



Internship Report on Analyzing Marketing Mix Strategy of Care Animal Health Products (PVT) Ltd.

Submitted To

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**“Analyzing Marketing Mix Strategy
of Care Animal Health Products (PVT) Ltd.”**

LETTER OF TRANSMITTAL

Dewan Golam Yazdani

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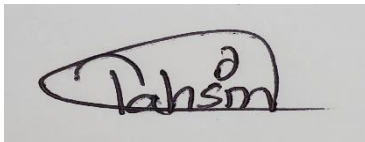
Daffodil International University

Subject: Submission of Internship Report on "Marketing Mix Strategy of Care Animal Health Products (Pvt) Ltd."

Honorable Sir,

With due respect, I am Tahsin Binte Zaman, submitting my internship report on "Marketing Mix Strategy of Care Animal Health Products (Pvt) Ltd." for your kind consideration as a part of the requirement for completing the BBA program. I have tried my best to complete this report with the necessary information. I hope that the report will be acceptable to you.

Thank you.

A handwritten signature in black ink, appearing to read 'Tahsin', enclosed within a simple, hand-drawn oval border.

Sincerely,

Tahsin Binte Zaman

ID: 181-11-5755

Program: BBA (Major in Marketing)

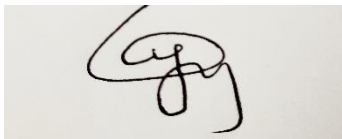
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LETTER OF APPROVAL

This is to certify that Tahsin Binte Zaman, ID: 181-11-5755, and program BBA, major in Marketing, is a regular student of the Faculty of Business & Entrepreneurship at Daffodil International University. She has completed his internship program at Care Animal Health Products (Pvt) Ltd, and she has prepared an internship report under my direct supervision. Her internship report is on "Marketing Mix Strategy of Care Animal Health Products (pvt) Ltd" This report is recommended for submission. I wish her every success in life.



Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

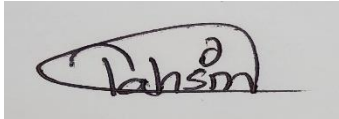
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DECLARATION

I am Tahsin Binte Zaman, a student of the department of Business Administration, bearing ID: 181-11-5755, doing major in Marketing at Daffodil International University (DIU). I do hereby sincerely declare that the internship report on “Analyzing Marketing Mix Strategy of Care Animal Health Products (PVT) Ltd.” While preparing this internship report, I didn’t violate any copyright act internationally. I am further declaring that I did not submit this report anywhere to award any degree, diploma or certificate.

A handwritten signature in black ink, appearing to read 'Tahsin', enclosed within a grey rectangular box.

Tahsin Binte Zaman

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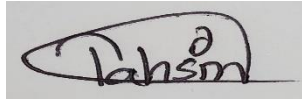
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ACKNOWLEDGEMENT

Firstly, I would like to praise my almighty Allah who provided me with the ability to prepare this report perfectly, and I would also like to thank my family for their blessings and support. Then I would like heartfelt thanks to my supervisor Dewan Golam Yazdani, whose guidelines and supervision helped me to complete this report. Without his help, it would have been difficult for me to complete this report. His excellent guidelines helped me to understand the whole process easier. Special thanks to MD. Yeasinuzzman the managing director of Care animal health products (Pvt) Ltd. He encouraged and helped me to understand during my internship program.



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EXECUTIVE SUMMARY

A summary of Care Animal Health Products (Pvt) Ltd.'s marketing mix strategy is given in this report, with an emphasis on 4Ps (Product, Price, Promotion, and Place) and STP (Segmentation, Targeting, and Positioning) analysis.

It investigates how business handles its product line, price policies, marketing initiatives, and distribution networks by examining the 4Ps. Care Animal Health Products (Pvt) Ltd. has a varied product portfolio in terms of product analysis, including a range of consumer goods. Care Animal Health Products (Pvt) Ltd. bases its pricing strategies on consumer preferences and market dynamics to establish competitive rates. Care Animal Health Products (Pvt) Ltd. has an integrated marketing communication strategy when it comes to promotion. Additionally, it has successfully utilized social media platforms and digital marketing to interact with its target audience. In terms of location, Care Animal Health Products (Pvt) Ltd. prioritizes an effective distribution network to guarantee prompt and widespread product accessibility.

To evaluate the company's STP analysis and strategies. Care Animal Health Products (Pvt) Ltd. divides the market into divisions according to a range of psychographic and demographic characteristics, which facilitates the efficient targeting of certain customer segments. For the intended market, the corporation presents its goods as dependable, reasonably priced, and of the highest caliber.

Some suggestions are made based on the study to improve Care Animal Health Products (Pvt) Ltd.'s marketing mix approach. These suggestions include putting money into R&D to create innovative products, regularly monitoring the market to optimize prices, investigating fresh avenues for advertising, and broadening the scope of distribution. The internship report concludes with a thorough examination of the marketing mix strategy of Care Animal Health Products (Pvt) Ltd, with an emphasis on the 4Ps and STP analysis. In addition to offering suggestions to strengthen the company's marketing initiatives, the study provides insightful analysis of the company's areas of strength and weakness.

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Chapter 1

Introduction

1.1 Introduction of the study

In this dynamic landscape of Bangladesh's pharmaceutical sector, the realm of animal nutrition and medicine holds a pivotal role in sustaining the health and productivity of livestock. This internship report delves into the operations of a leading pharmaceutical company dedicated to advancing the field of animal nutrition and medicine. This report also sheds light on the company's commitment to innovation, research, and development in formulating cutting-edge products that cater to the diverse nutritional and medicinal needs of various animal species. Furthermore, the report will discuss the regulatory landscape governing the animal pharmaceutical industry in Bangladesh, emphasizing the company's adherence to international standards and local regulations. The analysis of Care Animal Health Products (Pvt) Ltd.'s is a well-known animal nutrition and animal pharmaceutical business operations in Bangladesh, is the main emphasis of this report. The marketing mix analysis and strategic framework that consists of major choices & activities that businesses make to effectively sell their goods and services. To accomplish corporate goals and provide a compelling value offer for customers, entails carefully weighing and coordinating many components. Product, pricing, promotion, and place, or the four Ps of the marketing mix, are important factors that influence a business's marketing strategy and overall performance. The goal of this internship report is to provide a detailed assessment of every element of Care Animal Health Products (PVT) Ltd.'s marketing mix strategy. Through an analysis of the company's pricing strategy, marketing initiatives, distribution networks, and product offerings, this research seeks to offer insightful information on how good Animal Health Products (Pvt) Ltd. are.

1.2 Background of the study

Each graduate student must complete their internship program as a mandatory component of academic path. It offers a priceless chance to close the knowledge gap between academic theory and real-world professional experience. Students can apply what they've learned in a practical situation and develop a greater grasp of their topic of study through the internship. I got the honor of working with renowned consumer electronics manufacturer Fanfare Bangladesh Ltd. throughout my internship. My internship report's analysis of Care Animal Health Products (PVT) Ltd.'s marketing mix approach is its main goal. This subject was picked to examine and evaluate the company's marketing strategies. The approval of my selected

topic, "Analyzing Marketing Mix Strategy of Care Animal Health Products Pvt Ltd.," by Assistant Professor Dewan Golam Yazdani at DIU and my organizational supervisor, MD Yeasinuzzaman, emphasizes the importance and applicability of researching this facet of the business's operations. Examining the company's marketing performance in depth is the goal of choosing the topic of marketing mix strategy analysis.

1.3 Broad Objective

The broad objective of this study is to analyze the marketing mix strategy of Care Animal Health Products Pvt Ltd.

1.4 specific object

The following specific objects of this internship report are:

1. To evaluate marketing mix strategy Care Animal Health Products (PVT) Ltd.'s
2. To evaluate STP analysis of Care Animal Health Products (PVT) Ltd.'s
3. To identify the primary issues with Care Animal Health Products (PVT) Ltd.'s marketing mix and STP analysis.
4. To offer some suggestions on how to resolve the issues raised by the findings.

1.5 Methodology of the study

Company's method of marketing is a challenging endeavor to implement. This research methodology is based on Care Animal Health Products (PVT) Ltd.'s marketing approach. And the study analysis of this methodology is Care Animal Health Products (PVT) Ltd.'s qualitative data is the only source utilized to analyze the marketing plan. A contribution of primary and secondary the research project. However, very little original data or information could be located. Most of the research here is based on secondary data because primary data is not available.

Some data sources are given below:

- Head-on discussion with the manager and employees.
- Research of many firm departments of marketing.
- Real-world job experience in several firm departments.
- Pertinent field research that the firm officers supplied.

1.6 Limitations of the study

1. Care Animal Health Products (PVT) Ltd. has privacy issue to publish some data.
2. Primary data is not used more than secondary data.

3. Inadequate time to know all green architect activities of Care Animal Health Products (PVT) Ltd.
4. Some sources were dangerous, irregular and shortage of time
5. Only a few numbers of people were interviewed for actual time working report.

Chapter 2

Company Overview

2.1 About CARE Animal Health Products (Pvt.) Ltd.

CARE Animal Health Products (Pvt) Ltd. is a company that operates all over Bangladesh. The registration office of the company is situated in Bangladesh. The company Care Animal Health Products (Pvt) Ltd. was established in the year of 2005. This company's regulation contained in schedule-1 of the Company Act, 1994 applied to the company concerning such provisions as apply to private limited. The head office of the company stayed in Motijheel, Dhaka & Chittagong, Bangladesh. Also, they have branches in every district of the city. This company is about all types of animal nutrition products and medicine projects. Human and animal health are comparable. Healthy farm animals provide protein from milk, eggs, and meat. This explains why 70% of diseases are inherited from animals and spread to humans. Humans will likewise attack the same diseases that animals attack. The animal health industry creates medications and vaccines to shield animals from illness. The whole value of animal health in Bangladesh is thirty thousand crores of BDT. In Bangladesh, there are numerous well-known pharmaceutical businesses with distinct divisions for animal health. CARE Animal Health Products (Pvt) Ltd. carries the business of poultry feed, fish feed, animal feed, and any other types of feed.

2.2 Description of the business of the organization

CARE Animal Health Products (Pvt) Ltd. is all about animal nutrition's products and animal medicine pharmaceuticals. This company carries all kinds of animal nutrition's, mineral's, vitamins, anti-biotics, poultry feed, animal feed, and other types of feed also. CARE Animal Health Products (Pvt) Ltd. produces nutrition's, medications and vaccines to shield animals from illness. CARE animal health products (pvt) ltd. produce all types of animal nutrition's and medicines for animals' milk and egg increase, production increase, good health, full nutrition, protein and vitamins to keep the animal healthy and alive. The whole value of animal health in Bangladesh is thirty thousand crores of BDT. In Bangladesh, there are numerous well-known pharmaceutical businesses with distinct divisions for animal health. CARE Animal Health offers high-quality merchandise. They took the responsibility to supply the proper care of domestic animals. Their goal is to close the nation's protein deficit. The CARE animal health growth rate has been rising annually over the past few years. Retail clients like farms and hatcheries, as well as institutional clients like feed mills and traders, are the core clientele of the CARE animal health sector. CARE Animal carries a variety of products, including injections and both dry(tablet) and liquid medications. They determine the cost of the various pack sizes. CARE Animal Health produces its

products at its factories which are located in Kachpur and distributed to the entire country. Especially those areas where domestic animals are raised by all home & big production of poultry farms. Those is the north-side area of Bangladesh. CARE Animal Health owns, establishes, and maintains its shops, showrooms, branches, and agencies all over Bangladesh. They are up for sale and distribute all kinds of nutrition's, vitamins, protein, minerals, anti- biotics etc. They import some raw materials. Some raw materials are made by their own. Then they process the raw materials to medicine and nutrition's, sell and distribute them to market. They send their products to the veterinarian doctors first to try and they suggest to all the poultry farmers and others related. CARE animal health products (pvt) ltd. set up and established the products to market as manufacturer and distributors. CARE Animal Health's SWOT analysis indicates that, despite fierce competition, it has a good chance of succeeding in the future due to market acceptability. Acknowledge the difficulties, receive some training from Care Animal Health Products Pvt Ltd., and establish long-term objectives. I have gained some useful professional experience during my internship at CARE Animal Health Products (pvt) Ltd., which will be helpful to me in the corporate sector. CARE Animal Health does not offer any student interns. I put my communication, problem-solving, time-management, flexibility, and teamwork abilities to use throughout my internship. During the internship, I used my academic expertise to calculate budgets and perform ratio analyses.

2.3 Care Animal Health Products Pvt Ltd.'s Values, Vision and Mission

Vision:

- To introduce new services by reorganizing current ones.
- To be the most modern corporation both domestically and internationally
- To engage with clients in specialized markets.
- By offering desired client services, to create actual customer value.
- Running companies with higher risk-adjusted returns.

Mission:

- Cutting-edge products and solutions that satisfy customers.
- Offer superior services.
- Uphold moral principles.
- Present their clientele with cutting-edge offerings.
- Invest in high-quality products.

- Contribute towards the nation's progress.
- Set a high standard of integrity.
- Guarantee business growth that is sustainable

Values:

- Take risks.
- React Quickly.
- Have Innovation.
- Use transparency to foster trust.
- Believing in diversity has great power.
- Always push to advance.
- Promise sincerity.

2.4 CSR (Corporate Social Responsibility)

Quality Assurance: Care Animal Health Products Pvt. Ltd. is dedicated to producing and supplying all its goods with full assurance of their efficacy and quality. To guarantee that its end users receive products of the highest caliber, all of its manufacturing partners and associates abide by the stringent quality standards and guidelines established by a highly skilled and experienced technical Quality Assurance team. They are also subject to frequent audits. The products are produced at facilities that have significant local and international presence, are certified with WHO GMP, Schedule M, GLP, and ISO compliance, and are subject to strict standards at every stage of production and analysis. These goods have a combination that is difficult to find with other producers, in addition to being exceptional in terms of quality and efficacy metrics.



World Health
Organization

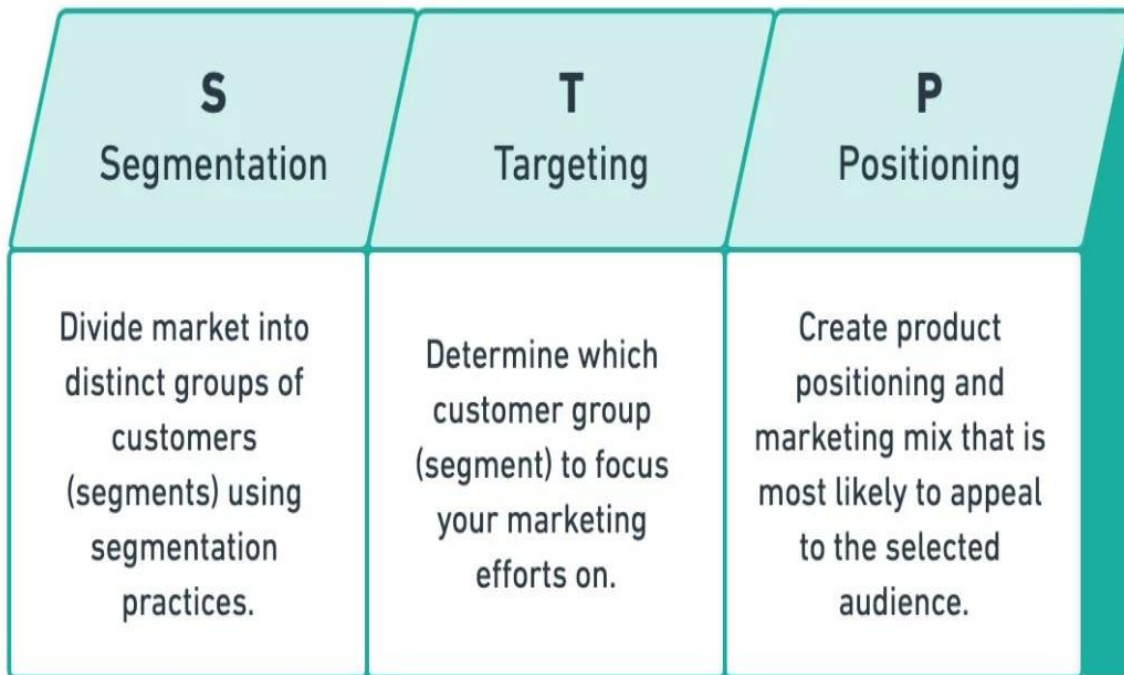
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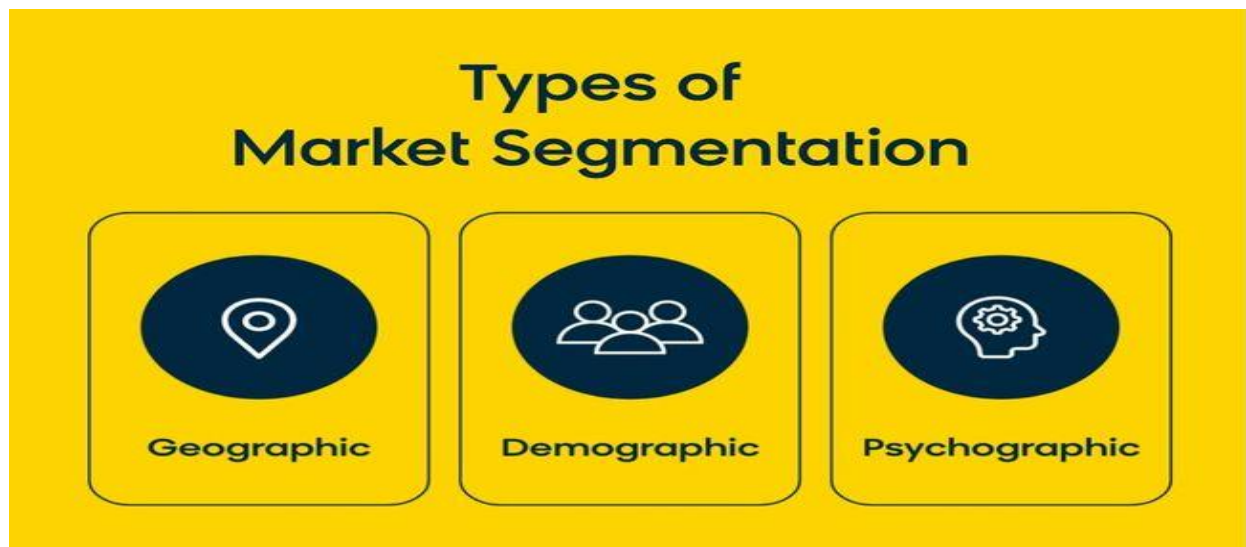
Chapter 3

STP Analysis

3.1 STP of Care Animal Health Products (Pvt) Ltd.



3.1.1 Market Segmentation



- **Geographic segmentation:** This segmentation is basically about geographic location of a country. If we more specify, it segmented the zip code means this type of segmentation tract exact location. Care Animal Health Products (pvt) Ltd. segmented the rural areas, where mostly farmers raise their domestic animals. Animals like cows, goats, chicken, hens, duck, fish, People of those areas are more concerned about their animals. They

regularly vaccinate and give medicine so that their animals can be healthy. So rural areas are geographic segmented areas of Care Animal Health Products Pvt Ltd.

- **Demographic Segmentation:** Demographic segmentation carried the major information in marketing campaign like customers age, their gender, their interest, their occupation and income etc. Care Animal Health Products (pvt) Ltd.'s demographic segmentation is focused on occupation mainly. Since our business is about animal nutrition and medicine pharmaceuticals company. our business is to serve and sell to farmers, who raise domestic animals and the vets, who treat the animals. Those who need medicine for their animal's good health, proper nutrition's and disease-free cows, goats, Chicken etc.
- **Psychographic Segmentation:** psychographic segmentation is basically dividing the customers in groups. For better understanding the groups also could be in sub groups, so that they can exactly tract their target customers and find their actual needs. The farmers who raise domestic animals and them who have poultry farm business are the psychographic segmented of Care Animal Health Products (pvt) Ltd. Care Animal Health Products (pvt) Ltd. also, must get in touch with veterinarians because people come to them for medicine and health care.

3.1.2 Target Market



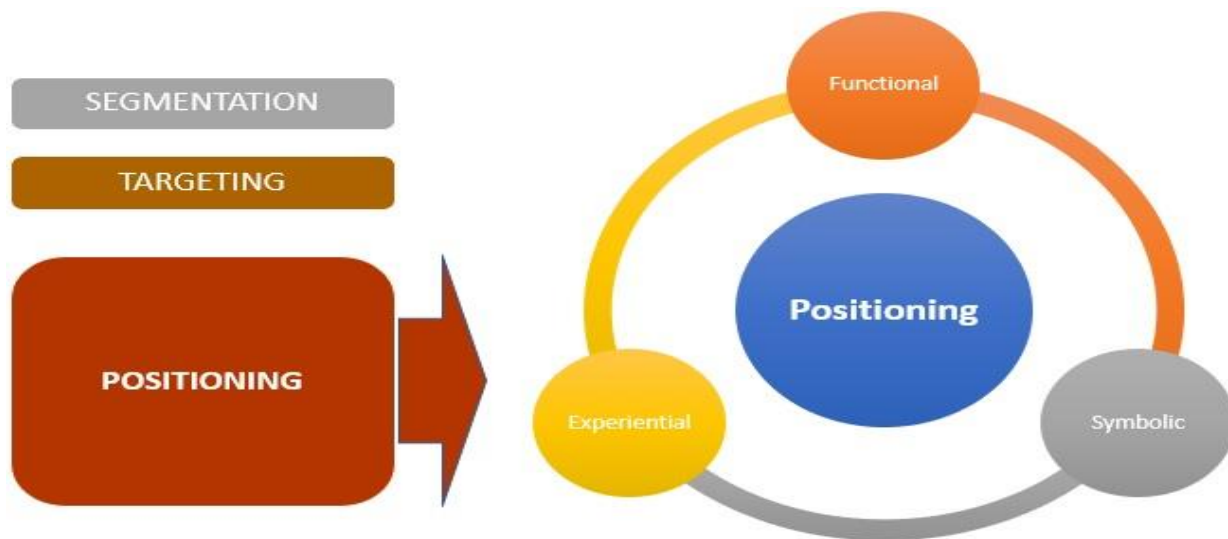
- **Market Research:** Care Animal Health Products (Pvt) Ltd.'s firstly researches the running market so that they can know what's going on and the market demand is. Market research

is so important step to synchronize with the market. Care Animal Health Products (Pvt) Ltd.'s survey of market interest to learn about what their target audience wants. What's their market demand. According to that they organize the market strategy.

- **Develop Customer Profile:** develop customer profile is gathering data information of customers. The data information depends on market survey, customer desire, customer needs, market demand, interviews, social media analytics, and third-party data sources. Care Animal Health Products (Pvt) Ltd. develop their customer profile based on location, needs, profession and area.
- **Locating Target Audience:** Care Animal Health Products (Pvt) Ltd.'s target audience is veterinarian, owners of poultry farmers and also them who raise domestic animals. After developing the customer profile, it would be easy to locate the real target customers for their products. So, they are the locating targets of Care Animal Health Products (Pvt) Ltd.
- **Monitoring and Evaluating:** After locating the target audience Care Animal Health Products (Pvt) Ltd. focuses on monitoring and evaluating their target market. For monitoring they read reviews from customers. Read the survey about what market demand is. And for evaluation, Care Animal Health Products (Pvt) Ltd. analyses their competitors.
- **Prepare a Business Plan:** After all of this above Care Animal Health Products (Pvt) Ltd. Prepare a proper business plan for target customers. According to the survey, this is clear what the market demand is. So, they go ahead with the survey. Then they need to develop a customer profile for those who want Care Animal Health Products (Pvt) Ltd.'s products. After that they can locate their target customer. Then they monitor them to see who they are. Also, competitor analysis is important. After all these steps a business plan is made successfully.

3.1.3 Market Positioning

Care Animal Health Products (Pvt) Ltd. is an animal health medicine company. They produce animal medicines for healthy animals and also for their health purpose like vaccine, production, taste increase etc. Care Animal target the veterinarian and also poultry farmers. Veterinarian purchase products from care animal then they supply to the farmers who needs these medicines. The Animal's health sector in Bangladesh concern about proper care of animal, rich increase of milk, good production. Care animal health products (pvt) ltd. classified their positioning into these 3 types:



Describing these 3 types of positioning according to Care Animal Health Products (PVT) Ltd.'s:

- **Functional Positioning:** This positioning is used for solving an product issue which benefits the customer. So, Care Animal Health Products (Pvt) Ltd.'s big solvency is the are the problem solver of animal owners. Because Care Animal comes with all type of nutrition, protein, vitamins, health care medicines, production and milk, eggs increase all type of medicines. This is the biggest benefit for the animal owners.
- **Symbolic Positioning:** this positioning helps Care Animal Health Products (Pvt) Ltd.'s to create their brand image to public and social life's. The image of Care Animal Health Products (Pvt) Ltd. is work for domestic animals and animal pharmaceuticals sector. In such a world, we are forgetting about animals' health. We only focus on ourselves. Animals are an important part of our life, if they aren't healthy, we can't get milk, eggs, meat etc. So, Care Animal Health Product (pvt) Ltd. work for animal health, that is the image of them in society.
- **Experiential Positioning:** This positioning helps customer to experience the product, which made customers related to the products. Care Animal Health Products (Pvt) Ltd. uses this positioning by sending products to veterinarian doctors as sample. So, they can try and use it on their domestic patient, and they can tell their experience to all the users. And suggest them to use.

Chapter 4

Marketing Mix Strategy of Care Animal Health Products (Pvt) Ltd.

4.1 The 4Ps of Marketing Mix of CARE Animal Health Products (Pvt.) Ltd.

4.1.1 Product

Products details of Care Animal Health Products (Pvt) Ltd.:

Milk-Pro - Increase the production of milk, increase production, increase hunger.

Grow Vit D.B - Make domestic animals healthy, increase health power, hunger increase.

Expectorant – For domestic animals' sickness like- fever, cold, cough, sneeze.

Stomachic D.S - Indigestion, loss of appetite, flatulence.

Diro-C- for dysentery and stomachache.

Hemoton Oral - Blood deficiency, loss of appetite, increase production, far discoloration.

Cal-C-Gold – Increase milk production, milk fever, prevent ricket disease of calf.

V-Lex-AD3E – All types of domestic animal's physical growth, cover all kinds of vitamins needs.

Vita Care all – Meat and egg production increase, baby chicken's health growth, prevent disease and die rate and increase appetite.

V Calf C – Calf, baby goat and lamb's appetite increase, health growth, and decrease vitamin shortage.

Grow Care gold – Fastest health growth, increase milk and milk fat, prevent disease and decrease minerals shortage.

Zinc C Oral - Prevent loss of appetite, strengthens bone structure, physical growth of calf, increase chicken egg production, reduce messy fur and stop fallen feathers.

Hemo Liver – Helps to digest food, increase liver function, help to reduce worm and anti-biotics side effects.

Masti Free – Prevent clinical and non-clinical Mastitis.

Milk Pro Boost – Increase milk production of domestic animals and boost their physical growth.



4.1.2 Prices

Price is the second P in the formula. CARE Animal Health Products (Pvt) Ltd. regularly review and assess the prices of the goods and services offer to ensure that they still reflect the state of the market.

SL.	Product Name	Packing	Trade Price	M.R.P	Quantity	Amount
1	Milk Pro... Container	1 Kg	300.00	400.00		
2	Milk Pro... Sachet	1 Kg	280.00	400.00		
3	Growvit-D.B Container	1 Kg	270.00	300.00		
4	Growvit-D.B Sachet	1 Kg	250.00	370.00		
5	Stomachic D.S	10 x 20 gm	200.00	300.00		
6	Expectorant	10 x 20 gm	250.00	350.00		
7	Diro-C	100 gm	55.00	75.00		
8	Hemoton Oral	500 ml	150.00	200.00		
9	Hemo-Liver	1 Liter	520.00	680.00		
10	Cal-C-Gold	1 Liter	200.00	260.00		
11	Cal-C-Gold	3 Liter	550.00	700.00		
12	Cal-C-Gold	5 Liter	900.00	1120.00		
13	Cal-C-Gold	20 Liter	3300.00	4200.00		
14	V-LEX AD3E	100 ml	160.00	210.00		
15	V-LEX AD3E	500 ml	650.00	860.00		
16	Vita Care-All	500 ml	350.00	460.00		
17	Vita Care-All	1 Liter	670.00	880.00		
18	V-Calf-C	100 ml	120.00	150.00		
19	Zinc-C	100 ml	35.00	45.00		
20	Zinc-C	500 ml	110.00	150.00		
21	Zinc-C	1 Liter	200.00	260.00		
22	Zinc-C	3 Liter	550.00	720.00		
23	Zinc-C	5 Liter	860.00	1120.00		
24	Grow Sure Gold	1 kg	550.00	700.00		
25	Masti Free Powder	100 gm	220.00	260.00		
26	Milk Pro Boost	1 kg	400.00	500.00		

4.1.3 Promotion

Promotion like advertising is the third marketing and formula. Promotion is a mandatory thing either the industry is big and small. So, CARE Animal Health Products (Pvt) Ltd. also does promotions experiment with new approaches to marketing, selling, and promoting for their goods and services. CARE Animal Health Products (Pvt) Ltd. promote their products through television advertising, sponsorships, and PR. In their conference they give free samples, diaries, pen, calendar etc.

4.1.4 Place

Place the fourth P for CARE Animal Health Products (Pvt) Ltd. Place is important for CAHP because their business is Animal medicine and health. So, they have to targeted those area where animals are raised. Though they supply their products to all over Bangladesh but their main target is the rural area where almost every house has domestic animals. Specially the north side of Bangladesh (Sirajganj, Rajshahi, Bogura) those area are the biggest poultry area in Bangladesh.

Chapter 5

Findings, Recommendations and Conclusion

5.1 Findings

During my internship I have found some problems with marketing at CARE Animal Health Products (Pvt) Ltd.

- CARE Animal Health Products (Pvt) Ltd. works with mainly aged people, their maximum customers are 40+ aged.
- Maximum customers are men.
- CARE Animal Health Products (Pvt) Ltd. charged high price for their high-quality products.
- CARE Animal Health Products (Pvt) Ltd. works on targeting people only offline not covering online.
- CARE Animal Health Products (Pvt) Ltd. has offering only their hyped products.
- CARE Animal Health Products (Pvt) Ltd. segmented their market by geographic, demographic and psychographic.
- For promotion CARE Animal Health Products (Pvt) Ltd. they don't use only offline platforms.

5.2 Recommendation

Based on the findings of the report, the following solutions are proposed to address the identified issues:

- CARE Animal Health Products (Pvt) Ltd. should understand customer behavior appropriately. So, CARE Animal Health Products (Pvt) Ltd. should more work with customers who are under 40 years old and female users.
- CARE Animal Health Products (Pvt) Ltd. should more focus on best facilities, specialist, and better administration. These clues change the CARE Animal Health Products (Pvt) Ltd. from other companies and get better selling points.
- CARE Animal Health Products (Pvt) Ltd. should more focus not only hyped products but also regular products. It enhances the interest of customers and the target market.
- CARE Animal Health Products (Pvt) Ltd. should keep the price our products lower than others, so that they attract and retain customers and gain market share.

- For promotion CARE Animal Health Products (Pvt) Ltd. should using online also. Online platform like social media ad, email marketing, TV ad, paper ad, program, and campaigns. These help to gain large number of target market.
- CARE Animal Health Products (Pvt) Ltd. should works on targeting people both offline and online. They should focus on online visibility which can attract more customers.

5.3 conclusion

Care Animal Health Products (Pvt.) Ltd. has created a leadership position in the Animal Health Nutrition & Animal Pharmaceutical Industry. Their products maintain high quality. They produce many types of nutrition and medicines for animal health. There most products are for growth of domestic animals and growth for their production. The analysis of the marketing mix element of Care Animal Health Products (Pvt) Ltd.'s are product, price, place, promotion. The strategy of Care Animal Health Products (Pvt.) Ltd. pricing ensure that they maintain their profitability less according to comparative market. Care Animal Health Products (Pvt.) Ltd. STP analysis is based on their segmented and targeted customers. Care Animal Health Products (Pvt.) Ltd. understand customers preference, as they work for animal, so they are very concerned about their customers' feedback. I am hopeful that my internship program on Care Animal Health Products (Pvt.) Ltd. has certainly broadened my theoretical knowledge and the practical observations in Marketing process.

References

www.careanimalhealth.com