



Daffodil
International
University

Internship Report

On

**“An Analysis of Brand Positioning Strategies:
Rangdhanu International Limited”**

Submitted to:

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Submitted by:

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Program: BBA

Major: Marketing

Batch: 40

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Letter of Transmittal

Date: 29th November 2018

Farhana Noor

Assistant Professor

Department of Business Administration

Daffodil International University

Subject: Submission of internship report.

Dear Madam,

With due respect, I am very pleased to submit my internship report on “An Analysis of Brand Positioning Strategies: Rangdhanu International Limited” which is an essential requirement for the completion of BBA program. This report is the result of the Internship Program that I have conducted in Rangdhanu International Limited Dhanmondi Branch office. All the information presented in this report is done with outmost sincerity and honesty. I have tried my best to make this report holistic and informative.

Apart from the academic knowledge gained, this internship program and preparation of this report have given me the opportunity to know about the job sector. I believe that, the experience I have acquired from this internship program will be helpful in my future professional career.

However, there may be some mistakes or lacking due to some limitations. Therefore, I would be highly obliged if you would kindly consider my limitations.

Sincerely,

Ayesha Chowdhury Lamia

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Student's Declaration

I, Ayesha Chowdhury Lamia, student of Bachelor of Business Administration (BBA), 40th batch, ID No: 151-11-4473, declare that the data and information presented in this report has been found by me and has not been previously submitted to any other educational institute or organization for an academic qualification or certificate of any other degree. This report doesn't breach any existing copyright and also no portion of this report is copied from any work done for a degree or otherwise.

References are provided as it is free of plagiarism.

Ayesha Chowdhury Lamia

ID – 151-11-4473

Program: BBA

Major: Marketing

Batch: 40

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Certificate of Approval

This is to certify that, Ayesha Chowdhury Lamia, ID: 151-11-4473, a student of Bachelor of Business Administration (BBA), Major in Marketing, has successfully completed this internship report entitled 'An Analysis of Brand Positioning Strategies: Rangdhanu International Limited'.

She has prepared this internship report under my direct supervision & guidance. This report is worthy of fulfilling the particular requirement for BBA degree. The data and findings presented in this report seem to be authentic.

Farhana Noor

Assistant Professor,

Department of Business Administration,

Faculty of Business & Entrepreneurship,

Daffodil International University.

Acknowledgement

At first, I would like to express my gratitude to almighty Allah (SWT) for granting me the strength and opportunity to complete the BBA program and finally this internship report successfully.

The report titled as “An Analysis of Brand Positioning Strategies: Rangdhanu International Limited” has been prepared to fulfill the requirements of BBA degree. I am very much fortunate that I have received sincere guidance, supervision and co-operation from various respected people while preparing this report.

A very special thanks and heartfelt appreciation to my honorable supervisor, Farhana Noor, assistant professor, department of business administration, faculty of business & economics, Daffodil International university, for her guidance and support throughout the study.

I would like to thank S. M. Badruzzaman, General Manager of Rangdhanu international, for choosing me as their intern and let me work with professionals and gain realistic knowledge about job sector. I would also like to thank to the authority of BBA Department, Daffodil International University for their kind co-operation. I am also grateful to my parents and classmates for their assistance to carry out this report.

At last, I would like to express my gratitude again towards the almighty for providing me with this opportunity to complete the BBA program in this university.

Executive summary

As a student of business administration, analyzing today's business world is very crucial to observe in this complex situation. It is necessary to go through all fields of knowledge, both theoretical and practical. Before passing BBA program, I have been given an Internship program to have practical knowledge in business life as a part of my academic program.

During my internship program, I worked at the branch of Rangdhanu International Limited. . I worked closely with my supervisor to learn from them so that it could help my report. In the report I've discussed the activities I have done in details. I tried to do all the work that was given to me.

In this report I had tried to focus my both theoretical and practical knowledge regarding Brand Positioning. My main topic is an analysis of brand positioning of Rangdhanu International Limited. I have tried to identify the effectiveness brand positioning of this organization and how it is working in progress of the organization. And to identify problems related and their SWOT analysis.

In this report the problems, scope, limitations and various analyses are also done. With all the information and findings, adequate analysis has done in terms of Rangdhanu International Limited's present brand positioning strategies. Recommendations are provided at the end of the report for the betterment of the brand in future.

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Chapter – One

Introduction

Introduction

Brand Positioning has been defined by Phillip Kotler as ‘the act of designing a company’s offering and image to occupy a distinctive place in the mind of the target market’.

In simple words, brand positioning means how a brand is different from its competitors and where, or how it sits in the customer’s minds. Hence a brand positioning strategy involves creating a brand association in customer’s minds to make them perceive the brand in a specific way.

An efficient brand positioning strategy maximizes the customer relevancy and competitive distinctiveness, in maximizing brand value. The strategy includes 5 factors, which are discussed in this report.

Rangdhanu International Limited is one of the prominent washing and textile chemical importer and Distributer Company of Bangladesh. They have specialized in the business of washing and textile chemical and in particular one of the largest market shares in Bangladesh in respect of washing and textile chemical. Here, along with their associate company they represent many world-renowned manufacturers.

The report titled ‘An Analysis of Brand Positioning Strategies: Rangdhanu International Limited’ is a collaboration between internship program and Rangdhanu International Limited. Their company overview, Brand positioning strategies & SWOT analysis of their company is covered in this report.

Background of the study

This report is done as a part of fulfillment of BBA program. The report prepared on “An Analysis of Brand Positioning Strategies: Rangdhanu International Limited.” is based on the organization of Rangdhanu International Limited. This report gave the opportunity to explore the efficiency, innovativeness and effectiveness of brand positioning strategies of Rangdhanu International. The report is prepared individually and under the supervision and guidance by Farhana Noor, Assistant Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, and Daffodil International University.

Scope of the study

Rangdhanu International Limited is one of the prominent washing and textile chemical importer and Distributer Company of Bangladesh. The scope of the study is limited to the Rangdhanu International Limited, specially its main branch, which is in Dhanmondi, Dhaka. This report covers “Brand Positioning Strategies” of the company. The report also presents a brief scenario of Rangdhanu International Limited.

Objectives of the Study

The objectives of the Internship program can be classified into two kinds. Such as:

- Broad Objective.
- Specific objective.

I. Broad objective: The broad objective is the one which exists in the long-term output basis during the whole internship program. In this case, the broad objective is to analyze the brand positioning strategies of Rangdhanu International Limited.

II. Specific objectives: Except the broad objective, there are several short or specific objectives.

The following objectives are:

- ✓ To identify the positioning objectives of Rangdhanu International Limited.
- ✓ To find out the positioning strategies used by Rangdhanu International Limited.
- ✓ To know the effectiveness of the brand positioning strategies of Rangdhanu International Limited.
- ✓ To recommend some necessary steps to overcome their problems.

Methodology of the study

To meet the objectives of the study, a single method would not be effective. Formal & oral discussion, direct observation, questioning clients & printed papers of the company was useful. To collect the necessary and meaningful information, the following methods and sources of data have been used.

Both primary and secondary source of data are used to complete this study. These two sources are explained below:

I. Primary sources of data:

- a. Deskwork.
- b. Face to face conversation with the employees.
- c. Data received from the company.
- d. Direct conversation with the clients.
- e. Short notes taken from day to day work.

II. Secondary sources of data:

- a. Files and documents of the company.
 - b. Related Text books.
 - c. Online information.
-
- Research Instrument – ‘Questionnaire’ was used in the process of collecting primary data.
 - Sampling Unit – The sampling unit used is the clients of Rangdhanu International Limited.
 - Sample Size – Simple random sampling was used in this research. For the purpose of the study, only 30 samples were taken randomly.
 - Number of questions asked in the questionnaire – Twelve.

Limitations of the study

- Lack of information.
- Not enough time to know everything about the company.
- The study is only confined to one office only.
- Answers of the respondents may not be true.
- The questions included in the questionnaire may not be specific.
- The employees always remain busy with their desk works; hence they could not give full concentration in my learning.

Chapter – Two
Overview of the company

About the organization

Rangdhanu International Limited was formed and registered in 1993 as an all kinds of garments washing and textile chemicals importer and distributor company in Bangladesh. Since inception Mr. Tarik Ahmed is the proprietor of this company. The registered head office of the company is at 'Urban point' flat no: 1/A (1st floor), 142/A green road, Dhaka Bangladesh.

Mr. Tarik Ahmed, the proprietor of this company is a sound professional, dynamic, very successful business personality and a leader of the business community in Bangladesh. He is involved in few other reputed and successful companies and is actively involved in a number of social welfare related organization which include Community Development Sangstha.

Rangdhanu International Limited is one of the prominent washing and textile chemical importer and Distributer Company of Bangladesh. They have specialized in the business of washing and textile chemical and in particular one of the largest market shares in Bangladesh in respect of washing and textile chemical. Here, along with their associate company they represent many world-renowned manufacturers.

They have a strong base of confident and goodwill to serve their valued customers the best, compared to our chemical. Their marketing strengths spread over many years of unbounded hard work and co-operative effort is in about a decade-long customer satisfaction with their products.

Besides performing regular distribution of chemical for various washing and Textile Company, Rangdhanu International Limited did some market survey and strategic marketing planning for a number of washing and textile companies. The company also completed a massive consumer census work for the textile and washing sector.

Vision: 'Building business value by creating the best performance chemical products for our customers and society through open innovation.'

Mission: 'Our promising attitude, concerned co-operative effort is in about a decade-long customer satisfaction with our products.'

Products of Rangdhanu International Limited

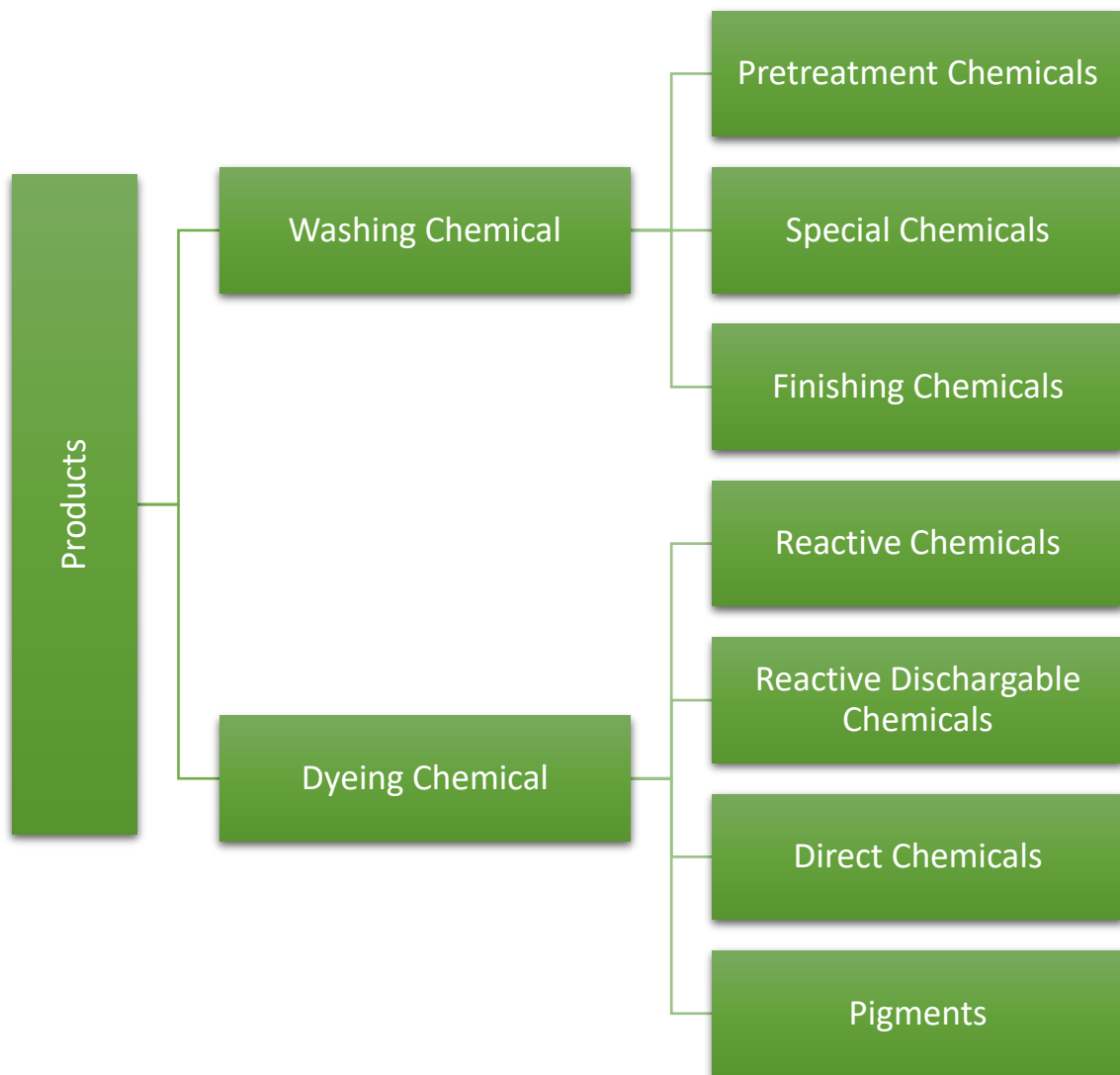


Figure – 1

Washing Chemical

SL. No.	Product Name	Product Description	Country of Origin	Packet Size
<i>Pretreatment (Washing)</i>				
1	Ruco DTW	Biode	Thailand	60kg
2	Ruco DNT	Detergent	Thailand	60kg
3	Ruco ANT	Anti-Back-staining Agent	Thailand/India	60kg
4	Ruco ANT (powder)	Anti-Back-staining	China	25kg
5	Ruco ANT (paste)	Anti-Back-staining paste	India	60kg
6	Ruco ANT HC	Anti-Back-staining Agent	Thailand	60kg
<i>(Special Product Washing)</i>				
7	Rucozyme DNM SL	SL Enzyme	Thailand	30kg
8	Rucozyme RS SL	SL Enzyme	Thailand	30kg
9	Rucozyme PLUS	SL Enzyme	Thailand	30kg
10	Rucozyme RI 1000L	Acid Enzyme	Thailand	30kg
11	Rucozyme RI	Desiring Enzyme	Thailand	30kg
12	Rucozyme DL-Ultra	Bio-polishing Enzyme	Thailand	30kg
13	Rucozyme DL-10	Bio-polishing Enzyme	Thailand	30kg
14	Rucozyme DL	Bio-polishing Enzyme	Thailand	30kg
15	Rucozyme NCP	Neutral Powder Enzyme	Thailand/Nederland	50kg
16	Power wash PSP SPC	Neutral Powder Enzyme	Thailand/Nederland	50kg
17	Power wash PSP	Neutral Powder Enzyme	Thailand/Nederland	50kg
<i>Finishing (Washing)</i>				
18	Recosilk	Silicone oil	Germany	120kg
19	Recoil ME	Silicon ME	Germany	120kg
20	Recoil 189 M	Powersoft 189 M	Germany	35kg
21	Recoil 270	Powersoft 270	Germany	35kg
22	Rucosoft Paste	Silicon Softener	By Product	120kg
23	Ruco Protector RI-01	Lycra Protector	Korean	30kg
24	Ruco Protector RI-02	Lycra Protector	Italy	45kg
25	Ruco Protector RI-03	Lycra Protector	China	25kg
26	Ruco Fix	Fixing Agent	India	60kg

Figure - 2

Dyeing Chemical

SL. No.	Product Name	Country of Origin	Packet Size
Direct Chemicals			
1	Tubantin scarlet 4G	China	120kg
2	Tubantin red BWS	China	70kg
3	Tubantin dark blue R	Nederland	120kg
4	Tubantin turquoise FBL	China	60kg
5	Tubantin brown GGL	China	60kg
6	Tubantin black VSF 1200	China	60kg
7	Tubantin orange GGLN	Thailand	120kg
8	Tubantin red F3b	Germany	A20kg
9	Tubantin grey 4G L	Thailand	120kg
10	Tubantin pink 4B	Thailand	70kg
Pigment Chemicals			
11	Bezaprint yellow 3GT	Thailand	70kg
12	Bezaprint yellow RR	China	60kg
13	Bezaprint orange RG	China/Nederland	120kg
14	Bezaprint red KGC	Korea	120kg
15	Bezaprint blue BT	Korea	120kg
16	Bezaprint blue RR	Korea	60kg
17	Bezaprint navy TR	Korea	60kg
18	Bezaprint turquoise GT	Thailand	60kg
19	Bezaprint green BT	Thailand	60kg
20	Bezaprint grey BB	Thailand/Nederland	80kg
21	Bezaprint black DW	Thailand/Nederland	80kg
22	Bezaprint black BDC	Thailand/Nederland	80kg
Reactive Chemicals			
23	Bezaktiv yellow S-matrix	Korea	80kg
24	Bezaktiv red S-matrix	Korea	80kg
25	Bezaktiv blue S-matrix	Korea	80kg
26	Bezaktiv red S-B	Korea	80kg
27	Bezaktiv red S-2B	Korea	80kg
28	Bezaktiv scarlet	Korea	80kg
29	Bezaktiv yellow S-3R	Thailand	60kg

30	Bezaktive yellow S-W	Thailand	60kg
31	Bezaktiv COSMOS orange	Germany	60kg
32	Bezaktiv COSMOS orange S-G	Germany	120kg
33	Bezaktiv COSMOS red	Germany	60kg
34	Bezaktiv COSMOS blue	Germany	60kg
35	Bezaktiv COSMOS navy	Thailand	120kg
36	Bezaktiv navy GO	China	120kg
37	Bezaktiv blue SRN	Thailand	120kg
38	Bezaktive blue VRN	Thailand	120kg
39	Bezaktiv black GO	China	120kg
Reactive Dischargeable Chemicals			
40	Bezaktive orange FX	China	80kg
41	Bezaktive blue FX	China	60kg
42	Bezaktive brown FX	China	60kg
43	Bezaktiv red FX	China	60kg
44	Bezaktiv brown FX-R	China	120kg

Figure - 3

Chapter – Three
Literature Review

Brand Positioning

Brand positioning means to ‘target customers’ reason to buy a brand in preference to others. It guarantees that all brand doings are targeted, directed and delivered by the brand’s reasons to buy; and it focuses at all points of interaction with the customers.

Brand Positioning has been defined by Phillip Kotler as ‘the act of designing a company’s offering and image to occupy a distinctive place in the mind of the target market’.

It involves identifying & determining points of difference & similarity to create the right brand identity & to create a perfect brand image. Brand positioning is the pillar of marketing activities. A perfect brand positioning paves the way of every marketing strategies by defining the brands details, uniqueness and the similarity with other brands & also the reason for purchasing that specific brand.

Brand Positioning is the perfect ground for developing and increasing the needed knowledge & representation of the customers. It is the one and only attractor that sets a product apart from other competitors. It attempts to ‘own’ a marketing niche for a brand/product/services by exploiting various marketing strategies including price, place, promotion, product and competitors.

Brand Positioning can happen whether or not a company develops a positioning strategy. But if the management of that company takes an intelligent and futuristic steps, it can create a positive brand positioning in the eyes of their customers.

Brand Positioning must make sure that:

- i. Is it unique than the competitors?
- ii. Is it important and supporting to the niche marketing?
- iii. Is it proper for all the major geographic markets and business?
- iv. Is the proposition reasonable with unique, appropriate and original products?
- v. Can it be delivered constantly across all points of contact with the consumer?
- vi. Is it helpful for organization to achieve its financial goals?
- vii. Will it be able to aid and help up the organization?

Objectives of Brand Positioning

The major objectives of brand positioning are –

1. Relevance,
2. Differentiation,
3. Credibility.

These three objectives are described below -

- Relevance - It is priority number one. Customers must find the brand attractive. If they don't find it attractive enough then the brand won't make it into the thought process set of the customers, no matter how differentiated or credible it is.
- Differentiation - It is critical and the key driver in the process of brand positioning. The brand must offer unique and quality products to the customers. Not the same or worst product than their competitors.
- Credible – The brand positioning must be credible and attainable. If the company cannot completely and credibly provide the proposed product, the customers will be left with an empty promise and they will not choose the brand.

It's necessary when creating a brand positioning strategy, to deliver on all three positioning objectives at the same time. This is because brands that are highly applicable though not differentiated run the risk of being customized. Similarly, brands that are highly differentiated, though not particularly relevant, become niche providers. (Philip Kotler, 2017)

Brand Positioning Process

The Brand Positioning process consists of seven steps. They are –

- 1) Formulate a positioning statement – There are four simple steps that will help with the basic facts about the identity you have determined for your company. The positioning statement is the result of adding those facts into a basic sentence. The four steps are –
 - a) Identify target customers: Create a brief statement that represents the demographic, attitudes, sensibilities, and taste that your brand is seeking to charm.
 - b) Define the market: Between the categories a brand is competing in and the context in which it executes its initiatives lies the concept of brand relevance. That idea of a relevance must be established in the mind of the target audience. The data collected up to this point should have revealed a niche for you to occupy. Choose the exact right words to define it.



Figure - 4

- c) Make a promise: Whatever is the most emotionally or rationally compelling benefit your brand fulfills to the target customer base should be something you can take entire state of.
- d) Present evidence: Gather evidence that proves your brand delivers on its proposition to suit the wants and needs of the target customers. Without a proposition you can reliably keep then the market positioning statement really will be just a set of hollow cliché.

- 2) Compare and contrast to identify brand uniqueness – Comparing between your own communication strategy and channels to those of your competitors create opportunity in the market place that your positioning statement should address.
- 3) Competitor analysis – Learning about the competition helps to find the strengths and weakness of your own brand compared against the competition. Finding out the differences between a brand and its competitors is important to finding holes in the market that can be filled.

There are four subcategories of a competitor analysis. They are -

- a) Competitor's objectives: The objectives aren't necessarily related to finance, and they may be related to market share or growth rate.
 - b) Competitor assumptions: In general, and typically unqualified data that may involve past experience, market trends, and regional cultural factors, should be noted for reference against the rest of the data.
 - c) Competitor strategy: This is probably the most difficult information to uncover but also the most useful. Check press release, white papers, shareholder reports, promotional campaigns, mergers, acquisitions, and hiring practices for deeper insight into the direction the competition is moving.
 - d) Competitor capabilities: The answer to the above three questions should outline a comprehensive story of what the competitor's capability are. That information should inform an understanding of where their strengths and weakness lie. Which will help you direct focus to where your effort will be most effective at the end of the market positioning process.
- 4) Determine current position – Figuring the brands present market position is quite important as the competitor analysis. That's because you have to know your own market position to be able to utilize.



Figure - 5

5) Competitor positioning analysis – An accessory to the competitor analysis, competitor positioning analysis figures the conditions of the market that shape how much power competitors can apply. There are five forces to competitive position analysis that measures the competitive degree and attractiveness of a market, and point to the place where power exists in any business situation. The Porter's five forces are:

- a) Supplier power: How easy is it for suppliers to raise prices? The number of suppliers, the uniqueness of their products or services, their relative size and strength in the market, and the cost of switching between suppliers all factors into the answer.
- b) Buyer power: how easy is it for buyers to drive prices down? The number of buyers in the market, the importance of their patronage to the supplier, and the buyer's cost of switching between suppliers can all be relevant suppliers with a handful or powerful buyers are usually vulnerable to the terms buyers want to set.
- c) Competitive rivalry: How many competitor exist in the given market? The more competitors there are offering similar products or services the less attractive the market is.
- d) Threat of substitution: How many similar products exist in the market? Where an abundance of similar product exists, the likelihood of price-driven brand switches runs high. Suppliers have less power in saturated markets so those markets are less attractive.

- e) Threat of new entry: How profitable is the market: More profitable markets attracted newcomers, eventually eroding profitability unless there are barriers to entry such as patents, economies of scale, government compliance issues, etc.

The competitor positioning analysis will help in the process of understanding the factors that influence profitability in the market where you wish to compete. The resulting data set will also help inform decisions concerning whether to enter a specific industry or not, whether to increase capacity in a specific industry, and how to go about developing competitive strategies.

- 6) Develop a unique positioning idea – With all the analytical data, you should have a better idea of who you are, who you are not, and who your best audience is. It's time to make a statement about those facts.
- 7) Test the effectiveness of brand positioning – Testing the effectiveness of the brand positioning methodology will include qualitative and quantitative data finding, principally settled by the steps before this, but may also include focus groups, surveys, in-depth interviews, polls, etc. (Positioning Strategy, n.d.)

Five Factors of Brand Positioning

There are total five factors of Brand Positioning. They are –

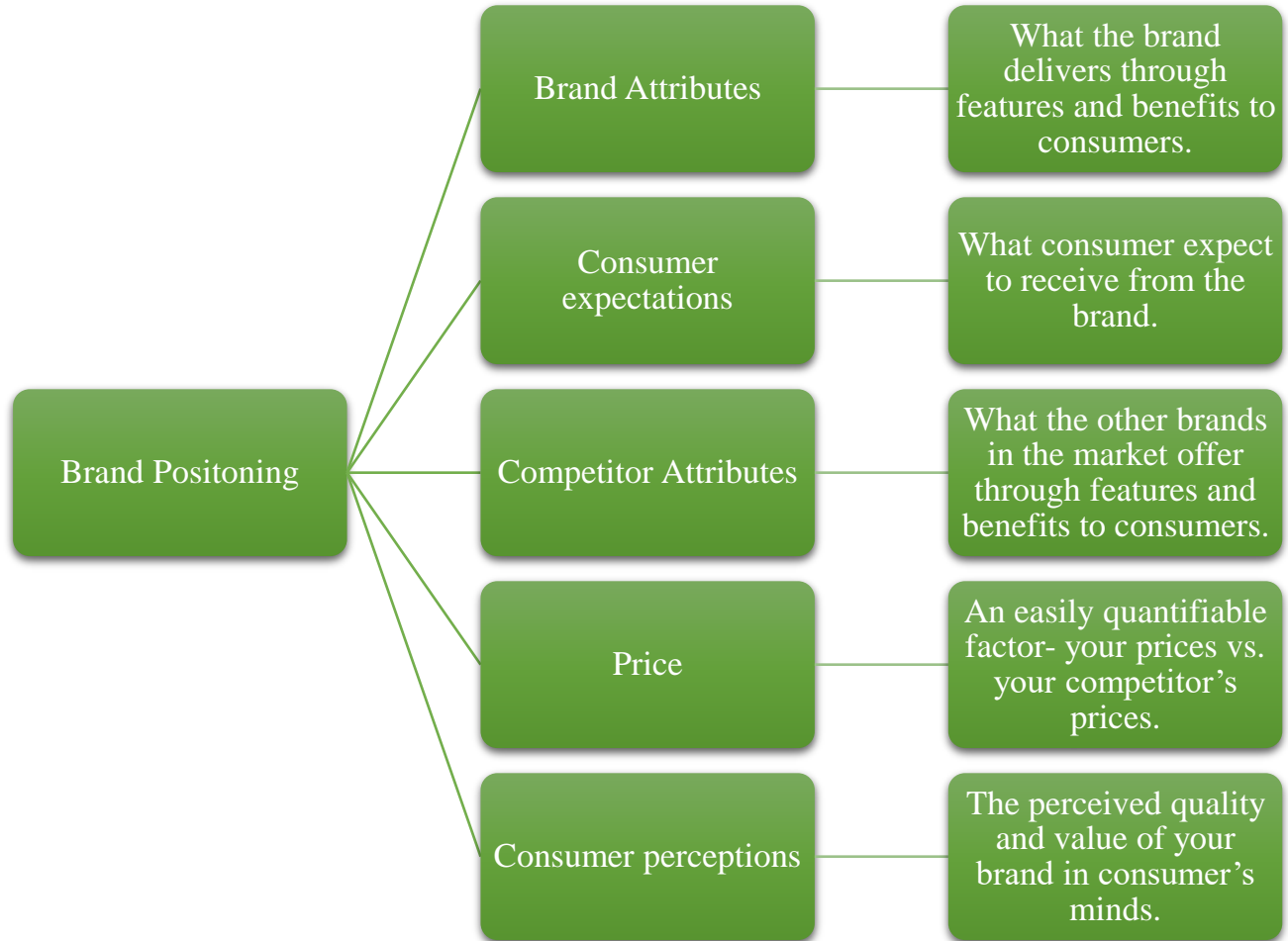


Figure – 6

(Corporate Eye, n.d.)

Chapter – Four
Analysis of the study

Brand Positioning Objectives of Rangdhanu International Limited

- To create a positive image about their brand in the mind of the customers.
- To create a permanent market place for their products.
- To make their brand more attractive than their competitors so that the customers prefer buying their products.
- To convince their present and potential customers about their products quality. That they always offer them quality products.
- To make their brand well known in the market place, so that when a potential customer hears about the brand name the first thing that comes into their mind is that the products quality.
- To always deliver on their promised quality products so that the customers never leave with an empty promise.
- To help them create promotional activities that serves their company's vision & mission.

Brand Values of Rangdhanu International Limited

Brand Positioning instrument of creating a company's offering & image to get a distinctive place in the thought process of the target market. The main concern of Brand Positioning is to put the brand in the mind the target customers to exploit the prospective benefit of the firm. A good Brand Positioning strategy also paves the way for a unique marketing strategy.

Rangdhanu International Limited is positioning their company on their 'Quality Products'. Since their making, they always believed in delivering quality chemicals. Their price maybe more than their competitors, but one thing that the customers can be sure of that they always provides quality products. The company always makes sure of it.

Rangdhanu International Limited's brand values are –

- Quality – We believe in quality, nothing else.
- Progressive – We are pledged to improve our quality more than ever.
- Responsive – We will always make sure that we meet our customers' demands and exceed their expectations.

Effectiveness of Brand Positioning of Rangdhanu International Limited

To know the effectiveness of Brand positioning of Rangdhanu International Limited, a short research was done. The number of participants in that research was 30 clients of Rangdhanu International Limited. They were asked a specific & series of questions.

- *Question – 1*

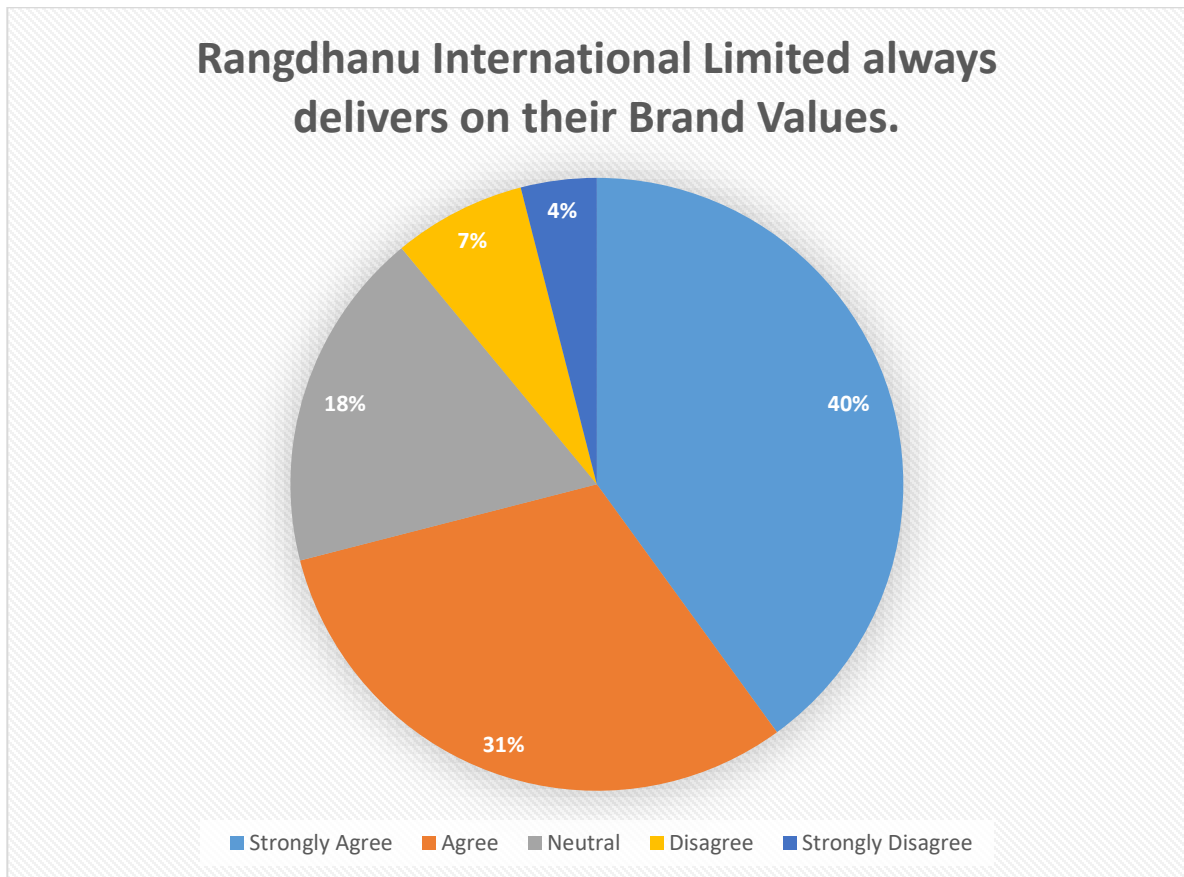


Figure – 7

Interpretation – From the answers of the respondents it is clear that they always deliver on their brand values. Only 11% disagreed with it which is nothing compared to the agreeing 71% respondents.

- *Question – 2*

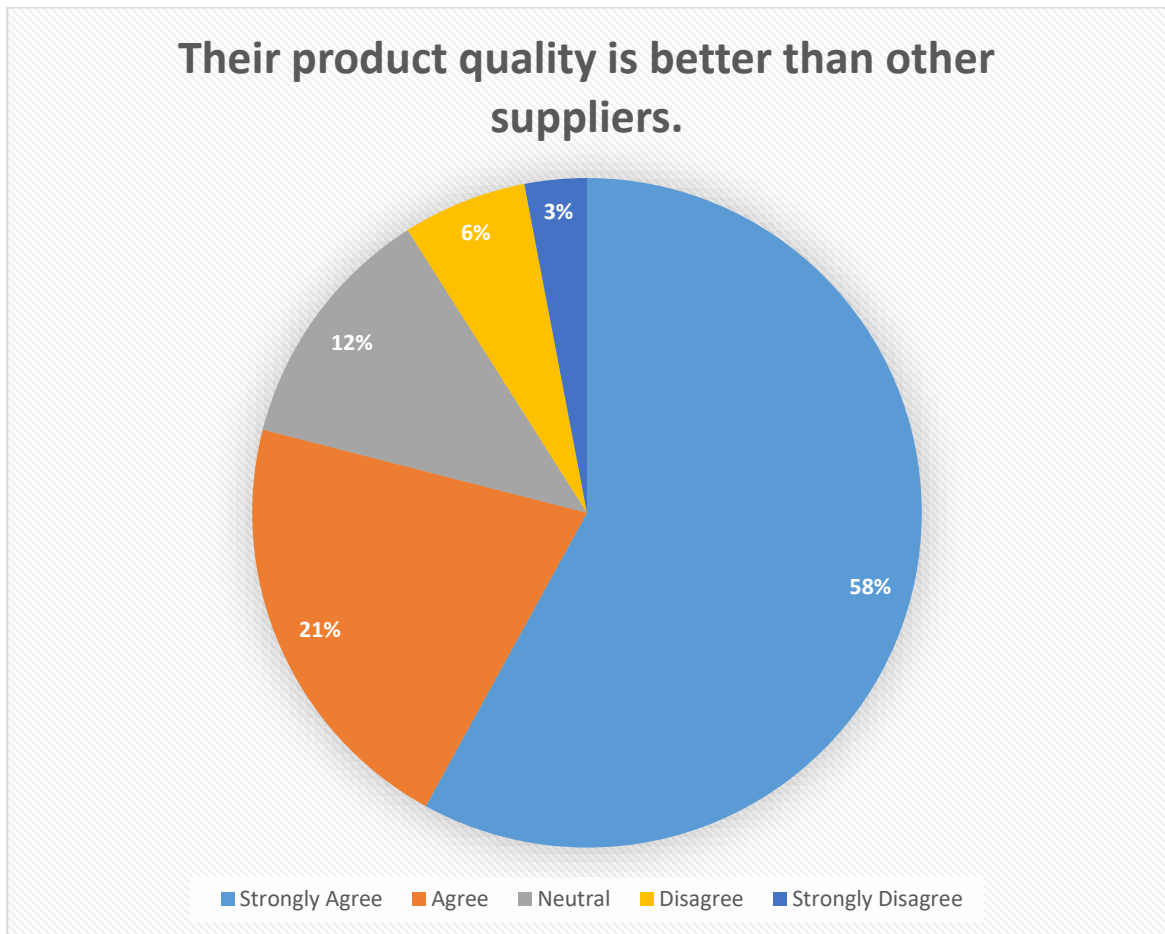


Figure – 8

Interpretation – From the answers of the respondents it is clear that Rangdhanu International Limited is on the right path. They positioned themselves on Quality attributes of their products which they always deliver to their clients.

- Question – 3

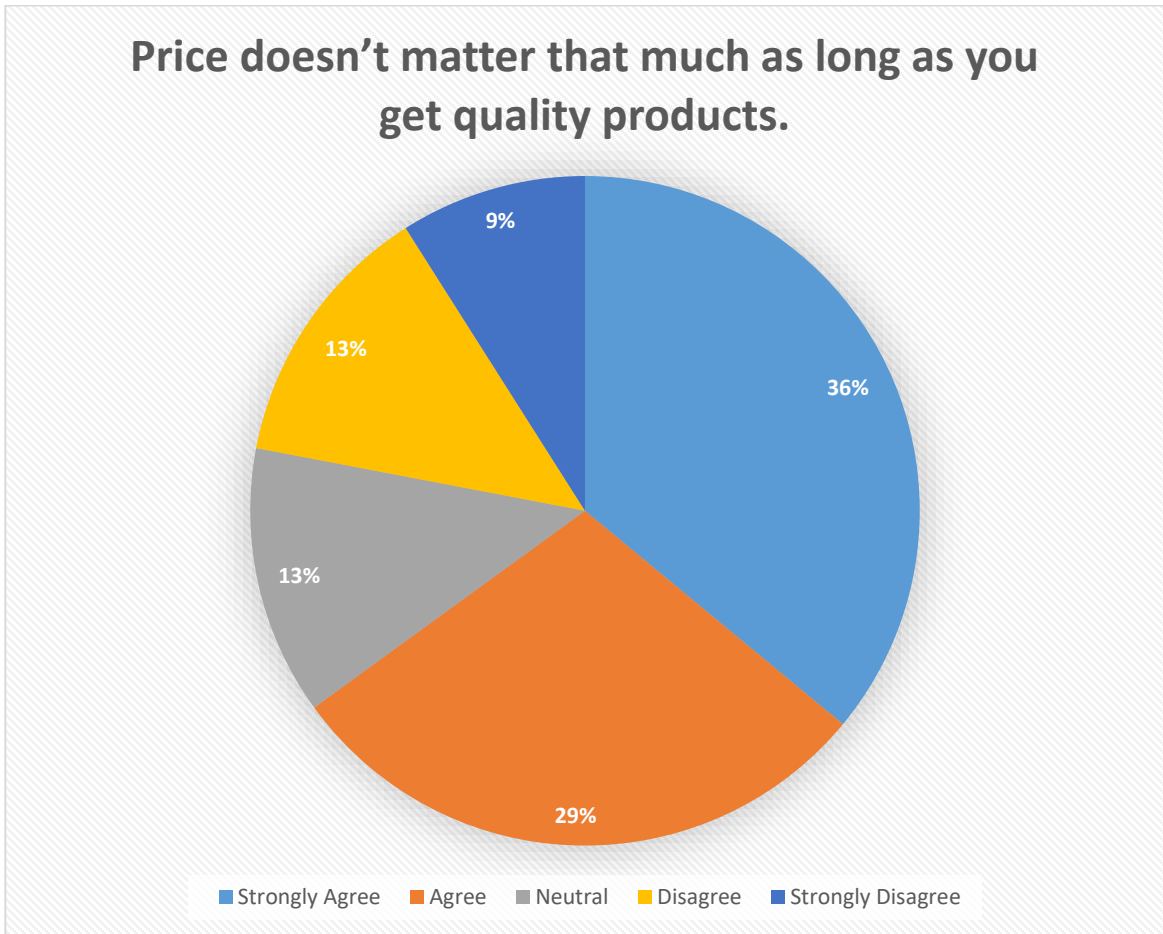


Figure – 9

Interpretation – Respondents feel that the price of the products doesn't matter as long as they get quality products. It means that they prefer quality over price. So the high price of Rangdhanu International Limited doesn't matter that much to them if they get quality chemicals.

- Question – 4

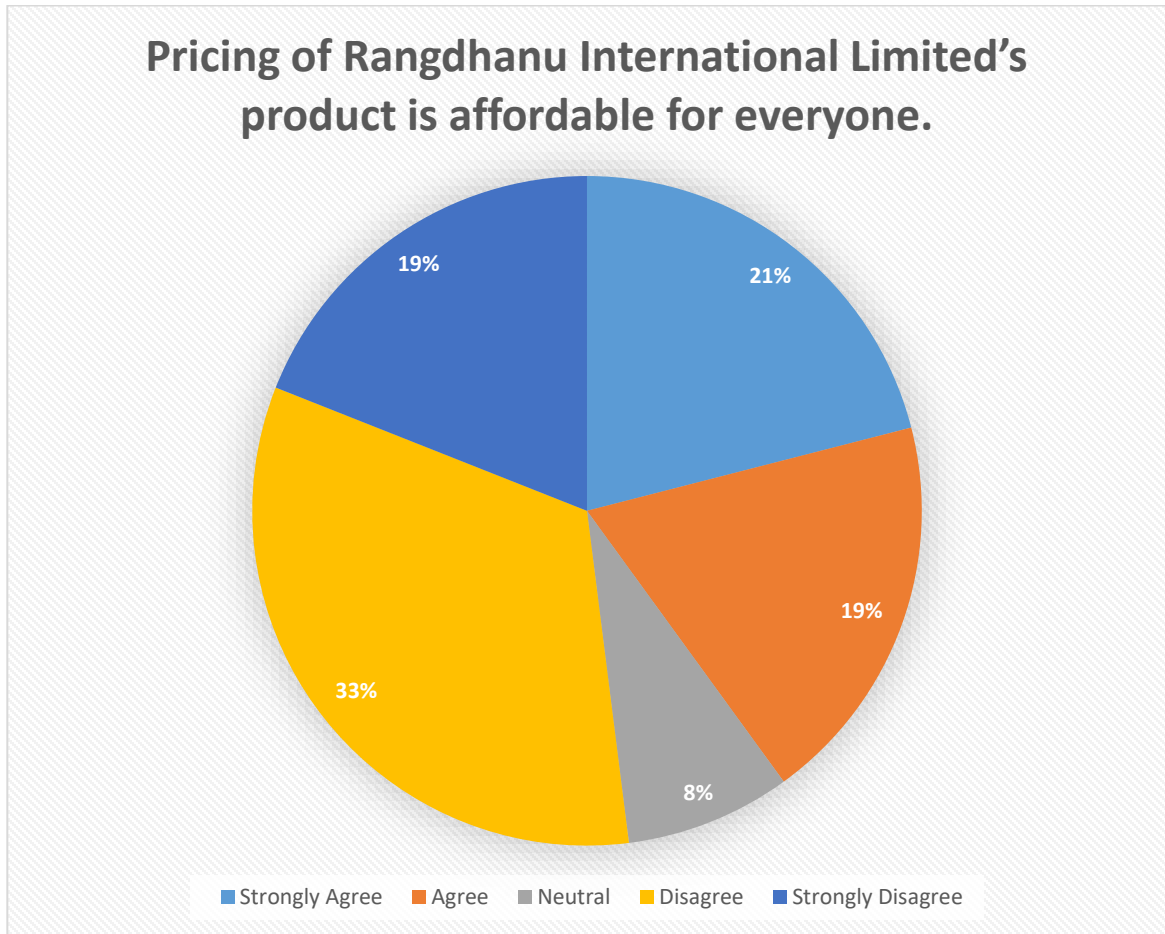


Figure – 10

Interpretation – From the answers of the respondents it is clear that Rangdhanu International Limited's pricing of products is not affordable for everyone. Only the high class clients buys the chemicals from them because they value quality and they can only afford the price. Low budget clients cannot afford their products.

- Question – 5

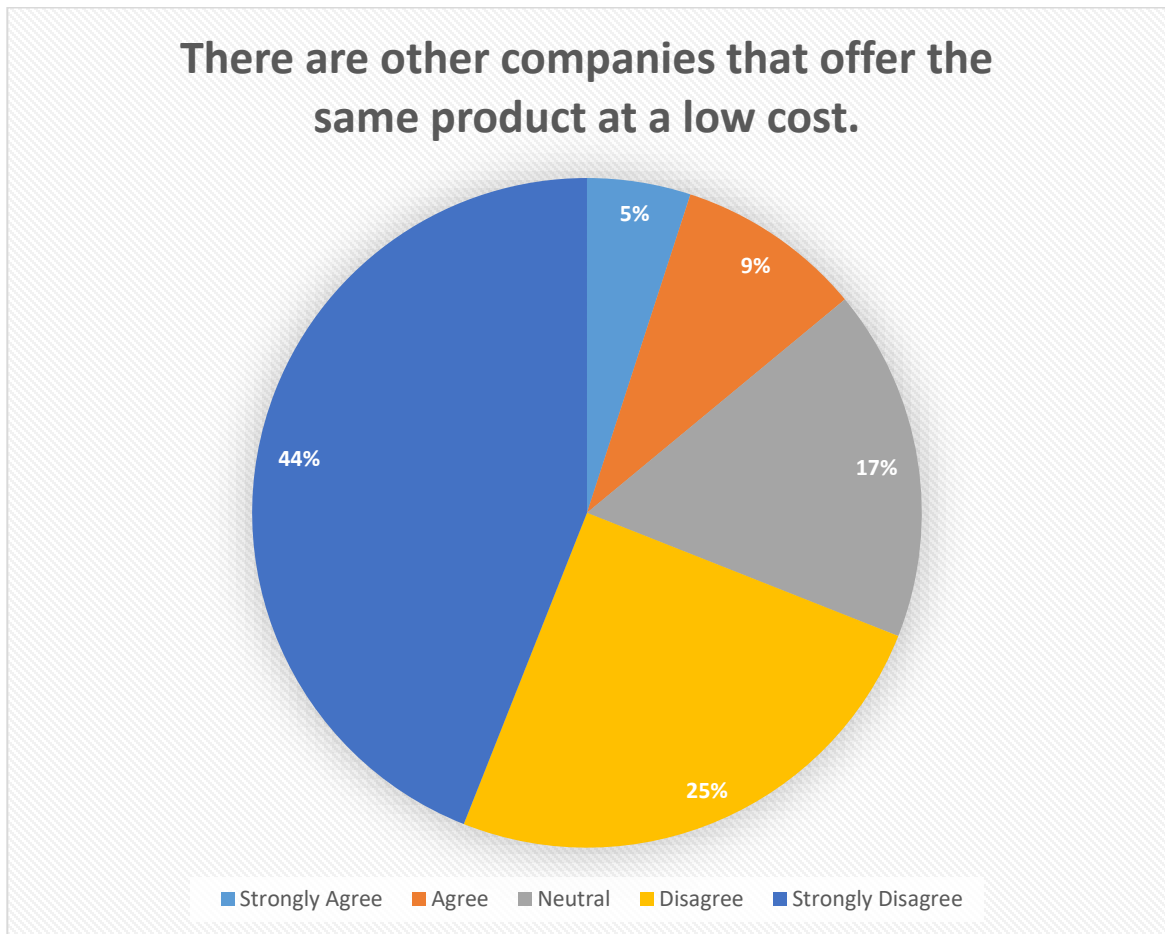


Figure – 11

Interpretation – Respondents disagree to the fact there are other companies that offer the same product at a low cost than Rangdhanu International Limited. Because the company doesn't profit much from each product. They only wholesale to the market place at a low profit. If any company tries to sell at a low price than Rangdhanu International Limited, they will be at a loss.

- Question – 6

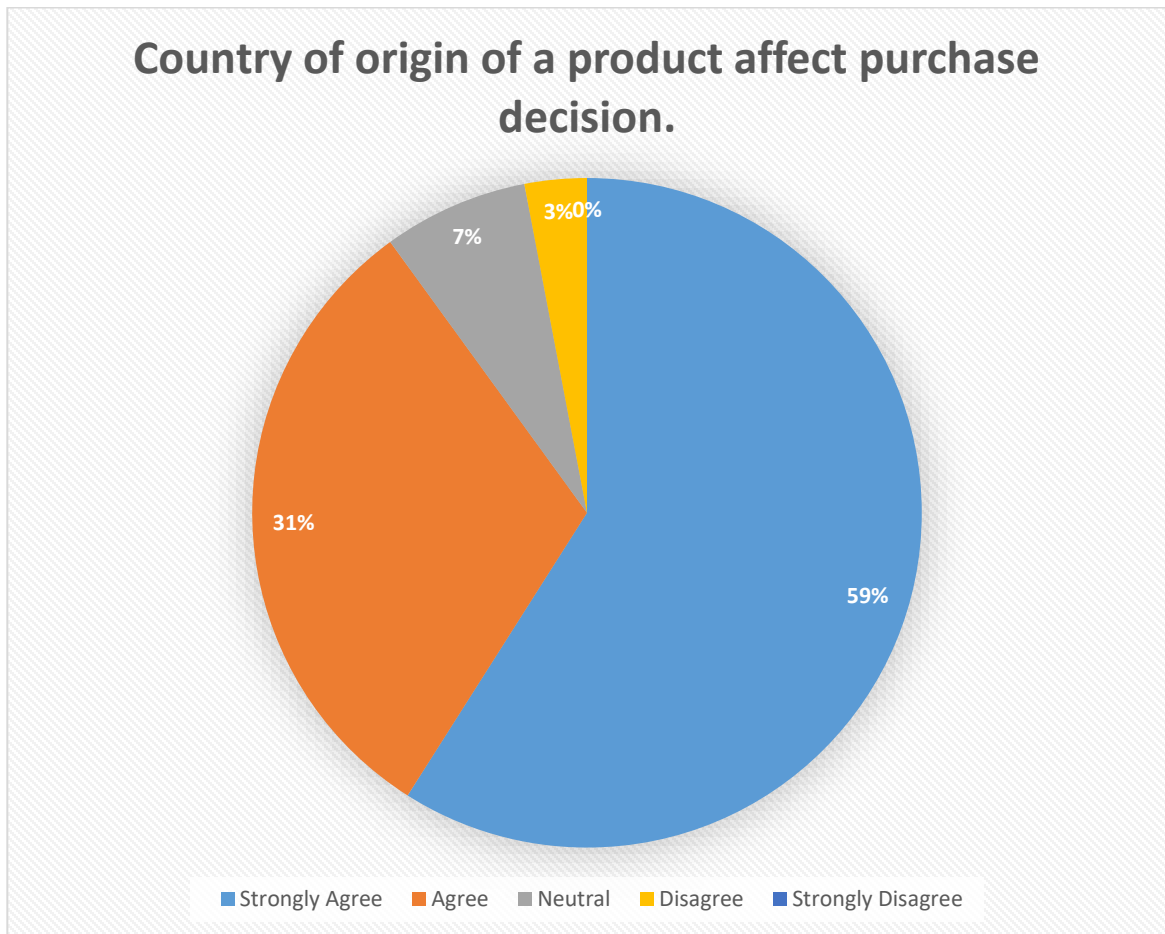


Figure – 12

Interpretation – Respondents of the questionnaire agrees to the fact that the country of origin of a product affect purchase decision of them. Because different country have different quality products. And if they are not imported from that country then the respondents won't buy from Rangdhanu International Limited.

- Question – 7

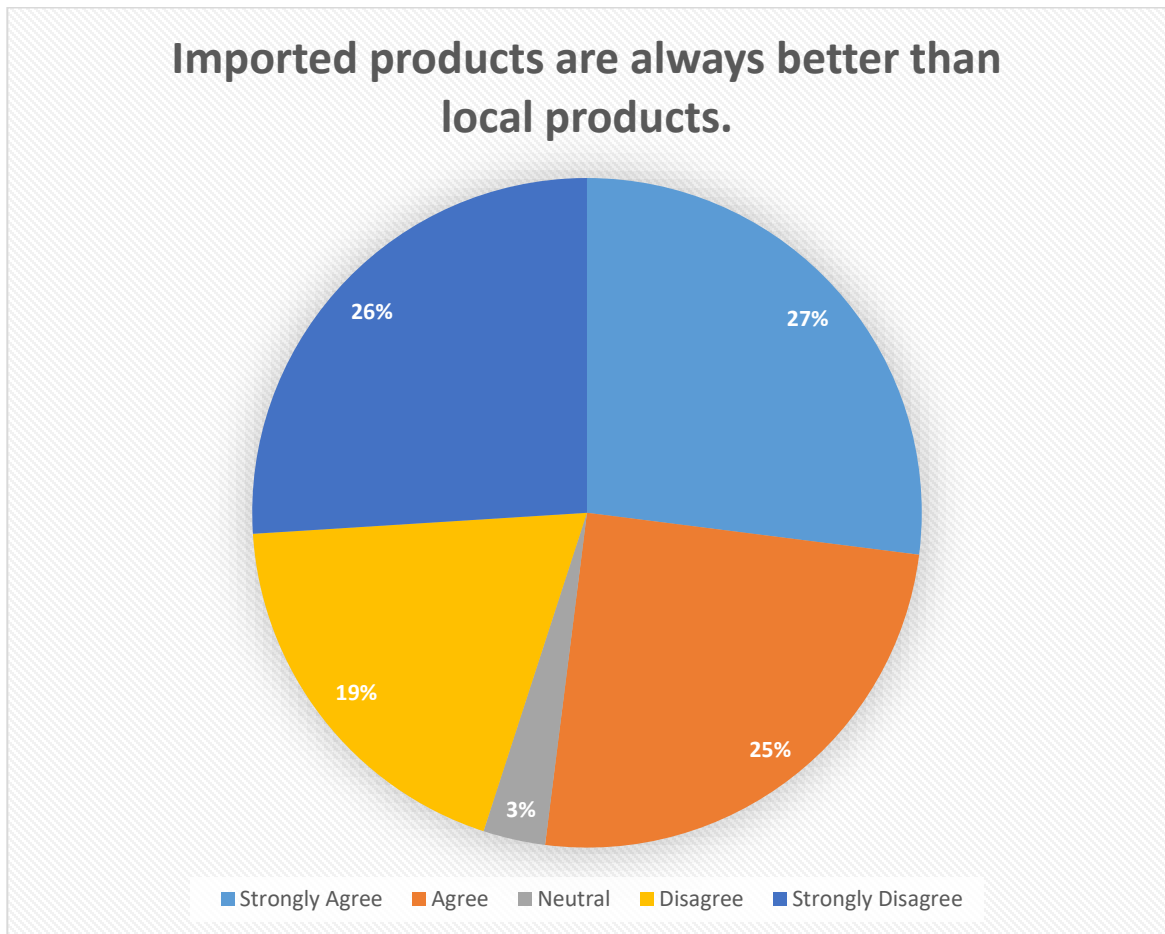


Figure – 13

Interpretation – Majority of the Respondents think that imported products are always better than local products. Because our country doesn't have the knowledge or equipment's to create chemicals that match the imported chemical. That's why they buy from Rangdhanu International Limited.

- Question – 8

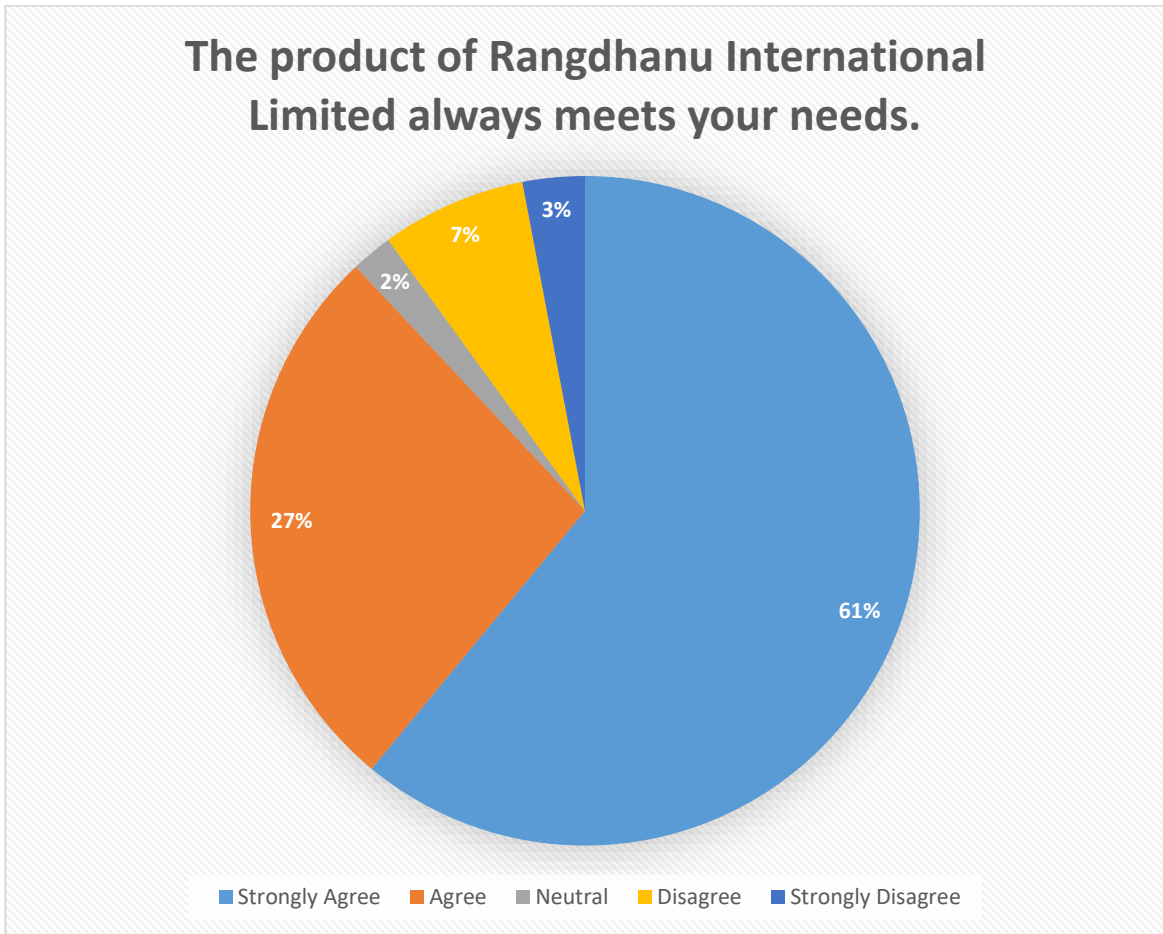


Figure – 14

Interpretation – Almost all of the respondents feels that the imported products of Rangdhanu International Limited meets their demands. It means that the company always listens to their customer before importing the chemicals for them.

- Question – 9

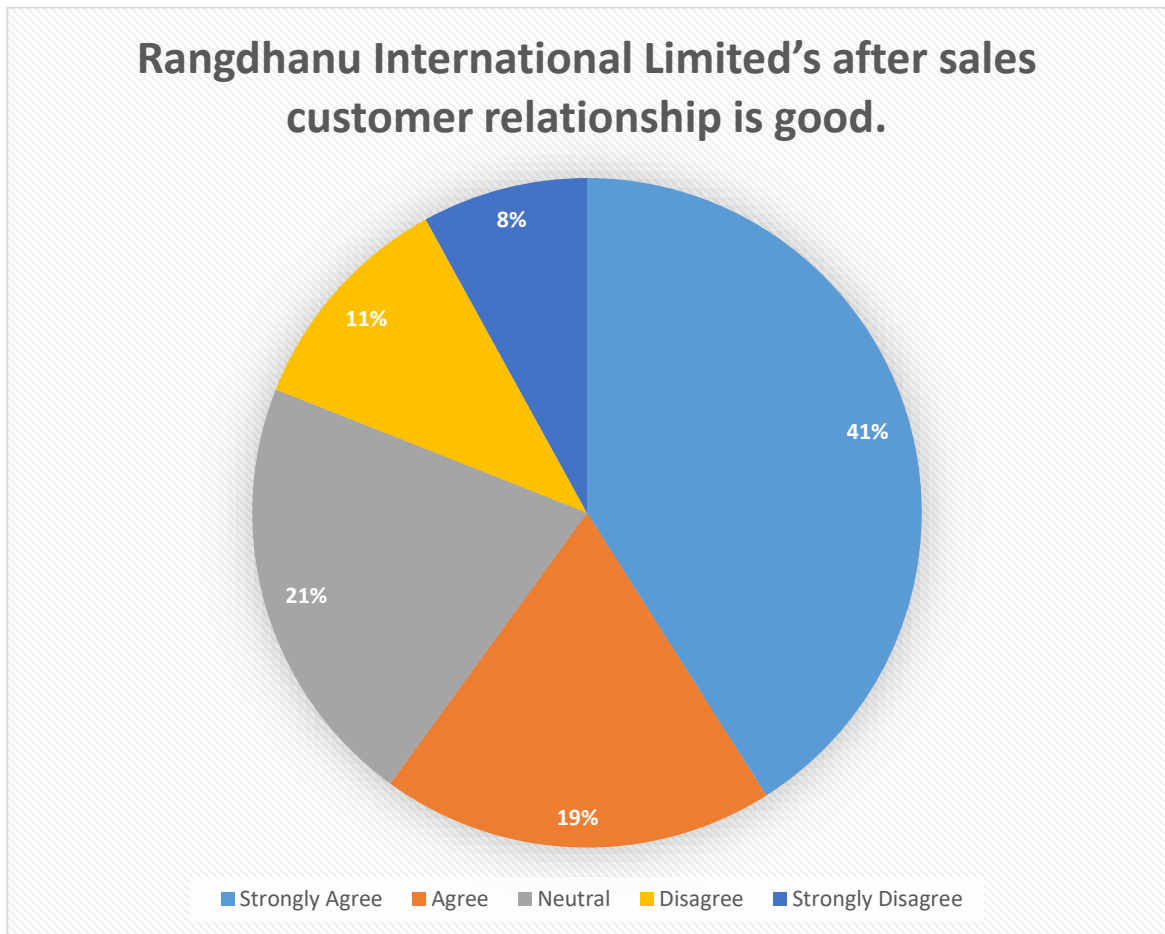


Figure – 15

Interpretation – Majority of the respondents agree to the fact that Rangdhanu International Limited's after sales customer relationship is good. Because they can contact the company whenever they want. And also if there is defect in the products the company immediately replaces it. Those who were neutral of the fact were new customers.

- *Question – 10*

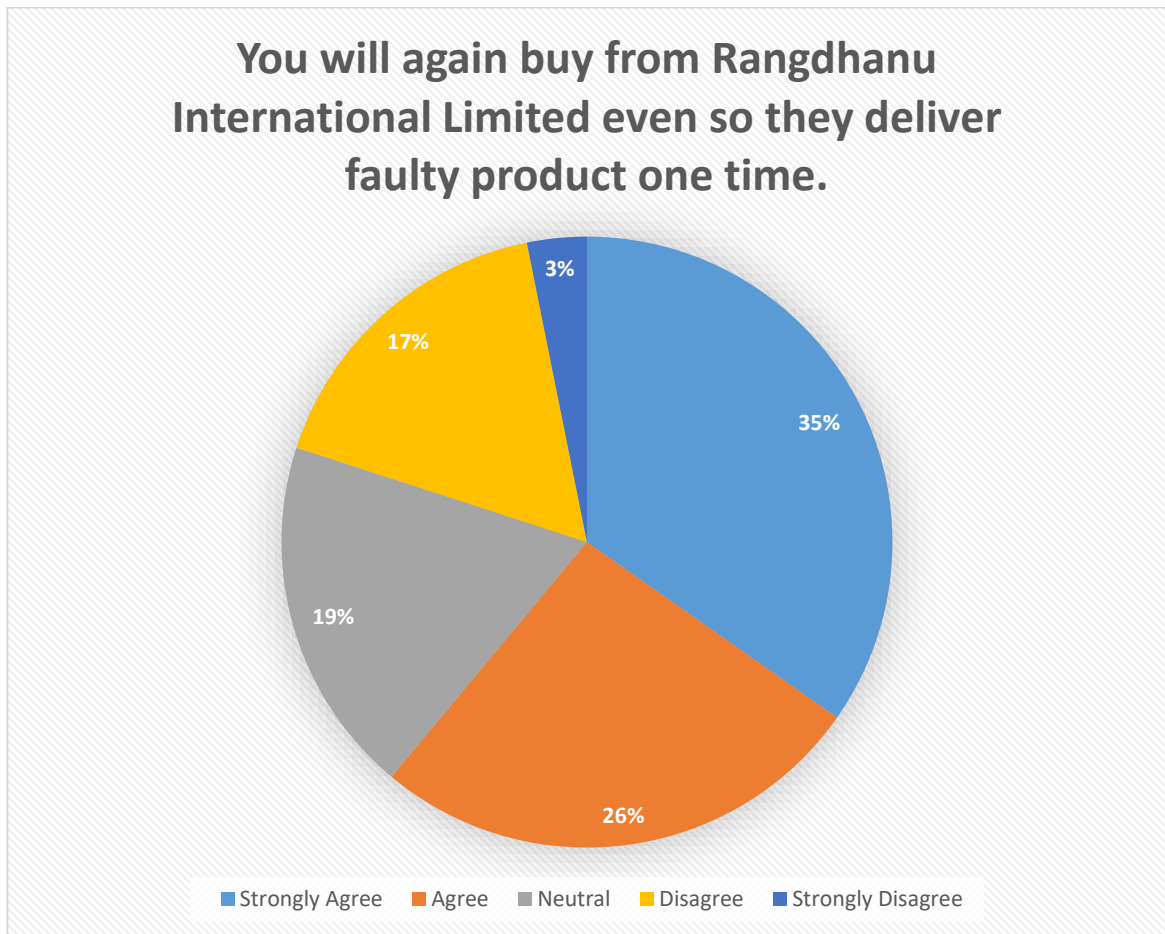


Figure – 16

Interpretation – Majority of the respondent have a high confidence in Rangdhanu International Limited. Even if the company delivers faulty product one time, they will not hesitate to buy again from the company. Also because the company always replaces the faulty products.

- *Question – 11*

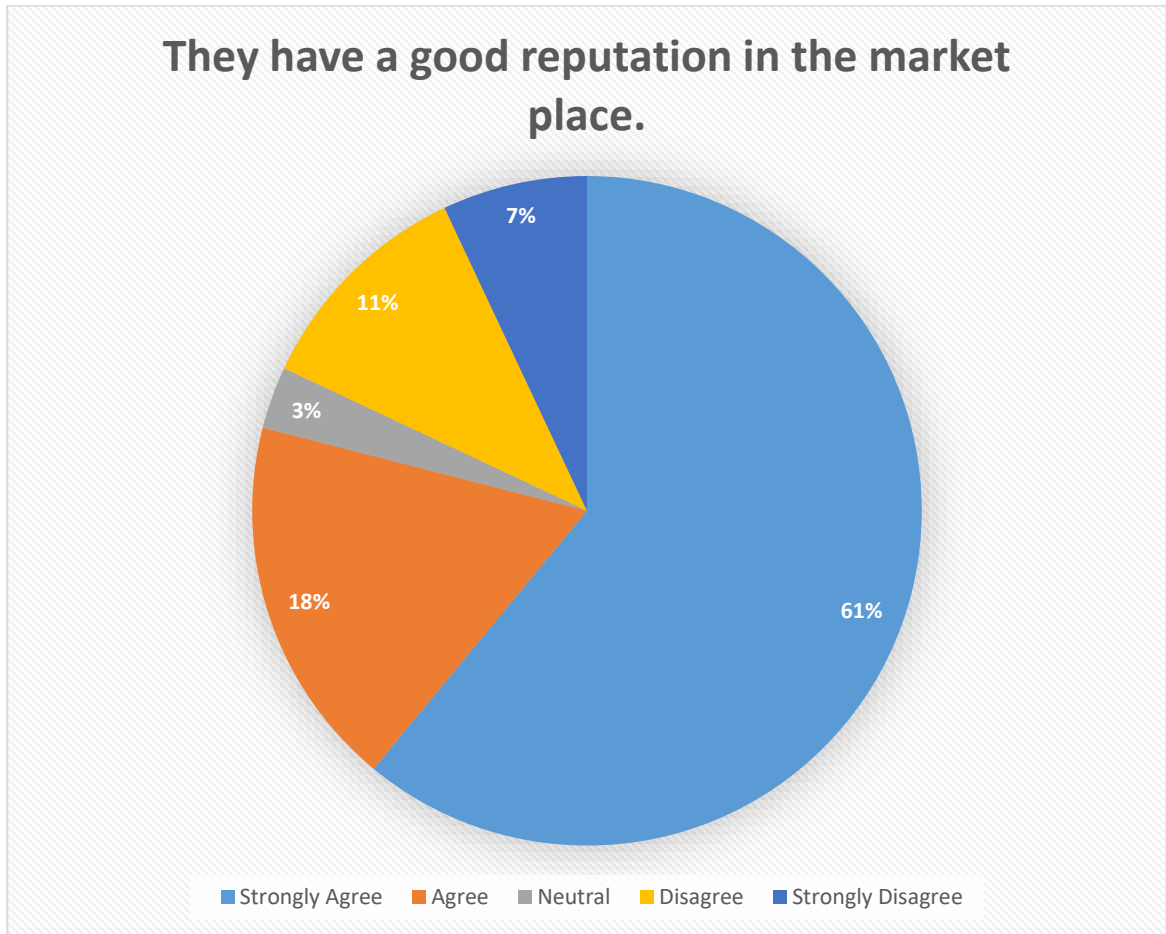


Figure – 17

Interpretation – Almost all of the respondents agree to the fact that Rangdhanu International Limited has a good reputation in the market place. Their quality product, customer relationship made them a trusted company in the textile market.

SWOT Analysis

SWOT analysis is a practical method for understanding a company's strength, weakness and identifying both the opportunities and threats that they face.

With a little thought, SWOT analysis helps a company exploit opportunities that are well placed and understand and eliminate threats that may harm them in the near future.

SWOT analysis of Rangdhanu Internationa Limited is given below –

- Strengths:
 - 1) A trusted company in our country for textile chemicals.
 - 2) Strong international network that allows them to buy quality products every time at a profitable price.
 - 3) Huge brand image in our textile market.
 - 4) High quality service offerings than the competitors.
 - 5) Clients have a strong believe in them.
 - 6) Strong Brand values that they always deliver to their customers.
 - 7) Higher class customers for their products.
 - 8) Timely delivery of products to the customers.
 - 9) Reputation for having no hidden charges.
 - 10) High visibility as a brand.

- Weakness:
 - 1) Only deals in imported products.
 - 2) Lack of employee in promotional field.
 - 3) Low promotional budget.
 - 4) Organization structure is not compatible with present business market.
 - 5) No permanent head office.

- Opportunities:
 - 1) Make their own chemical products in this country.
 - 2) Quickly explore others services.
 - 3) Hiring more employees for their promotional activities.
 - 4) Create a modern organizational structure.
 - 5) Import locally made products in foreign country.

- Threats:
 - 1) Increase of similar types of chemical company in Bangladesh.
 - 2) Political change.
 - 3) Limited number of clients which can change anytime.
 - 4) Dollar rate change.
 - 5) Import restriction.
 - 6) Tax & tariff.

Chapter – Five
Finding, Recommendation & Conclusion

Findings:

- Rangdhanu International Limited always delivers their brand values.
- They positioned their brand over the quality of their products.
- They don't produce the products, they import the products from other countries & sell them in our country.
- Their customers have a strong belief that the company will always provide quality products.
- They have a Strong & permanent international network that allows them to buy quality products every time at a profitable price.
- The distribution system is very much effective, because they have a good contact with their customers.
- They have a huge reputation in the textile market for always providing quality products.
- Lack of technological resources as well as internet communication.
- High class brands prefer quality over price, so they always buy their products from Rangdhanu International Limited.

Recommendation:

- Rangdhanu International Limited must open a permanent head office.
- They should take the opportunity of their brand position in the market & create their own products in this country.
- They should hire more employees for their promotional activities.
- Improve their promotional budget.
- They should open a web site for their company as now is the era of Digital Marketing.
- They should explore the possibility of exporting the related products to foreign country.
- Invest more in their company's technological department.

Conclusion

Rangdhanu International Limited is one of the prominent washing and textile chemical importer and Distributer Company of Bangladesh. They have specialized in the business of washing and textile chemical and in particular one of the largest market shares in Bangladesh in respect of washing and textile chemical. Here, along with their associate company they represent many world-renowned manufacturers.

In simple words, brand positioning means how a brand is different from its competitors and where, or how it sits in the customer's minds. Hence a brand positioning strategy involves creating a brand association in customer's minds to make them perceive the brand in a specific way.

Brand positioning is done to create an image of brand in the minds of consumers. Rangdhanu International Limited did it perfectly. Over the time they created an image of their company in the mind of their customers so that whenever a customer hears their company name, customers can only relate to one thing & that is the quality of Rangdhanu International Limited's products.

After researching, it can be said that Rangdhanu International Limited is on the right track and their brand image is growing day by day. The company just needs to do the things in the recommended part and they will become more successful than ever.

Chapter – Six

References & Questionnaire

Questionnaire

Name:

Email:

Company:

Address:

No.	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Rangdhanu International Limited always delivers on their Brand Values.					
2	Their product quality is better than other suppliers.					
3	Price doesn't matter that much as long as you get quality products.					
4	Pricing of Rangdhanu International Limited's product is affordable for everyone.					
5	There are other companies that offer the same product at a low cost.					
6	Country of origin of a product affect purchase decision.					
7	Imported products are always better than local products.					
8	The product of Rangdhanu International Limited always meets your needs.					
9	Rangdhanu International Limited's after sales customer relationship is good.					

10	You will again buy from Rangdhanu International Limited even so they deliver faulty product one time.					
11	They have a good reputation in the market place.					

References

Corporate Eye. (n.d.). *Factor of Brand Positionig*. Retrieved from Corporate Eye: <http://www.corporate-eye.com/main/5-factors-of-brand-positioning/>

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