

Internship Report
on
Marketing Activities of
MA World Wild Company Limited





Daffodil
International
University

Internship Report
on
Marketing Activities of
MA World Wild Company Limited

Supervised by:

Dr. Ahmed Fakhru Alam

Professor

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Prepared by:

S. M. A Naser

ID: 082-11-395

Program: BBA

Major in Marketing

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Date: 14 November, 2019

Letter of Transmittal

Date: 14 November, 2019

Dr. Ahmed Fakhru Alam

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “Marketing Activities of MA World Wide Company Ltd.”

Dear Sir,

With great pleasure I am submitting my Internship Report on the topic “**Marketing Activities of MA World Wide Company Ltd.**”. While preparing this report, I have followed your instruction & guidelines. This report has been completed by my experiences which I have achieved during the Internship period at **MA World Wide Company Ltd.** I also hope it will be quite helpful to enlighten my future career and knowledge.

I hope this report to be informative as well as comprehensive. I express my special gratitude to you for dedicating your valuable time, expert guidance and support. I have tried my best to complete the report appropriately as much as possible.

Sincerely Yours



.....
S. M. A Naser

ID: 082-11-395

Program: BBA

Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Student's Declaration

I, S. M. A Naser a student of Daffodil International University declare that the internship report entitled topic “**Marketing Activities of MA World Wide Company Ltd.**” is completely done or prepared by me as per instructions of requirements.

I likewise guarantee that the work I have given doesn't match any before existing copyright and no bit of this report is duplicated from before for a degree or something else.



.....
S. M. A Naser

ID: 082-11-395

Program: BBA

Major in Marketing

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Faculty of Business and Entrepreneurship

Daffodil International University

Certificate of the Supervisor

This is to ensure that, S. M. A Naser, ID: 082-11-395, under study of BBA Program Daffodil International University, has completed this report under my guidance.

He has worked with **MA World Wide Company Ltd** as an internee and finished the report entitled “**Marketing Activities of MA World Wide Company Ltd.**” as a halfway necessity for getting BBA Degree. He has finished the report independent form anyone else. He has been allowed to present the report.

S. M. A Naser bears good moral character and an extremely satisfying identity. It has without a doubt been an incredible joy working with him. I wish him all accomplishment throughout everyday life.



(Dr. Ahmed Fakhru Alam)

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgement

Toward the starting I am especially appreciative to the Almighty Allah for invigorating me to finish the report appropriately. Without his jumping favors, it could never be workable for me to finish both temporary position period and this entry level position report effectively.

An exceptional thank and appreciation goes to my Internship chief, **Dr. Ahmed Fakhrul Alam**, Professor, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University for his important rules and recommendations to set up this entry level position report.. Without his significant supervision and headings, it would not have been conceivable to finish this report.

At that point I might want to offer my ardent thanks to the MA World Wide Company Ltd. for allowing me to finish my entry level position program at their branch, for enabling me to assemble data and helping me each conceivable path in setting up the temporary job report. My interminable gratitude to go Mr. M.A Motin Meer, Chairman, MA World Wide Company Limited for being patient and supporting my during my Internship program. I am additionally thankful to Mr. M.A Nasim, Managing Director, MA World Wide Company Ltd. for helping me all through the arrangement of the report. Every one of the associates of the branch had been very useful and they made my temporary job period progressively agreeable and significant one.

At last my genuine appreciation goes to Daffodil International University Authority for organizing this temporary position program for understudies. It truly makes understudy equipped for doing official assignments before entering the corporate world.

Executive Summary

Nothing can be developed in a scientific manner unless it has a sound theoretical knowledge; Theories help to expand the knowledge. But it is not the final word. Without understanding the practical implication, gathering of knowledge with the help of theories have no meaning.

This report has been started as the degree essential of the BBA program at the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. This report centers three months working encounters in MA World Wide Company Limited., Mirpur Dhaka.

MA World Wide Company Ltd. provide best coffee machine in Bangladesh. MA World Wide Company Limited Company selling coffee machine, ready tea & coffee powder, Eco coffee cup, water purifier, juice maker and electronic stove etc.

MA World Wide Company Ltd. offers a range of exceptional products that customers enjoy in their stores, at home, and on the go.

MA World Wide Company Ltd. its journey from the beginning of 2011. Now almost 150 employees are working under the brand of MA World Wide Company Ltd. They are very famous for consistence of quality, test & service.

The report contains (5) chapters. The **First** Chapter of the report describes the Introduction, Background, Objectives, Methodology of the Report, Scopes and Limitations. The **Second** Chapter contains the theoretical frame work and Chapter **Three** contains Brief Overview of MA World Wide Company and Chapter **Four** discussed Marketing activities of MA World Wide Company, SWOT Analysis, Chapter **Five** Findings, Recommendations Conclusion.

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Phase-01

Introduction

1.1 Introduction

Coffee is the second biggest product market and development is required to proceed at a solid pace for years to come. The claim to fame drink industry is developing at a similarly solid pace, with deals development in certain classifications anticipated to develop at paces of 40% every year. This development offers fantastic open doors for new organizations to enter this market.

Existing Coffee advertise size in Bangladesh is 600 million. Commitment of blended espresso is just about two-third of the market while the moment espresso advertises means the remainder of the market. At present, there are pretty much 50 premium espresso bistros in Bangladesh which happen to provide food a mammoth market of just about 160 million customers which obviously demonstrates that there is an enormous undiscovered market.

Coffee pattern originally began in Bangladesh by Nescafé with a motto "My First Cup."

Bangladesh has never been caring to the espresso business to the extent prevalence or deals are worried Since the British principle, the nation has been prevailed by the flavor of tea as the warm drink required for some, during breakfast, with the tidbits or even as the refreshment for socialization

As a matter of fact administrative intercession in this area is particularly fundamental. In the event that administration make better open doors for the proprietor of the espresso machine and espresso crude materials in the event of import exercises like quicker Customs exercises, introduce current innovation, change the old Procedure of legitimate exercises and so forth then it will better for import exercises of Ma World Wide Company Ltd. Close to this the organization needs to guarantee their viability in every one of the exercises to perform better in this part.

Coffee has raised its ubiquity now. This pattern is expanding quickly in Bangladesh.

1.2 Background of the Study

I have worked as an internee in Marketing Department of MA World Wide Company Ltd. at Mirpur, Dhaka from 01st February, 2019 30th April, 2019. In this report, I will try to make overall marketing activities of Ma World Wide Company Ltd.

1.3 Origin of the Study

This Internship Report has been set up as a piece of Internship course of Daffodil University. The report titled, "Marketing Activities of MA World Wide Company Ltd." is being relegated by my chief for the fruition of the course, and he has affirmed my favored theme for the report. I have gathered all the necessary data from the applicable source. I have attempted my best to join and relate the data with the idea of the report; however because of time constraint and confined access to data there still stays a few impediments.

1.4 Objectives of the Study

Each research study has some identified objectives; researchers usually attempt to achieve these objectives through all his efforts. The main objective of this report was to identify issues and factors that affect marketing operation, activities of MA World Wide Company Ltd.

The report has some broad objectives:

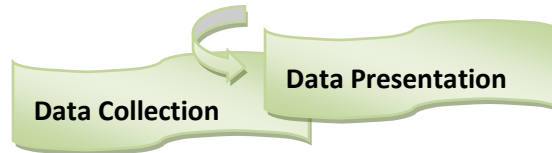
- ❖ To understand marketing operation & procedure of MA World Wide Company Ltd.
- ❖ To find out marketing activities of MA World Wide Company Ltd.
- ❖ To find out the competitive strength and weakness of MA World Wide Company Ltd. as well as other market challengers of this industry.
- ❖ To prepare some guidelines and suggesting some policy which will be effective in securing customer satisfaction by analyzing various market situation

1.5 Scope of the Study

The examination centers on the Marketing Activities of MA World Wide Company Ltd. Its targets, exercises, inadequacies and in addition to Point of coffee machine and coffee crude materials. Step by step request of espresso machine and espresso crude materials expanding internationally. That is the reason there is a decent extent of investigation of this business and this examination will support the speculator, maker just as student.

1.6 Methodology of the Study

The type of the report is almost descriptive which is based on both primary and secondary data. To study and shape the report as the final format the following two main aspects are considered:



Data Collection

For the assignment I have picked Ma World Wide Company Ltd. as in late time the organization is one of the top espresso machine providers in Bangladesh. In planning report, a dependable wellspring of gathering information is imperative measures. In this report, both essential and optional wellsprings of data have been utilized.

Essential information are watched and recorded as a major aspect of a unique study. At the point when the information required for a specific report can be discovered neither in the inside records of the endeavor, nor in distributed sources, it might get important to gather unique information, i.e., to lead direct examination. In the report the scientist has utilized the accompanying source to gather essential information:

- Face-to-face conversation with the Manager, Officer, Distributor, and Direct Sales Representative.
- Practical field work.
- Observation of the work processes.

Secondary data

The meaning of secondary data is available data. To obtain the secondary data a number of sources are used that are as follows:

- Internal and External publication of Ma World Wide Company Ltd.
- Books, newspapers and magazines.
- Collection of information from internet.

Data Presentation

From various sources all the data is gathered in regards to the organization, relative contenders, and the enlistment and determination procedure of competitors. In the wake of gathering every one of the information, they are sorted out and amassed for conclusive report. Every one of the information is checked appropriately by the chief before the accommodation of the last report. At last, the report is submitted on due date.

1.7 Limitations of the study

Absence of time

Absence of time one of the significant constraint of the examination was restricted time. The nine portion of the investigation was insufficient. Since in this brief span one entomb understudy needed to both go to the workplace and furthermore do the review. For the shortage of time I couldn't discuss to a great extent with concern people and authority, which would be useful for setting up, the report, could be made significantly more exhaustive.

Authoritative mystery

Another serious issue each privately owned business keeps up some mystery of its everything import and fare exercises. The position kept a lot of data as discharge.

Reluctant to reaction

While speaking with responsive people the vast majority of this was occupied in their every day work around then. So they were not anxious to address my inquiry and should me numerous causes to maintain a strategic distance from me.

Absence of sufficient data

There were absences of essential data what I was required. That is essential and optional information.

Phase-02

Theoretical Framework



2.1 Marketing Activities:

Showcasing is a cultural procedure by which people and gatherings get what they need and need through making, offering, and openly trading items and administrations of significant worth with others.

2.2 Target Market and Segmentation

Market portions can be recognized by analyzing statistic, psychographic, and conduct contrasts among purchasers. The advertiser at that point chooses which sections present the best chance – which are its objective markets.

2.3 Marketplace, Market space, and Meta market

The commercial center is physical, as when one goes out on the town to shop in a store; markets space is advanced, as when one goes out on the town to shop on the web. Numerous eyewitnesses accept that expanded measures of buying will move into showcase space.

What's more, Meta showcase depicts a group of integral items and administrations that are firmly related in the psyches of buyers yet are spread over a different arrangement of ventures.

2.4 Marketers and Prospects

An advertiser is somebody looking for a reaction (consideration, a buy, a vote, a gift) from another gathering, called the possibility. On the off chance that two gatherings are looking to offer something to one another, we call them the two advertisers.

2.5 Needs, wants and demands

Needs are the fundamental human prerequisites. Individuals need nourishment, air, water, garments, and safe house to endure. Individuals likewise have solid requirements for amusement, instruction, and stimulation. These necessities become needs when they are coordinated to explicit articles that may fulfill the need. Requests are needs for explicit items sponsored by and capacity to pay.

2.6 Exchange and Transaction

Trade is the way toward acquiring an ideal item from somebody by offering something consequently. For trade potential to exist, five conditions must be fulfilled:

1. There are at any rate two parties.
2. Each party has something that may be of an incentive to the next gathering.
3. Each part is equipped for correspondence and conveyance.
4. Each party is allowed to acknowledge or dismiss the trade offer.
5. Each party trusts it is suitable or attractive to manage the other party.

An exchange is an exchange of qualities between at least two gatherings.

2.7 Relationship and Transaction

Relationship promoting has the point of building commonly fulfilling long haul relations with key gatherings clients, providers, merchants so as to gain and hold their business.

2.8 Marketing Channel

Different circulation channels exist today. The most well-known channels for shopper merchandise, business products, and administrations are depicted underneath:

The Distribution of consumer goods is as follows:

Producer \Rightarrow Consumer

Producer \Rightarrow Retailer \Rightarrow Consumer

Producer \Rightarrow Wholesaler \Rightarrow Retailer \Rightarrow Consumer

Producer \Rightarrow Agent \Rightarrow Retailer \Rightarrow Consumer

The Distribution of business goods is as follows:

Producer \Rightarrow User

Producer \Rightarrow Industrial distributor \Rightarrow User

Producer \Rightarrow Agent \Rightarrow User

Producer \Rightarrow Agent \Rightarrow Industrial distributor \Rightarrow User

The Distribution of services goods is as follows:

Producer \Rightarrow Consumer

Producer \Rightarrow Agent \Rightarrow Consumer

2.9 Marketing Environment

The marketing environment consists of the task environment and the broad environment.

The Task environment

The task environment incorporates the prompt on-screen characters engaged with creating, conveying, and advancing the advertising. The primary entertainers at the organization, providers, wholesalers, sellers, and the objective clients.

The broad environment

The expansive condition comprises of statistic condition, monetary condition, common habitat, mechanical condition, political-lawful condition, and social-social condition. For the most part two sorts of condition: 1. Large scale 2. Small scale

Phase-03

Overview of the Organization

Overview of Ma World Wide Company Ltd.

3.1 Company Overview

Background of the Company

MA World Wide Company Ltd. was established in 2011. They started importing vending coffee machines from India and continued Branding and Marketing all over the country and they are in success from day one due to product's quality, test and service.



3.2 Mission and Vision

Our Mission is to set up become the shopper's top decision and be an essential piece of our customer's life. Our brilliant, talented and solid Team is especially cautious to verify the market position and we have a solid system covering whole nation with each and every edge of the District, Thana and even Union level. Our items have huge interest in the market. This has gotten conceivable because of our expanded and quality items. Business achievement is clear target yet by all account not the only, the board dreams to make the organization as a good example in the business.

Vision is extremely basic and we desire to lead nourishment and refreshment industry and hardware in Bangladesh by providing quality and distinctive item through open interest on opportune premise. We are likewise engaged for the commitment of some social duties to make business openings with the goal that we can diminish gigantic destitution all through the country.

Company Slogan: “We’ve always believed in serving the best coffee machine possible.”

3.3 Organizational Hierarchy

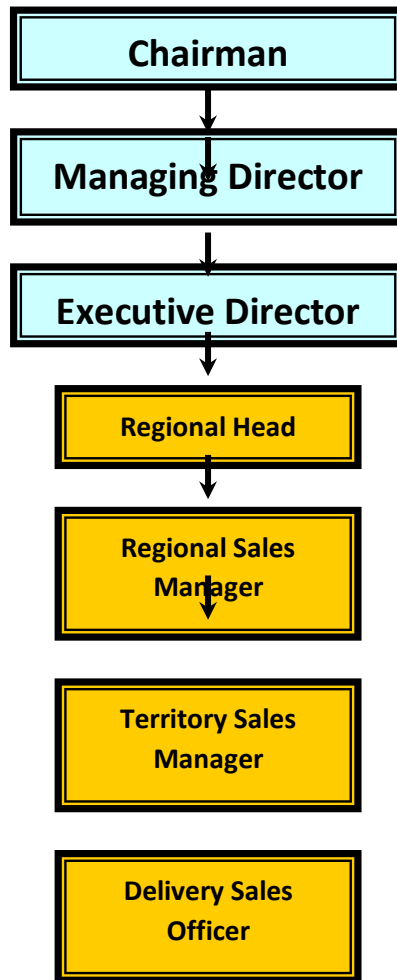


Fig : Organization’s Hierarchy

3.4 Products of MA World Wide Company Ltd.



Coffee machine

We've generally had confidence in serving the most ideal espresso machine. It's our objective for the entirety of our espresso machine to be developed under the best expectations of value, utilizing moral sourcing rehearses. Our coffee machine purchasers by and by movement to coffee machine factory in India, china and Italy to choose top notch espresso machine.

COFFEE: MORE THAN 30 BLENDS AND SINGLE-ORIGIN PREMIUM COFFEES.

Merchandise: Coffee- and tea-brewing equipment, Verismo® System by Starbucks, mugs and accessories, packaged goods, books and gifts.

Consumer Products

Coffee and Tea: Entire bean and ground espresso (Ma World Wide Company LTD and Seattle's Best Coffee brands), MA World Wide Company LTD VIA® Instant, Ma World Wide Company LTD ® Coffee K-Cup® cases, MA World Wide Company LTD ® and Teavana® Verismo® cases, Tazo® tea filterbags, and Tazo ® tea latte concentrates.

Ready-to-Drink (RTD): MA World Wide Company LTD packaged Frappuccino® espresso drinks, MA World Wide Company LTD Discoveries chilled mug espressos, World Wide Company LTD Discoveries Iced Café Favorites, MA World Wide Company LTD Coffee, Starbucks Doubleshot® coffee drinks, MA World Wide Company LTD Doubleshot® Energy Coffee drinks; Starbucks Refreshers® drinks, Evolution Fresh™ packaged juices, Tazo® packaged frosted and squeezed teas.

3.5 Brand Portfolio

MA World Wide Company LTD Coffee, Seattle's Best Coffee, Teavana, Tazo, Evolution Fresh, La Boulange, Ethos Water and Torrefazione Italia Coffee.

Being a Responsible Company

At MA World Wide Company LTD, we have always believed in the importance of building a great, enduring company that strikes a balance between profitability and a social conscience.

Corporate House:

34, Imagine Osman Center

Sonargaon Jana path Road,

Sector -12, Uttara, Dhaka, Bangladesh

Phone: 01644366855

E-Mail: ma.corporation.info@gmail.com

Website: <https://nrng.info.com>

Phase-04

Marketing Activities of MA World Wide Company Limited

4.0 Marketing Activities of MA World Wide Company Ltd.

Marketing activities of MA World Wide Company Ltd. is as follows:

4.1 Local Marketing:

MA World Wide Company Ltd. markets its item through certain merchants and seller dispersed everywhere throughout the nation. However, espresso machine item is come to the retailers and end-clients by the organization through its vehicle offices. It likewise legitimately deals espresso machine and crude materials to clients going from singular home, shop and corporate associations and arrive at the item by MA World Wide Company Ltd. possess care.

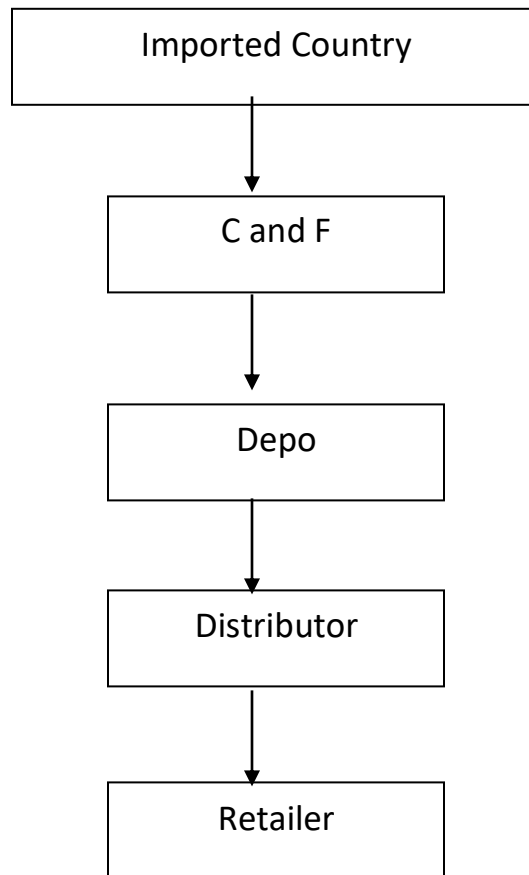
4.2 Distributors of MA World Wide Company Ltd.

MA World Wide Company Ltd. is active all over in Bangladesh. It has a wide and extensive distribution network with which it enjoys a close working relationship, and which benefits from its support and expertise.

List of Depot:

1. Dhaka Depot
2. Gopalganj Depot
3. Khulna Depot
4. Rajshahi Depot
5. Chittagong Depot
6. Barishal Depot
7. Sylhet Depot
8. Rangpur Depot
9. Mymensingh Depot
10. Cumilla Depot

4.3 Distribution Process



1. Imported Country: India
2. C and F Benapole -
3. Depot Dhaka, Gopalganj, Khulna, Rajshahi, Chittagong, Barishal, Sylhet, Rangpur, Mymensingh, Cumilla.
4. Distributor This moment 100, Distributors in 30 District
5. Retailer

At the point when an organization or a producer produces products or administrations, it has the quick obligation to disseminate and offer them to the modern and institutional clients. The modern clients by and large establish of wholesalers, retailers, producers, instructive foundations, governments, emergency clinics, open utilities, and other conventional associations. There are different go-betweens who are engaged with a circulation and selling process helping the makers to make their products arrive at the end clients. Hence, a system or channel that streams the products from the maker to the buyer through a lot of related associations (go-

between) is called conveyance channel or exchange channel or promoting channel. Channels are the devices utilized by the board to move the merchandise from the spot of generation to the spot of utilization. In the movement, the title of merchandise gets moved from venders to purchasers.



Figure: Distribution Network of MA World Wide Company Ltd.

4.4 The Marketing Mix of MA World Wide Company Ltd.

Marketing Mix choices to impacts the exchange customers. They set up an offering blend of their lofts, administrations and costs. What's more, using a limited time blend of offers advancement, publicizing, deals power, advertising, regular postal mail, telemarketing to arrive at the exchange stations and the objective clients.

The 4Ps speak to the merchants' perspective on the showcasing instruments accessible for affecting purchasers. From a purchaser's perspective, each showcasing apparatus is intended to convey a client advantage. Robert Lauter Born recommended that the dealers' 4Ps relate to the clients' four.

4.4.1 Product Planning;

Product is, in fact, the range of the products (apartments) that are the organization offers to the market place. Decisions about quantities, timing, variation, associated services, quality, style and branding comes from the concerned departments.



Figure: Coffee Vending Machines and Other Products of MA World Wide Company Ltd.

4.4.2 Price Policy:

There are various kinds of pricing policies.

- Absorption Pricing
- Contribution Margin based pricing
- Decoy pricing
- High low pricing
- Limit pricing

Among the various pricing strategies, MA World Wide Company Ltd. follows Absorption policy.

Types of Pricing in which all expenses are recouped. The cost of the item incorporates the variable expense of everything in addition to a proportionate measure of the fixed expenses and is a type of cost-in addition to estimating.

Product of Price of MA World Wide Company Ltd.

Product Description	Price
IPS Coffee Machine	38,000/-
Best Coffee Machine	27,000/-
Cold and Hot Coffee Machine	60,000

(Source Company Record, 2019)

4.4.3 Place:

Place includes to where the deals are to be made. It incorporates channels of dispersion, the degree of market inclusion, overseeing crude materials, transportation and coordination's. Put just, Place includes all exercises that convey the item to the objective client. MA World Wide Company Ltd. business exercises in Dhaka, Gopalganj, Khulna, Rajshahi, Chittagong, Barishal, Sylhet, Rangpur, Mymensingh, Cumilla. Be that as it may, their fundamental product house in Dhaka, Narayanganj and Narsindi.

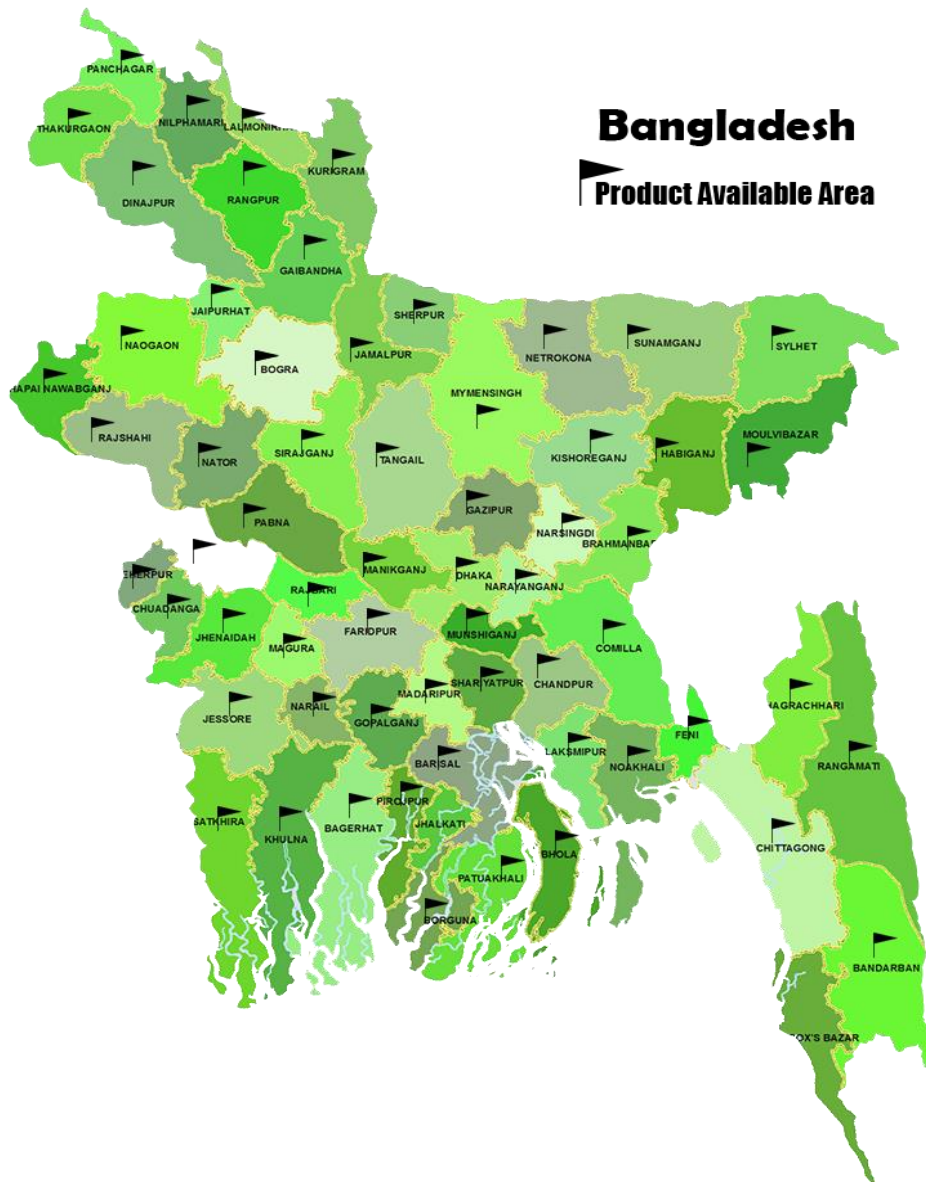


Figure: Product Available Map of MA World Wide Company Ltd.

4.4.4 Promotion:

Deals advancements are the arrangement of advertising exercises attempted to help offers of the item or administration. Deals advancements are the arrangement of advertising exercises embraced to help offers of the item or administration.

MA World Wide Company Ltd. is using various kinds of promotion tools. Like TVC, Website, print media, e marketing etc.



Figure: Promotion through Facebook post



NRNG
এন.আর.এন.জি
Customer Happiness

১এর ভিতর ৩

প্যাকেজ এর মূল্য ২৭৫৫০/ টাকা

প্যাকেজ : স্কয়ার মেশিন
 ১ কেজি কফি
 ১ কেজি দুধ চা
 ৫০০ গ্রাম রং চা
 ২০০ পিছ ১০০ মিলি (পিভিসি) কাপ
 ৭০ পিছ ১০০ মিলি (পেপার) কাপ

স্কয়ার মেশিন (v-2) কাপ কফি দুধ চা কফি চা

NRNG
এন.আর.এন.জি
Customer Happiness

১এর ভিতর ৩

প্যাকেজ এর মূল্য ২৬৫৫০/ টাকা

প্যাকেজ : (MS বডি) মেশিন
 ১ কেজি কফি
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 ২০০ পিছ ১০০ মিলি (পিভিসি) কাপ
 ৭০ পিছ ১০০ মিলি (পেপার) কাপ

(MS বডি) মেশিন কাপ কফি দুধ চা কফি চা

Figure: Promotion through Website

Implementation of Promotional tools in MA World Wide Company Ltd.

Promotion mix is a blend and wider part of marketing MA World Wide Company Ltd. is using advertising, public relations, personal sales and online promotion as promotional tools to increase their sales volume of coffee machine.

	Non-Personal	Personal
Paid	Advertising Direct Marketing Online Marketing	Direct Selling
Non-Paid	Publicity	Word-of-Mouth

Figure: Communication tactics of Promotional Mix in MA World Wide Company Ltd.

4.5 Competitors



Rose Cafe



4.6 SWOT Analysis

Strengths:

Convenience – With the MA World Wide Company Ltd., users can now enjoy an Italian premium coffee experience in the comfort of their homes. As an added convenience, frothing of the milk can be done using the machine by simply inserting a separate milk capsule, making it a lot more convenient compared to other coffee machines that require users to do this separately.

Variety – MA World Wide Company Ltd. provides a wide variety of coffee machine that are not achievable with other conventional coffee machines. It can produce both coffee and tea blends as well as hot and cold beverages.

Quality – MA World Wide Company Ltd. always makes sure its users enjoy top quality beverages.

Compact – MA World Wide Company Ltd. machines are big and small in size, giving users the flexibility in choosing where they would want it placed.

Style – The machines are available in 4 stylish designs and colours.

Affordable – The MA World Wide Company Ltd. is price competitive, being the cheaper option compared to other company coffee machines. For consumers that would like to enjoy the premium coffee experience but have a limited budget, the MA World Wide Company Ltd. is the perfect machine to suit their needs.

Weaknesses

Weak brand awareness – The success of the MA World Wide Company Ltd. in Dhaka has not yet diffused to outside of Dhaka City. Consumers in outside of Dhaka are generally not familiar with MacWorld Wide Company Ltd., especially since it only penetrated the local market in 2011.

Opportunities

Huge market of home coffee drinkers – At present in Bangladesh, many consumers love their instant coffee, which is a market *Nescafé* has a sizeable market share in. Therefore, this might present itself as an opportunity for Ma World Wide Company Ltd. to ride on *Nescafé's current credibility, by positioning themselves as an offering that not only advocates convenience, but also allows users to enjoy the premium coffee experience with greater control and variety over their beverage choice.*

Market for premium coffee drinkers – Over the years, there have been an increase in the number of chained specialist coffee shops such as Gloria Jeans and as well as, Starbucks. This reflects the trend of an increasing demand for premium coffee which MA World Wide Company Ltd. could tap on by emphasizing on its quality ingredients to preserve the freshness of the beverages that it offers, and in turn enhancing the premium coffee experience for the coffee enthusiasts.

Threats

Strong competition –There are a number of competitors in the industry MA World Wide Company Ltd. is in, namely Nescafe and Royal Cafe. Nescafe is currently the market leader in the single serve coffee machine market, and Royal has a strong presence in the specialty coffee industry, giving both these companies an edge of MA World Wide Company Ltd. in terms of credibility.

Resistance from consumers – There is also the threat that target users may not see MA World Wide Company Ltd. as replacing their traditional cup of home-brewed coffee, and as such do not feel that its benefits justify the switch.

Capsule alternatives – While MA World Wide Company Ltd. has a patent on their capsule design and mechanics, there is still a risk present that companies might try to produce capsules that can fit MA World Wide Company Ltd. machines.

Phase-05

Findings, Recommendations and Conclusion

5.1 Findings of the Study

The following findings regarding Marketing Activities of Ma World Wide Company Ltd. have been exposed through this report:

- MA World Wide Company Ltd. has imported advanced coffee vending machineries that are used for their customer choice and order.
- MA World Wide Company Ltd. is one of the popular coffee machine provider organization in the coffee industry, therefore they offer low price on their products. So the Ma World Wide Company Ltd. has the strong relation with the local coffee shop owner as well as all business depends upon the relationship.
- It's only possible because both the parties well understand each other needs. MA World Wide Company Ltd. rules and regulations and policies of trade and meets the need of their customers.
- MA World Wide Company Ltd. importing coffee vending machineries totally on high quality machines, best brand in this industry so it's have competitive advantage from the quality and cost.
- MA World Wide Company Ltd. has the systematized production unit. All the process of manufacturing raw material of plastic follows the lean system. So it reduces both time and cost of manufacturing finished products.
- The employees of MA World Wide Company Ltd. are loyal with the organization especially on executive seats. They work with their full concentration and accept responsibility of their work. It's all because of strong management.
- Company is working with the limited staff on executive seats which providing their services to company from many years and they don't have new qualified staff which fill the seats of existing staff whenever they leave.
- There is a centralize decision making due to which there is delays in taking decisions which required immediate response.
- HRM department is not performing its duties as per the need of the organization due to lack of HR professional. The duty of HR department is not only hiring and firing the employees, but they should arrange training programs, different entertainment events and skill deployment to employees, become the loyal with the organization.

- MA World Wide Company Ltd. is very huge competition in this field and the business which this company runs is no wide and there are only 4 or 5 major competitors in the market. So that company can easily expand its business and earn more and more profit from the market.
- The promotional activity is the important part of a company that creates awareness about the products to customers mind.
- There are many competitors in the local level and coffee machine manufacturers' high quality products. So the competition is very high among the competitors.

5.2 Recommendations

➤ **Customer relationship management:**

Relationship marketing can be highly effective, but it also requires great deal of commitment on the part of those doing the marketing. MA World Wide Company Ltd. can follow customer relationship management.

➤ **Quality Overprice:**

MA World Wide Company Limited clients are concern about quality and longevity not price. So MA World Wide Company Ltd. must not change their quality of their coffee machine and services.

➤ **Online Marketing:**

Online Marketing has been the hottest trend of the decade. As the client of MA World Wide Company Limited spend quality time online that's why MA World Wide Company Limited should do more and more online marketing as the budget is small. Like more SMS and E-mail marketing.

➤ **Marketing Research:**

Proper marketing research can solve the problem regarding promotion and communication by doing integrated marketing analysis it can find out the gaps in their marketing activities and can also measure the effectiveness of their promotions.

➤ **Must do 3 sales activities:**

As a Coffee machine supplier company MA World Wide Company Limited have to do many kinds of marketing activities. As sales person who directly communicates with the customers and motivate them by doing three sales activities:

- Must go for comprehensive marketing
- Expert negotiation
- Detailed transaction management

➤ **In Limited Market Place:**

MA World Wide Company Ltd. has its customer mostly in Dhaka & Narsingdi. So, they must expand their product outside Dhaka.

➤ **Billboards & Leaflets:**

These should be distributed in all the locations where the target customers live.

➤ **Advertising outside Dhaka:**

From personal experience I can say that MA World Wide Company Limited performs very little promotional activities outside Dhaka. They can perform sponsorship, advertising, managing events outside Dhaka.

➤ **Updating post in Facebook & Website:**

MA World Wide Company Limited should regularly update the events on website and should regularly post in Facebook.

➤ **Administration:**

MA World Wide Company Limited is full of experienced and skilled employees and workers. So there is lack of

- Motivation
- Determination
- Job Satisfaction

-Job Securities

-Salary Structure

So Ma World Wide Company Ltd. should employ people on permanent basis.

➤ **Maintain a Database:**

They should maintain a database of the customers and then send gifts and greetings regularly. These gifts will also work as promotional tool.

➤ **Improvements in Advertisement:**

- They should give Ads on the daily newspapers, magazines frequently.
- They might increase their budget for advertising.
- At the important places, some billboards can be set inside or outside Dhaka.
- Number of promotional activities should be increased.
- They can give Ads on FM Radio.

5.3 Conclusion

MA World Wide Company Limited is fundamentally bringing in top notch moment coffee machine, tea and providing different sorts of candy machines to serve their esteemed customers. They are bringing in the majority of crude materials from India. They have 5 kinds of espresso candy machines.

MA World Wide Company Ltd. begun its business formally in 2011 and now it is growing up effectively.

The Company keeps up elevated expectations of value and can ensure exceptionally proficient assistance to fulfill up the clients' need. The Company's item quality has accomplished a level which made ready.

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