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An Analysis of the Marketing Strategies of Ahmed & Faisal International Ltd.

Submitted To:

Mohammed Masum Iqbal, PhD

Professor

Department of Business Administration
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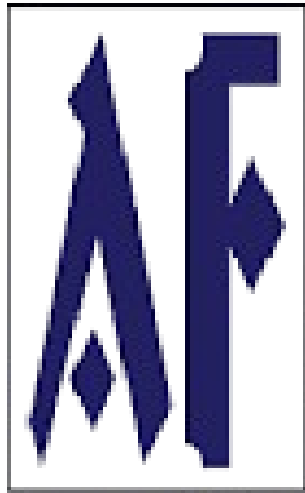
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AHMED
&
FAISAL
INTERNATIONAL LTD.
C & F A G E N T

“An Analysis of the Marketing Strategies of Ahmed & Faisal International Ltd.”

Letter of Transmittal

Mohammed Masum Iqbal, PhD

Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “An Analysis of the Marketing Strategies of Ahmed & Faisal International Ltd.”

Respected Sir,

I am pleased to submit my internship report titled “**An Analysis of the Marketing Strategies of Ahmed & Faisal International Ltd.**”, which is prepared as a requirement for the Bachelor of Business Administration (BBA) program at Daffodil International University.

During my internship at Ahmed & Faisal International Ltd., I had the opportunity to explore the company’s marketing strategies, analyze its marketing mix, and identify challenges in its promotional approaches. This report reflects my learning experience, observations, and analytical findings regarding the company’s marketing practices.

I am truly grateful for your guidance and support throughout this process. Your valuable insights and instructions have helped me complete this report with a structured approach. I sincerely hope that this report meets your expectations.

Thank you for your time and consideration.

Sincerely yours,



Sayem Ahmed

ID: 202-11-1176

Program: BBA, Major in Marketing
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Certificate of Approval

This is to certify that the internship report titled “**An Analysis of the Marketing Strategies of Ahmed & Faisal International Ltd.**” has been prepared and submitted by **Sayem Ahmed**, Student ID: **202-11-1176**, a student of Bachelor of Business Administration (BBA), Major in Marketing, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. This report has been submitted as a partial fulfillment of the requirements for the BBA program.

The report is recommended for submission and acceptance.



Mohammed Masum Iqbal, PhD
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Declaration

I, **Sayem Ahmed**, Student ID: **202-11-1176**, hereby declare that the internship report titled “**An Analysis of the Marketing Strategies of Ahmed & Faisal International Ltd.**” is my own work, completed during my internship at Ahmed & Faisal International Ltd. This report has been prepared as part of the requirements for the Bachelor of Business Administration (BBA) program at Daffodil International University.

I affirm that the content of this report is entirely based on my internship experience, and it has not been submitted, in whole or in part, for any other academic purpose or degree.

Sincerely yours,



Sayem Ahmed

ID: 202-11-1176

Program: BBA, Major in Marketing

Department of Business Administration

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Acknowledgment

First and foremost, I would like to express my sincere gratitude to Almighty Allah, whose blessings and guidance have enabled me to successfully complete this internship and prepare this report.

I am deeply thankful to my parents and family for their constant love, encouragement, and support throughout my academic journey. Their unwavering faith in me has been a source of strength in every step of my life.

I would like to extend my heartfelt thanks to Professor Mohammed Masum Iqbal, my supervisor, for his invaluable guidance, constant support, and insightful feedback throughout the course of my internship. His expertise and encouragement have played a pivotal role in shaping the completion of this report.

A special thanks to my internship supervisor at Ahmed & Faisal International Ltd. for providing me with an opportunity to work with such a professional team. Their guidance, patience, and valuable experience allowed me to learn and grow in the field of marketing. I appreciate the trust they placed in me and the exposure they provided me during my internship period.

I would also like to acknowledge the company management and colleagues at Ahmed & Faisal International Ltd. for their cooperation, support, and the knowledge they shared with me. Their friendly work environment helped me gain a better understanding of the professional world.

Lastly, I would like to thank my friends for their support, encouragement, and for always being there when needed. Their advice and positive attitude have helped me stay focused throughout this process.

Executive Summary

This report, “**An Analysis of the Marketing Strategies of Ahmed & Faisal International Ltd.**”, offers a comprehensive analysis of the company’s marketing strategies within the clearing and forwarding (C&F) sector in Bangladesh. It delves into the company’s segmentation, targeting, and positioning (STP) approach, focusing on key client segments such as large corporations, small and medium enterprises (SMEs), and government agencies. Through its unique selling points, including efficiency, cost-effectiveness, and technology-driven solutions, Ahmed & Faisal International Ltd. aims to provide a seamless logistics experience for its diverse clientele involved in import-export operations.

The report identifies several challenges that the company faces, such as intense competition, dependence on traditional marketing channels, price sensitivity among clients, limited awareness among SMEs, the complexity of technological integration, regulatory compliance risks, and low customer retention rates. These factors pose significant hurdles in achieving sustainable growth and differentiating the brand in a competitive market.

To address these challenges, the report provides strategic recommendations. Key suggestions include enhancing digital marketing strategies to engage with a tech-savvy audience, adopting flexible pricing models for different customer segments, upgrading technological platforms to streamline operations, and implementing educational initiatives to raise awareness among SMEs. Additionally, strengthening customer relationship management (CRM) strategies, such as personalized services, loyalty programs, and efficient communication channels, is crucial for improving client retention and satisfaction.

Moreover, the report highlights the importance of the company’s marketing mix in attracting and retaining clients. By refining their promotional efforts through a mix of digital advertising, social media engagement, and loyalty incentives, the company can effectively increase brand visibility and customer loyalty.

In conclusion, Ahmed & Faisal International Ltd. is well-positioned in the C&F industry but must evolve its marketing approach to stay ahead of competitors. By embracing digital transformation, adjusting to market needs, and strengthening its CRM and marketing mix strategies, the company can further solidify its position as a trusted logistics partner in Bangladesh.

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Chapter-01

Introduction of the Report

1.1: Introduction

The main purpose of this report is to analyze the marketing strategies of Ahmed & Faisal International Ltd., a company in the field of Clearing and Forwarding (C&F). This report aims to provide a detailed understanding of how the company has implemented various marketing techniques and strategies to create a competitive edge in the industry.

Marketing is a critical component in the success of any business, particularly in industries that deal with logistics, supply chain management, and international trade. For a C&F agent like Ahmed & Faisal International Ltd., marketing strategies are essential for positioning the company in the market, attracting clients, and ensuring business growth.

This report will focus on identifying the key marketing strategies used by Ahmed & Faisal International Ltd., analyzing their marketing mix, and evaluating the effectiveness of these strategies in relation to the company's objectives and market demands. Additionally, the report will highlight some of the challenges faced by the company in its marketing efforts and propose recommendations for improvement.

The findings presented in this report are based on the firsthand experience and tasks carried out during my internship with the company, where I had the opportunity to observe, analyze, and learn about their marketing processes.

1.2: Background of the Study

The Clearing and Forwarding (C&F) industry plays a significant role in facilitating global trade by managing the logistics, customs clearance, and transportation of goods across international borders. With the expansion of international trade and the growing complexity of supply chains, companies operating in this sector must rely on effective marketing strategies to remain competitive and attract a steady flow of clients. In Bangladesh, the C&F industry has witnessed substantial growth as businesses seek efficient and reliable partners to handle their import/export processes.

Ahmed & Faisal International Ltd., a prominent player in the C&F sector, provides services that help clients navigate the complexities of global logistics. The company's marketing strategies are crucial in positioning it as a trusted and reliable partner in the highly competitive logistics market. These strategies help the company differentiate itself from competitors, build strong relationships with clients, and stay relevant in an ever-evolving industry.

During the internship at Ahmed & Faisal International Ltd., under the supervision of Mohammed Masum Iqbal, Ph.D., a professor in the Department of Business Administration at Daffodil International University, got the opportunity to gain hands-on experience in analyzing the company's marketing strategies. This internship allowed to observe how the company applies marketing techniques to reach its target market and the challenges it faces in doing so.

The experience provided invaluable insights into the company's marketing mix, including its approach to customer acquisition, promotional tactics, and service offerings. By exploring these strategies, to understand the importance of marketing in enhancing the company's business operations and its ability to compete effectively in the market.

This report aims to analyze the marketing strategies of Ahmed & Faisal International Ltd., examine the company's marketing mix, identify the challenges it faces, and provide recommendations to improve its marketing efforts in the context of the rapidly changing logistics and trade industry.

1.3: Objectives of the Study

The objectives of the study are the following:

1. To identify the marketing strategies of Ahmed & Faisal International Ltd.;
2. To analyze the marketing mix of Ahmed & Faisal International Ltd.;
3. To identify the problems related to the marketing strategies of Ahmed & Faisal International Ltd.;
4. To make recommendations to solve the problems.

1.4: Scope of the Study

This study focuses on analyzing the marketing strategies of Ahmed & Faisal International Ltd., a leading Clearing and Forwarding (C&F) company. It examines the company's marketing mix, including product offerings, pricing strategies, distribution channels, and promotional tactics. The scope also includes identifying challenges faced by the company in its marketing efforts and providing recommendations for improvements. The study is based on my hands-on experience during the internship, observing and engaging with the company's marketing activities, and is limited to the company's operations in the C&F sector.

1.5: Methodology of the Study

The methodology for this study is primarily based on observational analysis and practical experience gained during my internship at Ahmed & Faisal International Ltd. Since the internship provided direct exposure to the company's marketing practices, the study uses firsthand observations to evaluate the company's marketing strategies. Data was collected through daily tasks, discussions with colleagues, and insights from the internship supervisor, along with the analysis of internal documents and reports provided by the company. The study does not involve formal research or surveys but relies on the real-time application of marketing concepts observed during the internship period.

1.6: Sources of Data Collection

The data utilized to compile this report has been sourced from both primary and secondary sources.

Primary Data

- Observations during daily tasks and activities at Ahmed & Faisal International Ltd.
- Direct interactions and discussions with the company's employees and management.
- Feedback and insights from my internship supervisor.
- Involvement in marketing-related activities such as client meetings, promotional strategies, and service promotions.

Secondary Data

- Internal documents and reports provided by the company (e.g., marketing plans, promotional materials).
- Industry reports and publications related to the Clearing and Forwarding (C&F) industry.
- Articles, books, and online resources on marketing strategies and practices within the logistics sector.

1.7: Method of Data Collection

The data for this study was collected through a combination of direct observation during my internship at Ahmed & Faisal International Ltd., informal discussions with employees and my internship supervisor, and the review of internal documents such as marketing plans and promotional materials. Additionally, I gathered secondary data from industry reports, articles, and online resources to complement the understanding of marketing practices within the Clearing and Forwarding (C&F) sector.

1.8: Target Population

The target population for this study includes the employees and management of Ahmed & Faisal International Ltd., specifically those involved in the company's marketing, sales, and customer relationship management functions. This population was selected because their roles directly influence the development and execution of the company's marketing strategies. Additionally, the study also considers potential clients of the company, such as importers, exporters, and businesses seeking Clearing and Forwarding (C&F) services.

1.9: Sample Size

The sample includes 15 employees, including marketing staff, sales representatives, and senior management, with a focus on individuals who actively participate in decision-making and strategy implementation. Additionally, insights from my internship supervisor and discussions with a few key clients provided valuable input for the analysis.

1.10: Sampling Method

The sampling method used for this study is non-probability sampling, specifically purposive sampling. This method was chosen because it allowed for the selection of employees and management at Ahmed & Faisal International Ltd. who are directly involved in the company's marketing activities and decision-making processes. The individuals selected for the sample were chosen based on their knowledge and experience in marketing and their role in shaping the company's marketing strategies. This approach ensured that the collected data was relevant and insightful for analyzing the company's marketing strategies.

1.11: Limitations of the Study

- **Limited Access to Data:** Due to the nature of the internship, some internal data and company strategies were confidential and not fully accessible.
- **Time Constraints:** The study was conducted within a limited time frame during the internship period, which restricted the depth of analysis.
- **Subjectivity in Observations:** The data collected is based on personal observations and experiences, which may introduce some level of bias.
- **Limited Sample Size:** The study focused on a small sample of employees and management, which may not fully represent the entire company's marketing practices.
- **Lack of Primary Data from Clients:** The study did not include direct feedback from clients, which could have provided additional insights into the effectiveness of the company's marketing strategies.

Chapter-02

Overview of Ahmed & Faisal International Ltd.

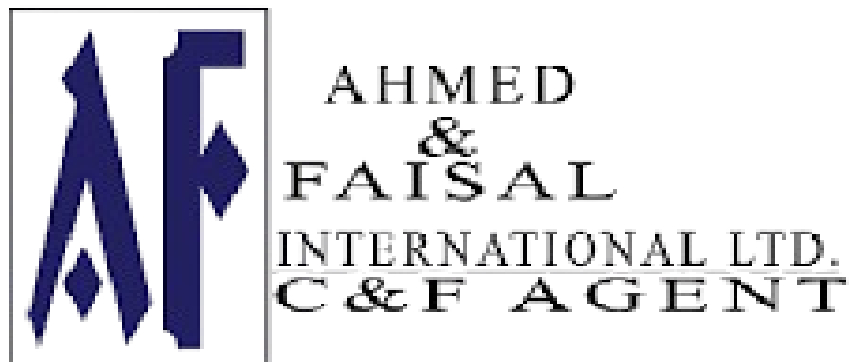
2.1: Introduction of the Company

Ahmed & Faisal International Ltd. is a well-established Clearing and Forwarding (C&F) company, founded in 1977, with a long-standing reputation for providing reliable, efficient, and customer-focused services in the logistics and supply chain management industry. The company specializes in handling the complexities involved in international trade, offering a comprehensive range of services including customs clearance, freight forwarding, and transportation. Over the years, Ahmed & Faisal International Ltd. has been at the forefront of facilitating the seamless movement of goods across borders, ensuring timely deliveries and compliance with trade regulations.

With over four decades of experience, the company has built strong relationships with key players in the industry, including customs authorities, shipping lines, and airlines, allowing it to offer end-to-end solutions that meet the diverse needs of its clients. From importers to exporters and businesses engaged in global trade, Ahmed & Faisal International Ltd. has earned the trust of a broad spectrum of clients by delivering high-quality services and exceptional customer support.

The company is known for its expertise in navigating the complexities of customs regulations, logistics challenges, and documentation requirements, which are crucial elements in international trade. Its focus on providing customized solutions tailored to each client's specific needs has helped establish it as a leader in the C&F industry.

Today, Ahmed & Faisal International Ltd. continues to evolve, adopting new technologies and innovative strategies to stay competitive and meet the growing demands of the global trade and logistics sector. The company remains committed to its core values of reliability, efficiency, and customer satisfaction, ensuring that its clients can confidently rely on its services to manage their supply chain operations.



2.2: Mission and Vision of Ahmed & Faisal International Ltd.

2.2.1: Mission

The mission of Ahmed & Faisal International Ltd. is to provide high-quality, reliable, and efficient clearing and forwarding services to businesses engaged in global trade. The company strives to offer innovative solutions that simplify the complexities of international logistics, ensuring seamless customs clearance, timely deliveries, and superior customer satisfaction. By leveraging extensive industry knowledge, strong relationships with regulatory bodies, and advanced technologies, the company aims to meet the diverse needs of its clients, supporting their success in the competitive world of international trade.

2.2.2: Vision

The vision of Ahmed & Faisal International Ltd. is to be recognized as a leading global logistics partner known for its unwavering commitment to excellence, reliability, and customer service. The company envisions expanding its presence in the international market, embracing emerging technologies to enhance operational efficiency, and continuously adapting to the changing dynamics of global trade. Through strategic growth and innovation, Ahmed & Faisal International Ltd. aims to remain a trusted partner for businesses seeking comprehensive, cost-effective, and streamlined logistics solutions.

2.3: Objectives of Ahmed & Faisal International Ltd.

The primary objectives of Ahmed & Faisal International Ltd. are focused on providing top-tier logistics services while ensuring customer satisfaction and business growth. These objectives include:

- ✓ **Delivering High-Quality Services:** To offer efficient, reliable, and cost-effective clearing and forwarding services that meet the evolving needs of businesses engaged in international trade.
- ✓ **Customer Satisfaction:** To build long-term relationships with clients by providing tailored solutions that ensure timely deliveries, accurate documentation, and smooth customs clearance processes.

- ✓ **Expanding Market Reach:** To increase the company's presence in both local and international markets by exploring new business opportunities, partnerships, and expanding its service offerings.
- ✓ **Operational Excellence:** To continuously improve operational processes and adopt modern technologies to enhance efficiency, reduce costs, and minimize delays in service delivery.
- ✓ **Regulatory Compliance:** To maintain the highest standards of compliance with local and international customs regulations, ensuring that all processes are conducted legally and ethically.
- ✓ **Sustainable Growth:** To achieve sustainable growth by adapting to industry trends, investing in employee training, and implementing innovative business strategies that ensure long-term success.

2.4: Government Affiliation

Ahmed & Faisal International Ltd. operates in close alignment with various government bodies and regulatory authorities to ensure compliance with the laws and regulations governing international trade and logistics. The company is affiliated with key government agencies, including:

- **National Board of Revenue (NBR):** The company works closely with the NBR to ensure proper customs clearance and compliance with the country's import/export regulations.
- **Customs Department:** As a Clearing and Forwarding (C&F) agent, Ahmed & Faisal International Ltd. maintains a strong relationship with the Customs Department to facilitate the smooth movement of goods through customs, ensuring timely releases and proper documentation.
- **Bangladesh Export Processing Zones Authority (BEPZA):** The company collaborates with BEPZA to support businesses operating within export processing zones, ensuring efficient logistics and timely delivery of goods.
- **Shipping and Transport Authorities:** The company also engages with relevant shipping and transport authorities to ensure that shipments are handled in accordance with both local and international shipping standards.

2.5: International Partnerships

Ahmed & Faisal International Ltd. has built strong international partnerships with various global logistics and freight forwarding companies, enabling it to provide comprehensive and efficient services to its clients involved in international trade. These strategic alliances help the company extend its reach and enhance the scope of its services, ensuring smooth and reliable global logistics operations.

- **Global Freight Forwarders:** The company collaborates with leading international freight forwarders, allowing it to offer a wide range of shipping options and timely deliveries across various regions worldwide.
- **Customs Brokers:** Through partnerships with customs brokers in key international markets, Ahmed & Faisal International Ltd. ensures that clients' goods are cleared smoothly and efficiently at customs checkpoints, in compliance with each country's regulations.
- **Airlines and Shipping Lines:** The company maintains strong relationships with prominent airlines and shipping lines, allowing it to provide flexible and cost-effective solutions for air and sea freight services.
- **Port Authorities and International Trade Bodies:** Through affiliations with international port authorities and trade organizations, the company stays updated on global shipping standards, ensuring that all shipments are handled in line with industry regulations.

2.6: Infrastructural Strength

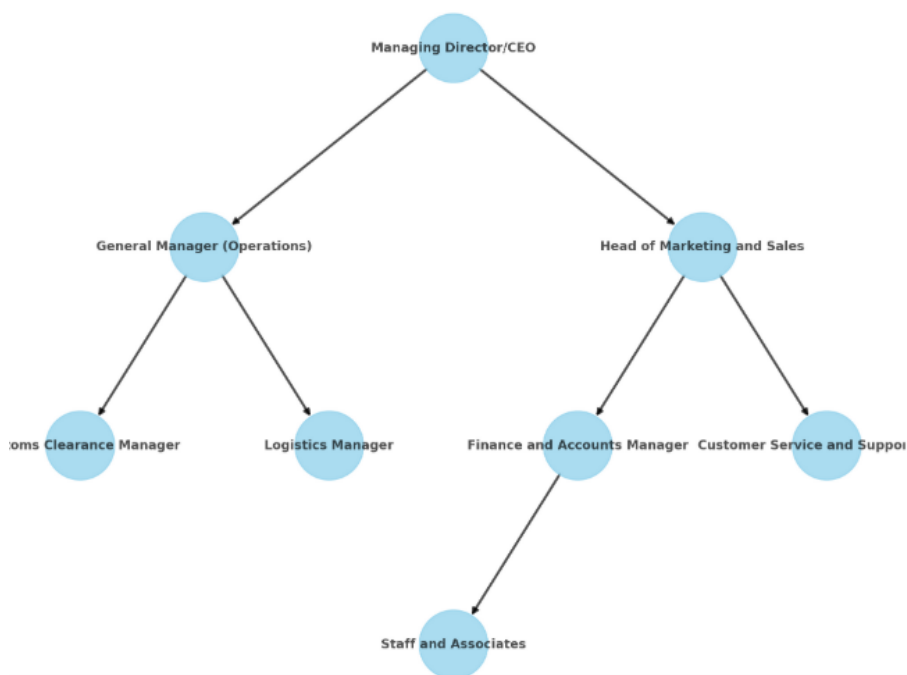
Ahmed & Faisal International Ltd. boasts a robust infrastructure that supports its efficient operations in the clearing and forwarding industry. The company's infrastructural strength lies in its modern facilities, well-equipped offices, and a dedicated team that enables it to meet the complex demands of international trade logistics. Some key aspects of the company's infrastructure include:

- **Strategic Office Locations:** The company operates from strategically located offices near key ports, airports, and customs clearance points, allowing for quick access to transportation routes and customs services.

- **Advanced IT Systems:** Ahmed & Faisal International Ltd. has invested in advanced IT systems and software solutions to manage shipments, track consignments, and streamline logistics operations. These systems also ensure real-time updates and accurate documentation for smoother customs clearance processes.
- **Warehouse Facilities:** The company maintains well-organized warehousing facilities for temporary storage of goods. These facilities are equipped with modern inventory management systems, ensuring that goods are stored securely and efficiently.
- **Transportation Fleet:** To support its freight forwarding services, Ahmed & Faisal International Ltd. owns a fleet of trucks and vehicles for the transportation of goods. This fleet is regularly maintained to ensure timely and safe delivery of shipments.
- **Skilled Workforce:** The company's infrastructure is strengthened by a highly skilled workforce trained in the nuances of international logistics, customs regulations, and client service, ensuring that all operations are handled with expertise and professionalism.
- **Customs Clearance and Documentation Support:** With dedicated personnel managing documentation and compliance, Ahmed & Faisal International Ltd. is able to streamline the customs clearance process, ensuring efficient operations and avoiding delays.

2.7: Organogram of Ahmed & Faisal International Ltd.

Organizational Chart of Ahmed & Faisal International Ltd.



2.8: Why Choose Ahmed & Faisal International Ltd.

Ahmed & Faisal International Ltd. stands out as a leading Clearing and Forwarding (C&F) company due to its unparalleled commitment to service quality, reliability, and customer satisfaction. The company's unique combination of industry experience, strong international partnerships, and customer-centric approach makes it an ideal choice for businesses engaged in international trade. Below are several reasons why clients choose Ahmed & Faisal International Ltd.:

- ✓ **Decades of Experience:** Established in 1977, the company has over four decades of experience in the logistics and supply chain industry, enabling it to navigate the complexities of global trade efficiently.
- ✓ **Expertise in Customs Clearance:** With in-depth knowledge of customs regulations and procedures, Ahmed & Faisal International Ltd. ensures smooth and timely customs clearance for shipments, avoiding delays and ensuring compliance with all local and international laws.
- ✓ **Global Network:** Through strategic international partnerships with global freight forwarders, airlines, shipping lines, and customs brokers, the company provides seamless logistics solutions, regardless of the destination or origin of the goods.
- ✓ **Comprehensive Service Offering:** Ahmed & Faisal International Ltd. offers a full range of logistics services, including freight forwarding, transportation, warehousing, and documentation management, providing clients with end-to-end solutions tailored to their needs.
- ✓ **Customer-Centric Approach:** The company prioritizes customer satisfaction by offering personalized services, providing timely updates on shipment status, and offering dedicated support to address any concerns or inquiries.
- ✓ **Reliable and Timely Deliveries:** Known for its reliability, the company ensures that goods are delivered on time, every time, through well-organized transportation and logistical operations.
- ✓ **Innovative Technology:** Leveraging the latest IT systems, Ahmed & Faisal International Ltd. ensures real-time tracking of shipments, streamlined documentation, and efficient management of logistics processes, giving clients complete visibility and control.

- ✓ **Commitment to Compliance:** The company adheres to all local and international regulations, ensuring that all shipments are processed according to the required standards and in full compliance with government policies.
- ✓ **Strong Client Relationships:** Ahmed & Faisal International Ltd. has built lasting relationships with clients through its transparency, trustworthiness, and commitment to delivering exceptional logistics services.

2.9: How Ahmed & Faisal International Ltd. Maintains Quality!

Ahmed & Faisal International Ltd. maintains a high standard of quality in all its operations by implementing strict quality control measures and continuously optimizing its processes. The company places a strong emphasis on delivering exceptional service, ensuring that each stage of the clearing and forwarding process meets or exceeds client expectations. Below are the key ways in which the company maintains quality:

- **Experienced and Skilled Workforce:** The company invests in hiring and training skilled professionals who have deep knowledge of international trade, customs clearance, and logistics. This expertise ensures that every task is handled with the utmost attention to detail and in compliance with all relevant regulations.
- **Adherence to International Standards:** Ahmed & Faisal International Ltd. follows international industry standards and best practices, particularly when it comes to customs procedures, documentation, and transportation management. This ensures that its services are efficient, accurate, and in line with global expectations.
- **Regular Performance Monitoring:** The company monitors its performance regularly through key performance indicators (KPIs) and client feedback. This helps identify areas for improvement and ensures that service delivery remains consistent and of high quality.
- **Customer Feedback and Continuous Improvement:** Ahmed & Faisal International Ltd. actively seeks feedback from clients to better understand their needs and address any challenges they face. The company uses this feedback to improve its services, enhance customer satisfaction, and foster long-term relationships.

- **State-of-the-Art Technology:** The company incorporates cutting-edge technology and software solutions to streamline operations, reduce human error, and ensure precise tracking of shipments. This allows for real-time updates, efficient documentation management, and effective communication with clients.
- **Timely and Accurate Delivery:** Maintaining punctuality in deliveries is a priority for the company. By closely monitoring shipments and working with reliable international partners, Ahmed & Faisal International Ltd. ensures that goods are delivered on time, every time.
- **Quality Control in Documentation:** The company ensures all customs documentation is accurate and complete, avoiding delays or fines. Regular audits are conducted to ensure that all legal and regulatory requirements are met.
- **Sustainable Practices:** Ahmed & Faisal International Ltd. is committed to sustainability in its operations. The company seeks to reduce its environmental impact by adopting eco-friendly practices, such as optimizing transport routes to reduce fuel consumption and maintaining efficient warehouse operations.
- **Transparency and Integrity:** The company maintains transparency in all its dealings with clients, suppliers, and regulatory authorities. By following ethical business practices and providing clear communication, Ahmed & Faisal International Ltd. builds trust and ensures consistent service quality.

2.10: Core Values for the Customer

At Ahmed & Faisal International Ltd., customer satisfaction is at the heart of every operation. The company upholds a set of core values that guide its interactions with clients and shape the quality of service provided. These core values ensure that customers receive the highest level of service, fostering trust, loyalty, and long-term partnerships. The key customer-centric core values include:

- **Commitment to Excellence:** The company strives to provide exceptional service at every touchpoint, ensuring that all customer needs are met with the highest standards of quality, accuracy, and efficiency.
- **Reliability and Timeliness:** Ahmed & Faisal International Ltd. is committed to on-time delivery and reliable service, ensuring that all shipments are processed and delivered within agreed timelines, meeting customers' expectations.

- **Customer-Centric Approach:** The company places a strong emphasis on understanding and meeting the specific needs of each customer. It offers tailored solutions and maintains flexibility to adapt to changing customer requirements.
- **Transparency and Integrity:** Ahmed & Faisal International Ltd. believes in being honest, transparent, and open with its customers at all stages of the process, providing clear communication and straightforward service.
- **Innovation and Efficiency:** By adopting cutting-edge technology and innovative solutions, the company enhances operational efficiency, ensuring that customers benefit from streamlined processes and reduced costs.
- **Personalized Customer Support:** The company provides dedicated customer support, offering personalized assistance and guidance to ensure smooth operations and resolve any challenges customers may face during the logistics process.
- **Ethical Business Practices:** Ahmed & Faisal International Ltd. operates with the highest level of integrity and fairness, ensuring that its dealings with customers, suppliers, and partners are conducted ethically and professionally.
- **Flexibility and Adaptability:** Understanding the dynamic nature of international trade, the company remains flexible and ready to adapt to customers' evolving needs, providing scalable solutions and customized services.
- **Long-Term Relationship Building:** The company is dedicated to building lasting relationships with its customers by continuously improving service quality, exceeding expectations, and supporting their success in the global market.

Chapter-03

Marketing Strategies of Ahmed & Faisal International Ltd.

3.1: Marketing Mix of Ahmed & Faisal International Ltd.

Ahmed & Faisal International Ltd. applies a well-structured marketing mix strategy to maintain its competitive edge in the Clearing & Forwarding (C&F) industry in Bangladesh. This mix comprises 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence), ensuring the company delivers high-quality logistics and freight services while building long-term customer relationships.

3.1.1: Product

The company provides a wide range of logistics and C&F solutions, ensuring smooth customs clearance, transportation, and warehousing.



Core Services:

✓ **Customs Clearance:**

- Processing of import/export documents, ensuring all paperwork aligns with Bangladesh Customs, NBR (National Board of Revenue), and VAT laws.
- Expedited clearance for perishable goods (e.g., pharmaceuticals, frozen food) through fast-track channels.
- Handling special permits for hazardous, high-value, or restricted cargo.

✓ **Freight Forwarding:**

- **Sea Freight:** The company works with leading shipping lines like Maersk, MSC, and Hapag-Lloyd to provide cost-effective transportation.

- **Air Freight:** Ideal for urgent shipments; works with Biman Bangladesh Airlines, Qatar Airways Cargo, and Emirates SkyCargo.
 - **Land Transport:** Facilitating movement within Bangladesh through a strong trucking network and inland waterways.
- ✓ **Warehousing & Distribution:**
- State-of-the-art warehouses in Chattogram, Dhaka, and Mongla, with cold storage for temperature-sensitive products.
 - Inventory management services for importers/exporters.
- ✓ **Regulatory & Compliance Support:**
- Helping businesses acquire import/export licenses, product certification, and HS code classification.
 - Ensuring tax compliance by assisting in VAT calculations and duty assessments.

3.1.2: Price

The company follows a value-based pricing model, ensuring clients receive cost-effective services while maintaining quality. The pricing structure depends on cargo type, urgency, distance, and additional handling requirements.

General Pricing Structure:

Service Type	Pricing (BDT)	Notes
Customs Clearance	5,000 - 15,000 per shipment	Fees vary based on cargo type and documentation complexity.
Air Freight (per kg)	400 - 1,200 per kg	Higher for fragile or time-sensitive goods.
Sea Freight (per 20ft container)	60,000 - 150,000 per container	Prices depend on shipping line and route.
Land Transport (Truck 10-ton capacity)	15,000 - 35,000 per trip	Higher for long-distance routes like Dhaka to Teknaf.

Warehousing (per sqft/month)	100 - 500 per sqft	Based on location and storage type (dry/cold).
Documentation & Compliance	3,000 - 10,000 per case	Covers licensing, VAT processing, and customs duties handling.

3.1.3: Place

Ahmed & Faisal International Ltd. has developed a strong presence across Bangladesh’s major trade hubs, ensuring a smooth supply chain process for importers and exporters. The company operates across seaports, airports, and land ports, strategically positioning itself where logistics demand is highest.

1. Seaports:

- **Chattogram Port (Main Operational Hub)**
 - Handles 80% of Bangladesh’s total international trade.
 - The company has a dedicated team stationed at the port to facilitate customs clearance within 24–48 hours.
 - Works with major shipping lines (e.g., Maersk, MSC, CMA-CGM) to provide reliable freight forwarding services.
- **Mongla Port (Backup for Heavy Shipments)**
 - Used for handling bulk cargo, including textiles, chemicals, and heavy machinery.
 - Supports industries outside Dhaka and Chattogram.



2. Airports:

- **Hazrat Shahjalal International Airport (Dhaka):** Primary hub for urgent air cargo shipments.
- **Shah Amanat International Airport (Chattogram):** Used for regional freight movements.



3. Land Ports:

- **Benapole Land Port (Bangladesh-India Trade Hub)**
 - Processes over 60% of Bangladesh's imports from India.
 - Ahmed & Faisal International Ltd. has a dedicated clearance office here.



Distribution & Service Channels:

1. Direct Customer Handling:

- The company maintains a direct relationship with exporters, importers, and manufacturers to ensure smooth logistics operations.

2. Online Service & E-Logistics:

- **Real-Time Tracking System:** Clients can track their shipments, clearance status, and delivery schedules online.
- **Digital Documentation System:**
 - Reduces customs paperwork processing time by 30-40%.
 - Enhances efficiency by allowing e-submission of forms and duty payments.

3.1.4: Promotion

Marketing and promotion are crucial in the competitive Bangladeshi C&F industry, where businesses must differentiate themselves through brand trust, efficiency, and service quality. Ahmed & Faisal International Ltd. uses a multi-pronged marketing strategy to attract and retain clients.

Key Promotion Strategies:



1. Business-to-Business (B2B) Direct Marketing

- **Personalized Sales Approach:**
 - Direct engagement with corporate clients, textile exporters, and pharmaceutical importers.
 - Sales representatives **visit businesses** and offer tailored logistics solutions.
- **Trade Association Collaborations:**
 - The company works closely with BGMEA (Bangladesh Garment Manufacturers & Exporters Association) and FBCCI (Federation of Bangladesh Chambers of Commerce & Industry) to offer customized freight solutions for the RMG (Ready-Made Garments) sector.

2. Industry Networking & Trade Shows

- **Participation in Events:**
 - **Dhaka International Trade Fair (DITF):** Networking with potential export businesses.
 - **Chattogram Port Logistics Expo:** Showcasing customs clearance expertise.

3. Digital Marketing & Social Media Promotion

- **Search Engine Optimization (SEO):**
 - Website content optimized for keywords like “best C&F agent in Bangladesh” to increase online visibility.
- **Social Media Engagement:**
 - **LinkedIn Ads:** Targeting logistics managers, business owners, and exporters.
 - **Facebook Campaigns:** Creating awareness among SME businesses and startups in the import/export sector.
- **Email Marketing Campaigns:**
 - Monthly newsletters with updates on customs policies, duty structures, and import/export regulations.

4. Referral & Loyalty Programs

- **Discounts for Long-Term Clients:**
 - 5-10% discounts on repeat shipments for existing customers.
 - Special rates for large-scale importers.

3.1.5: People

The people behind Ahmed & Faisal International Ltd. play a vital role in delivering high-quality logistics solutions. The company invests heavily in training, skill development, and customer service enhancement.

Workforce Structure & Expertise:

Department	Key Responsibilities	Number of Employees
Customs Clearance Team	Processing import/export documents & ensuring compliance with NBR and HS Code classifications.	25+ experts
Freight Coordination Team	Managing sea, air, and land freight operations.	15+ specialists
Customer Support & Sales Team	Providing 24/7 shipment tracking & client assistance.	20+ representatives
Warehouse Management Team	Handling inventory, storage, and distribution.	30+ staff

Employee Training Programs:

- **Regulatory Compliance Training:** Keeping staff updated on customs law changes & VAT policies.
- **Technology Workshops:** Training employees to use e-logistics software & tracking systems.

3.1.6: Process

Ahmed & Faisal International Ltd. follows a structured, technology-driven process to ensure fast and error-free logistics operations.

Step-by-Step Service Workflow:



1. Client Consultation & Shipment Booking

- Businesses submit a request for C&F services through the website or sales team.
- A customized quote is prepared based on shipment type, weight, and urgency.

2. Customs Clearance & Documentation Handling

- All necessary paperwork (Bill of Entry, VAT Assessment, NBR approvals) is processed.
- Customs fees are calculated and paid electronically.

3. Freight Forwarding & Cargo Handling

- Shipments are assigned to reliable carriers (Maersk, MSC, Biman Bangladesh).
- Loading/unloading operations are monitored for security.

4. Last-Mile Delivery & Client Follow-Up

- Goods are transported to the final destination (factory, warehouse, retailer).
- Clients receive a detailed post-delivery report.

3.1.7: Physical Evidence

To build trust and credibility, Ahmed & Faisal International Ltd. ensures strong physical and documentary proof of service quality.

Tangible Proof Elements:

- **Branded Offices & Warehouses:**
 - ✓ Located in Dhaka, Chattogram, and Mongla with visible company branding.
- **Client Success Stories & Testimonials:**
 - ✓ Showcasing case studies of successful customs clearance & logistics operations.
- **Industry Certifications & Recognition:**
 - ✓ Licensed by Bangladesh Customs & BAFFA (Bangladesh Freight Forwarders Association).
 - ✓ Recognized by FBCCI for outstanding service in logistics.



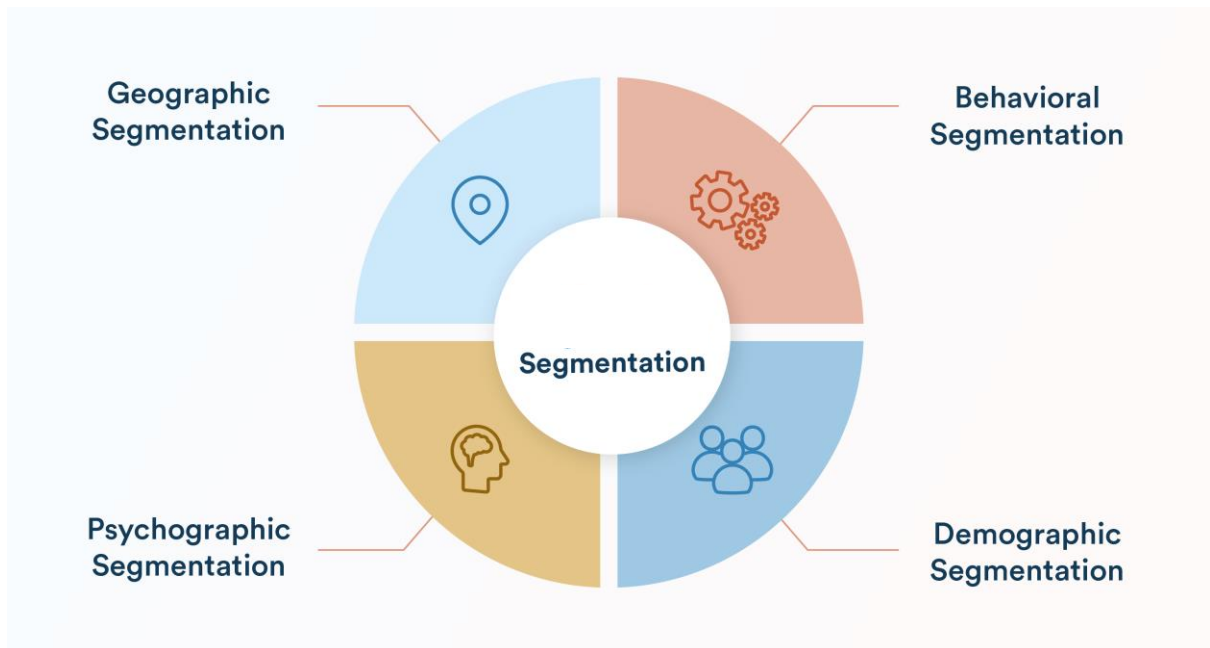
3.2: STP Analysis of Ahmed & Faisal International Ltd.

Ahmed & Faisal International Ltd. follows a well-structured Segmentation, Targeting, and Positioning (STP) strategy to cater to its diverse clientele in Bangladesh's clearing and forwarding (C&F) industry. Given the company's role in facilitating import-export operations, customs clearance, and logistics services, understanding its customer base is crucial for effective marketing and service delivery.



3.2.1 Segmentation

The company segments its market using four key criteria: demographic, geographic, behavioral, and psychographic segmentation. This approach helps the company develop tailored services for different client groups.



3.2.2: Demographic Segmentation

Ahmed & Faisal International Ltd. categorizes its clients based on business type, industry focus, and professional role. As the C&F industry primarily serves businesses, factors such as age and gender are less relevant in customer segmentation.

✓ **Business Type:**

- Large enterprises (multinational corporations, corporate trading firms).

- Small and medium enterprises (SMEs) engaged in import/export activities.
- ✓ **Industry Focus:**
 - **Ready-Made Garments (RMG) Sector:** One of Bangladesh's largest export industries.
 - **Pharmaceutical Industry:** Companies importing raw materials and exporting finished medicines.
 - **Fast-Moving Consumer Goods (FMCG) Industry:** Businesses importing packaged goods, cosmetics, and food items.
 - **Electronics & Machinery Industry:** Firms engaged in industrial equipment trade.
- ✓ **Professional Roles:**
 - Business owners and entrepreneurs requiring seamless logistics solutions.
 - Supply chain managers ensuring smooth customs clearance.
 - Export-import officers responsible for documentation and compliance.

3.2.3: Geographic Segmentation

Since the company operates within Bangladesh's import-export industry, its geographic segmentation is focused on key trade hubs and logistics zones.

- ✓ **Major Trade Hubs:**
 - **Dhaka:** Headquarters for corporate and SME clients.
 - **Chattogram:** The country's largest seaport, critical for logistics operations.
 - **Benapole:** A major land port facilitating trade with India.
- ✓ **Customs Clearance & Logistics Focus Areas:**
 - **Seaports:** Chattogram & Mongla (bulk shipments, international trade).
 - **Airports:** Hazrat Shahjalal International Airport (handling high-value cargo).
 - **Land Borders:** Benapole, Hili, Teknaf (regional trade with India and Myanmar).
- ✓ **Industrial and Business Zones Served:**
 - **Export Processing Zones (EPZs):** Large-scale exporters.

- **Commercial Markets (e.g., Kawran Bazar, Chawkbazar):** Wholesale importers.

3.2.4: Behavioral Segmentation

The company classifies clients based on their import-export frequency, service usage behavior, and price sensitivity.

✓ **Frequent Importers & Exporters:**

- Large corporations requiring end-to-end logistics solutions.
- Prioritize efficiency, fast customs clearance, and risk management.

✓ **Seasonal Importers:**

- Businesses that increase trade activity during peak seasons (e.g., garment exporters preparing for European winter collections).
- Require flexible and scalable logistics services.

✓ **New Market Entrants:**

- Startups and SMEs unfamiliar with customs regulations.
- Seek guidance and cost-effective services.

✓ **Cost-Sensitive Clients:**

- Prioritize affordability over premium service.
- Often negotiate bulk shipment discounts.

3.2.5: Psychographic Segmentation

Psychographic segmentation focuses on business philosophy, risk tolerance, and technology adoption in logistics management.

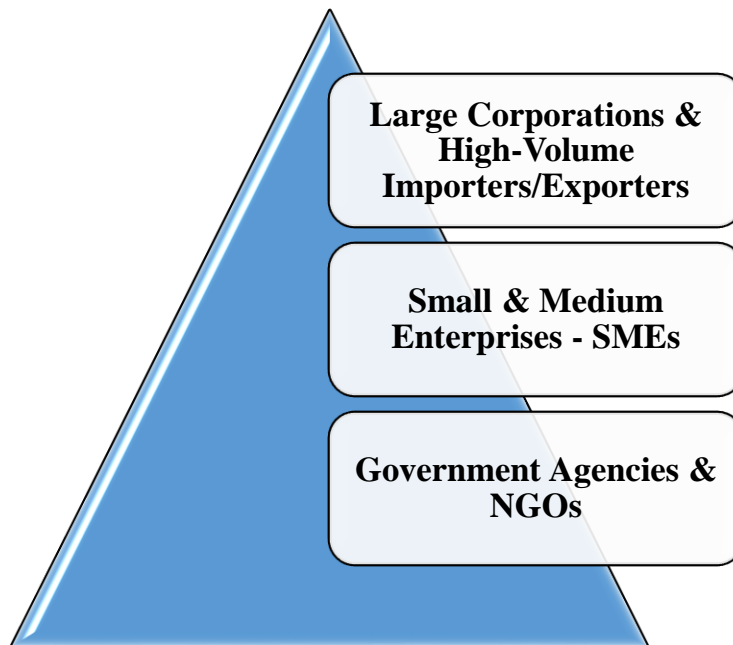
✓ **Efficiency-Driven Clients:**

- Large enterprises emphasizing speed and reliability in supply chain management.
- Expect advanced tracking technology and automation.

- ✓ **Cost-Conscious Businesses:**
 - Prefer affordable customs clearance and freight services.
 - Look for lower service charges and bulk shipment discounts.
- ✓ **Regulatory Compliance Seekers:**
 - Industries dealing in pharmaceuticals, chemicals, and restricted imports.
 - Require expertise in customs regulations and documentation accuracy.
- ✓ **Technology-Oriented Clients:**
 - Prefer digital tracking systems and online service platforms.
 - Use data analytics for shipment planning.

3.3: Targeting

Ahmed & Faisal International Ltd. follows a differentiated targeting strategy, focusing on multiple client segments within the Bangladeshi import-export industry. The company primarily serves three major segments:



1. Primary Target Market (Large Corporations & High-Volume Importers/Exporters)

This segment consists of multinational corporations and large-scale enterprises that require

frequent customs clearance and freight forwarding services for bulk shipments. They prioritize efficiency, compliance, and security in their logistics operations.

Key Characteristics:

- Businesses involved in bulk imports and exports.
- Companies in industries like RMG (Ready-Made Garments), pharmaceuticals, and electronics.
- Enterprises requiring customized logistics solutions.

2. Secondary Target Market (Small & Medium Enterprises - SMEs)

Small and medium enterprises (SMEs) form a significant portion of the Bangladeshi business landscape, actively participating in international trade but often requiring cost-effective and simplified logistics solutions.

Key Characteristics:

- SMEs involved in moderate-scale import and export activities.
- Businesses with limited experience in customs clearance.
- Cost-sensitive firms looking for affordable and flexible logistics solutions.

3. Tertiary Target Market (Government Agencies & NGOs)

Ahmed & Faisal International Ltd. also serves government institutions, NGOs, and international organizations involved in large-scale imports of essential goods, such as medical supplies, infrastructure equipment, and relief materials.

Key Characteristics:

- Government agencies handling large infrastructure projects.
- NGOs involved in humanitarian aid and disaster relief.
- Public sector organizations requiring customs clearance for state-funded imports.

3.4: Positioning

Ahmed & Faisal International Ltd. positions itself as a trusted, efficient, and technology-driven logistics partner for businesses engaged in international trade in Bangladesh. The company differentiates itself through speed, regulatory expertise, cost-efficiency, and customer-centric service models.

Key Positioning Elements



1. Reliability & Efficiency

- Fast customs clearance to prevent shipment delays.
- Strong affiliations with customs authorities for smooth transactions.

2. Affordability & Flexible Pricing

- Competitive pricing models tailored to different client needs.
- Discounts for bulk shipments and long-term contracts.

3. Technology Integration & Digital Transformation

- Real-time tracking systems for enhanced shipment visibility.
- Automated documentation to reduce paperwork delays.

4. Regulatory Compliance & Risk Management

- Expertise in Bangladesh Customs regulations and global trade laws.
- Risk assessment strategies to ensure smooth border clearance.

5. Customer-Centric Service Approach

- 24/7 customer support and dedicated service managers.
- Long-term relationships with corporate clients, SMEs, and government agencies.

Positioning Statement

"Ahmed & Faisal International Ltd. – Your Trusted Partner in Global Trade & Logistics. We provide seamless, efficient, and cost-effective customs clearance and freight forwarding solutions, helping businesses navigate international trade with confidence."

3.5: Promotional Mix of Ahmed & Faisal International Ltd.



Ahmed & Faisal International Ltd. uses a strategic blend of advertising, social media marketing, publicity, and sales promotions to build brand recognition, attract new clients, and retain existing ones in the competitive logistics and customs clearance industry.

1. Advertising: The company leverages both traditional and digital advertising

- **Traditional Advertising:** They place ads in newspapers and industry-specific magazines to increase visibility among corporate clients and government agencies. Billboards and posters are also strategically positioned near ports and customs zones to catch the attention of businesses involved in import and export.
- **Digital Advertising:** Online platforms like Google Ads and video advertisements are used to reach businesses searching for logistics solutions. Targeted campaigns help highlight the company's expertise in customs clearance and freight forwarding.



2. Social Media Advertising: Ahmed & Faisal International Ltd. actively promotes its services on social media platforms such as Facebook, LinkedIn, and Instagram to engage with both large corporations and small-medium enterprises (SMEs).

- Social media ads are targeted to specific industries and business sizes.
- Content marketing like customer success stories, articles on trade regulations, and service updates help to engage followers and boost brand loyalty.



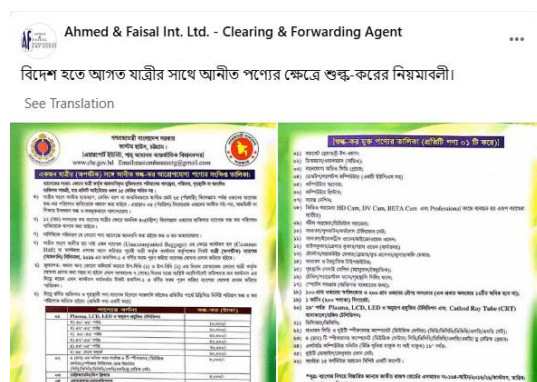
3. Publicity: Publicity helps enhance the company’s reputation and trustworthiness.

- Press releases are issued for new service offerings, partnerships, and milestones. These are picked up by business journals, news outlets, and trade publications to increase public awareness.
- Industry events, trade shows, and webinars where the company participates, also contribute to positive publicity, positioning the company as a thought leader in the logistics sector.



4. Sales Promotion: Ahmed & Faisal International Ltd. uses several sales promotion techniques to incentivize new and existing customers.

- Discounts on bulk shipments and first-time services help attract clients to try their services.
- Referral programs reward existing clients who refer new businesses, creating a network effect and enhancing customer acquisition.



- Loyalty programs are offered to long-term customers, providing them with exclusive discounts and promotions for continued business.

3.6: Customer Relationship Management (CRM) Strategies of Ahmed & Faisal International Ltd.

Ahmed & Faisal International Ltd. places great importance on fostering long-term relationships with its clients, ensuring consistent communication and high-quality service to drive customer loyalty and satisfaction. The company uses various CRM strategies to maintain and strengthen these relationships.



1. Personalization of Services

The company understands that each client has unique needs. To cater to these needs:

- **Tailored Solutions:** Customizes logistics and freight forwarding services according to the client's business requirements.
- **Account Managers:** Assigns dedicated account managers to larger clients for personalized support and quick problem resolution.

2. Effective Communication Channels

Maintaining open and consistent communication with clients is crucial:

- **Customer Support:** Provides 24/7 customer service via phone, email, and online chat to resolve any issues promptly.

- **Client Updates:** Regularly updates clients on the status of their shipments through automated email notifications and real-time tracking systems.

3. Feedback Mechanism

Feedback plays a critical role in improving service quality:

- **Surveys and Feedback Forms:** The company sends periodic feedback surveys to clients to assess satisfaction levels and gather insights for service improvement.
- **Client Reviews:** They encourage clients to share reviews and testimonials on social media platforms and their official website.

4. Loyalty Programs and Rewards

To incentivize repeat business, Ahmed & Faisal International Ltd. employs loyalty strategies:

- **Discounts for Long-Term Clients:** Offers exclusive discounts for clients with ongoing contracts or bulk services.
- **Referral Programs:** Provides rewards or discounts to clients who refer new businesses, strengthening both the existing relationship and acquiring new customers.

5. Customer-Centric Technology

The company leverages technology to enhance the customer experience:

- **CRM Software:** Uses advanced CRM systems to track customer interactions, manage service history, and provide tailored solutions to customers.
- **Mobile App and Online Portal:** Allows clients to access real-time tracking, shipment status, and communicate with customer service teams easily.

6. Building Trust Through Transparency

Ahmed & Faisal International Ltd. builds trust by ensuring transparency:

- **Clear Pricing:** Provides transparent pricing structures, so customers are always aware of what they are paying for without hidden charges.
- **Clear Communication on Delays:** In case of any unforeseen delays in shipments or customs processes, the company ensures clear communication and timely updates to manage client expectations.

7. After-Sales Support

The company focuses on delivering value even after the service has been provided:

- **Post-Service Follow-Up:** Regular follow-ups after service delivery ensure that the client is satisfied and if there are any outstanding issues, they are resolved.
- **Customer Training:** Provides training or educational materials for clients to help them understand customs procedures, international shipping rules, and other logistics concerns to make future transactions smoother.

3.7: Competitor Analysis of Ahmed & Faisal International Ltd.

Ahmed & Faisal International Ltd. operates in a highly competitive market, with several local companies offering similar services. Below is a brief analysis of some of the main local competitors in the Bangladesh logistics and customs clearance sector:



- **Team Group Bangladesh:** Team Group is a prominent local logistics company providing a range of services, including customs clearing, freight forwarding, and transportation. They are known for their affordable pricing and strong local presence, catering to a wide variety of small and medium-sized enterprises (SMEs). However, their limited international reach poses a challenge when compared to larger global firms.
- **Summit Alliance Port Limited (SAPL):** Summit Alliance Port Limited focuses primarily on port management, shipping logistics, and freight forwarding. They are recognized for their strong infrastructure and close working relationship with

Bangladesh's major ports. However, their services are more focused on port operations, leaving out comprehensive logistics solutions that competitors like Ahmed & Faisal offer.

- **G2G Logistics:** G2G Logistics is a rapidly growing logistics firm providing services such as air freight, sea freight, and customs brokerage. Known for its cost-effective services and excellent customer support, G2G has become a competitor to watch. However, their relatively smaller market share and limited presence outside Dhaka restrict their ability to compete on a national scale.
- **Deshbandhu Group:** Deshbandhu Group is a diversified company involved in logistics, warehousing, and distribution services across Bangladesh. They have built a solid reputation due to their wide network and reliability. However, compared to companies like Ahmed & Faisal, they face challenges due to their limited technological integration in modern logistics and supply chain management.
- **Nitol-Niloy Group:** The Nitol-Niloy Group offers integrated logistics and supply chain management solutions for both local and international clients. With a solid network within Bangladesh, they are a strong player in the market. However, their focus on domestic markets and lack of significant international reach limits their competitiveness with larger, more globally connected firms.
- **Shippers' Agency Limited:** Shippers' Agency Limited provides customs clearance, freight forwarding, and shipping services across Bangladesh. They are known for their strong relationship with shipping lines and port authorities, allowing them to offer competitive services. However, they face competition in terms of service variety and are not as technologically advanced as their competitors in the market.

Chapter-04

Problems, Recommendations, and Conclusion

4.1: Problems Identified

- 1. Intense Competition in the C&F Industry:** With multiple local and regional competitors offering similar services, it's challenging to differentiate their brand.
- 2. Dependence on Traditional Marketing Channels:** Heavy reliance on offline advertising (billboards, newspapers) limits digital reach and engagement with a younger, tech-savvy audience.
- 3. Price Sensitivity of Clients:** Many customers, particularly SMEs, prioritize affordability over service quality, putting pressure on pricing models and profitability.
- 4. Limited Awareness Among Smaller Clients:** Small and medium enterprises (SMEs) may not fully understand the company's offerings, limiting growth in that market segment.
- 5. Technological Integration and Adaptation:** Ensuring seamless technological integration and adoption of digital platforms for real-time tracking and automated documentation is a constant challenge.
- 6. Regulatory and Compliance Risks:** The ever-changing customs regulations and compliance requirements can complicate service delivery and increase operational risk.
- 7. Customer Retention in a Low-Loyalty Industry:** The logistics industry often faces low client retention rates, especially in highly transactional businesses where long-term relationships are harder to establish.

4.2: Recommendations

- 1. Differentiation through Niche Marketing:** Focus on showcasing unique value propositions like specialized services for specific industries to create differentiation and stand out from competitors.
- 2. Enhance Digital Marketing Strategy:** Shift more resources into digital marketing by leveraging social media, SEO, and online ads to engage a younger, tech-savvy audience and increase brand visibility.
- 3. Offer Tiered Pricing Models:** Develop flexible pricing structures that cater to both price-sensitive SMEs and larger corporations, allowing for discounts on bulk shipments while maintaining premium offerings for bigger clients.
- 4. Increase Client Education and Awareness:** Launch educational campaigns and workshops for SMEs to better understand the full range of services, ensuring they see the value of choosing Ahmed & Faisal International Ltd. as their logistics partner.
- 5. Invest in Technology Upgrades:** Prioritize further investments in digital tools and automation for improved tracking systems, real-time updates, and documentation to stay ahead in terms of efficiency and service offerings.
- 6. Stay Proactive with Regulatory Monitoring:** Establish a dedicated team to continuously monitor and adapt to changes in local and international customs regulations, ensuring compliance and minimizing operational risks.
- 7. Implement Loyalty Programs for Client Retention:** Develop and promote a customer loyalty program offering discounts, rewards, or exclusive services for repeat clients to encourage long-term relationships and reduce churn.

4.3: Conclusion

Ahmed & Faisal International Ltd. has established itself as a key player in Bangladesh's competitive clearing and forwarding (C&F) industry by providing essential customs clearance and freight forwarding services to businesses involved in international trade. Through its well-structured segmentation, targeting, and positioning strategy, the company caters to a diverse clientele, ranging from large multinational corporations to small and medium enterprises (SMEs), with a strong focus on industries like Ready-Made Garments (RMG), pharmaceuticals, and electronics.

The company's efforts to enhance customer relationships through personalized services, transparency, and technology-driven solutions position it as a reliable partner for businesses navigating the complexities of global trade. However, the firm faces several challenges, including intense competition, price sensitivity among clients, limited awareness among SMEs, and the need for constant technological adaptation to meet evolving market demands.

Addressing these challenges through strategic adjustments in marketing and service offerings is crucial for the company's sustained growth. By enhancing digital marketing efforts, offering tiered pricing models, investing in cutting-edge technology, and establishing strong client loyalty programs, Ahmed & Faisal International Ltd. can better meet client needs, differentiate itself from competitors, and ensure long-term profitability. Furthermore, maintaining up-to-date knowledge of regulatory changes and expanding client education will help reduce risks and foster stronger, more lasting customer relationships.

In conclusion, with a forward-thinking approach and a customer-centric strategy, Ahmed & Faisal International Ltd. is well-positioned to strengthen its market presence, increase its customer base, and maintain its reputation as a trusted logistics partner in Bangladesh's dynamic import-export sector.

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