



Daffodil
International
University

Internship Report

On

“An Analysis of Marketing Activities of Transcom Group”

Submitted To:

Mohammad Shibli Shahriar

Professor & Director MBA Program
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Submitted By:

Intiaz Ahamed

ID: 181-14-2682

Program: MBA (Major in Marketing)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Date of Submission: 10.10.2024

Letter of Transmittal

Date:10.10.2024

Mohammad Shibli Shahriar

Professor & Director MBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of the internship report.

Dear Sir,

I am submitting my internship report, which is part of the BBA program's curriculum. It is a great achievement to work under your active supervision.

This is based on **“An Analysis of Marketing Activities of Transcom Group.”**

I have had the opportunity to work in Transcom Group.

This project gave me both academic and practical exposure. First, I learned about Transcom Group's organizational culture. Second, the project allowed me to develop a network in the corporate environment.

Now, I would like to take this opportunity to ask you to kindly go through the report and judge it for yourself how far have I been successful in the attempts. Please be considerate of any unintentional errors.

Your Faithfully,



.....
Imtiaz Ahamed

ID: 181-14-2682

Program: MBA (Major in Marketing)

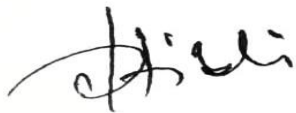
Department of Business Administration.

Daffodil International University

Letter of Approval

This certifies that Imtiaz Ahamed, ID:181-14-2682, Program MBA, Major in Marketing, is a regular student of the Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. He has completed his internship program at Marketing Activities of Transcom Group. He has prepared this internship report under my direct supervision. His assigned internship topic was **“An Analysis of Marketing Activities of Transcom Group.”** I think that the report is worthy of fulfilling the partial requirements of the MBA program.

I wish him happiness and every success in life.



.....
Mohammad Shibli Shahriar
Professor & Director MBA Program
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgment

It is an honor for me to submit this report to my respected supervisor Mohammad Shibli Shahriar, Professor & Director MBA Program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. First, I want to convey my thanks and gratitude to him for assigning me to prepare this report on **“An Analysis of Marketing Activities of Transcom Group.”** It would not have been possible for me to complete the report without his help. The Deputy Manager of **Transcom Group** has been very helpful in making it easier for me to carry out my tasks during the internship. He was very coordinating in making every possible arrangement for the ease of executing the internship program. All my colleagues have been very sympathetic in understanding the basic norms of today’s inspection equally.

Executive Summary

As a student of Daffodil International University, Internship is an integral part of accomplishing the MBA degree. This report has been prepared on the basis of three months of work experience in Transcom Group. Transcom Group is the agency that provides business solutions and any kind of marketing promotion, and branding to the Industries and manufacturer company.

The topic of this study is “An Analysis of Marketing Activities of Transcom Group. “I observed the Transcom Group. Transcom Group is the most influential and pioneer in marketing and promotion agency business not only in Bangladesh but also all over the world.

Transcom Group started its journey to provide marketing promotion and business solutions to other manufacturer companies. Transcom Group always tries to provide its best services to its clients.

The internship program has been completed in Marketing Mix of Transcom Group. The marketing strategies of Transcom Group are also discussed. The marketing strategies of Transcom Group are very influential and for this, it has placed an extraordinary place in Bangladesh. The marketing strategy is also related to ensuring the manufacturer company’s business promotions.

Table of Contents

Introduction	1
1.1 Background of the Study	1
1.2 Origin of the Report	2
1.3 Objective of the Report	2
1.4 Research Methodology:	3
1.5 Limitation of the Report	4
Organizational Overview	4
2.1 History of Transcom Group	4
An Overview	5
2.2 Present Services & Services Area of Transcom Group	6
2.3 Organizational Structure:	6
2.4 Transcom Group Service Delivery System	7
2.5 Clients of Transcom Group	8
Marketing Strategy of Transcom Group	9
3.1 Marketing Activities	9
3.2 Online Marketing Activities	10
3.3 Offline Marketing Activities	10
Competitive Analysis:	11
4.1 SWOT Analysis of Transcom Group	11
4.2 Competitor Analysis	12
4.3 Marketing Mix of Transcom Group	13
Findings:	16
Recommendations:	16
Conclusion:	17
Appendix:	18
References:	20

Introduction:

1.1 Background of the Study

Bangladesh's economy benefits greatly from its diverse range of sectors. These include the industries that produce jute, apparel, soap, ships, healthcare, and marketing and advertising agencies, among others. Both private and state-owned companies operate in several of these industries. The private sector has contributed more to our economy than ever in the last few decades. Thus, as the days go by, more and more opportunities present themselves. We will undoubtedly witness the emergence of a more modern upgrade sector in our nation soon.

The increasing involvement of private entities leads to increased competition in our industries. Many businesses are creating new industries as a result of the emerging business models. Worldwide, agencies face intense competition in their industry. It's a big industry that is expanding, with many distinct segments. Technology advancements, shifting market conditions, more rivalry, and new markets contribute to the agency industry's amazing transformation. The agency sector has adopted new strategies in recent years to capitalize on the changing business environment. Agency firms have entered the direct the home service sector by providing a variety of marketing campaigns and activations.

The number of new agency services in Bangladesh is increasing daily to support the marketing and promotion efforts of other industries. This type of service is currently being used by an increasing number of time-conscious manufacturing companies to save time. This market is expanding now and is expected to do so in the future. About these services, Transcom Group has unquestionably established a standard for the sector thanks to its excellent customer service and service quality.

1.2 Origin of the Report

It takes more than theoretical understanding to comprehend a practical scenario. Research requires both company visits and actual labor. The MBA internship program aims to provide students with practical experience. scenarios where they may assess and observe how theocratic ideas that were taught in the classroom are applied. My topic was assigned by my supervisor, Mohammad Shibli Shahriar. I've done everything in my power to make this outstanding. I have made use of all current facts and data. I have worked for this company for three months as an intern in the marketing department, namely in business development. my supervisor occasionally gave me advice on how to correctly submit reports. The purpose of this research is to analyze the rivals in the domestic agency sector and to give readers with an awareness of the characteristics of competition in domestic and international agency markets.

1.3 Objective of the Report

The study's objective can be interpreted as follows:

- General Objective
- Specific Objective

General Goal: To determine the, “An Analysis of Marketing Activities of Transcom Group.”

Specific Objective:

- Determining Transcom Group's marketing mix;
- Examining Transcom Group's marketing initiatives.
- To identify any issues related to those operations.
- To offer some recommendations for resolving such issues.

1.4 Research Methodology

Types of Research: A qualitative perspective was used in the preparation of the report. Thus, this research will descriptively examine Transcom Group's marketing strategies.

Types of data:

The report was prepared using both primary and secondary data.

Sampling Techniques:

Ten sample sizes are utilized since this is a descriptive study, and the non-probability sample technique is being used to determine the sample sizes.

Sources of Data:

Primary Sources:

- Real-world work experience at Transcom Group.
- Open communication with the officer, manager, and staff.
- Close surveillance of Transcom Group's marketing initiatives.

Secondary Sources:

- Magazines & Newspapers
- Social Network Pages
- Websites
- Books in Text

1.5 Limitation of the Report:

The investigation was conducted over twelve weeks. Having completed my internship for an MBA, I have no prior employment experience. Therefore, it was undoubtedly impossible to list every relevant component. Furthermore, it is not feasible to call certain Transcom Group confidential numbers in public.

The following are some particular limitations of this study:

1. The main obstacle to the report's preparation is time.
2. Because certain firm information is sensitive, it was challenging to gather all the information.
3. The staff was always under duress, making it impossible for them to work together to compile this document.

Overview of the Organization:

2.1 Transcom group past:

A Transcom Group sibling firm. The parent business Transcom Group started its marketing activities as a tiny Direct Marketing (DM) setup in a small garage. These days, Transcom Group's marketing activities are composed of several unique Strategic Business Units (SBUs), each of which acts as a specialized service provider for their respective sector.

.

Their service will be ideal for manufacturers that are experiencing difficulties relocating, as well as anyone who would prefer not to have to plan their business campaigns and marketing or wait in long lines in a crowded market. They started their journey as a pilot project in Dhaka and thereafter developed corporate operations in Bogura and Chittagong. However, the Transcom Group's Marketing presently employs over 900 people.

An Overview

Corporate Name	Transcom Group
Business Goals	to be the market-leading supplier of business solutions in the areas in which we work.
Service area	Everywhere in Bangladesh
Service Types	Solutions for businesses, advertising and marketing, activation, events, etc.

Figure 2.1: An Overview of Transcom Group

2.2 Present Services & Services Area of Transcom Group

At the moment, Transcom Group offers activation, event management, marketing and promotions, and business solutions. Transcom Group offers a wide range of business solutions to those in the industry who cannot market their brands and goods.

Transcom Group is now conducting business throughout Bangladesh.

2.3 Organizational Structure

One way to think of an organizational structure is as a collection of entities working together to achieve a common objective. Examples of organizational structures are the workers in a production or service team. These days, as the globe grows more interconnected and goods and services get more complex, businesses are fine-tuning their work processes to incorporate human capital along with the newest technical advancements. The healthcare sector is a complicated one where a variety of situations must be handled. To carry out these tasks, Transcom Group has a sufficient organizational structure. Within its hierarchical framework, numerous departments exist. They are divided into three main departments by Transcom Group.

Operation: In charge of providing services and conducting follow-up.

Commercial: In charge of Transcom Group sales, marketing, and revenue management.

Corporate & Regulatory Affairs: In charge of all financial and human resource-related activities.

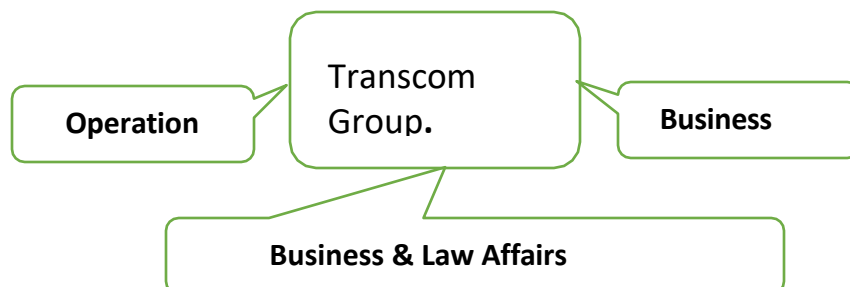


Figure 2.3: The Structure of Organizations Transcom Group

2.4 Transcom Group Service Delivery System

Transcom Group uses a set of procedures to provide its services. They are as follows:

- **Client consultation:** Initially, a responsible staff member goes to a client-only corporate meeting. It is the duty of this employee to be aware of the needs and desires of the clients.
- **Organizing and Budgeting:** Following client discussions, Transcom Group creates an efficient plan, estimates costs, and submits it to the client. If the client is not on board, Transcom Group will make revisions to the plan and cost projections. If the client agrees, Transcom Group moves forward with the process.
- **Implementation:** Transcom Group carries out the work by adhering to the plan.
- **Submission of Results:** Transcom Group sends the client the task results and any associated documents.
- **Follow-Up:** Following deployment, Transcom Group monitors the tasks and provides appropriate guidance.

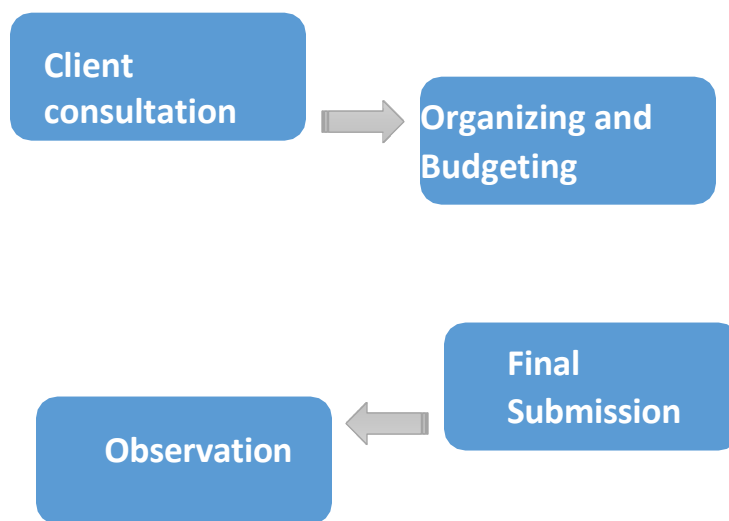


Figure 2.4: Transcom Group System of Service Delivery

2.5 Clients of Transcom Group.



Marketing Strategy of Transcom Group.

Promotional Events

Transcom Group conducts two different kinds of marketing campaigns. They are as follows:

- a. Internet-Based Marketing Operations.
- b. Marketing Operations Done Offline.

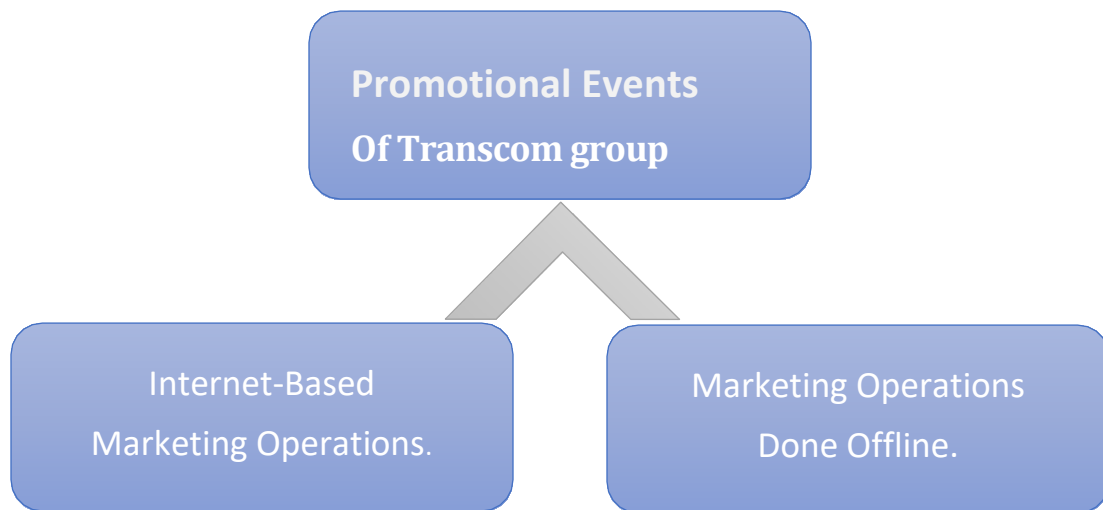


Figure 3.1: Promotional events of Transcom Group

Online Marketing Activities:

Online marketing is the process of using digital platforms to market products or services to potential customers. Transcom Group reaches potential clients through a variety of internet channels.

- i. Social media: To reach its target audience, Transcom Group uses Facebook and Instagram to promote their pages and provide content.
- ii. Website: Transcom Group maintains a website with corporate history and other pertinent information.
- iii. Web Ad: Transcom Group has prepared a few web ads to be aired online.
- iv. Ad Sense: Transcom Group also used Google Ad Sense to advertise to prospective clients.

Offline Marketing Activities:

Transcom Group is continuing its offline operations in addition to its internet marketing. Its offline pursuits include:

- i. B2B Approach: To promote its business, Transcom Group uses a few business-to-business (B2B) tactics.
- ii. Events: Transcom Group gained exposure by organizing events.
- iii. Popular Face: For business promotion agencies serving the industrial sectors, Transcom Group has emerged as a favorable and well-liked face. When Transcom Group needs any form of industrial assistance, a lot of industrial enterprises knock on its door.

Comparative Evaluation:

4.1 Transcom Group's SWOT Analysis: SWOT is an acronym for Strength, Weakness, Opportunity, and Threats.

Strengths:

- i. Well-educated and seasoned workforce;
- ii. Excellent time administration
- iii. The highest caliber of service;
- iv. Reasonable fees for services;
- v. A single office for all business solutions and marketing initiatives.

Weakness:

- i. Lack of self-promotion;
- ii. Occasionally challenging to serve outside of Dhaka;
- iii. No little service—all activities are high-class client-related;

Opportunity:

- i. Capable of capturing the entire market;
- ii. Able to get customers' Priority of Mind (TOM)
- iii. The potential to grow the assistance;
- iv. The capacity to offer all types of agency functions

Threats:

- i. A rival might appear;
- ii. A rival may offer a wide range of services;
- iii. A competitor might arrive with an abundance of amenities.

4.1 Competitor Analysis

Domestic businesses have several competitions in our nation. Although there are numerous competitors to Transcom Group, none of them are exactly like Transcom Group. In this research, I analyze two of Transcom Group's competitors. They are as follows:

- a. **Responded:** RESPONSE is a strategic organization that was founded in and specializes in business process outsourcing, activation, communication, logistics support, and event management. Its goals are to develop, facilitate, and expand institutional and human capacities with a focus on the public, corporate, development, and government sectors.

Its associates are extremely informed and talented, with a broad spectrum of relevant experience in many different fields. Dhaka, Chittagong, Rajshahi, Khulna, Barisal, Sylhet, and Mymensingh are the seven regional contacts of RESPONSE. With a strong national presence, the organization operates out of its Dhaka main office. Along the way, RESPONSE gained personal knowledge, understanding, and practical experience of Bangladesh through a range of activations.

RESPONSE has a wealth of expertise collaborating with governments, development organizations, and international enterprises. Additionally, it is well-versed in PPA 2008, corporate citizenship, and the legal and taxation systems.

b. Market Innovation & Ideas Ltd: An all-inclusive, full-service marketing, creative, communications, and events company. Since September 1st, 2013, Since its founding, Market Innovation & Ideas Ltd. (MIIL) has operation. MIIL takes pride in having a highly skilled, motivated, adaptable, well-trained, experienced, and specialized workforce. MIIL Experts to meet the needs of our clients

These businesses, like Transcom Group, offer agency services. They produce a positive figure in the market that rivals theirs.

4.2 Marketing Mix of Transcom Group

The marketing mix is one tool that marketers use in their work. The range of alternatives available when presenting a product or service to the market is referred to as the "marketing mix". The quartet of Ps are the ones that marketers consistently utilize. However, the service marketing mix now includes three more Ps as part of contemporary marketing concepts. The major way that services differ from products is that they are created and consumed simultaneously and cannot be kept in storage. The agency marketing mix has seven components for this.



Figure 4.3: 7Ps of Transcom Group's Marketing Mix

Product: Any type of agency service is Transcom Group 's main offering. In order to attract clients who are willing to accept services at fair prices, Transcom Group designs its services to deliver exceptional services to its clientele.

Price: One of the most important components of the marketing mix is price. After consulting with its clients, Transcom Group set its pricing. The cost varies depending on the service. Fixing the service charge for an agency service can be a challenging task due to its considerable operational costs and long-term plan.

Promotion: The next stage for an agency service is to raise awareness once its price and service plans have been designed to cater to its target market. The purpose of promotion, the third component of the marketing mix, is to establish a channel of contact between the target audience and the agency service providers.

Place: Another essential marketing strategy is location, which allows services to be made accessible to potential clients. Direct distribution channels are used by Transcom Group to distribute its services.

People: Workers always have an impact on how a company markets its services. Friendly and informed employees can help create happy clients and offer the distinctive customer service that a business is frequently looking for. The individuals who provide the service have a significant influence on its quality.

Process: The customer's purchasing process is reflected in the experience they have when they purchase a good or service. Some service providers believe that the method by which their services are supported or made available is significant enough to provide them with a competitive advantage, given the intangible nature of the services they provide. The actual steps, systems, and workflow that go into providing a service are referred to as the process.

Physical Evidence: An additional component of the marketing mix is tangible evidence. Customers' experiences with a business can be greatly influenced by the physical environment in which goods and services are sold and provided. This includes the setting in which the services are provided, the location of client interactions, and any tangible elements that support service delivery or performance.

Findings:

About the online healthcare service, I have learned a lot.

1. Lack of Promotion: Transcom Group does a very bad job of promoting its services to the customers it wants to reach.
2. Abuse of Power: Certain employees misuse their authority by taking advantage of lower-level staff members.
3. Internal disagreement among Employees: One of Transcom Group's main issues is internal disagreement among employees.
4. Lack of STP Analysis: The company's examination of STP (Segmentation, Targeting, Positioning) is not being appropriately maintained in light of internal employee conflicts.
5. Lack of Communication: Transcom Group does not communicate well with its marketing vendors or workers.

Recommendations:

1. Budget increases are required to boost promotional efforts.
2. There should be a link between the internal and external work.
3. Employee disputes must be resolved for the benefit of the business and its clients.
4. Financial funds ought to be used responsibly.
5. The service area must be expanded.

Conclusion:

Transcom Group is a rapidly expanding agency service provider, the first of its kind in Bangladesh, with skilled personnel and faster, better service. They consistently strive to surpass the expectations of both customers and society to provide industry-leading services wherever they are required. They offer event management, activation, marketing and promotions, and commercial solutions in the market. Transcom Group offers a wide range of business solutions to those in the industry who cannot market their brands and goods.

Appendix:

Distinguished Sir/Madam,

Warm regards, I am a student pursuing an MBA with a marketing specialization at Daffodil International University's (DIU) Department of Business Administration. My study is titled "An Analysis of Marketing Activities of Transcom Group." The aim of the study is purely scholarly. Your expertise and suggestions will be much appreciated as this report is being created. Your information will be handled with the highest secrecy.

Name Gender:

Men; Women

Age: (a) 20–25; (b) 26–30; (c) 31–35; (d) 36–40: (0) 40 and above

Classification System:

SL. No.	Queries	Completely concur	Accept	Indifferent	Contrary to	vehemently disagree
1	Transcom Group” offers a variety of services	10	5	5	5	10
2	The service charge of Transcom Group is high.	1	5	5	10	15
3	Transcom Group focuses on customers' benefits.	5	5	5	5	5
4	Every employee upholds the caliber of the services.	7	8	9	11	10
5	Transcom Group should train their employee for better services.	5	8	10	9	8
6	Transcom Group should increase their services area.	12	1	14	1	2

7	Service Charge of Transcom group is high.	3	5	7	11	10
8	Transcom group should invest for proper marketing tools.	1	7	9	8	3
9	Transcom group should use digital marketing.	10	12	11	1	4
10	In Bangladesh, Transcom Group is the top provider of business solutions.	15	1	4	1	2

References:

Textbook:

1. Zeithaml, Bitner, Gremler, & Pandit, Services Marketing. Mc Graw-Hill Education's Marry Mc.
2. Malhotra & Dash, "Marketing Research."
3. The book Advertising and Promotion, authored by E. and A. Belch.
4. Brand management with a strategy Authored by Keller, K.L.

Websites & URL's:

1. <http://www.transcomgroup.biz/>
2. <https://www.facebook.com/transcomgroup/>
3. <http://www.daily-sun.com/arcprint/details/125137/transcomgroup-Providers-wins-Flame-Awards/2016-04-02>
4. <http://www.miilbd.com/about.html>
5. <https://responsebd.com/about-us/>