



Daffodil
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Internship Report on “Branding and Promotional Strategies of RAK Ceramics Bangladesh Limited”

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Date of Submission: 24 October 2024

**“Branding and Promotional Strategies
of RAK Ceramics Bangladesh Limited”**

RAK
CERAMICS

Letter of Transmittal

Date: 24 October 2024

Farhana Noor

Internship Supervisor

Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

The article is focused on “Branding and Promotional strategies RAK Ceramics Bangladesh Limited.

As I worked in the branding team, this report will emphasize brand-related actions, which I hope will satisfy you.

However, I would appreciate it if you could share your thoughts and views on the report.

In addition, if you have any queries concerning this report, I will be glad to answer questions.

Sincerely Yours,

Meherab Hasan

ID: 193-11-908

Daffodil International University

Acknowledgement

The author expresses her gratitude to my faculty advisor, “**Ms. Farhana Noor,**” for providing an internship opportunity. Without her direction, inspiration, and counseling, I would not have been able to finish this report in a thorough manner. I have done my best to include her helpful recommendations while working on my paper.

I would like to express my gratitude to **Mr. Arafat Rahman**, Deputy General Manager (Marketing Communications), RAK Ceramics Bangladesh Ltd, for their help regarding the given opportunity. I would also like to thank for the assistance and knowledge of **Mr. Md, Kamrul Hasan**, Senior Executive-Brand and Product Development, as well as **Mr. Md. Al Sayeed**, Assistant Manager-Brand and Product Development that they provided through my internship. In addition, I want to say thank you to everyone at the organization who took the time to have helped me.

To make my report more complete, I must note that I am an intern and, like all beginners, and naturally there would be unwilling errors.

Declaration

I, the undersigned **Meherab Hasan**, am a student at DIU in the process of obtaining my Bachelor of Business Administration. Working under **ID NO: 193-11-908**, I am majoring in Marketing to affirm that I have completed my internship. In order to describe the meaning of the provided internship, I have written the following declaration, therefore, states that my report is relevant and legitimate for academic assessment.

Throughout this internship report, I have worked following the best practices of academic ethics and honesty. I assert that I unintentionally did not violate any copyright rules when writing this report and followed proper citations. At the same time, I confirm that the primary reason and goals for this submission are to achieve relevant academic credits and the best grade for my internship. My name is Meherab Hasan, and I currently study BBA under the marketing specialization at Daffodil International University with ID 193-11-908. The purpose of this submission is to present an internship report on the ‘Branding and Promotional Strategies of RAK Ceramics Bangladesh Limited.’ I declare on my own behalf that I have not violated any copyright rules during the writing of this report and have not submitted them to another university to obtain a degree.

Meherab Hasan

Meherab Hasan

ID: 193-11-908

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Certificate of Approval

This is to certify that **Meherab Hasan, ID No. 193-11-908**, under my supervision, has completed the internship report on “Branding and Promotional Strategies of RAK Ceramics Bangladesh Limited” as a requirement of the study for the BBA degree in Marketing, as approved by the Daffodil International University, Bangladesh.

The internship paper is underway, and is effectively under my supervision and guidance.



Farhana Noor

Assistant Professor

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Daffodil International University

Executive Summary

RAK Ceramics Bangladesh Limited is a local part of the global corporation represented in over 150 countries and recognized as the world's leader in manufacturing ceramics. The company operates in an industry characterized by significant competition, and the high demand from customers for quality and variety of products increases the pressure on companies. RAK Ceramics Bangladesh Limited applies particular branding strategies to remain recognizable and attract customers to its products. The purpose of this internship report is to analyze branding and promotional strategies of RAK Ceramics Bangladesh Limited and assess their appropriateness in the case of increasing competition in the industry. Overall, the company's branding and promotional strategies can be seen as relatively effective, even though some weaknesses can still be identified. In the context of growing competition, RAK needs to focus on social media and customer experience.

Established in 1998, RAK Ceramics Bangladesh Limited is a subsidiary of RAK Ceramics PJSC and is currently one of the leading ceramics producers in the country. The company's production is based in Gazipur and is focused on three primary markets. For the foreign market, it is specialized in ceramic tiles, as well as sanitary ware and faucets. RCBL is concerned with the domestic market demand for the tableware and accessories produced by the company. As of 2020, the producer's sanitary ware and tabletop products stand out on the Bangladeshi market, while the ceramic tiles are marketed in eight other countries around the world. Over the last decade, RAK Ceramics Bangladesh Limited has established itself as a high-performing company by investing capital and acquiring advanced machinery. As the company adopted innovative technologies to ensure cost-effective production, not only has it actively covered the domestic and foreign markets, RCBL was also seeking to expand its global market presence by engaging in a series of partnership and merger agreements with transnational companies. Despite the global pandemic, its resulting challenges and economic consequences, the company can be characterized as financially powerful and strategically robust.

RCBL is conducting their business successfully in Bangladesh. According to my experience and field visit, it is clear that they are recovered in a good brand position. For this they have to add more branding and promotional activities which will help them to increase the brand image.

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Chapter-1

Introduction

1.1 Introduction

The biggest and most reputable manufacturer of tiles and sanitary ware in the nation is RAK Ceramics Ltd. Incorporated on November 26, 1998, the company was first conceived as a joint venture enterprise between the United Arab Emirates and Bangladesh. They began their commercial production on Nov 12, 2000. They have established themselves as a major player in the market because of their vast product line and ability to develop custom designs for both small and large projects.

RAK Ceramics Bangladesh Limited, an innovator in Bangladesh's ceramic industry, is known for its superiority in the production of sanitary ware and tiles. To minimize the environmental impact and keep an excellent market position, RAK Ceramics Bangladesh Limited uses cutting-edge technology as part of its sustainability strategy. RAK Ceramics Bangladesh Limited continues to set the benchmark for the ceramic industry by placing on quality, customer satisfaction, and business ethics.

1.2 Background of the Study

The aim of this report is to give an account of the things that I did and learnt during the period that I worked as an intern with RAK Ceramics Bangladesh Limited. In addition, the report is required in order to partially complete the RAK Ceramics Bangladesh Ltd internship program. The main topics of the report are the working atmosphere, achievements, and weaknesses. Additionally, it is mainly concerned with RAK Ceramics Bangladesh Limited branding and promotional activities. Among all my proposals my advisor Mrs. Farhana Noor has selected "Branding and Promotional Strategies of RAK Ceramics Bangladesh Limited" as my internship report topic.

1.3 Objectives of the Study

❖ **Broad Objective:**

To assess and analyze RAK Ceramics Bangladesh Limited's branding and promotional strategies, deciding their effectiveness to improve brand awareness, market position, and consumer loyalty in the ceramics sector, and provide strategic suggestions for future branding initiatives.

❖ **Specific Objective:**

- To assess the stages of brand development strategies of RAK Ceramics Bangladesh Limited.
- To find out the important tools that are more effective for promoting RAK Ceramics Bangladesh Limited.
- To evaluate the brand activation of RAK Ceramics Bangladesh Limited.

1.4 Methodology

In order to make this research relatively creative, I had to gather much data about the ceramics and tiles industries as well as about the branding initiatives of RAK Ceramics Bangladesh Limited. Both primary and secondary data were used for this, and the study process is as follows:

- ❖ **Primary Data:** For three months, I had been working relatively actively in the RAK Ceramics Bangladesh Limited's head office, Uttara, Dhaka, collecting the information from officers and staff. Some additional data and knowledge were collected when visiting RAK Ceramics Bangladesh Limited's official showroom and authorized dealers in Hatirpool, Jatrabari, Kuril, and Uttara.
- ❖ **Secondary Data:** Visiting the related websites, published journals; visiting RAK Ceramics official books and websites.

1.5 Scope of the Study

I have been working with RAK Ceramics Bangladesh Limited's branding team to perform the internship. I did not work in other departments due to time constraints as well as corporate policies.

In this way, I was not able to complete research projects on other topics, and this particular topic is the only one under discussion.

1.6 Limitation of the Study

I encountered several challenges when writing my paper project, and they were related to the fact that the information was inaccessible, I had restricted access to other departments, and some internal data were limited and I wanted to use it. The limitations are as follows:

- * Information not available due to privacy.
- * Short period of time.
- * Information provided was inconsistent.
- * Limited access to similar departments during employment.
- * Limited experience.

Chapter-2

Organizational Profile

2.1 History of the Company

The business was established on November 26, 1998, in Dhaka, Bangladesh. RAK Ceramics is engaged in the production and sale of ceramic tiles, bathroom sets, and all types of sanitary ware. The company is split into three sections: ceramics & sanitary ware, power, and security & services. The Ceramics & Sanitary Ware section manufactures and sells ceramic tiles, bathroom sets, and all types of sanitary ware. The Power section establishes power utilities, runs power-generating plants, transmission systems, and distribution systems, and sells the power generated to any legal person. The Security & Services section provides services such as security guarding, cleaning services, termite and pest control services, and manpower technical training.

2.2 Overview of the Company

RAK Ceramics Bangladesh is an enthusiastic, resilient company that collaborates with all of its customers in a targeted, productive, and rewarding manner. The business is well-located to benefit from many of the major structural, long-term economic trends, such as the rise of the aspirational middle class, urbanization, under-penetration of housing, and access to home finance.

2.3 Vision Statement

It is to be known as the most popular ceramics lifestyle solutions provider in the world. We can genuinely offer full customization to our customers in every conceivable dimension with all of the latest technologies under one roof.

2.4 Mission Statement

We aim to instill an attitude within the organization that will lead over time to the vision of being the best provider of ceramic lifestyle solutions worldwide. Relying on our experience, comprehensive product range, inventive ideas and enduring commitment to quality. Our goal is to

create an excellent company. We intend to continue to push the limits, and we hope that some of our most recent initiatives have inspired you. We have interfaced our knowledge in some of the world's most famous and innovative projects.

2.5 Core Values

The main values of RAK Ceramics Bangladesh Limited are quality, integrity, customer satisfaction, innovation, sustainability, and community involvement. The leadership of RCBL in the ceramics sector is driven by these values, which ensure the production of excellent goods, provision of creative solutions, adherence to ethical standards, promotion of sustainable operations, development of a good and safe workplace for employees, and protection of community development.

2.6 Code of Conduct

The Code of Conduct helps to define the principles and standards that should guide the activities and relations of RAK Ceramics Bangladesh Limited. In particular, the following are the key elements that usually are included:

1. **Ethical Behavior:** Employees of RCBL should maintain high moral values and behave ethically, being honest, impartial, and fair when dealing with colleagues, customers, and other parties.
2. **Laws and regulations:** Complying with the law is another important element, and RCBL should not violate any existing laws, regulations, and standards in the pursuit of delivering its products and services.
3. **Conflict of interest:** It is also critical to avoid conflict between personal interests and the interests of the RAK Ceramics Bangladesh Limited, thus the employees should disclose any relations and situations that may influence their decisions and judgments.
4. **Respect for people:** Another important element is creating a workplace where diversity is respected whereas employment opportunities are equal, working conditions are safe, and employees are respectfully treated.

5. **Environment:** RAK Ceramics Bangladesh Limited should also ensure minimal negative environmental impact, hence it must use resources responsibly, prevent pollution, and increase energy and water efficiency.
6. **Health and safety:** The operations of RCBL should be directed at protecting health and safety of employees and no activities causing accidents and injuries are supported.
7. **Fair competition:** In its operations RCBL also encourages fair practices, avoiding any forms of competition or other activities that are against the anti-trust laws, as well as it respects the rights of intellectual property.
8. **Company's assets:** Employees are also responsible for protecting the assets of the RAK Ceramics Bangladesh Limited, including their physical property, confidential information, and intellectual property.
9. **Reporting:** The employees of RCBL are also provided guarantees that they may report any violations of the law and code of conduct in particular without being afraid of retaliatory action.
10. **Supplier and Partner Relations:** RCBL expects its suppliers, contractors, and business partners to adhere to similar ethical standards and values.

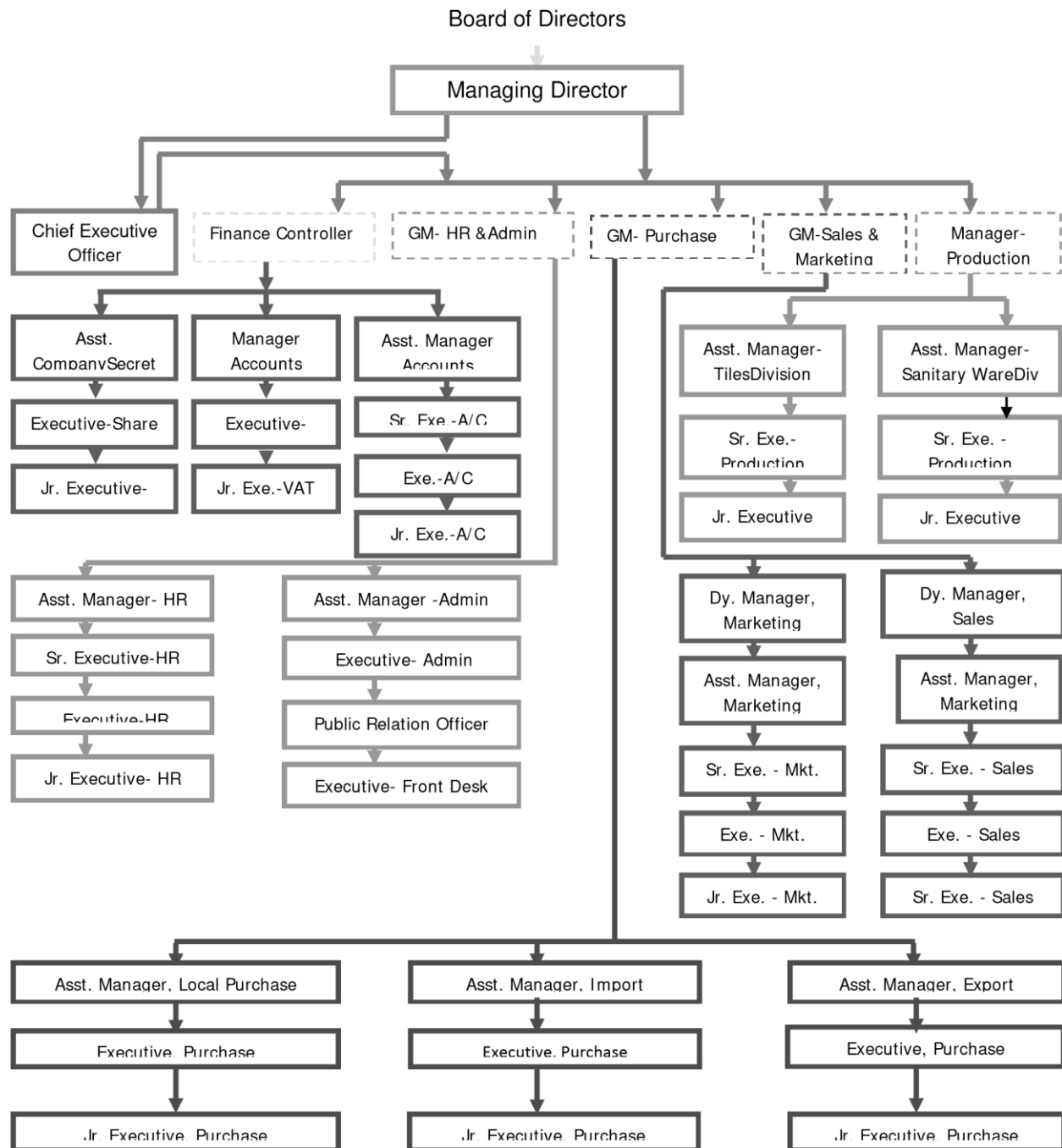
By following this Code of Conduct, RCBL wants to gain stakeholder trust, secure its brand, and make an important contribution to the communities it serves.

2.7 Objective of the Company

The objectives of the RAK Ceramics Bangladesh Limited are typically based on the following key aspects:

- Achieve market leadership in ceramics manufacturing in Bangladesh
- Innovate and maintain high product quality and design standards
- Improve operational efficiency and effectiveness
- Maintain high level of customer satisfaction and strong relationships with clients
- Promote sustainability through environmentally friendly practices
- Develop employees and provide a supportive work environment
- Participate in meaningful corporate social responsibility activities

2.8 Management Structure



Chapter-3

Analysis of the Study

3.1 Stage of Brand Development Strategies

The following analysis of RAK Ceramics Bangladesh Limited's brand development strategy is a brief guideline to the stages of brand development strategies:

Stage 1: Brand Awareness

The beginning of the brand creates awareness toward the RAK Ceramics Bangladesh Limited brand among the people which is the first stage of brand development. The first stage of brand development is important for any new brand because it lays down the foundation for expansion and customer loyalty in the future.

- **Market Entry and Initial Campaigns**

First, the corporation joined the Bangladeshi market through a good market entry, which identifies potential customers, competitors, and the dynamics of the local market. Second, the company has conducted advertising campaigns in print, digital, radio, and television media concerning the company's products that have just entered the market. The first advertisement for the goods emphasized the USPs of RAK Ceramics, including innovative design, high-quality products, adherence to international standards, and so on.

- **Exhibitions and Trade Shows**

Trade shows and exhibitions were another strategy used in the awareness phase. RAK Ceramics used these platforms to network with industries and clients and show a variety of its products. The

participation of significant industry events showed the company's devotion to the local market and its capabilities for a wide range of customer needs.

Stage 2: Brand Recognition

After the completion of the first phase on awareness, the next phase was focused on gaining brand recognition. This involved making the brand outstanding in the minds of customers by ensuring that they could quickly differentiate RAK Ceramics products from the products of similar companies.

- **Visual Identity and Consistent Branding**

RAK Ceramics made a total branding identity development investment in RAK Ceramics Bangladesh Limited. This included consistent packaging for every product together with distinct labeling and an emblem with a unique color scheme. Equally, consistency in brand visual aspects made it easy for customers to recognize the RAK Ceramics brand as they connected the products to it.

- **Certifications and Quality Assurance**

A strong focus on quality and emphasis placed on acquiring a variety of international certifications for products were critical in increasing brand recognition. On the one hand, such certifications raised RAK Ceramics' reputation in the market as a premium brand. On the other hand, acquiring them assured customers of the products' reliability and quality as RAK Ceramics was committed to high standards. The latter was critical to winning the confidence of customers for their products.

- **Word-of-Mouth and Customer Testimonials**

Word-of-mouth was crucial at this point, as was customer satisfaction. Therefore, happy customers were requested by the company to write their testimonies about their experiences with the products, which were then used in campaigns. From this, it is clear that customer reviews and recommendations were crucial for establishing the company's credibility and reputation in the market.

Stage 3: Brand Preference

The purpose of the brand preference stage is to make RAK Ceramics the customer's first decision when making purchases. The strategies that were created are discussed below:

- **Innovation and Product Diversification**

RAK Ceramics Bangladesh Limited focused on the expansion of their product range and included the latest designs and technologies. Since they made sure that they had something for everyone, the company maximized the variety of available products, understanding all preferences and tastes. Additionally, the innovation of both form and function made RAK Ceramics products much more attractive and became customers' preferred product.

- **Customer Relationship Management**

Since it was the brand preference creating stage, the implementation of strong CRM strategies became crucial. The concern of RAK Ceramics was to establish long-term relationships with customers, and to achieve this goal, the company provided personalized services, reward points, and post-purchase assistance. This resulted in the retention of current customers and turning them into brand loyalists who would choose RAK Ceramics over any other product.

- **Collaborations and Strategic Partnerships**

Thus, if RAK Ceramics became customers' preference, they ought to become customers' choice for their biggest projects as well. In order to achieve this, RAK Ceramics formed strategic alliances with builders, designers, and architects. Working with them, the company secured that influential industry players would endorse and use RAK Ceramics products in high profile projects; as a result, customers became highly likely to prefer such a brand.

Stage 4: Brand Loyalty

The final goal of the brand creation process is to establish brand loyalty. Since customers' preferences have been created, they now also show a remarkably high degree of commitment and repeat purchase behavior.

- **Feedback Mechanisms and Customer Satisfaction**

Similarly to both former stages, a highly organized system of customer satisfaction and feedback has been established to understand the needs and expectations of clients. In response to this feedback, the company has been consistently improving services and product quality, which raised interests and attraction, resulting in a high level of customer loyalty and satisfaction.

- **Exclusive Membership Programs**

In an effort to promote brand loyalty, RAK Ceramics launched premium membership programs that provided benefits, such as early access to new product launches, discounts, and personalized service. These initiatives encouraged devoted customers to stick with the company by making them feel valued and appreciated. Personally, I do not see any downsides of this strategy, as retaining dedicated customers is highly beneficial. Other companies often follow a similar practice by introducing special membership cards with numerous benefits. All in all, the only disadvantage of this strategy is that it might not be cost-effective, as the implementation of such programs probably requires a significant financial investment.

- **Community engagement and CSR activities**

This strategy was aimed at fostering a sense of brand loyalty and improving the company's image in the eyes of the local community. RAK Ceramics made a positive impact on society by engaging in various projects, such as constructing schools, renovating hospitals, and conducting free health and eye check-up camps. This initiative had an evident drawback, as its main goal was not directly related to increasing the company's profit. However, the long-term benefits of a positive corporate image and customers' loyalty significantly outweigh this disadvantage.

3.2 Important Tools for Promotional Strategies

Any product can only succeed on the market if people remember the brand, and that is why RAK Ceramics Bangladesh Limited is trying to establish its brand. The company is currently taking some steps to promote its brand. They are currently engaged in several consumer and trade campaigns. The company organized the following activities:

1. **Leaflet Distribution:** In order to create a brand image in the customers' minds, RAK Ceramics Bangladesh Limited had started to distribute some leaflets. It'll help them to update their customers about their regular promotional activities. The only way of getting an uninterrupted message to the customers is the leaflet. There is no chance that the target customers will, in fact, respond to this activity emotionally. Yet it'll build a brand image when the leaflet will be read by the customers before disposing of it, so there will be chances of the purchases in the future.
2. **T-shirt and Polo Shirt:** As directed by the brand authority of RAK Ceramics Bangladesh Limited, the company decided to give free T-Shirts and Polo Shirts during different occasions to the Retailers, Wholesalers, Sales team, and Service team of RAK Ceramics Bangladesh Limited. Promotional T-shirts and polo shirts can increase brand recognition as they grab more attention from the people for the name of the company than any other promotional item.
3. **Gift products:** RAK Ceramics Bangladesh Limited involves a big amount of money for gift products through the year. The gift products include dinner sets, t-shirts, glass sets, notebooks, calendars, pens, coffee mugs, wall clocks, watches, shopping bags and others.

Quite often, such gifts help to improve and successfully promote the company's brand and reputation.

4. **Program Sponsorship:** The program sponsorships always include the events devoted to constructions and architectures. They also divide funds for many cultural and sports programs.
5. **Distributor and Dealership Networks:** There are strong and friendly relationships with the dealers, distributors, and retailers of RAK Ceramics products in Bangladesh.
6. **Trade Shows and Exhibitions:** The representatives of the company participate in all the local and worldwide trade fairs and exhibitions, which deal with the construction, interior design and home renovation, in order to sponsor the products or to show them to possible clients or leaders of the industry.

3.3 Brand Activation

The brand activity is a practice that introduces any brand to the public and raises its brand awareness and engagement through the activation of a brand experience. In such a way, brand activation becomes a significant tactic for companies, like RAK Ceramics Bangladesh Limited, to increase their market presence and outshine their competitors. RAK Ceramics's brand activation makes it possible to establish a strong connection with their target audience.

Brand Activation Strategies for RAK Ceramics Bangladesh Limited,

1. Experiential Marketing

Experiences that the customer will never forget is provided in this marketing. RAK ceramics can create interactive booths for installing tiles and ceramics in trade shows and exhibits. Customers can see, touch, and feel the quality of the product. Moreover, endure the power toughness of the products can be shown to the customers along with designs and easy installation options.

2. In-store Events

There is no better way of brand activation than activating the brand in the store. There are a series of events conducted in RAK ceramics in the showrooms like customer appreciation day, design work, new product launch, and other celebrations, such as trade and exhibitions. These not only

bring more and more people to the store but also provide an opportunity for businesses to talk straight to the customer and hear their views and create a relationship.

3. Digital Campaigns

In this digital world, a strong digital presence is required for brand activation. RAK ceramics can use email marketing and contents and social media to reach a wider audience. They can produce information regarding virtual reality showrooms online design contests and user-created content that shows how customers use their products in their projects and homes.

4. Influencer Campaigns

Influencers in the interior decoration and architecture sectors will enhance the message of the RAK Ceramic brand. They will produce the content adding the advantages and uses of RAK ceramics exclusively. This will also add credibility by using the trusted speakers.

5. Sponsorship and Partnerships

RAK Ceramics can sponsor relevant events such as architecture expos, design conferences, and home and garden fairs that will help it to reach its target audience. Additionally, this company can arrange partnerships with different builders, real estate developers, and existing interior design businesses to generate mutual synergy and enhance brand awareness.

6. Loyalty Programs

Customer retention and incentivizing for repeat business can be ensured by introducing loyalty programs. They can include various rewards for devoted clients, such as special event invitations, early access to new products, discounts, etc. This measures may also help to create a community of brand followers and increase customer loyalty.

Measuring the Success of Brand Activation

To ensure effectiveness of the discussed activities, companies need to establish clear metrics and KPIs. Among the metrics that can be measured by RAK Ceramics are:

Brand Awareness Metrics: Evaluation of recognition and recall levels.

Engagement Metrics: Website attendance, attendance of sponsored events, social media activity.

Sales Metrics: Revenue increase, new customer rate, market share.

Customer Feedback: Reviews, reviews, and testimonials.

One of the pivotal elements of the marketing plan developed for RAK Ceramics Bangladesh Limited is brand activation which presupposes the implementation of a range of experiential marketing strategies, such as in-store and online events, partnerships with influencers, sponsorships, and loyalty programs. By introducing these measures, RAK Ceramics will be able to increase the up and visibility of its brand and provide customers with an opportunity to engage with it through experience. Furthermore, this will help the company to increase sales. In order to maintain the achieved success, it is crucial to continuously measure the effectiveness of applied techniques and adjust them.

Chapter-4

Findings

During my internship, I learned several vital issues that I require to address immediately if I want to establish a great and sustainable brand. Some of the findings may not pertain to RAK, but I believe that most of the conclusions make sense, and those are described below:

1. Despite many well-known competitors, this market is highly competitive since ceramic production often exists as a small family business.
2. The company may have established a fair credit policy for dealers, but it is better to provide dealers with more credit facilities, as other firms are doing.
3. They don't currently use television media, but I believe investing in it would be a good idea.
4. The ideal presence in the internet space is now critical because a lack of online advertising or poor social network efforts may impede brand growth.
5. No communication between the firm and customers, who are not engaged in interactive campaigns, clubs, or feedback collection.
6. Supply chain difficulties, such as delays or uneven product quality, which affect each consumer's confidence.
7. Difficulty in pricing caused by their competitors offering them lower products in the retail market.
8. When items or marketing efforts are not geared to consumer tastes and cultural characteristics, potential customers will become angry.
9. After-sales service troubles.
10. Competition is intense, especially among national and regional companies.
11. One of the customers who completed the survey expressed dissatisfaction with their order because some of the colors were off.

12. The price is a WC, which can be removed from the wall due to product distribution, and therefore displaying lack of product quality.

Chapter-5

Recommendation

1. **Market Differentiation-** The company needs to find a method of market differentiation. Design and quality appear to be prominent distinguishing parameters.
2. **Dealer Credit Policy-** While the dealer relationships need to be maintained, RAK Ceramics may also strengthen its relationships with its dealers by providing improved financial terms. The company may provide improved credit terms which may include longer payment periods and discounts for the bulk purchasing.
3. **TV Advertising-** TV advertising indeed works in Bangladesh. Therefore, the company may opt to make a television commercial that will communicate quality and innovation to a vast audience.
4. **Web Presence-** Improved online availability is necessary. RAK Ceramics need to upgrade its internet profile by improving its website construction to increase its Search Engine rating and hence the visibility. RAK Ceramics also need to introduce targeted online advertising through Google ads and social networks.
5. **Customer Interaction-** The company may ensure the increased client loyalty by frequently initiating the rewarding program and other interactive campaigns aimed at increasing the interest in the company's products. In addition, the company may elicit customer views through the use of regular online and offline surveys or reviews of the product. This will ensure increased client-marketer bonding and port-product bonding.
6. **Supply Chain-** More robust supply chain structure. The company may strengthen the certainty of source by improving its inventory management and vendor concentration to reliable suppliers to ensure reduced heterogeneity of supply and the related wait times.
7. **Regional Adaptation-** RAK Ceramics need to perform the necessary market research to allow for customized product offerings and market policies to reflect the regional tastes of the consumer. This will allow for the introduction of region-specific collections or product-line names and changes in advertising to match the regional idioms.

8. **After-sales Service-** The company can improve its customer satisfaction by enhancing its after-sales service for this purpose it is recommended to instruct the customer service team in a more prompt and effective performance of complaints processing, this may include the applications of simple return policies and providing proactive follow-up information.
9. **Pricing Strategy-** The price is concerned, to improve customer satisfaction, RAK Ceramics should consider changing its pricing strategy and, therefore, should offer a wide range of items available at different price levels, including premium, mid-range, and budget.
10. **Competitive Strategy-** To take account of competition, the company should always stay innovative and should continuously introduce new producing and the new goods, products, and services resulting from this innovation.
11. **Color consistency-** The company should no longer ignore the issue of color consistency and should introduce tighter quality control systems in order that all the goods on sale met the expected standards of the customers leading to the reduction of defective goods and customer complaints.
12. **Product Quality-** Finally, the company should not spoil its reputation of the producer of high-quality products and should make every effort possible to prevent any possibility of quality problems. This can involve improvements in producing processes and more rigid testing of the goods and services before selling and the more prompt providing of replacements or returns to reduce the number of deficient products.

For brand awareness, name the billboards RAK Ceramics outside great construction works and expansion of colonies in growth areas.

Chapter-6

Conclusion

In this term paper, I have tried to summarize the branding and promotional strategies of RAK Ceramics Bangladesh Ltd. The brand's image allows customers to buy without fear and is somewhat shielded as they navigate through an extensive shopping list. Strong brands have strength when they provide what they promise or when consumers' expectations are met. They also serve as a medium between producers or vendors and consumers or buyers. Developing strong brands is beneficial. The company has a huge potential to make RAK Ceramics the first choice for the customers in spite of many of their market expansions throughout Bangladesh and many to other international markets.

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