

Internship Report





Daffodil
International
University

Internship Report
On
**“An Analysis of the Marketing Activities of Zaber &
Zubair Fabric Ltd.”**

Submitted By

Touhidur Rahman
ID No: 172-11-479
Program BBA
Major: Marketing

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Submitted To

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University
Date of Submission: 06/06/2024

LETTER OF THE TRANSMITTAL

Date -06/05/2024

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of internship report.

Dear Sir,

With humble respect and great satisfaction, The internship report was on “**An Analysis of the Marketing Activities of Zaber & Zubair Fabric Ltd.**” Over the course of three months, This report was compiled based on work experience, aiming to make it as valuable as possible. This report was endeavored to ensure it is useful, informative, and reliable. While working, This report has identified various challenges and proposed potential solutions to improve efficiency and success. Despite of best efforts, some limitations might have affected the report. If anyone have any questions regarding this report, please feel free to contact. Thanks for your consideration.

Sincerely yours,

Touhidur Rahman
ID No: 172-11-479
Program: BBA
Major: Marketing
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

First of all thanks Almighty Allah for enabling to complete this internship report within time. Thankful to Zaber & Zubair Fabrics Ltd. for providing the opportunity for completing internship program. Thanks to everyone who has offered their support and assistance, ensuring the successful completion of this report. ZNZ is the most famous & renowned fabric supplier of this Southasian Country. This is 100% export oriented fabric supplier company. ZNZ got 4th times best exporter award in Bangladesh.

Would like to extend heartfelt appreciation to Professor Dr. Mohammed Masum Iqbal, internship supervisor from the Department of Business Administration, Faculty of Business and Entrepreneurship at Daffodil International University, for his invaluable guidance and support throughout the completion of this report.

Thankful to the Chairman, colleagues, and seniors in department at Zaber & Zubair Fabrics Ltd., also to all other staff members. Their cordiality and assistance were invaluable during this internship, providing with important information on way, actions, recruitment, and other relevant policies. They generously gave their time and cooperated to provide all important file and data or information for the report.

Lastly, would liked to express deep gratitude to beloved parents and friends for their unwavering mental support, strength, and assistance throughout the writing of this training report.

CERTIFICATE OF THE APPROVAL

This report certifies that the report titled "An Analysis of the Marketing Activities of Zaber & Zubair Fabric Ltd" has been authored by Touhidur Rahman, ID No: 172-11-479, as part of the BBA Program's obligations under the Department of Business Administration, Faculty of Business at Daffodil International University. The internship report was endorsed for submission and approval.

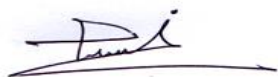


Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

DECLARATION

This is Touhidur Rahman, ID No: 172-11-479, a BBA student majoring in Marketing at the Department of Business Administration, Daffodil International University, hereby declare that the Internship Report titled "An Analysis of the Marketing Activities of Zaber & Zubair Fabric Ltd." is based on own research. This project was carried out with the guidance of Professor Dr. Mohammed Masum Iqbal.

It is confirmed that this report is authentic and has not been previously submitted to any university or institution for any degree or other purposes. Additionally, confirmed that neither this report nor any part of it has been submitted elsewhere for the award of any degree.



Touhidur Rahman
ID No: 172-11-479
BBA Program
Department of Business Administration
Major: Marketing
Faculty of Business and Entrepreneurship
Daffodil International University

EXECUTIVE SUMMARY

Throughout this internship at Zaber & Zubair Fabrics Limited, It acquired practical experience and valuable insights into the operational dynamics of a company. It gained an understanding of how the organization strategizes to align individuals with suitable roles, ensuring optimal task performance. Additionally, It familiarized itself with the company's organizational culture, witnessing firsthand its commitment to nurturing and empowering its employees, which in turn cultivates a culture of motivation, diligence, and resilience.

ZNZ is mainly focused door to door marketing with end buyer, buying house & garments merchandiser. In the fabric market, ZNZ is popular & renowned organization. For this through, buyers have good faith on this organization. ZNZ takes benefit from this good wellness. ZNZ provide good quality to the customers with lower & affordable price. This is the way of customer attraction. It has products varieties, many products line so that buyer can get the all products in one place. This is the policy of marketing of ZN.

This study remains to analyze the marketing strategies (Product Diversification, Product Line Extension, Branding Strategy, Packaging Strategies, Distribution Strategies), marketing mix (Products, price, place & promotion) & SWOT analysis of Zaber and Zubair Fabrics Ltd.

Also, this report shows the all problems of marketing & how to recovery these problems. As like in for lake of marketing knowledge, insufficient resources, unsound employe, lake of knowledge in this sector etc. For solving all the problems, the company is trying their best as like the company is searching more resources, HR department are arranging the Talent Hunt program for recruiting sound & knowledgeable employe. The next section discusses the learning experiences during the internship, the limitations or findings observed, and potential solutions.

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Chapter 1

Introduction

Chapter 1- Introduction

1.1 Introduction

The marketing strategy is prolonged endeavor involving a company's detailed marketing blueprint, vital for fostering business expansion. It's imperative for any entrepreneur to devise a robust marketing strategy. Establishing precise marketing objectives is the initial step in crafting an impactful marketing strategy. The objective of this report is to recognize all marketing techniques utilized by "Zaber & Zubair Fabric Ltd."

1.2 Background of the Study

The world market is continuously evolving, and so are marketing strategies. Also organization, the marketing department should be adapt to a changing work environment, which includes understanding the impacts of globalization, technological advancements, and workforce diversity. They must tackle challenges like evolving skill demands, ongoing enhancement initiatives, flexible workforce arrangements, dispersed work locations, and encouraging employee engagement. For this result, preserving of the distributing structure of products, workforce, packaging, pricing, and other marketing functions have emerged as a notable hurdle for the marketing department. It has excited curiosity in uncovering the elements pivotal for a thriving company and a resilient brand.

This report will help identify performance shortcomings and provide insights on what and how to improve based on the lessons learned. It will also enhance writing abilities, different thinking, and explanatory skills. Additionally, this study can be beneficial for future interns.

Objective of this Report

The report have been conducted with below objectives:

1. To identify the marketing strategies of Zaber and Zubair Fabrics Ltd.;
2. To explain the marketing mix of Zaber and Zubair Fabrics Ltd.;

3. To make a SWOT analysis of the marketing activities of Zaber and Zubair Fabrics Ltd.;
4. To pinpoint problematic issues related to the marketing activities of Zaber & Zubair Fabric Ltd.;
5. To make recommendations for solving these problematic issues.

1.4 Methodology of the Study

The methods used to perform a job or conduct activities to complete a task are referred to as methodology. The following methodology was adopted to collect data and information, including perceptions from reports, to conduct this study. Analysis and findings were completed through observation and expert opinions. The methodology for the report is outlined below:

i. Nature of the Study

- It is a descriptive analysis of Zaber and Zubair Fabrics Ltd. Here, the marketing mix and their marketing strategies are broadly analyzed to reach a summarized data point.

ii. Sources of Data

Primary Data

- Personal Interview (Taken approx. 20 persons interview who worked with marketing team)
- Marketing team
- All the associates of ZNZ Fabric.

Secondary Data

- Buying house
- Articles, scholarly papers, academic journals, etc.
- Reference materials and textbooks covering relevant subjects.

iii. Target population

- Target populations are the marketing concern person as like marketing executive to marketing ED.
- The all-department head of every department as like marketing department, weaving department, buying house.
- The existing customer for knowing their opinion. So that they can explain their experience regarding ZNZ marketing strategy.
- The foreign buyer of the ZNZ, for collecting data.

iv. Sample Size:

For this research project the selected a sample size of 20 from the ZNZ population including buyers. As it was an anonymous offline survey, the sample was randomly selected marketing person & buyer. The survey was anonymous because most of the people doing job are very cautious about their privacy for which they do not want to disclose information to other people especially while in a survey.

v. Sampling Method:

- Convenience sampling

vi. Methods of Data Collection

- Face-to-face conversation
- Meeting with the current executives & Buyers.
- Visiting the buying house.
- Online search.
- Survey questionnaire (How to 1st way out for getting new buyer, How to convince the buyer, How to making them satisfy with their asking?)
- Telephone Interview (Taken approx. 20 core buyers' interviews over the telephone)

1.5 Limitations of the study:

Despite striving to create a comprehensive, informative, and insightful report, certain limitations were encountered during its preparation. These challenges, stemming from the office environment, included:

1. Time constraints.
2. Confidentiality concerns regarding organizational matters.
3. Reluctance among officials to provide information.
4. Restrictions on disclosing certain details about marketing strategies.

Chapter2

Background and Management System of Zaber & Zubair Fabrics Ltd

Chapter 2 – Background & Management System

2.1 History of Zaber & Zubair Ltd (An Enterprise of Noman group)

ZNZ Fabrics, established in 1997, aims to become a globally recognized manufacturer of home and fashion textiles, surpassing consumer expectations. Commercial production began in March 2000, with a vertically integrated manufacturing process including spinning, located in Tongi near Dhaka, Bangladesh. The company has invested over \$600 million in advanced machinery and employs highly skilled expatriates and 8,000 dedicated staff, with an annual revenue of \$180 million, it ranks as Bangladesh's 13th largest exporter. Specializing in the dyeing, printing, and finishing of 100% export-oriented woven home and fashion textiles.

****Key Details:****

- ****Chairman:** Md. Nurul Islam
- ****Managing Director:** MD. Zaber
- ****Incorporation Year:** 1997
- **** Production Year:** March 2000
- ****Head Office Address:** Adamjee Court Main Building (5th Floor), 115-120, Motijheel, Dhaka-1000, Bangladesh.
- ****Factory & Processing Address:** Pagar, Tongi, Gazipur, Bangladesh
- ****Landline:** (8802) 9802646
- ****Fax:** (8802) 9800200
- ****Investing Capital:** \$80 million
- ****Production Capacity:** 100,000 meters per day
- ****Employees:** More than 6000

****Vision & Mission:**

- ****Vision:** To be the top fabric production factories in South Asian countries, offering value, flexibility, and cost-effective solutions using cutting-edge technology.
- ****Mission:** To provide excellent customer service and value by understanding and responding to customer needs, offering innovative products and solutions.

****Factory Overview:****

The company comprises various departments for smooth operations, including:

- Dyeing, Printing & Finishing
- Quality Control & Lab
- Garments
- Maintenance (Electrical, Mechanical)
- Utility (Boiler, Generator, etc.)
- Finance & Accounts
- Commercial
- Admin & Compliance
- Chemical & Spare parts Store
- Supporting Departments like Marketing, Purchasing, etc.

Chapter 3
Marketing Strategies & Marketing Mix
of Zaber & Zubair Fabrics Ltd

3.1 Market Strategy of ZNZ:

A marketing plan for a textile company outlines a specific strategy that identifies marketing demands and specifies time-bound actions to achieve them. The textile industry involves designing and manufacturing fabrics and related materials, with distribution channels including manufacturers, importers, and retailers. Given the diverse distribution channels and product segments, each marketing plan is tailored to the company's unique needs and objectives. Target demand represents specific buyer types identified as potential interests in the company's offerings.

****Product Diversification:****

ZNZ employs a product diversification strategy to enhance profitability and achieve higher sales volumes for new products. This approach is essential for sustaining market presence, with ZNZ offering various products such as bottoms, tops, chinos, jackets, and shakets to meet target sales.

****Product Line Extension:****

Utilizing an established brand, ZNZ introduces new items within the same product line, such as Sorona, offering slight variations to engage consumers and enhance market reach.

****Branding Strategy:****

ZNZ focuses on mass production and brand building to establish market identity and cultivate repeat consumers. Its strong brand value and performance contribute to repeated orders from buyers.

****Packaging Strategies:****

Effective packaging enhances product appearance and facilitates shipping and delivery processes, ensuring buyer satisfaction. ZNZ follows strategies to deliver goods using their own vehicles and provides urgent support to address any post-delivery issues.

****Distribution Strategies:****

Market targeting is crucial, requiring the maintenance of appropriate distribution channels to reach a wide consumer base. ZNZ organizes annual fabric fairs, attracting numerous buyers, and operates showrooms with quality selections for buyer convenience, ensuring an effective and profitable distribution strategy

3.2 Marketing Mix



To engage the target market effectively, a company utilizes the marketing mix, which consists of controllable, tactical marketing tools designed to elicit a desired response. It encompasses all actions a company can take to influence demand for its product, serving as a framework for planning and execution. The marketing mix comprises:

1. Product
2. Price
3. Place
4. Promotion

3.2.1 Product

Here is a paraphrased version:

- **100% Cotton Yarn:**

- Encompasses Combed, Carded, Compact, Core spun, and Open End varieties (such as Atuocoro, BT in Cotton 100%, Viscose 100% in woven, knit & towel standard).

- **Value Added Cotton Yarn:**

- Comprises Pima, CmiA (Cotton Made in Africa), and Organic (GOTS and Open End Standard) varieties, consisting of 100% Combed, Carded, slub, rotor, and blends with Polyester/ Modal/ Viscose/ Lyocel, including Grey Mélange, Cotton Mélange & Slub.

- **Rayon Yarn:**

- Modal/ Promodal: Includes 100% Modal, Modal + Cotton, and Modal Slub.
- Viscose: Encompasses 100% Viscose, Viscose + Cotton, Viscose + Polyester, and Viscose Slub.

- **Fancy Yarn:**

- Offers Nappy/ dot yarn, Nappy Slub Inject yarn (cotton + polyester/ Viscose), Inject Slub Siro (cotton+ Viscose/ Polyester/ Modal), Siro Slub in various specifications (normal, short, long, and negative in any composition), S-twist, and S-twist Slub.

- **Compact Yarn:**

- Available in Cotton, Modal, Viscose, PC, CVC, etc.

- **Two-ply/ Multi-ply Twisted Yarn:**

- Count Range: Ring: NE 06 to NE 60, Rotor: NE 06 to NE 22.

- **Polyester Yarn:**

- Includes 100% Polyester, Polyester + cotton (PC & CVC), slub, Polyester+ Viscose/ Modal/ Lyocell/ Linen, and slub, along with Recycle Polyester (GRS Standard) comprising Recycle Polyester + Conventional cotton/ Organic cotton/ BCI/ Modal/ Viscose/ Linen.

- **Tri Blend/ Multi Blend:**

- Encompasses blends like Cotton+ Polyester+ Viscose/ Modal/ Lyocel/ Linen.

Product quality:

Product quality is a top priority at ZNZ, where they consistently utilize the finest raw materials obtainable in the market. Despite challenges in sourcing the best materials at times, they never compromise on quality when manufacturing products. Due to the distance between the factory and outlets, careful attention is given during the fabric processing stage. A designated quality assurance individual meticulously inspects the entire product line before it is deemed ready for market. This thorough inspection process instills confidence in the quality of their products. Furthermore, they provide customer support even after the goods have been delivered.

3.2.2 Price

Price means the amount charged for any company for the product, goods, presenting the value exchanged by customers for the benefits received. At Zaber and Zubair Fabrics Ltd., the pricing of products is determined by the accounts department, which analyzes past of sales level to gauge demand. This company's marketing estimates aid in establishing the relation between product price and quality. With the aim by maintaining a strong presence in market, the company follows a market-based pricing policy.

Approach to Pricing:

Zaber & Zubair Fabrics Ltd. adopts a straightforward approach to pricing. Products are manufactured in the factory and then distributed to marketing outlets. Throughout this process, the company incurs costs associated with handling, packaging, transportation, and delivery. However, due to the competitive nature of the market, setting high prices is not feasible.



Purchasing cost

Carrying cost

Packaging cost

Transportation cost

Miscellaneous cost

% of profit

Selling price

Pricing sample invoice:

ZNZ Fabrics Ltd

Zaber & Zubair Fabrics Ltd.(Fashion)									
FABRIC PRICE IN YARD									
0.000		0.000	0.000	0.000	0.000	0.000	0.000	Tuesday, February 13, 2024	
IOM/GD NO-		2M	Greige Demand No: -		Costing No. ZZFL/Costing/2023/ 1D323		Account Holder		MR. SUMON
Weaving, Processing & Special Finish			3/1 Twill-RFD+1 Side Peach				Buyer		LEFTIES
Finish Construction			20ACX16L-70D(CRE)/128X56 (BCI)				Finish Width		54"
Pick Rate (TK.)			BDT 0.43				Grey Width		71"
Yarn Consumption Cost			\$ 1.61				Calculative GSM		244 (BW)
Weaving Cost(YD)			\$ 0.28				MCQ & Projection		5001 Yd
Total Grey Cost			\$ 1.89				Payment Terms		LC -90 Days
Processing & Finishing Cost			\$ 0.59				Solid/RFD Upcharge Policy: Below MCQ/SK Upcharge (10% -20%), Below 3K (20%-30%), Below 2K (200%-300%), Below 2K Not Possible for Irregular Quality. Print Upcharge Policy: Below MCQ/SK Upcharge (10% -20%), Below 3K (20%-30%), Below 2K (200%-300%), Below 2K Not Possible for Irregular Quality.		
Allowance %			6%						
Cost of Fabric			\$ 2.63						
Upcharge For Below MCQ & MOQ			\$ 0.00						
Commercial Cost			3%						
Total Cost of Fabrics			\$ 2.71				Validity Up to- March 5, 2024 (21DAYS) *Please Follow the MCQ policy.		
Profit Margin			0%						
Total Price (BEP)			\$ 2.71 YARD						
Warp 100:0:0			Weft 100:0:0						
Yarn Price:									
Warp		\$3.95	\$0.00	\$0.00	43% BCI Cotton, 30% Recycle Cotton(PRE),25% Organic Cotton & 2% Spandex BEST PRICE : - \$2.20				
Yarn=(TC-M)-(T=Telat		3.15+0.8+0+0	0+0+0+0	0+0+0+0					
Weft		\$4.95	\$0.00	\$0.00					
Yarn=(TC-M)-(T=Telat		4.15+0.8+0+0	0+0+0+0	0+0+0+0					

3.2.3 Place

Place refers to the actions taken by a company to make its products available to target consumers. Zaber and Zubair Fabrics Ltd. have their outlets situated at the Marketing Office House-11/a, Road-48, Concord Baksh Tower, Gulshan-2, Bangladesh, while their factory is located in Pagar, Tongi, Gazipur-1710, Bangladesh. Currently, their products are distributed within Bangladesh. The location is conveniently accessible, ensuring that both local and international customers can easily find it without any difficulty. Additionally, the use of virtual maps facilitates easy navigation to their premises.



Promotion

The objective of promotion is to communicate to consumers the necessity and affordability of the product. This entails advertising, public relations, and the overall media strategy for product introduction. In the apparel industry, effective promotion is essential to meet demand. Zaber and Zubair Fabrics Ltd. promote their products through marketing initiatives at buying houses and digital platforms such as their website, Facebook page, Instagram, and YouTube channel. Additionally, they plan to organize promotional campaigns or fabric fairs in the near future to provide customers with updates on sales, loyalty card offers, seasonal promotions, and more.





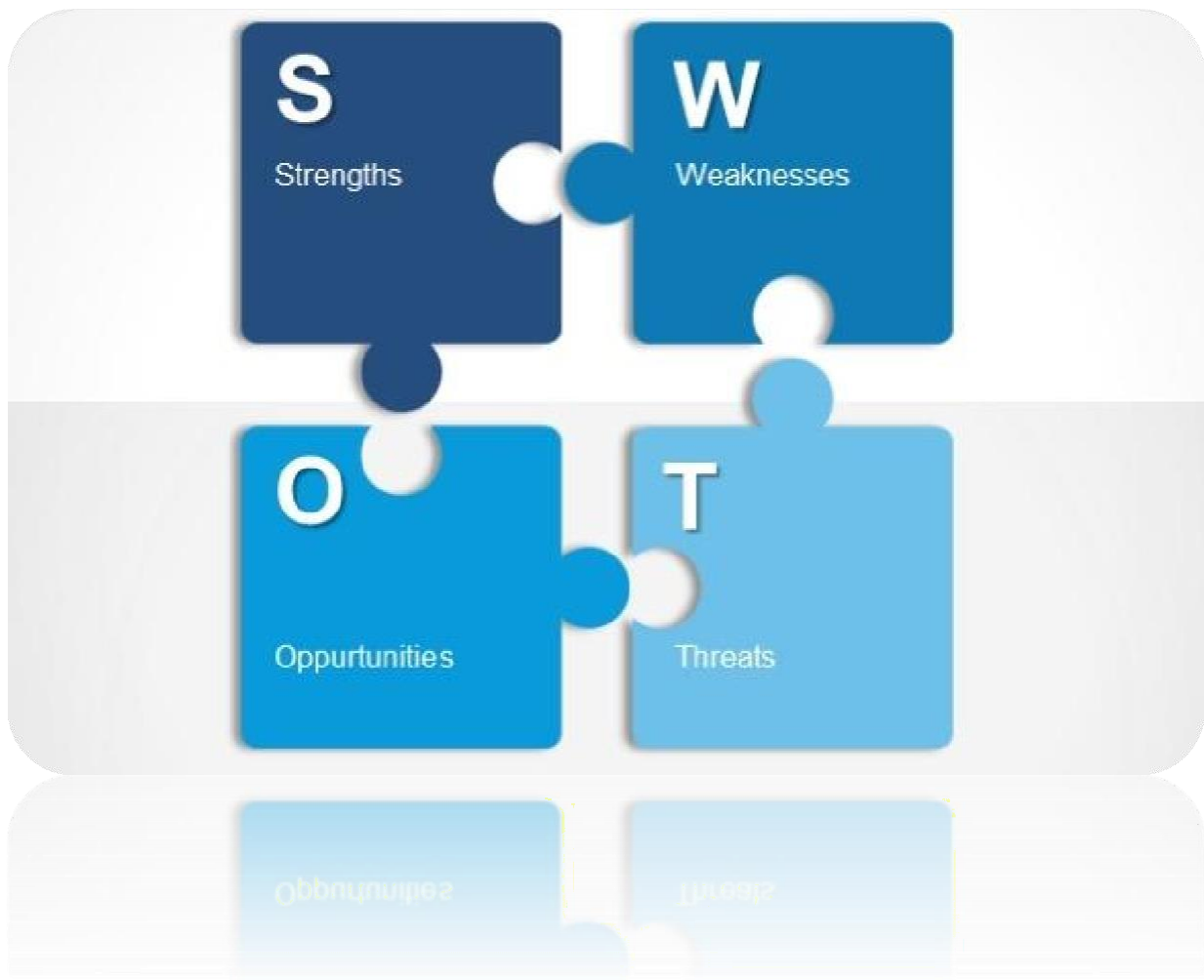
Marketing tools refer to the methods and criteria employed by a company for communicating the profits of its products & persuade targeted customers. Zaber and Zubair Fabrics Ltd. relies primarily on their reputation for quality, minimizing the need for extensive promotional activities. However, in overseas markets, the company promotes its products through various means such as providing samples, mood board, global trade showing, distributing CDS, engaging in online actions, utilizing email & fax communications and ads in many newspaper, catalogs and magazines.

Chapter 4

SWOT Analysis

4.1 SWOT analysis of Zaber & Zubair Fabric Ltd:

Conducting a SWOT analysis is crucial for organizations to formulate effective marketing strategies. It provides valuable insights into their strengths, weaknesses, opportunities, and threats. Like other organizations, Zaber and Zubair Fabrics Ltd. also conduct a SWOT analysis to assess their internal and external factors.



4.1.1 Strength:

Strengths are important factors that can be considered more important for the organization and can be used as marketing over competitors. The marketing of ZNZ are as follows:

- 1. Special team:** There is a special team who are doing the marketing since long time.
- 2. Goodwill:** Over 15 years of business history, maintaining goodwill to the buyer for doing the business & increase the sales.
- 3. After-sales service:** They provide service after delivery the good, such as one-year warranty for the any problems. For this service, buyer can trust the ZNZ. This is also impact on goodwill marketing.
- 4. Experience:** They have talented managers with long experience in this field. Additionally, factory workers are well trained to ensure product quality. It is also presented to the foreign buyer.
- 5. Successful track record:** Worked with its suppliers over the past few years to improve its operations and create a reliable product.
- 6. High level of customer satisfaction:** The company has a common customer management system that can ensure a high level of customer satisfaction among existing customers and reach potential human stock.

4.1.2 Weakness:

Weaknesses are areas where ZNZ can improve. Strategy is about choice; The weak point is where the company can use SWOT analysis to improve and create competitive marketing and operational efficiency.

- 1. No specific sales:** The job of the product comes with many expectations. Although the product is successful in terms of sales, failure to clearly state it may cause competitors to attack the segment.
- 2. No training and development opportunities:** In particular, less attention is paid to the issues of training and development of staff and management focuses only on sales. That's why some times, new marketer face some problem in competitor field.
- 3. Weak brand:** They don't focus much on door to door advertising and marketing.
- 4. Required technological resources:** a lot of investment in technology is required to complete the process.

4.1.3 Opportunity:

Opportunities are depended on foresight of the management. If management can take advantage of these opportunities, they can be more effective in achieving their goals.

Opportunities of ZNZ

1.Big Business: Textile mill is growing in Bangladesh. In the past, there were very few factories in the market. However, as people are more conscious and conscious about fashion, they invest a lot of money in buying products.

2.Business recovery and growth: Customers are spending more money than ever and this is an opportunity for ZNZ to attract new customers and increase its revenue. Increase your business.

3.Use ecommerce correctly: In the last few years, companies have invested a lot in online platforms. Bangladeshi customers have shown interest in onlineshopping. There is no doubt that this investment will help gain more potential customers.

4.1.4 Threats:

Threats represent external factors beyond an organization's control, influenced by economic, political, and market conditions. However, they can be mitigated through appropriate precautions.

1. Emergence of New Competitors: With increasing demand, numerous new competitors enter the market.
2. Introduction of New Brands: The market sees a gradual influx of new brands. Failure of ZNZ to establish its presence could result in newer brands gaining market share.
3. Advancements in Technology: Continuous advancements in technology are prevalent in the market. To remain competitive, ZNZ may need to embrace and adapt to new technological concepts.
4. Consumer Bargaining Power: Increased competition may enhance consumers' bargaining power, posing a threat to ZNZ's market position.

Chapter:5

Problems, Recommendations & Conclusion

5.1 Problems Identification

The problems facing the company in terms of marketing strategies include:

1. Managers struggle to guide organizational goals without adequate resources, particularly in the textile industry where maintaining sufficient resources is labor-intensive and time-consuming.
2. It's increasingly challenging to attract highly talented individuals in today's competitive job market, requiring a reevaluation of the recruiting process.
3. The company's tendency to avoid risks and stick to traditional practices hampers innovation and growth, impacting supply chain dynamics and market competitiveness.
- 4.: The high level of rivalry in the market creates barriers for new entrants and poses challenges in maintaining a balance between supply and demand economies of scale.
5. While the domestic market suffices in some sectors, there's untapped potential for international expansion. However, venturing into global markets involves risks that need to be carefully considered.
6. The company's product quality is average, but its pricing is higher compared to competitors, impacting sales performance.
7. There's a tendency to selectively share positive non-financial information while concealing negative news, which can undermine stakeholders' trust.
8. Not all distribution channels align with the company's mission and strategic vision, hindering sales goals and overall effectiveness.

9. The company struggles to effectively execute sales promotions amidst market uncertainties, leading to inefficiencies and increased costs.

5.2 Recommendations

Recommendations for the marketing strategy challenges facing the company include:

1. Improve resource procurement by diversifying suppliers to ensure better support for buyers and product variation.
2. Focus on recruiting passionate individuals dedicated to the industry, as they can bring valuable opportunities and drive success.
3. Identify a suitable comfort zone to develop effective plans, strengthen the supply chain, and expand market presence.
4. Prepare thoroughly before entering new markets, acknowledging the high competition and performance standards already set by existing players.
5. Invest in building a robust global presence to capitalize on international expansion opportunities and drive growth.
6. Ensure consistent quality delivery within budget constraints by maintaining focus, courage, and commitment to quality standards.
7. Enhance information transparency in accordance with legal guidelines and establish effective communication channels with clients, stakeholders, and authorities.
8. Utilize market uncertainties to execute sales promotions effectively, thereby saving costs and maximizing promotional strategy impact.

5.3 Conclusion:

Studying marketing is essential because it involves using sales techniques in our daily lives and analyzing marketing strategies. Personally, I am drawn to marketing, which is why I chose it as a major subject. During my internship period, I discovered the fascinating aspects of marketing. Marketing plays a crucial role in an organization's success, offering diverse encounters and activities, as well as chances for financial rewards and career advancement. Marketing professionals engage in various tasks, including providing product information to customers and employees. Many of these activities often go unnoticed, as we mostly encounter salespeople in retail settings. However, the most fulfilling sales positions involve building long-term, mutually beneficial relationships with customers. Zaber & Zubair Fabrics Ltd has successfully marketed its quality products not only in BD but also in all countries like the USA, UK, Russia, Germany, India and China. My experience at Zaber & Zubair Fabrics Ltd has reinforced the value and importance of marketing. The company is a well-respected, 100% export-oriented textile mill, known for its commitment to quality and adherence to a well-organized management structure. Their objectives prioritize achieving top-notch quality and meeting buyer demands.

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