



“An Analysis of the Marketing Activities of IB Corporation.”

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Submitted To:

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Letter of Transmittal

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To

Mohammed Masum Iqbal

Dean

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

Sub: Submission of Internship Report on “An Analysis of the Marketing Activities of IB Corporation.”


Dear Sir,

This is my great pleasure to submit the report of my three month long Internship project in the IB Corporation in the marketing department. The title of the report is to An Analysis of the Marketing Activities of IB Corporation. This report has been prepared to fulfill the requirement of my Internship program at my assigned organization in the IB Corporation.

I have put my best effort to make this report a successful one. It has been joyful & enlightening experience for me to work in the organization & prepare this report. however this has been obviously a great source of learning for me to conduct similar types of studies in the future .

I would like to express my sincere gratitude to you for selecting & let me did my internship program in the IB Corporation .It Would be my pleasure if you find this report useful & informative to have an apparent perspective on the issue. I will be happy to provide any further explanation regarding this report if required & Please do not hesitate to call me if you have any query on this report or any other relevant matters.

Sincerely Yours



Md. Shawan Parvez

ID: 052-11-719

BBA Program

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Approval Certificate

I am pleased to certify that the Internship Report on “**An Analysis of the Marketing Activities of IB Corporation**” prepared by Md.Shawan Parvez bearing ID No: 052-11-719, BBA Program, Department of Business Administration has been recommended for submission and presentation.

I wish him all success in life.



Mohammed Masum Iqbal

Dean

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

Acknowledgement

First of all, I would like to express my satisfaction to the almighty creator for rendering me the ability and knowledge to prepare this internship paper.

I am very much grateful to my internship supervisor Mohammed Masum Iqbal , Associate Dean, Department of Business Administration, Faculty of Business And Economics, Daffodil International University. For providing me the opportunity for this splendid scope of this report, my heartiest gratitude and honor goes to our respected course teacher for their continuous patient enthusiasm guidance and inspiration to prepare to this Internship paper. I acknowledge my indebtedness to the author, writers, of various published books and articles mentioned in the references that helped a lot in writing this internship paper directly and indirectly.

Preface

Practical training is an important part of marketing courses. Theoretical studies are not more sufficient enough to get into the corporate world and understand the complexities of large-scale organization. Practical training exposes us to real practices of marketing in the organization. The main reason for choosing his topic is to know the implementation of core marketing activities in the real field and training theoretical knowledge into practical experiences. To find out the current trend of event and activation in the technological field and how consumer perceive about certain marketing campaign of a certain product.

Finally, I have conducted my internship program at IB Corporation and tried to prepare a comprehensive and informative report on the basis of experience and activities that I have observed and performed during the short period of my training program. I have made all possible efforts to submit this report. Finally, I beg pardon for all my unexpected and unwilling mistakes, which may appeared to complete my whole internship study.

The outcomes of the study will surely be a great experience. This will help to know more about the consumer behavior, product promotion and market trend of the products. This study will help me in the near future career. From this study some new ideas of event activations and doing marketing campaign came out, which will help others to know more wisely about the event and activation activities of a company.

Executive Summary

This research report is a partial requirement of the internship phase of BBA program of Daffodil International University. The topic of this research project “**An Analysis of the Marketing Activities of IB Corporation**” was assigned by my organization supervisor, IB Corporation and approved by the university supervisor. Thus the paper divided into two major parts: the organization and the project. IB Corporation regarded as the pioneer software company of Bangladesh. IB Corporation is an economic institution whose main aim is to earn profit through exchange of products and services by using superior skill to the customers. It is a service oriented as well as profit oriented organization.

At first I have highlighted the general introduction about the IB Corporation. Secondly I have discussed about the marketing sectors and I briefly discussed about the understanding the procedure of talking an order from the customers and the delivery process also. During my internship period I found here a good job environment and also got a lot of cooperation from every department and every person. I found that IB Corporation gained success very early because they have a very strong backup to provide financial as well as administrative support.

In this aspect my reports covers the marketing activities by describing marketing mix of IB Corporation. In this report I have showed the current process of performance management and all issue of marketing practices of the company. I have tried to my level best to describe the entire marketing system elaborately in this report from my practical experiences in the organization. Through proper analysis, I have tried to find out the actual situation and problems. I have given my recommendations.

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Chapter One:

Introduction

1.1 Introduction:

IB Corporation, since its inception is working as a 'Software-Aided Business Consulting Firm', dedicated to providing highest quality services to the clients in the track of Accounting, Inventory, Manufacturing & MIS solutions with ready-made software solutions. In collaboration with some software houses, IB also provides customized solutions to the corporate business entities. Within very short span of time the company has succeeded to make a strong user base all over the country. This achievement reflects IB Corporation's strong commitments to quality customer services. Targeting development of Human Resource on 'Computerized Business Operations', IB also conducts a case-study-based excellent training program named, "Computerized Business Operations (CBO)". This training program has been adopted by the Accounting department of University of Dhaka for their students.

Observing requirements for web site designing for the existing clients, IB has commenced a new wing for web site design, domain registration, hosting etc.

The journeys of IB Corporation were started from the September 2005 and experience a lot of great memories and barriers as well. An organization's efficiency, profitability and therefore, success depend on its ability to react to dynamic market conditions. Internally, this means instant access and distribution of information in proactive manner at all relevant processes. Better applications and better integration help organizations reach this goal through a streamlined work process, increased automation, less error and downtime. IB's Business Reengineering Services, quite literally, put the tools to compete right in your hands. With complete software solutions, implementation and training - specifically tooled for your business (with industry standard software tools) you are ready to meet the challenges of doing business in the new millennium.

IB Corporation plans to grow rapidly over the next two years and expand further nationwide through implementing 'Total Business Solutions Software' and also implementing specialized software installations. Large offshore software development and resourcing from our pool of talented software professionals - who possess skills ranging from ERP Administration to Data Warehousing - are areas fast becoming main stream from the company.

1.2 Background of the study:

After the completion of BBA program of Department of Business Administration, Daffodil International University has to undertake internship program. The internee is required to carry an extensive analysis of real world business problem in this program. Firstly, I Joined in IB Corporation under a marketing officer. I have performed my duties in the IB Corporation. I have surveyed various areas and collected data about my concerning activities.

During this program, everyone must have to submit an internship report and I have chosen “**An Analysis of the Marketing Activities of IB Corporation**” as my internship report, which is a collaborated representation of my internship program at IB Corporation.

1.3 Objective of the Study: The objectives of the study are as follows:

1. To analyze marketing strategies of IB Corporation;
2. To explain marketing mix of IB Corporation;
3. To identify the problems related to marketing activities of IB Corporation; and
4. To make some recommendations to solve the problems.

1.4 Methodology of the Study:

Sources of Data: In order to carry out this study, two sources of data and information have been used:

1.4.1 Primary Sources of Data:

- Face to Face conversation with the officers.
- Face to Face conversation with the clients.
- Personal observation.

1.4.2 Secondary Sources of Data:

- Annual report of IB Corporation.
- Marketing research policy guide of IB Corporation.
- Product brochure of IB Corporation.
- Internet & website.

1.4.3 Data collection method:

- a) Target Population: The target population of all customers of IB Corporation.
- b) Sample Size: 10 officers and 20 clients of IB Corporation.
- c) Personal Interview: Face-to-Face conversation and dept interview with the respective officers and clients of the IB Corporation.

1.5 Scope of the Study:

I was assigned to do my Internship Program in IB Corporation. This internship program is designed by the Daffodil International University of Bangladesh together practical knowledge about overall activities of IB Corporation. I studied all the main functional areas of the company. They are Admin department, Marketing Department, Commercial Department and other main and valuable works in the office. Especially I work as a Trainee Marketing Executive but due to learning in internship period the authority allowed me to help in other fields of operation as well. So I got a clear concept about the products and services of the company and learn as many things as possible from the works. I was also introduced with company's services, products, pricing, future plan. For conducting this study, an overall knowledge of the total software industry was necessary because different issues are related with this like our economy, per capita income of the people.

1.6 Limitation of the Study:

Every study or research faces some limitations. This study is no exception from this. So lack of experience greatly influenced the preparation of this report .there was some limitations as follows.

- The main constraint of the study is insufficient information .which was problem for the study. Most of the marketing officers could not provide information due to security and other corporate obligation.
- Most of the marketing dept. officers were too busy in office hour so they did not want to attend interview.
- IB Corporation maintains strict confidentiality, they are afraid of any type of information leakage which might hamper them. So there was always lack of sufficient information.
- Lack of sufficient annual report also hampered my work.
- Web site of the organization is not up to date to gather valuable information. Some information is missed in the website of the company.

Chapter Two:
Organizational Part

2.0 Company profile:

IB Corporation, since its inception is working as Software -Aided Business consulting firm dedicated to providing highest quality services to the clients in the wake of accounting, inventory, manufacturing, & MIS Solutions with ready-made software solutions. In collaboration with some software houses .IB also provides customized solutions to the corporate business entities .Within very short span of time the company has succeeded to make a strong user base all over the country. This achievement reflects IB corporation strong commitments to quality customer service. Targeting development of human resource on “Computerized Business Operation”

IB Also conducts a case study –based excellent training program named “Computerized Accounting professional program”(CAAP)”This training program has been adopted by the accounting department of University of Dhaka for their students .

2.1 Company Slogan:

“Challenge the Limits”

2.3 Products of IB Corporation:

- Accounting and Financial Management Software
- Inventory Management
- HR Software
- POS (Point Of Sales)
- Billing Software
- Asset Management
- CRM (Customer Relationship MGT)
- Web Site / Web Application Development.

2.4 Why IB Corporation:

Conceptual understanding: IB Understand the need of customers best. A full-fledged team of appropriately experienced professionals-is the key to our succeed to understand customers requirements better than anyone across diverse environment.

Level of Expertise: IB has the most technology advance human resources who have been working in the field Of IT since many years with a wide business solution experience.

Systematic Development Approaches: Software Development is One of The Most Complex Tasks in The World to Produce Any Quality Software. There is no Alternative to a Structured Approaches perfect route Of Structured Development Requires In –Depth Knowledge of The Know-Hour and Investment Of Both much Time and resources .IB has both The know-How and a big umbrella Upon Its head to Support Its Quality ventures.

Sustainable Support: Any Quality Software Means Flexibility and must be Equipped with a Rich design For Change management. Requirements of Present Software Users may Change In Course of Time and will need to update the software this is why; they need The Software Developer available to provide them with Necessary Modification Support.

Team IB Corporation: IB Corporation has a Dedicated Pool of It Professionals Equipped with Strong Knowledge, Rich Experience, and Sound Logic. This blend comes from Diverse Backgrounds, Education, in leading Technical Institutes and track records from association with leading It Companies.

It is our Strong Conviction that every business Firm or organization, irrespective, of its Size has Some Common Needs and some needs that are absolutely Specific, Our team takes approaches based On These needs and Adopts relevant Strategies.

2.5 Company's information at a glance:

Company Name: IB Corporation

Origin: Bangladesh

Business Type: Manufacturing

Product and Service: IT Based Company

Legal Status: Private Limited Company

Year of Establishment: September 2005

Purpose: The Purpose of IB Corporation is to provide all of our customers with the highest quality service, product and support.

Total manpower: 50 (Fifty)

Head office: 67/F, Green Road (2nd Floor)

Dhaka-1205.

Branch office: 90, High Level Road

Was a Circle Chittagong

Phone: 031-2680137

Web address & mail:

Email: ibsoftbd@gmail.com

Web: ibsoftbd.com

2.6 Mission, Vision, Goal, & Objective of IB Corporation.

Mission:

1. To meet the Requirements of Each Clients.
2. To Provide Qualified Analysis and Advice.
3. To maintain a high Standard of Quality.
4. Provide Extensive Testing and long term Support and maintenance.
5. To Ensure product Reliability & High Degree of Customer Satisfaction and Loyalty.

Vision:

“Our Vision is to manufacture products locally and to build Bangladeshi proud. We are providing made by Bangladesh product and it includes latest technology and highly innovative digital products which are obviously better than the competitors. Our design is export oriented and will touch the heart of the People’s desire from around the world”

Goal:

“To achieve market leadership, profitability, good corporate citizenship and a sustainable growth”

Objectives:

“The main objective of the company is to increase the market share in related diversified products and solutions in Bangladesh and to assure the potential customers of the quality and durability of the products. Although the products are a bit highly priced but it is the best bargain that money can buy”

2.7 SWOT Analysis of IB Corporation:

Every organization is composed of some internal strengths and weaknesses and also has some external opportunities and threats in its whole life cycle.

Strengths:

- . Honesty and dedication to client's need
- . The quality of the product is highly maintained
- Commitment to the supply for our equipment
- . Fairness and respect to all clients and all level of employees
- . Always ready to support for the customers.

Weaknesses:

- Proper monitoring problem facing in marketing activities
- Lack of access to key distribution channel in IB Corporation
- Less compliance to market demand
- Lack of skills men power
- Lack of Inter-departmental Communication and Coordination.

Opportunities:

- Rapidly growth of IT technologies
- Organizations gradually depend on automation system
- Achievement of sales growth through introduction of new products
- Increase of sales in major cities

Threats:

- Unethical competition prevailing in the market
- Political unrest hampers sales
- Available low quality product in market
- Change of customer's demand.

2.8 Partial Client List in Bangladesh:

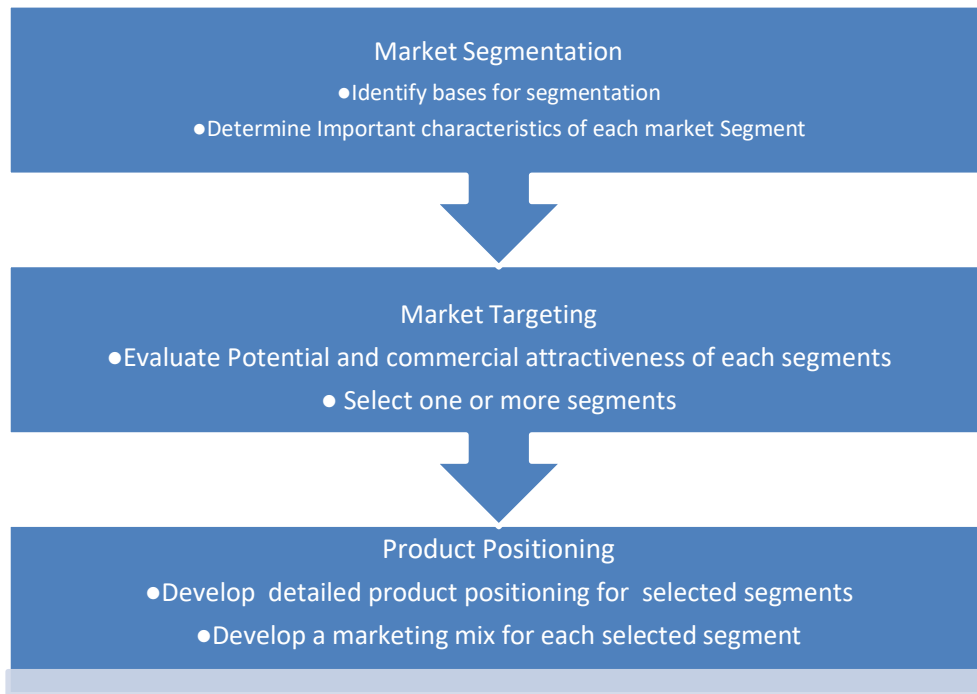
- | | |
|----------------------------------|------------------------------|
| 1. Unilever Bangladesh Ltd. | 6. Deko Group |
| 2. KDS Group | 7. Matrix Group |
| 3. Paradise Group | 8. Sikder Group |
| 4. Rangs Electronics | 9. Hamid Group |
| 5. Pacific Group | 10. Sunman Group |
| 11. AK Khan & Company | 12. Anando Group |
| 13. Habib Group | 14. Nasir Group |
| 15. Navana Group | 16. Orion Group |
| 17. Paradise Group of Industries | 18. Pride Group |
| 19. Nassa Group | 20. Concord Group |
| 21. Tristar Establishment Ltd | 22. Pearl Enterprise |
| 23. S.S Knit Fashion | 24. Raiyan Trade Corporation |
| 25. Global Trade Concern | 26. Trade Zone International |

Chapter Three:
Marketing Activities of IB Corporation

3.1 Marketing Strategies of IB Corporation

3.1.1 Market Segmentation, Targeting & Positioning:

In order to be an effective and efficient business, IB Corporation segmented target market, targeted & finally made a position in the mind of customer. There are three main issues to consider when determining its target market.



3.1.2 Market segmentation

Market segmentation involves grouping various customers into segments that have common needs or will respond similarly to a marketing action. Each segment responds to a different marketing mix strategy with each offering alternate growth and profit opportunities. IB Corporation uses both of demographics which focus on the characteristics of the customer & geographical location.

IB Corporation as a distributor of commercial segmentation market into broad two sections:

1. Business industries/B2B
2. Individual customer/B2C

3.1.2.1 Characteristics of Business/ industries taken into segmentation: IB Corporation segmented business /industries further based on criteria following-

A. Product based business /industries,

B .Services based business /industries.

Product based business /industries has been segmented into further following segmentations-

- Industry
- School, College, & Universities
- Corporate office

Service based business /industries

- Warranty
- Guaranty

Individual Customer / B2C taken into segmentation:

IB Corporation segmented individual customer further based on criteria following

- Single Customers,
- Contractual installment to business /industries.

3.1.3 Targeting

After segmenting the market based on the different groups and classes,

IB Corporation would need to choose its targets customer. IB Corporation decided multi-segment targeting strategy. Multi-segment targeting: This approach is used to need to focus on two or more well defined market segments and want to develop different strategies for them. Multi segment targeting offers many benefits but can be costly as it involves greater input from management, increased market research and increased promotional strategies

Prior to selecting a particular targeting strategy, IB Corporation performs a cost benefit analysis between all available strategies and determines which will suit your situation best. IB Corporation targets business / industries and individual customer.

3.1.4 Positioning

Positing is developing a product and brand images in the minds of consumers. It can also include improving a customer’s perception about the experience they will have if they choose to purchase product or service. IB Corporation can positively influence the perceptions of its chosen customer base through strategic promotional activities and by carefully defining its marketing mix.

Effective positioning of IB Corporation involves a good understanding of competing products and the benefits that are sought by its target market. It also requires identifying a differential advantage with which it will deliver the required benefits to the market effectively against the competition. IB Corporation aims to define themselves in the eyes of their customers in regards to their competition.

3.2 Marketing Mix of IB Corporation

3.2.1 Marketing mix of IB Corporation

The marketing mix is a business tool used in marketing and by marketers. The marketing mix is often crucial when determining a product or brand’s offer, and is often associated with the four P’s: Product, Price, Place and Promotion.

Product	Price
Place	Promotion

3.2.1.1 Product in the Marketing Mix of IB Corporation.

IB Product Line:

IB is working to provide profession outlook to our end users with our in house Expertise using World Renowned Equipments.

1. Ready-Made Software.
2. ERP Solution and
3. Custom-Made Software.

3.2.1.2 Some Special products of IB Corporation:

Financial Accounts

Payment Voucher, Receipt Voucher, Journal Voucher, Contra Voucher, Creation of Ledger, Group, Voucher Type and Cost Center.

<i>Master</i>	<i>Transactions</i>	<i>Reports</i>
Groups	Payment	Account Books
Ledgers	Receipt	Trial Balance
Voucher Types	Journal	Receipt & Payment
Cost Centres	Contra	Final Accounts
Fixed Assets	Bank Reconciliation	BRS Report
Budget		Post Dated Cheque
		Cost Centres Report
		Fixed Assets Report
		Budget Variance

Ledger, Day Book, Cash Book, Bank Book, Group Summary, Voucher Register, Trail Balance, Cash Flow Statement as per IAS, Trading Account, Profit & Loss Account/Income & Expenditure Account, Balance Sheet, Receipt & Payment Account, Bank Reconciliation Statement, Budget & Variance, Cost Center,/ Profit Center and Fixed Assets Schedule-Group-wise/Ledger-wise.

Purchase Module

Suppliers Details (with add date) and Register

Purchase Requisition, Purchase Order

Receive Inventory (MMR)

Purchase Invoice, Purchase Return



<i>Master</i>	<i>Transactions</i>	<i>Reports</i>
Groups	Purchase Requisition	Suppliers List
Suppliers	Purchase Order	Voucher Reports
Voucher Types	Payment Voucher	Payables
	Receive Inventory	Purchase Register
	Purchase Invoice	Return Register
	Purchase Return	Component Price List
		Productwise Analysis

Accounts Payables, Purchase Register

Purchase Return Register, Component Price List

Party-wise Product/Product-wise Party Purchase Analysis Report

Sales Module

Customers Details (with add date) and Register

Sales Representative Details

Sales Price Configuration for Discount/Gift/Bonus

Bill-wise Template, POS Configure, Sales Order/Delivery Order

Sales Challan, Sales Invoice (configurable)

Sales Invoice for POS

Master	Transactions	Reports
Groups	Sales Order	Customer List
Customer	Receipt Voucher	Voucher Reports
Sales Rep	Delivery Order	Receivables
Voucher Types	Sales Challan	Sales Register
Sales Price	Sales Invoice	Return Register
Gift Item	Sales Invoice POS	Sales Price List
Bonus	Sales Return	Productwise Analysis
Billwise Template		Sales Commission
POS Config		Payment Schedule
		Bar Code
		POS Report

Accounts Receivables, Sales Register

Sales Return Register, Sales Price List

Party-wise Product/Product-wise Party Sales Analysis Report

Payment Schedule, Sales Commission, Barcode Print

Inventory Module

Item Creation with Code, Stock Group, Stock Category, Batch/Log Entry, Stock In, Stock Out, Stock Damage, Physical Stock and Stock Transfer.

Master	Transactions	Reports
Stock Groups	Stock In	Item Master
Stock Categories	Stock Out	Stock Summary
Stock Items	Stock Damage	Location Summary
Locations	Physical Stock	Voucher Reports
Measurement Unit	Stock Transfer	Stock Movement
Voucher Types		Stock Reorder
Batch/Log Entry		Stock Minimum
		Slow/Fast Moving
		Out of Stock
		Profitability
		Store Ledger
		Batch Report
		Stock (Sales Price)

Stock Summary, Location-wise Stock Report, Slow Moving & Fast Moving Item Register, Re-order Level & Minimum Level, Out of Stock Register, Item-wise Profitability, Store Ledger, Stock Transfer from one Location to another, Management of Damaged Stock, Physical Stock matching at year-ending, Barcode Scanner Compatibility, Batch Report, Batch-wise Cost Report and Voucher Reports (Details/Summary).

3.2.1.3 Troyee –Fixed Assets Management System:

Company Configuration, Assets Configuration, Setup Of Suppliers Information & Assets Warranty, Assets Wise Entry, Configuration Of Depreciation Method (Reducing balancing, Straight Line)

-Set up Of Calculating method (Day-Wise/Month-Wise/ Yearly)

-Fixed Assets Schedule, Assets Life Time Register Etc .

Provident Fund Management System:

Contribution (member & Company), Loan Sanction & Loan amortize, Interest calculation,

-Investment, Income/ Profit Distribution, Final Statement

Financial reports & Other reports:

Ledger, Cash/bank Book, Day Book, Group Summary, Trial Balance, Receipt & Payment, Income/Expenditure, balance Sheet, Investment Schedule, member Information, Nominee Information, Final Statement Information, Due To Company, Employee Ledger Report, Application Form, member Schedule, PF Contribution, Final Statement Schedule, Distribution Report, Members Loan Schedule etc .

3.2.1.4 Hire Purchase Management:

Installments Sales: Maintenance of Down Payment, Installment Collection, Tracking Of Defaulters, early Closing, Sales Return, Stock Report, Incentive Calculation etc .

At Reporting/Monitoring level:

a. Accounts Receivable Reports: By Detail & Summary (Brand Wise & Customer's Account No-Wise Receivable Reports) Aged Receivables, Shop Balance.

- b. Sales Reports: Location-Wise, Brand-Wise, Model-Wise HP Hire Sales Report & HP Cash Sales report.
- c. Sales Report With Modules details, With brand Summary & brand Details, With Customer's Summary & Customer Details .
- d. Shop-Wise & Customers Account No. Wise Monthly Future Probable Installments Collection Against all Ongoing HP-Customers.
- e. HP-Shop Wise Delinquent / Default Customers report for arrear Due against monthly installments Collection By at a glance and by details Including ageing .
- f. HP-Shop Wise Details & Summary of HP-Shop Managers Commission Statement against Cash Sales & against Collection Of Down Payment, Installments and Last Payment Receipt against Hire Sales.
- g. Rebate Reports, Remittance Report, Expenses Statements, VAT Report
- h. Inventory: Item List, Price List, Invoice Register, Physical inventory Work Sheet, Inventory Stock Status, Stock Status(Location Wise) Stock Status (MRP & Cost value) Stock Status Showroom & Model Wise) Stock Balance

3.2.1.5 Attendance, leave & Payroll Management System:

Division Configuration For Separate Weekend Identification; Division, Department, Designation, Grade, Group, Qualification, Religion Punishment Type Etc .Configuration Both In English & Bengali.

Employee Configuration For Officer, Worker, Staff & Others With Detail Personal Information; Set Up Of Inter Department Employee Transfer Facility, Punishment Options, Promotion Opportunity, Salary Increment Facility, Re-Join Facility, Employee Separation Etc .

Different Types Of Leave, Holiday, Weekend, Configuration of earn Leave Generation Conditions.

Attendance Data Import From attendance machine date-Wise, manual attendance Entry, Bonus Set-Up For Festival Month, Advance Salary Entry For Employees & Adjustment Schedule, Payroll generation in Every Month, Bonus Generation For Festival Month, Holiday Generation For Every Month, Separation Of Resigned, Dismissal, Terminated or Discharged Employees.

Employee ID Print, Inter Department transfer Statements, Transfer letter print, Increment Statements, Increment Letter, Rejoined Employee Statements, Total Manpower Report, Employee Appraisal Based On Factors Fixed by The Management, New Recruitment Report, Recruitment panel List, Separation Statement, Separation letter, Employee Insurance For New & Separated Employee, Appointment letter For New Employee, Profile For All Employee, Employee Status .

Job Card, Job Card In Time Information, Late Information, Late Information for launch period, Daily absent Information, Daily attendance Information, Daily attendance information For Multiple In Time & Out Time, Daily Out Time Missing Information, Daily Overtime Information, Daily Employee Movement Register, Daily attendance Analysis(Present/Absent, leave) Over Time Sheet For Second Sheet (after Two Hours to next Three Hours) and Third Sheet (after total Five Hours), Detail attendance Sheet (Month-Wise/Division/Department Wise), Leave Statement (Department/Division Wise)

Pay Slip In English/ Bengali For AI/ Individual Employee, Monthly Salary Sheet in English/Bengali For All/Individual Employee, Festival Bonus Sheet, Holiday allowance sheet, Earn Leave Statement, Final Statement Form In English/Bengali For Any particular Employee .

3.2.1.6 Point of Sales POS Edition:

- Product Costing With Barcode generation
- Product Wise VAT Configuration
- Compatible With Barcode Scanner, Cash-drawer , Customer Display, POS Printer etc .
- Sales Point Wise Accountability
- Receive Options are cash, Cheque, Credit card Etc .

3.2.1.7 ERP Solution:

Hotel Management ERP:

Hotel MGT ERP features are Room Type, Seasons, Floor mgt, Room Amenities, Room Rates, Guest Types, nationality, Reservation Type, profession, laundry Rate, Voucher Type, Vat, Service Charge, Restaurant, Coffee Shop Table, Mini Bar Product, Night Audit, Rollback Night Audit & and More as required by The Users .

3.2.1.8 Custom Made Software: As per client's requirement.

3.2.2 Price in the marketing mix of IB Corporation: Pricing of a product depends on a lot of different variables and hence it is constantly updated. Major consideration in pricing is the costing of the product, the advertising and marketing expenses, any price fluctuations in the market, distribution costs etc. Pricing affects the targeting and positioning of a product. Pricing is used for sales promotions in the form of trade discounts. Thus based on these factors there are several pricing strategies, one of which is implemented for the marketing mix . The prices of IB Corporation are generally affordable, acceptable by the general public at large.

3.2.2.1 Running Price List of IB Products:

Products/Services category	Price
Accounting and Financial Management	65,000
Inventory Management	60,000
HR Software	60,000
Web site/Web Application Development	30,000
ERP (Enterprise Resources Planning)	100000
Billing Software	20,000
Asset Management	40,000
POS (Point Of Sales) for retail Store	50,000
E Commerce	50,000
Data Entry/Data Conversion	30,000
CRM (Customer Relationship MGT)	35,000
SCM (Supply Chain MGT)	35,000
Hire Purchase Management	60,000
Provident Fund Management	70,000

3.2.3 Place in the marketing mix of IB Corporation: Place refers to the distribution channel of a product. The place where the product is distributed depends on the product and pricing decisions, as well as any STP (situation/ target/ proposal) decisions taken by a firm.

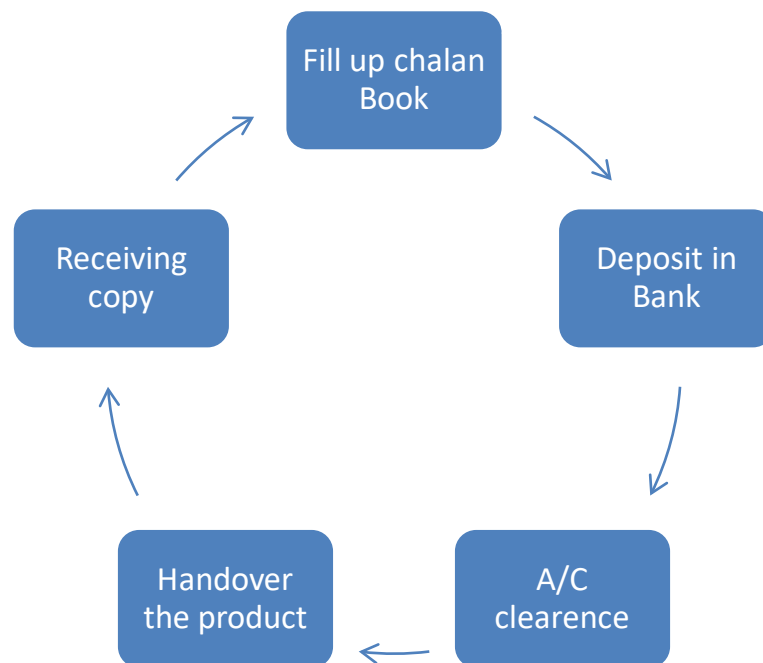
IB Corporation has two types of dealer:

1. Exclusive Dealer
2. Nonexclusive Dealer.

Exclusive Dealer: Those who distributor only sale IB Corporation product they are known as exclusive dealer. They are get extra 2% commission.

Nonexclusive Dealer: Those who distributor sale different product with IB corporation product they are known as non exclusive dealer. They cannot get any extra commission.

3.2.3.1 Delivery Sequences:



3.2.4 Promotion in the marketing mix of IB Corporation

Developing a promotional strategy promotion is one of the key elements of the marketing mix, and deals with any one or two way communication that takes place with the consumer. So IB Corporation focuses always on up graduation/ innovation of existing products and also continues for new invention aiming to environment friendly product producing. Here, in Bangladesh IB Corporation to develop their service at different level after sales & before sales as well.

Deciding on a marketing communications strategy is one of the primary roles of the marketing manager and this process involves some key decisions about who the customer is, how to contact them, and what the message should be. This process strictly is being controlled from centrally & in monitoring, IB Corporation keeps some high official in each country.

3.2.4.1 IB Corporation promotes their products via:

Advertising: Advertising is a form of communication designed to persuade potential customers to choose company's product or service over that of a competitor. Successful advertising involves making company's products or services positively known by that section of the public most likely to purchase them. There have specific goals of IB Corporation for advertising product. These reasons are-

- Make business and product name familiar to the public.
- Create good will and build a favorable image.
- Educate and inform the public about the product.
- Offer specific products or services.
- Attract customers to find out more about IB Corporation product or services.

To aware the actual and potential customers; IB Corporation has started different social media approaches. They have their official face book page, website, email etc.

Gift offering: Making loyal relationship & Publishing the brands & particular product designs mugs, umbrella with own logo, product etc & also offer electronic gift like TV, Micro-Oven, AC, Refrigerator etc. Corporate gathering- many times, IB Corporation arranges mega event at luxurious hotel like Westin, Radisson, Sonargaon etc for new product launching, corporate day, general, meeting so on.

Direct Marketing: Advertising that target the entire potential sector. IB Corporation use direct marketing to achieve their goal very shortly.

Tele Marketing: Advertising that uses telecommunication. IB Corporation use tele marketing to promote their product and their brand images. To achieve their goal tele marketing helps to find the right way which they want.

Positioning: is the process of developing an image for IB Corporation this is being achieved partially through branding, but it's important to realize that all elements of the marketing mix combine to provide the full picture. IB Corporation must ensure that all areas of their business live up to expectations in order to successful position their salve in the way they hope. Positioning also considers the competition, and IB Corporation needs to explain why you are unique in the marketplace and better than the other products on the shelf.

Branding and messaging: Branding is a powerful tool for positioning IB Corporation product.

Every communication a customer received ads up to form a mental picture of its brand and can influence the price customers are willing to pay for its products. This ability to charge more due to the positioning of its product is known as 'brand equity'. Its branding also needs to consider its unique selling points (USPs) and ensure these are easily recognized through its messaging – is product the best value, longest lasting?

Chapter Four:
Problems, Recommendations & Conclusion

Problems Identified:

1. Continuous monitoring system is very important to observe the market. Therefore marketing executives visit to the market should be more frequent like other competitor companies.
2. Corporate market is the main sources for the sales of IT products. So my recommendations is that, the company should extend and increase good relationship with the corporate market
3. Presently because of “under rate” process the marketing executives are facing different problems. As “under rate” of product price creates a great problem in smooth selling, therefore price stability of all product is very much necessary.
4. In present competitive market situation most of the competitive companies are engaging big marketing executives to capture the market. In compare with that IB Corporation marketing executives are not sufficient to cover the market. So marketing executive’s availability should be ensured.
5. At present the price of IB Corporation products is relatively high in comparing to other competitor companies product. But to capture the market and reach their product to all kinds of customers, my recommendation is that, IB Corporation should reduce somewhat their product price.
6. Advertisement plays a vital role to run any business well. But in my survey, I have found that the advertisement of IB Corporation is not satisfactory at all. So the company should pay more attention to advertising.
7. From my survey I came to know that the some of products of IB Corporation is very low. Some products create disturb even two or three months after selling. If IB Corporation wants to exist in the market for long time and face the competition, it must concentrate on better quality products.

Recommendations:

As IB Corporation is one of the reputed companies in Bangladesh, there are very little to recommend about their product or services.

1. IB Corporation should provide quick delivery and sales service after selling the product. They should provide 24 hours online service to the customers to solve their problems and quarries.
2. IB Corporation should make more awareness about the competitors marketing policy.
3. DITF is one of the important place where people come together to buy software at discount price. So, IB Corporation can motivate their customer by giving discount price.
4. The employee should be given more training is needed about the salesmanship. Market research for find out the target market, dealing product knowledge, product development, marketing product for the salesman and sales personnel.
5. IB Corporation has a good possibility to get a leading position in the software market in Bangladesh because of its brand name reputation. But there have a threat of start entering the new software company in the national market. To keep them leading in the software industry and to compete with others they have to make it well known and available toward all the people that whenever anybody would like to buy software they will only think about IB Corporation brand and if they can use the right promotional strategy they would be able to increases their market share.

Conclusions

IB Corporation has a great potential growth in the country as a leading brand with a national image. The consumer's behavior towards IB Corporation is very positive and their satisfaction level is good. They make a good place in software market. The consumer believes that IB Corporation provides high quality product with reasonable prices. To achieve the leading position and success, lot of improvement is required for every divisions of it. As software product became essential for the consumer day by day, many marketers are coming with theism product in this software industry. So that it has also become a competitive market for IB Corporation. In spite of having a good brand images a local presence in Bangladesh. They should also take much more attention and careful action to establish its product line in the market. Also should be identifying their customer's behavior and keep the commitment with them strongly .To build a positive perception and awareness among the consumers about their product they have to be stronger in their promotional activities and should maintain a good relationship both internally externally in their corporate life. Finally I can conclude that IB Corporation is one of the leading companies in Bangladesh with a national image. They provide quality product with reasonable price. They provide their service to customer with carefully.

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