



“An Analysis of the Marketing Activities of Apex Husain”





Submitted To:

Dr. Mohammed Masum Iqbal

Professor & Dean

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Submitted By:

Faisal Al Hossain Majumdar

ID # 173-14-2570

Program: MBA

Major: Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

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Dr. Mohammed Masum Iqbal
Professor & Dean
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Sub: Submission of internship report entitled “An Analysis of the Marketing Activities of Apex Husain”

Dear sir,

I am glad to submit hereby the internship report of “An analysis of the marketing activities of Apex Husain” for your evaluation. To prepare this report, I have given my best effort that would enhance the report. This report attempts to describe my observations, learning during the study this course.

I made sincere efforts to study related materials, documents, proposals, issues report and operational systems of Apex Husain and examine relevant records for preparation of the internship paper as comprehensive and informative as possible within time allowed for me.

I would be glad if you accept this report and also requesting to consider limitations with a soft view that had made due to my limitations and oblige thereby.

With the best regard,

Faisal Al Hossain Majumdar

Id: 173-14-2570

Program: MBA

Department: Business Administration

Faculty: Business & Entrepreneurship

Daffodil International University



Approval Certificate

This is to certify that an internship report entitled “An Analysis of the Marketing Activities of Apex Husain” prepared by Faisal Al Hossain Majumdar, ID – 173-14-2570 under my supervision and guidance for partial fulfillment of the degree of Master of Business Administration (MBA) major in Marketing at Daffodil International University.

The report is recommended for submission.

Supervisor

Dr. Mohmmmed Masum Iqbal

Professor & Dean

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University



Preface

Applied training is essential of marketing courses. I think theoretic knowledge is not sufficient for a student to familiar with corporate work. There is some complexity to understand a renowned organization only theoretic knowledge. Applied training give us proper knowledge about an organization. I chose this topic because of knowing the overall marketing activities of this organization.

I have conducted my internship report program at “Apex Husain”. An attempt to ready an informative report based on my experiences that I have noticed and performed during my training. I have tried to put all experienced in this report. At last ask for grace for my unexpected error that might appear to finish my whole internship study.

It was great experience for me. This study will help me in the future progress. By this study I get some unique ideas about rubber industry. So, I am really great full to all of them who collaborates with me. I think it was memorable journey for me which will give me a lot of benefits in near future.



Abstract

The internship report entitled “An Analysis of the Marketing Activities of Apex Husain”. At first, I identifies the marketing strategies of company then I did analyze the marketing mix of company. At last I identified problems and tried to give some solutions. I used primary and secondary data. I focused on some information collecting tools like, Oral interview, telephone conversation, company website etc.

In analysis part, I have tried to discuss about marketing activities of Apex Husain. At first, I identified the marketing strategies of company like segmentation, targeting, Positioning. The company give emphasis on some segmentation variables like, Geographic, Demographic, Psychographic & Behavioral. After evaluating segmentation, they decided how many segments will be targeted. In positioning, Apex try to establish image or identity of their brands. After that Apex implements marketing mix, product, price, promotion, place. This company products are tire, tube, sole sheet, industrial matts, foam etc. In pricing, they focus on discount, allowances and credit terms and they give emphasis on TV ad, personal selling, direct and digital to promote product. Apex have lot of distribution channel, transport to product available.

In final part, I identified some problems during internship program, like, Apex’s product line is insufficient than their competitors therefor customer gets negative thought about their brand, they perform less promotional activities & CSR for that reasons their product are not visible to general people. On the basis of problems, I give solution to them like they should increase their product line than their competitor so that customer gets positive thought about their brand on other hand they should increase their promotional activities so that general people know about their products. At last I have given a concrete conclusion.



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Abbreviations

CEO	Chief Operating Officer
R&D	Research & Development
AGM	Assistant General Manager
DGM	Deputy General Manager
MBA	Master of Business Administration
CSR	Corporate Social Responsibility
FBE	Faculty of Business & Entrepreneurship
HRM	Human Resource Management





Chapter 1



Introduction





1.1 Introduction

The establisher of Apex Husain, Mosharraf Husain introduced an industrial venture with East Pakistan rubber industry at Tejgaon industrial area, Dhaka. He continues strengthening its journey by stablishing Apex Industrial Corporation at tongi industrial area, Dhaka in 1968.

In 1983, Mosharraf Husain son Mr. Mazzam Husain joined the business with his father to increase strength of his father. After the sad demise of his father, Mr, Moazzem Husain took on the mantle to lead Apex Husain as Managing Director & CEO.

Mr. Shahroze Husain, son of Mr. Moazzem Husain, started leading the company from 2017 as deputy managing director towards achieving global growth with modern business strategies of the 21st century.

Under their robust leadership, today Apex Husain is one of the oldest and esteemed manufacturers of rubber & home goods in Bangladesh. Currently Apex Husain has become a conglomerate company consisting of eleven business units focusing around rubber products with wide diversifications in Bangladesh

1.2 Background of the Study

Each student requires to complete an internship Program for minimum three months with an organization to fulfilled Master of Business Administration program in Daffodil International University and a student have to submit a report as an internship assignment. There was a lot of opportunity to implement theoretical Knowledge by interacting with company's customers. Some competitors are fighting with Apex to get Market share. Everyone knows that Apex Husain is a well-known rubber manufacturing company in our country. In spite of, Apex analyzes their performance in different marketing strategies to survive in competitive market.



Emerging competitor are fighting to gain substantial market share, though Apex Husain is considered as a renowned company in rubber industry. In the field of competitive market environment, it has become significantly important for any company to analyze its performance of different marketing strategies in order to survive in the unstable market environment as well as to manage companies 'operation efficiently and effectively for achieving its purpose.

1.3 Scope of the Study

In today's competitive and fast-moving world of business proper dealing with brand is very much important. For this purpose, I've selected "An Analysis of the Marketing Activities of Apex Husain". There are both spacious opportunities and threats in this definite sector. This study will recognize the product quality of Apex Husain.

1.4 Objectives of the Study

The study has been carried out with the following objectives: -

- To identify the marketing strategies of Apex Husain;
- To analyze marketing mix of Apex Husain;
- To identify the problems related to the marketing activities of Apex Husain;
- To make recommendations to solve the problems.

1.5 Methodology

To conduct my study, I used both Primary & Secondary data.

Primary data collection: The primary data had been collected during internship program. Which were collected by using some techniques, like,

- Through Observation
- Oral Interview



- Telephonic Interview
- Personal Interview

Secondary Data Collection: For collecting Secondary Data I use some techniques. Like that,

- Company website of Apex Husain.
- Other website related with rubber industry.
- Different articles and journals.
- Annual statement of Apex Husain.
- Marketing Management book by Philip Cotler 15th edition.

1.6 Limitations of the Study

The Limitations of the study are following: -

- ✚ It was not so much possible for me to get the accurate information about some of the department because of maintaining the secrecy.
- ✚ Another problem was time constraints.
- ✚ All the employees are so busy that they can not help me properly because of their work stress.
- ✚ I carried out such a drastic study for the first time, so my inexperience is one of the limitations for the study.
- ✚ I did not get sufficient information about this industry.
- ✚ The web resources were also not ample to get sufficient help.



CHAPTER 2

Organization Profile





2.1 Corporate Information:

Company Name: Apex Husain.

Type: Private

Industry: Rubber

Founded: 1954

Managing Director: Moazzem Husain

Employees: 4500 (Approximately)

Corporate Logo:



Corporate Office: 39-40/A, 3rd floor, Haranath Gosh Road, Lalbagh, Dhaka-1211.

Sales office: Apex House, 18, Khaje Dewan, Lalbagh, Dhaka -1211.

Website: www.apexhusain.com

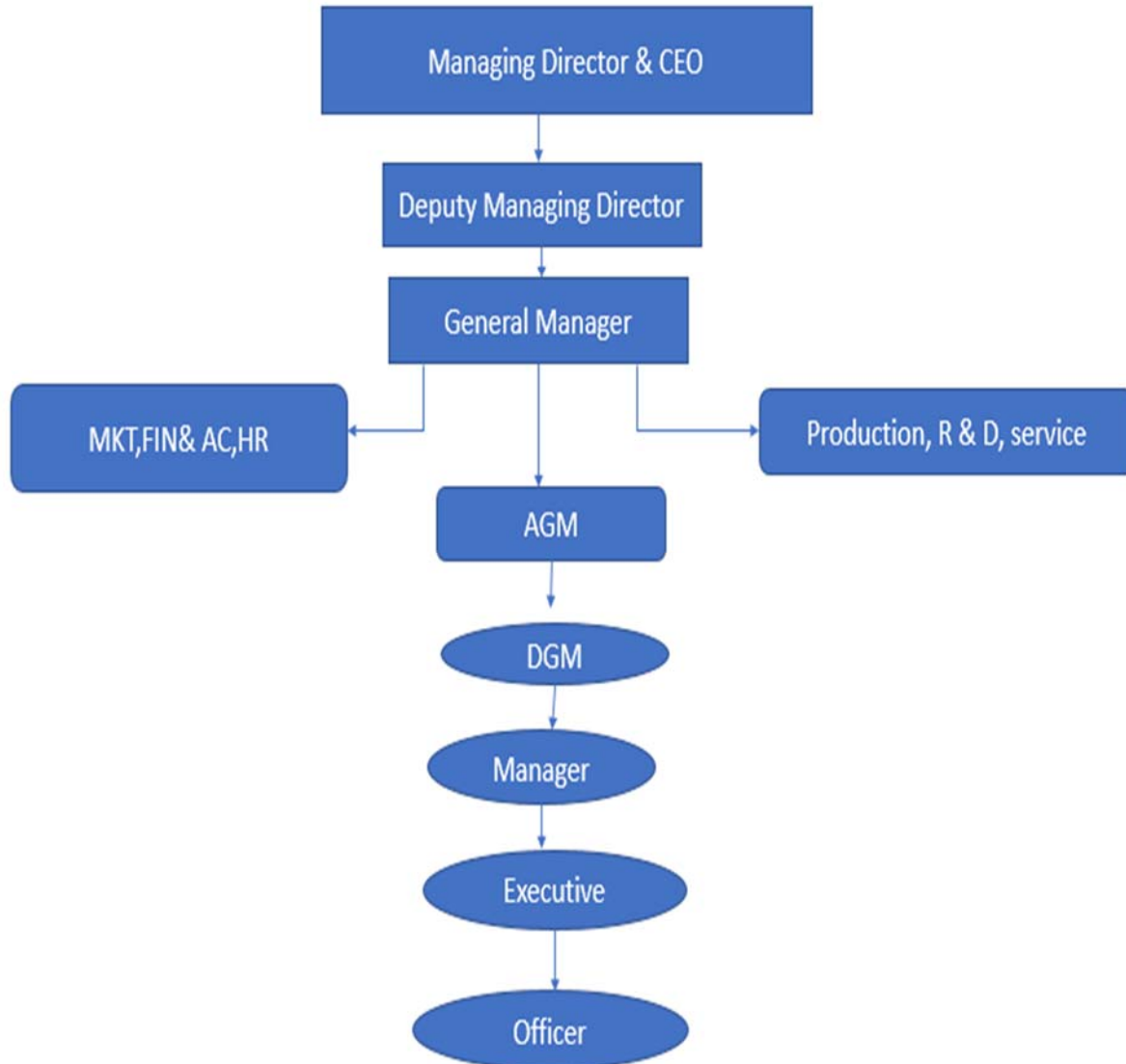
Email Address: info@apexhusain.com

2.2 Objectives of Apex Husain

- To provide superior product to the customers.
- To ensure best quality product to the customer.
- Build up unique image in customer mind.
- In this competitive market, Apex Husain wants to bring new innovation.
- To build own position by creating unique product features.
- To become best company in rubber manufacturing sector.



2.3 Organization Structure





2.4 Brands of Apex Husain





2.5 Departments



2.6 Corporate Social Responsibility

Apex appetite is to be delighted and trusted organization in our country. They follow ethical business practices and try to add value to the customers. They try to ensure welfare of society by conducting some CSR.

Recently Apex is contributing some following area, Like,

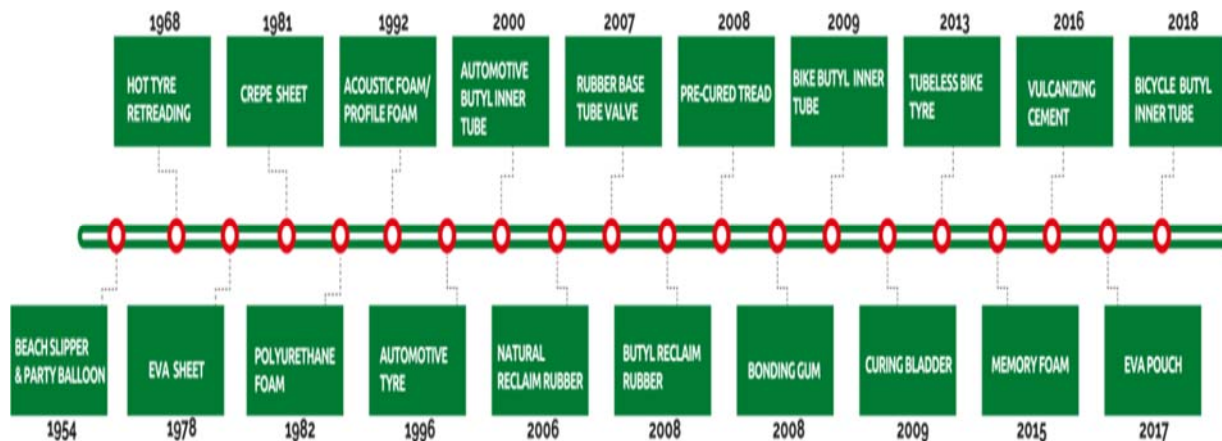


- ❖ Education
- ❖ Poverty Alleviation & Relief
- ❖ Donation for kidney foundation
- ❖ Public safety Campaign

Apart from this, Apex Husain has always supported many noble initiatives undertaken by various other individuals and organizations. We have a pioneer role in supporting people distressed by natural calamities and donations to helpless people on health and education ground- all are examples of the socially responsive manner of our business.

2.7 Apex Husain is a Pioneer

Apex has been an initiator from the beginning. They had introduced this type of products firstly in our local market. They were doing well from the beginning and now they are trying to introduce new types of products in our market. For that reason, their R & D department works restlessly.



Apex Husain has been a story of success and growth build on the principle of continuous innovation and improvement.



Chapter 3

Marketing Activities of “Apex Husain”

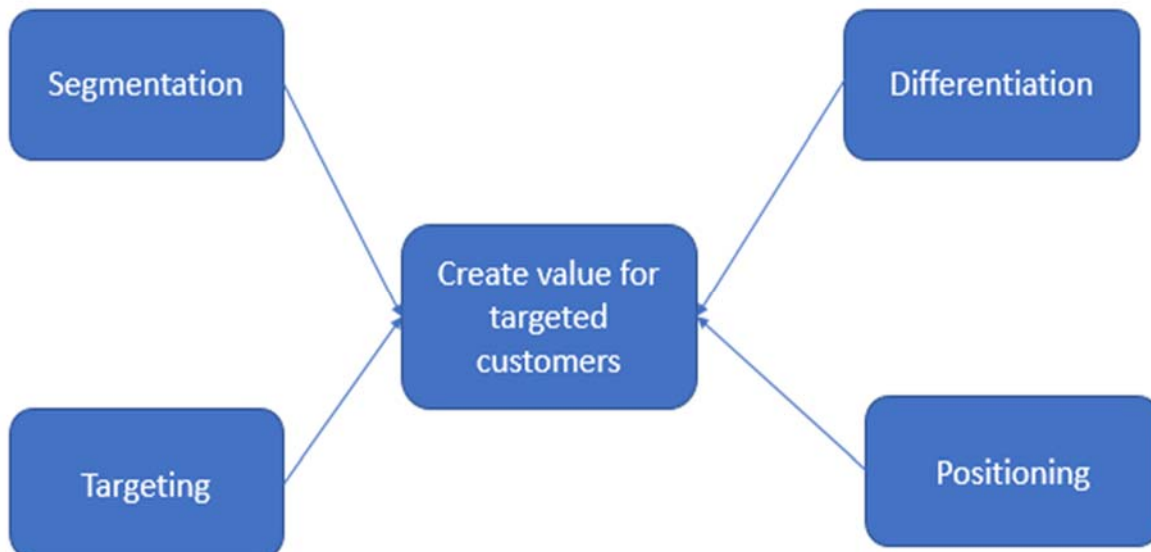




3.1 Marketing Strategies of “Apex Husain”

The four major steps in designing a customer value driven marketing strategy. In the first two steps, the company selects the customers that it will serve. Market segmentation involves dividing a market into distinct group of buyers who have the different needs, characteristics, or behaviors and who might require separate marketing strategies. The company identifies different ways to segment the market and develops profiles the resulting market segments. Market targeting consists of evaluating each market segment’s attractiveness and selecting one or more segments to enter.

In the final two steps, the company decides on a value proposition- how it will create value for target customers. Differentiation involves actually differentiating the firm’s market offering to create superior customer value. Positioning consists of arranging for a market offering to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers. We discuss each of these steps in turn.





3.1.1 Market Segmentation

We know that, Buyers in any market differ in their want, resources, location, buying attitudes, and buying practices. Through market segmentation, **Apex Husain** divided large, diverse markets into smaller segments that can be reached more efficiently and effectively.

“**Apex Husain**” segments its market in some variables because there is no single way to segment a market. A marketer has to try different segmentation variables, alone and in combination, to find way to view market structure. Here we look at the major segmentation variables of **Apex Husain**.

- ❖ **Geographic Segmentation:** In this segment, Apex divides their market based on interest, values, and preferences entirely cities, states, regions and countries.

- ❖ **Demographic segmentation:** In this segment, Apex divides their market based on gender, income, occupation, education, religion, ethnicity and generation.

- ❖ **Psychographic Segmentation:** In this segment “Apex Husain” divided a market based on different segments based on lifestyle or personality characteristics.



- ❖ **Behavioral Segmentation:** In this segment, Apex divides based on their knowledge, attitudes, uses, or responses to a product. Apex Husain think that behavioral segment is vital element of segmentation.

3.1.2 Market Targeting

After evaluation segmentation, Apex decides to target their market. They try to select which segments will be best for them. So, as my observation Apex Husain is following undifferentiated marketing. They chose multiple segment to implement their market.

3.1.3 Differentiation

In this step Apex Husain try to differentiating the market offering to create superior customer value. It involves actually differentiating the firm's market offering to create superior customer value.

3.1.4 Positioning

In positioning strategy Apex always try to build a unique image or identity of their brand in customer perception. They want to build their image base on their product type. Hence their product is related with automotive vehicle for that reason they always try to create customer perception about their products quality.

Apex Husain wants to build profitable relationship with target customers, this company understands the customers needs and wants for that reason they try to provide better value to the customers what their competitors do. By this way **Apex Husain** gains competitive advantage.



3.2 Marketing Mix

After determining the marketing strategy, Apex gives concentration on marketing mix. Marketing mix helps customer to choose their goods. Basically, it is a combination of product, place, promotion and price. It combines some marketing components to increase strength of a product's brand and helps to sell.



3.2.1 Product

Apex Husain offers some unique products to the target market. Thus, Apex introduced some product which is very new in our market. Like,

- ✚ Tire
- ✚ Tube,
- ✚ Sole sheet,
- ✚ Rubber sole sheet,
- ✚ Reclaim & Crumb rubber,
- ✚ Eva sheets,
- ✚ Industrial mats,



- ✚ Shoe sole
- ✚ Inner shoe sole
- ✚ Pillow
- ✚ Mattress
- ✚ Cushion
- ✚ Foam

. The company gives more emphasis on some specific things. Like,

- **Variety:** Apex Husain have introduced various types of product. Such as, Three wheeler CNG tire, three wheeler auto bike tire, three wheeler mishuk tire, three wheeler auto tempu tire, tata ace, mini pickup tire, Tata super pickup tire, micro bus tire etc. On the other hand they have various types of tube, Foam, Mattress, sole sheet etc.
- **Quality:** Apex Husain always try to ensure best quality product because they believe in super quality. By this way they lead our automotive sector for last 50 years. We know that very well, their product quality is always good than their competitors.
- **Design:** Apex Husain gives more attention on product design & style. They maintain 3 design in tire.
 - ✚ RIV pattern
 - ✚ Semi Lug
 - ✚ Multi pattern



- **Size:** They have different size of tire & tube. Which is very popular in local market.

APEX HUSAIN	
Tire size	Tube size
3.00-18	4.00-8
2.75-18	4.00-10/4.50-10
2.50-18	5.00-10
100/90-18	4.00-12
110/80-17	4.50-12
100/80-17	5.00-12
100/90-17	6.00-12
140/60-17	7.50-16/7.00-16
90/90-17	9.00-20

- **Brand name:** Apex Husain have some brands. Which is very popular in our country.





- **Packaging:** Apex maintains attractive design and producing the container or wrapper for a product.
- **Services:** Apex Husain has service department. If customers give complain about their product then service department try to find out reason of complain and finally ensure unique service to the customer.

3.2.2 Price

In pricing strategy **Apex Husain** know that price is not a number on a tag. It comes in many forms and performs many functions. In Apex Husain, Division and product line manager set price of product. Even there, top management set general pricing objectives and policies and often approves lower management's proposal. In Apex Husain, they some specific things in pricing strategy.

- ✚ **List price:** The list price also known as the manufacturer's suggested retail price (MSRP). Apex recommends their retailer to sell product at their recommended price. Apex set their list price based on some important thing like, know the market, choose the best pricing technique, work out your cost, consider cost- plus pricing, based on value.
- ✚ **Discounts:** Apex use discount pricing to sell low-priced products in high volumes. Apex try to decrease cost and stay competitive. Sometimes retailer and dealer demand price discount from supplier. Through my observation I noticed that Apex offer discount in specific sizes and patterns of product.



✚ **Allowances:** Apex main purpose of giving allowances is to tackle their competitors. Apex offer an allowance to distributors for promotional activities, e.g. advertising allowance, window display materials, training in sales demonstration, etc. It amounts to a price reduction of an amount spent by the distributor in performing promotional services. They can be:

(A) **Trade – in- allowance:** Apex offer trade in allowance because of turning in an old item when buying a new one.

(B) **Promotional Allowance:** Apex offer promotional allowance to dealers for participating in advertising and sales support.

✚ **Payment period:** Company can vary when it comes to setting up their pay periods. Apex set their payment period like this;

- (1) Weekly pay period
- (2) Bi-weekly pay periods
- (3) Semi-monthly pay period
- (4) Monthly pay period
- (5) Yearly pay period

✚ **Credit terms:** Apex credit term policy is flexible for customers because they give product to customers on credit for 3 to 6 months. Sometimes makes problems for manufacturer. On the other hand, it increases sales volume of company.

3.2.3 Promotion

In promotion strategy, Apex Husain conducts some activities that communicate the merits of the product and persuade target customers to buy it. Apex Husain spends lot of money on advertising to tell customers about the company and its product. Dealership salespeople assist potential buyers and persuade them that Apex Husain is the best tire & tube manufacturer company in Bangladesh.



Apex and its dealers offer special promotions- sales, cash, rebates and low financing rates-as added purchase incentives. Apex Husain follows some tools to promote their product to the customers.

- ✚ **Advertising:** In Apex Husain, Advertising development involves a decision across five MS Mission, Money, Message, Media and Measurement. Apex use some media types to grab customer attention like, Television, direct mail, radio, magazine, and newspaper.
- ✚ **Sales Promotion:** Promotion is an incentive tool used to drive-up short-term sales. Promotion can be launched directed at consumer or trade. Apex provides some incentives for customers to attract them like, sample, coupons, demonstration etc.
- ✚ **Public relations:** Companies cannot survive in isolation they need to have a constant interaction with customers, employees and different stockholders. Apex promotes its brand image through public relations like, press releases, news, events, public appearances etc. In Apex, the role of public relation officer is to present the organization in the best light.
- ✚ **Direct Marketing:** In direct marketing tool, Apex use emails, text message, catalogues, brochures, promotional letters and so on. Through direct marketing, messages reach end-user directly.

3.2.4 Place

Apex Husain conduct some activities that make the product available to target customers. Apex choses their dealers by some criteria after that they lead & support them. Dealers keep their product and exhibit them to the customers, bargain prices, ensure sales and ensure return with some condition after sale.

Apex Husain conducts some key activities to product available to the customers. Like,



✚ **Channels:** Apex maintain selective distribution channels in specific places. They don't use intensive distribution channel.

✚ **Location:** Apex set their location by conducting research about economic and demographic characteristics of that area. Apex create their distribution channel some specific place.

- Dhaka Division
- Chittagong Division
- Sylhet Division
- Rajshahi Division
- Rangpur Division
- Barisal Division

✚ **Transportation:** Apex has intensive transportation for ensure product to the customers. They have already 300 Vehicle for transportation service for customers. This transport carry product factory to Wearhouse. After that send product Wearhouse to distribution channels.



Chapter- 4

Problems, Recommendations & Conclusion





4.1 Problem Identified

In the study, the following problems related to marketing have been identified.

- Apex's product line is insufficient than their competitors therefore customer gets negative thought about their brand.
- Comparing with others Apex performs less promotional activities & CSR for that reason their products are not much visible to general people.
- Some product's quality is not outstanding for that reason sometimes they lose their customers.
- Some products price is high due to higher production cost because of that customers shift another less priced company's product.
- Due to lack of distribution channel sometimes customer don't get products on time.



4.2 Recommendations

In following recommendations have been made to solve the problems.

- Apex should increase their product line than their competitors so that customers gets positive thought about their brand.
- Apex should increase their promotional activities & CSR yearly so that general people know about their products.
- Apex have to increase their product quality than their competitors wherein they are able to hold their existing customers.
- Apex need to try decrease their production cost wherein they are able to reduce their product price.
- Apex need to increase their distribution channel so that customers get product on time because customers want product at the expected time.



4.3 Conclusion

The organization is always eager to put in force regulations and movements for improvement. They have some competitors in local market in spite of they are conducting their marketing activities successfully. There are a lot of competitors operating business in Bangladesh in same industry. Automotive sector is growing from last 30 years. There are a lot of competitors who try their best to compete with each other. This industry has huge contribution for our economy. Marketing department of this organization is really working hard and every day. They are trying to discover new ideas and thoughts to expand their market. Some product of this company is being exported. They are continuing their activities than they will be capable to enlarge their market. However, it was amazing experience for me to work in a reputed company like Apex Husain. It gives me a broad assortment of degree to watch the task of this company. This company working environment was excellent to me because the maintain standard corporate culture like other renowned company. Finally, I will say it was memorable journey for me and it will be helpful in near future.



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Website

www.apexhusain.com

<https://www.ama.org>.

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<https://trends.google.com>