Internship Report on

"Marketing Mix strategy of Gowala Online Shop"

Submitted to

Dewan Golam Yazdani Showrav

Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Submitted By

Nahid Hasan
ID: 153-11-4847
Major in Marketing
BBA Program

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Date of Submission: 19May, 2019

Letter of Transmittal

To
Dewan Golam Yazdani Showrav
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Internship Report is "Internship report on Marketing Mix strategy of Gowala online shop"

Dear Sir,

It is my pleasure to submit the internship report on "Marketing Mix strategy of Gowala online shop" which was assigned to me as a part of my BBA program. I have tried my best to prepare this report. I have an enormous hope that the report will meet your expectation and aid you in getting a clear idea about the topic. I will be grateful to you if you accept the report

I, therefore, I hope that this report will meet the standard of your judgment

Thanking you.

Respectfully yours,

Nahid Hasan

ID: 153-11-4847

Program: BBA (42th) Batch
Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

This is to certify that the internship report titled "Marketing Mix strategy of Gowala online shop" This report is prepared by Nahid Hasan ID: 153-11-4847 as a partial fulfillment of the requirement of Bachelor of Business Administration (BBA) under the Department of Business Administration, Faculty of Business & Entrepreneurship Daffodil International University.

The report is suggested for accommodation.

………………………………………

Dewan Golam Yazdani Showrav

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

It was great pleasure to prepare internship report on the Marketing Mix strategy of Gowala online shop. I might want to thank and pass on my appreciation to good director, Dewan Golam Yazdani Showrav Assistant Professor, Faculty of business and Entrepreneurship, Daffodil International University, for letting me to set up this report and I might likewise want to express my genuine gratefulness to him for his entire hearted backing and direction.

At that point, I offer my true thanks to Mr. Shofiul Ahamed, Executive Director, in Gowala for his direction, consistent supervision and productive proposals. Without his assistance this report probably won't have been a complete one. I likewise prefer to say thanks to Mr. Ashir Ahamed Deputy Manager, Marketing. Without his assistance I couldn't set up my report so educational. I have disturbed him so often regarding my works, both amid and after typical working hours.

Finally, I am grateful to all member of Gowala online shop

With warm thanks

Nahid Hasan
ID No: 153-11-4847

Program: BBA
Department of Business Administration
Faculty of Business & Entrepreneurship

Executive Summary

Web based shopping or Web based retailing is a type of electronic business, which enables purchasers to straightforwardly purchase products or administrations from a merchant over the Internet utilizing an internet browser. Elective names are: e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. Like other arrangement destinations Gowala online works like a connector between general clients and traders. Gowala online offers its clients a rebate in the interest of the Traders dependent on earlier understanding which drives its clients to the dealers' entryway. The fundamental advantage for clients is the markdown and for dealers it is expanding client base and brand advancement.

The topic of my research is "Marketing Mix strategy of Gowala Online Shop" This study attempted to understand the customer satisfactions on product quality. All items of Gowala is best, Due to some reason, product delivery is delay. The study was conducted based on both the primary and secondary sources of information. The nature of the research is a descriptive research. I made a detailed questionnaire for my survey. For conducting my research total sample size was 50. I took the use of descriptive statistics. I input the data into SPSS and got the output of those data. I had use SPSS and word to get my desired outputs. To satisfy these product and service, the management can take some attempts. I have come up with some points, which can improve the efficiency as well as quality of product and Price to retain their customers and make them loyal. Gowala online out late give some exclusive offering such as Gowala Doi 10%, Ghe 5%, Milk10%, Gowala oil 5%. By considering the customer recommendations the Out late improve their product quality and satisfied their customers with effectively and efficiency and makes them loyal customers.

Table of Contents

Chapter-1

Introduction

Introduction:

In the real business life, professionals are faced with the necessity to change and significantly improve the traditional management methods and tools. And mainly it concerns marketing. The marketing methodology in the field of e-commerce - is a new and poorly known area. It is developing intuitively, at random and unsystematically.

Gowala online shop start their Business in 2016, basically we are selling traditional food items For most millennial- and for the generations predeceasing and succeeding them, milk has been the ultimate-everything in all things; be it that both beloved & execrated glass of warm milk in breakfast or before bedtime or the finesse made myriad delicacies. Whatever it be, we all have something written in the diary of memories pivoting around dairy.

If asked to anyone in the Indian subcontinent for the sublime & subsequent mien of majesty, the quintessential answers are bound to have the word, "Mughal" in them, among others. And in culinary terms, what mostly differentiates other foods from Mughal cuisine is their ply of Malai. The trend caught on not only just in those sumptuous banquets but also some diurnal as our daily doses of tea – The Malai Cha, the various Malai curries and so on. Not just in gastronomic fields, milk has been the symbol of ultimate purity and luxury as to such extend that royals and nobles would bathe in it.

In retrospect, there has always been a ubiquitous usage of milk in the oriental part of the world; especially the Indian sub-continent – the rich culture of cream-rich sweetmeats patronized by the rich of the society.

Background of the Study:

This report proved and talent of the BBA program. This report is a compulsory requirement for completion of BBA. I have worked at Gowala online shop. For 91 days and the experience of working to match my theoretical knowledge with practical understanding. As an intern of Gowala online shop I was provided with the topic "Marketing Mix Strategy' Satisfaction of Gowala online"

Scope of the Study:

The main objective of the study is to accumulate a Marketing mix strategy Gowala online Bangladesh. The understanding of online shop product quality, price strategy, promotion,

- To know detail about the Marketing mix strategy of Gowala online

Objectives of the Study's:

The objectives of the study are as follows

Specific Objectives:

To know about the Gowala online shop Product strategy. price strategy. Place strategy, promotion strategy.

Methodology of the study:

Data collection:

The study was conducted based on both the primary and secondary sources of information

Primary Data:

Primary Data collected from Gowala online loyal customer by direct conducting. Those personas who are interested they give their feedback.

Secondary Data:

 Secondary data are collected from Gowala online shop report. Data base and personal web side. and online publication document.

1. Internet
2. Social Network Sites
3. Several other reports
4. And other sources

Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred

Experimental design in an experimental design, the researcher actively tries to change the situation, circumstances, or experience of participants (manipulation), which may lead to a change in behavior or outcomes for the participants of the study.

Population:

There are more customer available in Gowala. But I have collected data from the loyal customer whose are regularly buy their product. Then I choose 50 people among the all customer to collected some question and rewrite the questioner.

d) Sample Size:

 For conducting my research total sample size was 50.

e) Sampling Techniques:

☐ Random sampling techniques

---

f) Method of data collection:

- ☐ Personal Interview with customers
- ☐ Individual perception of the organization

Limitations of the Study:

- ➤ Secret or confidentiality is a crucial matter in this organization. As an intern it was not possible to reach those main topics
- ➤ Sort service hour
- ➤ It's difficult to find out the problem between rules and regulations and real-life practice. So, I try my best to find out the problem.

Chapter-2

Company Overview

History of Gowala Online:

Gowala founder and CEO, Bogra-born Md Shafiul Alam. As he saw his child growing up in the bustling capital city, without never getting to know that rich, glace, creamy & light tawny-colured yogurts in those time-honored burned clay pots. Wrapped around the neck of the pots with jute ropes, it was a quotidian scene for a boy Shafiul Alam growing up in the northern town. It became a part of his identity and heritage even as it had been so with all born to that land of famed yoghurt. That call-of-heart he shares with dessert-enthusiast and fellow townsman, co-founder & COO, Rubayat Hossain. The two northerners' node-of-nurture was shared by their central and southern epicure friends & fellow founders Mahadi Hassan Sagor & Md. Saimum Hossain. Thus, was born a brand with and for the love of sweet natural delicacies – Gowala Foods.

Starting its operations with the simple and suave sweetmeats and dairy products such as Ghee – Clarified Butter, Misti–Doi – Sweet Yogurt, Khirsa, Sondesh, Plain Milk, Khejurer-Gur – Date-Jaggery; Gowala aims to expand in all the elements of culinary arts while maintaining a premium quality and service to all who hold dairy dear. Inspired in the motto – "Sic Parvis Magna" (Great things from humble beginnings); Gowla aims not just to supply and satisfy its customers, but create a platform for all things dairy and the delightful creations those beget. Here at Gowala, we respect traditions, but also reciprocate the trends also.

Trademark

Gowala is a consumer dairy tech company that exists to serve the finest and finesse dairy products collected and made directly at the source to ensure the best in class quality and authenticity

Core values

Put our service First

Management Team:

Gowala Online:

Name of the Company	Gowala
CEO & Managing Director	Md Shafiul Alam
Company Secretary	Rahman Khan
Legal Status	Entrepreneurship
Office	House 23, Road 06, Block D, Nikeotn Gulshan 1, Dhaka, Bangladesh
Number of Employee	20
Number of Branches	01
Phone-PABX	+8801742887755
Website	https://gowalafoods.com

Chapter-3

Product Strategy

The essence of the "product" element in e-commerce corresponds partly to the essence of the traditional element concept. By creating additional opportunities for the development of electronic distribution channels, the virtual environment promotes production of commodities and consumer goods, which are to a greater or lesser extent in demand among online consumers.

Gowala online product list:

First, we started in a one item of product its Bogra Traditional Sweet yogurt, for day by day more of items are adding in Gowala online shop. And its name and fame are spread

Gowala premium Doi 750gm and another one is 100 gm. Both are same product .750gm Doi is eating 2-3 people at a one time but 100gm Doi is eating one people at a one time. Basically, 750gm Doi is prepared by family. Doi prepared main and major things are milk and sugar, Bogra Doi is so much famous in whole Bangladesh People

Gowala Ghee 500gm amd 1000gm is Avaliable in online and gowala store .Ghee is a another by product of milk .Basically Bogra Doi is so much populer that's why Ghee is on .Pera sondash is a anoter sweet items .Milk 500gm and 1000gm is avaliable in online and shop .We are collecting a lot of milk from village farmer .

Product Quality :

Always product Quality are Ensure in Gowala Shop. We are no ensure the product Quality people are not order my product. Because this market are many competitor, We are first Doi Ordering process in online and fulfil and ongoing our mission .Gowala all product come from Bogra .it's so hard to maintaining the Caring product And frequently traveling .and that's why product comes to hand .Quality insure persona are cheek the product and insure in this are good .that its hand over in the delivery man. And Delivery man safely reach the customer hand. This customer open in this product fully love our product and team member

BSTI permission is then it proved our product Quality. Our some of product are BSTI Certified Another product are not certified; this product business owner are certified. Our milk is collected from real village Gowala.

Chapter-4

Price Strategy

At first glance, the price of goods in e-commerce is formed according to the rules of classical price development. Pricing strategy is based on three components: cost, customer value, and competitors. However, experience of the world's leaders in e-commerce indicates the appearance of absolutely unique methods of flexible and personal pricing.

List of Gowala all product price:

- Gowala Doi750gm 310 taka
- Cup Doi 100gm 50 taka
- Doi (6cup Box)230 taka
- Cow's Milk 5 liter (Raw) 330 taka
- Cow's Milk 1 liter 92 taka
- Khejur gur jhola 260 taka
- Khejur gur patali 350 taka
- Sondesh 500gm 280 taka
- Ghee 1liter 1488 taka
- Ghee 500gm 744 taka
- Ghee 250gm 372 taka
- Roshmalai 500gm 292 taka
- Khirsa 511 taka

Pricing Approach:

Gowala pricing Approach is very much simple. Gowala all product is come in Bogra.
Because Gowala online famous product are Doi, Doi is the traditional food in Bogra
Gowala online buy Doi in Bogra, then adding carrying cost. Packing cost. And Delivery cost.
Gowala new product strategy are same.

Price Strategy:

Purchasing cost

Carrying cost

Packing cost

10%profit

Selling price

All the steps are adding Gowala price are setting. This price is setting it's easily purchase to the customer. In day by day the steps are price are increasing so all over totally price are increasing. Many of the occasional day price are increase.

Chapter-5

Promotion Strategy

Business Model:

Gowala online works like a connector between general customers and merchants.

 Offers its customers a discount on behalf of the merchants based on prior agreement

Which leads its customers to the merchants' door? The main benefit for customers is the

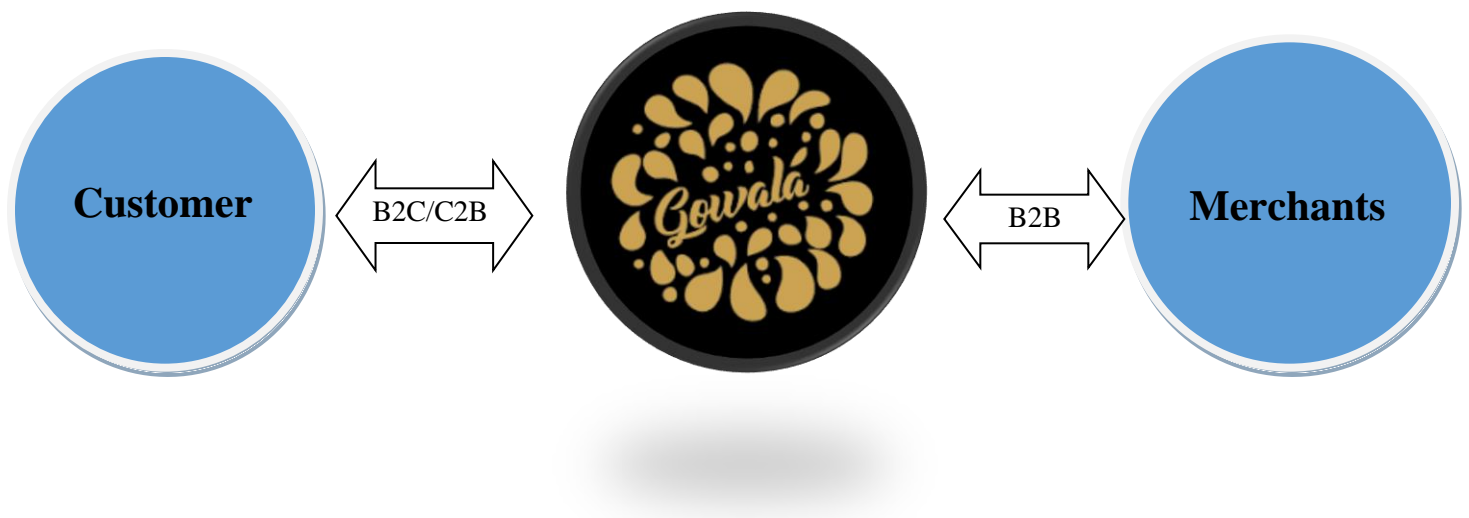discount and for merchants it is increasing customer base and promote.

Customer ⟷ B2C/C2B ⟷ Gowala ⟷ B2B ⟷ **Merchants**

Figure: Gowala online Business Model

Target Market of Gowala online:

Gowala target market to the high-class people to live in Dhaka. Because they are starting their

business growth in Dhaka and starts in business. Second target people are middle class family

member. Gowala Nish marketing highly interested .and work with best they are.

Online Marketing of Gowala:

Gowala growth their business in day by day. And focus to the customer

Website:

Generally, Gowala advances dealer's ideas on its site for a time of 20 days. Contingent upon the engaging quality of the offer at some point it differs. Pictures and substance (portrayal or offer detail) of an arrangement are quite vital for an arrangement particularly when it is advanced through a course like a site. That is the reason most extreme consideration is taken by the planners in structuring these materials of an arrangement

Email Marketing:

When merchants place their deal Gowala notifies it to the customers through email. The database Gowala uses to notify customers incorporates

This database is very efficient also. It takes 4 to 5 days to send email utilizing the entire database. If there should be an occurrence of sending email utilizing the incomplete database the quantity of days goes somewhere near half. On a normal for the second day of email advertising client questions with respect to another arrangement begin in a full scale

SMS broadcast:

Gowala tells its endorsers about each new arrangement through SMS. It works like a moment alert about another arrangement for Gowala endorsers. The cell number database of Gowala comprises 80,000 cell quantities of its endorsers which is additionally expanding each day. Utilizing two separate quantities of two distinct administrators under the veiling of Gowala online these writings are being sent.

Facebook Marketing:

After the remodel of Facebook through going course of events Facebook has had the capacity to draw the consideration of clients who use Facebook for business reason in a totally different manner. Presently Facebook gives point by point details about a business page which is quite critical for organizations like Gowala on the web. As of now Gowala Facebook fan page has90, 000+ fans which are created utilizing special instruments like Facebook advertisement for the fan page advancement and occasions like workstation reasonable, BASIS delicate Expo, and so on. With no fake control this fan base is getting produced regular which gives it acknowledgment among the mass individuals. At the point when another arrangement is live, Gowala advances it on its Facebook fan page through a picture alongside a concise depiction about the offer and an immediate URL connect to that idea at Gowala on the web.

# Chapter-6

Place (Store +online)

Gowala store:

Gowala store situated at Mirpur Plot 9 Rd 01. Mirpur people are helpful to this store, this people are eating Bogura Doi, misty, sondesh, ghee. Bogura Doi are so testy and delicious.

Gowala store open in 9.30 am and close in 10. 00pm.This store maintaining two people one man is selling product and another man is collected money. Both personas are carefully handling Customer. Customer is fully happy to the sales person. This out late fully decorated. Gowala is a consumer dairy tech company that exists to serve the finest and finesse dairy products collected and made directly at the source to ensure the best in class quality and authenticity

Gowala Website:
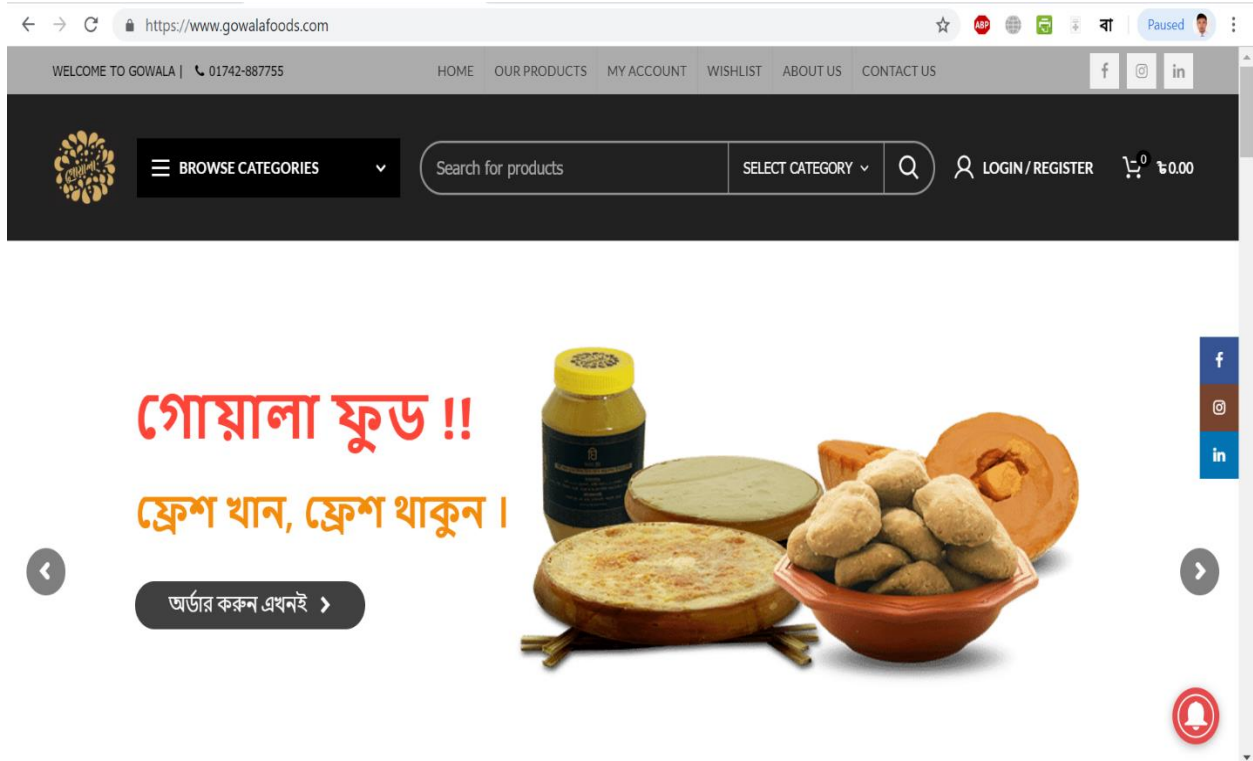
The **World Wide Web** (**WWW**), commonly known as the Web, is an information space where documents and other web resources are identified by Uniform Resource Locators (URLs, such as *https://www.example.com/*), which may be interlinked by hypertext, and are accessible over the Internet. The resources of the WWW may be accessed by users by a software application called a *web browser*

Gowala web site is strongly buildup and using 2 GB domain hosting. Its cut and shipping produced are generally, so customer is easily buying their product.

Chapter-7

Analysis

I used SPSS software to data analysis .and collecting data to different way

Descriptive Analysis and Frequency Distribution:

Descriptive Analysis:

Type of conclusive research that has as its major objective the description of something usually market characteristics or functions (pie chart, bar chart)

Frequency Distribution: Mathematical distribution that objective is to obtain a count of the number of responses associated with different values of one variable and to express these counts in percentage terms

I collected 50 person data responses. This sample data collection is main purpose to analysis Gowala online shop marketing mix strategy. Those are given graphically as follow.

Gender

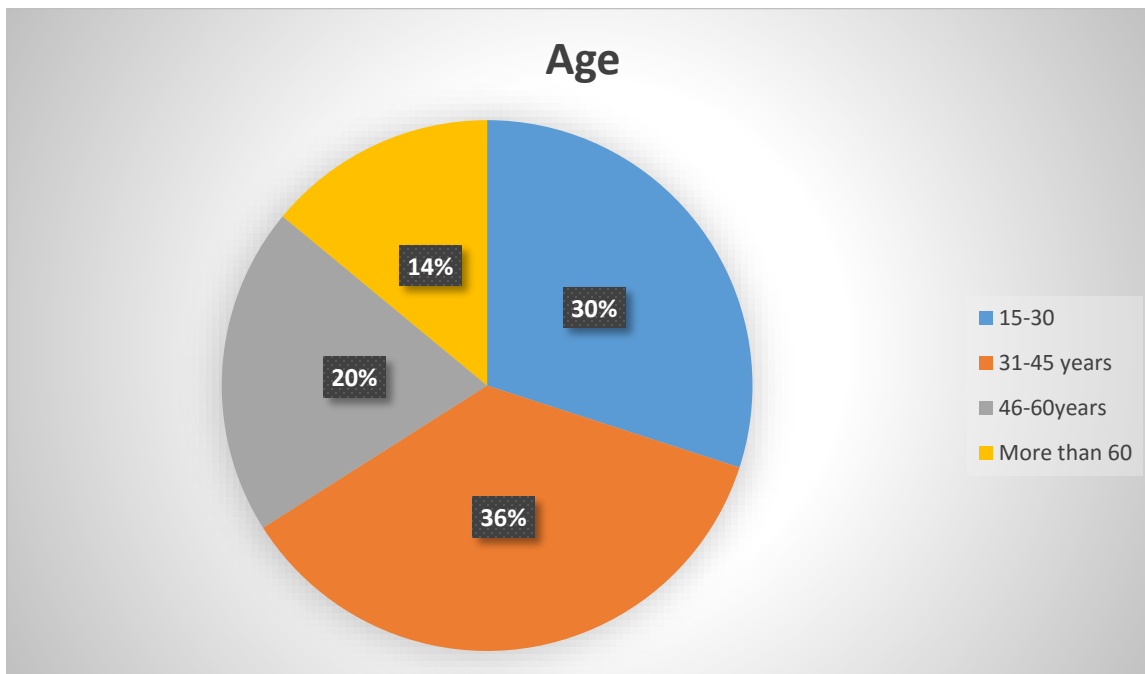|	Frequency	Percent	Valid Percent	Cumulative Percent
Male	30	60	60	60
Female	20	40	40	100
Total	50	100	100	

Sample size 50. 30 % male and 20 % female. In above table see that female 30 and male 20 among my respondent. The ratio have shown graphically and pie chart
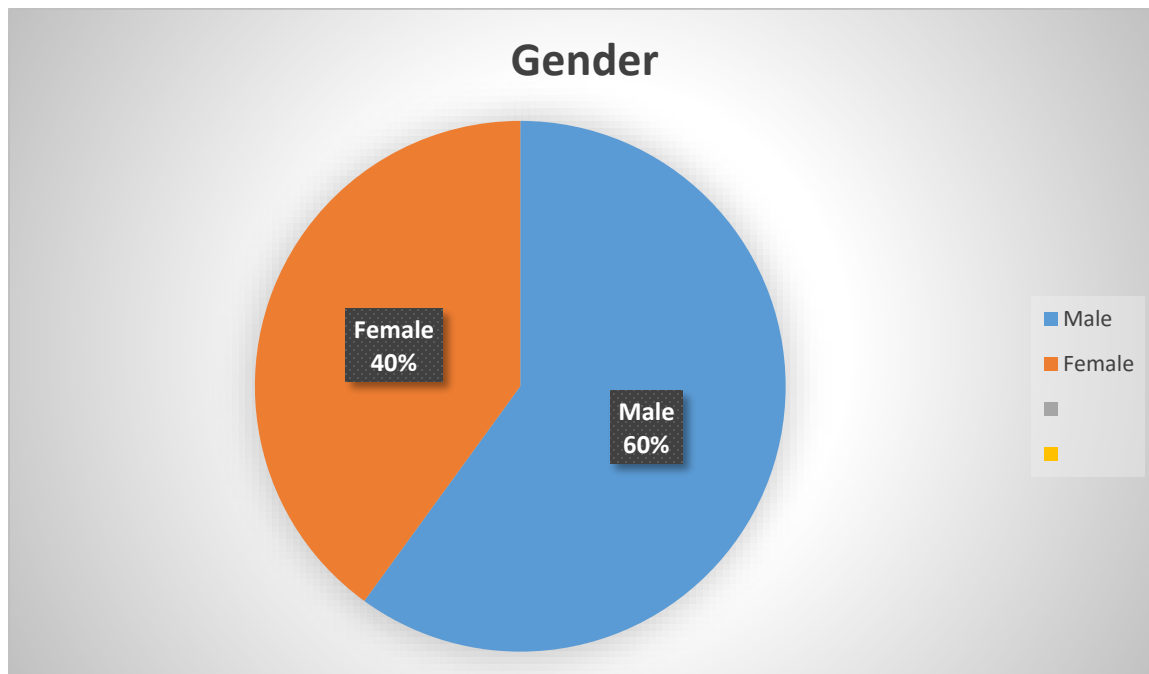
Age

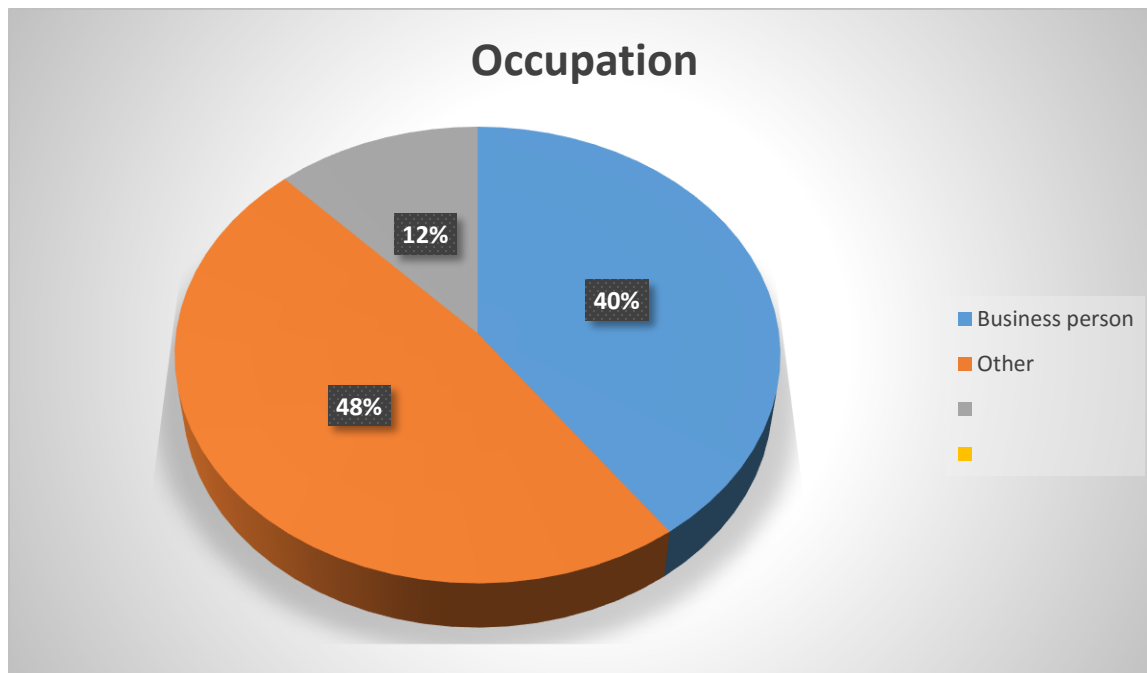|	Frequency	Percent	Valid Percent	Cumulative Percent
15-30	15	30.0	30	30
31-45years	18	36.0	36	66
46-60 years	10	20.0	20	86
More than 60	7	14.0	14	100
Total	50	100	100	

I divided age group into four classes. Among them 15-30 years old were 15 people. 31-45 years old were 18 persons. 46-60 years old were 10 persons. Then 60 years old were 7 persons. Most of the respondents are between 3145 years old. Different age group people as follows on pie chart.

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Service holder	20	40.0	40	40
Business person	24	48.0	48	84
Other	6	12.0	12	100
Total	50	100	100	

50 sample size. There is 20 Service holder and 24 Business persons and 6 others. There are 40 % Service holder and 48 % Business persons & 12 % others were my respondent. The ratio in the pie chart

Employee behavior with customer

	Frequency	Percent	Valid Percent	Cumulative Percent
poor	10	20.0	20	20
Fair	8	16.0	16	36
good	25	50.0	50	86
Very good	7	14	14	100
Total	50	100	100	

In this observation employee behavior with customer is well because poor 20% fair 16% good 50% and very good 14% so good and very good % highlighted.

Behavior with customer
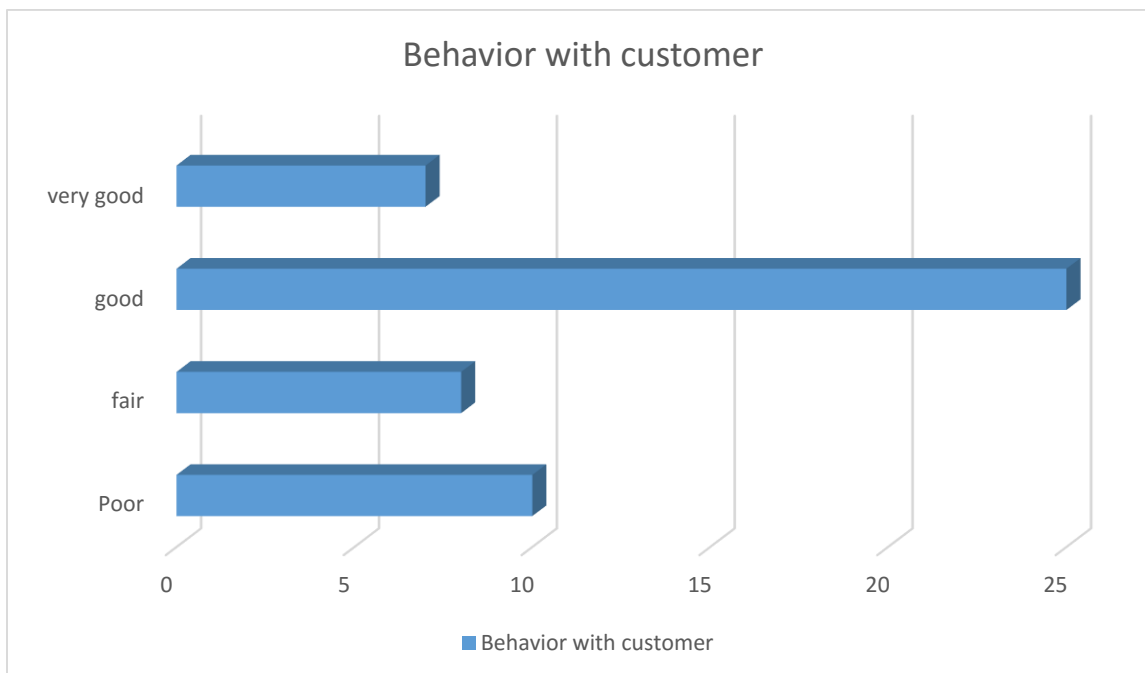
Product price are normal

	Frequency	Percent	Valid Percent	Cumulative Percent
poor	20	40.0	40	40
Fair	8	16.0	16	56
good	10	20.0	20	76
Very good	12	24	24	100
Total	50	100	100	

I work with 50 people. Product price is normal this statement 40%poor 16%fair 20%good and 24%very good .in this statement observation product price are not normal, product price is high. Pie chart ratio below

PRODUCT PRICE
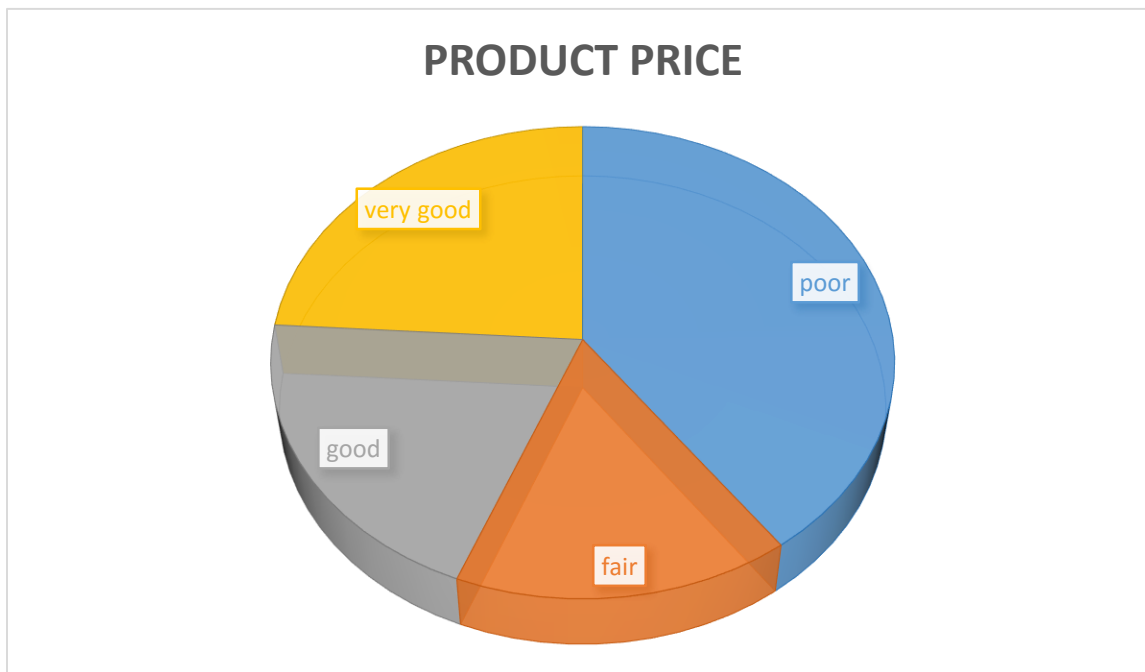
Waiting time to get service

	Frequency	Percent	Valid Percent	Cumulative Percent
poor	22	44.0	44	44
Fair	6	12.0	12	56
good	18	36.0	36	92
Very good	4	8	8	100
Total	50	100	100	

50 people are reply my questioner. Gowala service quality is average because poor reply 44% fair reply 12% good36% verygood 8%. Graphically pie chart below.
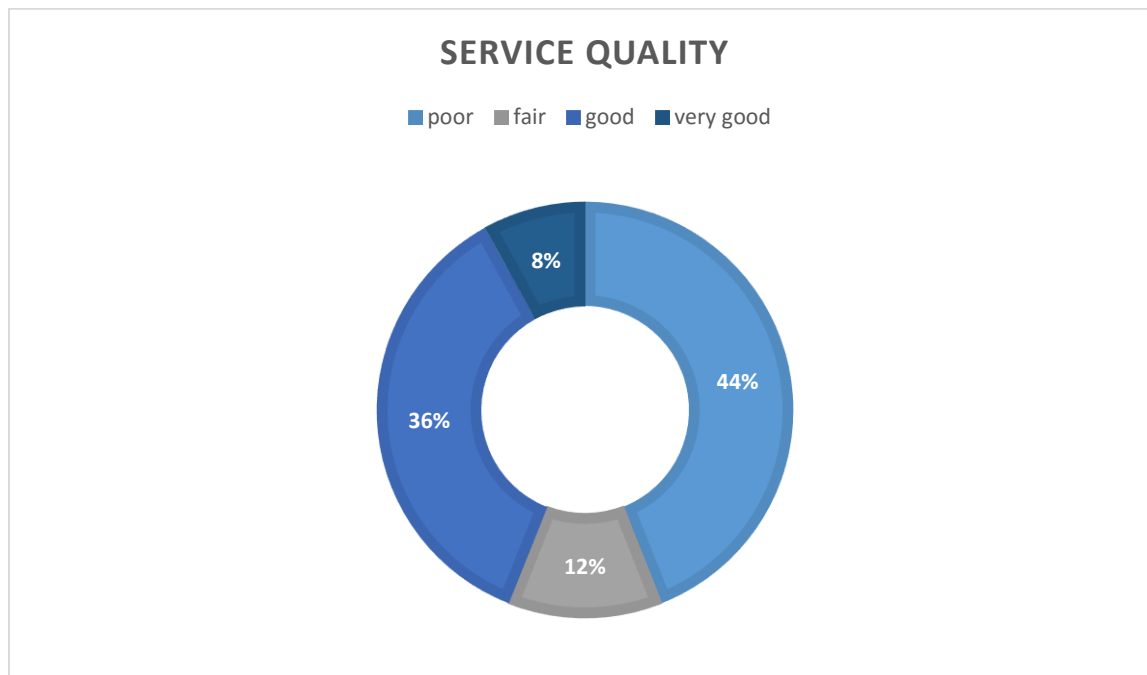
Product quality

	Frequency	Percent	Valid Percent	Cumulative Percent
poor	7	14.0	14	14
Fair	6	12.0	12	26
good	18	36.0	36	62
Very good	19	38	38	100
Total	50	100	100	

Gowala product quality are satisfactory .50 people response 40 %people answering good and very good .so I think Gowala product quality are well. Graphically shown in bar chart
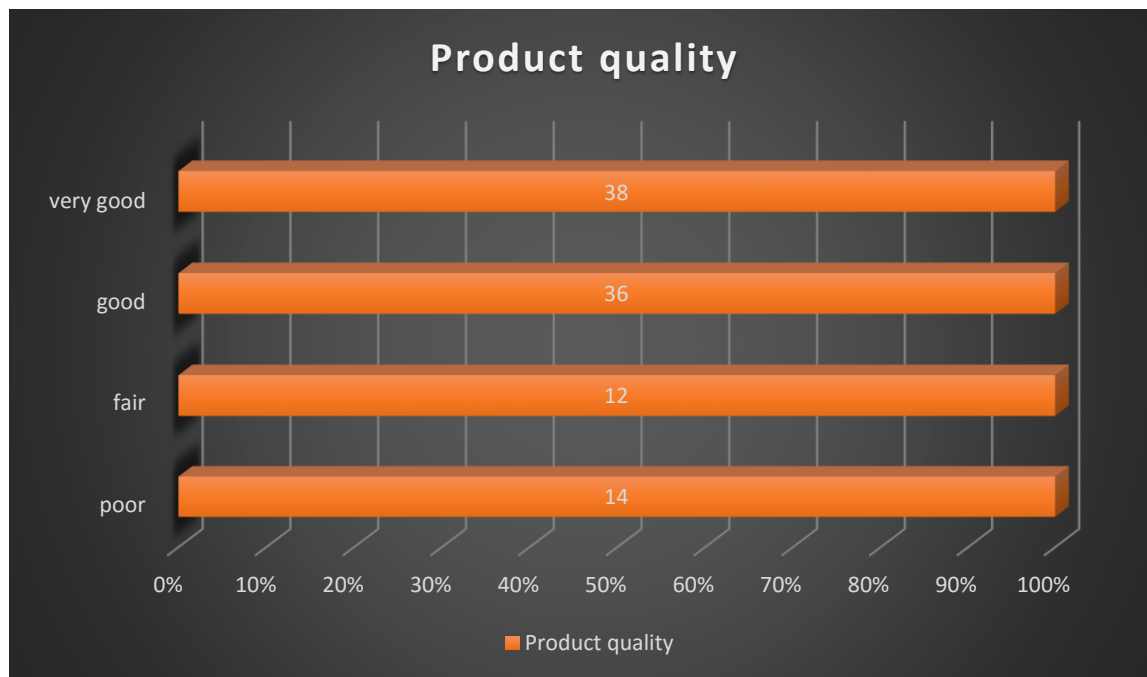
Delivery service

	Frequency	Percent	Valid Percent	Cumulative Percent
poor	22	44.0	44	44
Fair	6	12.0	12	56
good	12	24.0	24	80
Very good	10	20	20	100
Total	50	100	100	

Gowala delivery service quality are very poor. Customer is not satisfying their delivery service. My sampling questioner 50 people are answering. Poor 44% and otherwise very good 20% .so customer perception Gowala service quality are poor .in this Colum proved this

Chapter-8

Problem& Recommendation

Problems Identified:

Some of problem are online shop

Product Quality:

People are used to shopping going market, mall, super shop, where they can see the product and t ouch/trail the product. But online it's not possible. Gowala product quality are good some time its average.

Delivery system:

After placing an order customer wants his product due time but at this moment there is no such delivery system which can serve timely, this is one of the threats Gowala online.

High price:

Gowala online shop all product price is high.

Language barrier:

Gowala web site totally build in English language. But some of the customer are not adapted of using Gowala online shop

Recommendations:

Quality of product:

 Always provide good quality of product. It's changing online shop Reputation and one day their Stores will famous for their product quality

Delivery service:

 Delivery service are so much slow, Customer are not satisfied to their service. The have to Change delivery system and adding more people to successful delivery and more vehicle are need for their service.   .

Price:

Gowala's product price are high. Customer is not adapting with them because of high price. If they purchase the product lower rate, they can give reasonable price for the customer and it would be affordable for the customer.

User Friendly:

Gowala's all employee behave should have friendly. so customer becomes happy and Gowala sales are increase day by day.

Conclusion:

This report is a clear idea about the Marketing mix strategy Gowala online. From my research I also found Gowala's product price are high. Delivery have some problem. I present this report on the basis of the knowledge and experience gather during the internship period. Most of the time customer are not choose to delay the product delivery. Generally middle-class people are not interested to buy Gowala's online product because their price rate is high. But employee behavior of the Gowala is not good, this attitude is not satisfying customer. I am recommended that Gowala's product price should be less, and delivery system would be change also.

Gowala all systems are updating day by day. If they do their best one day, they become very popular among the all online business.

Reference:

1. http://www.gowalafoods.com/home
2. Gowala office Excel File
3. https://www.facebook.com/gowalafood
4. www.google.com
5. Gowala Management team

Appendix
(Sample Questionnaire)

A Survey on Marketing Mix strategy of Gowala Online Shop

1. Name ....

2. Gender a) Male   b) Female

3. Age a) 15-30 years   b) 31-45 years   c) 46-60 years

4. Occupation

a) Service Holder   b) Business person   c) Other.................

Product price Quality satisfaction

Questions	Poor	Fair	Good	Very Good
Employee behavior with the customer	1	2	3	4
Product price are normal	1	2	3	4
Waiting time to get service	1	2	3	4
Problem Solving Skills of the Employee	1	2	3	4
Easily product order From online	1	2	3	4

Questions	Poor	Fair	Good	Very Good
Gowala product Quality	1	2	3	4
The Delivery man performs the right service at first time	1	2	3	4
Gowala give you prompt service	1	2	3	4
Gowala delivery service is good	1	2	3	4
Gowala service are updating	1	2	3	4