



An Analysis of the Marketing Activities of Shenzhen Metal Industries Ltd.



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Supervised By

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Letter of Transmittal

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Professor Mohammed Masum Iqbal, PhD

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Subject: Submission of the internship report on “An Analysis of the Marketing Activities of Shenzhen Metal Industries Ltd.”

Sir,

I thus present my internship report titled “An Analysis of The Marketing Activities of “Shenzhen Metal Industries Ltd.” In this report, I have attempted to break down the Overall Marketing Strategies of “Shenzhen Metal Industries LTD.” I earnestly trust that this report will live up to your desires. I might want to include here that my internship period at Shenzhen Metal Industries LTD restricted was to be sure an incredible learning knowledge for me.

Much obliged to you for your benevolent collaboration and backing.

Sincerely,



Md Sofiqul Islam Khan

ID: 153 - 11 – 4883

Program: BBA

Major: Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Certificate of Approval

I am delighted to certify that the internship report entitled “An Analysis of the Marketing Activities of Shenzhen Metal Industries Ltd.” prepared by Md Sofiqul Islam Khan, ID: 153 - 11 - 4883 of BBA program, Major in Marketing, Department of Business Administration, Daffodil International University has been recommended for submission & presentation.

Md Sofiqul Islam Khan bears a good moral character and a very pleasing personality. It has been a great pleasure working with him. I wish him success in life.



Signature & Date 11.07.19

Signature & Date

(Supervisor)

Professor Mohammed Masum Iqbal, PhD

Dean

Faculty of Business and Entrepreneurship

Daffodil International University.

Acknowledgement

Firstly, I might want to express gratitude toward Professor Mohammed Masum Iqbal, PhD my respectable supervisor, for furnishing me with significant direction in planning of this internship report. Without his assistance and backing, I would never have completed this report. I am especially grateful to the Sales and Marketing Department of "Shenzhen Metal Industries LTD." They furnished me with truly necessary data and other required help with request to set up this report. I would also like to thank and give the due regard to my family and companions for their agreeable help and help they advertised all through the way toward setting up the entire report. Particularly I need to thank those individuals who were our cluster mates. They gave their important time and proposal. I need to offer thanks to every one of these people.

Executive Summary

Internship is such a program which makes an understudy encounters the corporate life out of the blue. I was allocated as assistant under Market Operation Division. I prepared my report on “An Analysis of the Marketing Activities of Shenzhen Metal Industries Ltd.” This internship program helped me to find out about the reasonable situation of the company. I have utilized both the essential and optional information to set up the report. In any case, a large portion of the information is gathered from essential sources. I watched different exercises of Shenzhen Metal Industries Ltd. My handy involvement in Shenzhen Metal Industries Ltd. was incredible source of data.

The main goal of Shenzhen Metal Industries Ltd. is to position itself as the best provider of Metal Accessories in Bangladesh, instructing a dominant part of the piece of the overall industry inside five years. The showcasing system will try to initially make client mindfulness with respect to administrations offered, create client base, and work toward customer loyalty. We look to impart the message that we are the best provider of metal accessories. This message will be conveyed through an assortment of strategies. The principal strategy will be commercials. The promotions will be done by the marketing executives in both factories and buying houses. We will likewise convey our message through casual social events and systems administration with buyers.

While preparing this report there were many problems which were identified. There were so many issues that is creating problem for the company. The major issues were: pricing issues, manufacturing only metal accessories, lack of high technology machine, lack of space for new machine, lack of sufficient number of skilled marketing executives, price rise of raw materials etc. They can overcome these problems by hiring skilled employees and observing what competitors are doing to solve them.

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Chapter-1

Introduction

1.1 Introduction

A solid marketing strategy is one of the real business instruments for a business visionary. The marketing ideas are changing step by step. Regular, new showcasing devices are rising in the market and furthermore in the business. An organization's advancement is generally relied upon advertising. Along these lines, it is imperative to have a solid showcasing plan for any singular businessmen. Shenzhen Metal Industries Ltd. additionally gives accentuation on marketing as opposed to different exercises of an association. In my temporary position report, my objective is to distinguish all the marketing techniques that are utilized by Shenzhen Metal Industries Ltd.

1.2 Background of the Study

The world market is changing step by step. The showcasing methodologies are likewise changing as well. As a piece of the association, advertising division need to manage the impacts of the changing universe of work. For them this implies understanding the ramifications of globalization, innovation changes, and workforce assorted variety. Changing aptitude necessities, persistent improvement activities unforeseen workforce, decentralized work destinations and worker inclusion are the issue for go up against. Along these lines, presently it is a major test for showcasing division to keep up the circulation example of item, labor, and bundling, estimating and different exercises of advertising.

1.3. Objective of the Study

The study has been carried out with the following objectives:

1. To explain the marketing strategies of Shenzhen Metal Industries Ltd.;
2. To illustrate marketing mix of Shenzhen Metal Industries Ltd.;
3. To identify problems related to the marketing activities of Shenzhen Metal Industries Ltd.;
4. To make recommendations to solve the problems;

1.4. Scope of the Study

It took me 3 months to complete my internship report. The time was insufficient to get a full down to earth learning all through the internship program. I've faced many difficulties to finish this report but Alhamdulillah I was successfully be able to finish my internship report within the given period of time. This report covers the overall marketing strategies of Shenzhen Metal Industries Ltd.

1.5. Methodology of the Study

I have utilized both the essential and optional information to set up the report. In any case, a large portion of the information are gathered from essential source. I watched different exercises of Shenzhen Metal Industries Ltd. My handy involvement in Shenzhen Metal Industries Ltd. was incredible source of data.

i) Primary Source of Information:

1. Participate in marketing field work
2. Oral unstructured meeting with executives
3. Paper work
4. Official desk job
5. Face to face discussion with buyers

ii) Secondary Source of Information:

1. Website of Shenzhen Metal Industries Ltd.
2. Official documents.

1.5. Limitations of the Study

As this is my own involvement in an office, I have confronted a few issues to finishing the report. Those are as per the following:

- Lack of time.
- Confidential issues of the association.
- Lack of data of the association because of another association.
- Unwillingness to give data from the authorities.
- Restrictions of giving some data about marketing techniques.

Chapter- 2

An Overview of Shenzhen Metal Industries Ltd.

2.1 Overview of Shenzhen Metal Industries Ltd.

Shenzhen Metal Industries Limited is an Oeko-Tex certified for product class-1 and Shenzhen is a company which is 100% export oriented garments accessories manufacturer, represented considerable authority in copper, composite based metal catch and metal zipper with lead free, nickel free, rust free ferrous free quality. Shenzhen has a skilled production management and brilliant quality duty. As what we generally do Shenzhen official the most aggressive cost brilliant quality and brief conveyance to purchasers. Executives of Shenzhen metal have 15 years of specialized, production and marketing foundation.

Company Summaries:

- **Name:** Shenzhen Metal Industries Ltd.
- **Trade Mark:**



- **Banks We Deal With:**

Basic Bank Limited, Prime Bank Limited

Our Buyer:

Orchestra	K-Mart (Australia)	Best Seller
Hema	Zara	Lefties
Aldi	Primark	Tao
Mango	Honeys	Takhiyo
Berashka	Gemo	Pull & Bear
K-Mart (UK)	Kik	Otto
Monoprix	Cotton On	EWM
ECI	Schwab	OVS
Zizi	Peacock	Miles

Location:

Head Office:

House # 29, 3rd Floor, Road # 02,

Sector # 03, Uttara, Dhaka-1230, Bangladesh.

Phone: +88027913063, Fax: +88027913064

Web address: <http://shenzhenmetal.com/>

Factory:

South Baroibari, KashimpurSadar,

Gazipur, Bangladesh.

2.2 Mission

Shenzhen Metal Industries Ltd. was founded by its promoters to provide an efficient support to the major export-oriented garments manufacturing units operating in Bangladesh. It is committed to ensure maximum quality in its accessories product line in-keeping with customer's needs and experiences at the most reasonable price. It values the commitments with the clients.

2.3 Vision

Shenzhen intends to conduct its core business by ensuring maximum customer satisfaction. Our organizational members are indoctrinated with certain unique values of efficiency, transparency and customer care to help perform responsibilities in an effective manner. We aim at reaching a commendable position in our business within a reasonable period.

2.4 Values

1. Customer satisfaction and delight.
2. Superior quality of performance.
3. Concern for the environment and the community.
4. Passionate about excellence.
5. Fair to all.
6. To provide a safe workplace and promote healthy work habits.

2.5 Products & Services

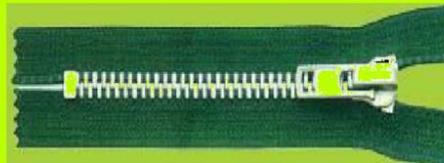
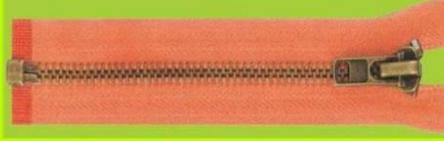
Metal Button Series (Brass Quality):

Sl #	Description of Items	Picture
01	Metal Jeans Shank Button	
02	Metal Eye Hole Shank Button	
03	Metal Snap Button Spring Type	
04	Metal Snap Button Ring Type	
05	Metal Ring Prong Snap Button	
06	Metal Cap Prong Snap Button	
07	Pear Prong Snap Button	
08	Metal Cap Type Rivets	
09	Metal Nipple up Rivets	
10	Metal Nipple down Rivets	
11	Metal Eyelet	
12	Metal Hook & Eye Button	
13	Metal Hook & Bar	

Metal Alloy Button Series (Alloy Quality):

Sl #	Description of Items	Picture
01	Metal Alloy Hole Button	
02	Metal Alloy Shank Button	
03	Metal Alloy Snap Button Spring Type	
04	Metal Alloy Rivets	
05	Metal Alloy Sewing Button	
06	Metal Alloy Patch/Badge	
07	Metal Alloy Stopper	
08	Metal Alloy Buckle & D-ring	
09	Metal Alloy Suspender/Adjuster Buckle	

Metal Zipper Series:

Sl	Description of Items	Picture
01	Metal Zipper # 3, C/E Y Teeth.	
02	Metal Zipper # 3 C/E Regular	
03	Metal Zipper # 4 C/E Regular	
04	Metal Zipper # 5 C/E Regular	
05	Metal Zipper # 4.5 YG	
06	Metal Zipper # 4 YG	
07	Metal Zipper # 5 YG	
08	Metal Zipper # 5 open end one way	
09	Metal Zipper # 5 open end two way	

Service and Technical Support

We are resolved to services consequently specialized support like button attaching information sheet, punch mold, guaranteeing attachment quality on pieces of clothing and other specialized help is reached out to our esteemed client.

Quality Assurance

There are 4 levels of inspection during the production process.

IQC: Stringent incoming quality control consisting of inspection on raw and Component materials.

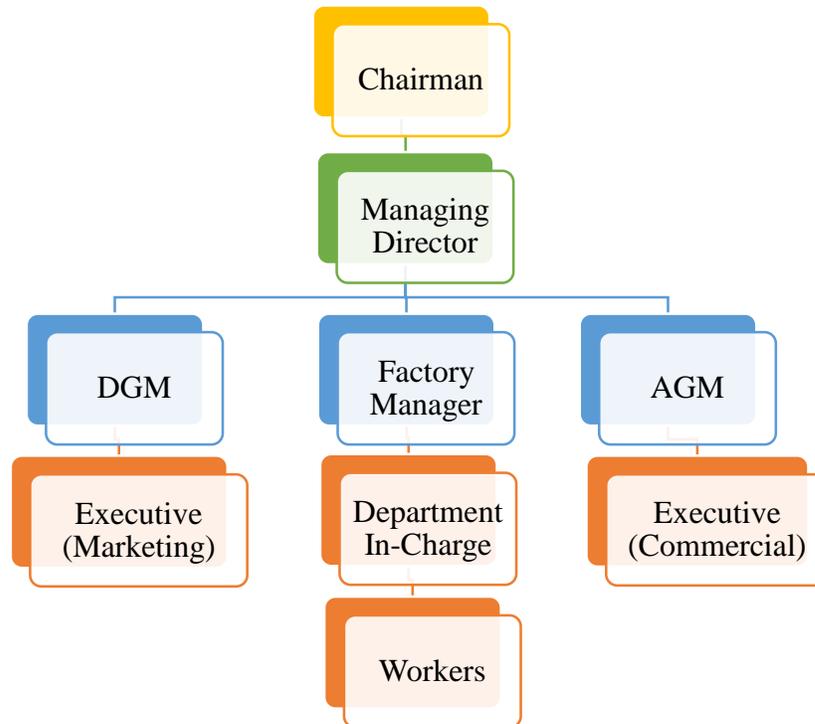
IPQC: Process inspection on production line.

FQC: Final quality control including functional test on all features in the Control.

OQC: Outgoing quality control consisting of inspection before delivery.

We are determined to manufacturer bets quality metal button and metal zipper in Bangladesh with all test guaranteed. Trials & hardship all the way Shenzhen people will united as one and strike forward. We will compose a new chapter through our hard work and unremitting effort.

2.7 Organizational Hierarchy



Chapter-03

Marketing Activities of Shenzhen Metal Industries Ltd.

3.1 Marketing Strategies:

The main goal of Shenzhen Metal is to position as the best provider of Metal Accessories in Bangladesh, instructing a dominant part of the piece of the overall industry inside five years. Shenzhen already positioned itself in the market that they provide the best product, best price and best quality. So they always produce the best quality product. This is why their price is also high. Their strategy is to maintain a good relation with the buyers and give them flexible service. This is why buyers don't divert to other companies. The main goal is to position as the best provider of Metal Accessories in Bangladesh, instructing a dominant part of the piece of the overall industry inside five years. The showcasing system will try to initially make client mindfulness with respect to administrations offered, create client base, and work toward customer loyalty. We look to impart the message that we are the best provider of metal accessories. This message will be conveyed through an assortment of strategies. The principal strategy will be commercials. The promotions will be done by the marketing executives in both factories and buying houses. We will likewise convey our message through casual social events and systems administration with buyers.

3.2 STP Analysis

Analysis of STP consists of market segmentation, target market and positioning.

Market Segmentation:

Shenzhen has segmented their customers into two groups:

- 1. Alloy Based Metal Accessories:** Alloy based metal accessories are more expensive than brass quality metal items. Customers who need alloy based metal accessories are in this segment.
- 2. Brass Quality Accessories:** Brass quality accessories are for those who wants to reduce their cost. Brass quality products are also expensive but less expensive than allow item. When a customer wants low price we provide then brass quality products.

Target Market:

1. **Buying House:** Our main target is buying houses who mainly deal with woven garments. Because our main products are metal button and zipper. Button and Zippers are mostly used in woven garments. So our target is buying houses who deal with woven garments. Sometimes we do not get access to factories. In that case by the reference of buying houses we can do business with the factories.
2. **Garments Factory:** Every garments need accessories. So they are our target customers. Especially for woven sector. In woven sector button and zipper are highly needed.

Positioning:

Shenzhen Metal Industries Ltd. has positioned itself as:

1. **Best Service:** Shenzhen Metal Industries Ltd. has a great reputation of great factory support. Shenzhen Metal Industries Ltd. offers the best factory service in Bangladesh. Shenzhen Metal Industries Ltd. holds the fastest delivery record.
2. **Best Price:** As per quality Shenzhen offers the best price as a local manufacturer.
3. **Best Quality:** Shenzhen Metal Industries Ltd. always focus on high quality products. They positioned themselves as the best quality products provider. Metal Industries Ltd. always imports raw materials from China for their products. They ensure that their clients get the best quality products.

3.3 Marketing Mix:

Marketing Mix of Shenzhen Metal Industries Ltd:

Product:

This is either an administration or a decent that has been produced to meet explicit client needs or requests. During advancement, items finish a particular life-cycle and that is the reason it's significant for advertisers to get ready for the item at all times. This begins by understanding what kind of issue the item is attempting to fathom. The potential and target clients should be

distinguished and saw splendidly all together for the item to succeed. **Shenzhen Metal Industries Ltd.** always focus on high quality products. They positioned themselves as the best quality products provider. Shenzhen import raw materials from China for their products. They ensure that their clients get the best quality products. That's why **Shenzhen Metal Industries Ltd.** has got the Appendix 6 standard certificate from the world famous **Oeko-Tex.**

“Shenzhen Metal Industries Ltd.” Product Category:

Metal Rivets:



Metal Alloy Buttons:



Metal Zippers:



Price:

This is the sum the shopper is relied upon to pay for utilizing the item. The evaluating of an item will affect enormously how the item sells in the market. Fundamentally, it's the apparent estimation of any item to a client as opposed to setting any cost on it and anticipating that it should sell. As a rule, if the item is estimated by client esteem, it may even sell higher than its undeniable worth. Then again, if the item is underestimated by the clients, the value should be lower for the item to sell. Different elements that influence the general cost of an item incorporate worth chain costs, markups, appropriation plans and furthermore contender valuing. The pricing strategy of **Shenzhen Metal Industries Ltd.** high. **Shenzhen Metal Industries Ltd.** make high quality products that's why the pricing is also high. Shenzhen import raw materials from China for our products.

Place:

This alludes to how the item is benefited to the end customer. A key component of position is circulation of the item. A decent arrangement system will enable you to survey the most proper channel to be utilized for the item. Contingent upon how a client gets to the item, it will likewise decide the whole promoting technique. **Shenzhen Metal Industries Ltd.** has choose Gazipur as their factory location. Because it's an industrial area. There are many factories in that area. So Gazipur is a suitable place for our factory. Customers can find us easily. On the Other hand our Head Office is in Uttara. Because Uttara is very popular for Garments related offices. There are many Corporate Offices and Buying Houses in Uttara. Is place is choose because all the buying houses are nearby. So marketing executives will find it easy to visit them and it will also be easy for the buyers to visit us also.



Front Side of the Facoty of Shenzhen Metal Industries Ltd.



Inside of the Facoty of Shenzhen Metal Industries Ltd.

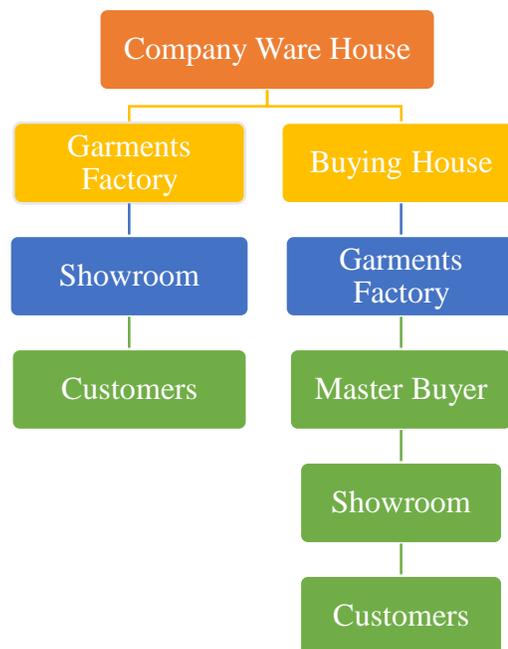
Promotion:

We don't have that much promotional activities. Marketing Executive directly to Factories and Buying Houses for promotional activities through:

1. Give Leaflets
2. Show Company Profile
3. Participate In Different Industrial Fairs
4. Provide Different Incentives to Buyers.
5. Free Sampling.

Distribution Channel

Shenzhen Metal Industries Ltd. distributes its good in two ways. One is directly to the factories and another way is through buying houses. When distribution is done through buying house, the process is longer. It changes many hands to get to the final customers. On the other hand supplying directly to the factories cost less time to get to that final customers.



Chapter-04

Problems, Recommendations & Conclusion

4.1 Problems Identified

1. Shenzhen always focuses on high quality products. That's why they import high quality raw materials from China. Because of that the price is higher than our competitors.
2. Competitors of Shenzhen Metal Industries Ltd. manufacture variety of Accessories. On the other hand Shenzhen Metal Industries Ltd. only manufactures metal accessories.
3. High technology requires high skilled operator to control that. There is no highly skilled operator in this company. That's why machines are backdated which can easily be operated.
4. Because of the shortage of space it is hard to setup new machines. Because of it production capacity can't be increased.
5. Because of the price rise of raw materials, product price automatically increases. Competitors are taking advantage of this that produce low price products.
6. As China has variety of high technology machines and highly skilled employee they can manufacture whatever they want and within any price range. So it is a big challenge for us to compete with them.
7. As the competitors of Shenzhen Metal Industries Ltd. use low quality raw materials, they can produce low price products. Competitors are taking advantage of this who produce low price products.
8. Quick obsolescence of technology makes a huge impact. Because it is hard for growing company like Shenzhen to make changes continuously. There are many limitations like limited fund, lack of skilled human resource to operate new technology, lack of space to setup new machine.
9. As it is a growing company it has a limited amount of fund. Because of this they can't hire highly skilled machine operators or employees, they can't increase the factory space, they can't hire more skilled sales executives, they can't afford to buy latest high technology machine.

4.2 Recommendations

As indicated by my work on Shenzhen Metal Industries Ltd, I have distinguished a few segments where some improvement can occur; here are those:

1. Create a new segment of low price products. This segment will be for those who want low price products. It will help us to capture more market.
2. Can also manufacture other accessories also. Along with Button and Zipper **Shenzhen** can also produce Labels, Prices Tags, and Rubber Patches. Competitors of Shenzhen Metal Industries Ltd. manufacture variety of Accessories. So they should also all-rounder.
3. High technology requires high skilled operator to control that. So they should hire highly skilled employees.
4. Because of the shortage of space it is hard to setup new machines. To increase the number of machines there should be enough space.
5. Marketing executives are the main reason to get orders. They use their creativity and get the orders. If they are not skilled orders will not be generated. So more numbers of well skilled marketing executives are required. Because the more they will have executives the more they will have the opportunity to get the orders.
6. Delivery is a huge issue in garments sector. Delay can cost a huge loss. **Shenzhen** has that goodwill to give fastest delivery. China can make anything but it takes huge lead time. On the other hand we can deliver within 4-5 days. Which is a huge advantage for us.
7. Making good relation and maintaining it is the new definition of marketing. If marketing executives can maintain good relations with their clients they will become loyal and won't divert to other suppliers.

4.3 Conclusion

Companies exist when at least two individuals progress in the direction of accomplishing shared objectives. An association can never be better than the general population it employs. Henceforth we need to persuade the best to be the best in light of the fact that the presentation of the representatives mirrors the organization's picture and remaining in the market. Shenzhen Metal Industries Ltd. is growing nicely day by day. There are some issues that are creating problems for the company. The major issues were: pricing issues, manufacturing only metal accessories, lack of high technology machine, lack of space for new machine, lack of sufficient number of skilled marketing executives, price rise of raw materials etc. They can overcome these problems by hiring skilled employees and observing what competitors are doing to solve them. Here in the report the best attempt was taken to give exceptionally useful and valuable insights about the internship in Shenzhen Metal Industries Ltd. By perusing this one would concur with increasing functional experience of what is realized in books is as significant and helpful as some other thing. It feels lucky to verify a situation as a passage here and in this way ready to do and top to bottom investigation of the workplace of this organization from within and of the outside condition.

References:

1. Kotler Philip, Principles of Marketing, 12th Edition, PRENTICE HALL, Year of publication-2010.
2. Company Profile of Shenzhen Metal Industries Ltd.
3. Shenzhen Metal Industries Ltd. Marketing Department.

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<https://shenzhenmetal.com/>

<https://en.wikipedia.org/wiki/shenzhenmetal>