



Daffodil
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An Analysis of the Marketing Activities of LumexTech Solutions Ltd

Submitted To:

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LETTER OF TRANSMITTAL

18th December, 2019

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
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Daffodil International University

Subject: Submission of an internship report titled “An Analysis of the Marketing Activities of LumexTech Solutions Ltd”

Dear Sir,

I have prepared an internship report titled “**An Analysis of the Marketing Activities of LumexTech Solutions Ltd**” under your kind supervision as a requirement of completing the degree. I have tried my best to prepare the report in consistence with the optimal standard under your valuable direction.

I made every effort to reveal greater insight in this report. I hope that this will meet the standard of your judgment. Thanking you for your kind supervision.



Sincerely yours

Aklima Rahman

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CERTIFICATE OF APPROVAL

This is to certify that **Ms. Aklima Rahman** bearing ID: 171-14-2351 is a student of MBA Program at Daffodil International University. She has completed the internship report under my supervision. She has worked at LumexTech Solutions Ltd as an intern and completed the report entitled “**An Analysis of the Marketing Activities of LumexTech Solutions Ltd**” as a partial requirement for obtaining MBA degree.

The report is recommended for submission and presentation.



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Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
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ABSTRACT

LumexTech Solutions Ltd is one of the fastest growing IT firms in Bangladesh, commenced its operations from mid-2013 and has since been able to establish one of the largest networks of some branches all over the country. LumexTech Solutions Ltd offers all kinds of Commercial Corporate and Personal Web-based services including software solutions.

LumexTech Solutions Ltd is one of the IT firms which facilitate all kind of services that an IT firm can offer in these days. It is working locally as well as internationally with great goodwill and customer base. Customers are very important for every business because of the availability of the Services all over the world.

IT firms in Bangladesh has grown significantly as “Service-Industry” overtime. My report is based on the marketing activities of LumexTech Solutions Ltd. In this study I tried to lift up a general scenario of marketing activities of LumexTech Solutions Ltd as an IT firm that promised and delivered all the values to the customers.

The first part of the study contains information of the organization itself, the products and services that IT firm is providing to the customers and vision for the future.

The second part of the study contains the nature of job, my duties and responsibilities towards the job and some suggestions how they can improve their current marketing activities to make their services easily available to the customers.

The third part contains the Activities that I was involved in my internship period. In this part I have discussed about marketing strategies of LumexTech Solutions Ltd, employee’s behavior and cooperation to the customer.

The last part contains the conclusions of the study. Before drawing any conclusion based on this study it may be noted that there might be lack in data, but still it may be useful for designing any further study.

ACKNOWLEDGEMENT

It is a great pleasure to prepare internship report titled “An Analysis of the Marketing Activities of LumexTech Solutions Ltd”.

At the beginning, I would like to express my deep gratitude to Almighty Allah for giving me the strength and ability to complete the report in time. I feel honored to show my respect to my honorable supervisor Professor Mohammed Masum Iqbal, PhD, Professor of the Department of Business Administration, Faculty of Business and Economics, Daffodil International University, for his guidance and valuable suggestions throughout the period of this study, without which it was not possible to complete this report in time.

Moreover, I would like to thank Toufique Rahaman Shovon (CEO), Imran Hossain (Head of Admin) of LumexTech Solutions Ltd for kindly allowing me for the practical orientation program in the organization which earned me the opportunity to learn about the title “An Analysis of the Marketing Activities of LumexTech Solutions Ltd”.

This Internship Report has been prepared as the part of MBA program under Daffodil International University.

Last but not the least; I would like to express my gratitude towards the Almighty for providing me with this opportunity to complete the MBA program in an internationally acclaimed university with patience and perseverance

ABBREVIATIONS

LSL- LumexTech Solutions Limited

IT- Information Technology

GDP- Gross Domestic Product

E-Commerce- Electronic Commerce

BPA- Business Process Automation

PC- Personal Computer

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1.1 Introduction

Software companies lead on several business models and they generate different types of products best on market place or the customer demands. At present most of the companies of the world, they have started to use model to meet their special needs. Their main objective is to develop mobile application, game development and software development.

LumexTech Solution Ltd. is leading web design, software development, Outsourcing and ICT consultancy company.

The largest software companies in the world

Microsoft, SAP, VMware, Symantec, Oracle

In Asia the biggest software service company is

WIPRO, Tata Consultancy, Services satyam computers, INFOSYS

10 Software companies in Bangladesh.

Dream 71 Bangladesh Ltd., Magnito Digital, Soutech Ltd., Data soft., Tiger IT Bangladesh. Brain Station 23 Ltd., Kaz Software Ltd., Revesoft, Newcred, Lead Soft.

Bangladesh is a developing and population country. Population over 150 million. High cultural acceptance capability, international language skills, analytical receptivity and industrious youth with brilliant punctuality. Last few decades the country has brought exceptional economic progress with GDP growth. By exporting software in 2009 the country earned US \$ 33 million. It incubator center. It was established in November 2002, almost 50 IT firms are now doing business. The LumexTech Solution Ltd. has been playing very vital role for creating high quality employment. The country total export Bangladesh Association of software & information services 2010 export is only 0.2%. A current study shows that the wage rate of IT professionals in India is almost double of the Bangladesh IT professionals. As much as expected IT Sector has not been increasing yet. For National income it does many work significantly as well as they do work for young graduates.

1.2 Background of the Study

I have worked as a Marketing Executive in LumexTech Solutions Ltd. I have done some other works too. Although, they are service and product oriented company, their main duties and responsibilities were to visit the clients face to face. For their website and software they take the requirement. Short description of my work in the following—

Taking Requirement:

For attracting clients we show some demo website or software as well as sometimes giving them idea of our work. Many people, they are interested to give work we giving offers such people, they are agree to give work to us. To take the requirement for website and software I have visited.

Mass/Direct Marketing:

LumexTech Solutions Ltd is mainly works internationally. When market is new, at the time their need mass marketing. Hear client profile is very necessary. Direct Marketing, very important to increase client relations. Over the phone who talked or called such clients. Actually I visited those clients. For local marketing they have recruited some sales persons. I was an executive of them.

Managing Clients:

Bangladesh, has many organization. Most of the owner of that companies are not completely educated. Actually for monitoring clients behavior and their demand direct marketing helped me.

Sustain Database:

Actually I was very careful about work I tried to put all information, to our office database I have putted all data. Timely I have called the clients. Call was very important for knowing their updated. To keep good relation with clients this will help me. People have lack of information about IT work.

1.3 Scope of the Study

For the purpose of my internship program, I was assigned at LumexTech head office and this provides way to get myself familiarized with IT organization environment. This report on marketing activities of system mainly encompasses the performance of LumexTech Solutions Limited in comparison the marketing activities. To know the Marketing Mix of LumexTech Solutions Ltd., to analysis Marketing strategies of LumexTech Solutions Ltd. Internship gives proper knowledge about that organization.

The scope of the study:

- The study gives a lot of knowledge about LumexTech Solutions Ltd.
- To gather experience it has a big opportunity. To increase the different experience in different departments it helps.
- Planning and deciding marketing strategy the study helps.
- Identifying the key areas of weakness and strength the study helps management as well.

1.4 Objective of the Study

The study has been carried out with the following objectives;

- To identify marketing strategies of LumexTech Solutions Ltd;
- To explain Marketing mix of LumexTech Solutions Ltd;
- To identify problems related to marketing activities of LumexTech Solutions Ltd.
- To make recommendations to solve the problems;

1.5 Methodology

The study was completed using the data collection process from internet, research reports, and available study papers on this topic or some other related topics. And the other one is collected from people and visiting the market physically and listening to the customers.

Primary Data:

With marketing people LumexTech Solutions Ltd. arranged meeting. leader was present there and all staff and employee shared experience. Need to change marketing strategy. Market condition is not always same, it is changing. On present marketing strategy depends future. By team meeting LumexTech Solutions Ltd. gather many information about of market.

In LumexTech Solutions Ltd the recruited person works as a marketing Executive where the responsibility of the duty. To capture clients information marketing most important. LumexTech Solutions Ltd. now works internationally. When I has a job holder during this turn I experienced a lot of information about marketing strategy. It was helping me to do this report.

a. Data Sources: The primary sources of data include the followings:

- Training of LumexTech Solutions Ltd.
- Taking initial lecture from senior offices.

- Practical work experienced in different disk.
- Study of different files of different sections of the IT organizations.
- Practical experience of marketing and selling.
- Physically conversation with the clients.
- Direct communication with the clients.

Secondary Data:

And the researcher used the website of LumexTech Solutions Ltd. For secondary data collection, the researcher had gone through some searches on internet looking for related marketing activities information available in the past made studies.

b. Data Sources: The Secondary Sources of data include the followings:

- Class notes from the initial training period.
- Different procedure manual published by LSL.
- Technical and trade journals.
- Information regarding new product development.
- Annual reports of different publications of LSL.
- Website of the LumexTech Solutions Ltd.
- Theoretical books relating banking sector.

1.6 Limitations of the Study

At that time I have faced some barrier of preparing this report. To know the marketing. The present Study was not out of limitations. To know the marketing strategy it was big chance. Without sales activities marketing can't do to continue it's work.

Some limitations are as follow-

- i. The main limitations of the study are insufficient entry of information. For the study the scope of analysis very necessary.
- ii. To provide valuable information I was incapable. Without many information and data report does not contain.
- iii. Shortage of time one of the major limitations. To provide information they had tried. Because of limitations of different source of information's they could not help me.

1.7 Marketing Activities of LumexTech Solutions Ltd.

To know customer needs and their satisfaction marketing is based. Marketing such a management process which services and goods move to the customer from concept. Selling, one kind of technique of getting people. selling presents itself with techniques. For getting people to exchange cash corporate. Marketing it does. To create, discover and satisfy customer their needs it has strong integrated effort.

Segmentation :

Custom Software:

To do this custom development we are glad for you. Actually office equipment is really costly. For medium sized organization or small sized organization it that much cost effective sometimes. With current installed software you sometimes face many problems in your organization. with your organization custom software that only best fit. For this reason custom software you need in that case.

Mobile Applications:

Without mobile devices future of web impossible. Web is completely depends on mobile devices. With mobile application LumexTech Solutions Ltd. does work. We can update or develop mobile application.

Business Automation:

By reducing cost effort and time our industry help you to automate your business as well as can implement all business. To contain cost business process automation is a business uses process. By integration application it consists and also restructuring labor resources.

Network Solutions:

Is a part of business process automation. When amongst work station if you need a secured network and it must be effective. If your organization is running with enough number of work place you need network. We already updated, developed and implemented. Our services modern we implement modern/latest network technologies. There includes complex host server.

E-Commerce Solutions:

Everything is being done virtually now. Without office, physical office you can run your business by web or by modern/latest technology. Any man can display his/her products online and can sell via your website. For your business our e-commerce solutions, give you latest technology.

Web Applications:

To intricate business application it is a functional website to run your application gives you freedom. Actually at the time it gives freedom when you lost your office internet connection Server platforms.

Server Platforms:

Linux, Mac Os X and Windows table with the new website layout and would recommend Bengal Solution to anyone.

Database Systems:

MySQL, Doctrine, Hibernate

Technologies Languages:

Technologies Languages:

Java EE, JAVA, C++, ASP.NET, Perl, JavaScript, AJAX, XHTML, CSS, PHP.

Targeting:

To Provide the Whole Package:

Informing our growth Bengal solutions has expanded and it was founded for informing growth. With one central tenant it has expanded.

Not easy in IT sector to provide the whole packages. about fifty different language programmers actually who specialize in any one of. Designers are satisfied being creative mediums and software packages. For your web applications customize software the right platform we have chosen as well as we chosen design and development process. Our business model allowing who exceptionally talented and they are most suited to individual areas. Our business model excepts. Dedicate development resource LumexTech Solution LTD. Provide unique quality services. To provide exceptional services it is committed.

▪ Exceptional Product at Unrivald Prices:

LumexTech Solution LTD, Our business model allowing who exceptionally talented and they are most suited to individual areas. Our business model excepts. Dedicate development resource LumexTech Solution LTD. Provide unique quality services. To provide exceptional services it is committed.

▪ A Commitment to Outstanding Services:

As simple as possible we made the process, actually we realize that to develop your website web application software when you knock us. You will be project manager it will be assigned. For your project we will also even assign a consultant if is a business automation. For provide feedback , a project track development process create a system to establish. You will work with your consultant.

Positioning :

A current study shows IT professionals in India is almost double of the Bangladesh IT professionals. The LumexTech Solution Ltd. has been playing very vital role for creating high quality employment. The country total export Bangladesh Association of software & information services 2010 export is only 0.2%. A current study shows that the wage rate of IT professionals in India is almost double of the Bangladesh IT professionals. As much as expected IT Sector has not been increasing yet. For National income it does many work significantly as well as they do work for young graduates. we are speedy or active upliftment methodology about quality we are completely very busy or anxious. By email, phone, mobile, web messenger our development platform we always communicate with clients. Agreement and payment plans. we can provide.

Production:

When the application comes to agreed stage. Then it will publish. Web in temporary folder on your web services to check functionality, it gives you opportunity. With our project tracking system your project manager creates an account. It provides frequent development, updates it will produce weekly.

Pre-Production:

We will take Pertinent technical data. For target audience, about target we talk much more. When formalities one shorted.

▪ Our Products:

Hospital Management System	Online Ticket Management System
ERP Solutions	University Management System
Accounting Software	Online Voting System
POS and Inventory	HR Software

Last few decades the country has brought exceptional economic progress with GDP growth. By exporting software in 2009 the country earned US \$ 33 million. It incubator center. It was established in November 2002, almost 50 IT firms are now doing business. The LumexTech Solution Ltd. has been playing very vital role for creating high quality employment. The country total export Bangladesh Association of software & information services 2010 export is only 0.2%. A current study shows that the wage rate of IT professionals in India is almost double of the Bangladesh IT professionals. As much as expected IT Sector has not been increasing yet. For National income it does many work significantly as well as they do work for young graduates.

“Why should the consumers buy from me instead of my competitors?”

Marketing Strategy includes-

- a) Competition
- b) Target Marketing
- c) Marketing Mix

- **Marketing Mix**

In the Marketing Mix product is variable. Product 3 parts of product.

The core product, Augmented product, the tertiary product price fluctuations in the market.

1. Product	2. Price
3. Promotions	4. Physical Evidence
5. Place	6. People
7. Process	

Product:

To take decision and for making marketing plan product is the first part. In the Marketing Mix product is variable. Product, 3 parts of product. Product divided 3 parts.

The core product, Augmented product, the tertiary product.

Price:

Price very necessary for increasing profitable business or marketing. By pricing positioning and targeting affected. Pricing actually used for sales promotion. For strategy, there has many pricing strategy it would be used implemented marketing. For rising brand equity sales promotion pricing strategy very need. Pricing effects positioning and targeting of a product. Finally we understood that when more product launching. About profitability might support about launching.

Place:

For Selection place actually here need distribution channel. Distribution, without product and pricing decision distribution impossible.

Promotion:

When the product is completely new in the market. At the time it needs brand as well as brand recall promotions or if where the product is exist in the market.

Relating The Marketing Mix

Product Building Activities:

1. LumexTech Solutions Ltd. Makes Differentiation:

Differentiation between LumexTech Solutions Ltd gives offer to the clients placed available price. Internationally it works at present competitive market. competition is always existing IT sector. Now this competition is very high. Many IT firms are coming.

2. LumexTech Solutions Ltd's Demand from the Product/Services:

When any type of companies wants to be renewed and it wants to do business in international market. website must need here. If there website is not very much attractive LumexTech Solutions Ltd, can give exclusive side. LumexTech Solutions Ltd, sales their product internationally day by day they want to update their website. By this website they attractive they show their all information. Actually such website must need those looks better. LumexTech Solutions Ltd gives this website. They provide all types of high quality product. This organization buildup 3/4 years ago.

3. Features to Meet Customer Needs:

LumexTech Solutions Ltd offered some features for LumexTech Solutions Ltd website which are-

- ✚ Representation of company service and product
- ✚ Data searching option
- ✚ Online Chat option

4. Size and Color of the Product/Services:

LumexTech Solutions Ltd, use matching color to make friendly website they use short space. Total size of LumexTech Solutions Ltd, is 12 MB. It is very easy to show on web it is matched with the logo color. Friendly website and software it always delivers.

Pricing Activities:

1. LumexTech Solutions Ltd, given us many link in Chittagong city. We already grab seventy school order for website order. For gaining market share LumexTech Solutions Ltd helped.
2. Product and Service value:
LumexTech Solutions Ltd offers gives, they observe the clients financial condition, it is one of the distinguish company in Bangladesh. It given a price which wise logical for the people. Also effectively rival with the competitors. To take decision Speedily this lesson help enough. For their website to space order LumexTech Solutions Ltd.
3. LumexTech Solutions Ltd price compare with the competitors:
Consequently LumexTech Solutions Ltd for Ashiyan group LumexTech Solutions Ltd has offered the best possible price. With the competitors to compare the price it order to get it offers Perfect price from the clients.

LumexTech Solutions Ltd		Cost	Real Competitors		Price/tk
Domain Name	net.com, org, biz	1000/-	Domain Name	.com, net, org, biz	1200/- 1500/-
	.com.bd	1500/-		.com.bd	1800/- 2000/-
Hosting	500 MB	500/-	Hosting	500 MB	2000/-
	100 MB	2000/-		100 MB	4500/-
	1 GB	3500/-		1 GB	6000/-
Design	Basic	8000/-	Design	Basic	10000/-
	Standard (Int)	20000/-		Standard	25000/-
	Exclusive	40000/-		Exclusive	60000/-
Development	Basic SEO		Development	Basic SEO	Service Available
	Standard SEO			Standard	20000/-

Placing Activities:

1. Maintain relationship by mail and website it is though for the international clients. To maintain world wide or to maintain relation all types of clients to keep international clients relation it is a best way. Actually by mail and website we can keep good relation with international clients. it is very way to maintain relation between local and parties of Ashian gorup.
2. Go, to office physically it is difficult for many customer. Actually highly commercial place, there is some new site, customer can buy the land position. Our office location is Gulshan-2 This place actually commercial. Area of information technology and many people to gather information live chat mailing who from developing countries. They can communicating each other about offerings.

Promotional Activities:

1. SEO Promotion :

“Search Engine optimization” Actually when we do SEO after doing it any man can find the first page of search engine. For all firm SEO is very essential when a person need website for his/her organization searching. Actually if you need website or for your organization and you need the internet then you come first in the page and these are search SEO.

2. Promotion:

Promotion by New Website: Ashiyan Group does promote their product or services on radio, TV, newspaper, and billboard. They just have a website which is not and international standard. LumexTech Solutions Ltd is planning to promote their land property and education city through their new website where all the information will be put down in a categorize way. As the new site will look very attractive so promoting their product through website is a clever decision.

1.8 Discussion Analysis and finding

1. Competitor Analysis

Main Competitors Tactical Strategies:

From beginning they are doing business in local market companies process the greatest intimidation. Their main strength actually they started local marketing but there element is not very strong. As clients who create bad impression in market. There charge higher. But actually they giving full facility for website.

2. Competition that Threatens LumexTech Success:

Now new worker their doing work successfully. It faced many competition they do not face barrier. For designing website they faced many competition big budget when some people work with huge capital at that companies first month provide free service.

1.9 Problems and Recommendations

As LumexTech is in its early stages of growth, it cannot handle its marketing activities in a proper way because of its less experienced management level employees and its board of trustees. Because of the engineers' shortage, its employees face a heavy pressure in time of doing their everyday task as it gets more works than the employees can do in a day.

Problems identified:

- Though LumexTech Solutions Ltd is a big name in Bangladesh in IT and Web Development Sector, it has not grown to the standard of the developed country's IT and software firms because of its less promotional activities in Televisions and Radios.
- Because of the less experience employees in marketing department it sometimes face a real big threat of managing the large campaign staken.
- As LumexTech is in its early stages of growth, it cannot handle its marketing activities in a proper way because of its less experienced management level employees and its board of trustees.
- Because of the engineers' shortage, its employees face a heavy pressure in time of doing their everyday task as it gets more works than the employees can do in a day.
- LumexTech does not have enough networks with the firms that needs a working business software or a website ton run the business.

Recommendations:

- To improve the standard of LumexTech Solutions Ltd to the mark of the developed country's IT and web development firms, it needs to start promoting their organization in televisions and radios.
- To get the highest benefit of a promotional campaign it should hire more experienced employees than it has currently.
- Management level employees should be trained on marketing activities management and the board of trustees should be a bit more witty and flexible in time of setting the promotional goals.
- More Engineers should be hired to survive in this competitive market and to deliver the services to the clients in time and to earn clients compliments.
- LumexTech should make a stronger network with the substitute business firms and the organizations that need a working business software or a website.

1.10 Conclusion

In Addition, it offers the opportunities for financial rewards and promotions. We should study marketing strategy because we all use marketing techniques in every aspects of business. If we want to work in business, we need to know about marketing strategy because marketing people play a vital role in business activities. After conducting this report successfully I have found that Bengal Solutions Limited can be able to create a significant position to our economy and try to boost up the economy of Bangladesh. In conclusion, I can strongly predict that LumexTech Solutions Ltd contains a great future ahead of it. Marketing jobs are inherently interesting because of the variety of people encountered and activities undertaken.

1.11 References

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