



Daffodil
International
University

**Internship Report on
Analyzing Marketing Mix Strategy of OPPO Bangladesh.**

Submitted To

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LETTER OF TRANSMITTAL

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Subject: Submission of Internship Report on “Marketing Mix Strategy of Oppo Bangladesh.

Honorable Sir,

With due respect, I’m Noshin Anjum. I am submitting my internship report on **“Marketing Mix Strategy of OPPO Bangladesh** for your kind consideration as a part of the requirement for completing the BBA 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,

Noshin Anjum

LETTER OF APPROVAL

This is to certify that Noshin Anjum, ID: 183-11-5965 and program BBA, major in Marketing, is a regular student of Faculty of Business & Entrepreneurship Daffodil International University. She has successfully completed her internship program at OPPO, and she has prepared an internship report under my direct supervision. Her internship report on “**Marketing Mix Strategy of OPPO Bangladesh.**” This report is recommended for submission. I wish her every success in life.



Dewan Golam Yazdani

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DECLARATION

My name is Noshin Anjum, and I am a marketing major at Daffodil International University (DIU). My ID number is 183-11-5965. So, I sincerely state that I have written an accurate internship report on "OPPO Bangladesh's Marketing Mix Strategy". I did not intentionally violate any copyright restrictions when I was composing this internship report.

Furthermore, I hereby certify that I did not submit this report to any organization that grants degrees, diplomas, or certificates.



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EXECUTIVE SUMMARY

With an emphasis on the 4Ps (Product, Price, Promotion, and Place) and STP (Segmentation, Targeting, and Positioning) analysis, this study gives a summary of OPPO's marketing mix strategy. It investigates how the business handles its product line, price policies, marketing initiatives, and distribution networks by examining the 4Ps. When it comes to product analysis, OPPO has a wide range of consumer products in its product line. In terms of pricing tactics, OPPO bases its competitive pricing on consumer preferences and market factors. OPPO has an integrated marketing communication strategy when it comes to promotion. Furthermore, it has successfully adopted social media and digital marketing to interact with its target market. In terms of location, OPPO prioritizes an effective distribution network to guarantee prompt and widespread product availability.

In order to evaluate the company's segmentation, targeting, and positioning strategies, the report also contains a STP analysis. OPPO divides up the market according to a number of psychographic and demographic variables, which makes it possible to target particular customer segments efficiently. For the intended market, the corporation presents its goods as dependable, reasonably priced, and of excellent quality.

A number of suggestions are made to improve OPPO's marketing mix approach in light of the findings. These suggestions include funding R&D to create innovative products, regularly monitoring the market to optimize prices, investigating fresh avenues for advertising, and broadening the reach of distribution.

The internship report concludes with a thorough examination of OPPO's marketing mix approach, with an emphasis on the 4Ps and STP analysis. In addition to offering suggestions to strengthen the company's marketing initiatives, the study provides insightful analysis of the company's areas of strength and weakness.

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Chapter 1

Introduction

1.1 Introduction of the study

One of the top consumer mobile firms in Bangladesh, OPPO Bangladesh, is the subject of this report's analysis of their marketing mix approach. The report's objective is to comprehend how OPPO positions and advertises its goods and services in the market by utilizing the four components of the marketing mix: product, price, promotion, and place. The strategic framework known as the marketing mix consists of the choices and activities a company makes in order to effectively sell its goods and services. In order to provide a compelling value offer for its clients and meet its objectives, it entails the meticulous evaluation and synchronization of several components. Product, pricing, promotion, and place—the four PS—have a significant impact on how a business approaches marketing and performs as a whole.

We will examine each component of OPPO's marketing mix approach in-depth in this internship report. We'll examine the business's distribution networks, pricing strategies, marketing initiatives, and product offerings. This internship report's objectives are to get insightful knowledge on how OPPO can successfully target its market, acquire a competitive advantage, and promote client interaction.

1.2 Background of the study

Every graduate student in the field of business considers their internship program to be a crucial component of their educational experience. It fills in the gaps between academic understanding and practical job experience. Students may put their knowledge into practice and learn more about their field through internships. I was given the chance to work with OPPO Bangladesh, a reputable FMCG (fast-moving consumer goods) firm. My internship report's subject was an analysis of OPPO Bangladesh's marketing mix strategy. This topic was chosen with the intention of carefully examining and assessing the company's marketing strategies. The approval of my topic, "Analyzing marketing mix strategy of OPPO Bangladesh," by Assistant Professor Dewan Golam, my institutional supervisor, and Organizational Supervisor Kazi Ashik Arafat.

1.3 Objectives of the study

This internship report's goals are to:

- a. Evaluate OPPO Bangladesh's marketing mix approach.
- b. To evaluate OPPO Bangladesh's STP strategy.
- c. To identify the main issues with OPPO Bangladesh's marketing mix and STP analysis.
- d. To offer some suggestions on how to resolve the issues raised by the findings.

1.4 Methodology of the study

Implementing the company's marketing system is a difficult task. This research, which focuses on marketing analysis, displays the performance marketing policy, marketing management, marketing process, market-oriented evaluations, and varied interest criteria for various marketing concepts.

Research type: Based on OPPO's marketing approach, this is exploratory research.

Study analysis method: Only qualitative data from the OPPO is used to look at the marketing plan.

Primary sources

- a. Having a face-to-face conversation with the officials and management.
- b. An examination of several corporate teams in relation to marketing.

Secondary sources

- a. The company's website.
- b. Many process manuals that the business has released.

1.5 Limitations of the study

The primary limitations of the study are discussed as follows:

- a. OPPO has distinct rules pertaining to the publication of specific data and information, for obvious reasons.
- b. Secondary data or information is used more often than primary data.

Chapter 2

Company Overview

2.1 About OPPO Bangladesh

Conversely One of the most well-known names for mobile brands is Bangladesh. OPPO began operations in Bangladesh in 2014. It gained popularity initially for its self-portrait camera, but it has now improved to become a more rapid gaming phone. Although every phone is assembled in Bangladesh, the parts are sourced from China. OPPO has expanded its expertise across several domains, garnering acknowledgement from global users and professional associations. It comes from our principle of "Ben-fen," which calls on us to act morally and have an open mind while we look for the truth. It is also deeply ingrained in our product history. Since the release of our first smartphone, the "Smiley Face," in 2008, OPPO has relentlessly worked to use technology to promote inspiration and positive around the world.

"Inspiration Ahead" sums up OPPO's outlook on the world today, and it's a sentiment that the individuals OPPO seeks to empower also share.

The modern era is rife with uncertainties and difficulties. Believing in "Inspiration Ahead" entails having optimism for the future. Just as we urge everyone to face challenges head-on, OPPO will always cling to its principles and never compromise on quality for speed.

OPPO has common ground with a great majority of our brothers. With the use of creativity and technology, we aspire to uplift society, empower people, change the world, and inspire the future.

2.2 OPPO Vision Mission and core principle

OPPO has a common mission, vision and core principles all over the world that are reflected in their overall business across the globe.

Mission:

The mission of OPPO is: Technology for mankind, kindness for the world. Firstly, technology is the means, people are the ultimate goals.

People are the starts and ends of all technological activities, no matter how science and technology evolve. Based on our insights and care for people, "technology for mankind" means using technology to satisfy people's deepest needs: to give to everyone the artistry, imagination, and humanity that they desire. OPPO is committed to becoming a hi-tech company that serves people with technology. Secondly, technology should make the world kinder.

For OPPO, kindness means serving every user well. Whatever market that we work in, and whatever product or service we deliver, we will not use language like "conquering" or "occupying". Our goal is to serve our customers with kindness. We want to be their friends and win their trust. We also maintain our policy of helping others and sharing success. The way we operate as a business is with kindness towards our suppliers and our customers. In fact, we are kind to all partners and stakeholders. We want them to feel comfortable with us, and to know that they are equal partners.

Looking to the long term, we hope that OPPO's existence will help to improve love, and bring about a kinder world. Of course, this is not something that happens overnight. But we can advance the process by making sure that our own actions always live up to our standard of kindness.

Vision:

Strive to be a sustainable company that contributes to a better world. OPPO wants to be a sustainable company that helps others and shares success and benefits the society with technology. So, here is our vision: Strive to be a sustainable company that contributes to a better world. With the advancement of OPPO, this vision will be more and more important and guide us to the right route. Following this vision, we will contribute more to society. Believing in "Inspiration Ahead" entails having optimism for the future. As we urge everyone to face challenges head-on, OPPO will always do the right thing and never compromise on quality for speed. OPPO has common ground with a great majority of our brothers. With the use of creativity and technology, we aspire to uplift society, empower people, change the world, and inspire the future. It originates from our "Ben fen" value, which calls on us to act morally and have an open mind as we look for the truth.

Core Principles:

These are our guiding principles:

- The fundamental elements that form the basis of Oppo's business model include purpose, values, and principles. The highest ethical standards are followed throughout operations as a result of this sense of duty.
- People and society: OPPO aspires to positively influence society through its brands, business dealings, and connections with stakeholders and customers.
- Demanding a constant degree of commitment: Why OPPO works with suppliers whose values align with their own; they are constantly investigating new innovations in phones that excite consumers and ultimately support their long-term business plan. As a result, it is feasible to uphold a high standard of accountability, transparency, and integrity in the business's interactions with clients, staff, and the environment.
- As an illustration, the company's Corporate Purpose is guided by a set of business principles that set forth standards of conduct for all employees. A corporate governance and good governance structure is built.

2.3 About OPPO Phone

OPPO started their business in Bangladesh in 2014. In 2004, OPPO China was established. In the era of media players. In 2008, it launched its first mobile phone: Smiley Face. Since then, we have been encouraging original designs. In 2011, its first smartphone Find was launched and endorsed by Leonardo Wilhelm DiCaprio, which enabled it to carve out a niche in the international high-end smartphone market. Meanwhile, it marched out of China and established a foothold in Thailand and other Southeast Asian countries.

In the era of smart devices:

In 2011, seeing the evolution from 3G to 4G and rapid development of the mobile Internet, we decided to shift to the smartphone market. This is the second major strategic transformation of OPPO. In 2013, we released the mobile operating system Color OS and established the "hardware + software + service" integrated business model. In 2014, the launch of VOOC flash charge technology promoted the innovation and popularity of charging technology. In 2018, we unveiled Find X at the Louvre. As the first full-display phone of OPPO, Find X adopts an innovative design without holes on the screen and back panel. This design showcases our commitment to technological innovation and excellence, and is a symbol of our success in developing premium smartphones. IN this period, we accelerated our pace in overseas markets. OPPO became one of the most popular mobile phone brands in India, Egypt, and Dubai, and saw an increasing brand influence in Europe and Japan. In 2016, OPPO became the fourth mobile phone brand by global market share. In the era of Internet of Experiences. In 2019, we released a new strategy of evolving to the Internet of Experiences. This year, we launched Reno 5G, the first 5G-capable phone in the European market. In February 2020, we launched Find X2, which stood out from all the similar products with its ultra-sensitive screen. In 2020, we stepped into the IOT field by releasing multiple smart hardware products. Our products were also distributed farther to Latin America. In 2021, relying on strong R&D and innovation capabilities, OPPO released its first self-developed NPU -Mari Silicon X, a new folding flagship Find In 2022, OPPO released the new flagship Find X5, aiming to empower every moment for users.

Chapter 3

STP Analysis

3.1 STP Analysis of OPPO Phone

A marketing strategy is a long-term plan that helps a business achieve its objectives by identifying client demands and developing a unique, long-lasting competitive advantage. It includes everything, from choosing which channels to utilize to reach those consumers to identifying who your customers are. OPPO has regional divisions that create product features to meet local domestic environment, i.e., their own regional demands, and sell the product appropriately. This is part of OPPO's multi-domestic internationalization approach. Its competitors are fierce, including LG, Xiaomi, Huawei, Samsung, and Apple. Often known as OPPO, OPPO Electronics Corporation is a Chinese firm that produces Blu-ray players, smartphones, and other electronics. It is a division of Guangdong Buhugao Electronic Industry Co. Ltd., the company that makes various electronics products in addition to Vivo and One Plus. In 2017, BBK Electronics ranked as the second largest smartphone producer globally, after only Samsung.

OPPO has established itself as a leader in group and selfie selfie technology and is ranked fourth internationally for fostering the selfie culture among youth. The OPPO F series (F1, F3, F5, and F7), OPPO A series, and OPPO R series are a few of the brand's smartphone models.

The acronym for segmentation, targeting, and positioning in marketing is STP analysis. It is a three-step process that makes it possible to develop a focused and practical marketing plan. It is crucial in the building industry's mixed market environment. The purpose of this research is to forecast the marketing strategies that the business is now employing. This analysis will be utilized in the paper to demonstrate the company's project-based marketing strategy.

3.1.1 Market Segmentation of OPPO

Individual Demographic	Behavior Factors
Age	Usage Patterns
Income level	Brand Loyalty
Family Size	Purchase Decision Drivers
Education level	Decision-Making Process
Urban vs. Rural	Previous Experience
Technological Adoption	Price Sensitivity
Cultural Practices	Promotional Activities

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 OPPO phone. Let's explore how each factor can influence their purchasing behavior.

i. Age:

- a. **New Generation:** People of 17s to 35s who are likely to have the best quality camera phone, gaming phone, good processor phone. They are the maximum users are. They heavily use the phone.
- b. **Old Generation:** Most people in their 36s to 50s look for phones that are affordable. They just use it for calls, social media, and other sporadic purposes.

ii. Income Level:

a. Lower Range: OPPO offers reasonably priced phones for those with lower incomes. They have access to phones priced between 11990 and 12990 TK.

b. Middle Range: OPPO offers a wide choice of collections for those with middle-class incomes. They have access to a wide choice of models, including the A18 13990 TK, A38 15990 TK, and A77 18990 TK.

c. Upper Range: The price range for the OPPO A58, which is intended for higher class individuals, is (20990–22990) TK. The phone from the Reno series costs 36990 TK, whereas the phone from the A series costs 27990 TK. F series phones: Find X, F19, F21 pro, and so on.

iii. Education Level:

In today's digital age, mobile phones are becoming more and more popular. They are easy to carry around and can be used anywhere, allowing people to work from anywhere. Smartphones are becoming more popular among city dwellers and educated people. OPPO offers a wide range of smartphones for a variety of purposes.

v. Urban vs. Rural:

a. Urban Dwellers: People living in urban areas have access to a large number of smartphone numbers. Most people are using smartphones.

b. Rural Residents: The usage of smartphones is rapidly increasing in rural areas, as individuals are becoming more updated and technologically savvy.

vi. Technological Adoption:

a. Tech-Savvy Consumers: People who have a strong affinity for and are adept at utilizing technology are more inclined to embrace OPPO phones. This is primarily due to the incorporation of numerous cutting-edge technologies in OPPO phones, such as AI camera, Bokeh flare portrait camera, and a plethora of user-friendly shortcuts. Additionally, the inclusion of Vooc flash charger further enhances the appeal of this phone. Consequently, individuals readily adapt to the myriad features and functionalities offered by OPPO phones.

b) Behavioral Factors

i. Usage Patterns:

a. Regular User: Some particular customers utilize their OPPO phones on a daily basis. They buy it on a frequent basis. People utilize the middle range of products the most.

b. First User: Some folks are using OPPO for the first time. Occasionally, they buy to utilize the phone's quality. People might be misled by its camera quality at times.

ii. Brand Loyalty:

a. Loyalty to OPPO Phone: Most consumers who buy an OPPO phone once never go back to their original selection. When they buy an OPPO phone, most people like it. Some customers have stuck with Oppo for up to $\frac{7}{8}$ years. Thus, it's a significant accomplishment.

iii. Purchase Decision Drivers:

a. Phone Feature Freak: Most users of OPPO phones are among those who value features like camera charging systems on their phones. OPPO has long been recognized as a leader in photography phones and selfies. Additionally, OPPO created the VOOC flash charger first, which charger is the fastest and safest.

b. Quality of Phone: Customers might be swayed by how good they think the phone is. Considering that OPPO was the first Chinese company to create a military-grade phone in Bangladesh. Thus, OPPO phones have long-lasting and robust quality. Moreover, OPPO offers a phone with a 48-month fluency guarantee.

iv. Decision-Making Process:

a. Research and Information-Seeking: Before making a purchase, consumers could look up products online or ask for suggestions from friends and family.

b. Involvement Level: The level of involvement in the decision-making process, whether it's a routine purchase or a more considered decision, can impact behavior.

v. Technological Adoption:

a. Willingness to Adopt Technology: The comfort level and readiness of consumers to embrace cutting-edge mobile technology. For instance, the majority of people use AI on their smartphones. Thus, OPPO created the AI camera and the AI function in smartphones.

vi. Lifestyle Factors:

a. Android user: The majority of people in Bangladesh use Android. As of now, OPPO is Bangladesh's top brand. Both the functionality and the design are popular. OPPO bases the design of their phones on consumer demand. What a person's phone should include. Depending on their client base, OPPO offers a variety of phone models. While some consumers want flagship phones, others prefer phones with an average range. Thus, it relies on the lifestyle of the client.

vii. Previous Experience:

a. Past Product Satisfaction: In Bangladesh, OPPO enjoys a large client base. The majority of OPPO's clientele consists of former clients. They are happy with the phone from OPPO. And they use their phone with loyalty.

viii. Price Sensitivity:

a. Budget Constraints: Customers on a tight budget could be more price conscious and search for reasonable priced phones that fit within their means. OPPO offers affordable phones to meet the needs of their customers.

ix. Promotional Activities:

a. Response to Promotions: Consumer reactions to promotional activities, discounts, or special offers can impact their decision to purchase.

3.1.2 Target Market

The target market of OPPO includes a diverse group of consumers who share common characteristics, needs and preferences related to phones. While OPPO's target market can vary based on product lines and specific models. Here is a general overview of the potential target audience.

i. Geographic Focus:

❖ **Urban and Rural Areas:** OPPO targets both rural and urban areas where there are uses with the quality of smartphones. People in rural regions are familiar with smartphones. In rural regions, the rate of smartphone purchases is rising daily. People in metropolitan areas also frequently buy smartphones. Thus, OPPO expanded its operations into both urban and rural areas.

ii. Demographic Characteristics:

❖ **Young Professionals:** Individuals or couples in their 20s and 30s who are students or new at their jobs need smartphones for their study and work purposes.

- ❖ **Middle to Upper-Middle Income Groups:** Consumers with a moderate to high disposable income who can afford the flagship phone of OPPO.

iii. Behavioral Traits:

- ❖ **Camera Freak Consumers:** Individuals who prioritize camera on the phone are willing to invest in OPPO phones because OPPO is the best camera phone in the android world.
- ❖ **Brand-Loyal Customers:** Consumers who have a positive experience with OPPO phones are loyal to the brand.
- ❖ **Environmentally Conscious:** Those who like environmentally sustainable goods should use OPPO as it is an environmentally friendly product and has a recycling procedure for phones.

iv. Technological Adoption:

- ❖ **Tech-Savvy Consumers:** Individuals who appreciate and are comfortable using technology, making them more likely to adopt OPPO's phone.

v. Usage Scenarios:

- ❖ **Home Use:** People or families who use their phones mostly at home. They pay a fair amount for a phone that they use frequently.
- ❖ **Regular User:** Long-term users buy phones; occasionally, they buy them for gaming, and occasionally, they buy them for taking pictures. People today also require better quality cameras and long-lasting phones since they blog. Thus, consumers now choose OPPO.

vi. Socioeconomic Factors:

- ❖ Middle to Upper-Middle Income: While affordability is important, OPPO's target market may include consumers with a relatively higher socioeconomic status.

vii. Educated Consumers:

- ❖ Higher Education Level: Higher educated people may be more aware of phones and use them more frequently due to their necessity for phones like OPPO for work.

3.1.3 Market Positioning

Market positioning refers to how a brand is perceived by its target audience in relation to its competitors. OPPO positions itself as a trustworthy and innovative brand in the mobile phone market. Here are key elements of OPPO's market positioning:

i. Long lasting and durable phone:

- ❖ Emphasis on durable phone: Oppo phone positions itself as a brand dedicated to providing long and durable phones.

ii. Innovation and Technology:

- ❖ Advanced splash touch phone: Modern military grade phones lounge and sophisticated splash touch technology are two ways that OPPO phones set themselves apart.

iii. Affordability and Accessibility:

- ❖ Inclusive Market Approach: OPPO phone positions itself as a brand that offers a range of products at various price points, making the fastest, durable phones for consumers, including middle to upper-middle-income groups.

iv. Consumer-Focused Solutions:

- ❖ Tailored Products: By providing a variety of OPPO phones to suit various tastes, lifestyles, and usage circumstances, OPPO phones presents itself as a brand that understands a wide spectrum of customer demands.

vi. Trust and Reliability:

- ❖ Brand Reputation: As of the present, OPPO Phone is a reliable brand in Bangladesh. OPPO phones have a good reputation in the market. Since 2014, OPPO has operated in Bangladesh. There is no negative reputation in modern times.

vii. Customer Service and Support:

- ❖ After-Sales Service: projecting an image of a company that not only sells goods but also offers top-notch assistance and customer care, guaranteeing client happiness and steadfast devotion. In all of Bangladesh, OPPO has thirty customer care centers.

viii. Global Presence and Local Adaptation:

- ❖ Global Brand with Local Relevance: Oppo presents itself as an international brand. OPPO has business in more than 60 countries. For several years, OPPO was employed in Bangladesh. OPPO is now Bangladesh's most popular brand.

ix. Communication of Values:

- ❖ **Corporate Social Responsibility:** Expressing its dedication to community welfare and social responsibility, and highlighting projects that make the digital world a better place.

Chapter 4

Analysis of Marketing Mix

4.1 Marketing Mix Strategy of OPPO Bangladesh

The term "marketing" encompasses a multitude of factors that are necessary for a product or brand to gain traction in the marketplace. For any business to reach its target audience or cater to certain client segments, it is imperative that it adhere to fundamental marketing techniques. Any business that wants to communicate widely and intensely and distribute well needs to adhere to the following "4 P's":

- a. A product's selection, development, and identification;
- b. Figuring out the cost of the equipment;
- c. Choosing the distribution channel to reach the intended customers
- d. Execution tasks for the advertising materials.

4.1.1 Product

One of the safest and most promising mobile firms is OPPO. OPPO claims itself as Bangladesh's quickest, safest, and toughest camera phone. The features of OPPO phones are superior to those of other companies. They offer the highest caliber goods within a reasonable price range.

1. OPPO Phones:



OPPO A18



OPPO A78



OPPO FindN3

OPPO offers a series of products. They are Reno, F, K, and A. such as the OPPO A18, A38, 58, and A78. These products belong to the A series. F series denotes the flagship model. like F19, F21, FindN3 and F21 pro. One of the greatest phone characteristics is Reno. Reno10. Reno 12, Reno 8, and Reno 8t. K series products, like A17k, are few.

2. IOT product:



In addition to smartphones, OPPO produces Internet of Things products. Smart watches, TVs, headphones, and accessories.

4.1.2 Price

These days, OPPO phones are well-known in the industry. It made its greatest name for itself in both middle-class and high-end product categories. Owing to OPPO's face value and brand worth, its products might occasionally be more expensive than those of other companies.

OPPO Phone	Price
OPPO A18	13990 TK
OPPO A38	15990 TK
OPPO A58	21990 TK
OPPO A78	27990 TK
OPPO A60	24990 TK
OPPO Reno 8T	34990 TK

4.1.3 Promotion

OPPO promotes itself quite aggressively. They nearly succeeded in capturing the essence of each advertising channel and used it to portray their businesses at their peak. With the phrase "Inspiration Ahead" and 360-degree marketing techniques to engage their targeted TG, OPPO is likewise not behind this race. Taking the following tools, while keeping the regular phone:

1. **Online:** OPPO updates their most recent phone model on their official page. Through the internet, they are able to reach new customers and inform their current clientele about events and future models.



2. **social media:** Facebook, Instagram, YouTube, News Portal, and other social media platforms are also optimally utilized by OPPO. with an eye-catching graphic aid for disseminating information about the new phone model. The office website for OPPO provides the most recent deals and information to its customers. As OPPO's brand ambassador, Shakib Al Hasan helps the company maintain a vibrant community.



3. **Field Activation:** OPPO aims to reach as many customers as possible through word-of-mouth marketing techniques. OPPO engages in market branding constantly. leafleting, showcasing large posters in the marketplace, visiting business locations like banks and important residences. In large markets, special activation is occasionally carried out.





4.1.4 Place

Because OPPO values distribution, its products are widely accessible throughout Bangladesh. With a robust online and offline staff, OPPO raises its penetration rate year. Though mostly a durable industrial product, OPPO phones are the quickest, safest, and most reliable, with a 48-month fluency warranty, and are accessible in every trade, including retail and dealer shops. OPPO also offers a store under its own name. OPPO never passes up a chance to win over clients. In Bangladesh, there are 3800 OPPO shop. Additionally, there are OPPO stores or shops in remote areas.



Chapter 5

Findings, Recommendations and Conclusion

5.1 Findings:

OPPO is very keen in business making strategies and aggressive in the market to increase the market share in every year. However, to get some external analysis two different methods of marketing strategies were applied to find out some facts. The findings are mentioned below:

1. Finding of STP analysis:

- a) Respondent were age of 20-55
- b) Respondent were male and female
- c) Demographic and behavioral factors were taken concern during marketing the products
- d) Group of people who were camera freak or phone feature freak they purchase more of OPPO phone.

2. Findings of Marketing mix analysis:

- a) While some brands provide 8G processors, OPPO now offers the Snapdragon 680 6G CPU. These days, Samsung has its own chipsets, such as the MediaTek Dimensity 9300 and Exynos 2400.
- b) The prices are higher than any other brand in the market considering the current economic situation the affordability might be reduce
- c) Promotional activities are high and enriched but the frequency is low so the availability so not that much visible all the time
- d) OPP ensuring placement but sometimes stock days cover in rural or remote areas are less than the average.
- e) OSR is the name of OPPO's sales agent. That is OPPO sales representative. Sometimes, people take extended periods off from employment. They spent time with the firm and the training department, but all of a sudden, they were let go.

5.2 Recommendation

Considering the outcomes from the STP and 4P analysis of OPPO, the following tentative recommendation can be raised:

1. Chip set: OPPO needs to concentrate on its chip set. Due to the fact that its rival brand offers more superior chip sets than it does at comparable prices.
2. Target Marketing: OPPO must focus on rural and remote area segmentation with better market research to get more information on segments and behavioral factors
3. Product Focus: OPPO has to offer a wider range of products, particularly in the manual device market. Despite the newest model, even electric equipment does not necessarily need to be updated. Increased variety and enhancement of the product generates greater interest.
4. Promotion: OPPO must focus on more offline activities in rural or outside the major town or city as people in such areas are not that much user friendly by using smartphones or tech savvy. OPPO must do some sponsorship events in educational institutes.
5. OSR Recruitment: Many OSR are hired by OPPO, however they don't remain for very long. Hence, this issue may be avoided if they offer the greatest facilities and deliver the best treatment.

5.3 Conclusion

The marketing mix and STP study of OPPO, which highlights the business's insightful observations and effective marketing tactics, have improved this report. OPPO enjoys a competitive edge thanks to their solid basis in marketing mix techniques. OPPO never leaves any stone unturned when it comes to Place, Product, Price, and Promotion. Launching a product at the highest price point on the market and gaining the most market share by offering the greatest support after the sale. OPPO is more profitable than any other current brand or company when it comes to targeting its segmented demographic, regional, and psycho graphic aspects thanks to robust promotional efforts that cover every presence of the targeted. However, an improvement area has left the room. OPPO has some improvement mentioned in the suggestion by implementing those they might get a step to strengthen to the competitive advantages and in market positioning to continue to hit the numbers each year.

References

1. <https://www.oppo.com/bd/>
2. <http://www.oppochina.com/>