



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

**An Analysis of the Marketing Activities of Interactive  
Whiteboard (LABWE) in Bangladesh: A Study on Daffodil  
Computers Limited (DCL)**

Prepared for:

Dr. Mohammed Masum Iqbal  
Professor  
Department of Business Administration  
Faculty of Business & Entrepreneurship (FBE)  
**Daffodil International University**

Prepared by:

Md. Ismail Hossen  
ID NO: 162-12-623  
Program: EMBA  
Department of Business Administration  
Faculty of Business & Entrepreneurship (FBE)  
**Daffodil International University**

Date of Submission

November 22, 2018

## LETTER OF TRANSMITTAL

13 November 2018

Dr. Mohammed Masum Iqbal  
Professor

Department of Business Administration  
Faculty of Business & Entrepreneurship (FBE)  
Daffodil International University

**Subject: Submission of the internship report Titled “An Analysis of the Marketing Activities of Interactive Whiteboard (LABWE) in Bangladesh: A Study on Daffodil Computers Limited (DCL)”**

Dear Sir,

I am here by submitting my Internship report, which is a part of the curriculum of MBA program. It is a great achievement to work under your active supervision.

This is based on “**An Analysis of Marketing Activities of LABWE Interactive Whiteboard**” of Daffodil Computers Ltd. I have got the opportunity to there for three months, under the supervision of Mr. Alan Shen (Project Manager, Labotrix group Limited) China.

This project helped me to fulfill the requirements of obtaining practical learning and subsequently prepare of this report. My internship in Daffodil Computers Ltd was a worthwhile experience and the exposure of such an organization would be valuable for me. The project gave me the opportunity to develop a network with the corporate environment.

Now, I would like to take this opportunity to ask you to kindly go through the report and judge it for yourself how far have I been successful in the attempts. Please be considerate to any unintentional errors.

Yours sincerely,

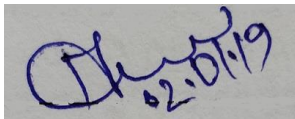


.....  
Md. Ismail Hossen  
ID NO: 162-12-623  
Program: EMBA  
Faculty of Business & Economics  
Daffodil International University

## LETTER OF ACCEPTANCE

This is to certify that Md. Ismail Hossen bearing ID: 162-12-623 a student of EMBA Program, Daffodil International University has completed the internship report under my supervision. He worked at Daffodil Computers Ltd. As an intern and completed the report titled **“An Analysis of the Marketing Activities of Interactive Whiteboard (LABWE) in Bangladesh: A Study on Daffodil Computers Limited (DCL)”** as a partial requirement for obtaining EMBA degree.

He has been permitted to submit the report. He bears strong moral character and very pleasing personality. It has indeed been a great pleasure working with him. I wish his success in all his future endeavors.



-----  
Dr. Mohammed Masum Iqbal  
Professor  
Department of Business Administration  
Faculty of Business & Entrepreneurship (FBE)  
Daffodil International University

## ACKNOWLEDGEMENT

At first, I would like to express my gratitude to almighty Allah who has given me opportunity to go through the total process of internship and to write a report in this regard.

I would like to take the opportunity to express my gratitude to my Internship Advisor, Dr. Mohammed Masum Iqbal, Dean, Faculty of Business & Entrepreneurship, Daffodil International University whose direction, guidance and support helped me a lot in writing this report.

It was a great pleasure for me to work in Daffodil Computers Ltd, Head Office as an intern. I thank all the employees for being friendly and cooperative. I was taught lots of important things through-out my internship career because of their proper attention and co-operation.

My deepest appreciation and special thanks to Mr. Alan Shen (Project Manager, Labotrix Group Ltd) of it was a great pleasure for me to work in Daffodil who helped me a lot during my Internship days with valuable advices, guidance and necessary information.

At last I must mention the wonderful working environment and group commitment of this company that has enabled me a lot deal to do and observe the marketing activities during my internship period of three months. Finally, I convey my sincere thanks to my friends who inspire in different ways to complete the report and the course as well.

## Executive Summary

This is my report on “**An Analysis of the Marketing Activities of Interactive Whiteboard (LABWE) in Bangladesh: A Study on Daffodil Computers Limited (DCL)**” which starts with the internal and external environment analysis Daffodil Computers Limited for Interactive Whiteboards, pursued by a small research to understand the users and conclusion with a recommendation of best strategies.

In the first instance, the internal and exotic environment analysis, I have covered **PESTEL** analysis that gives us a better understanding on macro environment. I formulated a **BCG** matrix for other products of **DCL (Daffodil Computers Limited)**. Then did a **SWOT** analysis to understand the Capacity and Weaknesses, and for identifying both the opportunities open to them and the threats they are observe. In addition, analyzed their major competitors includes Hitachi and Spectron. Furthermore, I have placed **Porter’s Five Forces** that consider the state of competitiveness in a market. The target market for Interactive Whiteboard has been added and I have also done on marketing mix that includes **4P’s** of a product, i.e. product, price, promotion and place.

Secondly, I conducted a survey with 10 to 15 Institutions to search out the mind share and mind share of Interactive Whiteboard, how Interactive Whiteboard (LABWE) users feel about the brand, how Non-LABWE users think about the brand, and how much people mostly want with an Interactive Whiteboard.

Finally, I have formulated some recommendations to leading the brand in higher position. To start with market segmentation and target market should be elaborated. Then they should position the brand in a new way and construct the product strategy based on quality, feature and design. In addition, they should use some more pricing strategies including market skimming and promotional pricing. Their communication strategy should also be developed including assigning a brand promoter to promote their brand. Lastly, the distribution channel should be more developed and effective. They can introduce online shopping backed up with a good and fast delivery system. Besides, their service centers must ensure fast service for any inconvenience that may consumer face.

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## Introduction

### Origin of the Study

This report is assigned under Dr. Mohammed Masum Iqbal, Professor, Daffodil International University. The report has been done on LABWE Interactive Whiteboard of Daffodil Computers Limited. The title of the report is “**An Analysis of the Marketing Activities of Interactive Whiteboard (LABWE) in Bangladesh: A Study on Daffodil Computers Limited (DCL)**”.

### Objective of the Study:

The study has been coming out with the following objectives:

- To identify the target market of LABWE Interactive Whiteboard;
- To analyze marketing mix of LABWE Interactive Whiteboard;
- To identify the problems related to marketing activities of LABWE Interactive Whiteboard;
- To make some recommendations to solve the problems;

### Methodology of the Study

The information and resources used in this internship report has been collected from both primary and secondary sources and also practical experiences.

**Primary Sources:** Survey, Interview with people who work on the educational institution.

**Secondary Sources:** Marketing Management; A South Asian Perspective, Manufacturer analysis of this market, Daffodil Computers Limited website and other’s some of related webpages, Newspaper Facebook page.

## Background of the Company

LABWE is a brand of Daffodil Computers Limited is an agglomerate based in Dhaka, Bangladesh. It comprises numerous subsidiaries and affiliated businesses, most of them united under the LABWE brand and Daffodil Computers Limited. The subsidiaries include DCL Laptop, DCL Mobile, DCL UPS, IT and Security devices.

Daffodil Computers Limited was founded by Dr. Md. Sabur Khan in 1990 as a trading company. Over the next 27 years the DCL (Daffodil Computers Ltd.) diversified into IT, Computer, Software, brand shop Business, Educational venture. DCL entered into the IT industry in 1990 and the brand business in early 2000; these areas would drive its following growth. In 2000 DCL has expanded towards IT and Brand business, these became its greater portion and main sources of income.

By 2016, DCL is the preferred choice of hundred thousand of customer across the country because its reliability and commitment to quality and price.

## Mission

Our mission is to deliver ICT service and achieve leadership in ICT markets through constant pursuit, in association with our clients and partners, of superior levels of service, efficiency and quality. The pursuit of our mission will in turn lead us towards our vision of being the highest quality and most profitable owner and operator of the world's top ICT businesses, based on strategic focus in five key areas.

## Vision

To reach the highest level of ICT sector and contribute in the micro and macro economy of the country and ensure genuine education to the nation. Achieving the target of the service and ultimate is to expand from national proximity and to approach in the international market. Enriching the human resource and converting to fit for competitiveness in the international market.

## \* Analysis of PESTEL



### Political-legal Factor:

- Advance Income Tax (AIT) Incentives on Import of Plant.
- Industries are not getting constant government support
- Foreign Direct Investment (FDI) is getting lower due to political instability

### Economic Factor:

- Growing GDP with a rate of 7.86% in 2018 Fiscal Years.
- Peoples per capital income is 1751 (Nominal: FY 2018) USD
- High disposable income is increasing purchasing capacity
- Income distribution has been changing, lower income segment is declining

### Socio-cultural Factor:

- Less cultural differences have made the marketing communication easier
- Common understandable language
- Changing lifestyle of middle-income institution

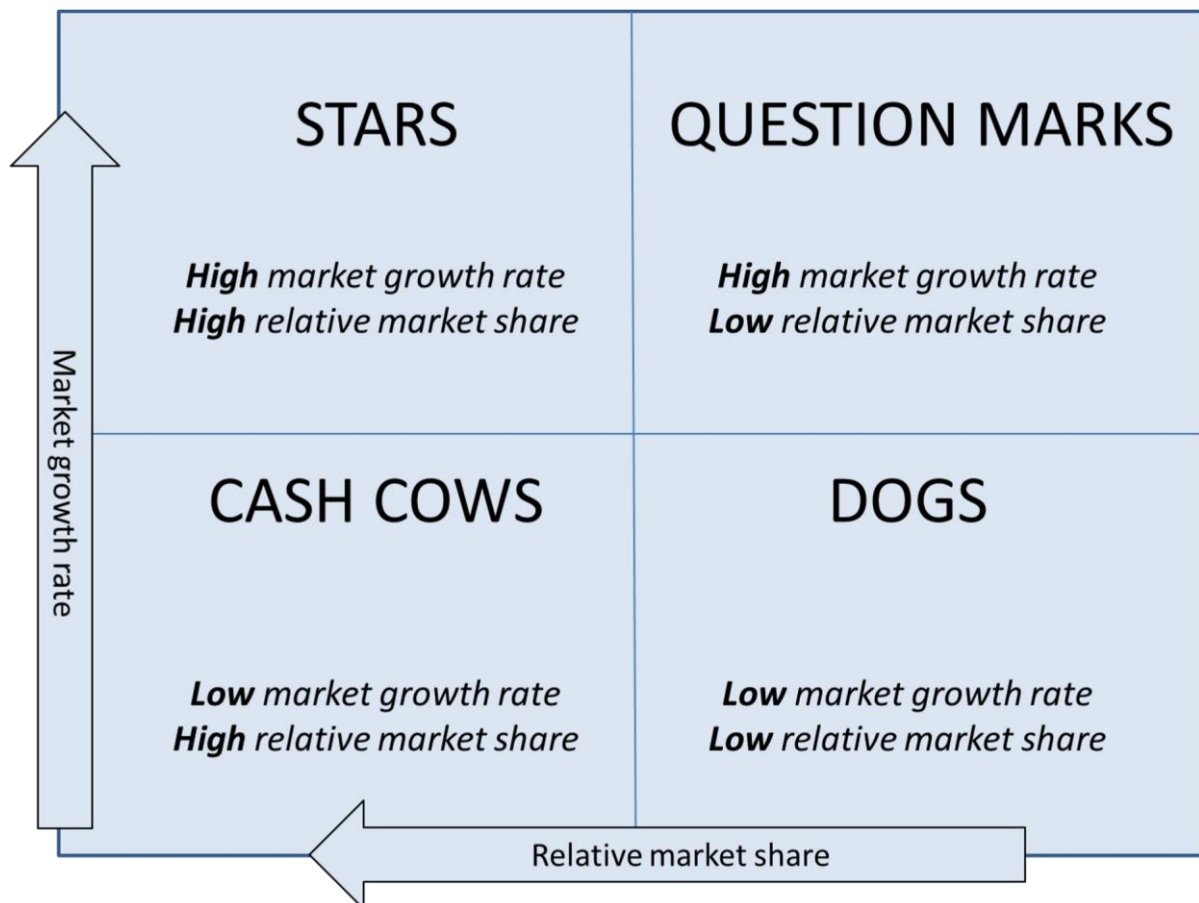
### Environmental Factor:

- More awareness on environmental issue forced DCL to focus on environment friendly operation and waste management system.
- Enforcement of pollution control act, 1995

### Technological Factor's:

- Improvement in Technology made electronics cheaper
- Technological development has increased the demand for Interactive Whiteboard
- Huge opportunities for innovation

### \*BCG Matrix



**Stars:** Interactive Whiteboard, IT and Security Device

**Question Marks:** DCL Brand shop Business

**Cash Cows:** DCL laptop, DCL UPS

**Dogs:** Amigo, and Others brand Products

## SWOT Analysis:

### Strengths:

- Quality products at low price with good look
- Smooth after sales service
- Large distribution channel for Interactive Whiteboard
- Broad knowledge of the national and International market
- Experienced Technical person who take care this product

### Weakness:

- Rely on Chinese materials for manufacturing Interactive Whiteboard
- Weakness for country of origin
- Weak Business management, they have not aggressive attitude for capturing the market
- Availability of Regular stock

### Opportunities:

- Large target market
- Growing economy
- Increasing demand due to developing our education sector

### Threats:

- Existing and potential competitors
- Political instability decreases sales
- Have challenge to develop brand awareness in Bangladesh as a domestic company of Chinese product

### Competitor Analysis:

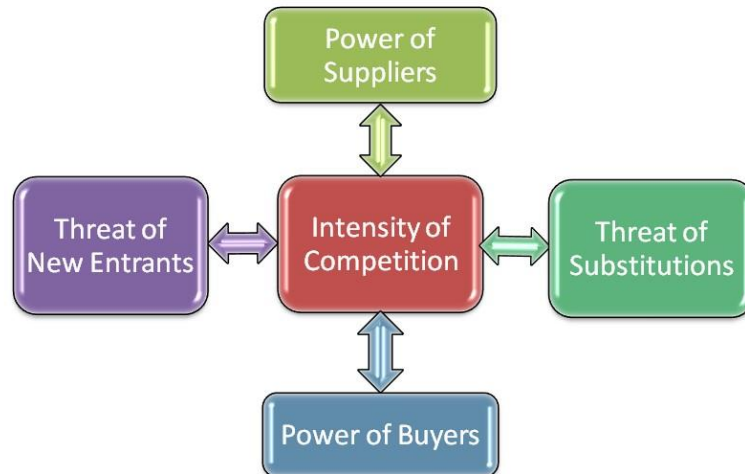
The major players of smart phone industry in Bangladesh are Hitachi, Smart, Spectron, Ei-board, Julong along with LABWE

**Hitachi:** The main competitor of LABWE Interactive Whiteboard is Hitachi, a Japanese manufacturer which is successfully competing with the other international players like Smart and holding the maximum market share due to the country of origin, contemporary features and styles, good quality and effective negotiation channel. One more important factor to Hitachi's popularity is its Projector marketing strategy. Despite being a low-priced projector, it always maintains premium and youthful look and feel in its ATL (Above the line) product quality.

**Smart:** The Touch board giant Smart is holding the second largest share of Interactive whiteboard market in Bangladesh. It's an internationally recognized brand and holds a greater brand value. It has its own Smart education platform and teacher's forum in online and also have many countries. Due to its innovative features and styles with efficient after sales service and 2 years warranty it has established a good position in the market. It also very often teaching platform for every teacher.

The other competitors include Spectron, Ei Board, IQ Touch, Julong, Star Board, DJ Board, and Others.

## Porter's Five Forces Model:



Michael Porter has identified five forces that determine the state of competitiveness in a market.

The forces also influence the profitability of firms already in the industry.

<b>Forces</b>	<b>Strength</b>
<b>Bargaining power of buyers</b>	High
<b>Bargaining power of suppliers</b>	Medium
<b>Threat of substitute products</b>	High
<b>Threat of new entrants</b>	High
<b>Rivalry among competitors</b>	High

### Bargaining power of buyers

In Bangladesh markets are about 11 brands selling Interactive Whiteboard and they offer almost homogenous products which have low switching cost between brands and which provided buyer with extremely high bargaining power.

### Bargaining power of suppliers

The Chinese companies are dominating the current Interactive Whiteboard in Bangladesh. LABWE also imported from Chinese and using China materials. Daffodil Computers Limited have the opportunities to acquire necessary ingredient from different international chains across the globe. It has provided the suppliers low bargaining power.

### Threat of substitute products

More bargaining power of buyers clearly identify a huge threat of substitute product. In Bangladesh market have lot of Chinese Interactive Whiteboard and maximum supplier in Bangladesh they have no idea about Interactive Whiteboard and its use. Than they marketing this type of product for minimum profit but this product can be earn huge amount of profit.

### Threats of new entrants

There is a big threat of potential competitors in the market. Due to junior entry barrier companies like Spectron, Ei-board, DJ Board and BenQ has expanded their business in Bangladeshi Market.



## Rivalry among competitors

There is an intense quality fight between the Interactive Whiteboard Brands in Bangladesh. LABWE is stable in an advantageous strength than most of other brands. The competition has driven the industry mean revenue to a Middle level. Considering the strength of the struggle, the rivalry among competitors is very high.

## Target Market of LABWE Interactive Whiteboard:

**Geographic segmentation:** Daffodil Computers Limited mainly focuses which customers who has educational institution in city and also urban areas. Their key focus is on divisional cities educational institution because it holds the maximum portion of total citizens.

**Demographic segmentation:** DCL's target group is every pre-primary and primary also secondary institution. Kinder garden, School, college and university from middle to high income institutions are mainly targeted by LABWE Interactive Whiteboard.

## Marketing mix of LABWE Interactive Whiteboard:



**Product:** DCL markets the LABWE under the series of “**LWB 88**”. They manufacture Interactive whiteboard imported from China. Though initially they manufactured 82”, 88” 89” 92” 96” and they already launched 105” Interactive Whiteboards. Under the **LWB 88** series they have 82” to 105” Interactive Whiteboard. The product price of the LABWE Interactive whiteboard is depending on the product multiplication and characteristics. They have manufactured 6+ Interactive Whiteboard and 3+ models are nowadays obtainable in the Bangladesh market. To maintain the market share LABWE comes with a new model in each Quarter. Some latest products in their portfolio are LABWE LWB8218, LWB8818, and LWB88105. The Interactive Whiteboard run on IR (Infrared) Technology.

**Price:** Since DCL has a wide limit of products it has been different pricing methods. Price of a merchandise mentions a lot about the product.

#### **Pricing Method:**

**Markup pricing:** DCL adds a standard augment to the product’s cost. They have set a 100% augment on their investment. If a product costs 100 BDT, they will want a return of 100 BDT.

**Market penetration pricing:** DCL normally set a low price to capture the market share. Low price secures high volume of sale. For the extinct model LWB8218 the price is set at only 70,000 BDT which is lower among all the same configured product with a 79” active area and a Writing Software.

**Promotion:** Promotional strategy is the most crucial aspect of every brand to maintain for long term, even for life time entity. DCL has emerged in market with some new creative outlook. LABWE Interactive Whiteboard has established in an accomplished line of

Interactive Whiteboard. It is distinctive by its long durability, and eye-catching look. LABWE maintains a strict quality control process to ensure unblemished quality. It provides several types of Interactive Whiteboard as market offerings. For LABWE, the new product launches and plan keep being updated in the local media, Newspapers and the electronic media help in promoting new launches as well as in informing the consumers about LABWE products and its destination. Daffodil Computers Limited Facebook page has a follower of 57K where the company's last recent updates can be found.

**Place:** Place not only means location and distribution schemes but rather includes the entire management process until reaching the products to the consumer. LABWE products are available in the market through exclusive dealers, Interactive Whiteboard distributor, retail shop and Daffodil Computers Limited own shops.

**Exclusive Dealer:** Exclusive dealer sales all products of Daffodil Computers Limited. Currently Daffodil Computers Limited has 150 Exclusive Dealer all over the country. All of them are not the distributor of LABWE Interactive Whiteboard. Only 50 dealers are authorized to distribute LABWE Interactive Whiteboard. Dealer get about 10-15% discount from DCL Company. The distributor distributes 5-10% Interactive Whiteboard of total Interactive Whiteboard sales. Exclusive dealers have been Retailers who find the Interactive Whiteboard from exclusive dealers and sale the product to the customer.

**Interactive Whiteboard Distributor:** They distribute the Interactive Whiteboard only. DCL has 10 Interactive Whiteboard distributors in the existing market. Interactive Whiteboard distributor sells 60% of total sales. So, it is the core concern for LABWE Interactive Whiteboard. They get same percentage of commission as exclusive dealer from the company. They get yearly or quarterly commission for the fulfillment of target sales. It would be 8% on the amount.

**DCL brand shop:** DCL Brand shop is the show rooms of Daffodil Computers Limited. DCL Brand Shops are operated directly by the company. In DCL Brand shop sell all the products of Daffodil Computers Limited. Daffodil Computers have had currently 06 DCL Brand shop.

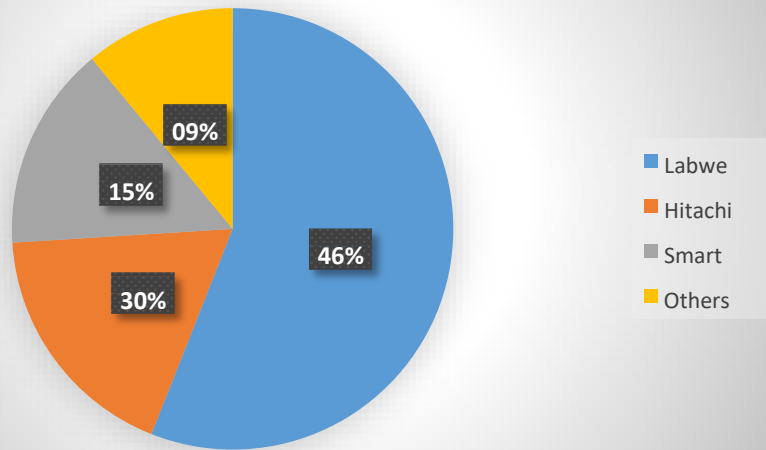
## Understanding the customers

I had a survey principally to find out four things that provided us a good understanding about customers. **First** of all, I try to find out the mind share and heart share of LABWE Interactive Whiteboard. **Secondly**, how LABWE users realize about the brand. **Thirdly**, how non-LABWE users think about the brand, and **finally** what people mostly want with an Interactive Whiteboard.

I have talked with 10 Institute between their students and Teacher. The male female ratio was almost same.

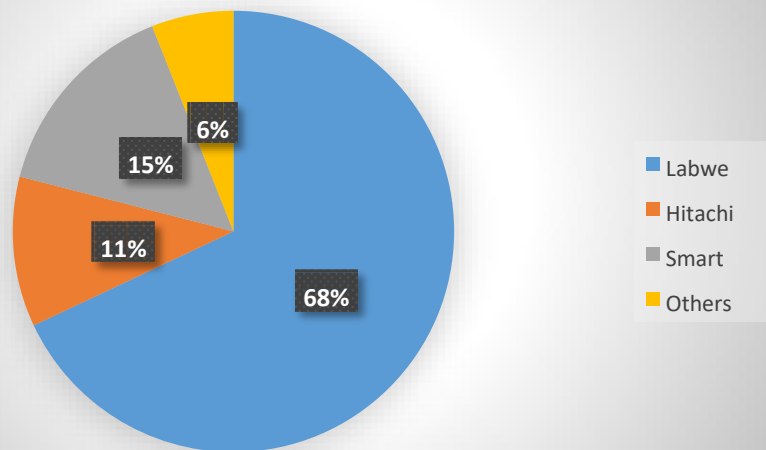
The first finding that was understanding mind share and heart share of LABWE Interactive Whiteboard displayed a very rich result. I set multiple choice question including four options, i.e. Smart, Hitachi, LABWE and others for both mind and heart share. For mind share, it showed LABWE captured the maximum segment of 46%, where World renowned brand Hitachi had only a percentage of 30%.

### Mind Share of LABWE Interactive Whiteboard



Again, for heart share, the performance was very Strong for LABWE. LABWE held the maximum share of 68%, where the share of Hitachi was only 11%.

### Heart Share of LABWE Interactive Whiteboard



Secondly, I try to understand how LABWE users feel about their brand. It was clearly understood that middle High-class Institutions' one of the best choices is LABWE Interactive Whiteboard. Most of the LABWE users are satisfied with the price and most of the satisfied Long ability, Writing Software, Given accessories, Overall quality and after sales service.

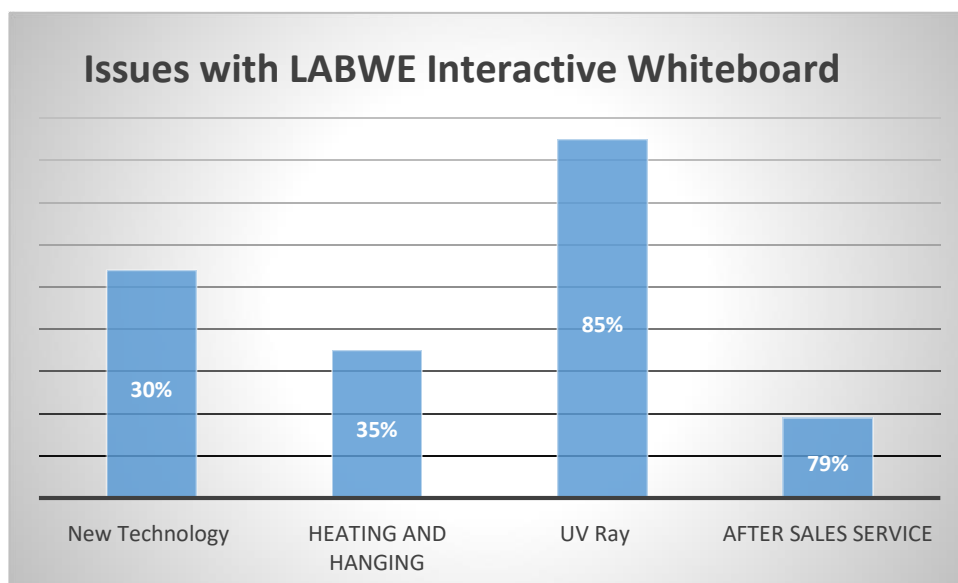
While talking with the LABWE users, I have seen that Older Institution are more dissatisfied for every brand of Interactive Whiteboard. 30% complained that this is the hassle for them. The reason behind the issue is, most of the older used to their marker board means only whiteboard. Such cases battery draining problem for writing pen is normal even in the case of branded Interactive Whiteboard also like Hitachi and others Interactive Whiteboard but technology is changed.

The second complain was heating of the area and hanging issues where 35% complained. In this case hardware part can be a reason as LABWE Interactive Whiteboard they use branded supporting accessories so, that no way to heating or hanging. They use LED light source Projector and core i5 3.00 to 3.60 GHz processors supported Laptop or Desktop. But if they use Lamp supported projector & low capacity processor than it would be happen.

Hanging can be raised due to run multiple applications at a time. The third issue was eye protection of users. Almost all the people, a percentage of 85% complained that a long time need to see on the board and its effects too much of eyes. The cause is can be remove using anti reflecting paper and increase the projector quality. The light source of projector that they used lamp for decrease the price but if they use LED than users also can be looking more time without anti reflecting paper. Price is a big factor here.

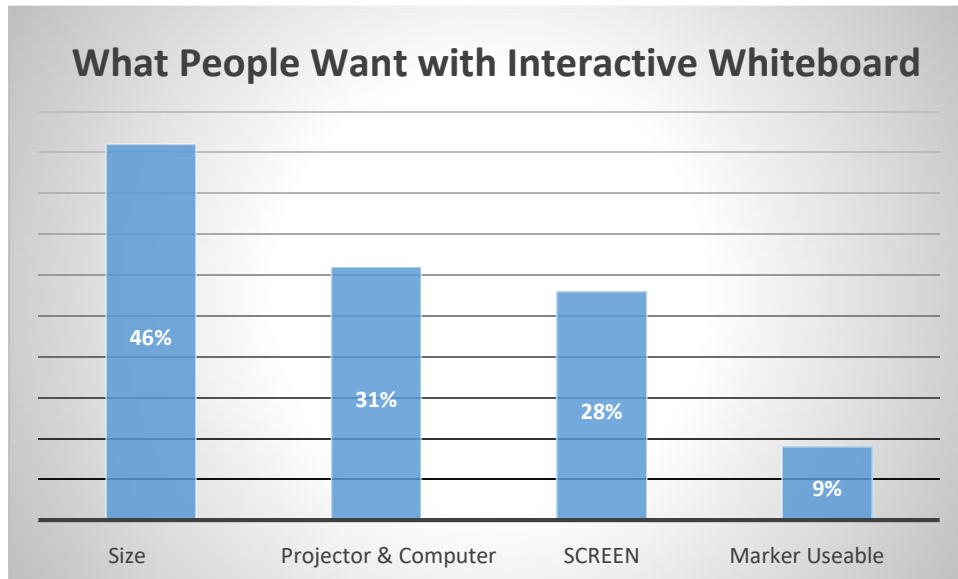
Another major advantage about LABWE Interactive Whiteboard was on them after sales service. 79% held negative experience regarding their service. A participant from our own business school mentioned that their LABWE Interactive Whiteboard they used from 2007

but still now they used but recently they informed their Interactive Whiteboard not work properly. After receiving them complain Daffodil Computers Limited service team go to their institute and given service but takes 5 to 7 days for send the service team and after that they used this interactive whiteboard again.



Thirdly I surveyed for how non-LABWE users think about the brand. For a budget Interactive Whiteboard with effective configuration and size, LABWE was the first best choice from Hitachi. Some participants responded that they felt proud of having a LABWE brand. Though the brand awareness of LABWE is much high to our participants and people assumes that an Interactive Whiteboard building up with Chinese materials will improve our education sector.

Finally, I wanted to understand what people mostly want with an Interactive Whiteboard. 46% replied with big size, both active and physical, 31% emphasized on good quality Projector and Computer, 28% focused on screen and 9% wanted a marker useable Interactive Whiteboard.



## Recommendation

### Market Segmentation and target market

Daffodil Computers Limited mainly segments the market based on geographic and demographic criteria. In demographic segmentation, they should focus on their market in City areas, because majority of the Institution established in city areas.

Excepting, they can apply behavioral segmentation. Behavioral variables like advantage and user status can be used. For example, customer who cannot go a single day on market can be targeted based on the benefits they demand. In user status, first time and regular users should be retained, non and potential users should be attracted and the reason should be figure out and solved why ex users are not using the brand.

### Positioning the brand

Currently Daffodil Computers Limited's positioning statement for all the product is "For Future Education", by which they are trying to position their brand by creating a value on the



minds of customers and they are also maintaining product quality as well. What Daffodil Computers Limited is trying to do is, they are making the customers to think in a way that, as it is our product for everyone and satisfy in price and the quality is good as well, so they should buy the product for the betterment of the country people or Interactive Whiteboard users.

When Daffodil Computers Limited Launched Interactive Whiteboard in the market, DCL had to come up with a new positioning statement, the statement was "User Experience". They tried to establish a belief that everyone can afford a LABWE Interactive Whiteboard.

So far LABWE has done well positioning the brand, but there are flaws. Gradually LABWE is trying to expand the market and already LABWE is offering big size Interactive Whiteboard. The people who can afford those Interactive Whiteboard are interested to buy LABWE; because they think that it will increase their teaching method. They think it will differentiate at them, or something similar to it. If Daffodil Computers Limited really wants to focus on the market of high-quality Interactive Whiteboard with low price, then LABWE will continue carry the first position. LABWE brand have to create an image that, it will represent that institution in a different way. In such a way, by which an institution will feel proud of and will feel different compared to others. Daffodil Computers Limited can do this, in future LABWE will undoubtedly capture and continue a good proportion of mind and heart share as well as market share of Interactive Whiteboard.

## Product Strategy

The product strategy should be based on quality, features and design. From the survey it is clear that determination of four main issues that are mentioned earlier can lead LABWE Interactive Whiteboard to a superior position. As Infrared (IR) system is energy consuming, and the big Screen of active area also depends on the usage rate, the issue cannot be eliminated but can be reduced by attaching bigger screen like a minimum 110 inch where 107” would be active area. Instead of using polymer board, they can use anti reflecting paper which are decrease the UV ray to participant on the classroom. Besides, they can provide Ceiling mount kit of short throw projector for free with their Interactive Whiteboard as a good point of parity. The second issue which was heating and hanging problem can be solved by using branded supporting hardware rather than Non-brand or low capacity of storage. For example, some of the LABWE Interactive Whiteboard, we are provided by Clone desktop or dual core processor, if instead we can use Brand Laptop or Desktop. In addition, anti-reflecting papers exposure must be solved to improve the overall quality of the brand. It is a big exposure as 85% complained on this. Again, Clone PC or Non-brand PC should be avoided and branded Supporting Hardware like HP, DELL and Casio can be used.

Moreover, they must focus on what customers want with Interactive Whiteboard. Introducing a Big size Interactive Whiteboard can be attractive points of parity for a Daffodil Computers Limited. They can also be innovative in designing their Imported Interactive Whiteboard. What normally they do is copying design from another branded Interactive Whiteboard. They can design their Imported Interactive Whiteboard in slimmer from and if they have ability, they can introduce a good point of difference, i.e. Smart was the first to introduce the Digital Content based on the standard syllabus.

Though price is a factor for developing such strategies, it will not be a major problem for LABWE brand and also Daffodil Computers Limited as they get competitive advantages over other companies.

## Pricing Strategy

DCL uses markup and market penetration pricing strategies. Besides, they should use market skimming pricing and promotional pricing strategies.

Through price **skimming strategy** DCL will charge the highest initial price that customers will pay and as the demand of the first customers is satisfied, they will lower the price to attract another, more price-sensitive segment. This pricing effectively works for electronic products especially for smartphone. Smart often uses such pricing strategy. For example, LWB8218 was launched in the market on April, 2015. Still it is priced at 70,000 BDT.

DCL should drop the price to a lower level to attract price sensitive segment.

In addition, they should use some promotional pricing strategies like special event price and low interest financing. They can offer their product at a lower price in the time of special events, for example, in New Year or Admission season. In addition, DCL should offer consumers low interest financing to increase its sale volume rather than cutting off price. They should introduce new instalment deals with Small Institutions for example, Small Institution can purchase LWB8218 and LWB10518 of Interactive Whiteboard with a monthly installment of 10,000.00 BDT and 15,000.00 BDT for 7 months and special discount. Its actual price is 70,000.00 BDT and 105,000.00 BDT.

They can also offer Interactive Whiteboard at a 5% discounted rate with in corporate deal.

Moreover, DCL should make an agreement with big institutions, i.e. BUET, Dhaka University or any others big Educational Institution for their high-priced Education Solution sets.

The agreement can also be applied for AIO Interactive Flat Panel and Digital Podium to boost up sales.

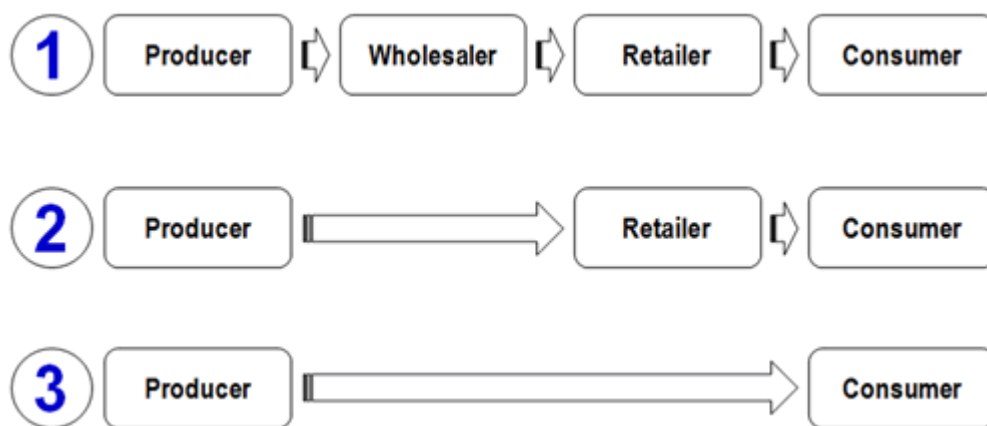
## Communication Strategy

DCL should come up with new plan and new strategy to attract customers for their upcoming products. Online advertisements are getting so common now a days. These media will help to spread the information regarding the new products near to the customers. But these are not enough to make customers buy these products. They can arrange campaigns, Education day, and Demonstration for teachers to attract the client for upcoming new Interactive Whiteboard.

They should make contract with different School, College and Universities or Teachers, convincing them to use only LABWE Interactive Whiteboard in the Classroom or Coaching Center and thereby they can promote this brand and reach to the vast population. They should contract with renowned Teacher for this promotion. As well as DCL should also assign brand promoter to promote their brand. For example, involving **Ahmed Zawad Chowdhury**, from Cantonment English School and College in Chittagong, **won the gold medal** with a score of 32 out of 42, according to the **International Mathematical Olympiad** as brand promoter of LABWE Interactive Whiteboard to influence customer's mind as most of people in Bangladesh as the name has the emotional attachment. If some how Daffodil Computers Limited connected to user by their emotional publicity and heart touching TVC than they can able to make a big business in Bangladesh market.

## Distribution Strategy

As previously discussed, DCL maintain a large distribution channel including executive dealers, Hardware and Software distributors, Retail Shops and DCL Brand Shop. Right now, DCL has 60 exclusive distributor and 500 Retailers in Bangladesh of their all products, 30 of them are exclusively Interactive Whiteboard distributor. For more effective and efficient distribution DCL should plan to increase its Interactive Whiteboard distributor in major districts. In this way consumer will get more expertise, performance, and coverage to make buying process easier, reliable, enjoyable and more rewarding. Sometimes they apply direct sale to customer for gain more profit. In below given that types of distribution channel procedure.



Here Procedure is Daffodil Computers Limited. DCL should established online purchase and promise good delivery to its customers. Good delivery means early delivery, on-time delivery or order completeness. Online or in store order delivery must be a highly satisfactory level in order to customer remembrance.

Besides, as our study showed that 19% people were not satisfied with the after sales service, DCL should provide training facilities to its employees so that they can deliver rich customer service. With better trained employees and rich customer services DCL will get customer satisfaction which can be worked as a point of difference in the Interactive Whiteboard market of Bangladesh. DCL should establish more service center in Bangladesh, currently it has only 1 service center. DCL's future plan should include service center under every distributor to ensure fast service for any inconvenience that may consumer face.

## Findings:

1. Daffodil Computers Limited is dependent on china service Engineer. Because in Bangladesh have no that types of service Engineer and also DCL have not take a necessary arrangement for their service Engineer training.
2. After sales service is lengthy because shortage of spare parts and also expert service Engineer. Maximum time they given product replacement warranty but if they given training to their service Engineer than they recover the problem and possible to make profit from service.
3. Sometimes price is higher than product expected performance. It would be happening for miss communication with manufacturer to DCL. Sometimes from DCL they pressurized to manufacturer for decrease the price than manufacturer decrease the quality and operating system.
4. They are giving Interactive Whiteboard at very high prices for lower and lower middle-class Institutions. In Bangladesh that types of institution have not ability to buy this product but If they given discount to their that type of customer than they able to explore their market without large scale of marketing.
5. There is shortage of brand shops, only two brand shops are available. For covering the overall market in Bangladesh, they need to stablished the brand shop in district wise. Because at first customer want to see the product performance and also how this product work.
6. Distribution Channels are very strong because they have 60 distribution channels. But they buy the product order basis if they buy randomly for showcasing the product on their shop than also reduce the brand shop necessity.
7. There are strong online activities for brand promotion, like e-commerce site, Facebook marketing and online newspapers. They have own e-commerce site Apnare.com and Dolphin.com.bd. They have individual product Facebook page and they cover their product publicity in every month on Online newspaper.
8. There is no TVC advertisement and brand promoter. In Bangladesh perspective TVC advertainment and brand promoter is the most important part. In our country most of the Kindergarten Schools teacher are female and they always watching the Television and they follow that TVC and also brand promoter.
9. The weight of the Interactive Whiteboard has increased. It's not acceptable but need to manage because if increase the size than rapidly increase the weight.
10. They have no attractive Interactive Whiteboard facility. Like others brand have a ERP software for school management and some of brand announced some promotion for the users for the training purpose.

## Recommendations:

1. They should create a heart touching brand story. They used their valuable customer voice, experience their expertise after that they recorded and make short film about Interactive whiteboard facility.
2. They should use some effective raw materials to be unique, like anti-reflecting paper. Also, they can show some issue which is make them unique and different from others. If they make a stand for Interactive whiteboard and give to the customer free than this is also would be unique.
3. Market visibility should be continuous for established brand value. They need to more investment for assure the brand value. Because their product is too good from others brand but this brand has no branded introduction in Bangladesh. That's why they need to invest and make sure the strong marketing of this product.
4. Availability of spare parts for faster after sales service. Daffodil Computers Limited don't collect the spare parts for shortage of their service expert but they need established of this department.
5. They need to continue good communication with distribution channel. Distribution channel also explore their product and help the established the brand awareness. If DCL gives them some promotion than they make a strong brand on the market.
6. They should increase Product display at district wise. DCL have 30 exclusive distributors in Bangladesh but have no display center outer Dhaka city. This product need to physical performance for making a buying decision.
7. They need to make TV advertisement to reach end customer easily. It's also important for You tube and Facebook marketing. In Bangladesh most of the IWB users they used internet and sometimes they watching TV. So, if DCL make that types of Advertising for this media.
8. Weight should be lower because the user wants installed this product on stand. Some of times some corporate users want to install their product on stand but they also want to bigger size for them. That times its also too much difficult to solve that types of issue. If DCL talk to manufacturer for minimize the big size IWB weight especially corporate.
9. The Interactive Whiteboard need to be more attractive, such as slimmer. Actually its totally optional issue, If they can able it would be better for DCL.
10. They should establish R&D Center for product innovation. In DCL have huge shortage of R&D. Because maximum product they imported without R&D. If they do R&D that's not a proper way. So, must be needed R&D for increasing the quality product.

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## Appendix

### Survey Questions:

1. Name the first Interactive Whiteboard Brand that comes to your mind.  
a. LABWE   b. Smart   c. Hitachi   d. Other
  
2. Name the Interactive Whiteboard Brand from which you would prefer to buy Interactive Whiteboard.  
a. LABWE   b. Smart   c. Hitachi   d. Other
  
3. What is your major complain on LABWE Interactive Whiteboard?  
.....
  
4. For buying an Interactive Whiteboard which Size gets your first priority?  
.....
  
5. Why do you use LABWE Interactive Whiteboard?  
a. Big Active Area                      b. Product Quality                      c. Writing Software
  
6. LABWE Interactive Whiteboard is the best for –  
a. Big Active Area                      b. Product Quality                      c. Writing Software
  
7. Advertisement of LABWE Interactive Whiteboard is –  
a. Very good                      b. Good                      c. Fair                      d. Poor

8. If you have 100,000 Taka for buying an Interactive Whiteboard, which brand will you buy?
- a. LABWE   b. SMART   c. Hitachi   d. Spectron
9. DCL's target audience should be –
- a. Upper class                      b. Middle                      c. Lower Class                      d. All
10. If you are a current user of LABWE Interactive Whiteboard, will you rebuy it?
- a. Yes                                      b. No