



Daffodil
International
University

Internship Report

on

‘Marketing Activities’

of

Siam International Co., Limited: An Evaluation

Submitted To

Mohammad Shibli Shahriar

Associate Professor and Head

Department of Innovation and Entrepreneurship

Faculty of Business & Entrepreneurship

Daffodil International University, Dhaka

Submitted By

Khandaker Ratoool Bin Rahman

ID: 122-11-2546 (Major in Marketing)

Bachelor of Business Administration (BBA)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University, Dhaka

Date of Submission: 1st November, 2019

Letter of Transmittal

November 1st, 2019

Mohammad Shibli Shahriar
Associate Professor and Head
Department of Innovation and Entrepreneurship
Faculty of Business and Entrepreneurship
Daffodil International University
Dhaka.

Subject: Submission of Internship Report on ‘Marketing Activities of Siam International Co., Limited: An Evaluation’

Dear Sir,

I would like to inform you that, I have completed my internship report on “**Marketing Activities of Siam International Co., Limited: An Evaluation**”. A Few months before by the grace of Almighty luckily, I only alone got the opportunity to work at Siam International Co., Ltd. as Junior Officer, Corporate Sales and Marketing among 26 candidates which is such pleasure of mine.

Now I’m submitting my internship report based on my practical working experience for the internship program which is an integral part of my academic program. I have furnished all the things that I have learnt from my professional work field. I have tried my best to make the report excellent and gather relevant information for preparing a complete report. Without the proper guidance of you, it was not possible for me to prepare the report accurately.

I hope you will accept my report considering the limitations and mistakes of the study, and sincerely believe you will find the study very interesting and informative.

Thanking you for your kind supervision.

Sincerely yours,



Khandaker Ratool Bin Rahman
ID: 122-11-2546
Batch: 32nd, (Major in Marketing)
Bachelor of Business Administration (BBA)
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University,
Dhaka.

Declaration

I am **Khandaker Ratool Bin Rahman**, Bearing Id: 122-11-2546, Batch: 32nd, Form Bachelor of Business Administration (BBA) program, Major in Marketing, student of Daffodil International University, hereby declare that, the Internship Report titled on “**Marketing Activities of Siam International Co., Limited: An Evaluation**” is prepared by myself at the time of working as a professional service holder of Siam International Co., Ltd. under the intensive supervision and guidance of **Mohammad Shibli Shahriar**, Associate Professor and Head, Department of Innovation and Entrepreneurship, Faculty of Business and Entrepreneurship, of Daffodil International University, Dhaka and **Md. Sohrab Hossain**, Head of Human Resource Management of Siam International Co., Ltd. Dhaka.

I further affirm and also declare that the internship report is completely original and prepared for academic purpose only. No part of this report is copied from others and not submitted to any other University or Institution for any degree or any other purpose.



Khandaker Ratool Bin Rahman

ID: 122-11-2546

Batch: 32nd (Major in Marketing)

Program: Bachelor of Business Administration (BBA)

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University,

Dhaka.

Supervisor's Certificate

This is to certify that, the Internship Report on ‘**Marketing Activities of Siam International Co., Limited: An Evaluation**’ is an authentic record and the report is completely done by **Khandaker Ratool Bin Rahman, Bearing ID: 122-11-2546, Batch: 32nd**, student of Bachelor of Business Administration (BBA) program, Major in Marketing of Daffodil International University, Dhaka. He has completed this report under my supervision in partial fulfillment for awarding the Bachelor of Business Administration (BBA) degree.

So far, I know Khandaker Ratool Bin Rahman has prepared this report by himself and it is not copied or borrowed from anywhere.

I wish his very success in life.



Mohammad Shibli Shahriar
Associate Professor and Head
Department of Innovation and Entrepreneurship
Faculty of Business and Entrepreneurship
Daffodil International University,
Dhaka.

Acknowledgement

First and foremost, I would like to thank Almighty Allah, the omniscient and omnipotent, who has sent me in this beautiful world and gave me a healthy and happy life. I'm also grateful that, my Almighty Allah also bestowed me the strength and capability of successful completion of my internship report and the internship as well.

It was a great pleasure to prepare an internship report on the various aspects of company activities focusing on “**Marketing Activities of Siam International Co., Limited: An Evaluation**” I would like to thank and convey my gratitude to my Honorable Supervisor, **Mohammed Shibli Shahriar**, Associate Professor and Head, Department of Innovation and Entrepreneurship, Faculty of Business and Entrepreneurship, of Daffodil International University, Dhaka. For his careful suggestion and enthusiasm bringing words at every time during the preparation of report. And it is worth mentioning to utter the name of my all-honorable teacher of my department from whom I have learned over the academic years.

I would like to give special thanks to Honorable General Manager **Md. Rashed Karim Khan**, Asst. Manager **Mr. Elias D. Costa**, Head of Marketing and Business Development **Ms. Siyapa Tinnawa Wawa**, Head of Human Resource Department, **Md. Sohrab Hossain**; of Siam International Co., Ltd. for their priceless advice & kind effort, which helped me a lot to collect proper information and data. Their valuable co-operation is the un-dividable part of this internship report.

Finally, one thing I must mention above all that, I am most grateful to my dear Parents for their altruistic support to my life and study until now. From the beginning to still now, in my whole life, their dedication and sacrifice is uncountable and unreturnable to establish me as an independent and successful person.

However, the responsibility of errors and omissions (if any) in this report lies in my account.

Executive Summary

Siam International Co., Ltd. is a wing of Siam Siam International Group Co., Ltd. Thailand. It is a reputed and diversified Thai owned company. Before establishing Siam International Co., Ltd. all activities in Bangladesh were monitored and controlled directly from Thailand which was quite difficult for company. Then the higher authority decided to establish a wing in Bangladesh and established Siam International Co., Ltd on 21st September, 2011 under the registration law of Bangladesh.

I have prepared this internship report based on my internship program as it is required for the BBA program. Siam International Co Ltd plays a vital role in the permanent tourism and entertainment industry. Customer's satisfaction is one of the most vital reflections of the progression toward advancement and development for this organization. The customer's satisfaction is the key feedback to improve service quality. The report has organized in four chapters.

First chapter including introductory part of the report, there I mention main objective of the report. The main objective of the report is to analyze the **Marketing Activities of Siam International Co., Limited: An Evaluation**'' as whole. In preparing this report I use both primary and secondary data.

The second chapter where I discussed about the mission, vision, objectives, overall Company's activities and strategies and their completed and ongoing projects and upcoming projects.

The third chapter where I discussed the analysis of marketing mix, marketing activities, business development strategies, key business skills and SWOT analysis.

Fourth chapter here deals with some findings, recommendations and conclusions which are drawn by analysis of whole report.

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Chapter: One

Introduction



www.thesiamgroup.com

1.1 Introduction

Siam International Co., Ltd. aspires to develop permanent tourism and entertainment facilities with the international standard, safety & knowledge where all family members, friends, a group of young generation can enjoy together and experience the real joy of vacation. The company is focused on building loyalty and values with its clients through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. The Company is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible corporate citizen and steward of the environment.

Siam International Co., Ltd also deal with entertaining ride machines and mascots to the amusement/water park and shopping malls.

Siam International Co., Ltd is running stone business in Bangladesh with a very good reputation. This Company Supply 100% Quality Black Mining & Granite Stones with authentic Thailand test report from Thailand to Bangladesh.

Siam International Co., Ltd also has the best Thai SPA health care and fitness center in Dhaka, Chittagong & Cox-Bazar. Here maximum therapist and trainers are from Thailand and all are professional from different institution. Bengali and tribal therapist are also working here.

Siam International Co., Ltd is the only representative of world famous Darling Deluxe mattress and pillow in Bangladesh. Since 2016. This company is providing many kinds of mattress and pillows to the Three Star, Four Star and Five Star Hotels and VIP customer too.

1.2 Origin of the Report

There are many sources of the information used all over this report. Due to the commitment and secrecy clause attached with the appointment letter from Siam International Co., Ltd I'm not allowed to define all the sources and also all the experiences too. The following list contains only the sources that can be used without conflicting with the company terms and conditions. But, most of the information are taken from my practical working experience of the company.

1.3 Scope of the Study

The study gives a lot of knowledge about Siam International Co., Ltd. As I was working with the Sales and Marketing department of this organization, I got the opportunity to learn different sales and marketing activities. It consists of my observations and on the job experiences during the internship period.

1.4 Objectives of the Study

The first objective of writing the report is fulfilling the partial requirements of the BBA program. The main purpose of this study is to have a practical knowledge and better orientation on sales and marketing. In this report, I have attempted to give an overview on ‘Marketing Activities of Siam International Co., Limited: An Evaluation’. Following are the main objectives:

- To identify the marketing mix of Siam International Co., Ltd.
- To analyze the marketing activities of Siam International Co., Ltd.
- To identify the problems related to marketing activities.
- To suggest some recommendations based on the finding.

1.5 Significance of the Study

The study plays a significant role not only to me but also to those persons who conduct further study on the related fields. Here I gathered knowledges about and I and other can use this knowledge in forthcoming career. For the first time the Company got the report as their summery which may help others as a guideline or reference as well as for making right policies in the similar cases. This report also can be used as secondary data for researcher, which can make their work easier and more authentic.

1.6 Rationale of the Study

With the rapid growing competition among nationalized, foreign, and private companies the expectation of the customers has immensely increased. More over the market is very much competitive. And this report is made with all field and base knowledge. So, it is quite justified to make a depth study about the Company. This study can also help the executives, managers, and the Top-Level management to take further decision in a proper way. They may get a chance to use with very basic knowledge or thinking of a common employee of their Company.

1.7 Methodology

The study performed based on the information extracted from different sources collected by using a specific methodology. The methods of completing the report have included some steps, which followed by one by one. First selected the topic of the report then collected information relating to the topic by primary and secondary sources and through personal learning and knowledge. As an appointed employee of Siam International Co., Ltd. it was easy for me to collect data. After gathering, the information determined the procedure of research and sampling plans. After gathering all the information required, come up with an expected result of the report.

1.8 Sources of Information and Content

I have collected the whole data from two unique sources; one is primary sources and another is secondary sources. And the details are given bellow:

Primary Sources:

- Discussion with others Employees & Company Managers
- Observation, Practical learning & experience of Siam International Co., Ltd.
- Company Training & Workshop
- Discussing with the Supervisor.

Secondary Sources:

- Company Profile
- Website of Siam International Co., Ltd.
- Annual report, audit report, Company documents, of Siam International Co., Ltd.
- In-depth study of selected cases.
- Related files, books study provided by the concerned officers.

1.9 Report Type

The whole report is a descriptive report which certainly analyzes the ‘‘Marketing Activities of Siam International Co., Limited: An Evaluation’’

2.0 Limitations of the Study

- The major limitation faced in preparing this report was the sensitivity of the data. As it is a highly competitive market, if the margin information released to other competitors, it may have a negative impact on their business. Resultantly, in some cases management were reluctant to give some specific data.
- Confidentiality of data was another important barrier that confronted during the conduct of this study. Every organization has their own secrecy that not revealed to others. While collecting data of Siam International Co., Ltd. personnel did not disclose enough information for the sake of confidentiality of the organization.
- Rush hours in business was another reason that acts as an obstacle while gathering data.
- Couldn't find related other internship books as secondary data so it was another limitation.

- Time limitation was also a big factor, which hinders the data collection process. Due to time limitation many aspect is could not discussed in the present study.
- The depth of the analysis has been limited to the extent of information collected from different sources.
- In many cases, up to date information not published.

2.1 Survey Period

It was such a grace of Almighty that, after passing from company written exam and completing successful interview, I was selected as a fulltime employee (Junior Executive-Corporate Sales & Marketing) of Siam International co., Ltd. So, I have completed this report during my working time with the Company. But the overall report completed in between, 15st October 2018 to 31 January 2019. The report is completely made on my practical work of the company. So, I tried my best to mention all the points very specifically and in proper way.

Chapter: Two

An Overview of Siam International Co., Ltd.



‘Siam Wings’

- ✚ SIAM SIAM INTERNATIONAL GROUP CO., LTD. (THAILAND)
- ✚ ISSARIYA ENTERTAINMENT GROUP CO., LTD. (THAILAND)
- ✚ SIAM INTERNATIONAL CO., LTD. (BANGLADESH)
- ✚ SIAM ENTERTAINMENT CO., LTD. (BANGLADESH)

2.1 History of Siam International Co., Ltd.

This is a private limited company which has registered under the law of Bangladesh on 21 September, 2011. Directors are Thai and also Bangladeshi. Mr. Kiatkati Somyoth Chaopaknam is the CEO and Managing Director.

Siam Group was established with the driving goal to grow, succeed and become a leader in every business that it engages in while adhering to its values of integrity, respect and commitment to excellence. It has continued its journey with visionary goal, meticulous planning best use of its human resources, varied range of products with guaranteed standard and quality service. The firm has future plans to go for joint venture with Japanese and Indian firms.

Siam Group is a leading multinational company headquartered in Thailand and Bangladesh. The organization follows a conglomerate diversification strategy. Its commercial interests have now extended beyond Thailand, Bangladesh, and Myanmar to include India. It has continued its journey with visionary goal, best use of its human resources and meticulous planning. Varied range of products with guaranteed standard, quality services and most effective managerial efficiencies have made the organization a well-known brand in the respective sectors of its operations. The Group has professional teams of specialists, well experienced in business management and client services. It also maintains a strong network with the Tourism and Entertainment Industry of the world.

Siam Group has been involved in entertainment business from more than 30 years. It has been actively engaged in creating, developing and managing projects on Amusement Park, Water Park, Recreation club, Hotel, Resort, Shopping Mall, Spa, Fitness center etc, Both in Thailand, Bangladesh Myanmar and India.

Siam Health & Wellness Center has been conducting the Health Care business in Bangladesh and India for many years and has largely contributed to facilitating the availability of this service at many hotels and resorts.

The businesses under this company are as follows:

- ❖ Exporting goods from Bangladesh to Thailand.
- ❖ Importing goods from Thailand to Bangladesh.
- ❖ Consultation and development of Amusement and Water Park.
- ❖ Production and selling of entertainment goods.

2.2

MR. KIATKATI (SOMYOTH) CHAOPAKNAM
Managing Director & CEO
SIAM SIAM INTERNATIONAL GROUP CO., LTD.
&
SIAM GROUP

Mr. Kiatkati Chaopaknam, a passionate and dynamic leader with first class communication skills and a long track record of successfully management. He is an inspiring and motivational person with first-rate interpersonal skills and the ability to develop the vision & objectives clearly. He holds the position of Managing Director and Chief Executive officer (CEO) of Siam Siam International Group Co., Ltd & Siam Group in Thailand and Bangladesh. He is a member of International Association of Amusement Park & Attraction 'IAAPA' in USA. He is also a member of World Water Park Association 'WWPA' in USA and member of Assumption Sriracha Association, member of Don Bosco Association, member of Salesian Past Pupi's of ST. JOHN BOSCO. He is well very renowned in the Amusement park, Water Park and Entertainment sector in the world.

The Managing Director, Mr. Kiatkati has also acquired a substantial amount of professional work experience in the entertainment business sector. From 2001 to 2003, he worked as a Senior General Manager for Concord Entertainment Co., Ltd. He had worked on the company's outdoor amusement and water theme park project 'Fantasy Kingdom' where he set up all operation system and management for 3 years and assumed the responsibility for the operation of 40 amusement ride machines and 6 water rides including the 'wave pool'. Prior to this, he had also worked as a Director Operation for Central Play land Co. Ltd. and managed the company's biggest rooftop indoor amusement and water park, 'Leoland' (Area more than 40,000 sqm per floor) and he had controlled the management of Central City, Bangna Shopping mall. (Area 40,000 sqm x 6 floors = 240,000 sqm, Designed by Forrec Ltd., Canada, which is one of the most renowned designer companies for entertainment business in the world).

Mr. Kiatkati Chaopaknam was born on 15 May, 1957 in Nakhornpathom, Thailand. He completed his Bachelors of Mechanical Engineering in Technical Education and Science from the Department of Teacher Training in Mechanical Technology at King Mongkut's Institute of Technology North Bangkok campus, Thailand and mini MBA for Business Development. He is also acquired a diploma in Industrial Mechanics from King Mongkut's Institute of Technology. Also graduated with Ms.6 in machine shop from Don Bosco Technical School and Ms.3 from Assumption Siracha, Chonbori.

2.3 Mission

This Company aspire to deliver the most desired 'Environmental Sensitive Tourism Experience', affiliated with an unforgettable luxurious Tourism place with the finest traditions of international tourism, through innovative products and services, architecture, culture and gastronomy following best practices in industry to achieve sustainable growth.

2.4 Vision

Siam Group aspires to develop Permanent Tourism and Entertainment facilities with the international standard, safety & knowledge where all family members can enjoy together. The company is focused on building loyalty and value with its clients through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. The Company is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible corporate citizen and steward of the environment.

2.5 Objective of Siam International Co., Ltd.

The primary objective of establishing Siam International Co. Ltd is to promote, foster and develop the application of entertainment base land developing all over the world. More specifically, the objectives of Siam International Co. Ltd when viewed in the context of its role in our country and abroad are listed as following:

- To invest on the tourism related potential area in Asia continent.
- To utilize the private and public unused land to establish tourism center.

- To provide Consultation, suggestions and designing structure to establish and develop of Amusement and Water Park to related Companies.
- To establish and provide traditional health care, wellness center and SPA service to health-conscious people.
- To introduce and implementation of fully automated systems available for tourism sector to related Companies.
- To provide and set up of ride machines in amusement and water parks.
- To provide mascot costumes to amusement/water parks and shopping malls.
- To make the construction stone available in Bangladesh.
- To use maximum use of human resource in land developing and tourism sector.
- To contribute in sustainable economic growth.
- To ensure optimum utilization of all available resources in International market.
- To contribute towards economic development of the organization and private company and the Government too.
- Optimum allocation of scarce financial resources.
- To ensure equitable distribution of income between organization and out of organization.
- To introduce with world famous products in Bangladeshi customers.

2.6 Strategic Objectives

- To enhance overall tourism & entertainment industries.
- To invest on profit and risk sharing basis.
- To ensure customer's satisfaction.
- To prioritize the customer's welfare.
- To emerge as a healthier & stronger at the top of the tourism sector and continue stable positions in ratings, based on the volume of quality assets.
- To ensure diversification by Sector, Size, Economic purpose & geographical location wise investment.
- To invest in the thrust and priority sectors of the economy.
- To strive hard to become an employer of choice and nurturing & developing talent in a performance-driven culture.

- To pay more importance in human resources as well as financial capital.
- To ensure lucrative career path, attractive facilities and excellent working environment for the employees.
- To motivate team members to take the ownership of every job
- To maintain & achieve global standard.

2.7 Core Values & Commitments Core Values

- Trust in Almighty.
- Maintain highest standard of quality, honesty, integrity & morale.
- Welfare of the Organization and Government.
- Environmental Consciousness.
- Personalized Service.
- Adoption of Changed Technology.
- Adoption of Highest Risk.

2.8 Commitments


- Commitment to the customers.
- Commitment to the community.
- Commitment to the environment.
- Commitment to the government.
- Commitment to the employees.

2.9 Function of Siam International Co., Ltd.

- To provide all types of support to establish entertainment related land development.
- To make investment on land development & tourism sector.
- To conduct foreign style business.
- To conduct social welfare activities through tourism development.
- To provide health care service.
- To ensure quality products in health care sector.
- To make sure of availability of stones in Bangladesh.

- To provide world class mattress and pillows in Bangladesh
- To provide mascots and set up of ride machines in amusement parks
- To provide consultation service to related companies
- To make structural and architectural design to related companies.
- To help in construction area.
- To provide construction materials.
- To make the construction and land development resources available in Bangladesh.
- To provide experienced engineers and labor for construction and land development.
- To provide heavy vehicles for construction side.

2.10 Corporate Profile

Name of the Company	Siam International Co., Ltd.
Legal Status	Private Limited Company
Company Registration Number and Incorporation	0115553003694
Logo	
Certificate of Commencement of Business	21 st September, 2011
Inauguration of Bangladesh Office	1 st November, 2011
Formal Inauguration	1 st November, 2011
Managing Director & CEO	Mr. Kiatkati Somyoth Chaopaknam
Number of Employees	About 150
Head Office (Thailand)	99/207, Moo 12, Srinakarin Road, Bankaew Sub-District, Bangpee, Samutprakarm Province 10540, Thailand. Phone: +66-868-105466
Registered Office (Bangladesh)	Bashundhara R/A, House No-404, Block-A, Road-16, Dhaka-1229, Bangladesh.
Email	siaminternational.ltd@gmail.com
Website	www.thesiamgroup.com

2.11 Company & Share Holding Structure

The Company has been registered under the Civil and Commercial Code as Juristic Person, Company Limited on 12th March 2010, Registration No.0115553003694. The Authorized Share Capital of the Company was 100,000,000 Baht (One Hundred Million Bath) divided into 10,000,000 Bath (Ten Million Bath) Shares among 10 shareholders. The Company shall have power to increase or reduce it and divide the shares in its capital for the time being into several classes of shares and to attach there to respectively such preferential deferred or special rights or conditions as may be determined by or in accordance with the articles of Associations of the company.

It should mention that the exact share number and the other Board of Directors identity is unknown and confidential.

2.12 Management of the Company

The overall management of the company has been vested with the Board of Directors. The Board formulates company's policies and provides guidelines for its day-today business operation. The Managing Director is the Chief Executive Officer to look after the business affairs and other technical support of the company. The Managing Director is assisted by the other Directors as well as by the Managerial and Technical staff at different levels.

Siam Group consists of four Private limited companies headquartered in Thailand and Bangladesh and registered under law of Thailand and by the Board of Investment of Bangladesh.

Siam Group is also operating business in Bangladesh and Japan with the joint collaboration of Rupali Trading Ltd. and T&G Co., Ltd.

2.13 Business Partners & Corporate Agreements



2.14 Stone Business

This Company also running Stone Business. It supplies 100% Quality Black Mining & Granite Stones with positive Thailand Test report from aboard (Thailand/Indonesia) to Bangladesh.

- This Company have gotten the work from Road and High way to do the project made the construction the major way road from Bangyai to Kainchanafuri province in Thailand. Construction by Napa construction and sand filling by SW variety supply co., ltd. This company under Siam group in Thailand.
- This Company supply the stone $\frac{3}{4}$ to Enterprise Seamens Hostel Gate South Halisahar Chitagong, Bangladesh in total 50,000 MT yearly.
- This Company supply the stone $\frac{3}{4}$ to Jumuna Group, Total 25,000MT
- It also supplies the stone in $\frac{3}{4}$ to M/S Ershad Brothers Corporation, Nasir Trade Center, almost 25,000-30,000 MT yearly.

2.15 Water/Amusement Park, Ride Machines & Mascots

Siam international Co., Ltd. is expert on making water/amusement park. This company has a reputation world widely on this. Not only this but also this Company set up various kind of ride machines in these parks as per the demand. Even provide mascot costumes to entertain and play with the very kids

List of Ride Machines & Mascots:

1. Roller Coaster
2. Bumper Cars
3. Big Ferry Wheel
4. Monorail
5. Speed Way (Go-Kart)
6. Mirror Maze
7. Paddle Boat

8. Grand Canyon
9. Ghost House
10. Simulator Theater
11. Mixer
12. Flying Carousel
13. Tea Cup Ride
14. Adventure Caravan
15. Skill Game
16. Children Ball Pool
17. Kiddy Ride
18. Game zone
19. Mini Airplane (Red Baron)
20. Walking Animal Rides
21. Soft Play
22. Family Roller Coaster
23. Merry Go Round
24. Kids Ferry wheel
25. Battery Cars
26. Mini Train

Mascots are basically made from the theme. It has different category too. Few names of mascot are: Nittany Lion, Hokie Bird, Sebastin, Elephant, Brutus Buckeye, Scrappy Moc, Goldy Gopher, Perdue Pete, Sparty, Herbie Husker, Tom, Spiderman, Superman, Lil' Red, Billiken, The Oregon Duck, Zippy, Duke Dog, YouDee, Baby Jay, Scoobedoo, Monkey King, etc.

2.16 Projects in Bangladesh

As project development, Siam Group has worked on multifarious business initiatives in Bangladesh under Siam International Co., Ltd. and Siam Entertainment Co., Ltd. Some of the most notable project development experiences include businesses such as;

- 2016: Developed structure, design and management for ‘Green View Resort’ in Gazipur, Bangladesh under Fakir Group.
- 2015: Joint venture investment In, for management, architectural design, landscape and Spa (‘Radian Spa’) area design in Royal Tulip Sea pearl beach Resort (The biggest 5star hotel in Bangladesh with 500 rooms), Inani beach, Cox's Bazar, Bangladesh.
- 2007-2010: Invested to open and develop indoor amusement park in Jingira, Dhaka, Bangladesh.
- Jamuna Resort development with outdoor amusement park including cable car facilities.
- Fantasy Kingdom Resort, Amusement & Water Park development in Dhaka.
- Foy's Lake Resort, Amusement & Water Park development in Chittagong.
- From November 2012 to till date, the company has also been involved in a project investment to set up the ‘Thai International Club’, managed by Thai International Recreation Ltd.
- Joint venture investment to set up ‘Tourism Entertainment Cruise Ship’ with AFROZ Shipping lines, Bangladesh. The company was responsible for joint operation and management of cruise ship from Bangladesh to Thailand, Malaysia, Singapore, Srilanka, Saudi Arabia, Maldives and Bay of Bengal.
- Since 2014, the company has been engaged in a joint venture with Fars Hotel & Resort, Bangladesh, to set up ‘SIAM Spa’.
- Since February 2010 till present, the company has been involved in a joint venture with Well Park Hotel in Chittagong, Bangladesh, to set up ‘Coral Thai Spa’

- In 2009, the company made a joint venture with Hotel Agrabad in Chittagong to set up 'SIAM' Thai Spa.
- In 2009, the company made a joint venture with Dhaka Regency Hotel & Resort to set up the 'Regency SIAM Spa', which is the largest Spa in Bangladesh.
- In July, 2015, the company has set up 'Ocean Paradise Moon Ocean Thai Spa' at Ocean paradise Hotel Cox's Bazaar, Bangladesh.
- Development of Bashundhara International Club, Dhaka for Bashundhara Group.
- In 2016, the company signed a joint venture for 'Siam Spa' with Hotel Golden Tulip.
- In 2017-2018 the company signed for 'Siam Spa' with Hotel Platinum Grand & Platinum Suite.
- In 2018 the company signed an agreement for 'Siam Golden Spa' with Best Western La Vinci Hotel.

2.17 Completed, Ongoing & Upcoming Projects of Siam International Co., Ltd.

Completed Projects

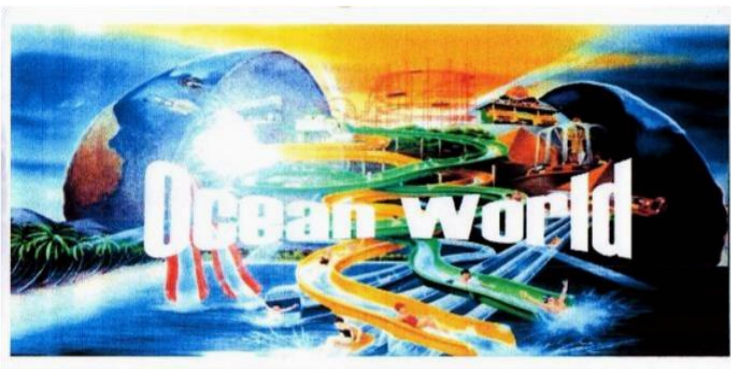
2001-2004: Development of a 3,000 sqm open indoor amusement park. Ayutthaya Fantasy World' in Ayuthaya park shopping mall, under Issariya entertainment group co., ltd.



A joint venture project with Central play Land Co. Ltd. for setting up indoor Amusement & Water Park named 'Leoland'. (The world largest roof top indoor amusement park in the area of 40000 Sqm).



1986-1987: A joint venture project with Thai-Dutch Co. Ltd. for setting up outdoor Amusement Park and Water Park named 'Ocean World' in Bangsane Chonburi.



1996-1999: Opened Super Market in Big school named 'Assumption Siracha, Chonburi', under the name Assumption Mini Mart.



1995-Till Now: Invested and developed indoor amusement park named ‘Cyber World’ on the top of Forum Plaza Chonburi Shopping Mall Thailand under Thai- Pacific Group of Co.



2004-Till Now: Issariya entertainment Group Co., ltd. took over the indoor amusement park in ‘The Bangkok’ shopping mall and purchased, installed all the amusement ride machines for the project.



2015: Joint venture investment for management, architectural design, landscape and Spa ‘Radian Spa’ area design in Royal Tulip Sea pearl beach Resort (The biggest 5 Star hotel in Bangladesh with 500 rooms), Inani beach, Cox’s Bazar, Bangladesh.



Fantasy Kingdom Resort, Amusement Park & Water Park development in Dhaka for Concord Group.



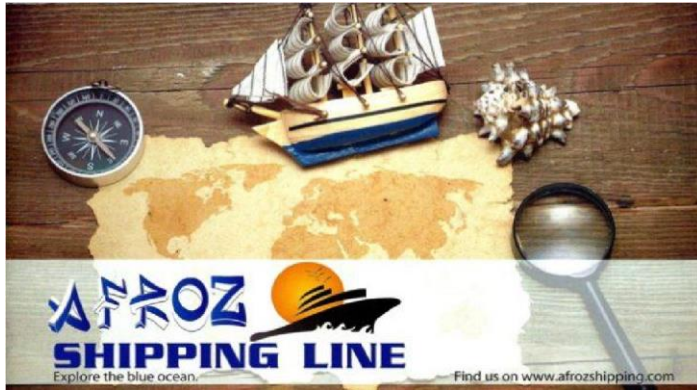
Foy's Lake Resort, Amusement Park & Water Park development in Chittagong for Concord Group.



Jamuna Resort development with outdoor amusement park including cable car facilities.

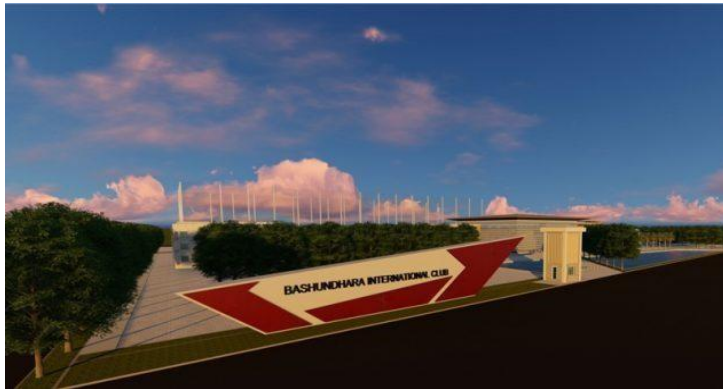


Joint venture investment to set up 'Tourism Entertainment Cruise Ship' with AFROZ Shipping lines, Bangladesh. The company was responsible for joint operation and management of cruise ship from Bangladesh to Thailand, Malaysia, Singapore, Srilanka, Saudi Arabia, Maldives and Bay of Bengal.



Ongoing Projects

Development of ‘BASHUNDHARA INTERNATIONAL CLUB’, Dhaka for Bashundhara Group near 300 feet road of Bashundhara R/A, Dhaka.



Development of structure, landscaping, design and management for “GREEN VIEW RESORT” in Gazipur, Bangladesh under Fakir Group.



Amusement Park development project at ‘MEGHNA RESORT’.



Upcoming Projects

Development of the ‘INTEGRATED TOURISM & ENTERTAINMENT VILLAGE’ on a 130 acres land at Cox’s Bazaar, Bangladesh proposed by Bangladesh Porjoton Corporation (BPC) under Public-Private Partnership (PPP).



Development of ‘SIAM-BANGLA MEGA CITY’ Tongi, Dhaka in an expanded area of 400 acres land.

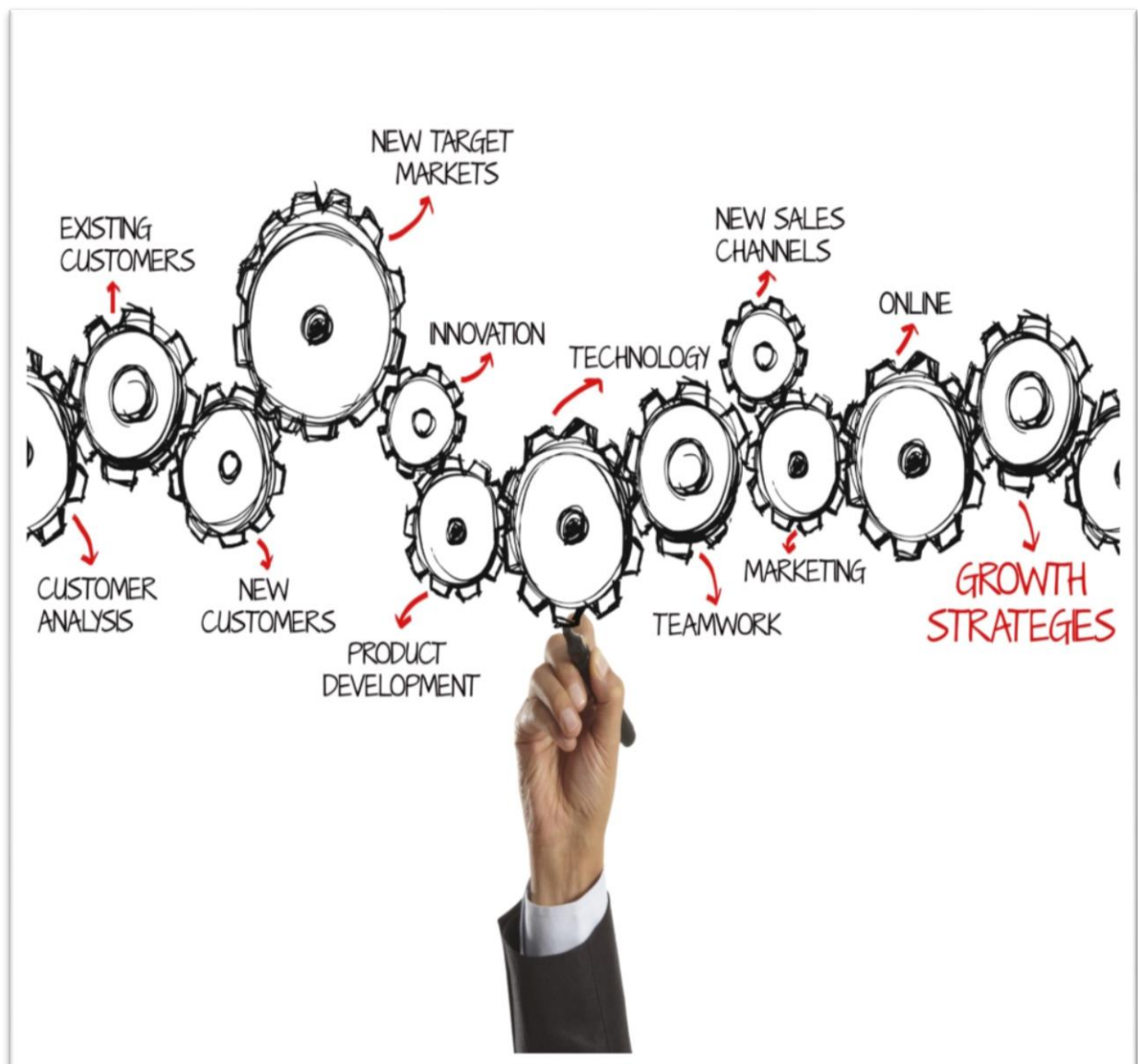


‘JAPAN-BANGLADESH TOURISM & ENTERTAINMENT VILLAGE’ joint venture development project at Sabrang area of Teknaf, Bangladesh.



Chapter: Three

Sales and Marketing Planning & Business Development Strategy



3.1 Sales & Marketing Activities

In an organization only sales and marketing department helps to establish the company. These two arrange everything to cashflow in the company. Here sales and marketing department works separately and do individual works but for a specific reason which is to make the company fulfill in the market.

Sales Planning & Operation:

Sales department normally make the annual/half yearly/quarter sales target, do sales forecasting, sales force recruitment, promotions and campaign and competitions, sales operation, sales service, customer service and care, maintaining sales records credit control, payment collection, sales force rewards and incentives, sales training and so many sales related things.

On the other hand, marketing department works to increase brand value, do market research, product share and market share analysis, brand publicity include public relations, sponsorship, advertising and promotions, packaging and raw materials supplies, production scheduling, pricing policies and profit planning, new product development, product design, new product marketing and testing.

In a big company sales and marketing department always work separately and individually but for a single reason. But in this company only the general manager of sales and marketing manage both sides by his team. A small figure of sales and marketing department of Siam International Co., Ltd. is given bellow:



This department is made by local and foreign employees and it also works for business development. The general manager makes all the planning and forecasting and the other team members works to fulfill the target.

As Siam International Company Ltd. has different concerns so this one team works together for al concerns in a very dynamic way.

For Darling Deluxe mattress, executives and junior executives of the team works directly in the market, do necessary tasks for online marketing, collect order, do supplies and collect payment, give sales service and care, manage store and logistics, and directly report to the senior executive.

For SPA & Health Care and Stone sector, senior executives are responsible for complete sales and marketing. Here the senior executives firstly collaborate with BIDA office for the foreign employees, then they visit every SPA & Health Care Branches daily and complete daily tasks. They also do marketing directly in the corporate houses and arrange promotions by text massage and other ways to the clients. Few members of this team sit in the office full day and only work for Stone. They take orders from corporates, open LC, manage shipment & logistics, complete delivery and work for payment collections.

Assistant managers are mostly foreigners. This team works for the Ride Machines and Mascots. This team works with domestic amusement parks and resorts and look over the whole sales and marketing side.

As Siam International Company Ltd. is renowned for amusement parks, hotels, business clubs, and real estate so the managers are doing their best for its sales and marketing and brand development also for its construction side. They find investors, Share Holders, collaborate with government officers and complete projects.

The general manager personally looks over the managers and others other employees as well. He sets the goal and target and distribute the works in between the whole. He also Manages the contacts with the director in Bangladesh and Thailand and also with the Managing Director.

This is how the sales and marketing team work in Siam International Company Ltd. Few terms and planning of sales and marketing are still unexplained. So those terms and planning will be explained part by part in the further discussion.

3.2 Marketing Mix

The marketing mix consists of a number of elements, which are subsequently transformed into a strategic plan. For a marketing manager it is essential to constantly search and follow the corresponding marketing mix – the one that will bring a profit.

The basic marketing mix includes so called 4Ps: **Product, Price, Place, Promotion**. Further on these conceptions are examined in detail.

Product can be both tangible and intangible. In the tourism industry, an intangible product refers to a service. The primary task of a company is to determine the position of the product on the market in order to understand its own strong and weak points and to implement marketing techniques in order to meet customers' needs.

Company now trying to establish new amusement park and entertainment mega city which will be the first and biggest entertainment mega city in our country. Infact this is one of biggest investment of this Company. Bangladesh Government and BEZA is very hopeful and trying to assist this Company for the fulfilment of the project. Now this project is going to be the dream place of millions of people. It will create a new aspects of tourism industry in Bangladesh and other countries.

In Siam International Company Ltd. product developing side includes Architectural designing, Engineering support, Entertaining Rides and Mascot, and Stone. And for the SPA it is totally a Service oriented platform.

Although here the base is Entertainment, Technological Consulting Firm & Health Care Service oriented company so Packaging is not important here but the Brand has a big role.

Therefore, it is especially important to the corporate sector and health conscious people.

Company provide construction stone to the client as per their demand, which is directly comes from Indonesia and Thailand.

Price: In this company price varies on the product or service. For consulting to other companies, Company receives a commission amount based on the project which is always not same. On the other hand, for stone, rides and mascot, the company has different price structure. As all of these products are imported there are only few companies available here so the price is little high and fixed. Moreover, there is no discount for tangible products.

In SPA & Health Care business, Company has different price list for different service. As all clients do not come for any specific service or problem, so price not same. As it is not available everywhere so the company is dominating in this sector.

In Stone business, there are two types of stone and both has different price and the price is only set for per ton. This price is always not same and depends on demands, quantity and company. Where the relation is good and client is old, there the price is quite low. And, as there are also many other stone suppliers Chottogram, Sylhet, and Dhaka and the market is very challenging, so for new clients it is always variable and depends on demand and quantity.

Place: This Company does not deal with any FMCG. So, it is not situated in different places. It has the main Head Office in Thailand and second Head office in Bangladesh. The contacts are in between of corporate. So, Company provides the tangible products as per client demand.

SPA is kind of a very oldest physical therapy. Its origin is in China, Thailand and India. This Company provide very quality full and standard SPA service in all over Thailand. Before few years the Company started this service in our country. In SPA sector, Company has different branches. This Branches are situated in mother places and only in 3*, 4*, & 5* hotels.

Promotion: It consists of several communications tools such as advertising, sales promotion, public relations and personal selling. This Company does not deal with so many advertising tools, but keep the client relationship. This Company use, You-tube teacher, Mobile marketing (Maskin), flyer distribution, billboard add, Paper add, for new offer and facility and gather clients. Social media is another promotional and advertising side for the company. Mostly the company try to maintain the relationship with the existing clients by giving special offers.

3.3 Market Segmentation

The success will be based on the ability to become known within and outside the country. This company must focus on the specific market segmentation whose needs match the offerings. Focusing on targeted segments is the key to our future. Therefore, the focus and marketing message will be the services offered. Once the message is developed, it will be Communicate and fulfilled.

The primary targeted market of this company consists of five main groups. These categories are: Tourists, Weekend Travelers, Business Travelers, Families, and Senior Citizens. Tourists: The biggest market segment for Mega City & Entertainment service will be the tourists from home and abroad who are interested to visit different places of the world will be attracted by the project facilities because of its variations and appearance. During the peak seasons such as winter vacation, Eid and other religious and cultural festivals, govt. holidays a dramatic range of foot falls is targeted by extensive promotion and service.

Tourist: For any country tourists are the blessing. There are so many countries which are totally dependable on tourist. Like: Singapore, Malaysia, Thailand, France, Maldives and so many. So, tourists can be a very good target market for this company.

Weekend Travelers: An important market segment for entertainment facilities will be the weekend travelers. These people don't like to be locked into long-term busy working schedules but like the freedom to come and go when the opportunity presents itself. They are mostly working couples, students/teens, micro families etc. These people will be a target market for special promotions and periodic activities.

Business Travelers: another small market segment, Business travelers will be attracted to use this facility for various purposes since it has many other facilities in one area in affordable range.

Families: this is a biggest important market segment for our mega city. It would be a great residential spot with all the modern facilities where families will be attracted to stay. These people will also be the main target for summer and winter picnics and activities that allow for fun and education for the children while the parents enjoy relaxation.

Senior Citizens: this market segment will be a fast-growing market as more senior citizens are retiring than any other group. Senior citizens are willing to spend quality time in a peaceful and secured place where proper medication facilities are also available next to door. After meeting successful business in Thailand and Bangladesh now the company is trying to enter India and want to set up new office and new project.

3.4 Target Market Segment Strategy

For Siam International Co., Ltd. target market segment strategy should be for everyone. Because I don't think there is a single one who doesn't like entertainment or doesn't like to spend time with the family. But there should be different enjoyment and facilities for different types of customers. Few customers want a safe sound place for spend a quality time, few want parties, few want games & movies, few want playground, few want nature, few want service from the staffs, few want a workable or business place. So, this company's target market segment should set by based on the targeted customers.

Over all, Customer's satisfaction, customer's personal engagement and wants and needs also can create lot of target market segment strategy.

Even though, customers can be considered of all age groups, both sexes, all races, all income levels, local residents or tourist to the area. The most important factor behind on success is simply, "THAT EVERYBODY CAN ENJOY THEMSELVES", while participating in the activity they choose.

3.5 Competition Analysis

"Being locally owned, you can design and operate your facility to be connected with the community and fine-tune to meet their needs. You have to be part of the community to be successful."

The mega city is focusing on friends & family entertainment, health and education where there will be residential and shopping facilities, all kind of entertainment, sports and activities that all age group can participate in and enjoy as individuals or as a group. By far, the most significant factor to affect the tourism industry in the forthcoming decade is the dramatic growth of national and global economy and spending pattern of people for recreation purpose.

The Hospitality and Entertainment Industry are unique in that it has little inventory. Yet, should the need arise there exists a large network of suppliers for everything in the facility. All of these sources ship overnight which reduces the requirement for a large on-hand inventory.

Competition in the tourism & entertainment industry for Mega City is considered mild for the hotel sector and completely nil for the entertainment services as we are the pioneer. Our choice of location is superior and offers us an edge against future competition from similar services. We will create our niche in the market place by being the first integrated service provider in the whole area, but to keep our competitive edge we know we have chosen the right location.

Experts say, "If you require a big grand opening or spend a ton on advertising your center, then you are not in the right location. The public just needs to be able to see and have easy access to your location make it look fun and they will know where you are and when to come."

3.6 Competitive Edge

The high standards set by our company and our location is going to make it very difficult for competitors to enter and survive in the market area.

Our Investments research shows that the opportunity exists to provide a high-quality service in a family-oriented environment, where we can offer competitive pricing to our customers and still make an outstanding profit in this demanding market.

The keys to our competitive edge:

Our services will be positioned to provide customers with a premium Hospitality, shopping and entertainment experience:

- Produce maximum profits, but still able to offer affordable entertainment
- Provide the best games/family sports/entertainment facilities
- World famous various foods and beverages
- Repeat customers/events/enjoyment
- Provide activities for a large range of age groups
- Unique and eco-friendly in design with comfortable ambience

- Obtain all appropriate licensing and certifications
- Exciting work environment
- Thorough pre-hire background screenings performed on all individuals before hired for employment

3.7 Marketing Strategy

The customers can come from all age groups, male and female, all races, and every income level and can be local residents or tourists to the area. That is why the marketing plan started at the construction phase; by keeping in mind, if it looks safe and environment friendly people will come. Thus, the main factor to our success is simply that a person can enjoy themselves at our place while participating in any activity they choose.

The market research team and public relation managers are a vital part of our management team, by assuring that customer satisfaction is provided and gathering information from the public about the types of accommodation and entertainment is most desired. This can provide our company with the means to stay in touch with the community and ready to meet their desires.

3.8 Promotional Strategy

Our first objective in promoting our center will be to capitalize on the power of the WORD OF MOUTH. In every business it is a well-known fact that word-of-mouth advertising is any businesses' best friend or worst enemy.

Yet, this does not preclude the fact that announcements, placing advertisements in the local Newspapers and our future planned website are not just as important in reaching new customers. The company's marketing strategy is focused on establishing our brand and promoting our image through a variety of marketing channels.

3.9 Promotional Tools

To promote the Mega City in Bangladesh and in its turn in Dhaka, our company would arrange;

Road Marches: Road Marches across the country will be participated by people of all walks of life. The marchers will carry banners, festoons, posters, handbills which would highlight various messages about how one can make oneself more knowledgeable through tourism, learn

about cultures, life style, living standard, behavior patterns, about their hospitality, behavior of nature, beauty of the nature.

Print Media: Print Media of the country will print adds about the project, about the highly attractive entertainment village with highly thrilling modern games, Cozy eye water park with various exciting water games, spacious tower with a revolving restaurant you just name it.

Electronic Media: Such as radio, television, internet will regularly cover entertainment features of the project and excellent hotel facilities of international standards. The media will also telecast documentaries made exclusively for the Mega City and the facilities. The documentaries will show the pictures of beauty of the Mega City. It will also tell about how peoples of different religion and beliefs are living in close harmony in Bangladesh. The films will also show places of historic importance and religious interests for people of different religion. Short films about the project and tourism in Bangladesh, will be shown on movie houses of Bangladesh, western electronic media and other media.

Bill Boards: highlighting the Mega City concept in Bangladesh will be placed at various key points of the country. Bill boards, flyers, leaflets, catalogs/brochures will be printed and distributed among the target markets.

Public Relations: The Company will appoint few well educated and knowledgeable goodwill ambassadors to visit different countries. The ambassadors will hold seminars, talks highlighting the prospects of tourism, health and education in Bangladesh with special emphasis to the proposed project.

Logo & Identity Development: A professional logo will be developed. This brand will be promoted through a broad mix of identity pieces including business cards, stationery, car signage, and other communications.

Partnership Programs: The Company will develop community partnerships to offer discount to the clients of other businesses that cater to our target market, such as:

- Local companies or MNCs, NGOs, Banks.
- Schools, colleges and all educational institutions (nearby and around the country)

Events: Special events, including a grand opening and special holiday parties, will be promoted to increase visibility in the community and to attract first time or infrequent visitors.

Brochures: A brochure will be designed to communicate our presence, the services we offer, and the clients we serve in and outside the country.

Flyers: Flyers will be designed for posting at community locations that attract high traffic volumes of consumers within our target market, such as: Billboards.

Advertising: Ads will be placed in publications and TV channels that cater to the demographics of our target market.

Website: The project will have its website and internet advertisement providing all necessary information about the project “Mega City”. All brochures, flyers and other marketing tools will promote our website, detailing our services that benefit the community. Our website will also provide all information about us, our operational hours, schedules of events, and a registration form for online enrollment.

Direct Mail: Direct mail channels will be used to initially introduce our presence to the community and attract first time visitors. The need for this type of advertising will taper off as repeat and referral business increases.

Email: Email will be used to connect with our clients frequently through monthly newsletters and updates on upcoming events and special offers.

Analysis of Porter's five force model:

Porter's (1979) five force model for competitive analysis is done for Tourism sector of the country which is given below:

Competitive rivalry between Suppliers

Both Govt. and private initiatives for developing entrepreneurial activities in the tourism sector should be utilized to provide better services to the tourists. Starting from natural beauty, historical places, good hospitals and health management system, visit of religious places, security, safety, accommodation, and easy transportation etc. should be arranged. Pricing of tour related product should be charged lower than neighboring countries.

3.10 Business Development Strategies

The business development strategies are everywhere and lots and lots of ideas are there which can be exploited on a commercial basis. These fresh ideas can be harvested, launched and thereby marketed properly. Anyone can get awesome ideas at any point of time. Ideas can be large, small, and big. Ideas are usually driven by a passion for one's area of interest. A new idea may be borne from an existing situation or from the innovative mind of a thinker. The business owner can also observe two different disciplines and blend them smoothly, which gives birth to a new field of business innovation.

Recruit right personnel at the right time:

A person can be having a great degree of knowledge as well as strong network who is eager to close deals with clients. But it can be harmful for a company's well-being. Sometimes

marketing team emphasizes only on lowest prices. They forget to pay attention to engineering and quality aspects. This casts an ill effect on the company's reputation. The effect will depend on the company's life cycle. There are three life stages in a company's life and not every employee is suited for every stage.

The three life stages are-

Scouting: This is the preliminary stage of a company. At this stage, business development deals with identification of various entry points to market. Various leverage points are identified and the concerned internal team is provided with feedback of market analysis. The key skills involved here is collaborative work with the product and engineering teams.

Testing: At this stage, the business developer will close a few open deals in order to test the assumptions made from the market and input various findings. Analytical skill sets for setting up a measurement framework is required. The framework will depend on the company's mission, strengths and vision.

Scaling: After the data is gathered from each and every deal, a path is laid down for goal fulfillment. After this, business development is all set to start closing for deals. An entire support system for future activities is created.

Look for The Right Opportunity:

The contacts with whom you are dealing must be cross checked as well. Dealing with the right person is very important. This practice leads to unwanted wastage of time. It is very important to identify the potential clients with whom you can do business. Scanning of the market for fruitful associations is vital before starting dealing with prospects. If this step is omitted, you will find that you are already drained out, yet no positive associations have been made. Focus on those clients who actually matters to your business rather than digging your head in unwanted ones.

Stop Talking Too Much:

When you are speaking for more than 50 percent of the time, you are actually talking 10 times excess. Your job is not to blurt out everything, but understand and probe the client's perspective, his problems, issues, type of work done, time taken etc. Be an active listener if you really want to develop your business. You will always be a favorite vendor in a competitive economy if you hone your listening skills.

Focus on Your Client's Requirement:

Don't present what you are offering. Present what the client needs. Do not talk about your offerings instead listen carefully the client's requirements, preferences. If you listen carefully to your clients, you can modify your own pitch to match the client requirements which in turn increase client satisfaction rates. Always pay a keen attention to the clients' issues so that you customize your offerings as per his needs. If a client fails to get what he desires, then the chances of doing business with him is minimized. He will not select you as his business partner and instead look for other prospective partners.

Be Important:

It is a well-known idea that important people love to deal with other important people. Be active within your business associations. To be part of those organizations that fulfill your business needs and where you can interact with prospective clients. You can offer volunteer services to

industry experts to gain visibility as well as to capture high value targets. You can climb the corporate ladder to gather the desired prestige in your concerned industry. If you succeed in doing so, the successive orders are bound to flow in your company. Remember, people like to deal with the creamy layer or the winners in their respective areas of expertise.

Main Motto-Client Satisfaction:

There is nothing in the world which is worse than a furious client. Not only it spoils the relationship of yours with the client, but it is also harmful to your company's reputation. Forget about everything else and fix your client's problems first. If you take a quick action once your client's complaints about an issue, you will make an enthralling impression on your client. You will get applause from your client and your name will be circulated in your industry members. Remember to practice empathy when dealing with clients. Place yourself in your client's position and feel his problem. By doing so, you will be effectively nurtured your business.

Provide Excellent Service:

After you successfully influenced your clients and got business from them, it is time to make them happy with your amazing services. Stick to the deadlines fixed with your clients. Be a perfect guide throughout the whole process. If you succeed in making your clients satisfied, they will be offering you repeat business as well as new business opportunities. Who knows, you may be rewarded with something exceptionally good.

Quality VS Quantitative Approach:

Many businesses focus purely on qualitative business value proposition and gives less importance to the other factors. But this is not a wise idea. This plan has a high probability of failure and is quite difficult to achieve. There is also a minimal probability of the market to pay higher for a premium service. The market is not ready to spend extra bucks even if they get improved user experiences and better services. As a result, the quantitative aspect of the business increases the chances of success. Creating competitive lowest prices will surely attract more clients. This in turn will maximize your revenue generation.

Stop Saying-I Don't Have Any Time:

Time management is a crucial skill which every business owner needs to know. It is all about prioritizing work. Important work needs to be done first and less important jobs can be done later. You can also have a great business idea in the silliest of time. Managing your time wisely is one of the most crucial tasks, especially when you are a business startup. Balancing time between operational activities and business development activities is an art which you need to master. This can be done only when you spent less time on useless stuff and allocate more time to vital tasks.

Innovation at Its Best:

Innovation is the best way to be at the top of the competition. When you offer your clients something unique then there is a high probability that your client will do business with you. Everyone prefers products or service that are new to the market. So why don't you go out of the box and have some awesome ideas? Offer your clients something which no one is offering.

Innovation may involve new methods, ideas, workflows, process flows which will be beneficial for companies.

The role of business development Strategies is extremely crucial in the first stages of a new business. This phase decides the fate of your business. If you do it well, you will taste success soon or else it will take your business to a downward direction. You need to identify the winning concepts for your business. You have to brainstorm ideas in order to be successful in developing your business. Start looking for new niches for promoting your products or services. You can also apply your skills to a new field which can be beneficial.

You can also search for existing product lines and offer a cheaper version of the same product. When you are doing a mix and match of ideas, it won't disappoint you in achieving your goals. Just be confident and be ready to RULE the world!

3.11 Key Business Skills:

Own discipline:

Discipline is the most important factor in life and no one else but as an adult only you can discipline yourself. Whether working under someone as an employee or being an entrepreneur, you need to have a few sets of disciplines in life that you must adhere to.

Discipline helps you improve yourself as an individual and also as a leader. Self-discipline can help you achieve anything and everything you want in life all you need to do is keep yourself focused and adhere to what you have decided.

By maintaining your discipline if not 100% achievement you can a minimum achieve 80% of your set target, which is pretty good to start with. “If you aim for the moon your will land up in the stars”, however you can get there only if you work that hard to work that hard you need to organize yourself that well and in that discipline. Discipline can be little, little things you can do daily for example:

- Wake up early and exercise before you start your day to rise early and to keep fit
- You can make sure you reach office on time if you reach office on time so will your employees or your subordinates.
- Have healthy food to work better and stay fit and healthy
- Keep yourself organized and ready for the next day a day prior, this will help you preplan your next day
- Keep a dairy handy and make a note of everything new you learn throughout the day, penning down will help you memorize what you have learned.
- Make a resolution and stick to it by following your aim and reminding yourself about your next agenda daily, and very aggressively.
- Try to discipline yourself to the maximum; disciplining does not make you boring it organizes you better taking you towards growth and success.

'I Want to Know More'

The process of learning never stops, even as a child you were thought that you can learn till you live as learning is an ongoing process. Please do not forget this fact of life ever. Every day that you live brings in something new, something that you can learn, something that can add value to your business, your personal life and your success, in fact, you can list down things that you do not know properly or do not know at all and that you think can add value to your life.

Surf the net and you can have a number of sources that can guide you through. You can also join classes and leave it to the experts to train you and help you through your difficulties. You do not need to bunk on your working hours to manage your class, all you can do is take up a class in the early hours of the day or maybe after your closing hours or even the weekend classes can help.

All you need to do is put in an effort to learn and “where there is a will there is a way.

Not necessarily the internet or classes can be your only teacher, at times you can also get to learn a lot from people below you, your employees your subordinates, your kids, etc. what you need to do is accept the fact that someone else can have better knowledge of keeping your ego aside and try to learn whatever new is displayed.

Quick and Smart Solutions:

In any business, there are hurdles that need to be crossed by finding the apt solution for them.

Problem-solving business skills are something every leader requires.

Because you are a part of the solution you are a part of the problem (Eldridge Cleaver). You might face a problem and not one but a number of problems in every stage of your business, as the business grows so will the problems. Make sure that you do not panic when in front of a business problem as problems are a part of your job.

Calm down, and only after you calm down will you be able to find a smart solution to your problem quickly. Some problems might require solutions faster; some issues can be taken care of later so prioritize your issues and work accordingly.

Be the Judge:

Being an Entrepreneur of all big and small decisions need to be taken by you. Now it is not just about making the decision. It is making it right, “just because it has been happening like this it will continue to happen the same way” is not the right way you make decisions.

Decisions need to be taken basis the data and the option available, then choosing what is right. It is not always possible to take a right decision; however, if you take the help of data you can choose closest to the right decision, data can never be wrong.

Use the Pen and Paper to Remember:

Remembering everything that you do during the day, appointments for the following day, and even a week later is genuinely not possible. When at work or in the office you have so much in hand to finish that you can barely remember what happened yesterday and a week prior. Well, there might be a few appointments you might have fixed for today sometime last week, there might be an urgent data that you need to collate and use for analyses, and there might be several other important tasks that need to be completed before the day ends. How do you remember so much? Well, the solution is simple you can simply write all your important work down on a diary with dates simply write the task on that particular day’s sheet when the work needs to be done. Half your task will be remembered by writing it down, the rest of the reminder can be given to you by the diary. Learn how to drive online traffic to the company website. Develop and manage digital marketing campaigns. Practice with hands-on, essential training in Google Analytics.

Make the Right Use of Power:

Now that you are on the highest designation at the workplace coz you own it, you are the boss. The power is all yours for you are on the highest chair of the organization; however, this power needs to be used wisely, without misusing it, without favoritism, keeping office politics in mind and working around it. I am sure you know and have heard of this “With great power comes great responsibility” Think over it using power wisely you can sustain and retain your human resources (some of them might be seriously very important resources you would never want to lose).

Manage Your Time:

One of the most important parts of your business skills in managing time efficiently. Time yourself and the job you are doing, try to finish your job within the time. You wouldn't want to waste your entire day finishing a single task, I am sure you have a lot more in your plate and you have to make sure you finish off not all but most of it before the day ends for business. However, this is possible only by managing your time efficiently. Make sure managing your time you do not leave the most important work unfinished. You can run through a number of articles and videos on managing time efficiently at work. You can also take some small activities to learn time management online. In fact, you must also train your subordinates on learning how to manage time efficiently.

Prioritize:

Every job at workplace needs to be finished; however, some jobs are less important for the hour, some important and some very important. Make sure you know the most important job of the hour for that moment and finish the same on priority, the other jobs follow basis their prioritization.

Now, why prioritize if every job needs to be finished? The reason is their importance, how much does the job, the client matter to your company and also how much does the job given matter to the client? The reasoning and prioritizing needs to be done by you, there needs to be not just a strong reason but a very strong reason behind prioritizing to make sure you keep up the good relationship with your clients.

Huddles and Training:

You are aware of the changes in the industry your business is functional in through, media, emails, competitors, training's and meetings; however, your subordinates not necessarily are aware of the same. When at work you and your subordinates both are very busy and may not get any time to discuss all that happened and anything important. To bridge this communication gap and know what is happening at your workplace you should create huddles on a daily or weekly basis where everyone should be free to talk out their concerns and give in their suggestions. Also, separate trainings should be conducted to train the staff of the development in your company and industry.

Manage Stress and Balance Life:

One of the most important parts of your business skills. Managing a business in this competitive market with a number of competitors around, managing inside office stress with subordinates, issues, problems and working around with a solution, lastly, personal stress needs to be managed, all this is definitely not simple. You need a live a stress less life as you need to be healthy to be successful in life. Of course you can never keep all the problems and issues aside you will have to make sure you work around them to get to a solution, which you will at the end of it; however the working around overloads you with stress a lot and a lot of stress you still need to be calm and focus on work without falling a prey to this stress. Yes, you can manage stress; the best way to do so is exercising not just your body but also your brain. Meditation is the best way of relaxing your brain and increasing your blood circulation. Do not forget to get a medical checkup done every year to make sure you are fit. Being the owner of the business gives you the hold, the power to lead. However, you would not just want to lead your business but also amongst your competitors.

Attaining success is not as easy as it looks from a distance for you have to fight against competition. To grow well and succeed well you need to have some basic business skills these business skills start with disciplining yourself, keeping yourself open to learning new things, solve problems quickly, decision making, remembering, using power correctly, managing time, prioritizing, training staff, stress management and it goes on. There is no end to business skills if you want to master in business skills or want to grow as an entrepreneur. Remember to be a part of the game as a team player, work with your subordinates as a team member and help your organization grow well.

3.12 SWOT Analysis

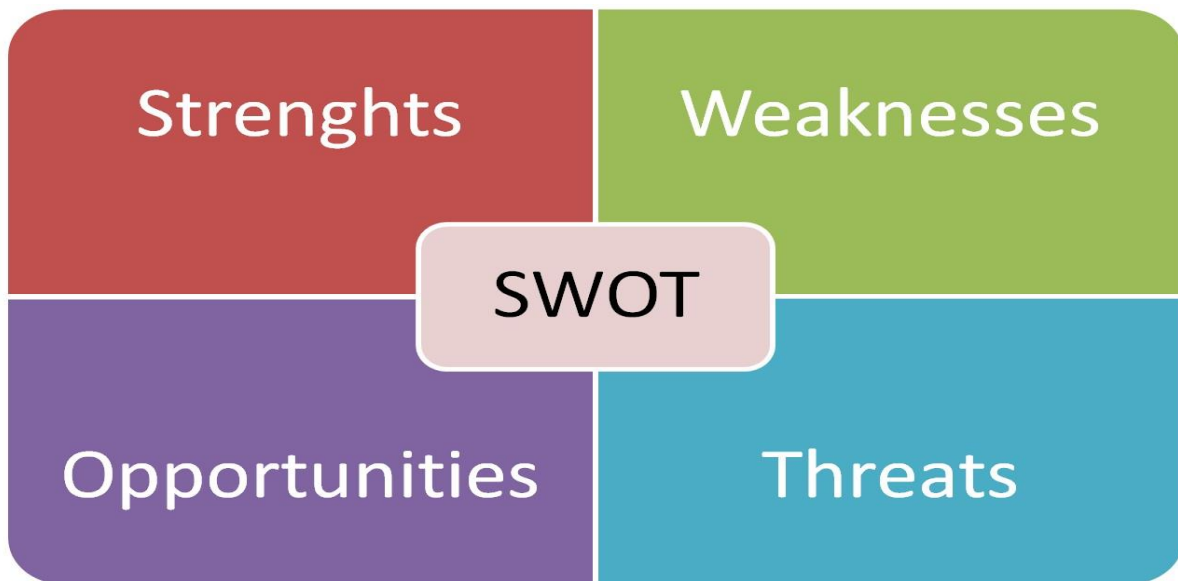
'SWOT' analysis - An analysis of an organization's strengths and weaknesses alongside the opportunities and threats in the external environment."

Strengths: Factors that give an edge for the company over its competitors.

Weaknesses: Factors that can be harmful if used against the firm by its competitors.

Opportunities: Favorable situations which can bring a competitive advantage.

Threats: Unfavorable situations which can negatively affect the business.



Strengths:

- Foreign Investor
- Direct help and cooperation of Bangladesh Government
- Strong board of Directors
- High experienced top management
- Has attained reputed company
- Has arrangement of modern equipment and facilities for company & employees & customers.
- Interactive corporate culture & friendly environment for employees & clients
- Strong financial stability

Weaknesses:

- Lack of expertise man power in different position
- English accent and skills low.
- Unestablished labor low and lower remuneration
- Reference appointment is very much attractive here which is harmful for the company.
- Lack of well train human resources in some areas
- Branding and advertising of the company is not well established and popular
- Low media coverage and public relation

- Foreign directors are not regular
- Company should improve customer relation in social media in some sector
- Corporate office should transfer in regular commercial area

Opportunities:

- Great opportunity to acquire projects from Government as foreign investor
- Many areas for starting new business
- Complete support of Government
- It has special facility as foreign investor
- Clients are personally highly interested in some business area
- Have lot of options to find well experienced employee, specialist and cheap labor
- Have sources for technological support
- Have sources of all kinds of raw material suppliers
- New entrepreneurs are highly interested for new opportunities
- Financial support from private and government banks and financial institutes
- Available labor at low cost
- Available young, energetic and dynamic man power
- Friendly weather

Threats:

- Political pressure, violence and instability
- Threat of new comers in same business area
- Competitive Business environment
- Threat of local business syndicate
- Lot of new multinational companies are coming in the same scenario with new products and services
- Difficult and lengthy paper works in the Government or local office
- Threat from employees as labor law is not established
- Should focus on corporate social responsibility
- Threats from religious community

Chapter – Four

Findings, Recommendation

&

Conclusions



4.1 Findings

Major Findings:

On my overall knowledge about this company few findings include:

- The company offers the clients a wide range of services in one environment.
- It has strong community ties and involvement in the business.
- The company has superior high-quality hourly care customer service.
- The company provides a clean, upscale, enjoyable environment to the customers conducive to giving professional trusting service.
- The company provides its full ability, integrity, and 100% dedication.
- The company uses of state-of-the-art technology at its business place for better customer care.
- This company also provides popular and wide-ranging year-round entertainment activities for its customers.
- For few services the accessibility for the clients is very easy in this company.
- This company target high public traffic areas for maximum business exposure.
- This company designed a nice facility to reduce overcrowding in the business place.
- This company has seasoned management team for specific business area.
- The company has all official equipment and facilities available in its offices for each employee.
- It has strong customer engagement in some sectors through relationship marketing.
- Low training activity and workshop for the employees which creates the monotonous.
- Employee attachment with each other is no well establish.
- No research and development team exist in this company.
- No data analysis team available in this company.
- This company doesn't follow any changing trends in advertising.
- Advertising and media coverage are very low.
- Advertising research is not practiced.
- In some sector sincerity, honesty and self-restraint is not maintained.
- Equity among local and foreign employees is not same in this company.
- There is poor adaptability in the vision of all constituent of business idea.
- There should be dedicated public relation team and complaint section in this company.

- Employees and work distribution planning is little unorganized in this company.
- This company has strong ability to take big risks.

4.2 Recommendations

- The company should recruit a research and development team and more research should operate in investment sector.
- The company should recruit more experienced employees in sales and marketing department.
- The company should implement trendy marketing and branding policy which is effective in 20th century.
- Technical supporter should be available in Bangladesh.
- To ensure better customer service coping with the growth of overall business
- Business discretionary power should revise as the company is not going smoothly.
- Company should set up a specific public relationship team.
- Women employee should be increase more in order to deal women entrepreneur for create demand for investment.
- Decision making process should be free of ambiguity and be time conscious in this company.
- Formulation of recruitment or remuneration policy should be out standing in this company.
- Enhancement of remuneration package should be competitive and attractive in this company.
- Balancing with religious terms and conditions is highly important in this company.
- At list a monthly meeting with top to bottom is necessary because experience and idea sharing.
- The company should provide training and workshop to its employees.
- The company should arrange some entertaining and gaming activities for its employees as it motivates the whole team.
- The company must change its advertising and promotional activity and should focus more and more on digital marketing as the whole marketing gone to the digital marketing area.
- There should be an equity among local and foreign employees and there should be

scope for practicing religion activity.

- The company should focus a little more for its branding. As in, it can use billboard, tv Advertising, or by its corporate social responsibility.

4.3 Conclusions

Siam company was established with the driving goal to grow, succeed and become a leader in every business that it engages in while adhering to its values of integrity, respect and commitment to excellence. It has continued its journey with visionary goal, meticulous planning, best use of its human resources, varied range of products with guaranteed standard and quality service. The company has future plans to go for joint venture with Japanese and Indian firms. Siam company is a leading multinational company headquartered in Thailand and Bangladesh. The organization follows a conglomerate diversification strategy. Its commercial interests have now extended beyond Thailand, Bangladesh, and Myanmar to include India. Varied range of products with guaranteed standard, quality services and most effective managerial efficiencies have made the organization a well-known brand in the respective sectors of its operations.

The company has professional teams of specialists, well experienced in business management and client services. It also maintains a strong network with the Tourism and Entertainment Industry of the world. Siam company has been involved in entertainment business from more than 30 years.

It has been actively engaged in creating, developing and managing projects on Amusement Park, Water Park, Recreation Club, Hotel, Resort, Shopping Mall, Spa, Fitness Center etc. Both in Thailand, Bangladesh Myanmar and India. Siam Health & Wellness Center has been conducting the Health Care business in Bangladesh and India for many years and has largely contributed to facilitating the availability of this service at many hotels and resorts.

Without this, the company is also dealing with life style products in Bangladesh.

References

- Books
- Online and Google
- Company Website
- Company Documents
- Internship Books

Thank You.