



Daffodil
International
University

Internship Report

On

**“An Analysis of Marketing Activities of Market Access Providers Ltd. A
Study on Dhaka Main Branch”**

Submitted To:

Mohammad Shibli Shahriar

Associate Professor & Head
Department of Entrepreneurship
Faculty of Business and Economics
Daffodil International University

Submitted By:

Md. Naznur Rahman

ID: 151-11-4374

Program: BBA (Major in Marketing)
Department of Business Administration
Faculty of Business & Economics
Daffodil International University

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Letter of Transmittal

Date:

Mohammad Shibli Shahriar
Associate Professor & Head
Department of Entrepreneurship
Faculty of Business and Economics
Daffodil International University
Subject: Submission of the internship report.

Dear Sir,

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

This is based on **“An Analysis of Marketing Activities of Market Access Providers Ltd. A Study on Dhaka Main Branch.”**

I have got the opportunity to work in Market Access Providers Ltd.

This project gave me both academic and practical exposures. First of all, I learned about the organizational culture of Market Access Providers Ltd. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

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

Your Faithfully,

.....

Md. Naznur Rahman
ID: 151-11-4374
Program: BBA (Major in Marketing)
Department of Business Administration.
Daffodil International University

Letter of Approval

This to certify that Md. Naznur Rahman, ID: 151-11-4374, Program BBA, Batch 40, Major in Marketing is a regular student of Department of Business Administration, Faculty of Business and Economics, Daffodil International University. He has successfully completed his internship program at Market Access Providers Ltd. He has prepared this internship report under my direct supervision. His assigned internship topic was “An Analysis of Marketing Activities of Market Access Providers Ltd.” I think that the report is worthy of fulfilling the partial requirements of BBA program.

I wish his happiness and every success in life.

.....
Mohammad Shibli Shahriar
Associate Professor & Head
Department of Entrepreneurship
Faculty of Business and Economics
Daffodil International University

Acknowledgement

It is an honor for me to submit this report to my respected supervisor Mohammad Shibli Shahriar, Associate Professor & Head, Department of Entrepreneurship, Faculty of Business and Economics, Daffodil International University. At first I want to convey my thanks and gratitude to his for assigning me to prepare this report on An Analysis of Marketing Activities of Market Access Providers Ltd. It would not have been possible for me to complete the report without his help. The Deputy Manager of Market Access Providers Ltd. S.M. Ehteshamul Islam Sujon has been very helpful in making it easier for me to carry out my tasks during the internship. He was very coordinating in making every possible arrangement for the ease of executing the internship program. All the fellow colleagues have been very sympathetic on understanding the basic norms of today's inspection equally.

Executive Summary

As a student of Daffodil International University, Internship is an integral part to accomplish the BBA degree. This report has been prepared on the basis of three months work experience in MAPL. MAPL is agency who provide the business solution and any kind of marketing promotion, branding to the Industries and manufacturer company.

The topic of this study is “Analysis of the Marketing Strategies of Market Access Providers Ltd (MAPL)”. I observed the MAPL activities. MAPL is the most influential and pioneer in marketing and promotion agency business not only in Bangladesh but also all over the world.

MAPL head office is in the Gulshan-1, Dhaka and its branch office are in the Bogura and Chittagong.

MAPL started its journey in 1999 to provide marketing promotion and business solution to the others manufacturer company. MAPL always try to provide their best services to its clients.

The internship program has been completed in Marketing Mix of MAPL. Here are the marketing strategies of MAPL is also discussed. Marketing strategies of MAPL is very influential and for this it has placed an extra ordinary place in Bangladesh. The marketing strategy is also related to ensure the manufacturer company’s business promotions.

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Introduction:

1.1 Background of the Study

Bangladesh Economy is largely contributed with so many industries. Among these are Jute industries, Garments industries, Lather industries, Ship building industries, Healthcare industries, marketing promotional agency industries etc. Some of these industries are state owned organizations as well as private organizations. From the last few decades private sector contributing to our economy more than ever before. So, there are possibilities are opening as days are passing. Surely in near future we will see newer upgrade industry is building up in our country.

Our industries are becoming more competitive as the private organizations are becoming more engaged. With newer types of business many companies are opening up new industries. Agency type company is very competitive in nature throughout the world. With many different sectors it is a vary vast growing industry. With the evolution of technology, varying economic condition, new markets and greater competition, the agency company is experiencing a period of wonderful change. During last few years agency industry took new approaches to adopt to and exploit new business climate. Agency companies have moved into direct home service by providing all types of marketing promotions and activations.

In Bangladesh, the new agency service is growing day by day to help others industry for their marketing and promotions activity. The growing number of time-oriented manufacturer company are now using this kind of service to save their time. Presently this market is very developing and it has a growing future. Among these services MAPL has clearly set a benchmark for the industry through its high-quality service offering as well as superior clients services.

1.2 Origin of the Report

To understand the practical situation theoretical knowledge is not enough. For research need to conduct practical work and industry visit. The BBA internship program is an attempt to provide students to a real-life situation to observe and evaluate the use and applicability of theoretical concepts which were taught in the classroom. My supervisor Mr. Mohammad Shibli Shariar Associate Professor, Head, Department of Entrepreneurship, Faculty of Business and Economics, Daffodil International University assigned me the topic. I have tried my level best to make this excellent. I have used all the latest data and information. I have been serving this company as business development intern under Marketing Department for three months. My supervisor Mr. S.M. Ehteshamul Islam Sujon guided me time to time to prepare report properly. This report is designed to provide an understanding of the nature of competition in the domestic and international agency market and analysis of the competitors in domestic agency industry.

1.3 Objective of the Report

The objective of the study may be viewed as:

- General Objective
- Specific Objective

General Objective: To identify the, "Marketing Activities of Market Access Providers Ltd (MAPL)."

Specific Objective:

- To identify the marketing mix of MAPL.
- To analyze marketing activities of MAPL.
- To find out some problems of those activities.
- To make some suggestions to overcome those problems.

1.4 Research Methodology

Types of the Research: The report has been prepared from the qualitative view point. So, this report is descriptive report that will analyze the marketing practices of MAPL.

Types of data:

The report has been prepared with the help of both primary data and secondary data.

Sampling Techniques:

Here using 10 sample sizes as it is a descriptive research and sample size are selected by using non-probability sample technique.

Sources of Data:

Primary Sources:

- Practical work experience in MAPL.
- Direct conversation with the Manager, officer and employees.
- Direct observation of Marketing activities of MAPL.

Secondary Sources:

- Website
- Social Network page
- Magazine & Newspapers
- Text Books

1.5 Limitation of the Report:

The study has been carried out a time of 12 weeks. As I have finished my BBA internship and I have no previous work experience. So, definitely it was not possible to mention all relative elements. Moreover, there was some confidential information of MAPL which is not possible to ring those publicly. There are some specific limitations of this study are:

1. Time constrain is the major limitation of preparation of the report.
2. It was difficult to collect all the information because some company information is confidential.
3. The employees were always under pressure, so they could not be able to cooperate to prepare this report.

Organizational Overview:

2.1 History of Market Access Providers Ltd

MAPL is a sister concern of Market Access Group. With a humble beginning in 1999 from a little garage of a very small-scale Direct Marketing (DM) setup, Market Access Providers Limited as the parent organization started its Journey. Market Access Group today consists of several independent Strategic Business Units (SBUs) that are unique and act as a specialist service provider in their respective field

Their service will be ideal for the manufacturer industry with movements difficulties and anyone who wants to avoid planning of marketing and business promotions and the long queues at the competitive market. They have started their journey in the pilot stage in Dhaka and then they open their corporate branch at Bogura and Chittagong. Yet now more than 900 staffs working at MAPL.

An Overview

Corporate Name	Market Access Providers Limited
Chief Executive Officer	Quazi Shakil Ahmed
Corporate Office	House# 08, Road# 23/C, Gulshan# 01, Dhaka
Company Vision	To be the most preferred Business solution provider in the markets we operate.
Hotline	(88) 02-8818560
Service area	All Over Bangladesh
Service Types	Business solution, Marketing and promotions, Activation, Event etc.
Website	http://www.marketaccessgroup.biz/

Figure 2.1: An Overview of MAPL

2.2 Present Services & Services Area Of MAPL

Presently MAPL is providing business solutions, marketing and promotions, activation, event management etc. The Industry who have no ability to promote their business and products then MAPL provide them all kind of business solutions.

Currently MAPL running their activities all over the Bangladesh.

2.3 Organizational Structure

An organizational structure might be observed as a set of entities collaborating and contributing toward a common goal. The employees working in a manufacturing or service team are examples of organizational structures. Nowadays, with the increasing complicity of goods and services, and rapid growth of globalized world, organizations tuning their work systems, involving human capital interwoven with the latest technological innovations. Healthcare service is a complex industry with where different types situation needed to be handle. For performing these activities MAPL has an enough organizational structure. In its organizational structure there are many departments. MAPL divide them into three major departments.

- **Operation:** Responsible for the service delivery and follow up.
- **Commercial:** Responsible for the marketing, sells, revenue management of MAPL.
- **Corporate & Regulatory Affairs:** Responsible for all kind of human resource and financial activities.



Figure 2.3: Organizational Structure of MAPL

2.4 MAPL Service Delivery System

MAPL deliver their services by following some steps. Those are:

- **Client Meeting:** At first a responsible employee attends a corporate meeting with clients. This employee is responsible to know about clients' needs and wants.
- **Planning & Budgeting:** After discussion with clients, MAPL make a effective plan and make a cost estimate and submit it to client. If client is not agreed with it then MAPL revised the plan and cost estimates. If client is agreed with it then MAPL go for farther process.
- **Implementation:** By following plan MAPL implement the task.
- **Submitting Result:** MAPL submit task results and related papers to client.
- **Follow-Up:** After implementation MAPL follow up the tasks and give them proper suggestion.

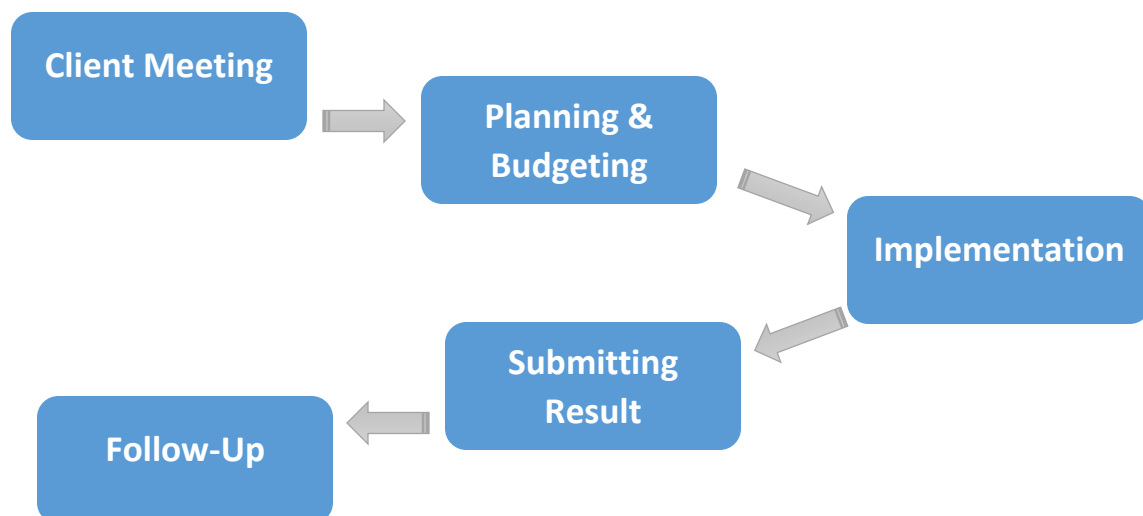


Figure 2.4: MAPL Service Delivery System

2.5 Clients of Market Access Providers Ltd.



Marketing Strategy of Market Access Providers Ltd.

3.1 Marketing Activities

MAPL operates two types of marketing activities. Those are:

- a. Online Marketing Activities
- b. Offline Marketing Activities

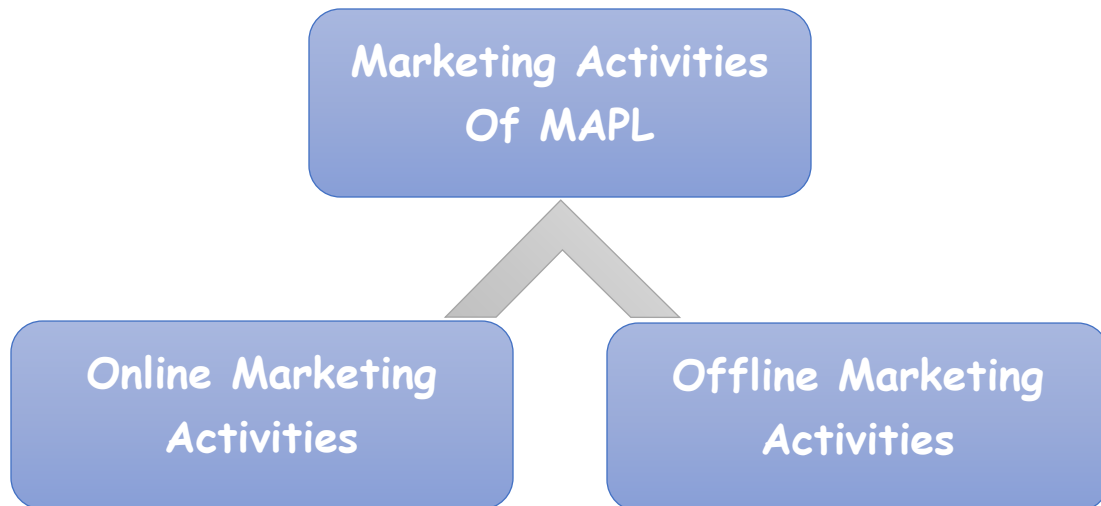


Figure 3.1: Marketing Activities of MAPL

Online Marketing Activities:

Online Marketing is the way to advertise goods or services to potential via digital platform. MAPL uses several online platforms to reach its potential customers.

- i. **Social Media:** MAPL boost their pages & post through Facebook, Instagram to reach its targeted area people.
- ii. **Website:** MAPL have its own website where they put their company history and company related information.
- iii. **Web Ad:** MAPL prepare some web ad to telecast them on web.
- iv. **Ad Sense:** MAPL also put their ad on google ad sense to reach potential customer.

Offline Marketing Activities:

MAPL is not only doing online marketing but also continuing its offline activities. Its offline activities are:

- i. **B2b Approach:** MAPL do some business 2 business (B2b) approaches to promote its business.
- ii. **Events:** By making events MAPL got promotion.
- iii. **Popular Face:** MAPL become a popular and positive face for business promoter agency to the industrial sectors. Many industrial companies knock MAPL when they need any kind of industrial help.

Competitive Analysis:

4.1 SWOT Analysis of MAPL

SWOT stands for **Strength, Weakness, Opportunity** and **Threats**.

Strength:

- i. Trained Up and experienced manpower;
- ii. Best time management;
- iii. Best quality service;
- iv. Reasonable service charge;
- v. All kind of business solution and marketing activity in one office.

Weakness:

- i. Don't have self-promotion;
- ii. Some times its difficult to serve out of Dhaka;
- iii. All activity is high class client related, no little service;

Opportunity:

- i. Have capability to capture whole market;
- ii. Can take in consumers Top of the Mind (TOM);
- iii. Capability to expand service;
- iv. Can provide all kind of agency services.

Threats:

- i. Competitor could come;
- ii. Competitor could provide all kind of services;
- iii. Competitor could come with lots of facilities.

4.2 Competitor Analysis

In our country domestic business has many competitors. MAPL also has many competitors, But those are not fully similar as MAPL. In this report I analysis about 2 competitor company of MAPL. Those are:

- a. **Responsebd:** RESPONSE is a strategic Event Management, Activation, Communication, Logistics support & Business Process Outsourcing Company, established in 1995, striving to build/ facilitate and growth human and institutional capacities/target of Corporate Sector, Public Sector, Development Sector and Government.

It has highly qualified and experienced associates with a broad range of relevant expertise in various disciplines. RESPONSE operates from its head office in Dhaka to provide strong nationwide coverage through its seven regional contacts, located in Dhaka, Chittagong, Rajshahi, Khulna, Barisal, Sylhet and Mymensingh. During its voyage, RESPONSE gathered practical experiences, in-depth knowledge and understanding of Bangladesh in various activations.

RESPONSE got strong understanding Code of Conduct, Corporate Citizenship & PPA 2008 with knowledge over legal & taxation procedure from long experience with Multinationals, Development Sector & Government

- b. **Market Innovation & Ideas Ltd:** A fully-fledged & comprehensive service specialized Marketing, Creative, Communications & Events Company. Market Innovation & Ideas Ltd. (MIIL) has been in existence since 01 September 2013. MIIL boasts of a dynamic team of creative, eager, flexible, well trained, experienced & specialized. MIIL Professionals to suit our client requirements

These companies providing agency services as like MAPL. In the competitor market they create a positive figure.

4.3 Marketing Mix of MAPL

The marketing mix is a business tool used in marketing and by marketers. Marketing mix is a general phrase which is used to describe the different kinds of choices in the whole process of bringing a product or services to there are 4Ps always used by marketers. But in modern marketing concept there are three additional P has been added to the service marketing mix. Services are distinguished from products mainly because of they are generally produced at the same time as they are consumed and cannot be stored. For this there are 7Ps in Agency marketing mix.

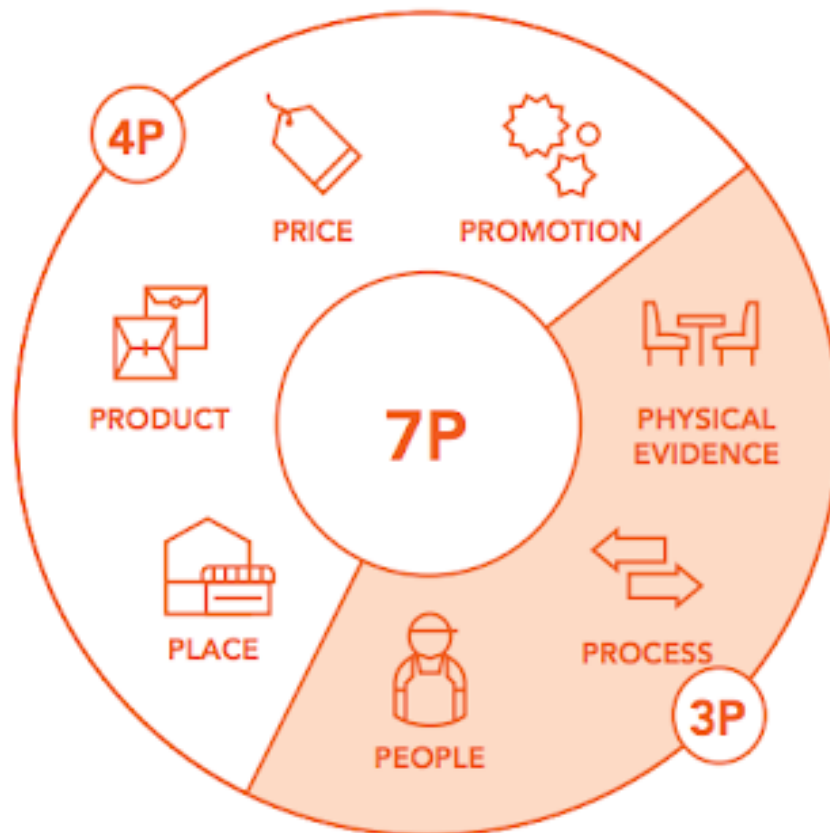


Figure 4.3: 7Ps of MAPL's Marketing Mix

Product: The core product of MAPL is any kind of agency service. MAPL design its services in such a way which provides excellent services to its clients so those clients are willing to take service at reasonable service charges.

Price: Price is one of the vital factors in the marketing mix. MAPL fixed its price with discussion with clients. Price is variable to service to service. One of the hardest jobs for any agency service is to fix its service charge because it has a very long-term plan and extensive operational cost.

Promotion: After an agency service has developed its services and pricing programs that meet the needs of its target segment, the next step is to create awareness. This is the third elements of marketing mix, promotion, to create such a communication bridge' between the agency service offers and the target audience for them.

Place: Place is another vital marketing activity by which services are made available to the prospective customers. In distributing its services MAPL use direct distribution channel

People: Employees always influence the marketing of an organization's services Staff those who are knowledgeable and friendly can contribute to creating satisfied customers and can provide the unique servicing experience that an organization is often seeking. The quality service is highly depending on the people who deliver it.

Process: The buying experience of the customer represents by process when they buy a product or service. In the light of intangible process by which their services, some service company also consider the process by which their services are made available or supported as being important enough to give them a competitive edge. Process is the actual procedures, mechanisms, and flow of activities by which the service is delivered.

Physical Evidence: The physical evidence is another element of marketing mix. The physical environment is where the products or services are sold and delivered can have a significant impact on how the customers' experience the business physical evidence is the in which the service is environment is which is delivered and where the firm and customer interact, and any tangible component the facilitate performance or communication of the services.

Findings:

I have gathered much information regarding the online healthcare service.

1. **Lack of Promotion:** MAPL promotional activity is very poor to promote its services to its targeted customer.
2. **Abuse of Power:** Some employees abuse their power with the bottom level of employees and staffs.
3. **Internal Conflict among Employees:** There are some internal conflict among employees which is the major problem of MAPL.
4. **Lack of STP Analysis:** For the conflict among internal employees STP (Segmentation, Targeting, Positioning) analysis of the company is not maintaining properly.
5. **Lack of Communication:** MAPL has lack of communication with its employees and vendors of marketing.

Recommendations:

1. Need to raise budget to increase promotional activities.
2. The internal and external work should be in a link.
3. The conflicts among employees need to finish for betterment of both company and customers.
4. Financial fund should be use in a proper manner.
5. Need to expand service area.

Conclusion:

MAPL is a growing agency service providing company first time in Bangladesh with qualified man force and better service within short period of time. They are constantly looking beyond customer's and society's expectations in order to deliver market leading services wherever they are needed. In market they are providing business solutions, marketing and promotions, activation, event management etc. The Industry who have no ability to promote their business and products then MAPL provide them all kind of business solutions.

Appendix:

Sir/Madam,

Greetings, I am a student of BBA program, major in Marketing from Department of Business Administration of Daffodil International University (DIU). I am making a report on "An Analysis of Marketing Activities of Market Access Providers Ltd." The purpose of the study is purely academic. Your information and opinion will be extremely useful for making this report. Your information will be held with high confidentiality.

Name:

Gender: (a) Male; (b) Female

Age: (a) 20-25: (b) 26-30: (c) 31-35: (d) 36-40: (e) 40 and above

Rating Scale:

SL. No.	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	MAPL offers variety of services					
2	The service charge of MAPL is high.					
3	MAPL focuses on customers benefits.					
4	All of the employees maintain the services quality.					
5	MAPL should trained up their employee for better services.					
6	MAPL should increase their services area.					

7	Service Charge of MAPL is high.					
8	MAPL should invest for proper marketing tools.					
9	MAPL should use digital marketing.					
10	MAPL is the best business solution agency in BD.					

References:

Text Book:

1. Services Marketing, written by Zeithaml, Bitner, Gremler & Pandit. Marry Mc Grew-Hill Education.
2. Marketing Research, written by Malhotra & Dash.
3. Advertising and Promotion, written by E. Belch & A. Belch.
4. Strategic Brand Management, Written by K.L. Keller.

Websites & URL's:

1. <http://www.marketaccessgroup.biz/>
2. <https://www.facebook.com/marketaccess/>
3. <http://www.daily-sun.com/arcprint/details/125137/Market-Access-Providers-wins-Flame-Awards/2016-04-02>
4. <http://www.miilbd.com/about.html>
5. <https://responsebd.com/about-us/>