

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



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

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## Letter of Transmittal

Date: 09/02/2020

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

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

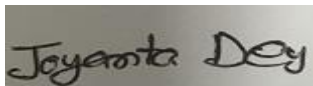
Dear Sir,

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,



Joyanta Dey

ID: 172-14-2397

Program: MBA

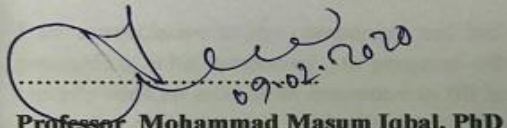
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## Letter of Approval

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 Joyanta Dey, bearing ID No.172-14-2397 for the award of Masters of Business Administration with major in “Marketing”.

The report is recommended for submission.

I wish him every success in life.



Professor Mohammad Masum Iqbal, PhD

Professor Mohammed Masum Iqbal, PhD  
Department of Business Administration  
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## **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 appeared 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 MBA 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 problem easily by the company.

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# **Chapter One**

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## **Introduction Part**



## **1.1- Introduction**

Practical knowledge is essential to understand the real world and to apply knowledge for the betterment of the society as well as business. Education from the theoretical knowledge is obtained from courses, which is only the half way of the subject matter. Practical knowledge has no alternative. The perfect coordination between theoretical and practical is of paramount importance in the context of the modern business world in order to resolve the dichotomy between these two areas.

Today's world is full of technology based services and products. There day by day using a lot of technology based security services to protect the climax, corruption, crime, fire problem and many other things. All the institutions or organizations or any residences want safety to protect those hassles. They need some security devices which can solve these major problems. This study also completed from technology related service company which popular as **“Baycliffe Consultants Limited”**. It's a security surveillance company which provides all the security solution for its customer in the local market. It also works with maintenance service to make a good relationship with the loyal and the potential profitable customers. Baycliffe Consultants Ltd. provides all the security devices with proper service to retain the entire market share with the concern of safe organization, safe people and safe the world. It's started from April, 2012 in the market to touch customers through giving security surveillance like as CCTV's, Fire Detection, Motion Alarming, Archway which also called metal detective machine. Baycliffe also provide consultancy services about the webpage of any company.

This paper is entitled to “Analysis of Marketing Activities of Baycliffe Consultants Limited” – A Study on Gulshan Branch originated from the fulfillment of the internship program. For the internship program, each student is attached with an organization. My internship was at Baycliffe Consultants Ltd., Gulshan Branch. During my internship, I had to prepare a report under the advisor Professor Dr. Mohammed Masum Iqbal, Dean & MBA Coordinator, Faculty of Business and Entrepreneurship, Daffodil International University.

## **1.2- Background of the Study**

This is the report on internship program of MBA supervised by Professor Dr. Mohammed Masum Iqbal, Dean & MBA Coordinator, Faculty of Business and Entrepreneurship, Daffodil International University. The intern was placed in Baycliffe Consultants Limited for three months internship to have a practical snatch over the organization activities. The topic of the report is proposed “Analysis of Marketing Activities of Baycliffe Consultants Limited.” Basically MBA Program designed this internship program to reduce the gap between the theoretical knowledge and practical knowledge. I am very glad for getting this opportunity to accomplish my practical orientation at Baycliffe Consultants Limited.

### 1.3- Scope of the Study

The study on Baycliffe Consultants Limited confined that how the company used to marketing their products. Mainly after that study I get known about the actual marketing strategy which including 4Ps of security surveillance company on their product **CC TV Cameras**. It also teaches in the very first point how the company communicated with the lead customers and also the new customers. There also have a big sensual pricing combination on the products and also its service charge with accessories. One very important thing also spotted out that, the need of post purchase service of the clients from the company. The learning part emphasizes the theoretical explanation of CC TV cameras and also with related products, proposal 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 completed this research, I have collected some data which provide a clear idea to know all of their operations. This research is actually exploratory research. Some of the data collected from the primary sites of the company and the rest collected from different secondary sources.

**Primary Data:**The primary data sources are- the list of Products the company is offering. Different types of product from different sectors. Their Pricing strategy also collected from the company directors and also from the employees. To collect these primary data for this research, I have done some specific 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 selected based on nonprobability sampling technique. Five employees have been selected for data collection based on judgmental sampling technique. Customers were selected by using convenience sampling technique. Data have been selected through discussion and informal conversation. Descriptive method has been used to analyze data.

## **1.6- Limitations of the Study**

Every researcher or student fall in problem when they go for analyze a problem. This study also faced some limitations. In preparing the report, I have experienced some acute problems that have, to some extent, affected the presentation of the report. Every organization has its own secrecy that is not possible to reveal to others. The directors or other managers didn't disclose all the information. Beside this, Sales and marketing is one of the major departments of a company. There has a huge time constraints. Within three months it's not possible to know everything related with the company. The main constraint of the study is inadequate access to information, which has hampered the scope of analysis required for the study. I was totally new for the study. So the incapability of personal knowledge this report will not more perfect in depth. I had a very little opportunity to compare the products with its performance. Difficult to take information form the informer for their busy time.

## **Chapter Two**

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# **Marketing Activities of Baycliffe Consultant Limited**

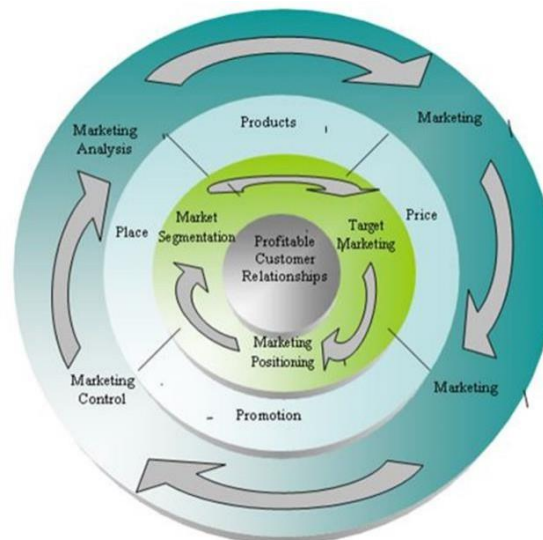
## Marketing Strategies of Baycliffe

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. Segmentation, Targeting and Positioning (STP)
2. Internet Marketing
3. Word of mouth advertising
4. Viral Marketing

### *2.1- Segmentation, Targeting and Positioning (STP)*

To making success in this competitive market place, the companies or organizations need to be customer oriented. Organizations must win the market from the competitor and to sustain this market they need to deliver greater value. But before that, the company should understand the customer's needs and wants. Thus, sound marketing requires careful customer analysis. Companies know that they cannot serve profitably several all customers in a giving market in the same way. In building safety issues, customers are needier to save lives and for that, they become more serious about using their safety measures. To serving customer Baycliffe also decentralized their organization. Baycliffe also follows the STP strategy for their betterment.



*Figure 1: STP Strategy*

### 2.1.1- Segmentation:

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***

Internet marketing is the only way to reach the customer in a very fast process. Online marketing or internet marketing defines, website and email marketing will work together to advertise one's product and also drive e-commerce sale. Baycliffe has its own digital marketing team to making efficient website information. And the most important part of the company is e-mail marketing. To maintain all the relationship with the customers, vendors and suppliers, Baycliffe is far advanced by using their own domain email for the safest communication.

### **2.3- *Word of Mouth Advertising***

Word of mouth communication is the only marketing tool, where the company need not invest any money for branding. Again it is the most dangerous tool for destroying the business by using the wrong steps. So every organization is much serious about this tool. Baycliffe also using this tool for the betterment of the company. They are giving the priority fast service for the customers so that they can get an easy way of promotion of the brand from the customers.

### **2.4- *Viral Marketing***

Viral marketing is much vital for the organization. Basically, viral marketing helps to get product or service more affordable or known to the customers. Baycliffe is using Search Engine

Optimization and different social media sites like Facebook and Twitter for making viral of their product and service.

## 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

Every company needs to start its operation with the product. Whatever it may be goods or service. Product is the first identity to introduce the company. So here traditional marketing mix includes the product in its first line. To know the details about product firstly have to know the definition of the product. A product can be anything offered by a company to its customer to satisfy the needs and demands by which the company can make a position on the customer mind and in this way to earn money from the customer. The product can be an idea, information, and goods, service to satisfy the need or demand. Product has a combination of tangible and intangible attributes which are the features, benefits, functions that a seller offers to the customers to buy.

### 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 core parts of marketing. Because without the extent knowledge about the product, a marketer cannot convince the customers about the product. Product knowledge is an essential sales skill. Understanding your product features allows you to present their benefits accurately and persuasively. As I was working on the sales and marketing sector, so need to know all of the information about the products. Especially intern students work for their only one product which is CCTV Cameras. So I also work with this product. Firstly need to know all the brand of cameras then customers requirement with the suggestion. After doing these, the intern also has to have the technical knowledge also to express the estimation of cameras in a particular area. All after that, I also learned about the accessories for installation.



*Figure 6: Product Knowledge*

Figure 6 says that firstly the marketers have to suggest which brand they should offer to their customers at the beginning of the introduction part. Then after offering those brand now have to match all of these brands or products with the customer requirements. Then the typical part will come about the technical knowledge about how much cameras can cover the targeted place. After that marketer also needs to know all the accessories need to install the cameras like cable, UTP, Screw etc.

As the system of entry in the free market, Baycliffe Consultants Ltd. also has some products offered by itself to reach the customer. They have created or invented security surveillance product and also a solution to serve the customers. Hardware, software, consultant are the main features of their company.

As I was an intern of Baycliffe Consultants Limited, so I also worked with one of their products which are CCTV Cameras. This report has reported all the information about this CCTV camera sector of Baycliffe. There have some criteria to elaborate product of marketing mix. Here are some criteria of the product decision 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 favorable 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.



*Figure 7: CP PLUS IP-IR Bullet, Dome Cameras, BRB Cables with Adapter*

### 1.4- Functionality

Product functionality means the product performance. How a product performs by its form. So product should be capable to perform from beginning to the end point. Function depends on different issues. It may be the durability or design, insights or many more things. Here in CCTV Cameras installation, it's firstly going to the DVR, NVR or the recorder device which record it to protect all the footages. And then the settings also responsible for performance.

## 1.5- Quality

Quality is the group of characteristics of a good which says its desirability. Most businesses which are a success in the world is the main reason for maintaining their quality or the product. Baycliffe is the company who offers not only the physical products but it also provides a lot of services towards the products. So as it is a responsive company for its customers its mandatory to take special care about the quality of the product. Baycliffe always believes in the quality of the product. They also state a statement that – “Quality makes Perfection”.

## 1.6- Safety

Everyone in the supply chain – from the product designer, manufacturer, importer, retailer and, to some extent, the consumer – has some responsibility for product safety. If the product develops safety issues or injures someone, the company may be liable for costly remedies or face potentially damaging publicity or legal action. The company should be aware of any legal requirements relating to that product, whether the company will import, wholesaling or retailing it. Baycliffe has its safety standard function where the company will judge all the products for giving safety assurance to its customers.

## 1.7- Packaging

Product packaging must be appealing in order to attract and hold the consumers’ eye and attention, and serve as an efficient and functional shipping container. Most physical products require packaging. As Baycliffe serve its product entire all Bangladesh so its need a proper packaging system to distribution. There have some demo of Baycliffe product packaging-



*Figure 8: 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 a contract between the Company and the Customers. It can also be used to describe additional protection given to the customer when buying a product. Generally, Baycliffe gives one-year free service warranty for the entire product. But in case of some specific products, it will give two years of warranty to its customer, where the other company cannot take their promises in one year warranty in Bangladesh.

## **2. Price**

The price is the amount which needs to pay for a product by the customer. Price is the only marketing tool which can earn revenue for the company and the rest of the marketing mix element are costs. The price is really an important factor to make it against a value or service. The company should set a price against the product by considering some element of the marketing mix. 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 marketer's point of view, an efficient price is that price level which is very close to the maximum price a customer can effort. A good pricing strategy can make a bridge between the price floor to the price ceiling. Baycliffe Consultants Limited also has its own pricing strategy which is fully different from the other competitors. They have fixed the price in keeping some aspects in the mind which are very necessary for this business sector. Some pricing criteria are elaborate in below-

## **2.1- Price Flexibility**

Pricing Flexibility is a firm's ability to maintain its margins at home and abroad when faced with lower priced imports. A firm's pricing flexibility depends greatly on the price elasticity of demand. The less price elastic the demand for a company's products are the more flexibility it has with its prices. Price elasticity really depends on the degree of a company's competition and the location of its biggest competitors. If a company's products are more differentiated then it will face less competition which in turn will give it more pricing flexibility. Baycliffe always keeps 30% to 35% of extra prices for every product so that the customers can bargain the price and the company can keep the exact profit margin. The company also offers a different price when the demand of the market is slow.

## **2.2- Discount**

Discounts are a specific type of marketing promotion in which the company invites shoppers to save money on specific products or product groups. Discounts are a significant part of the company's online merchandising strategy. In most cases, companies are using this discount strategy to introduce new products, retain existing customers, or drive revenue growth. The company creates discounts so that it can drive sales on products or groups of products to its customers who meet certain specified conditions. For example, a company may have a product in its inventory that has not been selling as planned. For this company can create a discount for that product and promote it to customers whom you think may need that product. As a company, Baycliffe Consultants Limited is new in Bangladeshi market for about 1 year, so till now, it does not offer any discount to its customers.

## **3. Place**

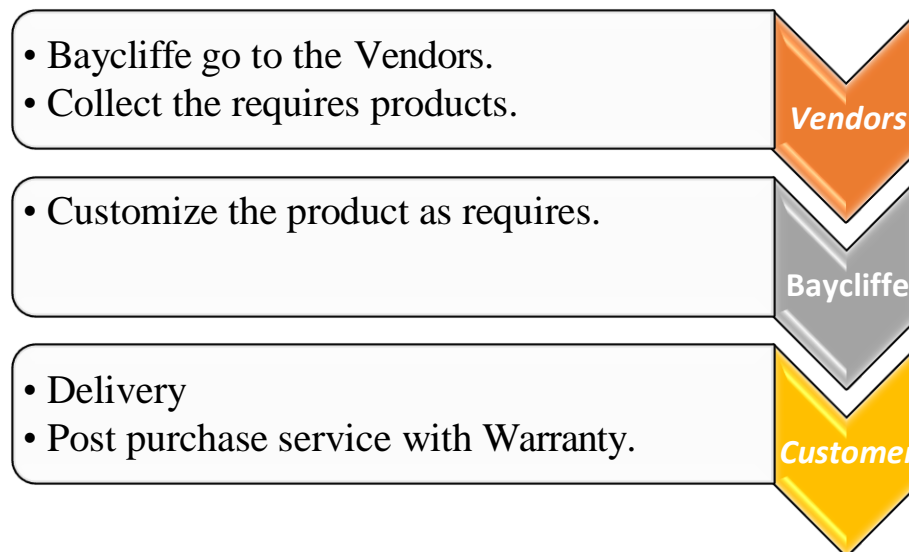
Placement is the other necessary elements of the marketing mix. It says, where the product or service will be placed. The placement has one statement which is the availability of the product at the right time, at the right place and at the right quantity. Physical distribution is possible through channels of distribution which are many and varied in character. For large-scale distribution, the services of wholesalers, retailers and other marketing intermediaries are required. A marketing manager has to select a channel which is convenient, economical and suitable for the distribution of a specific product. For instance, large numbers of outlets are required for the distribution of products of mass consumption such as soaps 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 9: Baycliffe's Distribution Process*

### 3.2- Market Coverage

Market coverage is the evaluation of the marketplace and determination of how much of it company should cover with the promotional strategy of a product or business. At this moment the company need to take some factors like culture, economy and buyer behaviour in their mind accounts. Once the company understand the product's relationship to each market it will be able to make the right decision about the market coverage strategy. By this way, Baycliffe maintains its market coverage strategy.



### 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 form of communication with customers which can create a valuable though at their mind that, whether they are going to purchase the product from the company instead of the competitors. Successful advertising involves making the company's products or services positively known by that section of the public most likely to purchase them. There have specific goals of Baycliffe for advertising product. 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.

To 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 way that used by an organization to communicate with its public and media. The public relations is all about to maintain a core relationship with the company's stakeholders by obtaining favourable publicity, a good corporate image. By creating a strong relationship with the related parties like stakeholders, customers the company can achieve positive word of mouth and referrals from the customers.

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 vital part of any organization refers that the organization is having the right people which helps or supports to making a good product or service. In the business, both the target market and people are directly related to the business.



Employees are significant in an organization because they are the person who delivers the product or service. It is also important to train the employees who will deliver a superior service

to the clients or the customer. Baycliffe Consultant Limited is such a company who always give the value of every people who are related to this business from management to employees about the culture and also the customer service.

## ***6. Process***

The process is the procedures which are the core bridges to deliver product from organization to customer to make a strong brand image on their minds. Customers want to understand more than just the company's product they also want to focus on the shape and form your business will take. So, the company has to make sure that you have a well-tailored process in place to minimize costs.

## ***7. Physical Evidence***

In any service industry, there must have some physical evidence that the service was delivered. Also, this physical evidence can make pertains about how the business and its products are perceived in the market. This refers to the way of product, service, and everything about the company appears from the outside. If the company is service related then the company must have some favorable decision about the packaging size, shape, color, bar code and the label of the packaging. It should fall in line with your other product offerings as well. Baycliffe has its own product design formula which formatted by the vendors.

# **Chapter Three**

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## **Problems, Recommendations and Conclusions**

### **3.1-Problems Identified**

Several problems have 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-

- i. 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.
- ii. 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.
- iii. 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.
- iv. 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.
- v. 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 make a positive impact on customers mind or other sectors, Baycliffe needs some changes in their strategy. As it is a new company so it has to think about many critical issues for survives in the market. So I would like to suggest some point to be taken into the company's consideration-

- i. Firstly, as a new company, Baycliffe can arrange some events as a promotional effort about the safety of peoples in every sector. So that people can hear or know about the name of Baycliffe's brand who concern about peoples surveillance.
- ii. Before going to deliver products, the company should make it tested for the first time. This is a very sensitive issue which makes an impression of the company.
- iii. Price is a very sensitive subject for any company. Hence the small size of company has in their target market, so they need to pay close attention.
- iv. There needs a standard price range for every product by the company because fluctuating price hampering the sales of the company.
- v. As per customer requirement, the marketing people need to know all the technical knowledge about the settings of the camera. So Baycliffe needs to train up all the marketing people about the technical issues.
- vi. Every company should invest in their research team for more betterment and to have market forecast. So Baycliffe should develop a research centre for forecasting.
- vii. Baycliffe also is a service provider company, so they should keep the focus on proper services by which customer can get service at the exact time.
- viii. To retain customers, the company should think about to give the offer of a price, different packages, lifetime service etc.

### **3.3- Conclusions**

From the study of the marketing mix and different marketing strategy of the company, it can be concluded that functions followed by Baycliffe Consultants Limited is comparatively good. Since the customer demand is changing rapidly, so to make a strong market position the company should take advance strategies and policies. Day by day rivalry is likely to increase. Hence it is the IT market, so the company should think more creative to defeat its rivals. Customers are more loyal to those companies who are giving service properly because people want more services rather than a good product. For providing better services with products, the company should follow the additional marketing mix program to grab the target market. Baycliffe can make assurance about the services which it's given to its customers. This study of Baycliffe refers also a strong position of leadership of the company in the security surveillance market in Bangladesh. It also developed a high profile standard management team which moving the company very fast. This company also following a different marketing mix program from its rivalry, because there have a lot of lead customers of Baycliffe. But day by day competition remains very close in the IT sector, so Baycliffe also thinks for something different which can make this brand name more fabulous on customers 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
<b><u>Item IR Dome CCTV Day/Night- Dome Camera</u></b> Brand: Cam-Pro Model: CB-IB700C(Dome) Origin: Taiwan <b>12 Months Replacement Guaranty</b>	5,200.00	4 units	20,800.00
<b><u>Item 4 Analog Channel DVR</u></b> Brand: Cam-Pro Model: CB-HDR-8804H Origin: Taiwan <b>12 Months Replacement Guaranty</b>	40,000.00	1 units	40,000.00
<b><u>Item HDD Drive</u></b> Brand: Toshiba Model: SATA 4TB Origin: Japan	14,500.00	1 units	14,500.00
<b><u>Item 1200 VA UPS</u></b>	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
<b>Total</b>			<b>1,02,000.00</b>
<b>5% Vat</b>			<b>5,100.00</b>
<b>Grand Total in Words: One Lack Seven Thousand One Hundred Taka Only</b>			<b>1,07,100.00</b>

*Table 2: Proposal and Budgeting of Baycliffe*

## References

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