



**Daffodil**  
*International*  
**University**

## **Internship Report**

**on**

# **An Evaluation of Customer Perception Regarding Marketing Mix of “KIOSK”**

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**Date of submission: 10.01.2019**

# Letter of Transmittal

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10<sup>th</sup> January, 2019

**Farhana Noor**

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

**Subject: Submission of Internship Report on “Marketing Mix an Analysis of KIOSK”.**

Dear Mam,

I have the pleasure to submit my internship report on “Marketing Mix an analysis of KIOSK”, as part of fulfilling the requirements for bachelor of business administration (BBA) program at Daffodil International University. The BBA program has immensely helped me in solving problems as I have related academic knowledge into practice. This report presents how I have adapted and applied some of the core contents & theories in business administration into my area of practice.

This report links academic concepts with practical problems and is constructed according to the requirements of the course of the internship program. I shall gratify to answer any sort of question you think necessary regarding to this report.

Therefore, I expect your kind consideration in this regard, I will be very grateful if you accept my Internship Report and oblige thereby.

Sincerely Yours,

.....

Gopal Saha

ID: 151-11-4541

Major: Marketing

Department of Business Administration

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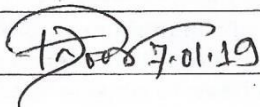
## Certificate of Approval

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This to certify that Gopal Saha, ID: 151-11-4541, Program BBA, Batch 40, Major in Marketing is a regular student of Department of Business Administration, Faculty of Business and Economics, Daffodil International University. He has successfully completed his internship program at KIOSK a concern group of Daffodil Computer Limited. He has prepared this internship report under my direct supervision. His assigned internship topic was “Marketing Mix an Analysis of KIOSK.” I think that the report is worthy of fulfilling the partial requirements of BBA program.

I wish his happiness and every success in life.

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**Farhana Noor**

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## **Acknowledgement**

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It is an honor for me to submit this report to my respected supervisor Farhana Noor, Assistant Professor, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. At first, I want to convey my thanks and gratitude to his for assigning me to prepare this report on Marketing Mix an Analysis of KIOSK. It would not have been possible for me to complete the report without her help. All the fellow colleagues have been very sympathetic on understanding the basic norms of today's inspection equally.

## **Executive Summary**

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As a student of Daffodil International University, Internship is an integral part to accomplish the BBA degree. This report has been prepared on the basis of three months' work experience in KIOSK.

The topic of this study is "Marketing Mix an Analysis of KIOSK". I observed the 4P's of KISOK. As a concern group of Daffodil Computer Limited, KISOK is doing very good to promote their business to the students of Daffodil International University as most of its customers are students.

The internship program has been completed in Marketing Mix of KIOSK. Here are the marketing strategies of KISOK is also discussed. Marketing strategies of KISOK is very influential and for this it has created a place in this business world. The marketing strategy is related 4P which also ensures the group's business promotions.

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# **CHAPTER: ONE – INTRODUCTION**

## **1.1 Introduction:**

‘Marketing’ is the main part of business. If anybody tries to be successful in business field, they must be need to have strong marketing knowledge. When a marketing people known about companies marketing mix (product, Place, Price, Promotion), then their company will achieve the company goals. KIOSK is the new company in Bangladesh.so this company follow the marketing mix select their essential product, chosen appropriate place, fixed lower price for customer, starting their promotional activities. In this report I discuss about An Evaluating of Customer Perception Regarding Marketing Mix of “KIOSK”.

## **1.2 Background of the Study:**

The internship program of Bachelor of Business Administration (BBA) is a partial need to receive a taste of real-life challenge guided by the intern. This program is for three months term. During this time of the employment KIOSK, worked closely and friendly. This report represents the result of the study during the internship in KIOSK and assigned a topic on “4P’s on KIOSK”. The report is prepared individually and under the supervision and guidance by Farhana Noor, Assistant professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University.

## **1.3 Scope of the Study:**

KIOSK is the new company in Bangladesh perception that’s work for Educational sector. A student easily buys their necessary product near buy institution. KIOSK situated in Daffodil International University DT-5(Daffodil Tower-5). The report covers Marketing mix of the company. The report also presents a briefly scenario of KIOSK.

## **1.4 Objective of the Study:**

The main objective of the report is to identify and analyze the marketing activities of 4P’s of KIOSK which includes the following specific objectives. They are-

- To know the existing product & Services provided by KIOSK.
- To evaluate the existing price and perceived price of the products provided by KIOSK
- To analyze the distribution channel of KIOSK.
- To evaluate the promotional process & policy maintained by KIOSK.
- To find out problem in business process and give necessary recommendations.



## **1.5 Methodology:**

### **1.3.1 Types of Report**

The report is descriptive in nature. To prepare this report gathering data is very important. Two types of data which are used to prepare this report.

### **1.3.2 Sources of Data**

This report is prepared by using both primary and secondary data. At first, secondary sources were evaluated to gain valuable knowledge on key concepts relating to Marketing Activities. Primary data includes the observation while working as an intern,

#### **Primary Sources of Data-**

- Offices
- Clients
- Supervisor

#### **Secondary Sources of Data-**

- Online data from <https://daffodil.family/business-ventures/ict-ventures/kiosk>.
- Office files.
- Several articles related on marketing analysis.
- Selected journals.

## **1.6 Limitation of the Study:**

In this report, suitable ways are trying to be followed to generate accurate information and bring about reliable result. In spite of having the wholehearted effort, there exist some limitations, which acted as barrier. Below are the limitations-

- Although I received much co-operation from the officials, they were not able to give me enough time, as they were busy with their works.
- In much case up to date information were not available.
- Unavailability of sufficient documents.
- The raw data available in the organization's database management system which was also not properly organized.
- Some essential data could not be gathered because of confidentiality concerns.

## **Chapter: Two – Organizational Overview**

## **2.1 History of KIOSK:**

Kiosk has been founded to bring a new simple and hassle-free shopping experience for you. The mission is to make life easy by proving the customers a meaningful choice in shopping the daily and essential needs for a healthy social life. At KIOSK, we have brought together products ranging from grocery, spices to household products for daily and family needs under one roof and can order the products using most popular online shopping cart. We are continuously upgrading and changing product offering, new signage and lowered sightlines for a modern shopping experience. If you are buying a gift for someone, we are here to ensure that our present will really bring a smile on their face. Key to our success is the range of quality brands being made available at the lowest possible price and our prompt delivery. We ensure almost all customer orders are shipped on the next day. At KIOSK you will enjoy a great customer service and a wide range of quality products at competitive prices.

## **2.2 Mission of KIOSK:**

Mission of KISOK is to give high quality of stationery products to customers and make this name as a brand to all university. To have shop in every university to provide services to all students as theme of all students are all our dear customers.

## **2.3 Vision of KIOSK:**

KISOK vision is to realize important business with a powerful presence in domestic market. Considering the higher than vision, beneath the umbrella KISOK is developing strategies as small by small one day grow big.

## **2.4 Products & Services of KIOSK:**

### **Products:**

- Beverages
- Centre store
- Dairy/Bakery
- Ethnic
- Health & Wellness
- Meat & Seafood
- Pharmacy & Beauty
- Technology & Equipment
- Books Corner
- Books Corner
- Gift Items

### **Services:**

- Print-out
- Binding
- Photoshopped
- ID-card recharging.

## **Chapter: Three – Marketing Mix**

### 3.1 Marketing Mix:

The Marketing Mix is a business tool used in marketing by Marketers. Marketing Mix is a general phrase which is used to describe the different kinds of choices in the whole process of bringing a product or services to there are 4P's which is always used by marketers. KIOSK is that kind of group who are following the 4P's of the Market. Generally, by 4P's it means product, Price, Promotion and Place.

4P's of KIOSK is given Below-

**Product:** The Core product of KIOSK are any kind of Stationery products and also some other special products. They provide excellent services of printing, binding and other customer services. Since charges are reasonable clients are willing to take products. Product list of KIOSK is given below-

- Stationaries
- Printing
- Gift's
- Books
- Press Workings

**Price:** Price is one of the vital factors in the marketing mix. KIOSK Fixed their product prices so that it could be easy for customers. Price is variable to service to service. One of the hardest jobs for any agency service is to fix its service charge because it has a very long-term plan and extensive operational cost. Price list of KIOSK is given below-

Item Code	Item Name	Price
A4.500P	A/4 Print paper 500 Page	330.00
A4.COL.PAP	A/4 COLOR PAPER	245.00
ANTI.CUTTER.BLA	Anti Cutter Blade SDI	3.00
ANTI.CUTTER.DEL	Anti Cutter (Deli)	55.00
ART.PAP.COL	Art Paper: Color	15.85
ART.PAP.W	Art Paper: White	10.00
B.S.C	Both Sided Copy	2.00
BAG.DIU.J	DIU BAG & Jaynamaj	500.00
BATTERY.AA	Pencil Battery AA	7.00
BATTERY.AAA	Remote Battery AAA	8.00
bill	smart card recharge bill	5,000.00

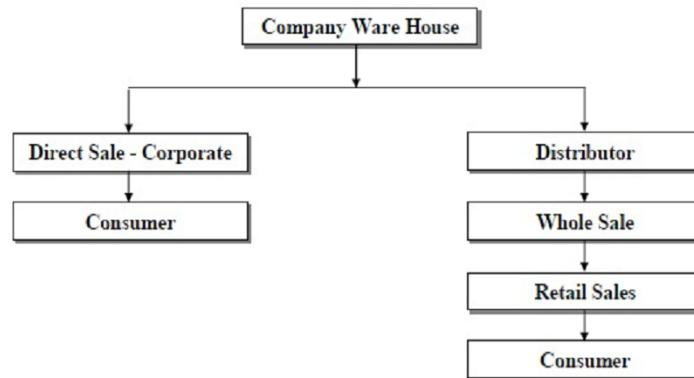
BINDER.CLIP.B	binder clip big	6.00
BINDER.CLIP.S	binder clip small	3.00
BOARD.PIN.COL	Board Pin Box: Color	55.00
BOARD.PIN.XI	Board Pin (Xingli)	7.00
bok	book	95.00
book-3	uddokta unnyon	400.00
BOX.FL	Box File (Jony)	55.00
CAL.B	Calculator Machine (Big)	260.00
CAL.COPY	Scintific Calculator: Copy	400.00
CAL.ORG	Scintific Calculator: Orginal	850.00
CAL.S	Calculator Machine (Small)	100.00
C-C	Computer Compose A4	5.00
C-C-L	Computer Compose Legal	10.00
CERTI.HOLDER	Certificate Holder	80.00
CLIP.FL	Clip file	43.00
CO.FL.NL	Coat File (Normal)	11.09
CO.FL.VP	Coat File (VIP)	28.73
Design.tape	design Tape	5.17
E.M	E Mail	2.00
ENG-2.BOOK	English-2	95.00
ENVELOP	Envelop/Kham	0.56
ERASER.APPLE	Eraser: Apple	4.00
ERASER.MONDET	Eraser: Mondete	2.12
EX.PAP	Exam Paper	205.00
FEVICOL.MINI	Fevicol Mini	10.40
FEVICOL.STICK	Fevi Stick	18.41
FL.B4	File B4	22.86
FL.TRAY	File Tray	400.00

**Promotion:** After a group has developed its services and pricing programs that meet the needs of its target segment, the next step is to create awareness. This is the third elements of marketing mix, promotion, to create such a communication bridge' between the agency service offers and the target audience for them. Promotion activities of KIOK is given below-

- Poster
- Discount
- Offers

**Place:** Place is another vital marketing activity by which services are made available to the prospective customers. In distributing its services KIOSK uses direct distribution channel. Distribution channel of KIOK is given below-

### DISTRIBUTION CHANNEL





## **3.2 SWOT Analysis of KIOSK:**

### **Strengths**

- Brand Image – KIOSK has achieved a very well-known brand image and has maintained a competitive advantage.
- Strong Financial background
- Flexible distribution channel
- End-to-end processing- Concentration on B2C clients and includes efficient and fast customer services.

### **Weaknesses**

- Slow & Steady- Since it's a start-up company, we expect the business to start in a slow and steady pace and eventually, coping up with the current competitors.

### **Threats**

- Our major threats are the already developed market for stationery accessories providing good quality products. In terms of being saturated, there is still scope of development.

### **Opportunities**

- As a concern group of Daffodil Computer Limited, which is successful company and already positioned itself among the leading corporate names over years of hard work with dedicated people, we believe it will keep us one step ahead and help the consumers differentiate our products in a positive manner.
- We have expertise and experienced personnel in this industry, which we plan to utilize to explore and tap the market based on segmentation.

# Chapter: Four – Data Analysis

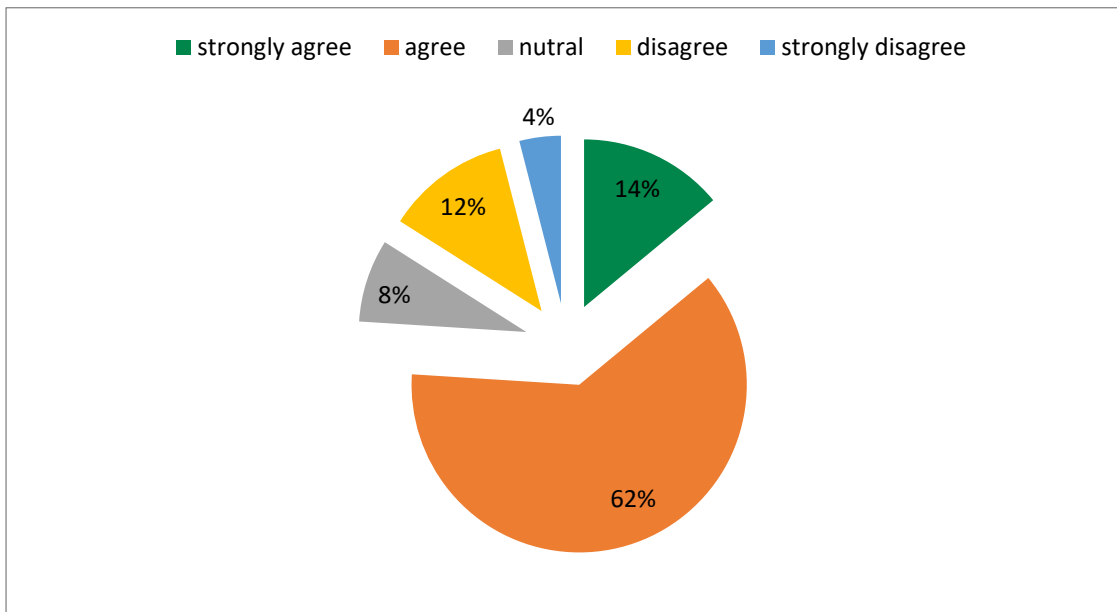
#### **4.1 Data Analysis of the Survey:**

In our analysis part of survey several aspects were focused. After conducting the survey, the survey questions were compiled. Those answers are compiled for the purpose of showing the customers perception or attitude toward various variables and the general phenomena of their attitude towards the bank. During the survey, 50 persons were questioned who are basically customers. They were questioned in the working hour and asked survey questions thoroughly. Most questions are direct or close ended questions and result of each question was showed.

The graphical representations of those answers and the most preferable answer by the respondents via percentage will be shown.

**Statement/Question no (1):**

**I am satisfied with the service of KIOSK, Daffodil International University.**



**Figure 4 - Satisfaction**

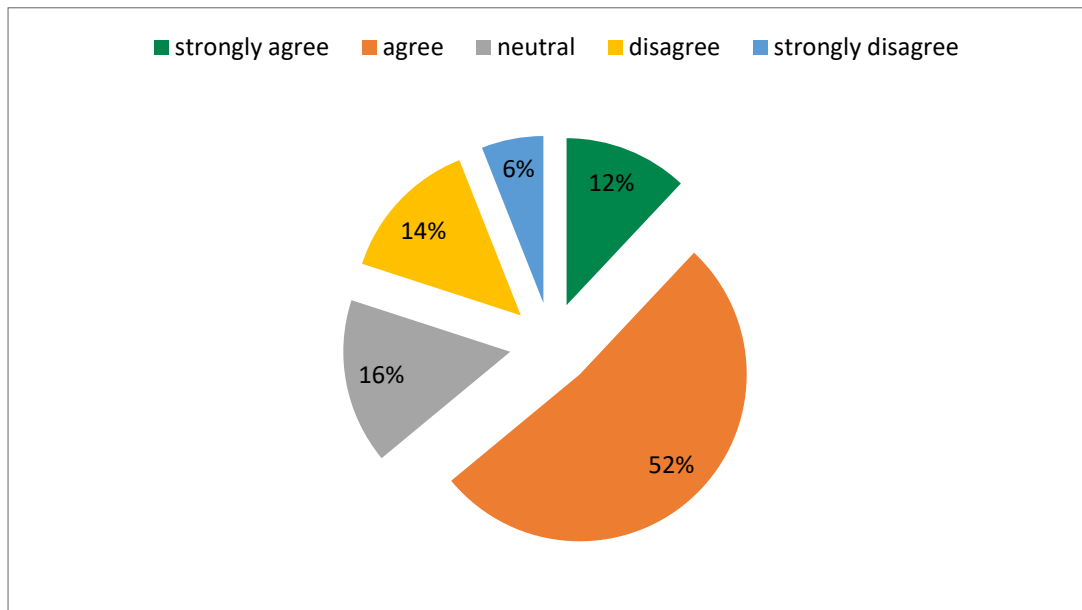
Here majority of the respondents have gone for the answer agrees (62%) and that's why the level of customer satisfaction say full. Though KIOSK is a normal stationery shop but it has provided much better service.

So, the reasons behind the satisfactions are: -

- a. KIOSK is a category shop.
- b. The services quality full and employee are expert.

**Statement/Question no (2):**

**The service is very fast of KIOSK.**



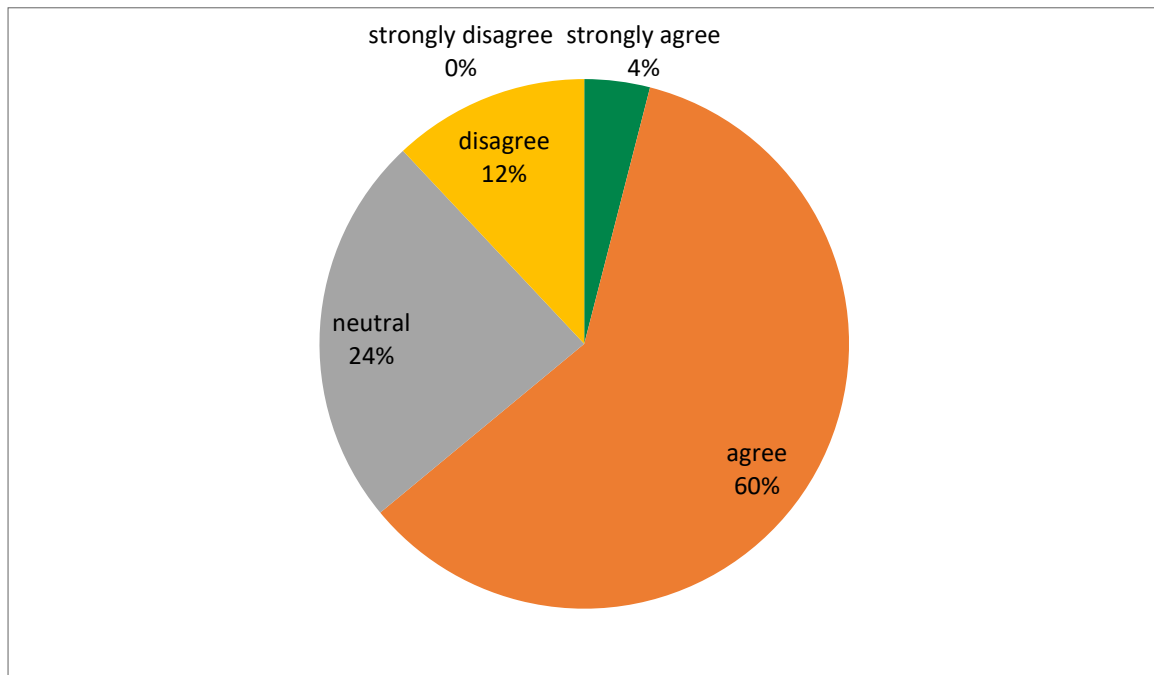
**Figure 5– Service**

Here the respondents are (52%) Agree and (16%) Neutral but other side (12%) Strongly agree respondent the positive sign of the branch. Because of calculation is shown positive result about the statement. So, the reasons behind the satisfactions are: -

- a. The Shop employees are experienced about Customer Satisfaction.
- b. The team work is excellent.

**Statement/Question no (3):**

**The works of the employees are very reliable and accurate.**



**Figure 6 – Reliability & Accuracy**

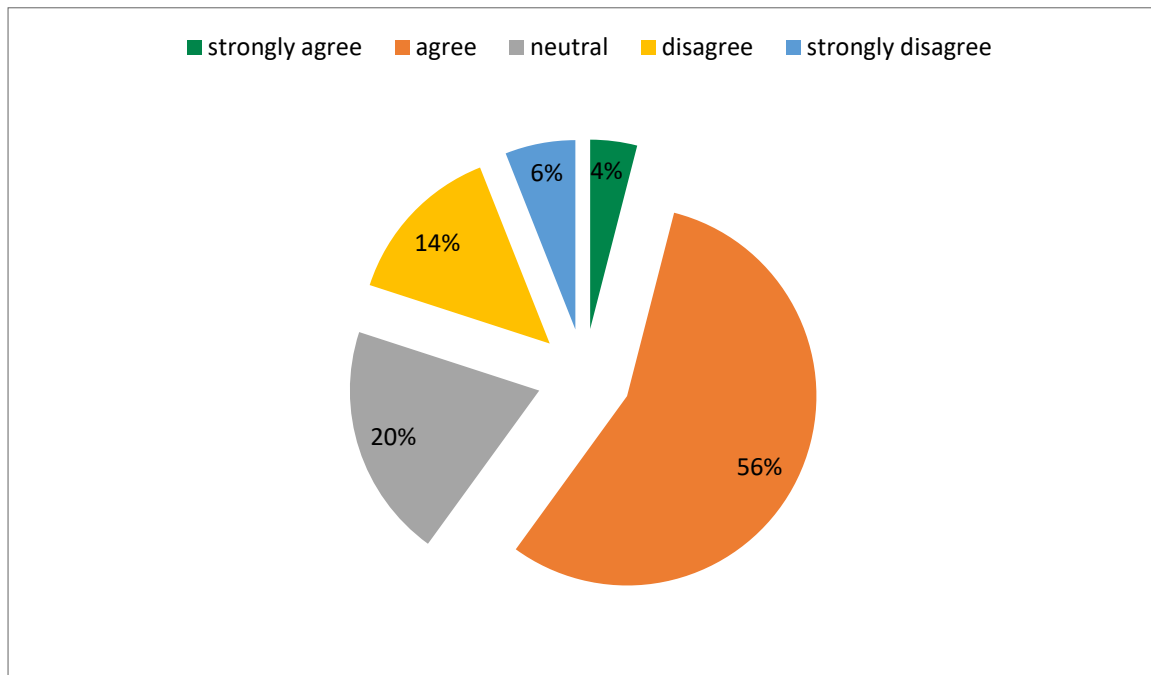
In this statement the customer expectation about the bank employees are reliable and accurate and the result of survey also says the good work of their employee. Because majority is agree of this question. But some respondents are neutral but that's not a big problem for the statement, that's why KIOSK is maintaining its customers expectation.

Reasons behind the Satisfactions are: -

- a. The employee's behavior are very good and well behaved.
- b. Back history of KIOSK.

**Statement/Question no (4):**

**The shop is very neat & clean.**



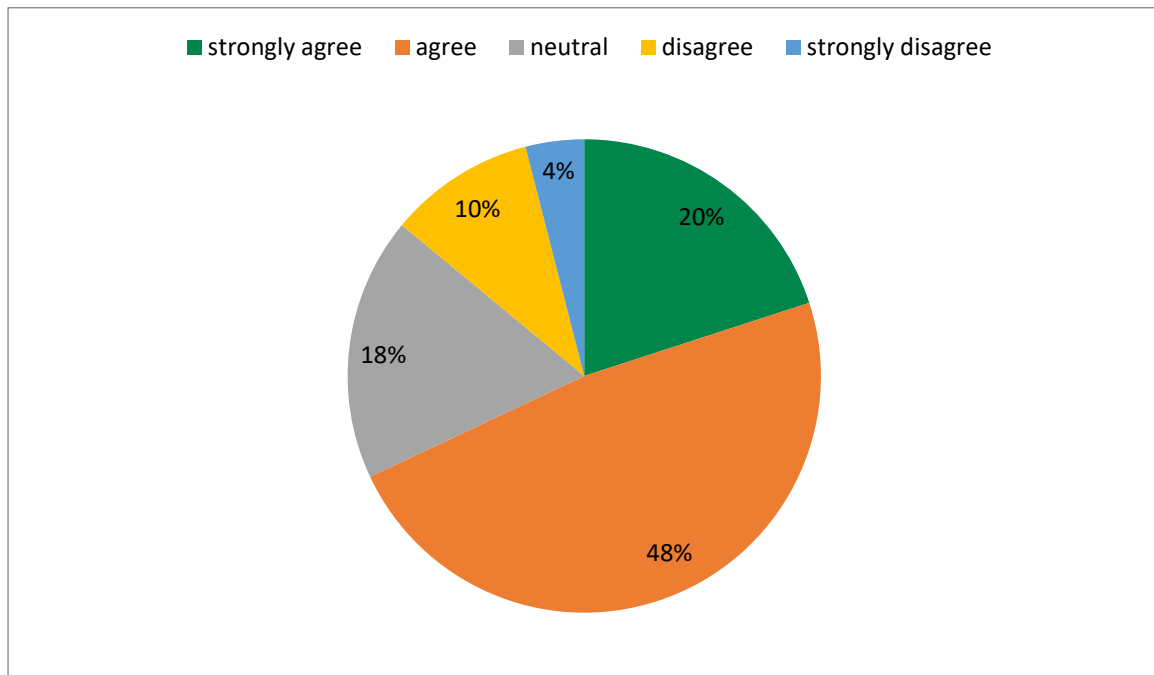
**Figure 7 - Cleanliness**

In this statement the perceived quality of customer about shop is neat and clean or not and the answer going to agree or neutral. But overall presentence is positive of the bank. But the strongly disagree (6%) is not expected that types of bank. So, the bank should be taking care about those types of matter. Reasons behind the satisfaction's majority are: -

- a. Maintains all types of rules.
- b. The management is good for this side.

**Statement/Question no (5):**

**Employees are very well mannered.**



**Figure 8 - Manners**

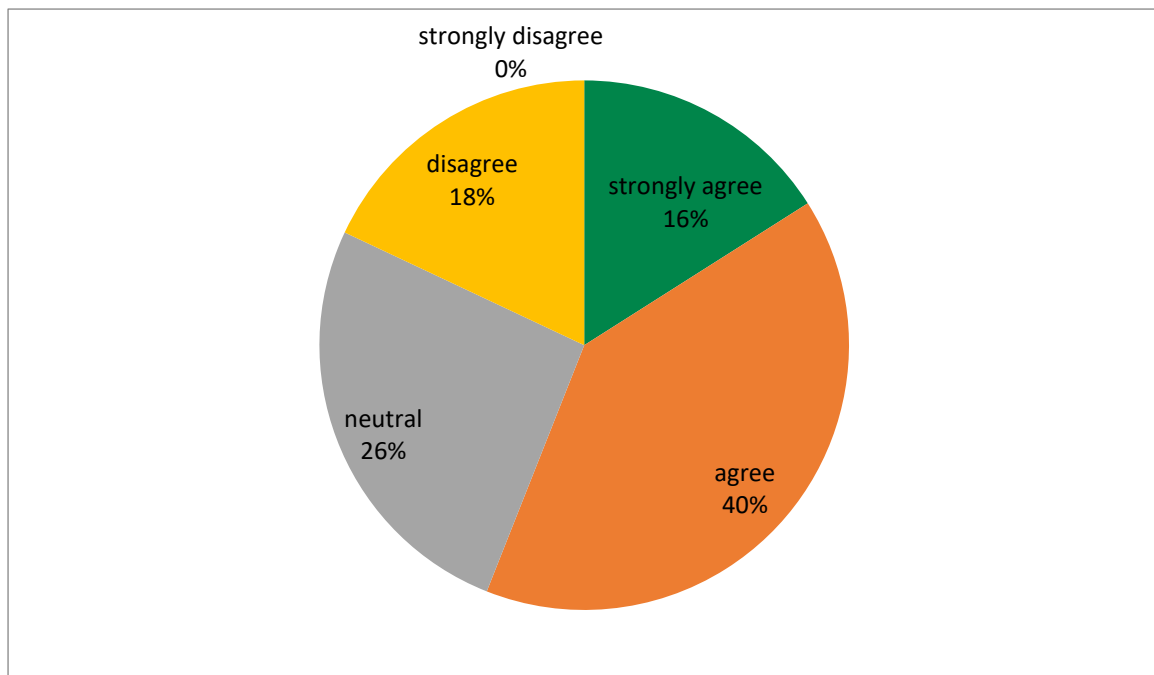
These types of statement are following the customer perceived quality. And for KIOSK the customer perception is very high. Here majority of respondents is going to answer agree or strongly agree. So, it is a great success. Reasons behind the success: -

- a. Maintains the rules of Customer Satisfaction.
- b. Employee behavior is really creating those types of environment.



**Statement/Question no (6):**

**There was complete record of transactions.**



**Figure 9 – Recording of transactions**

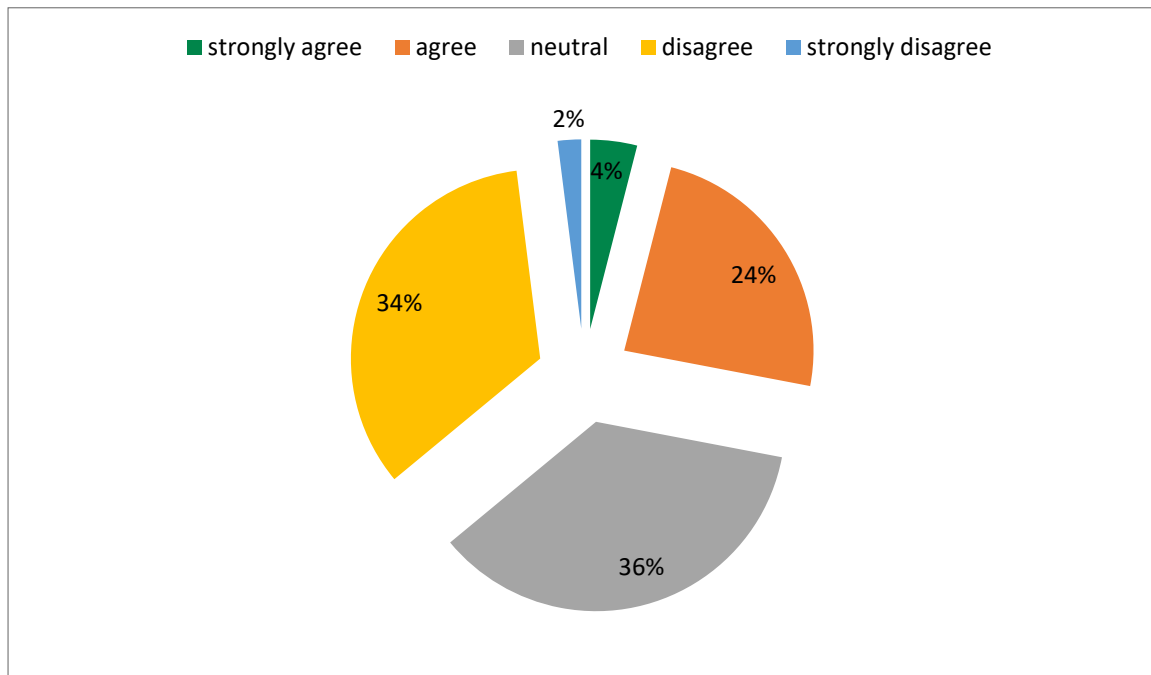
Here the customer perceived value is the main theme and the statement is matching the theme. And the respondents going to answer agree or neutral but the (16%) respondent are strongly agree with this statement. The result is also shown positive.

Reasons behind the satisfaction: -

- a. The rules and regulation are so much significant.
- b. Higher authority always checks these types of things.
- c. To build a good understand of customer and organization.

**Statement/Question (7):**

**The service charge is competitively low.**



**Figure 10 – Service Charge**

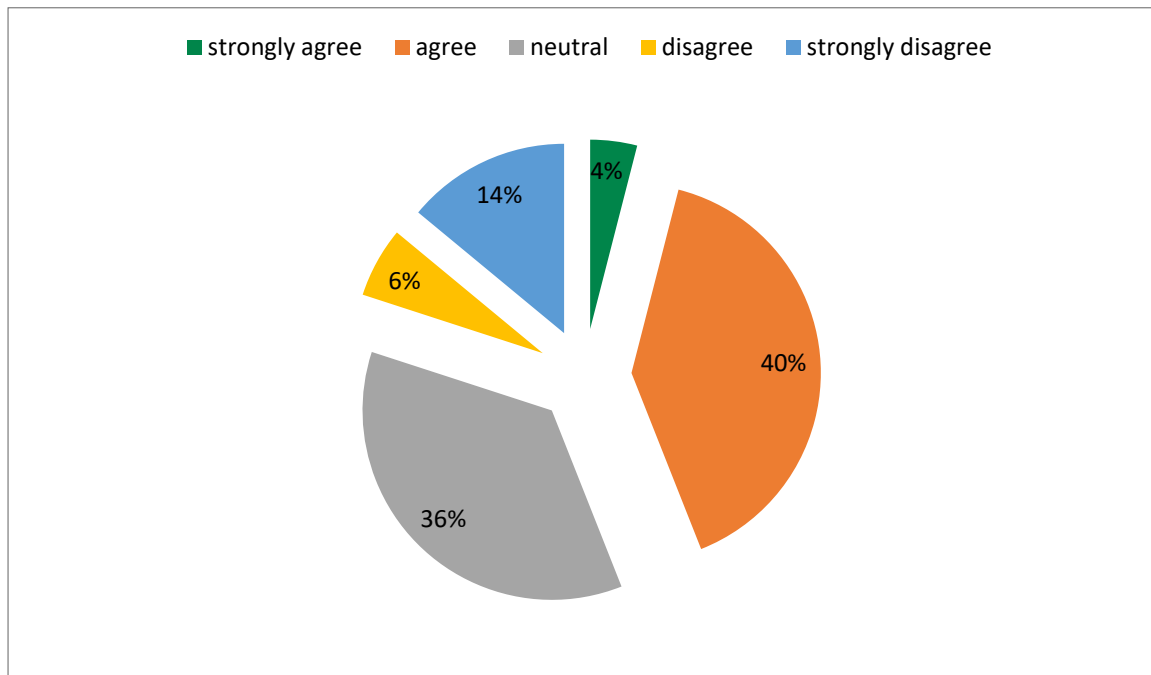
In this statement customer perceived value is mention. And the answer of respondent are disagree or neutral. So that the service charge is not competitively low. But the reason is if any group tries to follow corporate culture, it is not possible to reduce the charge.

Reasons behind the dissatisfaction: -

- a. Competitors creates that types of environment.
- b. Facility of the shop is technology oriented and It has maintained this thing.

**Statement/Question no (8):**

**The price of the products are reasonable.**



**Figure 11 – Maintaining Price**

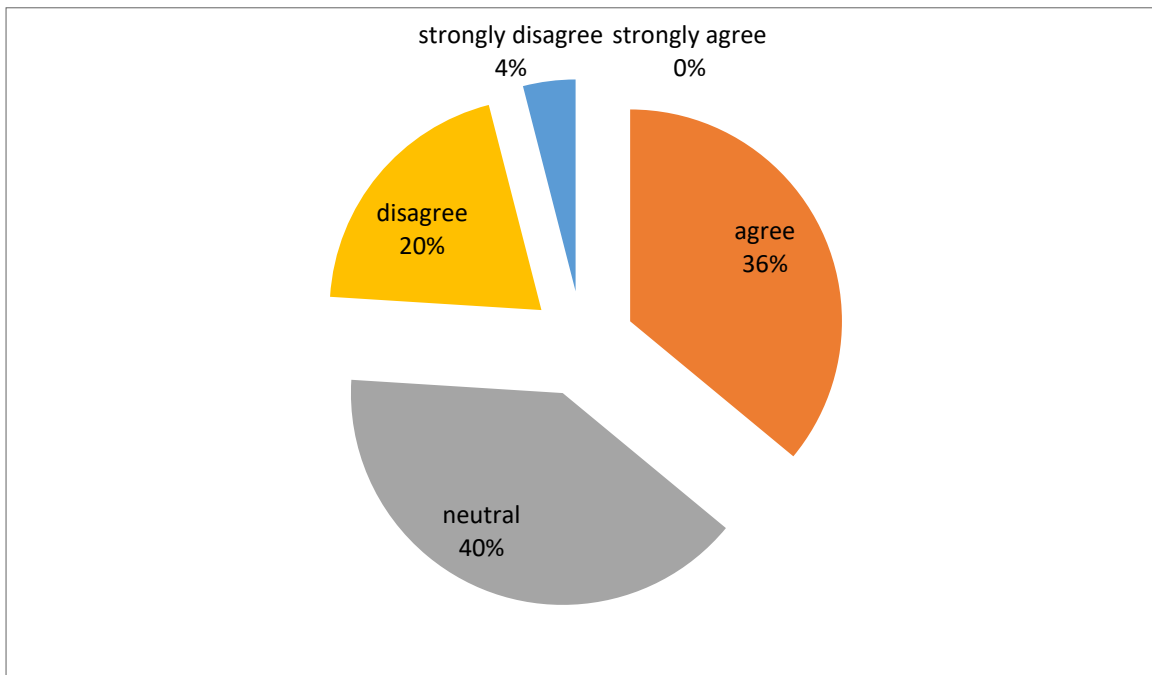
In this question the main thing is loyalty of customer if the customer and organization maintain his price, they both are satisfy about the business. Here majority of respondents answering either agree or neutral and strongly disagree (14%), strongly agree (4%). So, the Shop must be reasonable about their price.

Reasons behind this: -

- a. Such a small group, so it should be a problem if the prices of the products are too high.
- b. Some stationery products are creating chance to customers as these products are most needed for any type of person.

**Statement/Question no (9):**

**The price of the boutique products are very high.**



**Figure 12** – Loyalty of the customers

Here majority of the respondent are either neutral or agree (40%) are neutral and (36%) are agree. This is an also a statement of loyalty level of customer and the shop is over all positive here. Because the customers of KIOSK know that the shop is trying to bring good quality boutique products.

Reasons behind this: -

- a. Boutique products are supplied from are top level supplier.
- b. Some customers like high quality product if prices are high.

**Do customer have any suggestion?**

Answer to this statement also resembles whether customers are satisfied or not. Generally dissatisfied and neutral customers have gone for suggesting or referring some ideas. They want to give their feedback to get the service better. Some satisfied customers have also gone for suggesting or referring ideas.

Most of the suggestions have some good points. Those important points are listed below:

- a. Customers suggested for mobile services like Bikash.
- b. They urged for internet usage.
- c. Customers suggested for adopting extensive technology use.
- d. All activities should be performed using IT.
- e. They should neglect the manual based operation.
- f. They should introduce new product.

If valuable suggestions can be brought into action, then it would be brighter prospect for KIOSK. These inclusions of suggestions will enrich their image as well. So, higher authority should put more concentration about the implication of those suggestions.

# **Chapter: Five – Findings, Recommendations & Conclusions**

## **5.1 Findings:**

During my internship period in KIOSK, I have gone through the overall Services, Marketing plan & management process summing up the following things:

1. KIOSK is a newly established concern group of a giant company Daffodil Computer Limited so it's doesn't have much promotional activities.
2. It is gradually advancing in the market of stationery equipment but that's not attracting customer enough as they are also found in other stationary shop.
3. They are not trying to make contact with the overseas manufacturers and suppliers to expand their product line.
4. Both the employee and employers are very much cooperative, helpful and friendly but cannot handle pressure situation.
5. There is no arrangement of storeroom or warehouse to stock the products.
6. The website isn't properly organized.

## **5.2 Recommendations:**

On the basis of the findings and analysis of the report, my recommendations are given below:

1. They should make their promotional strategy more stronger to gain competitive advantage.
2. They should be focused on specific equipments like stationery items or on aquarium.
3. They should continuously try to make contacts with the overseas manufacturers and suppliers to be their sole distributor in Bangladeshi market.
4. Decision making process should be more decentralized and should be given more scope to the employees.
5. They have to make the website more attractive, informal and rich.
6. They should update their website and always be active in social sites like facebook, Instagram, twitter etc.
7. They should be more organized and follow the organizational organogram properly.

### **5.3 Conclusions:**

In today's world starting a business is very hard but if one can start it as a small it will grow slowly and one day it will become a big industry. With that in mind KIOSK is also growing slowly. With the help of 4P's strategy they will be successful in coming years. To be successful they are analyzing their business through survey and after a survey they are making plans and strategies. This is where marketing mix will play a vital role. But as a concern group of Daffodil Computer Limited and as a start-up business KIOSK is doing very well as a stationery shop.



## References:

1. Marketing Research, written by Malhotra & Dash.
2. Advertising and Promotion, written by E. Belch & A. Belch.
3. Strategic Brand Management, Written by K.L. Keller.
4. KIOSK Website: <https://daffodil.family/business-ventures/ict-ventures/kiosk>.

## **Appendix:**

### **Survey Questionnaire:**

- ❖ **Total respondents: 50**
- ❖ **Total question: 13**
- ❖ **Respondent's types: respondents are customers, and all of them are KIOSK's customer.**

Date:

Respondent's serial numbers.....

**Customer survey**  
**Daffodil Computer Limited**  
**KIOSK**

Dear Customer,

KIOSK wants to offer you the best service, but your help is needed. You can provide your valuable opinion whether the service you received is up to your standard or not. We will appreciate it very much if you would take a few minutes and complete this questionnaire on shop service.

Your response will be kept in strict confidence. The collected information will help the shop to improve their service and willable to know where they are doing well or where they should fix their problem.

The questionnaire and the respondents' frequencies are given below:

Serial No:	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	I am satisfied with the service of KIOSK.	7	31	7	6	2
Customer expectation	The service is very fast in this shop.	6	26	8	7	3
	The works of the employees are very reliable and accurate.	2	30	12	6	0
Perceived Quality	The shop is very neat & clean.	2	28	10	7	3
	Employees are very well mannered.	10	24	9	5	2
Perceived Value	There was complete record of transactions.	8	20	13	9	0
	The service charge is competitively low.	2	12	18	17	1
Perceived Price	The price of the products are reasonable	2	20	18	3	7
	The price of the boutique products are very high	0	18	20	10	2