

# **Role of Marketing Department in Developing Sustainable Long-term Business Relationships with Clients**

**By**

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**A report on an internship presented to the BRAC Business School in partial completion of the requirements for the Master of Business Administration degree.**

**BRAC Business School**

**BRAC University**

January, 2024.

## Declaration

It is hereby declared that-

- This internship report submitted is my sole original work to satisfy the requirements of completion of an MBA degree at BRAC University.
- The report is prepared with appropriate referencing as needed without any kind of replications of previously published or written content by a third party.
- The report does not contain material that has been submitted for any other degrees or diplomas at any university or other institutions.
- I have referenced and acknowledged all the main sources that acted as support in the preparation of the report.

Student Name and Signature:

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BRAC University

## Letter of Transmittal

**Dr. Syed Mahbubur Rahman**

**Associate Professor**

**BRAC Business School**

**BRAC University**

**66 Mohakhali, Dhaka-1212**

**Subject: Internship Report on Role of Marketing Department in Developing Sustainable Long-term Business Relationships with Clients**

Dear Sir,

It gives me great pleasure to provide you with my internship report, which is a compilation of my learning and experiences during my internship at Shoeniverse Footwear Limited, a Npoly Group Enterprise. As per your direction and instructions, I have written this report to offer a full analysis of my job experience in order to fulfill the internship criteria.

Despite the fact that I have been working for this company for the last 11 months, the major goal of my internship was to use my expertise in the field of marketing and the theoretical ideas that I have gained in my academic classes.

Thank you for your attention and time. I am certain that the report will fulfill the expectations.

Sincerely yours,

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Rubaiyat Rahman

20264056

BRAC Business School

BRAC University

Date:

## Acknowledgment

I'd want to thank my supervisor and co-supervisors for giving me with this fantastic opportunity and for mentoring me during my internship. I am grateful for their coaching, encouragement, and insightful comments, which enabled me to hone my marketing abilities and gain practical experience.

I'd also want to thank Shoeniverse Footwear Limited's complete crew for fostering a nice and inviting work atmosphere. I like being a part of the team and appreciate all of the members' support and collaboration.

Finally, I'd want to thank my family and friends for their inspiration and support during my academic path and throughout my internship. Their inspiration and devotion enabled me to stay focused and accomplish my internship effectively.

Thank you for reading my report and for your continuous support and encouragement.

**Sincerely,**

**Rubaiyat Rahman**

**20264056**

## Executive Summary

In this 20<sup>th</sup> century establishing an organization's brand identity and value among customers through marketing activities has streamlined more than ever especially in the Footwear and RMG sectors. Through the combination of quality and marketing strategy brands like H&M, Carrefour, Primark, Fila, Aldi, Gemo, RedTape, Henkelman, CCC have entered the Bangladeshi market, and many big brands are also in the pipeline to be introduced.

This report focuses on the role of the marketing team in developing sustainable long-term relationships with buyers. It also sheds light on how a marketing department can change an organization's overview, brand value, and identity in the global market. Shoenivse Footwear Limited didn't have any dedicated marketing team before, the merchandising team used to perform this duty, although they were doing a good job but after the introduction of the marketing team, the factory has been redefined in the footwear industry of Bangladesh. In terms of compliance, buyer numbers, and capacity booking the factory is flourishing. The report gives a brief idea about how the different departments of Shoeniverse Footwear Limited works. It also reflects the segments of buyers and the role of marketing department in strengthening the long-term sustainable relationship with buyers.

The report also pointed out some findings and suggested some recommendations on the organization's practices and also the marketing department and other departments' performance.

If those recommendations are implemented it will contribute to the goal of developing long-term sustainable relationships with the customers.

Keywords: Marketing, Sustainable business relationship, Marketing department, Footwear marketing, Brand value.

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## Chapter 01 The Organization

## **Introduction**

This report is prepared with the purpose of stratifying the requirements of the internship of Brac University MBA program. To complete the MBA program participating and completing a three-month internship placement is mandatory. The core purpose of the program is to give exposure to a student to gain practical knowledge while working in an organization, it helps a student to eliminate the gap between the knowledge learned and practical implementation.

My internship placement was with Shoeniverse Footwear Limited an export-oriented footwear manufacturer with a dynamic workforce, a well-regulated environment, and also with admirable work ethics. Although my internship placement with this company was for four months but I am here on a permanent basis. During my time here I was guided by great mentors who created a wonderful learning environment for me and to get accustomed to this industry's operations. As I joined as a junior executive in the marketing department my core task was to link the clients with the company in order to develop long-term sustainable relationships that will bare profitable outcomes for the company in financial terms. While working on developing relations with the customers I have gained perspective on planning, branding and advertising, execution strategies, etc. Keeping all these things in mind I decided to prepare this report on the different functions and strategies of the marketing department and what role does it play in nurturing sustainable business relationship with clients.

## **Footwear Industry In Bangladesh**

The emergence of the footwear industry in Bangladesh goes back to the colonial era, but it got modernized during 1980s. At present days Bangladesh is turning into the next big manufacturing hub in the footwear industry from a global perspective. A lot of factors are contributing to this, cheap labor force and easy availability of raw leather are one of the most important ones. Many foreign investors and buyers are exploring Bangladesh for a sustainable manufacturing hub. The footwear industry is an emerging industry but the competition is also rising at a rapid pace. China, India, and Vietnam is already ahead of Bangladesh but Bangladesh is not that far behind.

Shoeniverse Footwear Limited is a prime example that reflects the endless opportunities Bangladesh has in this sector. Shoeniverse Footwear Limited also named SFL is a LEED (Leadership in Energy and Environmental Design) Gold certified factory and one of the first kind in Bangladesh. It is a cemented construction factory with 3 production lines with a production capacity of One Hundred and Nine Thousand pairs per month and also has strong ground on quality and compliance. The factory has been audited by many reputable firms and holds a satisfactory rating in this sector. The factory is registered and abiding by the rules and regulations of LFMEAB (Leathergoods And Footwear Manufacturers & Exporters Association of Bangladesh). The Factory won "Bangabandhu Sheikh Mujib Exports Trophy 2021" in silver category.

The factory has a great workforce that adds value to its reputation in the foreign market, which is essential for only export-oriented companies. Without any doubt, the company's success depends on the collaborative efforts of all the employees but as a marketing executive, I have experienced how the marketing department acts as a bonding agent between the company and the clients to develop a



relationship. I will be focusing on the activities and roles of the marketing department and how it holds the whole company together and contributes to a sustainable relationship with clients.

**About the Organization**

Shoeniverse Footwear Limited was founded by Riad Mahmud in 2017. It started its journey with the concept of “Go Green” a manufacturing plant that focuses on environmental sustainability. Currently Shoeniverse Footwear Limited is a 70,220 SQF factory with a workforce of 1100 people. Its current capacity is 190k pairs and focuses on synthetic sports shoes, Trekking shoes, casual shoes, ladies shoes, boots, and many more. The factory also features a Product Development facility.

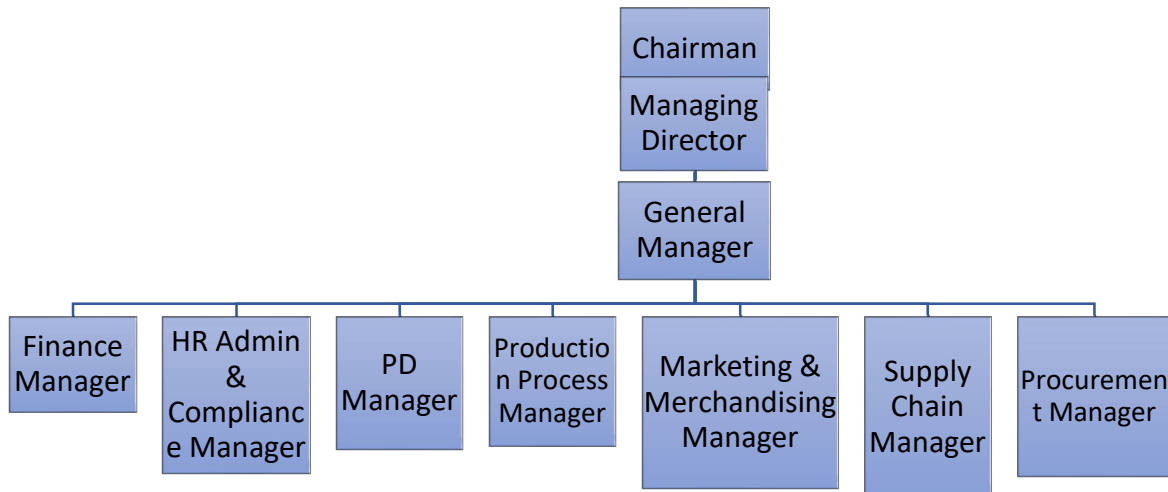
**Vision**

Its vision is to establish itself as a role model in the Footwear Industry in Bangladesh with its innovative products, services, and solutions.

**Mission**

Through Product Leadership, Excellent Value, and Superior Quality Services, its objective is to be the preeminent producer of top-quality footwear for its current and future clients.

**Organogram**



**Management of Shoeniverse Footwear Limited**

Chairman	Aditi Sonia Mansur
Managing Director	Riad Mahmud
General Manager (Head Of Plant Operations)	Wahidur Rahman

**Clients**

Shoeniverse Footwear Limited is an export-oriented company that focuses on foreign clients. Some of the global brands that Shoeniverse Footwear Limited is working for-



**DEICHMANN**



**ALDO**  
SHOES & ACCESSORIES



hey  
**düde**

**GĒMO**



**CCC**



**PULL&BEAR**

**ZARA**  
Man

**lefties**

### **Compliance and Audits**

Shoeniverse Footwear Limited has strong grounds for compliance and audit. We are also ISO standard certified. Such standards are needed to meet the buyer's requirements, without those the buyers don't even consider visiting an organization for business cooperation.

### **Duties and Responsibilities of Departments**

#### **General Manager (Head Of Plant Operations)**

The General Manager (Head of Plant Operations) is the decision maker in all day-to-day activities of the factory, he also makes key strategic and operational decisions regarding the production of the facility. The department head of all departments directly reports to him.

**Marketing Manager:** Marketing manager is basically responsible for developing the business by establishing a relationship between the business and buyers. Marketing manager communicates with the buyers and understands their needs and interprets them to the business. Marketing manager set goals for the business to achieve every year and also performs basic costing, material planning, capacity booking, forecasting for production, keeping the buyer in the loop of ongoing production etc.

**Merchandising Manager:** Merchandising manager's job is to ensure the quality of production that the marketing manager assured the buyers. To do so he performs detailed costing of products, instructs the production manager by keeping shipment days in mind, and assigns assistant merchandisers to individual buyers to ensure better buyers need handling. He also deals with material selection and ordering.

**Production Manager:** Production manager deals with everything that is related to production on the floor. He works as per deadlines and requirements given by the merchandising team, merchandising team gives directions to the production team. Production manager allocates production lines for the production of goods based on their shipment date. Production manager also manages line managers, supervisors, and other supporting staff who works on the production floors.

**Quality Manager:** Quality manager works on product quality and ensures it meets the desired benchmark set by the buyers. After a good leaves production, it goes under the quality inspection conducted by quality manager and his team, here if a good pass the test it goes for the buyer's quality inspection, and in many cases, these are considered as shipment-ready goods.

**HR and Compliance Manager:** HR manager performs basic HR tasks like employee welfare management, recruiting, HR support, and payroll. But in businesses like Shoenivers compliance is a very important factor that is handled by HR and Compliance manager. Buyers have certain requirements from businesses on the compliance end, these are basically social compliance and safety measures. To get orders from good reputed buyers it is important to have a strong ground on compliance measures. HR and Compliance manager ensures that the compliance end of the business can stand out through difficult audits set by the buyers.

**Supply Chain Manager:** Supply chain manager mainly deals with the local and international purchases of raw materials, machines, and other stuff related to production. Supply chain manager assigns executives working under him to different departments of the factory to ensure interconnectivity throughout the factory, this is very important to maintain optimal functionality of the factory.

**Product Development Manager:** Product development manager closely works with merchandising team to develop pre-production samples for any goods. Product development manager along with his team ensures efficient production by developing samples that meet the specs of the factory.

**Engineering and Maintenance Manager:** Engineering and maintenance manager deals with all the engineering and maintenance-related needs of the factory. Production machines, lasting units, stitching units, generators, electricity lines, and chambers all these things are under his supervision.

## Chapter 02 Job Responsibility

### **Job Responsibility**

I am pursuing MBA from Brac University with a marketing major. As per the policy of Brac University to complete the MBA program a 3 months internship program is necessary. As I am already engaged with Shoeniverse Footwear Limited on a permanent basis since December 01, 2022 while I was in my last semester, I didn't have to pursue any internship program separately. Shoeniverse Footwear Limited a sister concern of National Polymer Group, the head office is located at GA-99/3, Pragati Shoroni, Middle Badda, Dhaka – 1212, Bangladesh and the factory is located at Habirbari, Ward No.9, Habirbari, Bhaluka, Mymensingh, Bangladesh. I am working here in the Marketing Department as a Junior Executive. My primary workplace is the head office in Dhaka but I also visit factory on a need basis. As a marketing executive, my core duty was to interact with clients and ensure business development along with that planning material, sample development, and prioritizing clients' desires also fell under my job description.

### **My duties and responsibilities in Shoeniverse Footwear Limited**

- **Managing Buyers/Clients:** My core responsibility here is to maintain communication with buyers through email and online platforms. My duty starts with introducing my company to new buyers and then inviting them to visit Bangladesh to have a tour of our factory. I develop an idea about a buyer's requirement, what types or categories of shoes he/she is looking for, and make a presentation based on that, it makes the process of onboarding a buyer very easy. Managing buyers plays a crucial role in building a long-term sustainable business. Buyers are kept satisfied by ensuring quality products and service. When we start working with a buyer, we first develop samples for the buyer, Here I ensure that the sample is developed keeping in mind the quality factors the buyer has implied. When an order enters the production line, I follow up with the production manager and quality control to ensure the buyer's desired standard for the product. We have a product development team Whenever an order comes from the buyer I tag the buyer, PD team, and merchandising team all together to ensure proper implementation of the buyer's requirements and perfect execution of the order. Such steps develop a strong bond with buyers and establish a reputation in the industry.
- **Creativity and Idea Generation:** Marketing has always been a dynamic job, splits second of a change of idea can make a big difference, and also along with it what is required is a creative sense of work. To make our introduction to buyers easy I have developed an organization profile that reflects our whole organization at a glance in front of a buyer, it also helps the buyers to understand our offerings and capabilities, it also represents our strong ground on compliance and audits certified by renowned audit firms. I have also developed a product catalog for our company which carries all our productions till now following a month-wise production catalog. Instead of sending the same introduction mail to all buyers I do a background check on the buyer and develop the mail keeping the buyers taste in mind. These little personalization touches can help to develop strong relationships with buyers and ensure long-term business sustainability. Thinking out of the box plays a great role in performing my duties at SFL.
- **Daily Operation Follow-ups:** My duties are not confined to buyer/order seeking only, it extends to following up with onboard buyers, aligning buyers and merchandisers on the same page, making sure materials ETA aligns with production time and ETD of goods. Ensuring buyers audit while production is running, arranging necessary documents to ensure buyers can visit

Bangladesh hassle-free, looking after buyers' accommodation and entertainment. Sending development samples to buyer for confirmation, also sending production samples to buyer to make sure that the production meets buyers' quality benchmark.

- **Supervision, Monitoring, and Coordination:** Supervision and coordination between departments plays a crucial role in generating quality outcomes. The whole organization is divided into many departments each performing its own duties. As I was working in the marketing department, to fulfill buyers' requirements I had to keep in touch with almost all the departments to ensure prompt service to our clients. The environment in the office nurtures an employee to become a leader and through my journey here I get opportunities to practice and develop some leadership roles. Like-

- **Interpersonal Role**

Interpersonal roles are basically about passing on information, passing the right information to the right person is a very crucial job of a leader. Through this job among the three roles of this category, I got familiar with Liaison.

- **Liaison** – As a marketing executive keeping communication with relevant parties like the buyers, and suppliers are my key responsibility. To achieve the desired goals set by the supervisor and to make the work process smooth I have to keep communication with different parties and maintain a chain of network. By definition, liaison is a role that states acting as a go-between person between different parties both outside and inside the organization.

- **Informational Role**

Informational roles combine three roles monitor, disseminator, and spokesperson, these roles are practiced by me on a daily basis.

- **Monitor** – Managing buyers and ensuring orders are not the point where my duties end, I have to monitor production, quality, and special requirements of buyers to make sure that our commitment to them remains strong.
- **Disseminator** – My job description required being a disseminator, as a marketing executive I played the role of spreading information not only to my team members but also to the members of other departments to keep the work flowing seamlessly. Information can be effective if it is placed in the right place, to the right people, at the right time.
- **Spokesperson** – introducing the company to the buyers is my core duty and to do that demonstrating presentation in front of buyers is a common task for me. When I pitch a presentation in front of a buyer I act as a spokesperson on behalf of my company where I am providing information to the external parties.

- **Decisional Role**

- **Negotiator** – The industry I am working in, having negotiation skills is necessary to survive, Marketing people always negotiate with buyers to ensure a higher selling price. While dealing with multiple buyers I played the role of negotiator, to increase the markup even for a few cents sometimes.

- **Disturbance Handler** – Disturbance handler means being able to handle and recover from a crisis moment, in a manufacturing organization different crisis occurs from production, quality, and delayed shipping, dealing with this stuff are very challenging. As the marketing department deals with buyers they stand in the front line when such problems occur and because of that I get to be a disturbance handler. I talk to the buyers and try to reason with them and come to a satisfactory solution for both parties.



## Chapter 3 The Project

## **Summary**

The journey of Shoeniverse Footwear Limited started not very long ago, but it has established its presence in the market quite strongly. The footwear industry in Bangladesh is growing rapidly and it is getting very challenging. Although many big sharks are already in this industry for quite a long time Shoeniverse Footwear Limited has expanded a lot in a very short span of time.

Shoeniverse Footwear Limited not only focuses on new customers but also prioritizes its existing customers. Shoeniverse Footwear Limited always tries to provide the buyer with a quality product at a competitive price and this price gets more competitive when the relationship with a buyer remains for a longer period of time. When a customer stays for a long time with the company, the company cuts back on profit to give more competitive pricing, and also the buyer helps the company when there is a shortage of orders by booking extra pairs which helps to meet the capacity booking target. To achieve such a relationship with buyers it requires strong, reliable and consistent communication.

The marketing department builds a link between the buyer and the company. Relationships between a buyer and company are built upon commitment, product quality, privacy, and meeting deadlines in a timely manner. When the marketing department of a company approaches a buyer they make some commitments to the buyer, after getting onboard a buyer critically analyzes how much of the commitments are being kept, if the commitments are kept as promised then the level of trust and bond strengths and then the marketing department gets a strong point of negotiation for next season and continual orders so on.

The marketing department plays a key role in establishing a company's brand value in the market. Shoeniverse Footwear Limited is an export-oriented company with no affiliation with the domestic market because of that the role of the marketing team is even more significant.

## **Objective of the project**

The main objective of the report is to understand the roles and activities of the marketing department of Shoeniverse Footwear Limited and how it contributes to a sustainable relationship with buyers.

## **Methodology**

The report is prepared using both primary and secondary data, where the primary data is mostly gathered by interviewing the employees of Shoeniverse Footwear Limited. Websites, newspapers, journals, and company annual reports were used to gather secondary data. As I am working here as a full-time employee my personal knowledge and insights also acted as a great source of primary data in preparation of this report. The report focuses on the contributions of the marketing department.

## **Limitation**

While developing the report I faced many challenges, the most critical one was the lack of information on the marketing activities of the footwear sector in Bangladesh. In the RMG sector, there are many reports and articles in our country but the footwear sector is relatively new and works quite differently than the RMG sector, hence the lack of information is seen. The marketing activities of Shoeniverse Footwear Limited are developed on its own, there is no solid playbook for the activities performed by the marketing

department and it is constantly improvised need-to-do basis. Another problem was the confidentiality of information not all the information I gathered could be presented in the report due to company policy. Everyone was very helpful and generous in helping me in writing this report but still again some employees felt reluctant to share sensitive information. Time was a big challenge while preparing the report as I am a full-time employee here, I was not treated like an intern and was given a lot of responsibilities to perform, moreover, I had to work in both the Head Office in Dhaka and the Factory at Mymensingh.

### **Marketing Activities in a Footwear Manufacturing Organization**

The marketing department of Shoeniverse Footwear Limited was formed with the aim of building a better relationship with the buyers, so that it benefits the organization in the long run, before the marketing task was carried out by the commercial and merchandising department collaboratively. Our honorable Managing Director sir implemented an organization-wide change and implemented a dedicated marketing team because without a dedicated marketing team, the organization won't be sustainable in the competitive market, especially while dealing with direct buyers. Now the marketing team has blended into the core of the organizational activities with a small team. The team currently consists of the Head of Department, Assistant Manager, and Executives.

Activities that the Marketing department performs in Shoeniverse Footwear Limited are –

- The initial task the marketing team performs is contacting the buyers and establishing a connection between the buyer and the organization. This introductory part is mostly done through a welcome email containing the specifications, production, and product offerings of the organization.
- The marketing team also analyzes the target market of the buyer and prepares offerings for them. They also factor in demographical and geological factors while approaching a buyer, this is done to ensure onboarding of the buyer.
- Every factory has an image and that image changes depending on how the marketing team represents the organization in front of the buyers.
- The marketing department does not stop after onboarding a buyer when a buyer engages with the organization the marketing department keeps in check with all the departments to make sure everyone is aligned with the demand of the buyers.
- The marketing department works with the product development team. When a buyer makes an inquiry about a style, they require some development samples made in the factory to test the competency of the factory's production capabilities. The marketing team interacts with the PD team to ensure the samples are made as per buyers requirements because the order depends on that.
- The marketing team also works with the merchandising team to offer pricing to buyer and to do that they also get involved with the consumption of the styles to offer a competitive price to buyer. This enables the marketing team to engage in price negotiation with buyers easily.
- The marketing department not only confirms orders and rest but also checks with the planning and operations department to ensure full capacity booking of the factory around the year. The planning department lets the marketing team know when and in what quantity order is needed and the team works accordingly to fulfill factory capacity demand.

- Although the marketing team is not directly involved with the material planning and budgeting, they keep in the loop to ensure that the shipment dates are met accordingly. Production of goods and on-time shipment is crucial for maintaining good relationships with buyers.
- As shipment is a crucial part of the organization marketing team closely works with the commercial team to ensure all the ETA of materials and ETD of goods are aligned with the plan.
- The supply chain department is engaged with sourcing materials, and the marketing team also directly works with them to ensure buyers needs are head, When there is a specific requirement for materials the marketing team describes the requirements to the supply chain department to work accordingly.
- To do export-oriented business it is very important to have strong compliance, the marketing team seeks buyers and lets the factory know which compliance certifications are needed, what to keep updated, and which audits are mandatory to have a competitive advantage in the market.
- The accounts department tags along with the marketing department and feeds information about the financial state of the organization. The marketing team makes steps according to this data. When the marketing team thinks of expanding the market the financial condition is needed to do the feasibility of the decision.

The task of the marketing department is not confined to approaching buyers and confirming orders only especially in the footwear industry the tasks are very sophisticated and interrelated with other departments. The marketing department has to be engaged with almost all the departments of the organization to ensure smooth operation.

#### **The Role of Marketing Department in Developing Sustainable Long-Term Relationships with Buyers**

If an organization is compared to a dish, then the marketing department is the key ingredient for the dish. The marketing department's goal is to satisfy the needs of the buyers and create long-term relationships to make the business profitable and sustainable. In Bangladesh, the number of players is low in the footwear sector but those who are in the field are very strong and competitive. Keeping the buyers happy is the ultimate target and to do that there is no alternative to an effective marketing department. The role of the marketing department in an organization is critical to its success in the industry. Some key facts where the marketing department plays an important role in the development of an organization and also in ensuring its long-term profitable sustainability are –

- **Engagement with buyers:** Marketing executives act as a bridge between the factory and the buyers, they basically connect and coordinate the buyers with the other personnel of the factory. As almost all the buyers are foreigners and speak English the language varies is compensated by the marketing department. “Carrefour” and “Matalan” are currently our direct buyers and without any doubt they are very prominent buyers in the industry. We work with our buyers season-wise capacity booking, While dealing with such big buyers we not only focus on the current season and capacity but also engage in managing orders for the next few seasons as well, this develops long-term business relationships with the buyers. Sometimes we offer little price drops to secure big quantity orders. When buyers visit the factory, we continuously remain beside them to provide any support they need and if possible, we make calculated assumptions about what a buyer may ask for and arrange it in advance such predictions are possible to make by studying the buyers’ market of operation, pattern of business, target consumers and industry

practices. Such gestures helps a buyer to take a big step in building a long-term relationship with our organization.

- **Building a lucrative financial portfolio:** The marketing strategies of an organization is designed in a way so that it not only goes for more order but also aims at higher profit margins, the financial stability of an organization is greatly influenced by the marketing department and the task we carry out. The marketing team has the scope of negotiating prices with buyers. For example, in a meeting with one of our reputed buyers, we asked for price and minimum order quantity increase at first, they were reluctant but we backed our proposition with some lucrative offerings such as an increase in the quality of the product, dedicated product development from our Wengjho development facility and reduction of shipment date. Also, many buyers want to make deferred payments, which means we will receive payments after shipping the goods which varies between 30/60/90/120 days. If the organization is in need of instant cash, the commercial department pushes buyers for early payment but by law the buyers are not bound to pay before the agreed time, this is where the marketing department plays its role, due to the relationship-building with the buyer and understanding their needs the marketing department sometimes holds a special place to make request about the early payment and most of the time it works expect of exceptional cases. In export-oriented business, the best payment terms are at-sight payment but many buyers go for deferred payment and as the industry is very competitive all the organizations agree to it, but as a marketing team we convinced many buyers to shift to at-sight payment from deferred payment. These are some examples of the role that the marketing department plays; these little factors result in big changes in the financial condition and profitability of the organization. Financial stability represents the whole organization as a lucrative deal to the buyers.
- **Understanding buyers perspective:** Shoeniverse Footwear Limited specializes in footwear manufacturing but it is also specialized in buyer management and this credibility remains with Shoeniverse Footwear Limited due to the exceptional work carried out by the marketing team. In an export-oriented organization managing buyers and developing long-term relationships with them is imperative. The marketing team exists to perform this task. It may sound so easy but the truth is it's a task that is a combination of multiple tasks performed at different levels. In today's industry providing good quality products is not sufficient there are many other aspects that influence a buyer to get on board. The marketing team works with this and tries to find the string to tie the knot with the buyer and the organization. Shoeniverse Footwear Limited feeds proper information to its buyers and keeps them updated and whenever a problem arises doesn't matter whose fault it is we always handle it gently. We not only analyze from our point of view, but we also analyze through the buyers perspective as well. Sometimes buyers make mistake from their end when that happens, we try to make up for the gap that is created by the buyer instead of playing the blame game. Good behavior with buyers always helps in favor of the organization buyers like CCC, Diechman, Henkelman continued being our long-term buyer and since the start of business cooperation with them, they are still ordering with us around the year season-wise. When we start working with a buyer we focus on the overall service rather than the production of goods only. When such relation develops it helps the organizations in many ways like – buyers hold a positive image of the organization and let go of small negligible complaints, as manufacturing companies runs on capacity booking good relationship with buyers helps in securing pre-orders for upcoming seasons, when they think of new projects, they prioritize the

organization. Our buyers consider us whenever they want to start a new segment or style of shoes this is a great privilege. This year in 2023 we started our business cooperation with Carrefour and Matalan they are very reputed brands in France and UK. We went into business with them by having them as our direct buyer rather than going through trading houses. Brands like that have high compliance standards and also require prompt responses, they also focused on the high product standard. To ensure these we rearranged our Product Development team and added new machines, then we worked on our compliance and also strengthened it in a way that suits the requirements of the buyers. To ensure quality standards we hired a new quality assurance team dedicated to these buyers only. Such steps were not taken because buyers told us to do so, the whole marketing team analyzed the buyers individually and found out how they operate and what are their preferences, then we built our strengths accordingly. When the buyers visited our factory what they saw that so many things are already done here according to there standards, which resulted in a big positive factor for them using us as their direct manufacturer. Understanding a buyer is crucial for every organization it helps to comply with the requirements of the buyer and creates a positive image of the organization in front of the buyer, marketing team of Shoeniverse Footwear Limited is performing this role with distinct outcomes.

## Chapter 4 Findings, Recommendations, and Conclusion

## **Findings**

Throughout my observation, I noted some key points that support the grounds of my topic “The roles and activities of the marketing department of Shoeniverse Footwear Limited and how it contributes to a sustainable relationship with buyers”.

- The marketing department is contributing in developing new buyers and also maintaining good relationship with existing buyers to ensure repeat orders, repeat order is much for desirable for manufacturing companies in terms of profit.
- Goodwill is quite significant in export-oriented business, and goodwill develops not only through quality production of goods it heavily depends on the communication capabilities of an organization. The marketing department here keeps all communication smooth and prompt which makes the organization lucrative in front of buyers.
- When an organization consistently produces quality goods it builds a reputation and the marketing team strengthens the reputation by spreading it inside the target market that is how SFL’ marketing team operates in the foreign market.
- Marketing team of SFL is also responsible for creating brand value and loyalty. The team creates brand value and ensures the trust and credibility of the organization.

The points discussed below are the direct impact of the marketing team as per my observation. If the marketing team’s efforts are removed from the current process the factory will not operate as much efficiently as now even with greater quality of goods. After the implementation of this marketing team brands like Matalan, Carrefour, Aldi onboarded with us in direct business by losing 3<sup>rd</sup> party trading houses. The marketing team approached Inditex group which is well known for its brands like Zara, Lefties, Pull & Bear and they will be joining us by the beginning of 2023-2024 season.

The marketing department focuses on the needs and requirements of the buyers and executes each stage so that the buyers find the process straightforward and simple to understand. The marketing team maintains this balance since buyers always seek a combination of excellent quality and speedy response. So, the team tries to coordinate with all the departments to create a seamless experience for the buyers so that the organization's good well strengthens in the market and also the relationship with buyer runs for a longer time, such actions ensure long-term sustainability of an organization.

## **Recommendations**

Shoeniverse Footwear Limited has higher operational standards compared to most others in the country. It provides a dynamic and appropriate work environment. But to make the workforce more effective and there are a few recommendations which I believe should be put in motion.

- **Working hours and Holidays:**  
The working hours should be reduced and given some flexibility in office time as well because the marketing team most of the times has to work after hours even from home to align with buyers interests. The weekly holidays should be increased to two days instead of one and also instead of Friday it should be made Saturday and Sunday as we are involved in foreign trade we should comply with international weekly holidays.



- **Employee retention:**  
During my time I have seen people moving to other jobs from the organization, this is a normal part of the whole business but if employee can be retained for longer period of time it helps an organization to be more efficient. When employee frequently leaves it directly hampers the efficiency as it takes at least 6-8 months for a new comer to understand all the responsibilities.
- **Training:**  
The HR should develop for training session that are designed to improve the communication skills. The marketing team is exceptional in such skills but the other departments also needs to improve their skills as well to comply with marketing team and also it will enrich the organizations reputation as well.
- **Employment:**  
Shoeniverse Footwear Limited is growing rapidly in the current market , more orders are being processed in a time where market is suffering shortage of order. Booking full capacity is promising for a company but to maintain every thing it requires more human resource. All though the HR department is recruiting employees to distribute the workload but its still not enough. The recruitment should not be limited to Marketing team other departments also need recruitment because when marketing team brings more buyers and orders it affects all the departments of the organization.
- **Pay Ratio:**  
The working hours as mentioned earlier goes out of usual office hours sometimes the employees have to work after reaching home, especially when the marketing team and commercial team visits factory, they all have to start at a very early morning and return to home at late hours there should be a rumination for the late hours either in terms of money or holidays, it will motivate the employees while working after hours.
- **Social Responsibility:**  
Shoeniverse Footwear Limited is very concerned about environmental goals and has dedicated resources to ensure the factory aligns with the GO GREEN policies. Along with this the organization should also think about social responsibility, the organization should act on some social activities at least around the area of the factory as it is in a rural area.

### **Appreciation**

The report was written about Shoeniverse footwear Limited's marketing department and while doing that many aspects of the whole organizations was also brought out in the light. There were some findings and some recommendation was given upon that. But there are some very goods side also that I feel needs to be mentioned like –

- The organization provide dormitory services for the stuffs at a lower cost compared to the rent structure in the area. The dormitory is very net and hygiene. Many employees came here from different parts of the country because of this dormitory service.

- The Corporate office follows a strict time limit of 9.00 am to 6.00 pm office time and after that without any emergency, nobody is allowed to conduct official tasks. Sometimes to motivate the workers in the factory long holidays are given and also for over time after the overtime wages sometimes a little appreciation bonus is also given.
- The organization provides transport service not only for official visits and tasks but also for employee pick and drop service as well. Although a small amount has to be paid by the employees to avail of the drop and pick service but for official purposes it is totally free of cost. The vehicles provided are well maintained, hygienic and properly airconditioned.
- Lunch service is also provided which is very good both in factory and head office. The foods are great in quality but a special praise must go to factory lunch because the ingredients used for cooking are mostly grown in the huge factory premises. If an employee has to stay after office hours, they are given snacks and also a supports staff remains if any aid need.

### **Conclusion**

Shoeniverse Footwear Limited is one of the fastest-growing organizations in the footwear industry in Bangladesh. I joined here on a permanent basis during my last semester and from day one the organization is helping me to grow and pushing me to test my limits. Day by day I am getting introduced to renowned brands, it feels great to be able to work with them. Although my task is dealing with buyer but I am also learning about planning and forecasting, capacity planning, costing, negotiation with supplier, materials management, production planning etc. to strengthen my attituded Infront of a buyer. As I work from the head office, I can also closely observe the work carried out by commercial department as well. Joining this company has brought many changes to my career path, although at first it it seemed very hard for me to understand the processes but now I am getting used to it and the way I see footwear industry has big prospect in coming days and Shoeniverse Footwear Limited will surly be in the front row of this parade of success.

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