



Daffodil
International
University

**“Integrated Marketing Communication
of TECHSPORT CO. LIMITED”**

Internship Report

On

“Integrated Marketing Communication of TECHSPORT CO. Ltd”

Supervised by

Mr. Shafayet Mansoor

Assistant Professor

Faculty of Business and Entrepreneurship

Department of Business Administration

Daffodil International University



Prepared By

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Program: MBA

Major in Marketing

Daffodil International University

Date of Submission: 24th December 2019

Letter of Transmittal

December 24, 2019

Mr. Shafayet Mansoor

Assistant Professor

Faculty of Business and Entrepreneurship

Department of Business Administration

Daffodil International University

.

Sub: Application for the submission of Internship Report.

Dear Sir,

I am a student of MBA program of Daffodil International University. I'm happy and delighting to submit here with a copy of internship report for your kind evaluation and appreciation. I have prepared this report as partial fulfillment to complete MBA degree.

I would be honored if you go through my report and find it worthwhile as really put in a lot of effort while preparing it. My internship period was from October to December. I have immense pleasure to have the opportunity to prepare the internship report entitled "**Integrated Marketing Communication of TECHSPORT CO. Ltd**"

I believe that this report has enriched my knowledge. If you have further queries regarding the report, please let me know. I would be obliged to avail at your convenience.

Thank You

Sincerely Yours,

Avijit Sarker

Name: Avijit Sarker Parag

ID # 183-14-856

Program: MBA

Major in Marketing

Department of Business Administration

Daffodil International University

Certificate of Supervisor

This is to certify that Avijit Sarker Parag, Master of Business Administration ID-183-14-856, successfully completed his “Internship Program” entitled “**Integrated Marketing Communication of TECHSPORT CO. Ltd**” under my supervision as the partial fulfillment for the award of MBA degree.

The student is found to be sincere, hardworking, self-motivated and he has put a lot of work and also brought his own views and ideas these are being studied for implementation at appropriate place at suitable time.

He has done his job according to my supervision and guidance. He has tried his best to do this successfully. I think his program will help him in the future to build up his career.

I wish his success and prosperity in life.



.....
(Mr. Shafayet Mansoor)

Assistant Professor

Faculty of Business and Entrepreneurship

Department of Business Administration

Daffodil International University

Student Declaration

I am Avijit Sarker Parag student of Master of Business Administration (MBA), Daffodil International University and declaring that, this internship report on the topic “**Integrated Marketing Communication of TECHSPORT CO. Ltd**” has not been previously submitted to any other University/Collage/Organization for any academic qualification/Certificate/Diploma or any other degree. The internship report contains no material previously published or written by anyone except where due reference is made in the text of the thesis. It has been prepared for the fulfillment of my MBA degree.

Avijit Sarker

Name: Avijit Sarker Parag

ID # 183-14-856

Program: MBA

Major in Marketing

Department of Business Administration

Daffodil International University

Acknowledgement

The successful completion of this report is the outcome of the contribution of a number of people to whom I'm grateful and thank them from the very deep of my heart. So, I would like to take this opportunity to thank all those people who helped me in preparing this report on “**Integrated Marketing Communication of TECHSPORT CO. Ltd Under TECHSPORT CO. Ltd**”. First of all I would like to express my great respect to almighty for providing me the strength and energy to prepare this report.

I would like to thank respected Academic Director **Ms. Tanzina Hossain**, and my supervisor & faculty of business and entrepreneurship, **Mr. Shafayet Mansoor** who provide much valuable information, which was very mandatory for me to do this report.

Finally, I like to give special thanks to the Management of TECHSPORT CO. Ltd. to give me an opportunity to do internship in TECHSPORT CO. Ltd. Above all I would like to express my thanks and gratitude to the Officer TECHSPORT CO. Ltd. cooperation and help, without which it would not have been possible for me to learn so many things that will be very helpful for my career.

Executive Summery

The overall approach of the report is a descriptive one as it goes into the Integrated Marketing Communication TECHSPORT CO. Ltd. The real life business situation is always very complex and competitive, every business has to face the intense competition and those who can successfully operate within this critical situation can become the blue cheap. To stay and increase the pace in the business track, the effective integrated marketing communication is very important. For that reason TCL doing some effective IMC & sales promotional activities to increase their sales volume, such as giving discount to customer, giving free sample board, personal visit, telephone call etc. That's why now they are the 5th position in the market. TCL offers the widest choice of Switch and Socket, more than any other competitor in the market. TCL is offering a total of fourteen items; including 8 pin Multi socket Item. TCL committed to maintaining the highest quality standard. The major parts materials and others materials come from China. TCL has a good distribution network.

For prepare this analytical report both primary and secondary data were used. Among the sources, data mainly collected from the internal annual report of TECHSPORT CO. Ltd. I have constructed this report under five chapters these are given below.

The first part of the report deals with introduction, objective, background, Scope, methodology, and the limitation, of the report. The second chapter includes company profile and brief narration of the overview. Company background, vision, mission, objective, core value, company profile at a glance, corporate government, top management, factory overview, their product, product price and the various department of TCL. The third chapter discusses theoretical part. it discuss about the Integrated Marketing Communication, and its marketing role, marketing communication mix. The fourth chapter of the report focuses on how TECHSPORT CO. Ltd practices IMC. What kind of communication TCL use, what is their strategy, how they maintain and evaluate IMC, and SWOT Analysis of TCL. It helps to describe the company's strength, weakness, opportunity, and threat those kind of thing are discuss in here. The fifth chapter includes findings and recommendation. In this part, found some lacking in the organization and provide recommendation under the findings. At last Conclusion and Bibliography included.

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Chapter One

Introduction Part

1.1 Introduction

The main purpose of the program is to expose the students to the real world situation. This report is done as a partial requirement of the internship program for the MBA students. This report is prepared for the internship program consisting of marketing IMC activities.

IMC is very important for any organization. In the twenty first century, Integrated Marketing Communication originated a new marketing concept. For the most part IMC regarded, thought and written as simply combining marketing and promotional activities. IMC can be viewed as a new marketing model, package with core concepts common to many business environments. The major role it plays in the process of developing and maintaining brand identity and brand equity is one of the major reasons for IMC growing importance. In our country many organizations are performing a lot of activities to make efficient and effective their working condition or make the organization profitable through marketing and taking so many challenges. Along with this they are also very much concerned about their IMC activities to increase brand image and sales.

TCL is 100 % china based electronic company in Bangladesh. The organization has over 40 employees at present, with monthly assembling capacity 30,000 pieces of switch and socket in the factory. TCL try to build up the good electronic brand with standard quality product based on customer demand. In that case they are need to set-up effective IMC activities to increase their brand Image & sales.

1.2 Background of the study

This study is on “Integrating Marketing Communications of TECHSPORT CO. Ltd.” that I have prepared for to full file the requirement of Bus (Internship) Course. Mr. Shafayet Mansoor is overseeing the task. I work with TECHSPORT CO. Ltd. as an intern in marketing department for the month of period (October – December). Here I have get the opportunity to know, see, learn and working with practical things in a job life as well gaining knowledge about TECHSPORT CO. Ltd.

1.3 Objective of the study

This study acts as a bridge between the starting point and the goals of the study. To exemplify the objectives properly, I have classified them into two parts

Broad objective

The objective of the internship program is to analyze the “Integrated Marketing Communication of TECHSPORT CO. Ltd”

Specific objective

- To analyze the current IMC activities of TECHSPORT CO. Ltd
- To identify the IMC tools those are used in TECHSPORT CO. Ltd
- To assess effectiveness of IMC of TECHSPORT CO. Ltd
- To evaluate the gap of IMC strategies in TECHSPORT CO. Ltd
- To understand the insights into IMC and their implementation TECHSPORT CO. Ltd

1.4 Methodology

This information was gathered from various sources and it helped to make this report. It has been separated by two parts such as

- Primary data
- Secondary data

Primary sources of data

- Interview with the staff, employees and executive of the company.
- Interview with the distributor, retailer and wholesaler.
- From the realistic working environment.

Secondary sources of data

- Company profile of TECHSPORT CO. Ltd.
- Annual report of TECHSPORT CO. Ltd.

- Collected data from company employee, customer and also from marketing officer.
- Internet.
- Website of the company.
- Different research publication.
- Some collected from my course elements that are related to this report.

1.5 Scope of the study

Internship is an opportunity to use and develop company related knowledge and skill that also helps to increase some skill that use full for everyone and how can a student use this kind of knowledge and applies in the professional life, they also learned in this way.

As a student of marketing, I always want to know different kind of knowledge in marketing background, that is why I joined TECHSPORT CO. Ltd. as well as I am interested to know a new organization. I want to learn a proper way of utilizing my knowledge and skill throughout my internship period.

1.6 Limitations of the study

This couldn't be denied that this study was 100% based on unreal data. But there has some limitation to prepare this report. From collecting data I have been facing some problem. Those are given below:

Time limitation

Time limitation is one of the major problems for us to find out the actual problem and provide some recommendation. Because the internship program time was very short, mounts were not enough to learn about a company. So to cover the entire thing within a short period it's quite impossible.

Lack of information

TECHSPORT CO. Ltd is not published sufficient information in the website. During the period of data collection it has been that the tendency of employees has been to keep the information confidential.

Ignorance of the company top manager

Sometimes the company's managers were not willing to answer the questionnaire due to their assigned task. It gives me more pain when I fell the situation.

Lack of interest

When I collect the data that time I observed that most of the interviewers did not pay attention to answering the question.

In spite of those limitations I tried my best to collect the necessary data and information that have been analyzed in the subsequent situation.

Chapter Two

Organization Overview

2.1 Company background

Since its foundation in 2014, TCL committed to provide the most satisfactory products to customer, with High quality Electronics goods and better sales service. TCL has grown into one of the good enterprise in Electronics industries in Bangladesh. TCL has been engaged in assembling and sales service with respect to Electric Switch and Socket, which can make as per customer requirement. We introduce domestic exclusive Chins technology in 2014 successfully developed the Smart Electronic Home solution, and become qualified supplier for many customers. We ensure highly efficient Electric Switch and Socket, with stable quality and reasonable prices.

We welcome customers from around the world come to talk about business. We supply high quality products, reasonable price and good service. We hope to build business relationship with customers from at home and abroad sincerely, striving for a resplendent tomorrow jointly.

2.2 Mission

Provide value added products and services by creating a successful partnership among the people, technology and practices Customer requirement. We introduced domestic exclusive Chinese technology in 2014.

2.3 Vision

Provide quality product to our customers.

2.4 Core value

➤ For our customers

To become most caring by providing the quality product efficient service in every area of our business.

➤ For our employees

By promoting the well-being of the members of the staff.

2.5 TECHSPORT CO. LTD at a glance

Company/Group	TECHSPORT CO. LTD.
Form of the Business	Private Limited Company
Type of Business	Electronics
Market	Whole Bangladesh
Start Journey	2014
Logo	 The logo for TechSport features a stylized blue 'S' with a red diamond shape at its top right. To the right of the 'S' is the word 'TECHSPORT' in a bold, black, sans-serif font, followed by a trademark symbol (TM).
Head Office	House #6/A, Road#24, Sector #10,(Batuliya), Uttara Model Town.Dhaka-1230
Branch Office	Khondokar Market (3 rd Floor), Nowabpur, Dhaka-1203.

2.6 Corporate governance



Mrs. NI RENAI

Chairman



Mr. SHAO JIA LEI/ JACK LEE

Managing Director

2.7 Top management

1. Mrs. Nirenai

Chairman

2. Mr. Shao Jia Lei

Managing director

3. Chu Chu

Production manager

4. Mr. Ibadul Islam (Ifty)

Marketing manager

5. Mr. Mohiuddin Arif (Rafy))

Assistant manager

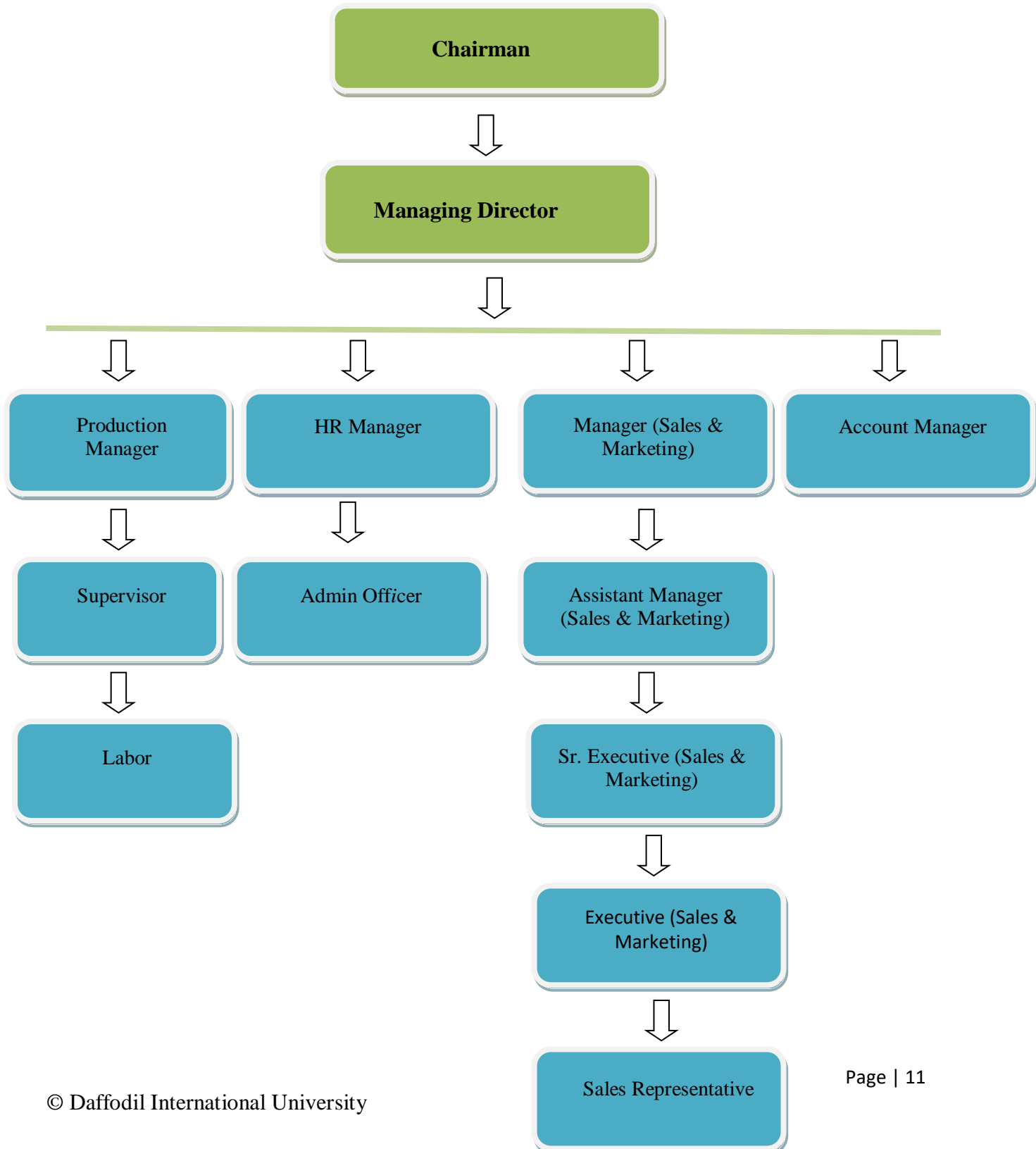
6. Mr.Sajedul Korim

Accounts & finance manager

7. Rehana Akter Rima

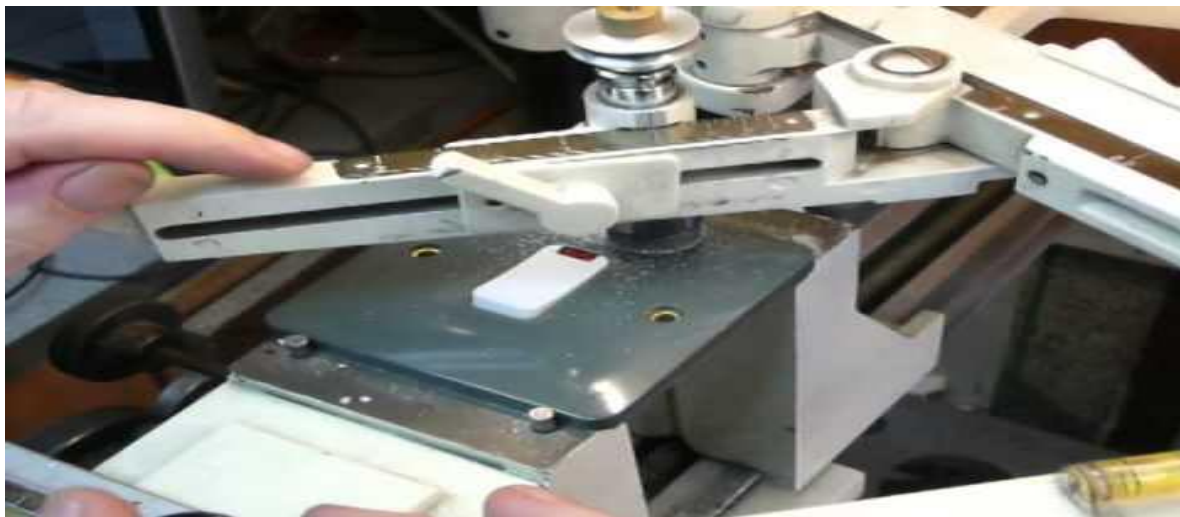
Human resource manager

2.8 Organizational organogram



2.9 Factory overview

The Factory is spread over 0.2 acres of land employing more than 40 people. The equipment and machinery has been carefully collect from china. The present capacity of Assembling Production is more than 2000 pieces of Switch & Socket per day. TECHSPORT was first China supplier and distribution Company in Bangladesh Since 2014.

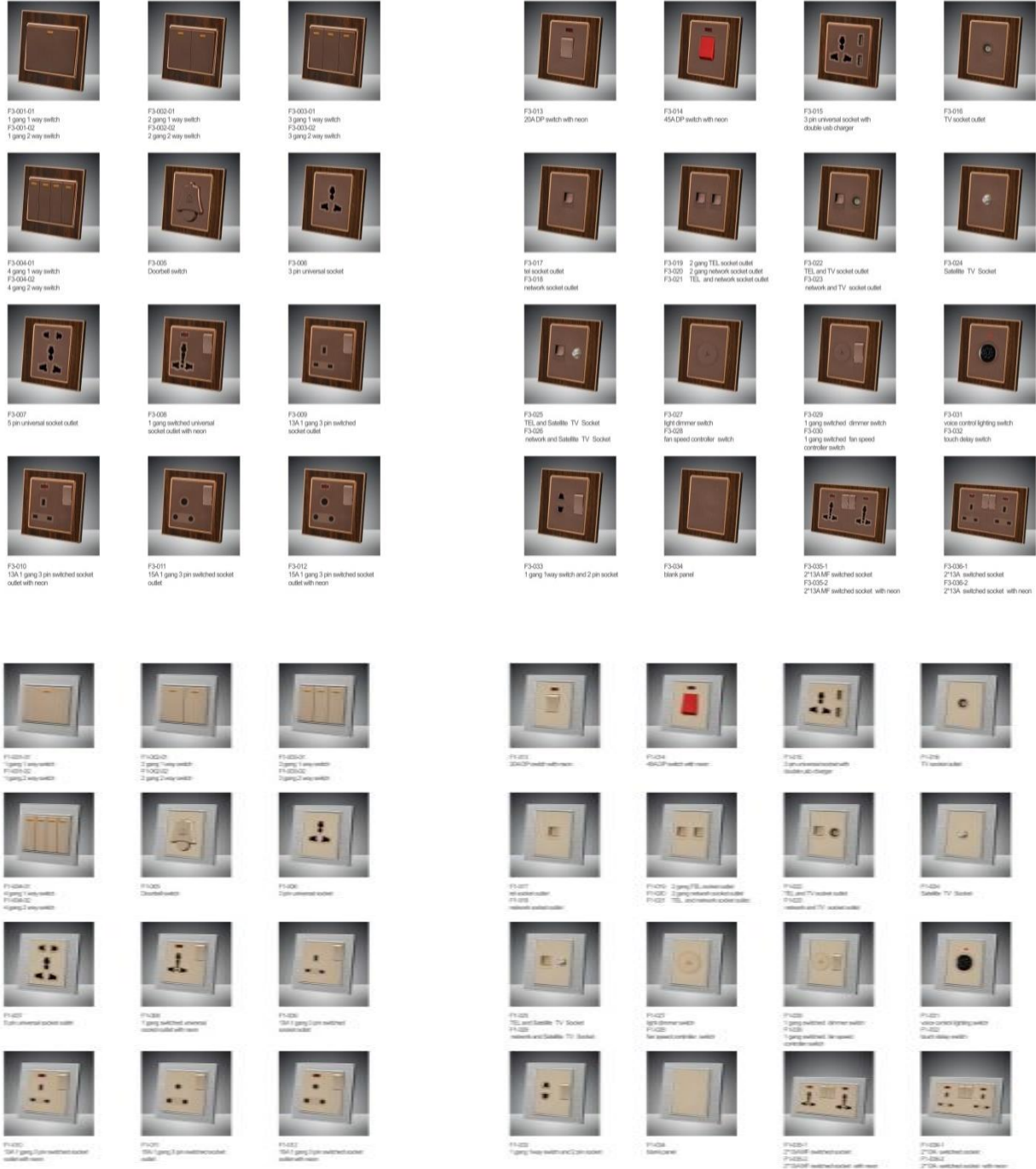


Factory location

House# 6/A, Road# 24, Sector# 10. (Batuliya)
Uttara Model Town, Dhaka-1230
Bangladesh.

2.10 TECHSPORT product

The TCL have five types of product gang Switch, Multi Socket. Under the Gang Switch they have number of series product like F3, B002, F1F, F1R, F1G, F1B, C008, Q1, A006, A5, F1S





Q2-001-01
1 gang 1 way switch
Q2-001-02
1 gang 2 way switch



Q2-002-01
2 gang 1 way switch
Q2-002-02
2 gang 2 way switch



Q2-003-01
3 gang 1 way switch
Q2-003-02
3 gang 2 way switch



Q2-013
20A DP switch with neon



Q2-014
45A DP switch with neon



Q2-015
3 pin universal socket with
double usb charger



Q2-016
TV socket outlet



Q2-004-01
4 gang 1 way switch
Q2-004-02
4 gang 2 way switch



Q2-005
Doorbell switch



Q2-006
3 pin universal socket



Q2-017
tel socket outlet
Q2-018
network socket outlet



Q2-019 2 gang TEL socket outlet
Q2-020 2 gang network socket outlet
Q2-021 TEL and network socket outlet



Q2-022
TEL and TV socket outlet
Q2-023
network and TV socket outlet



Q2-024
Satellite TV Socket



Q2-007
5 pin universal socket outlet



Q2-008
1 gang switched universal
socket outlet with neon



Q2-009
15A 1 gang 3 pin switched
socket outlet



Q2-025
TEL and Satellite TV Socket
Q2-026
network and Satellite TV Socket



Q2-027
light dimmer switch
Q2-028
fan speed controller switch



Q2-029
1 gang switched dimmer switch
Q2-030
1 gang switched fan speed
controller switch



Q2-031
voice control lighting switch
Q2-032
touch delay switch



Q2-010
15A 1 gang 3 pin switched socket
outlet with neon



Q2-011
15A 1 gang 3 pin switched socket
outlet



Q2-012
15A 1 gang 3 pin switched socket
outlet with neon



Q2-033
1 gang 1 way switch and 2 pin socket
outlet



Q2-034
blank panel



Q2-035-1
2*13A MF switched socket with neon
Q2-035-2
2*13A MF switched socket with neon



Q2-036-1
2*13A switched socket with neon
Q2-036-2
2*13A switched socket with neon



Q1-001-01
1 gang 1 way switch
Q1-001-02
1 gang 2 way switch



Q1-002-01
2 gang 1 way switch
Q1-002-02
2 gang 2 way switch



Q1-003-01
3 gang 1 way switch
Q1-003-02
3 gang 2 way switch



Q1-013
20A DP switch with neon



Q1-014
45A DP switch with neon



Q1-015
3 pin universal socket with
double usb charger



Q1-016
TV socket outlet



Q1-004-01
4 gang 1 way switch
Q1-004-02
4 gang 2 way switch



Q1-005
Doorbell switch



Q1-006
3 pin universal socket



Q1-017
tel socket outlet
Q1-018
network socket outlet



Q1-019 2 gang TEL socket outlet
Q1-020 2 gang network socket outlet
Q1-021 TEL and network socket outlet



Q1-022
TEL and TV socket outlet
Q1-023
network and TV socket outlet



Q1-024
Satellite TV Socket



Q1-007
5 pin universal socket outlet



Q1-008
1 gang switched universal
socket outlet with neon



Q1-009
15A 1 gang 3 pin switched
socket outlet



Q1-025
TEL and Satellite TV Socket
Q1-026
network and Satellite TV Socket



Q1-027
light dimmer switch
Q1-028
fan speed controller switch



Q1-029
1 gang switched dimmer switch
Q1-030
1 gang switched fan speed
controller switch



Q1-031
voice control lighting switch
Q1-032
touch delay switch



Q1-010
15A 1 gang 3 pin switched socket
outlet with neon



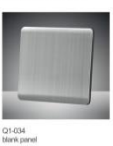
Q1-011
15A 1 gang 3 pin switched socket
outlet



Q1-012
15A 1 gang 3 pin switched socket
outlet with neon



Q1-033
1 gang 1 way switch and 2 pin socket
outlet



Q1-034
blank panel



Q1-035-1
2*13A MF switched socket
Q1-035-2
2*13A MF switched socket with neon
























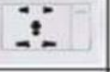

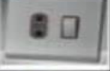






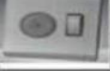











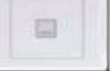




















Q1-036-1
2*13A switched socket
Q1-036-2
2*13A switched socket with neon

3.10.1 TECHSPORT price list

TECHSPORT CO. LTD.

Product Price List-2019

											
Hand Office: House#A,Road#24,Sector#10,uttara (Bhatuliya)Dhaka-1230 HeLLo: 01799000777, 01626-007777. Branch office:Kaptan Bazar Complex Building N0:01,Shop no:05(1st Floor) Hello:01616618777,01626007777											
Q1	Name	Q2	Name	F3	Name	A5	Name	Q1	Name	Q1	Name
	1 Gang 1way switch 210		1 Gang 1way switch 150		1 Gang 1way switch 339		1 Gang 1way switch 140		1 Gang 5 Hole Multi 540		
	2 Gang 1 way switch 282		2 Gang 1 way switch 210		2 Gang 1 way switch 409		2 Gang 1 way switch 190		1 Gang 3 Hole Multi USB 834		
	3 Gang 1 way switch 354		3 Gang 1 way switch 270		3 Gang 1 way switch 479		3 Gang 1 way switch 240	L1	Name		
	4 Gang 1 way switch 432		4 Gang 1 way switch 330		4 Gang 1 way switch 549		4 Gang 1 way switch 280		1 Gang 5 Hole Multi 522		
	5 Hole Multi 384		5 Hole Multi 384		5 Hole Multi 650		5 Hole Multi 380		1 Gang 3 Hole Multi USB 780		
	1 Gang 2 Hole socket 414				1 Gang 2 Hole socket 520						
	1 Gang 3 Hole Multi 492		1 Gang 3 Hole Multi 350		1 Gang 3 Hole Multi 604		1 Gang 3 Hole Multi 330		1 Gang 8 Hole Multi 90		
	Fan dimmer 612		Fan dimmer 580		Fan dimmer 720		Fan dimmer 520	B002			
	Tv Socket 354		Tv Socket 325		Tv Socket 420		Tv Socket 280		1 Gang 5 Hole 840		
	LAN/Internet Socket 354		LAN/Internet Socket 325		LAN/Internet Socket 450		LAN/Internet Socket 280				
	Telephone socket 354		Telephone socket 325		Telephone socket 450		Telephone socket 280	Address: House#06, Road#08, S ector#10, uttara (Bhatuliya), Dhaka-1230 HeLLo: +8801626007777, +8613505873908 @:techsportbd@gmail l.com			
	1 Gang 3 hole AC 612		1 Gang 3 hole AC 560		1 Gang 3 hole AC 780		1 Gang 3 hole AC 420				
	Doorbell 210		Doorbell 150		Doorbell 339		Doorbell 140				
	DP switch with indicator 744		DP switch with indicator 720		DP switch with indicator 880		DP switch with indicator 620				

2.10.2 Distribution network

The distribution network is stretched some District in our Country

- Dhaka: Covers the Uttara zone, Mirpur Zone, Mohakhali zone, Old Dhaka zone, Saver zone, Gazipur zone, and so on.

2.10.3 Current situation of TCL

TCL is good electric brand in Bangladesh. TCL already capture the 10 % market share of this industry.

2.10.4 Various department of TCL

The various departments of TECHSPORT are given below,

Marketing department

Marketing department reports to Sales and works closely with the business line heads, the product development team and Customer Service team nationally. Here are also some objectives of marketing department-

- Focus on capacity optimization and assigning capacity to potential customer to ensure the highest revenue.
- To develop mutual business benefits.
- Co-ordinate with other departments (HR, Production, and Finance) to maintain smooth operation

Production department

Production Department usually performs many of the following tasks:

- Quality test.
- Store Management.
- Maintain the labor.
- Quality ensures the Accessories.
- Quality ensures the finished goods.
- Supervisor Reporting to Manager.

Finance department

Finance department functions in TECHSPORT are being the budgeting and forecasting investment decision making and raising and allocation fund.

- To handle companies VAT& Tax issues.
- Finalize of the statement of income & expenditure.
- Handel the Bank issues.

HR department

HR Department of TECHSPORT working function is bellow,

- Recruitment
- Training
- Employee relation
- Selection
- Labor relation
- Making Salary sheet

Chapter Three

Theoretical frame work

3.1 Integrated marketing communication

Integrated marketing communication or IMC includes integrating the different promotional elements and other marketing activities that interact with other marketing activities with the customers of the company. The basic integrating marketing communication techniques to accomplish messaging goal of a company are called the promotional mix. IMC uses channels like advertising, personal relation, sales promotion, personal selling, event etc.

3.2 The role of integrated marketing communication

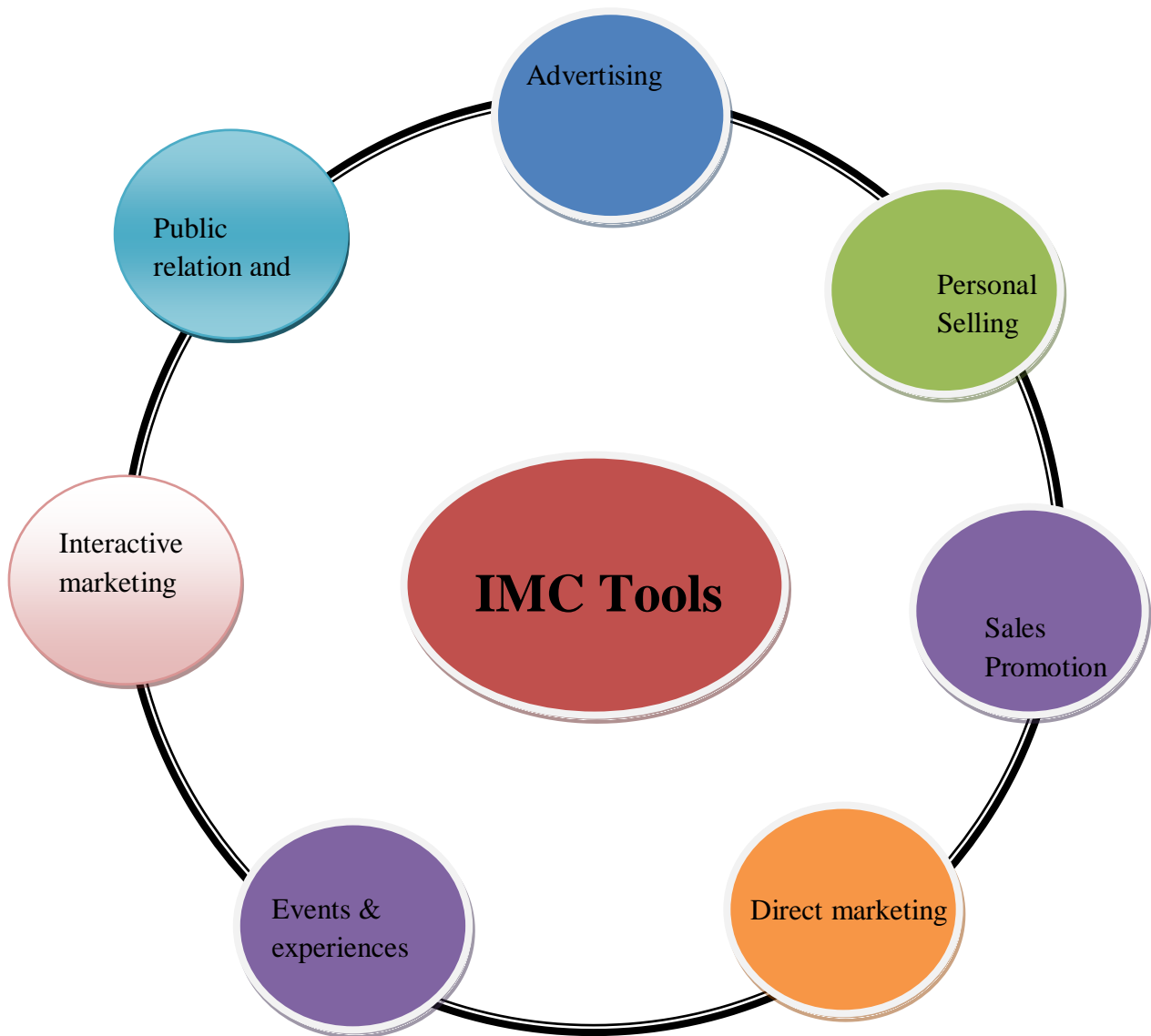
The role of IMC is very important for any organization. In the twenty first century, Integrating Marketing Communication or IMC originated a new marketing concept. For the most part IMC regarded, thought and written as simply combining marketing and promotional activities. IMC can be viewed as a new marketing model, package with core concepts common to many business environments. The major role it plays in the process of developing and maintaining brand identity and brand equity is one of the major reasons for IMC growing importance. Marketing communication allow businesses to link their brand to the other people, location, brand, events, feeling, experience and thing. Through defining the brand in memory and building a brand image, they will add to brand equity as well as drive sales and even impact shareholder value.

3.3 Marketing communications mix

There are some major marketing mix that are given below

1. Advertising
2. Sales promotion
3. Word of mouth
4. Direct marketing
5. Interactive marketing
6. Public relation and publicity
7. Personal selling

3.4 Integrated marketing communication tools



Advertising

Advertising is the paid form of communication that is non personal marketing or promotion of products or services by an identified sponsor. Advertising will effectively transmit to its clients and other large audience across channels such as television, radio, magazines, newspapers advertising the Web and other mobile technology communication device. A business can reach a large number of customers easily and efficiently through advertising tool, although the cost of this strategic communication strategy may be somewhat costly.

Television- Television advertisement one of the heights cost of traditional media. By using TV add any company can easily reach large number audience and it is very effective because of its audio and video capability where audiences can watch and hear the message through TV advertisement.

Radio and newspapers - Radio and newspapers advertisement are one of the low cost of traditional media. The purpose of radio and newspapers add is it can easily reach large number audience effective because of its audio (radio) and print or visual (newspapers) capability where audiences can hear and see the message.

Billboard- Billboards are the large poster a medium that people use for advertizing. It has been the leading outdoor advertizing technique. The purpose of the billboard is to interrupt as many as possible to create awareness does not necessarily have an impact, to broadcast instead of engaging. It can see large number of people at the same time same place. When people or customer moving on the road that time they can easily see the billboard.

Social media- Social media is one of the major advertisement platforms for advertisement Now a day's a very popular advertising way is social media advertising. Most of the people now use social media and spend most of the time here. So it is the best advertisement platforms for any company to capture a large number of people.

Sales promotion

Sales Promotion is short term incentives for customer or encourages trial or purchase of a products or services. It may include consumer focused promotions such as free sample delivery, voucher ,higher quantity purchase deals, discounts and bonuses or retail promotions oriented on retailers such as display and merchandising allowances, volume discount, rewards for performance incentives and salespersons' incentives.

The promotion of sales aims to attract customers ' attention and encourages them to participate in a purchase by providing various types of rewards or incentives.

Some sales promotion tools are given below:

- **Free Samples:** Distributing free samples increases brand awareness and triggers the psychology of ownership where the person chooses the promoted product if he liked the sample.
- **Free Gifts** – it can attract by offering more customers as they get more while spending for less.
- **Discounts/discount coupons-** It's a great way to boost short term sales. People go for discount coupons because they let them buy the products they couldn't afford otherwise.
- **Exchange Schemes** – Exchange schemes attract many customers as they get some value even for their old product.
- **Bundle Discounts** - It's a great way to reduce unsold product. It includes selling bundled products at a price lesser than when those numbers of products are bought separately.
- **Bulk Purchase Deals** - it is a great sales promotion tactic to reduce unsold product. It includes providing discount to customers who buy in bulk.

Personal selling

Personal sales strategy involves scheduling sales dates and meetings, making presentations and any form of one to one contract and home parties to attract the targeted clients and improve the relationship between the company and consumers. This is an important tool for IMC as well.

Public relation

A verity of programs aimed at improving the organizations interaction with the public. Advertizing is a one way communication where public relation is a two way communication capable of receiving input change the message to optimize benefit. Public relation helps to create business reputation to the market.

Direct marketing

Direct marketing is the oldest communication system where the organization directly communicates to the consumer by telephone, email, faxes, message and so on.

Events and experiences

These are events and service founded by the organization designed to create brand related customer interactions. Sponsorship boost the company exposure or visibility. Company provides consumer with a quality experience that end up contribution to a higher brand recall compared to competitors. Such activities tend to include the public.

3.5 IMC process consists of six stages

1. Contextual /Situational Analysis

The first step of planning of the IMC is to undertake a situational or contextual analysis. This may involve in a SWOT analysis, and an internal and external analysis.

2. Target market

Here the company need to decide who their market are, map them on a psychographic and demographic level. Then the company has to decide what the benefits are to the customer and why they would use the product.

3. Communication Objectives

IMC planning process third step is to decide what the communication objectives are. Some objectives that your company want to communicate to the public and their target audience that are given below

- Build brand awareness
- Change customer belief
- Increase sales
- Enhance brand image
- Reinforce purchase decisions

4. Budget

Budget for IMC actually varies depending on the span of the activities. This budget can be depend on objective and task how much the company can afford, a percentage of sales, percentage of profit, and competitive partially.

5. Marketing mix

The marketing mix is selected in line with the communication objectives and within lesion with the budget selected.

6. Evaluating the program

This is the final stage of IMC. This can be achieved by certain social media metrics, by understanding online traffic with the use of Google analytics, by sales and social media tools that allow you to track engagement with certain items

Chapter Four

IMC of TCL

4.1 Integrated marketing communication of TECHSPORT CO. Ltd

TECHSPORT CO. Ltd currently uses some communication mix to create their brand. TCL carry out few promotions for customer and few promotions for trade. TCL operations are as follows

Advertising

Advertising is the paid form of communication that is non personal. This is the most effective form of communication in which, within a short of time, this reaches a mass audience at once. Not only does it increase sales, but it also increases consumer awareness.

In the off season TECHSPORT CO. Ltd use billboard, newspaper, prospector, magazine for promotional purpose of cash offer and Eid 2 Eid offer to increasing sales. They advertize their offer in billboards, radio, poster, website, print media and broadcast on newspapers and also the product will promote itself with the attractive packaging .They has no TV advertisement currently.

Newspaper-TCL provides their advertizing by national newspaper within the year three times. This activity conducted by company head office. They directly contract with the news paper authority and provide their advertizing.

FM radio-TCL arrange radio program every traditional occasion such as Independence Day, victory day, pohela boishakh and so on. In this time TCL management contract with the radio agency and provide their product them. After their product them radio agency arrange 30 minutes celebration program about TCL.

Billboard- TCL one of the major advertizing tool is billboard. They use traditional billboard also use digital billboard. TCL chose major crowd place for billboard advertizing.

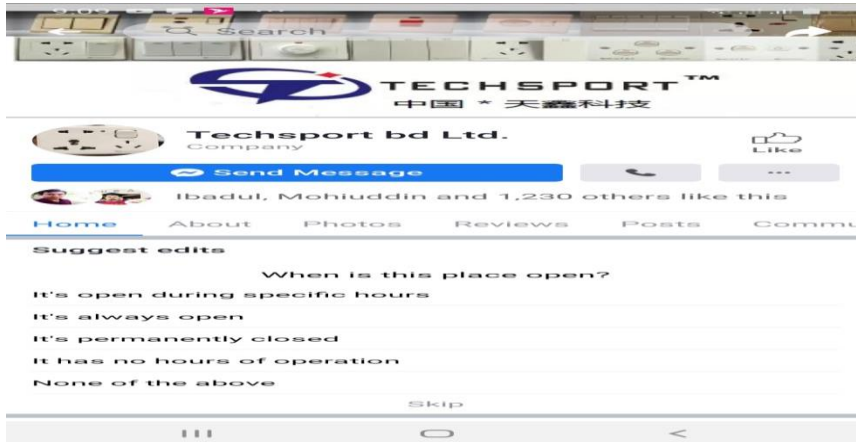


Prospector- TCL gives prospector to its customer.

Head Office: House#A, Road#24, Sector#10, Uttara (Bhatulya) Dhaka. Helpline: 01799000777, 01799005588.
 Branch office: Khondoker Tea Tower Market, Shop no: 51 (3rd Floor) Nowabpur, Helpline: 01730577075, 01730715376

Item	Name	A006	Name	FIP	Name	FIG	Name	FIR	FIB	FIS
1 Gang 1 way switch	210	1 Gang 1 way switch	144	1 Gang 1 way switch	96	1 Gang 1 way switch	126	146	146	146
2 Gang 1 way switch	270	2 Gang 1 way switch	234	2 Gang 1 way switch	132	2 Gang 1 way switch	162	182	182	182
3 Gang 1 way switch	354	3 Gang 1 way switch	294	3 Gang 1 way switch	180	3 Gang 1 way switch	210	230	230	230
4 Gang 1 way switch	432	4 Gang 1 way switch	354	4 Gang 1 way switch	230	4 Gang 1 way switch	250	270	270	270
1 Gang 3 hole AC	540	Doorbell	144	1 Gang 5 Hole socket	280	1 Gang 5 Hole socket	312	332	332	332
1 Gang 5 Hole Multi	570	1 Gang 5 Hole socket	390	1 Gang 2 Hole socket	156	1 Gang 2 Hole socket	180	200	200	200
1 Gang 2 Hole	480	AC/15A	420	1 Gang 3 Hole Multi	234	1 Gang 3 Hole Multi	215	235	235	235
1 Gang 8 Hole Multi	600	1 Gang 3 hole	360	Fan dimmer	312	Fan dimmer	342	362	362	362
Fan dimmer	522			TV Socket	162	TV Socket	204	224	224	224
TV Socket	354	DP 20A	620	LAN/Internet Socket	150	LAN/Internet Socket	204	224	224	224
LAN/Internet Socket	354	call	312	Telephone socket	150	Telephone socket	204	224	224	224
Telephone socket	354	TV	312	1 Gang 3 hole AC	270	1 Gang 3 hole AC	260	280	280	280
Doorbell	210	Network	312	Doorbell	96	Doorbell	126	146	146	146
DP switch with indicator	780	Fan dimmer	560	DP switch with indicator	384	DP switch with indicator	420	440	440	440

Social media- TCL provide their advertizing by social media. They find out prospective customer of TCL product and then send product detail to this prospective customer profile by social media.



Website- TCL has own website. In this website they provide their product detail, offer, promotion, discount and so on. If any customer goes to the TCL website he /she can easily get all information about TCL product.

www.techsportbd.com

Sales promotion

Promotion of sales is short term incentives for customer. This gives them a reason to buy the product by providing interesting offer like discount, incentives, gift, sample, low cost financial deal and so on.

Each company is trying to increase their sales that why they follow some strategy. TCL also follows some strategy which is given below:

Trade promotion

TCL provides some benefits to its wholesaler or distributor and retailer. Eid 2 Eid offer specially for the seller. They give coupon to its seller and provide some incentives based on their sales. TCL organize annual conference with the best seller in 5 star restaurants where special gift with free holiday package or tour are given to them.

Discount and offer

TECHSPORT CO. Ltd also gives different types of discount and offer to their customer. But this is very limited. Those are given below:

Purchase bulk amount offer- When wholesaler purchase bulk amount of product TCL provide various types of offer like free gift, price reduce, free transportation cost, free tour package and so on.

Annual Commission-every wholesaler and retailer gets annual commission. TCL provide annual commission to the customer base on the quantity of product sale.

Yearly discount-End of the year TCL provide yearly discount. If any customer buys certain amount of product he may get extra discount.

- 45% commotion to the wholesaler.
- 40% commotion to the retailer.
- Highest target seller gets some discount.
- Annual target seller may be getting some offer. But it sometimes depends on the company.

Personal visit to the customer

TECHSPORT CO. Ltd marketing employees visits the buyer and also invites them to visit the factory.

Free sample board

TECHSPORT CO. Ltd provides free sample board for the potential buyer.



Personal selling

Personal selling requires face to face contact with the end user with the intension to promote the product and convenes the customer buy the product. This is the best effective tools in integrating marketing communication salesperson connect directly to the buyer and solves the issue on the spot and also develop the pitch according to the buyers need and also focuses on building a long term relationship with end user.

Sometimes TECHSPORT CO. Ltd employee, sales executive who are going to the market for sell the package which is available for discount price. Sales people do it to achieve their sales target. It is all about one to one marketing between the representative of the company and the customer.

Direct marketing

Direct marketing is the oldest communication system where the organization directly communicates to the consumer by telephone, email, faxes, message and so on.

TECHSPORT CO. Ltd use message, telephone, cell phone, mail, faxes and other communication tools for directly contractor communicate to their buyer, retailer, wholesaler, and corporate customer. It also use for general customer on specific occasion.

Public relation and publicity

Public relation aims at building trust between the organization and public or target segment that it seeks to reach. It is a two way communication where public share their feedback to the company and Public relation creates business reputation to the market.

TECHSPORT CO. Ltd do PR by organizing event, award program, sponsorship, publish information about the company and their product to the newspaper, radio, billboards, by giving free sample and so on. At the same time TCL arrange awareness program in international trade fair.

4.2 IMC strategy of TCL

Identifying the target customers

TCL gains knowledge through researches about their target customers. They target both their existing customers and new customers with different types of gifts and offers.

Designing the communication

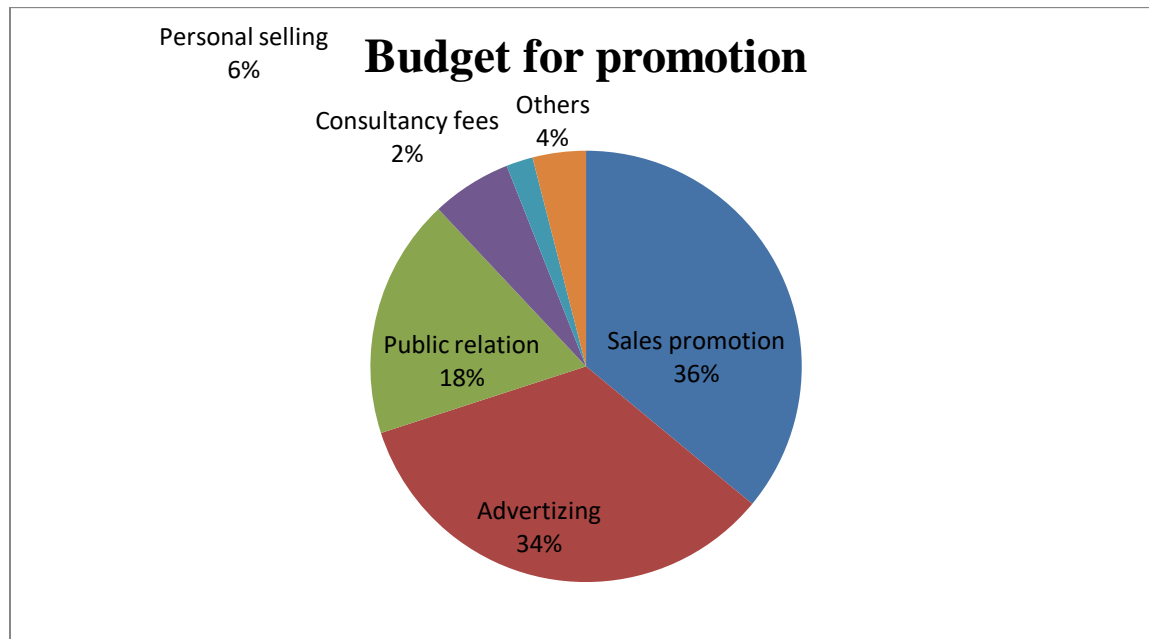
After determining the target customer TCL formulates their communication message. They try to do it in a creative way. Then they give responsibility to different newspaper and word of mouth print media, billboard to publish an appealing news or message through with that.

Communication channels

Print media, bill boards, newspaper, personal selling and sales promotion are used to convey the message to the consumers in order to attract them.

Setting total communication budget

For any determining total promotion budget is a tough task. The combination of affordable method and percentage of sales method by used TECHSPORT CO. Ltd. They decide how much they can afford to IMC and then set the budget at a certain presentence of the unit sales price.



4.3 TCL IMC program managing and evaluating

Here I try to evaluate TCL IMC on the basis of those factors

Coverage

TCL is mostly dependent on Dhaka city because here their sale is high. So they always try to cover every market area or zoon at Dhaka city .TCL current position is not that much high and their distributor and communication tools does not cover their target market that's why it is hard to reach their financial goal also.

Contribution

TCL segments their market in a certain portion which helps them to identify the brand value, awareness which helps to increase sales. But this traditional communication does help to getting their expected sales and also their goal.

Complimentary

After using those marketing communication TCL get feedback from the market. When customer gets proper service from a particular TCL they usually made comments about that product. These feedbacks have some influential effects for company as well as customer. For instance, good complements attract more customers with lucrative profit.

Versatility

Company must have ability to cope up with any severe situations. TCL try to give the communication message to the different group of people and they expect those people behave on their expectation and also buy their product. So here the issue is that contract system is not enough strong to reach the different group of people.

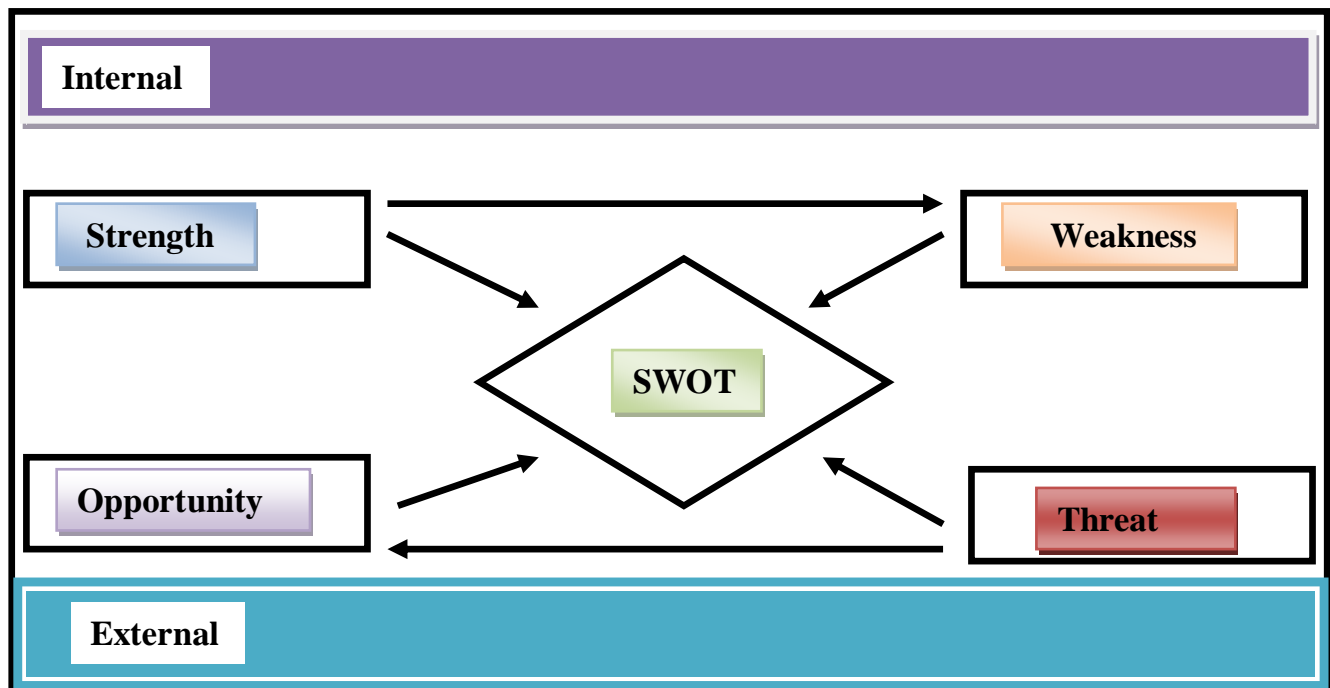
Cost

TCL set their communication costs effectively mainly on the on basis of selling price or profit per unit sales by processing medium of advertisements. So, they should increase their annual promotional costs rather than other area of cost.

4.3 SWOT analysis

SWOT analysis is a strategic plan that helps a person or organization point out their strengths, weaknesses, opportunities, and threats. It helps to specify the objectives of the business or project and point out the internal & external factors that are favorable and unfavorable to achieving those objectives. SWOT has been described as the tried-and-true tool of strategic analysis. Opportunities and threats commonly focus on the external environment, while strengths and weakness are frequently internally-related.

SWOT



4.3.1 Strength

- Distribution channel are effective.
- Sufficient man power for promotional activities.
- Strong community relationship.
- High quality product.
- Competitive pricing.

4.3.2 Weakness

- Poor brand image.
- Lack of promotional activates.
- Lack of social media activates.
- Use traditional advertisement.
- Promotion budge is not maintained properly yearly.

4.3.3 Opportunity

- Growth of organizations reputation
- Rolling admissions in an economic Boom/Downturn.
- Updated technology, increases communication.
- Promote annual events.
- Variation in their product.

4.3.4 Threat

- Not aggressive in marketing campaigns
- The increase of rules and regulations of government policies
- Keeping up with other competitors.
- High turnover within the company.

4.4 SWOT analysis of TCL

Strength <ul style="list-style-type: none">• Distribution channel are effective• Strong community relationship• Sufficient man power for promotional activities• High Quality products• Competitive pricing	Weakness <ul style="list-style-type: none">• Poor brand image• Lack of promotional activates• Lack of social media activates• Use traditional advertisement• Promotion budge is not maintained properly yearly
Opportunity <ul style="list-style-type: none">• Growth of organizations reputation• Rolling admissions in an economic Boom/Downturn.• Updated technology, increase communication• Promote annual events.• Diversified products	Threat <ul style="list-style-type: none">• Not aggressive in marketing campaigns• The increase of rules and regulations of government policies• Keeping up with other competitors• High turnover within the company

Chapter Five

Findings, Recommendation & Conclusion

5.1 Findings

1. Poor brand image

The company is new and their promotional activities are not up to the mark so the brand image is not acceptable as desired. This is the reason that people are not fully aware of their brand.

2. Ineffective promotional activities

TCL is not promoting them through TV advertisement and they are not connected with customers through this media. That's why they don't grab attention or capture huge customer in a single moment. It is a medium which offer and create immediate trust to the customer.

3. Invisibility in social media platform

TCL do not promoting their products and services on social media like they don't have any YouTube videos, Pop up adds in Facebook and other social media where social media is one of the most cost effective digital marketing methods and it helps to increase business visibility and brand recognition.

4. Lack of publicity and public relation

Public relation considers a credible from of promotion where TCL don't have enough public relation such-different events, programs, social affairs are not visible, which can also help rise business profile and improve reputation.

5. Promotion budget is not maintain properly

TCL does not maintained and implement their yearly promotion budget properly. They have no plan that how they prepare their promotional budget and implement that is on monthly, quarterly, yearly. They do it when they fell or need which is fully unplanned.

6. Not enough variation of the product

TCL does not enough variation of the product. Now they only have Switch and Multi Socket. For expand their business they need more variation of their products like different types of switch with different color, different types of light, led light or bulb, fan and so on.

7. Unable to reach the customers

For their ineffective promotional activity, marketing strategies and so on they cannot reach the potential customer as a result TCL has less number of customers than their competitors.

8. Less number of experienced employees

The company does not have enough experience employees to covers their business operation. Because, they do not provide attractive salary packages and other beneficial thing to employees. As a result, most of the experience employees switch to another company.

9. TCL does not do their business on credit

TCL don't do their business on credit because there is a risk that large number of profits are stuck in the market and TCL organize by foreign business people so they also have lack of trust issue.

10. Sometimes employee selection process is not appropriate

Sometimes they do partiality in recruitment for personal relations. They give jobs to under graduate people though they might not be efficient for that job. Here, the deserving candidate is a graduate in that particular field.

5.2 Recommendations

- 1.** Hence, they are new company they need to establish their brand image in market or in customer mind by using different IMC tools. Brand awareness should be the prime concern.
- 2.** TCL should promote their products through TV advertisement in between TV programs because most of the people in our country they are watching television on their leisure time so there is a huge customers. So they can grab attention or capture huge customer by using this media. TV advertisement can creates high impact on viewers because of the creative potential for the fusion of sights sounds and motion through picture audio, video quality, movement, color, text, music, effects and its effective dialogs that why its gives access to vast audiences and raise awareness very quickly. It is a medium which offer and create immediate trust to the customer.
- 3.** As they are new company, they got budget limitation. So, an adjustable and effective media planning has to be done and followed to create impact in the market.
- 4.** They should also promote their products through social media because there are millions of people who are using these social media platforms. In this social marketing revelation period it's a greater opportunity for the business to reach a large number of people who are interested in their products and services.
- 5.** TCL needs to increase more publicity and public relation through contribute different events, programs, social affairs, organize special event, lunching product event charity and so on.
- 6.** The governing body of TCL should discuses with the promoting department of the company so that they maintain the promoting budget effectively based on their proper plan.
- 7.** TCL should increase their employees by providing attractive salary and other beneficial things to their employees. This will eventually contribute to building brand.
- 8.** TCL should to increase variation of the products and services. If they increase their product line then their business can expand and it also creates large market and more customers for their business. Because of it they can gain more profit and their market share also increase.
- 9.** Most of the competitors do their business on credit.TCL also should give products on credits to the dealers, doing this customers will be attracted and sales and market share will also increase. Selling in credit like other companies will help them to get customers from different parts of the city and also from country as a result profit will also increase.
- 10.** They should not recruit anyone for personal relation if they are not qualified for the job. Correct person should be recruited for conducting the particular work.

11. They should import few extra products so that in case they found any defected product they can exchange those defected products from the extra amount imported so that dealers does not have to wait till next shipment.

5.3 Conclusion

The market of Bangladesh is quite friendly for local and foreign businessmen which attract more and more new start up business. TECHSPORTS CO. Ltd is one of them. They run their business in Dhaka city especially from 2014. Because it's a new company and they have tried to establish their brand using communication mix and also create strong network with their customer for long run. To capture a good amount of market like other organization they also need to follow some special aspects of integrated marketing communication. As I mentioned before, TCL is new in the market so they do good. So there is a fair chance that TCL can create a touchy position to set up their brands became a choice for the customer.

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