Internship Report
on
An Analysis of the Marketing Strategies of FB Footwear Ltd.

Submitted To:

Professor Dr. Syed Mizanur Rahman

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Submitted By:

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Program: M.B.A; Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

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on
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Letter of Transmittal

Professor Dr. Syed Mizanur Rahman
Associate Dean
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on "An Analysis of the Marketing Strategies of FB Footwear Ltd."

Respected Sir,

I am pleased to submit my internship report titled **"An Analysis of the Marketing Strategies of FB Footwear Ltd."** This report has been prepared as part of the MBA program requirements for my major in Marketing, under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

The report reflects my learning and observations from my internship at FB Footwear Ltd. During this time, I had the opportunity to explore the company's marketing activities in depth, focusing particularly on segmentation, targeting, positioning, and other related strategies. This experience allowed me to connect classroom knowledge with practical applications in a real business environment.

I would like to express my sincere gratitude for your valuable guidance and feedback during the preparation of this report. I am also thankful to the management and staff of FB Footwear Ltd. for their kind cooperation and support throughout my internship period.

Sincerely yours,

Md. Alomgir Kobir
ID: 0242310004083022
Program: M.B.A; Major in Marketing
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Certificate of Approval

This is to certify that the internship report titled **"An Analysis of the Marketing Strategies of FB Footwear Ltd."** submitted by **Mr. Md. Alomgir Kobir**, bearing Student ID: **0242310004083022**, is an original work and carried out by him under my supervision. The report has been accepted and approved as a partial fulfillment of the requirements for the degree of Master of Business Administration (MBA) in Marketing at Daffodil International University.

The report is recommended for submission and acceptance.

Professor Dr. Syed Mizanur Rahman
Associate Dean
Faculty of Business and Entrepreneurship
Daffodil International University
E-mail: raju@daffodilvarsity.edu.bd

Declaration

I, **Md. Alomgir Kobir**, Student ID: **0242310004083022**, hereby declare that this internship report titled **“An Analysis of the Marketing Strategies of FB Footwear Ltd.”** is my own original work. The report has been prepared under the supervision of **Professor Dr. Syed Mizanur Rahman** as part of the requirements for the MBA (Marketing) program at Daffodil International University.

I affirm that this report has not been submitted previously, either wholly or partially, for any other degree or qualification. All sources and references used have been properly acknowledged.

Sincerely yours,

Md. Alomgir Kobir
ID: 0242310004083022
Program: M.B.A; Major in Marketing
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Acknowledgment

At the very beginning, I would like to express my deepest gratitude to Almighty Allah for granting me the strength, patience, and opportunity to complete this internship report successfully. Without His blessings, none of this would have been possible.

I am profoundly thankful to my beloved family for their continuous support, encouragement, and understanding throughout my academic journey and internship period. Their prayers and motivation have been my guiding light.

My sincere thanks go to my internship supervisor, Professor Dr. Syed Mizanur Rahman, Associate Dean of the Faculty of Business & Entrepreneurship at Daffodil International University, for his valuable guidance, constructive feedback, and constant encouragement that helped me complete this report with confidence.

I am also grateful to the management and staff of FB Footwear Ltd., especially my colleagues, who welcomed me warmly and provided a supportive environment for learning. Their cooperation and willingness to share knowledge made my internship experience truly enriching.

Finally, I want to thank Daffodil International University for providing me with this learning opportunity, and my friends who stood by me and helped whenever needed during this period.

Thank you all for your invaluable support.

Executive Summary

This report entitled **"An Analysis of the Marketing Strategies of FB Footwear Ltd.",** presents a comprehensive analysis of the marketing strategies of FB Footwear Ltd., a prominent Bangladeshi footwear manufacturer with a growing international footprint. The study, conducted during my MBA internship, examines how the company applies strategic marketing tools, particularly segmentation, targeting, and positioning (STP), alongside its 7Ps marketing mix to maintain competitiveness in a rapidly evolving industry.

FB Footwear Ltd. has built a reputation for delivering quality, stylish, and affordable footwear across formal, casual, sports, and seasonal segments. With a strong domestic network and export operations in Europe, the Middle East, and Asia, the company combines modern manufacturing technology, rigorous quality control, and ethical practices to serve diverse customer needs. Its marketing efforts center on value-based pricing, a balanced distribution strategy, and a blend of traditional and digital promotions.

The research highlights the company's strengths in product quality, operational infrastructure, and customer-focused service, but also identifies areas needing improvement—such as limited brand differentiation, underutilized digital marketing channels, seasonal sales dependency, and slower responsiveness to global fashion trends.

Recommendations include enhancing brand identity through unique product lines, expanding offerings for both premium and lower-income markets, strengthening year-round promotional activities, and investing in digital marketing and product innovation. By adopting these measures, FB Footwear Ltd. can broaden its market reach, improve customer loyalty, and solidify its position as a competitive global brand.

This internship experience bridged academic knowledge with real-world practice, offering insights into how a leading Bangladeshi company navigates competitive pressures and evolving consumer demands through strategic marketing.

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List of Abbreviations

Topic	Elaboration
FB	Filanto Bangladesh
FBFL	Filanto Bangladesh Footwear Limited
STP	Segmentation, Targeting, and Positioning
7Ps	Product, Price, Place, Promotion, People, Process, and Physical Evidence
CSR	Corporate Social Responsibility
ISO	International Organization for Standardization
ERP	Enterprise Resource Planning
EPB	Export Promotion Bureau
DIFE	Department of Inspection for Factories and Establishments
BOGO	Buy One Get One
SEO	Search Engine Optimization
R&D	Research and Development
B2B	Business-to-Business
B2C	Business-to-Consumer
MBA	Master of Business Administration
DIU	Daffodil International University

Chapter-01:

Introduction

1.1: Introduction

This internship report has been prepared as a mandatory academic requirement for the Master of Business Administration (MBA) program, majoring in Marketing, at Daffodil International University. The report centers on a comprehensive analysis of the marketing strategies implemented by FB Footwear Ltd., one of Bangladesh's notable footwear manufacturers with a strong presence in both local and international markets.

The primary purpose of this report is to critically examine the marketing strategies adopted by the company, with a special focus on segmentation, targeting, and positioning (STP) approaches, which are crucial for the company's competitive advantage. Alongside this, the report aims to assess the effectiveness of these strategies in meeting the company's marketing goals and sustaining its market position amid evolving industry challenges.

This study further explores the obstacles and limitations faced by FB Footwear Ltd. in the execution of its marketing plans, providing a clear understanding of the internal and external factors that influence decision-making processes. From these findings, I have suggested a number of practical steps that could help improve the company's marketing results and support its overall growth. The report combines the theories and concepts I studied in my MBA courses with the hands-on experiences I gained during my internship. This mix of academic knowledge and real-world observation has given me a clearer understanding of how marketing principles work in practice, especially within the footwear industry in Bangladesh. I hope the insights shared in this report will be useful both for academic purposes and for helping FB Footwear Ltd. strengthen its future marketing strategies.

1.2: Background of the Study

The footwear industry is an important part of Bangladesh's manufacturing and export economy, creating jobs and contributing to national growth. Among the major players in this sector, FB Footwear Ltd. stands out as a leading producer and exporter. Operating in a market where competition is intense, the company must rely on strong and well-planned marketing strategies to hold and grow its market share.

FB Footwear Ltd. works in a fast-changing environment where shifts in consumer tastes, global competition, and new fashion trends can all affect performance. In this context, strategies such as segmentation, targeting, and positioning (STP) are vital. They allow the company to identify its main customer groups, design products that meet specific needs, and build a clear brand image for both local and international markets.

During my internship at FB Footwear Ltd., under the guidance of Professor Dr. Syed Mizanur Rahman, Associate Dean of the Faculty of Business and Entrepreneurship at Daffodil International University, I was able to carry out an in-depth review of the company's marketing practices. This experience offered a first-hand look at how the business applies marketing concepts to overcome challenges and take advantage of opportunities in the market.

The study centered on evaluating the company's marketing mix and STP strategies to see how effective they are in increasing market reach, satisfying customers, and strengthening brand loyalty. The goal of this report is to assess FB Footwear Ltd.'s marketing approach, highlight the key issues it faces, and suggest practical recommendations for improving its marketing performance in the footwear sector.

1.3: Objectives of the Study

The objectives of the study are the following:

1. To assess the marketing strategies of FB Footwear Ltd.;
2. To analyze the STP (Segmentation, Targeting, Positioning) Strategies of FB Footwear Ltd.;
3. To identify the problems related to the Marketing Strategies of FB Footwear Ltd;
4. To provide recommendations for addressing the identified problems.

1.4: Scope of the Study

This study focuses on evaluating the marketing strategies of FB Footwear Ltd., particularly its segmentation, targeting, and positioning efforts, as well as the marketing mix elements. The analysis primarily covers the company's operations within Bangladesh, with some consideration of its international market presence. Insights for this report are based on the internship experience, relevant data, and observations related to marketing activities. Due to time and confidentiality constraints, the study is limited to marketing functions and does not cover other organizational departments.

1.5: Methodology of the Study

This study employs a mixed-method approach, combining both qualitative and quantitative research techniques to provide a comprehensive analysis of FB Footwear Ltd.'s marketing strategies. Primary data were collected through direct observation and informal discussions with employees during the internship period, offering practical insights into marketing activities. Secondary data were gathered from company reports, marketing documents, and relevant literature to support the analysis. The integration of these methods enables a balanced understanding of the company's segmentation, targeting, positioning, and marketing mix, facilitating well-rounded conclusions and recommendations.

1.5.1: Sources of Data Collection

Primary Data

- Direct observation of marketing activities during the internship at FB Footwear Ltd.
- Informal discussions and interactions with company employees and marketing personnel.
- Feedback and insights collected from customers and sales representatives during field visits.

Secondary Data

- Company documents, reports, and marketing materials provided by FB Footwear Ltd.
- Academic books, journals, and articles related to marketing strategies and the footwear industry.
- Online resources and industry publications relevant to the study.
- Market analysis reports and trade publications focused on the footwear sector.

1.5.2: Method of Data Collection

Data for this study were collected using both qualitative and quantitative methods to ensure a thorough understanding of the marketing strategies of FB Footwear Ltd. Primary data were gathered through direct observation of marketing operations and informal interviews with employees and marketing staff during the internship period. Additionally, feedback was obtained from customers and sales representatives to capture different perspectives. Secondary data were collected through reviewing company reports, marketing documents, academic literature, and relevant online and industry sources. This combined approach allowed for a comprehensive analysis by cross-verifying information from multiple sources.

1.5.3: Target Population

The target population includes FB Footwear Ltd.'s customers, marketing and sales staff, as well as distributors and retail partners in Bangladesh and select international markets. This group provides essential insights into the company's marketing effectiveness and market presence.

1.5.4: Sample Size

The study is based on a sample size of 50 respondents, including customers, marketing staff, and distributors associated with FB Footwear Ltd. This sample provides a representative overview to assess the company's marketing strategies effectively.

1.5.5: Sampling Method

A purposive sampling method was used to select the sample of 50 respondents. This non-probability technique allowed for the deliberate selection of individuals who are directly involved with or affected by FB Footwear Ltd.'s marketing activities, including customers, marketing personnel, and distributors. This approach ensures relevant and focused data collection aligned with the study's objectives.

1.5.6: Limitations of the Study

- Limited access to confidential company data restricted the depth of analysis.
- Time constraints during the internship period affected the extent of data collection.
- The sample size of 50 respondents may not fully represent the entire customer base and market.
- Responses from employees and customers might carry inherent biases.
- The study focused only on marketing strategies, excluding other operational areas of the company.
- External factors such as market fluctuations and economic conditions were not extensively covered.

Chapter-02:

Overview of FB Footwear Ltd.

2.1: Introduction of the Company

FB Footwear Ltd. was established in **1995** with the vision of becoming a leading player in Bangladesh's footwear manufacturing and export sector. Over nearly three decades of operation, the company has grown significantly, building a strong reputation for quality, innovation, and reliability.

Specializing in a diverse range of footwear products—including formal shoes, casual shoes, sports shoes, and safety footwear—FB Footwear Ltd. serves both the domestic market and a broad international clientele. Since its inception, the company has continuously upgraded its manufacturing processes, adopting modern technology and quality management systems to meet global standards such as ISO certifications.

From the early 2000s, FB Footwear Ltd. began expanding its export operations, gradually entering markets in Europe, the Middle East, and Asia. This export growth has contributed to Bangladesh's economy and helped the company establish a competitive presence on the global stage.

Throughout its history, FB Footwear Ltd. has committed to sustainable business practices and corporate social responsibility, including resource efficiency and ethical labor standards. The company invests consistently in research and development to innovate and respond to evolving consumer preferences, ensuring it remains competitive in a rapidly changing footwear industry.

2.2: Mission, Vision, and Values of FB Footwear Ltd.

2.2.1: Mission

FB Footwear Ltd. is committed to producing high-quality, stylish, and affordable footwear that meets the needs of diverse customers locally and internationally. The company strives to maintain excellence through continuous innovation, adherence to international standards, and sustainable practices. Its mission includes fostering a safe and supportive work environment, contributing to community development, and promoting ethical business conduct.

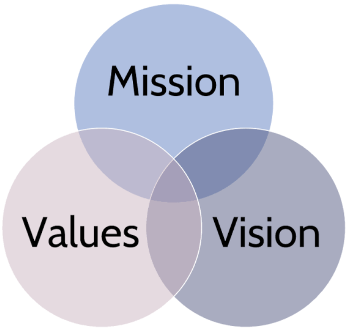
2.2.2: Vision

The vision of FB Footwear Ltd. is to be recognized as a leading and trusted footwear brand globally, known for quality, innovation, and social responsibility. The company aims to expand its market reach, strengthen customer loyalty, and drive sustainable growth while positively impacting the economy and society.

2.2.3: Values

FB Footwear Ltd. operates based on a set of core values that guide its business practices and corporate culture:

- **Quality:** Commitment to delivering superior products that meet international standards.
- **Integrity:** Upholding honesty, transparency, and ethical conduct in all business dealings.
- **Innovation:** Encouraging continuous improvement and adoption of advanced technologies.
- **Customer Focus:** Prioritizing customer needs and striving for excellence in service and satisfaction.
- **Sustainability:** Promoting environmentally responsible practices and social welfare.
- **Teamwork:** Fostering a collaborative and inclusive work environment.

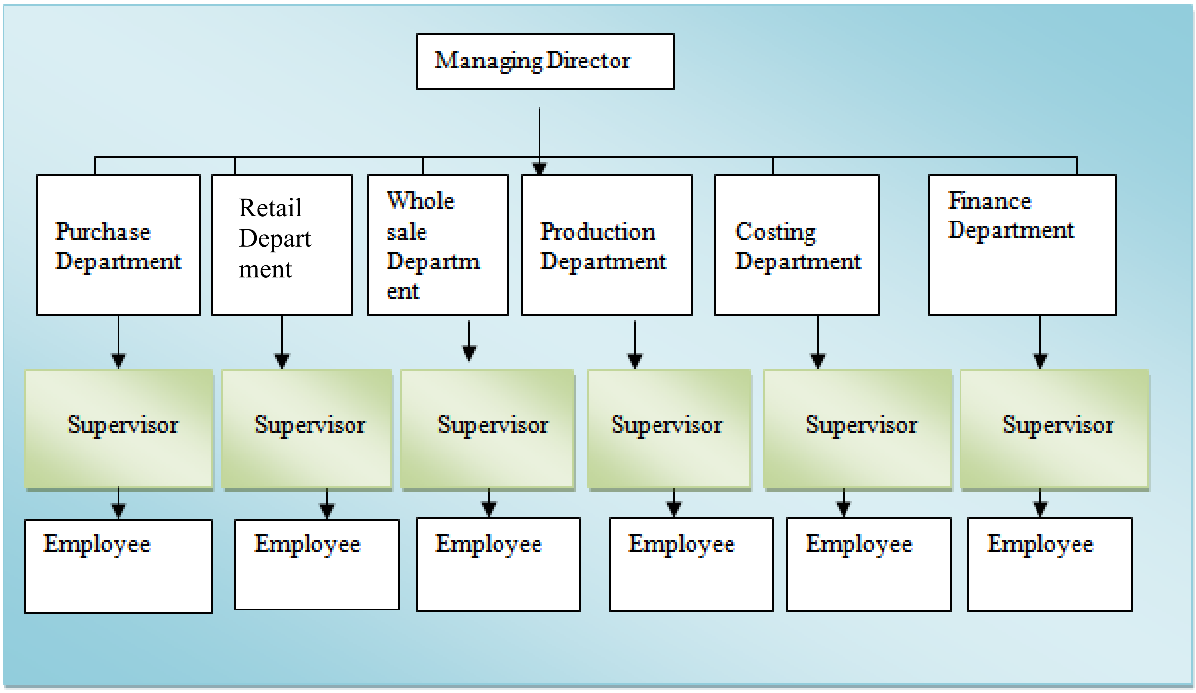


2.3: Objectives of FB Footwear Ltd.

The primary objectives of FB Footwear Ltd. are as follows:

- ✓ To manufacture high-quality footwear products that satisfy both local and international customer demands.
- ✓ To expand market presence by increasing export volumes and entering new geographical markets.
- ✓ To implement innovative production and marketing techniques to maintain competitive advantage.
- ✓ To ensure sustainable and ethical business practices throughout the supply chain.
- ✓ To enhance customer satisfaction and build strong brand loyalty.
- ✓ To contribute to the socio-economic development of Bangladesh through employment generation and community engagement.

2.4: Organogram of FB Footwear Ltd.



2.5: Government Affiliation

FB Footwear Ltd. operates in full compliance with the rules and regulations set forth by the Government of Bangladesh. As a recognized contributor to the country's export sector, the company is registered with relevant government bodies, including the Bangladesh Export Promotion Bureau (EPB) and the Department of Inspection for Factories and Establishments (DIFE).

The company benefits from government initiatives aimed at promoting the leather and footwear industry, such as export incentives, tax benefits, and infrastructure support. FB Footwear Ltd. actively collaborates with governmental agencies to ensure adherence to labor laws, environmental regulations, and quality standards, thereby supporting the nation's economic development goals.

2.6: International Partnerships

- FB Footwear Ltd. collaborates with several renowned international brands and distributors to expand its global footprint and enhance product offerings.
- Key partners include footwear retailers and wholesalers from Europe, the Middle East, and Southeast Asia, such as ABC Footwear GmbH (Germany), Al Salam Trading (UAE), and ShoeMart Asia Ltd. (Malaysia).
- The company has established joint ventures and long-term supply agreements with global footwear brands like Timberland, Skechers, and Clarks, ensuring consistent quality and timely delivery.
- FB Footwear Ltd. works closely with well-known international quality certification organizations such as SGS and Bureau Veritas to ensure compliance with strict global standards, including ISO and CE certifications.
- The company also collaborates with foreign partners for technology transfer and skill development, which has helped introduce modern production methods and promote sustainable manufacturing practices.
- In addition, FB Footwear Ltd. maintains active relationships with trade bodies and export councils like the Bangladesh Export Promotion Bureau (EPB) and the International Footwear Association. These connections support the exchange of market information and encourage stronger bilateral business ties.

2.7: Why Choose FB Footwear Ltd.?

- Dedicated to producing footwear that is durable, stylish, and aligned with international quality standards.
- Uses advanced manufacturing technology along with strict quality control to ensure consistent product standards.
- Maintains a strong export network, ensuring timely and reliable delivery worldwide.
- Follows sustainable and ethical business practices, reflecting a commitment to social responsibility.
- Offers competitive pricing while maintaining high product quality.
- Has flexible production capacity, allowing customization to meet diverse client requirements.
- Enjoys a strong reputation for reliability and customer satisfaction in both domestic and international markets.

2.8: How FB Footwear Ltd. Maintains Quality!

- Applies strict quality checks at every stage, starting from raw material selection to final product testing.
- Uses modern machinery and technology to maintain precision and consistency in manufacturing.
- Has skilled quality assurance teams who continuously monitor and evaluate production standards.
- Organizes regular training sessions for staff to uphold high levels of workmanship.
- Complies with international quality standards and certifications, including ISO requirements.
- Operates a dedicated quality testing lab equipped with advanced tools to assess durability, comfort, and safety.
- Collects feedback from customers and clients to identify areas where improvements can be made.
- Takes prompt corrective action based on findings from quality audits and inspection reports.

2.9: Chronological Achievements of FB Footwear Ltd.

Year	Achievements
1995	FB Footwear Ltd. was established, marking its entry into Bangladesh's footwear manufacturing sector.
2000	Achieved ISO 9001 certification, enhancing its quality management systems.
2005	Expanded production capacity with the installation of advanced automated machinery.
2010	Secured first major export contract to European markets, significantly increasing international presence.
2013	Awarded the "Best Exporter" recognition by the Bangladesh Export Promotion Bureau.
2016	Introduced sustainable manufacturing practices to reduce environmental impact.
2018	Launched a new product line focused on sports and casual footwear, responding to changing market demands.
2020	Implemented an ERP system to streamline operations and improve supply chain management.
2022	Expanded partnerships with global brands including Timberland and Skechers, strengthening international collaborations.
2024	Recognized for excellence in corporate social responsibility, reflecting its commitment to ethical business practices.

Chapter-03:

Marketing Strategies of FB Footwear Ltd.

3.1: Marketing Mix of FB Footwear Ltd.

The marketing mix is a combination of controllable factors that businesses use to satisfy customer needs, meet marketing goals, and stay competitive. At FB Footwear Ltd., the 7Ps model - Product, Price, Place, Promotion, People, Process, and Physical Evidence; is used to build a well-rounded marketing approach that reflects the company's mission, vision, and overall objectives. Each of these elements plays an important role in helping the company maintain its position in the market while delivering consistent value to customers.

3.1.1: Product

FB Footwear Ltd. caters to both male and female customers with collections that match various lifestyle needs, ranging from formal wear to casual, sporty, and seasonal footwear. The use of high-quality raw materials, modern production techniques, and rigorous quality control ensures that each product meets international standards.

Product Portfolio Includes:

- **Gents Footwear:**
  - **Slip-on:** Comfortable, easy-to-wear shoes ideal for daily and office use, offering a blend of elegance and convenience.

- **Sneakers:** Stylish and versatile footwear suited for casual wear and light sports activities, designed with a modern aesthetic.

- **Moccasin:** Traditional yet fashionable shoes with a soft sole, offering premium comfort and classic appeal.

- **Ladies Footwear:**
  - **Slip-on:** Lightweight and comfortable shoes perfect for everyday wear, combining practicality with style.

  - **Ankle Boots:** Fashion-forward boots providing both style and ankle support, ideal for cooler seasons and versatile outfits.

  - **Sporty Shoes:** Designed for active lifestyles, offering comfort, grip, and durability for casual sports or daily movement.

  - **Classic Shoes:** Timeless formal wear designed to complement professional and elegant outfits.

- **Long Boots:** Premium, knee-high boots for seasonal wear, combining fashion with protection against cold weather.

3.2.2: Price

FB Footwear Ltd. follows a value-based pricing strategy, setting prices that reflect both the quality of the product and the affordability expectations of its target market. By maintaining a balanced price range, the company appeals to middle and upper-middle-income groups while remaining competitive in the domestic and international markets.

Product Price List:			
Gender	**Footwear Type**	**Price**	**Picture**
Male	Slip-on	**$14.00**	
	Sneakers	**$15.00**	
	Moccasin	**$13.00**	
Female	Slip-on	**$12.00**	

	Ankle Boots	**$17.00**	
	Sporty Shoes	**$15.00**	
	Classic Shoes	**$12.00**	
	Long Boots	**$28.00**	

3.1.3: Place

Place refers to the strategies and channels used to make products accessible to customers at the right location, in the right quantity, and at the right time. FB Footwear Ltd. ensures its distribution system effectively covers both domestic and international markets.

- **Extensive Domestic Network:** Operates a wide network of company-owned outlets, authorized dealers, and retail partnerships in metropolitan cities and semi-urban areas to reach diverse customer segments.
- **International Market Reach:** Exports to Europe, North America, and Asia, often through collaborations with globally recognized footwear brands and importers.
- **E-Commerce Expansion:** Maintains an active online sales presence via the official FB Footwear Ltd. website and established e-commerce marketplaces, enabling nationwide delivery.
- **Efficient Logistics System:** Utilizes advanced warehousing facilities, automated inventory control, and reliable transport partners to ensure timely order fulfillment.

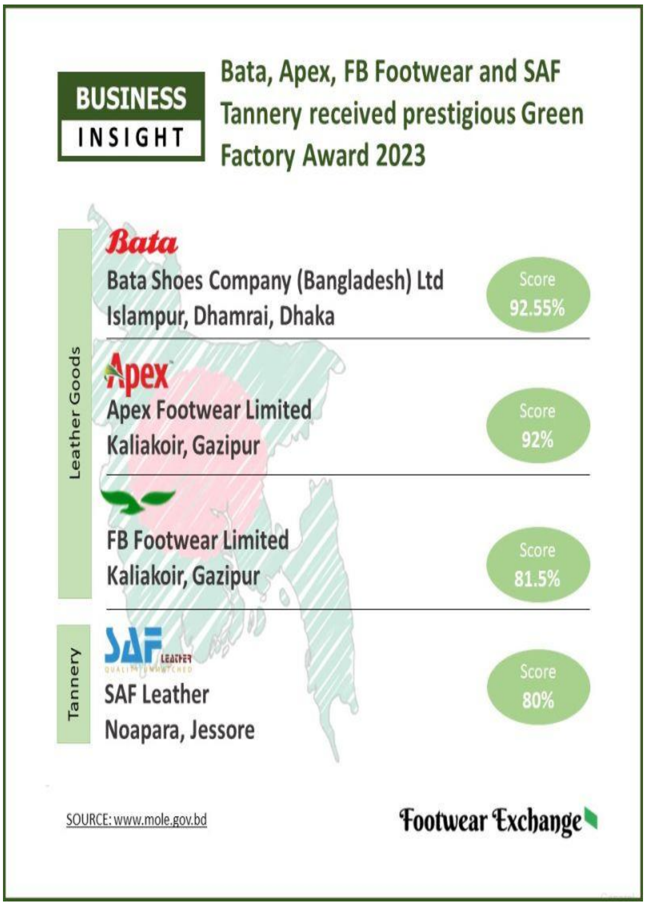
- **Strategic Store Location:** Carefully selects high-footfall commercial areas for retail outlets to maximize brand visibility and sales opportunities.

3.1.4: Promotion

Promotion encompasses the communication activities used to inform, attract, and retain customers. FB Footwear Ltd. adopts a comprehensive promotional strategy combining traditional and modern channels to strengthen its market position.

- **Advertising Campaigns:** Invests in TV commercials, radio jingles, newspaper ads, and fashion magazine features to capture a broad audience base.
- **Digital Marketing Initiatives:** Actively engages customers on Facebook, Instagram, and LinkedIn through product showcases, campaign announcements, and interactive content.
- **Seasonal and Festival Promotions:** Implements discount offers, “buy one get one” deals, and festival-themed campaigns to boost sales during peak shopping periods.
- **Public Relations and Brand Building:** Participates in international trade fairs, sponsors community events, and executes corporate social responsibility (CSR) programs to enhance corporate reputation.

- **Point-of-Sale Materials:** Uses in-store banners, posters, display stands, and promotional signage to influence customer buying decisions at retail outlets.
- **Content and Storytelling:** Highlights product craftsmanship, brand history, and sustainability efforts through social media posts, newsletters, and website content to deepen brand connection.



3.1.5: People

People refer to all individuals involved in delivering the product and service experience to customers, including employees, management, and service personnel. FB Footwear Ltd. places great emphasis on skill development, customer care, and staff satisfaction.

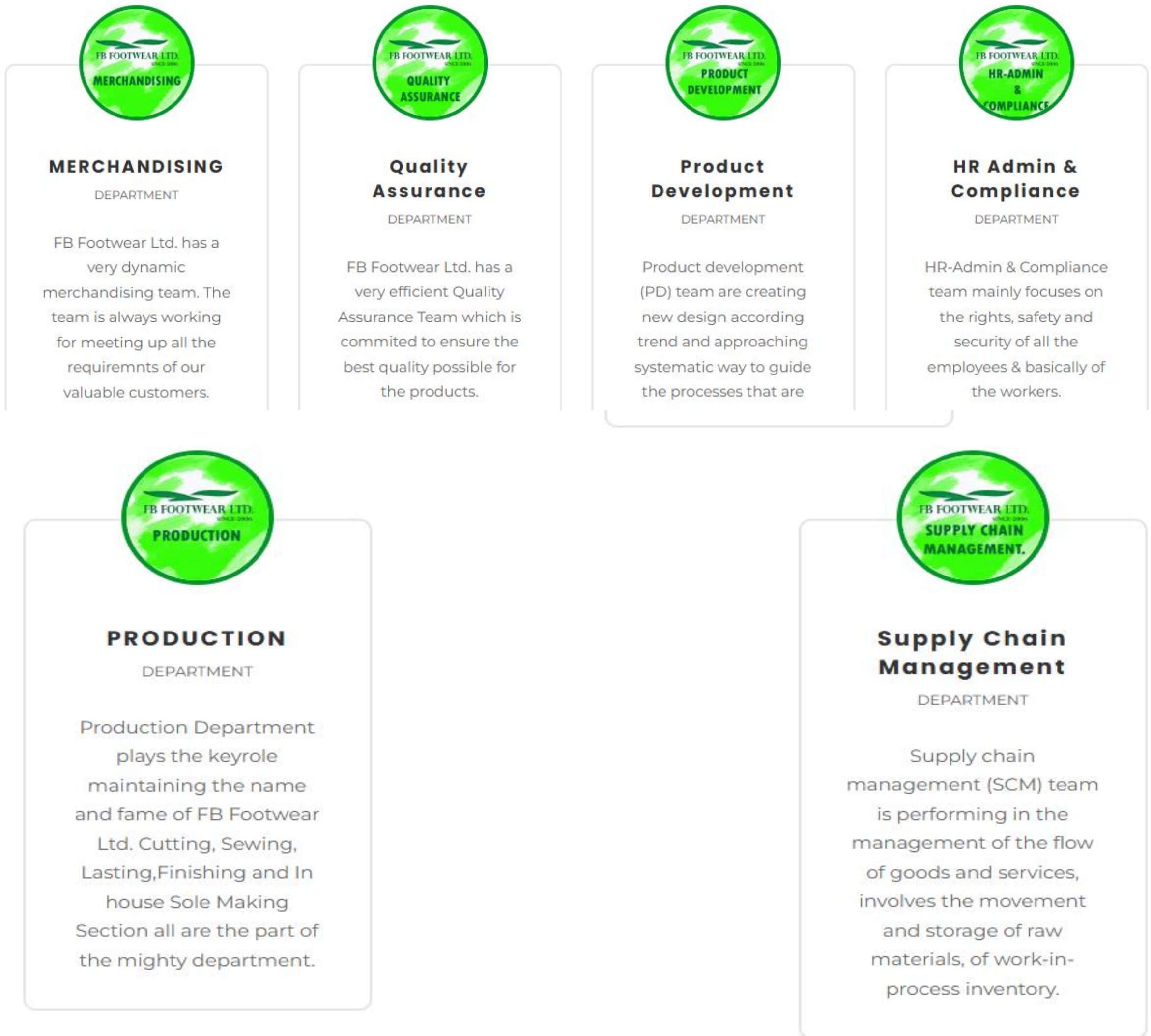
- **Highly Skilled Workforce:** Employs experienced designers, production engineers, quality controllers, marketing specialists, and sales teams who contribute to product excellence.
- **Customer-Oriented Service:** Sales representatives are trained to provide personalized product recommendations and guide buyers in choosing the best fit and style.

- **Employee Training and Development:** Conducts regular training programs focused on technical knowledge, customer interaction skills, and industry updates.
- **Interdepartmental Coordination:** Maintains seamless collaboration among production, marketing, logistics, and retail teams to ensure smooth operations and consistent service quality.
- **Customer Feedback Integration:** Collects customer opinions through surveys, reviews, and direct feedback channels, using the insights to improve product and service offerings.
- **Employee Motivation and Retention:** Provides performance-based incentives, clear career advancement opportunities, and a supportive workplace culture to retain skilled staff.

3.1.6: Process

Process refers to the set of activities and procedures involved in delivering the product or service to customers efficiently and effectively. FB Footwear Ltd. ensures streamlined production and delivery processes to maintain quality and customer satisfaction.

- **Standardized Manufacturing Procedures:** Uses advanced machinery and automated systems to ensure consistency in production output.
- **Quality Control at Every Stage:** Implements multi-stage inspections from raw material selection to finished goods, ensuring all products meet international standards.
- **Order Processing Efficiency:** Maintains a well-coordinated system for managing both bulk orders for export and individual retail purchases.
- **Supply Chain Integration:** Works closely with raw material suppliers, transport partners, and distributors to reduce delays and maintain steady product availability.
- **Customer Service Protocols:** Adopts structured complaint-handling and return policies to enhance customer trust.
- **Continuous Improvement Culture:** Regularly updates processes based on performance reviews, customer feedback, and technological advancements.



3.1.7: Physical Evidence

Physical evidence represents the tangible aspects and visible cues that influence customer perceptions about the brand. For FB Footwear Ltd., these elements reinforce trust, quality, and professionalism.

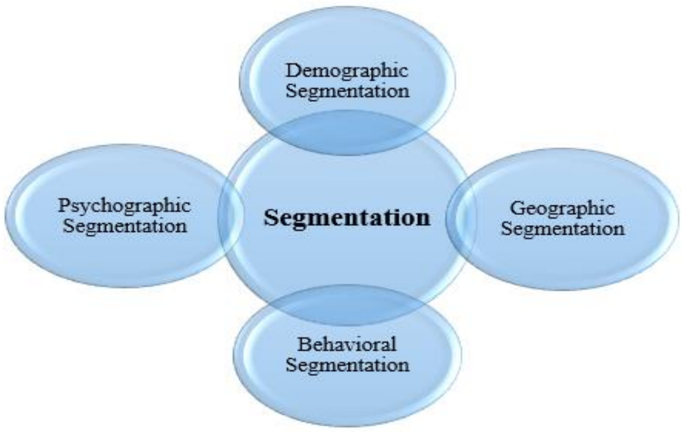
- **Branded Retail Outlets:** Modern, well-designed showrooms featuring attractive layouts, lighting, and product displays.
- **Packaging Quality:** Uses high-grade, eco-friendly shoe boxes and branded bags that reflect the company's commitment to quality and sustainability.
- **Product Presentation:** Arranges footwear by category, size, and design in stores to enhance customer shopping experience.
- **Official Website and Online Presence:** The company manage a visually appealing, easy to navigate website that shows clear product images, description, and price details.
- **Certifications & Awards:** Company displays their quality certificates, export licenses and awards in their every retail outlet and also in corporate communications.
- **Consistent in Brand Identity:** They uses different branding elements, like- logos, color themes, and slogans across all touchpoints.

3.2: STP Analysis of FB Footwear Ltd.

The STP model (Segmentation, Targeting, and Positioning) is a key part of modern marketing that helps companies break the market into distinct customer groups, select the most promising segments, and shape a brand image that appeals to those audiences. For a competitive brand like FB Footwear Ltd., this approach is essential in both local and global markets, where customer needs, preferences, and buying habits can vary widely. By applying STP, the company is able to align its products with market demand, make better use of resources, and strengthen its brand in a way that supports long-term growth.

3.2.1: Segmentation

Segmentation involves breaking down a broad market into smaller groups of customers who share similar traits or preferences. For FB Footwear Ltd., this step is essential because the company serves a wide range of customers from different income levels, regions, and lifestyles. By carefully identifying these segments, the company can create products and marketing campaigns that address each group's specific needs. This approach not only improves customer satisfaction but also helps build stronger loyalty to the brand.



3.2.2: Demographic Segmentation

- **Age:** The company covers a large age group, offering trendy sneakers for youth, formal and semi formal shoes for professionals, and comfortable footwear for older customers.
- **Gender:** They have a large dedicated collections for men and women, each with distinct design, size, and style preferences.
- **Income Level:** They mainly focused on middle to upper middle-income customers by balancing quality and competitive pricing.
- **Occupation:** The company addresses the needs of various occupational groups, such as- executives requiring formal footwears, students seeking casual and comfort, and sports players needing performance-based shoes.

3.2.3: Geographic Segmentation

- **Domestic Market:** They operate retail outlets in urban cities like- Dhaka, Chattogram, Khulna. They also covering semi urban and regional towns.
- **International Market:** Exports to Europe, North America, and Asia, tailoring designs to match climatic conditions, cultural trends, and fashion preferences in each region.

3.2.4: Behavioral Segmentation

- **Occasion-Based Purchase:** Develops seasonal and event-specific collections, such as Eid, Puja, winter boots, and summer sandals.
- **Loyalty Behavior:** Fosters repeat purchases through long-lasting product quality and consistent customer service.
- **Benefits Sought:** Delivers comfort, style, durability, and affordability, the four key benefits most valued by its customer base.

3.2.5: Psychographic Segmentation

- **Lifestyle:** Targets fashion-conscious urban buyers, active individuals with sporty lifestyles, and practical consumers seeking everyday usability.
- **Personality:** Appeals to customers who value elegance, confidence, and a professional image, as well as those who seek casual style without compromising on comfort.

3.3: Targeting

Targeting is the process of selecting the most promising market segments from the larger segmented pool and tailoring marketing efforts to address their specific needs. For FB Footwear Ltd., effective targeting is critical to optimizing resources, strengthening brand appeal, and achieving profitable growth. The company applies a focused targeting strategy to serve both domestic and international markets while maintaining product differentiation for each audience.

- **Income-Based Targeting:** Concentrates on middle-income to upper-middle-income groups who demand premium quality at affordable prices.
- **Occupational Targeting:**
    - **Urban Professionals** – Offered premium formal shoes and leather footwear suitable for business environments.
    - **Students & Young Adults** – Targeted with casual sneakers, sandals, and trendy designs at competitive prices.
    - **Athletes & Fitness Enthusiasts** – Served with performance-driven sports footwear and durable trainers.
- **Demographic Targeting:** Special attention to age groups between 18 and 45 years, while also offering comfort-oriented designs for older customers.
- **Geographic Targeting:**
    - **Domestic Urban Centers** – Retail operations in Dhaka, Chattogram, and other major cities.
    - **International Clients** – Export markets across Europe, North America, and Asia.

- **Behavioral Targeting:** Focuses on repeat buyers and loyal customers who value consistent quality and style, supported by seasonal promotions.

3.4: Positioning

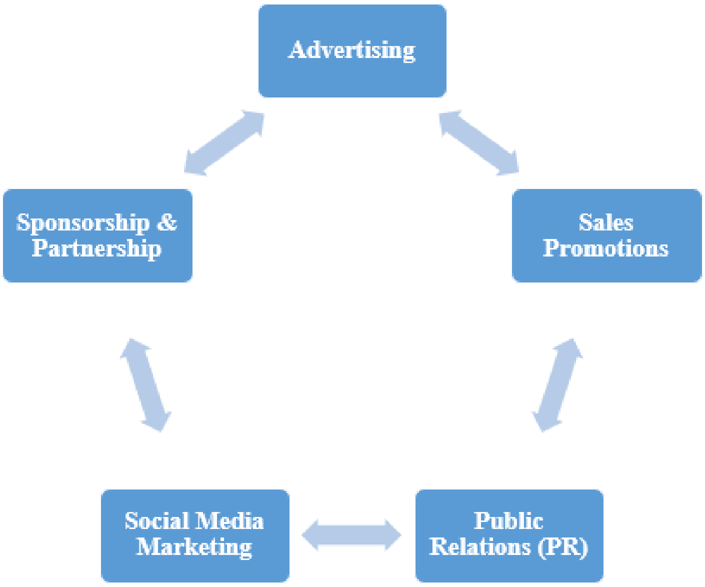
Positioning defines the unique space that a brand occupies in the minds of its target customers and distinguishes it from competitors. FB Footwear Ltd. positions itself as a trusted Bangladeshi footwear brand offering global-standard designs, uncompromised quality, and comfort at prices accessible to its core market. The company's positioning strategy blends emotional and functional appeal, ensuring it resonates with both domestic and export customers.

- **Quality Leadership:** Promotes the perception that FB Footwear products match or exceed the quality of international brands.
- **Style & Trend Integration:** Ensures each product category incorporates modern designs to align with evolving fashion trends.
- **Value-for-Money Proposition:** Offers durable products with premium finishes at competitive price points.
- **Consistent Brand Messaging:** Reinforces positioning through advertising, packaging, store design, and customer experience.
- **Trust & Heritage:** Highlights its reputation as part of the FB Group, a trusted name in Bangladesh's manufacturing sector.
- **Positioning Statement:**

"For fashion-conscious and quality-driven customers in both domestic and international markets, FB Footwear Ltd. delivers stylish, durable, and comfortable footwear at accessible prices. Unlike low-cost alternatives, FB Footwear combines global design standards with superior craftsmanship, ensuring lasting value and customer satisfaction."

3.5: Promotional Mix of FB Footwear Ltd.

The promotional mix refers to the strategic combination of promotional tools a company uses to communicate with its target audience, enhance brand visibility, and drive sales. FB Footwear Ltd. implements a selective and targeted promotional mix to strengthen its brand presence in domestic and international markets while optimizing promotional budgets. The company focuses on modern, high-impact channels supported by traditional outreach methods.



3.5.1: Advertising

- ✓ **Billboards:** Large outdoor advertisements placed in high-traffic urban and commercial zones to boost visibility.
- ✓ **Print Media:** They featured Ads in national newspapers and magazines to reach style conscious consumers.
- ✓ **In-store Displays:** They displays their most attractive and designed products in their retail stores to influence purchase decisions.

3.5.2: Sales Promotions

- ✓ **Seasonal Discounts:** Gives discounts in major festivals like- Eid's and Puja
- ✓ **BOGO Offers:** Sometimes they run "Buy One Get One" champing to promote selective collections.
- ✓ **Loyalty Rewards:** They provide discounts to their repeat buyers to encourage customer retention.

3.5.3: Public Relations (PR)

- ✓ **Press Releases:** They do this on the announcement of new product lines, export milestone and company achievements.
- ✓ **Trade Fairs & Exhibitions:** They participate in local and international events to showcase their innovation.
- ✓ **CSR Activities:** They do community-based projects that enhance their reputation.

3.5.4: Social Media Marketing

- ✓ **Facebook and Instagram:** They showcases their selective products here to promotions and customer easy interactions.
- ✓ **Sponsored Ads:** To reach specific demographics and geographics marks they did targeted advertisements.
- ✓ **Engaging Content:** A good-quality images, video contents, and seasonal campaign visuals.

3.5.5: Sponsorship & Partnership

- ✓ **Event Sponsorships:** Sponsors local cultural, social and sports events.
- ✓ **International Collaborations:** They do partnerships with international buyers and retailers for joint marketing.

3.6: Competitor Analysis of FB Footwear Ltd.

Local Competitors

- **Bata Shoe Company:** One of the old and most trusted footwears brands in Bangladesh, they offer a wide range of casual, formal, and sports shoes. They also known for extensive retail coverage and strong brand loyalty.

- **Apex Footwear Ltd.**: Another leading local footwear manufacturer and retailer with significant export operations. Their special for their leather shoes, sandals and fashion footwear for both local and global markets.

- **Bay Emporium**: A popular Bangladeshi footwear brand targeting mid-range consumers with affordable yet stylish footwear, particularly strong in casual and semi-formal segments.

- **Walkar Footwear**: A fast-growing footwear retailer in Bangladesh, known for competitive pricing and catering to urban middle-class customers with both leather and synthetic shoe options.

International Competitors

- **Nike, Inc.**: A global leader in athletic footwear, apparel, and sports accessories, with a strong focus on innovation, performance, and brand identity in sports fashion.
- **Adidas AG**: One of the world's top sportswear manufacturers, recognized for its performance-oriented footwear and strong marketing presence in lifestyle and sports segments.
- **Clarks**: A premium footwear brand specializing in comfort and timeless designs, particularly popular in formal and casual leather footwear markets.
- **Hush Puppies**: An internationally recognized brand offering stylish, comfortable shoes with a focus on casual and semi-formal designs, appealing to a wide customer base.

Chapter-04:

Findings, Recommendations, and Conclusion

4.1: Findings of the Study

1. **Limited Differentiation Against Strong Competitors:** Despite offering quality footwear, FB Footwear Ltd. faces intense competition from local brands like Bata and Apex and global giants like Nike and Adidas, which have stronger brand equity, larger marketing budgets, and advanced R&D capabilities.
2. **Overdependence on Mid to Upper-Middle Income Segments:** The value-based pricing strategy mainly caters to middle and upper-middle-income customers, leaving out lower-income domestic buyers and high-premium international segments.
3. **Insufficient Digital Marketing Penetration:** Social media and e-commerce use is limited compared to competitors, with a lack of influencer partnerships, SEO-driven content, and multi-platform campaigns.
4. **Seasonal and Festival-Dependent Sales Promotions:** Relies heavily on festive seasons like Eid and Puja for discounts, creating sales spikes but weak engagement during off-peak periods.
5. **Limited Global Brand Recognition:** Despite exports to multiple regions, brand visibility overseas is low due to a focus on B2B collaborations rather than direct-to-consumer branding.
6. **Gaps in Product Innovation and Trend Responsiveness:** Slower adoption of fashion trends, sportswear technology, and sustainable materials compared to fast-moving international competitors.

4.2: Recommendations

1. **Enhance Product Differentiation & Brand Identity:** The company should develop unique design lines, exclusive collections, and add storytelling in branding to stand out against both local and global competitors with stronger market presence.
2. **Expand Market Coverage Across All Income Levels:** They can introduce more affordable product lines for lower income buyers and premium collections for high ended international consumers.
3. **Strengthen Digital Marketing Presence:** They should invest more in influencer partnerships, SEO optimized contents, and should targeted multi-platform campaigns to expand online reach, especially among young and tech savvy audience.
4. **Implement Year-Round Promotional Strategies:** Launch regular small-scale promotions, loyalty programs, and thematic campaigns throughout the year to maintain consistent engagement and stable revenue flow.
5. **Build Direct-to-Consumer Global Branding:** Establish international e-commerce platforms, collaborate with global retail chains for in-store branding, and run targeted overseas ad campaigns to boost recognition.
6. **Accelerate Product Innovation and Trend Adoption:** Shorten product development cycles, integrate sustainable materials, and quickly adapt to evolving fashion and sportswear technologies to stay competitive.

4.3: Conclusion

The internship at FB Footwear Ltd. has provided valuable firsthand exposure to the practical application of marketing theories within a competitive business environment. Through this experience, it became evident that the company’s commitment to quality, customer satisfaction, and ethical practices has played a central role in sustaining its growth in both domestic and international markets. Its marketing strategies, anchored in a balanced use of the STP framework and the 7Ps marketing mix have enabled FB Footwear Ltd. to serve diverse customer segments effectively.

However, the analysis also revealed that the rapidly changing footwear industry demands greater agility, innovation, and digital engagement. Addressing gaps in brand differentiation, product innovation, and year-round marketing efforts will be essential for strengthening its competitive advantage. By adopting the recommended strategies, the company can diversify its market presence, enhance global brand recognition, and foster long-term customer loyalty.

Overall, this internship has been an enriching learning journey, deepening my understanding of strategic marketing while contributing insights that can help FB Footwear Ltd. refine its approach and pursue sustainable growth in the years ahead.

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