed and neutral opinion on this part.

8. "Quality over Price" should be the priority to lead a Eco friendly life

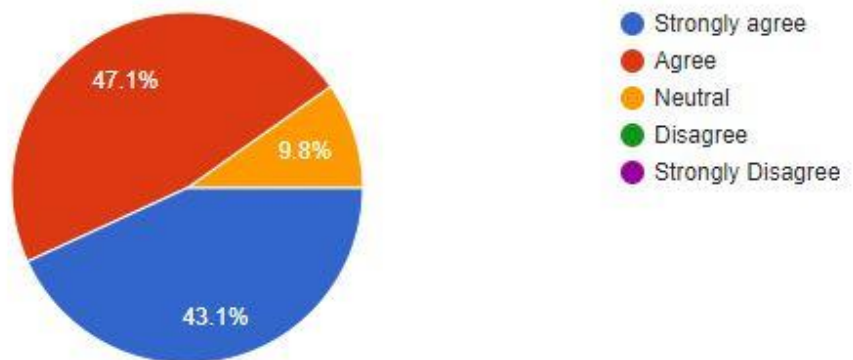
51 responses



So, that was the question which has great impact on our products, like our UPVC products are bit pricy than the aluminums, so while asking about quality over price, I found out that 37.3% people strongly agree and 41.2% people were agreed and some others had neutral opinion on this question. Therefore, it can be said that people are now mostly concern about the quality not the price.

9. If people don't move towards environmental friendly products like UPVC, later the atmosphere will cause huge disaster in this planet

51 responses





So, lastly I have discussed what will be the consequences people can face if they don't shift environmental friendly products, in response 43.1% were strongly agreed and 47.1% were agreed and other 9.8% has neutral opinion on this, so by that I have found out that, people are mostly concern about leading an eco-friendly life. So, if CEM come up with proper strategies and promotional campaign to let the people know that these kind of products are available in our country as well, by that we can get huge traffic on our products.

# Chapter 4

## Learning

**Learning:** As an intern, I have done my internship from CEM Group only for three months. I was assigned to AEIOU, which is a sister, concern of CEM Group. I worked there three months as Marketing Executive. We were 9 members in our team and the marketing and sales manager used to supervise us and assigned us to do different kind of task like- client meetings, field visit, creating company profile and also some other tasks. Though I have joined as an intern but within one month by my performance, they have appointed me as a full time employee. Therefore, I get to work on the confidential project of the organization. Recently CEM Group launched AEIOU as a new brand, which previously known as CEM UPVC Limited. We were 4 members of the marketing team who has done the whole project like from the beginning to the end we four have done the Brand launching event. Therefore, it was great opportunity for me come to a company like this where I learned so many things and I think as an intern it was quite helpful for me to learn so many activities and how the corporate world works. So far I have learned from my internship program-

- **Client Meeting-** So the company has provided personal Sim to every employees, so the task of our team was contact with our target customers and all the information of the customers provided by our telesales agency. By calling to their numbers we ask them for an appointment where, we will able to meet with them and show the sample of our products and try to convince them to work with us. As a marketing team, our focus is to build a relationship with those clients. After the meeting, when we went back to the office, our next study is to analyze the client behavior and discuss it in a team meeting with other members. That is how our supervisor inform us should we take the second appointment or not.

- **Prepare Proposal Presentation:** This is favorite part from all other activities that I have done in CEM Group. Actually, I am kind of digital marketing guy, I have good skills in this field like- PPT, Excel, Word, Adobe Photoshop etc. Therefore, while anyone needs any kind of presentation to prepare for proposals than I used to do all the tasks in that sector. Beside, our HOP assigned me to prepare all the proposal presentation or promoting presentation for him. Therefore, I got to our both direct and digital marketing in this company.
- **Develop new Vision and Mission:** I along with my supervisor developed new vision and mission for AEIOU- CEM Group.
- **Brand Launching Event:** After joining CEM UPVC Limited my first task was to work on an event where, CEM Group announced to launch a new brand by that CEM UPVC Limited would change as AEIOU. For that, we were four marketing executives worked under the supervision of our Business development manager. For that launching event, we hired an agency named as Softcall. Softcall had to report every working activity to us so our supervisor assigned one of the member to see what if the agency need anything else. Besides, I and another member of our team assigned to make a list of 100 renowned architectures and 100 real estate companies authorities for the launching party. As per our task, we have had done it and we have sent the invitation letters personally to them. This Brand launching event taken place at Gulshan Club. That was one of the best learning from my internship program.

# Chapter 5

## Conclusion part

## 5.0 Findings of the Study:

Marketing is an organizational functions and set of processes for creating, communicating and delivery value to customers and for managing customer relationships in way that benefit the organization and the stakeholder. (G.T, 2007). Marketing strategy is basically issues of gaining long run advantages at the level of the firm or strategic business unit. (cunninghum, 1983).

Chittagong Electronic Manufacturing Company was established by the father of Fahim Faruque Chowdhury in 1979. After doing business in this sector for a long time they have expended it to ready-mix sector in 2000. CEM UPVC Limited inaugurated on the year of 2014, while they got proper response of this kind of products from the customers they have launched their new corporate office in Dhaka for the first time in 2018. As, Dhaka is big sector to do business where the reach of network is higher than other cities of Bangladesh. In the end of year, 2019 CEM Group named the CEM UPVC Limited as AEIOU and launched the brand.

Until October 2019, CEM Group used to follow the ancient marketing strategy to reach to their customers. Which is Direct Marketing but after launching the brand AEIOU the Head of Operation of AEIOU hired an agency, which will provide AEIOU their target cusomers through telesales? Besides, the agency also handling all the social media marketing activities like-promoting the product, launching events and some other official works through Facebook, Instagram and YouTube.

However, there are some lacking that I have noticed during this time. The communication gaps between the employees were one of the major issue of this company. Beside the tendency of accepting newness in the company was not that much appreciated by other. I joined this company as a marketing executive like me there were six new employees of my ages but the

existing employees are mostly 40-45 ages. Therefore, while we share some new ideas with the Manager or the supervisor they never appreciated. So this one of the issue that I found during my internship.

### **5.1 Recommendations:**

According to my work on CEM Group, I have identified some sectors where some development might happen and those are-

- CEM Group has 0% TVC Television Commercials. To promote this kind of product like UPVC, TVC is one of the best medium where people can get to know that something new has come to market.
- As I mentioned before, The people who are working there don't have the tendency to welcome the newness so this kind of mentality should be changed, otherwise it will hamper the company to compete with the competitors\
- Communications Gaps among the team member need to be developed. Because, as a marketing team member communication is the main thing which must need to be organized.
- AEIOU-CEM Group does not assign individual target to their executives or sales revenue generators. Which is why the individual performance is upgrading or not justified properly. However, they assign team target for each team so this thing should change.

## **5.2 Conclusion:**

The industry of the UPVC sector in Bangladesh is booming and people are showing more concern on this type of environment friendly products. There are many renowned companies like RFL, Partex are also adapting this kind of products. As, CEM Group was the first to come up with the machineries in this sector which is why it is quite easier for us to reach the customers, though the competitors of UPVC mainly is Aluminum because of the price. UPVC profiles are a little bit higher than Aluminum. But this can be solved as people of current time mostly look for the quality of the products, so if one can differentiate the products in this way than UPVC is more upgraded and environment friendly. Currently there are some developers companies like Sanmar, bti, Assure etc. who are doing their project by these products. The technologies and the ways of promoting a product also increasing which help the company to reach to its target customers. All the companies need to plan according to this and have to adapt all the changes to sustain in the market.



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## Survey Questioners:

1. Age?
  - 15-20
  - 21-25
  - 26-30
  - 31-35
  
2. Gender?
  - Male
  - Female
  - Other

3. Occupation?
  - Student
  - Working
  - Unemployed
  - Others
  
4. Do you have any Idea about UPVC (Unplasticized polyvinyl chloride) Doors & Windows?
  - Yes
  - No
  
5. We should adopt environmental friendly products.
  - Agree
  - Disagree
  - Neutral
  - Strongly agree
  - Strongly disagree
  
6. People should choose UPVC products rather than Aluminums.
  - Agree
  - Disagree
  - Neutral
  - Strongly agree
  - Disagree
  
7. The increasing humidity level of Dhaka, people should shift towards Eco Friendly products like UPVC rather than Aluminums.
  - Agree
  - Disagree
  - Neutral
  - Strongly agree
  - Strongly disagree

8. "Quality over Price" should be the priority to lead a Eco friendly life
  - Agree
  - Disagree
  - Neutral
  - Strongly agree
  - Strongly disagree
  
9. If people don't move towards environmental friendly products like UPVC, later the atmosphere will cause huge disaster in this planet
  - Agree
  - Disagree
  - Neutral
  - Strongly Agree
  - Strongly Disagree