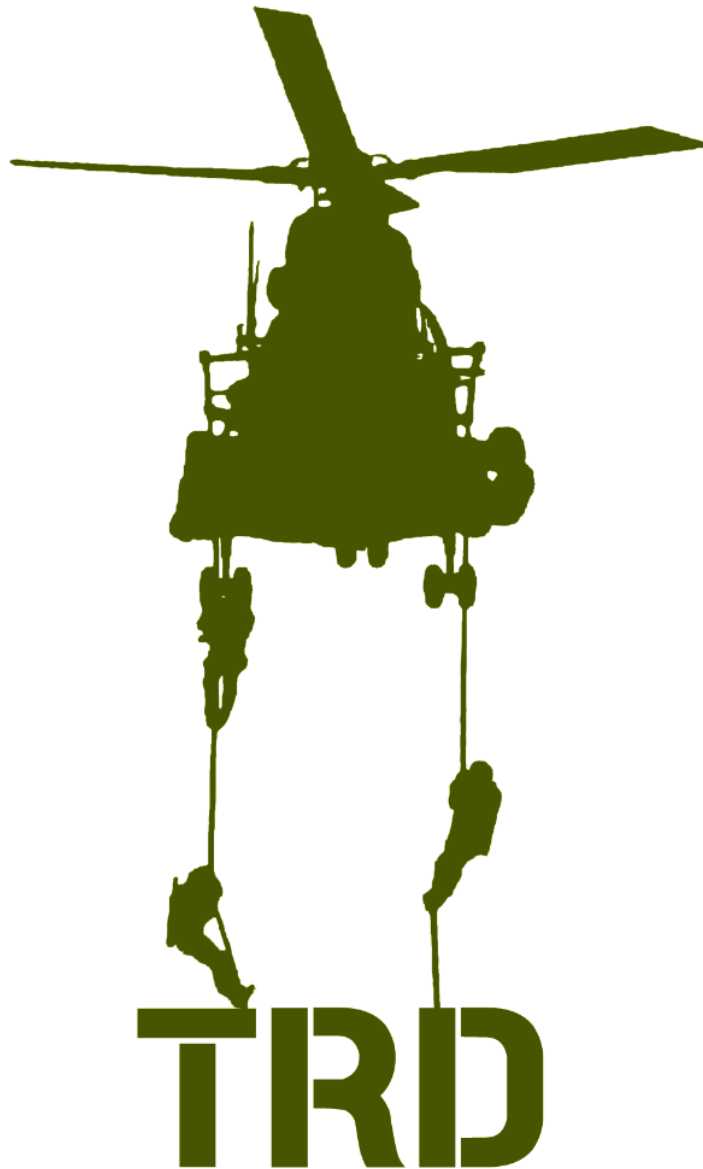
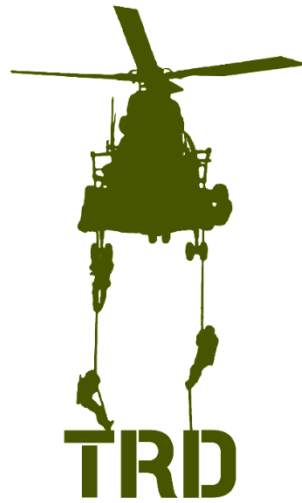


INTERNSHIP REPORT



**TACTICAL ROAD TO DEFENCE
PRELIMINARY AND ISSB PREPARATION FOR
BANGLADESH ARMED FORCES**

An Evaluation of the Marketing Activities of TACTICAL ROAD TO DEFENCE



Supervised by

Dr. Mohammed Masum Iqbal (PhD)

Professor and Dean

Faculty of Business and Entrepreneurship

Daffodil International University

Prepared by

Ahsan Al- Rifat

ID: 162-11-5242

Major in Marketing

Major in Marketing

Program: Bachelor of Business Administration

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Date of Submission: 7 December 2019

Letter of Transmittal

Date: 07 December 2019

Dr. Mohammed Masum Iqbal
Professor and Dean
Faculty of Business and Entrepreneurship
Daffodil International University
Dhanmondi, Dhaka.

Subject: Submission of internship report on “An Evaluation of the Marketing Activities of Tactical Road to Defence”.

Sir,

With due respect and humble submission, I hereby state that it is an auspicious opportunity for me to have my internship at **Tactical Road to Defence** under your supervision. I am very glad to submit my internship report titled as “**An Evaluation of the Marketing Activities of Tactical Road to Defence**” which was a requisite for my graduation of BBA Program. In the span of last three months of internship, I have practiced my entrepreneurship to the fullest and have run the basic event managements of my own organization. I have strong faith in the experience of over last 5 years of my life which I could imply in a much better way during last three months. This experience will be an irreplaceable asset in my life. In this paper, I tried to show my initiative to investigate and discover the learnings and experiences of my three months internship period at **Tactical Road to Defence** (a military first class commissioned officer recruitment preparation training organization founded on 1 January 2014).

I am grateful to you for the valuable guidelines and supervision, in the planning and organization of this report and for genuinely trusting that I can content your expectations about the nature of my work. I endeavored to put my best efforts for the arrangement of this report. However, on the off chance that any deficiencies emerge, it will be my pleasure to answer any elucidation and recommendation in regards to this report.

Sincerely Yours




07/12/2019

Ahsan Al- Rifat
ID: 162-11-5242
Major in Marketing
Program: Bachelor of Business Administration
Department of Business Administration
Daffodil International University

Certificate of Supervisor

I am really pleased to certify that the internship report entitled “**An Evaluation of the Marketing Activities of Tactical Road to Defence**”, has been prepared by Ahsan Al- Rifat bearing the ID: 162-11-5242 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.

Ahsan Al- Rifat carries a strong moral and ethical character and a very hardworking personality as a regular student. It has indeed been a great penchant to work with him. 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 Tactical Road to Defence**” embodies the results of my own professional works, pursued under the arrangement of the aforesaid organization which has been running since 1 January 2014 under my own supervision as the Founder and Chairperson.

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 indemnity that Daffodil International University can take actions against any loss or damage arising from breach of the forgoing obligations.



Handwritten signature of Ahsan Al-Rifat, dated 07/12/2019.

Ahsan Al- Rifat

ID: 162-11-5242

Major in Marketing

Program: Bachelor of Business Administration

Department of Business Administration

Daffodil International University

Acknowledgement

At the plain start, I am mostly indebted to the Almighty for giving me excellence, courage and capability to attain the entrepreneurial position at my own organization and also the transitory work report in an ordered time regardless of different complications.

It has provided me immense delight to thank a widespread number of people for their cheerful collaboration and support which has contributed candidly or by implication in setting up this report.

To begin with the fact, I would like to express my gratitude to my internship supervisor and instructor, Dr. Mohammed Masum Iqbal (Professor and Dean, Faculty of Business and Entrepreneurship, Daffodil International University) for his direction and feedback which made everything clear to me to complete this report.

Moreover, I must show my gratitude to my co-worker at Tactical Road to Defence, Mr. Rafiqul Hoque, Director (Admin and Academic), Tactical Road to Defence who actively supported me and gave me parcel of time and conveyed his working encounters to me. His assistance demonstrated to me a way which is not only high-class to comprehend but also spellbound to manage all the collaborations and meet the customer requests with incredible cooperation.

I might equally want to express my gratitude to my parents for supporting me to sustain this business, Ms Fahmida Akter Keya (Teacher, Bengali Department, Dhaka Residential Model College) for supporting me with loans at the times of need, Dr Zarin Tasnim for supporting me to ensure the medical checkups of my students, and all who helped me amidst my work placement and made my experience a remarkable one. Abovementioned individuals helped me to acquire reasonable scopes which made my internship venture increasingly productive.

Abstract

This article is based on the work experience which I have attained as an Intern by playing the role as the Founder and Chairperson in a totally different way apart from the last five years at Tactical Road to Defence from 14 July to 30 September 2019. In this article, I mainly described my experience at Tactical Road to Defence, especially campaign ideas, client service works etc. Since its inception in 2014 in Bangladesh, Tactical Road to Defence has uninterruptedly been providing quality training to the candidates of Bangladesh Armed Forces and it has the potentials to be the greatest professional learning and training centers in our nation inside a brief timeframe because as the Founder and Chairperson of tactical Road to Defence, I was one of the top five finalists of the Global Student Entrepreneurship Award 2018. I witnessed a social media marketer's job over regular media where they extracted a range of new encounters. The goal was to showcase the combined marketing strategies of Tactical Road to Defence over the ordinary service sector from the customer perspective to discover how personalized service works in the advanced customer satisfaction segment. This article will aid with great data for the entrepreneurs of similar fields. Tactical Road to Defence has a wonderful customer relationship management system. Organization individuals need to work much to inspire a potential customer to join the military services. Again, the organization is not considering advanced promoting correspondence and business extension important till now. More interests in personalized service is required which may give a superior deceivability of the competitors and make the service providing and promoting climate increasingly great which may flabbergast future customers with its magnificence.

Table of Contents

SL. No.	Particular	Page No.
	Cover Pages	i- ii
	Letter of Transmittal	iii
	Certificate of Supervisor	iv
	Declaration	v
	Acknowledgement	vi
	Abstract	vii
	Table of contents	viii
1.0	Chapter One: Introduction	1-4
	1.1 Introduction	2
	1.2 Background of the Study	2
	1.3 Objectives of the Study	3
	1.4 Scopes of the Study	3
	1.5 Methodology	3
	1.6 Limitations	4
2.0	Chapter Two: Overview of TRD	5-9
	2.1 Introduction	6
	2.2 Company Profile	6
	2.3 Historical Background	6
	2.3.1 Location	8
	2.3.2 Project Description	8
	2.4 Vision of Tactical Road to Defence	8
	2.5 Mission of Tactical Road to Defence	8
	2.6 Values	9
3.0	Chapter Three: Theoretical Aspects	10-12
	3.1 Market	11
	3.2 Marketing	11
	3.3 Traditional Marketing	11
	3.4 Digital Marketing	11
	3.5 Tactical Road to Defence	11
	3.6 Objectives of Tactical Road to Defence	12
	3.7 Goals of Tactical Road to Defence	12
4.0	Chapter Four: Marketing Strategies of TRD	13-16
	4.1 Segmentation	14
	4.1.1 Segmentation Strategy of TRD	14
	4.1.2 Demographic Segmentation	14
	4.1.3 Behavioral Segmentation	14
	4.1.4 Geographic Segmentation	14
	4.2 Targeting	15
	4.3 Positioning	16

5.0	Chapter Five: Marketing Mix of TRD		17-26
	5.1	Service Marketing Mix	18
	5.1.1	Product	19
	5.1.2	Price	20
	5.1.3	Place	22
	5.1.4	Promotion	22
	5.1.5	People	25
	5.1.6	Process	25
	5.1.7	Physical Evidence	26
6.0	Chapter Six: Problems, Recommendations and Conclusion		27-30
	6.1	Problems Identified	28
	6.2	Recommendations	29
	6.3	Conclusion	30
	Bibliography		31-32



CHAPTER 1



INTRODUCTION



1.1 Introduction

It goes without saying that job sectors are shrinking nowadays in terms of vacancy while millions of people are looking for self-establishment to support themselves and their family, of course with honor and prestige. Joining Bangladesh Armed Forces as an Officer is one of the best ways to attain early establishment as well as social prestigious status but unfortunately our educational system cannot build up the generations fit for take the military recruitment exams. As a result, the lion's share of the total candidates is rejected from the recruitment boards.

Tactical Road to Defence (TRD) is one of the leading professional organizations that provides appropriate training to get prepared to seat for the military recruitment exams. Since 2014, this organization has been training up the military officer recruitment candidates which has exceeded the total number of apprentices 3000 at the beginning of 2019 among which over 600 has successfully got selected throughout the military selection exam procedures and over 40% of them have emerged as commissioned officers of Bangladesh Army, Navy and Air Force.

This TRD is the brain-child of Ahsan Al- Rifat. He was recommended by one of his faculty members to participate in the Global Student Entrepreneur Awards (GSEA), which brings global visibility to pioneering student business owners, honoring outstanding students who simultaneously attend university full time while running their own businesses. This business idea was one of the top five finalists at the National Finals of the GSEA held in Dhaka. There was no scarcity of challenges to overcome for Rifat to meet where he is, but his story is an illustration of what can be accomplished with determination.

1.2 Background of the Study

In today's world, education alone does not make a student perfect to compete with the outside world. In order to gain insights, knowledge and experience, internship is highly necessary. Daffodil International University is one of Bangladesh's most prestigious universities established with the BBA program curriculum in order to generate the international standard graduates. Upon completing 123 credit hours, in a commercial organization, one student need to go further 3 credit hours internship program.

Tactical Road to Defence is a place where I can experience in action business and marketing strategy. As an internship participant, I had the pleasure of working in a different manner than before with this organization for three months, so I consider concepts about real business strategies, policies and practices.

1.3 Objectives of the Study

The study has been carried out with the following objectives:

- To identify the marketing strategies of Tactical Road to Defence;
- To explain the marketing mix of Tactical Road to Defence;
- To identify problems related to the marketing activities of Tactical Road to Defence;
- To make recommendations to solve the problems related to the marketing activities of Tactical Road to Defence.

1.4 Scopes of the Study

TRD is a combination of a young entrepreneur's efforts collaborating with a group of employees to generate the industry's best performance at the lowest competitive price. Maintaining the quality was an enormous challenge, but TRD managed to do it whenever they took up a task. TRD provides services through its diverse preliminary viva, medical examination, written test, and ISSB evaluation preparatory segments. I am particularly pleased to encourage a privilege of working in this organization as the Chairperson. I empowered my opportunity to work for optimal management. The scope of the study opened the doors above the operations management of the organization.

1.5 Methodology

This report has been prepared on the basis of experience gathering during the period of my working experience in TRD. The study requires systematic procedure to select the topic. In order to conduct the study it is necessary to determine data sources and collect data, to classify, evaluate, interpret and present them in a systematic manner, and to shape key points. However, routine interaction with the organization's workers has proven to be an extremely effective source and method of information receiving. In order to complete the assigned paper, both primary and secondary data were collected, as below:

Primary Data Collection:

Primary data has been collected through practical work, direct observation, focused group discussion, informal conversation with the clients, and case studies on the instructors.

Secondary Data Collection:

Secondary data has been collected from following sources:

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

1.6 Limitations

Numbers of problems are faced in carrying out this report. Thus the study has several limitations. The limitations are:

a. Lack of Knowledge:

As a student, I had no past practical experience of collecting, processing, analyzing, interpreting and presenting data in the field of qualitative research, which resulted in me having a major bottleneck in accurately obtaining organized information.

b. Lack of Time:

The timeframe for this study was not long enough why I could not gather enough information to justify the exact condition.

c. Lack of Sufficient Data:

TRD's age is just over 5 years that isn't too old. Data in a certain amount is therefore not sufficient and this report becomes limited to complete.



CHAPTER 2



OVERVIEW OF TRD



2.1 Introduction

Tactical Road to Defence (TRD) is a licensed consulting center, where clients who wish to join the Bangladesh Military as an Officer receive different forms of professional education assistance. This offers various types of courses such as training for preliminary viva, medical examinations, structured written tests, assessment preparations of ISSB, etc. We have specialist instructors for both classroom and on - the-ground training. TRD was founded on 1 January 2014. Initially the organization had a very small home-office. While TRD is renowned for the ISSB training program, it offers reliable, effective support in the fields of English-speaking, physical training, logistics relevant to examination and training. For candidates, TRD has already become the first choice because its lower cost of service is incomparable. This organization gives consumers tremendous consistency. The satisfaction of the candidates is the first priority of TRD. About 4 skilled instructors are working in it. The keen strategic abilities of Ahsan Al-Rifat, its Founder, bring the company into harmony. & community management service for the social media platforms.

2.2 Company Profile

Tactical Road to Defence is one of Bangladesh's leading organizations offering psychological and physical preparation for the applicants wishing to become an Officer of the Bangladesh Military. The whole start-up business is a brainchild of Ahsan Al-Rifat, the founder, who aims to go beyond the level of established competitors.

2.3 Historical Background

Ahsan Al- Rifat was raised in a lower middle-income family, and was keen to join the army since his childhood. He completed the Inter Services Selection Board (ISSB) assessment after passing HSC Examination from Dhaka Residential Model College (DRMC) and was selected as an Officer Cadet of the 71 BMA Long Course. When it seemed like all was going his way, fate struck a tragic blow to Rifat's military aspirations.

The weight of expectations was heavy on the shoulders of Rifat, the oldest son in his family. Rifat wanted to support himself shortly after high school and was tested by the ISSB in the expectation that he would join the army. After successfully completing the exam, Rifat began his training. This was the moment when an unfortunate knee injury hindered his performance and he was withdrawn. Dealing with the frustration of failure even pushed him to contemplate suicide. Yet he wanted to use his knowledge to help others fulfill their military aspirations after

hitting rock bottom. He started to take classes in several influential military coaching centers to pay the tuition fees at BRAC University. The coaching centers were often overfilled, resulting in an overall mediocre quality of service to the students, which failed to prepare them for the actual test. Rifat was usually met with resistance whenever he attempted to teach outside the assigned curriculum.

He noticed discontent among the students at these coaching centers. One such student asked Rifat to teach him personally. With his ISSB exam only four days away, Rifat sat with him twice daily up until the reporting day. Rifat knew little about the boy being the first of many students to earn green cards. Soon, Rifat started coaching seven to ten students in his own home, marketing his services via Facebook and his initiative, Tactical Road to Defence, was born.

However, life decided to throw Rifat another curve ball, in the guise of his land owner disallowing his private coaching sessions. Rifat was unable to rent a room for his coaching, nor was he likely to risk losing the money he brought in. A former college teacher decided to lend some cash to Rifat. With her help, he rented a small room that could barely hold 20 students at a time. But then, with each passing month, Rifat's coaching sessions started to attract more students. His students were separated in batches and provided with one-on-one counseling as well as physical training. Within a year, he was able to pay back the loan to his teacher and then some.

Rifat was to spend his residential semester in Savar after his third semester at BRAC University. This meant that he would be unable to continue his coaching and pay his tuition fees. After careful consideration, he decided that his work was more important. Since his parents would not approve, Rifat began leaving home early and coming back late with the pretext of classes, all the while trying to figure out what to do next.

To attract more candidates, Rifat decided to invest in a larger room, a projector, and start holding free seminars. With the money from incoming students, he enrolled into Daffodil International University. Balancing university classes and coaching became a challenge for Rifat. He started taking early morning physical training classes and scheduling the batches in the gaps between his classes. Seeing this, one of his faculty members advised that he should participate in the Global Student Entrepreneur Awards (GSEA), which offers innovative student business owners global exposure, recognizing exceptional students who attend full-

time university concurrently while running their own businesses. Rifat's business idea was one of the top five finalists at the National Finals of the GSEA 2018 held in Dhaka. There was no shortage of obstacles for Rifat to overcome to get to where he is, but his journey is an example of what can be achieved with passion and perseverance.

2.3.1 Location

Office Address:

Tactical Road to Defence (TRD)

Level- 4, Rois Bhobon, Farmgate, Dhaka- 1215.

Phone: +88 01681264568

Email: ahsan.alrifat.trd@gmail.com

Facebook Page: facebook.com/trd.defence

2.3.2 Project Description

Name: Tactical Road to Defence (TRD)

Status: Professional Consultation Firm

Business Types: Service Oriented

- Viva Preparation
- Written Exam Preparation
- Medical Examination Counseling
- ISSB Preparation
- Physical Ability Test Preparation

2.4 Vision of Tactical Road to Defence

TRD's vision is to ensure the highest quality of preparation for candidates for military recruitment through the best application of the latest training technologies, best service skills and to contribute to the national economy and employment by establishing its service as the country's front-ranked professional academy.

2.5 Mission of tactical Road to Defence

- TRD aims to extend its training programs across the country and add new aspects to the existing and boundless training industry and services for military candidates.
- TRD aims at doing its utmost to ensure better service, candidate satisfaction, and enhanced customer services to serve the nation through which our sovereignty will be sustained.

2.6 Values

TRD's values function as a framework and explain how it works in the business world.

- Entrepreneurial Spirit : Quality comes first, success is its logical consequence
- Effective Intelligence : Improvise resources, solve practical problems
- Quick Grasp : Receptivity, Inquisitive Attitude and Logical Reasoning
- Teamwork : Chain of command is unquestionable
- Leadership : Take initiatives for a better future
- Patriotism : Join military, serve the country
- Perseverance : The only easy day was yesterday
- Honor Code : A gentleman/ gentlewoman shall not lie, cheat or steal
- Self-Motivation : Morale is sky high



CHAPTER 3



THEORETICAL ASPECTS



TRD



3.1 Market

In marketing, the term market refers to the group of consumers or organizations who are interested in the product, have the resources to buy the product, and are allowed to purchase the product by law and other regulations.

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.

3.5 Tactical Road to Defence

Tactical Road to Defence is an authorized training center, which offers various forms of professional education assistance for individuals who wish to join the military in Bangladesh as Officers. It provides different types of courses such as preliminary viva training, medical examinations, structured written tests, ISSB assessment preparation and so on which are supervised by qualified instructors both in the classroom and on the field. Although it is known for the ISSB training program, TRD provides reliable and effective assistance in the fields of evaluation and learning in English, physical training and relevant materials.

3.6 Objectives of Tactical Road to Defence

- Reaching the right audience
- Creating engagement with audience
- Motivating audience to take action
- Spending efficiently on campaigns

3.7 Goals of Tactical Road to Defence

To capture the position of the market leader, TRD generates revenue from individuals looking for information and guidance related to military recruitment.



CHAPTER 4

MARKETING STRATEGIES OF TRD



4.1 Segmentation

Segmentation refers to dividing a market into distinct groups of buyers who have different needs, characteristics, or behaviors, and who might require separate products or marketing programs. A segment means a group of consumers who respond in a similar way to given set of marketing efforts. The market consists of many types of customers, products, and needs. The marketer must determine which segments offer the best opportunities.

4.1.1 Segmentation Strategy of TRD

There are varieties of segmentation factors. Among them, TRD mainly segments its market based on Demographic, Behavioral and Geographic bases. They are given below.

4.1.2 Demographic Segmentation

In segmenting the market on demographic basis, TRD mainly considers age, height, educational level, gender and physical features. Also it considers about income by dividing the market into different income groups.

4.1.3 Behavioral Segmentation

In this segmentation, TRD has put much emphasis on the client status and benefit of the candidates.

Here, TRD divides the market into groups according to benefits (quality, duration, service, etc) that consumer seeks from its services. Also TRD segments the market into irregular clients, first time clients, clients with references, potential clients and want to reinforce and retain regular clients for their recommendations, attract targeted non- users.

4.1.4 Geographic Segmentation

By using the geographic segmentation, TRD markets its services. It uses the urban and rural segment in its market for different campaigns. For example, TRD markets cheaper course fees for rural area students' online classes and at the same time captures higher course fees from the clients of Dhaka or other urban areas.

TRD also offers online classes to the people who live in remote areas.

4.2 Targeting

It is possible to enter one and many of these segments after a company has established its market segments. Market targeting involves assessing each market portions appeal and choosing at least one fragments to enter. A business must aim to achieve the best customer satisfaction and continue to make profitability after some time.

TRD will also target the HSC candidates, HSC passed students, graduates, doctors, lawyers etc. As the people of this country are mainly price sensitive, TRD, being the service provider, finds it very easy to meet the demand of this large market by providing competitive course fees. So TRD's main goal is to capture the market as it has some big competitors that have been in this industry for over 30 years.

When selecting their target markets, companies have to make a choice of whether they are going to be focused on one or few segments or they are going to cater to the mass market.

Differentiated Marketing:

When a number of potential target segments are established as being attractive for the Business, different advertising blends can be created to cater to all or some of the segments. A differentiated marketing strategy exploits the differences between marketing segments by designing a specific marketing mix for each segment. A multi-sector marketing campaign agency targets two or more clearly defined markets and for each sector creates a distinct marketing mix. Separate brands are developed to serve each of the segments. It is the most sought after target market strategy because it has the potential to generate sales volume, higher profits, larger market share and economies of scale in manufacturing and marketing. Nonetheless, the strategy involves increased development, production, advertising, inventory, sales analysis and management costs.

TRD uses different marketing mix for their programs, such as: Preliminary Written Test and ISSB examination has totally different way of learning, course fees, durations etc and again the course fees vary from the aspect of geographic segments and also regarding online and offline classes.

4.3 Positioning

Marketing or company strategy apply to the consumer's opinion of a brand or service with respect to rival brands or products. Market positioning refers to the process by which a brand or service can be created, so that it is viewed in a certain way by consumers.

The positioning of a brand or product is a promotional process involving a certain amount of promotion of the brand or product in the interests of the customers on the target markets to build and develop an image or identity. A brand or service must be preserved throughout its life time. Market place must be maintained. It calls for ongoing advertising campaigns aimed at improving consumer or company views on the target market.

TRD uses benefit positioning strategy to take lead in the market. It offers one-to-one counseling for military recruitment tests and also offers individual online classes and counseling sessions.



CHAPTER 5



MARKETING MIX OF TRD



TRD



5.1 Service Marketing Mix

The definition of the marketing mix is simple. This involves putting the right product in place, at the right time and at the right price. This is the difficult part, since every aspect of any business plan needs to be identified. Packaging, positioning people or other considerations may also be included. Marketing mix is a combination of factors which a business can control to influence the purchase of its products by consumers.



The above illustration is a simple diagram of the elements in a marketing mix. Several times in businesses, it was said that an entity will commit entrepreneurial suicide and the company inevitably fail if it does not know the target market well enough and find what the it wants precisely. On the other hand, if you understand these concepts in depth, you can be sure that you will attract mountains of profit. Completely understand that, and you will know exactly how your sustainable business will increase revenue and help to become a valuable asset within your organization and achieve endless advantages.

As mentioned previously, the marketing mix is mainly linked to the 4Ps of traditional marketing and the extended 7Ps of service marketing.

5.1.1 Product

A product is designed or assembled to suit a specific group of people's needs. The product can be intangible or tangible as it can be in the form of services or goods.

We have to ensure that our market is in demand for the right type of product. Therefore we need to conduct a comprehensive research on the life cycle of the product we create during the product development stage as a marketer.

A product has a certain life cycle that includes the growth phase, the maturity phase, and the sales decline phase. Marketers need to reinvent their products to boost demand when the sales decline phase comes.

Marketers must also create the right product mix. Through diversifying and growing the scope of your product line, it may be prudent to increase our current product mix. In summary, we as marketers have to tell ourselves "what can I do to provide this group of people with a better product than my competitors?"

In developing our products and services, we thought about following questions:

- What does the client want from the service or product?
- How will the client utilize it?
- Where will the client use it?
- What features must the product/ service have to meet the client's needs?
- Are there any necessary features that we missed out?
- Are we creating features that are not needed by the client?
- What is the name of the product/ service?
- Does it have a catchy name?
- What are the variants available?
- How is the product/service different from the products/ services of our competitors?

In Tactical Road to Defence (TRD), we provide following services are our core products:

- **Military Medical Checkup:**

We provide thorough medical checkup with the help of our Staff Doctor who has the experience of working at Combined Military Hospital, Dhaka Cantonment, Dhaka to ensure

about the physical fitness of the candidates. Currently, Dr. Zarin Tasnim (MBBS, Armed Forces Medical College) is providing this service with us.

- **Viva Preparation:**

With the help of former Officer Cadets, we ensure that our candidates can have adequate practice on recruitment viva before their exam.

- **Preliminary Written Exam Preparation:**

With the help of our instructors, we complete the preparation of our candidates for their preliminary written tests for military entrance which comprises with several subjects: Bengali, English, Mathematics, General Knowledge and IQ.

- **ISSB Preparation:**

We have very expert ISSB instructors who were formerly the Officer Cadets of Bangladesh Military Academy, Bangladesh Naval Academy and Bangladesh Air Force Academy to train up the candidates for ISSB. Besides we often arrange seminars on ISSB where a number of retired military officers participate as keynote speakers.

- **Formal Dress Supply:**

We also provide adequate supply of formal dresses for both male and female candidates with the help of our local tailor through a business partnership.

- **Field Dress Supply:**

We provide workout dresses that are required to attend ground classes and also to attend ISSB ground events with the help of our partner sports shop.

5.1.2 Price

Basically the price of the product or service is the amount of money a customer pays to enjoy. Price is an essential element of the definition of the marketing mix. It is also a very critical part of a marketing campaign in that the income and viability of the business is decided. It also constitutes a very important part of a marketing plan as it determines the profit and survival of the company. This is a touchy position obviously. Yet, if a business has not made a name for itself and is new to the market, it is unlikely that its target market will pay a high price. Price also helps shape the product's image in the hands of consumers. We have to bear in mind always that a low price usually means a lower consumer good as compared to a competitor. As a consequence, prices which are too high make costs overshadow consumers' benefits and thus make their money less than the service. We will check the costs and services of rivals accordingly.

Marketers must take the perceived value of the product into account when deciding the price of the product. The three key pricing strategies are: Market Penetration Pricing, Market Skimming Pricing and Neutral Pricing. Here are some of the important questions that TRD asked themselves when they were setting the prices:

- How much did it cost you to provide the service/ product?
- What is the customers' perceived product/ service value?
- Can the slight price decrease significantly increase TRD's market share?
- Can the current price of the products/ services keep up with the price of those of the competitors?

Prices of TRD's services are as below:

- **Military Medical Checkup: 500 BDT**

Currently, Dr. Zarin Tasnim (MBBS, Armed Forces Medical College) is providing this service with us.

- **Viva Preparation: 1000 BDT**

Candidates get 900 min lecture and practice hours for Viva Preparation.

- **Preliminary Written Exam Preparation: 6500 BDT**

Candidates get 26 classes to complete the syllabus followed by at least two model tests for Preliminary Written Exam Preparation.

- **Viva & Written Exam Preparation: 7000 BDT**

Those who want to take both viva and written exam preparation together, can have it at 7000 BDT only which is the lowest in this industry.

- **ISSB Preparation: 9500 BDT**

This preparation consists of 21 lectures including theoretical and field classes followed by at least 3 demo ISSB model exams.

- **Formal Dress Supply:**

Male candidates have to pay only 1200 BDT for each trouser, 900 BDT for each formal shirt and 300 BDT for each tie.

Female candidates have to pay 1200 BDT for each unstitched 3 pieces set and for tailoring they have to pay 800 BDT in total.

TRD provides Oxford shoes for male candidates at 1900 BDT and formal black shoes for female candidates at 1100 BDT.

- **Field Dress Supply:**

In summer, male candidates get 2 shorts, 2 polo t- shirts, 2 pairs of socks and a pair of sports shoe at 2400 BDT and female candidates get 1 set of track suit, 2 round neck t- shirts, 2 pairs of socks and a pair of sports shoe at 2600 BDT.

In winter, male candidates can additionally purchase trousers from us at 300 BDT for each and both male and female candidates can purchase white pullovers at 600 BDT.

5.1.3 Place

Place mix is deciding where and how the services will be available to the customers at the right time and at the right place to result in maximum advantage to the business. In comparison to products, services cannot be isolated from its vendor and offered where their supplier is located. But the same services can be performed by different providers.

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. Here are some of the questions that we considered in developing our distribution strategy:

- Where do TRD's clients look for service or product?
- What kind of places do potential clients go to?
- How does TRD access the different distribution channels?
- How is TRD's distribution strategy different from its competitors?
- Does TRD need a strong sales force?
- Does TRD need to attend trade fairs?
- Does TRD need to sell in an online store?

TRD has to follow the direct channel or zero level channel as it does not need any intermediary. Hence, TRD has its only office at Farmgate, Dhaka which is the most suitable place for establishing any learning center since most of the coaching centers are installed at this place.

5.1.4 Promotion

In marketing, promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty.

Promotions have become a critical factor in the service marketing mix. We need to comprehend them inside and learn about the most efficient positioning and distribution channels that speak

directly to our market. A business must provide the customer with its product and USP. It is what keeps it alive in this competitive environment. The promotion mix decides the marketing communication techniques, strategies, and mediums used. The medium includes:

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



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

- **Branding**

From the beginning, TRD is working on organizational branding as well as category branding. TRD inspires people to be a part of Bangladesh Military through its social media contents, write ups and holding free seminars. The Chairperson of TRD is also working on personal branding and already he has got a better competitive face value in this industry.

- **Direct Marketing**

TRD often follows guerilla marketing approach towards its competitors by arranging frequent free seminar classes and low expense courses. It also uses its ID card as loyalty coupon for second timer candidates. Also TRD often generate motivational videos, posts and stories to influence potential customers.

- **Sales Promotion**

TRD follows both push and pull strategies as sales promotion.

A push marketing strategy refers to a method in which a business tries to bring its services to the public. The goal of a marketing push strategy is to use various aggressive marketing techniques to "move" their products and services into view from the point of sale by the customer.

For example, TRD provides its self-produced military recruitment guide books at the cash counters of the nearby libraries and stationary shops. Also it supplies specimen copies to various educational and professional organizations.

A pull marketing strategy refers to an approach in which an organization raises its consumer demand and draws consumers to the product. Pull marketing strategies focus on making customers want a specific product. A pull marketing strategy can either be used alone or together with a push marketing approach. In a pull marketing strategy, the goal is to actively search a customer for a commodity and to have retailers store the item on behalf of the direct demand of customers.

For example, TRD emphasizes on one-to-one dealing ISSB batches for which most of the batches get fulfilled within the first two weeks of every season because the candidates always need personal care since ISSB exams are taken basically based on psychological tests.

- **Digital Marketing**

Digital marketing is the use of the internet, mobile devices, social media, search engines, and other channels to reach consumers. TRD uses social media marketing strategies. Social Media Marketing (SMM) is an Internet marketing method that uses social networking websites as a marketing instrument. The aim of SMM is to create content, to help a company improve brand awareness and attract customers that is shared by users through its social network.

TRD has its own Facebook page and Youtube channel. Majority of its students come from being influenced by its contents on its page or channel.

In order to develop an efficient brand marketing plan, TRD focuses on the following questions:

- How can TRD send marketing messages to the potential clients?
- When is the best time to promote the services?
- Will TRD reach its potential audience and buyers through Facebook ads?
- Is it best to use the social media in promoting the product?
- What is the promotion strategy of its competitors?

5.1.5 People

People is one of the elements of service marketing mix. Thorough research is important to find out whether there is sufficient demand for certain types of products and services in the target market. The employees of the organization are important when it comes to advertising, because they provide the service. It is important that the right people be hired and trained to provide superior service, whether they operate a help desk, customer service, copywriters, etc. When a business finds people who genuinely believe in the products or services that the particular business creates, it's highly likely that the employees will perform the best they can. In fact, they are more open to honest business input and to tap into their own thoughts and desires that can help the company grow and expand. This is a secret internal competitive advantage that an organization can have over other rivals who can control a firm's position on the market.

TRD has very efficient and expert instructors to train up the candidates and there is a strong fan base of it. The performance of its employees shows that they are the right person to provide these kinds of fine services. Also the clients of TRD becomes a fan of it for its personalized services that they refer to their juniors to take service from TRD when it comes for their turn. Thus TRD gets competitive advantages over its rivals.

5.1.6 Process

The systems and processes of the organization affect the execution of the service. TRD must therefore ensure that it has a well-designed cost reduction system. The entire sales process, pay system, distribution system and other operational processes and measures could be used to ensure an effective running company. Tweak and upgrades could "close up" a company later, minimizing costs and maximizing profits.

Likewise, TRD has well organized process of cost reduction. It has low cost of goods sold for its products such as dresses and guide books. Also it has optimum room rentals and other issues.

Annually TRD pays 8000BDT as income tax and it is earned from giving its allotted room for partially rent during off seasons.

5.1.7 Physical Evidence

Physical evidence of the service delivery should be given in the service industries. In contrast, physical evidence also applies to the understanding of a business and its services on the market. It is the physical evidence of the existence and establishment of a corporation. Branding is a concept of that. You think, for example, of TRD when you think of "defence coaching."

As TRD is primarily a market challenger and has provided both physical and psychological evidence of its provided services, it tries to know exactly what its impact is on the market at once. It has manipulated its market image to such a degree that its name is recognized first in the line when a military candidate is asked to "name a defence coaching" in its niche or industry.



CHAPTER 6

PROBLEMS, RECOMMENDATIONS AND CONCLUSION



6.1 Problems Identified

- TRD website is not developed yet. For this, it loses a way of communication with potential clients.
- TRD is a part time business activity of its owner because he is pursuing his bachelor degree besides.
- TRD has only one academic center for teaching.
- Employees work as a team for TRD but they cannot perform to their fullest as they are still undergraduate level students.
- TRD has insufficient employee issues and consequently, it cannot open more batches.
- Due to being a young entity in the market, TRD cannot insist clients to pay the full fees at the beginning of the course. Sometimes a number of candidates discontinue for unidentifiable reason and the due sum is never collected.
- TRD is yet to work more on research and development since it is a new market challenger and the employees are pursuing their undergraduate degrees.
- Online boosting seems very expensive for TRD to afford right now.
- TRD 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

- As soon as possible, TRD has to develop its website because the clients have to know about something like its products or services, they must search on internet.
- As soon as possible, TRD has to employ a full time instructor to ensure the utmost personalized service for both online and offline.
- TRD has to set several branches to expand the business. Primarily the branches can be opened in several effective places in Dhaka.
- Full time employees should be sought or the current employees can be offered to continue for full time after their graduation in 2020.
- TRD should recruit more employees based on the operational demand to increase the number of batches.
- The official formalities should be strict and full payment system should be started from the next season.
- TRD should run R&D activities by making a team from its instructor panel to cope up with the current market situation.
- TRD should retain some amount of money from its profit to afford Facebook page post boosting.
- TRD 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

From my experience I have learned that TRD is an active and fairly functional professional consulting center for Bangladesh Armed Forces young candidates. As TRD's founder, I developed a business that is more resilient for competition and eventually becomes the leader in the industry. In view of the fact, the performance, obligation, timeliness, effectiveness and control of TRD must be updated. It must be understood that in Dhaka city and future for all of the country TRD is going to be popular and adaptable to professional counseling. I could perform that, entranced businesses are enough for customers but must make the unambiguous needs of consumers easier. For me, it's fulfilling to contact TRD since I have an important business affair with this kind of service-based company. That's far bigger than the books I have seen down to earth. In addition, it let me know how a business organization manages its marketing process and how it can achieve it. I have also witnessed a business lifestyle, and to some degree a strong system that has strongly influenced my current lives. I can also convey this stance from this point of view. I've been engaging in cautious things that are most important for my future career. There was no shortage of obstacles for me to overcome to get to where I am now, but this journey is an example of what can be achieved with passion and perseverance.



BIBLIOGRAPHY



TRD

References:**Books:**

- David W. Carvens & Nigel F. Piency, Strategic Marketing 8th Edition
- Philip Kotler, Marketing Management 14th Edition
- Philip Kotler & Gray Armstrong, Principles of Marketing 13th Edition
- Valarie A Zeithaml, Mary Jo Bitner and Dwayne Gremler, Services Marketing 6th Edition
- Lovelock and Wirtz, Services Marketing People, Technology, Strategy 8th Edition

Websites:

- <https://marketingmix.co.uk/>
- <https://www.thedailystar.net/star-youth/news/the-fruit-perseverance-1685992>
- <https://www.marketing91.com/>
- <https://www.feedough.com/>
- <https://smallbusiness.chron.com/>
- <https://expertprogrammanagement.com/>