

Internship Report  
on  
Marketing strategy of Picard Bangladesh  
Limited

**Picard**  
Bangladesh



Internship Report  
on  
Marketing strategy of Picard Bangladesh Limited

Supervised by  
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# LETTER OF TRANSMITTAL

Ms. Sharmin Jahan  
Assistant Professor  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Subject: Submission of Internship Report on “Marketing Strategy of Picard Bangladesh Limited.**

Dear Madam,

It is a great pleasure to submit my internship report on “Marketing Strategy of Picard Bangladesh Limited.” It was a golden opportunity for me to gain knowledge and practical experience regarding the procedures and functions while working at Picard Bangladesh Limited. So, I firmly believe that this knowledge and experience will help me in my professional life.

I have tried hard to fulfill your expectations by sharing details of every topic and avoiding unnecessary amplification of the topics. Therefore, I will be very glad to hear from you for further clarification. Sincerely yours,



.....  
Kazi Habibul Islam  
ID: 201-11-939  
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# Approval Certificate

This is to certify that, Kazi Habibul Islam, ID: 201-11-939 a student of the Department of Business Administration at Daffodil International University has completed the internship report on “Marketing Strategy of Picard Bangladesh Limited” under my direct supervision as a partial requirement for obtaining BBA degree.

I recommend the report prepared by Kazi Habibul Islam for further academic recommendations. He bears a good moral character.

I wish him all success in life.



(Ms. Sharmin Jahan)

Assistant Professor

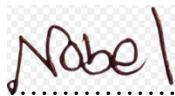
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## Declaration

I am Kazi Habibul Islam; hereby declare that the report of the internship titled “Marketing Strategy of Picard Bangladesh Limited” was prepared by me after the completion of three months of work in Picard Bangladesh Limited. I also would like to confirm that, the report is prepared exclusively for academic purposes, not for any other purposes.



Kazi Habibul Islam

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Batch: 55th

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## Acknowledgment

At first, I would like to express my gratitude to the Almighty who has given me the opportunity to go through the process of internship report writing on An Internship Report on “Marketing Strategy of Picard Bangladesh Limited”.

I am highly indebted to my supervisor Sarmin Jahan, Assistant Professor, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University for providing me the opportunity to complete the internship project about the marketing activities of Picard Bangladesh LTD. Without her proper guidance, it could not possible to write this report.

Moreover, it has been a great pleasure for me to work at Picard Bangladesh Limited as an intern employee, at last, I must mention the wonderful working environment and group communication with my colleagues at the Picard team that has enabled me a lot of deals to do and observe the marketing activities during my three months of working life in Picard.

I feel great pleasure in accomplishing this.

## Executive Summary

This internship report gives you a clear idea about “PICARD BANGLADESH LIMITED” and its marketing Strategies. This report is divided into four chapters. The first chapter deals with the introduction, background, scope of the study, methodology, and limitations. The next chapter is about the organizational profile, the company's mission - vision, objective, and hierarchy of the company. In the next chapter (chapter 3) marketing strategy, segmentation, targeting, positioning, and marketing mix of Picard Bangladesh LTD. are described. And this is the most important part of this report. The next chapter (chapter 4) is about the findings, recommendations, and conclusion. Here reviewing the company’s marketing strategy, describe the change should be made.

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# Chapter 01

## Introductory Chapter

## **1.1. Introduction**

The leather goods industry plays a vital role in shaping trends and consumer tastes in the world of fashion and accessories. In recent years, the push for sustainability and ethically produced products has become more than just a passing trend; it's a driving force reshaping the industry itself. Consumers today are more aware and demanding than ever, expecting companies to not only deliver high-quality products but also to do so responsibly. For businesses in this sector, this means that adapting their marketing and sales strategies to embrace these values isn't just a choice—it's a necessity to stay relevant and competitive.

Picard Bangladesh Ltd. has successfully positioned itself in this evolving landscape by combining German precision with the skilled craftsmanship of Bangladesh. Established in 1997 as a collaborative venture between German and Bangladeshi partners, Picard has carved out a niche in the global market through its emphasis on high standards, compliance, and product quality. By exporting its leather products to diverse markets such as Australia, Europe, Japan, Singapore, and Canada, Picard enhances its reputation and significantly contributes to Bangladesh's export economy.

## **1.2. Background of the study**

The leather goods industry plays a crucial role in Bangladesh's economy, driving both export earnings and employment. Picard Bangladesh Ltd., as a fully export-oriented company, has embraced the rising global demand for premium leather products by prioritizing quality and sustainable production. This report looks at how Picard has carved out a competitive position, capitalizing on cost efficiency, skilled local labor, and strict adherence to international standards. It also explores how Picard's cohesive marketing and sales approach has strengthened its foothold in both local and international markets, setting an example for other export-driven companies in Bangladesh.

### **1.3. Scope of the Study**

This study looks at how Picard Bangladesh Ltd. approaches sales and marketing for its main product lines, which include high-quality leather handbags, purses, wallets, and business accessories. The study covers several specific areas:

- **Product Range:** Focused on premium leather accessories, highlighting features like functionality, quality, and design.
- **Geographic Focus:** Primarily centered on export markets such as Australia, Europe, Japan, Singapore, and Canada, along with exploring customer preferences and trends in these regions.
- **Marketing Channels:** Examines Picard's use of traditional and digital marketing methods, though it does not go into advanced digital analytics or AI-based techniques.
- **Sales Models:** Concentrates on Picard's B2B and B2C sales strategies within the leather goods sector, leaving out non-marketing-related business areas.

This approach helps narrow the study to essential aspects of Picard's marketing efforts, aiming to provide insights into their targeted strategies and customer outreach.

## **1.4. Objective of the Study**

The objectives of this study are:

- To present the organizational overview of Picard Bangladesh Limited.
- To analyze the marketing strategies of the company.
- To find some problems related to the marketing strategies of Picard Bangladesh Limited.
- To suggest some recommendations for those identified problems.

## **1.5. Methodology of the study**

Two types of data have been used to prepare this report.

- Primary data
- Secondary data

### **Sources of primary data**

Primary data were mostly derived from discussions with the employees and personal observations.

### **Sources of secondary data**

For this study, collected some secondary data from some websites and also some books which are mentioned in references.

## **1.6. Limitation of the study**

Despite the comprehensive approach, this study faced several limitations:

The limited duration of the internship restricted the time available for in-depth analysis and exploration of marketing strategies.

Not being able to access certain confidential financial information limited the scope of the financial analysis.

Because of their busy schedules Professionals were unavailable for detailed discussions, which limited the feedback that could be received.

# Chapter 02

## Organizational Overview

## **2.1. Historical Background**

Picard Bangladesh Limited is a German-Bangladesh joint venture company that was established in 1997 and is presently the leader in the leather goods sector of Bangladesh. It is a 100% export-oriented compliance factory that specializes in the production of mid and high-end leather goods. The company is committed to diversifying its product line in new markets in order to be recognized globally for its exceptional quality. PICARD is a globally effective company that introduces its most recent designs on a four-monthly basis. The collection includes a wide variety of high-quality women's bags, stylish models for men, practical items for everyday business use, and classic handbags, purses, and wallets. The factory is also involved in the production of products for other firms based in Australia, Germany, Italy, Japan, and Singapore, in addition to manufacturing for the PICARD brand.

The organization's goal is to offer an integrated sourcing solution and manufacture and export high-quality purses and accessories at the most competitive price. The company exports products to numerous countries worldwide and has a diverse clientele worldwide. The company has 26 years of experience in manufacturing and is committed to providing a safe and healthy environment for all employees. The company's sustainable development is a top priority for the management team. Picard Bangladesh Limited has established itself as a leader in the leather goods industry in Bangladesh due to its German expertise, availability of raw materials, experienced craftsmen, timely shipment, and commitment to quality in all processes. The company currently operates an eight-story production facility in Savar, which occupies approximately 250,000 square feet and employs 1,200 individuals. The majority of the leather utilized by Picard Bangladesh Limited is sourced from Austan, a compliance tannery that has been audited by the LWG and is located in the Savar Export Processing Zone.


The organization's motto is as follows:

“Picard Bangladesh Limited means quality and timely shipment.”



Fig 1: Entrance of Picard Bangladesh Limited.

## 2.2. Picard Bangladesh at a glance

Company Name	Picard Bangladesh Limited
Name of the owner	Md. Saiful Islam
Year of establishment	1997
Logo	
Address	Sky Lark Point (9th floor), Suite – 9 J1, 24/A, Bijoy Nagar, Dhaka
Phone	+88 02 5465465
FAX	+88 023256987
Email	picard@gmail.com
Website	<a href="http://picardbd.com/">http://picardbd.com/</a>

## 2.3. Vision and Mission

### Vision

To grow sustainably and achieve international recognition for excellence in quality and service in the leather goods industry.

### Mission

To deliver high-quality leather products through a sustainable, vertically integrated supply chain, ensuring timely shipments and exceeding customer expectations with a dedicated, skilled team of professionals.

## 2.4. Company Objectives

Picard Bangladesh Ltd. has set clear objectives to help fulfill its mission and continue thriving in the global market:

- **Product Excellence:** Picard is committed to maintaining exceptional quality in every product, ensuring that each item showcases fine craftsmanship and meets international standards.
- **Sustainable Practices:** The company prioritizes eco-friendly practices across leather sourcing, production, and packaging, aligning with global trends and the growing demand for sustainable luxury products.
- **Employee Welfare:** Picard fosters a safe and supportive workplace, with a focus on fair labor practices, skill development, and programs that enhance long-term well-being for all team members.
- **Market Expansion:** As part of its growth strategy, Picard is exploring opportunities in emerging luxury markets like the Middle East and China, while continuing to strengthen its foothold in established markets.
- **Innovation and Adaptability:** The company embraces innovation, constantly updating designs and production techniques to keep pace with changing consumer preferences and global fashion trends.
- **Customer Satisfaction:** Picard aims to exceed customer expectations by delivering high-quality products on time and offering attentive, responsive service across all channels.

## 2.5. Hierarchy

Hierarchy of Picard Bangladesh Limited

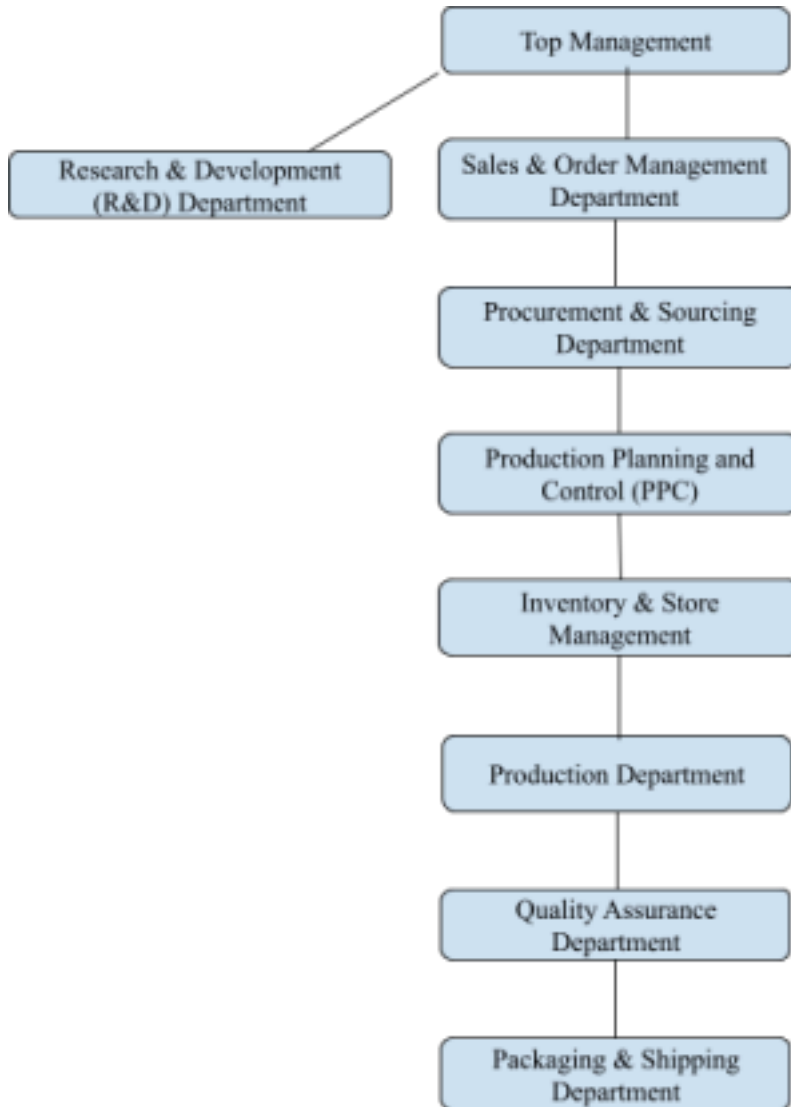


Fig 2: Hierarchy of Picard Bangladesh Limited.

## Chapter 03

### Analysis of Marketing Strategies of Picard Bangladesh Ltd.

Picard Bangladesh LTD is a well-known entity in the leather goods export market, with a particular emphasis on the production of premium-quality leather products. The company has established a unique position in the production of leather products for other international brands and has established its own brand by capitalising on its strategic advantages, including German technical expertise, Bangladesh's competitive labour costs, and high-quality natural leather.

### **3.1. Segmentation, Targeting, and Positioning of Picard Bangladesh Ltd.**

#### **3.1.1. Segmentation**

Picard Bangladesh Ltd. segments its market to understand the diverse needs of its customers using the following criteria:

- **Demographic Segmentation:**
  - **Income Level:** Focuses on middle to high-income groups.
  - **Occupation:** Targets professionals, executives, and family-oriented consumers.
  - **Family Size and Life Stage:** Offers products suitable for individuals and families across various life stages.
- **Geographic Segmentation:**
  - **Regions:** Concentrates on Europe, North America, and Asia-Pacific.
  - **Cities:** Focuses on urban centers like Berlin, Paris, New York, Tokyo, and Singapore.
- **Age Segmentation:**
  - **Young Adults (18-35):** Trendy, fashion-conscious individuals.
  - **Middle-Aged Adults (36-55):** Professionals seeking sophisticated products.
  - **Seniors (56 and above):** Customers preferring timeless designs.
- **Gender Segmentation:**
  - **Men:** Functional, sleek products.
  - **Women:** Stylish, elegant accessories.
- **Behavioral Segmentation:**
  - **Lifestyle:** Active, professional, socially engaged consumers.
  - **Values:** Customers prioritizing sustainability and ethical practices.
  - **Purchasing Behavior:** Those seeking a balance of functionality, durability, and luxury.

### 3.1.2. Targeting

Picard Bangladesh Ltd. employs focused strategies to effectively serve each identified customer segment:

- **Demographic Targeting:**
  - **Middle to High-Income Consumers:** By offering premium leather products, Picard appeals to affluent consumers who value luxury and exclusivity.
  - **Professionals and Executives:** Tailored business accessories like briefcases and wallets meet the functional needs of this group.
  - **Family-Oriented Customers:** Durable, stylish goods are provided for family use, catering to their practical and aesthetic preferences.
- **Geographic Targeting:**
  - **International Markets:** Focuses on key regions with a high demand for luxury goods, emphasizing quality and craftsmanship.
  - **Urban Centers:** Targets affluent populations in major cities, ensuring accessibility to luxury products.
- **Age Targeting:**
  - **Young Adults (18-35):** Offers trendy designs that align with their dynamic lifestyles.
  - **Middle-Aged Adults (36-55):** Provides sophisticated items that cater to their professional and personal needs.
  - **Seniors (56 and above):** Delivers classic, durable products that meet their preference for timeless quality.
- **Gender Targeting:**
  - **Men:** Targets male consumers with practical, professional accessories like briefcases and travel bags.
  - **Women:** Appeals to female consumers with elegant, fashionable products such as handbags and clutches.
- **Behavioral Targeting:**
  - **Lifestyle-Oriented Consumers:** Emphasizes products as essential accessories for active, professional lives.
  - **Ethically-Conscious Consumers:** Highlights sustainable practices to attract eco-conscious buyers.

- **Functionality-Seeking Consumers:** Focuses on delivering practical yet luxurious leather goods that meet their needs for quality and aesthetics.

## **3.2. The 4Ps of Picard Bangladesh Ltd.**

### **3.2.1. Product**

Picard Bangladesh LTD has become a prominent manufacturer of high-end leather products, such as purses, wallets, and other small leather goods. Their product line is designed to meet the demands of the global market by combining Bangladeshi craftsmanship with German technical expertise, thereby guaranteeing cost efficiency and superior quality.

#### **Variety of Products**

Picard's product line encompasses a broad spectrum of categories to accommodate the requirements of a variety of market segments:

**Ladies' Handbags:** These are created with an emphasis on functionality and elegance, making them a popular choice among women who are fashion-conscious on a global scale.

**Men's Collections:** This category encompasses classic business purses and chic models that seamlessly integrate functionality and style.

**Small Leather Goods:** Key holders, mobile covers, and wallets that are designed to satisfy daily requirements while simultaneously exuding a sense of luxury.

The company's competitive advantage is significantly enhanced by its capacity to offer products under its own brand name and as an OEM (Original Equipment Manufacturer) for other prestige brands. This dual production model enables Picard to maintain high production volumes while simultaneously assuring rigorous quality

control. The company guarantees that its product lines remain in step with global fashion trends by releasing its most recent designs on a quarterly basis.

### **Product Features**

- **Top-Quality Materials:** Picard uses only the finest leather sourced from certified tanneries, ensuring both longevity and visual appeal.
- **Expert Craftsmanship:** The production process combines state-of-the-art machinery with skilled craftsmanship to guarantee precise cutting, stitching, and finishing.
- **On-Trend Designs:** Picard regularly refreshes its product range, unveiling new collections that align with the latest fashion trends, solidifying its position as a trend leader in leather goods.
- **Commitment to Sustainability:** By sourcing leather from environmentally responsible tanneries and adhering to global standards, Picard caters to the growing demand for sustainable production methods.

### **Product Characteristics**

- **Longevity:** The combination of high-quality leather and advanced manufacturing methods ensures that each item is built to last, maintaining its quality through extensive use.
- **Artisanal Quality:** Skilled artisans, alongside advanced machinery, result in meticulously crafted products, showcasing fine stitching and flawless finishing.
- **Adaptability:** Picard's versatile designs are suitable for a wide array of occasions, ranging from casual to formal, ensuring they complement a variety of lifestyles.
- **Luxury Appeal:** Every product exudes a sophisticated, luxurious aura, reinforcing Picard's status as a high-end brand in the leather goods sector.

### **Detailed Features**

- **Superior Leather:** The leather used by Picard comes from LWG-certified tanneries, ensuring the raw materials meet international environmental and sustainability standards.
- **Manufacturing Precision:** Advanced machinery is employed in the cutting, stitching, and finishing processes, delivering high levels of accuracy and attention to detail.
- **Environmentally Friendly Practices:** Picard's focus on sustainability reduces its ecological footprint, aligning with global consumer demands for eco-friendly products.
- **Innovative Creations:** Picard's R&D team continually refines existing designs and explores new materials and techniques to maintain the relevance and exceptional quality of its products.

### 3.2.2. Price

Picard Bangladesh LTD adopts a premium pricing strategy due to the luxurious nature of its products. This approach is critical for maintaining the brand's prestigious reputation and reflects its commitment to producing high-quality leather goods. This strategy aligns with Picard's international market positioning, where consumers are willing to pay a premium for products associated with luxury, craftsmanship, and brand heritage.

#### **Women's Product Pricing Range**

For women's leather products, including handbags, wallets, and accessories, Picard follows a pricing range that places them within the high-end luxury segment. These products are priced to reflect the meticulous craftsmanship, superior materials, and timeless design that characterize the brand's offerings. The women's product pricing reflects the premium nature of the materials, such as high-quality leather sourced from LWG-certified tanneries, and the expert artisanship employed in their creation. The products cater to discerning customers in the international luxury market, where

demand for luxury women's fashion accessories is steady, particularly in Europe and North America.

### **Men's Product Pricing Range**

Similarly, Picard's men's leather goods—such as wallets, belts, briefcases, and accessories—are priced in the upper-end luxury segment. These products maintain the brand's hallmark of sophistication, with high attention to detail, including fine stitching, durable leather, and functionality suited to the needs of modern men. Picard's men's leather goods are positioned at competitive price points within the luxury market, ensuring that customers receive exceptional value for the price while aligning with the brand's image of exclusivity.

### **Cost Efficiency and Competitive Advantage**

Picard derives significant cost savings from its operations in Bangladesh due to favorable factors such as lower labor costs and reduced production expenses. The country's skilled workforce, combined with competitive wages, allows Picard to produce high-quality products at a lower cost. Additionally, leather sourced from local tanneries, like Austan Ltd., which is certified by the Leather Working Group (LWG), offers further cost efficiencies without compromising on the quality of the materials.

Picard's location within the Dhaka Export Processing Zone (EPZ) further enhances its cost advantage by providing tax incentives and streamlined regulatory processes. This allows the company to maintain a competitive pricing structure in the global luxury market while preserving high margins. With these savings, Picard invests more in the quality of its products, ensuring that both women's and men's leather goods continue to meet the highest standards without significant increases in retail prices.

### **Pricing Flexibility and Market Positioning**

Picard's market position is solidified by its ability to maintain competitive cost structures while upholding luxury pricing. The premium pricing strategy is effective in global export markets due to the sustained demand for luxury products. However, the company is also capable of adjusting its pricing based on market conditions without compromising its profit margins. This flexibility is particularly important in a fluctuating global economy, where demand for luxury goods may be influenced by economic trends.

### **Ethical and Sustainable Practices**

In addition to product excellence, Picard's premium pricing is further justified by its dedication to ethical production and sustainability. Customers in international markets, especially in Europe and North America, are increasingly willing to invest in products made with sustainable and ethical practices. Picard's adherence to international standards such as ISO9001 (quality management) and ISO14001 (environmental management) assures consumers that their purchase contributes to responsible production, reinforcing the brand's commitment to sustainability.

### **3.2.3. Place**

Picard Bangladesh LTD's products are distributed through a range of prestigious retail locations in key international markets. The brand's leather goods are available in luxury department stores, exclusive boutiques, and through curated online platforms, serving customers in regions such as Europe, North America, and Asia. Alongside physical retail outlets, Picard has established a robust online presence, allowing customers worldwide to easily access its premium leather products.

By strategically positioning itself in major global cities like New York, Paris, London, and Tokyo, Picard ensures that its products are readily accessible to a clientele that values exclusivity and high-quality craftsmanship. Through partnerships

with top-tier retailers and a seamless online shopping experience, the brand successfully reaches a sophisticated audience looking for luxury leather goods.

In Bangladesh, Picard's products are offered at select upscale retail outlets, reinforcing the brand's commitment to providing high-quality leather products to local consumers. These locations embody the brand's core values of quality, craftsmanship, and sustainability.

#### **3.2.4. Promotion**

Picard Bangladesh LTD employs a variety of promotional strategies to enhance brand visibility, engage with its target audience, and increase sales both locally and internationally. The company utilizes a combination of traditional and digital marketing channels to promote its luxury leather products and communicate its values of craftsmanship, sustainability, and exclusivity.

##### **Social Media Marketing**

Picard leverages platforms such as Instagram, Facebook, and Pinterest to showcase its products, share customer testimonials and engage with its audience. By posting visually striking images of their leather goods and sharing behind-the-scenes content on the craftsmanship and sustainable practices involved in the production, the brand connects with a wide audience. These platforms allow Picard to reach potential customers globally, offering them an immersive brand experience and updates on new product launches and special promotions.

##### **Email Marketing**

Picard employs email campaigns to reach existing customers and prospective buyers. These emails include exclusive offers, product updates, and personalized recommendations, helping the brand nurture customer loyalty. The company uses targeted mailing lists to tailor content to specific segments, ensuring that promotions resonate with the right audience.

### **Television Advertising**

For broader brand awareness, especially in key international markets, Picard invests in television advertisements. These ads focus on the brand's commitment to quality, craftsmanship, and sustainability, often highlighting the luxury aspects of its products. TV commercials help build a strong brand presence in high-visibility locations, targeting upscale consumers who are accustomed to luxury advertising.

### **Content Marketing and Blogging**

Picard also utilizes content marketing strategies such as blogging and video content to educate customers about the brand's story, sustainable practices, and product features. Blog posts cover topics such as leather care, fashion trends, and the ethical production processes that Picard follows, establishing the brand as an authority in the luxury leather market.

### **Public Relations and Events**

The brand engages in public relations activities by participating in luxury fashion events, trade shows, and exclusive product launches. These events allow Picard to showcase its products to influential figures in the fashion industry and foster relationships with key stakeholders. Special events and pop-up stores also provide an opportunity for customers to experience the brand in person, enhancing customer loyalty and building long-term relationships.

By utilizing a diverse array of promotional methods, Picard ensures its brand remains visible, relevant, and connected to its target audience while reinforcing its position in the luxury leather goods market.

# Chapter 4

## Findings, Recommendations, and Conclusion

## 4.1 Findings

The analysis of Picard Bangladesh Limited's marketing strategies reveals several key points:

- **Distinct Product Offering:** Picard blends German technical expertise with Bangladeshi craftsmanship, creating high-quality leather products that meet international standards.
- **Luxury Pricing Approach:** The company's premium pricing strategy supports its position in the luxury market, reflecting its commitment to quality and sustainable practices.
- **Efficient Distribution:** The strategic use of the Dhaka Export Processing Zone (EPZ) provides logistical and tax advantages, allowing for streamlined export processes and cost savings.
- **Effective B2B Promotion:** Picard leverages international trade fairs and exhibitions to build and maintain its business relationships, focusing on B2B marketing.
- **Focus on Employee Well-being:** The company prioritizes employee welfare and adheres to international labor standards, enhancing its reputation as a socially responsible employer.
- **Sustainability Commitment:** Picard's dedication to eco-friendly materials and practices aligns with the growing consumer demand for ethically sourced products.

## 4.2 Recommendations

Based on these findings, the following recommendations are proposed to strengthen Picard's market position and operational efficiency:

### 1. **Boost Digital Presence and Direct Sales:**

- Expand online engagement through platforms like Instagram and LinkedIn to attract younger, tech-savvy audiences.
- Establish a direct-to-consumer (D2C) e-commerce platform to diversify revenue streams and increase global brand visibility.

### 2. **Implement Sustainable Packaging:**

- Use environmentally friendly packaging materials, such as recycled or biodegradable options, to appeal to eco-conscious customers.
- Highlight sustainable packaging in marketing efforts to reinforce the brand's eco-friendly commitment.

### 3. **Target Emerging Markets:**

- Focus on expanding into high-potential luxury markets, such as China and the Middle East, where demand for premium products is growing.
- Leverage Picard's established reputation for quality to capture market share in these regions.

### 4. **Strengthen Employee Training:**

- Enhance training programs on new technologies and sustainable practices to improve productivity and keep up with industry changes.
- Continue investing in skill development to maintain high standards of craftsmanship.

### 5. **Promote Ethical Manufacturing:**

- Use promotional content to emphasize Picard's ethical manufacturing processes and sustainability efforts, strengthening its brand identity and appeal to socially conscious consumers.

### **4.3. Conclusion**

Picard Bangladesh LTD has effectively established itself as a premier manufacturer and exporter of luxury leather goods by integrating modern technology with traditional craftsmanship to satisfy the needs of a global market. The company's commitment to sustainability and employee welfare have earned it the respect of international customers who prioritize environmental responsibility, ethics, and quality.

Picard's premium pricing strategy is robustly substantiated by its dedication to maintaining high standards and the competitive cost advantages of operating in Bangladesh. Nevertheless, the organization's capacity to completely capitalize on emerging market opportunities may be limited by its dependence on B2B relationships and limited direct-to-consumer channels. Furthermore, the increasing demand for sustainable products presents both a challenge and an opportunity for Picard to improve its brand appeal.

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# Marketing strategy of Picard Bangladesh Limited

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