

Report On
Marketing and Brand Communication of SEBL | DX
Group

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

BRAC Business School
BRAC University
September 2022

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Kazi Zonaid Bin Azad

19104188

Supervisor's Full Name & Signature:

Tania Akter

Senior Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

Name of Supervisor
Tania Akter
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: **Submission of the internship report**

Dear Madam,

I am a student of BRAC Business School (19104188), I have done my major in Marketing and Minor in Human Resource management. I am doing my internship in SEBL | DX Group as a Business development intern, I am blessed to present my internship report titled 'Marketing and Brand Communication of SEBL | DX Group' As a requirement for my BBA degree, I've finished the practical training from SEBL | DX Group Headquarters between May 25 and August 25, 2022. I have made every effort to the best of my ability to provide information and critical concerns as much as possible, and I will do my best to abide by your instructions. While conducting the survey, I paid close attention and carefully studied a number of marketing-related details.

I would be grateful, if you would kindly review the report and accept this effort. I am hopeful that the report will meet the desires

Sincerely yours,

Kazi Zonaid Bin Azad

19104188

BRAC Business School

BRAC University

September, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between SEBL | DX Group and the undersigned student at BRAC University

Kazi Zonaid Bin Azad

19104188

Acknowledgement

The marketing and brand communication of SEBL | DX Group is the subject of this internship report. It was carried out in accordance with my three-month internship program at SEBL | DX Group.

First and foremost, I would like to express my gratitude to my internship supervisor, Tania Akter, MBA, MSc Manchester, UK, Senior Lecturer, BRAC Business School, BRAC University, who provided me with her kind assistance and guided me in the completion and usefulness of this report.

I owe a debt of appreciation to Mohammad Helal Uddin, Assistant General Manager, Business Development, SEBL | DX Group, for selecting me and giving me the opportunity to complete my internship here.

Executive Summary

This internship report is based on a three-month internship I undertook at SEBL | DX Group as part of my BBA program requirement, from 25th may to 25th august 2022.

This study provides insight into SEBL | DX Group's management style, human resource planning procedure, financial performance, accounting performance, operational management, information system practices, and marketing strategies.

I have worked as a Business Development Intern at SEBL | DX Group. I had the privilege to closely look how each department works as my department works with each department. I was actively involved in making so many marketing campaign and marketing research for new business development.

SEBL | DX Group have so many business wings, this report will also talk about how SEBL | DX Group do their marketing and brand communication from every wings also communicate as a mother brand.

Keywords: “SEBL | DX Group” “DX Tel” “Solar Electro Bangladesh LTD” “DX Mart” “DX 360” “Xiaomi”

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List of Acronyms

SEBL	Solar Electro Bangladesh LTD
DX	Dream Extreme
IMC	Integrated marketing communication
OTO	Offline to online
GDN	Google display network
SEM	Search engine marketing
SEO	Search Engine Optimization
B2B	Business to Business
ATL	Above the line
BTL	Below the line
TTL	Through the line
GRN	Goods received note
ERP	Enterprise resource planning

Chapter 1

Overview of Internship

1.1 Student Information

Name – Kazi Zonaid Bin Azad

ID- 19104188

Program- Bachelor of Business Administration

Major- Marketing

Minor- Human Resources Management.

Email- kazi.zonaid.bin.azad@g.bracu.ac.bd

1.2 Internship Information

1.2.1 Information

Period – 25th may to 25th august 2022

Company Name- SEBL | DX Group

Department- Business Development

Address- Corporate Headquarter, House #7, Road #54/A, Gulshan-2, Dhaka-1212

1.2.2 Internship Company Supervisor's Information:

Name- Mohammad Helal Uddin

Position- Assistant General Manager, Business Development.

Email- helal.hr@solarelectrobd.com

Phone- 01708464116

1.2.3 Job Scope

Job Responsibility-

- Analyzing marketing trend and opportunities for company growth and report findings to supervisor.
- Analyzing consumer behavior to add value to products and helping in marketing campaign.
- Helping in customer feedback channels and communication also identifying new customer.
- Helping in team work.
- Making report of daily operation for presenting to manager.
- Other duties assigned by the supervisor.

1.3 Internship Outcome

1.3.1 My contribution to the company

I was actively involved in Marketing research for different project of the company, after the research I prepared presentation and discussed about the findings also shared pros and cons of the project. I prepared daily report of different operation. I helped my supervisor in making different presentation and report. Conducted research on business opportunities and looked for business gap. Actively involved in many teams works.

1.3.2 Benefits to the student

I learned so many things from this internship. The main thing I have learned is corporate culture, how to behave in different situation, how to present myself on different situation also how to set the priority. This helped to improve my presentation skill. Because I have done some marketing research that also enhanced my analytical skills and also, I have learned how to make reports in a way that is short and informative at the same time. This internship made me

punctual than ever before, now I know how to manage my time better than ever before and that helps me to meet the deadline without pressure.

1.3.3 Difficulties faced during the internship period

The office hour is from 9am to 6.30pm but sometime I had to work till 8 or 9pm for which I did not get time for my personal improvement or even working on this report was challenging. Sometimes I had to do data entry for whole day for example gathering data from outside and putting them in excel, which is kind of boring and there's little learning in it. Payment for intern is really low which does not even cover pocket money. It's not easy to understand about the company operation as everyone stays busy and they have little time to explain.

1.3.4 Recommendations to the company on future internships

They should have a well written job description when a job posting is published so that everyone can understand the nature of the job, what are the things one might need to do after joining also what are the qualities and skills one should have. They need to be specific about the payment in job posting. After someone joins he/she should be given a proper company introduction so that he understands what the company is all about. As SEBL | DX Group have so many business wings without a proper introduction it is hard for an intern to understand what the company is about beside an intern should be introduced with the company mission and vision as well. That will help him/her to understand where the company is going and will he/she be a good fit for the company in future. Interns do a lot of work here but mostly they do not even know how this work will help the company as the outcome is not communicated well. Interns should be a part of meetings where company plan for different project or operation, not necessarily to give idea or to take decision but including interns will really help them to understand how a company plans for a project and execute them. How they calculate their return on investment and things like that. This will help individual to acquire good knowledge if they want to start their own business at some point of life also this experience will help them to boost their career furthermore. If an intern joins the company after his or her internship period, they will defiantly give better output as they already know how company plans and take decision. If SEBL | DX group have plan that they will offer position to their intern then they

should train their interns accordingly like giving them actually the same work that they will do after completing the internship and getting a position, this will help the company to understand how good an individual is and will he/she be a good fit for the position. This will also help the intern to prepare for the position. If this happens it will boost the work efficiency once he/she joins.

Chapter 2

Organization Part

2.1 Introduction

SEBL stands for Solar electro Bangladesh LTD which was founded in 2010 and was one of the first solar company of Bangladesh, they started distribution business and became the national distributor of Xiaomi, DX group started their operation in 2015. They founded DX Tel back in 2015, which is currently countries largest smartphone exclusive brand outlet chain. After that they founder Quick Fix in 2016, which is an aftersales service chain for smartphone. DX group than founded DX360 in 2018 which is a marketing agency than they entered into food and beverage industry and founded RIO Food in 2018, they also have a DX Pharma which is founded in 2020. They entered into e-commerce business as well by founding DX Mart in 2021. Finally, Solar electro Bangladesh LTD and DX Group merged in 2021 and became SEBL | DX Group.

2.2 Overview of the company

2.2.1 History of SEBL

Since its founding in 2010, SOLAR ELECTRO BANGLADESH LTD (SEBL) has installed a huge number of medium-sized and big-sized solar systems all throughout the country. They are a top importer of solar panels, consumer electronics, CPVC pipe and fittings, solar charge controllers, batteries, on-grid and off-grid inverters, solar street lights, and other solar-related products. They also export ship-breaking products and jute items to New Zealand, the USA, Japan, Germany, and England. As they offer the best solar system solutions for the present power crisis, particularly for the home and commercial sectors with the newest tools and techniques and a skilled team of engineers, they are trying to promote renewable and alternative energy in Bangladesh. At Monpura Island in Bhola district, the firm successfully built the largest solar mini grid project in the country. SEBL, IDCOL, DFID, and the World Bank all contributed to the project's funding. The World Bank's management in Washington, DC, chose the project as a model as well as made a documentary on this. Two more projects based on the same financial model are currently being built in Noria and Bhedorgonj Upozilla, District Shariatpur. The highly qualified management of SEBL is aiming to dominate the Bangladeshi distribution market. SEBL started the distribution business and became the National Distributor of XIAOMI Smartphone & Accessories in Bangladesh. Within the first year and a half after beginning the distribution of Xiaomi, SEBL has grown their distribution network over the

entire country. Over 115 Authorized Mi Stores, over 400 Shops, over 500 Brand Promoters, and about 100 local wholesalers all operate on the same platform.

2.2.2 DX Tel

DX Tel started their operation in 2015 and Now they have 100+ exclusive brand outlet of Xiaomi across the country. DX Tel is countries largest smartphone exclusive brand outlet chain. They sell all Xiaomi official smartphone and accessories. They are available in online as well, they have a well build website, Facebook page and group from there anyone can order from anywhere of the country. They have free home delivery service all over the country with many more offers like free gifts, 0% EMI facilities.

2.2.3 Quick Fix

Quick fix is after sales service chain for smartphone, they have 50+ collection point, fastest delivery with 100% authentic spare parts. They have everything one might need for repairing a smartphone, they mainly provide the after sales service for Xiaomi smartphone, which is under warranty. They are authorized service partner of Xiaomi and according to Red Quanta Report they are countries number one after sales service.

2.2.4 DX 360

DX 360 is an advertising agency that gives all kind of advertising solution to their customer. They mainly focused on online marketing. They provide so many services some of their key service is IMC Marketing, they also provide OTO (Offline to online) and Their mobile app development team's top priority is getting the creative and business components perfect. From virtual reality to their imaginations, they can carry out the strategy perfectly. They have expertise on Social Media Marketing. Their social media staff is very good at generating the best ROI by focusing on the possible audience and is aware of the significance of developing unique marketing strategies for each channel, including Facebook, Instagram, and others. They provide the display network with all those services like GDN, Ad Play, Ad Choice, Eskemi, CPC, SEM, Placement, HTML5 Ads, Light box Ad, GIF, Display Banner. They provide SEO and SEM service as well and Their SEO and SEM strategy aim to improve the brand's reputation, also they take a comprehensive approach that ranges from providing input on web content to creating landing pages. DX 360 also provides service like website design and

development. Before settling on design and other important details, they examine customer behavior to make sure that every page of their website contributes to its overall attractiveness. Additionally, DX 360 offers Pay Per Click Marketing, for which they choose the best-performing keywords, add them to a custom marketing plan, and create targeted landing pages to increase web traffic. They can produce successful viral campaigns that increase traffic and provide results. They mostly concentrate on innovation for a positive ROI. They have served in many industry and big companies like AKIJ pipes, itel, ossum, eon group, amarlab and many more.

2.2.5 RIO Food

Rio food started their journey in 2018, they are creating a strong position in Food and Beverage industry. Currently they have 26 local depo, 300+ distributor with a coverage of 54 district. Their retail coverage goes up to 165k+ and they have a product coverage of 150+. Backed up by 25+ back office and 21+ export destination. They currently have 5 factories in Bangladesh. They have biscuits, Chocolate, Cookies and toast, Semai, Snacks and Tea. Integrity, Personal ownership, Teamwork and Excellence is core values of Rio Food.

2.2.6 DX Pharma

DX Pharma is a model pharmacy chain. They offer free shipping all over the country. They have covid19 essential products with surgical devices and a 24/7 customer support. They are also available online, anyone can order from their website. They also have two physical Store, one in Panthapath another in Shahbagh.

2.2.7 DX Mart

One of Bangladesh's most promising next-generation e-commerce platforms, DX Mart focuses on providing its consumers with the most outstanding and one-of-a-kind offers at the most affordable prices. They have 10000+ products in 7 categories. Along with our extensive and exclusive product selection, DX Mart also offers a simple purchasing process and quality customer support. They provide doorstep delivery and no-cost returns in an effort to give customers a hassle-free experience, also offers a range of payment options, such as Cash on Delivery, Online Payments. DX Mart is dedicated to satisfying all of your gadget and electronic desires with the finest products.

2.3 Management Practices

2.3.1 Leadership style

SEBL | DX group follows democratic leadership style mostly as everyone in the management level sits together become taking a decision and participate in decision making process, everyone gets to share their feedback. So, I can say that it's a participative leadership that company follows. CEO of SEBL | DX Group MR. Dewan Kanon sits with his top-level management, everyone shares their feedback and finally he takes the call. This type of leadership practice is really helping the company to achieve its goal. It is one of the most effective forms of leadership as it boosts group morale, production, and contributions from all members. This approach, in my opinion, promotes innovation, participation, and collaboration. Additionally, it lowers the likelihood that the CEO would make poor decisions because everyone gets to exchange ideas and feels engaged. The top-level management's constant revision of all decisions aids the CEO in making speedy decisions. This Eid Ul Adha 2022, Xiaomi sold 200 crores in just 45 days, pushing the company to the second smartphone brand in Bangladesh. which demonstrates the leadership style's efficiency and contribution to the company's achievement of its objective. Everyone has a reporting boss and the employee must report to his reporting boss, that's shows the chain of command inside the company. Name and designation of top-level management of SEBL | DX Group is given below,

Engr. DM Mijibor Rahman (Chairman), Dewan Kanon (Managing Director & CEO), MD. Mashiur Rahman Limon (Director), Sameur Rahman Sourov (Director), MD. Leton Biswas (Director, Operation), Lisa Rahman (Director, Admin)

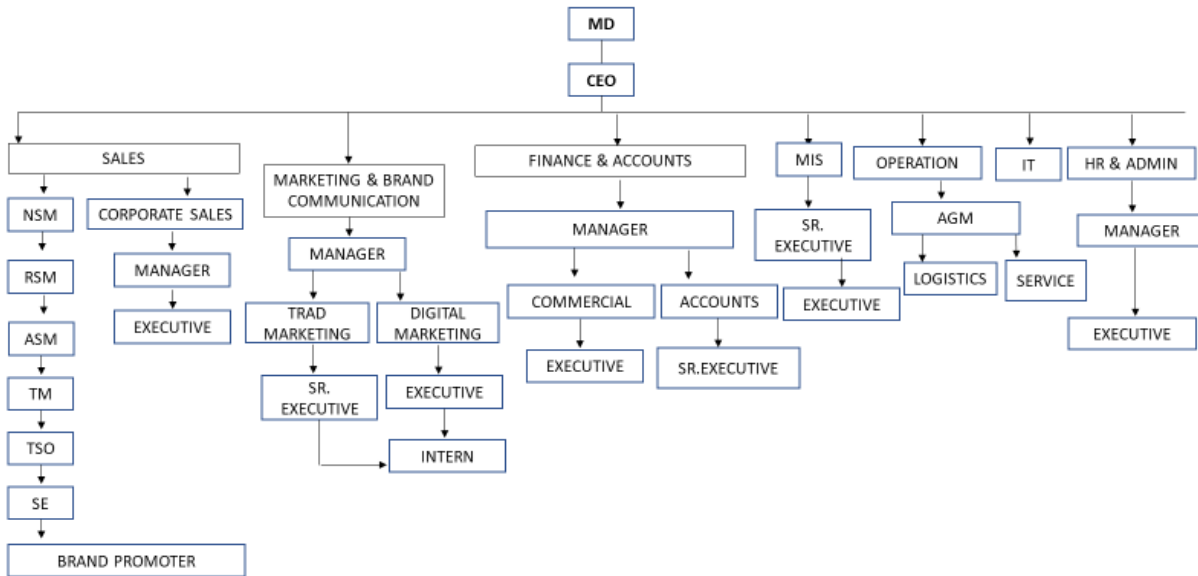


Figure-1 – Company Organogram

Source: Internal Information

We can see the company organogram here, MD and CEO sits on the top of the table, Dewan kanon is currently the managing director and CEO of SEBL | DX Group. Engr. DM Mijibor Rahman holds the position of Chairman. This two people hold the most power in the company and they are responsible for taking all the calls regarding where the company is now and where the company is moving. They get help from all the department top management like sales, Marketing, Finance and accounting, HR. Top management like AGM, GM they come up with all the plans and finally CEO calls the shot.

2.3.2 Human resource planning process

I. Recruitment and selection process

In the recruitment and selection process SEBL | DX Group follows some steps. First of all, HR finds out which position needs to be filled. They come up with a job posting, where they mention all the necessary skills one need to have for the job, they mention out all the responsibilities one need to take if they get the job also talk about the salary, job timing and location. After that they post the job circular in different media like LinkedIn, BD Jobs and online platforms like that, they also give this circular to different HR farms. After collecting all the CV, they start making shortlist of potential candidate. HR have a specific team who are responsible for shortlisting the candidates. After that shortlisted candidates are called by HR for an examination, sometime this examination is held online and sometime its physical depending on the needs and requirements. After the examination those candidates who passed are being called for a Viva, they usually pick 4 or 5 people for viva if the vacancy is 1. From the viva they rank 1st candidate, 2nd candidate and so on. Then the salary negotiation comes to play and finally the pick the perfect one for the company.

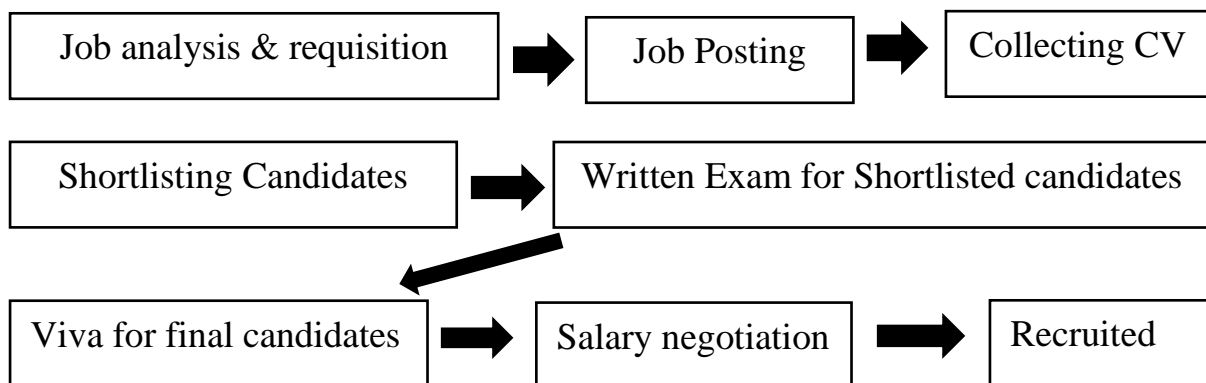


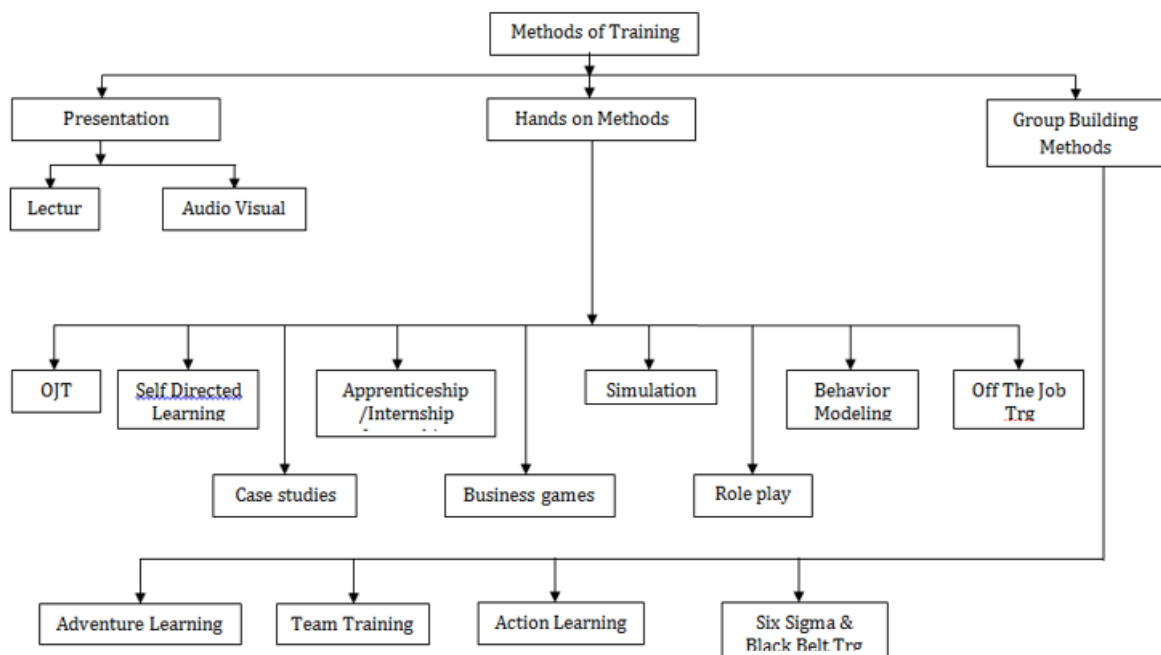
Figure-2- Recruitment and selection process

II. The compensation system, training and development initiatives

In compensation system, SEBL | DX Group offers so many things. First of all, comes salary, they have different salary offerings for different positions, they provide festive bonus twice in a year. Employee also gets lunch, tea facility. Top level management gets transportation. Those are direct benefits that employee gets.

SEBL | DX Group have so many training and development initiatives, first of all they do Training need assessment. With this assessment they find out who needs training and who needs what kind of training. After that company have 4 different kind of training method. They provide presentation method, Hands on method, off the job training method finally group method.

Figure-3- Methods of Training



Source: Internal Information

Those training initiatives help in employee development and boost job performance as well.

III. Performance appraisal system.

For performance appraisal SEBL | DX Group conduct an employee performance review, based on that review they provide performance appraisal. For employee performance review they have some specific criterion, in which they mark 1 to 5. 1 means poor, 2 fair, 3 Satisfactory, 4 Good, 5 excellent. The criterion is given below

1. Job Knowledge
2. Work Quality
3. Productivity
4. Communication/ Listening Skills
5. Dependability
6. Leadership Skills
7. Problem solving and analyzing
8. Time management
9. Adaptability
10. Team Work
11. Attendance/ Punctuality
12. Future Ambition with company

Furthermore, company looks into addition of innovation, area of strength and area of development. From this review they find out which employee is doing good, which employee is struggling and how is doing excellent and they provide performance appraisal accordingly.

2.4 Marketing Practices

2.4.1 Marketing Strategy

SEBL | DX group have so many marketing strategies. As they have different business wings, they take different marketing strategy for different wings. I interviewed Sr. Marketing Executive of SEBL | DX Group and he said for distribution business they always try to improve their channel and B2B sell, company makes a data base of their regular customer, loyal customer and new customer. To maximize B2B sell, Distribution wings of SEBL | DX Group offers different pricing for their loyal customer, different price for their regular customer and different pricing for their new customer, they try to make sure that the loyal and regular customer always stays happy with them and new customers also get benefits so that they do not go somewhere else. Rio Food also focus on their distribution channel, they use push strategy for all of their product, I sit with some of the employee of DX 360 which is a marketing agency, so they actually focus on their portfolio, things that they have done successfully, they try to show the result to their new customer to gain their trust and this is how they get new customer, for their existing customer, they always offer special price and other value-added services. DX Mart is new in E-commerce industry, I had an interview session with the head of DX Mart and he told me, currently their marketing strategy is to get brand recognition also create brand awareness. SEBL | DX Group have number of strategy and some mixed strategy for their different business wings.

2.4.2 Target Customers, targeting and positioning strategy

As national distributor of Xiaomi, the main target customer of SEBL distribution is retail buyers who buy in a bulk amount, SEBL distribution targets them. First, SEBL Distribution develops various segments, then assesses each section considering its potential and commercial appeal. Finally, they choose the best piece or segments. Finally, they create a thorough product positioning for the chosen segment as part of their positioning strategy, and they create a marketing mix for each of the segments they have chosen.

DX Tel is country's largest smartphone retail chain, they sell official smartphones of Xiaomi. Their main target audience is people who are looking for a good smartphone in budget with all the necessary features, good battery backup and camera. Specially people ages between 18 to 30. This is the main target group for DX Tel. They position themselves as a reliable option with best features in budget. Their targeting and positioning strategy help them to become the 2nd best smartphone brand in Bangladesh.

DX Mart targets young people who love gadgets and people who want a healthy lifestyle, they are trying to position themselves as an e-commerce that promotes smart and healthy lifestyle.

DX 360, the marketing agency of SEBL | DX Group targets big companies like Akij Group who have good budgets and want to run a big marketing campaign. They try to position themselves as a full-on marketing agency, an agency that can provide all you need for your marketing.

Rio food targets lower class, lower middle class and middle class of people. People who are not very specific about brands, they usually buy whatever is in their reach and look for cheap products. Rio Food targets those people. Rio food uses push strategy and they position themselves as an alternative of branded products.

2.4.3 Marketing Channels

SEBL | Dx Group uses different marketing channels for their business wings.

For their distribution business, they use offline marketing channels such as sponsorship, newspaper, magazine and brochures.

For DX Tel, they follow BTL marketing. Main channels for DX Tel are social media or online platforms, they run different campaign on social media, they do telemarketing, shopping center stand, in person demonstration also post sales coupons.

DX Mart is completely based on online marketing, they use social media to promote their product, they are doing SEO, they are also giving sponsorship, they are doing content marketing and looking forward to do influencer marketing.

DX 360 uses online platforms as their marketing channel, they have a well build website, they try to showcase their previous successful work for gaining new customer, they also dose email marketing and telemarketing to let companies know about their service.

DX Pharma uses billboard which is an ATL marketing channel. They also have website, so they use online platform as well. They run different health campaign in which they use in person demonstration, they also give sponsorship to different events.

Rio Food uses dual distribution and selling through intermediaries which means Rio food do not sell products directly to their end customer, product is sold to the end customer through agents, wholesale and retail store. Rio food have retail channel, wholesale channel as well as agent channel.

2.4.4 Product development and competitive practices

For product development SEBL | DX does market research first, they try to find out what is the demand of this product or service, how much people is willing to pay for the product, how available the product is, who are the companies that provides the same product or service and how much they charge for that. Before going for a new product or even before developing a new product SEBL | DX Group takes time, they do marketing research, they try to find out the marketing gap, something that other competitors not providing. All of that information is taken during a focus group interview with some of the marketing executives of SEBL | DX Group. I also worked in new product development, which was baby products. I made a complete survey on what types of baby products are available on the market, which are the most selling, what are the products that have demand but not available in the market. I went to visit different baby brands like kids and moms, baby shop, mothers care and so on, I also took data from online platforms like daraz, chaldal, pandamart. Took prices from them to set the price, made a survey about the best location for a baby shop also rent for that specific location, finally I calculated ROI. After looking to all this report only than company will decide if they will go for the business or not. Company also does a full competitive analysis for product development. This is how SEBL | DX Group goes for product or new product development.

2.4.5 Branding Activities

SEBL | DX Group does different kinds of branding activities from different business wings for creating brand recognition and brand awareness. For example, in every Xiaomi brand shop that SEBL | DX Group owns they always puts a sign of DX Tel in the billboard, after selling the smartphone, they keep the contract of their customer. Customer care agent then calls the customer, ask them about their experience with Xiaomi, let them know that they DX Tel is the place for buying official Xiaomi smartphones by doing this the already done the branding for DX Tel, not only that they also ask if the customer have any issues with their smartphone, if they have any issue, they can visit Quick Fix, which is smartphone servicing center and also owned by SEBL | DX Group. From a single call, they made the branding of Xiaomi smartphone, DX Tel and Quick Fix. They do this kind of branding activities for other wings as well, for example recently SEBL | DX Group have sponsored a local event in Rajbari, Dhaka. That was a cultural event, so people from this event get to know about the company and its business. DX Mart have campaign like where they go to different college and university, set up a small store, arrange some quiz contest, giveaway and things like that. Let people know about the things that are available on DX Mart. They are also sponsoring in local events to create brand awareness. This is how they do brand activity from all their business wings.

2.4.6 Advertising and promotion strategies

SEBL | DX Group spends a huge amount on advertising and promotional activity. Among this they spend most on digital marketing and social media. SEBL | DX Group have in house graphics designer, who is responsible for designing all the post, they have people for content writing and marketing agency. How finds out when the post should be giving, what can be the location, age and all finally sets the target audience. Create specific advertise and communication for each segment of people based on the need of that specific group of people. For example, DX Mart is available on Facebook, Instagram and YouTube. They run different AD campaign in all those platforms. Sometimes the Ad is based on a single product for example they have created an Ad for Mi Brand 7, which is a smartwatch, this Ad is all about letting people know about the watch and maximize its sell on the other hand they also post Ads in special occasions for example, in valentine days they offered two Mi Smartwatch in a single box with special decoration and box as well as some discount. This is the kind of promotional activity DX Mart does.

DX Tel also does promotional activity, they have their own Facebook group and page. They post about different products, offerings every day, for example they give special price to their corporate buyer, they offer special gift set for people who buys smartphone from their Shop, they provide special after sell service and they let people know about this from their different Ad campaign. Those are the promotional and advertising strategies of DX Tel.

Rio Food does not spend that much on advertising rather they focus on promotional activities, key promotional strategies of Rio Food are they offer special price to their distributors, Retail buys. They give offers like buy 10 box of biscuit and get 2 boxes for free. They always focus on keeping the good relation with their distributor and retail buys.

2.4.7 Critical Marketing Issues and Gaps

The critical marketing issue that I have found in SEBL | DX Group is that they do not give enough time and money for a marketing research. For conducting a marketing research, a researcher needs time and money without enough time and spending one cannot get the desired result. There is a lack of planning in the research part as well, about how you are going to do the research, what are the findings you need and what are the things one needs to do for getting those findings. One needs to be 100% sure about those things before starting the research. This is a major gap in SEBL | DX Group. They do not even plan out how they are going to conduct the research at the first place than there is a lack of time and spending as well. As a result, the company does not get the whole outcome of the research but yet they carry on with it and take decisions based on what they have. Other than that, the company is active with their advertising and promotional strategies from all of their business wings and the company spends a good amount for their marketing.

2.5 Financial Performance and Accounting Practices

2.5.1 Finance Performance

		DX Tel	DX 360	Quick Fix	DX Pharma	DX Mart
Liquidity	Current Liquidity Ratio.	1.9	1.3	1.6	1.1	0.6
	Acid-Test Liquidity Ratio.	1.3	1.5	1.2	1.2	0.9
	Cash Liquidity Ratio.	1.4	1.3	1.1	0.85	0.75
Solvency	Interest coverage ratio	2.4	1.9	1.4	2.1	1.4
	Equity ratio	0.9	0.3	0.4	0.5	0.2
	Debt-to-equity ratio	2.5	2	2.1	2.2	2.6
Efficiency	Inventory turnover ratio	9	6.3	7.56	8.2	5.63
	Asset turnover ratio	2.6	1.1	1.8	1.6	1.1
	Receivables turnover ratio	7.8	7.6	6.3	8.1	6.9
Profitability	Gross Profit Ratio.	70%	60%	56%	51%	42%
	Net Profit Ratio	19%	12%	15%	13%	10%
	Return on Investment	7%	6%	7%	5.50%	1.30%

Table 1- Financial Performance

Source: Internal Information taken from CFO

From the table we can see the financial performance of some of the wings of SEBL | DX Group.

2.5.2 Accounting Practices

SEBL | DX Group follows accrual basis of accounting. They record revenues when earned and expenses as incurred as a result receivables or payables may be recorded even in the absence of an associated cash receipt or cash payment, respectively. The accounting cycle of SEBL | DX Group is given below.

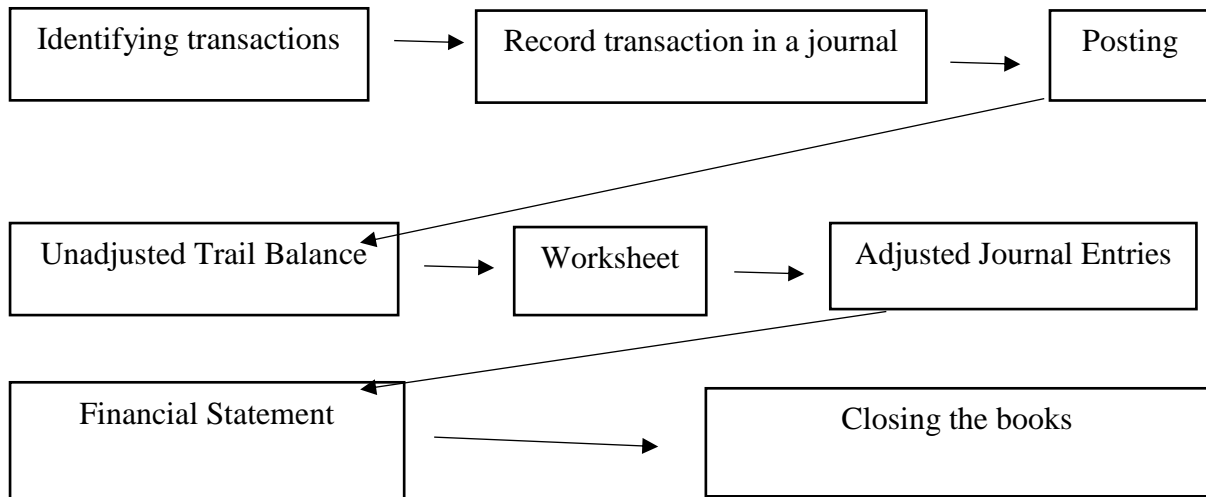


Figure-4- Accounting Cycle of SEBL | DX Group

Source: Internal Information taken from Accounts Department

After getting a workorder or payment, GRN is done, after that they create an invoice. Then it goes to audit department, company usually follows pre order audit and post order audit. Then it goes to accounts department, Accounts department then takes it to management. After management approval it goes for disbursement. Then goes for recoding or book keeping and finally documentation. This is the payment cycle of SEBL | DX Group.

SEBL | DX Group follows Stateline method as depreciation method.

2.6 Operations management and information system practices

Every business has people who collect data from different sources, some collect data from market visits, some from industry visits. Some employees are assigned only for reporting purposes, they report about the business operation every week. Usually SEBL | DX Group collects those data from those employees through email and WeChat. For storing and processing the data they use ERP. They also use Tally. SEBL | DX Group has a central server where they store all the data. Top management can access any data whenever they need. They also take the data from this central server for sharing with stakeholders and clients. As SEBL | DX Group has different business wings, they have specific employees in each wing who are in charge of quality management, scheduling and resource allocation. I have interviewed the Assistant General Manager of SEBL | DX Group and he told me, for resource allocation SEBL | DX Group follows five steps which are plan, gauge availability, schedule, track and Evaluate. The process of the steps is given below.

1. First, the project manager sketches out the project and breaks it down into individual tasks. He also determines which abilities are required. He also considers the budget and deadlines. Potential team members are chosen by the project manager based on their qualifications and availability.
2. Project managers set up channels of communication with the team during this phase so that resource allocation, shifts and changes to the project's schedule, as well as other factors that may affect a team's availability, can be discussed. Because a team's availability may be affected by sick days, vacation time, holidays, and other projects.
3. In this section, the manager tries to control workload to avoid burnout, find ways to improve team members' skills, and signal the need for more workers. Project managers also allocate tasks and create project schedules in this section. To automate and streamline this process and enhance task management, they employ a variety of solutions. Setting aside time for important tasks and indicating their priority levels are also part of resource scheduling.

4. The goal of our project manager is to optimize efficiency and take advantage of new opportunities by adjusting resource allocation. The project is already far underway at this point, so tracking team members' performance and analyzing how well they fulfill their duties is important for him.

5. Finally, SEBL | DX Group project manager uses these results to improve resource allocation tactics in new projects, and project evaluation demonstrates how well it met expectations.

2.7 Industry and Competitive Analysis

2.7.1 Porters Five Forces Analysis

Competition in the Industry- SEBL | DX Group falls under conglomerate industry. Competition in this industry is huge. All the big companies of Bangladesh like Abdul Monem Limited, Akij Group, Bashundara Group, Beximco, Meghna group, Pran-rfl Group. All falls under this industry. So, competition in the industry is high as all those companies are big giants of Bangladesh. They are full of resources, it's not easy to compete with them. So, the competition in the industry is high.

Potential of New Entrants into an Industry- New entrants are entering into the industry every now and then. To be in conglomerate industry one needs to have so many wings with so many resources. So, it's not that easy to become a conglomerate industry. So, the potential of new entrants into this industry is low.

Power of Suppliers- As SEBL | DX Group have so many business wings and not all the businesses are related. They have to deal with so many suppliers for different business. There are so many suppliers available in the market as well as there are so many conglomerate industries in Bangladesh. So, the power of suppliers is moderate.

Power of customers- There are so many industries in Bangladesh, in each product segment, one can find so many companies that are providing same quality product because of competition the price range is also similar. Customers can easily switch from one brand to another brand. So, the power of customer is high.

Threat of substitutes- The type of products or services that SEBL | DX Group have is not likely to be substituted by anything else like distribution, food and beverage, retail chain, e-commerce, marketing agency, Pharma. Those do not have any substitute, so the threat of substitutes is low.

Competition in the Industry-	4.5
Potential of New Entrants into an Industry-	2.5
Power of Suppliers-	3.5
Power of customers-	5.0
Threat of substitutes-	1.0

So, the degree of competition in this industry is $16.5 \times 4 = 66\%$

2.7.2 SWOT Analysis

Strength- Solar Electro Bangladesh LTD started their journey back in 2010 and is one of the first solar company of Bangladesh. With this they made a very good business, this is the reason they were able of open different business wings and becoming the national distributor of Xiaomi added more strength to this. Main strength of SEBL | DX Group is that they have good resources like man power, capital, people with experience of dealing in international level. Strong networking, operation in so many business industry and large number of man power helped them to grow faster. As SEBL | DX Group have so many business wings even one or two business do not work out they still have opportunity to make good revenue. This is why they can start operating in different industry and they still have opportunity to enter into new industry. Those resources are the main strength of SEBL | DX Group.

Weakness- Solar electro Bangladesh and smartphone distribution with smartphone retail chain generates most revenue for SEBL | DX Group. So, they have the capital to enter new business and this is what they are doing. They are into so many business industries within a short time and as they are running all at same time, other business is not performing up to the expectation yet they are running those business as a result they are burning a lot of revenue there. So, the main weakness is because of running all the different business in different industry, they are not able to be on top in any of the industry.

Opportunity- SEBL | DX Group have huge opportunity as they already have experience of working in so many industries. For example, SEBL | DX Group is the national distributor of Xiaomi, now if a new tech company wants to enter Bangladesh market, SEBL | DX Group can easily become their distributor as well. Solar electro Bangladesh can easily collaborate with all the government solar project as one of the first solar company of Bangladesh. SEBL | DX Group also operating in Food and Beverage market with Rio food, they can easily increase the product lineup of Rio Food and that will help them to gain strong position in Food and Beverage industry. With proper research they can also enter new industry with the level of resources they have.

Threat- Company spending so much on new projects, so they are operating in different industries, as they are focusing on entering new industry but not working on closing the gaps. New industry can easily enter the market with this gap and take some market share.

2.8 Summary and Conclusion

To summarize SEBL (Solar Electro Bangladesh LTD) started their journey in 2010, with time they got stronger, started their operation in different industry. In 2015, the DX Group began operations and started their distribution business. They later became the country's distributor for Xiaomi. In 2015, they established DX Tel, the largest smartphone-exclusive brand outlet chain in the nation at the time. They then founded Quick Fix, a smartphone after-sales service network, in 2016. After entering the food and beverage industry and establishing RIO Food in 2018, the DX group established DX360, a marketing agency. In addition, DX Pharma was established in 2020. They also entered the e-commerce industry by establishing DX Mart in 2021. Finally, SEBL | DX Group was formed in 2021 with the merger of Solar electro Bangladesh LTD and DX Group. Currently they are looking forward to enter construction and property business as well.

2.9 Recommendation

My key recommendation for SEBL | DX Group is given below.

1. Making a proper market research before entering a new industry.
2. Making proper plan about how you want to enter the market and how you will stay in the industry is important, so they have to make a proper frame work.
3. When they enter into a new industry, they should try to fill all the gaps in that industry.
4. Company should try to enter new market through market gap, there is no point of competing with competitors in the same ground.
5. Company should try to make their HR and Admin department more proactive as they have to deal with a large number to employee.
6. SEBL | DX Group have so many plans for employee training and development but there is less execution. Ensuring proper training will boost employee performance.
7. SEBL | DX Group lack in mission and vision. They need to set their mission and vision and communicate this with their employee. Without a proper mission and vision, it is hard for a company to go forward.
8. Company should map out where they want to see themselves in next 5 or 10 year and set plans how they are going to reach there.

Chapter 3

Marketing and Brand

communication of SEBL | DX Group

3.1 Introduction

3.1.1 Background

This report is on SEBL | DX Group and it focuses on the Marketing and Brand communication of SEBL | DX Group. It's based on my three months of Internship period in this company, where I'm working with genuine working environment. I want to undertake this report because I want to show the real process of branding and marketing strategy of SEBL | DX Group. This internship counts toward my BBA program's requirement. This internship program is set up to give students hands-on experience, which will help them identify the connections and gaps between their academic learning and their practical job. I applied the theoretical knowledge, technical expertise, and extracurricular activity experience I had acquired during my undergraduate studies while working for the company. The problem statement is, there is a total of 17 business wings under SEBL| DX group but there is no research on this topic yet among all the wings seven wings have establishment and, in this research, I talked about those wings, this research will help to understand how SEBL | DX group communicate with their customers from all the business wings and how they do their marketing. This part will give a detailed explanation of how SEBL | DX Group do their marketing activity, how those activity help them in creating brand recognition and how they communicate with people from a business wing as well as a company.

3.1.2 Objective

I. Broad Objective

The broad objective of this research is to understand how SEBL | DX Group conduct their marketing activity and brand communication as a company as well from different wings.

II. Specific Objective

- To understand the marketing activities and strategy of SEBL | DX Group
- To find out how SEBL | DX Group communicate with their customer.
- How SEBL | DX Group does marketing from each of their wings.
- To find out if they have any marketing gap and areas to improve.
- To find out if they are promoting each wing separately or they are promoting each wing as well as their mother brand.

3.1.3 Significance

This research is necessary because no one have done this before besides it will help people to understand how to communicate with the customers and do marketing for so many business wings and how to do marketing separately for every business wing as well as branding the own mother company. This research will specifically help companies that currently have a single business but planning to start their operation in so many business industries at same time, Type of business that are not related with each other.

3.2 Methodology

The source of this report is theses and dissertations. I have collected data in so many ways for this research, the ways I have collected data for this research is face to face or focus group, observation, documents and records also experiments. Mainly I have followed the Interview method for collecting my data. As SEBL | DX Group have so many business wings and there is different employee to look for each wing. So, for collecting data I sit with different persons who is in charge of different department and collect data through face to face interaction. This research is a Qualitative Research because I mostly collected and analyzed non-numerical data to understand concepts, opinions also experience. The Qualitative research approach is Ethnography as I am working in SEBL | DX group to understand their culture. I used different data collection methods such as Observations, Interviews, focus group, also secondary research to collect existing data that can be helpful for my research. This project will not challenge any existing theories and assumptions in marketing field.

3.3 Findings and Analysis

3.3.1 Marketing activities and strategy of SEBL | DX Group

I. Dx Mart is a new E-commerce platform in Bangladesh, a new business wing of SEBL | DX Group, I have talked with the Head of DX Mart and he told me that, they are doing all kind of marketing activity for recognition and sales. They are trying to position themselves as a lifestyle and fitness promoting e-commerce site. They have different type of marketing campaign running. Currently they are not using ATL platforms like Television, radio, newspaper. They are more focused on TTL marketing. They are running campaigns on social media. They are doing SEO and trying to be on top. They are using different advertising appeal such as social appeal, youth appeal, testimonial appeal, scarcity appeal ETC.

II. SEBL Distribution is the national distributor of Xiaomi Smartphone and accessories. For getting distribution of Xiaomi, they marketed their key resources like man power, capital, connection and that's how they got distribution. After their success with the distribution of Xiaomi, now they market this success with other brands for getting more distribution. For example, Baby hug an Indian brand wants to enter Bangladesh market and they were looking for distributor, SEBL Distribution talked with them, marketed their success, showed them their quality as a distributor and their resources. Just like that they approach foreign companies who are looking forward to enter Bangladesh market through a distributor. Letting their potential customer about all their operation, expertise, man power, experience is the key point that they market. Their marketing strategy is niche marketing, completely targeted, as per the executives of DX Distribution.

III. DX Tel is the largest smartphone chain shop in Bangladesh. They have over 100 shops across the country. They are active on social media, they run lot of campaign on social media

IV. DX 360 is a marketing agency that mainly work on advertising focusing on online platforms. They have the experience of working with some of the top industries of Bangladesh. They mainly focus on direct marketing for their brand promotion and getting new projects. They use telemarketing and email marketing. They send email to their potential customer about their services, prices and offers. They also try to showcase their success as a marketing agency to get new contract. They have a well build website, they also do SEO marketing, so that they

can be on top when anyone search for a marketing solution. They focus on customer satisfaction, they try to do exactly what their customer wants also providing some free consultation to them. Those marketing strategy helps them to create a good connection with their customer also creates brand reputation.

V. Quick fix is official smartphone servicing center of Xiaomi. They also do some marketing activity, they create poster, banners and put them in front of the Xiaomi store so that people who are buying smartphone from Xiaomi also get to know where to visit if they find any issues with their smartphone. All the agents of Xiaomi also suggest quick fix to their customers. Quick fix also has a well build website. They provide many services and also gives discounts to their customers

VI. Solar Electro Bangladesh LTD is one of the country's first solar company, marketing for this company is different. They do not use large platforms like television, radio, billboard or things like that but there are some newspaper article covering their activities. Their key marketing point is demonstration, they show their previous work to get new contract. Their main target area is places where electricity is not available, now with huge demand of electricity, people started to think about alternative and move to solar. Good connection with their distributor is also one of their marketing strategies because those distributors also push their product. Currently they are working with Bangladesh government in so many solar projects. To get those projects they market their previous works, how they have done it, what is the impact and result of the work. They prove how they are better than other companies.

VII. DX Pharma is a pharmaceutical store, where one can find all the medicines, baby products and cosmetics. For their marketing they currently have poster and banners in front of their shop. They make customer database, they follow direct marketing process, they send text to their customer letting them know about all the products and offers.

3.3.2 How SEBL | DX Group communicate with their customer.

They have different strategy for communicating with their customers. I interviewed the Head of DX Mart regarding their brand communication and he gave me an example of one of their recent communication strategies, which is, they set up a free health checkup point in Gulshan park, they decorated the whole booth with banners of DX Mart, they opened the booth at 5.30am, time when people go for morning walk, offering them free blood pressure, diabetics, weight checkups. While nurse was checking the BP, someone telling him/her that it's good to have a smartwatch, all the functions of the watch, what kind of health benefit it gives, finally telling that they can get so many smartwatches from DX Mart with offers and discount. They are also telling them DX Mart is selling all the official products of Xiaomi as SEBL distribution is the national distributor of Xiaomi and it's a sister concern of them. That gives people a trust that DX Mart is selling all the official products. So, from this campaign they are not only trying to sell products, they are giving product knowledge, they are promoting their wing DX Mart as well as letting them know about the mother company SEBL | DX Group. With this campaign they are marketing for DX Mart as well as communicating with their potential customer. As there is interaction from both sides. Similarly, they run many campaigns where they not only try to sell their product but also wants to connect with them. Giving them offers like 20%, 30% discount, free delivery ETC besides they also run campaign like quiz contest, where potential customer has to answer question, if they got it right, one of them will get gift voucher, that's how they connect their customer. Giving post on special occasions, sending text to their regular customer about different offers and products. Creating a customer database and sending them birthday text on their birthday and things like that. Those campaign creates a good impression on customers mind about the brand. This is how they try to communicate with their customers maximizing brand recognition and sells at the same time.

DX Pharma offers membership and there is special price and offers for their members. They also offer free home delivery inside Dhaka. Recently they made a website as well and they are planning to start their operation in online platforms as well. They are doing SEO and planning to go on top. Currently they are looking forward to make brand recognition and create brand awareness.

DX Tel also have different communication strategy for example when prices of petrol gas increased dramatically, they posted prices of everything is going up but prices of Xiaomi remain the same, with this they are connection with their customer also promoting sells. For every shop they build different post, for example recently they opened a store in rajbari, Dhaka.

They created specific post for that, giving a picture of the location, with caption saying we are now available at rajbari, then boosting the post specifically for that location, so that it reaches to their target audience faster. This also letting people know that they are available on rajbari. They have a complete database of customers who brought smartphone from them, they have telemarketing. They call their old customer, ask them about their experience with Xiaomi smartphone, if they have any issues, they suggest them to take service from quick fix which is their sister concern, they also update them about the upcoming smartphones. They also tell them about the nearest location of their shop and offer them discounts or gift vouchers. They also let them know about the mother brand which is SEBL | DX Group. This makes their old customers happy, that even after purchase, company is still caring about them. This kind of campaign helps to create brand loyalty. They will become brand ambassador of Xiaomi and spread good words for the company. DX Tel also does niche marketing, for example they have cash back offer only for EBL credit card holders, like this they run so many targeted marketing campaigns. Which help them to boost their sell also does the brand communication.

They also communicate with Quick Fix. For example, someone buying a Xiaomi smartphone from DX Tel and if they have any issue they can visit quick fix and both of them is concern of SEBL | DX Group. This is how they communicate with their customer, promoting one wings as well as promoting the mother brand.

Solar electro Bangladesh tries to communicate with people with their work. For example, solar electro Bangladesh is pioneer of solar minigrid and rooftop, people who are using it does the marketing for them, they spread their positive feedback to other people and that's how other people also become interested in taking the service for them. People who use this gets good result as a result they started to know about the brand by their own, good service of their solar is their key way of communicating with their audience.

3.3.3 How SEBL | DX Group does marketing from each of their wings.

DX Mart is a new player in the e-commerce sector. In our conversation, the head of DX Mart said that their current marketing approach aims to build both brand recognition and awareness. The SEBL | DX Group has a variety of strategies, some of which are hybrids, for each of its various business wing. Because SEBL | DX Group has various business divisions, each division has its own marketing strategy. The SEBL | DX Group's senior marketing executive told me during our interview that the company has a database of its regular, devoted, and new customers and that it constantly strives to strengthen its channel and B2B sales for the distribution industry. The Distribution wings of SEBL | DX Group offer different pricing for their loyal, regular, and new customers in order to maximize B2B sales. They work to ensure that the loyal and regular customers are always satisfied with them and that the new customers also receive benefits in order to prevent them from switching to another supplier. When I sit with some of the employees of DX 360, a marketing agency, they actually focus on their portfolio, things that they have done successfully. They try to show the result to their new customer to gain their trust and this is how they get new customer. For their existing customer, they always offer special prices and other value-added services. Rio Food also focuses on their distribution channel. They use push strategy for all of their products.

3.3.4 Marketing gap and areas to improve for SEBL | DX Group

Building an internal staff of analysts who can track and evaluate all the results of a marketing campaign is something SEBL | DX Group can look forward to. They presently outsource it, so the report's accuracy isn't top notch and it costs more money. They can grow the marketing team's workforce by recruiting new employees since they have so many marketing activities. SEBL | DX Group should try to follow more marketing strategies, they should try some new strategy and mix them with their current strategies. The top management of SEBL | DX Group should consider how much they can obtain within that time in order to determine whether it will be sufficient before setting a deadline in order to assemble a qualified team capable of conducting marketing research. Because proper market research requires time, this consideration should be made before setting a deadline. They shouldn't launch a campaign without having a clear understanding of what it will accomplish and what results it will produce. As they are still working to establish their brand, I believe they should anticipate raising their marketing budget.

3.3.5 If SEBL | DX promoting each wing separately or they are promoting each wing as well as their mother brand.

In chapter 3.3.1 and 3.3.2 I have talked about so many marketing activities, strategies also the communication strategies of SEBL | DX Group. If we look at all the marketing activities we can see that they are trying to get some recognition for each of their wings and they are also trying to communicate as the mother brand. So, they are promoting each wing as well as their mother brand

3.4 Summary and Conclusions

To summarize marketing and brand communication of SEBL | DX Group, I will say that people knows Xiaomi but they do not know the distributor of Xiaomi, they know the brand shop of Xiaomi but they do not know that DX Tel owns that shop. So the main focus of SEBL | DX Group marketing department is to let people know about them, let them know about what are the different products and services they provide. They are trying to get recognition for all of their business wings separately as well as want to let people know about the mother company. SEBL | DX Group is still in a position where the main purpose of their marketing is to get brand recognition and create brand awareness. One of their main marketing strategy is push marketing strategy for some of their wings. They are also focused on BTL and TTL marketing. They still on targeting the mass audience and entering the channel like television, radio ETC. so they are mainly following TTL, where they are trying to get brand recognition as well as some customer. They are trying to communicate with people as a healthy lifestyle brand from their DX Mart. This chapter gives a full idea of marketing and brand communication of SEBL | DX Group.

3.5 Recommendation

The marketing department of SEBL | DX Group is doing good but I still have some recommendations for them. They are given below.

1. They should look forward to make a proper team that can conduct marketing research.
2. They should be careful about deadline, for doing a proper market research it takes time, so before marking the deadline, top management should think about how much they can get within that time, will that be enough or not.
3. Should not jump into a campaign without a proper framework of what this campaign will do and what output it will provide.
4. They can look forward to increase their spending on marketing as they are still in creating brand recognition.
5. They can look forward to build an in house analyst team, who can monitor and analyze all the outcomes of a marketing campaign. They are currently outsourcing it so the accuracy of the report is not on top level beside it costs higher.
6. They can increase the manpower of marketing team by hiring new employee as they have so many marketing activities.

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