



**PAPERTECH**  
Industries Limited

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

## **Internship Report**

**“An Analysis of Marketing Activities of PAPERTECH Industries Limited”**



**PAPERTECH**  
Industries Limited

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BBA Program

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneur

Daffodil International University



**An Analysis of Marketing Activities of  
PAPERTECH Industries Limited**



**Letter of Transmittal**

Date:

Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

**Subject: Submission of internship report**

Respected Madam,

I would like to thank you for the guidance and support you have given me during the course of the report. This report would have been impossible to complete without your support. I also confess the support gave Farhana Noor madam Daffodil International University many more several persons, for supporting me supervision during my internship in the organization.

To prepare the report I collected what I trust to be most relevant knowledge to make my internship report as analytical and unfailing as possible. I have passionate my best effort to gain the objectives of the report and hope that my effort will serve the purpose. The practical knowledge and experience gathered during internship report readiness will immeasurably help in my future working life. I request you excuse me for any unknowingly mistake that may occur in the report despite of my best effort.

I would really admire it you enlighten me with your thoughts and views regarding the internship report. Also, if you want to inquire about an aspect of my report, I would happily answer your queries.

Thank you again for your help and patience.

Your Sincerely,

Muhammad Nayim Pervez

ID: 151-11-4378

BBA Program

## **Letter of Approval**

This is to certify that Muhammad Nayim Pervez, ID- 151-11-4378, BBA Program, Major in Marketing is a regular student of Department of Business Administration, Faculty of Business and Economics at Daffodil International University. He has successfully completed her internship program in An Analysis of Marketing Activities of PAPERTECH Industries Limited, Plot # 01, Road # 05, Block J, Baridhara, Dhaka 1212, Bangladesh, 05 Naya Nagar Rd, Dhaka 1212 and has made this internship report under my direct supervision. Muhammad Nayim Pervez assigned internship topic is “An Analysis of Marketing Activities of PAPERTECH Industries Limited”. I think that the report is a worthy of fulfilling the partial requirements of BBA Program.

I wish him happiness and every success in life.

**PAPERTECH**  
Industries Limited

Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

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## **Acknowledgement**

It's tough for me to thank all of those excellent people who have contributed something of them to this report. There are of course some important people who can't go without mention.

At first I express my gratitude and thanks to my respected supervisor, Farhana Noor Madam for his continuous guidance, important advice, helping and suggestion during the preparation of the internship report. Him for sparing her important time to read the report.

Then, I express my sincere gratitude to MD. Kamruzzaman (GM- Sales) and Taufiqul Islam (Senior Manager- Sales) in Papertech Industries Limited for their assistance, constant supervision and constructive suggestions. Without their help this report is not completed. I have bothered them so many times in connection with my work, both during and after normal working hours.

Finally, I am grateful to all the cooperative staffs of the Sales & Marketing Department of Papertech Industry Limited.

.....  
Muhammad Nayim Pervez

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## **Executive Summary**

Being one of the paper company Papertech Industries Limited. Enters in the business fields with an objective to gradually become the top company in Bangladesh.

This report covers about analysis, marketing department of Papertech Industries Limited. First part of this report is about the company. On the second part is the details of **“An analysis of marketing Activities of Papertech Industries Limited”**

Marketing department play significant roles give provide different services for the clients. With the globalization, international trade has become competitive. To ensure this purpose Papertech Industries Limited sends SWOT to the paper company.

Problems identified in Marketing Department are lack of information, website not much enough develops, promotional activities. By knowing these, it may be possible to develop the conditions of Papertech Industries Limited.

**PAPERTECH**  
Industries Limited

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# PAPERTECH Industries Limited

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# PAPERTECH Industries Limited





# PAPERTECH

## Industries Limited

## **1.1 Introduction**

Bangladesh is positioned in such a unique function that it can carry the revolution in its paper region. Paper is one of the most attractive and growing industries having lots of potential. Bangladesh paper industry is now heading toward self-sufficiency in meeting the local demand. One of the top manufactures of the paper industry is the Papertech Industries Limited. The Papertech Industries Limited has been serving the prople of this country through best quality paper. Papertech paper is now one of the best paper company in Bangladesh. It has got the top position in the paper sector in Bangladesh. For every paper company, product marketing activites is very important. Papetech Industries Ltd always try to do their marketing activities because to make a profit. The Papertech Industries Limited always focus on this issue. Measure of marketing mix. Evaluation of analysis of marketing activities.

## **1.2 Background of the Report:**

The internship program is another and important part of Bachelor of Business Administration (BBA). As a learner it is perfect associated with theory and practice. This program makes a unique opportunity for the students to learn and take theoretical knowledge and practice the real world business experience. During the program, students can also understand existing business condition and having opportunities to solve the company errors using various analytical tools.

To fulfill this requirement I did as an intern in Papertech Industries Limited for three months. I was appointed as an internship trainee in the head office of Papertech Industries Ltd after facing the viva-voce.

I have tried to find out the marketing mix (product, price, promotion and place) of Papertech Industries Ltd in Bangladesh, which is assigned by my supervisor in the department. I have to try my level best to prepare this report.

### **1.3 Objective of the study:**

Broad objective is “**An analysis of marketing Activities of Papertech Industries Limited.**”

#### **Specific objectives of the report given under below:-**

1. To identify the marketing mix of Papertech Industries Ltd.
2. To analyze the marketing activities of Papertech Industries Ltd.
3. To find out some problems of marketing activities Papertech Industries Limited.
4. To give some recommendations to overcome those errors.

### **1.4 Methodology**

Information has been collected from the prospectus and annual report of Papertech Industry Limited and my daily notebook which is written and learn during the internship program. And also information collected from different books and websites.

Information collection for the work basically gets on the primary data along with secondary data sources as much as possible. This theoretical part I made the people working in Papertech Industry Limited and especially who work in the sales and distribution and research department were consulted. Primary data were collected through survey and interviews the customer and employee as required.

For secondary information I searched and researched relevant data and stats the company's information section. Also, I looked into published about this organization data source.

## **1.5 Scopes of the study**

This report all part cover up fully sales & marketing department of Papertech Industry Limited and also includes other departments. I try to give information and discuss about the organization's benefits and problems.

## **1.6 Limitations of the study**

Although I received co-operation from the concerned officials, Organization's employee they were not always able to give me enough time, as they were busy with their organization works. The most important issue in report writing is time. As I have been given a particular deadline for submission, analysis and learning all the function of costing and budgeting within three months was really tough. Besides, when I made the internship report I need all the comments made, conclusions reached and suggestions for possible development gave are fully accurate based on my level of understanding, level of knowledge and my way of, set out a specific story. Because of the shortage of the information. That's why I have to do some cheek that may cause few oversights or own fault in the report. In spite of all these limitations, I have given my full effort as far as I could.



## Company Profile



**PAPERTECH**  
Industries Limited

## 2.1 Background of the Papertech Industry Limited

KAI Aluminum will continue to make quality products by satisfying retailers and fabricators. Wholesalers do increase sales and volume of production to increase the market share. KAI Project Management Services Ltd. is committed to bring innovation in building facade technology to maximize the value of the building to the owners/ architects by providing expertise in design, engineering, water leakage and sound proofing system according to the Bangladesh National Building Code and AAMA. KAI distributions will continue to search for top quality building materials such as tiles, sanitary, building hardware, metal ceiling, aluminum composite panel and sealant product to satisfy its retailer and wholesaler. KAI Roof Tile Company will meet the top roofing solution for the future industrialization.

### *Kai Group concern:*

- ✓ KAI BANGLADESH ALUMINIUM LTD.]
- ✓ ALTECH ALUMINIUM LTD.
- ✓ STEELTECH INDUSTRIES LTD.
- ✓ PAPERTECH INDUSTRIES LTD.

### *Papertech Industries Limited:*

**Papertech Industries Ltd.** uses virgin pulp from **P E F C** (Program for the Endorsement of Forest Certification) certified, sustainably managed forests and controlled sources.

Our Papers are designed for perfection and manufactured in accordance with international quality norms using best quality of raw materials and latest technologies under the guidance of our skilled professionals. Our raw materials those are used to manufacture the finished goods are sourced from certified and quality vendors of the industry in compliance with the set quality standards.

Papers produced by **Papertech Industries Ltd.** are widely demanded all across the country due to our not compromising on quality and reliability. Furthermore, the entire range of papers is available in various specifications & can also be customized.

## 2.2 Mission

### *i. Mission*

“Produce best quality paper in Bangladesh”

## 2.3 Band Name & Tagline

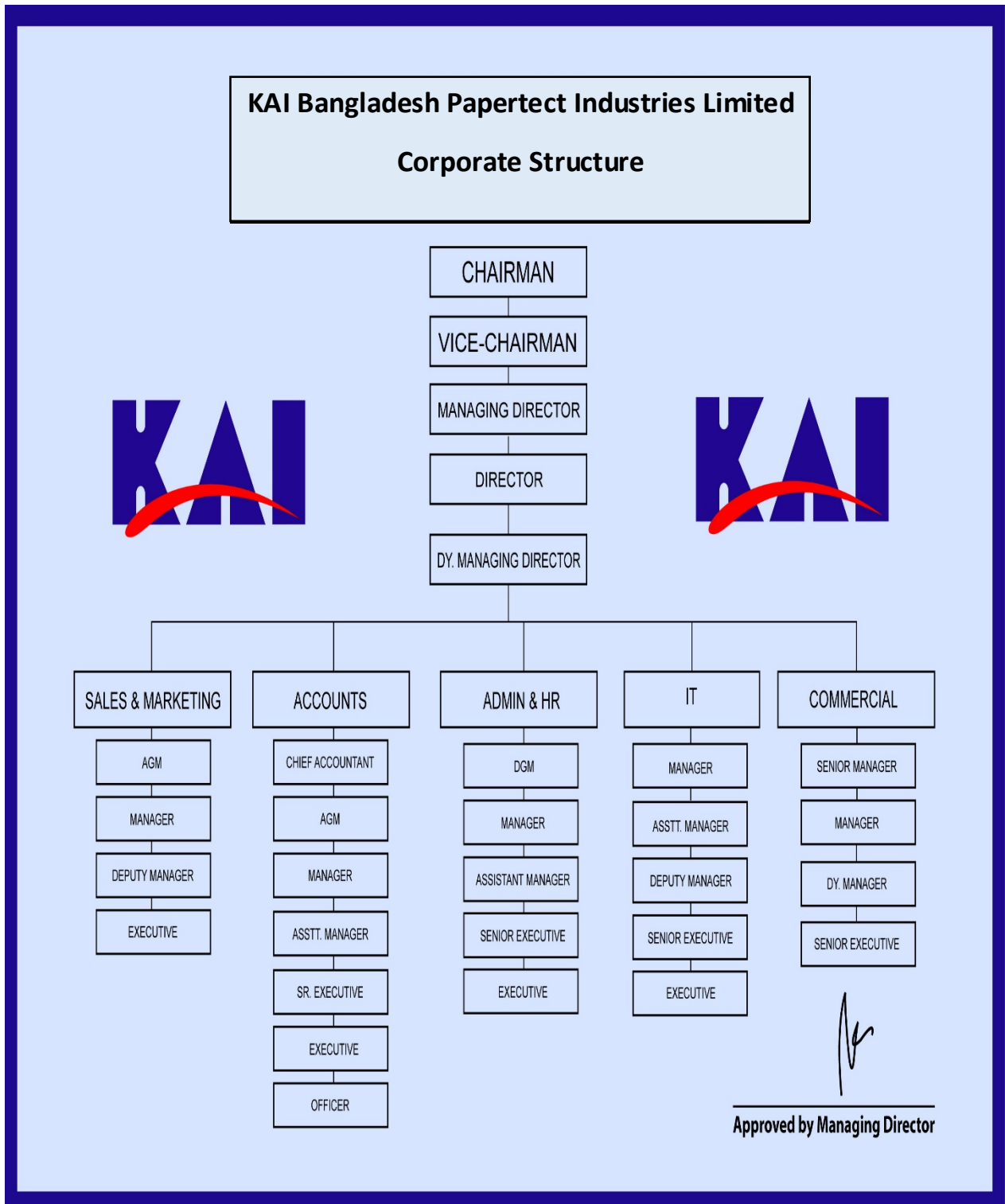
Papertech Industries Limited



### *Tagline:*

Print your Imagination with Papertech!

## 2.4 Organization structure





## 2.5 Products and Various Functional Departments

<p>Papertech</p>	<ul style="list-style-type: none"> <li>• A4 65 GSM</li> <li>• A4 70 GSM</li> <li>• A4 80 GSM</li> <li>• A4 100 GSM</li> </ul>
<p>KAI Aluminium</p>	<ul style="list-style-type: none"> <li>• Aluminium Door</li> <li>• Aluminium Window</li> <li>• Door window profiles</li> <li>• Curtain Wall</li> <li>• Sunlight Room</li> <li>• Wooden Profiles</li> <li>• Office Partition</li> <li>• Factory Profiles</li> </ul>
<p>AltechAluminium</p>	<ul style="list-style-type: none"> <li>• Aluminium Door</li> <li>• Aluminium Window</li> <li>• Door Window Profiles</li> <li>• Curtain Wall</li> <li>• Wooden Profiles</li> <li>• Office Partition</li> <li>• Factory Profiles</li> <li>• Invisible Design Aluminium</li> <li>• Sunlight Room</li> <li>• Handrail</li> <li>• Aluminium Clad Wood Sliding</li> <li>• Aluminium Frame Glass</li> </ul>
<p>Steeltech</p>	<ul style="list-style-type: none"> <li>• Round Pipe</li> <li>• Square Pipe</li> <li>• Rectangular Pipe</li> <li>• Spiral Pipe</li> </ul>

	<ul style="list-style-type: none"> <li>• Half Round Pipe</li> <li>• Design Pipe</li> <li>• S.S Rod</li> <li>• S.S Fla Bar</li> <li>• S.S Angle Bar</li> <li>• S.S Sheet</li> </ul>
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

*Partner of Papertech Industries Limited*



**2.6 Department of Papertech Industries Limited**

Papertech Industries Limited run its business through extensive departmentalization. And there are hire employee for the specified effectiveness of the tasks. This organization’s activities are directed, controlled and observation from the head office of Papertech Industries Limited. Being a Leading paper company in the country, its employees a good number of people in individual departments to keep its business increasing. The major departments are coordinating the activities of Papertech Industries Limited under given:

1. Strategic Band Management Department
2. Internal Control Planning & Supply Chain Department
3. Production Department
4. Sales & Distribution Department
5. Store Department
6. MIS Department
7. Accounts and Finance Department
8. Human Resource Department

## 2.7 Papertech Industries Limited Distribution Channel

### *Modern Tread*

Decorated with highly activate and suitable sales and marketing team. We can proudly say that 97% of modern trade coverage in Bangladesh. We ensure the most optimized service rarity along with a perfect band promoting them to maximize the sales of the brand in the stores.

### **Distribution Service Support**

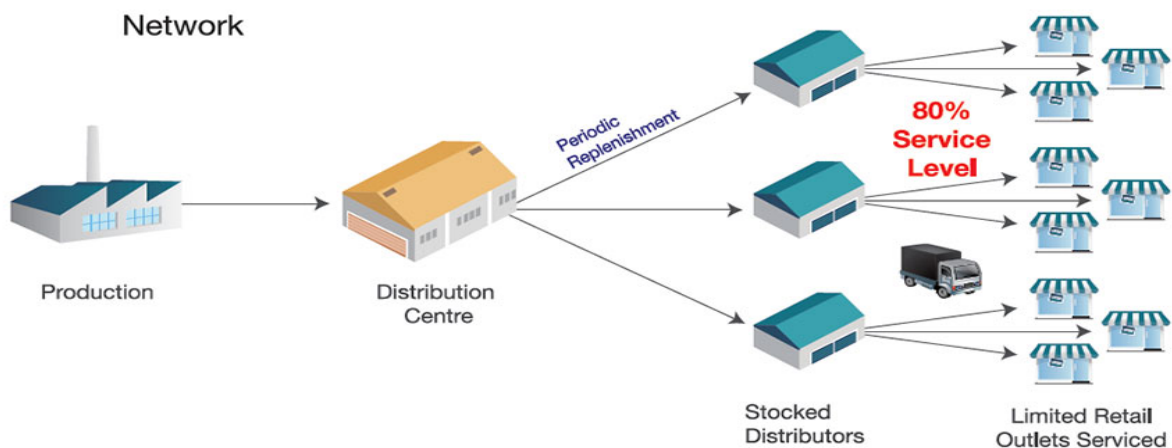
- Confirm prompt supplies of stocks after receiving of orders.
- Support of sales rank to regularly pursue outlets in order.
- We have a good reporting system for daily work appraisal.
- We are providing credit period to distributors for ensuring free flow of goods.
- Branding help to support to the product in forms of displays, billboards and other promotional activities.

*Other Non-Retail Channel*

We have a unique connection with corporate. For now we are covering these units much better from other company. Currently we have about 400 corporate offices in Dhaka city under our coverage.

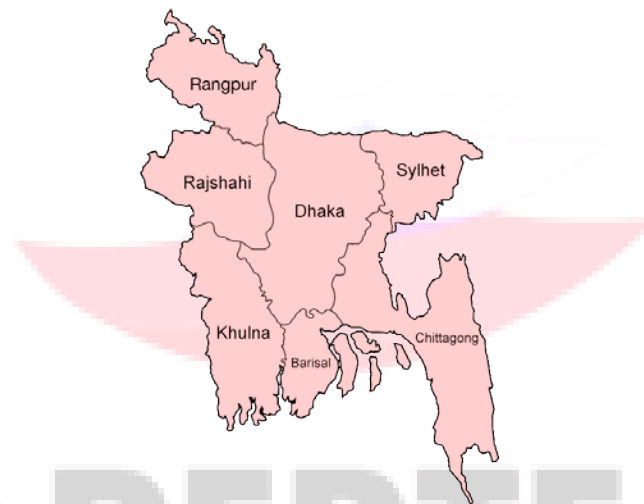
*Institution*

Papertech Industries Limited one of the biggest paper company now a days we are covering the school, college and university's stationary shop. We give our service to our corporate, dealers, retailers with many of the gifts. Now it also covers local and international fairs in the city. We have fair management teams for attending in force to sales and marketing, promotion and also branding under our umbrella.



Papertech Industries Limited at present their product in all Bangladesh. Majority of them Dhaka, Chottogram, Rajshahi, Khulna, Barishal, Moymonshig.

### *Bangladesh at a glance*



In Dhaka town, Papertech Industries Limited distributes their goods directly to retailers in many different areas. Besides that, we have several distributors at different location in the city. Our distributors cover their own areas where they are not able to deliver directly in their transports. For storing and selling their products in retailers store.

From Dhaka, they distribute their products all over in Bangladesh. Major area of distribution is Narayanganj, Mymensingh, Gazipur, Comilla, Cottrogam, Narsinghdi, Barisal, Faridpur, Joupurhat, Chandpur, Jossor, Satkhira, Khulna etc. In case of long distance have delivery points.

## 2.8 Papertech Industries Limited Competitive Conditions in Marketplace

### 2.8.1 Competitor Overview

#### Double A

In today's market Double A are so stronger than Papertech Industries Ltd because they import their materials foreign country but Papertech produce product fully own materials. They promote their goods in lots of ways. That's why they are comparably market leader. Double A promote their product in billboard, newspaper and also social media. They not only promote their product in the media also promoting many sports to giving sponsorship, many cultural programs in school, college, university etc. They are promoting product in media, sponsorship and also give some offer to the customer and wholesaler. That's why wholesaler also interested to sale their product. There is some promotional tool they use that given at bellow.

- 8% cash incentive on the monthly sell for the wholesaler.
- The highest seller gets the attractive price.
- Annual target seller gets promoted. But it depends on the company's marketing activities.
- Promotion on billboard, newspaper.
- Free product trialing on educational institute.
- The last one is social media promotion. Now-a-days they focus on it.

Not only this, Papertech Industries Ltd promoting their products in so many different ways. Due to some confidential think in organization, that's way they can't provide the real data.

#### Partex A4

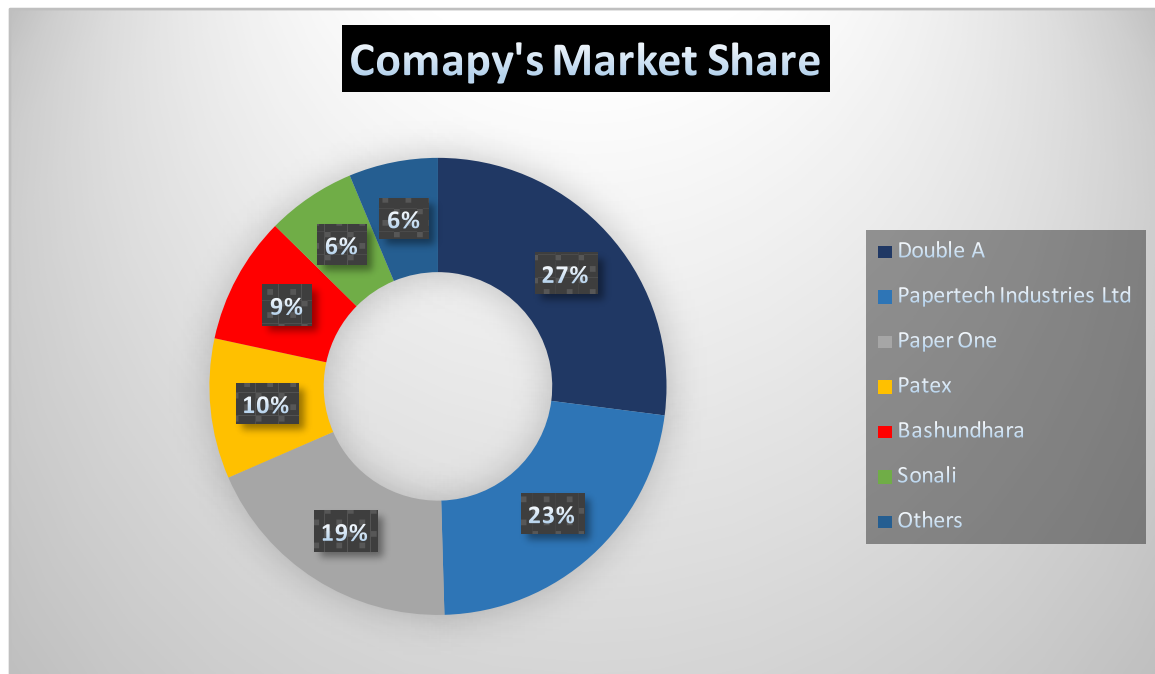
Today Partex A4 is close to the Papertech Industries Ltd. Papertech Industries Ltd better than Partex A4 but they are also promoting their product in a good way. Partex A4 is now a days

market follower. They promote their product in a newspaper, billboard and also social media. Sometimes their promotion in TV. They are also following Double A and Papertech to give offerings to customers and wholesalers. They are some promotional activities that have given at bellow...

- 7.5% cash incentive to monthly sell for the sellers.
- Highest target seller gets gift by company.
- Promotion on billboard, newspaper.
- Free product trialing on educational institute.
- The last one is social media promotion. Now-a-days they focus on it.

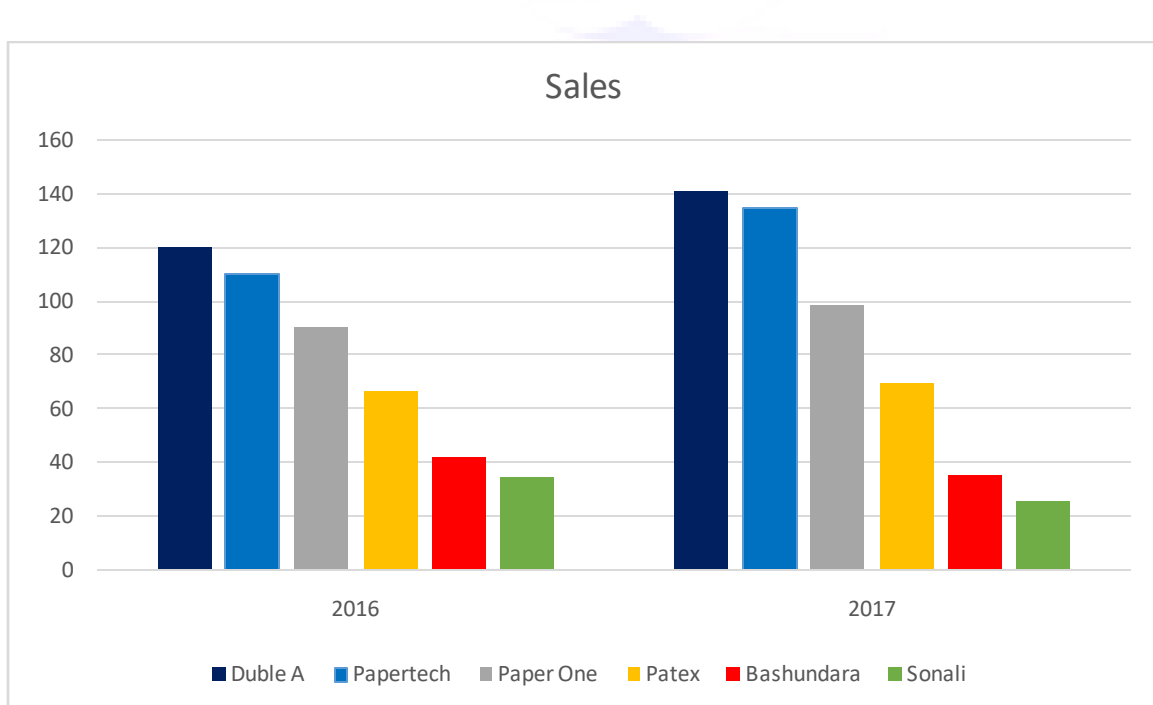
### 2.8.2 Company's Market share

Though Papertech Industries Limited is regularly progress in paper industries. Now they are in second position in Bangladesh. Here is the chart, there the company's market share is given below...



### 2.8.3 National Sales

Papertech Industries Limited sell has improved with every year and the company took the competitor market too. The companies sell is day by day increasing because of the band's good well or image and the company's smart marketing strategies. The company's sale is increasing day by day it is shown in a graphical chart and at the same time competitors' sales also given with the company sells chart so it's easy to understand sales also given with the company sells chart so it was easy to identify the position of the company.



In the chart the Papertech Industries Ltd and the others competitor's company sell are given and the companies sell for 2016 and 2017. The chart shows that Double A are a leader, but Papertech Industries Ltd is very close. So this is only possible because of a company's image. And the fantastic marketing strategies of company. So the company's marketing work is early effective.





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An Analysis of Marketing Activities of  
Papertech Industries Limited

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### 3.1 Marketing Mix

Marketing mix is the set of governable, tactical marketing activities that the firm mix to produce the response it wants in the target market. The marketing mix makes of everything the organization can do to influence the demand for its products. The organization can collect many possibilities into four parts of variables knows as the “4Ps” Product, Price, Place and Promotion.

<b>Marketing Mix</b>			
<b>Product</b>	<b>Price</b>	<b>Place</b>	<b>Promotion</b>
Quality	List price	Location areas	Advertising
Variations	Discounts	Transportation	Forces selling
Band image	Payment system	Distribution channels	Public Relations
Packaging and Labeling	Credit terms	Coverage	Sales Grow/ promotion

#### 3.1.1 Product:

Product means goods and services who offer the target market. The product can also combination of goods and services. The core product of the Papertech Industries Limited “A4 65 GSM, A4 70 GSM, A4 80 GSM, A4 100 GSM”

#### Product Name:

#### A4 65 GSM

Papertech A4 65 GSM has special own characteristics that ensure not only the best photocopy & printing performance, but also a following customization in any office equipment with 100% guarantee.



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Specification: 297×10mm

500 sheets

### A4 70 GSM

Papertech A4 70 GSM is suitable for daily applications and you can trust it for a high quality result. Its extraordinary white shade increases the similarity in printing and allows the reproduction of bright colors.



Specification: 297×10mm

500 sheets

### **A4 80 GSM**

Papertech A4 80 GSM ensures and guarantee high print quality. It is available in a wide range of formats that ensure the best performance on a wide likeness of digital machines.



Specification: 297×10mm

500 sheets

### **A4 100 GSM Gold**

Papertech A4 100 GSM provides an excellent printing quality in 4 color process and a perfect digital machine performance. Its exceptional technical characteristics allow it to stand out from its competitors.



**PAPERTECH**  
Industries Limited



Specification: 297×10mm

500eets

### **3.1.2 Price:**

Price is the most important fact in the marketing mix. Price is the amount of money who customers have paid to sell the product instead.

A4 65 GSM, A4 70 GSM, A4 80 GSM, A4 100 GSM Gold the core products has calculated trade price of their products on demand. They offer incentives to sell to the retailers or distributors in every month at certain periods, also offers credit facility for the distributors.

### **3.1.3 Place:**

The place is also an important part of the marketing mix. Place are depending on company's activities and goods and services that make the product available to target markets or customers. A4 65, 70, 80 GSM are suitable for every stationary shop and paper shop, but A4 100 GSM Gold is a different product. This product price higher than others products and this is used for any special work. This brand has a large number of distributors that sell the company's product to the consumers. The organization selects its dealers carefully and supports them strongly. The company has available retailers, stationary shop and other

facility give the service for their distributor and customers. Distributor always available inventory to deliver customer demand.

### ***3.1.4 Promotions:***

Promotions means activities that connect the merits of the product or service and influence target market to take the product or service. Papertech Industries Limited spends a large number of money every year on promotions. They promote their brand on billboard, newspaper, social media and sponsor of different programs. Distributor and sellers reach their target customers and potential buyers. Brand offer to distributors and sellers special sales promotions, sales incentive and also consumer program. An effective marketing strategy can take all the marketing mix elements into an integrated marketing activity designed to achieve the company's marketing objectives by giving to target customers.

### **3.2 Internal Marketing:**

Internal marketing ensures that everyone in the organization clasps correct marketing principles, especially top management of the organization. Internal marketing is work of employees, hiring, training and motivating for employees who want to serve consumers well.

There in another important part, the 4Ps are the seller's view of the market, not the buyers view. As a buyer's viewpoint, in this stage of customer relationships the 4Ps might be better described as the 4Cs.



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4Ps	4Cs
Product	Customer solution
Price	Customer cost
Place	Convenience
Promotion	Communication

The marketing mix is the company's tactical activities to make or establishing a strong position in the target market.



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## Segmenting, Targeting & Positioning

### 3.2 STP Marketing

STP Marketing is a three step of a targeted marketing plan. The STP full meaning is “S” for Segmenting, “T” for Targeting and “P” for Positioning. Going through this three step allows an entrepreneur and marketing peoples to formulate marketing strategy that’s for company, Band and products are depending on specific customer market segments.

- ✓ Segmenting
- ✓ Targeting
- ✓ Positioning

#### **Segmenting:**

This segmenting step is originally a brainstorming work. At first, company list out all the potential market segments in a marketing campaign.

#### **Targeting:**

This targeting step is a suitable customer for organizer’s upcoming goods. Targeting step selects the customer for products or services.

#### **Positioning:**

Positioning is how a company classifies its products or services in the target market. The target is to offer bigger, more important than competitors to a particular market segment.

### **Implementation:**

Once a company is using an STP marketing process, the next step is doing all marketing activities to gain intended goals.

If they want to develop brand awareness within a new/ growing market, they would must be designed, commercial or ads that introduce their brand and products and also establish their image. They may pick communication media commonly used for that target group. For instance, they would make, print, TV, Magazine, Internet or social media that promote their brand, products, quality and value customers.

### **3.2.1 Market Segmentation**

#### **Theoretical Overview**

Market segmentation is the finding of portions of the market that are different from one to others. Segmentation allows the organization to better satisfy the needs of real customer.

The process of defining and discrimination a large homogenous market into clearly identifiable segments having similar needs, wants and demand. Its objective is to develop a marketing mix that alright matches the anticipation of customers in the targeted segments.

#### **i. Demographic:**

Papertech Industries Limited segmented the products is using demographic base with variables like as age, income, education.

**Age:** Papertech does not divide any limitation for age segmentation. Because paper like a product need for every age. Primary target of Papertech age segmentation 5 to above age consumers. All age people use paper for his education or office work.

**Income:** Papertech like the brand has emphasized on the lifestyle and behavior of customers more than the income. Paper like goods important for all classes, but when we talk about offset paper there need income segment. Because normal paper price to offset paper prize is

high. Another thing A4 100 GSM Gold offset paper this is premium category paper segmented by income.

**Gender:** Paper like goods don't need any gender segmentation. Because paper uses all genders so that not needed any segmentation.

**Education:** This is the most important segment for Papertech Industries Limited. Basically, paper uses educating people. Today Bangladesh literacy rate 72% and day by day its increase.

## ii. Geographic:

Continent	: Asia
Country	: Bangladesh
City	: All Bangladesh
Size/Population	: Approximately 17 core

### 3.2.2 Target Market:

#### Theoretical Background

A target market is a set of consumers who share same needs or demands that the company decides to serve.

#### Market targeting:

Market targeting is the process of appreciating segments and focusing marketing attempts on country, education, income, or group of people that has significant to respond.

Measure in thoughtlessness to select target strategy:

1. Resources of organization
2. Variable products
3. Product's life cycle
4. Competitor's marketing activities or strategy

### **Targeting approach**

There are four different kinds of targeting approach and each organization has own unique way of targeting its customers. Under below given the four targeting approaches:

1. Undifferentiated or mass marketing
2. Differentiated or segmented marketing
3. Concentrated or niche marketing
4. Micro marketing

#### **1. Undifferentiated or mass marketing**

Undifferentiated marketing means there have no segmentation. Products or services for all types of customers. They don't need any segmentation. Papertech Industries Ltd products can included of undifferentiated or mass marketing.

#### **2. Differentiated or segmented marketing**

Differentiated marketing means there have segmentation. These products are designed for satisfying the smaller segments. Differentiated marketing depends on products and services

because if a products is like phone they need differentiated marketing. A4 100 GSM Gold of Papertech need segmentation.

### **3. Concentrated or niche marketing**

The popular targeting is concentrated or niche marketing. Another name of this term is focused marketing. This segmentation need for specific products. This is the small market segment, but more profitable.

### **4. Micromarketing**

This is the smallest approach of targeting. It is most useful for small business. This targeting segment identifies the potential customers at the basic and customer level.

### **Targeting market of Papertech Industries Limited**

Papertech Industries Ltd is targeting two target segmentation. First is undifferentiated marketing and the second one is differentiated marketing. Differentiated marketing taken for one product and the product is A4 100 GSM Gold.

### **3.3 Positioning**

Positioning is the act of designing the organization's image of hold a distant place in the target market's mind. A product's position is the way the customer can define the product on quality. The product groups in the consumer mind related of competing products or services. Positioning is important to the customers. Positioning can differentiate the competitor products. Positioning have some common tools are pricey, supporting services, quality, reliability, and value for money.

We know that Papertech Industries Ltd is one of the best brand in paper industries in Bangladesh. Their positioning strategy is print your imagination.

### 3.4 Marketing Mix (4Ps) of Papertech Industries Limited

Marketing Mix of Papertech Industries Limited 4Ps product, price, place, promotion details are given under below:

Papertech Products:

- A3 80 GSM Offset Paper
- A4 65 GSM Offset Paper
- A4 70 GSM Offset Paper
- A4 80 GSM Offset Paper
- A4 100 GSM Gold Offset Paper

#### 3.4.1 A4 65 GSM Offset Paper

Papertech A4 65 GSM has special own characteristics that ensure not only the best photocopy & printing performance, but also a following customization in any office equipment with 100% guarantee. This product is best for photocopy. This paper size 297×210 mm and 500 sheets.



#### 3.4.2 A4 70 GSM

Papertech A4 70 GSM is suitable for daily applications and you can trust it for high quality results. Its extraordinary white shade increases the similarity in printing and allows the reproduction of bright colors. These products are made because of daily uses. Papertech company product, size is all same.



### 3.4.3 A4 80 GSM

Papertech A4 80 GSM ensures and guarantee high print quality. It is available in a wide range of formats that ensure the best performance on a wide likeness of digital machines. Papertech give this product to customer for the best printing experience of digital machines.



### 3.4.4 A4 100 GSM Gold

Papertech A4 100 GSM provides an excellent printing quality in 4 color process and a perfect digital machine performance. Its exceptional technical characteristics allow it to stand out from its competitors. This product is premium quality's product.



### 3.4.5 A3 80 GSM

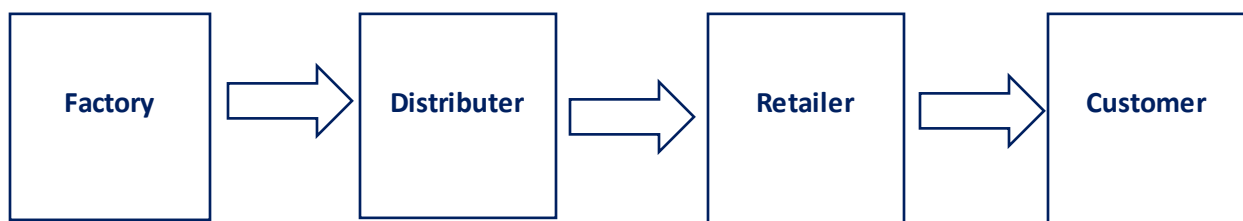
Papertech Company's make another product that is A3 80 GSM. This is bigger than A4 papers. This size is 420×297mm and also 500 sheets. Use this paper for official work.



### 3.5 Price of Papertech Industries Limited

Name of product	Price
A3 80 GSM	800 tk
A4 65 GSM	200 tk
tkA4 70 GSM	250 tk
A4 80 GSM	280 tk
A4 100 GSM Gold	480 tk

### 3.6 Place





Papertech Industries Ltd distributes their products 64 districts in Bangladesh. There has strong distribution channel. Divisional distributor directly collects to the factory. Retailers buying product to distribute in district areas. And customer buys the product for retailers.

### 3.7 Promotion:

Papertech promotion activates paid. Papertech promote their product lots of medium like as TVC, newspaper, billboard, social media etc. That's why customer can know the product. Papertech use lots of promotional tools:

- ❖ **Print media and Electronic media:** Papertech has been doing advertising through print media and electronic media which can call a paid promotion. Newspapers and TV Channel, and also magazine they are promoting their products.

Link of TV Channel promotion: [https://www.youtube.com/watch?v=wsd8\\_H0QxEc](https://www.youtube.com/watch?v=wsd8_H0QxEc)

- ❖ **Sales Promotions:** Papertech always uses sales promotions. It helps to increase sales in short times. 50% advertising gives in sales promotions.

- ❖ **Social media:** Papertech has been doing promotions through digital marketing that is also paid promotion. They often come to Facebook page, Instagram, You Tube for promotional activity and for promoting their services.

Link of Papertech Facebook Page:

<https://www.facebook.com/search/top/?q=papertech%20industries%20Ltd>



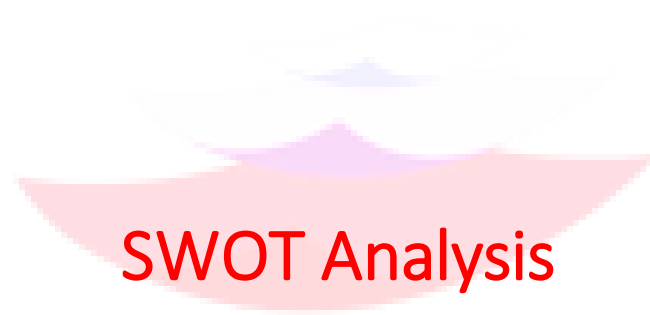
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- ❖ **Shop sign and Billboard:** Papertech has been used shop sign and billboard also. Significant percent promoting gives in shop signs and billboard. Papertech use this media is very goodly.



# PAPERTECH

## Industries Limited



**PAPERTECH**  
Industries Limited

### **SWOT analysis of Papertech Industries Limited:**

This SWOT analysis will give of this company and compared to that of its competition. SWOT means strength, weakness, opportunities, threats.

#### **4.1 Strength of Papertech Industries Limited**

- Every time organization tries to innovative product and service.
- Area of the business.
- Always uses of modern technology.
- High quality products.
- Organization have 1000 employees.
- Distribution channel
- Experience management.
- Good image of the company.

#### **4.2 Weakness of Papertech Industries Limited**

- Not enough customized product.
- Raw materials price increasing day by day.
- Not focus customer communication.
- Not update regular activities on online.
- Not develop a good website.
- Promotional activities.

#### **4.3 Opportunities of Papertech Industries Limited**

- Moving to international market.
- Online selling and deliveries.

- Day by day Bangladesh literacy rate increase.
- Paper based product variation.
- Can use a good brand image for promotion.

#### **4.4 Threats of Papertech Industries Limited**

- Lots of competitors.
- Environment pollution.
- Online activities in office or paperless office.
- Bargaining power of distributed.
- Government not enough focus in paper industries.



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## Finding

The study had not any limitations. As an internee it was a great scope for me to learn about industrial activities in Bangladesh, especially of Papertech Industries Ltd. Some errors are given bellow...

- **Lack of Information:** Organization's adequate and in-depth information or data is not available for all. That's why the officials tried to assist, sometimes they couldn't give me proper information for working purpose. There is some information I need, but they don't give for special permission from top level.
- **Communication Gap:** As an organization, communication is a vital role for working purpose. Organizational communication system among the employee is a must. When my internship program, I had noticed that communication systems are good enough and effectively to employees.
- **Secrecy of Information:** Some of the information can be given to market for customers and retailers. But the company was not disclosed.
- **Office size:** This office not much enough good shape for employees and visitors. Not enough area to receive visitors.
- **Website Develop:** Papertech Industries Ltd is one of the best company in paper industries. But there are not a good website.
- **Promotion will activate:** Today's society is a social media based society. They don't focus on it.



## Recommendation and Conclusion

**PAPERTECH**  
Industries Limited



## Recommendation

- Papertech top level management if communicated with midlevel than visitors or internee can take information.
- They have big communication gap top level to lower levels. If top level management takes any decision or take meeting to notify the about of the meeting and decision that can be solved.
- Sometimes visitor needs some inside information about the company. But they don't give it. They can regularly upload their activities are social media or website that can be easy for visitors.
- Pick times visitor comes more organization can't receive properly, theycan make a visitor room.
- Today's market website a key element of the company. They can hire a good web developer.
- Papertech have a Facebook page and 22k peoples like it, but they don't regularly upload their activities. This page has admin employees can upload in this page and admin maintain it.

## Conclusion

Papertech is a well-established paper brand in Bangladesh. It has been a short journey of Papertech but it is a good successful journey and continue, but the company has always suffered some problems and this company overcome all obstacles very well. Since the very beginning start of its operation, the company has focused on customer best experience on paper. In terms of quality and customer satisfaction and this has played a vital role in the organization. Papertech now enjoys the status of the best paper company in the country. And as a consumer Papertech have a top level possession mind. Papertech reputation will grow more and more and someday Papertech paper will make its footprint beyond the borders of Bangladesh.



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## Reference

### **Publish Article:**

- ✓ Prospectus of Papertech Industries Limited
- ✓ Annual report of Papertech Industries Limited
- ✓ My daily note book, when I internee in the organization
- ✓ Previous Internship Report
- ✓ Principles of Marketing  
Philip Kotler & Gray Armstrong  
13<sup>th</sup> edition
- ✓ Marketing Management  
13<sup>th</sup> edition  
Philip Kotler  
Kevin Lane Keller

### **Website:**

- ✓ <http://www.papertechbd.com/>
- ✓ [https://www.facebook.com/papertech/?ref=br\\_rs](https://www.facebook.com/papertech/?ref=br_rs)

**Thank You**