



INTERNSHIP REPORT

ON

“An Analysis of Marketing Activities of Bangladesh Land Port Authority”

Submitted To:

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Letter of Transmittal

Date: 14.07.2019

Mohammad Shibli Shahriar

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Subject: Submission of the internship report.

Dear Sir,

I am here by submitting my Internship report, which is an academic part of the MBA program. I am really very glad to work under your supervision.

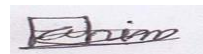
This topic is about “**An Analysis of Marketing Activities of Bangladesh Land Port Authority**”.

I have got the opportunity to work in Bangladesh Land Port Authority.

This project gave me both theoretical and applied knowledge. At 1st I learned about the organizational rules and regulations of Bangladesh Land Port Authority projects of the country. Secondly, the project offers me the opportunity to develop a sound communication with the surroundings of the office.

Now, I am requesting you to go through the report and judge it for yourself in order to know that if this report is successful or not. I am requesting you to consider to my unintentional errors..

Yours Faithfully,



Fahim Mahmod

ID: 181-14-2651

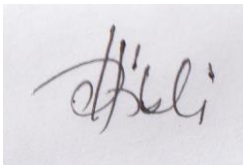
Program: MBA (Major in Marketing

Department of Business Administration.

Letter of Approval

This to certify that Fahim Mahmud ID# 181-14-2651, Program MBA, Major in Marketing is a regular student of Department of Business Administration, Faculty of Business and Economics, Daffodil International University. He has successfully completed her internship program at Bangladesh Land Port Authority. He has prepared this internship report under my direct supervision. His assigned internship topic was “An Analysis of Marketing Activities of Bangladesh Land Port Authority”. I think that the report is worthy of fulfilling the partial requirements of MBA program.

I wish his happiness and every success in life.



Mohammad Shibli Shahriar
Associate Professor
Faculty of Business and Economics
Daffodil International University

Acknowledgement

I'm so honored that I've submit the report to my respected supervisor, Associate Professor, Faculty of Business and Economics, Daffodil International University. At first I want to thank her for associating me unconditionally in order to prepare this report". Without his help, it's quite impossible for me to complete the report. The Financial Management Consultant called Mohammad Monowar Hossain was very helpful and co-operative to complete my tasks. All the colleagues have been very co-operative on understanding the basic norms of today's inspection by equal.

Executive Summary

As a student of Daffodil International University, Internship is an integral part to accomplish the MBA degree. This report has been prepared on analyzing of three month works experience in Bangladesh Land Port Authority (BLPA). Bangladesh Land Port Authority (BLPA) is quite well known, non-partial and incomparable office having skilled, high level of expertise and high level of experience, Professional Inspectors who are having unbelievable experiences in both Pre-assessment and post result inspection.

Bangladesh Land Port Authority head office is in Dhaka. Now it has project called (BRCP-1) and the project is in Benapole, Vomra, Ramgarh, Sheola .

BLPA was established in 2001 by the entrepreneurs who have been in this trade for so many years in order to assess its activities which is completely impartial, honest in maintaining professionalism in before shipment and after landing inspection services of different items and sides to support the clean observations and assessments, to its valued clients who are local and foreign.

The internship program has been completed in An Analysis of Marketing Activities of Bangladesh Land Port Authority. BLPA is networking Pre-Shipment supervision of imported items which products will deliver Worldwide by maintaining networks in an efficient and professional way.

The mission of this project is to realize the requirements of the clients and to fulfill it both in our country and out of our country. Bangladesh Land Port Authority (BLPA) has reached them at that position where they can earn the positive satisfaction and confidence of their clients. The mystery of the advancement of Bangladesh Land Port Authority (BLPA) is the honesty and sincerity of its experienced and devoted personnel's and experts. The Mission and Target of its services is to gain dependence and take the as expected level bit too high and to ensure accuracy of its Inspection finding by giving incomparable services and offer.

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Introduction Part

1.1 Introduction

Its mission is to understand and complete the requirements which are required for the clients of this country and from out of the country. BLPA has achieved that much position where they are always prepared to ensure the maximum satisfied level and confidence of their customers. The reason behind of its achievement is the accuracy and attentively of its knowledgeable and devoted members as well as specialist. The ultimate issue of it services is to gain dependence of their clients as well as complete amusement and ensuring about exactness about their searching in order to finding by providing unsurpassed services and efforts. It control the quality of the product and obedience ministry provider which come to an partnership with marks, retailer & importers around the world to invulnerable handle as well as their worldwide supply chain. It carries through supplier survey projects, manufacture view as well as laboratory trying. The company has giant IT service structure. It is easy for our clients to manage the schedule, accessibility of information and gather supply chain intelligence through online, by net or appeal. This action is designed for all supply chain professionals who are involved in shape sources, shape quality product and obeying it and safety, supplier management and compliance. Then few hours of booked, an auditor is on the factory for tasting the report and compiling a detailed report available online, the same day as the view.

1.2 Objectives of the Report

The main objective of the report will be to describe An Analysis of Marketing Activities of Bangladesh Land Port Authority with completing the conditions of MBA program. However, the target behind this research is little big. Objectives of the report are given in a short form in the following manner-

1. To know the marketing mix of BLPA.
2. To analyze marketing activities of BLPA.
3. Searching for the lacking of BLPA.
4. Taking suggestions from the experienced persons who gone through these stages and take suggestions from them in order to overcome those problems.

1.3 Scope of the Report

The lesson gives a lot of knowledge about Bangladesh Land Port Authority. As I was working on the An Analysis of Marketing Activities of Bangladesh Land Port Authority, I got the chance to learn various sides of Bangladesh Land Port Authority. It helps to increase the level of my power of realizing the situations and on the job experiences during the internship period. This report contains the function of Bangladesh Land Port Authority and it helps to analyze and summarize the meaning.

1.4 Methodology of the Report

Just for my educational background, I have learned different techniques in research sides. So in this study I had the chance to put my educational knowledge in practical field. I've collected data from many sources:

(a) Primary sources:

- Practical work experiences in Bangladesh Land Port Authority.
- Officer, manager and employees directly talk among themselves.
- Straight watching of Bangladesh Land Port Authority Finance and Marketing Division activities.

(b) Secondary sources:

- Though internet we can gather information.
- We can also gather information through website and newsletter.
- Files & Folders
- Memos & Circulars
- Different types of articles on Bank,

1.5 Limitation of the Report

We find some problems and limitations while preparing this report those are obstacles to make this report and those are given below:

1. Principal obligation of the reading is lacking of current knowledge, relevant to the study.
2. It was very hard to gather datum and knowledge from Bangladesh Land Port Authority. Lacking of experience in report writing for internship.

Overview
Of
Bangladesh Land Port Authority (BLPA)

2.1 Our group profile

BLPA has able to show his expertise to their clients and can gain confidence level. They gain success by showing honesty and sincerity of their clients. The purpose and destination of its services is to take credit and to take amusement in a full form and to confirm exactness of its viewing and discovering by giving unbeaten services and efforts. It is the most trusted prominent review, substantiation, trying and certified company. We are famous around the world globally for standard and morality.

2.2 Our core services can be divided into four categories:

Inspection: The supervision of our company is globally well recognized, like checking the situation and heft of market accessories at transshipment, assist one to control quantity and quality, as well as meet all relevant regulatory conditions around different areas and markets.

Testing: Our worldwide network is so good and it can help to checking the condition for transshipment.

Certification: We are able to represent a truth in front of you that our goods, methods, schemes and services are serving with either national or international values and laws or buyer defined standards, through testing.

Verification: We can assure you that the attribution of the product is much better. Mixing of worldwide coverage with topical knowledge, matchless experience and knowledge is actually every industry. BLPA handle the whole supply chain from staple to find consumption.

We are seeking far clients as well as communities hope to provide agora distinguished services wherever they want. Like chief in shifting learned biz accomplishment that enhance virtue, security as well as lessen danger, we assist clients navigate as well as increasingly systematic earth. Our uncommitted services sum up serious charge to clients' actions and ascertain biz sustainability.

And providing services that raise sustainability. And providing services that raise sustainable improvement, our worth further display a promise to collective stability. Because of us, durability is in relation to leading a long-term economic biz whilst talking into calculation all the

positive as well as negative effects that we have in our community. You are able to find out over as regards our sustainability, policies as well as policies as well as programmed in our collective sustainability article.

Our vision

We set a target to be the greater portion competitive as well as the greater portion profitable serving association in the universe. Our core adeptness in examination, corroboration, streak plate as well as certification is being evermore exalted to be best-in-class. They are at the courage of as we are. Our approved mart will be exclusively ascertained by our caliber to be the most competitive and to consistently pay unrivaled worship to our vendee all over the universe.

Our values

We are looking to be codifying by our impulse, rectitude, entrepreneurialism and our innovative psyche, as we incessantly grapple to make good our visibility.

Our history

BLPA falls under the Ministry of Shipping. It was built in 2001 and operate 13 land ports including Benapole Land Port. Tapan Kumar Chakravarty is the present chairman of the rebel. Tapan Kumar Chakravarty is the current chairman of the rebel. BLPA or BSBK is a self-explanatory body that conducts all bounding line seaports of Bangladesh.

2.3 Our Projects:

Ongoing Projects

SL. NO.	Projects Name
1.	Development of Tamabil Land Port.
2.	SASEC Road Connectivity Project:Improvement of Bengapole&Burimari Land Port.
3.	Balla Land Port Development Project.
4.	Bilonia Land Port Development Project
5.	Development of DhanuaKamalpur Land Port.
6.	Development of Gobrakura-Koroitoli Land Port.
7.	Bangladesh Regional Connectivity Project-1: Development of Sheola,Bhomra,Ramgarh Land Port and Upgration of Security System and Automation of Benapole Land Port.

8.	Construction of Head Office Building of Bangladesh Land Port Authority at Sher-e Banglanagar, Agargaon, Dhaka.
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Proposed Projects:

SL. No	Project Name
1.	Construction of Cargo Vehicle Terminal at Benapole Land Port.
2.	Construction of Parking Yard, Open Stack Yard, Heavy Stack Yard, Office Building and other Infrastructures at Benapole Land Port.
3.	Development & Expansion of Tamabil and Burimari Land Port.

2.4 Our Corporate Values

Ail services count on comprehensively on the virtue of our sect. That is why we have gingerly defined, manifested and fine-tuned above the years the cost that we disinterest our manpower to form as well as exalt. Between them are setting client main, necessitate probity and developing our denomination.

2.5 Our Company Values

Bangladesh Land Port Authority flourish a common plane flourished on the posterior 8 norms.

1. CLIENT FIRST

We give total priority of our clients. We believe that client priority comes first. We are bound to give the highest priority of our clients.

2. INTEGRITY

We encash with reliance. We make no compromise on probity and honesty, and maintain the highest ethical standards in everything we do.

3. A DENOMINATION GOVERNMENT OFFICE

We trained people for better progress. We give people better training to bring some productive output.

4. SIMPLICITY

Though experience of clients they are able to give better solutions. It can bring better output.

5. SHREWD INNOVATORS

If we want to make progress in our life then we need to change our self with the changing of time otherwise we cannot make progress. By innovating employees we can make progress and change.

6. COURAGE

We need to have courage to face challenges and to bring a solution of it.

7. DIVERSITY

We need to diversify our products according to the choice of people. Only then we can make progress.

8. SOCIAL PURPOSE

We are elated to fetch reliance to trade worldwide, assist to prosper purchaser indemnity and active affect and train close by buff to intercontinental caliber.

2.6 Management Teams

Head Office Management Teams		
SL. NO.	Name	Post
1.	Tapan Kumar Chakravarty	Chairman, Additional Secretary
2.	Md. Alauddin Fokir	Additional Secretary, Member (Admin & Finance)
3.	Md. Habibur Rahman	Joint Secretary, Member (Development)
4.	Dr. SK. Alamgir Hossain	Joint Secretary, Member (Traffic)

5.	Anis Ahmad ndc	Joint Secretary, Director (Traffic)
6.	Howlader Zakir Hossain	Joint Secretary, Director (Amin), Director (Audit), Additional Charge
7.	Amar Chan Banik	Joint Secretary, Director (Accounts)
8.	Md. Aminul Islam	Secretary
9.	Md. Hasan Ali	Superintendent Engineer
10.	Shamim Shohana	Deputy Director (Admin), Additional Charge, Deputy Director (Traffic)
11.	Dhirendra Nath Sarker	Executive Engineer
12.	Mohammad Mashiur Rahman	Assistant Director (Admin)
13.	Kamal Chandra Shil	Accounts Officer
14.	Md. Kabir Khan	PS to Chairman
15.	Rashadul Shajib Nazir	Assistant Director (Admin)
16.	Mosammat Faizunnaheer	Assistant Director (Traffic)

17.	Shakila Sultana Polly	Assistant Director (Traffic)
18.	Advocate Md. Sarwar Hossain	Law Advisor
19.	Md. Aminul Islam	Assistant Engineer
20.	Abu Saleh	Labour Welfare Officer
21.	Muhammad Aman Ullah	Audit Officer
22.	Md. Anisur Rahman	Assistant Director (Traffic)

2.7 Our Services

What is a Result Probe?

Being main source of control over the quality, testing the goods make assure us that we are verifying the quality of the goods on site at various situations. Testing my goods before it goes to the craft man's place is the best source to warding the obstacle of the problems of the characteristics and supply chain starving besides through and uncompromising.

Visitors testify my goods against my selected setting out in order to minimize the range of lacking of quality which can be stand as a obstacle in the international market.

All goods testing can be happened in all aspects of life of the systematic process:

- Primary production checking
- At the time of production testing.
- Before pilotage testing.
- Checking the loading of container.

- Monitoring the goods.

Expert in testing goods

Those who test the product, they take a day to day training in the field of differentiation, product those are maintain international standards are included with it like product as it is a Landport.

We also take products like putting submersible pump under the monitoring of Bangladesh Land Port Authority.

1. What is testifying the product before piloting?

A testifying the product is testing in a systematic way of units at continuous from all sides of requirements, networking only at the time when my making goods is at least complete its 80%. This is your last chance to do the right task before your goods is finished and packed, making it an active machine to protect my goods against expensive danger about the product which will go to border area against some charges.

What is testing product before shipment???

For testing purpose Bangladesh Land Port Authority (BLPA) use the internationally recognized sampling system. Requirements that can be compare by keeping your eye shut and it will bring something better way, it can be lasts long, overall better performer and rate.

Expert in testing the product before Pre-Shipment?

Those who testing the product are expert in it will use actual demo system in order to select product lots for testing the product before piloting, and checking those products if those products can fulfill the requirement of clients or not. Those comparative testing fulfilling such requirements as goods are better in function, the duration of the product is much better and so on.

Those who inspect our products I mean product inspectors get training in a regular way those who are special in their fields, the quality of material of Submersible Pump are added with it. People who are expert in this field make a checklist for all categories of product in order to control the quality in a flexible and reliable way that can assist to protect the supply

chain.

Why I need to get a pre-piloting review?

A Pre-Shipment Inspection from an independent third party gives you the peace of mind that your order has been filled successfully before it is dispatched. Today's globalized marketplace offers amazing opportunities, but also presents real risks. I need to ensure before working with foreign companies that things that conditions I've agreed are successfully done or not. Taking necessary steps to the risk by being careful in dealing with vendors. One need make sure that requirements of orders are filled successfully before piloting.

- Verify either the quality is good or not and if it is not that good then just don't pay for the defective product.
- Make sure that supplier has met all the conditions and specified all those thing.
- Minimizing the risk which can charge some money.
- Don't give that kind of product which can be returned. You need to avoid it otherwise it can bring harm for brand image.

2. What is Product Monitoring?

You need to be calculative while running your factory. Product monitoring means examine the product from one side that need to be active everyday of your production. An inspector properly scan my project area, applying your actualization, selecting units randomly for monitoring and identifying the error side in order to solve it. To get regular report about the progress of the work and about finishing it, putting control about the entire process.

These criteria are good in widespread and it is well in function, better in performance, long lasting duration, overall look is very good, and its density is so well.

1. What is a During Production Check (DUPRO)?

In here review only happen when 20%-80% production is complete. If all the units are selected randomly and then production informs me that if I follow the original specification of my factory or not, or my product is still completed time to time or not.

These criteria are good in widespread and it is well in function, better in performance, long lasting duration, overall look is very good, and its density is so well.

1. What is a Primary Production Check (PPC)?

A primary production checking is kind of one sided product review that is performed before the production started, until the production completed its 20%. A primary review of all machines that is used in production, a primary production checking in the first step where we can ensure about the quality of the product and that will be balanced until the end of production.

For all review, Bangladesh Land Port Authority (BLPA) uses the internationally recognized sampling procedure. These comparative criteria have good function, better performance, and stability of the product, overall performance and rate.

1. What is a Container Loading Check (CLC)?

At the time of checking any container, the inspector will select all the product to make sure if those requirements are fulfilled successfully or not, and those materials maintain memo and bar codes with it or not. They follow up the entire system so strictly and make sure that all payment against those products is paid properly. And container loading check make sure about all those things.

For all reviews, Bangladesh Land Port Authority (BLPA) uses best quality raw materials in their projects which can ensure being better in function, better in durability of the product, overall performance and rate.

1. Product Inspections

Engineers or people under World Bank inspect the quality of the product and the progress of the projects.

2.8 Projects Inspections Expertise

They visit at the ongoing projects and check the expertise of the workers and the progress and duration of the projects. Those who are project inspector are specialized in their field and they have a lot of experiences and the design, quality and progress of the product are included with it.

2.9 Project Inspection Process of Bangladesh Land Port Authority (BLPA)

1. Booking: Let other contractor book the work by a tender in order to let other know that they are about to work in a new project. Office releases tender notice and want vendors to fill up the tender form in order to sell the work to the vendor. Those works include:

- Detail of company who wants to take the tender.
- Description of the product.
- Showing image of the company that if that company have a office or not or it have a license of it or not.
- If company can perform well in the project or not.
- Look after every single activity if there some errors are found. Make sure those errors are solved in a correct way.
- Taking a sampling method and applying ideas on it that if it's really can work or not.

Those who get the tender will get a price forecasting notice for their project reviewing after the order has given.

2. **Processing:** Inspection team will make a contact with the supplier and confirm the date and place of visiting the project, while who are experts in this field will make a comparatively well project plan that a project reviewer will follow.

Changing of plan is not a big problem at all. Inspector can reschedule or can change the plan of visiting the project one day before begin the journey.

3. Inspection: On the day of visiting the project, project visitor will visit, look for what kind of facilities a suppliers have and they will maintain some levels while following some steps and those are:

- Random sampling (it depends on what type of product I'm choosing).
- Check if the usefulness of the product is visually active or not.

- Test if the product is maintaining specification or not.
 - Identifying the problem and counting on it.
3. **Report delivery:** A detailed project reviewing report will be sent to the project engineers and at other members.
- To protect the quality and ensure that materials those are used in the project have no mechanical error.
 - Make sure the material face no damage while transiting from one place to another.
 - Maintain the confidence of the customer and maintain the reputation of the brand.
 - Avoiding safety recalls of the brand.
 - My destination is stationary regulated and it maintains standards in the market.

2.10 Our other Services

- Survey / Audit Warehouse
- Loading and Storage Supervision
- Supervision of discharge of damaged cargoes and to determine losses
- Segregation and assessing probable causes of damage
- Hold / Container Railway-Wagon, Seal Inspections
- Draft Surveys
- Valuation Survey of Land, Building & Factory etc

BLPA is a non-committed reviewing survey that offers some services:

- Third parties are reviewing, taking sample, observing of Loading/Unloading measurement with certification etc.
- Reviewing the overall project, sampling the overall procedure and testing the result if the result is useful or not.
- Materials are taken under measurement and assessment of those things that if those things are better in quality or quantity or not.

- Hire consultant who are expert in technical field.
- Supervise the whole operation according to the client's condition and testing the quality of the operation if that operation can fulfill the requirement of clients or not.
- Serving client properly before closing a deal and check and double check before shipment.
- Rating the factory and survey it.
- Examine materials before production/examine materials while producing it/and examine for the last time after making a product.

MARKETING ACTIVITIES & BLPA

3.1 Marketing Strategies

Marketing strategy is a dynamic process to decide. Making a model and looking after their progresses from day to day. Actually here the strategy means dealing with vendors in a smarter way and make sure that they can gain profit much more than competitors in order to survive in the competitive market. In order to run the product in the market one need to analyze the data, develop the strategy in order to get much progress and to minimize the risk in the market and apply to apply those ideas in different sectors of the market. Set up a target about those markets and try to achieve that. In order to achieve the target one need to display a prospect, select main objectives of it, developing in tour sector to go to the project site, performing and managing the plan positioning techniques and these techniques are designed to fill up some requirements of clients in target markets.

3.2 Technical Aspects

Organizations Service

The main target of the organization is to provide service to the customer. An organization needs a plan in order to give service to the customer because if organization can't give better customer service than other competitive organization then it'll become hard for an organization to run their business properly. At first they need to improve their plan and product so that the product sounds too glamorous and customer can choose the product of their company's product among all other products. In order to do that company can take suggestions of their consultants who are quite expert in this field.

Service Technology

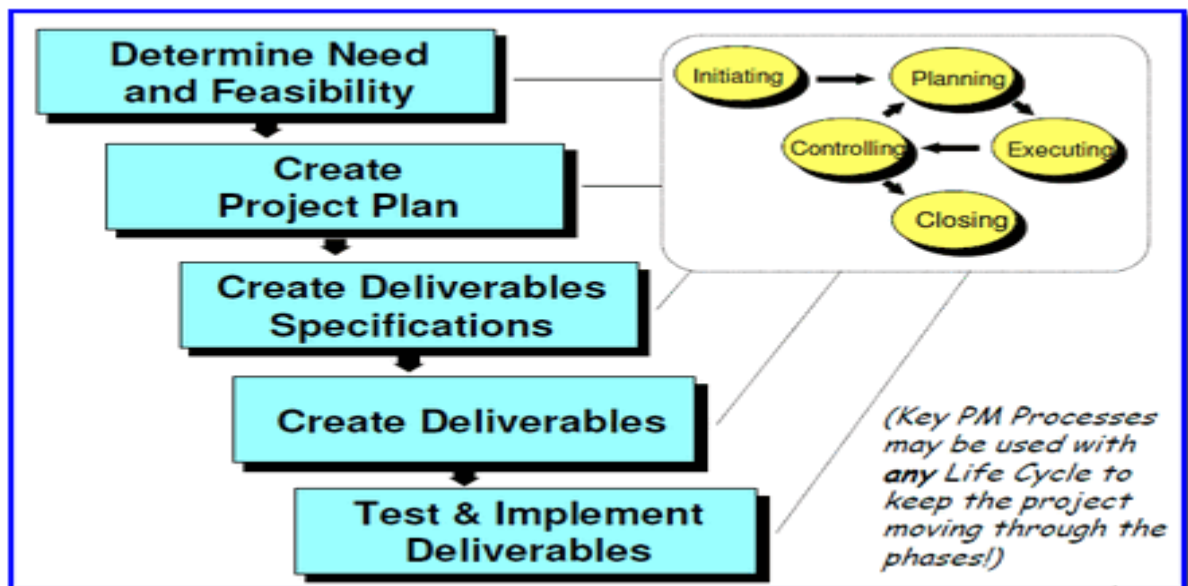
Nothing but we apply some technologies in order to bring little improvement in our package and being flexible in service. There are some technologies are added here:

- Computer and printer in both our head office and projects.
- They use internet in order to communicate with the people from around the world.
- Wireless telephone can easily help a worker to maintain communication for further direction.
- Air-condition system and at the same time electric fan are required.
- Generator can helps us when is electricity is gone by giving us proper back up.

Stuffing Plan

- They have some executives to the head office and branch office. In finance department executives in head office in Dhaka. In marketing, department executives in head office and in branch office. In operation, department one in head office and one in branch office. Two office stuffs (one in head and another in branch office), two gourds (one in head and another in branch office) are needed.

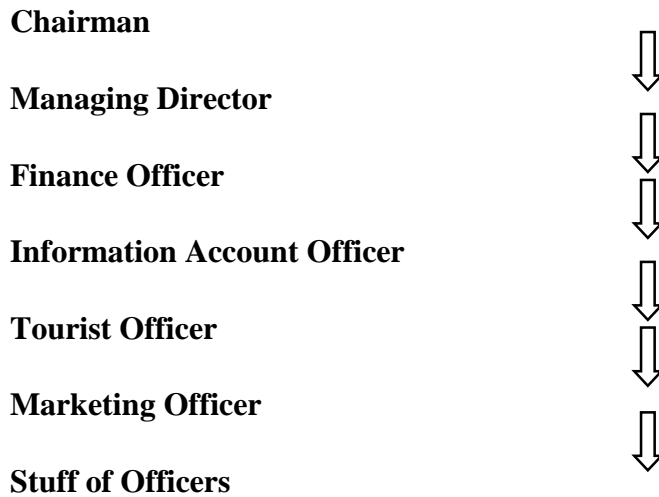
Process Cycle



3.3 Uniqueness of the Service

From the birth of Land Port it has been goal to provide a unique & unforgettable travel experience that results our clients true desires. Company performs this service with professionalism, knowledge & creativity, while offering you the best value. They have taken this initiative not only to start their own demand but also to help the people of this country discover a new Bangladesh and try to comprehensive development of the Country. To provide the unique services the marketing activities of the organization and being develop in day by day. They hire consultant for the improvement of those projects.

3.4 Organizational Structure



3.5 STP Analysis

Segmentation, Targeting & Positioning is the major part of the Bangladesh Land Port Authority . Actually STP is the vital part in marketing activities that make the services more effective and more efficient in the view of inspection services. So, STP analysis is needed for being benefited in marketing to its activities. It is needed to increase marketing skills. The analysis consists of market segmentation, target and positioning and providing service according to their need.

Market Segmentation

It means segmenting the market into different groups of buyers. And it's generally made for different groups of buyers. And it's generally made for highlighting about different layers of market. After all a "Market" is a group of buyers who take service from the marketer. There are different types of different types of buyers in a market. There are different factors those are added because of consumers various choices. And this is how a market have different segments.

If we want to capture this different types of market with some products which comes from abroad or the project which are related with these products are also coming from out of the

country, marketers need to segment the market into some submarkets they are segmenting is called segmentation.

Attribute of Effective Segmentation

This differentiation is needed to achieve some selected purpose. For Example: It has to be useful for our country as well as society. This segmentation is designed to achieve some criteria like:-

Identifiable: The quality of the service must be measurable so that they can be easily identified.

Measurable: The segment that is really very strong as well as the effect of marketing mix that they applied in a specific way should be measurable.

Accessible: The segment that they segmented in the market must be reached to the customer by some channels like communication and distribution.

Sizeable: The segment of the resource must have a large platform. Different people have different choices. So, by this little amount of segmentation 'Bangladesh Land Port Authority (BLPA)' will not able to fulfill some needs of clients.

Profitable: The project must be situated in a way where people feel the lacking of that service and try to get that service. And that's the only way to make profit.

Unique Needs: The product must have some unique quality which can create a unique needs into the mind of clients.

Durable: The product must have long lasting duration.

Compatible: Segments must have that much quality and guts that can easily compete with other products and services in order to exist in the competitive market.

Bases of Segmentation

A market has different layers and through these layers a market can be segmented. There are different layers which can easily help a market to segment. They form a easy way by which they can easily fulfill some conditions that based on the behavior of the customer about the product

they use. These segmentations only use in that market which are consumer based as well as industrial based. This market can be segmented based on some characteristics of customers:

1. Geographic Segmentation
2. Demographic Segmentation
3. Psychographic Segmentation
4. Behavioral Segmentation

1) Geographic Segmentation: Possible customers are from native area based and it can be segmented in a national way that's mean these segmentations will only use in our country but not internationally. In some place where retail products are stored, the location plays a vital role. For example: Most products are stored in city area because products will run quickly in those areas. These segmentations based on some customers by their size, region, enhancement of population and weather.

2) Demographic Segmentation: This segmentation only talks about people. These segmentations based on some factors and those factors are Age, Occupation, Family size and Family life cycle, Nationality, Religion and Education etc. These categories maintain some standard according to the choice of the customer. These life cycles are often expressed as bachelor like people who are unmarried, married but they have no children, people who live by the whole house and full nest like people who love to live alone.

3) Psychographic Segmentation: Psychographic segmentation means a group of customers who like to buy according to their choice mean what kind of lifestyle they are living. Many business products are designed according to the choice of the customer and sometimes market offer custom choice products.

4) Behavioral Segmentation: Behavior segmentation based on the behavior of customers about how they behave about a particular product or service. People behave in a different way according to their benefit which are related with the product, about what kind of people use that product and what kind of status they maintain, are customers are loyal about that brand or not, if people are prepared to buy those products or not, in which occasions people use that product etc.

Market Targeting

Target Market is to define the group of potential customer. If we divide our market we have to know which customers are most interested for water. Now-a-days, people are desperate for water. We will serve customers according to their demand by charging fewer amounts. In this way, they can find a solution of their problem.

Target market means targeting the market by which marketer set up a goal and mission that their designed product or service will achieve that much profit in future. In order to get profit they have a plan for that product like what kind of people will buy that product, in which age they are permitted to use or buy that product, if only male or only female can buy that product or people from all around the world can buy that product. Organization survey about the product by going to some peoples, they designed that product and prepare a report about that survey. And this entire item can play a vital role to target the market.

By segmentation a firm or company can differentiate the market in so many categories. But among all these categories some segments are don't need to apply. I company target a market only then it shows plan in order to achieve that market.

Process of Choosing Target Market

The process of choosing the target markets is:-

- Choosing little related market segmentation.
- Segmentation is a kind of weapon where we are able to know that which market we need to target.
- We can also count segmentation as the prelude in order to select the target marke
- Selecting the target market can also help to target the market and segment it into different layers.
- Target market selection contains so many works and these works helps to segment the market.
- Studying about each segment will bring a new opportunity to the market.
- Evaluating whether the segment is perfect:

- Comparative.
- Things that can be measured.
- Products must have an actual size.
- Make sure that customers can easily get that product.
- The sell and production of the product must growing to cope with competitive markets.
- Make sure that company can make profit.
- Resources of firm must be compatible.

Target Market Strategies

There are several different target-market strategies that may be followed. Targeting strategies usually can be categorized as one of the following:

- **Single-segment strategy** – Smaller Company follows single segment strategy. They follow it to achieve the target market.
Selective specialization– In here they followed multiple strategies. In this segmentation they use different marketing mixes.
Product specialization– Firms are specialized into some selected products and they try bring more improvement to that product.
- **Market specialization**– The firm tries to sell their products into different market and in order to sell those products they need to survey about the market and serve that product.
- **Full market coverage** – The firm tries to serve all market. They want that people from all stages of life will buy their products. They follow some way or strategies to get the market.

Positioning

If a customer gets advantage from a product then customers put that product into their mind. Positioning means product or service that sounds really very important to the customer. Like: Money to buy things, rice to eat etc.

Positioning means what a people do to keep anything into their mind. In here brand plays a vital role. Brand can easily make position into the mind of a person. But in order to make position the

brand must need to have a unique style. Like: Harley Davidson bike make position into the mind of customer.

Product positioning is a one kind of characteristics where it can maintain its uniqueness. These uniqueness can be in quality, being user friendly, the durability of the product. Buyer friendly price and maintaining its value also helps in positioning.

3.6 Approach of Positioning

Positioning comes from an attempt that comes to a result where they want to improve or develop an image for the brand so that customer can keep the brand in the mind of the customer forever.

Strategies that companies follow in order to make position in the mind of the customers are:-

- Customer benefits approach
- The price-quality approach
- The use or application approach
- The product user approach
- The product class approach
- The cultural symbol approach
- The competitor approach

1. Customer benefits approach:

This strategy is really very important. It is about putting and establishing a brand into the mind of the customer and in the competitor market and this product must designed like a way that it can solve problems of customers.

2. Price quality approach:

It's like the price of the product must maintain a balance. Sometimes there are some products which need to receive from the border and that are why marketers hike more price. It's like the marketers thinking about raw materials of the product and try to set a price according to the quality of the product.

3. The use and application approach:

In this strategy the product is positioned according to some application or features those are added with the product.

4. The product user approach:

In this strategy the brand able to know properly the use of target segment which are need to use in which product? And Brand can use a model or a celebrity in order to promote their brands. Celebrities can influence product's image by highlighting their own image with the image with that particular product.

5. The product class approach:

The use of this approach is related to using a particular product or service. This approach is used when there you find so many products from the same categories. Then you need to bring some little change into that product. For example: All clear is for all. Then marketers discover that men have more dandruff then women because they always stay out of home for job purpose.

6. The cultural symbol approach:

It means it can bring uniqueness into the product. Customers can differentiate their brand among all other brands.

7. The competitor approach:

Sometime brands try to dominant their competitor and try to show customers that the product of the competitor is not good. It's a really very offensive strategy.

Marketing Mix & SWOT Analysis

4.1 Marketing Mix

The 4 P's of Bangladesh Land Port Authority (BLPA) is product, price, place and promotion. If anyone runs for a startup, enhance branch or making trade in a market, these 4 P's of Bangladesh Land Port Authority (BLPA) they must need to follow. These 4 P's must be applied on the viewpoint of customers.

The "Product" has its own parts. And those are customer solution, customer cost, convenience and communication. Marketer must explained in a better way to customers that the product is user friendly and this product will help customers to make their life easier.

Price is something by which a company can make some money. By setting up a price a company can make some money. Company should set up a price by which customers feel keen to buy that product or service.

The next "P" means place like from which way our customers feel convenient to buy or get our products. Place describe channels. Place included with so many things like Geographical, environmental, industry etc. Through these we can advertise our products. Now marketer need to choose from which channels they are able to sell their products like wholesaler, retailer, internet etc.

And the last one is promotion. And here promotion means things are involved in advertisements. This can be cash memo, people who are involve with the sales and their sales thoughts. In order to promotion make sure marketer communicates properly in order make product successfully promoted. They can promote their product through promotion.

In the customer driven marketing mix the 4 P's turn into the 4 C's and they are as follows:

1. Place becomes Convenience
2. Price becomes Cost to the user
3. Promotion becomes Communication
4. Product becomes Customer needs and wants

These four items represents a product which is customer oriented of Bangladesh Land Port Authority (BLPA). They suggested marketers or firm to think about a customer that what a customer really like.



4.2 THE BENEFITS WE DELIVER

1. QUALITY

Our customers don't raise their voice about the quality of the products. They hire audits to pay a visit to the projects. Audits visit those projects and identify problems which are being obstacle of the progress of those projects. We communicate globally to take suggestion from specialists from all around the world.

2. EFFICIENCY

We come to a solution which is little customized. We don't provide package solution. It means we give solution in that issue only where we face problems. We get result which is little uncompetitive and we hire experts to get efficient suggestions from those, we experienced globally by applying our network worldwide.

3. TRUST

The name of Bangladesh Land Port Authority (BLPA) is famous worldwide as it is under Ministry of Shipping. People have trust on BLPA because we have that must efficiency and effectiveness to build trust into the mind of peoples. We deliver verified and certified solution by auditing and surveying about the service and all these things are verified by Government.

4. SAFETY

Bangladesh Land Port Authority (BLPA) also maintains some safety issues. These safety issues are related with health, financial support etc. In here Bangladesh Land Port Authority (BLPA) maintain these issues to build trust among customers.

5. PRODUCTIVITY

Our trained and people who works as a outsourcing can solve the complexity and exist in the competitive market with competitors. We offer the knowledge of experts with people from all around the world. We trained employees and develop skills that have specialized training about it according to customers view point.

6. SUSTAINABILITY

We help customers to know about the product and the use of it. We keep environmental thoughts in our mind and try to do our task into an environmental friendly situation.

7. REDUCED RISK

We provide customers risk free service so that they can use that product with friendly thoughts. We try to manage the idea about the upcoming problem and try to solve it. Those who are expert in identify the upcoming risk deliver the risk report to the risk manage solution department. By drawing a plan and applying on the basis of that plan they try to solve the problem.

8. SPEED TO MARKET

Being agreed with the target market is the key to keep flow with the competitive market. Our suggestion, testing of planning and giving certified solution is the only way to solve problems.

9. INTEGRITY

MAKING SURE WE BUILD TRUST

We act responsively and behave in a better way with customers. We act in a proper way with customers. We try our best to follow rules. We raise our voice to make product user friendly for customers.

10. RESPECT

MAKING SURE WE TREAT ALL PEOPLE FAIRLY

We have proper respect about human rights. We try to fulfill our responsibility to designing work environment in a way of importance, equal rights and maintaining respect that they show one to another.

11. HEALTH & SAFETY

MAKING SURE WE ESTABLISH SAFE AND HEALTHY WORKPLACES

It is our responsibility to save all the employees of Bangladesh Land Port Authority (BLPA). We should ensure people about their safety and those people can be people who work in BLPA, who take contract from office like buying tender, auditors who pay a visit to all projects and they are concern about doing no harm to the environment.

12. SUSTAINABILITY

MAKING SURE WE ADD LONG-TERM VALUE TO SOCIETY

We use some people who are expert in these fields for a better future. A value to an article, including production, marketing, and the provision of after-sales service and we can minimize the bad impact on environment by this value chain. We are good citizen of Bangladesh and we will try our best in it.

13. QUALITY & PROFESSIONALISM

MAKING SURE WE ACT AND COMMUNICATE RESPONSIBLY

We represent Bangladesh Land Port Authority (BLPA) in our everyday behavior. We focus on the choice of the customer like what customer really need and try to work on that. We are always transparent, summarized and maintain actuality in order to improve the quality of products and services. We always try to improve the quality of the product and maintain accuracy in our products and services. We respect the secrecy of the client and don't interrupt about their private matters.

14. LEADERSHIP

MAKING SURE WE WORK TOGETHER AND THINK AHEAD

We are passionate and free and we have a restless desire to learn and discover something new. We work in a place where we can give our decisions and opinions. Sometimes our progress are rewarded. Sometimes working in a team and giving commitment and maintain it are rewarded.

4.3 SWOT Analysis

SWOT analysis describes **Strength, Weakness, and Opportunity & Threats**. The SWOT analysis of Bangladesh Land Port Authority (BLPA) is given below:-

Strength:

1. Service of the product is really very good and their price is quite reasonable.
2. They are concern about the security of customers and try to take actions according to the plan.
3. Using updated technologies.
4. Maintain a secure transportation system to minimize accident.
5. Launch a package service system and trying to improve it.

6. Specialized offer for some customers who are really very special.
7. Program which are distinguishable and can entertain the mind of the people are introducing here.

Weakness:

1. Incapable to maintain all the projects of Bangladesh at the same time.
2. The amount of capital is really very little.
3. There are some areas where tasks are allowed to do only in those areas.

Opportunities:

1. Provides services to people from all stages in Bangladesh.
2. Government donates at those projects.
3. Spreading branches at out of the country.
4. Spreading projects in Bangladesh.

Threats:

1. Competitors who have much power and money to take projects from Government.
2. Changing of Government can push new rules for business to the people of Bangladesh.
3. The inflation of money.
4. Natural calamity.
5. Communication plays a vital role. Gap of communication can bring a big loss.

4.4 Competitor Analysis

The analysis of overall attractiveness of the industry by evaluating the competitive forces is done by the Porter's Five Forces Model. This model helps to forecast the profitability & growth by measuring various threats and to shape the strategy. These forces for Agro based product industry works as:

Industry rivalry is low-

1. High industry growth
2. Difference in capacity of firms

3. Lack of switching cost.

Threats of new entrants is low-

1. High capital requirement
2. Economies of scale of large firms
3. Patents & licensing requirements
4. Reputation of existing firms

Bargaining power of supplier is high-

1. Dominance by a few suppliers
2. Lack of substitute products
3. Threat of forward integration

Bargaining power of customer is low-

1. Undifferentiated or standard supplier
2. Customer does not know the supplier cost structure
3. Product price are almost same

Threats of substitutes is low-

1. Industry producing substitute is not highly profitable
2. Substitutes are of almost same price
3. Customer usually doesn't tend to switch to substitute

Problems & Recommendations

5.1 Problems

Marketing problems of Federal Inspection Service Limited are given below-

1. Lack of Promotion: The BLPA has lack of sufficient fund for promotion of the export sector development.
2. Lack of Management: There are lack of internal and external management between BLPA and other Land Port Services.
3. Abuse of Power: Some employees are abuse of their power with the bottom level of employees or stuffs.
4. Internal Conflict among Employees: There are some internal conflict among employees which is the major problem of Bangladesh Land Port Authority.
5. Lack of STP Analysis: For the cause of internal conflict among employees the STP (Segmentation, Targeting & Positioning) analysis of the company is not being properly or just in time.
6. Lack of Communication: The agency is poor communication with some sectors.
7. Lack of Sponsorship: Lack of promotion, lack of communication, insufficient fund, internal conflicts are the main reasons for lack sponsorship.
8. Misuse of Economic Fund: The finance and accounting department are not properly invested in specific sector where it needs.

5.2 Recommendations

The study the following suggestions can be put forwarded to improve the promotion of Federal Inspection Service Limited in Bangladesh:

1. Investing more promotional sector raising the budget for promotion.
2. The internal and external work should be in a link.
3. The conflicts among employees need to finish for betterment of both company and customers.
4. The communication sectors should be expanding.
5. Proper use of financial investment in proper sector.
6. Bangladesh Land Port Authority should follow the modern marketing strategy which is related to the public relation and publicity.

7. Continuing good relationship with the competitors. If the competitors are failed to provide any services then they forward the visitors in those projects and that can be the biggest facility of Bangladesh Land Port Authority.
8. Improve the official environment and maintain the morality and ethics of the company.
9. Correcting the image of the country.
10. Ensuring the security of inspectors.
11. Use of Information Technology in promotional activity.
12. Promoting to some specific regions.
13. Allocation of more promotional funds.
14. The Federal Inspection Service Limited should concentrate in increasing their profit earning capacity from Export and Import operation.
15. It should develop effective marketing strategy to attract new customers.
16. They expand their areas of activities of foreign exchange department for general people and provide various services to them according to their need.

Findings, Conclusion & References

6.1 Findings

At the time of my internship period in An Analysis of Marketing Activities of Bangladesh Land Port Authority (BLPA)”, I have attained a newer kind of experience. While working there I have got some findings recommendations. These findings are completely my personal view of point, which is given below:

1. The investment condition is risk able but it has enough economic support.
2. The debt equity ratio indicates the margin of safety to the creditors.
3. The company should reduce the debt.
4. Flow of commands is not maintained properly.
5. There is a problem of authority and power.
6. Marginal profit of the company is satisfactory.
7. Lack of satisfactory workplace, production system.
8. Company provides scope to its employees to participate in decision making. Company motivates its employees’ through attendance allowance, Promotion, Medical allowance, Transport Facilities etc.

6.2 Conclusion

Bangladesh Land Port Authority is an internationally reputed, neutral and uncompromised Land Ports having qualified, professionally experts and well experienced, Proficient Inspectors who are having profound experiences. We are focusing on the expectation of customers and societies to deliver service in which way we can exist in the market when they feel the lacking of service. We give solution while giving every single problem while giving service to the customers in order to improve the quality of the product, make the product safe and user friendly to customers and make sure that customers don’t face any risk while using those products. Bangladesh Land Port Authority (BLPA) have comes to a position where they are able to achieve the trust of the clients. Only by maintaining honesty and truthfulness we can achieve success.

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