

**“An Analysis of the Marketing Activities of Baycliffe
Consultants Limited.”**



Daffodil International University

102, Shukrabad, DT-5, Dhanmondi, Dhaka-1207

**“An Analysis of the Marketing Activities of Baycliffe
Consultants Limited.”**

Prepared For:

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Prepared By

VabataranChandro Roy
ID: 123-11-2698
Program: BBA
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Daffodil International University

Date of Submission:

Letter of Transmittal

Date:

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship report on “An Analysis of the Marketing Activities of Baycliffe Consultants Limited.”

Dear Sir,

I am pleased to submit hereby the Internship report of “**An Analysis of the Marketing Activities of Baycliffe Consultants Limited**” for your kind evaluation. To prepare this report, I have given my best effort that would enhance the project report. This report attempts to describe my observations, learning during the study this course.

I made sincere efforts to study related materials, documents, proposals, budgeting issues report and operational systems of Baycliffe Consultants Ltd. and examine relevant records for preparation of the Internship paper as comprehensive and informative as possible within the time allowed for me. Due to various there may be some mistakes for which I beg your apology.

I would be glad if you accept the term paper and also requesting to consider limitations with a soft view that had made due to my limitations and oblige thereby.

With the best regards,

Vabataran Chandro Roy
09.12.2019

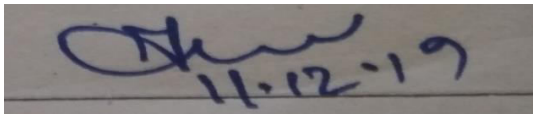
Vabataran Chandro Roy
ID: 123-11-2698
Program: BBA
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Letter of Approval

This is to certify that the internship report entitled “An Analysis of the Marketing Activities of Baycliffe Consultants Limited” has been submitted for Daffodil International University Bangladesh by Vabataran Chandro Roy, 33th batch bearing ID No.123-11-2698 for the award of Bachelor of Business Administration with major in “Marketing”.

The report is recommended for submission.

I wish him every success in life.

A rectangular box containing a handwritten signature in blue ink and the date "11.12.19" written below it.

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Preface

Practical training is an important part of marketing courses. Theoretical studies are not more sufficient enough to get into the corporate world and understand the complexities of large-scale organization. Practical training exposes us to real practices of marketing in the organization. The main reason for choosing this topic is to know the implementation of core marketing activities in the real field and turning theoretical knowledge into practical experiences. To find out the current trend of event and activation in the technological field and how consumer perceive about certain marketing campaign of a certain product.

Finally, I have conducted my internship program at Baycliffe and tried to prepare a comprehensive and informative report on the basis of experience and activities that I have observed and performed during the short period of my training program. I have made all possible efforts to submit this report. Finally, I beg pardon for all my unexpected and unwilling mistakes, which may appear to complete my whole internship study.

The outcomes of the study will surely be a great experience. This will help to know more about the consumer behavior, product promotion and market trend of the products. This study will help me in the near future career. From this study some new ideas of event activations and doing marketing campaign came out, which will help others to know more wisely about the event and activation activities of a company.

Summary

This study has been completed for the internship of BBA program entitled “**An Analysis of the Marketing Activities of Baycliffe Consultants Limited**” was assigned by the supervisor of the company and also the university supervisor. The main objective of this study is to identify all the marketing activities followed by the company and to find out the problems related with these marketing activities. Finally suggesting some recommendations to recover the problems. To complete this study, all the primary data has been used. Employees, director and customers were the target population. Non probability sampling technique used to complete this study.

This study is all about the marketing activities which followed by the company to its market. For core marketing insights, this study has been going through the STP, internet marketing, word of mouth advertising and viral marketing. Also marketing mix needed to be done to complete the research. So many problems has been raised to make complete this report.

Different problems has been identified after the completion of the study. These are very common which also done by others. This study find out a bad promotional and pricing strategy where people are confused about their product and service. There also has some problems on their internal process like training section, research and development department. At the end part of this study, there mentioned some recommendations to recover these problems easily by the company.

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Chapter One

Introduction



1.1- Introduction

Handy information is basic to comprehend this present reality and to apply learning for the advancement of the general public just as business. Instruction from the hypothetical information is gotten from courses, which is just the most of the way of the topic. Down to earth information has no option. The ideal coordination among hypothetical and handy is of principal significance with regards to the advanced business world so as to determine the division between these two regions.

The present world is brimming with innovation based administrations and items. There step by step utilizing a great deal of innovation based security administrations to ensure the peak, debasement, wrongdoing, fire issue and numerous different things. Every one of the foundations or associations or any living arrangements need security to ensure those issues. They need some security gadgets which can take care of these serious issues. This examination likewise finished from innovation related administration organization which well known as "Baycliffe Consultants Limited". It's a security observation organization which gives all the security answer for its client in the nearby advertise. It likewise works with support administration to make a decent association with the devoted and the potential productive clients. Baycliffe Consultants Ltd. furnishes all the security gadgets with appropriate administration to hold the whole piece of the overall industry with the worry of safe association, safe individuals and safe the world. It's begun from April, 2012 in the market to contact clients through giving security reconnaissance like as CCTV's, Fire Detection, Motion Alarming, Archway which additionally called metal analyst machine. Baycliffe likewise give consultancy benefits about the page of any organization.

This paper is qualified for "Examination of Marketing Activities of Baycliffe Consultants Limited" – A Study on Gulshan Branch started from the satisfaction of the entry level position program. For the entry level position program, every understudy is appended with an association. My entry level position was at Baycliffe Consultants Ltd., Gulshan Branch. During my temporary position, I needed to set up a report under the consultant Mohammed Masum Iqbal, Dean, Faculty of Business and Entrepreneurship, Daffodil International University.

1.2- Background of the Study

This is the report on entry level position program of BBA directed by Mohammed Masum Iqbal, Dean, Faculty of Business and Entrepreneurship of Daffodil International University. The understudy was put in Baycliffe Consultants Limited for a quarter of a year entry level position to have a functional grab over the association exercises. The theme of the report is proposed "Investigation of Marketing Activities of Baycliffe Consultants Limited." Basically BBA Program structured this temporary position program to decrease the hole between the

hypothetical information and viable learning. I am happy for getting this chance to achieve my functional direction at Baycliffe Consultants Limited.

1.3- Scope of the Study

The investigation on Baycliffe Consultants Limited kept that how the organization used to advertise their items. Mostly after that review I get thought about the real showcasing methodology which including 4Ps of security observation organization on their item CC TV Cameras. It additionally instructs in the absolute first point how the organization spoke with the lead clients and furthermore the new clients. There additionally has a major sexy evaluating blend on the items and furthermore its administration accuses of adornments. One significant thing likewise spotted out that, the need of post buys administration of the customers from the organization. The adapting part accentuates the hypothetical clarification of CC TV cameras and furthermore with related items, proposition letter, terms and conditions.

1.4- Objective of the Study

The objectives of this study are mentioned below-

- i. To identify the marketing strategies of Baycliffe Consultants Limited;
- ii. To explain the marketing mix of Baycliffe Consultants Limited;
- iii. To find out problems related to the marketing activities of Baycliffe Consultants Limited;
- iv. To make recommendations to solve the problems.

1.5- Methodology of the Study

For finished this exploration, I have gathered a few information which give an unmistakable plan to know the majority of their activities. This examination is really exploratory research. A portion of the information gathered from the essential locales of the organization and the rest gathered from various auxiliary sources.

Primary Data:The essential information sources are-the rundown of Products the organization is advertising. Various kinds of item from various segments. Their Pricing methodology likewise gathered from the organization chiefs and furthermore from the representatives. To gather this essential information for this examination, I have done some particular criteria. These are given below –

- a) **Target Population:** The target population of the study consists of two groups. They are-
- i. The entire directors and employees of Baycliffe Consultants Limited.
 - ii. The customers and vendors of related business market.
- b) **Sampling Technique:** Respondents have been chosen dependent on nonprobability testing system. Five workers have been chosen for information gathering dependent on judgmental inspecting strategy. Clients were chosen by utilizing comfort testing method. Information have been chosen through talk and casual discussion. Enlightening strategy has been utilized to break down information.

1.6- Limitations of the Study

Each scientist or understudy fall in issue when they go for dissect an issue. This investigation likewise confronted a few impediments. In setting up the report, I have encountered some intense issues that have, somewhat, influenced the introduction of the report. Each association has its very own mystery that is beyond the realm of imagination to expect to uncover to other people. The chiefs or different administrators didn't reveal all the data. Adjacent to this, Sales and advertising is one of the real divisions of an organization. There has an immense time imperative. Inside a quarter of a year it's impractical to know it all related with the organization. The primary imperative of the examination is lacking access to data, which has hampered the extent of investigation required for the examination. I was absolutely new for the investigation. So the lack of ability of individual information this report won't progressively consummate top to bottom. I had a next to no chance to contrast the items and its exhibition. Hard to take data structure the witness for their bustling time.

Chapter Two

Marketing Activities of Baycliffe Consultant Ltd.



Marketing Strategies of Baycliffe

As they are not only the company in this technological sector, so for surviving in the market, they have applied some specific marketing strategies. By applying these strategies now they are reaching their core goal. Some of their marketing strategies are-

1. Segment, Target and Position (STP)
2. Internet Marketing
3. Word of mouth advertising
4. Viral Marketing

2.1- *Segment, Target and Position (STP)*

To making accomplishment in this aggressive commercial center, the organizations or associations should be client arranged. Associations must win the market from the contender and to continue this market they have to convey more prominent worth. In any case, before that, the organization ought to comprehend the client's needs and needs. Along these lines, sound promoting requires cautious client examination. Organizations realize that they can't serve beneficially a few all clients in a giving business sector similarly. In structure wellbeing issues, clients are needier to spare lives and for that, they become progressively genuine about utilizing their security measures. To serving client Baycliffe additionally decentralized their association. Baycliffe likewise pursues the STP system for their improvement.

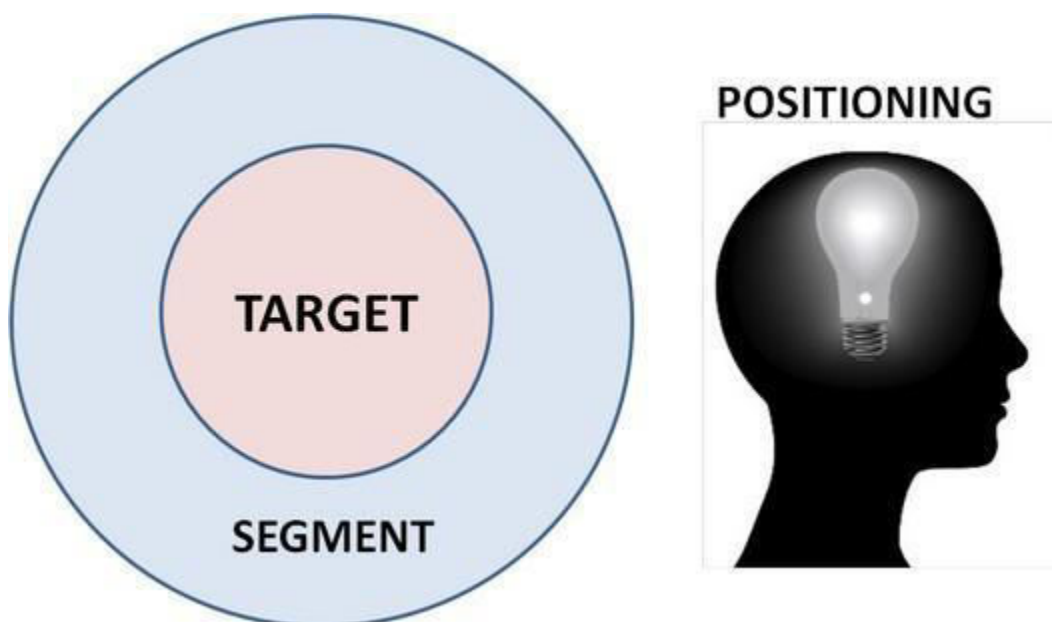


Figure 1: STP Strategy

2.1.1- Segment:

Market segmentation is the way about how the marketer can divide their market by measuring customer's needs, characteristics or behaviors. A market segment is the combination of those customers who respond in a similar way.

Baycliffe also segments its product market. There are four part of Baycliffe segments-

- a. Corporate
- b. Garments
- c. Home
- d. Government



Figure 2: Segmentation of Baycliffe

2.1.2- Target Market:

The process of evaluating each market segments attractiveness and selecting one or more segments to enter. A company should those segments where it can generate maximum profitability by providing greater customer value and also can sustain over time. From the target market sector, it targets the small to large size of the firm. Here also Baycliffe target two of the segments as their target market.

- a. Corporate
- b. Garments

2.1.3- Positioning:

A well-positioned company will beat the competition that has a comparable offering. The company can clearly understand what it is doing, why it's relevant and how the company's different helps customers to make a better buying decision. One company can position itself by following some criteria.

These are-

- a. Brand Positioning Strategy
- b. Product Positioning Strategy
- c. Price Positioning Strategy
- d. Competitive Positioning Strategy

For retaining in the market, Baycliffe also follows a strong market positioning strategy which one is Product positioning. They will give a full quality of product with a proper service so that they can survive in the market. Where other companies cannot ensure full precut quality.

2.2- *Internet Marketing*

Web advertising is the best way to arrive at the client in a quick procedure. Web based promoting or web showcasing characterizes, site and email promoting will cooperate to publicize one's item and furthermore drive web based business deal. Baycliffe has its own computerized promoting group to making productive site data. What's more, the most significant piece of the organization is email showcasing. To keep up all the association with the clients, sellers and providers, Baycliffe is far cutting edge by utilizing their very own area email for the most secure correspondence.

2.3- *Word of Mouth Advertising*

Verbal correspondence is the main advertising instrument, where the organization need not contribute any cash for marking. Again it is the riskiest instrument for devastating the business by utilizing an inappropriate advance. So every association is much genuine about this apparatus. Baycliffe likewise utilizing this apparatus for the advancement of the organization. They are giving the need quick administration for the clients with the goal that they can get a simple method for advancement of the brand from the clients.

2.4- *Viral Marketing*

Viral marketing is much crucial for the association. Essentially, viral marketing gets item or administration increasingly moderate or known to the clients. Baycliffe is utilizing Search

Engine Optimization and diverse online life locales like Facebook and Twitter for making viral of their item and administration.

Analysis of Marketing Mix

The marketing mix is the most popular applied term. This marketing mix is the controllable variable where the firm can easily pursue the level of its target customer. Its component is the basics of a marketing plan. Also known as the Four P's, the marketing mix elements are the product, price, place and promotion.



Figure 3: Traditional Marketing Mix

As per the system every company has its own marketing mix. Baycliffe Consultants Ltd. also has its own examine marketing mix. This is a major marketing tool for Baycliffe marketers. Marketing mix also defers that all the offerings from the company are the right

products which are sold at the right price in the right market place by using the most suitable promotion or media.

To elaborate marketing mix there have some elements which define the marketing mix of a company.



Figure 4: Marketing Mix Elements

As I mentioned earlier, Baycliffe also provides skillful services to its customers, so it also believes in the additional marketing mix. Because services are sometimes more core than the product in this security surveillance sectors.



Figure 5: Additional Marketing Mix

1. Product

Each organization needs to begin its activity with the product. Whatever it might be merchandise or administration. Product is the main character to present the organization. So here customary advertising blend incorporates the product in its first line. To know the insights concerning product right off the bat need to know the meaning of the product. A product can be anything offered by an organization to its client to fulfill the requirements and requests by which the organization can make a situation on the client mind and along these lines to procure cash from the client. The product can be a thought, data, and merchandise, administration to fulfill the need or request. Product has a mix of unmistakable and immaterial properties which are the highlights, benefits, works that a dealer offers to the clients to purchase.

1.1- Product Line

Baycliffe offerings about all the products which are related to security surveillance whatever its use for a company, home, street and so on. They have CCTV Cams which can help to monitor all the activities. They offer Fire Intuition system which is very mandatory security asset for a company to reduce damages against the fire. Baycliffe also offers Archway which can identify the entry of peoples with weapons. In other ways, they also have the middleware and software solution like LAN, WAN, CRM, Programing language and PHP etc.

Hardware Solution	Software Solution
Security Cameras	Programing Languages
Fire Alarming System	Data Analytics

Fire Fighting System	Data Mining
Archway	Data Integration
DVR, NVR and Recorder Point	CRM
Motion Detection	Quality Assurance
Attendance Device	MS Dynamics

Table 1: Product Line of Baycliffe

1.2- Product Knowledge

Product knowledge is one of the center pieces of advertising. Since without the degree knowledge about the product, an advertiser can't persuade the clients about the product. Product knowledge is a fundamental deals expertise. Understanding your product highlights enables you to show their advantages precisely and influentially. As I was dealing with the deals and promoting segment, so need to know the majority of the data about the products. Particularly understudy understudies work for their just a single product which is CCTV Cameras. So I additionally work with this product. Right off the bat need to know all the brand of cameras then clients necessity with the recommendation. Subsequent to doing these, the understudy likewise must have the specialized knowledge additionally to express the estimation of cameras in a specific territory. All from that point onward, I additionally found out about the extras for establishment.



Figure 6: Product Knowledge

Figure 6 says that right off the bat the advertisers need to recommend which brand they should offer to their clients toward the start of the presentation part. At that point in the wake of offering those brand presently need to coordinate these brands or items with the client necessities. At that point the run of the mill part will come about the specialized information about how much cameras can cover the focused on spot. After that advertiser likewise has to realize every one of the adornments need to introduce the cameras like link, UTP, Screw and so forth.

As the arrangement of section in the free advertise, Baycliffe Consultants Ltd. additionally has a few items offered without anyone else to arrive at the client. They have made or developed security reconnaissance item and furthermore an answer for serve the clients. Equipment, programming, advisor are the principle highlights of their organization.

As I was an assistant of Baycliffe Consultants Limited, so I likewise worked with one of their items which are CCTV Cameras. This report has announced all the data about this CCTV camera segment of Baycliffe. There have a few criteria to expound result of advertising blend. Here are a few criteria of the item choice to be made.

1.3- Brand

As earlier mentioned that Baycliffe is a franchising company by parent company from America. So it's doing business with different types of CCTV camera brands. It has no own brand product. In Bangladeshi perspective, Chinese, Korean, Taiwan is more favourable in CCTV cameras. So Baycliffe has some vendors who work as a third party to supply these brands products like – Geovision, HIK Vision, Campro, AVTech, Dahua, Winway, CP-Plus, YOKO etc. These brands are also given recorder devices to record all the footages.

1.4- Functionality

Item functionality implies the item execution. How an item performs by its structure. So item ought to be skilled to perform from starting to the end point. Capacity relies upon various issues. It might the toughness or plan, bits of knowledge or a lot more things. Here in CCTV Cameras establishment, it's initially heading off to the DVR, NVR or the recorder gadget which record it to ensure every one of the recordings. And afterward the settings additionally in charge of execution.

1.5- Quality

Quality is the gathering of attributes of a decent which says its allure. Most organizations which are an achievement on the planet is the fundamental purpose behind keeping up their quality or the item. Baycliffe is the organization who offers the physical items as well as gives a great deal

of administrations towards the items. So as it is a responsive organization for its clients its required to take exceptional consideration about the quality of the item. Baycliffe consistently puts stock in the quality of the item. They likewise express an explanation that – "Quality makes Perfection".

1.6- Safety

Everybody in the inventory network – from the item creator, producer, shipper, retailer and, somewhat, the shopper – has some obligation regarding item security. In the event that the item creates security issues or harms somebody, the organization might be obligated for exorbitant cures or face possibly harming attention or legitimate activity. The organization ought to know about any legitimate necessities identifying with that item, regardless of whether the organization will import, wholesaling or retailing it. Baycliffe has its wellbeing standard capacity where the organization will pass judgment on every one of the items for giving security confirmation to its clients.

1.7- Packaging

Item packaging must intrigue so as to draw in and hold the customers' eye and consideration, and fill in as a proficient and useful delivery compartment. Most physical items require packaging. As Baycliffe serve its item whole all Bangladesh so its need an appropriate packaging framework to conveyance. There have some demo of Baycliffe product packaging-



Figure 7: Product Packaging of Baycliffe

There are some specific philosophies which Baycliffe follows. These philosophies are given in below-

- a. Packaging helps to create a great attraction.
- b. It also refers to the function of the product.
- c. Packaging promotes the brand.
- d. It differentiates the specific brand from its competitors.
- e. Packaging creates an impact on buying behaviour.

1.8- Warranty and Service

A warranty is a term of an agreement between the Company and the Customers. It can likewise be utilized to depict extra insurance given to the client when purchasing an item. For the most part, Baycliffe gives one-year free administration warranty for the whole item. Be that as it may, if there should be an occurrence of some particular items, it will give two years of warranty to its client, where the other organization can't take their guarantees in a single year warranty in Bangladesh.

2. Price

The price is the sum which needs to pay for an item by the client. Price is the main promoting instrument which can acquire income for the organization and the remainder of the showcasing blend component are costs. The price is extremely a significant factor to make it against a worth or administration. The organization should set a price against the item by thinking of some as component of the promoting blend. There has some importance of pricing strategy –

- a. Ensure Survival in the competitive market.
- b. Earn Profit margin.
- c. Generate sales volume.
- d. Gain market share.
- e. Establish an appropriate image.

From the advertiser's perspective, an effective price is that price level which is exceptionally near the greatest price a client can exertion. A decent estimating methodology can make an extension between the price floor to the price roof. Baycliffe Consultants Limited additionally has its very own estimating system which is completely not quite the same as different contenders. They have fixed the price in keeping a few angles in the mind which are exceptionally essential for this business area. Some pricing criteria are elaborate in below-

2.1- Price Flexibility

Pricing Flexibility is a company's capacity to keep up its edges at home and abroad when looked with lower estimated imports. A company's pricing flexibility depends extraordinarily on the value versatility of interest. The less value versatile the interest for an organization's items are the greater flexibility it has with its costs. Value flexibility truly relies upon the level of an organization's opposition and the area of its greatest rivals. On the off chance that an organization's items are progressively separated, at that point it will confront less challenge which thus will give it all the more pricing flexibility. Baycliffe consistently keeps 30% to 35% of additional costs for each item with the goal that the clients can deal the cost and the organization can keep the definite benefit marge. The organization additionally offers an alternate cost when the interest of the market is moderate.

2.2- Discount

Discounts are a particular sort of showcasing advancement in which the organization welcomes customers to get a good deal on explicit items or item gatherings. Discounts are a noteworthy piece of the organization's web based promoting procedure. As a rule, organizations are utilizing this markdown system to present new items, hold existing clients, or drive income development. The organization makes discounts so it can drive deals on items or gatherings of items to its clients who meet certain predefined conditions. For instance, an organization may have an item in its stock that has not been selling as arranged. For this organization can make a rebate for that item and elevate it to clients whom you think may require that item. As an organization, Baycliffe Consultants Limited is new in Bangladeshi market for around 1 year, so till now, it doesn't offer any limit to its clients.

3. Place

Placement is the other vital components of the showcasing blend. It says, where the item or administration will be set. The placement has one articulation which is the accessibility of the item at the ideal time, at the ideal spot and at the correct amount. Physical dissemination is conceivable through channels of circulation which are numerous and differed in character. For huge scale dispersion, the administrations of wholesalers, retailers and other showcasing middle

people are required. A showcasing chief needs to choose a channel which is advantageous, efficient and reasonable for the circulation of a particular item. For example, enormous quantities of outlets are required for the dissemination of results of mass utilization, for example, cleansers and oils.

Baycliffe Consultants Ltd. distributes its all product as like a direct marketing approach. Firstly they communicate with the customer demands then they go to collect it from the appropriate vendors. After that, the company directly places the product in the customer doors by its employee. There also have some criteria of distribution strategy. These are given below-

3.1- Distribution Channel

Baycliffe is a franchising company which doing business in Bangladesh. They have their own distribution channel which the maintained form 2012 to present. Actually, they are doing direct marketing with customers. They go for customer requirements then they collect all the products from the vendors and in the final stage, they physically distribute these products to customers.

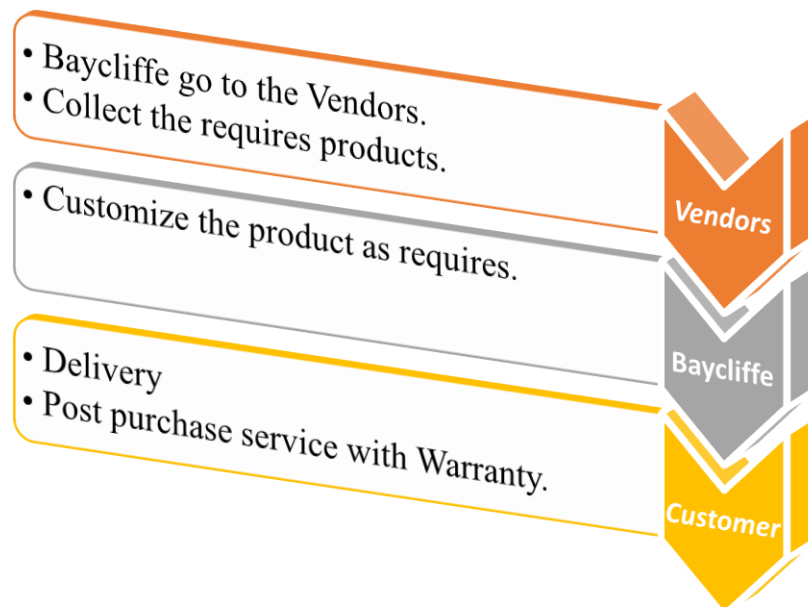


Figure 8: Baycliffe's Distribution Process

3.2- Market Coverage

Market coverage is the assessment of the marketplace and assurance of its amount organization should cover with the limited time methodology of an item or business. Right now the organization need to take a few elements like culture, economy and purchaser conduct in their

mind accounts. When the organization comprehend the item's relationship to each market it will have the option to settle on the correct choice about the market coverage procedure. By along these lines, Baycliffe keeps up its market coverage system.

3.3- Inventory Management

Inventory management is how the company plans, implement and control the physical flow of raw materials, final products or services and related information from the business, or source of supply, to the final end-user. In inventory management, Baycliffe always concern about-

- a. The plan and schedule of Collection.
- b. How Baycliffe will order and receive raw materials or finished products from your suppliers
- c. Quantity of product which the company carry in stock and what are the re-order points.
- d. How Baycliffe will store the products to ensure they are ready for delivery to customers in good condition.
- e. How Baycliffewill deliver the products to the customers.

4. Promotion

Promotion is the method company use to spread the word about the company's product or service to customers, stakeholders and the broader public. Promotion needed for any company to raising awareness of a product, increasing sales and also creating brand loyalty. It is one of the core elements of the marketing mix which play a vital role to spread the product or brand name among the customer or other related people. Once the company can able to identify their target market, now it's time to make a good plan to reach the target market. In that case, maximum organizations use a mix of personal selling, advertising and public relations to promote their product or service.



Baycliffe also has its own promotion strategy. As it is a new company in the market so it has to develop some extends promotion strategy for raising the peoples who are their target customer in Bangladesh. There have some element under the promotion strategy of Baycliffe Consultants Limited-

4.1- Advertising

Advertising is the type of correspondence with clients which can make a profitable however at their mind that, regardless of whether they are going to buy the item from the organization rather than the contenders. Effective advertising includes making the organization's items or administrations decidedly known by that segment of the open well on the way to buy them. There have explicit objectives of Baycliffe for advertising item. These reasons are-

- a. Make business and product name familiar to the public.
- b. Create goodwill and build a favourable image.
- c. Educate and inform the public about the product.
- d. Offer specific products or services.
- e. Attract customers to find out more about Baycliffe's product or service.

Too aware of the actual and potential customers, Baycliffe Consultants Ltd. has started different social media approaches. They have their official Facebook page, website, email etc.

Fb page- <https://www.facebook.com/Baycliffeconsultants/?fref=ts>

Website- <http://www.baycliffeconsultants.com>

4.2- Selling

Selling is the procedure to exchange goods or services for the agreed sum of money. It is a process with distinct steps that should be followed in order to achieve success. For selling a product Baycliffe doing some steps these are given below-

- a. Prospecting and Qualifying
- b. Pre-approach
- c. Approach
- d. Presentation and Demonstration

Sometimes they also offer some mix products as a package including cameras, recorder, and adapter with the installation process.

4.3- Public Relation and Publicity

Public Relations is the manner in which that utilized by an association to speak with its public and media. The public relations is going to keep up a center relationship with the organization's partners by acquiring positive publicity, a great corporate picture. By making a solid relationship with the related gatherings like partners, clients the organization can accomplish positive verbal exchange and referrals from the clients.

Baycliffe Consultants Limited always serious about their public relation to retaining the company brand image. Here are some stakeholders of Baycliffe-

- a. Clients/Customers
- b. Staff
- c. Shareholders
- d. Strategic Vendors
- e. Media
- f. Government
- g. Local community
- h. Financial institutions
- i. Community groups

5. People

People are a crucial piece of any association alludes that the association is having the ideal people which encourages or supports to making a decent item or administration. In the business, both the objective market and people are straightforwardly identified with the business.



Representatives are critical in an association since they are the individual who conveys the item or administration. It is likewise imperative to prepare the workers who will convey a better administration than the customers or the client. Baycliffe Consultant Limited is such an organization who consistently give the estimation of each people who are identified with this business from the board to representatives about the way of life and furthermore the client support.

6. Process

The process is the techniques which are the center extensions to convey item from association to client to make a solid brand picture on their psyches. Clients need to see something beyond the organization's item they additionally need to concentrate on the shape and structure your business will take. Thus, the organization needs to ensure that you have a well-custom fitted process set up to limit costs.

7. Physical Evidence

In any administration industry, there must have some physical evidence that the administration was conveyed. Likewise, this physical evidence can make relates about how the business and its items are seen in the market. This alludes to the method for item, administration, and everything about the organization shows up all things considered. On the off chance that the organization is administration related, at that point the organization must have some positive choice about the bundling size, shape, shading, standardized identification and the mark of the bundling. It should fall in accordance with your other item contributions too. Baycliffe has its own item plan recipe which arranged by the sellers.

Chapter Three

Problems and Recommendations



3.1-Problems Identified

Several problem has been identified after the completion of the study which may be responsible to making a negative branding of this company. These problems are mostly common which arises by the maximum companies. These problems are-

- People are not much concern about their products and services. Because they don't have any specific branding department for the awareness of their product and service
- Sometimes the performance of the product will not give a satisfactory result to the customers. Because of the lack of product research department. This company is also out of product research department.
- Compare to the market Baycliffe's products and services are bit higher than the competitors. Because they always try to make 30-40% profit on every product and installation.
- Baycliffe cannot make their product and service improvise. Because they do not have their specific research and development department to improvise their product and service.
- Marketing department peoples are out of technical knowledge of security surveillance products. They are not curious about to train their marketing department people about the technical issues of the product.

3.2- Recommendations

To have a constructive outcome on clients mind or different segments, Baycliffe needs a few changes in their technique. As it is another organization so it needs to consider numerous basic issues for gets by in the market. So I might want to recommend some point to be taken into the organization's thought

- Firstly, as another organization, Baycliffe can orchestrate a few occasions as a limited time exertion about the wellbeing of people groups in each part. With the goal that individuals can hear or think about the name of Baycliffe's image who worry about people groups observation.
- Before going to convey items, the organization should make it tried just because. This is a delicate issue which establishes a connection of the organization.
- Price is a touchy subject for any organization. Subsequently the little size of organization has in their objective market, so they have to give close consideration.
- There needs a standard value go for each item by the organization in light of the fact that fluctuating cost hampering the offers of the organization.
- As per client prerequisite, the advertising individuals need to know all the specialized information about the settings of the camera. So Baycliffe needs to prepare up all the advertising individuals about the specialized issues.
- Every organization ought to put resources into their exploration group for greater advancement and to have market gauge. So Baycliffe ought to build up an examination place for anticipating.
- Baycliffe likewise is a specialist co-op organization, so they should maintain the emphasis on appropriate administrations by which client can get administration at the specific time.
- To hold clients, the organization should consider to give the idea of a cost, various bundles, lifetime administration and so forth.

3.3- Conclusions

From the investigation of the promoting blend and diverse showcasing procedure of the organization, it tends to be reasoned that capacities pursued by Baycliffe Consultants Limited is similarly great. Since the client request is evolving quickly, so to make a solid market position the organization should take advance procedures and strategies. Step by step competition is probably going to increment. Subsequently it is the IT showcase, so the organization should think progressively innovative to crush its opponents. Clients are increasingly faithful to those organizations who are giving administration appropriately in light of the fact that individuals need a larger number of administrations as opposed to a decent item. For giving better benefits items, the organization ought to pursue the extra promoting blend program to get the objective market. Baycliffe can make affirmation about the administrations which it's given to its clients. This investigation of Baycliffe alludes additionally a solid situation of administration of the organization in the security reconnaissance showcase in Bangladesh. It additionally built up a prominent standard supervisory group which moving the organization quick. This organization additionally following an alternate promoting blend program from its competition, on the grounds that there have a ton of lead clients of Baycliffe. However, step by step rivalry stays close in the IT part, so Baycliffe likewise thinks for something other than what's expected which can make this brand name progressively awesome on client's mind.

Appendices

Proposal with Budgeting

This is an example of my work which I did for One Bank.

Product Description	Price/Unit (Taka)	Quantity	Total Price
<u>Item IR Dome CCTV Day/Night- Dome Camera</u> Brand: Cam-Pro Model: CB-IB700C(Dome) Origin: Taiwan 12 Months Replacement Guaranty	5,200.00	4 units	20,800.00
<u>Item 4 Analog Channel DVR</u> Brand: Cam-Pro Model: CB-HDR-8804H Origin: Taiwan 12 Months Replacement Guaranty	40,000.00	1 units	40,000.00
<u>Item HDD Drive</u> Brand: Toshiba Model: SATA 4TB Origin: Japan	14,500.00	1 units	14,500.00
<u>Item 1200 VA UPS</u>	6,000.00	2 units	As Per Required
Adapter	800.00	4 units	3,200.00
BNC Connector	150.00	10 units	1,500.00
RG6 Cable BRB	42.00	300meter	12,600.00
Power Cable BRB 2 Core	30.00	180meter	5,400.00
Accessories (PVC andFlexible Covering, Tie, Screw, Tape, royalplag, Satel Clam. Etc...)	8,000.00	1 Lot	As Per Required
Installation	1000.00	4 Units	4,000.00
Total			1,02,000.00
5% Vat			5,100.00
Grand Total in Words: One Lack Seven Thousand One Hundred Taka Only			1,07,100.00

Table 2: Proposal and Budgeting of Baycliffe

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