

An Analysis of the Marketing Activities of Grande Boulevard Online

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Letter of Transmittal

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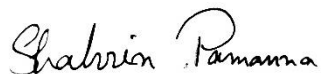
Subject: Submission of internship report on “An Analysis of the Marketing Activities of Grande Boulevard Online”.

Sir,

With due respect and humble submission, I believe hereby that this is a fair chance for me to have my internship at **Grande Boulevard Online** under your supervision. I am happy to report on my internship titled as **“An Analysis of the Marketing Activities of Grande Boulevard Online”**. During internship, I experienced professionalism to the fullest. I wanted to demonstrate my initiative in this paper to review and explore my three month's internship experience at **Grande Boulevard Online**.

I have put my best efforts for the preparation of this report. However, it will be my pleasure to respond to any clarification and recommendation in regards to this report.

Sincerely Yours



Shahrin Tamanna
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Certificate of Supervisor

I am happy to certify that the internship report entitled “**An Analysis of the Marketing Activities of Grande Boulevard Online**”, has been organized by Shahrin Tamanna bearing the ID: 162-11-5220 of BBA program, Major in Marketing under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University has been recommended for submission and presentation.

Shahrin Tamanna carries a very good personality as a regular student. It has indeed been a great predilection to work with her. I wish her all success in life.



Siddiqur Rahman

Assistant Professor and Associated Head
Department of Business Administration
Daffodil International University

Declaration

I, hereby, announce that the internship report titled “**An Analysis of the Marketing Activities of Grande Boulevard Online**” exemplifies the consequences of my own proficient works.

I sustain that the work reported in this paper is original and no portion or the whole of the report has been submitted to any other university or institution for any degree or award or any other purpose.

The work I have presented does not break any present copyright. I further accept to guarantee that Daffodil International University can take actions against any loss or damage arising from crack of the abovementioned compulsions.



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Acknowledgement

First of all, I would like to thank my internship supervisor and teacher, Mr Siddiqur Rahman (Assistant Professor and Associated Head, Department of Business Administration, Daffodil International University) who prepared the whole thing rich to me to complete this report.

I must also express my thanks to my colleagues at Grande Boulevard Online who actively supported me. My parents also supported me a lot.

These people helped me to acquire fair levels that have improved the effectiveness of my internship.

Abstract

The paper draws on the job experience that I acquired from 01 September to 1 April 2021 as an intern at the Grande Boulevard Online. I defined my Grande Boulevard Online experience mostly, in particular ideas on campaigns, customer care, etc. Grande Boulevard Online has been consistently delivering premium online goods since its inception in Bangladesh in 2019. I saw a role as a social media marketer in daily media, where a number of new gatherings took place. The intention was to explain Grande Boulevard Online's combined marketing campaign from the consumer viewpoint on the ordinary service sector and how the customer satisfaction section conducts customized service. This paper will support entrepreneurs in related places with fantastic data. Grande Boulevard Online has a great framework for customer relations. Corporate people have to try tirelessly to inspire a new client. Again, advanced communication and market growth are not deemed relevant by the organization. We need more interests in customized experience, which will give the competitors superior dissatisfaction and make the service and environment that will flabbier potential consumers with its splendor increasingly strong.

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CHAPTER 1



INTRODUCTION



1.1 Introduction

Grande Boulevard Online(GBO) is an online exclusive store. Since 2019, it has been providing products to its consumers.

This GBO is the idea of Shafqat Rahman. He and his wife has started this venture.

1.2 Background of the Study

Practice is incredibly important to obtain insights, expertise and experience. Daffodil International University has been founded to develop the expectations of graduates, and one of Bangladesh's most prestigious universities has been established with the BBA program. After 123 credit hours a student has to complete a 3 hours internship program in a commercial company.

Grande Boulevard Online is a place to work in the business of operation and promotion. As an intern, I have been delighted to serve in this company for three months in a different way than ever before, so I accept real corporate strategy, strategies and procedures principles.

1.3 Objectives of the Study

The study has been carried out with the following objectives:

- To identify the marketing strategies of Grande Boulevard Online;
- To explain the marketing mix of Grande Boulevard Online;
- To identify problems related to the marketing activities of Grande Boulevard Online;
- To make recommendations to solve the problems related to the marketing activities of Grande Boulevard Online.

1.4 Scopes of the Study

GBO combines the energies of young developers to generate best outcomes for a community of employees at the lowest cost. Consistency was an immense challenge, but GBO still did so. I am particularly pleased to serve as an intern in this organization. I offered my opportunity to handle it best. The research opens the doors to the organizational management of the company.

1.5 Methodology

GBO incorporates the energies of young developers to obtain optimum outcomes for a group of employees at the lowest expense. Consistency was an enormous work, but GBO has always done so. I am particularly excited to be able to serve as an intern in this organization. I've

offered my ability to treat it optimally. The research opened the doors for organizational management of the company.

Primary Data Collection:

True analysis, aggressive monitoring, concentrated group engagement, informal encounters and student case studies capture primary data.

Secondary Data Collection:

Secondary data has been collected from following sources:

- Sales record
- Website of GBO
- Files and folders
- Online articles
- Clients feedback

1.6 Limitations

This analysis has some problems. There are also methodological limitations. The limits are:

a. Lack of Knowledge:

As a graduate my background in qualitative data collection, processing, estimation, translation and presentation was not practical, and I thus had an enormous problem in gathering organized information correctly.

b. Lack of Time:

It wasn't long enough for me to gather adequate details to explain the exact situation.

c. Lack of Sufficient Data:

GBO's age is just one anniversary. Data in a certain amount is not then sufficient and this report is just done.

CHAPTER 2



Overview of GBO



2.1 Introduction

Grande Boulevard Online(GBO) is an online exclusive store. Since 2019, it has been providing products to its consumers.

This GBO is the idea of Shafqat Rahman. He and his wife has started this venture.

2.2 Company Profile

Grande Boulevard Online is a place to work in the business of operation and promotion. As an intern, I have been delighted to serve in this company for three months in a different way than ever before, so I accept real corporate strategy, strategies and procedures principles.

Grande Boulevard Online (GBO) is an online exclusive store. Since 2019, it has been providing products to its consumers.

2.3 Historical Background

Long time ago, Mr Shafqat had a dream to have a fashion house. In 2019, he hit upon an idea to practice his entrepreneurship skills through GBO.

To attract more buyers, Shafqat expected to invest in a larger space. The business plan of Shafqat was an example of what ambition and perseverance can do.

2.3.1 Location

Office Address:

Grande Boulevard Online(GBO)

Banani, Dhaka- 1215.

Website: www.grandeboulevardonline.com

2.3.2 Project Description

Name: Grande Boulevard Online(GBO)

Status: Online Shop

Business Types: Product Oriented

2.4 Vision of Grande Boulevard Online

GBO's vision is to ensure the highest quality of exclusive products for customers.

2.5 Mission of Grande Boulevard Online

GBO strives for the national extension of its operation. GBO tries to do everything possible to boost service, consumer loyalty and customer service.

CHAPTER 3



Theoretical Aspects



3.1 Market

Business shall refer to a consumer or corporation group who has the possibility to buy the product and is approved to buy the product by regulation and regulations.

3.2 Marketing

Marketing is the science and art to discover, create and produce demand to fulfill the needs of a target market to a benefit and establish a long-term consumer partnership and reap value from consumers. Marketing considers unfulfilled dreams or desires.

3.3 Traditional Marketing

Traditional marketing implies some form of ads that firms used to promote their goods during the early period. It is a huge amount of advertisement and promotion. The ads that we see and hear every day are the most identifiable form of advertising. Most typical marketing technologies are present in one of four categories: printing, broadcasting, direct mail and telephones.

3.4 Digital Marketing

Traditional marketing means such advertisements that corporations used in the early era to sell their products. It's an immense amount of advertising and marketing. The advertisements we see and listen to every day are the most familiar source of advertisement. In each of the four groups, publishing, television, direct mail and telephones, most traditional marketing technology are present.

The advertising of digital technology goods, primarily via the Internet, including mobile telephones, display advertisements, and any other electronic medium is digital marketing. It is also known as data- driven marketing.

3.5 Grande Boulevard Online

Grande Boulevard Online is a place to work in the business of operation and promotion. As an intern, I have been delighted to serve in this company for three months in a different way than ever before, so I accept real corporate strategy, strategies and procedures principles.

Grande Boulevard Online(GBO) is an online exclusive store. Since 2019, it has been providing products to its consumers.

3.6 Objectives of Grande Boulevard Online

- To meet the correct people
- Building civic involvement
- Urge the public to act
- Successful campaign spending

3.7 Goals of Grande Boulevard Online

GBO raises income from customers searching for unique goods online, in order to win the role of market leader.

CHAPTER 4



Marketing Activities of GBO



4.1 Segmentation

The segmentation concerns a distinction between various customer segments and may entail particular products or marketing campaigns with unique requirements, characteristics or actions. A section refers to a group of clients reacting in a similar way to marketing tactics. Market types, products and demands are increasing in the industry. The marketer must determine which categories are the most powerful.

4.1.1 Segmentation Strategy of GBO

Segmentation considerations are varying. GBO specifically segments the ethnic, behavioral and regional market. The following is given.

4.1.2 Demographic Segmentation

GBO takes into account age, height, education, sex and physical attributes. It also measures revenue by sorting the market into multiple income groups.

4.1.3 Behavioral Segmentation

GBO segments emerging business buyers, custodians, referenced consumers, future customers and aims to develop and entice customers every day to promote them.

4.1.4 Geographic Segmentation

GBO sells customers in rural areas at reduced rates and at the same time sets higher prices for customers in Dhaka or elsewhere.

4.2 Targeting

Some of these divisions could be used as a corporation expands its markets. A consumer targeting is important to determine and pick at least one element for any business segment. Following an age, an organization has to aim for maximum consumer content and productivity. GBO is also searching for clients, teachers, doctors, attorneys, etc. GBO, which offers inexpensive rates for exclusive merchandise, is extremely convenient for people in this country to satisfy the demands of this vast market. GBO's main objective is to win the venture, because some of its great opponents have been operating in this field for over 10 years.

Differentiated Marketing:

For their goods, the GBO uses various marketing blends, such as: dress, home decor, sweets, etc., and prices range from geographical angle as well as from online and offline areas to different areas.

4.3 Positioning

The positioning in the attention of buyers of a brand or commodity in a given market in order to develop and expand an image or reputation calls for a certain amount of brand or commodity marketing. It must be retained over the life of an enterprise or service. It is important to keep the position of business. This helps constant advertising campaigns to improve the awareness of consumers or the business on the target market. To take the lead in the industry, GBO uses a reward positioning approach. It provides customer service on an individual basis and quickest distribution system.

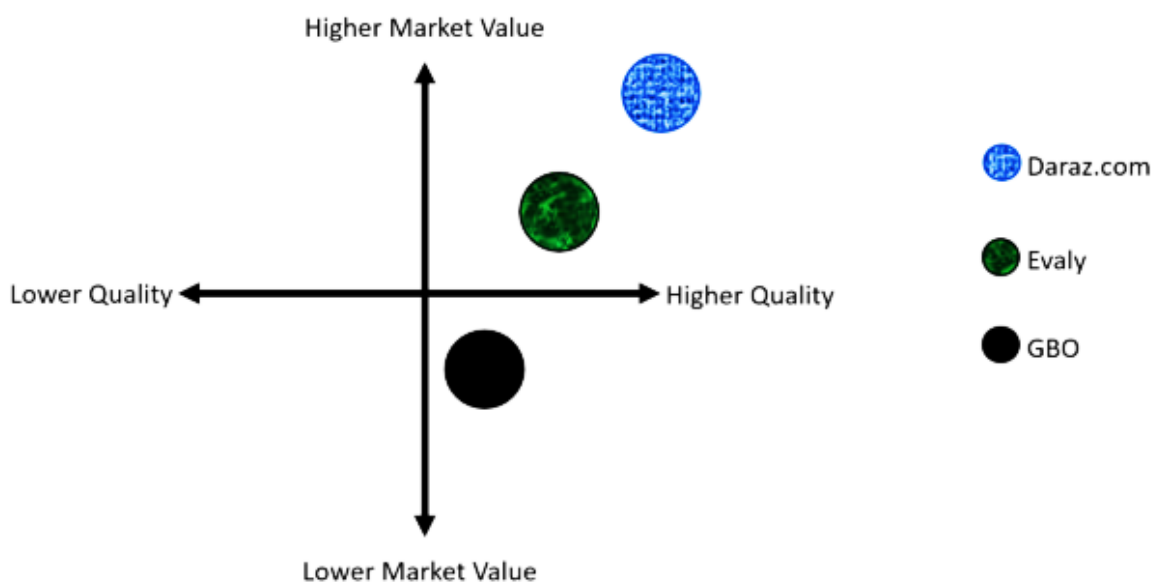


Image: Positioning Map of GBO (imaginary illustration)

CHAPTER 5

Marketing Mix of GBO



5.1 Service Marketing Mix

The marketing mix can be easily identified. This ensures that at the right time and with the right condition the best product is produced. It's the toughest part, since every component of each market plan has to be described. Etiquette, position and other considerations may also be important. The price mix is a mixture of variables to be controlled by a business that influence the transactions of its products by customer.

It has been said repeatedly in industries that if a company is not adequately relaxed and unique to the target customer, it will commit suicide and the product will fail indelicately. In the contrary, you should be assured that if you understand these values in depth, you will gain mountains. Know this thoroughly and you can see how your profitable business can boost profitability and make the company a valuable asset and prosper countlessly. The marketing blend is primarily similar to 4Ps of conventional marketing, as previously stated.

5.1.1 Product

A package has been designed or assembled to satisfy a particular category of needs. The commodity can be immaterial or real as resources or products can be. The following are available as main items at Grande Boulevard Online(GBO):

- **Kids Apparel**
- **Ladies Apparel**
- **Gents Apparel**
- **Home Décor Items**
- **Event Cakes**
- **Jewellery**
- **Beauty Products**
- **Pet Products**

5.1.2 Price

The standard is just the amount of money a customer spends on. Price is a central part of the idea of a marketing blend. In the marketing campaign, sustainability and profitability of the business are also quite significant. This is thus an important part of a corporate plan in determining the profits and success of the company.

Prices of GBO's services are as below:

- **Kids Apparel**
- **Ladies Apparel**
- **Gents Apparel**
- **Home Décor Items**
- **Event Cakes**
- **Jewellery**
- **Beauty Products**
- **Pet Products**
- **Starting from 1550 BDT**
- **Starting from 1550 BDT**
- **Starting from 1550 BDT**
- **Starting from 1250 BDT**
- **Starting from 2400 BDT**
- **Starting from 1800 BDT**
- **Starting from 300 BDT**
- **Starting from 2000 BDT**

5.1.3 Place

The position mix determines when and whether to supply installs to the customer in the appropriate time and in the right place to make full returns on the market. Products must not be divided and distributed where the producer of products is located. However, the same services can be provided by separate providers.

GBO has to follow the direct channel or zero level channel as it does not need any intermediary. Hence, GBO makes online marketing and sales through Facebook, Instagram, Twitter, LinkedIn YouTube etc.

5.1.4 Promotion

The promotion refers to any form of consumer contact for informing or persuading target audiences about the relative quality, business, brand, or problem of an organization. The publicity helps to increase visibility, increase competitiveness, increase sales or increase consumer satisfaction.



The above illustration is a simple diagram of the elements in GBO's promotional mix. It includes:

□ **Branding**

From the beginning, GBO has concentrated on architecture as well as creativity. GBO encourages people to engage in exclusive lifestyles through social media posts and free workshops. The GBO CEO also works on brand branding and has a strong strategic face value in this area.

□ **Direct Marketing**

GBO practices a guerrilla campaign technique against its competitors in daily workshops and fashion shows. GBO produces also photographs, studies and stories that encourage potential consumers.

□ **Sales Promotion**

As a promotional marketing GBO follows push and pull tactics. A marketing push is an approach in which an organization seeks to make its goods commercially available. The aim of a marketing drive is to use various direct contact techniques to "move" products and services from the point of sale of a client. GBO sells self-produced furniture for the cash counters of the nearby set shops. It also supplies various multinational corporations with copies of the specimen.

A tactic that increases client trust in a business and drives clients to the commodity is a pull marketing technique. Tactics of pull contact are designed to make the customer want a particular product. A marketing exercise technique may be applied independently or in combination with a practice. For a pull marketing strategy, the goal is to actively search for a customer's goods and have dealers store the products for immediate demand of the buyer.

For eg, GBO concerns consumers who manage infinite volumes of most items in the first two weeks, when customers also need personal care.

□ **Digital Marketing**

Digital marketing is the use of the Internet, handheld devices, social networking, search engines, or other networks. GBO digital marketing uses social networking digital techniques. Social Media Marketing (SMM) is an internet marketing technique used by social networking networks as a contact tactic. SMM seeks to create content to improve brand awareness by an entity and to allow people to enter the social network. GBO's own Facebook profile and channel Youtube. Any of its users are affected on their pages or platforms by their contents.

To establish the successful Brand Marketing Strategy, GBO works on the following questions:

- How does GBO supply potential consumers with advertising communications?
- What's the best time to encourage business?

- Will Facebook ads and consumers enter GBO's prospective market?
- Is the social system the best place for product marketing?
- What is the publicity policy of the rivals?

5.1.5 People

When it comes to the 7 P's, people play a crucial role since services are typically created and consumed at roughly the same time. As a result, the customer's experience is heavily influenced by the conduct of these employees.

We may suppose that one of our customers Tweets the next day that they're going to go shopping at GBO. Also, our employees will post a message on our Facebook page the day before the consumer arrives, wishing them good luck with their shopping. This is accompanied by several complementary presents from the employees. In the near term, customers will be immensely happy as a result of customizing their experience. It also increases the likelihood that they will become a long-term client.

5.1.6 Process

Customer and company interactions are governed by processes that include protocols, methods, and flow of activities.

As an example, a process is started when a client orders a product. Another process is initiated when the consumer makes a payment, and another is activated when the customer posts a review.

5.1.7 Physical Evidence

Services, as we've shown, are intangible. But despite all of this, they are typically delivered with physical aspects. Physical evidence consists of:

- * Delivered services' environment or location
- * To facilitate the service or offer information about it in a physical way

Based on this definition, physical evidence includes such things as:

- The company's website
- Annual accounts
- Business cards
- Logos and brochures
- Equipment
- Buildings

Consider, for example, a first-time GBO customer. Photographs of the items, prior customer testimonials, and delivery speed are examples of physical proof.

CHAPTER 6



Problems, Recommendations and Conclusion



6.1 Major Findings

Grande Boulevard Online (GBO) is an online exclusive store. Since 2019, it has been providing products to its consumers. GBO strives for the national extension of its operation. GBO tries to do everything possible to boost service, consumer loyalty and customer service. GBO's vision is to ensure the highest quality of exclusive products for customers.

GBO specifically segments the ethnic, behavioral and regional market. GBO takes into account age, height, education, sex and physical attributes. It also measures revenue by sorting the market into multiple income groups. GBO segments emerging business buyers, custodians, referenced consumers, future customers and aims to develop and entice customers every day to promote them. GBO sells customers in rural areas at reduced rates and at the same time sets higher prices for customers in Dhaka or elsewhere.

For their goods, the GBO uses various marketing blends, such as: dress, home decor, sweets, etc., and prices range from geographical angle as well as from online and offline areas to different areas.

To take the lead in the industry, GBO uses a reward positioning approach. It provides customer service on an individual basis and quickest distribution system.

The following are available as main items at Grande Boulevard Online (GBO):

- Kids Apparel Starting from 1550 BDT
- Ladies Apparel Starting from 1550 BDT
- Gents Apparel Starting from 1550 BDT
- Home Décor Items Starting from 1250 BDT
- Event Cakes Starting from 2400 BDT
- Jewellery Starting from 1800 BDT
- Beauty Products Starting from 300 BDT
- Pet Products Starting from 2000 BDT

GBO makes online marketing and sales through Facebook, Instagram, Twitter, LinkedIn YouTube etc.

Branding, Direct Marketing, Sales Promotion and Digital Marketing are the elements in GBO's promotional mix.

Segmentation Strategy of GBO

Segmentation considerations are varying. GBO specifically segments the ethnic, behavioral and regional market.

Targeting

Following an age, an organization has to aim for maximum consumer content and productivity. GBO is also searching for clients, teachers, doctors, attorneys, etc. GBO, which offers inexpensive rates for exclusive merchandise, is extremely convenient for people in this country to satisfy the demands of this vast market. GBO's main objective is to win the venture, because some of its great opponents have been operating in this field for over 10 years.

Positioning

To take the lead in the industry, GBO uses a reward positioning approach. It provides customer service on an individual basis and quickest distribution system.

6.2 Problems Identified

- a. GBO is struggling for its national extension of its operation which is its primary mission.
- b. Faults are often found in their product quality or online product visualizations for which the segmentation strategies are not working always properly.
- c. GBO is losing a number of potential customers because of poor insight management and poor implementation of targeting approaches.
- d. Insufficient product descriptions such as material details, customizations options information lacking creates confusion among potential leads.
- e. GBO is lagging behind from their reward positioning approach. Customers get off from the brand because of high price every time without any loyalty reward.
- f. GBO is continuously failing to meet its targeted customer satisfaction benchmark.

6.3 Recommendations

- a. GBO should do its best for its national extension of its operation through applying quick market capturing strategies.
- b. Apart from upgraded product visualization, GBO should focus on establishing its own delivery system.
- c. GBO should focus on their insight and market reputation more.
- d. GBO should focus on content development by employing product manager and copy writer.
- e. Loyalty reward should be introduced.
- f. Product return & refund policy should be flexible.

6.4 Conclusion

I have found from my knowledge that GBO is an influential and relatively efficient skilled advice facility for young applicants from the Bangladesh Armed Forces. As a GBO intern, I have encountered a business which is more competitively stable and finally leading the market. In view of the reality, GBO must be revised with respect to its success, task, timeliness, performance and regulation. In Dhaka City and future, GBO would be common and adjusted to qualified therapy in the world. It must be understood. I will do this; businesses are appropriate for clients so they will promote customers ' specific needs. To me, engaging GBO is perfect because I had a significant encounter with this service-driven organization. This is far bigger than the books I saw down to the field. Furthermore, I have seen an entrepreneurial lifestyle and a solid framework that has profoundly impacted the life of its founder today to some point. Through this point of view, I can also articulate this opinion regarding my potential prospects I have been dealing with conservative stuff.

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