



Daffodil
International
University

Internship report on “Analyzing Marketing Mix strategy of Nutripure Bangladesh.”

Submitted To

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“Analyzing Marketing Mix Strategy of Nutripure Bangladesh”

Letter Of Transmission

Mr. Dewan Golam Yazdani

Assistant Professor

Department Of Business Administration

Faculty Of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “Analyzing Marketing Mix Strategy of Nutripure Bangladesh.”

Dear Sir,

I’m pleased to submit my internship report titled “**Analyzing Marketing Mix Strategy of Nutripure Bangladesh.**” Which I prepared as a part of the requirements for completing my Bachelor of Business Administration degree.

The report is based on my internship experience at Nutripure Bangladesh. I had the opportunity to analyze the company’s marketing strategies. I focus on the organization’s marketing mix, STP strategies, challenges and recommendations.

I have tried my level best to complete this report with the necessary proportion of information. I hope the report will meet your expectations.

Thank you so much for your support and encouragement.

Sincerely,

Aysha Rahman Lubana

ID: 171-11-5425

Program: BBA (Major in Marketing)

Department of Business Administration

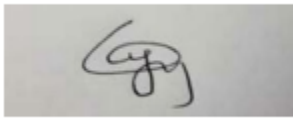
Faculty of Business & Entrepreneurship

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Letter of Approval

This is identified that Aysha Rahman Lubana, ID: 171-11-5425 and program BBA, Major in Marketing, she is a disciplined student of Faculty of Business & Entrepreneurship Daffodil International University. She has successfully completed her internship program in Nutripure Bangladesh, and created her internship report for partial fulfilment of the requirements for the degree under my direct supervision. Her internship report on **“Analyzing Marketing Mix Strategy of Nutripure Bangladesh.”**

This report is recommended for submission and acceptance. I wish for her success in every aspect of life.

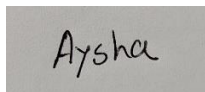


Mr. Dewan Golam Yazdani
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DECLARATION

I am a Aysha Rahman Lubana, student of Department of Business Administration, ID 171-11-5425, Major in Marketing from Daffodil International University (DIU). I hereby declare that the report on “**Analyzing Marketing Mix Strategy of Nutripure Bangladesh**” has been solely created by me.

I further declare that this report has been prepared for my academic purposes only and I did not submit this report anywhere for awarding any degree or professional qualification.

A rectangular box containing a handwritten signature in black ink that reads "Aysha".

Aysha Rahman Lubana

ID: 171-11-5425

Program: BBA (Major in Marketing)

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Daffodil International University

Acknowledgement

To begin with, I would like to express my profound gratitude to The Almighty Allah for giving me the strength and ability to finish this report perfectly within the given time. In addition, I would like to thank my parents for their support. After that my heartiest gratitude to my supervisor Mr. Dewan Golam Yazdani, who guided and supervise me throughout the entire phrase of the study made it possible for me to prepare this report. Furthermore, I want to thank all the fellow officers from Nutripure Bangladesh for giving me support to acquire knowledge.

Aysha Rahman Lubana

ID: 171-11-5425

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

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Executive Summery

Nutripure Bangladesh's concept is based on creating products that are organic, safe, and provide long-term benefits. They are derived from plants grown without the use of toxic chemical fertilizers, pesticides or herbicides. Rather than that, they depend on entirely natural components and raw resources. Because the Nutripure family, feel that nothing can take better care for your skin, hair, and body than nature.

They understand the need of practicing organic self-care on a consistent basis in order to present the best version of yourself to the rest of the gorgeous world. Nutripure obtains the best organic ingredients from the most distant regions of Bangladesh to make powerful herbal skincare, restorative hair treatments, and curative toners that provide true, long-lasting effects For Deeper Beauty. They enhance the function and appearance of the skin and hair on a more profound, more effective level with natural Cosmo products, which include Hair & Skincare Oils, serums and packs, toner, and highly efficient Ayurvedic Herbal Powders.

From the raw materials to the completed product, each Nutripure product undergoes a rigorous, Earth-friendly quality control procedure to assure that no synthetic or dangerous components are included. The items are created in our own well-maintained plant, and the manufacturing process is tightly monitored to ensure unmatched quality.

Additionally, Nutripure Bangladesh prioritize customers loyalty by providing excellent customer service, maintaining user friendly e-commerce platform and attract active customers on several social media.

To make continued growth, Nutripure Bangladesh should focus on introducing innovative products, strengthen digital marketing efforts, leverage data analytics, customer engagement, sustainability initiative, stronger brand identity. By implementing these techniques, Nutripure Bangladesh can become a leading skin care brand in the coming years

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Chapter 1

Introduction of the Report

1.1 Introduction of the Study

In recent years, the global demand for natural and organic skin care products has witnessed a significant upturn, as people are now more aware about the harmful effect of chemical on their skin and health. Nutripure Bangladesh is a brand that focuses on creating organic skincare products. The company aims to provide natural, safe and effective solutions for skin and health while promoting ethical sourcing and eco-friendliness. The company's success can be imposed to its effective marketing mix strategy, pricing strategy, product offerings, distribution channel and promotional operation that qualify to capture a prominent share of the market. The study examines into the Nutripure Bangladesh's marketing mix strategy, pricing strategy, product offerings, distribution channel and promotional operation, delivering insights of each elements roles in holding the company's market position. The study also explores the company's marketing strategies, target audience and marketing objectives, educating about company's customers, its desire and approach to achieving its goals. By analyzing these elements, the study aims to provide magnificent insights of Nutripure Bangladesh marketing effectiveness, defining areas where the company conquer and opportunities for further expansion and growth. This study provides a valuable resource for sense the marketing strategies of a successful Bangladeshi skincare company that can be applied to similar business operating in the same industry.

1.2 Background of the study

In the competitive business arena, companies continuously seek effective strategies to enhance their market position, attract new consumers and increase sales. A well-organized marketing mix strategy plays a vital role in achieving these objectives. This strategy encloses the four key element: Product, Price, Place and Promotion. Each element contributes to the entire marketing effectiveness and must be cordially considered to place with the company's goals and target audience. The product component involves in understanding customers necessity and favoritism to build the product that meet the requirement. It encloses product design, quality, features and branding and packaging. The pricing component ordain the value of the product and dominate in consumers purchase decision. It includes setting prices that are profitable competitive and classify with the products obtained value. The place component assure that the products is available to customers in serviceable outlets and reach proper distribution channels. It includes electing distribution channel, leading inventory level and utilizing logistics. The promotion component educates about the products advantages and features to grip actual customers and inspire to purchase. It involves advertising, public relation, social media marketing and sales promotions. A successful marketing mix strategy demands a connecting blend of these four components. One component should support and felicitate other to make a mass marketing approach. A brands target audience, competitive field and market condition also plays an important role in creating a marketing mix strategy.

The internship report objects are to dive into the marketing mix strategy of Nutripure Bangladesh to understand how the company is using these four elements to obtain its business purpose. The study will objectify the company's product offering, pricing methods, distribution channel and promotional strategies to evaluate the effectiveness and recognize the parts for improvement.

1.3 Objectives of the study

Broad Objective

The broad objective of this report is to analyze the marketing mix strategy of Nutripure Bangladesh.

Specific Objectives

1. To assess segmentation, targeting and positioning strategy of Nutripure Bangladesh.
2. To assess marketing mix strategy of Nutriture Bangladesh.
3. To find out problems related to STP and marketing mix strategy of Nutripure Bangladesh.
4. To provide some recommendations to solve the identified problems.

1.4 Methodology of the study

Research Design

The study is based on mixed methods approach, associated both quantitative and qualitative data collection methods. This will allow for a magnificent understanding of the marketing mix strategy of the skincare company, taking into both objective and subjective insights.

Data Collection

Primary Data:

1. **Surveys:** Surveys collect data from the targeted audience and gather insights into their preferences, opinions, choices, purchase behavior, brand awareness and feedback related to their company's product and marketing efforts.
2. **Interviews:** In face-to-face interview, the interviewer asks a range of questions to the interviewee in person and note down the responses. These interviews collect information's about company's product offerings, target audience, marketing objectives, distribution channel, pricing strategy and promotional activities.

Secondary Data:

Company Documents: Analyzing internal company documents, like sales report, marketing plans and financial statements to gather profound understanding of the company's marketing strategy and its usefulness.

Market Research Report: Various research reports are available in the market, from authentic sources those reports can be used to get information's about consumers preferences, market trends and competitive activities.

Academic Literature: Observing different educational publications and journals on marketing mix strategy, consumer behavior and international trade in Bangladesh to gather a theoretical interface for the study.

Data Analysis

Quantitative Data Analysis:

1. **Descriptive Statistic:** Work on descriptive statistic, such as mean, median, mode, and standard deviation to sum up the quantitative data that are collected from surveys and company document.
2. **Inferential Statistic:** Conducting inferential statistical tests like t-test, chi-square and ANOVA tests acquire the statistically effective relationship among variables and create conclusion about the customers and distributors.

Qualitative Data Analysis:

Thematic Analysis: Thematic survey analyses effectively, start by gathering all your open-ended survey responses and interview transcript in one place, to analyze the recurring pattern, themes and insights about consumers preferences, experience and perceptions.

Content Analysis: Using content analysis, researchers can quantify and analyze the presence, meanings, and relationships of such certain words, themes, or concepts. By reviewing marketing materials like advertisement, website and brochures to find the main factors, target audience segmentations and branding contents.

1.5 Limitations of the study

The main limitations of the study are described below:

Sample Size: When conducting a study, it is important to have a sufficient sample size in order to draw valid conclusions. If your sample size is too small, it will be difficult to identify significant relationships in the data. This study is limited by the sample size of consumers and distributors surveyed.

Limited Access to Data: Sometime researcher may face difficulties to gather all the required data from the institute because they limit the information for many reasons. This study is also limited by data availability from the company. So, it may affect the reliability of the study.

Time Constraints: This study is limited by the time oblige. Due to time limitations the research can be hampered the depth and effectiveness of the findings.

Cultural Biases: This study is limited by its focus on a specific culture, in this case it's about Bangladesh. So, the findings may not be generalizable to other cultural norms and customers behavior.

Self Reporting Bias: Self-reported data can contain several potential sources of bias that should be alert to and note as limitations. Participants can provide understate and overstate information about their likings and experience.

Chapter 2

Company Overview

2.1 About Nutripure Bangladesh

Nutripure Bangladesh's concept is based on creating products that are organic, safe, and provide long-term benefits. The brand is specialized in a wide range of products, including hair oils, face packs, hair packs and essential oils. They depend on natural components and raw resources. Because the Nutripure family, feel that nothing can take better care for your skin, hair, and body than nature. Additionally, recently they added few products to their product range which they source from China and sell their products through online channel. Nutripure Bangladesh's currently monthly revenue is approximately 15lacs BDT. A group of 20 people work in this company.

Mission Statement

Nutripure Bangladesh is committed to provide organic products without using any harmful chemical with long term benefits to the Bangladeshi consumers. The company work really hard to build and maintain a strong relationship with their customers and suppliers, and to become a leading skincare company in Bangladesh.

Products and Services:

Nutripure Bangladesh offers a wide range of products related to skin and hair care. For example:

- ❖ Hair oils
- ❖ Face packs
- ❖ Hair packs
- ❖ Essential oils
- ❖ Beauty supplement
- ❖ Slimming Green Coffee

The company's products are known for their quality, performance and fascinating packaging design.

Distribution Channel

Nutripure Bangladesh sell their products through several online platforms. The company's online store and website allows their consumers to browse and purchase products anytime from anywhere as they provide 24/7 service through their website.

Marketing Strategy

Nutripure Bangladesh uses multi-channel platforms to reach to their targeted audience. The company employs various digital marketing strategy to attract their targeted customers. They utilize channels like social media, search engine optimization (SEO), telemarketing. Nutripure Bangladesh's marketing campaigns by giving attractive offers, influencer partnership and they provide details information about the products benefits and features, emphasizing the value.

Target Audience

Nutripure Bangladesh's target audience includes young adults who are interested in eco-conscious beauty products. The company's products are particularly attracted consumers who are health and environmentally aware.

2.2 Description of the business of the organization

Nutripure Bangladesh is an organic skincare company and the brand is specialized in a wide range of products, including hair oils, face packs, hair packs, essential oils, beauty supplement and slimming green coffee. The company's products are known for their quality, performance and fascinating packaging design. The company work really hard to build and maintain a strong relationship with their customers and suppliers, and to become a leading skincare company in Bangladesh.

Product Selection:

Nutripure Bangladesh offers a wide range of products related to skin and hair care. Their main offerings are:

- ◆ **Hair oils:** Organic hair oil can nourish hair intensely and repair the hair fiber. A hair oil with essential oils can moisturize, regulate, and prevent hair loss. Nutripure Bangladesh's has introduced variety of oils concentrating different hair issues like hair fall, dandruff boost hair growth etc. these oils are a good solution for healthy, strong and beautiful hair.
- ◆ **Face packs:** Nutripure Bangladesh offers different face packs for different skin type and targeting specific skin crisis. Such as activated charcoal detox pack, brightening pack and acne treatment pack. These face packs are free from chemicals and artificial fragrance.
- ◆ **Hair packs:** Nutripure Bangladesh's hair packs are made with all natural ingredients and free from any types of harmful chemicals. These hair packs are suitable for suitable for all types of hair according to hair issues.
- ◆ **Essential oils:** Essential oils are the perfect example of self-care ritual. Nutripure Bangladesh's essential oils are known for its therapeutic properties that can be used for aromatherapy, skincare and relaxation.

- ◆ **Beauty supplement:** Beauty supplements are recently added to their product range. Nutripure Bangladesh's beauty supplements are specially formulated with antioxidants, vitamins and minerals. The supplements are designed according to different concerns.
- ◆ **Slimming Green Coffee:** Nutripure Bangladesh's green coffee formula is a drug-free dietary supplement developed from a blend of herbal extracts used with a healthy diet plan. Green coffee curbs your appetite and stimulates your body to burn fat and calories promotes anti-fatigue and improves immunity metabolism to achieve body goals and great health.

Sourcing and Supply Chain: Nutripure Bangladesh's maintain a proper systematic sourcing with reliable suppliers both from domestic and abroad. Also, they make sure that the products deliver timely and the product quality match the consumer standard of Bangladesh.

1. **Local Distributor:** Nutripure Bangladesh keep alight with selected trustworthy suppliers who helps them to provide required raw material by maintaining standard quality. Each material has been cross checked by the company's employees to meet the specific attribute.
2. **Abroad Distributor:** Nutripure Bangladesh carefully select the products from abroad to be specific from China and Vietnam suppliers that are reliable and provide the facility to formulate products as per their preferences.
3. **Manufacturing Process:** From raw material to final product, each product undergoes a quality control procedure to assure its ability. All the items are created under a maintained process which is directly monitored to ensure its quality.
4. **Payment:** The company uses cash and bank transactions with their local distributors. To maintain security and financial transparency Nutripure Bangladesh uses telegraphic transfer (TT) payments for every transaction with their foreign suppliers.
5. **Shipping/ Delivery:** For local raw materials Nutripure Bangladesh prefer local transportation for quicker delivery using optimizing routes. For foreign goods they used dedicated shipping agent also ensures safe and fast transportation of products from abroad. Distribution and Sales: Nutripure Bangladesh integrates their online channels to reach the targeted audience.
 - **Website:** Nutripure Bangladesh's user-friendly website encourages consumers to access to their product category, allowing them to browse and make purchase from their home.

- **Sales Performance:** This company's dedicated work and customers satisfaction has created a strong sales performance.
- **Monthly Sales:** Nutripure Bangladesh's currently monthly revenue in approximately 15lacs BDT, ensuring the popularity of their products.
- **Promotion and Discount:** Nutripure Bangladesh offering attractive discounts and promotional sales that encourage consumers to make a purchase decision.
- **Multi-Channel Sales:** Nutripure Bangladesh also utilize multiple channels to reach and expand their sales with platforms like Daraz.

Team And Operations: In Nutripure Bangladesh skillful and dedicated group of 20 people work here. Each individual plays a vital role in the company's success. By maintaining many aspects, product sourcing, marketing to sales and customer service. With their dedication to product quality, customer satisfaction and innovation, Nutripure Bangladesh is becoming a leading skincare company in Bangladesh.

2.3 Nutripure Bangladesh's Values, Vision and Mission

Values:

Quality: We are committed to giving high quality products to the consumers to meet their needs and preferences.

Customer Satisfaction: We are working hard to maintain customers expected experience to gain customers loyalty and satisfaction.

Ethics: One of our guiding principles is to maintain complete transparency with our customers.

Reliability: We are dedicated to preserve a reliable relationship with our customers, suppliers and employees.

Vision:

Our vision is to become a trusted and innovative provider of high quality and customer centric solutions products in Bangladesh, embracing sustainability in every aspect.

Mission:

Our mission is to provide natural and effective skincare solution along with convenient shopping experience by offering a range of products, trustworthy delivery and great customer service.

2.4 Features of Nutripure Bangladesh:

Nutripure Bangladesh is an organic skincare company and the brand is specialized in a wide range of products, including hair oils, face packs, hair packs, essential oils, beauty supplement and slimming green coffee. The company's products are known for their quality, performance and fascinating packaging design.

Product Highlight:**Hair Oils:**

Fig 1: Hair Oils

Organic hair oil can nourish hair intensely and repair the hair fiber. A hair oil with essential oils can moisturize, regulate, and prevent hair loss. Nutripure Bangladesh's has introduced variety of oils concentrating different hair issues like hair fall, dandruff boost hair growth etc. these oils are a good solution for healthy, strong and beautiful hair.

Types of Hair Oil

- **Coconut Oil:** Coconut oil is made under cold-pressed process that nourish hair and maintain good health of scalps.
- **Joba Oil:** Joba hair oil stimulates hair growth, increase carotene production, grows new baby hair.

- **Amla Oil:** Amla oil makes hair roots stronger, increase hair collagen cells and improve scalp health.
- **Neem Oil:** Neem oil removes dandruff and treats scalp infections, removing lice and prevent coming back and make hair roots healthier.
- **Ginger Oil:** Ginger oil revitalize hair follicle due to dandruff, strengthen hair strands and gives deeply conditioned hair and increase scalp blood circulation.
- **Onion Oil:** Onion oil recover hair damage like split ends and hair breakage, strengthen hair roots and makes hair strong and silky.
- **Aloe Vera Oil:** Aloe Vera oil deeply condition hair, prevents roughness and fizziness, makes hair lustrous shiny and silky.

Face Packs:



Fig 2: Face Packs

Nutripure Bangladesh offers different face packs for different skin type and targeting specific skin crisis. These face packs are free from chemicals and artificial fragrance.

Types of Face Pack

- **Activated Charcoal Detox Pack:** This face pack has anti-bacterial and anti-inflammatory properties that cleans the deepest layer of the skin, heals skin infections, detox skin blemishes, helps in anti-aging and tighten open pores.
- **Acne Treatment Pack:** This pack removes acne and acne bacteria, dry-out active acnes, removes fungal acne, treat effected areas and prevent new acne from coming.
- **Brightening Pack:** This pack treats hyperpigmentation and deeply cleanse face, remove dullness, remove all kinds of spots including acne scars, cleanse dead skin cells and give bright and glowing skin.

Hair Packs



Fig 3: Hair Packs

Nutripure Bangladesh's hair packs are made with all natural ingredients and free from any types of harmful chemicals. These hair packs are suitable for all types of hair according to hair issues.

Types of Hair Pack

- **Dandruff treatment:** This hair pack helps in remove dandruff, treats scalp infections, revitalize hair follicle due to dandruff and, removing lice and prevent coming back.
- **Anti Hair Fall:** This hair pack helps in stopping hair fall, increase collagen production, strengthen hair roots and hair follicle and improve scalp health.
- **Hair Growth:** This hair pack helps to grow new hair, promote keratin production, increases blood circulation to the scalp and makes hair thicker and stronger.

Beauty Supplement



Fig 4: Beauty Supplement

Beauty supplements are recently added to their product range. Nutripure Bangladesh's beauty supplements are specially formulated with antioxidants, vitamins and minerals. The supplements are designed according to different concerns.

Types of Beauty Supplement

- **Collagen Gummies:** This supplement helps in brighten skin tone, stimulates hair growth, prevent aging sings and improve teeth, nail and bone condition.
- **Glutathione Gummies:** This supplement helps in anti-aging skin brightening and improve immunity system also detox immunity system.
- **Ashwagandha Gummies:** This supplement helps in reducing stress, improve memory and mental health, increase testosterone energy and focus also good for sleep.

Slimming Green Coffee



Fig 5: Slimming Green Coffee

Nutripure Bangladesh's green coffee formula is a drug-free dietary supplement developed from a blend of herbal extracts used with a healthy diet plan. Green coffee curbs your appetite and stimulates your body to burn fat and calories promotes anti-fatigue and improves immunity metabolism to achieve body goals and great health.

Benefits:

- Enhance fat burning capability.
- Boosts metabolism.
- Reduces food cravings.
- Helps in shedding weight.
- Increase mental and physical energy.

Sourcing and Supply Chain:

Local Distributor:

- Nutripure Bangladesh keep alight with selected trustworthy suppliers who helps them to provide required raw material by maintaining standard quality.
- Each material has been cross checked by the company's employees to meet the specific attribute.

Abroad Distributor:

- Nutripure Bangladesh carefully select the products from abroad to be specific from China and Vietnam suppliers that are reliable and provide the facility to formulate products as per their preferences.

Manufacturing Process:

- From raw material to final product, each product undergoes a quality control procedure to assure its ability.
- All the items are created under a maintained process which is directly monitored to ensure its quality.

Payment:

- The company uses cash and bank transactions with their local distributors.
- To maintain security and financial transparency Nutripure Bangladesh uses telegraphic transfer (TT) payments for every transaction with their foreign suppliers.

Shipping/ Delivery:

- For local raw materials Nutripure Bangladesh prefer local transportation for quicker delivery using optimizing routes.
- For foreign goods they used dedicated shipping agent also ensures safe and fast transportation of products from abroad.

Distribution and Sales:**Multi-channel Sales:**

- Reach to the targeted audience through various channel.
- User-friendly website encourages consumers to access to their product category, allowing them to browse and make purchase from their home
- Utilizing several social media platforms to generates sales.
- Company Sales performance: This company's dedicated work and customers satisfaction has created a strong sales performance.
- Sales Performance: This company's dedicated work and customers satisfaction has created a strong sales performance.
- Monthly Sales: Nutripure Bangladesh's currently monthly revenue in approximately 15lacs BDT, ensuring the popularity of their product

Dedicated Team and operation:

- Skillful and dedicated group of 20 people work here. Each individual plays a vital role in the company's success.
- By maintaining many aspects, product sourcing, marketing to sales and customer service.

Operation: With their dedication to product quality, customer satisfaction and innovation, Nutripure Bangladesh is becoming a leading skincare company in Bangladesh.

2.5 Landing Page of Nutripure Bangladesh

Nutripure Bangladesh Your one-stop destination for pure and environmentally skincare solutions: Nutripure Bangladesh's concept is based on creating products that are organic, safe, and provide long-term benefits. The brand is specialized in a wide range of products, including hair oils, face packs, hair packs and essential oils. They depend on natural components and raw resources. Because the Nutripure family, feel that nothing can take better care for your skin, hair, and body than nature. Additionally, recently they added few products to their product range which they source from China and sell their products through online channel.

Experience with Nutripure Bangladesh:

Nutripure Bangladesh is committed to provide organic products without using any harmful chemical with long term benefits to the Bangladeshi consumers. The company work really hard to build and maintain a strong relationship with their customers and suppliers, and to become a leading skincare company in Bangladesh.

Our Products:

- **Hair oils:** Organic hair oil can nourish hair intensely and repair the hair fiber. A hair oil with essential oils can moisturize, regulate, and prevent hair loss. Nutripure Bangladesh's has introduced variety of oils concentrating different hair issues like hair fall, dandruff boost hair growth etc. these oils are a good solution for healthy, strong and beautiful hair.
- **Face packs:** Nutripure Bangladesh offers different face packs for different skin type and targeting specific skin crisis. Such as activated charcoal detox pack, brightening pack and acne treatment pack. These face packs are free from chemicals and artificial fragrance.

- **Hair packs:** Nutripure Bangladesh's hair packs are made with all natural ingredients and free from any types of harmful chemicals. These hair packs are suitable for suitable for all types of hair according to hair issues.
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- **Beauty supplement:** Beauty supplements are recently added to their product range. Nutripure Bangladesh's beauty supplements are specially formulated with antioxidants, vitamins and minerals. The supplements are designed according to different concerns.
- **Slimming Green Coffee:** Nutripure Bangladesh's green coffee formula is a drug-free dietary supplement developed from a blend of herbal extracts used with a healthy diet plan. Green coffee curbs your appetite and stimulates your body to burn fat and calories promotes anti-fatigue and improves immunity metabolism to achieve body goals and great health.

Quick and hassle-free Delivery

Easy and convenient shopping using our website and social sites. Our online store and website allow you to browse and purchase products anytime from anywhere as we provide 24/7 service through our website.

Chapter 3

STP Analysis

3.1 STP of Nutripure Bangladesh

Income: Nutripure Bangladesh's targeted customers are middle-upper class consumers in Bangladesh. This segment of the mass can afford their organic skincare products and able to purchase the company's offerings.

Lifestyle: Consumers who are health conscious and environmentally aware are the main customer segment of Nutripure Bangladesh. Consumers who prioritize products that match with sustainability and eco-friendly lifestyle.

Age: Nutripure Bangladesh's products are targeted to young to adult age group of people. Individual from different age groups seems to be targeted to different products and offerings.

Location: Nutripure Bangladesh mainly focus of the Bangladeshi market as this brand is established here and products and offering are created according to the Bangladeshi citizens need and preferences.

Variable For Market

Social Media Advertisement: Nutripure Bangladesh is an online based business therefore they utilize each social media platforms to reach and engage with their consumers. They ensure that they could reach out their targeted audience and their ads should be seen by the potential consumers.

Search Engine Marketing: Nutripure Bangladesh work on their search engine optimization to gain their presence whenever anyone search for organic skincare related solution. By increasing search engine ads Nutripure Bangladesh efficiently position themselves to the consumers.

Website: Nutripure Bangladesh's website allows their consumers to browse and purchase products anytime from anywhere as they provide 24/7 service through it. Its convenient interface engages consumers in making purchases.

Telemarketing: Nutripure Bangladesh uses telemarketing method where they reach their customers though telephone where the salesperson performs the direct marketing of goods and convince them to make a purchase decision.

Collaboration with Influencers: Nutripure Bangladesh work with social media influencers to perform collaboration and influencers visualize their work and educate normal people about the product and brand.

3.1.1 Market Segmentation

Demographic segmentation

Demographic segmentation sorts a market by elements such as age, education, household income, marital status, family size, race, gender, occupation, and nationality. The demographic approach is one of the simplest and most commonly used types of market segmentation. For instance, Nutripure Bangladesh can segments its market into young adults, middle to upper class people, mainly women's but inclusive of men who are interested in skincare.

Geographic segmentation

Geographic segmentation can be a subset of demographic segmentation, although it can also be a unique type of market segmentation in its own right. it creates different target customer groups based on geographical boundaries. For instance, Nutripure Bangladesh can segments its market into urban and semi-urban areas.

Psychographic segmentation

Psychographic segmentation considers the psychological aspects of consumer behavior by dividing markets according to lifestyle, personality traits, values, opinions, and interests of consumers. For instance, Nutripure Bangladesh can segments its market into environmentally aware and health-conscious people.

Behavioral segmentation

Behavioral Segmentation divides markets by behaviors and decision-making patterns such as purchase, consumption, lifestyle, and usage. For instance, Nutripure Bangladesh can segments its market into consumers searching for safe and effective products.

3.1.2 Targeting Strategy

Nutripure Bangladesh's target audience includes young adults who are interested in eco-conscious beauty products. The company's products are particularly attracted consumers who are health and environmentally aware.

Nutripure Bangladesh follow some characteristics to target their market:

- Age: Young-adults
- Income: Middle-Upper Class.
- Lifestyle: Health conscious and environmentally aware.
- Location: Urban and semi-urban areas.
- Values: Quality, performance and fascinating packaging design.

Nutripure Bangladesh also follow these factors while targeting its products and campaign:

Health-Conscious Customers: People who are aware about their health wellness and seeking for chemical free products.

Eco-friendly Buyers: Customers who are conscious about eco-friendly packaging, ethical production and sustainability.

Sensitive Skin Consumers: Consumers with different skin diseases like acne, eczema they are looking for safe and gentle products.

By understanding its targeted market Nutripure Bangladesh can create effective marketing campaign to connect with their consumers.

3.1.3 Market Positioning

Position themselves as a provider of effective and eco-friendly skincare solution.

Nutripure Bangladesh emphasizes the quality, performance and fascinating packaging design of its products. The company work really hard to build and maintain a strong relationship with their customers and to become a leading skincare company in Bangladesh.

Target middle -Upper class

Nutripure Bangladesh can focus on reaching middle - Upper class individuals, as this segment can avail their products and marketing offerings.

Utilize Multi channel Marketing

Nutripure Bangladesh should make proper use of multi-channel marketing to reach to their targeted audience, including advertising, print advertisement, sponsorship and public relation.

Chapter 4

Analysis of Marketing Mix Strategy

4.1 Marketing Mix Strategy of Nutripure Bangladesh

Nutripure Bangladesh can increase its sales with effective advertising and marketing mix strategy and achieve competitive advantage. In other words, it is the method of advertising a company's products to the public through an established plan through the meticulous planning and organization of ideas, data, and information.

1. **Product:** The product is the good or service being marketed to the target audience.
2. **Price:** Price is the cost of a product or service.
3. **Place:** Place is where you sell your product and the distribution channels you use to get it to your customer.
4. **Promotion:** Promotion is how you advertise your product or service.

4.1.1 Product:

Nutripure Bangladesh the brand is specialized in a wide range of products, including hair oils, face packs, hair packs, essential oils, beauty supplement and slimming green coffee. The company's products are known for their quality, performance and fascinating packaging design.

Quality: Nutripure Bangladesh is committed to giving high quality products to the consumers to meet their needs and preferences. They emphasize in using in high quality and organic sources ingredients to made their products.

Performance: Nutripure Bangladesh's products are designed and created with environment friendly elements and no chemicals were used in it. So, their approach is to slow but sure results.

Packaging Design: Nutripure Bangladesh make sure that their products packaging is eco-friendly. Yet the design of their products are very attractive that it grabs attention of their target audience.

Transparency: Nutripure Bangladesh maintain a transparency and trusting relationship with their consumers by providing full ingredient label on their products. Also provide information about the benefit of organic skincare.

4.1.2 Price:

Value based pricing: The prices of the organic products command a high price due to the higher quality and eco-friendly elements and highly supervised making process. Nutripure Bangladesh approach to price based on its perceived worth.

Price segmentation: Evaluating prices, they create a pricing segmentation for their consumers. By offering both high-end and affordable options through different sizes of the products like mini oils and travel kit size. So that the customers of all class can afford to purchase their products.

Discounts and promotion: Nutripure Bangladesh provide occasional discounts and run promotional marketing campaign for giving boosts to their sells. By following these methods, they attract new customers and increase their market share.

4.1.3 Place:

Nutripure Bangladesh refers to make their product available at the right location with adequate quantities assures that its easily access or purchase by the customers. They the follow the following places to market their products:

Direct Channel: They properly utilize their direct channel which is their website to sell their products. Nutripure Bangladesh's website allows their consumers to browse and purchase products anytime from anywhere as they provide 24/7 service through it. Its convenient interface engages consumers in making purchases.

Social Media Sites: Nutripure Bangladesh uses several social media sites to attract new customers and engage with their existing customers. Social media platforms are powerful tools for place marketing mix strategy, they use Facebook. Instagram, TikTok, WhatsApp and YouTube.

Multi-Channel Sales: Nutripure Bangladesh also utilize multiple channels to reach and expand their sales with platforms like Daraz.

Telemarketing: Nutripure Bangladesh apply telemarketing strategy to promote, educate and sell their products. It is a highly effective tactic but it requires proper planning, communication and understanding of target market.

4.1.4 Promotion: The strategy and tactic that has been used by Nutripure Bangladesh to promote their products to customers are given below:

Online Advertisement: Nutripure Bangladesh is an online based business therefore they utilize digital advertising to reach and engage with their consumers. They ensure that they could reach out their targeted audience and their ads should be seen by the potential consumers. Also, to build brand awareness and increase sales.

Search Engine Optimization: Nutripure Bangladesh work on their search engine optimization to gain their presence whenever anyone search for organic skincare related solution. By increasing search engine ads Nutripure Bangladesh efficiently position themselves to the consumers.

Social media: Nutripure Bangladesh uses several social media for example Facebook, Instagram, TikTok, WhatsApp and YouTube to promote their products. Social media allows the brand to connect with health conscious and eco-aware consumers.

Influencer Collaboration: Nutripure Bangladesh also invest in influencer collaboration. They work with influencers by sending them products according to their vase and skin concerns and they create relevant content showcasing Nutripure Bangladesh's products and educating their followers about the benefits of the products.

Chapter 5

Findings, Recommendation and Conclusion

5.1 Major Findings

From the study about Nutripure Bangladesh I have find out some of the specific problem about their STP Analysis

Segmentation Problem: Nutripure Bangladesh uses basic segmentation strategy to divide and identify their market. They should change their segmentation process and should put more focus on consumers lifestyle, behavioral, and psychographic components to better understand their consumers need and preferences.

Targeting Challenges: Targeting means selecting which segments to focus on. Nutripure Bangladesh's targeting activities may not be reaching and engaging with effective target segments. As a result, they are failed to reach to their potential audience. The company should conduct marketing research to gain effective insight about the targeted segment and to reach to the right consumer group at the right time.

Positioning Weakness: Nutripure Bangladesh positioning activities are facing lot of difficulties in creating brand image. Due to several interruption the company's identity remains unclear to the targeted segment. Consequently, brands image fails to connect with the consumers and failed to create individual recognition from its competitors.

Here are some specific issues with Nutripure Bangladesh's 4P's analysis:

Product Issue: Nutripure Bangladesh has a wide range of products and each products needs high quality and eco-friend ingredients, so sourcing and finding these elements can be difficult. Organic products are made without preservative therefore, it has got shorter shelf life and can lead to loss of products.

Price Issue: Sourcing and creating organic products command to higher product price. Consumers can question the brand about the higher price of organic skincare products, especially when they find traditional products equally effective. Similarly, when consumers can alternative competitor products in a cheaper price.

Place Issue: The main issue in Nutripure Bangladesh is they do not have any physical store therefore customers have to rely on online orders only but many people are not comfortable in online shopping hence they cannot order their products. For this reason, the products cannot be reached to everyone.

Promotion Issue: Nutripure Bangladesh needs as an organic skincare brand face the difficulty in creating brand awareness in a congested market, specifically when the larger brand is already well known and established.

5.2 Recommendation

Locating Segmentation Issues

Nutripure Bangladesh's segmentation problem can be effectively eliminated by changing the previous segmentation strategy and process. They should change their segmentation process and should put more focus on consumers lifestyle, behavioral, demographic and psychographic components to better understand their consumers need and preferences. Nutripure Bangladesh should gather deeper insight about consumers buying decisions.

Enhancing Targeting Effectiveness

Nutripure Bangladesh should take effective steps to understand the targeted segment to which group they have to put focus. The company should conduct marketing research to gain effective insight about the targeted segment and to reach to the right consumer group at the right time. They should target health-conscious individual, eco-friendly consumers to reach their potential audience.

Allocating Positioning Issues

Nutripure Bangladesh positioning activities are facing lot of difficulties in creating brand image. Due to several interruption the company's identity remains unclear to the targeted segment. To provide consumers a clear and concise perception about the brand they should create effective positioning so that consumers choose this particular brand over other alternative brands.

Addressing Product Issues: Nutripure Bangladesh should focus on optimizing eco-friendly ingredient sourcing. By doing partner with reliable and certified suppliers to maintain the quality and consistency of the ingredients. They should also invent in making natural preservative that will increase the shelf life of the products and prevent product wastage and extend its longevity.

Addressing Price Issues: Nutripure Bangladesh should educate their audience about benefits of choosing organic products over any chemical-based products. They also should introduce affordable product range along with premier product options. That will allow brand to reach a wider proportion of audience.

Addressing Place Issues: Nutripure Bangladesh should established their physical outlet to grab a specific proportion of consumers who are more comfortable in physical shopping than online shopping. They can also apply partnership with various retailers to display and sell brands products on their shops.

Addressing Promotion Issues: Nutripure Bangladesh should take necessary steps to increase brand awareness by doing content marketing and influencer collaboration to reach targeted audience and trust. Additionally, can utilize social media platforms to communicate and engage with their consumers. Encourage customers to provide reviews to create social proof.

5.1 Conclusion

In recent years, the global demand for natural and organic skin care products has witnessed a significant upturn, as people are now more aware about the harmful effect of chemical on their skin and health. Nutripure Bangladesh is a brand that focuses on creating organic skincare products. The company aims to provide natural, safe and effective solutions for skin and health while promoting ethical sourcing and eco-friendliness.

Nutripure Bangladesh is committed to provide organic products without using any harmful chemical with long term benefits to the Bangladeshi consumers. The company work really hard to build and maintain a strong relationship with their customers and suppliers, and to become a leading skincare company in Bangladesh.

Nutripure Bangladesh uses multi-channel platforms to reach to their targeted audience. The company employs various digital marketing strategy to attract their targeted customers. They utilize channels like social media, search engine optimization (SEO), telemarketing. Nutripure Bangladesh's marketing campaigns by giving attractive offers, influencer partnership and they provide details information about the products benefits and features, emphasizing the value.

Nutripure Bangladesh is clear about their brands goals, mission and vision and know how to attract consumers with affective advertising and marketing strategy according to their need and preferences. They are also aware about the product transparency and innovation and continued to conduct research in it to capture the growing share of the market.

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