



An Internship report on
“Strategic Analysis of marketing activities:
A study on American Wellness Center

Submitted To :

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Letter Of Transmittal

31 August, 2024

To,

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Daffodil International University

Subject: Submission of the Internship Report on “Strategic Analysis of marketing activities: A study on American Wellness Center”.

Dear ma’am,

I would like to submit an internship report titled “Strategic Analysis of marketing activities: A study on American Wellness Center”, this document has been prepared for the completion of the Bachelor of Business Administration program at Daffodil International University.

AWC is a cloud-based platform specializing in preventive healthcare. Our goal is to deliver comprehensive health and wellness services by leveraging advanced smart medical technologies. These technologies are seamlessly integrated into a smartphone application, enabling users to monitor their health on a regular basis..

During the report preparation, I am grateful for the guidance and support I received from Ms. Farhana Noor, Assistant Professor, Department of Business Administration, Daffodil International University, and the entire team at AWC.

Their insights and encouragement were invaluable to my learning experience. I am available to discuss the report further at your convenience. Thank you for this enriching internship experience.

Sincerely yours,

MD Maruf Hasan

ID: 203-11-6613

Major in Marketing

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Acknowledgement

First and foremost, I am grateful to God for blessing me and granting me the strength and ability to successfully complete this report in a short period of time. Many people deserve my gratitude for their wonderful suggestions, submissions, guidance, cooperation, and teamwork. It gives me great joy to work with them, and I am very appreciative to American Wellness Center authority for sharing their knowledge and experience with me and providing me with the chance to gain real-world experience through this internship program.

With highly respect, I thank my respected instructor for her kind assistance and daily advice during the writing of my internship report. I am glad of the AWC Manager for her comprehensive experience, informative work, and providing the information, documentation, support, and helpful suggestions I needed to complete my report. I would especially want to thank the Chairman of the AWC, who has provided me with invaluable help in completing the report by giving me the information and advice I need, the assistance I need, and the guidelines for creating an excellent report.

I am highly thankful to my honorable supervisor Ms. Farhana Noor, Assistant Professor, Department of Business Administration, Daffodil International University who supervises me about making this report. It must be considered to mention that I received excellent assistance and cooperation from every department in the office. I want to say my deepest gratitude for this.

Student Declaration

I'm Md Maruf Hasan, a student of Business Administration at Daffodil International University, certify that the internship report "Strategic Analysis of Marketing Activities: A Study on American Wellness Center" is my own work and has not been previously submitted for any academic purpose.

Maruf Hasan

MD Maruf Hasan

ID: 203-11-6613

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Major in Marketing

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Certificate of Supervisor

This is to certify that Md. Maruf Hasan, a student of the BBA program with ID: 203-11-6613, has successfully completed his internship report titled “Strategic Analysis of Marketing Activities: A Study on American Wellness Center”, as part of the requirements for the award of a BBA degree.

He has put in his best efforts to complete this project successfully.

I believe that this project will significantly contribute to his future career development. I wish him success and a bright future.



Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Daffodil International University

Executive Summary

AWC Ltd is a startup firm dedicated to preventive healthcare solutions. The company's goal is to enable people to live more productive lives by completely analyzing their overall health conditions throughout time, no matter where they live, work, or play. AWC accomplishes this by using innovative smart-health monetized tools, technology support and a dedication to providing for people. Their mission is to give people and medical professionals affordable, user-friendly health monitoring solutions.

This company targets a major global issue is health issues and the lack of healthcare access in developing nations, especially in areas with rapidly growing populations and a shortage of medical experts. AWC has a great new way to monitor your health online. It's smart, does all the work for you, and is really secure., focusing initially on Bangladesh. Vital sign measures are performed by AWC using smart medical sensors that are linked to cellphones, and data is safely stored on its cloud server. Instant feedback on health status is given to users, and the health records that are generated help physicians diagnose patients more quickly and treat them more effectively.

The company acknowledges the difficulties brought about by the world's growing population, the escalating incidence of non-communicable diseases, and the limited resources within healthcare infrastructures. AWC seeks to profit from the coming together of the consumer and professional healthcare markets by using modern technology, insightful research, and long-term relationships with customers.

In Bangladesh, people spend a lot of money on checking their blood pressure and sugar, but it doesn't always help. AWC wants to make a system that can keep track of this stuff automatically, so people don't lose their data.. This innovative approach is the first of its kind in Bangladesh and is the result of four years of research conducted at the UIH Lab, University of Integrated Health, Texas, USA.

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Chapter 1

Introduction

1.1 Introduction

Bangladesh is currently grappling with a serious healthcare crisis, stemming largely from a lack of health awareness among its citizens. The country's vast population exacerbates the issue, with many people suffering from non-communicable diseases like diabetes, obesity, and cardiovascular conditions. Alarming, about 19% of young Bangladeshis are classified as obese, 21% have high blood pressure, and 16% are living with diabetes.

To address these growing concerns, the American Wellness Center (AWC) has aligned itself with the government's Digital Bangladesh initiative, under the guidance of the ICT Ministry. AWC provides accessible, digital preventive healthcare services aimed at identifying the root causes of illness through comprehensive body exams, lab tests, and detailed medical reports. The center's approach involves a blend of modern allopathic treatments and evidence-based natural functional medicine, alongside personalized dietary and lifestyle recommendations to help restore optimal health.

AWC leverages technology by developing devices that track critical health indicators and provide real-time feedback via mobile applications available on both Android and iOS platforms. These Bluetooth-enabled devices, which work with smartphones and tablets, ensure users can access their health data digitally. Each user is registered with a mobile number and password, allowing them to securely store their test results in a cloud-based server. This data is easily accessible, and users can generate digital reports for immediate sharing or printing whenever necessary. With each use of an AWC device, all health records are automatically saved in the user's account for future reference.

1.1.1 Report Topic

Choosing a clear topic is critical for framing the report and setting its boundaries. The assigned topic for this report is Strategic Analysis of Marketing Activities: A Case Study on American Wellness Center.

1.1.2 The Origin of the Study

This report analyzes the American Wellness Center's (AWC) strategic marketing plan. It aims to give an in-depth overview of AWC's present marketing environment, point out areas for growth and development, and suggest achievable strategies to accomplish its marketing goals.

1.2 Background of the Study

The internship plays a crucial role in the BBA program and is a mandatory requirement for graduation. It holds considerable importance as it exposes students to practical business environments. Throughout the internship, students work alongside company staff, gaining valuable insights into how the business operates. This hands-on experience helps students refine their analytical abilities. In my case, I have been placed at the American Wellness Center (AWC) in Dhanmondi, Dhaka, for a duration of three months. This report will delve into the healthcare services provided by AWC.

1.3 Objectives of the Study

Broad Objective

- i. The broad objective of this report is to analyze the marketing strategies of American Wellness Center

Specific Objective

- i. To assess the market entry strategies of AWC
- ii. To evaluate the marketing mix of AWC
- iii. To give some recommendations according to the findings of the report.

1.4 Scope of the Study

After much discussion with the client, honorable supervisor, and AWC staff, this report has been prepared. While writing this report, I got the wonderful chance to gain extensive understanding of all PSL's marketing initiatives.

1.5 Methodology of the Study

For smooth and accurate study everyone has to follow some rules and regulations. The study inputs were collected from two sources:

1.5.1 Primary sources

- i. Personally observations
- ii. Direct communications with the Project Supervisor
- iii. Marketing Activities
- iv. In-person discussions with the patient

1.5.2 Secondary sources

- i. AWC Website
- ii. PSL Report
- iii. Seminar and Circulars
- iv. Books, magazines, and other printed items.

1.6 Limitation

In preparing this report certain limitations were faced:

- i. Lack of sufficient sources prevented verification of information.
- ii. Expert opinions may differ from the analysis presented here.
- iii. The organization may consider certain aspects of the report confidential.

Chapter 2:

Overview of AWC

2.1 Overview of the Organization



American Center For Regenerative Health is rated one of the best healthcare center in Bangladesh. Our dedicated care team is composed of licensed and accredited medical doctors, nurses, and alternative, naturopathic, & functional medicine doctors that work together to provide our patients with the best complete and comprehensive treatment.

In this part covers AWC's vision, mission, and organizational chart.

2.2 Vision

To create a future in which preventive healthcare is universally accessible, ensuring that everyone has the opportunity to proactively maintain their health and well-being.

2.3 Mission

AWC wants to keep track of people's health at home, work, and play. This helps people stay healthy and live better lives. AWC wants to help people feel better and live longer by stopping diseases that aren't caused by germs. American Center For Regenerative Health is rated one of the best healthcare center in Bangladesh. Our dedicated care team is composed of licensed and accredited medical doctors, nurses, and alternative, naturopathic, & functional medicine doctors that work together to provide our patients with the best complete and comprehensive treatment.

2.4 Objective of the Company

1. Primary Health Monitoring
2. Wellness At Workplace Program
3. Smart Health Representative
4. Diagnostic Service Agent
5. Personalized AWC App
6. AWC Online Electronic Prescription

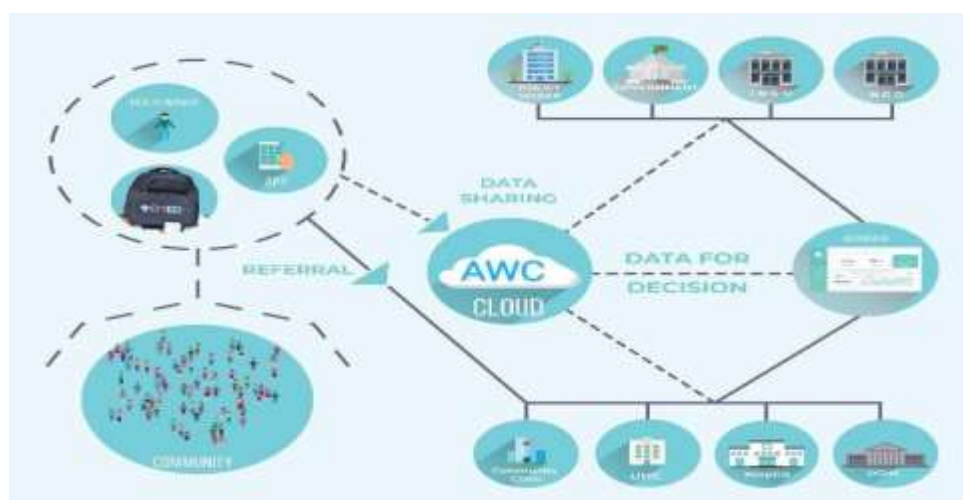
2.4.1 Primary Health Monitoring

People can check their important health numbers at home using the AWC app. It works with smart devices that connect to the internet. The AWC app can send the data to a safe place online, which doctors can use to help prevent diseases.

2.4.2 Wellness At Workplace Program

We've got a new program called "Wellness at Work" to help our employees do their best. We offer regular health check-ups on our AWC platform. This includes basic health screenings and a program to help people lose weight and stay healthy.

2.4.3 Smart Health Representative



The Smart Health Representative initiative has been launched to enhance the productivity of the population by offering monthly health screenings through the AWC smart platform. This service is delivered directly to people's homes, providing door-to-door preventive health

monitoring. The goal is to reduce the prevalence of lifestyle-related diseases, commonly known as non-communicable diseases.

2.4.4 Diagnostic Service Agent

The DSA is a smart new app that helps pharmacies monitor people's health. It's also called the Pharmacy Model. The DSA helps people stay healthy by checking for diseases that are caused by how people live..

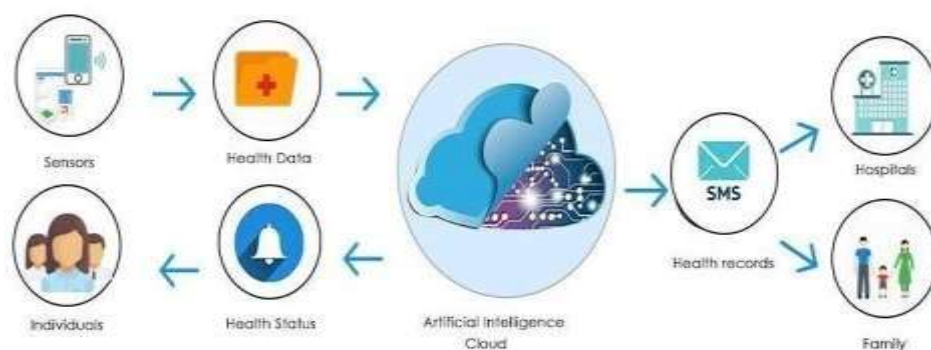
2.4.5 Personalized AWC App

AWC provides app customization services for organizations that wish to modify the AWC platform. Through this customization service, organizations can tailor their dashboard and manage it accordingly.

2.4.6 AWC Online Electronic Prescription

As the world becomes increasingly smarter, clients no longer need to carry physical prescriptions or worry about losing them. Traditional paper-based prescriptions can be easily forgotten, misplaced, or lost, leading to unfilled prescriptions or the need for them to be re-written or called into the pharmacy. To address this, AWC Health has introduced an e-prescription service that sends prescriptions directly to the pharmacy. This innovation simplifies the process for users, ensuring they receive their medications without hassle. By implementing e-prescriptions, AWC is effectively bridging the gap between doctors and patients, creating a seamless healthcare experience.

The diagram below outlines the production process in a flowchart style.



2.5. AWC organogram

Employees

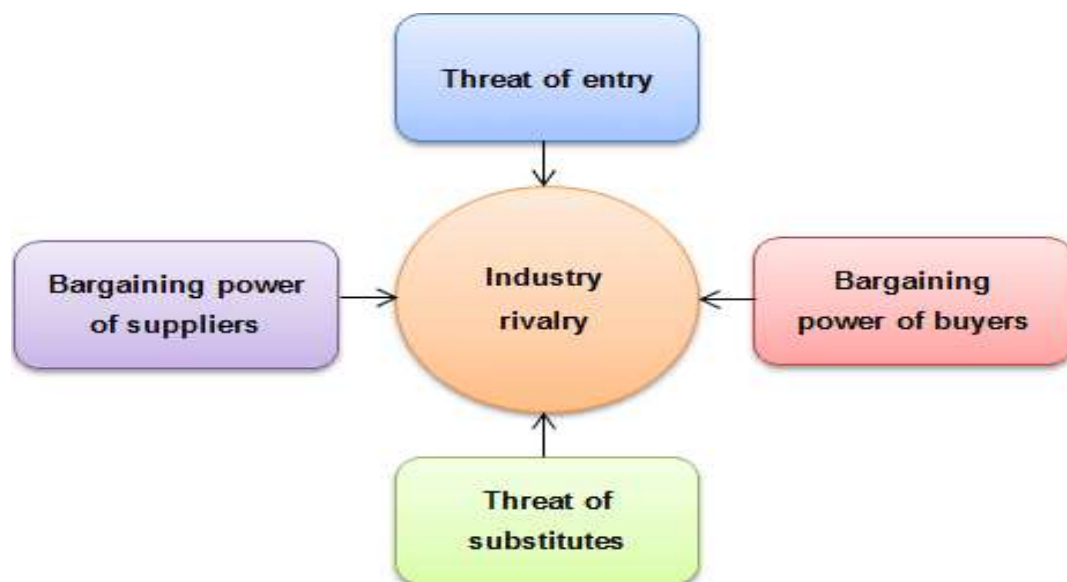
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Finance & Accounts	02
IT and Technical	15
Service Delivery	25
Doctor	10
Therapist	02
Nutritionist	05

Chapter: 3

Analysis of the study

3.1 Analysis Context

This section will focus on analyzing the industry sector scenario using Porter's Five Forces model. Michael Porter introduced this framework to depict how various competitive forces shape industry dynamics. By leveraging this model, strategic business managers can gain a deeper understanding of the competitive landscape in which their firms operate, enabling them to craft strategies that provide a competitive advantage. Porter's Five Forces model posits that true competition ensures that risk-adjusted returns remain uniform across different firms and industries, highlighting the fundamental role of these forces in determining profitability and market positioning.



3.2 Threat of entry

The threat of new entrants plays a crucial role in shaping the profitability of existing companies. AWC is a new company that is new to the market and they are first facing their competitors who are already occupying a large space in the market. They have many old patients in the market and AWC is targeting them to acquire them. They are offering a product and service and therefore taking more risks.

3.3 Focus on customer's brand loyalty

Brand loyalty refers to the degree to which consumers are emotionally attached to a brand and prefer its products or services over those of competitors. In the case of AWC, a startup company, establishing brand loyalty is crucial for gaining a competitive edge in the market. AWC has positioned itself as a strong player by being readily available, acting quickly, and building a robust brand image. Due to its unique market presence, AWC finds it easier to cultivate brand loyalty among consumers. This loyalty can be reinforced through consistent advertising, effective brand promotion, and protecting products with patents. AWC Health aims to deliver these strategies to foster brand loyalty, ensuring customer retention and securing a long-term position in the market. Additionally, the company aspires to become a market leader in the future by leveraging its brand strength and commitment to customer satisfaction.

3.4 Competing market Structure

The structure of healthcare industries can vary widely, ranging from highly consolidated markets dominated by a few large firms to more fragmented markets with numerous smaller players. In some cases, a single company may hold significant market power. In the case of AWC Health, a recent entrant, the competitive landscape was initially characterized by the absence of preventive healthcare services. However, as the market expands, so does its competitive intensity. AWC Health currently holds the position of market leader, but maintaining this status over time is uncertain. Competitors are continuously striving to gain market leadership, and in such a dynamic environment, any lapse in strategic initiatives or service quality by AWC Health could allow rivals to swiftly capture market share. Thus, the competitive nature of the market requires AWC Health to remain agile and proactive to sustain its leadership position.

3.5 Power of Buyers

The power of buyers is particularly strong in the healthcare service sector, closely resembling what economists describe as a monopsony—a market scenario where there is one dominant buyer and numerous suppliers. In such markets, the buyer holds significant influence over setting service charges or prices. For AWC LTD., a newcomer in the market, the substantial

power wielded by buyers directly impacts its profitability. AWC recognizes that its customers are price-sensitive and may refrain from purchasing if the prices are perceived as too high. Therefore, the company strategically focuses on maintaining competitive pricing to attract more customers. By optimizing costs and offering competitive prices, AWC aims to outperform its competitors, drive higher sales volume, and achieve greater market penetration while keeping expenses low.

3.6 Threat of Substitute

Substitute services are those offered by other businesses that can meet similar customer needs. From an economic perspective, the threat of substitutes arises when the demand for a company's service is influenced by changes in the price of an alternative service. The availability of close substitutes limits a company's ability to raise prices, as customers can easily switch to a similar service if they find the price too high. This scenario poses a significant threat to profitability. Conversely, if a company's services have few or no close substitutes, it can more freely increase prices, enhancing profitability. However, as a new player in the Bangladeshi healthcare market, AWC LTD. does not yet have the pricing power to set premium rates. To compete effectively, AWC LTD. must focus on offering competitive pricing, possibly even lower than its rivals, to attract customers and establish its market presence. By doing so, the company can build a strong customer base, eventually allowing it to explore opportunities for higher pricing and increased profitability. AWC LTD. substitutes are DocTime, Sebahgar, mDoctor, Doctor Dekhao, SeekMed etc.

3.7 Power of Suppliers

The bargaining power of suppliers is the fourth force in Porter's competitive framework. Suppliers can pose a threat to companies when they have the leverage to increase the prices of the inputs or reduce the quality of the services they provide, potentially undermining a firm's profitability. As a new entrant, AWC Ltd. is actively searching for the best and most suitable service suppliers in the market to ensure that it can offer high-quality products at competitive prices. AWC carefully evaluates all potential suppliers to identify the one that offers the best combination of quality and cost-effectiveness. This rigorous selection process allows AWC to

maintain product quality without compromising its pricing strategy, thereby reinforcing its competitive position in the market.

3.8 SWOT Analysis



Conducting a SWOT analysis for AWC LTD. in the context of its preventive healthcare services involves identifying the company's internal strengths and weaknesses, as well as the external opportunities and threats. This analysis helps in formulating business and corporate strategies that leverage strengths, mitigate weaknesses, capitalize on opportunities, and guard against potential threats. Below is a SWOT analysis for AWC LTD. in the preventive healthcare service sector:

Strengths:

- i. **Innovative Service Offering:** AWC LTD. specializes in preventive healthcare, filling a gap in the market and distinguishing itself from competitors who may focus on curative services.
- ii. **Strong Brand Image:** Through effective marketing and a commitment to quality, AWC Ltd. has quickly established a positive reputation and brand loyalty among customers.
- iii. **Agility and Adaptability:** As a new player, AWC LTD. can adapt rapidly to market changes, implement innovative strategies, and introduce new services faster than more established competitors.

- iv. **Customer-Centric Approach:** Emphasis on affordable pricing and high-quality service ensures that AWC LTD. meets the needs of a price-sensitive market, driving customer satisfaction and retention.

Weaknesses:

- i. **Limited Market Experience:** Being a relatively new entrant, AWC LTD. may lack the industry experience and established networks that older competitors possess.
- ii. **Resource Constraints:** AWC LTD. may face challenges related to funding, scaling operations, and maintaining service quality as it grows, given its current size and market position.
- iii. **Dependence on a Single Supplier:** Relying heavily on one supplier for critical services could pose risks if the supplier's quality or reliability declines.

Opportunities:

- i. **Growing Market Demand:** The increasing awareness of preventive healthcare among consumers presents a significant opportunity for growth and market expansion.
- ii. **Technological Advancements:** Embracing digital health tools, telemedicine, and data analytics can enhance service delivery, improve patient outcomes, and create a competitive advantage.
- iii. **Partnerships and Alliances:** Collaborating with healthcare providers, insurance companies, and wellness platforms could expand AWC LTD.'s reach and service offerings.
- iv. **Government Initiatives:** Policies promoting preventive healthcare and public health initiatives can offer AWC LTD. support and funding opportunities.

Threats:

- i. **Intense Competition:** The market for healthcare services is highly competitive, with both established players and new entrants striving for market share.
- ii. **Economic Downturns:** Economic instability could reduce consumer spending on healthcare services, impacting AWC LTD.'s revenue.

- iii. **Regulatory Challenges:** Changes in healthcare regulations or compliance requirements could increase operational costs and complexity for AWC LTD.
- iv. **Emergence of Substitute Services:** New alternative healthcare services could attract customers away from AWC LTD., affecting its market position and profitability.

By thoroughly understanding these aspects, AWC LTD. can strategically position itself to capitalize on its strengths and opportunities while addressing its weaknesses and mitigating potential threats.

3.9 MARKETING MIX



The concept of the Four P's—Price, Product, Promotion, and Place—is fundamental in marketing and widely recognized by marketers globally. These four elements form the cornerstone of many marketing strategies and educational programs, guiding how companies approach market positioning and customer engagement:

Product:

This refers to the goods or services a company offers to meet the needs or wants of customers. In AWC LTD.'s case, the product is preventive healthcare services, which should be tailored to address specific health concerns, offering value through quality and reliability.

Price:

Price is the amount customers pay for a product or service. For AWC LTD. pricing strategies must balance affordability with profitability, considering the price sensitivity of the target market to attract and retain customers while ensuring sustainable business growth.

Promotion:

Promotion encompasses all activities undertaken to make the product or service known to potential customers. This includes advertising, health institute, pharmacy, public relations, and sales strategies. AWC LTD. must effectively communicate the benefits of preventive healthcare to its audience through various channels, enhancing brand visibility and customer awareness.

Place:

Place refers to how the product or service is delivered to the customer. This could involve physical locations, market coverage, online platforms, or a combination of both. AWC LTD. should ensure that its services are easily accessible to customers, whether through conveniently located clinics, home visits, or telehealth options.

3.10 Promotional mix

To effectively reach its target market and build a strong brand presence, AWC LTD. are developed a well-rounded promotional mix. This mix should incorporate various elements to effectively communicate the benefits of its preventive healthcare services to potential customers. Here's a promotional mix that AWC LTD. apply their promotional strategy :

Advertising

- i. **Digital Advertising:** AWC LTD. utilize their online platforms like Google Ads, social media channels (Facebook, Instagram, LinkedIn), and health-related websites to reach a broad audience. These platforms allow targeted ads based on demographics, interests, and online behavior, ensuring that promotional efforts reach the most relevant audience.
- ii. **Traditional Media:** Place ads in local newspapers, health magazines, and on radio and TV to capture the attention of a wider local audience. This approach can enhance brand recognition among those who may not be as active online.

Public Relations

- i. **Health Seminars and Webinars:** Organize educational events, both online and in-person, to provide valuable health information. This not only educates the public about preventive healthcare but also establishes AWC as a trusted authority in the field.
- ii. **Community Events:** Sponsor local health fairs, sports events, or community wellness programs. Being visible at these events helps AWC LTD. connect with the community and demonstrate its commitment to public health.
- iii. **Charitable Initiatives:** Engage in charitable activities, such as offering free health check-ups to underserved communities. These initiatives not only help those in need but also build a positive reputation for AWC LTD.

Sales Promotions

- i. **Discounts and Offers:** Introduce introductory offers, such as discounted health check-ups, to encourage new customers to try AWC's services. Special promotions during health awareness months can also drive interest and participation.
- ii. **Loyalty Programs:** Implement a loyalty program to reward repeat customers. They are offering points or discounts for regular check-ups can increase customer retention and encourage long-term engagement with AWC's services.
- iii. **Engaging Content:** Create and share engaging content such as health tips, success stories, and interactive posts on platforms like Facebook, Instagram, and Twitter. Use videos, infographics, and live Q&A sessions to educate and interact with the audience.

- iv. **Influencer Partnerships:** Partner with healthcare influencers and local community leaders to spread the word about AWC's services. Influencers can help amplify AWC's message to a broader audience and lend credibility.

Direct Marketing

- i. **Email Marketing:** Send newsletters and personalized emails to current and potential customers, highlighting health tips, new services, and exclusive offers. Email campaigns can help keep AWC's brand top-of-mind and engage customers with relevant content.
- ii. **SMS Alerts:** AWC uses SMS to send reminders about appointments, health tips, and promotional offers. This direct approach ensures timely communication and reaches customers who may not regularly check email.

Personal Selling

- i. **Corporate Partnerships:** AWC collaborate with local businesses and organizations to offer on-site health screenings and preventive health talks. This not only promotes AWC's services but also builds relationships with local businesses.

3.11 Distributions

AWC employs a strategic distribution model to maximize the reach and accessibility of its healthcare services. The company utilizes a combination of direct and indirect distribution channels to deliver its products and services to a broad audience. Directly, AWC deploys its Smart Health Representatives, who provide door-to-door health monitoring and screening services, ensuring personalized care and support for users. Additionally, AWC partners with pharmacies to implement the Pharmacy Model using Digital Screening Assistants for primary health monitoring. This allows AWC to tap into existing healthcare infrastructure, reaching more patients effectively. Furthermore, the integration of digital tools such as the AWC mobile application and e-prescription services enhances the company's distribution network by enabling seamless communication and service delivery between healthcare providers, pharmacies, and patients. Through these varied channels, AWC ensures its preventive healthcare solutions are widely available, accessible, and efficient.

3.11.1 Direct Distribution

AWC's direct distribution strategy focuses on delivering its healthcare services directly to customers without relying on intermediaries. This approach includes the deployment of Smart Health Representatives who visit clients' homes to conduct monthly health screenings and provide preventive care. By offering door-to-door service, AWC ensures personalized and consistent monitoring, fostering stronger relationships with clients and promoting regular health checks. Additionally, AWC's mobile application facilitates direct interaction with users, allowing them to track their health data, receive e-prescriptions, and stay connected with healthcare providers. This direct distribution model enhances customer experience by providing convenient, reliable, and accessible healthcare services right at the customers' doorstep.

3.11.2 Indirect Distribution

AWC's indirect distribution strategy involves partnering with third-party channels to extend the reach of its healthcare services. This includes collaborations with pharmacies where Digital Screening Assistants (DSAs) are installed to monitor primary health conditions, a model referred to as the Pharmacy Model. By leveraging these existing healthcare infrastructure points, AWC can effectively provide preventive health screenings and monitoring to a broader audience without the need for a direct, physical presence. Additionally, AWC's e-prescription service connects doctors, patients, and pharmacies, streamlining the prescription process and enhancing service delivery. Through these partnerships, AWC can reach more individuals, promoting preventive healthcare and reducing the burden of non-communicable diseases.

3.12 Push Pull Factor



AWC Ltd is currently in the initial phase, so they do not intend to implement a pull strategy at this time. Instead, they plan to adopt a push strategy as they introduce their service to the market. Once their product gains sufficient recognition and becomes more established among consumers, they will transition to a pull strategy to attract demand. As AWC's sister company GEO Natural is selling organic food, we plan to improve our push strategy by expanding our distribution health food stores, and local markets. We'll offer attractive incentives, like bulk purchase discounts. Our dedicated sales team will focus on building strong relationships with these customers, and we'll use eye-catching in-store displays to boost visibility. Additionally, we'll participate in trade shows to connect with more potential distributors and showcase our products.

For our pull strategy, we'll run targeted digital marketing campaigns to raise awareness about the health benefits of our organic food. We'll engage with customers through social media, blogs, and newsletters to keep them informed and interested in our products. To build a loyal customer base. Collaborating with influencers and securing media coverage will further enhance our brand's visibility. We'll also highlight the unique qualities of our products, such as being locally sourced and certified organic, to stand out in the market.

Chapter 4:

Findings

4.1 Discovering customer approval.

AWC is new in town, and they want to know if people would like their stuff. They asked 75 people, and half said they might buy if AWC's prices are good and the stuff is high quality. But 35% were like, Nah, AWC is new, and I'm used to the old brands. They didn't think AWC could compete. The other 15% didn't really care. They probably don't use this kind of service much.

4.2 A comparison of healthcare companies' goals.

Healthcare service companies may have varying fee structures, but their overall aims are largely consistent.

4.3 Analysis of the demographics and needs of those who use healthcare services.

Middle-aged people are really care about their health and are always looking for good doctors. They're willing to spend between 500 and 300 Taka for a visit, which shows how much they value their well-being.

4.4 Exploring and assessing possibilities for healthcare businesses to succeed.

Out of the 75 people we talked to, about half said they sometimes go to the doctor, but only a few go regularly. It looks like more and more people are needing medical care.

Chapter 5 : Recommendation & Conclusion

5.1 Recommendation for AWC

Preventive healthcare is a big deal in our country, and there's a lot of competition. AWC wants to stay on top, so they need to think of new ways to do things. There are already other companies doing the same thing, and new ones are coming in all the time. To get more customers and build a strong brand, AWC needs to do something different. They can try to offer cheaper prices and make their services available everywhere, or they can change what they offer. They can start by charging less to keep their customers, and since AWC is in every part of the country, it's easier for people to find them. AWC can also make their products better based on what customers want.

Haier has some really talented people who are working hard to make their brand known and respected. Recommend a budget allocation strategy based on the chosen marketing channels and their expected ROI.

Young people are really important, so if we make cool ads for them, it will work out well. We can also do things to get older people to try AWC. For example, we can sponsor sports events at schools to make people know about AWC and like it more.

5.2 Conclusion

Bangladesh is a super busy place with a lot of people. It's the 42nd biggest economy in the world, and it's doing really well. Bangladesh is one of the next group of countries that will become really important, and it's a great place for businesses. Healthcare is a big deal in Bangladesh, and it's getting bigger. It's helping the country's economy grow a lot. At AWC, we know that we can't do it alone. That's why we're working with other companies to make big things happen. We've teamed up with some really important companies in Bangladesh. We're working with the government to make sure pharmacies and medical devices are safe. We're helping bring healthcare to people in the countryside. We're also working with a big company to give their employees access to healthcare and spread it all over Bangladesh. We're also partnering with an insurance company to offer affordable healthcare to their customers. And we're almost done talking with a really successful microfinance company to help our healthcare workers get money. AWC is doing something totally new and different when it comes to healthcare. In countries like ours, where people don't have easy access to doctors in the countryside, AWC is trying to make a big difference by saving lives.

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