



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

**“An Analysis of the Marketing Activities of Olwel BD Ltd.”**

***Submitted To:***

**Dr. Mohammed Masum Iqbal**

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

***Submitted By:***

**Md. Masud Rana**

ID: 143-11-4095

Major: Marketing

BBA Program

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

**Submission Date: 27 November 2018**

## *Letter of Transmittal*

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Date:

Dr. Mohammed Masum Iqbal

Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of the Internship Report.

Dear Sir,

It is my pleasure that you have given me the chance to submit the report on "Analysis of the marketing activities of Olwel BD Ltd." I am hereby submitting my Internship Report this is a part of the BBA course. I have done my internship from "Olwel Bangladesh Ltd." which is a New Start-up company in Bangladesh. It is my great pleasure to complete the internship report under your observation.

I have tried my best to avoid my faults and expect that my report will satisfy you. now I would like to take this chance to request you to kindly go over the report and justice it and I also would like to thank you again for giving me the chance to submit this report.

I would like to request you to receive my internship report for more measurement.

Best Regard,

.....

Md. Masud Rana

ID: 143-11-4095

Major: Marketing

BBA Program

Department of Business Administration

## *Student Declaration*

---

I am Md. Masud Rana, My Bearing ID is 143-11-4095 hereby announce that the presented report titled “**An Analysis of the Marketing Activities of Olwel BD Ltd.**” is arranged by me. I also assure that the report created only for the obligation of competition of BBA Degree, not for any other intention.

.....

**Md. Masud Rana**

ID: 143-11-4095, 39<sup>th</sup> Batch

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## *Letter of Approval*

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This is to certify that the presented internship report titled “An Analysis of the Marketing Activities of Olwel BD Ltd.” has been prepared by Md. Masud Rana, ID No. 143-11-4095, BBA Program, Major in Marketing, of Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University under my supervision.

The report is recommended for submission.

.....

**Dr. Mohammed Masum Iqbal**

Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## *Acknowledgement*

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It is an honor for me to prepare this report to my respected supervisor **Dr. Mohammed Masum Iqbal, Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University.** Mainly, I want to express my thanks and gratitude to his for assigning me to prepare this report on “**An Analysis of the Marketing Activities of Olwel BD Ltd.**” It would not have been possible for me to perfect the report without his maintenance.

Though organizing the report, I obtained sportive co-operations from **The Manager of Marketing Operations of Olwel BD Ltd. Mr. Farhan Muide Khandoker** has been supportive in making it easier for me to bring out my tasks through the internship. All the companion colleagues have been very kindly on understanding the basic rules of today’s service excellence and they gave me some significant Data to improve this report.

## **Executive Summary**

Technology has unlocked a new era of taking services from the companies. It is the era of technology where people can take their desire services by Staying at their home. By the same time, Olwel come up with the new idea of new service where people can call a doctor with their smartphones. It has created a new trend of taking doctorate service by using a smartphone in the country within a very short period.

The report topic is, “An Analysis of Marketing Activities of Olwel BD Ltd: A study on a newly service launched in Bangladesh”. For doing this report, there remained various stages and inquiry. The first is the target market analysis, I found, Olwel BD Ltd. is service-oriented company, which launched for the first time in Bangladesh. They came up with a new business idea. Then I analyze the marketing mix and marketing strategies of Olwel BD ltd.

Olwel BD Ltd. It is a start-up health care service company in Bangladesh. It is Finland based company. They started their journey in 17<sup>th</sup> November 2017. Their main service is to provide doctorate service to their patient house. It is a new business idea for Bangladeshi Marketplace and they are doing well because they have few competitors in this sector. They provide 2-8 years experienced MBBS doctor for their patient.

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# **Chapter- 01**

# **Introduction**

## 1.1 Introduction

Bangladesh is a developing country. As a developing country, we always try to develop our society, our present condition. Bangladeshi peoples are very strong and dedicated. We always trying to develop our-self. We have many different types of industries, which are directly, contribute to our economy. Such as Lather industry, Garments Industry, Health-care industry and many more. Most of them are private organization. These private organization are very important to growth our economy. These industries largely contribute to our economy, which is very important for any country.

Nowadays present era are becoming more complicated & competitive. So many business organization are engaged to our society. State owned and private owned organization are working together to create something unique facilities for our country people. From them Health sector is a very essential part of our society. Every people need a standard health care service. Therefore, private organization come forward to full-fill those basic needs. At present Health-care, service is very competitive, but some company come up with new business idea. Technology helps our life easier than before. Technology based service is a smart service. Where people can get their desire service more easily with the help of technology. Health-care services now more developed. They moved their service one-step forward to the future. They offer their doctorate service direct to their patient house with the help of Smart mobile App where a patient can call a doctor by using a Smart phone. No need to go outside, the doctor will come to your home with a few short time.

Nowadays Apps based service are becoming more acceptable to our society. People are more concern to accept technology based service. Apps based service make our life easier than before. Most of the people are enjoying apps based service in Bangladesh.

## 1.2 Origin of the Study

In our Bangladesh, almost 15-20 years back peoples never thought about apps based service will be popular like this present. Every single consumers desire to evaluate the services which they are going to accept. Now the dream come true. Technology based apps gives us the power to see our future services. Gives us the control to modify the services. Apps based service obtained the popularity and acceptance from the peoples because it is helping people's life easier than before.

There are different type of apps based services. These are some popular services:

- Transportation Services
- Food Services
- Online Banking
- Instant Messaging
- Payment Systems
- Social Networking
- Online Shopping
- Digital Wallet

To realize the practical activity theoretical knowledge is not sufficient. Need to research the situation and conduct with the practical activity. The Internship practices helps us to generate more knowledge about the company. Help to know how a company operate their organization, their Corporate polices management system and overall marketing strategies.

### **1.3 Current Activity of the organization**

Olwel BD Ltd. is a new Start-up Private company In Bangladesh. It is a beginner Health care company. Most of the peoples of Bangladesh are does not know about their service. In this situation, they actually doing their promotional activities in Dhaka city. They target most popular area in Dhaka city so that they can reach easily towards their customers. They are doing their marketing activities very hardly and they want to establish their company name as a brand. Olwel actually provide health care service to their patient. They provide doctor towards their patient house. A patient can call a doctor by using Olwel's mobile app without going anywhere. It is very need able service for Dhaka city. Most of the time Dhaka city faces the jam where a patient cannot reach the hospital in a time. On the other hand, many old age patient are not able to go anywhere for their treatment. In this situation Olwel, provide them by giving doctorate service at their home.

#### **Objectives of the Study:**

The study has been carried out with the following objectives:

- To identify the marketing strategies of Olwel BD Ltd;
- To explain the marketing mix of Olwel BD Ltd;
- To identify problems related to the marketing activities of Olwel BD;
- To make some recommendations to solve the problem,

# **Chapter- 02**

## **About Olwel BD Ltd.**

## **2.1 Historical Background of Olwel BD**

Olwel is a Health-care service provider company in Bangladesh. It is a Finland based company. They started their journey as a start-up working company in Bangladesh.

They launched their activity 17<sup>th</sup> November 2017 as a pilot project in Mohammadpur, Dhaka. They are expanding their service area. Now they are operating their service in Dhanmondi, Lalmatia, Shamoly, Kallyanpur, Agargaon, Taltola, Indira Road, Razabazar zones from there, they started their marketing activity. Olwel is a new start-up health care provider in Bangladesh.

Currently Olwel have more than 50 MBBS Doctors who have 2-8 years of experience and who have recorded from BMDC (Bangladesh Medical and Dental Council). These doctors are experienced from different medical college and they have been serving medical services in several medical hospitals.

They come up with unique business idea with a vital doorstep health care service for their patient who actually want to accept medical services at their home without going anywhere. They provide doctor towards their patient house and it is a perfect for those patients who have movement problem. A patient can call a doctor by using Olwel's mobile app without going anywhere. Most of the time Dhaka city faces the jam where a patient cannot reach the hospital in a time. Olwel can help them by providing the Doctors towards their home.

## **2.2 Nature of Business**

Olwel BD Limited is a Health-Care service and Start-up company with unique business idea Launched in Bangladesh with the brand name Olwel BD for consumers throughout Bangladesh.

Olwel BD is come on the belief to create the uniqueness in the sector of health-care. The company has experienced MMBS Doctors and work force to assure the spreading of the services through the service area. There are regional Marketing offices, who are responsible to find out the target area where the promotional activity should be done.

The patient can call to Olwel's Call center (09666766000) from 8:00am to 10:00 pm and ask for suggestions for their diseases. Promotional Campaigns enriches the consumer's consciousness and enriches the brand Choice, gaining to long-term movement in capacity. Olwel trying to build a relationship between their patients with providing satisfied health-care suggestions.

### 2.3 Organizational Overview:

Corporate Name	Olwel BD Ltd.
Company Status	Private Limited Company
Year of Establishment	2017
Managing Director & Chief Executive Officer	Aftab Hossain
Corporate Head Quarters	House 185, Lane 2, New DOHS, Mohakhali, Dhaka - 1206
Company Slogan	Olwel, Feel Well
Apps Call center Number	Olwel 09666 766 000
Service Area	Operating in 10 Areas
Service Charge	BDT 600/=
Website	<a href="https://olwel.com/en/">https://olwel.com/en/</a>



## 2.4 Organizational Structure

Organizational structure is most important for any organization. It is a chain of command process where everyone have his or her individual responsibilities. Everybody have to follow management system for the purpose running the company smoothly. After running Olwel BD, they doing well in their market field and grow efficiently. To run the organization well manner each company need a very good organizational structure. Olwel BD Ltd. has different types of department, which help them to run the organization perfectly.



## **2.5 Mission**

Olwel's task is to promote their activity towards their patient so that everyone can concern about their service. Their mission is to send their Doctors as early as possible towards their patient house. Better Phone call response with satisfied health-care suggestions. The company realize they are only one Company in Bangladesh who provide the Doctors towards their patient house and they can lead the marketplace.

## **2.6 Vision**

Olwel's vision is to establish their company name as a Brand. Become more popular so that the country people recall their name at first. Olwel believe that they are the first comer with the unique business idea that help to control the marketplace. Earlier rising and faster growth into everyday life.

## **2.7 Goal**

Goal is to capture the largest possible segment of consumer Apps Based Service in Bangladeshi markets.

# **Chapter- 03**

## **Scope of the Study**

## **Scope of the study**

Bangladesh is developing day by day, its country people involve in many working sectors, which contribute the largest economic growth in Bangladesh, and people are becoming busier day by day with their personal life. They forget to think about themselves. Nowadays people are so busy, they have no time to think about their health. Olwel provide the Doctorate service at their Patient house within a short time. People are waiting from long time ago to accept these types of Apps based service without going anywhere. Just using a Smart phone or just a phone call.

The report give a practical knowledge of my internship activity. The determination of the Internship program was to obtain real marketing experience about the company at Olwel BD Limited. Also, understand the company policies, working situation. I have tried to attention on the Marketing Strategy of Olwel BD Limited. Before taking this area, I have discussed with some expert person that I have enclosed in my report.

I have arranged this internship report is to study on the Branding and marketing strategy of launching a new service in Bangladesh, which does not exist before in our country. Ensure the good quality health service is very much expectable at present. I have also tried to search some problems and find out some solutions in this prospect.

# **Chapter- 04**

## **Job Description**

## **Job Description**

In “Olwel Bangladesh Limited”, I was employed as the “Marketing Intern” in the “Business and Development”. I ensured to effort on the everyday jobs of the section. This department was the most significant sector in the Company and therefore, I needed to ensure many important tasks that the departmental head familiar to allocate myself. The next particulars are entailed of the job explanation of my internship:

### **4.1 Occupancy of Work**

I was selected as a Marketing Intern in Olwel Bangladesh Limited for three months.

Working Times:

Sunday to Thursday: 09:00AM-05:00PM

### **4.2 Payment**

I have been paid BDT 5,000/= as a once-a-month gross salary through my internship at Olwel Bangladesh Limited for three months.

### **4.3 Work Station**

Olwel Bangladesh Ltd., Katashur Road # 2, Mohammadpur, Dhaka.

# **Chapter- 05**

## **Marketing**

### **Activities of Olwel**

#### **BD Ltd.**

## **5.1 Target Market**

There was no others competitors existing in Bangladesh when Olwel came with their new business idea. Olwel was only one company who have their unique business plan in Bangladesh. Their target market is huge because they wanted to capture maximum market response. Every stage of people can afford their service charge and easily can take the service without any hesitate. Because their service charge is very standard and a low class people also can afford their service charge. Where if anyone go to Hospital they have to pay more than Olwel's service charge. However, nowadays they are facing their competitors. Competitors are coming with the same service facilities in the marketplace.

## **5.2 Positioning**

Positioning supports to establish a company's products or service's identity within the tastes of the buyer. A company's positioning strategy is affected by a number of variables related to customers' motivations and requirements, as well as by its competitors' actions. Olwel position its service within its target customer in a competitive way. Therefore when they came to the market they have not any competitors in Bangladesh. Olwel has gained the leading marketing position by serve its better health care services.

An effective positioning strategy studies the strengths and weaknesses of the organization, the needs of the consumers and market and the position of opponents. Olwel trying to recover its positioning problems by delivering improved doctorate services and capturing possible area of the country.

## **5.3 Marketing Mix**

Marketing mix is a commercial tool, which help the company to promote their product towards their target customers. It is a combination tool, which a company can use to connect with their customers and can satisfied them and help to gain the organizational achievement. There are 4Ps marketing mix that used by the company most of the time. However, in modern marketing era the further three P has already added in the Service marketing. Services are changed from the products because its produce at a same time as it is consumed, which cannot be stored. The 7Ps mostly used in Service Providing Company as the Olwel BD uses the 7Ps marketing mix for their marketing process.





### **5.3.1 Product**

Product is a life of a company. As a service company, Service is their main product. Without the products a company cannot started. Before doing business, a company must think about their offer products or services. Products and services, which full-fill our demand. Olwel is a health-care service company so its main service is Health service. Patient can take the service with their phone. Customer can call to Olwel's customer service center and call a doctor easily at their home without facing any traffic jam.

### **5.3.2 Price**

After offering the products and services the second stages is to offer the price. It is a very dynamic portion for a company. Price indicate a firm's revenue and development. Therefore, it is very essential to set a best offer price towards the customers so that the customers can choice their products and services by paying the money. A good offered price can influence the customers to take the products and services from the company. Before applying, the charge a firm should kept in attention a buyer capacity to pay. Olwel set the price tactically for their consumers.

### **5.3.3 Promotion**

Third stage of a marketing mix is to promote the Products and services towards the target customers and the target areas. It also a vital ingredient that help a company to create responsiveness between the consumers. It's give a chance of a company to connect with their customers and able to know the public reactions. The promotional activity must implement powerfully so that the consumers can recall the company name at first of their thinking. Promotional activity can help a company to build as a Brand. Olwel promoting their Service by their website, Facebook page, online advertisement, B2B approaches, and become a news part of renowned newspapers and by organizing an Event.

### **5.3.4 Place**

Placement of a products and services is very critical part of an organization. Every organization try to placement their services in a vital location so that consumers can get products and services easily. Company must ensure an easy access for their consumers, which help them to get the products and services without any hesitate. Olwel is a company which use direct delivery station in operating their products and services based on a call center and Mobile App. Olwel's main concentration is to support the patient to attach directly with the doctors.

### **5.3.5 People**

People that is includes Employees, Management, Culture, and Customers Service. People straight linked to the Company. People who believes the products and services honest that time they can execute with their highest afford. Employees are very effective in marketing because they delivery companies products and services. When employees are pleased with the company that time, they can perform with their maximum significance and support to generate the Customers. A good Management and culture of an organization also produce satisfaction of employees and it can confirm the standard quality of the customer service.

### 5.3.6 Process

The implementation of the service depends on the processes. A well-defined process is responsible to decrease the cost of the company. Process is the practices, actions, trials that help to deliver the service toward the target customers. The customers purchasing practice generate from process where consumers can admit their desire products and services.

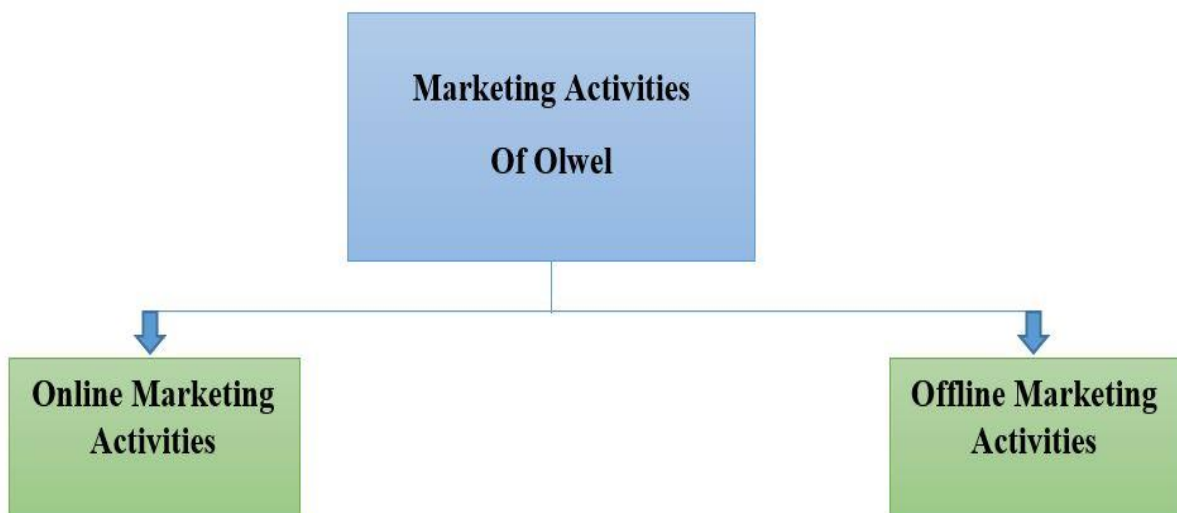
### 5.3.7 Physical Evidence

A company need to prove physical evidence of their products and services towards consumers. Physical evidence is the most significant part of marketing mix. Services are intangible which can experience. The physical evidence must be ensure where the services delivered to create superior customer involvement. Physical cue support the consumers to justify the products. Designing and employing the physical proof of a service is a dynamic part of the marketer.

## 5.4 To Analysis the Marketing activities

### Marketing Strategy of Olwel BD Limited:

Olwel activate two kind of marketing activities. Those are:



## **Online Marketing Activities:**

Today's era is a digital Era. Here everyone go through digitalization. Promote a company is more easy nowadays than before. Online marketing means Digital marketing. A chain of steps taken through Digital way to gain the companies achievement. The Olwel Bd Ltd. takes these.

### **Social Media:**

Social media includes the popular instruments like Messenger, Facebook, Instagram and many more. Olwel take a step to increase their popularity through Boost their Facebook page and their Facebook post uses Messenger, Instagram to influence its valuable customers.

### **Pre-roll Ad:**

It is a one kind of an advertisement create for 10 to 15 seconds, which contain the basic information about the company, and it is a paid advertisement. Olwel used the pre-roll Ad with the help of google ad sense to provide the basic information towards its possible customers.

### **Website:**

A well-defined website of a company define its consciousness its popularity overall, a good impression about the company. Olwel have its personal website where they describe their company activities performance and History as well.

### **Online News Portal:**

As a new Company Olwel get the chance to become a part of popular Bangladeshi online newspapers. A Journal published on the behalf of Olwel BD ltd. it is a very popular way to create a good impression towards their target customers.

### **Web Advertising:**

Web Advertising published depends on online marketing. It contains website, social media action, email operations and Blog post. Olwel developed few Web Advertisement, and Blog, which used to publish in an online portal to increase the attentiveness of consumers.

## **Offline Marketing Activities:**

A company should do its offline marketing to create physical awareness among its targeted Customers. Beside the Online, performance Olwel also doing its offline or fieldwork marketing performance.

### **These activities are:**

#### **Distribution of Leaflets:**

Olwel make its Leaflets by providing the companies information, its service information. The company provides those leaflets among the crowd place, school, University, Mosque, inside of popular newspapers so that everyone can aware about its new service.

#### **Free Health Campaign:**

Olwel conducts free fitness service in front of parks, where its check Blood Pressure, Sugar, and Weight of those people who doing morning walk.

#### **B2B Approaches:**

Business-to-Business approach is must needed for a company. It can create a good attention of target customers. Olwel connect with some B2B approaches for doing some promotion activity for its customers.

#### **Poster in Pharmacy:**

As Olwel is a service company, it took an initiative to provide its company logo and poster to the pharmacy. So that every patient easily can know about the company whenever they go to the pharmacy.

#### **Organized the Events:**

As a new, company its need more promotional activity to promote the company. In this case, take the sponsorship is a good way to promote the brand. Olwel manage some events and got promotion with the help of taking Sponsorship.

## **5.5 To find out some problems and make solutions of marketing activities**

### **▪ Problems**

As a new company Olwel faces some Understanding problems while promote their service. It is a health care service provider company so its service very different in case of Bangladesh. Bangladeshi people not used to take the doctorate service at their home without going anywhere. People used to go to hospital to treatment themselves. While taking products and services people think about its brand and popularity. So as a new company Olwel do not have its brand popularity and difficult to convince people to take their services.

### **▪ Solutions**

- i. First, the company should clear its offer service and make understand people about their services. Well-defined services are more popular than other competitors are.
- ii. Secondly, Olwel should established the Band name as a new health-care service company in Bangladesh.
- iii. Take some strategical marketing steps to introduce their offered health-care service. as a result Olwel can gather more response

# **Chapter- 06**

## **Research Methodology**

## 6.1 Types of Research

For doing any kind of research several categories of research design are available, that used for considerate different kinds of research difficulties. Mostly researcher use exploratory research design for a new research project.

My research project, is established on **Exploratory Research** Design by conducting specialists conversations, Discussion with Olwel' Marketing officers, Executives and the marketing operations manager, studying some primary data from company's internal sources which is actual private and also used secondary data inquiry (websites, journals). That will evaluate the marketing performs of Olwel BD Ltd.

**Exploratory Research:** expletory research used while there is no earlier records or a few antique proof to recognize the difficult. It is an unstructured and casual type of research (Exploratory Research Design, 2016). It assists as a pilot research that is conduct for improved appreciative the problem and learn new point of view. Exploratory research is directed through expert's Opinion, secondary data exploration (data collected for another purposes), initial survey, situation study, projective procedures like word suggestion, sentence conclusion, focus group consultations (John Dudovskiy, 2017).

### Population

The term population means people, event and objective covered by the report topic. On this report, the population is the customers of frozen foods from different super shops. Attributes of target population are, age (20-45), area (Dhaka city), Occupation (Students, Jobholders, Medical patient, homemaker).

### Sample size

For the research, the data collected from 50 different people both male and female and ask them to spare a few minutes of valuable time to tick mark to the questionnaire. Who accept medical services from different Hospitals.



## **Method of questionnaire**

Consumers are different from each other's and their perception is different so it is very difficult to find out right information from them. So in this report I select structured question as a method of questionnaire so that the consumer don't get any confusion to answer the questions and it's also helps to get right information from them without any problem.

## **6.2 Types of data**

The report arranged with the support of both primary data and secondary data.

## **6.3 Methods of collecting data**

### **a. Primary Sources:**

- Everyday practical work practice in Olwel BD Ltd.
- Direct discussion with the Operational Marketing Manager, Marketing officer, Executives and employees.
- Straight surveillance of marketing actions of Olwel BD Ltd.

### **b. Secondary Sources:**

- Website
- Social Media
- Magazine & Newspapers
- Text Books

## **6.4 Analytical Tools used**

I needed to use the Bar charts and few graphs for systematic implements of the report. In addition, tried to make sure to represent the research report appropriately.

## **6.5 Used Software**

For the ambition of completing and study, the report I had to conduct with few software. Those are, Microsoft Word, Google Docs, Microsoft Excel. For questionnaire resolve, it needed some calculation of data with the narrative term, so I needed to determination mostly with Microsoft Word and Excel.

# **Chapter- 07**

# **Limitations**

## **Limitation of the Report**

Marketing research is not enough to find out all problems related to marketing activities. Marketing is a wide scope. It is not possible to discover all problems where it is hard to invention relevant data. This internship program was only for 3 months, as I have no marketing related working experience. More ever company also have its confidential information, which they do not want to reveal. Therefore, the report always contain some limitations. Some of specific limitations are:

- a) Lack of specific data from the Organization.
- b) Lack of personal Experience
- c) It was difficult to connect with the entire marketing related task in short period.
- d) Limited resources.
- e) It was tough to catch the significant papers and documents for the report.

# **Chapter- 08**

## **Discussion and**

### **Analysis**

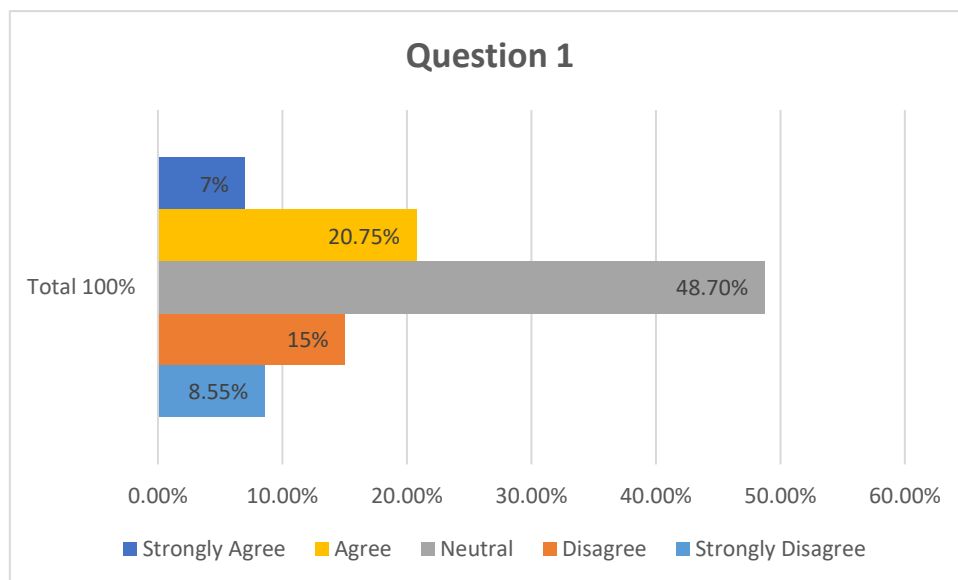
## Discussion and Analysis

In internship period doing this report on, “An Analysis of Marketing Activities of Olwel BD Limited: A study on a newly service Launched in Bangladesh” a questionnaire survey was Completed to understand the consumers mind. How they actually accept these new types of service, their thought about the services, and their understanding of taking the Olwel’s Health-care services. The questionnaires survey completed on 50 both male and female from different professions and ages. To find out how they actually accept a new health care service for treatment themselves.

## Analysis

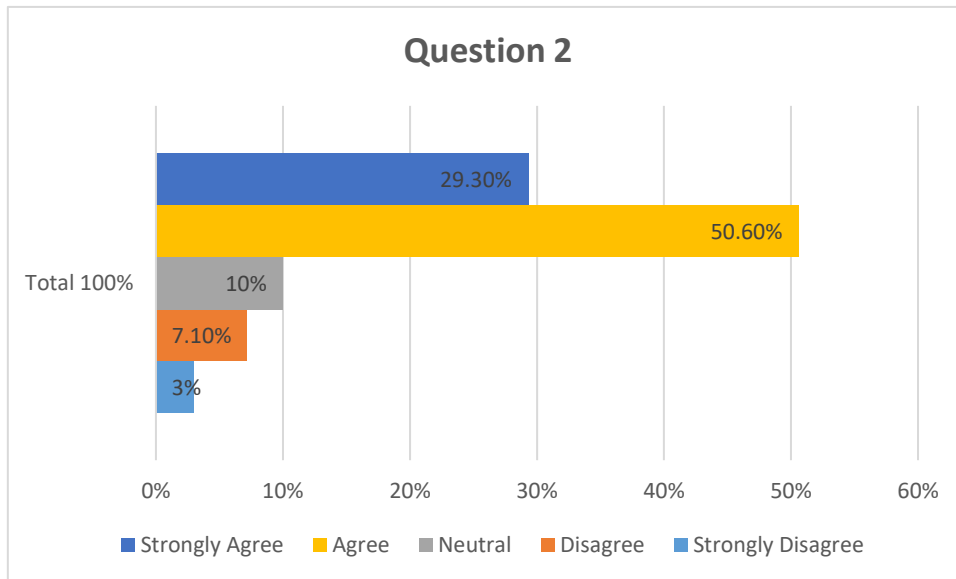
The questions and analysis given below:

1. Olwel Is App Based Health care service provider Company First time in Bangladesh.



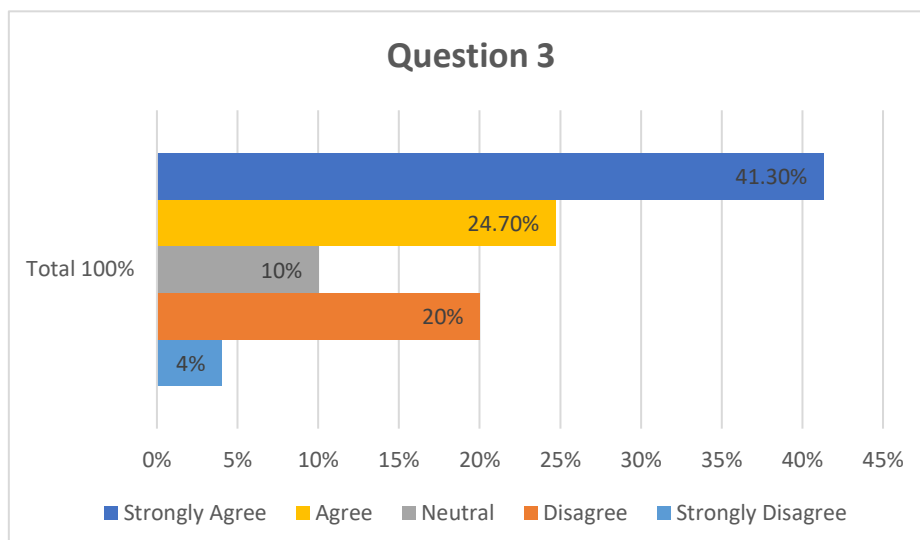
**Analysis:** This analysis shows that, 48.70% people from the respondent are Neutral, so the customers are not concern. About 20.75% and 7% people are agree it they know about the service. 15% and 8.55% people are totally disagree, they do not know about the service. Therefore, it is not good for a company.

2. Olwel Operating their service based on call center and mobile apps.



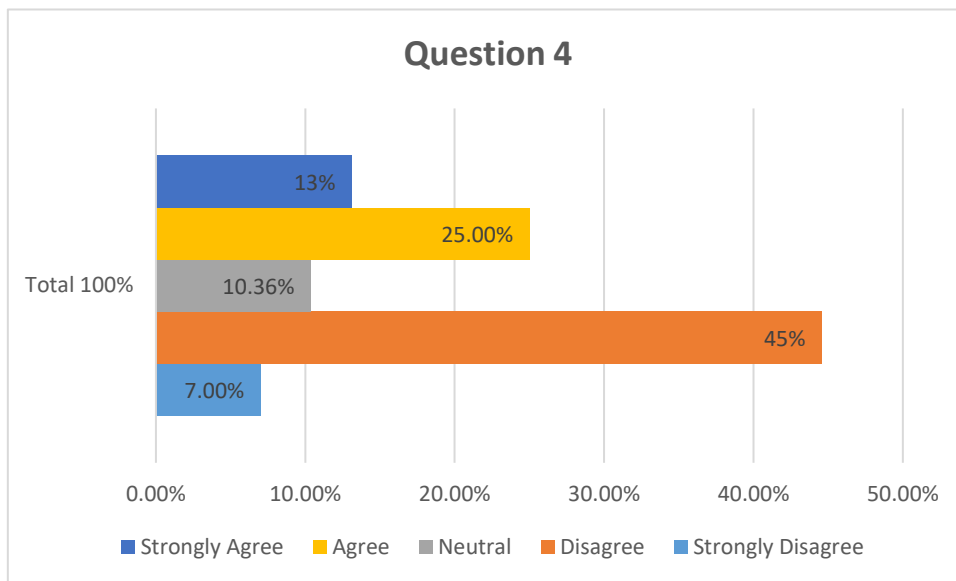
**Analysis:** This Bar chart shows that 50.60% and 29.30% peoples totally agreed with this statement. 10% Neutral they have no response. 7.10% and 3% are disagree about this statement. Therefore, the respondent are known Olwel is an App based health care service company.

3. Olwel ensure to provide doctor to their patient home who have more than 6years Experienced.



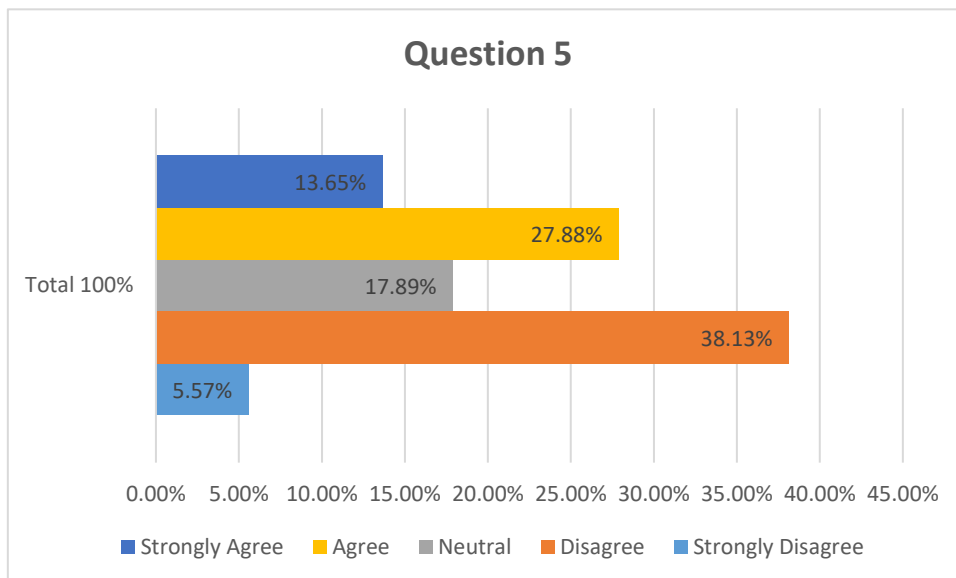
**Analysis:** this bar chart shows a good response from the people. About 41.30% and 24.70% respondents are concern about this performance. 10% are do not know they are neutral. 20% and 4% are disagree about this statement. It is good for a company.

4. Olwel take only 30 minutes to send their doctors at their patient house.



**Analysis:** About 45% and 7% respondents are disagree about this statement because maybe they take the services and they observe this situation that why they are disagree. 10.36% are Neutral they do not think about it. 25% and 13% of respondent agreed about this statement. So they company should think about this matter.

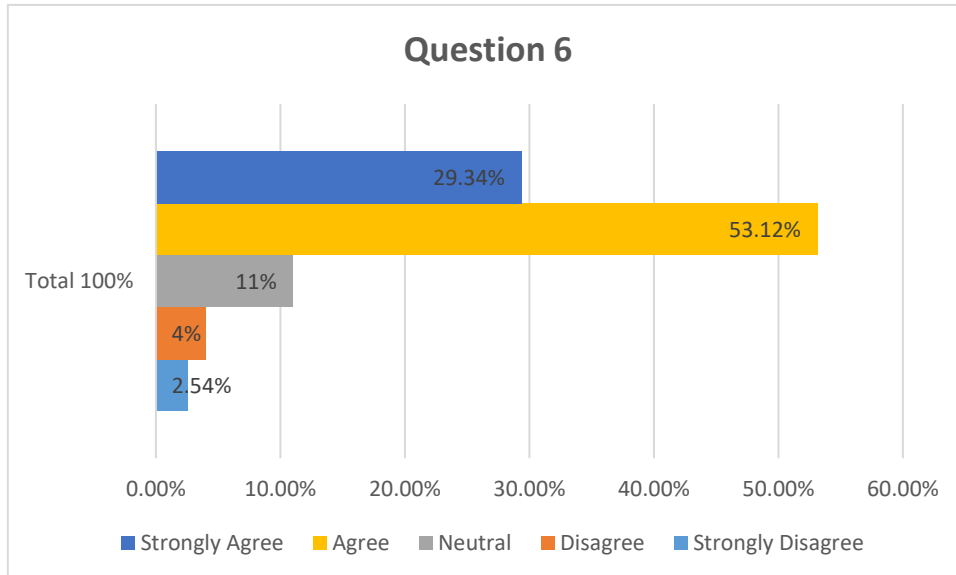
5. At present Olwel, have no competitors in Bangladesh.



**Analysis:** in care of this statement Bar chart shown that 38.13% and 5.57% are totally do not believe this statement that Olwel have no competitors. They already know the competitors has come to the market. About 17.89% are Neutral they have no headache about this statement. About 27.88% and 13.65%

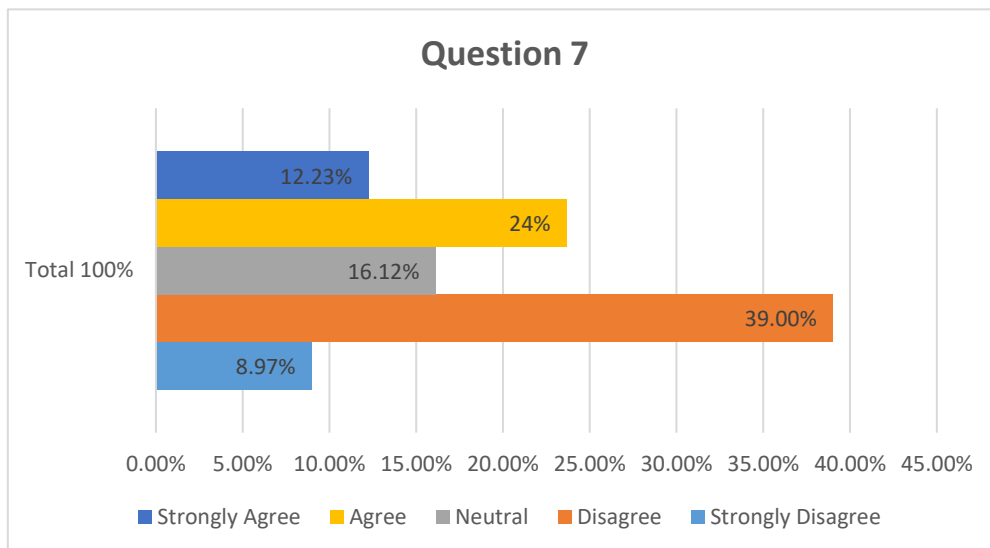
are believe Olwel have no competitors. Therefore, Olwel should Aware about their competitors.

6. Olwel need to capture the target service area within a short period.



**Analysis:** this is very good that the 53.12% and 29.34% respondent are think Olwel should capture the target area as soon as possible. 11% are Neutral. 4% and 2.54% are Disagree about this. Therefore, Olwel should take an initiative to capture the area as soon as possible.

7. Customers can get health suggestions with a phone call.

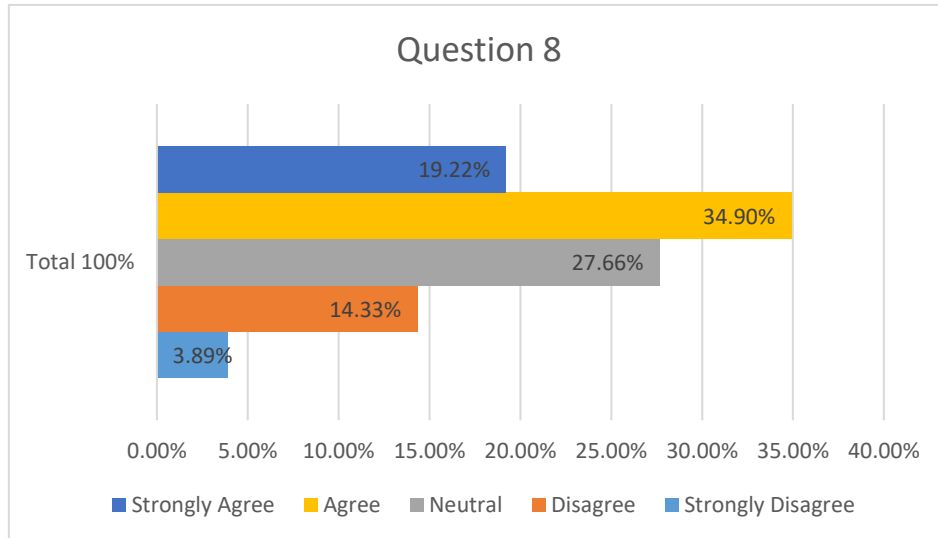


**Analysis:** about 39% and 8.97% both are disagree about this statement. Respondent are do not believe that Olwel provide health suggestions over than phone. 16.12%



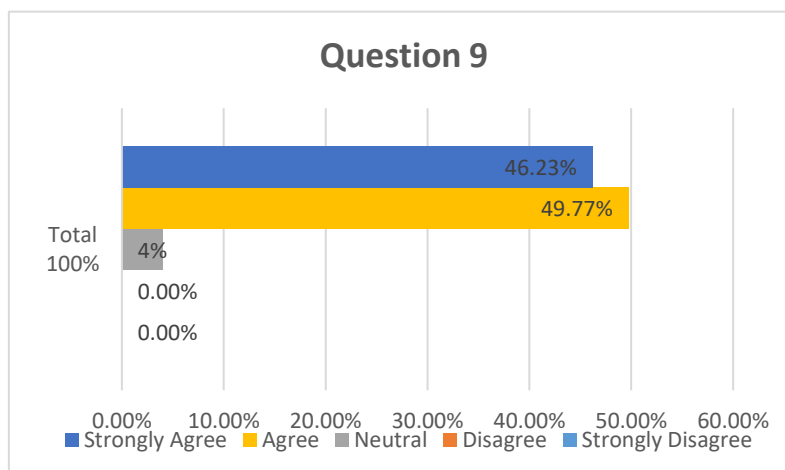
are not interested about this statement. About 24% and 12.23% agreed about this statement because they accept Olwels service. Olwel should clear their consumers.

8. Olwel also provide ambulance in case of any emergency.



**Analysis:** Bar chart shows, that about 34.90% and 19.22% respondent agreed about this statement. Because they know about this service. 27.66% are Neutral. It is not good for a company because they may not know about this facility. 14.33% and 3.89% are totally disagree because they do not believe it. In this case Olwel should to take a decision to clear their service facilities.

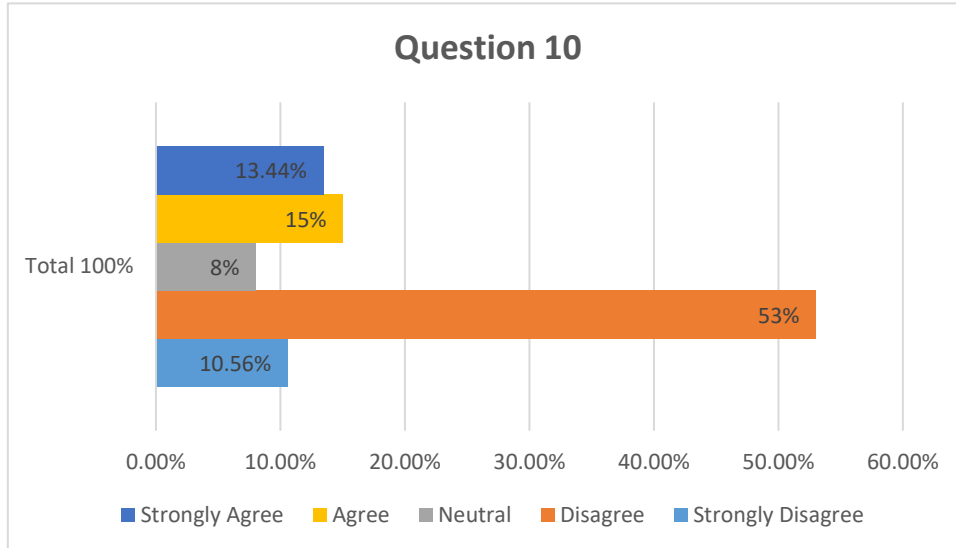
9. Olwel should to train up their doctors to deliver the service with well manners.



**Analysis:** This Bar chart explain that most of the respondents strongly agreed about this statement. It is 49.77% and 46.23% agreed rate, which is very essential for a new company. Everyone wants this from this company. Few are

Neutral and no one Disagree about this statement. It is high time to ensure this facility to their customers.

10. Service charge of Olwel is so much high.



**Analysis:** Most of the Respondent thinks Olwels service charge is high. This create bad impression for the company. 53% and 10.56% Disagreed about this statement. Most of the respondents thinks Olwel should reduce their service charge. 8% is Neutral. 15% and 13.44% agreed with this statement. Therefore, Olwel must consider their service charge.

# **Chapter- 09**

## **Problems and**

### **Recommendations**

## **Problems Identified:**

The report have collected enough evidence regarding the virtual healthcare service.

1. The advertisement actions is not sufficient to encourage its target consumers.
2. Olwel have not sufficient resources to satisfy its target consumers.
3. The company have not reach its valuable position in the marketplace.
4. The company unable to make understand about its products to its target customers.
5. The company unable to reach all its target places.
6. The promotional activity is not sufficient because of lack of Manpower.
7. The company have communication gap with its customers.
8. The company's financial background is not sufficient to bears all its marketing activity.

# **Chapter- 10**

# **Recommendations**

## **Recommendations**

It is very hard to find out all problems of any organization within a 3-month internship Period. However, the report tried level best to understand to company as well as tried to find out majors problems. In this report, the report has prepared some recommendations for Olwel BD Ltd. which help the company to better understand of their target customers and can properly organized their service model. Recommendations are given below:

1. Olwel should take an initiative to increase its advertisement activity to concern its target customers.
2. The company should hire sufficient doctors to satisfy all its target customers need.
3. The company should create more market awareness to reach its target position.
4. The company must take an initiative to make understand its target customer about its service.
5. The company should conduct more workforce to reach all its target position.
6. The company should enlarge its services area so that the customers can get the services.
7. Need to take an initiative to conduct free health camp service to aware its customers.
8. The company must invest more on its marketing activities.
9. Need to provide experienced Doctors to its patient house.
10. The company should make its services more reliable by providing better service towards its customers.

# Chapter- 11

# Conclusion

## **Conclusion**

Olwel BD Ltd. is a Finland-based start-up health care service company in Bangladesh. Which provides its service based on a phone call and mobile app. A customer can take their service at their home without going anywhere. This is for the first time in Bangladesh who come up with a new business idea. Where Bangladeshi people can call a doctor at their home. It is a very good initiative for Bangladeshi people. Where people spend more time to conduct with a doctor. Olwel come to take responsibilities to serve them a better health-care service at patient home. Peoples are connect with their job life. They forgot to think about their personal life to think about their health. People do not have more time to go to the hospital for normal health check-up. They usually ignore it. However, Olwel realize those problems and come with the Unique Health-care service where people can call a doctor at their home. Olwel maintain its service delivery time. They try to send their doctor toward their patient house in a very short time. It is a very good service that took place in patient mind. Olwel's main goal to achieve trust and offer the health-care service towards their customers whenever they need. Olwel get the preferences and gain the Trust from their Customers because of better communication and better service delivery.



# Chapter- 12

# Appendices

Questionnaire on  
Health-Care service Company

Olwel BD Ltd.

Name: \_\_\_\_\_

Gender:

Male	Female
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Age:

20 to 25	26 to 30	31 to 35	36 to 40	41 to 45
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Occupation:

Student	Housewife	Job holder	Medical Patient
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Rating Scale:

a	b	c	d	e
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

1. Olwel Is App Based Health care service provider Company First time in Bangladesh.  
a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
  
2. Olwel Operating their service based on call center and mobile apps.  
a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
  
3. Olwel ensure to provide doctor to their patient home who have more than 6 years Experienced.  
a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree

4. Olwel take only 30 minutes to send their doctors at their patient house.
  - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
  
5. At present Olwel, have no competitors in Bangladesh.
  - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
  
6. Olwel need to capture the target service area within a short period.
  - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
  
7. Customers can get health suggestions with a phone call.
  - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
  
8. Olwel also provide ambulance in case of any emergency.
  - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
  
9. Olwel should to train up their doctors to deliver the service with well manners.
  - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
  
10. Service charge of Olwel is so much high.
  - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree

# Chapter- 13

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