

“An Evaluation of the Marketing Strategies of Winky Limited”

PREPARED FOR

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Dhaka, Bangladesh

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LETTER OF TRANSMITTAL

Date: 15.01.2025

Professor Dr. Mohammed Masum Iqbal

Department of Business Administration
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Daffodil International University

Subject: Submission of Internship Report titled “**An Evaluation of the Marketing Strategies of Winky Limited**”

Dear Sir,

It gives me great pleasure to submit this with all due respect and humility. Internship Report on “**An Evaluation of the Marketing Strategies of Winky Limited**” I attempted to prepare this report as closely as possible per your guidelines. This report is prepared to fulfill the requirements of the MBA program. It has been a complicated, fascinating, and fulfilling process for me to write this internship report. I would want to thank you from the bottom of my heart for giving me this opportunity. If you could please provide me with this report, I would be very grateful. I appreciate all of your help and concern.

Sincerely yours,

Anik

Md. Hossain Masud Anik

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STUDENT DECLARATION

I am Md. Hossain Masud Anik, ID: 0242220004083024, a student enrolled in Daffodil International University's MBA program, hereby declares that the internship report titled "**An Evaluation of the Marketing Strategies of Winky Limited**". After my internship at Winky Limited, With Professor Dr. Mohammed Masum Iqbal serving as the supervisor and mentor, Department of Business Administration and faculty of Business & Entrepreneurship Daffodil International University.

I now declare the release of this study on Dhaka. On my behalf, to fulfill the requirements for an MBA, Daffodil International University, Dhaka, is independent and has not submitted to any other academic institution.

Anik

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LETTER OF ACCEPTANCE

This is to certify that the internship report entitled “**An Evaluation of the Marketing Strategies of Winky Limited**” is prepared by Md. Hossain Masud Anik, ID No: 0242220004083024, as a requirement of the Master of Business Administration (MBA) program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

I wish him every success in life.



Professor Dr. Mohammed Masum Iqbal

Department of Business Administration
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PREFACE

An internship is a corporation that uses current technology. An internship aims to prepare the intern for their desired career and the real world. Gaining real-world experience under the guidance of industry experts is possible through internships. These students show that they are eager to learn and exhibit their value in the job market to eventually land an acceptable position at the valuable company.

I finished my Internship at Winky Limited. During my internship, I was filmed in many divisions. A complete understanding of the marketing environment can be obtained in six weeks with this movement and operation. To make sure I understood everything, they also went over each subject with me. My future self-help will come from this knowledge and practical experience.

Anik

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ACKNOWLEDGEMENT

The internship program is quite crucial for students to acquire practical information since theoretical and practical knowledge is very important yet incomplete.

I cannot claim complete credit for completing this study and report. Many persons provided me with the necessary information, guidance, and advice that helped me to complete my report in time. First and foremost, however, I want to express my gratitude to Almighty Allah for providing me with the courage and assurance I needed to finish the job on time.

I am also highly indebted to Professor Dr. Mohammed Masum Iqbal, Dean of the Faculty of Business & Entrepreneurship, Daffodil International University, who has spared her precious time, support, and guidance in developing my internship report.

Lastly, I would like to extend my gratitude to the staff of Winky Limited and the marketing manager of Catalyst for their kind assistance in preparing this report.

EXECUTIVE SUMMARY

The report titled “An Evaluation of the Marketing Strategies of Winky Limited” provides a comprehensive analysis of the company’s marketing efforts and their alignment with business goals. This report is prepared for the fulfillment of the requirements of the MBA program, and this was the way of getting practical knowledge through the requisite program and same time, this report examines Winky Limited’s market segmentation, targeting, and positioning strategies alongside its marketing mix application (product, price, place, and promotion). The objectives include identifying strengths, challenges, and opportunities within the company's marketing strategies, analyzing its market position, and recommending improvements for sustainable growth.

The observational methodology was employed extensively in preparing this marketing strategy report, focusing on various elements such as marketing efforts, policies, and the utilization of digital tools. This approach involved a detailed examination of strategies adopted by the company to enhance brand visibility and effectively engage with its target audience.

The report also delves into the strategic use of social media platforms, recognizing their significance as powerful tools for reaching a broad and diverse audience.

Winky Limited employs basic marketing strategies as a startup, leveraging online platforms to promote its replica watches and bags. The segmentation strategy involves geographic, demographic, psychographic, and behavioral criteria, focusing on global consumers with diverse preferences.

However, several challenges were identified, including limited promotional activities, high product prices, and insufficient focus on competitive analysis and market trends. These issues restrict the company’s ability to maximize sales growth and brand awareness.

Recommendations include enhancing digital marketing efforts, developing a comprehensive promotional plan, training employees on modern marketing techniques, and adjusting pricing strategies to better align with market expectations. By addressing these areas, Winky Limited can strengthen its market presence and achieve long-term growth.

This report serves as a guide for improving the company's marketing strategies, ensuring alignment with its vision of becoming a trusted name in replica watches and bags globally.

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CHAPTER ONE
INTRODUCTION

1.1 Introduction of the Study

Every company or organization has to create and execute an effective marketing strategy to increase sales and profitability. Every day, consumer perceptions of marketing are changing, particularly in the wake of the pandemic. Customer characteristics and human needs and wants are evolving. Any company that wants to stay competitive in the market and retain its reproductive success must use marketing strategies, also known as strategic management tools, to adjust to this change. A key factor in the expansion of any company or organization is marketing strategies and activities. To prepare my internship report, I selected Winky Limited, an online retailer, to research their general internet marketing strategies and activities.

1.2 Background of the Study

The internship program is essential for all students studying for a Master of Business Administration degree from Daffodil International University since it is partially essential to degree fulfillment. Introducing students to real-world job experiences is the main goal of this internship program.

My internship course supervisor, Professor Dr. Mohammed Masum Iqbal, Dean of the Faculty of Business & Entrepreneurship at I was permitted by Daffodil International University to base my internship report on Winky Limited's online marketing tactics and operations. This internship report is based on the outcomes of a three-month internship at Winky Limited and the prerequisites for finishing Daffodil International University's MBA program.

1.3 Objective of the Study

The objectives of the study are as follows:

- To identify the market segmentation, targeting, and positioning strategy of Winky Limited;
- To analyze the marketing mix strategy of Winky Limited;
- To identify the problems related to the marketing strategies of Winky Limited;
- To make some recommendations based on solving the problems.

1.4 Methodology

The methodology employed in this report combines descriptive research and qualitative data analysis to evaluate Winky Limited's marketing strategies. Data was collected from both primary and secondary sources, ensuring a comprehensive understanding of the company's marketing environment.

Nature of the Study

The study is descriptive, focusing on understanding and explaining the marketing strategies of Winky Limited. It evaluates the current marketing practices and their effectiveness in achieving the company's objectives.

1.4.1 Sources of Data

1. Primary Sources:

- Interviews and discussions with Winky Limited's business development, marketing, and operational teams.
- Observations of marketing practices and promotional activities conducted during the internship.

2. Secondary Sources:

- Articles, journals, and reports on e-commerce and marketing strategies.
- Internal documents and sales data are provided by Winky Limited.
- Official website and social media content of Winky Limited.

1.4.2 Target Population

The target population includes Winky Limited's management team, marketing staff, and its customer base, spanning local and international markets.

1.4.3 Sample Size and Sampling Method

The study utilizes a purposive sampling method, focusing on key personnel involved in marketing activities and a selected segment of the customer base to gather qualitative insights.

1.4.4 Research Design

The following report is of the descriptive kind; I did not include any numerical figures. The paper

is primarily concerned with the current state of Internet commerce. To explain Winky Limited's overall marketing strategy and activities, I have mostly employed word analysis. Data has been analyzed and represented using a few modalities.

1.4.4 Data Collection

The foundation is divided into two sections.

a) Primary Source of Data Collection: Some of the methods and tools used to collect the data are listed below.

- Face-to-face meetings and group discussions with the Business Development, Marketing, and Operational teams of Winky Limited.
- Experiences and direct observations of Winky Limited's marketing and promotional initiatives, as well as communication with clients and consumers.

b) Secondary Source of Data Collection: Some of the methods and tools used to collect the data are listed below.

- Articles and journals related to the online shopping and e-commerce sectors, as well as their marketing strategies and activities.
- Internal reports of Winky Limited.
- Official websites of Winky Limited.

This multi-method approach provides a robust framework for evaluating the effectiveness of Winky Limited's marketing strategies and identifying actionable recommendations for improvement include this writing and prepare it for me and do it in Word format.

1.5 Limitations of the Study

While this study aimed to provide a comprehensive evaluation of the marketing strategies employed by Winky Limited, certain limitations were encountered that may affect the interpretation and generalizability of the findings. These include:

- The study relied on publicly available data and responses from employees and customers. A lack of access to confidential marketing budgets, strategic documents, and internal performance metrics limited the depth of analysis.
- Due to time and resource limitations, the sample size for customer and employee surveys was smaller than desired. As a result, the findings may not fully represent the views of the entire customer base or workforce.
- The study primarily focused on recent marketing activities and strategies, which may not capture the long-term effectiveness or changes in approach over time.
- The analysis concentrated on specific regions where Winky Limited operates prominently. Marketing strategies in other markets or regions may differ and were not evaluated in detail.
- The study included qualitative data analysis, such as customer feedback and expert opinions, which are inherently subjective. Personal biases and perspectives could have influenced the interpretation of this data.
- The study did not fully account for external factors, such as macroeconomic conditions, competitor activities, or industry-wide trends, which could have impacted the effectiveness of Winky Limited's marketing strategies.
- Given the fast-paced evolution of digital marketing tools and platforms, the study's assessment of Winky Limited's technological adaptability may not reflect future advancements or changes.

Despite these limitations, the study provides valuable insights into the marketing strategies of Winky Limited and offers a foundation for further research in this area.

CHAPTER TWO

OVERVIEW OF WINKY LIMITED

2.1 Business Portfolio

As a Bangladesh women entrepreneur, Rasheda Khan started Catalyst Company in 2000 by bringing in women's clothing from Dubai. Following that, Rasheda Khan, the CEO and creator of Catalyst, helped the Catalyst Women's Clothing Store create other subsidiary businesses. These subsidiaries businesses are:

Table 1: Business Portfolio of Catalyst BD

Mother Company	Subsidiaries Business unit	Target Market	Website
Catalyst (Women's Clothing Store)	Sea BD Fish BD	Bangladesh	https://seafishbd.com
	BD Super Food	Global And Bangladesh	https://bdsuperfood.com/about-us
	Winky Limited	Global And Bangladesh	https://Winkylimited.com
	Wild Denim	United States of America	https://wilddenimllc.com/

2.2 Overview of the Organization

Winky Limited is a brand-new online retailer that offers a wide selection of imitation watches and bags at competitive costs. They pride themselves on providing exceptional customer service. Operating out of Dubai, they have been in this business since 1984 and provide services to clients worldwide. All of the popular watch brands will be available for purchase from them. They began operations in Iran and mostly sourced from trustworthy and legitimate Chinese vendors. They have established three replica watch assembly facilities in Dubai since 2002, which enables them to quickly offer our esteemed customers a comprehensive warranty and guarantee plan. They have been in business in Dubai for more than two decades, thus, The distribution channel used by their TQM (Total Quality Management)-based provider is reliable and trustworthy.

2.3 Mission

Commitment to building the most reputable brand in imitation watches and purses. China and Dubai are home to Winky Limited's watches and bags.

2.4 Vision

By selling replica watches and bags and making a name for itself as the top online marketplace for master copy watch and bag collection, Winky Limited hopes to develop integrity and confidence throughout the world.

2.5 Core Value

- Providing a wide range of imitation watches and purses
- 100% money-back promise
- Complete Replacement Possibilities

2.6 Organogram of Winky Limited

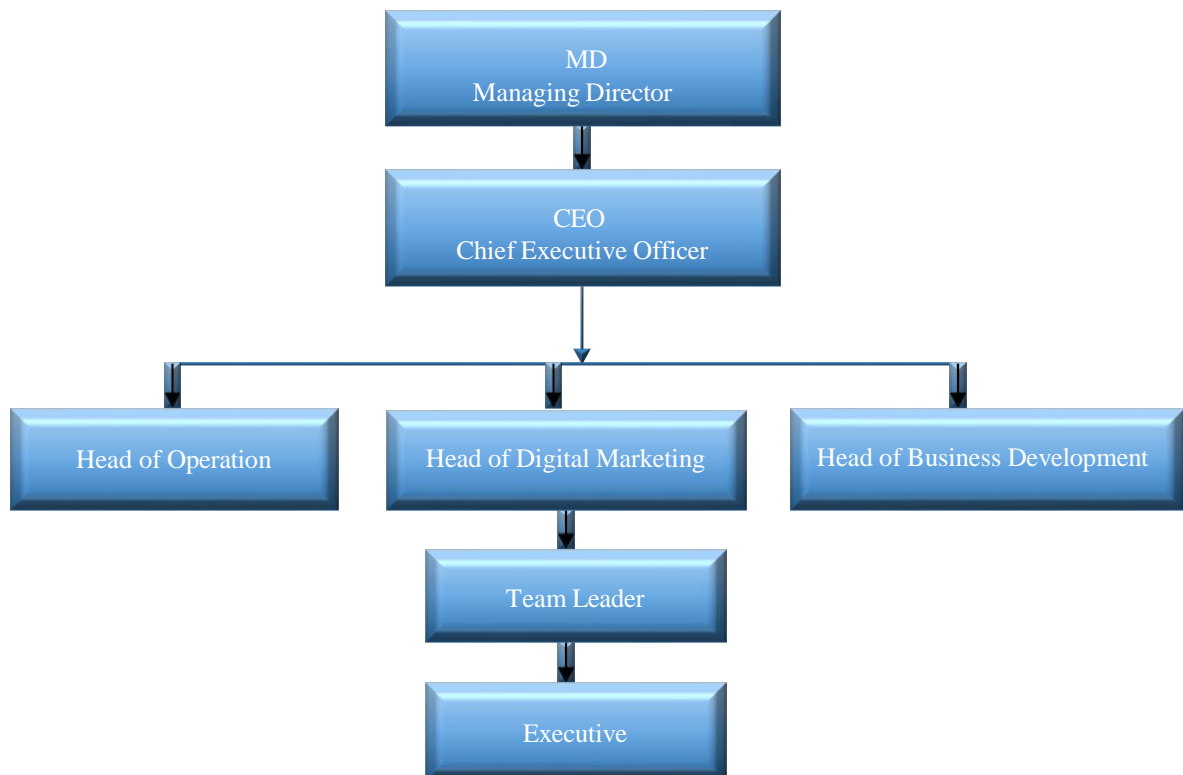


Figure 1: Organogram of Winky Limited

2.7 Operational Unit

Winky Limited employs about 15 individuals in a variety of roles. Both the CEO and the Managing Director (MD) participate in decision-making and action. The different decision-making procedures also involve other members of the organization. Each employee's line manager keeps a careful eye on their job. Up until an issue arises, upper management often takes an active part in operational concerns. It's like having an open door policy. Each worker acts as though they are the business's proprietor. Seniors support juniors in every way they can. Every employee is free to speak with their supervisor at any moment. The workplace is very adaptable to the needs of the workers.

Online Shopping store of Winky Limited



Figure 2: Online Shopping process of Winky Limited

Winky Limited provides business-to-consumer (B2C) services to expand its market, boost sales, foster long-term sustainability, and boost profitability in its online store selling imitation watches and bags. Through their website, they showcase their online services to their target clientele, offering over 30 different categories of master copy and replica watches, accessories, and bags. Through online communication, the company's business development and marketing teams inform their target market regarding product specifications, pricing issues, sales, delivery dates, and the cash payment procedure.

Marketing teams also assist with product orders, picking up the items, and ensuring they are delivered to customers on time. Customers may pre-order things from their website and pay 50% in advance using Visa, PayPal, Stripe, and Mastercard choices, then have them delivered to their homes.

Operational teams inspect and package the items, including the company's taglines and product specifications, as soon as they arrive at their warehouse. Finally, their courier, who covers a 5-kilometer radius around the Winky Limited offices in Dhaka, is prepared to deliver the goods to customers.

They send their goods to customers up to five kilometers distant in Dhaka city and beyond in Bangladesh using third-party parcel delivery services like Pandago and vroom.com.bd.



2.8 Sales Data of Winky Limited

Table 2: Sales Data of Winky Limited

Hands wise Sale Summary Report- Winky Limited		
Month September		
Figure 3: Agency for Delivery Services of Winky Limited		
Items	Sale Amount	Net Profit
Watches	406782.32	380214.152
Bags	532890.84	480728.783
Total	939673.16	860942.935
Month October		
Items	Sale Amount	Net Profit
Watches	496782.92	400214.152
Bags	580890.84	489890.453
Total	1077673.76	890104.605
Month November		
Items	Sale Amount	Net Profit
Watches	560345.05	497325.152
Bags	561781.65	490218.063
Total	1122126.7	987543.215

2.9 SWOT Analysis of Winky Limited

A SWOT analysis will assist you in determining the strengths of your company. These are your primary success elements and the things that give your company a competitive edge. You can maintain your competitiveness by identifying these assets and making sure they are maintained in outstanding condition. Winky Limited's SWOT analysis is provided below:

Strengths

- Winky Limited provides the greatest master copy of branded watches and bags in a broad product range for men, women, and unisex clients.
- In Dubai, their timepieces are referred to as First Replica Watches.
- Winky Limited is known for its extensive warranty color duration and excellent quality products.
- They provide complimentary delivery services to all of its clients worldwide, including those in Bangladesh.
- Providing return policies in case clients are dissatisfied with their goods.

Weakness

- Due to fierce competition in the market category, market shares have grown slowly.
- Winky Limited offers a range of expensive watches and bags. Most of the clients cannot afford this pricing range.

Opportunities

- Because the watch and bag market is increasing, Winky Limited has a huge opportunity in the quickly growing environment, especially in Asian and Middle Eastern countries.

- New technology has been introduced in the watch and stylish bag markets, Winky Limited will have more prospects. More advanced technology and original designs might help the business create more unique products.
- The market sells between 30 and 40 million watches and bags annually; therefore, the corporation has a good chance of producing because of the huge demand for Winky Limited.
- The company may develop by improving sales and profitability and exploring the possibility of opening an online shop for watches and bags products with the right marketing plan and successful marketing strategies.

Threats

- The Winky Limited faces fierce competition from its competitors. There are numerous other luxury brands available.
- Given that buyers would be quite particular about the cost, it is crucial to fix or lower the prices for the watches and bags.

CHAPTER THREE
MARKETING STRATEGIES

3.1 Market Segmentation, Targeting and Positioning (STP) of Winky Limited

An essential component of any company or brand is marketing. Effective marketing methods are essential when running an internet business and trying to attract new clients and promote your goods and services. It is ineffective and not financially feasible to use haphazard marketing to connect with the right people and clients. By using the STP marketing strategy and process, you can standardize your marketing activities and ensure that they are as effective as possible in achieving the best possible results.

3.1.1 Market Segmentation

In every market, buyers have different needs, wants, locations, attitudes, and purchasing habits. Businesses use market segmentation to divide up large, diverse markets into smaller groups that may be more successfully and efficiently served with products and services matched to their specific needs. Businesses might divide the market based on the following criteria:

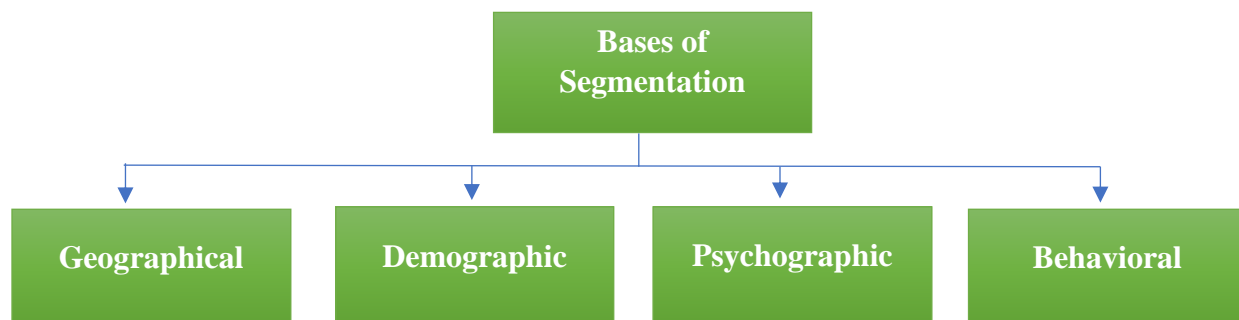


Figure 4: Based on Segmentation

1. Geographical Segmentation:

Geographic segmentation is the process of grouping customers according to where they live. The premise behind this segmentation technique is that people in various locations have unique buying patterns. For example, different urban and rural populations have different e-commerce needs, which has led to the development of specialized e-commerce goods and services. Geographic segmentation is also influenced by elements such as state, region, and climate zone.

Winky Limited is one of the few e-commerce portals in Bangladesh that uses geographical segmentation in a unique way to comprehend and serve the various buying behaviors of clients worldwide.

2. Demographic Segmentation:

Market segments are created by demographic segmentation using factors including age, gender, family size, life cycle, income, occupation, education, religion, race, generation, and nationality. The most common basis for dividing up client groups is demographics. This strategy's base assumption is that consumer purchasing decisions are significantly influenced by demographics. Also, these factors may be evaluated more easily than other impacting factors.

3. Psychographic Segmentation:

Psychographic segmentation explores people's personalities, lifestyles, and attitudes. The idea is that personality traits and lifestyle choices can be used to predict consumer purchasing behavior. The market is segmented using lifestyle factors including hobbies, activities, beliefs, and views as well as personality qualities like extroversion or introversion.

4. Behavioral Segmentation:

Behavioral segmentation is classifying the market according to a person's attitude toward using a product and their level of knowledge about it. A variety of behavioral factors are taken into account, such as the advantages of the occasion, the user's status, the rate of usage, the buyer's readiness stage, loyalty status, and attitude. Buyers may be categorized as light, medium, or heavy users depending on how frequently they buy, the advantages they receive, or how often they use the product. Because of this segmentation, marketers may adjust their strategy to target particular behavioral patterns.

Table 3: Market Segmentation

Winky Limited (Replica and master copy watches and bags online shopping store)			
Geographic Region	Demographic Gender	Psychographic Lifestyles	Behavioral Purchasing habits
✓ Asia and Middle			

East Pacific <ul style="list-style-type: none"> • Bangladesh • Dubai • India • China • Others ✓ North America <ul style="list-style-type: none"> • USA • Canada 	Men Women Uni-Sex	Upper class And Upper – Upper class	Replica and Master Copy Watches and Bags
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3.1.2 Target Market

Market segmentation can be used to determine the firm's market segment opportunities. To find out how many and which sectors it can best service, the organization needs now evaluate each one.

We now examine how businesses assess and choose their target markets. In their efforts, marketers increasingly use many variables to identify more specific and smaller target groups. Winky Limited targets its market.

1. Global Consumers with Diverse Geographical Preference: At first, Winky Limited decided to target Dhaka. They gradually increased their customer base across the country and actively pursued a worldwide market.

2. Demographic Focus on Varied Age Groups, Occupations, and Income Levels: In Demographic segmentation, Winky Limited focuses on the 1-year to 45-year age group. They also target jobholder people who fall in the middle to higher income group, given that the majority of internet users belong to the youth demographic.

3. Psychographic Segmentation for Personalized Shopping Experiences: Winky Limited also targeted those with a sense of style and fashion, taking into account lifestyle and personality traits.

4. Online Shoppers with Varied Behavioral Patterns: Winky Limited caters to people with varying degrees of online purchasing expertise and attitudes. By customizing marketing strategies to certain behavioral patterns and improving the entire customer experience, the platform serves customers depending on their behavior, namely heavy usage rates. In summary,

Winky Limited's target market consists of a global clientele with a range of demographic, psychographic, behavioral, and geographic traits. The platform recognizes the individuality of each sector within its larger audience and aims to offer a personalized and user-centric approach to purchasing goods online.

3.1.3 Market Positioning

In advance of choosing which market categories to target, the business must choose its value proposition or how it will provide unique value to the targeted segments and what positions it wishes to hold as part of them. A product's position is determined by how customers identify it based on key characteristics; it is the place that the product holds in their minds in comparison to other items. Companies produce goods, but brands happen in the minds of customers.

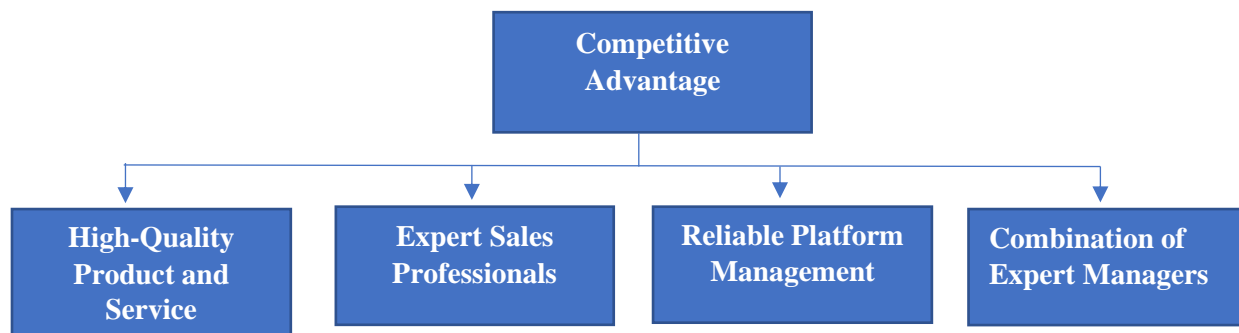


Figure 5: Competitive Advantage

- 1. High-Quality products:** Prioritizing customer satisfaction through high-quality products.
- 2. Expert Sales Professionals:** Employing Knowledgeable and experienced sales professionals for exceptional customer service.
- 3. Reliable Platform Management:** Ensuring a seamless shopping experience through a reliable online platform.
- 4. Combination of Expert Managers:** Employing a team of expert managers for efficient operations and effective decision-making.

This strategic approach sets Winky Limited apart from competitors, solidifying its position in the online business sector in Bangladesh.

3.2 Application of Marketing Mix Strategy

Originally proposed by Jerome McCarthy in 1960, the marketing mix—also known as the four P's: product, price, place, and promotion—is a crucial part of putting marketing plans into action.

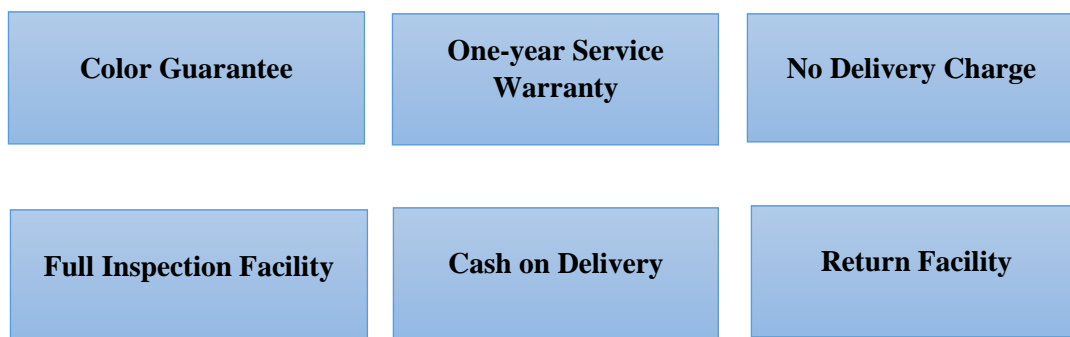
The several elements of the marketing mix in relation to Winky Limited (online marketing of replica watches and bags) are listed below.

3.2.1 Products and Services

Products: There are several ways that Internet marketing might help improve a product. Online marketing makes it possible for market researchers to evaluate consumer wants, and the input they get may be used to create new products and enhance current ones.

In this case, Winky Limited targets clients from China and Dubai with counterfeit watches and bags and master copies of five to six series. In China and Dubai, replica watches from Winky Limited may be the most valuable investment. For all of their target clients, they are attempting to introduce innovative, fashionable, classic, and superior watches and bags. The goal of Winky Limited's replica watches is to maintain client happiness and satisfaction. When the consumer is happy, they receive their products, and their top goal is to smile. The original watch's excellent qualities are present in their products. On their location, they manufacture the items using outstanding equipment and supplies.

Service:



3.2.2 Prices

Winky Limited stands out in the market with its competitive pricing strategy and commitment to providing a cost-effective global delivery service. Categories-wise price.

Table 4: Category Wise Price List of products

Category	Low Price (Taka)	High Price (Take)
Watch	3,250	15,000
Bags	4,500	20,000
Bijoy Dibosh Special	1,040	2,280

Office Supply	17	8,900
Stationary	30	1,986
Electronics & Gadgets	20	7,999
Gift Corner	40	6,000
Fashion & Accessories	130	8,599
Offer Zone	150	2,399
Home & Kitchen	48	8,500

3.2.3 Place

Winky Limited doesn't have any actual retail locations; it only functions as an online marketplace. The platform offers a comprehensive marketplace for both individuals and businesses by conducting business-to-business (B2B) and business-to-consumer (B2C) transactions on the same platform.

Winky Limited has contracts with several delivery providers to ensure that the goods are delivered on schedule and without any problems. FedEx, DHL, and SKYNET are their delivery partners for the international distribution system. They hired Sundarban, SA Paribahan, and their distribution system for domestic deliveries. Their portal has been connected with the FEDEX server to provide information regarding pickup and delivery, as well as to ensure timely delivery. So, a consumer will receive the product price, product weight, and FedEx shipping cost when they add an item to their cart.

3.2.4 Promotion

The marketing mix's promotion element demonstrates how customers and consumers discuss the business and its products. Its focus is on informing the intended audience about a good or service. In this instance, Winky Limited is also engaging in several promotions for its online business.

3.2.4.1 Promotional Objective of Winky Limited

Below is a list of Winky Limited's primary goals:

- In order to compete with the industries of fake watches and bags.
- To speak with their intended clients and customers.
- Make it through the cutthroat online marketplace.
- Make the goods and services available to everyone on the planet.
- To boost revenue and earnings

- To preserve and enhance the brand

3.2.4.2 Online Promotional Tools of Winky Limited

- Social Media (Facebook, Instagram, LinkedIn and YouTube)
- Search Engine Optimization (SEO)
- Contents Marketing
- Email Marketing (Lead Generation)
- Advertising

3.2.4.3 Promotional Activities of Winky Limited

Since Winky is an online retailer of counterfeit watches and purses, most of their limited advertising and marketing efforts are carried out on digital and online channels, including Facebook, Instagram, LinkedIn, YouTube, and their websites. When customers watch Winky Limited's attractive advertising on Facebook In Instagram, when links are included, users are immediately taken to a page where they may find information about the goods and services as well as tempting deals.

Here are some of Winky Limited's internet marketing activities

A) Increasing social presence: Any online company should take advantage of the opportunity to increase consumer interaction on its digital and social media channels. In this case, Winky Limited one of simplest and most efficient strategies is to interact with their clients by sharing eye-catching images and videos of their goods and services on social media platforms to give them a little extra love and attention. At the same time, every detail regarding the brand, features, costs, and advantages of the items is presented.

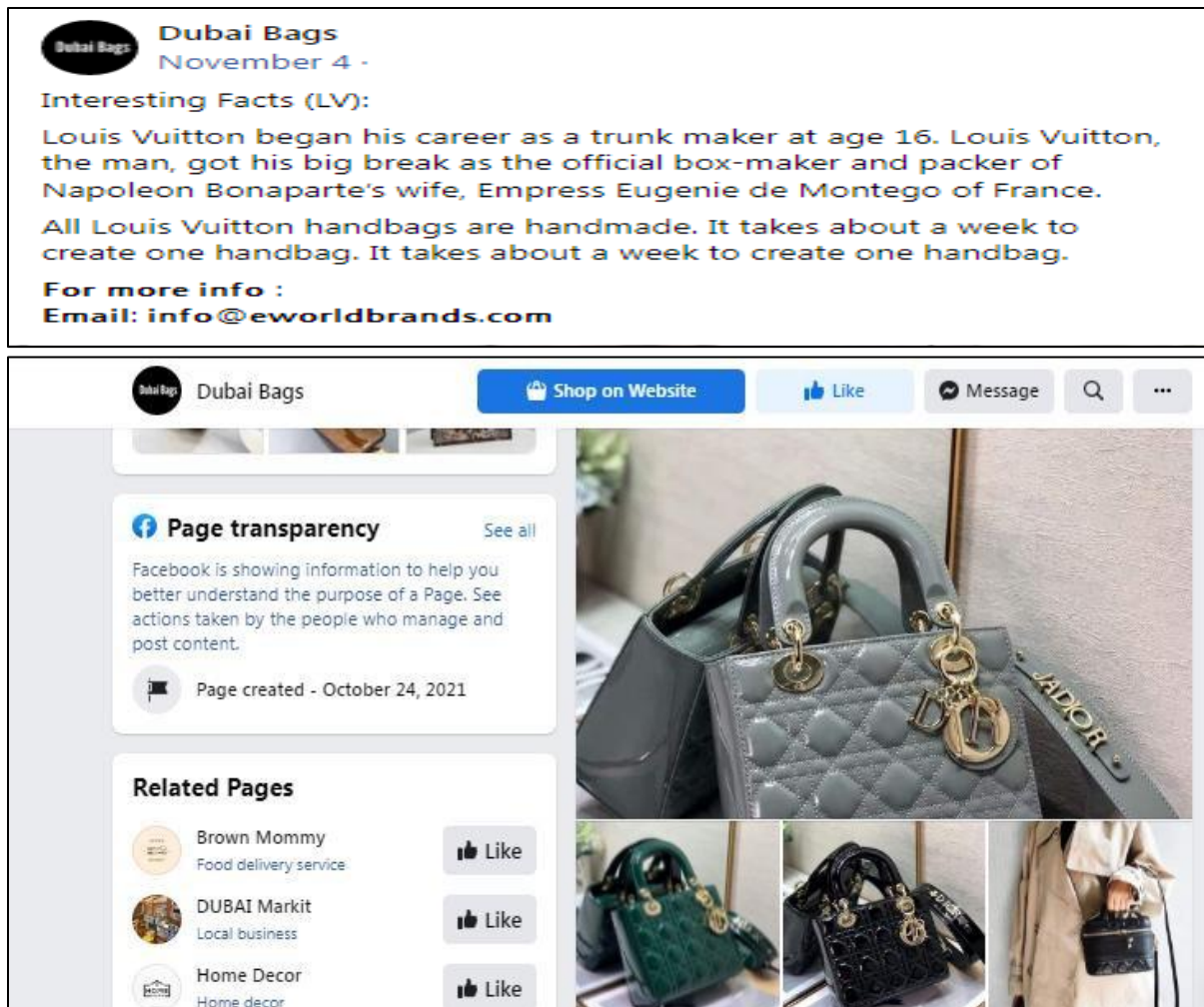


Figure 6: Facebook marketing activities of Winky Limited (Module-1)

B) Optimizing the site for SEO: Search Engine Optimization (SEO) may help you gain a deeper understanding of your consumers' requirements and wants. SEO involves a variety of tasks and activities designed to educate your target market regarding your company, goods, and services. Winky Limited uses product tiles on its website, among other SEO techniques, product description information, photos, and blogs that discuss the advantages of its products and are stylish and trendy. These effective taglines, product description headlines, articles, and blogs help their websites rank between 1 and 10 in search results for their industry (Replica Watches and Bags). Before making a purchase or placing another online order, customers typically want to view the product title and description in addition to the website.

You Can Trust Us More Than Anything 7 Days Guarantee/One Year Free Warranty/Full Replacement Opportunities

Use Your Home As Our Display Centre



Master copy watches/first copy watches/Replica watches in Dubai

Eworldbrand's Replica watches can be your most precious investment in Dubai. We all know how expensive real watches are! Even though a real watch cannot be used for much time, a replica watch is a great investment.

What do we ensure on our branded copy watches?

We assure our customers about the quality of our replica watches in Dubai. Customers will get a color guarantee on our master copy watches.

All our products are long-lasting and durable.

We offer the best master copy watches of the highest quality on our site.

Our long traditional background and millions of customers speak for us. We do not worry to give a 100% guarantee on our watches and bags. You can get one-year free warranty service if any wear and tear happens within this time. We trust in our process, system, and quality of first-copy watches and bags. We are the only replica watches manufacturers in Dubai who are giving a 100% guarantee, one-year warranty, and full replacement opportunities.

Hi, how can I help?

Figure 7: SEO Related Activities (Module-2)

C) Creating Useful and Interesting Content: Winky Limited creates and publishes a variety of blog entries and information for its target audience, which includes those who wish to buy high-end and online replica bags and watches.

Additionally, their targeted clients benefit from these content creation exercises by seeing an increase in website traffic. Simultaneously, they could be able to convince their target market to buy their items by offering all pertinent facts about their brand.

Branded bag within an Affordable Price Range



The brands we are offering on bags are Chanel, Prada, Louis Vuitton, Fendi, Gucci, and many more. As we maintain a very high quality, we do not have room to a discount.

We have full control of our inbound and outbound logistics. Our trusted suppliers and assembly points help us to give rock bottom prices. With the highest quality. Our replica bag is much more reasonable than the Another provider's in Dubai. We produce them with high materials. Every bag is Always in a brand new condition. The production process is a very delicate Replica.

Use Your Home As Our Display Centre/No Delivery Charge on Copy Bags

If you are still Confused, then start with small steps:

If it is your first time dipping into the replica world, we suggest you go for a small item such as a wallet. This is an inexpensive and easy way to test the waters of a seller you are considering buying from. You can get a glimpse of their leather quality, stitching quality, logo placement, accuracy, etc., without spending too much money. Once you receive your first order from us, you can make a good judgment and decide whether we deserve any more of your time or money, and make a decision about our quality!

Figure 8: Content marketing activities on the website of Winky Limited (Module-03)

CHAPTER FOUR

PROBLEMS, RECOMMENDATIONS AND CONCLUSION

4.1 Problems Identified

Following an examination of the whole study, some of the key observations are listed below. Based on internship experience at Winky Limited.

- Effective marketing strategies and promotional activities are essential for every business's development and expansion, and their absence affects the latter. Winky Limited is a startup with very little in the way of advertising and marketing strategies.
- It is less crucial to examine Winky Limited's competitive market because they are more focused on the competition in the watches and bags sector than on their internet business. They are not interested in researching their competitive market, which makes it difficult for their company to thrive and increase sales.
- The absence of digital marketing on the internet platforms to the growth of online businesses is increasing daily. When individuals buy products online, they may quickly obtain the goods of their choosing by examining the product's quality and information. Although Winky Restricted uses internet channels to sell its products and services, these efforts are somewhat restricted. They do not include social media platforms, YouTube TVCs, or video marketing.
- Expensive goods and services Due to the fact that Winky Limited is still a startup and has not established a strong brand, its target market perceives its items as being extremely costly. Additionally, they don't provide their clients any discounts.

4.2 Recommendation

The following are some recommendations for Winky Limited to use digital and internet marketing activities to attract new clients and grow their business.

- Winky Limited should concentrate more on building brand awareness for their business, goods, and services in order to attract potential clients. Customers' faith in their goods and services will grow as a result of this.

- They should also concentrate on regular blogs on trends and personal lifestyles, where an online influencer would offer advice, recommendations, and tips about their goods and services.
- Producing articles on their service offerings and success stories with their copycat goods.
- The digital marketing system is always evolving, and consumers are relying on Internet services to save time, money, and effort.
- Therefore, as a new company in the digital marketing space, Winky Limited should raise its monthly budget for internet marketing activities.
- They may also need to focus on training staff members on digital marketing initiatives.
- Given that its pricing range is too high, Winky Limited needs to do more research on the markets, trends, and competition to establish competitive prices for its goods and services.
- Winky Limited should engage in a lot of internet marketing campaigns and promotional activities as a startup, such as seasonal, discount, and buy one, get one free offer. In addition to increasing revenue, it may also boost customer interaction and views on their website and online pages.

4.3 Conclusion

Winky Limited is a brand-new online retailer that offers a wide selection of imitation watches and bags at competitive costs, all while providing exceptional quality and customer service. Due to their more than 20 years of experience in Dubai, their TQM (Total Quality Management)-based supplier has a reputable and trustworthy distribution channel. Customers enjoy their website since it offers them the highest-quality watches. They are guaranteeing our replica watch's color. The best products at fair rates are delivered to the customer. Their watches and purses are long-lasting and strong. The customer has faith and confidence in their master copy timepieces. Their customers are happy with their merchandise. However, as a new business, some gaps in their internet marketing strategies need to be filled efficiently and effectively.

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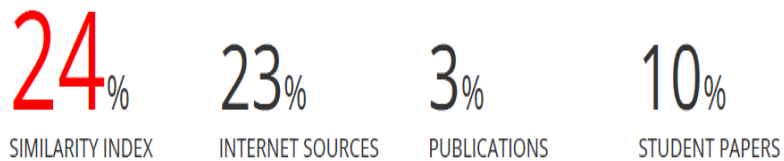
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