

**Internship Report**  
**on**  
**Marketing Strategies of Patriot Eco Apparel Limited**



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**Date of Submission: 22<sup>nd</sup> December, 2019**

## Letter of Transmittal

22<sup>nd</sup> December, 2019

Professor Dr. Ahmed Fakhrul Alam  
Department of Business Administration  
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Daffodil International University

**Subject: Submission of “Internship Report on Marketing Strategies of Patriot Eco Apparel Limited”.**

Dear Sir,

I have completed my internship report on the topic of “Marketing Strategies of Patriot Eco Apparel Limited” under your kind supervision as a requirement of completing the degree of BBA 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.

Yours sincerely



.....  
Ripon Biswas

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## Student's Declaration

I am Ripon Biswas hereby acknowledge that the internship report presented titled “Marketing Strategies of Patriot Eco Apparel Limited” is uniquely prepared by me after three months of work in Patriot Eco Apparel Limited.

I also state that the preparation of the document is for my educational intent only and not for any other reason.

Ripon Biswas

.....  
Ripon Biswas

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## **Certificate of Supervisor**

This is to certify that Ripon Biswas is a student of BBA (Major in Marketing) under the Department of Business and Entrepreneurship and ID NO: 153-11-963 has successfully completed internship on “Marketing Strategies of Patriot Eco Apparel Limited” on the basis of his successful completion of the internship program. This report has been prepared by him under my guidance.

He has carried out the internship under my guidance and supervision since October 10, 2019 to December 10, 2019 and the manuscript of the report has been checked by me.

The final copy of the report is been submitted to the Daffodil International University.

I wish him all success in life.



.....  
**(Professor Dr. Ahmed Fakhru Alam)**

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

## **Acknowledgement**

It was a great pleasure to prepare Internship report on the “Marketing Strategies of Patriot Eco Apparel Limited” I would like to thank and convey my gratitude to honorable Supervisor Dr. Ahmed Fakhru Alam, Professor, Department of Business Administration, 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 Patriot Eco Apparel Limited for offering me the internship training. My sincere gratitude goes to Ariful Haque Trainee Officer, Mrinal Kanti Roy, DGM, and Accounts, who gave special attention to me from the very beginning and whenever I went there. My special thanks to Niloy Talukdar, Marketing Head. I am also grateful to each person who provides their co-operation inside of Patriot Eco Apparel Limited in carrying out this report. And finally I wish all my unwilling mistakes for example miss presentation of kind of information will be forgiven.

## **Executive Summary**

The overall approach of the report is a descriptive one as it goes into the depth of marketing strategies of Patriot Eco Apparel Limited. To prepare this analytical report both primary and secondary data were used. Among the sources, data mainly collected from the internal annual report of Patriot Eco Apparel Limited. I have constructed this report under six chapters these are given below.

The first part of the report deals with introduction, objective, background, scope, methodology, and the limitations of the report, a brief overview of Patriot Eco Apparel Limited. The second chapter includes company profile and brief narration of the overview, company structure, vision, mission, objective, working place, working environment, main products and machine. The third chapter tries to show marketing strategy. A company use marketing mix to achieve the organizational goal. How the Patriot Eco Apparel Limited use 4p's in the organization and what kind of strategies they take by using 4p's. Then come marketing strategies, in marketing strategies has different stages such as segmentation, targeting, positioning and differentiation. How this company segment the market and targeting customers which discuss in this chapter. As well as they use different positioning and differentiation strategies to reach the customers. The fourth chapter of the report focuses on competitive strategies of Patriot Eco Apparel Limited. What kind of competitive strategies the company applies that kind of thing are discussed in here. Fifth chapter focuses on SWOT Analysis. SWOT Analysis helps to describe the company's strengths, weaknesses, opportunities, and threats. The sixth 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**

## **1.1 Introduction**

Patriot Eco Apparel Limited has established since in 2000. This company worked as a third party in an early time. In primary stage the company bought fabrics from various companies and sold to others companies. During 2005 they started their production in their own factory, as they started to manufacture different kinds of fabrics.

This company is pre planed and environment friendly factory in the Bangladesh. The company is able to produce high quality fabrics as well as this fabric can compete with others fabrics. This company situated at Tongi, Gazipur. Though the company is able to produce fabrics but still they purchase fabrics to other company to fulfill their demand. This is not large level private company; almost 556 people employed this company, in various departments. Almost every worker is good at in their work. The company is able to produce 150000 pc in the single day. The company is well reputed in the Bangladeshi market as well as in the international market, company production level gradually increase every single year. The company mainly stocks their own products in local market and in international market.

## **1.2 Background of the study**

When it has practical application in real life, that course has a great value. Practical knowledge and skills increase the level of trust and quality of work. Everyone should therefore build a good foundation of practical knowledge. People use very little theoretical information in their daily lives, so only theoretical knowledge cannot improve a person's quality of work unless they have practical knowledge. The internship report entitled “Marketing Strategies of Patriot Eco Apparel Limited.” and the report in only for educational purpose.

### **1.3 Scope of the study**

Practice is an opportunity to utilize and develop industry-specific knowledge and skills. Students have also learned this way, as well as helping to increase certain skills that are useful to all and how this type of experience can be used by a student and implemented into professional life. Practice is an opportunity to utilize and develop industry.

They have also learned this way, as well as helping to increase certain skills that are useful to all and how this type of experience can be used by a student and implemented into professional life.

### **1.4 Objectives of the study**

#### **Main objective**

The main objective of the study was to identify and analyze the Marketing Strategy of Patriot Eco Apparel Limited.

#### **Specific objectives**

- To analyze how this company use segmentation, targeting, positioning, differentiation strategies in market.
- To assess marketing offering to the customers.
- To understand the competitive strategies of the company.
- To analyze the test and preference of a customer in the industry.
- To assess the marketing mix (4ps) of Patriot Eco Apparel Limited.

### **1.5 Methodology**

Information was obtained from various sources that contributed to the creation of this analysis.

The sources are divided by two parts:

- Primary data
- Secondary data

#### **Primary sources of data**

The root data is the primary data and it is also referred to as raw data. There are various primary data collection tools. Most of the primary data was used to prepare this report.

- Interviewed the customers to find out the answers.

- Interviewed the employees.
- Deskwork experience.
- Observation.

## **Secondary sources of data**

The data which is collected from other sources is called secondary data. Organizations store these types of data to use in the future. This data can be collected by two ways:

### **Internal sources**

- Annual report of Patriot Eco Apparel Limited.
- Progress report of Patriot Eco Apparel Limited.
- Official records.

### **External sources**

- Websites
- Wikipedia
- Twitter

## **1.6 Limitations of the study**

During prepared the report have to face some problems. Those limitations are shown below:

### **Limitation of time**

The length of the internship program was short; three months was not enough to learn about a textile company. To become a marketing officer, different kinds of things have to be known. Fabric, yearning, customer requirement, year after year communication skills develop. In the short time, it's impossible to cover those issues.

### **Stressed working environment**

Working conditions in the company are very rushing; most marketing officers go here and there to pick up the order from customers. In this case, data collection was very difficult.

## Lack of data

Patriot Eco Apparel Limited data is not available on the internet, so data collection has been very difficult as some data is not available to everyone. Some employees were hesitant to answer questions because they opposed the policy of the organization.

**Chapter Two**  
**Overview of Patriot Eco Apparel Limited**

## **2.1 Profile of the company**

Patriot Eco Apparel Limited is a new factory equipped with green technology in Tongi industrial area, Dhaka, Bangladesh. This is a USGBC leed gold certified 8 storied Ready Made Garments manufacturing plant with a total area of 179000 SQ. Feet.

Patriot Eco Apparel Limited ensures optimized good flow through live production monitoring and software monitored planning. Our work friendly design with modern machine skilled labor gives us the advantage. We ensure highest level of compliance. We are associated with WRAP USGBC and BNBC.

Patriot Eco Apparel Ltd a new factory equipped with green technology in Tongi industrial area, Dhaka, Bangladesh. This is a USGBC leed gold certified 8 storied Ready Made Garments manufacturing plant with a total area of 179000 SQ. Feet. Patriot Eco Apparel maintains the highest standard possible in woven RMG production. Guided by modern technologies where 1200 automatic machine capable of producing 1 million pieces of garments per month. The main products are generally shirts, pants and jackets. The new factory has a magnificent workplace layout with proper lighting and fresh air privilege. There are some spacious interior designs with a green landscape. Patriot Eco Apparel Limited Patriot Eco Apparel Limited Patriot Eco Apparel Limited Patriot Eco Apparel Limited Patriot Eco Apparel Limited

## **2.2 Mission**

Patriot Eco Apparel Limited company goal is investing its business worldwide as well as providing the best value, timely delivery, satisfaction of the customer, better service and relativity.

## **2.3 Vision**

Our company is directed to make garments products with quality assurance. Our vision is primarily to consider quality is always the result of high intention, sincere effort, intelligent direction and skillful execution.

Our vision is to satisfy the valued customers, meeting their expectations by providing quality products and services and deliveries on time, and offering them the best value in terms of quality, price, environment and other ethical practices with a world class professional personalized service.



## **Employee Welfare**

Employee welfare, engagement and empowerment are at the heart of which we are. Our employees are the foundation of our business, enabling us to deliver on everything we do as a supplier, customer and partner. We have always been committed to equipping our people with the tools they need to reach their full potential – so that we in turn can reach ours as a company.

## **Corporate Social Responsibility**

Integrating business, CSR and Sustainability goals strengthens the reliability, stability and competitiveness for our business and those of our customers. Corporate Social Responsibility and Sustainability are not secondary focuses of our business – they are integrated across everything we do. We are heavily committed to growing our business with no negative environmental, economic and social impacts.

## **Flexibility and Efficiency**

A collaborative and partnership-based approach to service delivers fully customized solutions, flexibility and efficiency. We deliver the optimum levels of service, quality and price through our unique customer partnership model and commitment to long-term synergies. We have a deep-rooted legacy in building successful and long-lasting customer relationships.

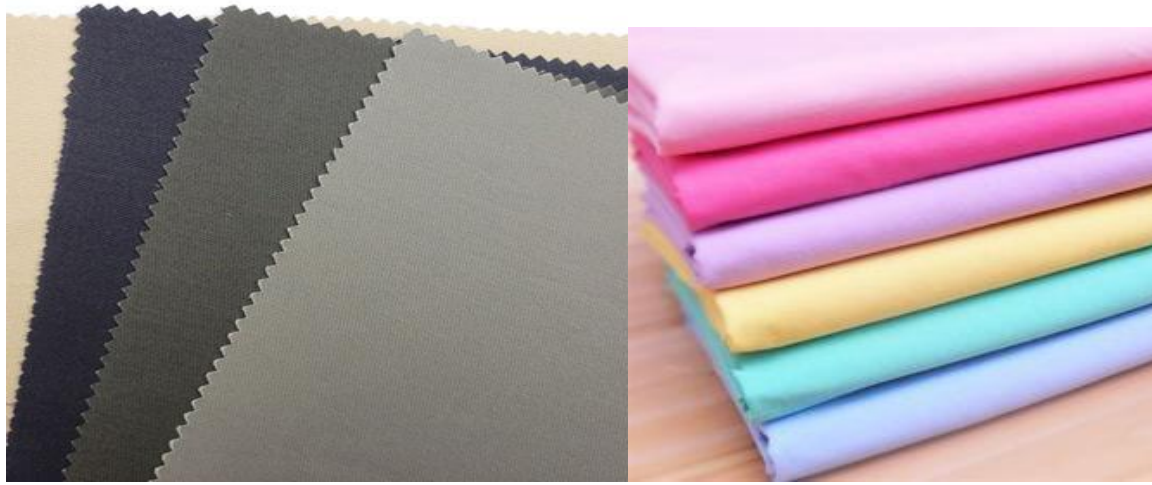
## **Focused on Continuous Improvement**

Focusing on continuous improvement enables us to deliver innovative product and process solutions across our value chain. We see our commitment to continuous improvement as the means to enhance our price competitiveness, product quality and the efficiency of our operations. Given that we are 100% managed within home country, the process choices we make are highly integrated, consistent and self-reinforcing. This enables us to constantly adapt, innovate and stay ahead in a rapidly changing industry and marketplace.

## **2.4 Main products**

Patriot Eco Apparel Limited company produces various kinds of products such as Poplin, Canvas, Rif stop, sheeting, T / C pocketing, Canvas peach, Twill peach, Spandex twill peach,

Spandex poly twill, Spandex Honey, Herring Bon twill, Auto man, Spandex satin twill, Sluf twill, Panorama canvas etc. Texland (Pvt.) Ltd. can produce more than 100 plus fabric products.



## 2.5 Machines

Patriot Eco Apparel Limited Company has lots of modern and updated machines to produce the products those are given below.

For the production of products, this company uses modern technology and machine. In the factory there are different types of machine available, these machines are modern to produce things. Such machines are, Goushen 12GG, Stoll 12GG, Goushen 7 GG, Goushen 5 GG, Goushen 3GG.



## **2.6 Work environment**

Firstly, this is a business in which they adopt their employee's flat communication method. Where workers have a chance to share their experiences with others and discuss issues and challenges. It is easier for the fresher to cope up with the environment because every company employee is very supportive. You will get help a lot to much in early time, making fun while working as you don't be bored, and each co-worker is very involved and helpful.

## **2.7 Quality**

Quality is all for a business which shown your dedication and skillful performance with your production. It started from the primary stage and continued up to the final stage. Deploy skilled cotton selectors for selecting raw cotton from farm & markets all over with worldwide-accepted parameters reach their customers. They have set benchmarks in the national and international woven markets with quality and performance of their cotton. In future also, they look forward to innovative their Quality management system and continuously improve its effectiveness.

## **Chapter Three**

### **Theoretical Framework**

### 3.1 Marketing Strategies

Marketing strategies are the main goal of an organization, marketing strategies are the aim of creating value to the consumers and which developed customer relationship. Marketers have an important role to play in building a marketing strategy. Segmentation, targeting, positioning and differentiation are the core principle in marketing strategies. A business has different types of consumer, product and need at first segmentation of the market. A marketer should be conscious of which segment offers the best chance. A segment can be described as a geographical, psychological, behavioral component in different ways. A business can join one or more segments when a marketer identifies a segment that comes from the target market portion. After the firm established what section they chose to come up with the differentiation determines how its product proposition for each targeted segment can be distinguished and what place it wants to hold in that segment. Positioning arranges a brand in the minds of the target consumers to hold a simple, identifiable and attractive position relative to competing products.



Figure: Creating value for targeted customers

### 3.2 Marketing mix

In marketing the marketing mix is a most impotent part. This marketing concept also forms part of the marketing plan's strategic and organizational component. Sometimes it known as 4ps. Product location, price and promotion are included in 4ps. To promote their product and brand on the market, a company uses the tool. To order to achieve their strategic objectives, a corporation often uses advertising mix.

## Marketing Mix

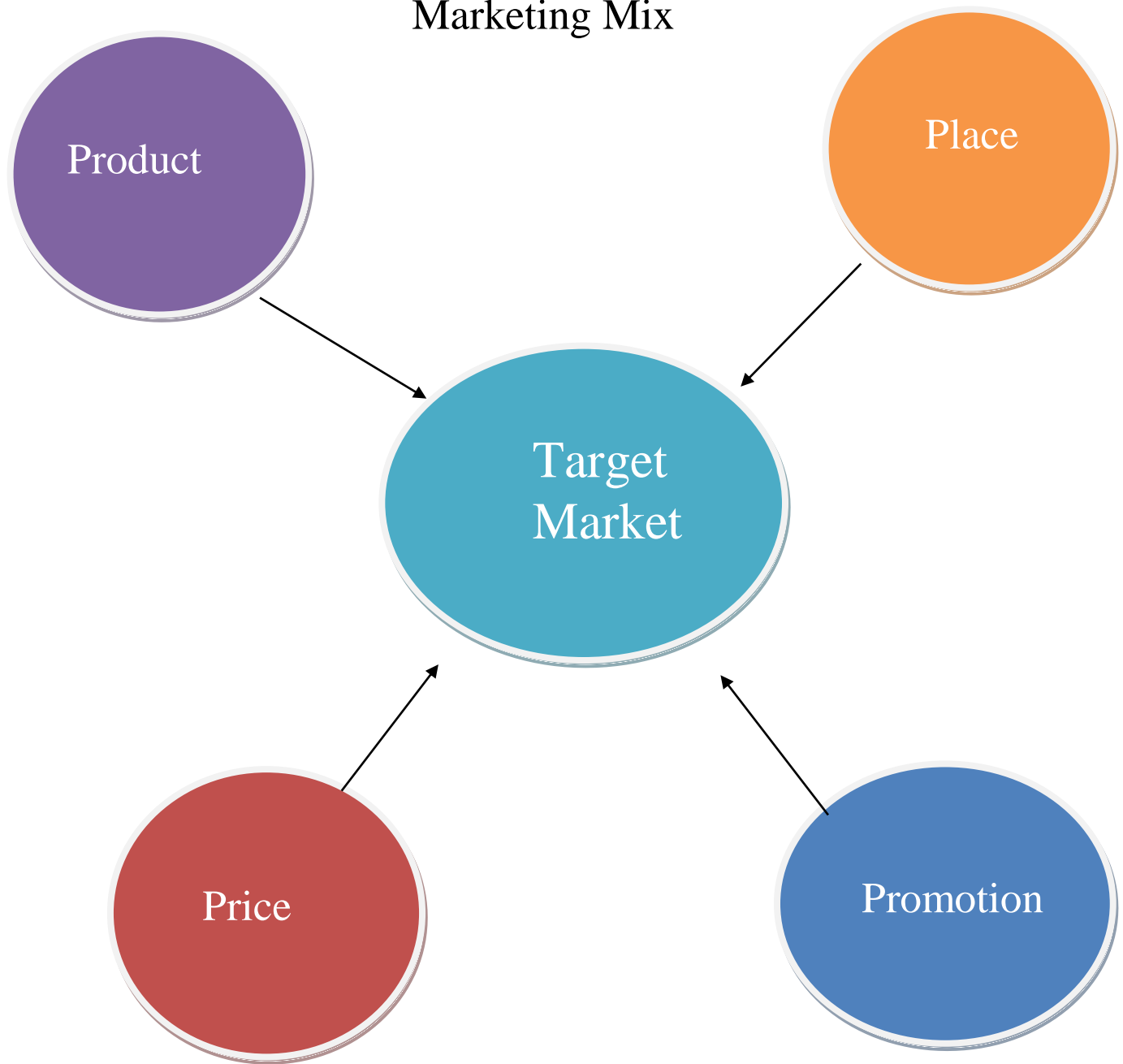


Figure: Marketing mix



## **Product**

Product means the combined goods or service offered to a market by a company and which satisfied the customers demand. It's every single company's main element. The requirement of each individual customer in the textile industry is different. So the requirement of the customer depends mainly on the production. Products depend on some variables. That is described below:

1. **Product design:** The product also depends on the product design because a consumer sees the product before they buy and use it. That's why it is play an important role. This included product feature, quality etc.
2. **Branding:** Branding the term that means which create value of the product base the trustworthiness and loyalty. When brand value will be high the sell and profit will be mostly affected by it.
3. **Packaging and labeling:** It is also the most important part. Most of the product basically baby food, dress, toys, clothes and jewelries of women mostly influenced by packaging and labeling.
4. **Service:** Service the word is related with product. Actually what we get from product that is actually service. But service can be in different form like after sells service, complementary service etc.
5. **Guarantee and warranty:** That is also, mostly similar to service. In this term is any product damage in a within a certain period of time the company will service it or replace it.

So that is the ingredients of product on which it is depended.

## **Price**

Price is another influencing factor of the marketing mix. Price is something that customers have to pay for purchase a particular product. Sometime price play an important role in a market. Such as a firm offer reasonable price to better quality products so customers like to purchase this company products. There are some pricing strategy there are given and described below:

1. **Price strategy:** Pricing strategy refers to the methods employed by businesses to market their products or services. Nearly all corporations, large or small, base the price of their products and services on the costs of manufacturing, labor and marketing, and then add a certain amount to make a profit.



2. Price setting: Price is the amount of money charged for a product / service or the total exchange value of a product / service offered by the consumer. The proper price setting plays a major role in the success of the product or the service offered, especially in price-sensitive segments
3. Discount rate: Discount rate the term refers that the rate which is announce relatively cheap rate to attract the customers. Now a day it is most popular and we see it in everywhere like on advertise, billboards etc.
4. Payment term: Payment term is the payment method for the customer. Always it is needed to be customer oriented and user friendly who create positive image for the customers.

### **Place**

Place mainly the access of the customers. Company uses a variety of distribution channels to provide customers with their product. This company is a distributor that sells its product to third parties. The third party markets its goods to the distributors and the distributor sells the product to the end customers. Foreign buyers are another distribution channel, although this group cannot sell their product directly, but they supply their product through third parties and the third party supply the company. In this way, only the loyal customers buy their product. The loyal customer knows about this business and trusts the company in such a way that it offends them. Company invites in this party old and new customers, thus maintaining strong customer relationships. It also has some elements which are:

1. Strategies such as intensive distribution, selective distribution, exclusive distribution.
2. Franchising : The term refers that Strategies such as intensive distribution, selective distribution, exclusive distribution
3. Market coverage
4. Channel member selection and channel member relationships
5. Assortment
6. Location decisions
7. Inventory
8. Transport, warehousing and logistics

## **Promotion**

Promotion the term mainly refers to the marketing communication. Promotion is another compilation of marketing strategies used to convince or reassure target audiences of a product, service, brand or issue's relative merits. There are some promotional tools which we used to communicate with the customers. These are:

1. Promotional mix: promotional balance, PR, direct marketing and promotion of sales are the part of it.
2. Message strategy: Message strategy refers that when and how we have to communicate with the customer it can be the time period and also can refer the overall process.
3. Media strategy: That is the term which means the categories that we want to apply, it can be the traditional or online or digital strategy.
4. Message frequency: The term refers the time period actually.

## **3.3 Segmentation**

Market segmentation is the process of splitting into categories or divisions a market of potential customers based on different characteristics. The segments produced are customers who will respond to marketing strategies in a similar manner and share traits such as similar interests, needs or locations. There are four types of segmentation. These are:

1. Geographic segmentation
2. Demographic segmentation
3. Psychographic segmentation
4. Behavioral segmentation
5. Benefit segmentation

### **Geographic segmentation**

Geographic segmentation is a system in which customers are grouped based on where they live. If requested to concentrate on a specific area, businesses segment their target market geographically. Geographic segmentation of the market tends to optimize a company's marketing

strategies by matching products and services to different regions, cities and countries where customers live. As explained earlier, there are numerous variables for geographic segmentation. With examples below, some common forms of market segmentation variables used by companies to market their products are discussed.

1. Geographic segmentation regional preferences and needs exists: As businesses sell a product by area, local preferences in one region as compared to other regions must be kept in mind, this form of segmentation is called regional segmentation.
2. Country-based segmentation: Many companies offer products that are commonly used only in many countries, such as snow shovels being used only in snowy areas. Such products are marketed using geographic segmentation as it lets marketers target specific individuals living in the area.
3. Population based segmentation: Companies are also planning their marketing campaigns based on geographic segmentation, rendering their population variable. This may be the population density or the population of a particular area.
4. Climate-based segmentation: Climate-based segmentation refers to goods that conform to an area's climate. Definitions of this form of regional market segmentation include swimwear brands targeting hot areas with beaches and likewise raincoats for areas experiencing heavy rainfall, etc.
5. Urban and rural segmentation: Products that serve different interests and desires of rural and urban communities follow rural and urban segmentation to convey their message to potential customers. A detergent manufacturer, for instance, would sell its low-cost detergent brand in rural areas due to the lower purchasing power. People are more interested in high-quality products.

### Demographic segmentation

Demographic segmentation is age, gender, religion, gender, family size, ethnicity, income, and education segmentation of the market. To help an organization target its consumers more accurately, demographics can be segmented into several markets.

## Psychographic segmentation

Psychographic segmentation includes splitting the market into categories based on various consumer personality characteristics, beliefs, behaviors, preferences and lifestyles. Such segmentation is advantageous because it allows you to concentrate on brand design and marketing.

## Behavioral segmentation

The process of dividing the total market into smaller homogeneous groups based on customer buying behavior is defined as behavioral segmentation. Organizations carry out behavioral segmentation on the basis of buying patterns of customers such as frequency of use, brand loyalty, necessary benefits, whenever necessary, etc.

## Benefit segmentation

Profit segmentation distinguishes the market based on the perceived value, profit, or benefit consumers receive from a product or service. Based on quality, efficiency, customer service, special features, or other benefits, you may segment the market.

## 3.4 Targeting

Market targeting is a process in which the target market is chosen from the whole audience. The target market consists of groups of customers to whom the company wants to appeal or for whom the item is produced, prices are set, efforts are made to sell it and a distribution network is planned. Before target the market they need to do something. These are:

- Conduct interviews with your former and current customers.
- Talk to your sales team and find out what trends they see and experience.
- Track data on your point of sale systems and web analytics.
- Engage in social listening on social media to see what conversations customers have about your brand and industry.

Also there are some marketing strategies which are given bellow:

1. Targeting alternatives: Whether to go after most segments, only a few, or a single segment, determines the targeting decision. A major corporation may choose to serve more than one segment. Management can select a few segments or seek intensive product market coverage instead by targeting all or most segments.
2. Selective targeting: This marketing approach stretches to include a few markets beyond a single segment. More than market opportunities, multiple goals extend and reduce reliance on a single market goal. Selective targeting is an appealing technique when it is possible to use some of the positioning elements for more than one target segment.
3. Extensive targeting: This is also referred to as mass marketing. The goal of the intensive targeting is to achieve a dominant market position by attracting all or most of a consumer market's buyers.

### **3.5 Positioning**

Market position refers to the perception of a brand or product by the consumer in relation to competing brands or products in marketing and business strategy. Market positioning refers to the process of determining a brand or product's image or identity in order for consumers to perceive it in some way. There are some positioning strategies which are given below:

1. Product attributes and benefits: Associating your brand/product with certain characteristics or with certain beneficial value.
2. Product price: Associating your brand/product with competitive pricing.
3. Product quality: Associating your brand/product with high quality.
4. Product use and application: Associating your brand/product with a specific use.
5. Competitors: Making consumers think that your brand/product is better than your competitors.

### **3.6 Competitive marketing strategy**

Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. They can attack the leader and other competitors in an aggressive bid for future market share as market challengers or they can

choose to not rock the boat as market followers. Competitive strategies have four stages and those are:

Market- Leader Strategies

Market - Challenger Strategies

Market- Follower Strategies

Market- Nicer Strategies

### **3.7 Market leader strategies**

Market leadership is the position of a company with the largest market share or highest profitability margin in a given market for goods and services. Market share may be measured by either the volume of goods sold or the value of those goods. We look at some strategies which are common for every market leader. Such as:

1. Covering the market globally and locally: If you have a business which has numerous competitors, it is important that you look at market expansion along with localization. Don't stay back from the global market, but more importantly, while serving the global market, do not forget your home ground. The simple supporting statistic for this statement is that each and every developing country, after exploring the global markets, is now looking at their own rural markets which will provide the maximum growth opportunities.
2. Expand smartly: Expanding just for the sake of growth can become disastrous. All strategists know that keeping an eye on the cash flow of the business is the most important thing for the growth of the organization. If your working capital is being used for expansion, this will affect even the business units which are actually showing growth thereby causing you to cut back on essential plans.
3. Control costs: Look closely at the accounts of any good company and you will find ways being implemented to manage costs. There is one basic equation for profits.  $\text{Income} - \text{Expenses} = \text{profit}$ . Thus if you cut down your costs, your expenses automatically come down thereby increasing the overall profit.
4. Implement good marketing plans: The crux of beating your competitors is to have your own unique position in the mind of the consumers. This position should be highly attractive and profitable. Only then you will gain advantages over time.

5. Focus on your customers: Several companies, while making profits, forget that the prime reason they are still working is because the customers like their products. The day a company forgets this principal, it is bound to fail.

### **3.8 Market challenger strategies**

Market Challenger Strategies are the company's marketing strategies, either in the third or runners-up position on the market, to attack the leader or the initial competitor with the intention of capturing a larger market share and earning huge. The business competitors are usually those companies that have a good market credibility and a strong financial position. Such businesses are approaching the market leader and rival at the same rate with the goal of reaching the first market position or becoming a leader in the industry.

Business challenger strategy the following are general business-led attack techniques:

1. Frontal attack: The frontal attack is the direct attack in which the market challenger matches the product, price, advertising and promotional activities of the rival. The market challenger also can cut the product's price, offered the customers are convinced that the quality is not compromised and is as good as the high-priced products.
2. Flank attack: The attack on the flank means attacking the competitor at their weak points. The market challenger here determines the competitor's weak areas in terms of two strategic dimensions, i.e. Geographic as well as segmental. The challenger will identify the places where the competitor is in the process of performing and then drive their marketing strategies in this field.
3. Encirclement attack: The attack on the encirclement means, simultaneously assaulting the market leader or a rival from all directions, it is the combination of both frontal and flank assault. The market adversary is conducting multiple aggressive strategies here, i.e. surrounding the competitor with a varied product and forcing the competitor to defend himself simultaneously from all sides.
4. Bypass attack: The bypass attack is the indirect attack in which the business attacker is not directly targeting the leader but increasing the market share by disrupting the easier markets. By following any of the strategies respectively, the challengers may circumvent the leader.

5. Guerrilla attack: Guerrilla attack is the challenger's periodic attempts to demoralize the opponent by using both traditional and unconventional methods of attack.



Figure: Market challenger strategy

### 3.9 Market follower strategies

The firms prefer to follow leader rather than to challenge are called the followers. They do not face the leader directly. Some followers are capable to challenge but they prefer to follow. However, markets followers always react strongly in case of any loss. They have following strategic options:

1. Counterfeiter or fraudster: It is a simple way to follow the leader. The follower who wants to be counterfeiter duplicates the leader's product as well as package and sells it in the market through disrepute distributors. Products are marketed secretly to avoid legal complications.



2. Cloner or emulator: The clones (emulates) the leader's products, distribution, advertising and other aspects. Here, product and packaging may be identical that of leader, but brand name is slightly different.

3. Imitator: Some followers prefer to imitate/copy some aspects from the leader, but maintain differentiation in terms of packaging, advertising, sales promotion, distribution, pricing, services, and so forth. Customers can easily distinguish imitated product from original one.

4. Adaptor: Some followers prefer to adapt the leader's products and improve them. They make necessary changes/improvements in the original products and develop little different products. The adapter may choose to sell the products in different markets (country or area) to avoid direct confrontation with the leader.

### **3.10 Strategies for market nicher**

A niche is a more narrowly defined small market (limited number of buyers) whose needs are not being well-served by existing sellers. It is a small segment that has distinctive needs and is, mostly, ready to pay high price. Marketers can identify niches by dividing a segment into sub-segments or by dividing a group with a distinctive set of traits.

Specialization is the basic idea to serve niches. Nichers can apply specialization on various aspects. They can practice one or more of following marketing strategies:

1. End-user specialist: It is very popular and widely used option to serve niches. The firm prefers to operate one-type of end-use customers.

2. Vertical level specialist: The firm can specialize at vertical level of production or distribution

3. Customer size specialist: The firm can sell products only to small, medium, or large size customers. For example, a firm can supply one or two components only to large companies.

**Chapter Four**  
**Marketing Strategies of Patriot Eco Apparel Limited**

## 4.1 Introduction

Marketing Strategies of Patriot Eco Apparel Limited is a reputed company in Bangladesh. They continue their business since 2000. So the company going through a proper strategy which we can called marketing strategy. That is mention bellow:

## 4.2 Marketing mix of Patriot Eco Apparel Limited

### Product

Product means the combined goods or service offered to a market by a company. It's every single company's main element. The need of each customer in the textile industry is different. So the requirement of the customer depends mainly on the production. Patriot Eco Apparel Limited able to produce number of fabrics such as:

Fabrics Name	
1. Poplin	12. Spandex honey.
2. Canvas	13. Auto man,
3. Rif stop	14. Sluf twill
4. T/C pocketing	15. Panorama canvas
5. Sheeting	16. Herring bon twill
6. Canvas peach	17. Spandex satin twill.
7. Twill peach	18. HB twill
8. Spandex	19. Spandex bed fard
9. Twill peach	20. LY Honeycomb
10. Spandex	21. T/C canvas
11. Poly z twill	22. Panorama canvas

Over 95 percent of textile fabrics can be manufactured in their factory. As a result, this company will meet the target market demand. This large number of product lines is the company's

strength. Here the company produce more poplin and canvas because their demand are more and as per as the economics of scale the piece decrease when they produce it in bulk amount. There are some reasons this are:

1. Branding: This product canvas and poplin is our core product and we are specialized on this sector so we focus on two specific products more. We spent 45% of our total promotional budget on this two specific product. That why as a brand for canvas and poplin Patriot Eco Apparel Limited is best.
2. Service and guarantee: we are concern about those products that's why the company provide after sales service and give replacement warrantee if any problems occur but for that terms and conditions are applied.

Overall we can say that these are the core product of their product line which covers around 65% of their total profits.

### Product personalization

Definition of quality is different person to person, as the obligation for one customer is to manufacture bodysuits. The fabric is the same, but the quality is different. Patriot Eco Apparel Limited is capable of producing both product qualities. Mainly the company totally produces their product according to their customer demand as they want it also can be the involvements of raw material along to the final product. But also Patriot Eco Apparel Limited has some basic products line which they show at the primary stage to check the buyer the quality and which covered their showroom.

### Ensure the quality of the products

Patriot Eco Apparel Limited has modern machinery and technology to produce products. This company believes that quality is the last word in the business. This reflects the loyalty and also answered of the question why they are best. This company export their product in various countries so it's very important to ensure the products quality. Patriot Eco Apparel Limited monitor the overall process while the product produced and the quality also check both by the quality manager and on digitalize machine to ensure the actual quality buyer want. The company tries their best to keep their 100% promise which they committed with the buyer.

## **Price**

Price is another influencing factor of the marketing mix. Sometime price play an important role in a market. Such as a firm offer reasonable price to better quality products so customers like to purchase this company products. Patriot Eco Apparel Limited use different kind of pricing strategies to sustain the market.

### **Customer buying pattern**

Buying pattern varies to every customer. Some customers are middle range some are high range according to their demand. It is very easy to calculate when a company produces product in bulk, the cost of production time has been minimized. The result is that Patriot Eco Apparel Limited could deliver a low price to the consumer. This type of pricing strategy is known as pricing the product package.

### **Discount rate**

The discount cost is the first pricing strategy. Patriot Eco Apparel Limited meets this value primarily. Such as one customer purchases 5000 pieces of twin cloth so that when Patriot Eco Apparel Limited offers the purchaser that the purchaser has to pay the bill within 60 days but the purchaser pays the bill within 20 days so that the customer receives a 5 percent discount on the payment. If anyone buys the product with full payment in that case the company offered 10% discount. Patriot Eco Apparel Limited also offer facilities to the buyer that they can paid the money after sell but it is only applicable for the small type buyer who continues their business in Dhaka. For the first timer have dinner offer at 5 star hotel and foreign holiday tour for 5 best buyers in a calendar year.

## Reasonable price with better quality products

Patriot Eco Apparel Limited to retain in the competitive market offered the customer reasonable price with better quality service. This company is comparing their cost to rival firms and selling their goods. As a result, wherever customers find virtually the same cost as the company does not sacrifice the value of their service. As before we mentioned that the company is on Tongi, Gazipur. All of the infrastructure along with land machineries' and others are owned by the company and the most turning points is the expertise of the labor made the product cost effective. In the early time the owner of the company was the leader of labor of a textile company and he was well known about the labor who are best and the company pick them.

## Promotion

Promotion is another compilation of marketing strategies used to convince or reassure target audiences of a product, service, brand or issue's relative merits. To reach their customers, Patriot Eco Apparel Limited uses various marketing strategies. The main objective of promotional activities is to provide the customer with awareness of the product or service. What kind of promotional strategies does the Company follow which are given bellow:

### Personal selling

Personal selling refers that when someone sell his product directly to the customers. It also called person to person selling. The organization has a group that knocked customers door to door and concerned about the quality of the goods. Members of the sales team use catalogues, sample of products to provide the customer with the knowledge. The sales team needs to understand the need of the consumer, what a customer wants. The sales team of 10 people works throughout the industry, each marketing representative has a goal in each month.

### Maintaining relationship with the customers

This term is mostly important if you want to survive in the market obviously you have to maintain a good relationship with the customer. And for that Patriot Eco Apparel Limited offer dinner parties, offered complain box if any problem occurs you can easily drop your letter, they also send various gift during various festivals.

## Promotional tools of Patriot Eco Apparel Limited

This company offers all kinds of tools to promote their products; this company is a gift to them. The company has more than 19 years of experience and during this time the sales team also learns awareness of how to convince people. The marketing team will mainly connect directly with the customer, but they will receive the order over the phone or via email for a while.

The sales team not only visits in customers firm they also visit different kind of events, in the last trade show they took participate. Where they meet different kind of customers, suppliers, manufactures so on. The sales team introduces their product to different customers. But they give priority to the loyal and those customers according to buying scale. The company made T-Shirt for the street boys and girls, distribute on different occasion. Others ways are:

1. Online advertisement: The Company provides online advertisement like pop up ads, banner ads on internet.
2. YouTube and social media marketing: The company run a You Tube channel for promote their business along with a Facebook page. Luckily both have around 5 million subscribers.
3. E- Mail marketing: They send mail to the customers for promotion.
4. Billboard and banners: The Company has around 5200 banners and billboards over the country which helps to promote them.

## Place

Patriot Eco Apparel Limited uses a variety of distribution channels to provide customers with their product. This company is a distributor that sells its product to third parties. The third party markets its goods to the distributors and the distributor sells the product to the end customers. Foreign buyers are another distribution channel, although this group cannot sell their product directly, but they supply their product through third parties and the third party supply the company. In this way, only loyal customers buy their product, the loyal customer knows about this business and trust the company in such a way that it offends them. Company invites in this party old and new customers, thus maintaining strong customer relationships.

### 4.3 Marketing Mix (4ps) of Patriot Eco Apparel Limited

<p><b>Product</b></p> <ol style="list-style-type: none"> <li>1. Able to produce number of fabrics.</li> <li>2. Products personalization.</li> <li>3. Ensure the quality of the products.</li> </ol>	<p><b>Price</b></p> <ol style="list-style-type: none"> <li>1. Customer buying pattern.</li> <li>2. Discount rate.</li> <li>3. Reasonable price with better quality products.</li> </ol>
<p><b>Place</b></p> <p>Local market</p> <ol style="list-style-type: none"> <li>1. Distributor</li> <li>2. Retailer</li> <li>3. Customers</li> </ol> <p>Foreign market</p> <ol style="list-style-type: none"> <li>1. Third party</li> <li>2. Foreign buyer</li> <li>3. Retailer</li> <li>4. Customers</li> </ol>	<p><b>Promotion</b></p> <ol style="list-style-type: none"> <li>1. Personal selling</li> <li>2. Maintaining relationship with the customers.</li> <li>3. Use various kind of promotional tools</li> </ol>

Figure: Marketing mix (4ps) of Patriot Eco Apparel Limited



## **4.4 Segmentation**

Patriot Eco Apparel Limited is no different than other companies in a business segment a market in different ways. The business segments the industry in various categories. Those are shown below:

### **Geographic segmentation (Region)**

Patriot Eco Apparel Limited is a producer of fabrics, supplying domestic and international markets for their products. They sell their goods to different countries, but they focus primarily on European countries. For Patriot Eco Apparel Limited European countries are a geographic part.

This company also supplies its goods on the domestic market, this company supplies its products in metropolitan cities like Dhaka, Chittagong, and Khulna and so on. This is also a regional segment on the local market for Patriot Eco Apparel Limited.

### **Demographic segmentation (Buyer financial condition)**

Another important segment for Patriot Eco Apparel Limited is buyer financial condition. This company is trying to ensure that the dose buyer is able to pay the price of the products. The company meets the financial condition of both national and international customers. They test transactions with banks and other companies for the foreign buyer. Also ensure do they pay the bill in time so on.

They verify the financial condition of the purchaser and the payment system with other textile manufacturing firms for the national purchaser. We check it, if possible, by sending management team.

### **Psychographic segmentation (Usage rate)**

Patriot Eco Apparel Limited is the producer of fabric products, manufacturing large quantities of goods in single day. The business has also segmented consumers who purchase their goods in bulk. In this company, buyers who buy heavily only those buyers are.

## Behavioral segmentation (Loyalty status)

There are four types of loyal customer in the market. They are:

1. Hard core loyal
2. Split loyal
3. Shifting loyal
4. Switchers

It's impossible to find the hard core locals on the market. So this business is based only on loyal splitting and loyal shifting they provide these customers with unique offerings. Such as price of discount, donation, fee, etc. Loyal clients are more successful than new clients. So choose this segment from this company.

## Benefit segmentation (Perceived value)

Benefit segmentation the term is related to the actual service the customer get from the company. For that's why to know the customer opinion Patriot Eco Apparel Limited manage the help line and complain or opinion box in every branch and they read their opinion and take action to provide better services.

## 4.5 Target market

There are growing clients, services and needs on the market. Patriot Eco Apparel Limited target segment of the company in different ways, each company selects segment market in different ways. There are three ways that market segments can be evaluated and selected.

1. Full market coverage
2. Multiple segment specialization
3. Single-segment concentration

This business is not pursuing the options for the first and third number. The organization is only following the specialization of multiple segments. The organization is targeting different segments in this way. Those parts are given bellow:

## Buyer purchase behavior

Patriot Eco Apparel Limited company primarily target large purchasers, these purchasers are more competitive than other purchasers. Large volume customers have different kinds of benefits that are when Patriot Eco Apparel Limited manufactures large quantities of fabric at one time for a single company that as the preps price went down, the overall cost of production decreases.

## Status of the customers

The second target requirement is the export status of consumers with the company of other countries. Patriot Eco Apparel Limited is the manufacturer, exporting their products only through other textile swing companies. The export process is the first to get an order from a swing textile company from another country than they pass the order to any manufacturer of textile products. The textile manufacturer passes the order to the swing textile companies after completing the production of the product, swinging the product and exporting the product to the customer on time. So the Patriot Eco Apparel Limited completing the product development, swinging the product and shipping the product to the customer on schedule, the textile producer passes the order to the swing textile companies.

## Target of local customers

On the other hand, Patriot Eco Apparel Limited wholesale textile goods on the local market, consumer requirements for the whole market are payment policy, purchase volume, quality requirements, etc. Payment policy means payment behavior by consumers. This criterion is usually considered as a major factor for selling the products. Sometimes many consumers don't pay bill on time so for this reason the wholesaler faces different kinds of problem. Patriot Eco Apparel Limited company tries to make sure that the customer doesn't make them trouble with the payment. The second requirement is the material quantity. Patriot Eco Apparel Limited also markets its goods on the local market if a buyer orders and needs a limited amount of products. That's why they can sell their product to local customers.

## **4.6 Market differentiation**

Patriot Eco Apparel Limited differentiated the market in various kinds of ways which is given below:

### **On time delivery**

The company offers a variety of services to distinguish the market, the first deal is to produce the goods on time, and this company mainly produces the products to supply the consumers with the items. Then those customers are doing their final work like slicing, spinning, wrapping, etc.

### **After sales service**

Patriot Eco Apparel Limited provides the consumer with after-sales service. If after sales some problem occurred, the company took steps to solve the problem. The company is trying to figure out how this problem occurred and who is responsible for it if Patriot Eco Apparel Limited is responsible for the problem, so you have taken some steps such as providing the payment and recalling the whole fabric they sell to the company.

### **Use modern technology and machine**

Patriot Eco Apparel Limited produces goods using modern technology and machinery. In the factory there are different types of machine available, these machines are modern for material production. These are the tools are Stoll 12GG number of machine are 80, Goushen 12 GG number of machine 50, Goushen 7 GG number of machine 35, Goushen 5 GG number of machine 77, Goushen 3 GG number of machine 60.

## **4.7 Market positioning**

Positioning is the act of designing offers and image companies to take a distinctive place in the minds of the target market. Patriot Eco Apparel Limited company offers different things to provide the customers with a transparent and positive picture. Below are those different offers that make the competitor different.

## Product attributes and benefits

It means the characteristics for which Patriot Eco Apparel Limited. is different from others. Patriot Eco Apparel Limited offer quality products in relatively lower price.

## Product price and quality

Patriot Eco Apparel Limited company main aim is to manufacture quality full product for the customers. The requirement of a product differs customer to customer. The company put their best to manufacture as per customer requirement. They know very well that quality is the last word for the business. If the company manufacture good products for the customer so they can sustain in the market otherwise not. So quality is the top priority for the company in lower price than others.

## Product use and applications

Patriot Eco Apparel Limited can manufacture almost every textile products. Huge range of products line has in the textile industry. But it is very hard to manufacture all kinds of product textile for a single textile company. The Textile (Pvt.) Ltd. is able to manufacture 95% of the textile products. This company cannot produce 5% of the textile products because of lack specific technology, machine and raw material. Though 95% production capability can easily coverage the market demands. They are specialized at canvas and poplin; they are most selective in this sector because it's their strengths.

## Competitors

Patriot Eco Apparel Limited uses another targeting strategy which is extensive targeting for competitors. It means they focus on buyers demand beside product quality like air ticket, accommodation, travel facilities etc. are most important.

#### 4.8 Marketing strategies of Patriot Eco Apparel Limited

<h3>Segmentation</h3> <ol style="list-style-type: none"><li>1. Geographic segmentation<ul style="list-style-type: none"><li>• (Region)</li></ul></li><li>2. Demographic segmentation<ul style="list-style-type: none"><li>• Buyer financial condition</li></ul></li><li>3. Psychographic segmentation<ul style="list-style-type: none"><li>• Usage rate</li><li>• Loyalty status</li></ul></li></ol>	<h3>Targeting</h3> <ol style="list-style-type: none"><li>1. Buyer purchase behaviors</li><li>2. Status of the consumers</li><li>3. Target of local customers</li></ol>
<h3>Differentiation</h3> <ol style="list-style-type: none"><li>1. On time delivery</li><li>2. After sales service</li><li>3. Use modern technology and machine</li></ol>	<h3>Positioning</h3> <ol style="list-style-type: none"><li>1. Quality of the products</li><li>2. Produce different kind of products (Feature)</li><li>3. Pricing</li></ol>

Figure: Marketing strategies of Patriot Eco Apparel Limited

## **4.9 Competitive marketing strategies of Patriot Eco Apparel Limited**

Patriot Eco Apparel Limited uses 2 different strategies in the competitive market. That is:

### **Market challenger strategies**

The organization primarily follows the approaches of the sales challenger. Marketing strategies have different ways of capturing the market.

### **Strategies, objective and opponents**

A market challenger must first define its strategies objective, usually, to increase market share. The challenger must decide whom to attack.

### **It cannot attack the market leader**

Patriot Eco Apparel Limited will not attack the leader of the market. This is the high risk of attacking the leader of the market. The company needs huge investment to target the market leader it is not capable of as well as lower the product price, increasing the channel network's distribution activities and invest a lot in the advertising. Patriot Eco Apparel Limited. competitor is Beximco Textile Limited is the market leader in the textile industry. The financial condition, distribution channels and technical expertise of Beximco Textile Limited Company is far more than Patriot Eco Apparel Limited. But targeting the market leader would be incorrect tactics, and this business is not doing this.

### **It can attack firms its own Size**

Patriot Eco Apparel Limited is using this strategy to sustain the competitive market. The company is trying to figure out the difference between the rivals and the clients of the business. This company's main competitor is Minima Textile, Haque Textiles Ltd, Inception Textile, Rahima Textile. After figuring out the difference this company offers less than competitor various kinds of products and trying to satisfy customers. This company is attempting to capture the competitor market in this way.

It can attack small local regional firms

Patriot Eco Apparel Limited is also attacking the smalls companies, small businesses that are supplying their products on the local market. These companies manufacture good quality textile products and traditionally manufacture this product. So the level of production is poor, so this company took from the small firms the higher purchasing customers.

#### **4.10 General attacks strategies of Patriot Eco Apparel Limited**

There are five ways to attack the competitor those are:

1. Frontal attack
2. Flank attack
3. Encirclement attack
4. Bypass attack
5. Guerrilla attack

Patriot Eco Apparel Limited does not follow all the strategies. Because the entire strategies not suitable for Patriot Eco Apparel Limited.

##### **Frontal attack**

The attacker matches the product, advertising, price and distribution of his opponent in the pure frontal attack. This organization is not going to attack in this approach. A firm needs a huge amount of investment in this strategy, focusing on the same product line, price, promotion of intensive advertising as well as the development of new products. So for Patriot Eco Apparel Limited these strategies don't fit company.

##### **Flank attack**

A flanking strategy is another name for identifying shifts that are causing gaps to develop, and then rushing to fill the gaps. The company finds a way; the first difference is the cost of the goods. Product price bid to consumers from the rival. Therefore, Patriot Eco Apparel Limited business attempts to reduce the cost of products, so that the company buys raw materials on cash so that the company gets discount rate from the vendors, as a result the final product value has risen and they can sell consumers at a lower price than rivals. The second difference is the



consumer value. Sometimes a few suppliers are unable to guarantee the value of the goods. These competitors are therefore unable to keep those customers. So Patriot Eco Apparel Limited main goal is to provide the customers with quality products as a result they can keep the customers and target those customers who are not satisfied with the competitors.

### Encirclement attack

Encirclement attempts to capture a broad slice of territory by launching on several fronts a grand offensive. When the challenger demands higher wealth, it makes sense. This company provides the distributor with a higher incentive to sell their products. Due to the higher opportunity than the other rivals, retailers want to sell these business goods more on the market.

### Bypass attack

Bypassing the enemy entirely give three lines of approach to target easier markets. Textile products from Bangladesh are popular in European countries. Patriot Eco Apparel Limited main rivals and other textile firms concentrate on this regional market, at this stage this company is trying to focus on new geographic market. The best option for attracting new consumers is Native America. To sustain in the market, this company brings some differentiation. Such as this company produces only shirt and pant fabric, they plan to introduce sports fabric now. The demand for sports fabric in the local market is so strong, so we plan to produce these types of products. The nearest competitors of this company are not listed in this field.

### Guerrilla marketing

Guerrilla attacks consist of limited, sporadic, conversional and unorthodox assaults, including selective price reductions, aggressive advertising blitzes and occasional legal action to threaten the adversary and eventually secure permanent footholds. The business does not pursue these strategic tactics.

#### **4.11 Niche strategies**

A niche market is the consumer segment that focuses on a particular product. The market niche describes the consumer attributes that are intended to meet specific market needs, as well as the price range, the level of production and the markets to be targeted. It's also a tiny segment of the market.

Patriot Eco Apparel Limited has a plan for niche marketing. Firefighter suit fabric is manufactured by this business. This firm target is a very particular group of people or clients with common needs and desires. This organization exports to Croatia this sort of fabric. There also have some unique product items like swimming suit, others sports dress and also their cottons.

**Chapter Five**  
**SWOT Analysis of Patriot Eco Apparel Limited**

## 5.0 SWOT Analysis

SWOT analysis (or SWOT matrix) is a strategic planning tool used to help identify strengths, vulnerabilities, opportunities and risks relevant to business competition or project planning. It is intended to define the business venture or task targets and describe the internal and external factors favorable and unfavorable for achieving those goals. SWOT analysis users also ask and answer questions in order to produce meaningful information for each class in order to make the tool usable and to define its competitive advantage.

Strengths and vulnerability are often interrelated with each other, while opportunities and challenges are generally based on the outside world. The name is an acronym for the four parameters explored by the technique:

- ✓ Strengths: A characteristic of marketing strategies are uniquely point that gives advantage to the company.
- ✓ Weaknesses: Characteristics of marketing strategies of the business that's shows the lacking by which they are backward from others.
- ✓ Opportunities: Chances of marketing strategies that could be turned into advantage make can make history.
- ✓ Threats: Elements of the company in the environment that could cause trouble for the business or project.

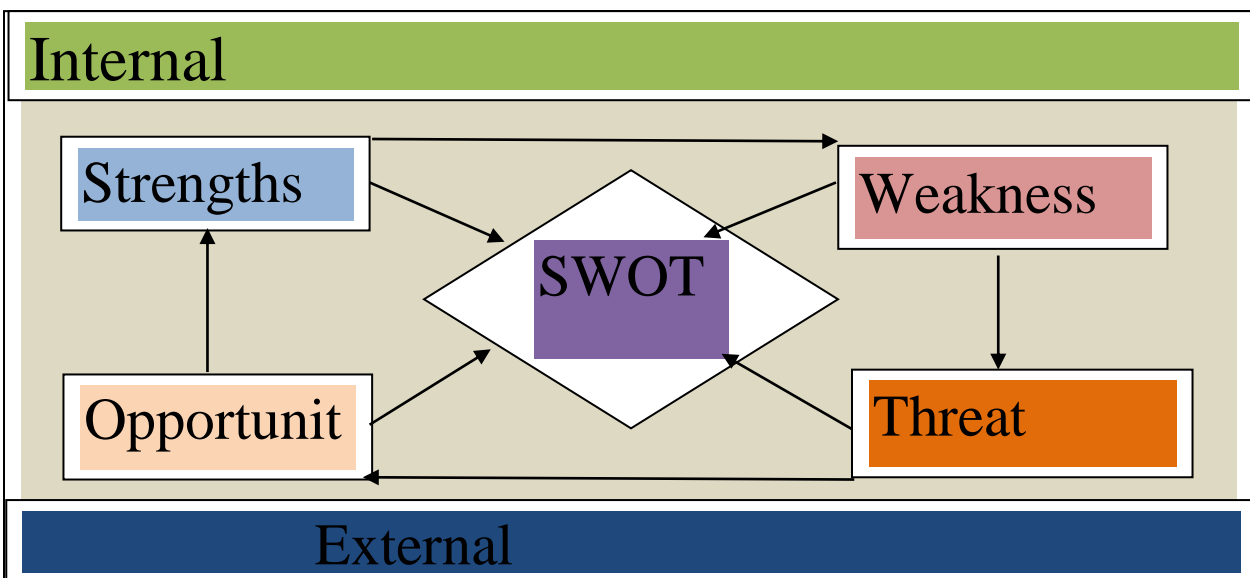


Figure: SWOT analysis

## **5.1 Strengths**

### **Marketing Knowledge**

Patriot Eco Apparel Limited is continuing their business and competes tries their best to sustain in the market. Their marketing team is so strong for that they able to capture the market within short time.

### **Management expertise**

Different companies divisions such as sales, finance, human resources, department of quality control, etc. Nearly every worker has a lot of experience and knows how to do the job. Managing director and other senior bodies have more than 15 years of business experience.

### **Production capability**

Patriot Eco Apparel Limited production capacity is very high, the company is using modern machine to manufacture the goods. 1200,000 pc per yarn can be produced by the company. Such skill workers from the business have an important role to play in increasing production. The value of production will rise every day. The company plans to buy new machines in order to increase their production capacity.

## **5.2 Weaknesses**

### **Raw materials**

This industry relies heavily on cotton. For this raw material, Bangladesh is also much more dependent on other foreign countries. Sometimes suppliers raise the price of raw materials in different kinds of reasons, so it was very difficult to produce the product at low cost.

### **Lack of technical knowledge**

Most employees do not have the technical knowledge, only 15 percent of employees are trained. So most of the worker can't handle the modern machines or operate them. Although they are experienced, they need too much time to cope with new system when they meet with new technology.

### Energy maintenance cost

This company does not have sufficient power supply. They are therefore dependent on generators that increase the cost of energy maintenance in the industry.

### Threatened work environment

The company's working environment is very hurried. In every single day, almost every employee works an average of 10 to 11 hours. To increase in shipping time of this working hour. Additional workers 2 to 3 needed to handle the job in each unit, but the company followed the cost-cutting plan. This extra presser therefore goes to the hade of the existing employee.

## **5.3 Opportunities**

### Direct export opportunity

Patriot Eco Apparel Limited is unable to directly export its products. They are exporting their product through another party. Therefore, this company plans to export its own product without any via the company. As a result, the company needs a business to swing and prepare final products for the consumer. Top-level director of the company and MD finish the design of the swing company. This company already applied for loan in 2 or 3 Banks for the swing company project. Within 6 months the project will be start. After that, this company is able to export their products to others countries.

### Energy saving opportunity

Cutting off electricity is the common problem in the factory Patriot Eco Apparel Limited implement generator for the power supply to solve this problem business. This is quite a costly process. So the solar power panel can be installed. The manufacturing area is large, so installing the solar power panel has no problem. Company can save money in this way, and it is environmentally friendly.

## Huge opportunity in the local market

Patriot Eco Apparel Limited delivers its products on both the local and international markets. In the international market, this company mainly supplies its product. The company is planning to supply the service to the local market in large numbers. So for the client, it can be a huge opportunity.

## 5.4 Threats

### Existing competitors

There are number of competitors on the local market, but the main competitor is the textile produced in China. The market is filled with textile from China. In the lower cost, they offer the product than other companies. So in the market they can create a threat.

### Higher duty in the textile material

Bangladesh is unable to manufacture textile content like yarn, cameral, etc. The producer must therefore import certain items in order to produce the textile materials, but year after year the government also raises the textile material's duty as a result of the increase in production costs. If the government doesn't think about this, then in the near future the textile business will face any risk.

### Balance between price and quality

There is a challenge for making balance between price and quality.

## 5.5 SWOT Analysis of Patriot Eco Apparel Limited

<b>Strength</b>  <ol style="list-style-type: none"><li>1. Financial capability</li><li>2. Marketing related knowledge</li><li>3. Management expertise</li><li>4. Production capability</li></ol>	<b>Weakness</b>  <ol style="list-style-type: none"><li>1. Raw materials</li><li>2. Lack of technical knowledge</li><li>3. Energy maintenance cost</li><li>4. Rush work environment</li></ol>
<b>Opportunity</b>  <ol style="list-style-type: none"><li>1. Direct export opportunity</li><li>2. Energy saving opportunity</li><li>3. Huge opportunity in the local market</li></ol>	<b>Threats</b>  <ol style="list-style-type: none"><li>1. Existing competitor</li><li>2. Higher duty in the textile material</li><li>3. Balance between price and quality</li></ol>

Figure: SWOT analysis of Patriot Eco Apparel Limited



**Chapter Six**  
**Findings, Recommendations and Conclusion**

## **6.1 Findings**

### **Lack of market understanding**

To capture the market first of all it is essential to understand the market condition. You have to be well known customers want and others substitute companies what doing to hold position in the market. So it's important to focus on the market.

### **Lack of understanding of customer preference**

Customers are the main asset for any business. The marketers have to understand the customer's preference. According to customers preference the company have to deliver their product and service. Patriot Eco Apparel Limited is relatively poor in that particular side.

### **Inadequate marketing strategy evaluation**

Marketing strategy not remains same always. It is needed to evaluate and upgrade the strategies according to the situation. To evaluate the marketing strategies of Patriot Eco Apparel Limited is not regular.

### **Limitations of marketing research**

If you want to know about the market condition and find out opportunities you have to emphasize on research. Patriot Eco Apparel Limited continues research but which is very poor level.

### **Lack of modern machineries and technology**

Now a day everything is becoming technology oriented. Patriot Eco Apparel Limited use modern machineries but which is not enough. It's mostly depended on human resource. But when the company has to produce in bulk amount they face a huge problem in manufacturing.

### **Weak distribution channel**

Patriot Eco Apparel Limited sells their product by third party but if they build up their own distribution channel both in domestic and international level. It will be more beneficial for the company.

### Comparatively poor marketing skill

Patriot Eco Apparel Limited still pursuing the conventional method of advertising, as workers are not adequately qualified in marketing. Marketing strategies for this business skip any.

### Lack of workshop and training for marketing department

Workers of Patriot Eco Apparel Limited not get proper training and workshop, that's why they cannot cope with the market situation. Workers sometimes make mistakes and cannot produce achieve the target.

### Less number of employees in sales

The company follows the cycle of cost cutting, where members of the marketing team need 15 employees in this business, but they only have 10 people. It's the same for other agencies. So it produces a huge pressure on the back of the current employees. A single employee works in the workplace for about 10 to 11 hours on average. This operating hour increases the delivery time.

### Lack of information

Company information is rare on the Internet, so the general public hardly knows about this business. The statistical information of the company is not available to all. And gathering the company's data was very difficult to prepare the report. Some data from the company are not available for everyone to expect top management.

### Lack of customer relationship management

Management of the customer relationship in this company is poor. Employees do not contract with customers on a regular basis and there is a gap between customers and employees.

### Lack of experienced employees in bottom level

Patriot Eco Apparel Limited employed fresher in their first line marketing level. So these levels they need to employ experience employee for ensure better buyer or customer satisfaction.

## Job security for the employee of sales department

Sales job at Patriot Eco Apparel Limited is not adequately safe compared to other departments. The turnover of workers varies from division of sales to division of benefit. In each month, the organization has set a target for an employee. If the employee is unable to meet the goal, the organization will position the employee's presser.

## Inefficiency in IT

In Patriot Eco Apparel Limited there is a shortage of computerized system in various sections. Employees of the company are using less software. Traditionally, they do not active of their market research. So it delays the whole process of working.

## 6.2 Recommendations

- ✓ To understand the market, Patriot Eco Apparel Limited should focus on the overall company framework. They have to include expert and experienced employees as they can easily understand the market.
- ✓ For understand the customer test and preference Patriot Eco Apparel Limited need to conduct market research. When they can be known about the actual demand they can easily deliver the expected service to the customer.
- ✓ Marketing strategy is the blueprint to achieve customer satisfaction. The company needs to be always updated about the market condition. According to the evaluation of the market conditions they have to take action. If they can do it they can easily reached to their goals.
- ✓ This world turned into a global village. So Patriot Eco Apparel Limited should launch their website. Having their own website would help the company. Where new customers can easily know about the company and the company can connect with authority via website.
- ✓ The company need to build up their own distribution channel by which they can directly reached to their customer.
- ✓ The company must employ the company's marketing expertise and trained them in proper way to the textile industry's marketing system.

- ✓ In this type of company, marketing is an important function and the top management must understand and believe the usefulness of marketing activity and for that they need to go with more marketing campaigns.
- ✓ The company needs to follow a strong marketing plan with a view to preserving the business profitability. To follow the plan in depth, they have to ensure the proper action from bottom level to upper levels.
- ✓ All employees should be trained with marketing objectives so that the company can achieve the common objective and increase productivity.
- ✓ The company must hire more staff especially in sales unit, increasing the additional workload from the current workforce.
- ✓ The Company must ensure safety. Which specially means that the job security. Because the sales people most often cannot reached to their target. If the employee fall his / her job is in danger, the employee will not be able to put 100% into the job.
- ✓ Sales workers benefits should be increased so that they do not often turn to other businesses. It can minimize co-employment.
- ✓ Companies must install computers in each department and use the IT to enhance the efficiency of regular activities. .
- ✓ The top level manager should improve the overall factory system so that the worker can work comfortably. And it will increase the coordination and the production.
- ✓ The company should analyze the competitive strategies of the other companies, thus enabling the company to review and establish appropriate marketing strategies.

### **6.3 Conclusion**

Patriot Eco Apparel Limited is the manufacturer of textile products. From 2000, they began their operation. They have established themselves as the leading manufacturer of textile products in our country in 18 years. To achieve their goal, all departments are doing well. It's a very fun and casual atmosphere. Therefore, between the supervisors and the juniors there is no communication gap. But the main problem in digitalization and build up a strong distribution channel with skilled marketing expertise. Because when they went for huge production according to customer demand it takes more time. The overall work after manufacturing is done by marketing department like promotion, targeting, positioning and crating brand value. So the Top level management needed to emphasize on this particular sector. Also in this company they need to focus on research, proper training and coordination among various departments. This business is growing year after year steadily. Patriot Eco Apparel Limited is attempting to increase production capacity so that top-level executives are planning to buy more sewing machines. As well as this company is unable to export their product directly through some business, they export the item. Others intend to set up a swing business to manufacture final products and deliver to customers. This growth rate increase which will contribute in the textile sector of Bangladesh.

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