

# **An Evaluation of the Marketing Activities of DECENT BANGLA**

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## **Date of Submission:**

## Letter of Transmittal

Date: 13 January 2020

Dr. Mohammed Masum Iqbal  
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Dhanmondi, Dhaka.

**Subject: Submission of internship report on “An Evaluation of the Marketing Activities of Decent Bangla”.**

Sir,

With due respect and sincere devotion, I say it is a good chance for me to under the supervision of you for my internship in Decent Bangla. I am very glad to submit my internship report titled as “**An Evaluation of the Marketing Activities of Decent Bangla**” which was a requisite for my graduation of BBA Program. I have learned all my skills and conducted the basic operations of Decent Bangla in the course of one year of service. It will be an irreplaceable asset in my life. In this paper I tried to show my commitment through reviewing my one-year service in Decent Bangla and exploring my learning and experiences.

I am very thankful that you have important guidance and oversight, that I prepare and coordinate this report and that I fully trust that I can meet your expectations regarding the nature of my work. I tried to make every effort to prepare this paper. In the absence of any inconsistencies, however, I am pleased to respond to any clarifications and suggestions on the paper.

Sincerely Yours



Ishraq Mahbub  
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### **Certificate of Supervisor**

I am delighted to certify that the internship report entitled “**An Evaluation of the Marketing Activities of Decent Bangla**” has been prepared by Ishraq Mahbub bearing the ID: 152-11-4651 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.

As a regular student, Ishraq Mahbub has a good moral and ethical personality as well as a very hard worker. Collaborating with him was a great practice. I wish him all success in life.



**Dr. Mohammed Masum Iqbal**  
Professor and Dean  
Faculty of Business and Entrepreneurship  
Daffodil International University

## Declaration

I, hereby, declare that the internship report titled “**An Evaluation of the Marketing Activities of Decent Bangla**” embodies the results of my own professional works, pursued under the arrangement of the aforesaid organization.

I further uphold 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 breach any existing copyright. I further undertake to indemnify that Daffodil International University can take actions against any loss or damage arising from breach of the forgoing obligations.



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## **Acknowledgement**

At the beginning, I am mostly obliged to the Almighty for giving me excellence, courage and ability, regardless of various complications, to reach my position in Decent Bangla and also the transient work report.

I was very pleased to thank a wide range of people for their enthusiastic cooperation and encouragement, which has made a significant contribution or participation in the preparation of this report.

First of all, I would like to express my appreciation for his guidance and input on this study to my internship supervisor and professor, Dr. Mohammed Masum Iqbal (Prof. and Dean, Faculty of Business and Entrepreneurship, the Daffodil International University).

I must also express my gratitude to my Decent Bangla mentor, Gustaf Lundberg, Founder and CEO who helped me fully, gave me time and took me his meetings. His training taught me a way to not only grasp high class but also to handle all the partnerships with an amazing level of cooperation and fulfill customer requests.

I might also like to thank my parents for helping me and my friend Ahsan Al-Rifat, who supported me in my distance education and made my experience exceptional. These people helped me to reach reasonable levels that made my internship more successful.

## **Abstract**

This article takes as its basis the work that I achieved when, apart from the last year at Decent Bangla, from 7th October 2018 to 30th November 2019, I played as an Assistant Manager in a completely different way. I mentioned my experience of Decent Bangla primarily in this post. Decent Bangla has continuously provided quality clothing to Bangladeshi and international clients since its establishment in Bangladesh. I have performed as a manager and a marketer in regular media where a number of new discussions were organized. The goal was to highlight Decent Bangla's integrated marketing strategies in the customer service sector and find out how organic cloths influence production in a pollution-free environment. This article helps entrepreneurs in similar fields with great data. Decent Bangla has a beautiful system of customer relations. Organizers will work extensively to encourage a potential buyer to embrace organic apparel. Again, advanced correspondence and business development are not important to the organization until now. More investment needs to be taken to enable the organization to supply and promote pollution-free industrialization that can blabber the glory of future customers.

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# CHAPTER 1



## INTRODUCTION

## **1.1 Introduction**

Needless to say, the employment sector is shrinking in terms of vacancies nowadays, as millions of people are seeking to create themselves and their families, with honor, of course. The introduction of organic apparel is one of the easiest ways to achieve a healthy world in the first place but, sadly, it is difficult for our Culture to build up the need for organic products for decades. It results in a lion's share of emissions from the atmosphere.

Decent Bangla is one of the world's leading organic clothing companies to ensure a sustainable environment. The company has tried to produce environmentally safe apparel since 2014, which at the beginning of 2017 was greater than the total number of customers in user countries. The brain-child of Gustaf Lundberg is Decent Bangla. He was suggested for the project of sustainable clothing, which brings international perspective, by one of his friends from Bangladesh.

## **1.2 Background of the Study**

Education alone in today's world does not make a student perfect for the outside world. Practice is highly necessary in order to gain experiences, knowledge and experience. Daffodil International University is one of the leading Universities in Bangladesh to produce international students in a BBA program. After 123 credit hours have been completed, one student must complete a 3-credit internship in a commercial organization.

Decent Bangla is a place where I have learned in the area of action and marketing. As an Assistant Manager, I have been pleased to work with this company for a year other than before so that I consider concepts on real corporate strategies, policies and practices.

## **1.3 Objectives of the Study**

The study was conducted with the following goals:

- To identify the marketing strategies of Decent Bangla;
- To explain the marketing mix of Decent Bangla;
- To identify problems related to the marketing activities of Decent Bangla;
- To make recommendations to solve the problems related to the marketing activities of Decent Bangla.

## **1.4 Scopes of the Study**

Decent Bangla is a fusion of a youthful entrepreneur's efforts to achieve the best outcomes with the cheapest competitive price in the business sector. The preservation of quality was a big challenge, but Decent Bangla managed a mission. Decent Bangla sells organic and sustainable garments. I am especially pleased to serve as an Assistant Manager in this organization. The scope of the analysis opened the doors to the organizational management of the company.

## **1.5 Methodology**

This study was prepared according to the experience I had gained in Decent Bangla during my research. The research requires a systematic process to pick the subject. In order to evaluate data source and collection it is important for the determination, categorization, review, description and systematic presentation of data sources and key points. But it has proved extremely effective to regularly communicate with the company's workers. In order to complete this assigned document, the primary and secondary data were gathered:

### *Primary Data Collection:*

In the context of practical work, direct monitoring, focused group discussions, informal customer discussions and case studies of teachers primary information was collected.

### *Secondary Data Collection:*

Secondary data has been collected from following sources:

- Sales record
- Facebook page of Decent Bangla
- Files and folders
- Online articles
- Clients feedback

## **1.6 Limitations**

This study has many difficulties. Therefore, the analysis has a number of restrictions. The constraints are:

**a. Lack of Knowledge:**

As a student, I had no practical experience in the collection, treatment, analysis and presentation fields of quality research, which led me to accurately obtain organized information.

**b. Lack of Time:**

The time frame for this analysis was not long enough to obtain sufficient information to justify the accurate diagnosis.

**c. Lack of Sufficient Data:**

Decent Bangla age is just a couple of years. Thus in a certain amount the data is not available and the analysis is only concluded.

## CHAPTER 2

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### Overview of Decent Bangla

## **2.1 Introduction**

Decent Bangla is one of the world's leading organic clothing companies to ensure a sustainable environment. The company has tried to produce environmentally safe apparel since 2014, which at the beginning of 2017 was greater than the total number of customers in user countries. The brain-child of Gustaf Lundberg is Decent Bangla. He was suggested for the project of sustainable clothing, which brings international perspective, by one of his friends from Bangladesh.

Needless to say, the employment sector is shrinking in terms of vacancies nowadays, as millions of people are seeking to create themselves and their families, with honor, of course. The introduction of organic apparel is one of the easiest ways to achieve a healthy world in the first place but, sadly, it is difficult for our Culture to build up the need for organic products for decades. It results in a lion's share of emissions from the atmosphere.

## **2.2 Company Profile**

Decent Bangla is one of the world's leading companies in organic clothes for a healthy climate. Since 2014, which was in early 2017 higher than the total number of customers in user countries, the company has attempted to produce environmentally-free apparel. Gustaf Lundberg's brain-child is decent English. He was suggested by one of his friends from Bangladesh for a sustainable clothing project that provides an international perspective.

## **2.3 Historical Background**

“I visited Bangladesh in 2011. The second day I was invited for tea with a family in Dhaka. Tea turned to lunch and before dinner I had accepted an offer to simply move in with them. I stayed for a month and in the meantime me and Ishraq, the son of the family, traveled around the country to visit his relatives. After that I have had returned several times. Among them, in 2014, for my diploma project in architecture, to design proposals for social- and environmentally sustainable textile factories. This project is displayed below.

Bangladesh is today the world's second largest exporter of garments, with around 5 million textile workers. Most of them are working in factories controlled by post-colonial interests.

In April 2013, 1129 people died and around 2500 were injured when the textile factory Rana Plaza collapsed. After this the international buyers started to make higher demands on factory safety and working conditions. Still, the fashion industry does not care enough about the worker's life situation outside the factory walls.

To get a job, most textile workers have to move from different parts of Bangladesh to the factory areas around Dhaka. They often rent a small room in a metal shed dormitory with a

shared toilet. Many parents must leave their children in their home village because they cannot afford to rent a place for the whole family near the factory.

Our dream is to design and change the textile industry, both in Bangladesh and elsewhere. We aim to build new decentralized factories, sustainable for the people who are working in them, the village and the planet. When you buy a product from us our dream comes closer to reality.

The first collection is fair trade, produced by our partner, Thanapara Swallows Development Society, Rajshahi, Bangladesh. The cotton is 100 % organic, from Gujarat, India. The fabrics are handmade, dyed with natural colors without the use of chemicals - indigo, from The Rangpur District, clay from The Padma River (Ganges) and recycled black tea from the local markets.”

Gustaf Lundberg  
Founder of DECENTBANGLA

### **2.3.1 Location**

*Office Address:*

DECENT BANGLA

Kocksgatan 34, Stockholm, Sweden

Phone +46 70 310 81 91

Email: [info@decentbangla.com](mailto:info@decentbangla.com)

Facebook Page: [facebook.com/Decent Bangla](https://facebook.com/DecentBangla)

### **2.3.2 Project Description**

*Name:* DECENT BANGLA)

*Status:* Apparel Company

*Business Types:* Product Oriented

## **2.4 Vision of Decent Bangla**

DECENT BANGLA envisions building new decentralized factories, sustainable for the people who are working in them, the village and the planet.

## **2.5 Mission of Decent Bangla**

DECENT BANGLA aims to design and change the textile industry, both in Bangladesh and elsewhere. When you buy a product from us our dream comes closer to reality.



# CHAPTER 3

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## Theoretical Aspects

### **3.1 Market**

Marketing refers to a group of customers or organizations, who have the resources to buy the product and are allowed to buy the product by statute and by other legislation.

### **3.2 Marketing**

Marketing is the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit with a view to building a long term relationship with the customers and capturing value from the customers as a return. Marketing recognizes desires or expectations that have not been fulfilled.

### **3.3 Traditional Marketing**

Traditional marketing refers to any kind of advertisement, advertisement in which businesses used this approach to sell their products in the early period. It is an extremely wide variety of advertising and marketing. It is the most recognizable kind of advertising, which involves the advertisements we see and hear every day. The majority of traditional marketing techniques come in one of four categories: publishing, broadcasting, direct mail and phone services.

### **3.4 Digital Marketing**

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.

## chapter 4

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# Marketing Strategies of Decent Bangla

## **4.1 Segmentation**

Segmentation corresponds to separating a market into categories that may require separate goods or commercial programs, and which have different needs, characteristics or behaviors.

### **4.1.1 Segmentation Strategy of DECENT BANGLA**

Segmentation influences occur in various ways. Among these is DECENT BANGLA's mainly demographic, behavioral and geographic market segments. The following is given.

#### **4.1.2 Demographic Segmentation**

DECENT BANGLA mainly gusts, the desired living standards etc. when segmenting the market demographically. It also defines profits by splitting the market into different groups of income.

#### **4.1.3 Behavioral Segmentation**

DECENT BANGLA splits the market into categories according to the advantages that customers seek for their goods (quality, environmental friendliness etc.). In addition, DECENT BANGLA segments the market in international customers, first-time customers, customers with references, potential customers, and want to strengthen and maintain regular customers for their recommendations.

#### **4.1.4 Geographic Segmentation**

DECENT BANGLA markets its goods through the use of regional segmentation. In different campaigns, it uses the urban and rural sector in its industry.

## **4.2 Targeting**

One or many of these segments can be entered after a company has set up its markets. Consumer targeting involves evaluating and choosing at least one fragment to reach each consumer component appeal. A business must strive to achieve the best customer service and productivity some time later.

### **Differentiated Marketing:**

DECENT BANGLA uses different marketing blends in its services, such as: 100% organic and blended organic clothes have totally different types of marketing mixes.

### **4.3 Positioning**

The consumer views on a brand or a service in respect of rival brands or products are applied to marketing or company strategy. Market positioning refers to the process through which a brand or service can be produced to be perceived by customers in a certain way.

To take leadership in the market, DECENT BANGLA uses advantage positioning. It offers 100% organic clothes and also offers mixed organic clothes to meet the demand of the customers.

## CHAPTER 5

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# Marketing Mix of Decent Bangla

## 5.1 Marketing Mix

It is easy to define the marketing mix. It requires the execution, at the right time and at the right price of the right product. This is the hard part, because every component of every business plan must be defined. Also included can be packaging, person positioning and other considerations. The marketing mix is a combination of factors that a company can control in order to influence consumers ' purchases of its products.



A basic example of the components in a marketing combination is the image above. In industries, it was said numerous times that an enterprise commits entrepreneurial suicide and that the business inevitably fails when it does not properly know the target market and discovers exactly what the company wants. If you understand those concepts thoroughly, on the other hand, you can be sure that you attract mountains of profit. You will fully understand this, and you will be able to understand exactly how your sustainable business can increase revenue and help make your company a valuable asset and achieve endless benefits. The marketing mix is mainly related to traditional marketing 4Ps, as previously noted.

### **5.1.1 Product**

A product is designed or constructed to satisfy a particular group of needs. The product may be immaterial or tangible as service or goods may be.

We will make sure that the right kind of commodity is requested in our industry. We must therefore carry out a comprehensive research on the product life cycle we build as marketer during the product development process. The life cycle of a product involves the stage of development, maturity and the period of sales decreases. Marketers must redesign their products in order to raise demand when the sales decline occurs.

In DECENT BANGLA, we provide 100% organic clothes and mixed organic clothes.

### **5.1.2 Price**

The price of the product or service is simply the amount of money that customers pay for. Price is an integral part of the marketing mix concept. The company's profits and profitability are also a very important part of a marketing strategy. It is also very critical as it decides the income and success of the business in a marketing plan. It is simply a touch place. But. However. It is doubtful that a company would pay a high price if it has not made a name for itself and is new to the market. Price also relates to influencing customer perceptions of the commodity. It should always be borne in mind that a low price usually means a lower consumer good than a competitor. As a consequence, very high prices ignore the advantages to customers and thus make their money less than value. They shall also track the expense and resources of rivals.

While determining the costs of the goods, advertisers will take into account the relative value of the product. The above are the three primary pricing strategies: premium escalation, sector skimming pricing and favorable pricing.

Decent Bangla keeps lower price by doing competitor analysis and try to make hard competition of its competitors in the apparel industry.

### **5.1.3 Place**

Where and how customers receive services in the right time and in the right place to achieve maximum business profit is decided by Place Mix. Services cannot be isolated and offered where their supplier is located compared to products. However, different providers can provide



the same services. It gives you a profound understanding of the target market. We have to consider them within and identify the most effective positioning and distribution channels, which speak directly to our market.

DECENT BANGLA has to follow the direct channel or zero level channel as it does not need any intermediary.

#### 5.1.4 Promotion

Promotion in marketing relates to any type of communication in which target markets are told or persuaded of the relative merits of a good, service, brands or problem. Promotion is aimed at increasing recognition, generating interest, revenue or building brand loyalty.

In marketing mix, promotions have become a critical factor. We need to understand them inside and learn about the most efficient distribution and positioning channels which speak to our market directly. A business will sell the goods and USP to the consumer. In this competitive environment, it is what holds things healthy. The promotion mix decides on the techniques, strategies and media used for marketing communication. The medium consists of:

- Advertising
- Branding
- Personal Selling
- Sales Promotion
- Public Relations
- Direct Marketing, and
- Digital Marketing



The above picture is a simple picture of the elements of the promotional mix of DECENT BANGLA. It consists of:

- **Branding**

DECENT BANGLA has been working from the beginning for both organizational branding and branding. DECENT BANGLA encourages people in its social media content to buy organic clothes and to write up information and to organize free seminars. Only DECENT BANGLA CEO focuses on personal branding and in this field he already has an increased strategic face value.

- **Direct Marketing**

DECENT BANGLA frequently generates videos, posts and stories which motivate potential customers.

- **Sales Promotion**

DECENT BANGLA pursues push-and-pull tactics to promote sales.

A Push Marketing Strategy is a method by which a company tries to make the services available to the public. The goal of a marketing drive campaign is to use different aggressive marketing strategies to "transfer" its products and services from a customer's point of view.

For example, DECENT BANGLA provides its self-produced clothes at the local shops.

The strategy to pull marketing relates to a method in which a corporation boosts consumer demand and drives buyers to the commodity. Customers want a specific product to execute marketing strategies. A pull marketing strategy can be used either alone or in combination with a push marketing. In a pull-marketing strategy, the purpose is to hunt for a commodity aggressively and get distributors to stock the item in order to respond to the customer's direct demand.

For example, DECENT BANGLA emphasizes on selling organic clothes to eco-friendly countries and people.

- **Digital Marketing**

The use of the Web, mobile devices, social media and other search engines to attract customers was digital marketing. Digital marketing. DECENT BANGLA utilizes marketing strategies for social media. Social media marketing (SMM) is an internet marketing method used as a marketing tool for social networking websites. The goal of SMM is to build content that enhances the awareness of the brand and attracts users via its own social network.

DECENT BANGLA has a Facebook page and a channel for Youtube. Most of their clients are influenced by their content on their website or on their channel.

## CHAPTER 6

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# Problems, Recommendations and Conclusion

## **6.1 Problems Identified**

- DECENT BANGLA is a part time business activity of its owner because he is pursuing his architectural works besides.
- Employees work as a team for DECENT BANGLA but they cannot perform to their fullest because of the lack of training.
- DECENT BANGLA has insufficient employee issues and consequently, it cannot open more branches.
- DECENT BANGLA is yet to work more on research and development since it is a new market challenger.
- Online boosting seems very expensive for DECENT BANGLA to afford right now.
- DECENT BANGLA does not have any private property to have its office to operate their business. For this, it cannot expose as a large business entity like its competitors and each and every client cannot build trust on it very well.

## 6.2 Recommendations

- DECENT BANGLA should emphasize on employee training.
- DECENT BANGLA should increase the number of employees.
- DECENT BANGLA has to set several branches to expand the business.
- DECENT BANGLA should recruit more employees based on the operational demand.

Full time employees should be sought or the current employees can be offered to continue for full time.

- DECENT BANGLA should run R&D activities to cope up with the current market situation.
- DECENT BANGLA should retain some amount of money from its profit to afford Facebook page post boosting.
- DECENT BANGLA should either try to have more flexibility from their office owner to decorate the organization as recommended for better physical evidence and reliability.

### **6.3 Conclusion**

I have learnt from my experience that DECENT BANGLA is a functioning organization that is active. As an employee of DECENT BANGLA, I developed a company which is more competitive and ultimately leads the industry. In view of the fact that DECENT BANGLA has to upgrade its results, role, timeliness, quality, and power. I could do this; enterprise is sufficient for clients, but must facilitate consumers ' unambiguous needs. It's very good for me to contact DECENT BANGLA because with this kind of company I have an important business deal. This is much larger than the books I saw on earth. Moreover, it has let me know how a company manages and achieves its marketing process. I have witnessed an entrepreneurial lifestyle and a solid structure that has shaped my life to some degree. From this point of view I can also convey this position. In my future career I have been engaged in cautious things that are most important. I had no limitations to tackle, but this experience is an illustration of the stuff which can be done with dedication and perseverance.

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