

Internship Report
on
“Use of Marketing Strategies in Ananta Apparels Limited”

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Major in Marketing
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Date of Submission: 19 December, 2019

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Supervised by:

Prof. Dr. Ahmed Fakhrul Alam

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University



Date of Submission: 19 December, 2019

Letter of Transmittal

19 December, 2019

Prof. Dr. Ahmed Fakhrol Alam
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “Marketing Strategies of Ananta Apparels Limited”

Dear Sir,

I have prepared my internship report on the topic of “Marketing Strategies of Ananta Apparels Limited” under your kind supervision as a requirement of completing the degree of MBA program. I have tried my best to prepare the report in consistence with the optimal standard under your valuable direction.

I made every effort to reveal greater insight in this report. I hope that this will meet the standard of your judgment.

Thanking you for your kind supervision.

Sincerely yours

Tarek Aziz

.....
Tarek Aziz

ID: 172-14-770

Major in Marketing

Program: MBA

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Daffodil International University

Certificate of Supervisor

I hereby certify that Tarek Aziz a student of MBA, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, bearing the ID No. 172-14-770 has prepared the Internship Report titled “Marketing Strategies of Ananta Apparels Limited” as a requirement for fulfillment of the degree awarding of Bachelor of Business Administration (M.B.A). To the best of my knowledge, he has completed all the required courses of the program and the report has been prepared by him and it is accepted as authentic one.



.....
(Prof. Dr. Ahmed Fakhru Alam)

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

Student's Declaration

I, the undersigned, hereby declare that the Internship Report titled “Marketing Strategies of Ananta Apparels Limited” has been prepared by me under the guidance of Prof. Dr. Ahmed Fakhrul Alam, Daffodil International University as a requirement for the accomplishment of MBA degree from the Department of Business Administration, Faculty of Business & Economics, Daffodil International University. It is also declared that, this report has been prepared for academic purpose only and has not been/will not be submitted elsewhere for any other purpose.

TAREK AZIZ

.....

Tarek Aziz

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Major in Marketing

Program: MBA

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Acknowledgement

It was a great pleasure to prepare Internship report on the Marketing Strategies of Ananta apparels Ltd. I would like to thank and convey my gratitude to honorable Supervisor, Prof. Dr. Ahmed Fakhrul Alam, Faculty of Business and Entrepreneurship, Daffodil International University, for letting me to prepare this report and I would also like to express my sincere appreciation to him for his whole hearted support and guidance.

I am also grateful to the management of the Ananta apparels Ltd for offering me the Internship training. My sincere gratitude goes to Md. Tanjeeer Rahee Khan (TM), Md. Faruque Hossain (Merchandiser), Md. Riaz Ahammed (Senior Merchandiser), Md. Shakil Haque (Senior Merchandiser) who gave special attention to me from the very beginning and whenever I went there. My special thanks to Md. Anisur Rahman GM, Md. Mahtab Uddin Khan, AGM, Md. Monowar Hossain, AVP, Ananta apparels Ltd. I am also owed to each person who provides their co-operation inside of Ananta apparels Ltd, Uttara Branch, in carrying out this report. And finally I wish all my unwilling mistakes for example miss presentation of kind of information will be forgiven.

Abstract

Development of the economy of a country depends on disciplined, modern and dynamic accompanying system. Companies are one of the most important balancing tools in economy these days. They ensure that money from surplus zone can be used in the deficit zone. By ensuring this, companies ensure the smooth flow in economy, expansion of industry and overall development. Ananta apparels Limited is one of the most prominent textile companies in Bangladesh. It is well known for its organizational reputation, expertise, professionalism. Ananta apparels' corporate branch is well known for the way they do business, handle clients and maintain diversified portfolio.

The main goal of this report is to conduct a study on overall marketing strategies on Ananta apparels and apply the marketing strategy on their product, services and process. During the 3 months rotation for the internship program, 3 department rotations were mandatory. These departments are – merchandising department, marketing department, financing department. The scope of activity and processes of these departments are huge and it is not possible to fathom everything within such a short period of time. Therefore, the findings and recommendations based on these three months' rotation can be rather subjective than judgmental.

After being attached with Ananta apparels for three months, it was observed that, Ananta apparels had a lot of opportunities that they can avail with some proper marketing strategy and process innovation. It was found that, the promotion activities are not that aggressive as other commercial companies. With some little cost in promotion and advertisement, Ananta apparels can earn much more than what they are earning now.

Though their majority income is generated from industrial customers, but the major branding, image and concept of a company is conceived by general consumers. With more customer satisfaction, Ananta apparels can not only gain a higher brand value but also gain more industrial customers for better reputation – ultimately giving the company much higher profit.

Apart from the observing the operations, various relevant information was collected by interviewing the authorized personnel. For secondary materials, previous records, files, reports and other data have been collected and analyzed for the purpose of this report. Some problems were faced during preparing the report. Not all the data or information was readily available due

to lack of proper documentation. Due to confidentiality reason, other source of information could not be explored.

The marketing mix is the set of controllable tactical marketing tools – Product, Price, Place and Promotion; that the organization blends to produce the response it wants in the market. The marketing mix is consisting of everything the organization can do to influence the demand for its product or services.

It has been a difficult task to meticulously describe all the elements of 7 Ps (Product elements, Price & other user outlets, Place & time, Promotion & Education, Physical elements, People, Process) in general companying. The researcher honestly tried to reflect the daily transactions which take place in a private commercial company; in particular, Ananta apparels Ltd. Working with deposit products and investment products.

Ananta apparels Ltd marketing strategy shows for achieving balanced and sustainable growth, we must satisfy two group's new customer and repeat customer. Today, the marketing should be all effort to retain current customers and build lasting customers relationship. Thus, marketing is service oriented. The service is “a bridge between products and customer”

Sincere gratitude goes to all the personnel who helped us with their time and information. Finally, it is believed that this report will enhance my ability to analyze an organization from marketing point of view.

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CHAPTER # 1

Introduction of the Study

1.1 Introduction:

The piece of clothing industry is by a wide margin the nation's most significant maker, procuring around \$5 billion yearly and representing around 66% everything being equal. Today the clothing send out segment is a multi-billion-dollar assembling and fare industry in the nation. The general effect of the readymade article of clothing sends out is absolutely one of the most noteworthy social and financial advancements in contemporary Bangladesh. With more than one and more than 10 million specialists utilized in semi-gifted and talented occupations creating dress for trades, the improvement of the clothing send out industry has had sweeping ramifications for the general public and economy of Bangladesh. Bangladesh has around 4,500 piece of clothing processing plants with up to 10 million vocations subject to it straightforwardly or in a roundabout way. Around 80 percent of piece of clothing laborers are ladies. The Ready Made Garments area has more potential than some other segment to add to the decrease of destitution. Two non-advertise "have prompted a significant job in the affirmation of the leader of the business proceeded with progress, these elements are (a) quantities under Multi-Fiber Arrangement (MFA) in the North American market, and (b) unique market European markets. The entire technique is emphatically related with the pattern of movement of creation. It has been uncovers that the inclination of low work charges is the key explanation behind the exchange of piece of clothing fabricating in Bangladesh. Bangladesh Garment Sector and Global Chain the reason for this exchange can be explained by the compensation structure in the article of clothing industry everywhere throughout the world. Attire work charge every hour (wages and incidental advantages, US\$) in USA is 10.12 yet it is just 0.30 in Bangladesh. This distinction quickened the world clothing sends out from \$3 billion out of 1965 with creating countries making up only 14 percent of the aggregate to \$119 billion out of 1991 with creating countries contributing 59 percent. In 1991 the quantity of laborers in the instant piece of clothing industry of Bangladesh was 582,000 and it grew up to 1,404,000 of every 1998. In USA, in any case, 1991-figure demonstrated 1,106.0 thousand specialists in the attire division and in 1998 it went down to 765.8 thousand. The huge accomplishment of readymade piece of clothing sends out from Bangladesh in the course of the most recent two decades has outperformed the most idealistic desires.

1.2 Background:

Information and learning become impeccable when it is related with hypothesis and practice. For any business understudy just educational program action isn't sufficient for taking care of the genuine business circumstance, subsequently, it is a necessity after the culmination of BBA to include with a business association to set up a postulation report. So it is an open door for the understudies to think about the field of business through the entry level position program.

To satisfy this prerequisite, I was filled in as an assistant in Ananta Apparels Limited for multi month. For the temporary job, my inclination was in Garments division. I submitted continue for a viva-voce in the Ananta Apparels Limited. I effectively passed the viva-voce and was designated as an Assistant-Merchandiser, of Ananta Apparels Limited.

My doled out theme is "Showcasing Strategies of Ananta Apparels Limited" which is allotted by my director in the office. Based on working involvement with the temporary position time frame I have arranged this report and I have attempted my level best to relate the hypothetical information with the down to earth work circumstance.

1.3 Objectives of the Study:

Main Objective:

The main objective of this study was to determine the marketing strategies of Ananta apparels and to find the impact of those strategies on their product, services and process.

Specific objectives:

- To focus on overall operations with profile of Ananta Apparels Limited;
- To describe the marketing strategies taken by the organization;
- To explain the marketing mix strategies of Ananta Apparels Limited;
- To identify the problem & limitations of marketing strategies of the firm;
- To suggest recommendations to overcome the problems of Ananta Apparels Limited.

1.4 Scope:

The extent of the report depended on the work area reports and site, contribution from meetings of representatives of Ananta Apparels Limited. To break down the circumstance being referred to, I took a shot at concentrating on Ananta Apparels Limited. Examining their goals, showcase techniques, advertise circumstances, item blends and so forth. The

examination depended on the uncovered and accessible data as it were. Inside and out information were not constantly accessible on-request because of some inaccessible reasons. SWOT investigation of the organization has been finished. A few proposals likewise have been worked out to improve the present circumstances for the organization.

1.5 Methodology:

a) Primary source:

I talked about with the administrators and authorities of the association and found the inexact information which has been introduced in the report. I additionally talked about with the authorities of others articles of clothing and offices in regards to the issue and discovered important data which has been exhibited in the report.

b) Secondary source:

Optional material was additionally utilized. Writing, look into distributions, exchange and creation information, interviews given by key individuals in the piece of clothing exchange various sources, articles in neighborhood news papers and web were the sources. Those are recorded in the catalog. Other than I have likewise discovered a ton of data from the followings:

- Report of Ananta Apparels Limited.
- Desk report of the related department.
- Online data from Experience Clothing Co. Ltd. Website

1.6 Limitations:

- This report experienced a few confinements.
- The generally significant of them was "time imperative". Time was not satisfactory to finish the investigation all the more superbly.
- Another significant confinement was "detachment in many segments of the association". I went up against troubles in getting arrangement from the ideal respondents just as proper reaction from the chose respondents due to being classified for the organization.
- This report additionally experienced lacking auxiliary data.
- This report's truthful precision might be undermined due to outdated data.
- The discoveries may not be summed up to the Ananta Apparels Limited all in all.



CHAPTER # 2

Overview of Ananta Apparels Ltd

2.1 Ananta Apparels Limited:

In the business world today no significant player in attire industry can disregard capacity of Bangladesh in offering subjective and important items. Ananta Apparels Limited has the ability of giving a scaffold between abroad clients/purchasers and nearby producers in Bangladesh to guarantee quality, administrations, auspicious conveyances and adherence to purchaser's quality benchmarks. In this day and age the way to achievement of any purchaser is to distinguish the nation to source the correct item at right cost. This is the place the organization - is step in to cook the purchaser needs with respect to correspondence, quality and above all auspicious conveyance.

Company Profile:

"ANANTA GROUP" is one of the settled organizations in the piece of clothing industry working from Dhaka, Bangladesh. It is a 100% fare situated industry of Bangladesh and have their very own piece of clothing assembling and washing unit. From the hour of initiation till now the gathering has developed numerous folds as it has constantly kept up quality and dependability. They show solid execution with 25% development in Bangladesh. The gathering has gainer name and distinction since its origin and crowded by a group of committed, persevering and productive administration and staff who are consistently vigilant for a test.

The group comprises of the following companies as listed below:

1. ANANTA Apparels Ltd.
2. ANANTA Fashion Ltd.
3. ANANTA Denim technology Ltd.
4. ANANTA Casual Ltd.
5. DNV Clothing.
6. T & S Button Ltd.
7. Universal Menswear.

2.2 Historical Background:

Ananta Apparels Limited is an enormous organization in Gulshan zone and it has a generally excellent notoriety. Ananta Apparels Limited began its voyage in piece of clothing industry in 1998 with the attire business. RS Knit Wears Pvt. Ltd. is a 100% fare situated composite articles of clothing industry. The organization is always furnishing clients over the world with article of clothing sourcing arrangement, with assembling offices. Bangladesh entered in readymade articles of clothing business in mid 1980s. Around then there were not very many neighborhood business visionaries who knew the business. Fundamentally the remote business visionaries legitimately worked their business for the modest work. In any case, during late 1980s and mid 1990s the situation of Garment Sector of Bangladesh began evolving. Nearby master and business people began encountering the information on the business. The organization is focused on development and improvement of all parts of its activity and ready to be an innovator in the business.

Project Description:

Name: “ANANTA GROUP”

Status: Private Limited Company

Product Type:

- **READY MADE GARMENTS**
(All kinds of DENIM products for Men, Women, Boys, Girls & Kids and
All types of Casual Outerwear, Casual Bottoms)
- 97 % of Garments are Denim, Rests are Twill or Heavy Twill.

Year of Establishment: 1991

Award achieved by “ANANTA GROUP”: it is a leading apparel exporter based in bangladesh.

- Prestigious national “ best exporter award”-2002
- “Outstanding contribution to rmg sector-2010
- “Platinum supplier”-H&M,2011
- The walmart “best vendor award” in 2004.
- GOTS Certified (2008)
- OE Certified (2008) – delivered Organic program for H&M
- Fair trade certification

2.3 Employee Safety, Health & Hygiene System:

Carefully looking after security, wellbeing and cleanliness arrangements according to ILO's and Bangladesh work law's standards and guideline; the accompanying offices are accessible for representative security, wellbeing and cleanliness.

- Free medicinal assistance
- Proper emergency treatment box
- Enough fire douser
- Trained firefighting group
- Training program for putting out fires
- Healthy toilets and urinals and so on.

2.4 Objectives and Mission:

Ananta Apparels Limited understands the need to stake out an aggressive section in the changing worldwide market of today through mechanical greatness and human skill. The organization is resolved to transpose its neighborhood accomplishment to the world scene.

2.5 Company Objectives:

- To build up as a one stop hotspot for the Global Knit Apparel advertise.
- To fulfill and meet client's desire by creating and giving items and administration on schedule, which offer an incentive as far as Quality, Price, Safety and Environmental effect.
- To guarantee total consistence with the worldwide quality gauges.
- To give the representatives globally satisfactory working condition/benchmarks.
- To advance the improvement and best utilization of human ability and equivalent open door work.
- To secure the most exceptional and advanced innovation appropriate for creating wanted item.

2.6 Corporate Mission:

- Put the client first consistently.
- Be adaptable to the client's needs.

- Adhere to the most excellent benchmarks.
- Think creatively yet settle on educated business choices.
- Deliver results

2.7 Organizational Goals:

- To utilize assets as flammable for the development of RMG area.
- To give administration to the gatherings in question and creation of the important new help measurement.
- To look for new purchasers for venture and create items to suit such needs.

2.8 Strategic View:

- A genuinely universal viewpoint for sending out.
- A long haul responsibility for sending out
- A key way to deal with the advancement of new fare showcase
- Credibility and close and long haul relationship in trade showcase
- An global notoriety for quality
- Resources accessible for trade support

2.9 Products:

Company is manufacturer and exporter of readymade garments like

- POLO-SHIRT
- ROUND NECK
- INTER LOCK
- 1X1 RIB, 2 X 2 RIB
- DROP NEEDLE
- LYCRA BODY ETC
- The company has very strong marketing division for all kinds' of ready-made garments to expand market to Europe, U.S.A, and Canada and all over the world.

2.10 List of Companies Machineries:

Plain Machine	- 33 Nos.(Siruba & Celstar Brand)
Auto Plain Machine	- 4 Nos. (Golden Wheel)
Over Lock Machine	- 40 Nos. (Siruba & Golden Wheel)
Flat Bed Machine	- 6 Nos. (Siruba Brand)
Cylinder Bed Machine	- 10 Nos.(Siruba Brand)
Auto Cylinder Bed	- 8 Nos. (Golden Wheel)
Kansai Machine	- 2 Nos.(Golden Wheel)
Button Whole	-1 Nos. (Golden Wheel)
Button Stitch	- 1 Nos. (Golden Wheel)
Vertical Edge Trimmer	- 2 Nos. (Golden Wheel)
Back Tap Machine	- 1 Nos. (Siruba Brand)
Rib Cutting Machine	- 2 Nos. (China Brand)
Fabric Cutting Machine	- 2 Nos.(KM Brand)
Thread Cylinder Bed Machine	-2 Nos. (Siruba Brand)
Cylinder Bed Machine	-4 Nos. (Fagagus Brand)
Cutting Table Area	- 50 Feet X 6 Feet 8 Inch
Steam Iron	- 10 Steam Iron
Gas Boiler	- 12 Iron Capacity (Local)



CHAPTER # 3

Theoretical Aspects

3.1 Market:

The arrangement of all genuine and potential client/purchasers of an items or administrations.

3.2 Marketing:

The procedure by which organizations make an incentive for clients and building solid client relationship so as to catch an incentive from client consequently.

Promoting will in general be viewed as an inventive industry, which incorporates publicizing, dispersion and selling. It additionally worried about foreseeing the clients future needs and needs, which are regularly found through statistical surveying.

3.3 Customer Satisfaction:

Consumer loyalty, a business term is a proportion of how items and administrations provided by an organization meet or matches a purchaser's desire. Consumer loyalty can be raised through the improvement of item quality or diminishing cost and it take both of following structures:

Desire < Benefits = Highly Satisfied.

Desire = Benefits = Satisfied.

Desire > Benefits = Dissatisfied.

Showcasing technique is a procedure that can enable an association to focus its restricted assets on the best chances to expand deals and accomplish a manageable upper hand. An advertising system ought to be focused on the key idea that consumer loyalty is the principle objective.

3.4 Marketing Mix:

The advertising blend is likely the most well known stage in showcasing. The components are the promoting "strategies" otherwise called the "four Ps" showcasing choices by and large fall into the followings four controllable classifications:

- Product
- Price
- Place (distribution)
- Promotion

- ✚ **Product:** "Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations and ideas."
- ✚ **Price:** "The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service."
- ✚ **Promotion:** "Activities that communicate the product or service and its merits to target customers and persuade them to buy."
- ✚ **Place:** "All the company activities that make the product or service available to target customers"

3.5 Marketing Mix Strategy:

Every component of showcasing blend methodology influences the other and the correct mix of these four components is the way in to the achievement of any promoting procedure.

Item Mix methodology

Item Mix Strategy is tied in with deciding highlights of your item or administration. Item blend methodology manages:

- The item life cycle
- Brand name
- Packaging
- Design
- Quality
- Safety
- After deals administration

3.6 Marketing Mix Pricing:

The cost of an item can be fixed from various perspectives. Advertising blend valuing is an instrument those aides in choosing an evaluating methodology, thinking about the followings:

- Retail cost
- Wholesale cost
- Special offers
- Penetration estimating
- Price skimming

- Optional item estimating
- Geographical estimating

3.7 Place (Distribution) Mix strategy:

Spot showcasing blend is only circulating item to the client. Scarcely any examples for this:

- Warehousing
- Distribution focuses
- Reverse Logistics
- Transportation
- Inventory Management

3.8 Promotion Mix strategy:

Advancement blend system manages the accessible devices for advertising correspondences.

This component helps in settling on the area, where the clients will get the item or administration. Advancement blend methodology likewise manages:

- Sales advancement
- Distribution channels
- Advertising
- Sponsorship
- Trade Fairs and Events
- Logistics
- Storage



CHAPTER # 4

Marketing Strategies of Ananta apparels Limited

4.1 Marketing Strategies followed by Ananta Apparels Limited:

To be a fruitful advertiser in the present focused commercial center, organizations should be client focused. They should win clients from contenders, at that point keep and develop them by conveying more noteworthy worth. Ananta Apparels Limited from the start section the absolute market, picks the best portions, and plan systems for gainfully serving picked fragments. Through market division, focusing on, and situating, the Ananta Apparels Limited chooses which clients it will serve and how.

4.2 Marketing Improvements:

These are necessary for attaining efficiency; although this importance is not felt as yet, the intense competition that Bangladesh will have to face in the Post-MFA era will most probably force the garments to take up these steps. This is indicated by the following secondary findings:

The most important point to remember is that Bangladesh should try to diversify its product base and develop new and higher value-added products. It is these products, which attract little or no non-price restrictions and hence hold better promise for penetrating into the developed country markets. (Rahman, 1995)

This low importance given to the marketing improvements is seen to be a major weakness for the future of RMG sector.

The usual way of doing things of the RMG part has not changed fundamentally since 1978, with the goal that it keeps on being for the most part reliant on purchasers and purchasers' specialists offering requests to piece of clothing makers for their sewing limits Most RMG organizations have no advertising exercises and no professional dynamic selling. Thus, organizations have minimal other option however to acknowledge the costs offered to them. The quantity of organizations, around the world, offering sewing limits in different LDCs is expanding, with the goal that more organizations are contending in a similar base market fragment as most Bangladesh makers (Stuart-Smith and Shefali, 2003).

4.3 Market Segmentation of Ananta Apparels Limited:

A market portion comprises of shoppers who react in a like a given arrangement of promoting endeavors. Market division is the choice of gatherings of individuals who will be generally responsive to an item. The most successive strategies for sectioning incorporate statistic factors, for example, age, sex, race, pay, occupation, training, family status, and

geographic area; psychographic factors, for example, lifestyle, exercises, interests, and conclusions; item use examples; and item benefits. Much division includes blends of these techniques. Ananta Apparels Limited attempts diverse division factors, alone and in mix, to locate the most ideal approach to see the market structure.

4.4 Target Customer of Ananta Apparels Limited:

Ananta Apparels Limited should target sections in which it can gainfully produce the best client esteem and support it after some time. In assessing diverse market sections, Ananta Apparels Limited sees three components: portion size and development, fragment basic engaging quality, and friend's targets and assets. Because of the ancestor organization's association speculation financing area of the nation the business acquired it stop corporate client. Besides the business is associated with import exchange financing. Mass shippers of purchaser tough nourishment grains modern crude materials are its clients. The organization has financed in material and array areas. The business has a pattern of picking clients from expanded gatherings. The organization has top notch clients in the development parts associated with elevated structure, substantial development and streets and high way development. The organization has set up another standard in financing in the Industrial, Trade and Foreign fare business. Its different store and credit items have likewise pulled in the customers both corporate and people who feel comfort in working with the organization.

4.5 Market Positioning of Ananta Apparels Limited:

An item's position is the spot the item involves comparative with rivals in purchasers' psyches. Ananta Apparels Limited needs to create one of a kind market positions for their items. In situating its item, Ananta Apparels Limited initially recognizes conceivable upper hands whereupon to construct the position. To increase upper hand, the organization offer more noteworthy incentive to target buyers by charging lower costs and offering a larger number of advantages than contenders. As offering more noteworthy worth, the organization additionally vows to convey that more prominent worth. When the Ananta Apparels Limited has picked an ideal position, it finds a way to convey and impart that position to target purchasers. The organization's whole showcasing program likewise underpins the picked situating technique.

4.6 Developing Marketing Mix Strategy:

An item's position is the spot the item involves comparative with rivals in purchasers' psyches. Ananta Apparels Limited needs to create one of a kind market positions for their items. In situating its item, Ananta Apparels Limited initially recognizes conceivable upper hands whereupon to construct the position. To increase upper hand, the organization offer more noteworthy incentive to target buyers by charging lower costs and offering a larger number of advantages than contenders. As offering more noteworthy worth, the organization additionally vows to convey that more prominent worth. When the Ananta Apparels Limited has picked an ideal position, it finds a way to convey and impart that position to target purchasers. The organization's whole showcasing program likewise underpins the picked situating technique.

4.7 Marketing Strategy:

Showcasing procedures should be separated into systems in explicit regions, for example, item, valuing, dispersion, and coordinating advertising correspondence. Ananta Apparels Limited showcasing technique depends on a situating of item separation and administration conveyance.

4.8 Product Strategy:

Item implies the products and-enterprises mix the organization offers to the objective market. In the materials segment, today is the focused market. The entirety of the organization needs to be a market head and hold their position. For these explanation, they present new kind of item and give their client a great deal of offices. Ananta Apparels Limited offers a wide scope of items and administrations to the client. From the outset they recognize the clients' monetary needs through inward and outside research and create fitting item and administrations to meet clients' money related needs and afterward create proper items and administrations to meet clients' budgetary needs.

4.9 Pricing Strategy:

Cost is the measure of cash charged for an item or administration or the entirety of the qualities that buyers trade for the advantages of having or utilizing the item or administration. Valuing methodology incorporates approach, destinations, and activity projects to set starting

costs and at adjusting costs in light of chances and difficulties from contenders. In the wake of distinguishing the clients' budgetary needs through inner and outside research and create fitting items and administrations to address that issue, Ananta Apparels Limited at that point set their item and administration cost. The Ananta Apparels Limited puts together their cost with respect to the clients' apparent worth. They set their item and administration cost thinking about cost of reserve, their regulatory cost and watch the contenders cost.

Cost is the measure of cash charged for an item or administration or the worth traded for the advantages of the item or administration. The choice of an estimating technique for the organization is an element of three keys determinates.

1. Demand
2. Competitor Prices
3. Cost Structure

In light of these three criteria various estimating. These options incorporate expense in addition to evaluating, breakeven and benefit sway target estimating, esteem being used valuing, advertise rate estimating, relationship evaluating, infiltration valuing and skimming estimating.

4.10 Distribution Strategy of Ananta Apparels Limited:

Showcasing channel are sets of related associations engaged with the way toward making an item or administration accessible for use or utilization. Promoting channel choices are among the most basic choices confronting the board The channel picked personally influence the various showcasing choices .Companies are progressively a worth system perspective on their business. Circulation system incorporates determination and the board of channel connections required to convey an incentive to clients.

4.11 Promotion Strategy of Ananta Apparels Limited:

A few exercises are engaged with planning the promoting system including:

- Setting correspondence goals.
- Deciding the job of every one of the parts that make up the advancement program.
- Determining the advancement spending plan.
- Selecting the procedure for every advancement part.
- Integrating and actualizing the advancement part techniques.
- Evaluating the adequacy of the incorporated advancement techniques.

4.12 Integrated Marketing Communication (IMC):

IMC is the coordination and joining of all promoting specialized instruments, roads, and sources inside an organization into a consistent program that augments the effect on shoppers and opposite end clients at an insignificant expense. An IMC plan starts with the improvement of an ace promoting plan. The promoting plan is the premise of the all out incorporated correspondence structure. The arrangement accommodates the coordination of endeavors in all parts of the advertising blend.

4.13 Primary Markets:

IMC is the coordination and joining of all promoting specialized instruments, roads, and sources inside an organization into a consistent program that augments the effect on shoppers and opposite end clients at an insignificant expense. An IMC plan starts with the improvement of an ace promoting plan. The promoting plan is the premise of the all out incorporated correspondence structure. The arrangement accommodates the coordination of endeavors in all parts of the advertising blend.

4.14 Major Customers (Current):

Ananta Apparels Partners with Major Retailers & International Brand. ARROW, JCPENNEY, H&M, DECREE is some of the recognized brands to who Ananta Apparels supply their products. They are the major customers of square. Ananta Apparels also export their products to the renowned buyers of UK, USA and some of the European countries.

4.15 Competitor Analysis:

Just in not many years back material part in Bangladesh was abandoned yet current situations is extraordinary. Lately a mentionable figure of cash has been put resources into this industry. Government is likewise reassuring this part. Government is making some great approaches and limiting the guidelines, with the goal that this area can be grown up.

Among the local organizations Ananta Apparels is one of the main one. The other potential contenders are Padma Textiles, Shamim Textile and so forth. Rivalry is presently cut off after 2005, that is, during the post multi fiber understanding period. World market is presently Quota free at this present time. So Bangladesh is presently contending with nations like Srilanka, China, Pakistan, and Vietnam and so on.

4.16 SWOT Analysis of Ananta Apparels Limited:

Strengths:

- End product is softer as a result of better raw materials
- Superior product quality since recycled materials are avoided
- Brand image of the parent brand can be leveraged
- High quality moulds to lend better finishing
- Up to date designs

Weaknesses:

- Perception of synthetic footwear as being cheap
- Costing higher than the competitors
- Consumers associate parent brand with leather
- Bottlenecks in distribution chain
- No prior experience in tapping into the mass market

Opportunities:

- Footwear in the bottom of the pyramid
- Chinese Products increasingly losing credibility due to poor quality
- Customers are demanding value-added synthetic footwear
- Profits are substantial if bulk production can be achieved

Threats:

- Low barriers to entry and hence the industry is prone to high levels of competition
- Legal system makes it difficult to protect designs
- Products are quickly imitated and offered at a much cheaper price



CHAPTER # 5

Findings, Recommendations and Conclusion

5.1 Findings:

1. Ananta Apparels Limited has lack of marketing research and development. They have also lack of Proper marketing strategies.
2. There are some lickings on arranging proper workshop and training for marketing field visitors and executives. Marketing executives should be more experienced and for that reason Ananta Apparels Limited need to arrange more and more workshops for increasing knowledge of their employees.
3. Ananta Apparels Limited has lack of external raw materials supply.
4. Ananta Apparels Limited has time consuming process for custom clearance.
5. They have shortage of shipment.
6. Ananta Apparels Limited makes complexities regarding documentation.
7. Ananta Apparels Limited face commission recovery problem.
8. Ananta Apparels Limited has lack of experienced people. Most of the employees are inexperienced.
9. Ananta Apparels has problems in hiring more efficient marketing executives.

5.2 Recommendations:

1. Ananta apparels should do their market research and development in a proficient way to know the customer demand.
2. Ananta Apparels Limited should arrange the proper workshop and training for marketing field visitors and executives. Marketing executive should be more experienced for that reason Ananta Apparels Limited should arrange more and more workshop for increasing knowledge for their employees.
3. Ananta Apparels Limited should supply the external Raw materials
4. Ananta Apparels Limited should take short time for custom clearance
5. They Should improve their shortage shipment
6. Ananta Apparels Limited should make easy process regarding their document
7. They should clear the commission recover problem
8. Ananta Apparels Limited should hire experienced people. Experienced people can easily do the work for the company.
9. They should hire more proficient employees or after recruit they should train them.

5.3 Conclusion:

Pieces of clothing send out contribute major outside trade to our economy. Anyway the abundance of remote cash through article of clothing send out is especially reliant on the viability and effectiveness of this industry. So evacuating every one of its wasteful aspects and ineffectualness this industry should push forward with a dream to help the article of clothing "fare of our nation particularly to confront the difficulties of share free condition after 2005. Be that as it may, there haven't any quantity framework we can gain a great deal of outside money and taking part in the sound economy. Among the significant hindrances causalities, for example, characteristic catastrophes, strike, hartal or political unsteadiness are influencing the fare advertising of piece of clothing items harshly. Bangladesh is a worthwhile space for remote purchasers of piece of clothing items. Subsequently the RS Knit Wears Pvt. Ltd. industry itself is rewarding to the neighborhood business visionaries. To be ever fruitful in their promise to their purchasers they generally guarantee the on time conveyance of the extras required in the assembling procedure. To guarantee a rich prosper it needs a channel, which will connect among purchasers and makes of pieces of clothing a success win relationship. Presumably, job of Ananta Apparels Limited Industry, advertising to appropriation, is critical to set up this extension. For the accommodation of the two purchasers and providers, the Ananta Apparels Limited industry today has grown immensely with a dream to perform promoting and dissemination errand of piece of clothing industry.

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