



Internship Report on
“An Analysis of the Marketing Strategies of Super Star Group”

Submitted to:

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Program: BBA

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Letter of Transmittal

November 10, 2024

Professor Dr. Mohammad Masum Iqbal

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

Subject: Submission of internship report about An Analysis of the Marketing Strategies of Super Star Group.

Dear Sir,

I feel privileged to present my internship report to you under your supervision on “An Analysis of the Marketing Activities of Super Star Group”. I have put together this report I am presenting after working with Super Star Group for three months, primarily in the division of lighting. The following report outlines a learning and experience of my internship as well as activities carried out in the company. As much as I could, I have tried to make it as effective as possible. Time constraints coupled with the advanced understanding of the presentation has been put to maximum utilization to reflect the best it could display.

I am pleased to acknowledge you, for your guidance and genre throughout this part of the attempt on this report. Should you have any questions to which you expect an answer from me concerning this report, please do not hesitate to ask. It only remains for me to beg that you will be kind and judge the matter and oblige thereby.

Yours Sincerely,



Mahmudul Hasan Anik

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Student Declaration

I, Mahmudul Hasan Anik, Student ID: 203-11-6604, a student in the BBA program, certify that I wrote the internship report known as “An Analysis of the Marketing Strategies of Super Star Group” after completing a three-month internship program. I also hereby testify that this work is my own and has been completed with the innocence of intent of using it in the academic-related activities of Daffodil International University.



Mahmudul Hasan Anik

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Program: BBA

Major: Marketing

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Supervisor's Certificate

This is to certify that the internship report entitled An Analysis of the Marketing Strategies of Super Star Group is prepared by Mahmudul Hasan Anik, ID No: 203-11-6604 perquisites the present research study as part fulfillment of the Bachelor of Business Administration program under the Department of Business Administration and Faculty of Business and Entrepreneurial Studies of the Daffodil International University.

The report is recommended for submission and acceptance.



Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
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Acknowledgment

To start with, I would therefore wish to thank the Lord Almighty for having blessed me with patience to even do the report.

Allow me to extend my appreciation to my internship supervisor Professor Dr. Mohammad Masum Iqbal, Dean, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University for his guidance on and encouragement for the preparation of my report.

I extend my gratitude to the authority of Super Star Group for their kind permission to do my internship at this Organisation. Permit me to express my gratitude to the officers and members of the staff of the marketing and Business Development team of Super Star Group for their cooperation, without which it cannot be complete the report. It is my pleasure and honor to declare that my internship company supervisor Mohammad Sajjadul Islam has been our deputy general manager of MBD department at the Super Star Group & Co. Ltd., who gives me the proper training and cooperation during my internship period.

Lastly I would also like to thank all others who needs or needed help within or outside Super Star Group Door. I thank all my teachers, students and friends of Daffodil International University to provide their valuable support and encouragement to me. I am also grateful to my parents since they motivated me a lot.

Executive Summary

This study is unique as it incorporates insights from an internship experience at Super Star Group (SSG), providing a practical perspective on marketing strategies. SSG stands out as a dynamic and leading provider of electrical products across Bangladesh. Established in 1994 under the Super Star brand, the company began its mission by offering incandescent bulbs (GLS) as a primary lighting solution. Driven by a spirit of growth and innovation, SSG transformed into a prominent group, expanding its business ventures. This report will provide clear insights into the company's branding and promotional strategies to reach consumers. There are four chapters in this report. The introductory chapter narrates the study background, the objectives of the study and the plan of action to achieve the objectives. The second chapter gives a background information of SSG by describing its formation, brands and business information. The third chapter focuses on SSG's marketing aspects with special references to market targeting, positioning, marketing mix, brand management and digital marketing. The final chapter evaluates existing problems of SSG's marketing and discusses specific recommendations to solve them that include inadequate digital marketing and CRM, problems with brand communication and vision, and a weak focus on e-commerce. Altogether, this report provides enlightenment into the marketing activity of SSG and will provide guidance on its directional strategic plan with both theoretical knowledge and practical internship experience.

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Chapter: 01

Introduction

1.1 Introduction

As a student in the Bachelor of Business Administration (BBA), each one of us must complete a practical internship in an organization in order to meet the prerequisites of the internship program. As with most programs, the primary emphasis of this program is to expose the learners to events and situations observed in operations of business organizations. As a partial requirement for the successful completion of the BBA internship programme, this report centers on an analysis of the Marketing & Business Development Department of Super Star Group (SSG) as well as a critical assessment of the execution of its marketing activities. As a recap, there is the need to apply knowledge taken in class with other practical aspects that define operational methods in the real world. For this reason, the internship program is an important component of the BBA curriculum and designed to bridge the theory practice divide. Thus, this analysis aims at providing students with a priceless opportunity to apply what they have learnt in a class to working organizational environments. I have gained personal knowledge of the tactics and procedures that guide the department by participating in and observing a variety of marketing and business development activities throughout this internship. In addition to highlighting the useful uses of marketing theories and pointing out any discrepancies between theoretical understanding and practical application, this report will include my experiences and discoveries. By the time this report is finished, I hope to have given readers a thorough picture of SSG's Marketing & Business Development Department, highlighting the ways in which academic concepts are put to use in the real world and providing insights into the difficulties and achievements faced by the department's marketing initiatives.

1.2 Background of the Study

The lighting and electrical industries in Bangladesh have developed rapidly over the last few decades as a result of constantly improving urbanization rate, infrastructural industrialization that enlarges the need for electrical equipment, and the demand for innovative energy-saving products. From the developments in technology and change of customer needs and wants, firms are forced to find new ways of doing things. Marketing communicates an indispensable role in the dynamic industry because it determines a brand's market position, customer appeal, and business development. The purpose of this study to critically consider Super Star Group and its STP strategies while determining the utility of its marketing mix. By studying these aspects, this report aims at evaluating the potential opportunities as well as the limitations of SSG's marketing activities and propose recommendations that will help it improve its performance in the market.

1.3 Objectives of the Study:

The objectives of the study are following:

1. To explore market segmentation, market targeting, and positioning strategies of Super Star Group;
2. To analyze the marketing mix of Super Star Group;
3. To identify the shortcomings in the marketing strategies of Super Star Group;
4. To make recommendations to solve the shortcomings;

1.4 Scope of the Study

This study focuses on the marketing and branding strategies of Super Star Group (SSG) in Bangladesh, particularly within electrical industry. The scope includes an in-depth look at SSG's branding efforts, sustainable marketing practices, and the challenges and opportunities faced by the company. The aim is to understand how SSG integrates its brand identity, product portfolio, and market relevance.

1.5 Methodology of the Study

i. Nature of the Study: This is a descriptive study that focused on the marketing strategies applied by Super Star Group (SSG). It aims to analyze the segmentation, targeting, and positioning approaches, along with the marketing mix strategies utilized by SSG. By providing a detailed explanation of these elements, the study seeks to offer insights into how SSG operates within the competitive markets.

ii. Sources of Data:

Primary Data Sources:

- Discussion with the employees of the marketing department.
- Conversation with the customers.

Secondary Data Sources:

- Documents related to sales and marketing activities
- Company's Website
- Product Catalogues
- Articles from journals

iii. Target Population: The target population for this study are the employees from the brand, digital marketing, customer service, market research, and sales team who work in the corporate head office. They can provide valuable information as they are directly involved with the different marketing activities.

iv. Sample Size: The sample size for this study is 10 that include the employees from the different marketing teams who works on different branding, marketing and promotional strategies.

v. Sampling Method: Therefore, the sampling method employed in this research study is convenience sampling, which is categorised under non-probability sampling technique of finding participants by their availability.

vi. Methods of Data Collection: The qualitative data derived from conversations with different respondents. It provides descriptive insights on marketing activities and strategies. The quantitative data was collected from different documents, product catalogues and websites. It provides information related to marketplace and product lines.

1.6 Limitations of the Study

- i. **Insufficient Internship Duration:** The internship's three months are not long enough to gain significant amount of information and real-world experience. This short timeframe limits both the breadth of knowledge and the ability to completely integrate into the operations of the organization.
- ii. **Restricted Access to Software:** The "Affiliate Business Program & ABC" software is only accessible to permanent staff. As a result, it limits the relevant data access.
- iii. **Data Confidentiality:** For this investigation, maintaining data confidentially posed yet another major problem. This limitation reduced the amount of data that could be analyzed.

Chapter: 02

Company Profile

2.1 Company Overview



SSG has been manufacturing, importing and marketing electrical accessories and equipment for over twenty years under the trade name SUPER STAR. Subramaniam's business began its venture in 1994, with the establishment of an incandescent light plant at Narayanganj. Private, public, and special lighting and electrical requirements for residential, commercial, or special needs use are the specialties of SSG. SSG has become one of the leading companies in Bangladesh's lighting industry due to the services that have been offered to different customers in this industry. Accessories involve CFL, Incandescent Lamps, LED light, Fluorescent Tube Lights, Switches & Sockets, Fans, Fluorescent Lighting Fixtures, PVC Insulating Tape, Electronic Ballasts, Distribution Boards etc. Further, the company is the authorized distributor of Kawamura Electric Inc. of Japan and Federal Electric of Turkey; being the sole seller of circuit breakers and most electrical safety gadgets in Bangladesh today. Moreover, the Company had created an identity of itself as 'Khaitan Fan of India' distributor in Bangladesh while simultaneously developing fan products under the brand 'Super Star Fan.' The items that are developed are of reasonable quality, and they are also quite dependable. All of these goods, SSG believes are of very high utility and have elegant appeals that SSG is really privileged to make them available to its valued customers or customers-in-potential. SSG has a new acclaimed company called Super Star Engineering Ltd. (SSEngL) in Bangladesh which was set up in 2012 which have shown their ability to manufacture, supply, install, test and commission electrical substation, elevator, generator and other electrical works and total solution service for electrical substation project turnkey basis. Pursuant to the above observations, SSG has been ventured into the renewable energy business through its company known as Super Star Renewable Energy Ltd. (SSREL) which commenced operations in the year 2013. This business produces products that can be described as new, novel and innovative renewable energy related items fit for branded Super Star customers. Solar." That is why in 2011 SSG actively expand its activity in the sphere of real estate under trading name Super Star Properties Ltd to fulfil its mission to offer its clients comfortable and exclusively spaces for residence and commercial activity, availing the most for their money. Besides all the above mentioned, SSG is planning to launch a few more new products which will enhance SSG's image and create a conglomerate image of the compan

2.2 Vision Statement

To be the most contemporary conglomerate - LOCALLY AND GLOBALLY

2.3 Mission Statement

We will provide the innovative products and solutions that offer customer delight.

2.4 Values

By innovation and Green Approach, SSG does organic growth in energy management solutions. They push for eco friendly lighting and related electrical solutions to capitalize on their green footprint. SSG has also built a solid distribution network throughout high potential cities and towns in Bangladesh where mini marts and online stores sell its products. But they also provide after sales care and link customers with experienced electricians through 'Mistri Mama.' SGS, due to its commitment, quality, technology application and customer satisfaction has turned into a market leader in electrical and lighting industry of Bangladesh.

2.5 Corporate Information

- Name of the Company: Super Star Group (SSG)
- Status: Electrical Solution Provider
- Date of Incorporation: 1994
- Corporate Office Address: Nabosrista Plot#1, A Tejgaon I/A, Dhaka
- Corporate Office Contact: +88-09610-774774
- Email: info@ssgbd.com
- Web Page: <https://www.ssgbd.com/>

2.6 Brands

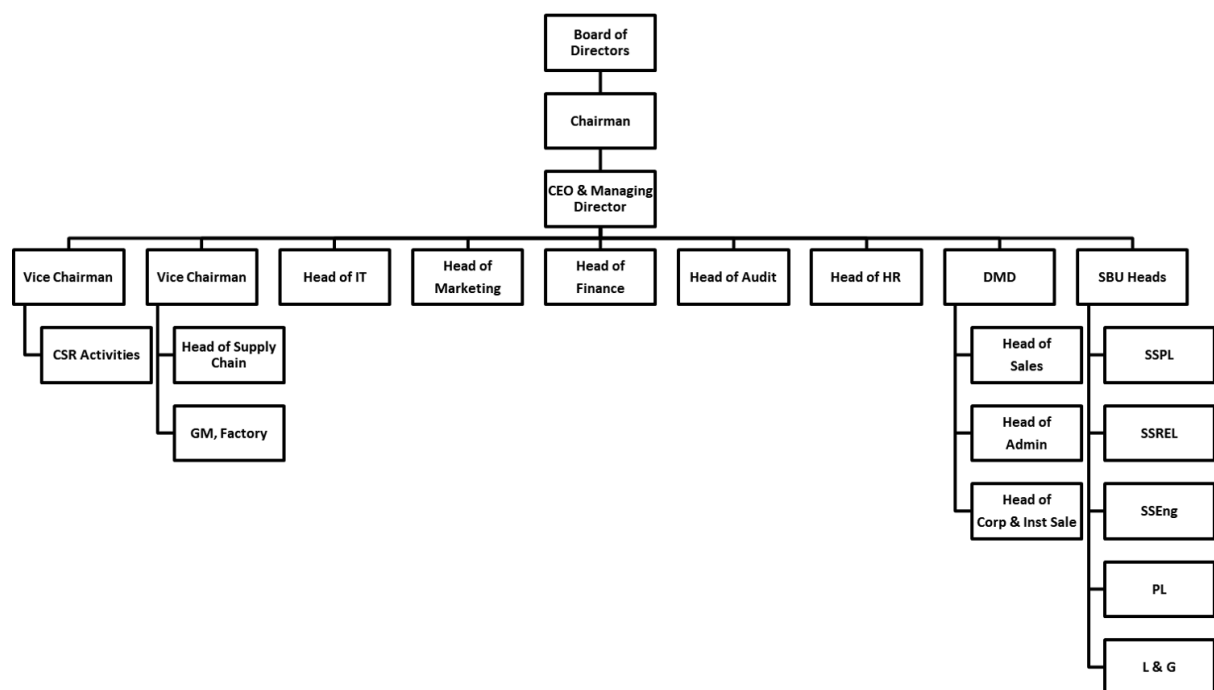
The five brands of SSG include:

1. Super Star
2. Blink
3. Orlee
4. Roots
5. Super Star Tissue

2.7 Business Units

1. Super Star Electrical Accessories Limited
2. Super Star Electronics Limited
3. Super Star Fan Limited
4. IR Bulb Co Limited
5. Super Star Renewable Energy Limited
6. Super Star Distribution Limited
7. SSG Holdings
8. SSG Elevator
9. SSG Agro
10. SSG Paper Limited
11. BIZZ SOLUTIONS LTD.
12. SSG Global

2.8 Organizational Structure



Chapter: 03

Analysis of Marketing Strategies

3.1 Market Segmentation

Super Star Group (SSG) divides its market into many categories as it has different types of product offerings across different industries and customer needs. Below are the key segments:

3.1.1 Demographic Segmentation

- i. **Residential Customers:** SSG provides LED lamps, CFL bulbs, switches, fans and other electrical accessories for household use. They are aimed at middle and upper-income families looking for reliable, energy efficient and durable products for home use.
- ii. **Commercial & Industrial Clients:** SSG offers large electrical products such as circuit breakers, substations and distribution boards to factories, industries and commercial buildings. These clients require high performance and reliability to keep the system in continuous operations.
- iii. **Institutional Buyers:** SSG serves the government projects, educational institutions, hospitals, and public sector organizations with substation, energy efficient lighting products and renewable energy installations.

3.1.2 Geographic Segmentation

- i. **Domestic Market (Bangladesh):** SSG specializes in the Bangladeshi market, where it is well entrenched, with a large network of dealers, retailers and factory outlets. The company serves urban and semi urban areas as electricity infrastructure is better developed and there is greater need for advanced electrical solutions.
- ii. **International Market:** SSG has gained popularity in neighboring countries, especially in South Asia, and is now a regional player in the lighting and electrical industry. SSG works through strategic partnerships such as Khaitan Fans of India with both domestic and international markets.

3.1.3 Behavioral Segmentation

- i. **Energy-Conscious Consumers:** SSG has been very focused on energy efficient lighting and has offered LED lamps and CFLs to customers who are looking to decrease electricity consumption and environmental impact.
- ii. **Tech-Savvy Customers:** SSG offers cutting edge electrical products such as advanced circuit breakers and renewable energy solutions to customers who want innovation and smart technology. The segment consists of both businesses that are adopting modern technologies to be long term efficient and individual consumers.

3.1.4 Psychographic Segmentation

- i. **Quality-Conscious Customers:** SSG is targeting customers who want premium and reliable electrical products. With a focus on product durability, safety and compliance to international standards, such as ISO, customers who cannot afford substandard goods go for such brands.
- ii. **Eco-Conscious Customers:** Super star renewable energy ltd. (SSG), appeals through its renewable energy division, SSREL to customers as well as organizations who place a premium in the use of clean energy solutions.

3.2 Market Targeting

Differentiated targeting strategy is used by SSG to cater to the unique needs of different customer groups over its broad product portfolio.

i. Residential Market (B2C): SGT seeks to reach middle and upper-income homes directly through its energy efficient and aesthetically appealing lighting solution like LED bulbs, CFL, switches, fans etc. It is oriented to the assurance of the availability of adequate, inexpensive and simple to install things used daily. Apart from its electrical lines, SSG also offers its premium electrical accessories and fans under 'Super Star' brand for homeowners who prefer style and function.

ii. Business and Commercial Market (B2B): Its range of heavy-duty electrical equipment targets commercial buildings, industries and retail chains. Its subsidiary, Super Star Engineering Ltd (SSEngL) supplies and manufactures circuit breakers, distribution boards, substation services etc. Such businesses need the highest performing equipment that guarantees safety with minimal downtime. SSG includes Japanese and Turkish brands, is the sole distributor in APC Brazil and is involved in the sale of products of superior electrical safety by Kawamura circuit breakers, thus making the company more attractive to those safety conscious industries.

iii. Renewable Energy Market: Its Super Star Renewable Energy Ltd. (SSREL) division targets institutional and corporate ones looking for power solutions, such as solar power systems, through SSG. Government bodies, large industrial facilities and the organization that are committed to cutting down their carbon footprint via implementation of green technologies are these clients.

iv. Institutional Buyers: SSG serves the turnkey electrical solution market for large scale government projects, educational institutions, and other public sector organizations with substation installations, specialized products such as elevators and generators. These institutional clients require a reliable, scalable solutions in line with infrastructure projects and long-term operating needs.

3.3 Positioning

Super Star Group (SSG) is an established Bangladeshi electrical industry leader championing its consistent and successful focus on providing high quality, technologically advanced and energy efficient solutions across various vertical segments. Based on the firm's commitment to innovation, sustainability and reliability, its positioning is laid on:

i. Innovation & Technology Leadership: SSG positioned itself forward thinking in that continuous R&D development and modern solutions brought to the market. That is why the brand is considered a pioneer of producing high-tech energy efficient products from LED technology to modern electrical equipment. Partnerships with global brands like "Kawamura Electric Inc." and "Khaitan Fans", enhanced its image as a professional and premium high-tech solution provider.

ii. Sustainability and Green Solutions: SSG is well positioned as an enterprise focused on sustainability with increasing emphasis on “renewable energy” via Super Star Renewable Energy Ltd. (SSREL). SSG appeals to environmentally conscious businesses and institution by offering solar power systems and other renewable energy solution which has become popular as the movement towards green energy continues globally. LED and CFL products, the company’s focus on which focuses customers’ attention to lower energy consumption, help the company maintain the image of a lighting solution solutions provider.

iii. Quality and Reliability: SGS statements of achievement in high standards and reliability are evident in its wide range of ISO certified products. SSG has gained consumer and business trust by ensuring quality of the top-notch product and observing strict safety standards. The tagline is “Illuminating the Future,” which speaks to both the company’s commitment to innovating and its desire to provide long-term, reliable solutions to its customers. With lighting for the home or industrial electrical systems, SSG represents the brand customers can trust for the same quality and performance time and time again.

iv. One-Stop Solution Provider: Compared to others, what sets SSG apart is that they are a diversified conglomerate, which means they provide a large array of products and services such as lighting solutions to renewable energy, substations and real estate development. This way the business becomes a one stop solution for customers who want electrical infrastructure, safety equipment or turnkey solutions for large projects. As a very strong brand in its sector (especially the engineering field), SSG diversifies into new sectors such as real estate (Super Star Properties Ltd.) and heavy industrial solutions (SSEngL), and positions itself as a conglomerate with varying demands to meet under one brand umbrella.

3.4 Marketing Mix of SSG

SSG’s marketing mix describes a well-structured approach to providing high-quality, affordable products. By focusing on large product lineup, competitive price, multi-channel promotions, and modern facilities, SSG is working to keep the leading position in the industry. The Marketing Mix of Super Star Group (SSG) can be evaluated using the 7Ps model, which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence. Here is a detailed description of each element:

3.4.1: Product

SSG serves a variety of electrical and other products under their different brands. The organization's key products include:

1. Electrical Accessories Products:

- Switches and Sockets
- Extension Socket
- Circuit Breaker
- Holders and Ceiling Roses

2. Lightings Products:

- LED Bulb
- LED Tube Light
- Smart Bulb
- Emergency Bulb
- Ceiling Panel Light
- Spot Lights
- Wall LEDs

3. Fans Products:

- Ceiling Fan
- Rechargeable Fan
- Net Fan
- Stormy Fan
- Table and Wall Fan

4. Cables product:

- House Wiring Cables

5. Tissue Products:

- Facial Tissue
- Hand Towel Tissue
- Kitchen Towel Tissue

- Paper Napkin Tissue
- Toilet Tissue

6. Other Products:

- Energy Meter
- Mosquito Bat

3.4.2: Price

SSG offers competitive price for its products that meets the financial capabilities of its target customers, which mainly include household, corporate and industrial clients. The price list given below:

Category	Product	Price in BDT
Electrical Accessories	Switches	42 - 1143
	Sockets	50 - 1071
	Extension Socket	450 - 1300
	Circuit Breaker	408 - 2420
	Holders and Ceiling Roses	55 - 160
Lightings	LED Bulb	141 - 1550
	LED Tube Light	325 - 1400
	Smart Bulb	650 - 950
	Emergency Bulb	531 - 1100
	Ceiling Panel Light	380 - 3300
	Spot Lights	570 - 675
	Wall LED	725
Fans	Ceiling Fan	3215 - 3950
	Rechargeable Fan	4500 - 6500
	Net Fan	925 - 1010
	Stormy Fan	1100 - 1275
	Table Fan	2400
	Wall Fan	3050

Category	Product	Price in BDT
Cables	House Wiring Cables	2020 - 37552
Tissues	Facial Tissue	12 - 100
	Hand Towel Tissue	48 - 100
	Kitchen Towel Tissue	80
	Paper Napkin Tissue	70
	Toilet Tissue	25 - 35
Others	Energy Meter	1620 - 8000
	Mosquito Bat	700

3.4.3: Place

SSG is a strong and large distribution network across Bangladesh. And the company has a number of ways to get its products out. SSG has thus built up a network of dealers, retailers and distributors which extends to urban and rural areas. On top of that, it actually blew our own socks off with its own e-commerce platform, the SSG eShop, which allows customers to buy products online as smoothly as possible. This makes it possible to reach both individual customers and institutional customers by direct sales, through distribution or with retailers that will offer SSG products as their own. Additionally, the company's corporate and institutional sales divisions seek to penetrate large scale projects with a view of incorporating its products into infra structural and industrial developments in the country.

3.4.4: Promotion

SSG develops a large number of traditional ads. Promotional campaigns highlighting the company's products quality and reliability are actively undertaken by the company which provides electrical and lighting solutions, among other things and renewable energy. In fact, it runs TV commercials, press advertisements, and promotional events aimed at keeping its audience interested. Online, the brand also uses social media platforms and its e commerce site to speak directly to a tech savvy set of customers, providing them with discounts and exclusive deals. SSG has acquired several prestigious awards and certificates, ISO 9000 and ISO 14000 in quality and environment management, to build trust and recognition in order to promote the image of its brand. Additionally, SSG partners with international brands such as Federal (Turkey) and Kawamura (Japan) to offer high end products for a premium and professional market.

3.4.5: People

The people at SSG is mostly composed of engineers, designers, customer service, and sales individuals. This encourages the company to produce quality products with an equally high level of customer care. The company's emphasis on safety and innovation has largely been put to practice through the skills and efforts of its human resources.

3.4.6: Process

Processes at SSG entails designing, making and supplying, belts and other accessories and equipment. They have a very strong quality assurance system in order to make sure that they supply with high quality products. Their distribution chains are also customer friendly due to their timely deliveries and thus satisfied customers across all categories; residential as well as commercial.

3.4.7: Physical Evidence

All SSG's physical evidence include their various product offerings such as Lighting, Fans, Elevators Accessories etc. Product packaging, product branding and product user manual also serve as the window for proving the quality and reliability of the products. The designs and materials used in the products also support the ideas of safety and innovativeness.

3.5 Marketing Strategies of SSG:

3.5.1 Market-Oriented Strategies

SSG has a market orientation, thus conducts a market analysis with respect to trends, customers' needs, and competitors. By assessing changes in the customers' needs and innovating technologies the company SSG adopted changes in its lines of products and in its marketing techniques. That flexibility has served to help the company retain its position as market leader within the lighting as well as electrical segment.

i. Customer-Centric Approach: SSG lays much emphasis on a proper identification of customers' needs, especially for the residential, commercial, and industrial markets. The company's marketing strategies include market segmentation of energy-efficient, affordable and quality products that meet customers' preferences.

ii. Innovation-Driven Marketing: SSG also employs large amounts of capital to R&D to bring new products like LED lighting, smart electric devices, and renewable energy systems. Making such changes, SSG ensures that it places itself as an organization that embraces innovation in a bid to enhance sustainability.

3.5.2 Branding Strategies

Branding is also a very strategic part of the Strategic Marketing observed in SSG. The company aims at establishing sound brand image to the customers through constant promotion of quality, reliability and sustainability of its various brands.

i. Multi-Brand Portfolio: Customer segmentation is a great advantage for the SSG to offer different products of different brands in one market. super Star exports has gained the confidence and trust of the customers in the market due to its quality products while Blink is to satisfy the customer who looking for cheap prices. The Orlee and Roots are the sub brand that offers premium electrical solutions to stylish and innovative consumers.

ii. Brand Consistency and Differentiation: Thus, while SSG remains consistent with its strategic brand values of quality and trust, it strategically, and intentionally, positions each brand to fit the needs of a specific target consumer segment. The communication of these values is well exemplified across the traditional and digital marketing to enhance brand recall and users' allegiance to the company.

3.5.3 Relationship Marketing Strategies

In the B2B market, relationship marketing is one of the most important strategic components of SSG's business. The company sustain cooperative business relationships with retailers and dealers as well as other business partners for predictable delivery and quality service.

i. B2B Focus: The majority of SSG's resources are committed to the development of partnerships with industrial and commercial customers. With such approach the company wins the trust of the clients and continues helping them to reach their goals – this builds the company's market niche.

ii. Retailer and Distributor Engagement: As a result, SSG often organizes training and workshops with retailers and distributors who are part of the company network and carries out promotional events continuously. These development programs ensure that its partners are professionally equipped to front the SSG brand and hence able to offer superior service to end consumers.

3.5.4 Digital Marketing Strategies

Within the framework of strategic marketing initiatives, the role of digital marketing becomes crucial as SSG targets the expanded target audience and interacts with informed consumers of technology products.

i. Search Engine Optimization (SEO): SSG uses SEO for Internet marketing so as to lead more people to view the firm's website. SEO makes certain that the company's products are well indexed so that they can easily attract the attention of potential consumers.

ii. Social Media Marketing: Facebook, Instagram, and LinkedIn are few of the social media platform SSG has adopted in marketing their products. Consumers can directly interact with the company through these platforms, and such ways help to create awareness of the company, and also know how consumers feel about the performance of a given product.

iii. Email Marketing: For more detailed campaigning SSG employs the use of e-mail to pass on special offers, newsletters and product update to their different customer segments. The use of e-mail to the customers' list aids the company in keeping the clientele engaged on a regular basis.

iv. Content Marketing: In the form of blog articles, graphics, and e-books, SSG provides customers with information on advantages of using energy-efficient products and market trends. In this regard the approach improves SSG market authority and offers beneficial information to potential buyers.

3.5.5 Sustainability and Green Marketing Strategies

Sustainability and environmental responsibility are also focal areas of SSG's strategic marketing. Correspondingly, with the increase in demand for green goods, SSG's marketing strategies conform to international sustainable development objectives.

i. Green Product Offering: SSG advertises its LED lighting products, solar power systems and other low energy consuming products to customers as the company seeks to seek ways of cutting emissions. These products are described as an economic and ecological opportunity in comparison to the conventional electrical counterparts.

ii. CSR and Sustainability Campaigns: In relation to environmental conservation, SSG has been involved in most of the corporate social responsibilities it undertakes. As these campaigns are serving the purpose of improving the company's image these are also appealing to the green consumers and commercial organizations.

Chapter: 04

Problems Identified, Recommendations, and Conclusion

4.1 Problems Identified

1. Limited Digital Marketing Integration: SSG relies heavily on traditional media, with insufficient digital marketing efforts, affecting online visibility and engagement.

2. Weak Brand Differentiation Among Product Lines: Despite a multi-brand strategy, some brands lack clear differentiation, which can lead to customer confusion.

3. Insufficient Customer Relationship Management (CRM): Minimal emphasis on CRM initiatives may reduce long-term customer retention.

4. Limited Market Research Utilization: Market research is not used extensively, potentially hindering responsiveness to market trends and customer needs.

5. Limited Internet Marketing Presence: Super Star Group has a strong product lineup but lacks effective digital representation. This limits their reach to potential customers and misses out on opportunities that digital marketing provides.

6. Absence of a CRM System: There is no proper Customer Relationship Management (CRM) system in place, leading to challenges in customer record management, which can result in lost sales and missed opportunities for retaining customers.

7. Inconsistent Brand Messaging: The brand messaging across channels and platforms is inconsistent, creating a fragmented brand image. This risks confusing customers and ultimately diminishing brand perception.

8. Insufficient Market Research: A limited understanding of target market preferences and demands may lead to misaligned marketing strategies and ineffective product offerings.

9. Underutilization of E-commerce: Despite a strong physical presence, Super Star Group lacks a comprehensive e-commerce approach, which limits their reach to the growing online consumer base.

10. Lack of Sustainability Focus: There is minimal communication regarding sustainability efforts, which is a disadvantage in appealing to eco-conscious consumers.

4.2 Recommendations

1. Enhance Digital Marketing Efforts: Increase focus on SEO, social media, and targeted email marketing to improve brand reach and engagement.

2. Strengthen Brand Differentiation: Clarify unique value propositions across SSG's product lines to ensure brand distinction.

3. Implement a CRM System: Establish a CRM strategy to enhance customer interactions and foster loyalty.

4. Expand Market Research Activities: Regularly conduct market analysis to stay updated on trends and customer preferences, enabling more effective strategy adjustments.

5. Digital Marketing Strategy: Regularly update social media channels with engaging content and explore content marketing for brand storytelling.

6. Implement a CRM System: Establish a CRM system for customer data management and segmentation to enable targeted marketing and improved customer retention.

7. Consistent Branding: Establish brand guidelines to ensure consistent messaging across all platforms

8. Enhance Market Research: Conduct regular market research, including customer surveys and focus groups, to stay informed of consumer needs and preferences.

9. Expand E-commerce Capabilities: Develop a user-friendly e-commerce platform to extend reach and cater to online shoppers.

10. Adopt Sustainable Practices: sustainable product development and eco-friendly Integrate packaging into the product line.

4.4 Conclusion

Super Star Group (SSG) provided me with an internship that was a priceless educational opportunity. Observing the practical implementation of abstract marketing principles has greatly expanded my comprehension of the discipline. My internship introduced me to a wide range of duties, including product development, sales analysis, and design support in addition to market research. These assignments developed my analytical and organizational abilities as well as my capacity to work well in a group setting. Working with seasoned professionals gave me the opportunity to pick up important business and industry information. The creation of a customer-centric viewpoint is the main lesson learned from this internship. I have personally seen how important it is for data analysis and market research to inform strategic choices and product development. Even if SSG's marketing tactics have a track record of success, they can always be strengthened. It's an exciting prospect to think about how individualized marketing campaigns and advanced data analytics may be used to further maximize client interaction. SSG's brand image might be further enhanced by promoting a smooth omnichannel experience and including sustainability activities within the marketing story.

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