

Report On

"The Beard Society Of Bangladesh: How a local business sparked its way through the international borders"

By

Syed Md. Shabaz

12204098

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

BRAC Business School  
Brac University  
June, 2021

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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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**Syed Md. Shabaz**  
12204098

**Supervisor's Full Name & Signature**

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**Tania Akter**  
Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

9<sup>th</sup> March, 2021

Ms. Tania Akter  
Lecturer  
BRAC Business School  
BRAC University.

### **Subject: Submission of the Internship Report**

Dear Miss,

It is an immense pleasure for me to submit the internship report on **‘The Beard Society Of Bangladesh’ How a local business sparked its way through the international Borders**, after successful completion of three months internship at the Company The Beard Society Of Bangladesh, I was supposed to prepare this report as a partial requirement of the BBA program. The report contains detailed information about the journey, obstacles, achievements and many more about the organization which has expanded its borders and reached to potential overseas consumers.

I have completed this report with my full contribution and dedication to show my practical learning from the experience of a startup perspective and also being the founder of the business under the supervision of Syed Md. Farhan (Vice President, The Beard Society of Bangladesh). I have collected data and information from the internal department and field experience, through interviews of my supervisor, customer feedbacks, research reports and research results.

Lastly, I would kindly request you to evaluate my research paper and provide me with your precious feedback to enrich the quality of this report.

Yours sincerely,  
Syed Md. Shabaz

.....

ID – 12204098  
**BRAC Business School**  
**BRAC University**

## **Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Beard Society of Bangladesh and the undersigned student at Brac University.....

## **Approval**

This is to certify that Syed Md. Shabaz, ID: 12204098, under BRAC Business School, BRAC University has completed the project report titled '**The Beard Society Of Bangladesh' How a local business sparked its way through the international Borders**,A research for The Beard Society Of Bangladesh a requirement for obtaining BBA degree. He has tried his best to complete the report.

I wish all the best in his future endeavors.

**Supervisor**

**Mr. Syed Md. Farhan**

Vice President  
Beard Society of Bangladesh

## **Acknowledgement**

Firstly,

I would like to thank the Almighty Allah for blessing me with the strength, skill and patience for successfully completing my internship and the report.

In addition, I would like to thank Professor Ms. Tania Akter, for her immense support and wise guidance in this period of internship program. Without her kind supervision this in depth report could merely have been completed.

My utmost gratitude goes to Mr. Syed Md. Abu Hanif (Chairman, The Beard Society Of Bangladesh) for the amazing project that he has allowed me to work on as well as his kind direction and supervision. I am really honored to work under the guidance of Mr. Syed Md. Farhan (Vice President, The Beard Society Of Bangladesh) has helped me a lot in my internship period from every side and directed me as a great mentor. Special thanks go Mr. Farhan (Vice President, The Beard Society Of Bangladesh) for his special supervision, advice and support.

## **Executive Summary**

This report represents two parts of The Beard Society Of Bangladesh. First part represents the total marketing strategy of The Beard Society Of Bangladesh and the second part represents the process and journey by which the brand established its steps in the overseas market.

The Beard Society Of Bangladesh's marketing strategy is easy to comprehend but difficult to implement. Because of our lower power index attitude it is tough for startups to shine in local market. The Beard Society Of Bangladesh is also constantly adapting their approach in response to market competition and major rivals, as well as outperforming them on a regular basis.

The second part of the report is more of innovative work, where primary work is brainstorming and developing a new concept of marketing with the changes in trend and customer preference. Using innovative and interactive marketing strategies are new era in marketing by its proper implementation in proper place; we can reach to a wide range of customers. Fresh business wings could be created, allowing us to be far closer to our consumers and keep them informed about our goods. Not only that, we can predict strong benefits of building brand loyal buyers, consumer attachment to the product, and considerable progress in the industry by launching newer and immersive marketing phenomena.

This research has been occurred to learn about the market opportunities, The Beard Society Of Bangladesh market activities, activations, reliability and other features that are also influencing the users to be a brand loyal customer.

Finally, trade sales and marketing techniques are highly relevant for buyers. Relationships and coordination are critical to surviving in the industry but they are never enough.

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## 1.1 Introduction

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The Beard Society Of Bangladesh is one of the pioneer consumer lifestyle brand with the first mover advantage company in Bangladesh with an immense popularity among the young people and people who are deliberately considerate about the wellbeing of their Beard and Hair. The Beard Society Of Bangladesh is offering a few products in different segments of the market like Beard Oil, Beard Wax, Hair Oil, Beard and Hair Grooming tools. With the target of selling as much as unit possible in a calendar year, the brand has seen significant amount of sales growth over the few years. The Beard Society Of Bangladesh is additionally exporting its finished merchandise to five countries like KSA, Germany, UK, Australia and Malaysia. It was a great pleasure to conduct the research paper on the business entity that I have founded.

## 1.2 Overview

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The Beard Society Of Bangladesh has been built around one core asset, and it is its Quality of the products. That is what makes operating therefore special here. The Beard Society Of Bangladesh also believes that the organization is more than a startup and you have to strive every day to seek greater opportunities. It ought to be a place of exploration, skilled growth and creativeness. It's concerning being galvanized and driven to attain extraordinary things. The Beard Society Of Bangladesh commits their work with pride and keeps the brand's motto intact to serve the people the best stuffs on the market. After all, it is the combination of abilities where the Lifestyle products speak for itself. Further, The Beard Society Of Bangladesh is continuously developing and expanding their product line with their research team. They also offer full turnkey solutions for all the smaller entities that need product development, design, production, and fulfillment.

At The Beard Society Of Bangladesh, we all value creativity on a national and international scale. As a part of the most admired local Beard and Hair Grooming Lifestyle Brand of Bangladesh - The Beard Society Of Bangladesh have gained the expertise and upheld extreme eagerness in fulfilling consumer's expectations with their quality product ranges through utmost sincerity.

### **1.3 Vision, Mission and Quality Policy**

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The Beard Society Of Bangladesh is very much focused on their works, terms and quality maintain policy which is one of the most significant driving force for The Beard Society Of Bangladesh.

#### **Vision**

We make an effort to consider the consumer's specific needs and convert those needs into goods that meet those needs in a special way, such as high-quality products, excellent service, and a reasonable price range.

#### **Mission**

To regard market awareness as one of our most valuable properties, and to make every attempt to comprehend customers' changing needs so that we can have full satisfaction.

To provide consumer goods at a reasonable price while adhering to a stringent quality policy. Through continuous R&D and creativity, we aim to ensure that our products follow international quality requirements.

To create and grow The Beard Society Of Bangladesh's core asset – its endless hours of R&D work and supply chain – in a friendly business setting. The day to day increase in popularity of the brand also means countless hours of working to deliver the products to the customer doorsteps.

To faithfully maintain the government's and society's obligations of the highest ethical values, and to make every attempt to establish a social order clear of malpractices, anti-environmental activities, immoral, and corruptive dealings.

### **Quality Policy**

Dedicated to bringing in any attempt to comprehend customer desires in order to provide full loyalty and industry leadership.

Strive to develop industrial technologies on a daily basis and achieve the highest degree of quality management in compliance with the international standard ISO 9001: 2008.

Committed to achieving productivity goals by ongoing workforce preparation and a pleasant working atmosphere.

## 1.4 Corporate Governance:

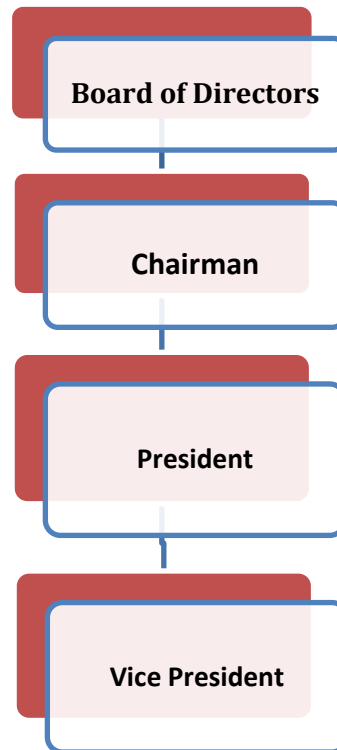
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**Board of Directors:** A quarterly earnings report on corporate operations and financial status is presented to the Board of Directors for their information and analysis, with the aim of being implemented by the Chief Management. Every month, the entire department assemble for a control assembly to identify priority challenges and fix conflicts, if any.

**Executive Management:** The President, who has been allocated essential and sufficient authorization by the Board of Directors, is in charge of the Corporate Management. At each bracket of line management, further delegations of authority are used by the senior management. The Vice President is in charge of developing division plans/sub-segment plans for each revenue area, as well as fund goals for each piece of commodities, and is in charge of shortcomings, as well as being compensated for outstanding results. The chief management distributes these activities through a series of team-based programs.

## 1.5 Organogram of The Beard Society Of Bangladesh

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## 1.6 Major Products of The Beard Society Of Bangladesh

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The Beard Society Of Bangladesh offers two categories of product. These two sections represent all the brands and division of products in The Beard Society Of Bangladesh:

- Beard Care Products.
- Hair Care Products

The products under these two sections are given below:

- **Beard Wax/ Balm**



Source: Official Facebook page (2018)

Link: <https://www.facebook.com/beardsocietybangladesh>

- **Beard Oil**



Source: Official Facebook page (2018)

Link: <https://www.facebook.com/beardsocietybangladesh>

- **Hair Treatment**



Source: Official Facebook page (2018)

Link: <https://www.facebook.com/beardsocietybangladesh>



## 1.7 Responsibilities

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During my internship period from 2 February 2021 to 30th April 2021 in The Beard Society Of Bangladesh, I worked in the Marketing & Planning Department mainly under the supervision of Mr. Syed Md. Farhan (Vice President, The Beard Society Of Bangladesh). A significant amount of time was spent for learning by observing how planning and marketing department work to get maximum audience interaction to create sustainable sales over the year. However I had a number of job responsibilities assigned, which I had to perform during the period of my internship. These were:

**Online Consumer Survey:** During my internship, I conducted an online market survey by asking customers questions about goods and services and gathered their feedback. I also conducted a survey via telephone interviews and solicited their input on the brands. I conducted a survey for beard care products such as Beard Oil, Beard Balm, and Hair Therapy. These three are the best sellers.

**Data Entry:** After getting the online survey feedback from the consumers, the survey data which I collected, those data's are basically used for real life product planning. Along with my supervisor I used those market research data to make next big plan for market penetration and audience retention. As there are no other such quality products in the market, we use all the data we get from the customers for better response and customer satisfaction.

**Preparing Reports:** When all the analysis of the data is finished I prepare report for my superiors. In those reports I worked hard because all the findings were applied for better sales.

**FGD (Focus Group Discussion):** I also conducted qualitative research with a group of customers, inquiring about their impressions, values, and attitudes toward the brand. I asked them a series of questions at random and gathered their responses. FGD assisted me in gaining a better understanding of customer behavior and attitudes. The focus group was held via Zoom Meeting.

**Interview:** I conducted interviews with the Chairman, delivery men, business sales representatives, as well as customers and researchers. I spoke with them specifically about the select products. All of the questions I asked them were open-ended, and they described their thoughts and expressed their opinions in great detail.

**Assist Marketing & Planning Team In Activities:** I did some work as part of my everyday routine to assist the Marketing and planning departments with their daily product marketing operations. During this work time, I learned a lot from all of the employees and stakeholders. They assist me in completing the job in a timely manner.

**Competitive Statement:** In addition, I prepared a competitive statement. The organization assigned me the task of distinguishing and assessing among a variety of price quotations issued by various firms, as well as identifying the areas where certain costs are overvalued. My job was to remind my superiors about the differences between business and individual statements.

**Database:** One of my regular duties was to create and prepare a database of different products. I used to keep track of marketing expenditures in a spreadsheet.

**Maintain Social Media Pages/Platforms:** The Beard Society Of Bangladesh is a medium-sized ecommerce company that sells items for men's grooming and treatment. As a result, they take their online activities and new platforms very seriously. The company's Facebook and YouTube pages are well-maintained. Both of these pages were to be kept up to date by me.

**PR activities:** The brand is associated with many medium sized PR activities, which will be discussed later in the report. These activities and their planning were done by me and the planning team. Our target was to get the maximum exposure possible and also operating those activities in such a way so that the customers could relate.

## 1.8 Limitation

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When I was working on the study of The Beard Society Of Bangladesh, there were less restrictions because everyone enjoys to promote their company. In addition, during my research, I used a range of tools and experienced some difficulties. These problems may be referred to as the study's limitations. The following are the restrictions:

- Since The Beard Society Of Bangladesh is a relatively young company, it is difficult to comprehend any aspect of its operations in a short period of time.
- The allotted time was insufficient to cover all of the content.
- Each department has its own set of laws, and because of the standards and procedures, it can be difficult to complete simple tasks.

## **Conclusion**

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Finally, The Beard Society Of Bangladesh is an excellent place for learning about the startup world and gain experience in a competitive marketplace. The Beard Society Of Bangladesh has a high standard in every division, and each division is a fantastic place to learn. This three-month term at The Beard Society Of Bangladesh was one of the most fruitful learning experiences of my BBA degree, as I was able to apply what I had learned with such excellent superiors.

## **PROJECT PART- 2**

- The Beard Society Of Bangladesh Marketing & Planning Strategy
  - How a local brand paved its way to the International Borders.



## **2.1 Introduction**

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Since this paper is part of my BBA curriculum, the three months of internship provided me with valuable experience in the industry. The purpose of this report was to obtain expertise and practical experience from a company's marketing department while also being a member of that unit. As part of such a criteria, I looked into a brand and its new business opportunities for the company. The Beard Society Of Bangladesh, a male grooming and lifestyle brand and a well-known e-commerce startup among Bangladesh's youth, was the focus of my studies. In addition, I conducted research into The Beard Society Of Bangladesh's marketing and planning approaches in order to compile this comprehensive research paper for my Internship Program.

## **2.2 Objective of the Research**

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The objective of a research indicates the purpose of why a researcher has done a significant study on any certain topic. This creates a better understanding for the researcher and also the designated personnel. The objective of this report is to understand the Customer demographics of the brand which includes customer age and gender. Also, this study reflects the popularity of the brand across the world, their social welfare works and their target audience. However, the main objective of this report tends to be the marketing approaches taken by the organization and the route by which the company gained its immense popularity overseas.

## 2.3 Methodology

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Starting with the topic selection and finishing with the report completion, this report was generated through a series of steps. I spoke about my time as an intern at The Beard Society Of Bangladesh. This report covers the last three months of my life. I used the following approach in conjunction with it and used the following methodology:

**Selection of the Topic:** My supervisor assisted me in selecting this report subject so that I could create an insightful and well-organized final product.

**Sources of Data:** The data is obtained from a number of sources. This article incorporates both primary and secondary sources. The following are the data sources:

**Primary sources information:** To get the primary data I have taken telephonic interview of 5 people who has used these products in real life, asked them about their perceptions, whether they are satisfied or not etc. Also, I talked with the employees from different departments to get the better understanding about the data.

**Secondary sources information:** For the secondary data I have discussed with the Vice President and my supervisor Mr. Syed Md. Farhan about the overall process. I also surfed the internet to collect the data which includes facebook reviews, facebook group posts, Newspaper articles and also other social media interactions with the organization.

**Research Type:** This research is a Qualitative research. This researched was completed with the most detailed of information gathered from both primary and secondary sources. This research is the first and only research done over the Organization. Mostly, this research contains the combination of my point of view and also the customer's point of view. In addition, the employees who have been associated with the organization as well.

## 2.4 Time of Conducting the Survey

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I've set a timeline to help me plan the report in a structured manner, and I've promised myself that I'll stick to it.

Timetable:

Time of the interviews : February 15 2021

Complete Collecting Primary data by : February 20 2021

Complete analysis by : March 15 2021

Complete final report by : April 28 2021



## 2.5 Limitation

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The key drawback of this study is the lack of time. Since the internship is only three months long but we do have other tasks, study, and obligations to complete for the business, the amount of time I had to conduct research was limited. During my research, I used a range of tools and experienced some difficulties. These obstacles may be termed as limitation of the study. These limitations are as follows:

- The allotted time was insufficient to cover all of the content.
- Another important consideration is confidentiality; as a result, certain classified facts were not adequately reported by the respective staff.
- Since The Beard Society Of Bangladesh is a small company, it is difficult to comprehend every aspect of its operations since the report was established in such a short period of time.

## 2.6 The Beard Society of Bangladesh Marketing Strategies

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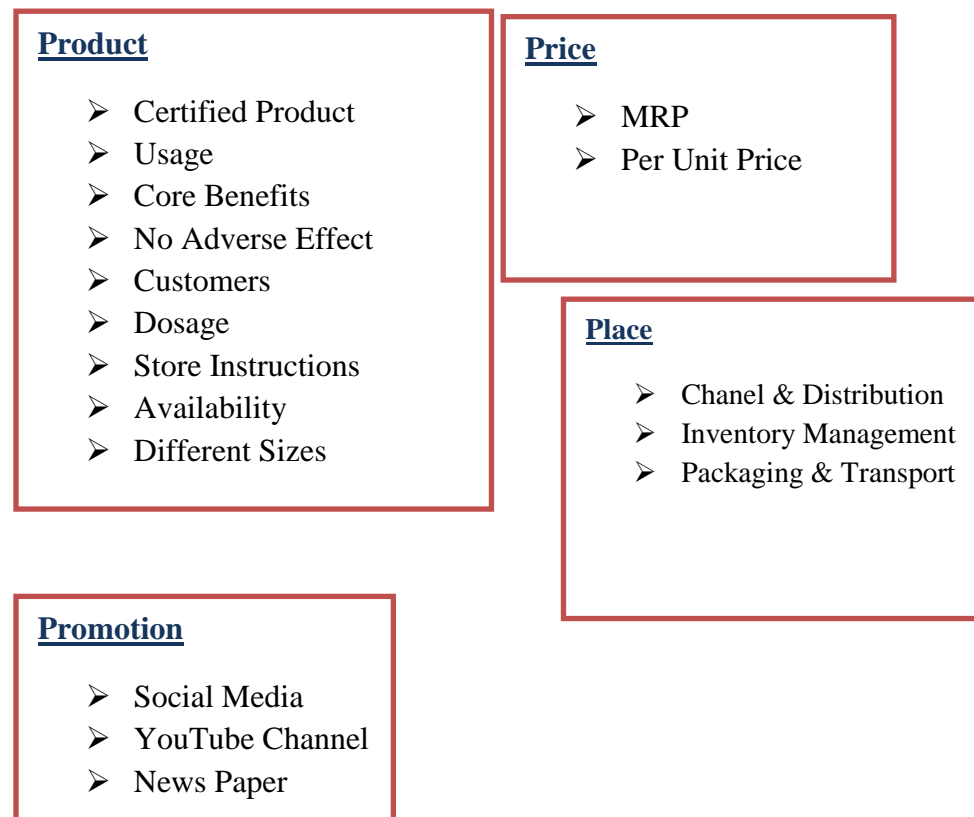
Marketing strategy is primarily concerned with the manner in which a product is promoted. The Beard Society Of Bangladesh's marketing approach is carefully crafted in response to market conditions. The 4Ps of marketing are usually included in a marketing plan. When we understand the 4Ps of a commodity, we can easily understand the form of marketing. Product, Price, Place (distribution), and Promotion are the four main categories in which major marketing strategy decisions are typically categorized. Below is a brief illustration of The Beard Society Of Bangladesh's marketing plan is shown,

**For The Beard Society Of Bangladesh Target Market, they always focus on Youth and Male Hair Care Enthusiasts from:**

- Middle Class.
- Upper Middle Class.
- Upper Class.

Now,

The 4ps of Marketing for The Beard Society Of Bangladesh are:



## **Product:**

A tangible entity or an intangible commodity that is being sold via the process is referred to as a product. Material goods (toothpaste, soaps, and shampoos) and household appliances are examples of tangible products (Watches, iPods). Service-based intangible goods include the travel industry and cybersecurity services, among others. The Beard Society Of Bangladesh's goods are undeniably tangible. A description about these products are given below:

The Beard Wax, Beard Balm, Beard Oil and Hair Therapy are the best Male Hair grooming products in Bangladesh. The unique ingredient of these products are the natural oils from different plants and minerals. It is the only grooming product of our country where we have used no Animal Fat or animal based raw materials. It is made gradually through special scientific process. It took over a couple years to find the right formula to create the ultimate products to be marketed. These products are 100% plant based and organic. And also they are Halal.

It has been tasted over and over to find any flaws, but it was passed to be marketed.

**It is also certified by BSTI** expert committee, these products are ISO certified and have been featured in multiple Media outlets and sparked huge popularity among people.

## **Usage:**

These products can be used as a daily grooming etiquette or as a medicine to keep your beard and hair healthy and soft. There are no manuals or rules to use any of these products, but it is suggested to use it daily to find the best results.

## **Core Benefits:**

The Beard wax, Beard Balm and the Hair Therapy gives your beard the ultimate look that you have always dreamt of. If anyone is a beard and hair care enthusiast they must have these products. They are blessings for Beard and Hair.

**No adverse effect even after long term use of Beard Wax, Beard Balm, Beard Oil and Hair Therapy:**

- There are no reported side effects.
- No side effects were seen in laboratory animals, indicating that it is not poisonous.
- No effects on skin.
- No effect on short-term, long term hair growth.
- No effects on elderly people.

**Consumers:**

These Bear Wax, Beard Balm is safe and can be used by the entire family including adults and elderly people.

**Dosage:**

Each container of Beard Balm and Wax comes with 60gm of product inside.

Each container of Beard Oil comes with 30ml of product inside.

**Storage Instructions:**

Store in cool and dry place.

**Manufactured By:**

ECHO Enterprise.

**Marketed By:**

The Beard Society Of Bangladesh.

## **Price:**

The price is dependent on the amount paid by a consumer for a commodity. If an individual's perceived benefits outweigh the price, the offering's customer satisfaction will be poor, and it will be impossible to be incorporated. As a result, the prices of Beard Wax, Beard Balm, Oil, and Hair Therapy are extremely competitive.

Price of Beard Wax, Beard Balm, Oil, and Hair Therapy is generally varies based on the products. The Price of Beard Wax, Beard Balm, Oil, and Hair Therapy also varies according to the demand. A table of the price of Beard Wax, Beard Balm, Oil, and Hair Therapy is given bellow.

<b>Products</b>	<b>Pack Size</b>	<b>MRP</b>
<b>TBSB Beard Oil</b>	<b>30 ml</b>	<b>1090/-</b>
<b>TBSB Beard Balm</b>	<b>60gm</b>	<b>1090/-</b>
<b>TBSB Hair Therapy</b>	<b>60ml</b>	<b>1490/-</b>

## **Pricing Strategy:**

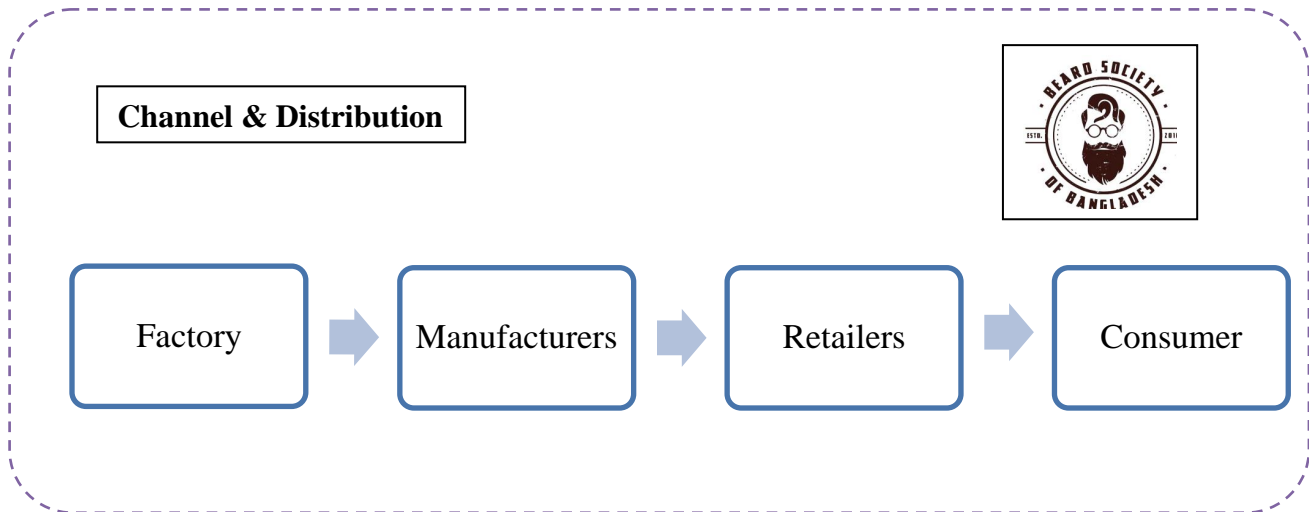
The Beard Wax, Beard Balm, and Hair Therapy are all priced similarly to their competitors. In this scenario, the rivals are the main subject. However, there are reportedly no rivals in the marketplace who can pose a threat to us. Furthermore, we have a devoted consumer base that is willing to pay a premium for higher-quality goods and services. Because of The Beard Society Of Bangladesh's brand image, the price is slightly higher than the competition. Since the key goal is to maintain the brand's reputation while still keeping up with market prices.

## **Place:**

The position where a product is sold is referred to as a place. It is also known as the distribution platform. This can involve both physical (supermarkets, grocery stores) and virtual (e-markets, e-malls) stores on the Web. Since the entire company is focused on ecommerce, The Beard Goods are covering location generally across the complete Bangladesh.

## Channels and Distribution:

The supply chain of The Beard Society Of Bangladesh is very well. The products' distribution channels begin at the factory and end with high-end customers.



- **Factory:** The Beard Society Of Bangladesh's main manufacturing facility is in Gazipur's Rajendrapur. In most cases, manufacturing work takes place. This single factory provides retail in Bangladesh.
- **Manufacturers:** The distribution process is done from the factory. These manufacturers are not employees of The Beard Society Of Bangladesh generally make agreement with the manufacturers in many different terms and conditions. Manufacturers are not allowed to sell these products. The manufacturers then hand over these items to the The Beard Society Of Bangladesh Warehouse/Office.
- **Retailers:** Basically the retailers are the company itself. When a customer places an order the responsible people take care of that package. Initially, the products are collected from the office by the courier/delivery service company and then they are shipped to the customers.
- **Consumers:** Consumer generally buys Beard Products from many ecommerce sources. Mostly the orders are placed on the facebook page, Evaly.com etc.

## **Coverage:**

The Beard Society Of Bangladeshis doing a wholesome business all around Bangladesh. The Beard Society Of Bangladesh generally covers the whole Bangladesh. Their coverage network is in each and every corner of the country. They make sure if an order gets place from inside the country they will ship it within 3 working days and that is a commitment for long lasting customer relationship.

## **Packaging & Transportation:**

The packaging work is actually done in the factory of The Beard Society Of Bangladesh. After packaging, The Beard Society Of Bangladesh uses the manufacturer transportation to ship those products from Gazipur to Dhaka. The products are handled with care so that not a single unit gets wasted. They keep up the maximum standard and quality for their products. Because a tidy packaging and presentation is a sign of a good Brand. And that is the challenge that the organization lives up to.

## **Promotions:**

Promotion generally indicates that how The Beard Society Of Bangladeshis promoting their brand and which sectors they are using. Promotion Includes Facebook/Instagram Marketing, Paper, Magazines, and Ecommerce Website Sales. A very handsome amount of budget is placed every month for all sorts of promotion. Mostly the budget is spent on media buying and maintaining the social media platforms.

**Social Media:** Social media marketing is the utmost priority of the business. It is the heart of the business marketing and majority of sales is generated through this social media marketing. Social Media marketing includes Facebook media buying, Facebook group promotions, Facebook ad managers and such. Also, the Instagram marketplace is also kept under the radar among these media buying. The business gained its most recognition via all the attention from the online activities, so to flourish even more the organization has a solid media buying plan for their product placement. There are a lot of social media influencers who are also associated with the business in such a way that they make contents in which they promote the brand. There are multiple business tycoons, musicians who also share their thoughts over the products on these platforms and thus the business gains more popularity. The business is more focused on creating a movement than the usual generic marketing approaches. All the budgets are spent wisely and efficiently.



**YouTube Channel:** The business also plans to have its own YouTube channel where they will post lifestyle, grooming videos by which they will gain more recognition. Most of the contents will be open ended, which means that each and every content will have opportunities for the viewers to interact via comments and live streaming.

**Newspaper:** Newspaper marketing has been an essential element in the popularity gaining process. The brand was featured multiple times previously for their numerous accolades and achievements. Which includes many social welfare activities and such. Some of these achievements with titles are given below.

- **Dhaka Tribune (Published at 03:46 pm November 15th, 2018)**

#### **Mo' heart an initiative by Beard Society of Bangladesh**

*“The ones amongst us who are suffering from cancer often end up losing hair. This idea started off with a vision to embrace our hair and let it grow. You will end up saving a lot of money from not getting a haircut or trimming/shaving your beard. The purpose is to donate that money for the treatment of people suffering from cancer and also to promote awareness for cancer prevention and research.”*

Link: <https://tinyurl.com/nkrw5ppt>

- **Dhaka Tribune (Published at 05:40 pm November 18th, 2019)**

#### **League of extraordinary gentlemen**

*“We started this community to bring all the bearded people together and influence others in starting a trend. Another main reason was to get rid of the stereotypical belief -- beard promotes terrorism -- Abraham Lincoln grew a beard. It has nothing to do with religion, it's a lifestyle choice” said Syed Md. Shabaz.”*

Link: <https://tinyurl.com/3rcvezwx>

- **The Business Standard (Published at MONDAY, APRIL 12, 2021)**

#### **How to maintain your beard**

*“I use a wooden comb and apply two drops of beard oil. Make sure you wash your beard with a natural shampoo while taking a shower and do not use conditioners. It is about the hair, yet about the skin underneath as well.”*

Link: <https://tinyurl.com/rhwxudku>

**Official Merchandise:** The Beard Society Of Bangladesh makes very limited edition merchandise for their customers and fans as it helps the brand to get more recognition. The main products that they offer in the market are Official The Beard Society Of Bangladesh Logo t-shirts, Hoodies, Beanies and Wristbands. These are very small in quantities and sell out quickly. And they deliver these merchandises all over Bangladesh.

**Word of Mouth:** It is no surprise that the brand gets a lot of mixed attention. Some says positive things about the brand in the community and some goes against the tide spreading negative things. Moreover, the brand focuses that any sort of marketing is good marketing because it brings attention.

## **Target Market:**

The Beard Society Of Bangladesh has basically three target markets. They are:

- People who are looking to take care of their Facial hair and Hair normally.
- People who are struggling to grow beard and wants a solution for it
- People who are basically looking for daily hair grooming products.

All of these customer segments range from an age of 18 and on ward. The brand makes sure the products are only used by adults. Also they belong to different social class. This product is not a necessity for the Standard of life but this is superior to the standard and it depicts quality of life.

People who are in this target market are mostly from Bangladesh and rest is from any overseas country. The major target of The Beard Society Of Bangladesh is to create a movement where the beard should be respected as any other body part or physical attributes.

## **Competitors:**

At this moment the market does not offer any other similar brands. There are some smaller importers of foreign brands which are immensely overpriced and doubtful. But as The Beard Society Of Bangladesh offers a better purchasing experience and return policy the customers prefer this brand more than any other. Moreover, the brand's founders are also expert in giving advices to their customers over Facebook which created a very loving and loyal fan base.

## **Conclusion:**

The Beard Society Of Bangladesh is following and changing its marketing strategies depending on the trend. This versatile marketing strategy is the main tool which is igniting the brand's spark among the ones who are seeking for such products. This is a brand loved by many and hated by a few. The brand also follows all the government guideline while dealing with the customers. Also, in this pandemic the brand is offering contactless delivery options all over the country.

### **3.1 How The Beard Society Of Bangladesh sparked its way to the International Borders**

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In my 3 month internship period, I worked over the far reached popularity of The Beard Society Of Bangladesh from local perspective to the international borders. The brand started itself as a startup but gradually gained recognition across the country and many other countries such as Australia, Malaysia, and United Kingdom etc. All these countries may not produce the majority of the sales but they are the pandemonium of better things. The Beard Society Of Bangladesh has made its mark inside the country and sparked its way to overseas. That is important. Everything regarding the brands expansion is stated below:

The business started back in 2017 with a brand new mission, vision and target to introduce Bangladesh's first Male Grooming Product. The plan was simple, they needed to make the products, create a minimalistic packaging and sell it to the people of a very limited amount. But little did they know that the business will flourish so much in couple of years.

After the first batch of products which included their best selling items like Bear Balm, Beard Oil they found that the items were sold out very quickly. That sparked the idea that they might have found an ultimate business entity which is still under the rocks in a very tight competitive environment of Bangladesh. They started producing in a larger amount after that keeping that in mind that these products are somewhat luxurious and costs a bit. But the cost was beaten by the quality that the products were providing. The brand gained recognition slowly but effectively.

All of their marketing was done through facebook and people were more active on facebook back then. They created a facebook group which had over 5000 members and they showcased their products on this group and people were buying and using it. After this the founding members of this company felt the necessity that there are a lot of experts in the market for any sort of human organs or attributes but there is no one who is an expert in Male Facial Hair. The two founders then started their research over beard and hair, after a few months of research and gathering knowledge they started to advise people on how to take after their beard and hair.

People started seeking for tips on how to grow their beard and hair for looking and feeling more masculine. The founders were clever enough to share the tips and also placing their products in front of the help seekers in order to generate the sales. The popularity sky rocketed within a few months. Even the local celebrities like Jon Kabir (Vocal/Frontman of Indalo Band), Zohad Reza Khan (Vocal/Frontman of Nemesis), Raef Al Hasan Rafa (Vocal/Frontman of Avoidrafa) started using the products and found it really helpful. Some posted their thoughts on this amazing products on their social media handles. People got to know more about these unheard of products which worked in a magical way. These benefits that people were getting from the products were achieved by the endless hours of research & development. The brand also incorporated with some Fragrance manufacturers in France to create a very unique and unisex scent for the products which also left the customers mesmerized. The brand does not only sells and earns revenue, they also invest back so that the next outcome is more solid than their previous one.

The facebook group started to grab more attention and all these facial hair enthusiasts across the country started spreading this idea of the product with their overseas friends and families. Then the urge of importing the products overseas arrived. The company was predicting about this necessity but little did they know that this would be so fast. They received multiple orders from countries such as USA, Canada, Australia but they did not know how to import these goods. After toiling a lot of hassle and frustration they figured out an importer who came forward to help them. The importer had license and he was well known in the foreign market.

The brand started to collect pre orders for their products from the overseas. There were hundreds of orders on the first freight. They had to increase their production level because of the uprising demand of the product. People were spreading good thoughts about the products on social media. The brand was doing so well in the market that they caught the attention of some of the biggest musicians of the World. Ronald Jay Blumenthal, better known by his stage name Ron "Bumblefoot" Thal or just simply as Bumblefoot from the band Guns N' Roses personally uses these products for his beard care. Also, the ex-manager of Guns N' Roses Alan Niven, also is a fan of the brand.

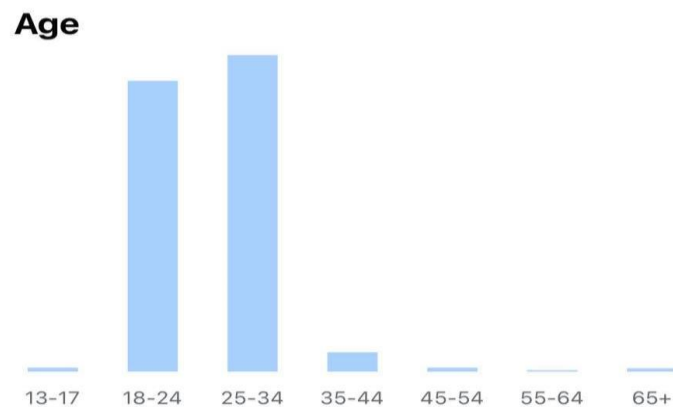
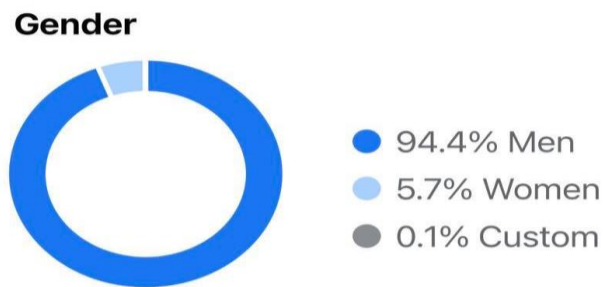
A very unorthodox business of Bangladesh is gaining so much acceptance everywhere was unimaginable. Yet by the grace of almighty and the brands sophisticated approach towards handling the needs of the market helped them to achieve something like this. The business has come a very long way and the daily feedbacks from their customers are also overwhelming. Moreover, the brand needs to introduce new line of products for the diversified customer base.

### 3.2 Findings from the Research:

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#### Customers:

Mainly the customers are Adult males and these customers are either buying these products because of their daily grooming items or solution to grow a healthy beard. These customer base range from middle class to upper middle class socio economic status.

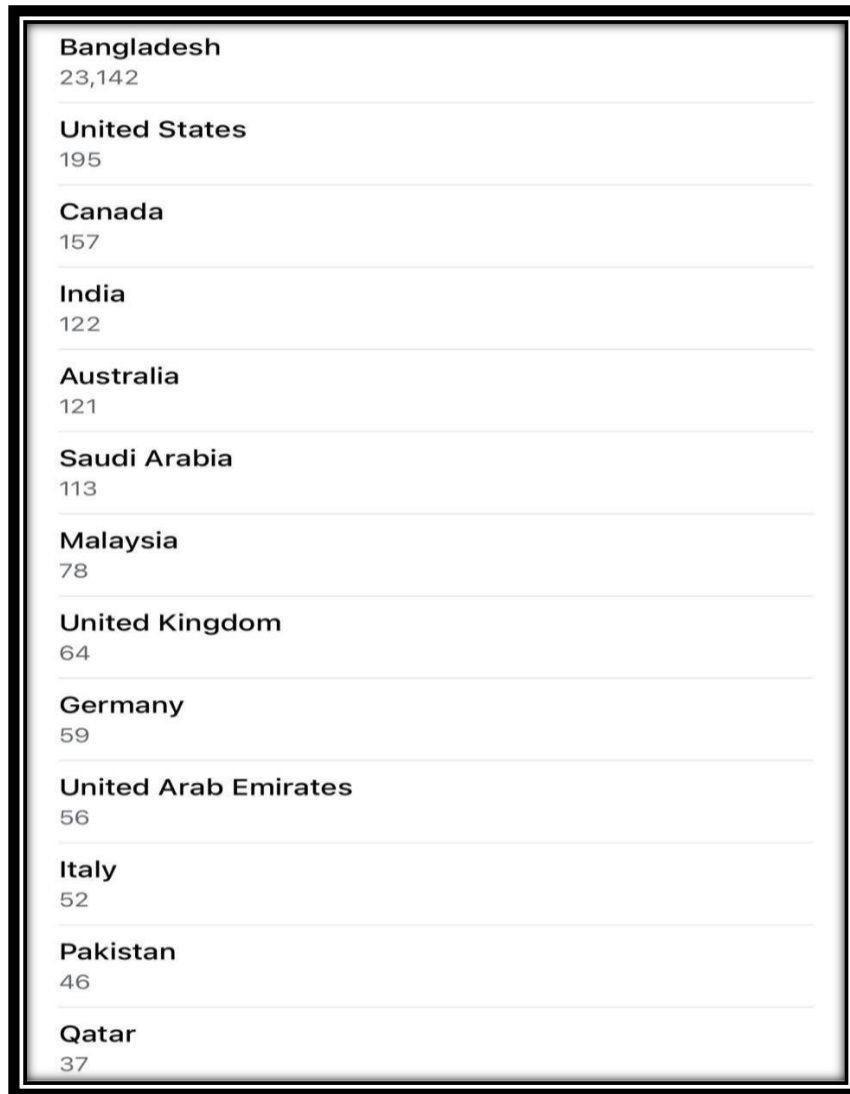


Source: Official Facebook page (2021)

Link: <https://www.facebook.com/beardsocietybangladesh>

## **Popularity:**

The majority of the sales are generated from Bangladesh. To put it in pictures I am providing an image which includes the number of Units sold in the entire life span and continuing. (This picture was taken in December 2020)



<b>Bangladesh</b>	23,142
<b>United States</b>	195
<b>Canada</b>	157
<b>India</b>	122
<b>Australia</b>	121
<b>Saudi Arabia</b>	113
<b>Malaysia</b>	78
<b>United Kingdom</b>	64
<b>Germany</b>	59
<b>United Arab Emirates</b>	56
<b>Italy</b>	52
<b>Pakistan</b>	46
<b>Qatar</b>	37

Source: Official Facebook page (2021)

Link: <https://www.facebook.com/beardsocietybangladesh>

### **Marketing approach:**

The Beard Society Of Bangladesh has a very versatile marketing approach and their trend analysis is always on point. Moreover, the whole marketing team is adequately resourceful and respectful to the customer feedback. Because if the marketing approach is not on point then the whole project may collapse.

### **Research and Development:**

The Beard Society Of Bangladesh spends a hefty amount of budget on the research and development of their products. The majority of the time the brand remains concerned about the product quality. As there is always room for development.

### **Social Welfare Works:**

The Beard Society Of Bangladesh does not only make profit and benefits from their sales. They have also been associated with different socio welfare organizations in order to give back to the community. This is a bright act from their part and they should also look forward to be associated with such acts in the future.



### 3.3 Analysis

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The collection of all the information and data from various sources which includes the customer feedback, Facebook algorithm, Facebook groups etc. I found some interesting analysis. The company is dependent on the quality of the product. The customers who are involved in purchasing this self-care products are aged from 18 and above. As it is a Male grooming brand, majority of the customers are male. But we can also see some female traffic generated. It is because this grooming kits are very vivid to be presented as a gift to any male. Moreover, there are 23,000 plus units sold in Bangladesh and many more sold in countries like Malaysia, Singapore, Australia and USA. All these information were gathered from Facebook marketplace where the algorithms are shown. The organization is deeply associated with trend analysis and they take their marketing stances based on the recent trend. If the trend is in their favor they might include new line up of products. Their social welfare works also reflect their brand value of which indicates the goal that was to be a recognizable brand nationwide. This is a start-up that has enlightened the fact that if the business is providing quality stuffs to their customers, the customers will do the necessary to help the brand flourish. Their immense research work and dedicated labor for the production is flawless. In other words we can say that their supply chain is superb. And whenever there is a chance of involvement they are inclined to it. The company believes in exploring and it has become a workplace for a lot of people. The business is taking in profit and also giving out a lot of things.

### 3.4 Recommendation

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The Beard Society Of Bangladesh products are undoubtedly a market hit. Each and every product has been accepted and appreciated by all. Moreover, the increased number of demand is also creating a very sustainable business for the organization. But each and every coin has two sides. There are hundreds of positive and resourceful wholesome things about the organization yet there are a few recommendations that I would like to place here. Because I felt like there are some things that are important to mention. Which are explained below:

**Price:** The pricing of the products are good enough for the people who has a high socio economic background. But the facial hair attributes needs to be also taken care of the people who are under the radar. For example, lower middle class people or wage earners. There are many male grooming enthusiasts who may need this products but cannot buy them because of the pricing.

**Market Opportunity:** There are phenomenon where giant companies like Unilever introduced mini packs in order to capture the market below the privileged socio economic class. Because it is everyone's right to take care of their health and beauty. The Beard Society Of Bangladesh can introduce different pack sizes by which they will be able to enter new markets.

**Necessity of the physical store:** The business is completely online based but it is shown in the history books that such business entities lose its market share if they do not gradually progress themselves in the market as a Physical Entity. They need to think about opening a shop and moreover allow people to try out their products in hand before making a purchase. This is important.

**New product lines:** As the demand is growing day by day there would be more people looking for different products. They need to start collaborating with people who has good taste in such products and introduce new products. If they do this then they will be able to draw more people.

## Conclusion

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The internship was a great experience for me that helped me to learn a lot about the real life application of the knowledge that I learned during my university period and also it provided me with valuable knowledge that I could not have learned from the books. Another most important part of my internship was to know about corporate world, their internal and external policies. That's why the experience I got from The Beard Society Of Bangladesh was magnificent. The Beard Society Of Bangladesh is the country's only male grooming product entity and it has a very bright future ahead. I am looking forward to be associated with this brand in future. This business is an example that any startup can do well in the market if the quality of the product remains outstanding overall. The customers will always seek for queries and the designated people has to respond to it. The Beard Society Of Bangladesh sets an example that in a highly competitive market the best way to penetrate is to bring something out of the box.

## Appendix

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This business reached to international borders by creating and applying the best online marketing strategies which includes facebook group, facebook page and other social media outlets. This business got a lot of recognition from different newspaper outlets which are national daily. The Beard Society Of Bangladesh had the opportunity to work with some of the biggest musicians of this country, did a lot of social works and made contents by which people got inspired. The business is not only generating profit they are doing their fair share for the community by giving back. This business has a bright future ahead.

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