



**Daffodil**  
*International*  
**University**

**Internship report on**

**An Analysis of the Marketing Activities of Krishibid Printing & Publication Ltd**

**Submitted to**

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**Professor & Director MBA Program**

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**Date of Submission: 30<sup>th</sup> May 2024**

**Letter of Transmittal**

To

Dr. Mohammad Shibli Shahriar

Professor & Director MBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

**Subject: Submission of internship report on “An Analysis of the Marketing Activities of Krishibid Printing & Publication Ltd”.**

Respected Sir,

I am honored to present a complete review of Krishibid Printing & Publication Ltd.'s marketing operations.

The study focused on Krishibid Publications' marketing activities, including market research, marketing strategy, advertising and promotions, and customer relationship management. Based on the findings, the study identified significant areas for improvement and made practical recommendations to help you maximize your marketing efforts and reach your target audience more effectively.

I am confident that this study will help Krishibid Printing & Publication Ltd refine its marketing strategies and achieve its business objectives.

**Regards,**



Md. Shahadat Hossain

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### Acknowledgment

I would like to convey my heartfelt appreciation for the opportunity to complete my internship and present this report, "An Analysis of the Marketing Activities of Krishibid Printing & Publication Ltd," for academic purposes. I am quite grateful to Krishibid Printing & Publication Ltd for this great opportunity. I also like to thank my academic adviser, Dr. Mohammad Shibli Shahriar, for their significant guidance and feedback.

I would like to declare that this internship report is only for academic purposes.

Regards,



Md. Shahadat Hossain

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### Certificate of Approval

This is to certify that the internship report titled "An Analysis of the Marketing Activities of Krishibid Printing & Publication Ltd" was prepared by Md. Shahadat Hossain, ID: 193-11-893, Major in Marketing, as required by the BBA program at Daffodil International University's Department of Business Administration and Faculty of Business & Entrepreneurship.

The study provides a thorough evaluation of Krishibid Printing & Publication Ltd.'s marketing strategies, demonstrating Md. Shahadat Hossain's expert comprehension of marketing principles and their application. Through rigorous investigation and analysis, Md. Shahadat Hossain has supplied significant insights into the organization's marketing efforts.

Based on its level of content and depth, the report is strongly recommended for submission as part of the BBA program's academic requirements.

-----

Dr. Mohammad Shibli Shahriar

Professor & Director MBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## Executive Summary

The study analyses the marketing efforts of Krishibid Printing and Publication Limited (KPPL), a major player in the printing business. KPPL focuses on providing high-quality printing, packaging, and publication services to a diverse client base. The report reveals numerous main concerns hurting KPPL's marketing effectiveness, including low market penetration, reliance on certain market sectors, uneven brand awareness, pricing plan complications, a lack of digital presence, and customer retention issues.

In order to deal with these difficulties and capitalize on possibilities, strategic recommendations are made. These recommendations include broadening market reach, diversifying client base, increasing brand exposure, optimizing pricing tactics, fortifying digital presence, and improving customer retention. By implementing these ideas, KPPL can improve its competitive position, gain market share, and achieve long-term success in the dynamic printing business.

Overall, this study is a helpful resource for KPPL's management as it refines marketing strategies, overcomes hurdles, and drives success in an ever-changing environment.

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# Chapter -1

## Introduction



### **1.1.Introduction:**

Marketing is a crucial function for any organization since it helps to create, communicate, and deliver value to clients, creating strong relationships and boosting business success. In an increasingly competitive and dynamic market environment, understanding and efficiently managing marketing operations such as market research, branding, advertising, and consumer involvement is critical to any organization's success.

The purpose of this study, titled "An Analysis of the Marketing Activities of Krishibid Printing & Publication Ltd," is to give a detailed examination of Krishibid Printing & Publication Ltd.'s marketing strategies and procedures. The company was founded to provide high-quality printing and publication services, and it has since established a substantial position in the sector. However, in order to maintain and strengthen its market position, the company must continuously analyze and improve its marketing activities, such as market segmentation, target marketing, and the marketing mix (product, price, place, and promotion).

The study utilizes both qualitative and quantitative research approaches, such as market analysis, consumer surveys, and interviews with key stakeholders inside the firm. By examining various aspects such as market segmentation, targeting, positioning, promotional tactics, digital marketing, and customer satisfaction, this report aims to provide valuable insights that can help Krishibid Printing & Publication Ltd improve its marketing strategies and achieve greater success.

The report will give a complete analysis of the collected data, discuss the findings, and make strategic recommendations to improve Krishibid Printing & Publication Ltd.'s marketing performance. Through this detailed examination, the study aims to add to an academic understanding of marketing strategies while also providing practical recommendations for the company's ongoing improvement.

## **1.2.Origin of the Study:**

This study, "An Analysis of the Marketing Activities of Krishibid Printing & Publication Ltd," has its roots in the academic requirements of Daffodil International University's Bachelor of Business Administration (BBA) program.

This study was undertaken solely to meet academic requirements and contribute to scholarly understanding of marketing strategies. Krishibid Printing & Publication Ltd was chosen as the subject of this study because of its strong position in the printing and publishing industries, as well as its innovative marketing methods. The company's commitment to high-quality service delivery and innovative marketing strategies provided an ideal environment for academic research.

The fundamental objective of this study was to adapt academic marketing concepts to a real-world corporate context. By studying Krishibid Printing & Publication Ltd.'s marketing operations, the study hopes to reveal effective marketing strategies, identify potential problems, and make recommendations for improvement based on extensive research and analysis.

The study is undertaken solely for academic purposes, to improve the educational experience by connecting classroom theories to actual commercial applications. It is anticipated that the findings of this study will not only meet academic criteria but will also add to the larger academic discourse on marketing strategies.

## **1.3.Objectives of the Study:**

- To explain the marketing activities.
- To assess the marketing strategies related to Krishibid Printing & Publication Ltd.
- To identify problems related to the Marketing activities of Krishibid Printing & Publication Ltd.
- To make recommendations to solve the problem.

#### **1.4.Scope of the Study:**

The study, titled "An Analysis of the Marketing Activities of Krishibid Printing & Publication Ltd," assesses the company's marketing strategy, market positioning, and marketing mix. It identifies marketing difficulties and evaluates client happiness and promotional strategies. The study is needed by a comparison analysis with competitors and makes practical recommendations for improvement. Using qualitative and quantitative research methods, the study focuses on current marketing actions in the company's major markets, with the goal being to enhance both academic understanding and practical marketing success.

#### **1.5.Significance of the Study :**

The study "An Analysis of Krishibid Printing & Publication Ltd.'s Marketing Activities" is significant on several levels.

Academically, it broadens comprehension by giving a practical case study in marketing tactics. For businesses, it provides actionable insights for refining marketing techniques, which benefits Krishibid Printing & Publication Ltd and other similar organizations.

The study also indirectly improves consumer happiness by potentially resulting in better services. Furthermore, it provides industry insights, promoting ongoing improvement and innovation. Overall, its importance stems from informing strategic decisions, driving business growth, and expanding understanding of marketing and business management.

#### **1.6.Methodology of the Study:**

##### **1.6.1. Research Design:**

**The Study indicates a descriptive research design.**

**Reason for choosing Descriptive Research Design:** A descriptive study aims to describe the characteristics or behaviors of a certain phenomenon or population without changing variables. In this case, the study aims to describe and examine Krishibid Printing & Publication Ltd.'s marketing operations, strategies, and obstacles. Qualitative methods, such as interviews and focus groups, will reveal descriptive information about the company's marketing activities and perceptions. In addition, quantitative tools, such as surveys, will collect numerical data to describe client satisfaction levels and other measurable characteristics associated with marketing effectiveness.

Overall, descriptive research seeks to provide a thorough summary of the research issue, which is consistent with the goals of this study.

#### **1.6.2. Primary Data:**

- Primary data has been collected from the officials of Krishibid Printing & Publication Ltd.'s.

#### **1.6.3. Secondary Data:**

- Industry Reports and Publications
- Annual report of Krishibid Printing & Publication Ltd.'s.
- Online database
- Government Publications and Regulatory reports
- Social media and online review.

#### **1.7.Limitations for the Study:**

- The sample may not accurately reflect the whole consumer base or organizational structure.
- Limited resources may limit the depth and breadth of data collection and analysis.
- Access to proprietary or confidential data may be restricted, making information gathering more difficult.
- Market conditions and economic fluctuations outside one's control may have an impact on the findings.
- The findings may not be fully relevant to different firms or industries.

Subjective judgments are used in qualitative data analysis, which can lead to bias.

# Chapter -2

## Organizational Overview



## **2.1. History of the Organization:**

Krishibid Printing and Publication Limited (KPPL) is a notable Krishibid Group company that provides high-quality printing, packaging, and publishing services. KPPL has contemporary printing gear and aims to produce high-quality products at cheap prices. The company's portfolio comprises books, journals, bulletins, periodicals, magazines, newspapers, catalogs, marketing materials, and office supplies. KPPL takes pleasure in treating each customer as a valuable member of the Krishibid family.

KPPL has demonstrated considerable financial growth and stability, receiving Tk 38.68 million in share capital from 40 owners and paying out an average dividend of 17.41% during the last nine years. The company returned Tk 32.26 million to its stockholders, leaving Tk 57.71 million in share capital. KPPL generated Tk 416.00 million in revenue during fiscal year 2019-20.

KPPL's origins are inextricably linked with the Krishibid Group (KG), a group of dedicated agriculturists committed to furthering sustainable agricultural development through high-tech agro-industries. KG was created by Krishibid Firm Limited (KFL), the group's holding business. The group started operations in 2001, registered with the Registrar of Joint Stock Companies and Firms, with a tiny capital of 30,000 taka and a small chicken farm housing 3,000 birds. Over time, KG has evolved into a well-known organization with 33 sister concerns, several projects, and a staff of roughly 5000 individuals, making it Bangladesh's only national commercial entity among agricultural specialists.

KG has received Tk 2524 million in share capital from 6500 owners and paid an average dividend of 19% since its formation. This excellent result has enabled KG to repay its shareholders Tk 3158 million, leaving a share capital of Tk 2955 million. Today, the group's assets amount to Tk 30 thousand million, much outweighing its liabilities. This achievement is credited to God's favor, the management team's determined efforts, and commitment to strong business ethics standards.

## 2.2. Company Profile:

|                                    |                                                     |
|------------------------------------|-----------------------------------------------------|
| Name of the Company                | Krishibid Printing & Publication Limited            |
| Type of the Industry               | Printing and Publication Industry                   |
| Number of Shareholder              | 40                                                  |
| Date of incorporation              | 2001                                                |
| Revenue generated During 2019-2020 | 416.00 million Tk                                   |
| Chairman of KPPL                   | Professor Dr. R. I. Sarker                          |
| Contact                            | +88-09609-008789                                    |
| Email                              | info@krishibidgroup.com                             |
| Address                            | 801, Rokeya Sarani, Kazipara, Mirpur, Dhaka<br>1216 |

## 2.3. Mission of the Company :

**To create self-empowered, self-financed, and self-employed communities with increased capacity to provide need-based services and support on awareness raising, agriculture, credit, health, population, nutrition, education, counseling, environment, gender issues, marketing, social security, technology, etc.**

## 2.4. Vision of the Organization:

**To establish effective self-employment options while also developing human resources in order to improve socioeconomic conditions and quality of life.**

## 2.5. Objective of the Organization :

- To help poor individuals increase their potential and ensure that they have access to fundamental requirements such as jobs, income, education, health, and Medicare.
- To improve the socioeconomic status of disadvantaged and impoverished people by developing and implementing strategic programs.

- To assist in the establishment of rural institutions in order to launch group-based social, moral, and cultural activities.
- To transfer ownership to beneficiaries in order to increase their income and enhance their livelihoods.
- To improve the professionalism of consultant services by increasing staff capability and offering services to government and non-government bodies in Bangladesh and internationally.
- To support governments and implementing agencies in policy and decision-making in attaining the best output by providing consulting and technical assistance services.
- The purpose is to provide consulting and technical assistance to governments and implementing agencies to improve policy and decision-making. We also help public and private sector organizations identify appropriate policy options through in-depth studies and support development partners with pre- and post-project/program evaluations.
- To give victims a women's and children's rights program as well as legal assistance in establishing their human rights.
- To run adult mass literacy and non-formal primary education programs for adult women and children, respectively.
- To protect the rights of oppressed women and children by raising awareness and providing support.
- To increase community members' consciousness and awareness of their position, as well as to enhance their confidence, self-esteem, and creativity in order to prepare them for desired changes.
- To organize the poorest women in society and assist them enhance their individual and collective skills and potential.
- To create a hospital to treat the community's target population.
- To assist financial and humanitarian efforts for the people in the working area.
- To build a skill training center for the community's unemployed youth.
- To collaborate with GOs, NGOs, and other organizations for the development of the country.
- To organize research, surveys, and consultations for the benefit of the people of the country.

## **2.6. Goals of the organization :**

To ensure socioeconomic advancement, generate productive self-employment opportunities, and develop human resources to improve socioeconomic conditions and quality of life, particularly for the poor and marginalized sections of society.

### **2.6.1. Strategies of the Organization:**

- **Food and Agriculture Programs:** By 2100, KG hopes to secure a safe food supply and control 30% of the agricultural market.
- **Service Sector Program:** By the end of the century, KG intends to grow consumer product distribution, online marketing, and other services such as tourism and financial organizations.
- **House Building Program:** To meet housing requirements, KG plans to build modern houses for 10 million people in major cities.
- **Educational Program:** KG plans to generate a trained workforce by establishing 50 universities and 500 technical colleges.
- **Health Program:** KG plans to establish world-class medical universities, hospitals, and pharmaceutical enterprises, to capture 10% of the market.
- **CSR Program:** KG will allocate 5% of its annual profit to social welfare programs that provide support with health, education, and farm inputs.

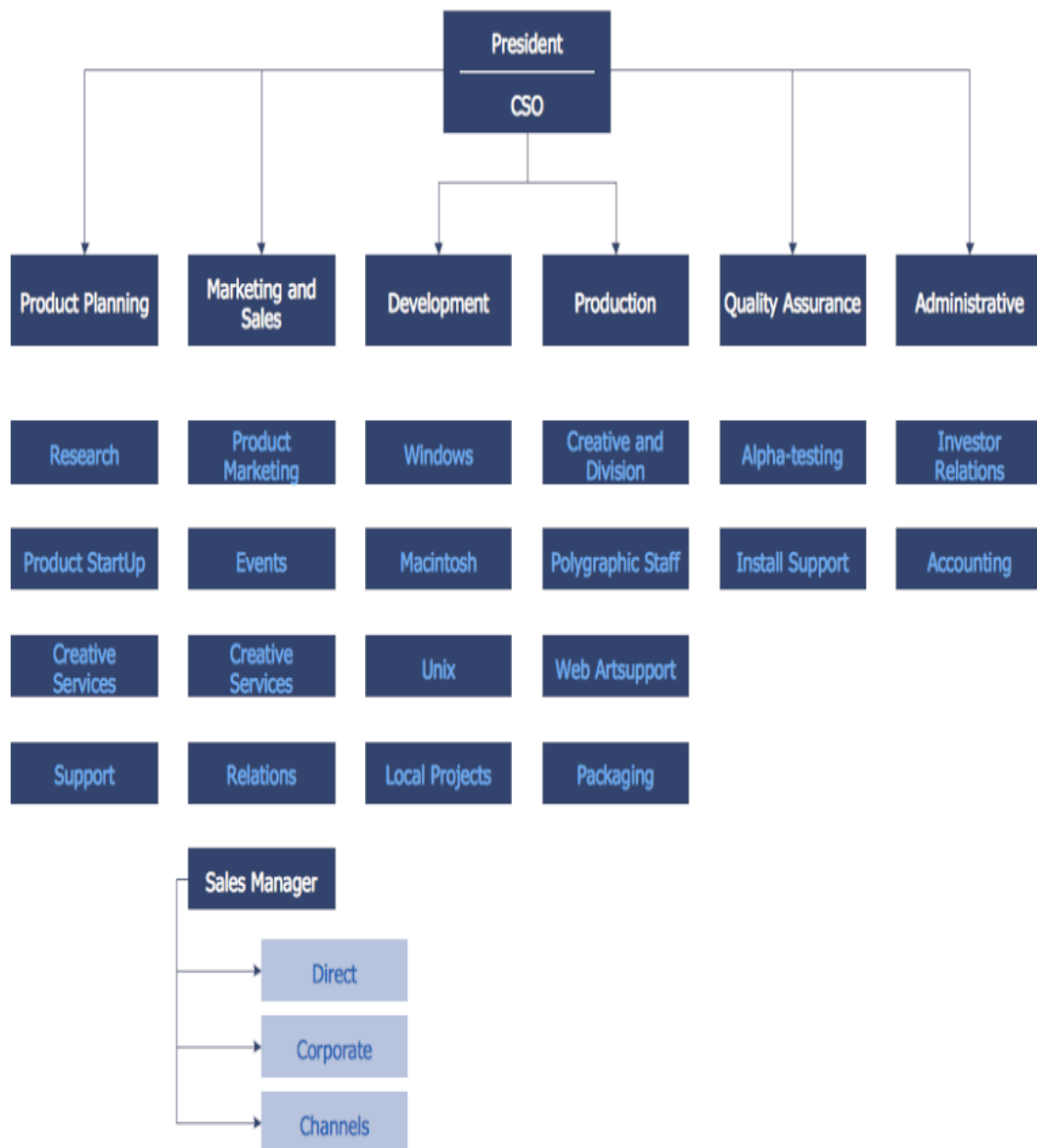
### **2.6.2. Administrative Strength and Management of the Organization:**

Krishibid Printing and Publication Limited (KPPL) is overseen by a governing committee chaired by the Chairman. The governing body consists of sixteen highly competent experts serving as Directors. The CEO is in charge of KPPL's day-to-day administration and operations. KPPL's key financing sources are member donations and grants from national and international development partners. To guarantee that operations run smoothly and efficiently, the company employs about ten professionals, ten executives, and ten employees.

### **2.6.3. Logistics Support for Krishibid Printing and Publication Limited (KPPL):**

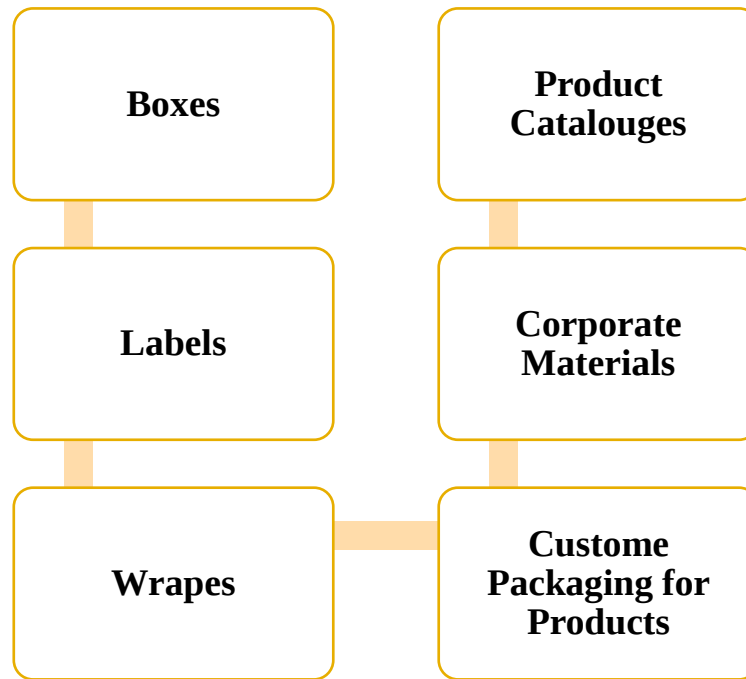
Krishibid Printing and Publication Limited (KPPL) has complete logistics assistance, including transportation, advanced computer systems, and a well-decorated office with modern amenities for global access. KPPL operates offices and rest places across the country, as well as several field offices in partnership with associated organizations. The organization has a diverse set of office equipment, supplies, and facilities that are used as needed to maintain efficient operations and high-quality service delivery.

#### 2.6.4. Organizational Structure of Krishibid Printing and Publication Limited (KPPL):



**Figure: 1 Organizational Structure**

#### 2.6.5. Products of Krishi Publications:



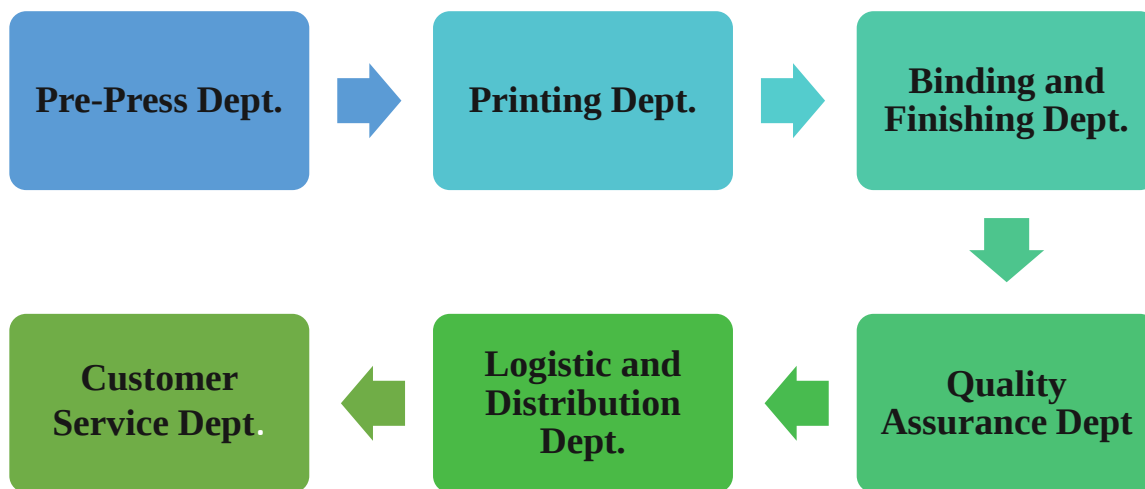
**Figure 2: Product line**

#### 2.6.6. Nature of the Business:

Krishibid Printing and Publication Limited (KPPL) appears to focus on agricultural printing and publication services. The term "Krishibid" implies a relationship to agriculture, as it translates to "agriculturist" in Bengali. As a result, KPPL is most likely to specialize in the production of printed products such as books, magazines, brochures, and other agricultural-related publications. This could include articles about farming techniques, agricultural research, market trends, and other agriculture-related topics.

### 2.6.7. Departmental Operations of Krishibid Printing and Publication Limited:

Krishibid Printing and Publication Limited (KPPL)'s departmental operations are painstakingly planned to ensure the efficiency, quality, and timely delivery of printing and publishing services. The following summarizes the operation of the departments within KPPL:



**Figure 3: Department Operations of KPPL.**

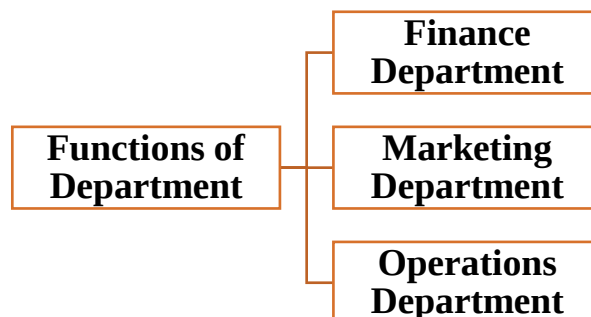
- **Pre-press Department:** This department is in charge of the earliest steps of production, which include graphic design, typesetting, layout, and digital pre-press preparation. Skilled designers and technologists work together to develop digital files suitable for printing.
- **Printing Department:** The printing department is equipped with cutting-edge printing gear that can produce high-quality prints. Trained operators monitor the printing process to ensure color accuracy, image clarity, and uniformity throughout the print run.
- **Binding and Finishing Department:** After printing is completed, the binding and finishing department takes over. Various binding processes, including as saddle stitching, perfect binding, and hardcover binding, are used to bring the printed contents to their

ultimate shape. Trimming, laminating, and embossing are further finishing touches that can improve the appearance and longevity of the items.

- **Quality Assurance department:** A specialized quality assurance team conducts rigorous inspections at each stage of manufacturing to guarantee that quality standards and requirements are met. They rigorously inspect for flaws, color consistency, alignment, and overall print quality to ensure customer satisfaction.
- **Logistics and Distribution Department:** The logistics and distribution department oversees the storage, packaging, and transportation of finished goods. Efficient logistics ensures on-time delivery to clients while reducing travel times and expenses. This section also manages inventory and works with shipping partners to optimize distribution networks.
- **Customer Service Department:** The customer service department is the primary point of contact for clients, answering questions, providing quotations, and facilitating order placement. Experienced experts work with clients to understand their needs, provide unique solutions, and ensure a smooth and satisfactory printing process.

Krishibid Printing and Publication Limited (KPPL) maintains high standards of quality, dependability, and customer satisfaction in its printing and publication services by optimizing workflow and departmental collaboration.

#### 2.6.8. Functions of the Department of KPPL:



**Figure 3: Functions of the department**

**Finance Department:**

- KPPL's Finance Department creates both short-term and long-term financial plans to maintain financial stability and growth.
- The Finance Department at KPPL develops budgets for numerous departments and projects, allocating cash efficiently and monitoring spending.
- KPPL's Finance Department creates financial statements, reports, and analyses to offer information about the company's financial performance.
- The Finance Department handles KPPL's cash flow, managing working capital and maintaining adequate liquidity to meet financial obligations.
- The Finance Department at KPPL is responsible for ensuring compliance with tax laws and regulations, preparing and filing tax returns, and minimizing tax liabilities.
- The Finance Department at KPPL examines investment opportunities, manages investment portfolios, and maximizes investment returns.

**Marketing Department:**

- KPPL's Marketing Department performs market research to understand client needs, preferences, and trends, gathering information to help inform marketing plans.
- The Marketing Department of KPPL works with other departments to create new goods or improve existing ones based on market input and analysis.
- KPPL's Marketing Department creates and maintains the company's brand identification, positioning, and reputation in the market.
- The Marketing Department of KPPL creates and executes advertising campaigns, promotional events, and marketing communications to reach out to certain audiences.
- KPPL's Marketing Department provides sales teams with marketing materials, sales collateral, and support to help them make sales.
- At KPPL, the Marketing Department is in charge of managing client interactions, responding to requests, resolving difficulties, and assuring satisfaction.

**Operations Department:**

- The Operations Department of KPPL plans and arranges production activities to ensure that client orders and deadlines are met efficiently.
- KPPL's Operations Department controls inventory levels, optimizes stock levels, and ensures that resources are available for manufacturing.
- KPPL's Operations Department uses quality control procedures to verify that products satisfy quality standards and specifications.
- The Operations Department oversees raw material procurement at KPPL, as well as transportation and logistics, to ensure that operations run smoothly.
- KPPL's Operations Department is in charge of the maintenance and upkeep of manufacturing facilities, equipment, and machinery.
- The Operations Department guarantees that KPPL complies with health and safety requirements by establishing safety protocols and creating a safe working environment for its personnel.

By efficiently carrying out these responsibilities, each department contributes significantly to Krishibid Printing and Publication Limited's overall success and growth.

# **Chapter -3**

## **Analysis Of Marketing Activities of Krishibid Printing and Publication Limited**



### 3.1. Marketing Mix for Krishibid Printing and Publication Limited:

The marketing mix, often known as the 4Ps (Product, Price, Place, and Promotion), is critical for KPPL to effectively position itself in the printing and publishing sector. Here's a look at KPPL's marketing mix and its significance:



**Figure 4: 4 p's of Marketing**

#### 3.1.1. Product:

- **Product line:** Boxes, Labels, Wraps, Custom Packaging for Products, Corporate Materials, Product Catalogs.
- **Quality:** KPPL prioritizes high-quality printing using cutting-edge technology to satisfy its clients' different requirements.
- **Customization:** The company delivers printing solutions that are adapted to specific client needs, increasing customer satisfaction.

Offering a diverse selection of high-quality goods enables KPPL to cater to a variety of market niches, positioning it as a dependable and adaptable player in the printing business.

### 3.1.2. Price:

- **Competitive price:** KPPL uses a competitive price strategy to recruit and keep clients from various groups, providing affordability without sacrificing quality.
- **Flexible Pricing Models:** The organization provides flexible pricing models, such as bulk discounts and package packages, to fit various clients' budget limits.

Competitive and flexible pricing allows KPPL to stay appealing to a wide range of customers, from huge enterprises to small businesses and educational institutions.

### 3.1.3. Place:

- **Distribution Channels:** KPPL uses a variety of distribution channels, including direct sales, internet platforms, and retail partnerships, to guarantee that its products are widely available.
- **Geographic Reach:** The organization has a strong logistics network that allows for the distribution of printed items both nationally and globally.

Effective distribution makes KPPL's products more accessible to clients, increasing market reach and convenience.

### 3.1.4. Promotion:

- **Advertising:** KPPL uses a variety of advertising platforms, including print media, web marketing, and social media, to promote its services and reach a larger audience.
- **Sales Promotion:** To encourage repeat business and attract new consumers, the company provides promotional offers, discounts, and loyalty programs.
- **Public Relations:** KPPL engages in public relations measures, such as sponsorships and participation in industry events, to increase brand visibility and credibility.

KPPL values comprehensive promotional techniques since they assist the company develop brand recognition, gain new clients, and maintain strong connections with existing consumers.

### **Relevant to the Industry:**

- **Industry Standards:** By complying with industry standards for product quality and innovation, KPPL remains competitive in the ever-changing printing and publishing market.
- **Customer expectations:** Meeting various client expectations with a well-rounded marketing mix enables KPPL to retain a strong market presence and customer loyalty.

KPPL's marketing mix is precisely built to meet the needs of the printing and publishing sector. By emphasizing product quality, competitive pricing, effective distribution, and vigorous promotional efforts, KPPL may strengthen its market position, promote business growth, and achieve long-term success.

### **3.2. Marketing Strategies of Krishibid Printing and Publication Limited:**

Krishibid Printing and Publication Limited (KPPL) uses a variety of marketing methods to effectively position itself in the highly competitive printing and publishing industry. These techniques aim to increase brand visibility, attract new customers, and retain existing ones.

#### **1. Product Differentiation:**

- **High-quality pricing:** KPPL offers high-quality printing services using innovative technology and materials. This difference guarantees that clients get items that meet or surpass their expectations.
- **Customized Solutions:** By providing tailored printing solutions to address unique client demands, KPPL can cater to a diverse range of markets, from educational institutions to corporate clients.

#### **2. Competitive Pricing:**

- **Affordable rates:** KPPL offers cheap prices to reach a wider consumer base while maintaining high-quality standards.
- **Flexible Pricing Models:** By offering volume discounts and package packages, KPPL can cater to a wide range of budgets and attract a diversified customer base.

### 3. **Market penetration:**

- **Expanding Reach:** KPPL is constantly working to increase its market reach by increasing its presence in both urban and rural locations, ensuring that its services are available to a larger audience.
- **Strategic Partnerships:** Forming strategic alliances with distributors and retailers allows KPPL to increase its market penetration and product availability.

### 4. **Digital Marketing:**

- **Online Presence:** KPPL's digital marketing strategy includes a user-friendly website and social media platforms for easy access to information and order placement.
- **Search Engine Optimization (SEO):** Using SEO tactics, KPPL may boost its online presence, generate more traffic to its website, and convert visitors into customers.

### 5. **KPPL prioritizes customer relationship management (CRM):**

- **Personalized Service:** through customized services and support, resulting in high levels of satisfaction.
- **Feedback mechanisms:** Regularly gathering and evaluating consumer input allows KPPL to enhance its services and address any issues that arise.

### 6. **Brand Building:** KPPL establishes a strong and identifiable brand identity.

- **Consistent Branding:** through consistent branding across all marketing materials and communications.
- **Public Relations:** Participating in public relations activities such as sponsorships and industry events helps to improve KPPL's market reputation and credibility.

## 7. Innovative Marketing Campaigns:

- **Creative Advertising:** KPPL uses creative advertising methods to catch the attention of potential clients and distinguish itself from the competition.
- **Promotional Events:** Hosting and participating in promotional events enables KPPL to exhibit its services, acquire new customers, and increase its market position.

### 3.3. Segmentation for Krishibid Printing and Publication Limited:

Krishibid Printing and Publication Limited (KPPL) uses strategic market segmentation to efficiently target and cater to its diversified consumer base. The segmentation strategy comprises the following:

#### 1. Geographical segmentation:

- **National and International Markets:** Increasing access to national and international clientele, particularly in the agricultural sector, for specialist publications and products.

#### 2. Behavioral segmentation:

- **Frequent Users:** Developing long-term partnerships with clients who require regular printing, such as boxes, and wraps.
- **Loyal Customers:** We prioritize client retention through personalized services, discounts, and loyalty programs.

By implementing these segmentation tactics, KPPL guarantees that its marketing efforts are tailored to the individual needs and preferences of different client groups, hence increasing customer satisfaction and establishing long-lasting connections.

### 3.4. Targeting for Krishibid Printing and Publication Limited:

Krishibid Printing and Publication Limited (KPPL) takes a tailored strategy to reaching certain consumer groups that require high-quality printing solutions, such as boxes, wraps, labels, product catalogues, and corporate documents. This method ensures that KPPL fulfills the specific needs of each sector effectively.

#### 1. Corporate clients:

- **Target audience:** Large businesses, international corporations, and professional service firms are the target audience.
- **Needs:** Brochures, business cards, annual reports, and product catalogues are all examples of corporate materials.
- **Approach:** KPPL offers customized, high-quality printing solutions that improve corporate branding and communication.

#### 2. Small and medium enterprises (SMEs):

- **Target Audience:** Local businesses, startups, and small to medium-sized enterprises are the target audience.
- **Needs:** Required materials include packaging, labels, and marketing content such as flyers and posters.
- **Approach:** KPPL provides cost-effective, scalable printing services to support SMEs' branding and operational demands while ensuring affordability and flexibility.

### 3. Retail and Consumer Goods Companies:

- **Target audience:** retail and consumer goods enterprises include retailers, fast-moving consumer goods companies, and e-commerce organizations.
- **Needs:** Product packaging (boxes, wraps, and labels) is required for branding and product information.
- **Approach:** KPPL provides unique and appealing packaging solutions to help businesses stand out on store shelves and effectively communicate product facts.

### 4. Agricultural Sector:

- **The target audience:** includes agricultural corporations, cooperatives, and allied organizations.
- **Needs:** Agricultural product packaging, labeling, and informational pamphlets.
- **Approach:** Using its agricultural knowledge, KPPL offers bespoke printing solutions that meet the specific needs of agricultural clients.

By concentrating on these specific groups, KPPL can carefully devote resources and marketing efforts to fulfill the unique needs of its broad customer base. This personalized strategy not only promotes customer satisfaction but also assists KPPL in building strong, long-term partnerships with important market segments, creating sustainable business growth.

### 3.5. Position for Krishibid Printing and Publication Limited:

Krishibid Printing and Publication Limited (KPPL) seeks to be a leading provider of high-quality printing solutions, specializing in boxes, wraps, labels, product catalogs, and corporate materials. The positioning strategy aims to differentiate KPPL from competitors by stressing quality, innovation, dependability, and customer-centric services.

#### 1. High-quality Printing Solutions:

- **Position Statement:** "KPPL - Delivering Excellence in Every Print."
- **Emphasis:** KPPL employs cutting-edge printing technology and high-quality materials to achieve exceptional quality in all goods. This commitment to excellence sets KPPL apart from other printing service companies.

#### 2. Customization and Innovation:

- **Positioning Statement:** "KPPL - Tailored Solutions for Your Unique Needs."
- **Emphasis:** KPPL provides customized printing services that are tailored to each client's exact requirements, such as bespoke packaging, distinctive labels, or personalized corporate materials. KPPL's design and printing methods are innovative, allowing it to fulfill diverse and developing customer needs.

#### 3. Reliability and Timeliness:

- **Positioning Statement:** "KPPL - Your Reliable Partner for Timely Deliveries."
- **Focus:** KPPL is committed to providing dependable services with a strong emphasis on fulfilling deadlines. This dependability means that clients may rely on KPPL for their crucial printing requirements.

#### 4. Customer-Centric Approach:

- **Positioning Statement:** "KPPL is Committed to Your Success."
- **Emphasis:** KPPL promotes customer happiness by providing great service, prompt communication, and support throughout the printing process. This customer-centric strategy promotes long-term connections and trust.

#### 5. Competitive Pricing:

- **Positioning Statement:** Our positioning statement is "KPPL - Quality Printing at Competitive Prices."
- **Emphasis:** KPPL offers high-quality printing solutions at low pricing, making premium printing services available to a diverse spectrum of clients, from huge enterprises to small businesses.

KPPL's positioning strategy centers on providing high-quality, customizable, and dependable printing solutions with a strong customer-centric focus. By stressing these key characteristics, KPPL distinguishes itself in the competitive printing and publishing business, building a strong and recognizable brand that clients can rely on for all of their printing needs.

### 3.6. SWOT analysis for Krishibid Printing and Publication Limited:

#### 1. Strengths:

- **High-Quality Printing Solutions:** KPPL provides high-quality printing solutions by utilizing innovative technology and materials.
- **Customized Services:** Tailored printing solutions address unique client demands, increasing customer satisfaction.

- **Reliable and Timely Delivery:** Consistent on-time delivery fosters client trust.  
Client-centric approach: Providing exceptional service and responsive communication ensures great client satisfaction.
- **Competitive Pricing:** High-quality products at affordable rates make premium printing possible.
- **Sustainable Practices:** Clients who value the environment will appreciate our commitment to eco-friendly printing.

## 2. Weaknesses:

- **Limited Market Penetration:** Market reach could be improved both locally and globally.
- **Dependence on Specific Market Segments:** There are hazards associated with relying heavily on key segments such as corporate clients and educational institutions.
- **Technological Upgradation:** Continuous investment in cutting-edge printing technologies requires a significant amount of capital.

## 3. Opportunities:

- **Market Expansion:** The potential to enter new domestic and international markets.
- **Digital Transformation:** Using digital marketing and online channels to reach a larger audience.
- **Diverse Product Offerings:** We're expanding our product portfolio to incorporate unique printing solutions.

- **Strategic Partnerships:** Forming ties with other firms and distributors to expand market reach.
- **Growing Demand for Sustainable Products:** Promoting KPPL's sustainable practices to fulfill expanding environmental demand.

#### 4. Threats:

- **Intense Competition:** The printing sector is extremely competitive, resulting in price wars and lower margins.
- **Economic fluctuations:** Economic downturns can have an impact on spending on printing services.
- **Technological Changes:** Rapid advances in printing technology necessitate ongoing investment.
- **Supply Chain Disruptions:** Depending on suppliers for commodities puts you at risk if there are any disruptions.
- **Environmental rules:** As rules become more stringent, significant compliance investments may be required.

# Chapter- 4

## Findings, Recommendations, and Conclusion



#### 4.1.Findings:

- **Limited Market Penetration:** KPPL's market reach is constrained, missing prospective customers domestically and globally.
- **High Dependence on Specific Market Segments:** Reliance on corporate clients and educational institutions renders KPPL vulnerable to sector volatility.
- **Inconsistent Brand Visibility:** KPPL's brand visibility and recognition are not consistent across all potential market segments.
- **Pricing Strategy Challenges:** Balancing competitiveness with profitability is tough due to intense competition and price-sensitive clients.
- **Limited Digital Presence:** Underdeveloped digital marketing and online sales channels miss the potential to reach a bigger audience.
- **Customer Retention Issues:** Retaining consumers is tough due to the availability of various alternative printing service suppliers.

#### 4.2.Recommendations:

- **Expand Market Penetration:** Develop focused marketing strategies to reach new domestic and international markets.
- **Diversify Customer Base:** Explore prospects in various industries to lessen reliance on corporate clients and educational institutions.
- **Improve Brand exposure:** Invest in consistent branding efforts across all platforms to increase recognition and exposure.

- **Optimize Pricing methods:** Use dynamic pricing methods that take into account market conditions and competitive pricing.
- **Strengthen Digital Presence:** Develop a complete digital marketing strategy to reach a bigger audience and improve online sales.
- **Improve Customer Retention:** Focus on great service, loyalty programs, and regular involvement to drive repeat business.

#### 4.3. Conclusion:

In conclusion, the research of Krishibid Printing and Publication Limited's (KPPL) marketing efforts highlighted some crucial insights and opportunities for improvement. Despite its strengths in high-quality printing solutions and a customer-centric approach, KPPL faces challenges such as limited market penetration, dependence on specific market segments, inconsistent brand visibility, pricing strategy complexities, limited digital presence, and customer retention issues. To solve these problems and maximize opportunities, KPPL should prioritize expanding market reach, broadening its client base, increasing brand exposure, optimizing pricing tactics, developing digital presence, and improving customer retention efforts. By implementing these ideas, KPPL can improve its competitive position, increase market share, and achieve long-term growth in the dynamic printing business.

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