

# **An Analysis of the Marketing Activities of Junayna**

## **Submitted to**

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## **Submitted by**

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

**Date of Submission: 15-12-2019**

## Letter of Transmittal

**15 December 2019**

**Professor Mohammed Masum Iqbal, PhD**

Dean

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report.

**Dear Sir,**

It is my extraordinary delight to present the Internship report entitled "An Analysis of the Marketing Activities of Junayna". According to necessity of MBA, I have finished the Internship in Junayna.

This report depends on the information and encounters that I have picked up during my temporary job period at Junayna. Subsequently, I would be very upbeat and appreciative on the off chance that you acknowledge my Internship report and perceive difficult work and assurance that I have assembled in readiness and fruition of this report. I have given my best to bring a shot the first circumstance of the advertising exercises.

I might want to thank you for your help, rules and perception of my works which made it simple for me just as gave information on learning in down to earth.

Yours Faithfully,



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**Saila Dewan**

ID: 173-14-2538

Major in Marketing

MBA Program

Faculty of Business & Entrepreneurship

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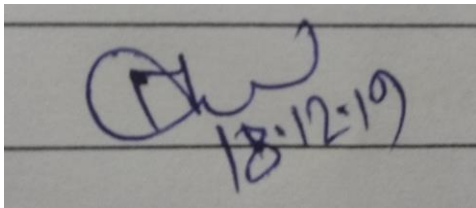
## Certificate of Supervisor

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This is to certify that the internship report entitled An Analysis of the Marketing Activities of Junayna has been submitted by Saila Dewan, ID: 173-14-2538 for the award of the degree of Masters of Business Administration (MBA) program major in Marketing in Daffodil International University.

To the best of my knowledge and as per her declaration, any part of this internship report has not been submitted for any degree, diploma or certificate elsewhere.

The report is recommended for submission.

A photograph of a handwritten signature in blue ink on lined paper. The signature is stylized and includes the date '18.12.19' written below it.

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**Professor Mohammad Masum Iqbal, PhD**  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## **Acknowledgement**

First or more all else, I might want to pay my most profound appreciation to the omnipotent Allah who has helped me through every one of the challenges throughout my life and indicated me the correct way. It is Allah who has made my voyage into the enormous ocean of information smooth and simpler. I might want to express gratitude toward Junayna for giving me pleasant workplace to the fruitful finish of the program. My earnest appreciation likewise goes to my administrator Professor Dr. Mohammed Masum Iqbal, who has guided me from the earliest starting point of my entry level position program. His motivation and support has made me sure and self-subordinate. His eager endeavors and thankfulness has extraordinarily added to my report. Every one of the deficiencies and shortcoming of this report, in any case, are acquired by me. I express my gratefulness to all staff individuals from Junayna, Mirpur Branch, particularly Md. Zahid Hossain Jibon for giving all the help in the association. Exceptional much gratitude goes to the respondents, who saved their time liberally, and took the issue of noting my inquiries and helped me to finish my investigation.

## **Executive Summary**

Today "Junayna" is one of the rising and understood restorative brand shop in Dhaka city particularly with blend classification items. The business was established by Md Zahid Hossain Jibon and Monoara Hossain. Junayna has been begun through Online at Dhaka city in 2014. After their prosperity they opened First outlet in the year 2016 at Dhanmondi. Junayna works in 3 outlets; Dhanmondi, Mirpur and Baily Road. The shop is into the business that is on the point of confinement of developing however it tosses the chance to extend outlets quickly developing markets where the acquiring power is expanding quickly.

Junayna presented an online business webpage which work with the f-trade website of Bangladesh. F-trade site is mostly the facebook business site where individuals lead their business which is the purchasing selling facebook stage. Junayna primarily make a stage for facebook merchants where they can maintain their business easily with no issue. Junayna gives all the vital backings to their dealers. It has numerous highlights which they created for the facebook venders for example, Shop Management framework, conveyance administration, facebook lift and advancement, merchants preparing session and so on. This report is about Junayna commitment in the internet business segment, how Junayna helps these online dealers and making a stage where online venders can examine and have an appropriate arrangement of their issues. This report is the consequence of a quarter of a yearlong temporary position program directed in Junayna and is set up as a prerequisite for the finishing of the MBA program of daffodil International University In this report I have clarified Junayna's primary highlights their vision, strategic, shop the executives framework which incorporates shop the board apparatuses, request the board, Delivery backing, Boosting and advancement and advertising exercises and so on following this my obligation as an assistant what are the difficulties I have confronted and the everyday working examples and my learnings from that. Next, the advertising exercises of Junayna in the web based business industry, for example, dinner vender session, global conveyance, and smaller scale fund credit and so on and the restriction of my temporary job experience following with the proposals for web based business website of Bangladesh.

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# **CHAPTER: 1**

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## **INTRODUCTION**



## **1.1 Background of the Study**

As an understudy of Master of Business Administration (MBA) everybody needs to lead a pragmatic direction in any association for satisfying the necessities of the 12 weeks (3 months) Internship Program. The fundamental motivation behind the program is to open the understudies to this present reality circumstance. This report is done as a halfway prerequisite of the temporary job program for the MBA understudies. This report is set up for the entry level position program comprising of a significant top to bottom investigation of the all-out corrective business of Junayna. Functional information is principal for the use of hypothetical knowledge. Remembering this and entry level position program was being remembered for the MBA educational plan. The objective of this investigation is to uncover the understudy in the authoritative work circumstance and furthermore to give a chance to applying study hall learning practically speaking. There are some distinction among speculations and practice. I am exceptionally pleased to get together with Junayna as Internee Incounseling with the manager of the program I have chosen a theme "An Analysis of the advertising exercises of Junayna" As a piece of the program I was set in Junayna, for having down to earth presentation in the shop for around three (3) months entry level position program. At the hour of working there, I needed to choose a territory of concentrate in which I can make detail research and present my comprehension in the report. From this point of view, on fulfillment of 3 months temporary position program, I have arranged this report. Junayna has presented some new worldwide restorative brands which has gotten high market request.

## **1.2 Objectives of the Study:**

The objectives of this study are as follows:

- To identify the marketing strategies of Junayna;
- To explain marketing mix of Junayna;
- To identify problems related to marketing activities of Junayna;
- To make recommendations to solve the problems;

### **1.3 Origin of the Study**

To complete a MBA program it is necessary to perform an internship program under any reputed organization. This program actually makes a relationship between theoretical and practical knowledge. The primary goal of internship is to provide a primary corporate exposure to the student and an opportunity to translate the theoretical conceptions in real life situation. The internship program covers a period of three months of organizational attachment. For successful accomplishment of MBA program, I, Saila Dewan of Master of Business Administration was placed in Junayna, Mirpur Branch for the internship program under the guidance of Professor Dr. Mohammed Masum Iqbal, Dean. Faculty of Business & Economics, Daffodil International University.

### **1.4 Scope of the Study**

The report covers the background, functions mostly on marketing activities including online sales & outlets sales activities of Junayna. Thus report is to acquaint with identification of problems regarding marketing activities of Junayna.

### **1.5 Methodology of the Study**

The study requires a systematic procedure from selection of the topic to final report preparation. To perform the study, the data sources are identified and collected, these are classified, analyzed, interpreted and presented in a systematic manner and key points have been found out. Exploratory research has been conducted for gathering better information that will give a better understanding about marketing activities of Junayna.

### **1.6 Sources of Data**

Essential data sources from both primary and secondary are identified which are completed and worked out for the study.

#### **Primary data**

Conversation with the Clients

Different manuals of Junayna.

Different circulars, Bills and Vouchers of Junayna.

Personal Observation.

Performance of practical activities.

### **Secondary data**

Various internship reports of Junayna.

Different papers of Junayna.

Unpublished-data.

Different textbooks.

Various files, register books and various documents.

## **1.7 Limitations**

This report is made on the basis of my internship experience which is only a couple of months and this is not a sufficient time to know an organization very well and the industry it belongs. So there are many other things which belong to this organization as well to this industry. Some limitations are given below:

Being an intern I wasn't allowed to use the printing machine when the need arose.

All the employees helped whenever I needed but they did not share much internal information. As a result I could not collect sufficient information pertaining to this report.

The company does not have sufficient source of secondary data and collection of data was not smooth.

As compliance was very implicit and confidential it was difficult for me to get these data for my research.

## **CHAPTER: 2**

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### **Junayna at a glance**

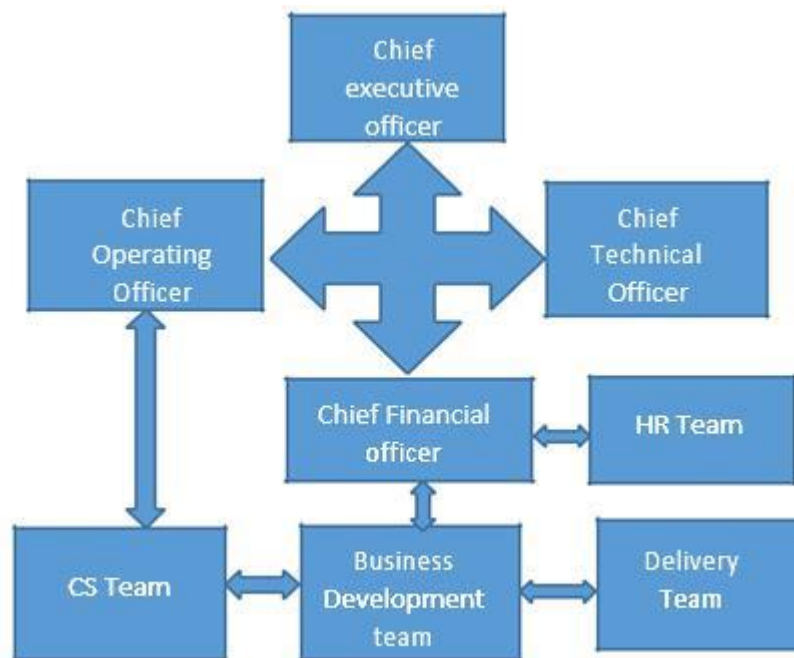
## 2.1 Junayna

Junayna is an outlet and Facebook business the board instrument. It's likewise a one-stop answer for Facebook business pages. Business pages can empower Junayna (Only work area see) segment on their Facebook page, utilizing which they can sort their items and furthermore give the clients opportunity to shop all the while. Through Junayna stage one can deal with their requests, Inventory information, oversee both conveyance and money down of their items and furthermore support the item selling post.

## 2.2 Background

Today "Junayna" is one of the rising and surely understood storative brand shop in Dhaka city particularly with blend class items. The business was established by Md Zahid Hossain Jibon and Monoara Hossain. Junayna has been begun through Online at Dhaka city in 2014. After their prosperity they opened First outlet in the year 2016 at Dhanmondi. Junayna works in 3 outlets; Dhanmondi, Mirpur and Baily Road. The shop is into the business that is on the point of confinement of developing however it tosses the chance to extend outlets quickly developing markets where the buying power is expanding quickly.

## 2.3 Organizational chart



## 2.4 Vision

As online business industry is becoming extremely quick in our nation. In this way, Junayna's vision is to take the e-trade industry into the following level to improve their dealer's life and help them to assemble their business in a sorted out manner.

## 2.5 Mission

Junayna's critical to turn into the biggest outlet just as e-business stage in Bangladesh and help their clients get the full advantage of being associated.

The services Junayna provides are given below:

- 1) Shop management tool.
- 2) Order management.
- 3) Delivery Support.
- 4) Boosting and promotion.
- 5) Importing Products

## 2.6 How Junayna works

Junayna is an e-business site which fundamentally works with the Facebook merchants. Here Junayna offers various administrations to their vendors, for example, conveyance administration, Facebook lift and advancement, superdealers sessions, merchant prepping sessions, shop the executives framework which is where dealers effectively transfer their items and give it a site see likewise can deal with their requests, send delivery solicitation to Junayna for conveying their items, effectively can send give support solicitation to Junayna, make solicitations, following the stock, orders, conveyances in an exceed expectations sheet and so on. These all capacities Junayna offers in their Shop the executive's framework which is free of cost just to make online vendors' life simpler. Junayna offers Facebook lift and conveyance for their dealers. Their most minimal price of boosting is 85 taka and each of the merchants need to send a lift demand with a bKash installment there is no issue of worldwide charge card installment for help. Following this their most minimal conveyance rate is 35 taka inside Dhaka which makes a tremendous effect on internet selling & minimum courier charge 50 taka inside Dhaka.

## 2.7 Super seller

Junayna has a program called SuperSeller session where anybody can join who has the enthusiasm to do online business or as of now has online business. This session is about teaching the merchants. Here in our nation heaps of individuals start online business however they have next to no information about working together in on the web. Along these lines loads of challenges they face while maintaining their online business. So here in the super vender session one can come and talk about their concern with Junayna and Junayna's business advancement group attempt to offer them the best guidance. In the super merchant session Junayna additionally clarify their highlights, how to utilize them and how vendors can change over themselves from typical dealer to super merchant. Junayna super vender offer is conveyance inside Dhaka at 35 taka and lift at 85 taka. Additionally dinner merchants has numerous others offices for instance, taking an interest in the reasonable which sorted out by Junayna, going to various workshops which create diverse aptitude of online business likewise get declaration from these classes or unique course. For being super vender of Junayna the merchants need to dynamic their conveyance with Junayna and furthermore need to convey in any event 3-4 bundle in seven days to keep their super dealer label dynamic. Super dealer has most enormous bit of freedom in the facebook support. As we as a whole know to support facebook page or post installment should be done in USD by means of universal Visa likewise there are numerous principles and guidelines need to pursue while help any facebook post or page. All things considered huge numbers of online vendors faces troubles as they don't have world wide credit card additionally they don't see how to support therefore they went to numerous unapproved association where they need to share their secret phrase of their facebook ID which isn't protected at all and some of the time their facebook page get blocked for all time by Facebook for not observing to facebook rules and guidelines. So Junayna brings arrangement of every one of these issues as Junayna has direct connection with facebook and it is approved.

In this way, any online merchant can help their facebook post or page through Junayna where they need to bkash their lift sum in the Junayna wallet number. Here, Junayna doesn't require any ID secret phrase of vendors all they need is a lift demand from them to Junayna following all the procedure. Lift through Junayna is simple and secure additionally merchants can get the high measure of paid arrive at which whenever they can watch that how much dollar has spent.

## 2.8 International Shipping

Online business can do very well if the sellers can reach their products internationally and many customers outside the country are very interested to buy from our country especially handmade products, dresses, jewelry etc. However, delivering products outside of the country is not that easy process also the cost is very high. Here Junayna has made a great contribution to the e-commerce industry by creating the platform for Facebook sellers to deliver their products internationally just following some steps. Junayna has made an international shipping agreement with DHL where sellers of Junayna can easily send their products from DHL with lower international shipping charge compared to normal standard international shipping charge. Junayna right now started to deliver products internationally in few countries according to the responses of these countries customers in future it will include many other countries as well. Currently Junayna internationally shipping to these countries: India, United States of America, Canada, Singapore, Thailand, Malaysia, Philippines, Indonesia, Australia, New Zealand, Japan, South Korea, Germany, Sweden, United Kingdom, Norway, Italy, Netherlands, France, Austria etc. If a vendor is registered with Junayna then they can effortlessly estimate their international shipping charge from their store management system. In the same administration machine they have to choose the estimated shipping cost the place they have to put their products fee and weight consequently they will get the closing delivery cost which includes merchandise price, shipping charge and payment charge. In the worldwide delivery market, sellers can pay the shipping charge or customers also can pay the delivery cost it's up to the seller's phrases and condition. Customers need to pay first in the case of worldwide shipping and they have to use Junayna fee gateway. To deliver internationally clients want to follow some steps which Junayna will inform if all people one activity in the global delivery. This worldwide transport opens a big probability for the Facebook sellers who can effortlessly deliver their merchandise out of the US in a very short duration of time with decrease price and developed their commercial enterprise internationally.

## 2.9 Women Empowerment

One of the foremost two troubles female face while starting their small business is they have difficulties to make sure their funding's to run their business and additionally they cannot pass



around easily from right here to there like man (Maier & Reichert, 2007, p.46). Junayna inspire female to establish themselves as an individual. There are many women out there who can't proceed their job after having a baby or after getting married. Junayna help these female to start their own online commercial enterprise and provide braveness to begin all over again. They groom these small online entrepreneur for their enterprise and give them ideas how they can improve their sells and make higher digital marketing. Most of the Junayna gorgeous marketers are women. Junayna highly inspire these woman's to begin their very own business. They give thinking to them how they can start their personal enterprise educate them the primary digital marketing, show them which way they can do better and how they can enhance their online business. Junayna made video of their amazing sellers how they grew to be successful girls entrepreneur to encourage others. They convey up the story to show our society that women's can run their business from domestic and assist them in every feasible way so that they easily run their business. One of the top dealers of Junayna is Stylish collection Rapanzal secret, Tumi golar mala, Bunon, Ayhan store and so many. These are some of widespread online save run by way of girls and Junayna provide their full support to them. These online commercial enterprise pages earn month-to-month in lacks and their earnings is growing day by using day. Rapanzal secret is the store who is with Junayna from the beginning and now they are the most pinnacle agents of Junayna. There are so many retailers who began their commercial enterprise as Junayna extremely good seller though their promote is not up to mark still Junayna encourage them to begin their business and as assist Junayna giving them excellent vendor price shipping and boosting. On the other hand, if any notable dealers having difficulties to promote or their promote is going down then Junayna enterprise development group analyze them and then help them how they can have their sell higher than before. Junayna usually emphasize in the women empowerment and this is one of the largest contribution of Junayna due to the fact there are many ladies entrepreneur who work with Junayna after leaving their job for their household and now they are successful online business entrepreneur for instance, Jamimaz Collection who used to work for a multi-national employer now a successful online entrepreneur.

## **CHAPTER: 3**

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# **Marketing Strategies of Junayna**

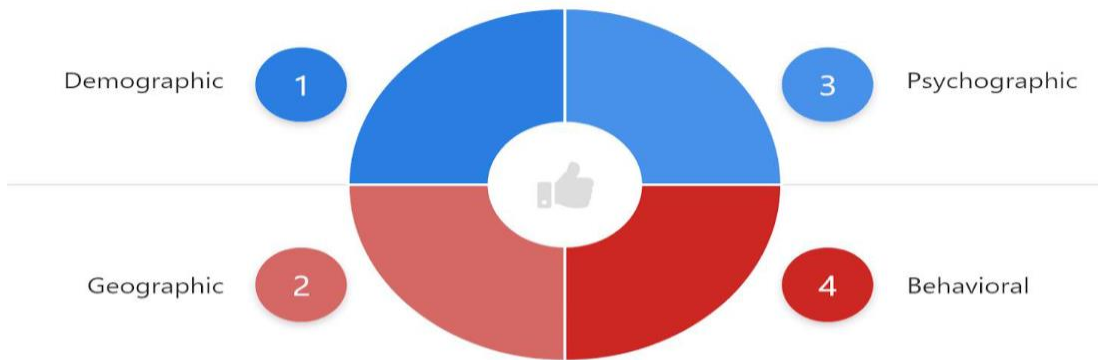
### 3.1 Segmentation, Targeting & Positioning



#### 3.1.1 Segmentation

As stated at the beginning of this report, they selected the segment in which their venture will fit in perfectly. This segmentation helped them further developing competitive knowledge which will have a strong effect on their newly formed competitive advantage.

#### 4 Different Ways to Segment



<p><b>Demographic</b></p> <p>Female customers. Age between 18 to 35. Both student &amp; corporate lady is focus customer.</p>		<p><b>Geographic</b></p> <p>Mainly focus on Dhaka city customers. Product will distribute through courier to all over</p>
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		<p>country.</p> <p>Dhanmondi, Mirpur, Bailyroad region</p> <p>customers are more fashion conscious.</p>
<p>Psychographic</p> <p>Stylist teenagers are mostly use cosmetics products.</p>		<p>Behavioral</p> <p>Customer always looking for quality product with reasonable price which Junayna can provide.</p> <p>Word of mouth from loyal customers work for Junayna.</p> <p>Occasionally customer buy cosmetic product.</p>

### 3.1.2 Targeting

After segments, our next step should be to aim at each segment that we think will be profitable for our venture. We know that, Targeting is crucial at this point in our STP marketing process.

<p>(1)</p> <p>Fashionable personalities</p> <p>People those have Brand Choice</p> <p>People those deserves good quality products within his/her ability.</p>	<p>(3)</p> <p>Trustworthiness in buying products</p> <p>Having Patience</p> <p>People those are highly interested in offers/discount and various policy payments.</p>
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<p>(2)</p> <p>People those are used to in online shopping; Users of Social Media and different networks (Facebook, Twitter, Instagram etc.)</p>	<p>(4)</p> <p>Based on purchasing power parity. (Lower, Mid and Upper level)</p>
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### 3.1.3 Positioning

The final stage of the STP marketing process is positioning. Here, need to figure out how they going to place their product/service in front of the target segment that they have chosen in the previous two phases. The focused on their marketing channels, as well as on the products presentation.

Product Acquisition/ Purchase	For Sell
<p>(1) Online Platforms (Website/ Social Media Networks)</p> <p>Product presentation through Category, item, age, gender etc.)</p> <p>Online Payment system.</p> <p>Dealing with other online shopping businesses.</p>	<p>(1) Online Platforms (Website/ Social Media Networks)</p> <p>Product presentation through Category, item, age, gender etc) for customers.</p> <p>Online Payment system open for all purchase.</p> <p>Live session in all modes.</p> <p>Branding through Users.</p>
<p>(2) Outlets</p> <p>Face to face purchasing</p> <p>Cash payment</p> <p>Self-transportation and quality assured.</p>	<p>(2) Outlets</p> <p>Face to face selling</p> <p>Pre-sale service</p> <p>Quality guaranteed</p> <p>Delivery to Whole sale to retail</p>

	<p>businesses.</p> <p>Health tips</p> <p>Product using guidelines</p>
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### Shop Management Tool:

a) Shop administration device is a machine the place one can control their facebook business by way of using one-of-a-kind panel of it. In this device one can manage their orders create collection of the products, create coupons and can do the monitoring of their orders. However, this keep management gadget is free carrier where all people can register from the Junayna website. Some elements of Shop Management machine are given below:

a) Organized Catalog: In this characteristic products can prepare effortlessly and can display as a collection. One do no longer need to build a website to show off their products. This save management tool will furnish that platform to show their products in the internet site of their commercial enterprise page.

b) Inventory Management: Inventory administration is the device where vendor can without difficulty have the tune of their merchandise by means of excel sheet. When a seller get any affirm order from their Junayna store, it will robotically updates their order list an inventory.

c) Automated Invoice: This characteristic gives the vendor a expert enterprise provider seem to be as in each shipping seller can down load the computerized invoice of every unique order with the products fee and customer's details. Updated Order List: This feature gives the seller a relief from update their order list because in this shop management system the order list will update automatically barring any delay. So it gives the chance to the seller to listen their work instead than being busy with maintaining tune of their products.

## **Order Management:**

- 1) Take orders via BOTs: Customers can order at anytime in any day no count number it is morning or mid night. So marketers can use Junayna BOT system which will supply an immediate reply to the customers.
- 2) Order link with each product: There is a Junayna product link in the description of each product. So everyone can effortlessly order with that link fill up the different information. There agents don't have to worry about whatever while customers will place order.
- 3) SMS notification: After setting an order consumer will get affirmation SMS, additionally when the delivery will arrive consumer will get that replaced additionally by SMS.
- 4) Send automated consignment to the inbox: Sellers can without difficulty create bill through the usage of Junayna's chrome plugin and immediately ship it to their clients which will supply a professional seem to be to their business.
- 5) Take orders with comments: Customers can effortlessly register orders by means of typing order on the comment area of products.
- 6) Creating order on cell app: Sellers can effortlessly create orders with the aid of the cellular app. All they have to do is log an order on the behalf of consumer the usage of Junayna app or the Junayna dashboard. Fill up all the customers' records and supply them the invoice right away.
- 7) Create product bundles: Sellers can without problems create a whole basket for their clients and clients can effortlessly check out the products with just a one click.

## **Delivery Support**

The shipping support which Junayna supply is very smooth and fast. Junayna only deliver the parcel measurement products up to 2kg and the more prices introduced if it is more than 2kg. To have the delivery assist the agents have to do delivery settlement with Junayna and send them delivery request.

- a) Reliable Delivery: If the dealers send the delivery request within 12pm then their parcels will be picked up on that day and after select up the parcel it will be supplied within 48 hours.

b) **Timely Payments:** Junayna has a very systematic fee system. Deliveries which delivered within Dhaka the charge will be given in the next week after the deliveries either in Monday or in Wednesday. Outside Dhaka deliveries repayments take two weeks to disburse.

c) **Sign Up:** To energetic the transport aid of Junayna the dealers have to sign up the shipping and send the transport request to Junayna after that Junayna will name the vendor and accept their transport request.

### **Boosting and promotion**

Boosting and promotion are very necessary equipment for online business. Boost will attract the products to its target clients while promotion will make bigger the likes of the page. These points every body can activate if they have a Facebook page. Boost can expand the sell and many Facebook retailers are interested to improve their products album to enlarge their sells. In each activities such as, Eid, puja, Pohela Boishakh, New Year etc. in these times improve has most demand. Usually dealers do promotion to expand their web page popularity. In Junayna gorgeous dealers can increase their merchandise at 85tk per USD and normal dealers its 115tk per USD if Junayna region the advert on behalf of dealers where Junayna will set the goal client and solve the each different hassle occur while boosting. There is one extra option which is 105tk per USD the place seller will region the advert and they will pick the goal customers, location and all. Here, Junayna will simply energetic the raise request.

a) **Immediate ad placement:** Placing raise request is very handy one just have to follow the raise request video of Junayna and ending some steps will efficaciously send the raise request to Junayna. The minimal finances is one dollar per day. One can set the budget between 1 to a hundred dollar per days.

b) **High transparency:** After placing the enhance one can see how a good deal dollar has spent and the how a lot like and comment they get in the enhance album.

c) **Close more sales:** Our ad management team attempt to set the fine goal client for raise which bring the extra sale.



## **CHAPTER: 4**

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# **Marketing Mix**

## 4.1 Marketing Mix of Junayna

It includes of 4 important elements of a agency with what any corporation can analyze their competitive benefit in the market. The factors are acknowledged as the 4ps.

- Product
- Price
- Place
- Promotion

### 4.1.1 Product

Junayna in actuality generate cosmetics product. It is an outlet and on line market there are unique sorts of buyers buy their product. Customers can buy their favored merchandise from Junayna. They can discover it in quite a number categories like Men's Fashion, Women's Fashion, Phones & Tablets, TVs, Audio & Cameras, Computing & Gaming, Appliances, Home & Living, Sports & Travel, Beauty & Health, Baby, Kids & Toys , Grocer's shop, Other Categories. Customers will locate all these classes stated above in a column in the website. They can search their desired merchandise in a search discipline in the website..

Junayna Bangladesh Ltd. Sells all these merchandise of extraordinary retailers by charging excellent price cost to the sellers.



## World class Oil Brands of Junayna



**Jordana MG Matte Gold Lipsticks**



**Picture: Cosmetic brands of Junayna**

## Make-up

Face – Face palettes and kits, pigments and glitter, contouring and highlighting, face primer, concealer, bronzer and blush, powder and foundation.

MAC NW 35 Studio Concealer 9 ml  
MAC Foundation C4  
MAC Studio NC35 Powder Foundation

Eyes – Eye primer, eyelashes, eyebrow, eye mascara, eyeliner, kits and eye palettes and eyeshadow.

- MAC Midnight Shine Eye Shadow
- MAC Top/Bottom Rebel Eyes Gel Liner
- X9 Semi-Sweet Times Nine Palette

Lips – Liquid lip, little MAC lips, lip kits and lip palettes, lip primer and lip care, lip pencil, lip gloss and lipstick

- MAC Ruby Woo Lipstick
- MAC Crème in you coffee Lipstick
- MAC Galaxy Grey Lipstick

Skin care and Primer

CC and BB, moisturizers, cleansers and removers, primer and lip care

- MAC Prep + Prime Finishing Powder
- MAC Warm Beige BB Cream
- MAC Studio Moisture Cream

Brushes and tools

- MAC 116 Blush Brush
- MAC Make-Up Remover Wipes
- MAC Pointed Liner Brush 211 Bags, accessories, applicators, containers, customized palettes, pro palettes, all types of brushes, brush kits, face brushes, lip brushes and eye brushes.

MAC Split Fibre Face Brush  
MAC 150 Powder Brush  
MAC 168 Contour Brush

## **Fragrances**

Turquatic 20ML  
Turquatic Rollerball  
Shadescents

### 4.1.2 Price:

Junayna set price. It gives expenses particularly based on the expenses given by means of way of the exporters. The costs of the equal merchandise in Junayna get remarkable sometimes, because of the rate set through unique exporters. These sellers now and again grant discounts on the fees of their products.

The expenditures differ throughout the products. Some are given below:

Foundation 50tk.-2000tk.

Blush 250tk.-1000tk.

Eye shadow 280tk.-2500tk.

Mascara 300tk.-500tk.

Lipstick 150tk.-2000tk.

Lip gloss 100tk.-1500tk.

Junayna has a niche following in fashion and retail market. In the beginning, its merchandise has been deliberate for experts like make-up artists, actors and models but with time the employer has various its goal customers to encompass clients from the purchaser market. With a blend of format and quality, Junayna has been in a position to create a solid photo that has the strength to differentiate itself from its competitors. It presents something that is unique and can't be copied because it continues to evolve with time.

Junayna is a classic and iconic brand that has a timeless quality connected to its brand power. People are inclined to astronomical figures so that they can stay connected to this high-profile company name. Junayna has a portfolio that shrieks of excessive top class items and consequently the employer has adopted a premium pricing method for all its products. Product costs are a bit greater than its competitors but the enterprise is no longer worried as it is certain of its loyal customers.

Junayna also follows product line pricing at some of the instances to garner higher promotions and sales via imparting complementary products and different incentives.

### 4.1.3 Place

The region of Junayna is absolutely virtual internet based. Junayna promotes all the merchandise via its internet site and outlet. Junayna also sells any product in their regular outlets. Web tackle of Junayna, which is "<https://www.facebook.com/pg/junayna.online.beautyshop/shop/>" can be considered as the region of Junayna. Junayna began its ride with Cosmetic Brands from a counter in a departmental store in

Dhanmondi and with time has unfolded to other components of the country. The first save with MAC as a brand identity was once opened in two Mirpur in the 12 months of 2015.



**Picture: Junayna Dhanmondi Outlet**

In the 2015 it had one hundred shops and currently, the agency owns three impartial retailers that are spread over Dhaka. Two of these shops are placed in Mirpur and Baily Road. Junayna Cosmetics does not offer its product items by any of unauthorized shops or unbiased boutiques. They can be solely bought by using its personalized stores and its licensed dealers House of Frasers, Debenhams and Selfridges. The agency believes in building a direct relationship with its customers and presents customized services. It has well-trained and amazing aid personnel that supply make-up lessons utility method as phase of client services. Junayna also affords session services which can be booked with the aid of Facebook. Products of Junayna Cosmetics are handy on-line through some specific channels only. In the year 2017, MAC Cosmetics ought to be purchased with the aid of on-line approach at Ulta Beauty.

#### **4.1.4 Promotion**

Junayna does a quantity types of activities for promotion purposes. They usually focus on line for their promotion. They are commonly lively on the social media web sites like Facebook and Twitter with the aid of showing its advertisements there. They also provide a lot of TVC's on the Youtube. Junayna also preserved its non-public electronic mail database. So that they can attain tens of hundreds of thousands of customers with the useful resource of sending emails to them. They moreover maintain a phonebook database of the customers. They send SMS to the clients to attain them and do their promotion. Junayna has created a identify for itself by way of

working with authorities from the world of fashion. It depends closely on word-of-mouth publicity because as its reputation grew people started talking greater about the company and its qualitative products. The organisation offers its customers a large credit in its popularity as it has been able to carve such a one of a kind area in beauty sector solely due to the fact of the customer's appreciation. Junayna's motto is descriptive and reflective of its attitude as it pronounces All Ages, All Races, All Sexes.

Junayna realizes its accountability towards the community and has set up Junayna Aids Fund in the 12 months 2018 to help victims of road people by means of its charitable trust. It is supported with the aid of quite a few clients and all earnings from the sale of Viva Glam Lipstick are donated to this fund.

## **CHAPTER: 5**

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# **Problems & Recommendation**



## 5.1 Problems:

In a very short duration of time like three months, it is very tough to find out any problems in Junayna. Junayna is profitable in e-commerce website and outlet save in Bangladesh.

But after doing my find out about I have located following problems:

- Lack of the product quality and the technological use for their promotional and advertisement activities. Junayna's promotional prompts completed by means of restricted print media and electronic media then different businesses.
- Lack of fashionable pricing approach is another problem. Product pricing coverage is very high to some other beauty businesses. Installment coverage is not very a great deal pleasant for total sale customers. So clients are feeling hesitate to purchase from Junayna.
- Lack of the international and nearby TV ads, print media, electronic media, and many kinds of marketing offer. Junayna hasn't accomplished exclusive type of promotional activities. Seasonal offer, Mega offer, Occasional provide etc. wants to make certain at least every year.
- They have not ensured smooth distribution channel. Lacks of product distribution are now not suitable time, in many times.
- Lack of knowledgeable manpower is one of the major trouble for promotional and general activities of Junayna. Education qualification of personnel is no longer enough, once in a while they cannot capable to correct answer to the customer's and supplier's questions.
- Lack of sound payment to the personnel is a huge trouble for demotivating employees. Sometimes Junayna pay its employees after two/three months.
- Lack of enhance technological know-how or machineries (printers, scanners, PoS machines etc.) A sophisticated machine, device, or approach is now not extra superior or complicated than others.

## 5.2 Recommendations

The following tips have been made to resolve the problems:

1. The duration of some of the Offers/discount are very short.
2. They need to increase the amount of products for their Black Friday campaign.
3. They need to provide commercials on Bill Boards, the day by day newspapers and online newspapers of the U.S.A. on an everyday basis.
4. They need to show their products on Social Media Networks through fine ways.
5. They will have to become more active on the Customer services.
6. They want to get up to date technology and machineries for conducting easy operational activities.
7. Finally, Wages and compensation packages for the employees ought to be developed on the groundwork of making sure professional and educated employees.

These are some of the recommendations that I have located so as a way for Junayna. If they follow this they may end up being greater profitable in the near future.

### 5.3 Conclusion

The emergence of E-commerce marks the technology of digitalization in Bangladesh. Digital marketing is one of the few sectors which have considered a speedy enlarge in brand new times. Digital structures like Facebook, Youtube, Instagram, Quora, Paypal etc has added human beings with the newly described technological expertise of online transaction. The achievable of on line advertising and marketing is big as Bangladesh already has 65 million Internet Users which is about forty share of the total population. ICT Minister Quoted, "I am pleased to say that from in modern times we will talk about digital marketing and advertising and marketing as being an integral section of Digital Bangladesh." More human beings are now willing to use the net and order their preferred product hassle free as human beings in the city are busier with their work. Junayna with their modern advertising approach has large opportunity to seize the market and boost their business enterprise further. Within a very rapid length of time they have grown to be the chief of the e-commerce place in Bangladesh. It took location entirely because of the applicable advertising and marketing techniques that they have taken. Threats from opponents like Bikroy.com, Chaldal.com, Ali express, Pickabo and so on is there. But they can use economies of scale to their attain and beat their competitors in the coming days. Moreover, a particular relationship with the consumer and after income provider is additionally critical to capture greater market share.

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