

INTERNSHIP REPORT
ON
“An Analysis of Marketing Strategies of Super Star Lighting Ltd”

Prepared For:
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Date of submission: October 11, 2018.

Letter of Transmittal

October 11, 2018

Dear,

Mohammad Shibli Shahriar

Head of Department, Innovation and Entrepreneurship, Daffodil International University.

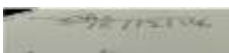
Subject: Submission of Internship Report ,

Dear Sir,

I have completed this report as part of my internship program. The report has been compiled as per your requirements and those set by the host organization. It gives me immense pleasure to tell you that working on this internship report has given me a wide range of exposure. The report is based on the knowledge, experiences and the skills that I have acquired during my period of internship in Super Star Lighting Ltd. I am thus submitting this report with the hope that it lives up to your satisfaction. However I would be glad if you enlighten me with your thoughts and views regarding the report. In addition, if you wish to enquire about any of the aspects of the report, I would be glad to answer your queries.

Thank you again for your support and patience.

Yours Sincerely,



Fardin H Ratul

ID: 151-11-4466

Daffodil International University.

Certificate of Approval

The internship report of

Fardin H Ratul

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From

BBA

Department of Business Administration

Daffodil International University.

Titled

“An Analysis of Marketing Strategies of Super Star Lighting Ltd”

[Conducted on behalf of Super Star Group (SSG). UCEP Cheyne Tower (3rd Floor)

25 Segunbagicha, Ramna, Dhaka-1000]

Is approved and is suitable in eminence figure.



Mohammad Shibli Shahriar

Head of Department

Innovation and Entrepreneurship

Daffodil International University

Acknowledgements

First of all, I would like to thank the Almighty for blessing me with the strength, aptitude and patience for successfully completing my internship and this report. I would like to thank my academic Supervisor, Mr. Mohammad Shibli Shahriar, Head of Innovation and Entrepreneurship, Daffodil Int. University for giving me the opportunity to work with her during my period of internship. I have been able to compile and complete this report in a comprehensive manner due to the guidance, support and counseling that he has provided me with during this period.

I acknowledge my gratitude to Imranul Kabir, Deputy Manager, Marketing & Business Development, Super Star Group, for his help and valuable suggestion from time to time and for being my supervisor in the host organization in achievement of my internship program as well as preparing the report. And I would also like to thank to Md. Allama Murshed Muneem, Senior GM, Marketing & Business Development, Super Star Group for his kind cooperation.

I also show my utmost gratitude to all the officials of Super Star Group for their friendliness and helpfulness. The officers really helped me in obtaining the necessary information in time. I would also like to thank Human Resource Department of Super Star Group, which made the door of Super Star Group wide and open for me.

Executive Summary

This report is prepared on the basis of my three-month practical experience at Super Star Lighting Limited. This internship program helped me to learn about the practical scenario of a Electric Company specially Lighting division. Super Star Lighting Limited is a dynamic and leading countrywide Lighting solution provider. It is a sister concern company Super Star Group, commenced its operation in 1994 under the brand name Super Star and with the product GLS Bulb as primary Lighting solution providers in Bangladesh. Later, the company grew fast, expanded its business and came out as a group. In the early of this century super star introduced environment friendly CFL bulb and later introduced LED bulb and currently leading the both market of accessories and Lighting..And in 2013 Super star Lighting came up with new brand name and as a sister concern of super star group. This report has been presented based on my observation and experience gathered from the company. The organization has many divisions and departments but my focus is given more on the Marketing and Business Development (MBD) Division as I only got the opportunity to work in this division. The report mentions about the Attitude of eco friendly Lighting and the impact of marketing mix and benefits Super Star Lighting Limited provides to their customer. A research is conducted to draw a conclusion on the basis of consumer's Attitude and the overall output of marketing mix. The result that is found is quite considerable. However Super Star Lighting Limited should work a lot to make their customer aware about the needs of eco friendly Lighting. The result of this research is described in details in this report in the later chapters. After knowing the scenario of Super Star Lighting Limited in terms of their customer knowledge a lot of recommendations came up. The report also consist recommendations and conclusion according to my point of view, which I think would improve the environment of the organization if implemented.

I have conducted a descriptive research under the topic “**An Analysis of Marketing Strategies of Super Star Lighting LTD**” in the main body of the report. I have analyzed the results and brought to the light the different scopes for improvement in the process. I have divided them into two sections - from the point of view of the job and from my own research

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Chapter 1: Introduction

1.1 Introduction

When Thomas Edison first presented the world with the incandescent light bulb in 1878, little did he know that his invention would amplify carbon emissions and contribute to significant changes to the planet's eco-system over the next century even would affect the eye sight of the next generation. The future of the planet is under threat from carbon emissions. This carbon emission results global warming which melting the ice and raising sea level. This is the great challenge of the current century. To face the challenge the world is going for eco friendly journey and the lighting industry too. Eco-friendly lighting is the most important change in the lighting industry since the invention and commercialization of the electric light bulb. However, LED lights can help combat energy consumption and carbon emissions.

But its frustrating that it was too late when Bangladesh started to get the blessings of green Lighting innovation. Still now the mass people of Bangladesh is not aware enough about the necessity of eco friendly Lighting, they are still using incandescent bulb which is harmful for environment as well as for the users eye sight. Super Star Lighting is one of the companies trying to make people aware and provide green Lighting solution.

1.2 Background of the Study

Super Star Lighting is trying to be the best solution provider for lighting needs and making people aware about the needs of eco friendly lightings. Recently it introduced most eco friendly and eye friendly LED products with updated technology. It is promising to provide perfect lumen for consumer eyesight and eco balance. The marketing and business development(MBD) team is working to create mass Attitude and to be competitive lighting solution provider with all updated technology. So this study is to observe the company activities as well as marketing mix strategy and its result on customer Attitude then to recommend them, how the lighting solution quality can be improved and how the overall marketing mix can be revised.

1.3 Rationale of the Study

This study is conducted basically to learn physically the ways and procedures as well as all the activities of Super Star Lightings Limited for eco lighting solution provider. By working in the Marketing and Business Development (MBD) department of Super Star Lightings Limited practical experience has been gathered regarding their ways of serving customers directly. As this report is prepared from practical experience of working with the team of Marketing and Business Development (MBD), so the data and information that will be shown in this report, will be pure and practical. But as for maintain organizational secrecy some confidential information will not be shown here.

1.4 Scope of the Study

This report will give an overview regarding the measures taken by the electric and lighting companies in Bangladesh to provide lighting solution and design its marketing mix. It will also help to know the company overview of Super Star Lighting Limited and the emerging super Star Group. Basically it will serve the information about the Marketing and Business Development (MBD) department of Super Star Lighting Limited. As all the marketing and customer communication is accomplished by this department, so the readers of this report can get an overall idea regarding the marketing activities and marketing mix strategy of Super Star Lighting Limited and the companies of the same industry.

1.5 Objectives of the Study

The main objective of this study is to analyze the marketing activities of Super Star Group Limited. For the purpose of better understanding, the objectives of the study are divided into two categories:

The broad objective of this study is to evaluate the marketing activities of Superstar Group Limited

The key specific objectives of this study are as follows-

- To identify the marketing mix of Superstar Lightning Limited.
- To analyze the marketing activities of the company.
- To find out some problems of those activities .
- To make some suggestions to overcome those problems.

Chapter 2: Methodology of the Study

Methodology

Here I conducted **Purposive Sampling** technique. Since it is less time consuming and a convenient procedure. A purposive sample is a non-probability sample that is selected based on characteristics of a population and the objective of the study. Purposive sampling is also known as judgmental, selective, or subjective sampling.

This type of sampling can be very useful in situations when you need to reach a targeted sample quickly, and where sampling for proportionality is not the main concern

I took an attempt to have a better understanding of customer Attitude about eco friendly lighting and lighting solution of Super Star Lighting Limited

2.1 Data Collection: For conducting this study, both the two types of primary and secondary Data sources were used. The methodology of the collection of data from both the sources is discussed in the following:

Primary Data Sources: For collecting primary data, basically the following Techniques were used:

Using these three techniques, data has been collected by the following ways and mediums:

- Actively working through the whole internship period with on-site supervisor about the topic.
- Collecting document and information from the line Manager
- Informal interview with some team members of Marketing and Business Development (MBD)
- Process documentation files of different department and divisions.
- Sharing observations with other Interns of MBD, SBD Department and also the Interns of Sales Operation Division

- Data from respondents.

Secondary Data Sources

For secondary data collection, I have gone through Super Star's website, official Facebook page, previous internship reports and available articles on the internet. Most of the secondary information such as organizational overview, management profile, divisional and departmental chain of command etc. has been collected from internal website of Super Star as well as Super Star Official website and Annual Reports of Super Star Group.

2.2 Data Analysis

Though primary data was used to prepare this report, there were used formal questionnaires to collect data. After collecting data, each data has been analyzed according to the objectives of the study. Classification and tabulation of data is also made according to the objectives of the study. The analysis has been made according to the factual information collected through information and personal observations and some results are found out from the oral information given by the employees and customers of the Mystery shopping.

2.3 Data Presentation

Presenting mixed data which are qualitative and quantitative is relatively difficult. So, based on the limited knowledge of the researcher, he tried his best to present data as accurately as possible. Here data is presented in a statistical and theoretical method. To represent data some tools and tables of MS word and also some other shapes from MS word, MS Excel and SPSS were used. Then an explanation of every shape and tabular form is given below that.

2.4 Computer Software Used

Following computer software were used to show collected and presented data:

- Microsoft office word 2010
- Google chrome
- Microsoft office excel 2010
- Snipping tool

- Paint etc
- SPSS
- Power point

2.5 Limitations of the Study

There are some limitations that are faced while collecting information and putting those in the internship report. Firstly, the confidentiality of the MBD department will not allow to add some key information in this report. Because on the time of joining, the researcher signed in some deeds regarding the “Declaration of Confidentiality” that he will not share any confidential information of the organization. On the other hand, as the organization is very much formal and everyone is very busy all the time, it is hard to take interviews personally and collect proper and enough information within this short time. Moreover, only 3 months are not enough to know details about an organization and as well as all the activities performed by a department and a division. So time shortage is a very important limitation on the way of this study.

Chapter 3: About Super Star Lighting

3.1 Introduction

Super Star Group is a leading and promising manufacturer, importer and marketer of electrical equipment's/accessories since last two decades very successfully. In addition, the Group is the exclusive distributor of Kawamura Electric Inc., Japan to marketing their Molded Case Circuit Breakers (MCCB), Miniature Circuit Breakers (MCB) and Khaitan Fan, in Bangladesh. Their product ranges are CFL, Incandescent Lamp, LED Light, Tube Light, Switches & Sockets, Fan, Tube Light Fixture, PVC Tape, and Electronic Ballast. The quality of these products is guaranteed and its durability is unquestionable. All these products have got both intrinsic and aesthetic value for which we are proud of and find ourselves truly satisfied in supplying the quality goods to our valued and prospective buyers and consumers. Firstly all these entity worked as a single entity, but now they are controlling different businesses as different entity and Super Star Lighting is a major one.

Super Star Group has well organized distribution channel in Bangladesh. They have 350 indirect distributors for distributing the light fan and accessories whose responsibility is only distribute the product to the retailers for customer consumption. Direct channel does deal with only the B2B dealings. They select their distributor from the application list and show some criteria before selecting the distributor. Super Star Group only manages the regional distributors and they do not have national distributor for minimize the channel conflict.

Super Star Group LED light is committed to provide best quality product and will continue to ensure the best experience through environment friendly LED light .On the other hand Super Star Group always want to provide best product to its customer so that it never disappoints them.

3.2 Super Star Vision, Mission, Values

Vision

To be the most contemporary conglomerate - LOCALLY AND GLOBALLY

Mission

We will provide the innovative products and solutions that offer customer delight.

Values

We're Bold

We're Responsive

We're Innovative

We're Global

We're Human

We're Tec savvy

We're Bright; because we believe our future is bright.

3.3 Super Star Lighting's Organogram

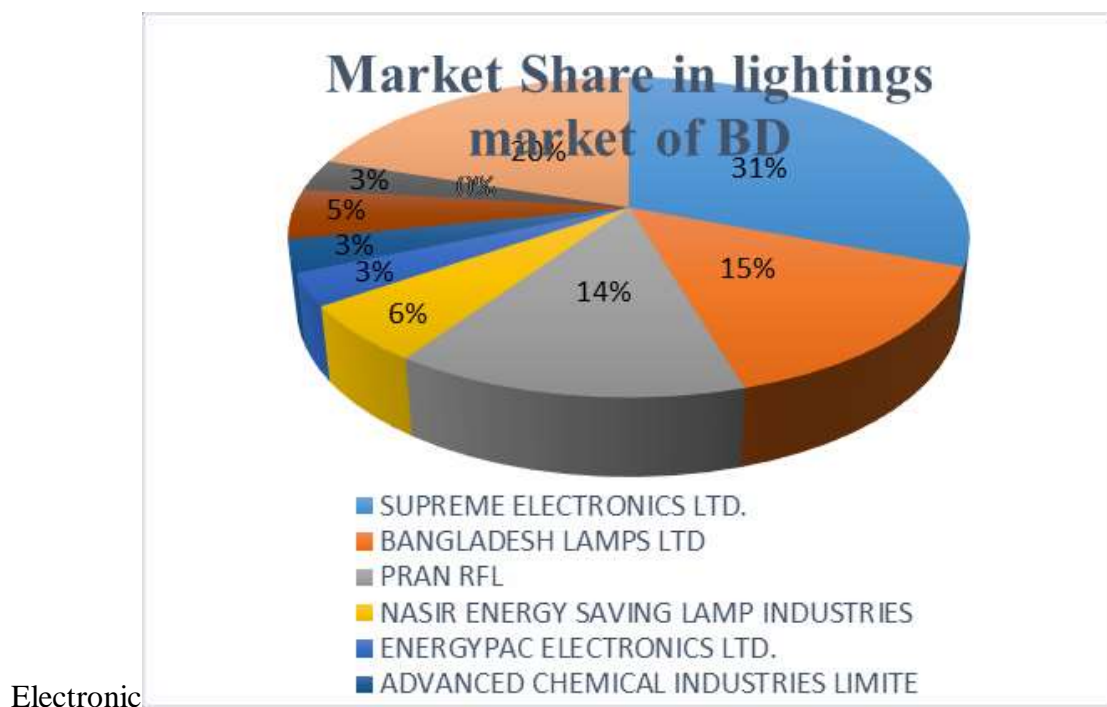
Super Star follows a flat hierarchy structure which is well defined in each division. The employees work according to the guideline of the of the top management. The organogram hierarchy is given below



Chart: Organogram of Super Star Lightings

3.4 Current Market Share of Super Star Lighting

Super Star LED light is committed to provide best quality product and will continue to ensure the best experience through environment friendly LED light and leading the Bangladeshi market of LED and CFL products. In this chart Super Star Lighting is shown as Supreme Electronics as the market share is based on the circuit import ratio and super star is importing as Supreme



3.5 Shareholders of Super Star Lightings

Super star Group is a family owned group. Recently they are going to be registered in Dhaka stock exchange and increasing capital for the expansion of the company.

3.6 Brand Elements of Super Star Lightings

Logo



Super Star Group TAG

A brand of **SSR**  TM

Slogan

“স্বাস্থ্যকর লক্ষ্যের আমল, চরিত্রের জয় পাইল”

Uniqueness



Chapter 4: Analysis of Customer Attitude towards Eco Friendly Lighting

4.1 Analysis

In the first phase of the research, I prepared a questionnaire that consists of 2 statements and 8 questions. I did not include the respondents' name in the questionnaire because of questions of privacy. In the second phase, data was processed by the SPSS software and a frequency distribution and cross-tabulation analysis were done. The questionnaire consisted of two types of questions - a) identifying respondents Attitude towards eco friendly lighting through a five-point Likert scale, and b) questions that indicate their current status as lighting customer. The Likert scale is one of the most prominent scales that researchers use to find the level of agreement or disagreement, satisfaction or dissatisfaction of the respondent in connection to statements of interest.

4.2 Frequency Tables

The frequency tables of the research are discussed below:

Table 1: Gender of the respondents

Answer	Frequency	percent	cumulative percent
Male	76	76%	76
Female	24	24%	100
Total	100	100%	100

The respondents' gender distribution has been presented in Table 1. It can be observed that the majority of the respondents, i.e. 76% are male while the rest of the 24% are female.

Table 2: Primary knowledge about eco friendly lighting

Answer	Frequency	percent	cumulative percent
Yes	84	84%	84
No	16	16%	100
Total	100	100%	100

The respondent's primary knowledge about the eco friendly lighting has been presented in this table. Majority of the respondents know about eco friendly lighting. Here we find 84% know about eco friendly lighting and 16% have no idea.

Table 3: Using of eco friendly light type

Type	Frequency	percent	cumulative percent
LED	72	75%	75
CFL	10	10.4%	85.4
FTL	14	14.6%	100
Total	96	100%	100

In these table which type of light they used is described, 96 respondent said they used.72 used LED which is 75%, 10 respondent said they used CFL which is 10.4% and 14 respondent said they used FTL which is 14.6%.

Table 4: Do they think co Friendly light as energy saving

Answer	Frequency	Percent	cumulative percent
Yes	76	76%	76
No	4	4%	80
may be	20	20%	100
total	100	100%	100

In this table customer knowledge about Eco friendly lighting's energy saving nature came out. Among 100 respondents 76% believe it as energy saving, 4% believe it as not energy saving, 20% believe it may be energy saving.

Table 5: Beliefs regarding eco friendly light save the environment

Beliefs	Frequency	percent	cumulative percent
Strongly Agree	28	28%	28
Agree	52	52%	80
Neutral	20	20%	100
Disagree	0	0%	100
Strongly Disagree	0	0%	100
Total	100	100%	100

The table shows the agreement regarding the statement eco friendly light save the environment. Among 100 respondents 28% strongly agree, 52% agree, 20% neutral. None of the respondent shows his/her disagreement or strong disagreement regarding the statement.

Table 6: Beliefs regarding eco friendly light protect eye sight

Beliefs	Frequency	percent	cumulative percent
Strongly Agree	22	22%	22
Agree	48	48%	70
Neutral	28	28%	98
Disagree	2	2%	100
Strongly Disagree	0	0%	100
Total	100	100%	100

The table shows the agreement regarding the statement eco friendly light protect eye sight. Among the 100 respondent 22% shows they are strongly agree, 48% agree, 28% took neutral position, 2% took position against the statement and showed disagreement. None of the respondents showed their strong disagreement.

Table 7: Facing promotion regarding Eco friendly lighting

Answer	Frequency	percent	cumulative percent
Yes	66	66%	66
No	34	34%	100
Total	100	100%	100

Here the respondents expressed whether they went through any promotion regarding eco friendly lighting. Among 100 respondents 66% faced and 34% didn't faced .

Table 8: Whether bought Eco Friendly light, If bought which brand

Answer	Frequency	percent	cumulative percent
Yes & Super Star	32	32%	32
Yes & Transtec	24	24%	56
Yes & Philiphs	20	20%	76
Yes & Click	4	4%	80
Yes & Energypac	6	6%	86
Yes & Sparkel	4	4%	90
Yes & others	2	2%	92
No	8	8%	100
Total	100	100%	100

Here shown whether the respondents ever bought or not any eco friendly light. Among 100, 92 respondents bought different brand's light of which Super Star took the highest share 32%. And 8% respondents never bought eco friendly light.

Table 9: What they think about price

Answer	Frequency	percent	cumulative percent
Higher	52	52%	52
Ok	48	48%	100
Lower	0	0%	100
total	100	100%	100

Among the 100 respondents 52% think the price is higher and 48% think the price is ok.

Table 10: Availability in the locality

Answer	Frequency	percent	cumulative percent
yes	76	76%	76
No	10	10%	86
may be	14	14%	100
total	100	100%	100

Here the respondents expressed whether the product is available in his/her locality or not. 76% of the respondents found the product in his/her locality, 10% didn't find and 14% think the product may be available in his/her locality.

Chapter 5: Marketing Mix Strategy of Super Star Lightings



Figure: Marketing Mix

5.1 Product

A product is anything that can be offered to a market and that is potentially valued by a target market for the benefit or satisfactions it provides, including objects, services, organization, places, people and ideas.

As in electrical business Super Star Lighting provide different types of Lighting as their products in the market. In lighting industry it is very important to provide more effective light at lower electricity cost and providing more variety product with updated technology. With its electricity efficient and updated technology product Super Star Lighting has become the market leader of lighting industry in Bangladesh.



Figure: Product Line of Super Star Lighting

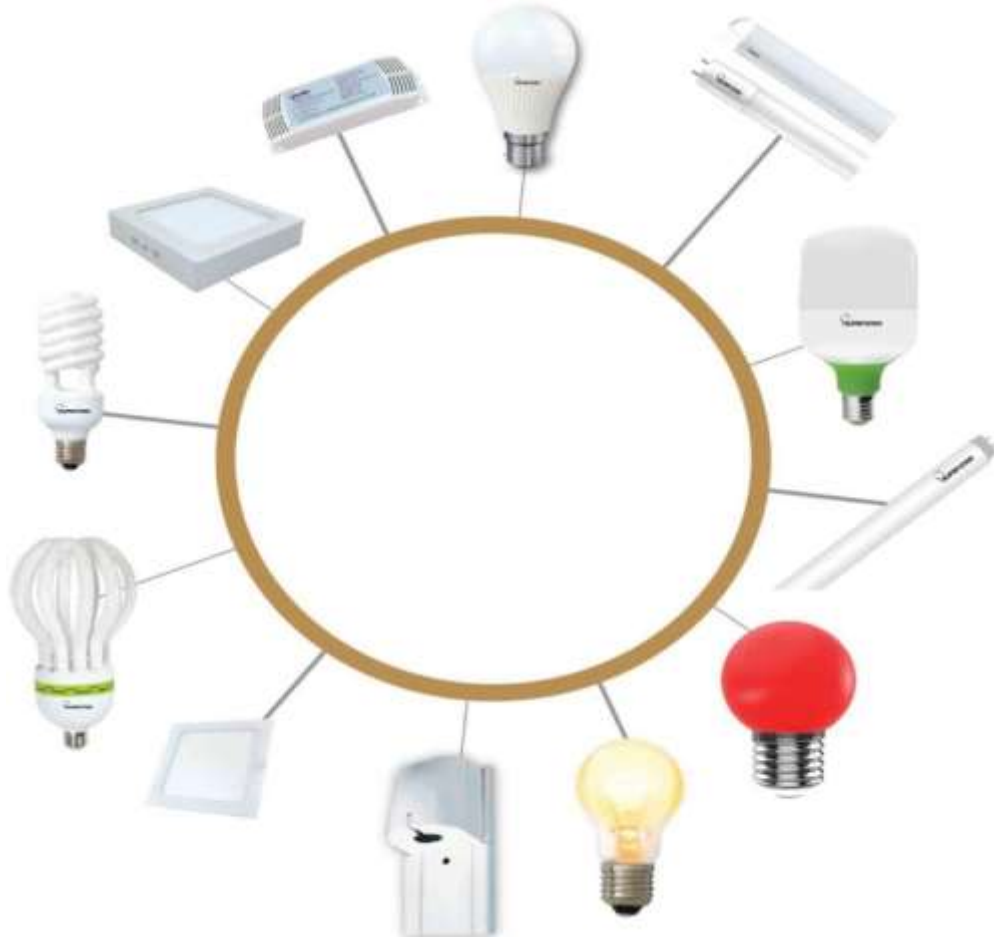


Photo: Super Star Lighting offer

LED (Light-Emitting Diode)

Super Star Lighting offer different types of eco-friendly LED light with five series. Product type is defined as product series which are offering different benefits.

✚ LED Lux Series

Super Star offer LED bulb and tube light under this series. Products under this series are,

- LED Bulb(3,5,7,9,11,12,13,15,18 Watt)
- Apple LED Bulb(5,7,11 Watt)
- LED Prime Bulb(12,15 Watt)
- T5 Compact Tube(10,20 Watt)
- T8 Compact & Non-compact Tube(10,20 Watt)

✚ LED Mega Lux Series

Super Star offer higher watt LED bulb under this series. Products under this series are,

- High Nec Bulb(20,30,40 Watt)

✚ LED Smart Lux Series

Super Star offers some products with intelligence and updated technology under this series. These products are somewhat different from competitor. Consecutive switching can change the light color, watt and another one automatically switched on during the absence of electricity with backup battery power. Products under this series are,

- Multi Watt Bulb(12~1.5 Watt)
- Multi Color Bulb(15 Watt)
- Emergency Bulb(5,7,10 Watt)

✚ LED Panelux Series

Super Star offer LED decorative ceiling down light slim panel and surface mount panel light. One of the down light slim with the intelligence of changing color with consecutive switching. Products under this series are,

- Surface Mount square & Round(6,12,18,24 Watt)
- Down light Slim square & Round(6,12,18,24 Watt)
- Multi Color Down light Slim Round (6,12,18 Watt)

✚ LED Color Lux Series

Super Star offer LED color bulb, usually used for decoration and midnight lighting.

Products under this series are,

- Small Round Bulb(0.5 Watt)
- Candle Bulb(0.5 Watt)

CFL (Compact Florescent Light)

Super Star Lighting offer different types of eco friendly CFL light with three series. Each product type is defined as product series which are offering different benifits.

CFL Power Saver Series

Super Star offer eco-friendly and energy saving light under this series..Products under this series are,

- Spiral (5,7,9,11,15,18,20,23,26,30,32 Watt)

CFL Lumax Series

Super Star offer eco-friendly and energy saving light under this series. . Products under this series are,

- Spiral (45,65,85,100 Watt)
- Lotus (50,100 Watt)



Figure: Benefits of Super Star Light

5.2 Price

Super Star Lighting goes through a series of stages to set price for end customer. Super Star collects its raw materials from China and Japan.

- ✚ Supplier Cost: Cost Suppliers product is the first elements to set price. Suppliers charge a standard price on the raw materials collected from them.
- ✚ Landed Cost: Landed cost is the cost at which imported products reach at country ports. When shipment and insurance cost add with supplier cost, then it is called landed cost.
- ✚ Raw material Cost: Raw material cost is the total costs to reach the imported products at production house or factory. Customs authority charge a certain percentage of import tax on landed cost. Port authority charge a certain amount of doc charge. Then country transportation costs add with this to reach the products at company factory at Narayanganj.
- ✚ Production Cost: Production costs include all the costs up to the product is ready to deliver its ultimate benefits. It include raw material cost, factory cost, factory human resources cost, secondary raw materials, packaging costs.
- ✚ Cost of Goods Sold (CGS): Factory produced goods require outbond transportation cost to reach end customer. A dedicated sales team is working to sale the final products which require a large amount cost. Promotional costs to create Attitude among the customers. All these costs add with production cost and shape cost of goods sold.
- ✚ Distributor Price (DP): Distributor is the the first channel member of super star Lighting distribution channel on the other hand distributors are the first hand customer. Company keep a standard profit margin (a certain percentage on CGS) and set Distributor price.
- ✚ Trade Price (TP): Distributor add his costs and profit margin (a certain percentage) with DP and set trade price at which retailer get products.

- ✚ Maximum Retailer Price (MRP): Retailers add their profit margin (a certain percentage) with TP and set MRP at which consumers can buy their products.

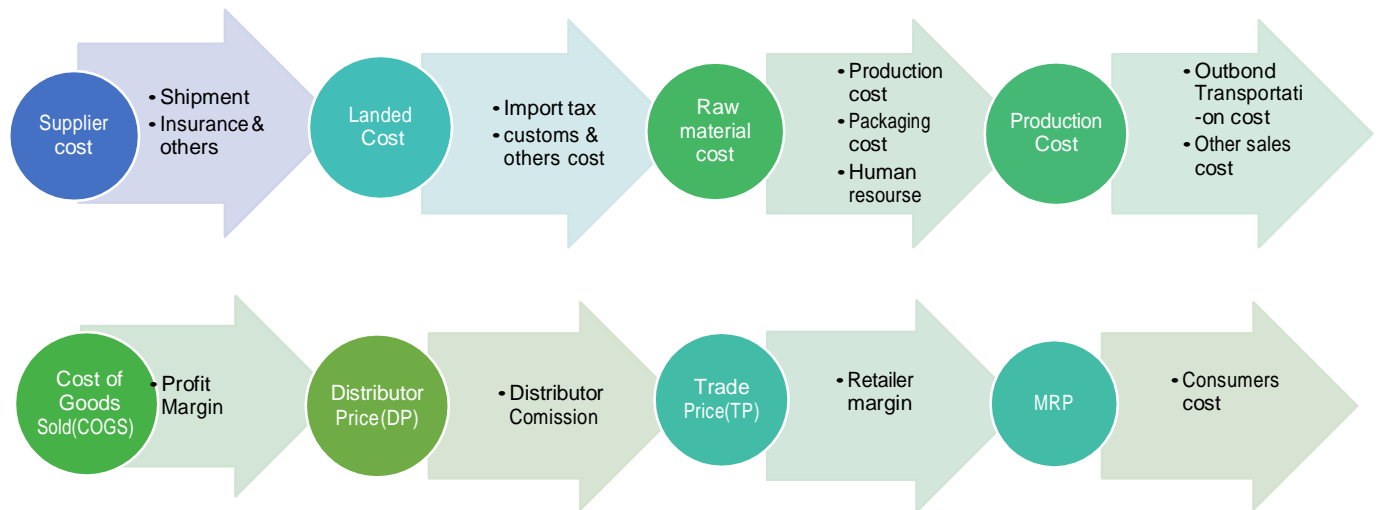


Figure: Super Star Pricing stages

5.3 Place

For distributing the product, Super Star Lighting starts its distribution process from its central distribution house situated at Fatullah, Narayanganj. They store all the products at central distribution house collected from factory.

Super Star Lighting uses three types of channel to reach end customer.

- ✚ Trade Channel: It is the mostly used and traditional channel for any kind of business. Super Star Lighting distributes its product to its specified and registered Distributor of a territory. Sometimes they use multiple distributors according to the market size. Somewhere Super Star has own showroom. They use own transport to supply product at distributor point. Then retailer collects from distributor point. Retailers can collect product directly from FO (Field officer) by ordering. Then it reaches to final consumers.

- ✚ B2B Channel: Super Star Lighting use B2B channel to reach end consumers. They supply products to retail channels and super shops e.g. Shopnow, Krishibid Bazar, Consumer Super shop, Daily Shopping, Subornogram, Mehedi Mart. Even they supply product directly to industrial customer who buy a bulk amount specially in garments industry.
- ✚ Online Channel: Super Star Lighting have their own online shop named “eShop” consumers can directly order products from this site. In addition Super Star use online platforms e.g. Daraz, Pickabo, Priyoshop, Ajker deal, BD shop, NRB Bazar.

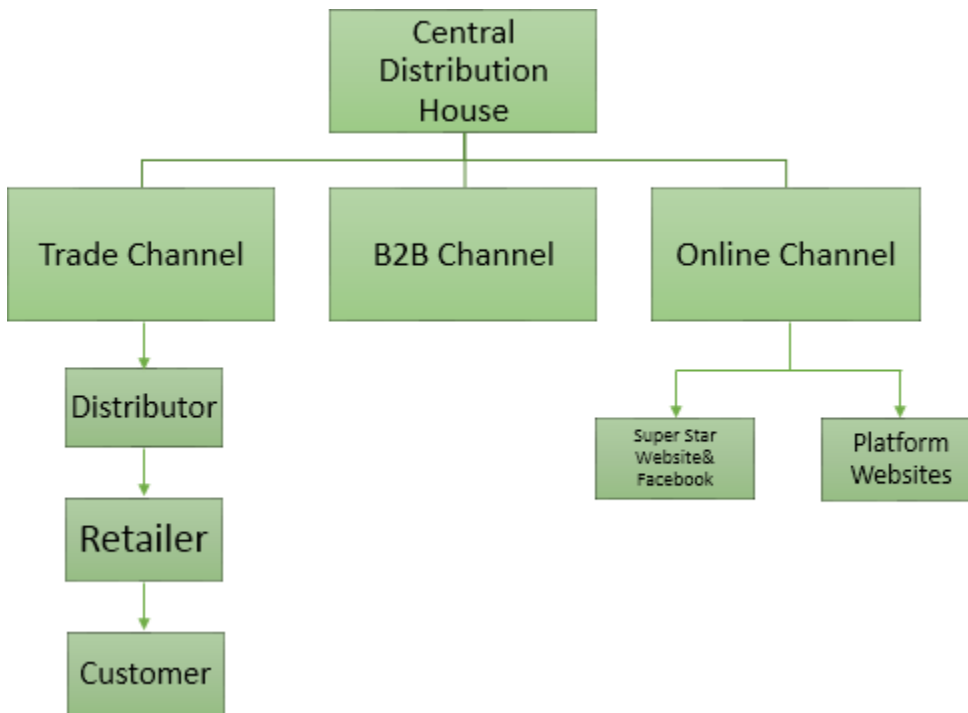


Figure: Super Star Distribution Channel

5.4 Promotion

Super Star has taken on diversified promotional activities ranging from television advertisements to billboards, from special festival offer to public transportation sponsorships.

Super Star has classified its promotional activities into three lines

- ATL(Above the Line)
- BTL(Below the Line)
- Trade Promotion

Above the Line

ATL activities include billboard promotion, newspaper & TV advertisement, event sponsorship, bus and event based packages. These promotions are discussed below:-

Billboard



Billboards are visual media used for promotion and are found passing through a major roads. In these billboards Super Star generally includes its LED bulb, CFL bulb and its benefits. Billboards are very effective for attracting general customers.

Newspapers

Newspapers are the most powerful media to reach the mass. Super Star is now coming with its promotional activities in the renowned Bengali and English dailies. Super Star generally includes their latest product and offers in newspaper advertisement to reach their customers.



TV advertisements

It seems to be another promotional activity for Super Star. Various advertisements of Super Star can be seen row and then on renowned TV channels showing positioning facilities, customer's opinion about their product and innovation.



Event Sponsorship

Super Star is also promoting and trying its product to reach in customers mind by sponsoring some special events. Some the special events are following which it has sponsored



Bus Postering:

One of most effective way of promoting brand images is bus painting or postering. On the way of moving bus poster can easily attract people's attention and increase awareness.



Website

Company's own website is the cheapest and effective way of promoting products and services.



Social Media

Social Media is one of the cheapest and easiest way to promote brand. Now a days companies are more active in social medias than traditional promotion. Super Star also maintain social medias like facebook, YouTube, Linked in.



BTL (Below the Line)

Below-the-line advertising (often referred as Below the Line promotion/ Below the Line marketing / BTL Marketing / BTL advertising) consist of very specific, memorable and direct advertising activities focused on targeted groups of consumers. Often known as direct marketing strategies, below the line strategies focus more on conversions than on building the brand. BTL activities includes.

Eye Checking Campaign: Super star has launched an eye checking campaign. They are going to school, college, residential area, rural to check peoples eye accuracy.

Lumen Perfection campaign: It is another type of BTL program by super star Lighting. There is a concern team with specific knowledge about lumen requirements. If anyone/organization ask for lumen calculation, the team suggest watt and lumen for that particular space for particular job.

Trade Promotion

Super Star's another major promotional tool is trade promotion. As the first line customer is distributor and retailer, promoting products to them is promoting to customers through positive word of mouth and influencing buying decision. Trade promotions are,

Regular offer: It is one kind of trade promotion in which retailers get a certain amount of cash commission whatever amount of products they buy. This promotion continues all the year long.

Bundle offer: The bundle offer is also called quantity offer. Retailers get specific cash commission on specific quantity bundle. In this offer retailers selling more products getting more cash commission and more free product.

Special offer: Under special offer, retailers are given a monthly sales target and offered a foreign tour, motorcycle, gift coupon and such on subject to fulfillment of the given target e.g. Bijoy offer, Shwadhinata offer, Winter offer.

Chapter 6: Findings & Recommendations

6.1 : Findings:

Positive discoveries

- 88% of the customers got the products they were seeking from a Light company.
- 96% of the employees has a capability to understand customer's desires instantly with their experience.
- 32% customer said they will definitely come back to take organizations services again and 40% said most probably they will return.
- 84% customers rated website contents Good to Excellent.
- 56% customers agreed that organizations provide high quality Services.
- 85% customers received error free services and products.
- 52% customer is happy with quick response to changes made by customers.
- Employees have very good communication skills which stated by 80% of the customers.

Negative discoveries

- 40% customers rated products very higher than the competitors .
- 15% products with errors from customer review.
- 6% customers rated problem solving quality of the organization is poor.
- 16% customers said Online sell services are poor and unsatisfactory.

6.2: Recommendations

Super Star Lightings can increase customer awareness and create a more positive attitude by following the proposed suggestions.

Price Revision: Super Star should focus on pricing and may revise its pricing strategy. Most of the customer thinks that the price is higher. Being a developing country higher price is a burden for customer to use quality product. So they can compromise somewhat of product quality or service warranty or sales cost to reduce price (MRP).

Online Activity: Super Star should be more active in online. They should maintain twitter, Instagram, Goggle and other social media accounts with existing accounts.

Mass promotional Activities: As the people of Bangladesh are not much aware about eco friendly lighting. So the company should go for mass promotional activities. Such as, TV advertisement, Newspaper advertisement, Outdoor advertisement.

Direct Customer Engagements: Super Star should work with the direct engagement of customers. The Marketing & Business Development (MBD) team should work more closely with the end customer and focusing more importantly on the importance of eco friendly light for environmental stability and customer eye sight.

Importance on rural promotion: In rural areas people are still using traditional incandescent bulb which are harmful for customer eyesight as well as harmful for environment. So MBD team should focus on rural market and increasing campaign in these rural areas.

Enlarging Total Market Size: If the total market size of eco friendly light is enlarged, the market size for Super Star will be enlarged. So, Super Star can work with its competitor to enlarge the total market. They can arrange fair.

Focusing on Benefits: The mass customer is not concerned with scientific term, so they should communicate the benefits more easily not the features.

Community Development: Super star should work for community development as their Corporate Social Responsibility (CSR). They can establish a Eye Hospital as their CSR activities.

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Appendix

Dear Sir/Madam:

I am a student of Daffodil Int. University, BBA Program. I am conducting a research as a partial fulfillment of my BBA Program. For this reason I have prepared some questions for you. All the information will be used for pure academic purpose. Please mark your best answers. Your precious response will make this research successful. If you have any query, you can contact me via email. My email address is fardin11-4466@diu.edu.bd.

Q1: You are

- 1) Male 2) Female

Q2: Do you know about Eco Friendly Light?

- 1) Yes 2) No

Q3: Which Eco friendly light you have used?

- 1) LED 2) CFL 3) FTL

Q4: Do you think Eco friendly light saves energy cost?

- 1) Yes 2) No 3) May be

Q5: Eco friendly Light saves environment

- 1) Strongly agree 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree

Q6: Eco friendly Light protect eye sight

- 1) Strongly agree 2) Agree 3) Neutral 4) Disagree 5) Strongly Disagree

Q7: Have you ever seen Eco friendly Light Promotion?

- 1) Yes 2) No

Q8: Have you ever buy Eco friendly light, If yes then which Brand?

- 1) Super Star 2) Click 3) Sparkel 4) Transtec 5) Philiphs 6) Energypac

Q9: What about the price?

- 1) Higher 2) Lower 3) ok

Q10: Is it available in your area?

- 1) Yes 2) No 3) May be