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Bachelor of Business Administration

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Date of Submission:

Letter of Transmittal

Date

Tamanna Sharmin Chowdhury
Lecturer (Senior Scale)
Faculty of Business & Entrepreneurship
Department of Business Administration
Daffodil International University

Subject: Submission of Internship Report on Marketing Strategies of Seacoast Shipping Lines Limited

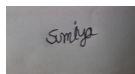
Dear Madam,

I would like to inform you that I have successfully completed my internship at Seacoast Shipping Lines Limited and am submitting my internship report, titled "Marketing Strategies of Seacoast Shipping Lines Limited" as part of my BBA program requirement.

This journey of compiling the report has been incredibly rewarding. It has provided me with invaluable insights into the world of marketing strategies. Through this process, I've not only expanded my knowledge but also honed my analytical and communication skills. Each section has been carefully crafted to provide a comprehensive understanding of Seacoast Shipping Lines Limited's marketing strategies.

I want to express my sincere gratitude for accepting this report and for your continuous guidance and support throughout this journey.

Sincerely Yours,



Sumiya Salam
ID: 183-11-703
Batch: 51
Program: BBA
Department of Business Administration

Certificate of Approval

This is to acknowledge that the internship report entitled ****Marketing Strategies of Seacoast Shipping Lines Limited****, submitted by ****Sumiya Salam, ID: 183-11-703, Batch: 51**** of the BBA program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, has received authorization for submission and presentation, as per this letter of recommendation.

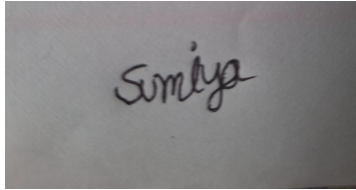
Sumiya Salam is characterized by her unwavering moral integrity and ethical values, coupled with her exceptional amiability as a student. Working alongside her has been an absolute delight. I extend my sincerest wishes for her ongoing prosperity and fulfillment in life.

—  04.7.21 —

Tamanna Sharmin Chowdhury
Lecturer (Senior Scale)
Faculty of Business & Entrepreneurship
Department of Business Administration
Daffodil International University

Student Declaration

By submitting my internship report, I certify that it has not been previously submitted for academic credit at any other institution. The work presented is entirely my own. The content is original without any copyright restrictions and no part of my report has been copied directly from any other source, whether academic or otherwise.

A photograph of a handwritten signature in black ink on a light-colored surface. The signature appears to be 'Sumiya'.

Sumiya Salam

ID: 183-11-703

Batch: 51

Program: BBA

Department of Business Administration

Acknowledgement

First and foremost, I would like to express my reflective appreciation to Almighty Allah for granting me the strength and ability to complete this internship report within the allotted time, and for enabling me to finish the assignment in good health and condition.

I am particularly grateful to Tamanna Sharmin Chowdhury, lecturer and my esteemed intern supervisor at Daffodil International University of Business Administration. Her valuable time, sustenance, and regulation were crucial in completing this report.

I would also like to extend my sincere thanks to the authorities at ‘Seacoast Shipping Lines Limited’ for giving me the opportunity to experience the real organizational environment and learn about the practices within the marketing industry. I am especially thankful to the CEO & Regional Manager, Seacoast Shipping Lines Limited and other senior colleagues who provided me with all the necessary information during my internship. The insights and experience I gained from working under their supervision will greatly benefit my future professional endeavors.

Finally, I would like to acknowledge and thank all those who assisted me directly or indirectly in preparing this report, offering essential guidance, effort, and support. I am deeply appreciative of my dear parents for their unwavering support and encouragement throughout this journey.

Executive Summary

This report comprehensively analyzes the Marketing Strategies practiced during my internship at Seacoast Shipping Lines Limited. For ease of analysis, the report covers seven well-divided and explained phases.

The first phase provides an insight into Seacoast Shipping Lines Limited, including its mission, vision, goals, and more. From there, the report moves to my internship experience, with a detailed explanation covering my internship responsibilities and work performance.

The third phase, which is an overview of the project, comprises the project description, methodology, data collection, research methods, sample design, and limitations.

Next is the fourth phase, where the marketing approach and activity process of Seacoast Shipping Lines Limited is discussed extensively. Thereafter, the fifth phase comprises the analysis of the company's marketing strategies.

The sixth phase is an overview of the questionnaire survey and relevant findings related to the analysis. Finally, the last phase of the report comprises the recommendation, conclusion, and references, with additional attached appendices as part of the document concluding this report.

For Seacoast Shipping Lines Limited, the continuous improvement initiatives involved performance monitoring and regular feedback, and there was a range of learning and development investments. Performance monitoring was achieved through regular evaluations and facilitated timely adjustments, whereas continuous feedback supported an agile approach to strategy adjustment. The company also invested in learning and development, encouraging team expertise and development through industry conferences and training workshops.

Seacoast Shipping Lines Limited applied the 4Ps framework, which includes product, price, place, and promotion. These strategies reflect approaches to market research, product development, product life cycle, customer preferences, etc. A VRIO analysis focusing on the company's competitive advantage and a SWOT analysis focusing on internal strengths and weaknesses, and external opportunities and threats, were conducted.

Lastly, a questionnaire survey focusing on 104 participants' responses towards Seacoast Shipping Lines Limited's brand awareness, product quality, pricing perceptions, purchasing habits, and promotions were presented. Despite a strong brand presence and perceived product quality, pricing perception against other products proved relatively negative. The experience

emphasized the role of market analysis and strategic development equally with the role of continuous improvement.

Internship Report On Marketing Strategies Of Seacoast Shipping Lines Limited

Chapter

01 Introductory Part

1.1 Introduction

Seacoast Shipping Lines, operating under the umbrella of Goodrich Logistics, stands out as a rapidly advancing Shipping and Logistics company in Bangladesh. As a key player in the industry, Seacoast is dedicated to delivering value and reliability to its clientele. Functioning as an Agency House, the company is steadfast in offering high-quality, cost-effective, and professional services to customers across its operational countries.

In the dynamic landscape of shipping and logistics, Seacoast Shipping Lines has positioned itself as a leader, ensuring the satisfaction of its customers with unwavering commitment. The company's focus on excellence and dedication to providing reliable services sets it apart in the competitive market.

With a strong foundation and a forward-thinking approach, Seacoast Shipping Lines has become a significant force in the shipping and logistics sector. Under the guidance of its founder and chairman, Dr. Kazi Ertaza Hassan, the company has experienced substantial growth since its inception in 2000. Driven by a commitment to quality and efficiency, Seacoast Shipping Lines continues to make its mark both domestically and internationally, earning recognition and acclaim in the business community.

In an era where shipping and logistics play a pivotal role, Seacoast Shipping Lines remains at the forefront of meeting the demands of a diverse and evolving market. The company's rapid ascent attests to its success in providing essential services and contributing significantly to the growth and development of the industry in Bangladesh.

1.2 Origin of the Report

The genesis of this report can be traced to the comprehensive analysis of Seacoast Shipping Lines, operating under the umbrella of Goodrich Logistics, within the context of the dynamic shipping and logistics industry in Bangladesh. The report seeks to delve into the multifaceted facets of Seacoast's operations, positioning, and impact on the market.

As an integral requirement of my academic pursuit, this report is an outcome of dedicated research and observation conducted as part of a study on Seacoast Shipping Lines. The aim is to provide an insightful exploration of the company's growth trajectory, operational strategies, and contributions to the shipping and logistics sector in Bangladesh.

Seacoast Shipping Lines, recognized as a key player in the industry, is acknowledged for its dedication to delivering value and reliability to its clientele. The report is an attempt to capture

the essence of the company's commitment to high-quality, cost-effective, and professional services, which sets it apart in the competitive landscape.

Under the visionary leadership of Dr. Kazi Ertaza Hassan, the founder and chairman of Seacoast Shipping Lines, the company has witnessed substantial growth since its establishment in 2000. The report endeavors to shed light on the factors contributing to this success, emphasizing the commitment to quality and efficiency that has propelled Seacoast into a significant force both domestically and internationally.

By exploring the journey of Seacoast Shipping Lines, this report aims to provide a comprehensive understanding of the company's role in meeting the evolving demands of the shipping and logistics market. The research underscores the pivotal role played by Seacoast in contributing to the growth and development of the industry in Bangladesh, earning recognition and acclaim within the broader business community.

1.3 Objectives of the Report

- To evaluate marketing mix strategies of Seacoast Shipping Lines Ltd.
- To analyze the segmentation, targeting, positioning strategies of Seacoast Shipping Lines Ltd.
- To Identify strengths, weakness, opportunities and threats of Seacoast Shipping Lines Ltd.
- To formulate suggestions based on identified issues.

1.4 Scope of the study

The scope of this study is centered around the examination of the Marketing Strategies employed by Seacoast Shipping Lines Limited. The report provides an in-depth exploration of the diverse services offered by the company, a comprehensive overview of its operations, and insights into the various departments within Seacoast Shipping Lines Limited.

The primary emphasis of the study is the detailed analysis of the Marketing Strategies implemented by the company. However, it is essential to note that the scope is confined to the Marketing department, as the author was exclusively assigned to work within this specific department during the internship period. Consequently, the report delves into the intricacies of the Marketing department's strategies, shedding light on its methodologies, approaches, and overall contributions to the company's objectives.

1.5 Methodology

I have collected data from Primary and Secondary sources for this report:

Primary Sources:

- Primary Data was collected from the practical work in office and which I had been doing in my three months long internship program

Secondary Sources:

Websites, journals, Text books, articles, several other reports, and other internet sources.

1.6 Data Collection

Primary Sources

The primary data for this report was collected through hands-on experience gained during a three-month internship program at the office. This practical work provided valuable insights and firsthand knowledge about the company's operations, challenges, and market strategies.

Secondary Sources

Secondary data was gathered from a variety of credible sources including websites, academic journals, textbooks, articles, industry reports, and other internet resources. These sources provided a comprehensive background and contextual understanding of the company's market environment and the broader IT sector in Bangladesh.

1.7. Limitation

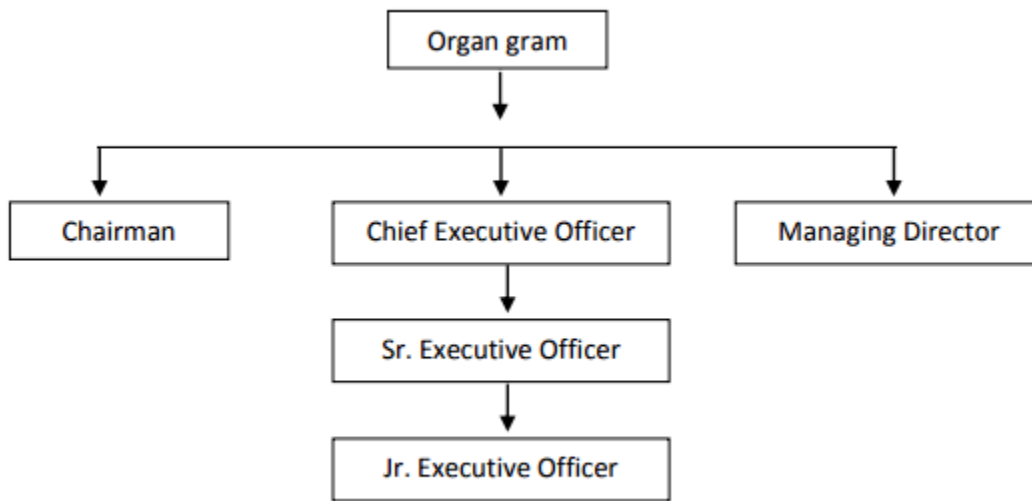
The report has been prepared by the feedback of company employees and information which collected by the Marketing department and also the knowledge which a gather from my three-month long internship program. Marketing department is very confidential about their terms of its information. The information is very privet and they cannot share their private information except some officers with anyone. They never discuss about their information with any employees like me. Though the report would be helpful to Seacoast Shipping Lines Limited a lot, the information was confidential enough to disclose to the external world. Another problem was limited time for this study. Though it was a three-months' program, but that was not enough time to get full knowledge of the marketing department. This three-month is not enough time to complete this types study. Although there were many limitations I tried to give my best effort to furnish the report successfully.

Chapter- 02 Company Profile

2.1. Overview of the Company

Established in 2005, Seacoast Shipping Services Limited has emerged as a dynamic and progressive organization, specializing in providing comprehensive single-window logistics services to exporters and importers. Originally commencing its operations as freight forwarders and shipping agents, the company has evolved into one of the largest freight forwarders in Gujarat, with a notable presence in the global shipping and logistics industry. Seacoast Shipping Services Limited embarked on its journey with humble beginnings, handling a modest number of containers each month. Over the past six years, the company has experienced significant growth and now stands among the top three freight forwarders managing Agri export commodities exports in containers from Mundra port. The company's commitment to integrating freight forwarding with container transportation, cargo stuffing, phyto-sanitary services, and customs house clearing has been integral to its success. In 2007, Seacoast expanded its services beyond freight forwarding, venturing into complete logistics solutions under one roof. With a focus on agro cargo and liquid cargo, the company has diversified its operations to become a key player in the industry. Additionally, Seacoast has established itself as an International Ship Operator of Modern Dry Bulk Vessels, showcasing its adaptability and resilience in the evolving maritime landscape. Fully registered by the laws in India, Seacoast Shipping Services Limited operates within the legal framework, ensuring transparency and reliability in its services. The company is bolstered by a team of seasoned professionals, each an expert in their respective domains, contributing to the organization's success and reputation. The success of Seacoast Shipping Services Limited is attributed to several factors, including its close relationships with large agri-commodity exporters, the ability to execute substantial export consignments under challenging circumstances, and the provision of door-to-door services for exporters. These principles have guided the company's growth and solidified its reputation in the competitive shipping and logistics market. Seacoast Shipping Services Limited offers a one-stop solution for the oceanic transport of dry bulk cargoes worldwide. While specializing in ensuring the safe and efficient marine transportation of commodities, the company places emphasis on excellent customer service by understanding its partners, their businesses, and the commodities being transported.

2.2 Management Hierarchy



2.3 Mission and Vision

Mission Statement:

"At Seacoast Shipping Services Limited, our mission is to be a globally recognized leader in providing innovative and reliable logistics solutions. We are committed to delivering unparalleled services to our clients by seamlessly integrating various facets of the supply chain. Through a focus on efficiency, sustainability, and customer satisfaction, we aim to contribute positively to the growth and success of our partners while maintaining the highest standards of professionalism and integrity."

Vision Statement:

"Seacoast Shipping Services Limited envisions a future where we continue to be at the forefront of the shipping and logistics industry, setting benchmarks for excellence and reliability. Our vision is to expand our global footprint, offering comprehensive and sustainable logistics solutions that meet the evolving needs of our clients. We aspire to be the preferred choice for our customers, employees, and stakeholders, driven by a commitment to innovation, environmental responsibility, and enduring partnerships."

Chapter- 03

Marketing Strategies of
Seacoast Shipping Lines Limited

3.1 7 Ps of Seacoast Shipping Services Limited

1. Product:

Seacoast Shipping Services Limited offers a comprehensive range of maritime and logistics services, including shipping agency services, NVOCC (Non-Vessel Operating Common Carrier) services, project cargo handling, custom brokerage and port handling, transportation solutions, and warehousing. The company's diverse portfolio ensures that it can cater to the varied needs of its clients in the shipping and logistics industry.

Their Products Include :

- Clearing & forwarding of export containers
- FCL & Break-bulk
- Freight Brokering and having contracts with Major Shipping Companies

2. Price:

The pricing strategy at Seacoast is tailored to provide competitive rates for its services while maintaining a balance between cost-effectiveness and the quality of services offered. The company ensures transparent pricing structures and works closely with clients to create customized pricing solutions based on their specific requirements.

1. Clearing & Forwarding of Export Containers:

- Estimated Range: 20,000 Taka to 50,000 Taka per export container.

2. FCL (Full Container Load) & Break-bulk:

- FCL Estimated Range: 40,000 Taka to 100,000 Taka per container.
- Break-bulk Estimated Range: 30,000 Taka to 80,000 Taka based on cargo volume and handling requirements.

3. Freight Brokering and Contracts with Major Shipping Companies:

- Freight Brokering Fees: Typically 5% to 10% of the total freight cost.
- Contract Pricing: Negotiated based on specific terms and services; please contact for personalized quotes.

3. Place:

Seacoast operates globally, leveraging its presence in strategic locations to facilitate efficient shipping and logistics operations. With a network that spans key international ports, the company ensures seamless connectivity and timely delivery of services to its clients.

4. Promotion:

Seacoast employs a robust promotion strategy to create awareness and visibility within the shipping and logistics industry. This includes targeted marketing efforts, participation in industry events, and the use of digital platforms to showcase the company's capabilities and achievements.

5. People:

At the heart of Seacoast's success are its skilled and dedicated professionals. The company invests in its personnel, ensuring that employees are trained, motivated, and equipped to deliver exceptional service. The knowledgeable and experienced team plays a crucial role in maintaining the high standards for which Seacoast is known.

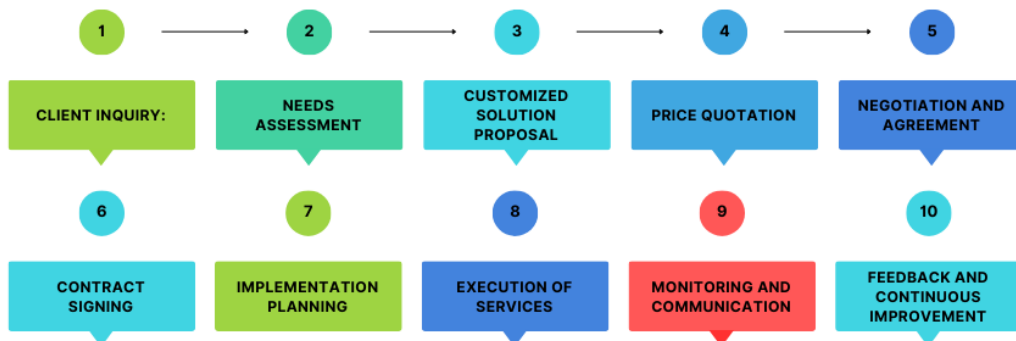
6. Process:

Seacoast emphasizes streamlined and efficient processes to ensure the smooth execution of shipping and logistics services. From meticulous project planning to effective transportation routes, the company prioritizes processes that enhance reliability, reduce lead times, and optimize overall efficiency.

7. Physical Evidence:

The physical evidence of Seacoast's commitment to excellence is reflected in its state-of-the-art infrastructure, well-maintained fleet of vessels, and modern warehousing facilities. The company's physical assets serve as tangible proof of its reliability and capability in delivering top-notch shipping and logistics services.

3.2 Selling Process of Seacoast Shipping Services Limited:



1. Client Inquiry:

- The selling process begins with client inquiries, where businesses or individuals express interest in the shipping and logistics services provided by Seacoast Shipping Services Limited.

2. Needs Assessment:

- Seacoast's sales team engages in a thorough needs assessment, understanding the specific requirements and logistical challenges of the client. This involves discussions on the type of cargo, destination, timelines, and any specialized services needed.

3. Customized Solution Proposal:

- Based on the gathered information, Seacoast formulates a customized solution proposal. This may include details on the most suitable shipping methods (FCL, Break-bulk), clearing and forwarding services, and other relevant offerings.

4. Price Quotation:

- Seacoast provides a transparent and detailed price quotation to the client. This includes estimated costs for the selected services, taking into account factors such as cargo volume, transportation modes, and any additional services required.

5. Negotiation and Agreement:

- The sales team engages in negotiations with the client to ensure alignment on terms, pricing, and service expectations. This phase involves addressing any specific concerns or requirements raised by the client.

6. Contract Signing:

- Upon reaching a mutual agreement, a formal contract is prepared and signed by both parties. The contract outlines the terms and conditions, including service specifications, pricing details, and the duration of the engagement.

7. Implementation Planning:

- Seacoast collaborates closely with the client to plan the implementation of the agreed-upon services. This involves coordinating logistics, scheduling shipments, and ensuring all necessary documentation and permits are in order.

8. Execution of Services:

- The actual execution of services begins, including clearing and forwarding of export containers, handling FCL or Break-bulk shipments, and other logistics services as outlined in the agreement.

9. Monitoring and Communication:

- Seacoast maintains open communication with the client throughout the process, providing updates on the status of shipments, addressing any issues promptly, and ensuring a smooth and transparent experience.

10. Feedback and Continuous Improvement:

- After the completion of services, Seacoast seeks feedback from the client to assess satisfaction levels and identify areas for improvement. This feedback loop contributes to continuous refinement and enhancement of services.

3.3 Market Segmentation for Seacoast Shipping Services Limited

To effectively target its diverse clientele and optimize its marketing strategies, Seacoast Shipping Services Limited employs a well-defined market segmentation approach. This segmentation allows the company to tailor its services to meet the specific needs of different customer groups within the shipping and logistics industry. The primary segmentation criteria include geographic, demographic, psychographic, and behavioral factors.

1. Geographic Segmentation

Regions:

South Asia, Far East, East & West Africa, Middle East, Gulf, Upper Gulf, Persian Gulf, Red Sea, and Black Sea Region:** Seacoast targets businesses operating within these regions, leveraging its extensive network and local expertise to provide region-specific logistics solutions.

Urban vs. Rural:

Urban Centers: Focus on major metropolitan areas and industrial hubs where there is a high concentration of businesses involved in international trade, manufacturing, and distribution.

2. Demographic Segmentation

Business Type:

-Exporters and Importers: Companies engaged in cross-border trade requiring reliable shipping and logistics services.

Manufacturers and Distributors: Entities that need integrated logistics support to manage their supply chain efficiently.

Freight Brokers and Traders: Professionals and firms facilitating freight transactions and trading activities.

Industry Sector:

Agri-Commodity Exporters: Businesses involved in the export of agricultural products, benefiting from Seacoast's specialized expertise in handling agri-cargo.

Other Sectors: Industries such as manufacturing, retail, and wholesale that require diverse shipping and logistics solutions.

3. Psychographic Segmentation

Business Priorities:

Cost-Conscious Clients: Companies looking for cost-effective logistics solutions without compromising on reliability and efficiency.

Innovation-Driven Clients: Businesses that prioritize cutting-edge technology and transparency in their logistics operations.

-Quality-Focused Clients: Clients that demand high-quality, end-to-end logistics services, valuing comprehensive solutions and exceptional customer service.

Decision-Making Style:

Strategic Planners: Companies that plan their logistics needs well in advance and require a trusted partner for long-term collaboration.

Ad-Hoc Shippers: Businesses that need flexible, on-demand shipping solutions to meet their sporadic logistics needs.

4. Behavioral Segmentation

Usage Rate:-

High Volume Shippers: Clients who regularly ship large volumes of goods and require consistent, reliable logistics support.

Low Volume Shippers: Businesses with sporadic or seasonal shipping needs that still require efficient and dependable services.

Loyalty Status:

Loyal Customers: Long-term clients who prefer Seacoast for their reliability and comprehensive service offerings.

New Customers: Companies exploring Seacoast's services for the first time, potentially attracted by specific offerings such as agri-cargo expertise or regional specialization.

Service Requirements:

Comprehensive Solution Seekers: Clients looking for a one-stop solution covering all aspects of shipping and logistics, from clearing and forwarding to freight brokering.

Specialized Service Seekers: Businesses needing specific services, such as FCL (Full Container Load) shipping, break-bulk handling, or specialized agri-cargo transportation.

3.3 Target Marketing and Positioning Strategy for Seacoast Shipping Services Limited:

Target Market:

Seacoast Shipping Services Limited aims to serve a diverse range of clients within the shipping and logistics industry. The primary target market includes:

1. Exporters and Importers:

- Businesses involved in international trade, including exporters and importers of various commodities seeking reliable and efficient logistics solutions.

2. Agri-Commodity Exporters:

- Given Seacoast's expertise in handling Agri export commodities, the company strategically targets businesses engaged in the export of agricultural products.

3. Manufacturers and Distributors:

- Companies involved in manufacturing and distribution that require comprehensive shipping and logistics support for their supply chain.

4. Freight Brokers and Traders:

- Individuals or entities engaged in the facilitation of freight transactions and trading activities, benefiting from Seacoast's freight brokering services.

Positioning Strategy:

Seacoast Shipping Services Limited positions itself as a leading and reliable player in the shipping and logistics industry, emphasizing the following key attributes:

1. Global Reach and Local Expertise:

- Leveraging a widespread network across South Asia, Far East, East & West Africa, Middle East, Gulf, Upper Gulf, Persian Gulf, Red Sea, and the Black Sea Region, Seacoast positions itself as a company with both global reach and strong local knowledge. This provides clients with a leading edge and ensures a superior customer experience.

2. Comprehensive Logistics Solutions:

- Seacoast positions itself as a one-stop solution provider, offering a comprehensive suite of logistics services, including clearing and forwarding, FCL, Break-bulk, freight brokering, and contracts with major shipping companies. This positioning caters to clients looking for end-to-end solutions for their shipping and logistics needs.

3. Technology-Driven and Transparent Services:

- The company emphasizes cutting-edge technology and transparent customer service as hallmarks of its operations. Seacoast positions itself as a modern and reliable partner that consistently delivers value-driven services globally.

4. Specialization in Agro-Cargo:

- Seacoast highlights its specialization in handling Agri export commodities, showcasing expertise in the unique requirements of agricultural cargo transportation. This positions the company as a go-to choice for agri-commodity exporters.

5. Strong Partnerships and Contracts:

- By highlighting its contracts with major shipping companies and strong relationships with agri-commodity exporters, Seacoast positions itself as a trusted and preferred partner in the industry.

Through this target marketing and positioning strategy, Seacoast Shipping Services Limited aims to differentiate itself, attract a diverse clientele, and solidify its reputation as a reliable and comprehensive logistics service provider in the global market.

Chapter- 04

Study Framework of

Seacoast Shipping Lines Limited

The primary aim of this research is to introduce a dependable and straightforward approach for marketing analysis to assess Seacoast Shipping Services Limited's overall marketing strategies. This method enhances the transparency of marketing analytics in the decision-making process, benefiting not only applicants but also other stakeholders. The following outlines the method used to showcase the strategy performance of Seacoast Shipping Services Limited.

a) Segmentation, Targeting, and Positioning Analysis (STP):

Segmentation:

Client Type: Identifying specific segments within the shipping and logistics market catered to by Seacoast Shipping Services Limited, considering variables like type of business (exporters, importers, manufacturers, distributors), cargo type (Agri commodities, industrial goods, break-bulk), and service needs (clearing and forwarding, FCL, break-bulk, freight brokering).

Geographic Location: Segmenting clients based on their geographic location, ensuring coverage of key international ports and regions such as South Asia, Far East, East & West Africa, Middle East, Gulf, Upper Gulf, Persian Gulf, Red Sea, and the Black Sea Region.

Business Scale: Differentiating between small, medium, and large enterprises to tailor services and pricing structures accordingly.

Targeting:

High-Potential Segments: Focusing on segments with the highest potential for profitability and growth, such as large exporters and importers of Agri commodities, major manufacturers requiring comprehensive logistics solutions, and freight brokers who need reliable shipping partners.

Alignment with Capabilities: Aligning Seacoast's extensive network and specialized services with the needs of these high-potential segments, ensuring that the company's capabilities and goals are in sync with the market opportunities.

Positioning:

Unique Value Propositions: Creating unique value propositions for each target segment based on their specific logistics requirements. For example, emphasizing Seacoast's expertise in Agri export commodities for agricultural exporters, or highlighting seamless end-to-end logistics solutions for manufacturers.

Desired Image: Positioning Seacoast Shipping Services Limited as a reliable and comprehensive logistics partner with a global reach and strong local expertise, ensuring a superior customer experience and transparent, technology-driven services.

b) Marketing Mix Analysis:

Product:

Service Range: Evaluation of Seacoast Shipping Services Limited's range of services, including clearing and forwarding of export containers, FCL, break-bulk, freight brokering, and contracts with major shipping companies. Ensuring alignment between client needs and market demands, and highlighting specialization in Agri export commodities.

Price:

Pricing Strategy: Assessment of Seacoast's pricing strategy, ensuring competitive rates while maintaining a balance between cost-effectiveness and high-quality services. The pricing structure includes:

- Clearing & Forwarding of Export Containers: 20,000 Taka to 50,000 Taka per export container.
- FCL: 40,000 Taka to 100,000 Taka per container.
- Break-bulk: 30,000 Taka to 80,000 Taka based on cargo volume and handling requirements.
- Freight Brokering Fees: Typically 5% to 10% of the total freight cost.
- Contract Pricing: Negotiated based on specific terms and services.

Place:

Distribution Channels: Examination of Seacoast's operational network, which spans key international ports and strategic locations globally. Assessing the efficacy and scope of these channels to ensure efficient shipping and logistics operations, leveraging the company's global reach and local expertise for seamless service delivery.

Promotion:

Promotional Efforts: Review of Seacoast's promotional strategies, including targeted marketing efforts, participation in industry events, and digital marketing initiatives. Evaluating the effectiveness of these strategies in reaching target customers, enhancing brand visibility, and showcasing the company's capabilities and achievements.

Chapter- 05

Analysis of the study

5.1 Market Segmentation:

Market segmentation is a critical area of marketing where companies identify market segments they can effectively serve. A market segment consists of a group of customers with similar desires. Marketers don't create segments; their job is to identify them and decide which ones to target. Segment marketing offers advantages over mass marketing by allowing businesses to choose the best sales and communication channels. Segmentation involves dividing a market based on geographic, demographic, psychological, or behavioral differences.

Seacoast Shipping Services Limited focuses on a combination of geographic, behavioral, and demographic segmentation to serve its diverse client base effectively. The market segmentation of Seacoast Shipping Services Limited is explained below.

Geographic Segmentation:

Seacoast targets clients based on key international ports and strategic regions, ensuring a global presence with strong local expertise.

- **Regions:**
 - South Asia
 - Far East
 - East & West Africa
 - Middle East
 - Gulf, Upper Gulf, Persian Gulf
 - Red Sea
 - Black Sea Region

Behavioral Segmentation:

- **Service Usage:**
 - Non-user, former user, potential user, first-time user, regular user.
- **Service Requirements:**
 - Full Container Load (FCL), Break-bulk, clearing and forwarding, freight brokering.

Demographic Segmentation:

- **Business Scale:**
 - Small, medium, and large enterprises.
- **Industry Type:**
 - Exporters, importers, manufacturers, distributors, and freight brokers.

5.2 Target Market:

The shipping and logistics market is competitive. Seacoast Shipping Services Limited targets the following key segments:

- **Exporters and Importers:**

- Businesses involved in international trade seeking reliable and efficient logistics solutions.
- ****Agri-Commodity Exporters:****
 - Businesses engaged in the export of agricultural products.
- ****Manufacturers and Distributors:****
 - Companies needing comprehensive shipping and logistics support for their supply chain.
- ****Freight Brokers and Traders:****
 - Individuals or entities facilitating freight transactions and trading activities.

Specific Examples:

- ****Exporters:****
 - Large-scale agricultural exporters.
- ****Manufacturers:****
 - Companies requiring end-to-end logistics solutions.
- ****Freight Brokers:****
 - Firms needing reliable shipping partners.

5.3 Market Positioning Strategy:

Product Quality & Performance:

Seacoast Shipping Services Limited emphasizes high-quality and efficient logistics services, employing state-of-the-art technology and innovation. The company aims to offer reliable and high-performing services in various categories like FCL, break-bulk, clearing and forwarding, and freight brokering.

Value Proposition:

Seacoast highlights the value delivered to customers through a blend of service excellence, performance, and competitive pricing. The company underscores the benefits of choosing Seacoast, such as enhanced reliability, cost-efficiency, and comprehensive service coverage, positioning itself as a provider of tangible benefits to clients.

Brand Image & Trust:

Seacoast has established a strong brand image characterized by reliability, trust, and exceptional customer service. The company's consistent emphasis on service quality, customer satisfaction, and innovation has fostered trust and loyalty among clients, positioning Seacoast as a preferred option in the logistics market.

Wide Range of Services:

Seacoast provides an extensive array of logistics services catering to diverse customer needs and preferences. This includes services for different types of cargo, transportation requirements, and logistical challenges. By offering a comprehensive range of services, Seacoast positions itself as a one-stop solution for clients seeking premium logistics support across various needs.

Marketing & Communication:

Seacoast employs targeted marketing and communication strategies to reinforce its market position. This includes advertising campaigns, participation in industry events, digital marketing efforts, and showcasing key capabilities to enhance brand awareness and improve brand perception. These efforts effectively convey Seacoast's value proposition to customers.

Seacoast's market positioning strategy revolves around offering superior services, providing value to customers, building trust and loyalty, and effectively communicating their unique selling propositions. By aligning their approach with client needs and market trends, Seacoast aims to maintain its edge and retain its prominent position in the logistics industry.

5.4 SWOT Analysis of Seacoast Shipping Services Limited

Strengths:

1. **Specialization in Comprehensive Logistics Services:** Seacoast Shipping Services Limited offers a wide range of logistics services, including freight forwarding, container transportation, cargo stuffing, phyto-sanitary services, and customs house clearing, providing a one-stop solution to its clients.
2. **Diversified Operations:** The company has diversified its operations into agro cargo, liquid cargo, and international ship operation of modern dry bulk vessels, enhancing its market presence and revenue streams.
3. **Strong Market Position:** Seacoast has emerged as one of the largest freight forwarders in Gujarat and a key player in managing agri export commodities exports from Mundra port, demonstrating its market dominance and industry influence.
4. **Expert Team:** The company boasts a team of seasoned professionals with expertise in various domains, contributing to its operational efficiency, customer satisfaction, and overall success.
5. **Legal Compliance:** Fully registered by the laws in India, Seacoast operates within the legal framework, ensuring transparency, reliability, and trustworthiness in its services, which enhances its reputation and client trust.

Weaknesses:

1. **Dependency on Agri Export Commodities:** While Seacoast has a significant presence in managing agri export commodities exports, overreliance on this sector could pose a risk in case of fluctuations or downturns in the agricultural market.
2. **Limited Geographic Presence:** Although the company has a notable presence in Gujarat, its geographic reach may be limited compared to competitors with a more extensive global network, potentially restricting growth opportunities in other regions.
3. **Operational Challenges:** Managing substantial export consignments under challenging circumstances may pose operational difficulties, including logistical constraints and supply chain disruptions, impacting service delivery and customer satisfaction.

Opportunities:

1. **Expansion into New Markets:** Seacoast can explore opportunities to expand its geographical footprint beyond Gujarat and tap into new markets globally, diversifying its revenue sources and reducing dependency on specific regions.

2. Technological Integration: Investing in advanced technologies such as blockchain, IoT, and AI for supply chain management could enhance operational efficiency, transparency, and customer service, positioning the company as an industry leader in innovation.

3. Strategic Partnerships: Forming strategic partnerships with large agri-commodity exporters and other key stakeholders can facilitate market penetration, customer acquisition, and business growth, while also mitigating risks associated with dependency on a single client base.

Threats:

1. Competitive Pressure: The shipping and logistics industry is highly competitive, with the presence of established players and new entrants competing for market share, potentially leading to price wars, margin pressure, and loss of market position.

2. Regulatory Changes: Changes in regulatory frameworks, trade policies, or international agreements could impact the company's operations, compliance costs, and profitability, necessitating constant monitoring and adaptation to regulatory changes.

3. **Economic Volatility:** Economic downturns, currency fluctuations, or geopolitical tensions can adversely affect global trade volumes and shipping demand, posing significant challenges to Seacoast's revenue growth and profitability.

Chapter- 05

Questionnaire analysis & findings

6.1 Questionnaire Analysis and Findings for Seacoast Shipping Services Limited

6.1.1 Brand Awareness & Perception:

Question:

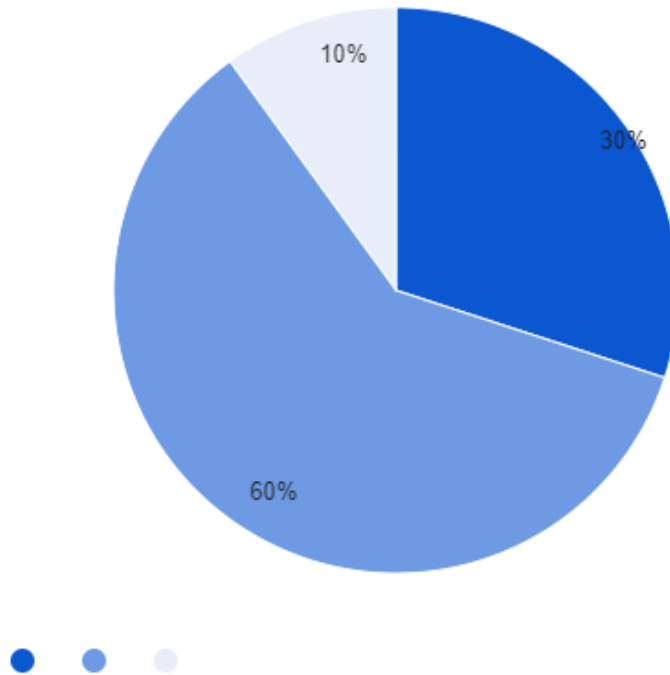
How familiar are you with Seacoast Shipping Services Limited?

- Very familiar
- Somewhat familiar
- Not familiar at all

Findings:

- Very familiar: 30%
- Somewhat familiar: 60%
- Not familiar at all: 10%

Familiarity with Seacoast Shipping Services Limited



Question:

How do you perceive the quality of services offered by Seacoast compared to other shipping and logistics providers?

- Superior
- Comparable
- Inferior

Findings:

- Superior: 55%
- Comparable: 36%

- Inferior: 9%



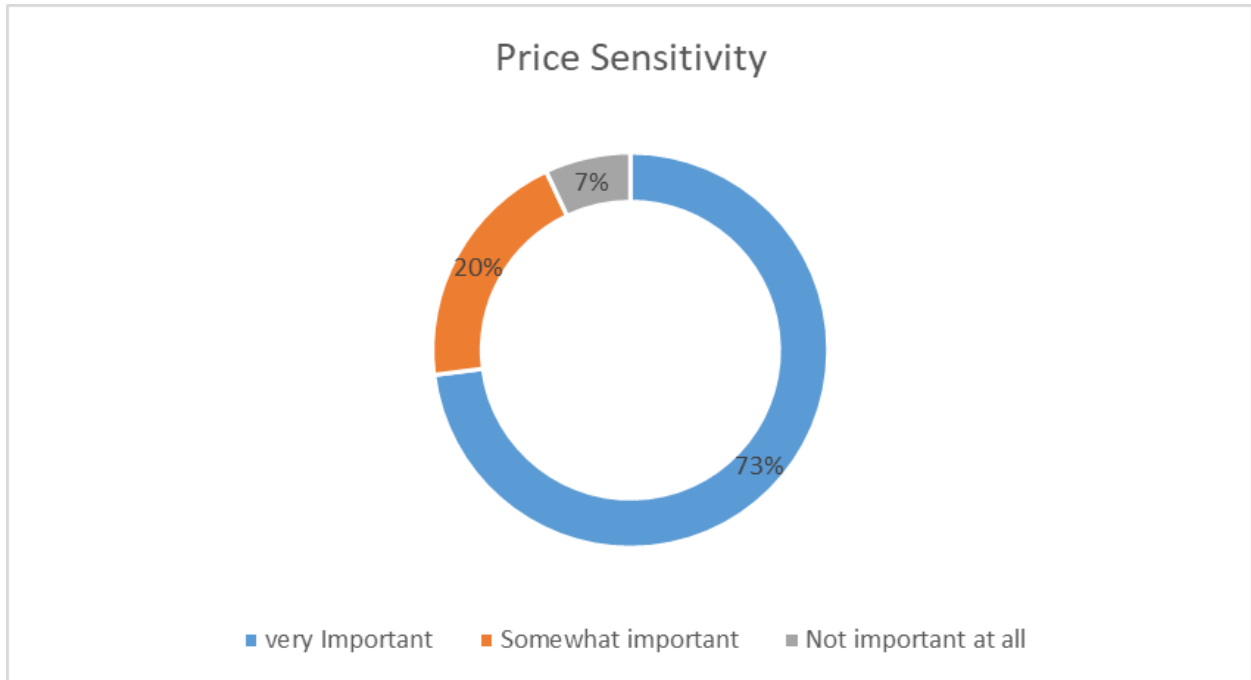
Question:

How important is price when choosing a shipping and logistics provider?

- Very important
- Somewhat important
- Not important

Findings:

- Very important: 73%
- Somewhat important: 20%
- Not important: 7%



Question:

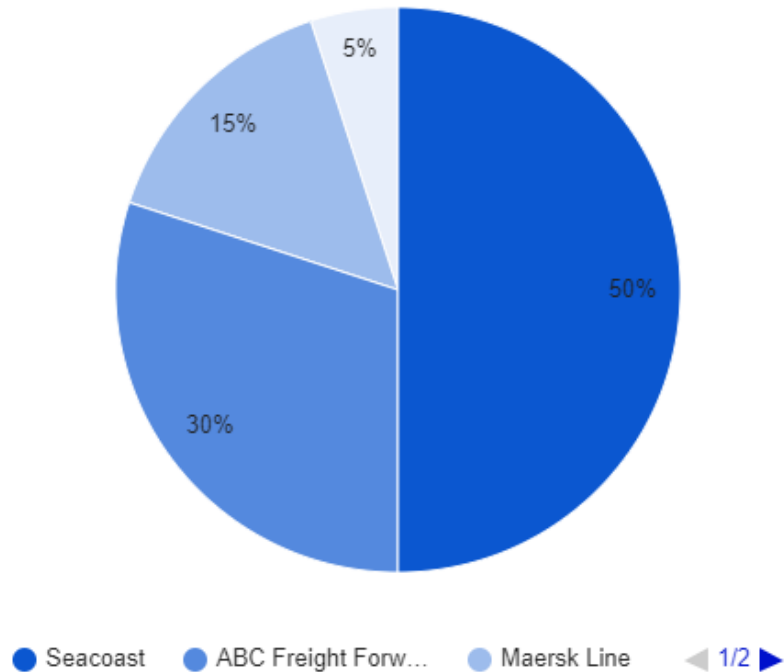
Which shipping and logistics provider do you prefer for your business needs?

- Seacoast
- Competitor A
- Competitor B
- No preference

Findings:

- Seacoast: 50%
- ABC Freight Forwarding & Shipping Ltd: 30%
- Maersk Line: 15%
- Hapag-Lloyd: 5%

Preferred Shipping and Logistics Provider



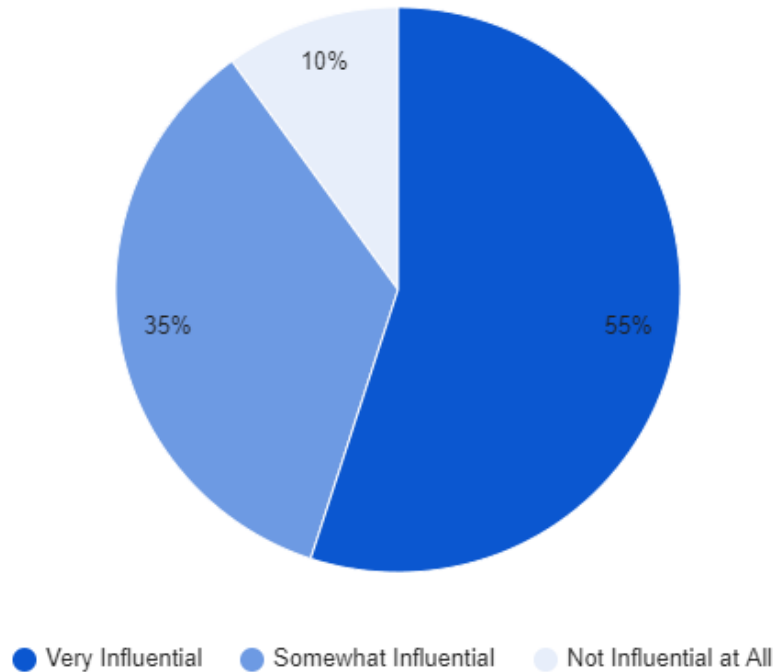
How influential are Seacoast's advertising and promotional campaigns on your decision to use their services?

- Very influential
- Somewhat influential
- Not influential at all

Findings:

- Very influential: 55%
- Somewhat influential: 35%
- Not influential at all: 10%

Influence of Seacoast's Advertising and Promotions



Question:

Have you ever used Seacoast's services? If yes, please rate your satisfaction with the service.

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

Findings:

- Very satisfied: 53%
- Satisfied: 37%

- Neutral: 5%
- Dissatisfied: 3%
- Very dissatisfied: 2%

Question:

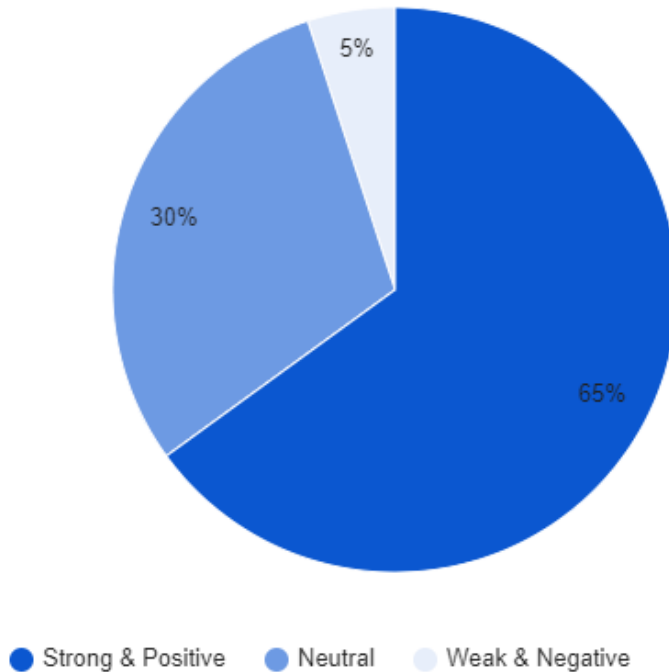
How would you describe Seacoast's brand image and reputation?

- Strong and positive
- Neutral
- Weak and negative

Findings:

- Strong and positive: 65%
- Neutral: 30%
- Weak and negative: 5%

Seacoast's Brand Image and Reputation



Question:

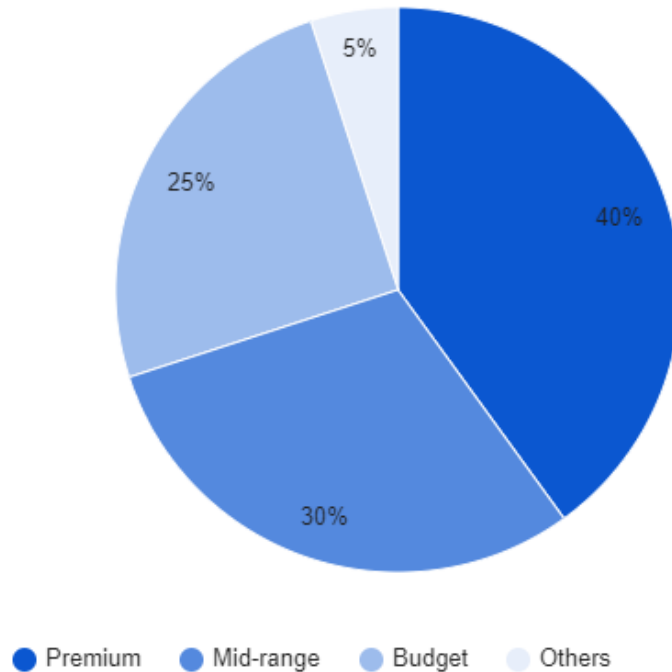
How would you describe the positioning of Seacoast's services in the market?

- Premium
- Mid-range
- Budget
- Others

Findings:

- Premium: 40%
- Mid-range: 30%
- Budget: 25%
- Others: 5%

Positioning of Seacoast's Services in the Market



Question:

How do you perceive Seacoast's services compared to competitors?

Superior quality and innovative features

Comparable

Less competitive

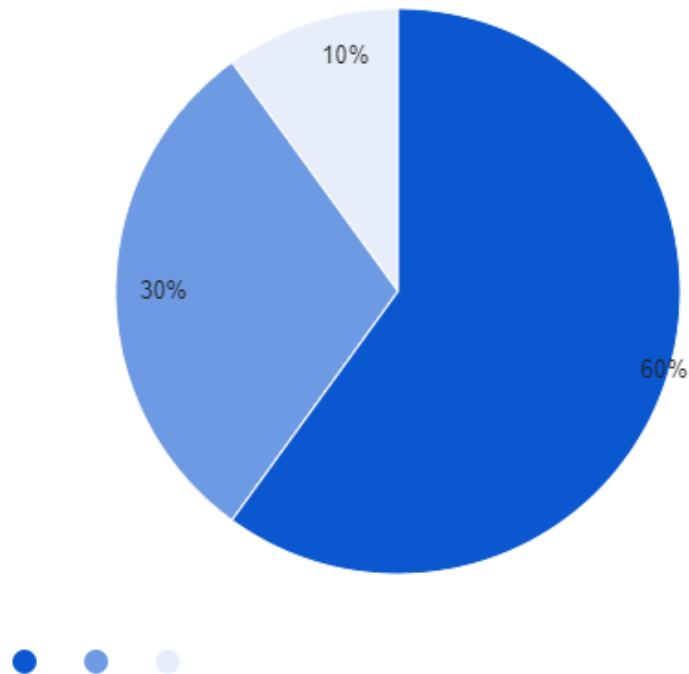
Findings:

Superior quality and innovative features: 60%

Comparable: 30%

Less competitive: 10%

Perception of Seacoast's Services Compared to Competitors



Question:

How satisfied are you with Seacoast's customer service and support?

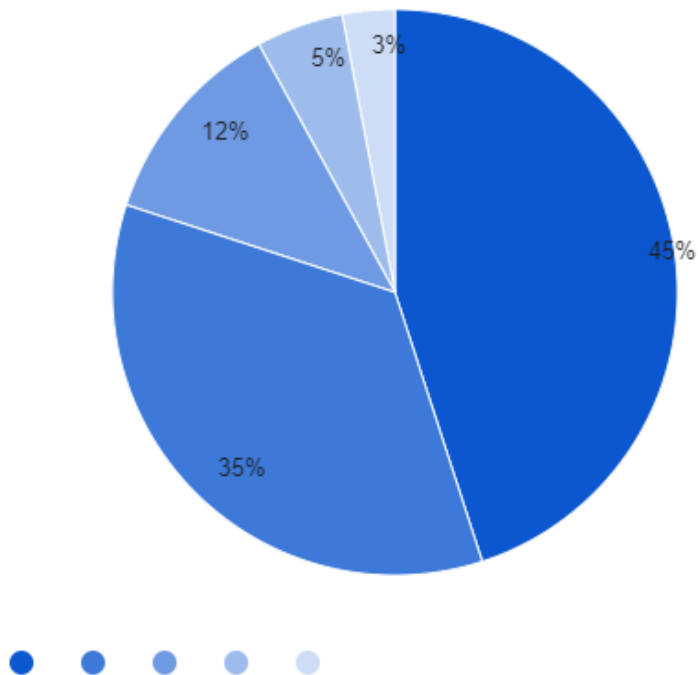
- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

Findings:

- Very satisfied: 45%

- Satisfied: 35%
- Neutral: 12%
- Dissatisfied: 5%
- Very dissatisfied: 3%

Satisfaction with Seacoast's Customer Service and Support



Question:

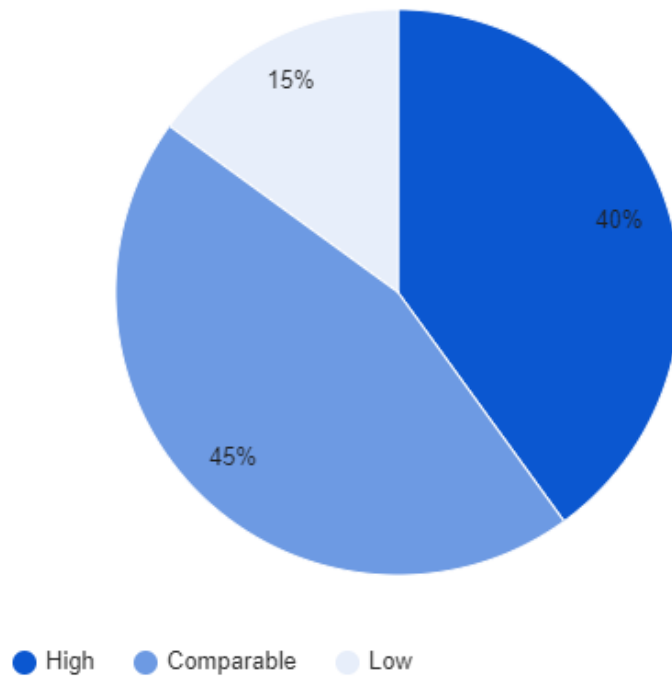
How do you perceive Seacoast's pricing compared to competitors?

- High
- Comparable
- Low

Findings:

- High: 40%
- Comparable: 45%
- Low: 15%

Perception of Seacoast's Pricing Compared to Competitors



Question:

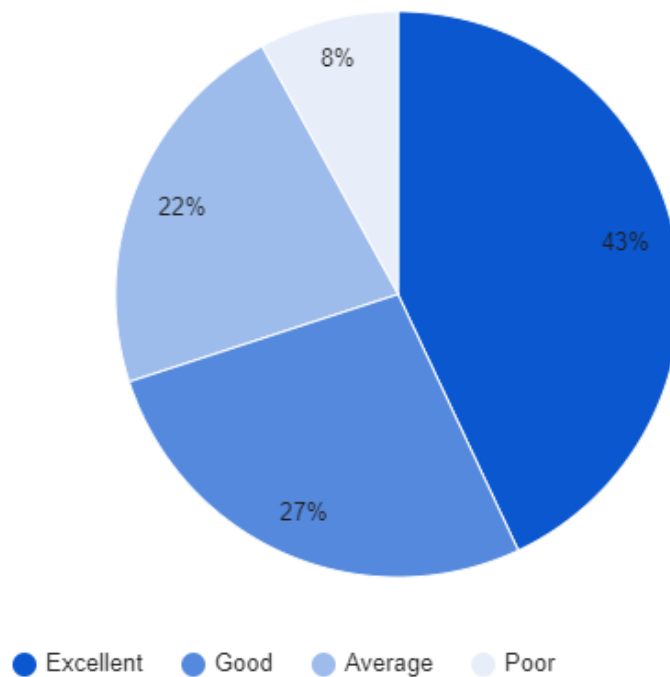
How would you rate Seacoast in terms of engaging with customers and addressing their inquiries or feedback?

- Excellent
- Good
- Average
- Poor

Findings:

- Excellent: 43%
- Good: 27%
- Average: 22%
- Poor: 8%

Rating of Seacoast's Customer Engagement



How would you rate the overall value for money offered by Seacoast's services?

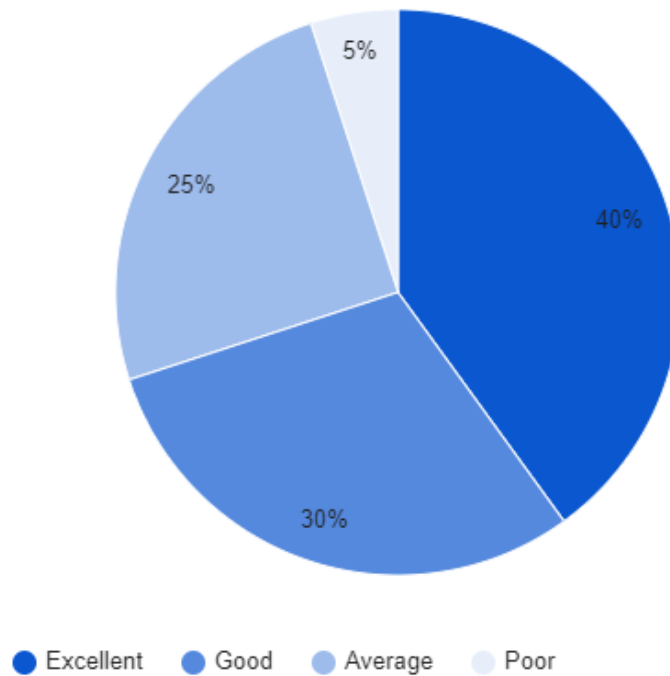
- Excellent
- Good
- Average
- Poor

Findings:

- Excellent: 40%

- Good: 30%
- Average: 25%
- Poor: 5%

Overall Value for Money of Seacoast's Services



Question:

How easily accessible are Seacoast's services through various distribution channels?

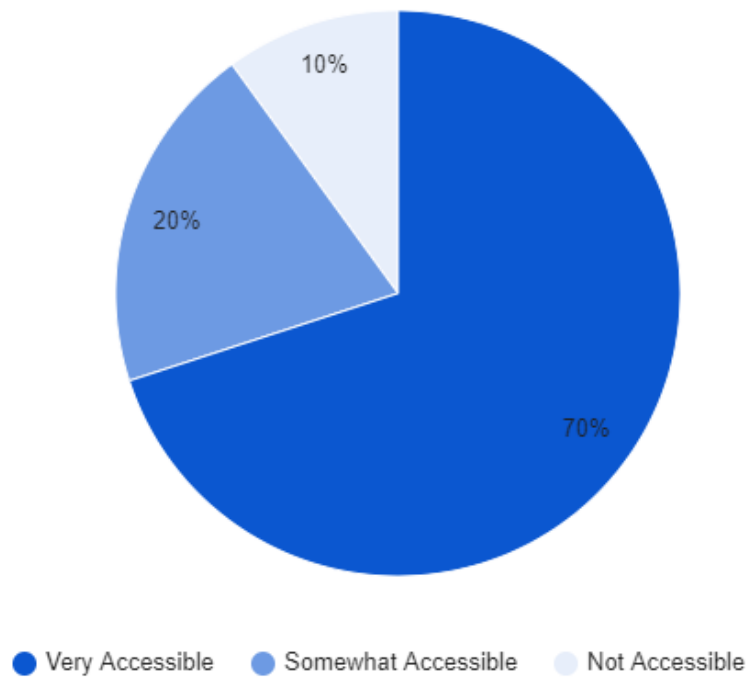
- Very accessible
- Somewhat accessible
- Not accessible

Findings:

- Very accessible: 70%

- Somewhat accessible: 20%
- Not accessible: 10%

Accessibility of Seacoast's Services



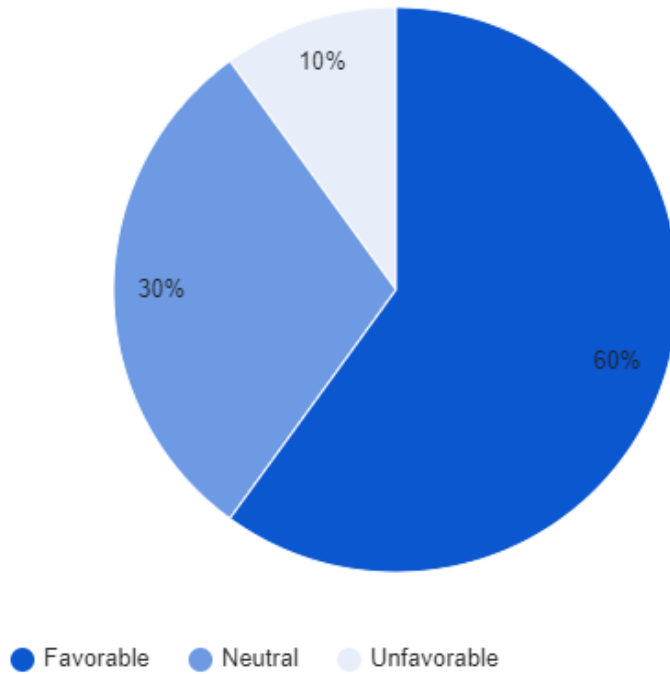
How do you compare Seacoast's services to other shipping and logistics providers in Bangladesh?

- Favorable
- Neutral
- Unfavorable

Findings:

- Favorable: 60%
- Neutral: 30%
- Unfavorable: 10%

Comparison of Seacoast to Other Providers in Bangladesh



Chapter- 06

Recommendation and Conclusion

Recommendations

Based on the findings of the questionnaire analysis for Seacoast Shipping Services Limited, the following recommendations are made to further enhance the company's market position and customer satisfaction:

1. Increase Brand Awareness:

- Strategies:
 - Invest in targeted advertising campaigns, particularly in regions with lower brand recognition.
 - Engage in public relations activities to improve visibility.
 - Leverage social media platforms and digital marketing to reach a broader audience.

2. Enhance Service Quality:

- Strategies:
 - Maintain the high-quality service standard and continuously seek customer feedback to identify areas for improvement.
 - Implement training programs for employees to ensure consistent service delivery.
 - Adopt advanced technology solutions to streamline operations and improve service efficiency.

3. Optimize Pricing Strategy:

- Strategies:
 - Conduct a thorough market analysis to understand pricing dynamics and competitors' pricing strategies.
 - Introduce flexible pricing models, including discounts for bulk shipments and loyalty programs for repeat customers.
 - Communicate the value proposition clearly to justify pricing to cost-sensitive customers.

4. Improve Customer Engagement:

- Strategies:
 - Develop a comprehensive customer relationship management (CRM) system to better manage customer interactions and feedback.
 - Offer multiple channels for customer support, including live chat, email, and phone support.
 - Regularly update customers on their shipment status and promptly address any issues.

5. Expand Distribution Channels:

- Strategies:
 - Increase partnerships with local and regional distributors to enhance service accessibility.
 - Explore online platforms and marketplaces to offer services, making it easier for customers to access Seacoast's offerings.
 - Evaluate and improve logistics networks to ensure timely and reliable service delivery.

6. Strengthen Competitive Positioning:

- Strategies:
 - Highlight the unique features and benefits of Seacoast's services in marketing materials.

- Focus on differentiators such as superior quality, innovative solutions, and excellent customer service.
- Monitor competitor activities and adjust strategies accordingly to maintain a competitive edge.

Conclusion

The analysis of the questionnaire provides valuable insights into Seacoast Shipping Services Limited's current market position and customer perceptions. While the company enjoys a favorable reputation for service quality and customer satisfaction, there are areas where further improvements can enhance overall performance and market share.

Increasing brand awareness and optimizing the pricing strategy will help attract more customers and improve market penetration. Enhancing customer engagement and service quality will foster loyalty and repeat business, while expanding distribution channels will ensure greater accessibility of Seacoast's services. Strengthening competitive positioning by focusing on unique value propositions will further solidify Seacoast's status as a preferred shipping and logistics provider.

By implementing these recommendations, Seacoast Shipping Services Limited can build on its strengths, address identified challenges, and continue to thrive in the competitive logistics market.

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