



Daffodil
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Internship Report on Analyzing Marketing Mix Strategy of Believe International Private Limited

Submitted To

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**“Marketing Mix Strategy of Believe International
Private Limited.”**

LETTER OF TRANSMITTAL

Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “Marketing Mix Strategy of Believe International Private Limited”

Honorable Sir,

Ishrat Jahan Medha with due respect submit my internship report titled ‘Marketing Mix Strategy of Believe International Private Limited’ on the basis of requirement of MBA program. With appropriate data and insights given I have attempted to comprehensively look at the marketing mix strategy employed by Believe International Private Limited.

I hope you’ll be pleased with the report, and it will bring you the interesting and useful information regarding the company’s marketing strategy.

I hope that the report will be acceptable to you.

Thank you

Sincerely,



Ishrat Jahan Medha

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LETTER OF APPROVAL

This is to certify that Ishrat Jahan Medha, ID: 0242220004083034. A regular student of Faculty of Business & Entrepreneurship in Daffodil International University, a student in the MBA program with a major in Marketing. Through my direct supervision, she has successfully completed her internship program at Believe International Private Limited, and this report is prepared by her. Accordingly, her internship report on “Marketing Mix Strategy of Believe International Private limited” is recommend for submission. Best of luck to her, I wish her.



Dewan Golam Yazdani

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DECLARATION

I, Ishrat Jahan Medha, a student of the Department of Business Administration at Daffodil International University (DIU), ID: 0242220004083034, major in Marketing, hereby sincerely declare that this internship report on the "Marketing Mix Strategy of Believe International Private Limited" has been prepared solely by me. In the preparation of this report, I have complied with all applicable copyright laws and did not intend to infringe on any copyright legislation.

I further declare that it has not been submitted for the award of any degree, diploma or certificate elsewhere.



Ishrat Jahan Medha

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ACKNOWLEDGMENT

I would also like to express that the Almighty Allah granted me enough strength and ability to finish this report. I also would like to add this to thanking my family for giving me their blessing and unconditional support.

I want to extend this deepest of gratitude to my supervisor, Dewan Golam Yazdani, Assistant Professor in the Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. The completion of this report depended, at least in part, on his guidance and supervision. Without his brilliant guidance, this work would not have been possible. The entirety of it was much more understandable and manageable thanks to his excellent mentorship.

I would like to extend sincere thanks to Md. Abdur Rakib who was my intern supervisor at Believe International Private Limited, to whom, I owe a whole lot of my learnings and my internship experience. He helped me with my understanding with his insights into the industry and his practical advice had been great for my internship experience.

Ishrat Jahan Medha

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Executive Summary

This report analyses the marketing mix and the STP (Segmentation, Targeting, Positioning) strategy of Believe International Private Limited, the top most personal care and biggest halal company in the world. Believe International has developed its own presence in the FMCG sector both offline and online social with a special business model that comes into play with a broad audience in the online FMCG industry. The report studies the efficiency of the company's existing marketing strategies in terms of the value they generate, the visibility of the brand, and the formation of customer relationships.

The findings specifically show that Believe International has been able to identify a targeted market of interested mature, cost-sensitive customers. The company, in turn, segmented itself through a defined segmentation based on demographic and behavioral factors target audience and tailored its marketing strategies to its needs. In the marketing mix analysis, the economy, penetration, and distribution as well as promotion are analyzed using one for affordability, direct for increased accessibility, and integrated for increasing brand reach.

These findings give rise to the report's recommendation to extend demographic segmentation for younger customers and further emphasize trendy products for engagement. Recommendations related to pricing and promotion strategies reflect further improvement in customer access and distribution network to strengthen.

Overall, the company's current marketing strategy effectively addresses market demands, positioning it favourably to expand its presence in Bangladesh's highly competitive personal care sector. Implementing the proposed enhancements would further strengthen its competitive edge and significantly improve customer loyalty prospects.

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Chapter 1

Introduction

1.1 Introduction of the Study

This report focuses on the marketing mix strategy of Believe International Private Limited, a personal care & biggest halal company in Bangladesh. This company makes beauty, personal care, and health & hygiene products that are designed to match the tastes of local people. The report looks at how the company uses the 4Ps of marketing: Product, Price, Promotion, and Place, to sell its products and reach customers. These 4Ps are very important for any business to succeed. The purpose of this report is to analyze each part of Believe International Private Limited's marketing strategy, including its products, pricing, promotion efforts, and how it delivers products to customers. By studying this, we can learn how the company reaches its customers and stays ahead in the market.

1.2 Background of the Study

Internships are now a required part of education for business students. They give students the chance to use what they learn in class in real-life situations. Through internships, students gain hands-on experience and a better understanding of the career they are interested in.

I had the chance to intern at Believe International Private Limited, one of the emerging personal care, beauty and health & hygiene companies. My focus during the internship was on the company's marketing strategy. My supervisors, Assistant Professor Dewan Golam Yazdani at Daffodil International Private Limited (DIU) and Brand Manager Md. Abdur Rakib at Believe International Private Limited, approved my topic: 'Analyzing Marketing Mix Strategy of Believe International Private Limited'. This topic was chosen because it is very important to study how a company markets its products and how well it performs in the market.

1.3 Objectives of the Study

The objectives of this internship report are:

- To analyze the marketing mix strategy of Believe International Private Limited.
- To assess the Believe International Private Limited STP (Segmentation, Targeting, Positioning) strategy.
- To find out the major challenges or problems in the marketing mix for Believe International Private Limited.
- To base on the findings from this report, provide recommendations to address the challenges identified.

1.4 Methodology of the Study

The company's marketing system presents a complex analytical challenge. The marketing analysis encompasses an in-depth examination of performance marketing policies, marketing management strategies, and market-oriented decision-making processes. It evaluates various strategic factors influencing marketing practices.

- **Type of Study:** This research paper adopts a descriptive approach, with its content primarily derived from information presented in a project report. These factors, I believe, underscore why this qualifies as a descriptive study.
- **Analysis Method:** Only the marketing strategy of Believe International was analyzed using only qualitative data.

The study utilized both primary and secondary sources of data. However, the availability of primary data was limited, resulting in the majority of the research being based on secondary data.

Primary Data collection:

- Face to Face Interview.
- Google Forms.
- Field study guidance from relevant company officers.
- Actual face to face discussions with managers and officials.
- Third is practical work experience in different departments.
- Within various company departments on marketing related studies.

Secondary Data collection:

- Company website.
- Product details given by the organization.
- Annual reports of Believe International Private Ltd.
- Anything the company publishes in the form of manual or guide.
- Various publications, circulars and journals available on company activities.

1.5 Limitations of the Study

Believe International Private Ltd offers an excellent platform for gaining valuable professional experience. Although I dedicated significant effort to preparing my report, I encountered several challenges throughout the process, and they are,

1. The internship duration of three months is a relatively short period, limiting the opportunity to gather comprehensive information about the company. Consequently, obtaining the necessary data for this report proved challenging and insufficient. This constraint hindered my ability to conduct an in-depth analysis.
2. During my internship, I realized that my lack of experience in several aspects of my research limited my overall effectiveness.
3. Several constraints restricted access to primary data, necessitating a greater reliance on secondary sources. Additionally, some of these secondary sources were challenging to access, lacked organization, or required considerable time to review.
4. Limited interaction with personnel restricted the number of interviews that could be conducted, resulting in a reduced scope for obtaining real-time insights.

Chapter 2

Company Overview

2.1 About Believe International Private Limited

Believe International Private Limited is a global FMCG organization headquartered in Saudi Arabia. Originally established to serve the Southeast Asian market, Believe expanded its operations to Bangladesh to address local cultural preferences and demands in personal care and beauty products. Believe International Private Limited utilizes a blend of cutting-edge scientific innovation and traditional knowledge to develop products that align with cultural values while meeting high global standards.

Believe International has established itself as a trusted name in Bangladesh's personal care industry, offering a diverse range of skincare and haircare products specifically designed for the local market. The company actively engages in social commerce by promoting consumer interaction through social media, encouraging customers to connect with the brand via interactive content. This strategy enables Believe International to maintain a strong digital presence and reach a broad audience, effectively aligning with the social media behaviour of Bangladeshi consumers.

Believe International places a strong emphasis on customer-centricity and values that promote a mindful lifestyle. To retain and attract customers, the company continuously introduces new product lines, collaborates with local influencers, and enhances its digital marketing strategies. By integrating user-generated content into its advertising campaigns, Believe International offers a unique and engaging customer experience, providing consumers with a participatory and rewarding interaction with the brand.

Logo:



Figure 2.1: Logo of Believe International Private Limited.

2.2 Description of the Business of the Organization

Believe International operates through more than one business unit and subsidiaries below the organization call of each targeting unique segments inside the FMCG marketplace. There are 4 sub-brands of Believe International Private Limited and they are,

Business Unit	Type	Description
Lafz	Personal Care	A subsidiary under Believe International Private Limited., offering halal-certified personal care products worldwide.
Zayn & Myza	Beauty & Skincare	Aimed at providing skincare and beauty essentials specifically designed for sensitive skin.
Dr. Rhazes	Health & Hygiene	Specializes in health, hygiene, and wellness products focusing on natural ingredients.
Elite Cosmetics	Beauty & Skincare	Elite Cosmetics is the largest shopping destination in Bangladesh on a digital platform selling health & beauty skincare items.

Table 2.1: Sub-brands of Believe International Private Limited.

2.3 Believe's Mission, Vision, and Values,

Mission of Believe International Private Ltd.

Believe International's mission is to deliver exceptional products that align with customers' lifestyles, rooted in cultural values and superior scientific methods.

Vision of Believe International Private Ltd.

Believe International's vision is,

- To be a trusted global FMCG brand that enhances lifestyles through culturally adapted, innovative, and high-quality personal care products.
- To lead a modern lifestyle guided by faith and values, empowering individuals with knowledge.
- At Believe International we are committed to promoting conscious and holistic ways of living while fostering an inclusive and harmonious work environment for all.

Values of Believe International Private Ltd.

- **Boldness:** Courage to innovate and lead in the personal care market.
- **Responsiveness:** Swift adaptation to market and customer needs.
- **Global Reach:** Presence in multiple regions with locally relevant products.
- **Empathy:** Understanding and addressing customer needs thoughtfully.
- **Future-Forward:** Belief in a bright, sustainable future for the company and customers.

2.4 Key Features of Believe International

There are several key features of Believe International Private Ltd., including:

- **Informed Choices:** Customers are offered detailed product descriptions, reviews, and recommendations to help them make informed and smart purchasing decisions.
- **Trusted Shopping Experience:** Believe International is recognized as a trusted platform for personal care shopping in Bangladesh, ensuring that customers receive authentic products.
- **Hassle-Free Returns:** Believe International offers a straightforward return policy for customers who are not satisfied with their products, ensuring a confident and hassle-free shopping experience.
- **Authentic Products:** The platform guarantees that all products sold are authentic and adhere to high-quality standards.

Chapter 3

STP Analysis

3.1 STP of Believe International Private Limited

The STP analysis used in marketing is segmentation, targeting, and positioning. This three-step approach sets up the staged opportunity for a targeted and actionable advertising tactic in the intensely competitive personal care industry. This analysis sheds light on how the company conducts modern advertising. In this document, the company's targeted advertising initiatives and strategic positioning will be illustrated with the help of the STP analysis. Believe International follows these three steps for their marketing.

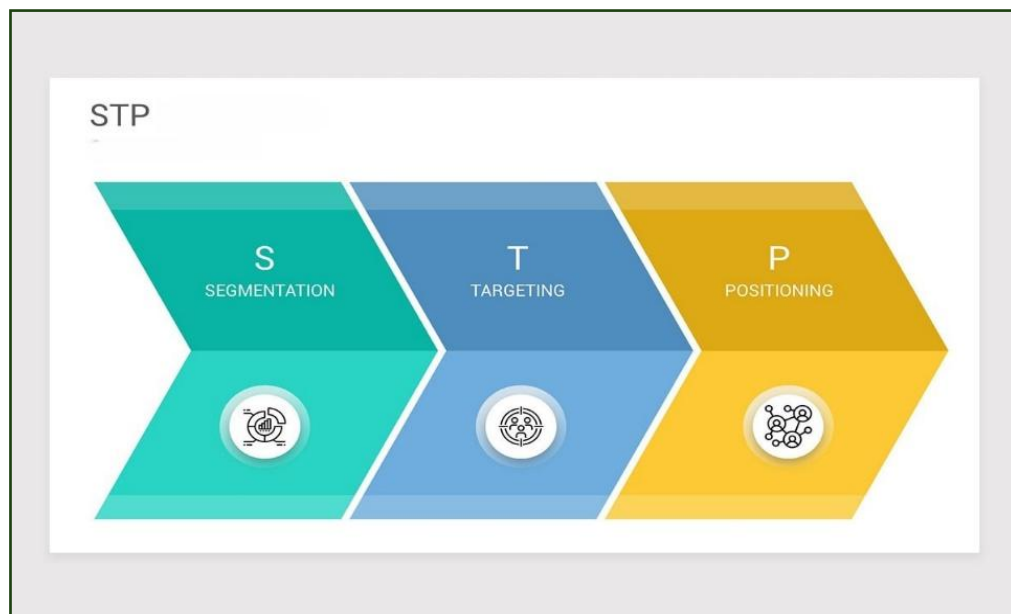


Figure 3.1: Diagram of STP.

3.1.1 Market Segmentation

a) Individual Demographics

Believe International's clients are largely affected by demographic factors, as well as by age distribution, lifestyle, and purchasing power. Here's how each factor influences buying behavior:

- **Age distribution:** Design and product preferences depend on age. Trendy, vibrant products appeal more to younger consumers and classic, understated designs appeal better to older customers. In Believe's sub-brand Lafz products are available for people aged from 25 to 45 years old. Zayn & Myza products focus on 17 to 28-year-old consumers. Dr. Rhazes focuses on hygiene and healthcare products and its products are available to all groups of people.
- **Lifestyle and wealth inequality:** Purchasing power is usually higher among wealthier people who are likely to invest in premium products. In contrast, customers with less purchasing power prefer products with affordable value. Lafz's products are premium segmented products but it is affordable for its focused consumers.
- **Socio-cultural elements:** Preferences and buying behavior are shaped by family dynamics and cultural factors. Typically, culturally aligned products might speak to customers that are influenced by traditional values. Elite Cosmetic focused on rural areas for its products.

b) Behavioral Factors

Believe International, uses behavioral elements like consumer preferences, social trends, and purchasing habits, on the buyers they interact with. Key behavioral qualities include:

- **Willingness to pay for premium products:** The fact is that some customers will want to pay more for quality products that satisfy their needs. There is a belief that premium product lines are the way to go about targeting such clients as those targeted by Believe International. Lafz is positioned as a premium, segmented product.
- **Value attribution to promotional products:** Customers value anything that is unique, or adds an extra benefit. This gives Believe International the chance to capitalize on it by offering promotional items of value.

- **Enjoyment of product variety:** Believe International can be helpful to customers who like to explore various products. Keeping these clients engaged they offer a diverse product range. Believe International has 4 sub-brands offering different types of products.



Figure 3.1.1: STP component- Segmentation.

3.1.2 Target Market

Believe A differentiated market strategy is employed by Believe International to get to the audience efficiently. This strategy includes:

- **Identification of the target market:** Based on demographic and psychographic characteristics, Believe International studies potential customer segments and This information informs the targeted advertising. Elite Cosmetic targets rural areas for its products. Lafz targets the premium segmented consumers since its products are premium segmented.
- **Competitive analysis:** For a unique offering, the company does a detailed analysis of the competition to come up with the strengths and the weaknesses as well as the opportunity to the attraction of the target market.
- **Product differentiation:** Unique benefits and product quality also make international products different from competitors and thus they distinguish themselves. Believe International has 4 sub-brands offering different types of products.

- **Building Brand Awareness:** To increase visibility among its target market Believe International uses advertising, social media as well as public relations to promote its brand.
- **Establishing a Strong Online Presence:** The company maintains a good online presence with a site, social media handles, and search engine optimization (SEO), that is aimed at the potential clientele looking for personal care products.
- **Offering Promotions and Incentives:** Believe International leverages promotions, discounts, and loyalty programs, to attract and retain customers, and to persuade customers to select their brand over competitors.



Figure 3.1.2: STP component- Targeting.

3.1.3 Market Positioning

Believe International has a unique product lineup and strategies from other competitors in the market.

1. Believe International Private limited is the first halal beauty and skincare company in Bangladesh. BIPL produces different types of categories as like-Hair care, Personal Care, color cosmetics.
 - i. **Personal care Products-** BIPL introduce first halal body spray in the Bangladeshi market. Specially they do not use alcohol.
 - ii. **Hair care Products-** Company has hair care range under the lafz brand. It has Ph balanced formula, their shampoo is free from harmful chemicals and paraben, they do not use silicone and it's 100% vegan. They use plant-based ingredients.



Figure: Lafz Ethnic Bhringaraj and Amla Anti-Hair Fall Herbal Shampoo.

- iii. **Color cosmetics-** BIPL's products are cruelty free from animal fat or any animal-derived ingredients, reflecting their commitment to ethical and sustainable practices. In this company has color cosmetics under lafz and Zayn & Myza brand. They makes their product with out any Najis ingredients or pig fat, cruelty free which makes them purely halal & muslim-friendly in every way.



2. Believe International offers both individual Skin care, Hair care products and combo product lines for each of their offerings.

- **Skin Care Products-** Lafz offers individual skincare products in a caffeine flavour, and Zayn & Myza offer also skin care products is a Vitamin C series as well as combo packages featuring these caffeine & vitamin c-based products.



Figure: Lafz caffeine skincare combo



Figure: Zayn & Myza vitamin-C combo.

- **Hair care Products-** Lafz offers individual hair care products in anti-hair fall, Hair Growth products series as well as combo packages featuring.



Figure: Anti hair falls combo



Figure: Hair Growth Combo

3. Believe International Private Limited has launched its first unique product in the Bangladesh market which is applicator foaming facewash. Unlike other brand offering similar product that are outsourced foreign brand. But this product is entirely developed and owned by BIPL



Chapter 4

Analysis of Marketing Mix

4.1 Marketing Mix Strategy of Believe International Private Limited

Marketing means a series of tactics to create, supply, and communicate value to customers while improving customer relationships in a way that benefits the company. This is done through coordinating the "four P's" of marketing:

- a. Product identification, selection, and development
- b. Price determination
- c. Choice of distribution channels to reach customers
- d. Creation and implementation of a promotional strategy.

4.1.1 Product

Believe International Private Limited offers a diverse array of personal care, beauty products and health & hygiene product on its platform, catering to various customer needs.

They have four brands under this company. Under Four brands they some branch of products.

- Lafz
- Zayn & Myza
- Dr Rhazes
- Elite Cosmetics

LAFZ Product List

Lafz is the premium category halal certified global brand. Lafz product makes without any animal's fat or animal driven ingredients which make them purely halal & muslim friendly in every way. Lafz has different categories.

Skin care Product



Fragrance

Lafz introduce their brand by introduce body spray. First halal body spray in Bangladeshi market which is Muslim friendly product. They don't use alcohol. Body spray is the most demanding product in Bangladeshi market. In fragrance category they also have attar, perfume, body mist for male and female both.



Hair Care Product

Lafz has hair care category. Their hair care product makes with 100% natural ingredients, no chemical-based ingredients. They don't use sulphate, no parabens, no silicone.



Color Cosmetics

Lafz color cosmetics don't use any animal derived ingredients. They don't use pig fat in their cosmetics item. And it's 100% animal cruelty free and halal product which is very muslim friendly products and less harmful products. Also lafz nail polish use water permeable formula which is oju friendly and it also dermatologically tested.



Zayn & Myza Product List

ZM brand focus on young & dynamic conscious brand committed to making beauty and skin care products for young age target group. ZM use innovative formulas for changing needs of the millennials. And their products quality is premium but affordable for young aged people. ZM has different category-

Skin care



Fragrance

ZM has different category fragrance. They don't use alcohol in their fragrance. They have fragrance for male and female both.



Color Cosmetics

ZM has different type of color cosmetics category. All products are animal-derived free, cruelty free, they don't use pig fat or etc.



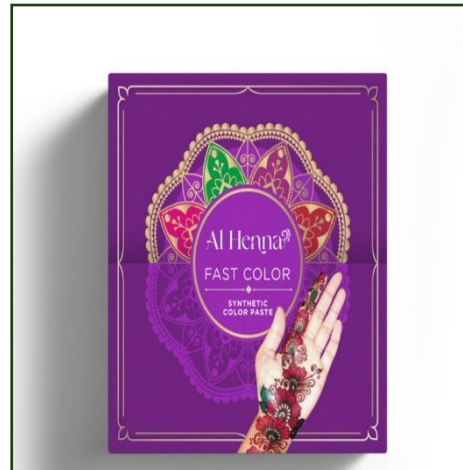
Dr Rhazes product list

Dr Rhazes introduce their product as hygiene and health care product. Their most sellings product is 2 hour ultra protect gel hand sanitizer. Dr Rhazes creates scientifically proven products. Products from Dr. Rhazes offer easy and efficient solutions to make life worry-free, such as vegetable washes and disinfectants. They make product for children to old age people.



Elite Cosmetics Product List

Elite cosmetics produce Beauty and personal care products. Their target customer are rural area peoples. And their product is vesry affordable.



4.1.2 Price

a) **Economy Pricing:**

Believe International primarily targets a broad consumer base. The company provides a range of affordable prices for various product lines to appeal to a wide audience. It employs economy pricing, offering some promotional items at near-cost to attract customers, while maintaining competitive pricing across other units to ensure accessibility for all customers. During economic downturns, economy pricing also encourages purchases from budget-conscious consumers.

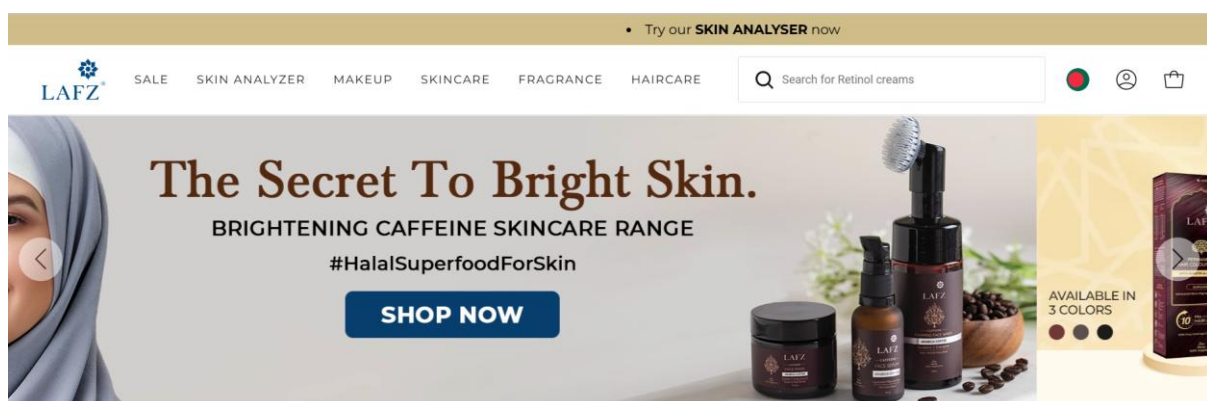
b) **Penetration Pricing:**

Believe International adopts penetration pricing to introduce new products. Initially, these products are priced slightly above production cost, aiming to capture market share and build customer loyalty. As demand increases, the company may gradually adjust prices. Although this approach yields lower short-term profits, it facilitates long-term market expansion and brand loyalty, making it highly competitive.

4.1.3 Promotion

Believe International uses traditional and digital both marketing approaches for promoting its product. But they mainly prefer digital marketing rather than traditional marketing.

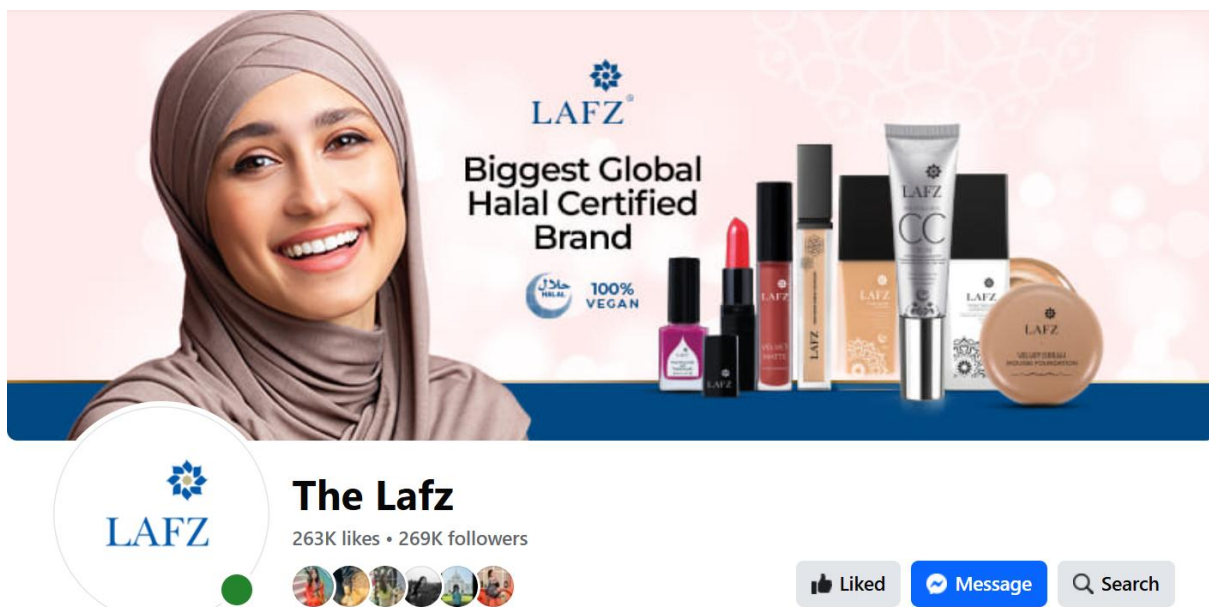
1. Promoting through website: Believe International's website is user-friendly and has a constantly updated direct online presence. People can see the full product description, price, and instructions on their website.

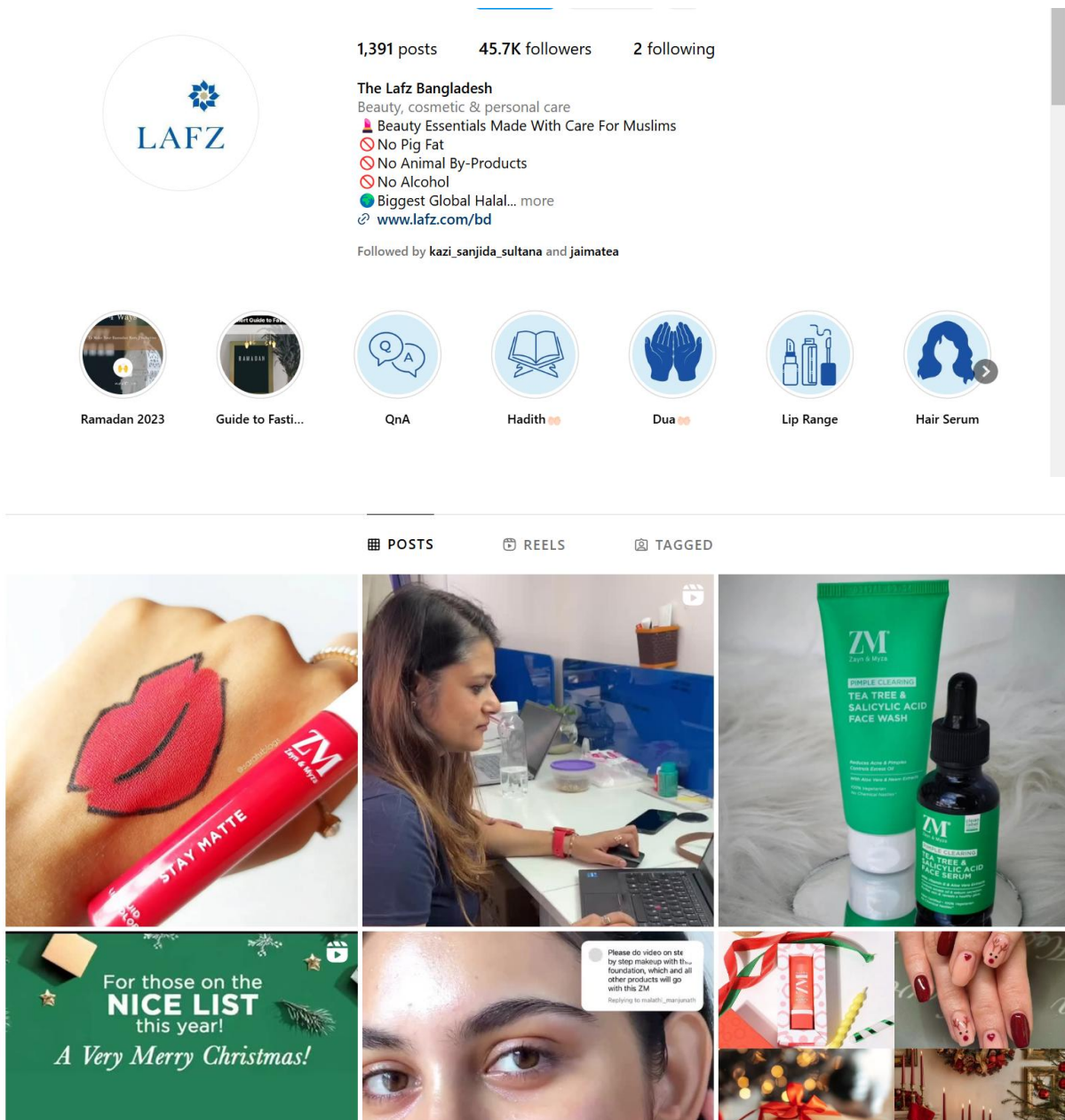




2. Content Marketing: Content marketing is the tool that the company relies on to educate and attract the audience. Believe International publishes informative articles about wellness, personal care, and cultural relevance to establish itself as a trustworthy authority in the trade. Blog posts, articles, videos, and infographics are all different ways this content is shared with people.

3. Social Media Engagement: social media is one of the important ways for Believe International; it connects them with customers, share with customers useful data and show customers products and promote their product. This allows the brand to reach a very broad audience, engage customers, and build brand loyalty through ongoing interaction on Facebook and Instagram.





4. Search Engine Optimization (SEO): Believe International optimizes its content by embedding relevant keywords, meta tags and descriptions, raising the search engine rank for the brand and making it easier for customers to find them.

5. Networking and Referrals: Networking and word-of-mouth referrals are very important to Believe International. The company initiates actively to industry event, trade show and conference, and encourages the happy customers to introduce the brand to others. More incentives including referral programs also incentivize customers to recommend Believe International Private limited to their friends and family.

6. Events and Sponsorships: Believe International participates and sponsors industry-related events, exhibitions, or workshops to improve its saneness. These bring brand credibility and also opportunities for direct customer contact.

4.1.4 Place

Believe International’s Marketing mix “Place” is the strategy for product and service delivery to the market. Believe International’s distribution strategy is based on a direct channel. Believe International works with 5 regions and they are,

1. Dhaka.
2. Mymensingh.
3. Chittagong.
4. Bogura.
5. Khulna.

These regions are divided into several territories such as,

Region	Dhaka	Mymensingh	Chittagong	Bogura	Khulna
Territory	Dhaka 1	Mymensingh	Ctg-Metro	Rajshahi	Khulna
	Dhaka 2	Savar	Ctg-North	Pabna	Barisal
	Dhaka 3	Gazipur	Sylhet	Rangpur	Faridpur
	Dhaka 4	Tangail	Comilla	Dinajpur	Jessore
	Dhaka 5	Bhaluka	Noakhali	Bogura	Kushtia
	New Market		Brammon Baria		

Table: 4.1 Believe International’s Market Deviation.

Infrastructure, population demographics, and economic landscape are what have shaped the choice of these locations. The reason behind Believe International being able to cater to each region in Bangladesh is to target a diverse audience and give their market reach across Bangladesh.

Chapter 5

Findings, Recommendations, and Conclusion

5.1 Identifying problem

1. In terms of beauty and personal care products most of the consumers prefer foreign company products. Because they are more rely on product ingredient of foreign companies. Rather than that in Bangladesh, people make duplicate products of common beauty and care products. This creates a trust issue for customers so people are more driven to imported products.
2. The existing market of beauty and skin care products already dominated by a few companies in Bangladesh. People used to purchase those products from the beginning and they do not switch their uses of those products.
3. Believe international highly relay on digital marketing but in Bangladesh people buy skin care products mostly getting positive reviews from social media influencers. However, the marketing department believes internationals do not have enough strategies to do promotional activities with influencers. They are not collaborating with related personalities of this type of product.
4. There are some products of this company which have good demand in the market but that product is not available in the market all the time. Retail shoppers order those products but sometimes companies are unable to deliver them lack of unavailability (due to LC issues, source of raw materials-local production.)
5. When Believe International started its operation in Bangladesh it used to promote its products in television ads but last year I observed they do not promote their product on television. This is one of the major problems. Branding of their product decreases a lot

5.2 Recommendations

Based on the problems, the following recommendations are made to address the identified challenges and opportunities:

1. They should implement good marketing strategies based on the norms of Bangladesh.
2. They should collaborate with skin influencers to grab more markets.
3. They should give different types of promotional offers so that people buy their product and if they get good feedback, they will repurchase it.
4. lastly, they should design effective marketing strategies and campaigns all over Bangladesh.

5.3 Conclusion

This internship file analyzes the STP method and advertising blend of Believe International Private Limited through looking at their advertising efforts. The observe suggests that Believe International has correctly identified its target market and created an aggressive aspect in Bangladesh with the aid of the usage of the 4Ps: product, price, location, and merchandising.

The business enterprise gives a huge variety of excellent merchandise, which meet the precise wishes of its clients. Its pricing method balances affordability with profitability, making its merchandise handy to many humans. The STP evaluation shows how the company has successfully divided, focused, and placed its marketplace to recognition its advertising and marketing efforts on unique patron options.

By applying the encouraged enhancements, Believe International can further enhance its function in the Bangladeshi online marketplace. The enterprise's method of specializing in centered promotions, incredible services, and client segmentation will assist it in growing, maintaining its achievement, and build lengthy-term patron loyalty.

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