



**Daffodil**  
*International*  
**University**

## **Internship Report on Analyzing Marketing Mix Strategy of Fanfare Bangladesh Ltd.**

### **Submitted To**

**Dewan Golam Yazdani**

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### **Submitted By**

**Md. Sazzad Hossain**

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**Date of Submission: 17-08-2023**



**“Marketing Mix Strategy of  
Fanfare Bangladesh Ltd.”**

## LETTER OF TRANSMITTAL

**Dewan Golam Yazdani**

Assistant Professor  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Subject: Submission of Internship Report on “Marketing Mix Strategy of Fanfare Bangladesh Ltd.”**

Honorable Sir,

With due respect, I Md. Sazzad Hossain, I am submitting my internship report on “**Marketing Mix Strategy of Fanfare Bangladesh Ltd.**” for your kind consideration as a part of the requirement for completing the MBA program. I have tried my level best to complete this report with the necessary information.

I hope that the report will be acceptable to you.

Thank you

Sincerely,




**Md. Sazzad Hossain**

ID: 213-14-3388  
Program: MBA (Major in Marketing)  
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## LETTER OF APPROVAL

This is to certify that Md. Sazzad Hossain, ID: 213-14-3388 and program MBA, major in Marketing, he is a regular student of Faculty of Business & Entrepreneurship Daffodil International University. He has successfully completed his internship program at Fanfare Bangladesh Ltd, and he has prepared internship report under my direct supervision. His internship report on “**Marketing Mix Strategy of Fanfare Bangladesh Ltd.**” This report is recommended for submission. I wish his every success in life.



**Dewan Golam Yazdani**

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## DECLARATION

I am Md. Sazzad Hossain, the student of Department of Business Administration, bearing ID: 213-14-3388, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on “**Marketing Mix Strategy of Fanfare Bangladesh Ltd.**” has been authentically prepared by me. While preparing this internship report, I didn't violation any copyright act intentionally.

I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.



**Md. Sazzad Hossain**

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## ACKNOWLEDGEMENT

Firstly, I like to praise my almighty Allah who provided me with the ability to prepare this report perfectly, and I also like to thank my family for their blessings and support. Then I would like heartfelt thanks to my supervisor Dewan Golam Yazdani, whose guidelines and supervision helped me to successfully complete this report. Without his help, it was difficult for me to complete this report. His excellent guideline helped me to understand the whole process easier. Special thanks to Nirjhar Kumar Kundu, Senior Marketing Manager of Fanfare Bangladesh Ltd. He encouraged and helped me to understand during my internship program.



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## **EXECUTIVE SUMMARY**

This report provides an overview of the Marketing Mix Strategy of Fanfare Bangladesh Ltd with a focus on the 4Ps (Product, Price, Promotion, and Place) and STP (Segmentation, Targeting, and Positioning) analysis.

By analyzing the 4Ps, it explores how the company manages its product portfolio, pricing strategies, promotional activities and distribution channels. In terms of product analysis, Fanfare Bangladesh Ltd demonstrates a diverse product portfolio, encompassing a range of consumer goods. Regarding pricing strategies, Fanfare Bangladesh Ltd sets competitive prices based on market dynamics and consumer preferences. In terms of promotion, Fanfare Bangladesh Ltd adopts an integrated marketing communication approach. Moreover, it has effectively embraced digital marketing and social media platforms to engage with its target audience. Regarding place, Fanfare Bangladesh Ltd focuses on an efficient distribution system to ensure timely and wide spread product availability.

The report also includes an STP analysis to assess the company's segmentation, targeting, and positioning strategies. Fanfare Bangladesh Ltd segments its market based on various demographic and psychographic factors, allowing for effective targeting of specific consumer groups. The company positions its products as high-quality, reliable, and affordable options for the target market.

Based on the analysis, several recommendations are provided to enhance the marketing mix strategy of Fanfare Bangladesh Ltd. These recommendations include investing in research and development for product innovation, conducting regular market research for pricing optimization, exploring new promotional channels, and expanding distribution channels.

In conclusion, the internship report provides a comprehensive analysis of Fanfare Bangladesh Ltd's marketing mix strategy, focusing on the 4Ps and STP analysis. The report offers valuable insights into the company's strengths and areas for improvement, providing recommendations to enhance its marketing efforts.

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# **Chapter 1**

## **Introduction**

## **1.1 Introduction of the study**

Social commerce is a form of e-commerce that leverages social interaction and user engagement to facilitate the buying and selling of products or services through online platforms. It encompasses a variety of social commerce platforms and was initially coined by Yahoo in 2005. Social commerce integrates user ratings, referrals, online communities, and social advertising to enhance the online shopping experience for consumers. Fanfare Bangladesh Ltd is also a platform of ecommerce or social commerce in Bangladesh that are providing various online facilities to the people.

This report focuses on the analysis of the marketing mix strategy employed by Fanfare Bangladesh Ltd., a leading consumer electronics company operating in Bangladesh. The report aims to provide a comprehensive understanding of how Fanfare Bangladesh Ltd. utilizes the marketing mix elements of product, price, promotion, and place to effectively position and promote its offerings in the market. The marketing mix is a strategic framework that encompasses the key decisions and actions taken by organizations to market their products or services successfully. It involves carefully considering and aligning various elements to create a compelling value proposition for customers and achieve business objectives. The four Ps of the marketing mix - product, price, promotion, and place - play crucial roles in shaping a company's marketing strategy and overall success. This internship report seeks to evaluate each component of the marketing mix strategy implemented by Fanfare Bangladesh Ltd. in detail. By examining the company's product strategy, pricing approach, promotional activities, and distribution channels, this report aims to provide valuable insights into how Fanfare Bangladesh Ltd. effectively reaches its target market, establishes a competitive edge, and drives customer engagement.

## **1.2 Background of the study**

The internship program is an essential part of the academic journey for every graduate student in the business discipline. It provides a valuable opportunity to bridge the gap between theoretical knowledge and practical work experience. Through the internship, students can apply their acquired knowledge in a real-world setting and gain a deeper understanding of their chosen field.

For my internship, I had the privilege of working with Fanfare Bangladesh Ltd., a prominent consumer electronics company. The focus of my internship report is on analyzing the marketing mix strategy implemented by Fanfare Bangladesh Ltd. This topic was chosen to delve into the company's marketing practices and assess their effectiveness. The acceptance of my chosen topic, "Analyzing Marketing Mix Strategy of Fanfare Bangladesh Ltd.," by both my organizational supervisor, Nirjhar Kumar Kundu, and my institutional supervisor at DIU, Assistant Professor Dewan Golam Yazdani, highlights the significance and relevance of studying this aspect of the company's operations. The objective behind selecting the topic of analyzing the marketing mix strategy is to thoroughly examine the company's marketing performance.

### 1.3 Objectives of the study

The objectives of this internship report are to:

- a. To assess the marketing mix strategy of Fanfare Bangladesh Ltd.
- b. To assess the STP strategy of Fanfare Bangladesh Ltd.
- c. To find out the major problems in the marketing mix and STP analysis of Fanfare Bangladesh Ltd.
- d. To provide some recommendations to overcome the problems from the findings.

### 1.4 Methodology of the study

The marketing system by the company is a hard task to accomplish. In this study the marketing analysis is focused and the performance marketing policy, marketing management, marketing process, market-oriented judgments and varied interest criteria for various marketing ideas are showed.

**Type of the study:** This is an exploratory research based on the marketing strategy of the Fanfare Bangladesh Ltd.

**Analysis method of the study:** Only qualitative data from the Fanfare Bangladesh Ltd. is used to analyses the marketing strategy.

While conducting the research study both primary and secondary source were explored. But hardly any primary information or data could be found. In the absence of primary information the majority of the research has been based on secondary information.

Different sources of data:

Primary sources

- a. Face to face discussion with the manager and officials.
- b. Marketing related study of different section of the company.
- c. Practical work experience in the different department of the company.
- d. Relevant field study as provided by the company officers.

Secondary sources

- a. Website of the company.
- b. Different procedure manual published by the company.
- c. Different Publications, circulars and journals regarding company activities & policies.
- d. Book: Marketing Management.

## **1.5 Limitations of the study**

The major limitations of this study are discussed below:

- a. Fanfare Bangladesh Ltd. has various policy for disclosing some data and information for obvious reasons.
- b. Secondary data or information is used more than primary data.
- c. Insufficient time period to know all green architect activities of the company and many of the aspects could not be discussed in the present report.
- d. Many sources were hazardous, in-discipline and time consuming.
- e. As working in the company, only a short number of people were interviewed for real time working information.

# **Chapter 2**

## **Company Overview**

## 2.1 About Fanfare

Fanfare Bangladesh Ltd. is a company that operates in both Singapore and Bangladesh. They have two entities: Fanfare Global for their Singapore-based operations and Fanfare Bangladesh for their operations in Bangladesh. Fanfare, originally launched in Singapore in 2017, expanded its operations to Bangladesh in 2019. They introduced themselves to the Bangladeshi market through focused group discussions and encouraged people to upload videos for various contests, gradually gaining recognition. Midway through the year, Fanfare placed emphasis on their mobile app, aiming to attract more users to the platform. Through market analysis, they developed the tagline "Share win watch" to represent their strategy in Bangladesh. "Share" refers to uploading and sharing videos on the platform, "win" signifies earning fan coins, and "watch" encourages giving feedback and likes to other users' videos. Fanfare recognized that Bangladeshi users are active on social media, sharing personal videos without receiving any rewards. To address this, Fanfare made their videos shop-able for brands, rewarding users for their content. Fanfare has additional upcoming features designed to retain Bangladeshi users over the long term.

Fanfare offers a unique video-shopping platform called the Fanfare App, which brings together users/content creators, brands, and consumers. It is the only app in the world where brands can curate and convert user-generated content (UGC) into point-of-sale shoppable videos. Brands can add products for sale and link the videos to their e-store or preferred e-commerce site. Consumers can then click on these user-generated shoppable videos to do online shopping across multiple e-commerce marketplaces without exiting the app. The Fanfare App also rewards content creators in an equitable and systematic manner. It utilizes data analytics to provide brands with insights into consumer preferences, helping them stay connected and make informed decisions.

In addition to the Fanfare app, Fanfare has launched a new e-commerce platform called Fmart. Fmart offers a wide range of products, including home appliances, electronic appliances, fashion items, and grocery items. Fanfare Bangladesh Ltd aims to connect brands with their fans through fun video campaigns, cool games, and awesome rewards. They believe in rewarding users with great products and provide a social-video-shopping experience.

## 2.2 Description of the business of the organization

Fanfare has three sister concerns under the group name of fanfare Global. Total Business Units of Fanfare:

Fanfare Global	Apps
Fanfare Bangladesh	Apps
Fmart	E-commerce

## 2.3 Fanfare's Values, Vision, and Mission

### **Vision:**

To be the most contemporary conglomerate locally and globally.

### **Mission**

We provide innovative products and solutions that's and solutions that offer customers delight.

### **Values**

- a. We're bold
- b. We're Responsive
- c. We're Innovative
- d. We're Global
- e. We're Humane
- f. We're Tech sway
- g. We're bright, because we believe our future is bright.

## 2.4 About Fmart

Fanfare “is a Singapore based global platform covering Social-Commerce activities with new concepts. It is changing the way people are shopping online and has set its sights on Bangladesh! “Fmart” is an e-commerce platform operating under the umbrella of „Fanfare Bangladesh Ltd.

Within a short period, Fmart becomes a place of reliability. You’ll find as the most trusted source of quality products at a reasonable price. We serve what you deserve. Buy online from us, get swift delivery, and save your time.

### Features of Fmart:

- a. Helps you make the right choice
- b. The best shopping experience in Bangladesh
- c. Trusted online shopping plat form
- d. Fastest Delivery service
- e. Free returns
- f. Genuine products only

### Fast Delivery

- a. They offer faster delivery of all products

### Secure checkout

Fmart is an authorized, approved, and completely ensured site that offers a free from any and all harm checkout for all. Their business is authorized and managed with the sole reason for your security and comfort.

## 2.5 Landing Page of Fmart

Representative makes a phone call to the customer for confirming the customer’s order. If any customer wanted to cancel his/her order then the customer needs to give a call to+8801872657803 numbers, then a Customer Care Representative cancels the customer’s order.



**Social Media Management:** Fanfare's official Facebook page has more than 1, 20,000 likes, and Fmart official Facebook page has more than 20,000 likes. Everyday huge amounts of queries come from potential customers. On the off chance that the potential clients don't get a brief reaction his/her might change. Online Media Specialists of Fmart can give a brief answer to possible clients.

Secure delivery after getting an order from a genuine client, inside 48 hours inside Dhaka and 96 hours outside Dhaka. The client can pick the installment choice likewise, money down, card installment, and versatile financial installment. The client who are living outside of Dhaka, Fmart send their item through Sunderland Courier Service and the client who live in the metropolitan region they can get the item from their doorstep through Their conveyance framework.

**Product Return Policy** The customer can return the item for a full discount. On the off chance that the client changes his/her psyche or the item gets specialized issue. In any case, they should keep a few guidelines and guidelines. Like, if the client lost his/her telephone's secret phrase (cloud, Mi. and so forth) On the off chance that the bundles get harmed by client and so forth Fmart has three days simple merchandise exchange as far as keeping up with rules and guidelines appropriately. Through Sunderland Courier Service clients can return the item or get adjusting of his item.

**EMI Facility** Credit Cardholders get 0% Equated monthly installments (EMI) facility. A credit card issued by Standard Chartered Bank, City Bank, Mutual Trust Bank, Southeast Bank Ltd, United Commercial Bank, BRAC Bank, Eastern Bank Ltd, Dutch Bangla Bank Ltd. EMI facility starts with buying the products worth above 5000 BDT. Customers get 6 months to 12 months 0% EMI facility. The 7p's of Fmart

**Product:** Fmart is a B2C platform. They have different categories of electronic products for customers. Such as TV, AC, Laptop, Geysers, Mobile, etc.

**Place:** As Fmart is an online shop, the purchase happens through the website. So, in this case, the place of the sale is the website/ virtual marketplace. Link: <https://fmart.com.bd/>

**Price:** It has a huge number of products from different categories. So, the price range varies. Butasit's competitive market is growing, and Fmart is truesst to offering the maximum amount of offers to its customers.

**Promotion:** Fmart does its promotions mostly online. Their Facebook page, Instagram, Offline/online campaign, influence marketing, or Email marketing. They also do lot of PR activities. There are write-ups about them in newspapers on regular basis. Therese lot he scope of affiliate marketing. However, in recent days their Facebook page promotional activities have increased an insignificant number.

**People:** Fmart has 25+ employees. They are growing every year. They do their delivery through a third party. They have delivery companies associated with them Such as Sundarban Poribahan.

**Physical Evidence:** They haven't any physical outlet but have a corporate headquarter in Dhanmondi Dhaka. But Fmart exist to distribute all the product through online

**Process:** Online purchase process is different but easier or less time-consuming than going to shops. Below I am stating Fmart online purchase process: To maintain the process they use a different type of software. CRM, Ware house module, Delivery Module. CRM: This software helps the customer service department to cater to inbound and outbound calls efficiently. Warehouse Module: There is a warehouse and order management system to make it easier for pick-up of products, stocks, delivery process. Delivery Module: it helps the 3rd part provide tracking to the company of deliveries their making and their status. In short, the process of the order purchase of the product: Order placement through website customer service confirms the order the product is picked from the warehouse and check product quality delivery team starts for delivery customer receives the order.

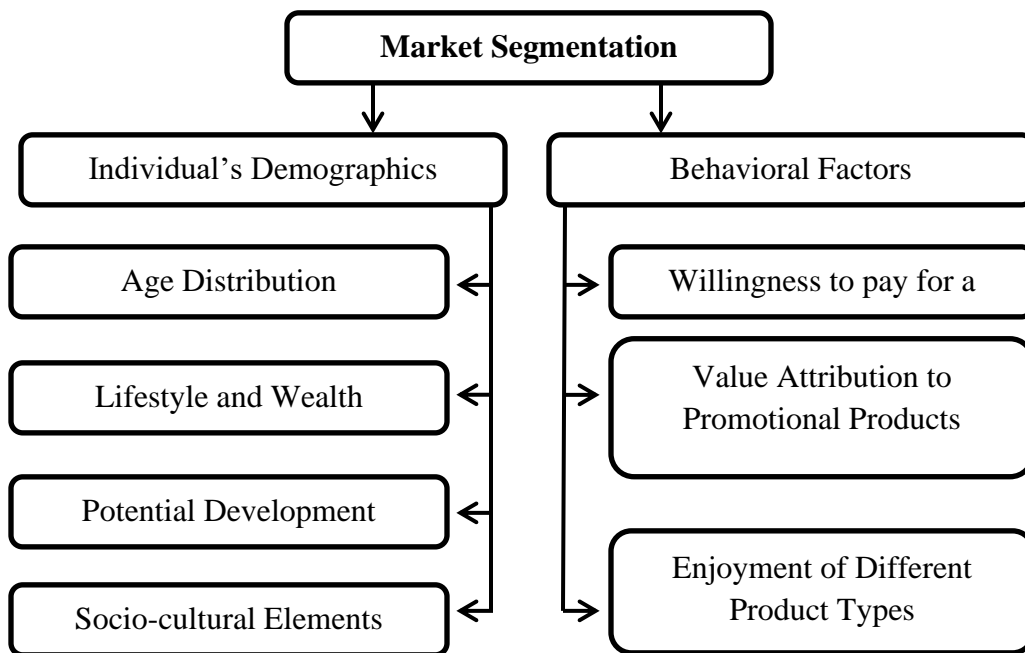
# **Chapter 3**

## **STP Analysis**

### 3.1 STP of Fanfare Bangladesh Ltd.

In marketing the STP analysis is an acronym that stands for segmentation, targeting, and positioning. It is a three-step procedure that enables for the creation of a targeted and actionable marketing strategy. In the mixed market condition in the construction industry it is very important. This analysis is used for predicting the current marketing procedures that the company is using. In this paper this analysis will be used to show the project basis marketing movement of the company.

#### 3.1.1 Market Segmentation



##### a) Individual's Demographics

The individual demographic factors mentioned, such as age distribution, lifestyle and wealth inequality, potential development opportunities, and socio-cultural elements, can indeed have a significant impact on the clients of Fanfare Bangladesh Ltd. Let's explore how each factor can influence their purchasing behavior.

**Age Distribution:** The age distribution of the population plays a crucial role in determining design preferences and style choices. Younger individuals often gravitate towards trendy and colorful designs, while older individuals may prefer more understated and classic styles.

**Lifestyle and Wealth Inequality:** Lifestyle and wealth inequality affect people's purchasing power and choices. Wealthier individuals generally have higher purchasing power and may be more inclined to invest in premium or luxury products. On the other hand, individuals with lower purchasing power may prioritize affordability and value for money.

**Potential Development Opportunities:** Customers' attitudes towards their jobs and housing situations can impact their buying behavior. Individuals with stable jobs and higher living standards may have more disposable income to spend on discretionary purchases. On the contrary, individuals facing economic challenges or limited financial resources may prioritize essential items over luxury or non-essential products.

**Socio-cultural Elements:** Family dynamics and socio-cultural factors can influence purchasing patterns. For example, cultural traditions, social norms, and familial influences can shape individuals' preferences and buying decisions.

## **b) Behavioral Factors**

The behavioral factors mentioned, such as personal affective elements, social trends, and individuals' unique factors, can greatly influence the purchasing behavior of clients. Let's explore the specific behavioral qualities of clients identified for Fanfare Bangladesh Ltd:

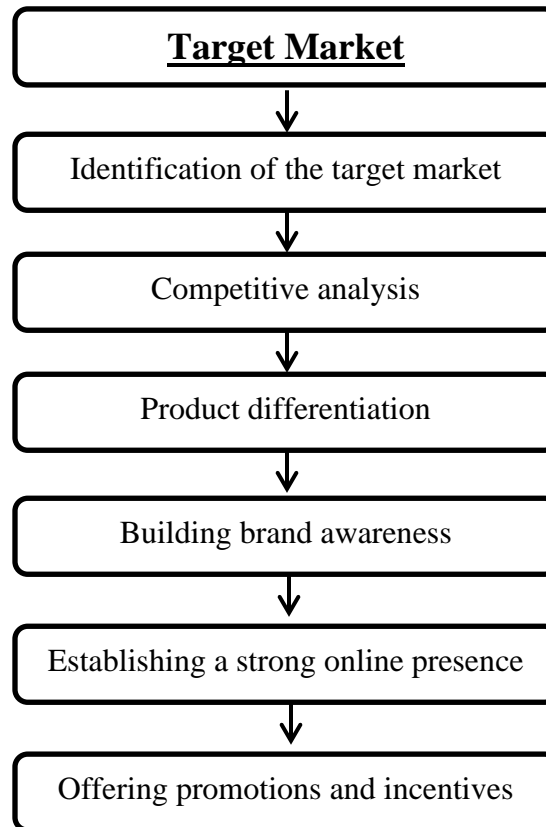
**Willingness to pay for a premium:** Some clients are willing to pay a higher price for products and services that they perceive as being of higher quality, more suitable for their needs, or offering a better overall experience. Fanfare Bangladesh Ltd can cater to these clients by offering premium products and services that justify the higher price point.

**Value Attribution to Promotional Products:** Clients may place value on promotional products that are attractive, unique, or have some additional benefits. Fanfare Bangladesh Ltd can leverage this by creating appealing promotional items that stand out and offer value to customers.

**Enjoyment of Different Product Types:** Clients who enjoy exploring and experiencing different types of products can be valuable for Fanfare Bangladesh Ltd. By providing a diverse range of products across various categories, the company can cater to the preferences and interests of these clients and keep them engaged.

### 3.1.2 Target Market

Fanfare Bangladesh Ltd adopts a differentiated market strategy to effectively target its audience. This approach involves several steps:



a. Identification of the target market: Fanfare Bangladesh Ltd begins by understanding the demographic and psychographic characteristics of potential audiences. This enables them to shape marketing efforts and messages specifically tailored to the right target audience.

b. Competitive analysis: The company conducts a thorough analysis of the competition in the market. This helps identify their strengths, weaknesses, and areas of opportunity to attract the target audience by highlighting the unique products or services offered by Fanfare Bangladesh Ltd.

c. Product differentiation: Fanfare Bangladesh Ltd focuses on offering unique features or benefits that set their products or services apart from others in the market. This product differentiation becomes a valuable component of their marketing strategy.

d. Building brand awareness: The company actively promotes the Fanfare Bangladesh Ltd brand through various channels such as advertising, social media, public relations, and content marketing. These efforts aim to increase visibility and recognition among the target customers.

e. Establishing a strong online presence: Fanfare Bangladesh Ltd understands the importance of having a robust online presence. They accomplish this by building a website, creating social media accounts, and utilizing search engine optimization (SEO) techniques. These strategies enable them to reach potential customers who are actively searching for related products or services online.

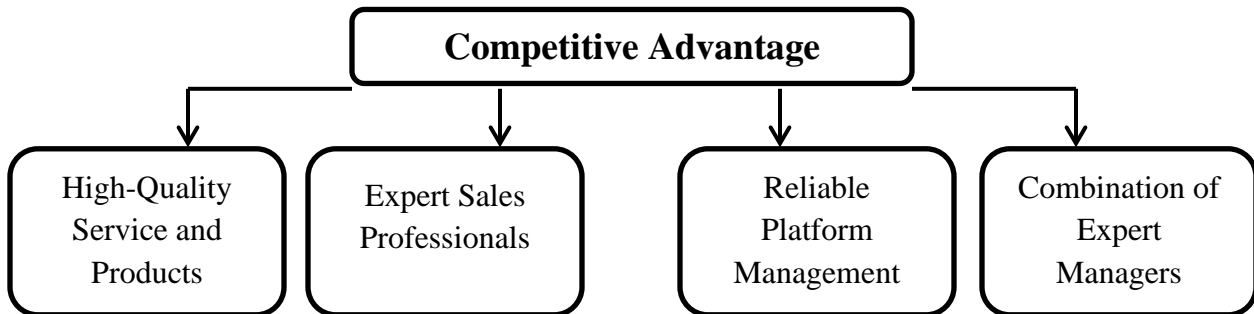
f. Offering promotions and incentives: To entice target customers and differentiate themselves from competitors, Fanfare Bangladesh Ltd provides special offers, discounts, or loyalty programs. These promotions and incentives serve as motivating factors for customers to choose Fanfare Bangladesh Ltd over other options.

### **3.1.3 Market Positioning**

Fanfare Bangladesh Ltd strives to achieve a unique market position for its goods and services, considering its standing among customers compared to competitors. Before showcasing its products, the company thoroughly evaluates potential competitive advantages to establish its position. To gain a competitive edge, Fanfare Bangladesh Ltd emphasizes providing greater value to its target customers by offering lower prices and more benefits compared to competitors. In addition to delivering more value, the company also promises better overall value. Once the desired position is determined, Fanfare Bangladesh Ltd takes active steps to communicate and convey this position to its target audience. The company's general marketing strategy aligns with the chosen positioning strategy. In the context of the online business sector in Bangladesh, the primary goal is to secure clients' funds and ensure the smooth functioning of the economy. As a result, Fanfare Bangladesh Ltd is fully committed to operations that prioritize service and

quality. The company strives to provide the highest level of service and quality products, distinguishing itself from other online-based firms in Bangladesh.

The key factors that set Fanfare Bangladesh Ltd apart from competitors are:



- i. High-Quality Service and Products: The company prioritizes delivering high-quality service and products, ensuring customer satisfaction and distinguishing itself from competitors.
- ii. Expert Sales Professionals: Fanfare Bangladesh Ltd employs knowledgeable and experienced sales professionals who are capable of providing exceptional service and guidance to customers.
- iii. Reliable Platform Management: The Company ensures the smooth functioning and reliability of its online platform, creating a seamless shopping experience for customers.
- iv. Combination of Expert Managers: Fanfare Bangladesh Ltd employs a team of expert managers who oversee various aspects of the business, ensuring efficient operations and effective decision-making.



# **Chapter 4**

## **Analysis of Marketing Mix**

## 4.1 Marketing Mix Strategy of Fanfare Bangladesh Ltd.

To create, distribute, and communicate value to customers, as well as to manage customer relationships in a way that also benefits the company, a collection of processes known as marketing can be considered. It entails the coordination of the four marketing "4 P's":

- a. Identification, choice, and development of a product;
- b. Determination of price;
- c. Choice of distribution method to reach client; and
- d. Creation and implementation of a promotional campaign

### 4.1.1 Product

Fanfare Bangladesh Ltd is a social commerce platform that offers a variety of products that can be purchased directly through the platform. Here are some general product categories that everyone can easily find on the social commerce platform:

**Fashion and Apparel:** This category includes clothing, shoes, accessories, and other fashion-related items.

**Beauty and Personal Care:** Products such as cosmetics, skincare, hair care, and personal grooming items.

**Electronics and Gadgets:** This category covers a wide range of electronic devices and gadgets, including smart phones, tablets, laptops, smart home devices, and audio equipment.

**Home and Kitchen:** Products for home decor, kitchen appliances, furniture, bedding, and other household items.

**Health and Fitness:** Items related to fitness, wellness, and health, such as exercise equipment, supplements, and health monitoring devices.

**Toys and Games:** This category includes toys, board games, video games, and other entertainment products for all ages.

**Books and Media:** Books, e-books, magazines, music, movies, and other forms of media.

Handmade and Artisanal Products: Unique, handmade, or artisanal items, including crafts, jewelry, artwork, and home goods.

Sports and Outdoor: Products for various sports and outdoor activities, such as sports equipment, camping gear, hiking accessories, and athletic apparel.

Baby and Kids: Items for babies and children, including clothing, toys, nursery furniture, and baby care products.

### 4.1.2 Price

#### **a) Economy Pricing:**

Fanfare Bangladesh Ltd. primarily targets clients interested in online commerce platform. As a result, they offer a suitable range of prices for their chosen products to accommodate all clients. The company offers a few units of their promotional products at a very low price, almost at the cost of advertising, while the majority of units are economy models. This approach ensures affordability for the majority of customers. Additionally, during recessions, economic pricing encourages more purchases as customers seek cost-effective options.

#### **b) Penetration Pricing:**

Fanfare Bangladesh Ltd. adopts a penetration pricing strategy to quickly introduce new products to the market. By offering these products at a low cost, slightly above their production cost, the company aims to gain significant market share. As demand increases, the company has the flexibility to raise the prices of these products. Despite lower short-term earnings, this strategy ultimately leads to greater profitability by expanding the market. Fanfare Bangladesh Ltd. has chosen penetration pricing for their new product, even though it is offered by well-known companies, in order to entice customers with its competitive pricing and encourage them to switch to their brand.

### 4.1.3 Promotion

To communicate the benefits of Fanfare Bangladesh Ltd. products and to pursue its target market, the company uses promotion, marketing tools, and standards for a variety of actions. It is

not necessary for them to participate in many promotional activities. The key promotional strategies are:

- i. **Online Structure:** Fanfare Bangladesh Ltd. focuses on building a strong online presence through an optimized website and user-friendly interface. They ensure that their website showcases their products and services effectively, provides relevant information, and offers a seamless user experience.
- ii. **Content Marketing:** The company employs content marketing strategies to educate, engage, and attract their target market. They create valuable and informative content related to green architecture, sustainability, and their products. This content is shared through various channels such as blog posts, articles, videos, and info graphics, establishing Fanfare Bangladesh Ltd. as a thought leader in the industry.
- iii. **Social Media:** Fanfare Bangladesh Ltd. utilizes social media platforms to connect with their audience and promote their products. They actively engage with users, share relevant content, respond to queries, and showcase their projects and success stories. Social media platforms allow them to reach a wider audience and build a community around their brand.
- iv. **Search Engine Optimization (SEO):** To ensure their website and content appear prominently in search engine results, FanFare Bangladesh Ltd. employs SEO techniques. They optimize their website with relevant keywords, Meta tags, and descriptions. By implementing effective SEO strategies, they increase their online visibility and attract organic traffic.
- v. **Networking and Referrals:** FanFare Bangladesh Ltd. values networking and word-of-mouth referrals. They actively participate in industry events, conferences, and trade shows to establish relationships with potential clients, industry professionals, and partners. Satisfied clients are encouraged to refer the company to others, and Fanfare Bangladesh Ltd. may offer referral programs or incentives to encourage this.
- vi. **Events and Sponsorships:** The company leverages events and sponsorships related to green architecture and sustainable development. They participate in relevant exhibitions, workshops, and seminars to showcase their products and expertise. By sponsoring or collaborating with industry events, they increase brand visibility and credibility.

#### 4.1.4 Place

The place is organization's market transfer strategy framework for products and services. In most cases, the corporation is given a direct channel. The company receives the clients demand straight from face to face discussion and online portals. When choosing the best place for a social commerce platform in Bangladesh, several factors should be considered. Here are some key considerations:

**Dhaka:** As the capital and largest city of Bangladesh, Dhaka offers a large population base, diverse demographics, and a vibrant business environment. It is a hub for technology, commerce, and startups, making it an attractive location for a social commerce platform.

**Chittagong:** Located on the southeastern coast, Chittagong is the second-largest city in Bangladesh and has a thriving business community. It is known for its seaport, which facilitates international trade, making it an ideal location for a social commerce platform with a focus on importing and exporting products.

**Gazipur:** Situated near Dhaka, Gazipur is an emerging industrial and commercial hub. It has seen significant growth in recent years, with several industrial parks and factories being established. Gazipur's strategic location, coupled with its growing urban population, makes it an appealing choice for a social commerce platform.

**Sylhet:** Sylhet, located in the northeastern part of Bangladesh, is known for its tea gardens and tourism industry. It has a significant population and a growing middle class, providing potential customers for a social commerce platform. Additionally, Sylhet's proximity to India's northeastern states presents opportunities for cross-border trade.

**Rajshahi:** Situated in the western part of the country, Rajshahi is a major urban center with a rich agricultural heritage. It has a strong business community and a growing population. Rajshahi's strategic location, along with its potential for agricultural products and handicrafts, makes it a viable choice for a social commerce platform.

The best place for a social commerce platform in Bangladesh would depend on various factors, including the target market, infrastructure, availability of skilled workforce and business

environment. Conducting market research and understanding the specific requirements and preferences of the platform's target audience would be essential in making an informed decision.

## **Chapter 5**

### **Findings, Recommendations and Conclusion**

## 5.1 Findings

Fanfare Bangladesh Ltd. is working with the social commerce platform for a long time. Now they are marketing this unique business idea to get the mass access in the online commerce industry. Marketing of a product ensures the reach to the people to get them know about the product. In this paper the marketing activity is analyzed through two different marketing strategies. The findings of those strategies are pointed out below:

### **a) Findings of STP analysis**

- i. Most of the respondents are in the age range of 30-35.
- ii. A large number of respondents are male.
- iii. For marketing the products the company segmented its marketing activities by considering Individual's demographics and behavioral factors.
- iv. The target market of the company is the group of people who are active users of the online commerce platform and rely on online service and accuracy and Low cost with higher quality.

### **b) Findings of Marketing mix analysis**

- i. The company has offering varieties of products but in this paper only trendy products are focused to ensure the specific marketing product.
- ii. The price of the green architect products are taken under the consideration of economy pricing and penetration pricing because of new products with low cost.
- iii. Promotion of Fanfare Bangladesh Ltd. is based on target market through online medium or physical medium like TV advertisement, paper advertisement, prospectus, campaign etc.
- iv. The company tries to reach its clients through direct channel by setting up projects in the nearest possible communication places.



## 5.2 Recommendations

Based on the findings of the STP analysis and the 4P analysis for Fanfare Bangladesh Ltd. the following recommendations can be made:

a. Demographic Segmentation: This segmentation helps organizations understand consumer behavior accurately that in turn, helps them perform better. So fanfare should focus on the respondents are in the age range of 18-25 and also should focus on female users.

b. Targeted Marketing: Since the company has already segmented its marketing activities based on individual demographics and behavioral factors, it should continue to focus on this strategy. However, it can further refine its target market by conducting market research to identify specific customer segments within the active users of online commerce platforms who prioritize low cost and higher quality.

c. Competitive Advantage: Fanfare Bangladesh Ltd. should emphasize and communicate its competitive advantages, such as quality service, expert professionals, and good management. These factors differentiate the company from its competitors and can be strong selling points.

d. Product Focus: While the company offers a variety of products, it is recommended to focus on trendy products in its marketing efforts. Trendy products have the potential to generate more interest and appeal to the target market.

e. Pricing Strategy: Considering the new products with low cost, the company can continue to use economy pricing and penetration pricing strategies. This means offering competitive prices to attract customers and gain market share.

f. Integrated Promotion: Fanfare Bangladesh Ltd. should continue using both online and physical mediums for promotion. Online mediums such as social media advertising, email marketing, and influencer collaborations can effectively reach the target market, as they are active users of online platforms. At the same time, traditional mediums like TV advertisements, paper advertisements, prospectus, and campaigns can also be used to reach a broader audience.

g. Distribution Channel: The company's emphasis on direct channels, such as setting up projects in the nearest possible communication places, is a good approach. By being physically present in key locations, Fanfare Bangladesh Ltd. can provide convenience to its customers and establish a stronger connection.

h. Quality service, expert professionals, good management are the key factors that ensures a competitive advantage in the market position from competitors.

### **5.3 Conclusion**

The internship report on analyzing the marketing mix and STP analysis of Fanfare Bangladesh Ltd. has provided valuable insights into the company's marketing practices. Fanfare Bangladesh Ltd. has demonstrated a strong understanding of its target market and has effectively utilized the marketing mix elements to create a competitive advantage. The analysis of the marketing mix components revealed that Fanfare Bangladesh Ltd. has effectively employed the traditional elements of product, price, place, and promotion in its marketing approach. The company has developed a diverse range of high-quality products that cater to the needs and preferences of its target customers. Moreover, the pricing strategy adopted by Fanfare Bangladesh Ltd. ensures competitive pricing while maintaining profitability. The STP analysis shed light on Fanfare Bangladesh Ltd.'s segmentation, targeting, and positioning strategies. The company has effectively identified and segmented its target market based on various demographic, geographic, and psychographic factors. By doing so, Fanfare Bangladesh Ltd. can tailor its marketing efforts to specific customer groups and meet their unique needs and preferences. By implementing the suggested improvements, the company can further strengthen its market position and continue to thrive in the dynamic business landscape of Bangladesh.

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**The End**