



Internship Report
On
Advertising strategy of Aarong, Bangladesh

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Batch: 49

Date of Submission: February 5, 2022



***“Internship report on Advertising strategy
of Aarong, Bangladesh”***

Letter of Transmittal

Dewan Golam Yazdani
Assistant Professor
Department of Business Administration
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Daffodil International University

Subject: *Submission of Internship Report on “Internship report on Advertising strategy of Aarong, Bangladesh.”*

Honorable Sir,

I have successfully completed my internship program in Aarong Ecommerce and am submitting my internship report titled, “**Internship report on Advertising strategy of Aarong, Bangladesh**” which was assigned to me as a part of my BBA program. This report includes a detailed explanation from the sight of my experiences that I’ve learn and practically gone throughout this internship period.

I would like to express my gratitude to my supervisor for your kind supervision. I tried my best & hope that the report has been completed as per your expectations.

Sincerely,



Humayra Shaik Lima

ID: 181-11-5716

(Major- Marketing)

Batch: 49

Bachelor of Business Administration

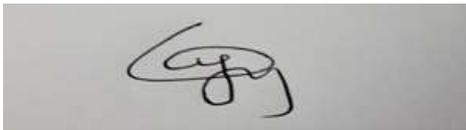
Faculty of Business & Entrepreneurship

Letter of Approval

This is to certify that Humayra Shaik Lima, ID NO: 181-11-5716. Major in Marketing, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University (DIU) has successfully completed her internship program under my supervision.

Her internship report on “**Internship report on Advertising strategy of Aarong, Bangladesh**” is accepted for consideration.

I wish her total success in life.



Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

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Declaration

I am Humayra Shaik Lima, the student of Bachelor of Business Administration, bearing ID: 181-11-5716, Major in Marketing from Daffodil International University (DIU). I do hereby solemnly declare that the internship report on “**Internship report on Advertising strategy of Aarong, Bangladesh,**” has been authentically prepared by me. While preparing this internship report, I didn’t breach any copyright act intentionally.

I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

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Acknowledgement

This report is the result of both direct and indirect individuals who enthusiastically cooperated with me to complete the report and I wouldn't have made it this far without their collaboration. Most importantly, I am thankful to the Almighty Allah for giving me the capacity, bravery, and courage to go through different hardships to finish my BBA courses and giving me the opportunity to work as an intern at one of the largest lifestyle retail brands of this country, Aarong. Similarly, I might want to thank my parents for supporting me in my career for the whole time.

In the next phase, I would like to express my gratitude to my honorable academic supervision and instructor Dewan Golam Yazdani Assistant Professor Department of Business Administration, Daffodil International University. Because of his kind supervision and guidance, I am able to complete my internship report properly.

A token of gratitude also goes out to my Aarong supervisor Md. Baharuddin Bahar, Executive who help me to learn the operation of site merchandising of Aarong Ecommerce. Also, my special thanks to Tanvir Hossain, Manager, Marketing & Sustainability, BRAC Aarong. In addition, I should get a chance to stretch out my appreciation to my colleagues of Aarong, e-commerce who has upheld me in my work and have given me an extraordinary and amazing experience.

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Executive Summary

In this report a concise outline of Aarong's advertising strategies and website design strategies had been provided and featured.

Chapter 1 is discussed about the origin, objectives, Scope of the study which is about the advertising strategies Aarong. However, the objective has focused on industry standard practices. Here also mentions about the methodologies that I used for preparing the report. They are Primary Sources and Secondary Sources.

Chapter 2 is the description of aarong overview, history, aarong ecommerce, mission, vision, values, SWOT and many more. I've done internship at aarong ecommerce, that's why I've mainly focused on the operation of ecommerce in the entire report.

In **Chapter 3** I've discussed about job description & responsibilities. The working environment of aarong is perfect for fresher to start their career. There are many scope and learning opportunities at aarong ecommerce. Again, they've some limitation and problems. So, I've made some recommendation to improve the working experience.

Chapter 4 is mainly described the marketing mix, promotional mix, segmentation, targeting, positioning of Aarong. The subject of the report is regarding the advertisement strategies of Aarong and taking apart its present advertising systems to see whether it's successful or not in assisting it with achieving company's objectives and targets. For doing so the 4 Ps of Aarong has been examined, and alongside that the segmentation base marketing, promotional mix and other strategies are briefly described that presently utilized by Aarong.

Chapter 5 is discussed about the website and app design strategy of Aarong. All the key points that make aarong unique are also discussed in the chapter. Some tests and analysis have also done for analyzing website usability of Aarong.

Lastly in **Chapter 6**, I've represented some findings of the study, recommendations and a conclusion based on my leaning and observation.

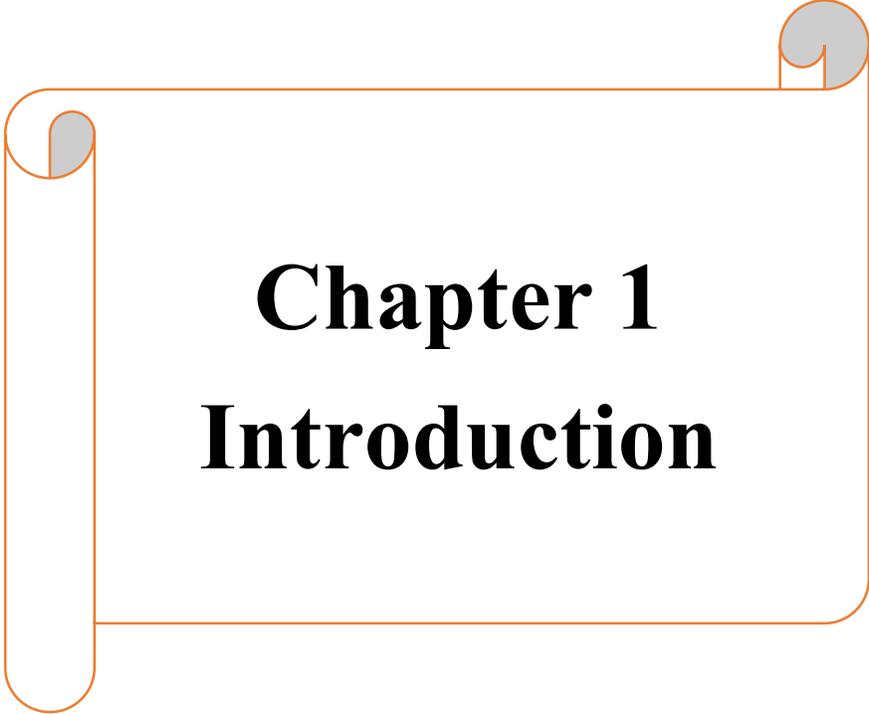
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Chapter 1

Introduction

1.1 Origin of the Study

According to the requirement of BBA program, students must have to complete internship in the end of BBA program. The main target of this internship program is to assure that students gain insight into work experience related to their major subject. I've completed my 3month long internship at E-Commerce, Aarong from October 03, 2021 to January 03, 2022. It is one of the social enterprises of BRAC. During my internship period I assisted in activities related to Site Merchandising under the guidance and supervision of Mr. Fahad Bin Rahman, Manager, Sales & Marketing, E-Commerce, Aarong. This report, “**Advertising strategy of Aarong, Bangladesh**”, has been prepared to fulfill the requirement of BBA program. While preparing this report, I achieved some practical experience about the operational process of ecommerce business. It was an extraordinary experience working as an intern at Aarong.

1.2 Objectives of the Study

The main objective of the report will be to present the the main objective of this report is to analyze the advertising strategy of Aarong, Bangladesh. However, the objective behind this study is something broader. Objectives of the studies are summarized in the following manner-

Specific objectives

- To analyze the website design strategy of Aarong ecommerce site.
- To analyze the social media advertisement strategy of Aarong, Bangladesh.
- To find out the weakness in the advertising strategy of Aarong.
- To recommend some suggestions based on the findings.

1.3 Scope of the Study

This report mainly focuses on the advertisement strategy, website design strategy of Aarong, Bangladesh. It was prepared based on the primary data collected through survey questionnaires from Aarong employees and other external sources. Moreover, this can be helpful for interest people on Aarong to get easy information to do further research purpose.

1.4 Methodology of the Study

The data I have presented in this report are collected from both primary and secondary sources. Those are mentioned below:

Primary Sources

- Practical work experience at Aarong E-commerce.
- Direct conversation with executives, officer and employees.
- Self-observation while working with campaigns and promotional activities.

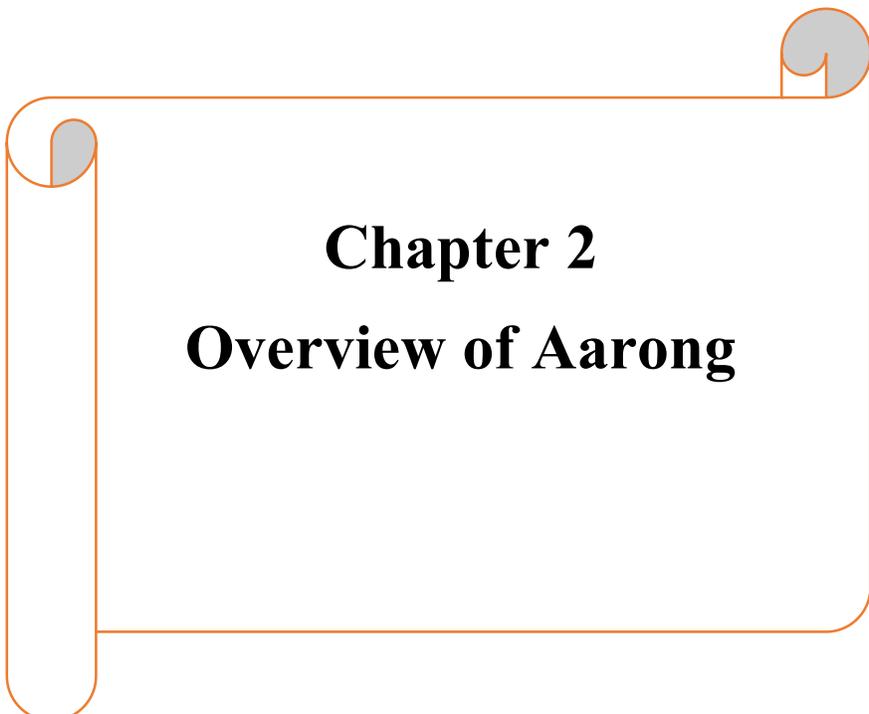
Secondary Sources

- Aarong website, Brac.net and other websites.
- Articles and Journals are also used as major sources.

1.5 Limitations of the Study

While preparing this report I faced some problems and limitations which have been encountered which are as follows:

- The main constraints of the study are insufficiency of current information, relevant to the study.
- Confidential and internal data of Aarong are restricted to share outside of the organization.
- Less experience in preparing internship report.
- As the study is carried out for academic purpose due to constraints of time and cost a comprehensive study was not possible.



Chapter 2

Overview of Aarong

2.1 Introduction of the company

Aarong, Bangladesh's largest fashion retail chain, and a social enterprise of Brac, started in 1978 with the aim to engage rural artisans to rise above poverty. It was begun its excursion needing helping the distraught, helpless silk ranchers of Manikganj, However, soon Aarong began to develop and extend all through the entire country, from one single shop to the greatest retail chains of Bangladesh. Today, with 22 retail outlets across Bangladesh and more than 100 fashion and lifestyle product offerings, Aarong upholds 65,000 craftsmen with reasonable terms of trade.

Aarong offers a huge range of products and designs including block and screen prints, block cuttings, tie-dyes, vegetable dyes, embroidery, batik, furniture, wall mats, toys, pottery, jewelry, metal works, leather-based products, candles, homemade paper, and paper products. The basic characteristics of Aarong are quality, originality and uniqueness. Aarong has cut out a unique market segment for hand craftwork, resuscitating Bangladesh's rich legacy and affecting the lives of more than 325,000 individuals through 650 small business people and the Ayesha Abed Foundation.

There are some other brands of Aarong including-



2.2 Aarong Ecommerce

The ecommerce platform of Aarong(www.aarong.com) launched on 16th July, 2014. For the first time, Aarong brought Western web composition to Eastern crowds by giving a high-end user experience in Bangladesh. Tamara Abed, Senior Director, BRAC Social Enterprises, said - “Aarong took great care in ensuring that users get a high-quality shopping experience in their online shop in sync with the brand promise” (Cochran, 2014).

Now Aarong product are shipped in overall Bangladesh and also in 6 countries including USA, UK, Australia, Germany, UAE, Singapore. The whole website is managed by Magento. All product lines of Aarong.com is available on the website. While most of the E-commerce in Bangladesh are focusing on the local market Aarong is crossing the local borders. Though aarong

is a recognized brand in this country but aarong e-commerce is still under development and trying to find out new ways for improving the online shopping experience in Bangladesh and foreign countries.

2.3 Aarong's timeline in a nutshell

1978 – Launched its first retail outlet in Dhaka.

1982 – Established the Ayesha Abed Foundation, a community of manufacturing centers.

1987 – Started exporting products in the international market.

1999 – Took part in its first fashion show that was held internationally.

2001 – Set up a retail franchise in London, United Kingdom.

2003 – Launched its sub-brand 'Taaga' & 'TaagaMan' women's and men's western fashion wear.

2007 – Received Fair Trade certification from World Fair Trade Organization.

2011 – Launched its flagship outlet in Uttara, Dhaka, Bangladesh.

2012 – Launched an outlet in Comilla, Bangladesh, received UNESCO Award of Excellence.

2013 – Launch the Artisan Development Initiative, a BRAC integrative development program.

2014 – Started a retail outlet in Jamuna Future Park, Dhaka, Bangladesh, launched an e-commerce website.

2018 – Celebrated its 40th anniversary at Army Stadium, Dhaka.

2021 – Nominated as best retail brand from Bangladesh Brand Forum, opens its 23rd outlet in Feni, started shipping aarong products at USA, Australia and UK.

2022- Started shipping products at Germany, Singapore and UAE.

2.6 SWOT Analysis of Aarong

Strengths	Weaknesses	Internal
Opportunities	Threats	
<ul style="list-style-type: none"> i) Strong Brand Image. ii) Wide range of product lines are available. iii) Unique Selling techniques. iv) High growth. v) Strong distribution channel. vi) Low production cost. vii) Strong financial foundation. 	<ul style="list-style-type: none"> i) Products are overpriced. ii) Aarong website and app isn't up to the mark. iii) Poor online shopping service. iv) Improper R&D. 	
<ul style="list-style-type: none"> i) Expansion of business in the international market. ii) Introducing new trends. iii) Social Occasions for running marketing campaigns. iv) Developing their ecommerce business. 	<ul style="list-style-type: none"> i) Price war in the competitive market. ii) More competitors entering in the market. iii) Changing situation for the pandemic Covid-19 iv) Political instability. 	

2.4 Mission & Vision Statement

Mission

Aarong's mission is to empower people and communities in situations of poverty, illiteracy, disease and social injustice. Our interventions aim to achieve large scale, positive changes through economic and social programs that enable women and men to realize their potential.

Vision

A just enlightened, healthy and democratic societies free from hunger, poverty, environmental degradation and all forms of exploitation based on age, sex, religion and ethnicity.

(<http://www.brac.net/vision-mission-values?view=page>, 2019)

2.5 Values

- Integrity
- Innovation
- Inclusiveness
- Effectiveness

2.7 Products offering in Aarong's Website

Aarong, a leading handcraft & fashion of Bangladesh has been playing a part in invigorating the traditional Arts and artworks of Bangladesh. By utilizing the merchandise of the country Aarong offers a huge range of items. With development, the product offerings of Aarong have additionally grown-up. The product price of aarong is higher than other competitors. That's all the products are handmade. So, it takes a lot of time and effort to make any product. At the same time hand crafted products are much reliable and good in quality.

Aarong offers more than 100 product categories including women, men, kids, home décor and other gift items in both outlets and website. Beside they bring new collection on all campaigns and seasons. Some of the product categories are-

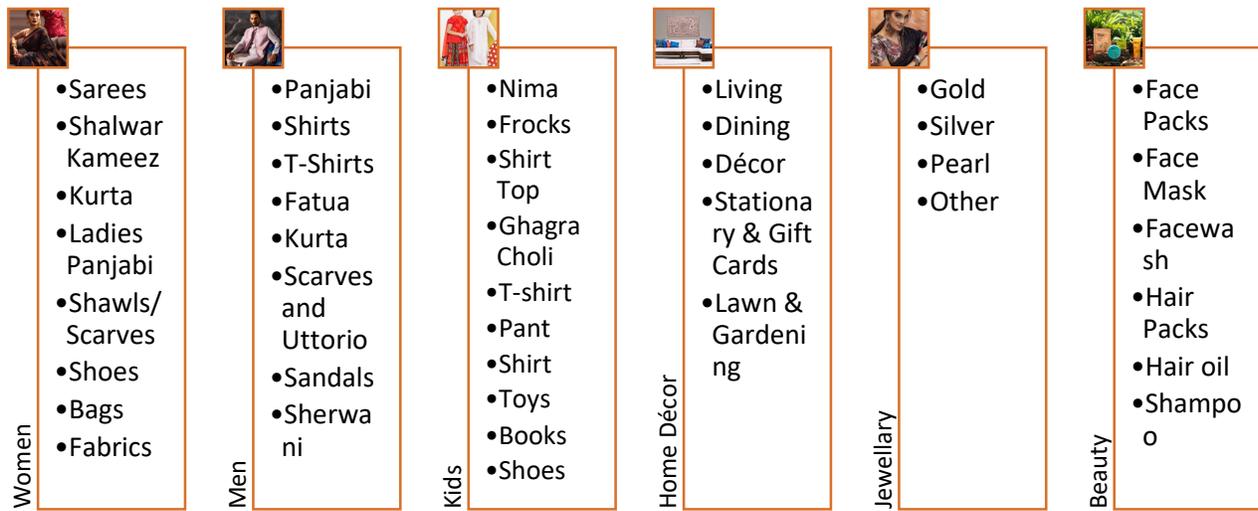


Figure 1- Product Offering of Aarong

2.8 Work Process of Aarong

Aarong has shaped with the objective to bring positive changes and help the rustic underestimated people. For doing this they distinguished three significant lacking areas. Those are working capital, marketing support, and a chance for developing skills. To overcome all those lacking areas aarong follows-

- Providing training and education for artisans to increase product quality and marketability.
- They ensure product development through product design and support.
- Ensuring proper marketing communication for promoting traditional handicrafts.
- Lastly, Aarong operates its activities in a manner that it can ensure a better quality and customer service.

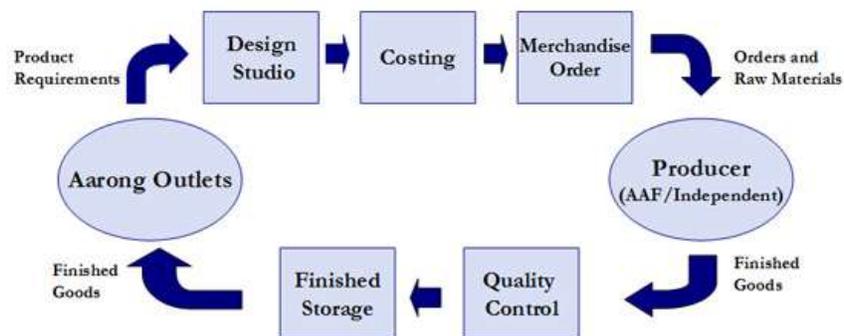
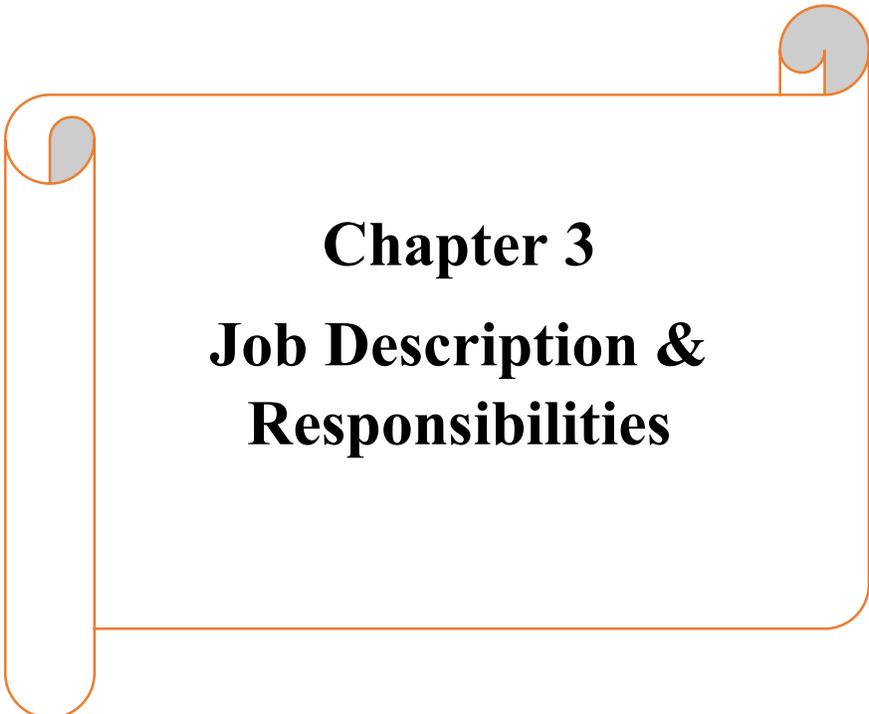


Figure 2 – Work Process of Aarong (Source:

https://upload.wikimedia.org/wikipedia/commons/6/6b/Aarong_production_cycle.jpg



Chapter 3

Job Description & Responsibilities

3.1 Description of the Job

During my internship period I assisted in activities related to Site Merchandising under the guidance and supervision of Mr. Fahad Bin Rahman, Manager, Sales & Marketing, E-Commerce, Aarong. Site Merchandising is a core team of ecommerce which ensure each user who arrives on Aarong's site has an experience that matches the brand. On the very first day, I was briefed about operational process of ecommerce, supply chain, site merchandising and all my responsibilities. Website merchandising is little similar but quite different from regular merchandising. Their task is to maintain and improve the user experience and smoothen the online shopping experience.

Beside site merchandising I got chance to work with buying team. After working with this dynamic team, I got a practical learning experience with the operation of ecommerce business.

3.2 Specific Responsibilities of the job

I was assigned to the following tasks during the internship period-

- Uploaded products on the website using Magento.
- Technical UI Metrix checking of website and app of Aarong.
- Visited product website catalogue.
- Positioning Products on product listing page.
- Preparing product requisition file for stocking new products.
- Communicated with outlets for product restocking.
- Attending customer order feedback etc.
- Preparing daily & weekly product upload report.

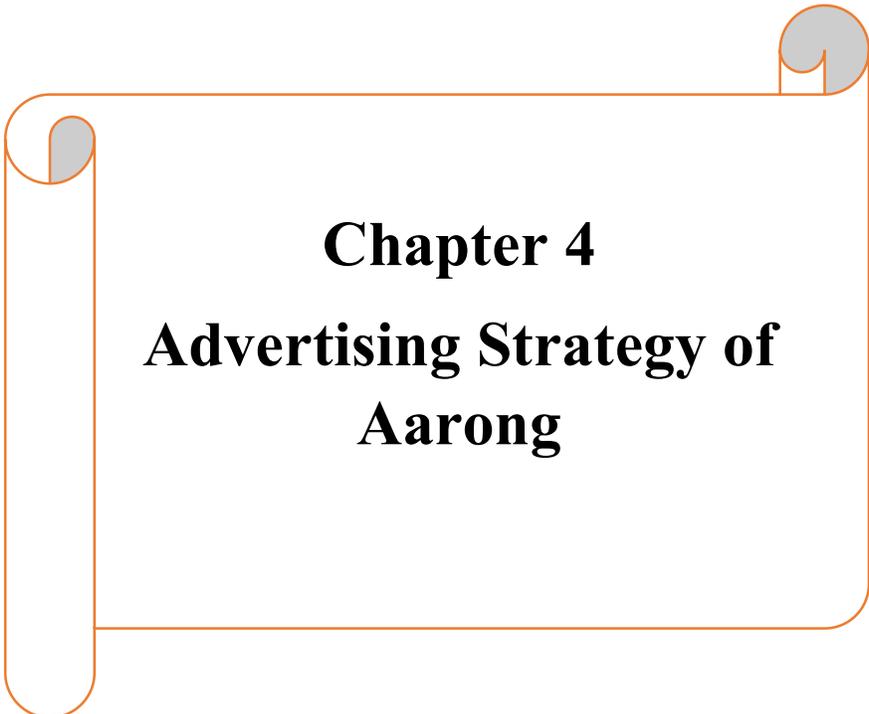
3.3 Different aspect of the job

Though I was in the site merchandizing team, I had to actively participate in execution of the marketing, choosing products for monthly model shoot, Customer Relationship Management and audit team. Other than that, I distinctly took part in fostering marketing campaigns including the Puja campaign, discount sale and victory day campaign. Over these three months, I had the opportunity to further develop my skills & abilities. Besides, I had sharpened my technical skill in Microsoft Word, Excel and SPSS bundles.

3.4 Critical Observation & Recommendation

Regardless of being a well-performing organization, there was a couple of limits that hampered some of my activities eventually. I've listed my opinions just for the suggestions bellow-

- **Lack of Manpower-** Site merchandising the core team of Aarong e-commerce where I worked in my internship period. This team has only four employees. The number is less in compared to the workload. That's why the work process is very slow. Most of the time they've to work after office hours due to workload. They should hire more employee in this team.
- **Lack of quality computers and other hardware-** The PC were too slow which was hampering my works. Moreover, the internal server and the website Magento which we used to control Aarong website from backend works slowly. All those things hamper a smooth operation and takes much time than usual to complete a task. For a smooth operation of ecommerce business, they should upgrade the systems.
- **Lack in Communication with different departments-** They've lacking's in communication with internal departments. I've faced a problem with monthly salary which occurred due to lack of communication with HR and accounts department. They should be more accountable with proper communication.



Chapter 4

Advertising Strategy of Aarong

4.1 Marketing Mix of Aarong

Aarong is the dominating company in handicraft industry of Bangladesh. They're very careful in making marketing strategies. The marketing mix (4P) of Aarong is explained bellow-

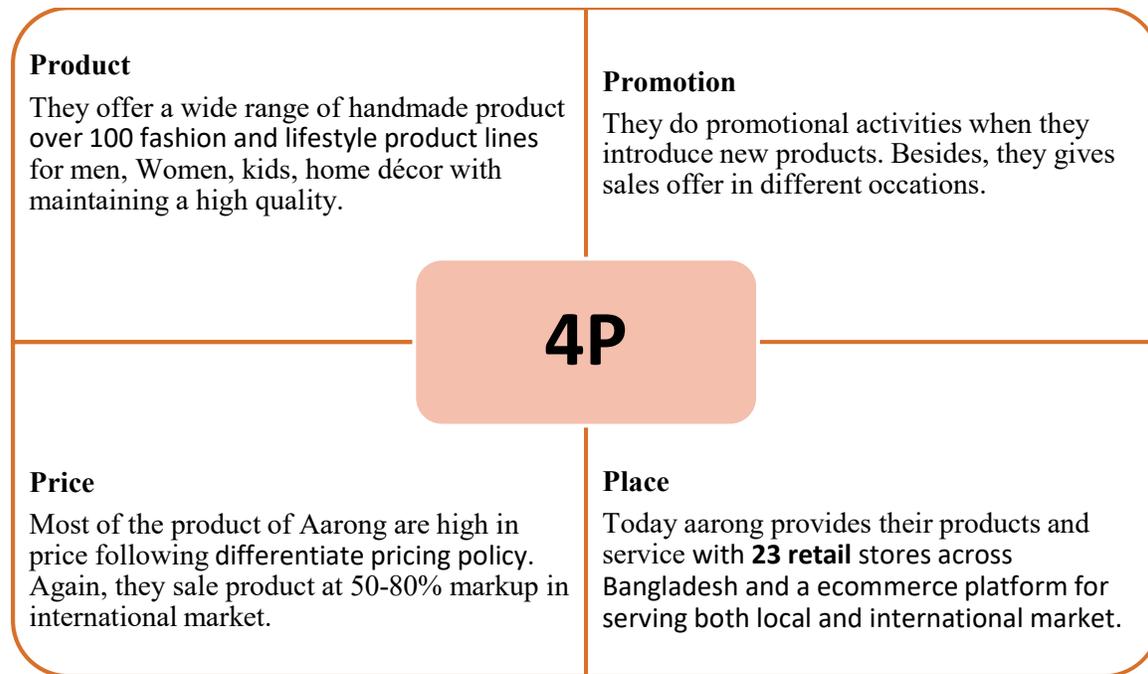


Figure 3: Marketing Mix of Aarong

4.2 STP of Aarong (Segmentation, Targeting, Positioning)

STP is the abbreviation for Segmentation, Targeting, and Positioning - a three-step model that focuses on segmenting the product and services for different customer groups as well as the way we communicate the product's benefits to specific customer segments. Aarong has well focus to follow this strategy. Based on this model aarong runs their campaigns and offerings. Those are given bellow-

Market Segmentation-

Aarong has a huge range of product line. They're very conscious about the market segmentation. To reach the target customer they introduced the following segmentations-

- **Demographic Segmentation-** Aarong has made a large variety of product to satisfy each and every segments. Aarong has segmented its market according to information such as age, gender, occupation, orientation, marital status, a measure of cash spent during past

buy and so forth. This data helps them in concluding who might be seeing what ad and to make the kind of items to be requested later on.

- **Geographic Segmentation-** Now Aarong focuses on urban area of Bangladesh and also in abroad where there is a demand of hand-craft items. Besides they build their brand image in the urban area. Similarly, all the outlets of Aarong are situated in major cities and towns. Besides, aarong products are shipped in 6 countries including USA, Australia, UK, Germany, UAE and Singapore.
- **Behavioral Segmentation-** Aarong has also made segmentation over customer's attitude toward products, purchase behavior on different occasions, loyalty of customer, status, readiness stage etc. Aarong launch different campaigns on different occasion like eid, puja, pahela boishakh, falgun, wedding and other seasonal occasions where they introduce new products for customer. It additionally partitioned the availability of its customers to help them by giving sufficient information.
- **Psychographic Segmentation-** Aarong also segments it's market based on customer's lifestyle, activities & social status. They mainly focus on some groups of customers. Those are upper class, upper uppers, lower uppers, upper middle, middle class. They promote their product by focusing on the customers lifestyle, ambitious, personality and trends and offer products on many price ranges to fulfil the needs of different group of customers.

Targeting-

Targeting refers to those segments which are more in size, high profitability, reachability and has a low cost of acquisitions. Aarong has wisely determined their target customers. In the segmentation, we can have a clear idea about the target customer of Aarong. It's target customers are higher to middle class people, all age group and even foreign visitors from different part of the world.

Positioning-

Positioning is the final step in the framework of STP. It refers to set a product or service apart from the competitors in customer's mind. Aarong has successfully made their positioning in the market through their huge variety of products, quality, promotion and offerings in the mind of it's customer group. This positioning allows them to have competitive advantage and lead the market with around 85% market share. The following perceptual map will help to visualize the positioning of Aarong-



Figure 4: A perceptual map of Aarong's Positioning.

They basically follow the following positioning factors-

- **Symbolic Positioning:** Aarong has enhanced their brand image, belongingness, superior value for their customers so that both of the parties may enjoy a win-win situation. While they serving the same purpose as any other clothing brand, they are also boosting their customer's self-esteem and image.
- **Experiential Positioning:** They also focus on the emotional connection of customers that they have with aarong's product & services. As we know Aarong is a social enterprise working for rural development, women empowerment and other social development works. That's the reason behind grabbing customer's emotional connection with the brand.

4.3 Industry Competitive Analysis

- Aarong holds a strong competitive position in the handcrafted industry it operates in. For example, quality, development, consumer loyalty are the main reason for holding the

competitive advantage. Aarong's inventory management, supply chain, customer base are so strong that other competitors organizations can't replicate them.

- Kept on the check and every single feedback and complaint of the customer is considered and worked upon to improve their experience. The reason by which Aarong is driven is to engage women from the root level is something with which a great deal of its target market can respond and accordingly the customer is emotionally attached with the brand.
- Aarong may fall behind in certain aspects when contrasted with its rivals as Deshi dosh brand including Anjan's, Rong's, Banglar Mela, Kay Kraft, and so on mainly on the parts of cost. Sometimes customers gripe that Aarong's items are normally overpriced and they frequently can't legitimize the purpose for it. Despite the fact that they truly do offer premium quality, the value makes Aarong a luxurious brand. Aarong E-business has created alternatives for the offer of its products and redirected its only reliance on retail outlets. Now, Customers can come across internationally to Aarong, thusly, lead to more sales and leading position of the overall industry for them.

4.4 Unique Selling Proposition (USP)

Aarong is mainly a fair-trade organization holding 85% of market shared and leading the handcraft industry in Bangladesh. It's become possible for their unique selling proposition. Those are-

- Traditional Product offering.
- Trendy Product.
- Classy and Fashionable Product.
- Brand Value.
- Specialist marketing expertise.
- Indigenous customs and values.
- Excellent Environment.
- Huge variety of Products
- Quality Ensuring Product.
- Smooth shopping experience.

4.5 Aarong's Promotional Mix

A promotional mix is a mix of marketing strategies for communicating our offering to the target audience which includes publicizing, sales, advertising and direct marketing to accomplish a particular objective. The promotional mix is only a part of the marketing mix. This part is one of the main focuses of this report. Aarong has effectively utilized the promotional tools to build its brand value. In this changing marketing, they have adopted new strategies with traditional ones.

The marketing department is assigned to plan centralized promotional campaigns for both outlets and e-commerce for effective communication with customers.

Most of the time Aarong use the following element of promotional mix-

Advertising- From the very beginning aarong has been using some traditional form of advertainments. Such as Newspaper, magazine ads, Commercials on TV, Banner, Poster, Brochure giving, billboards etc. Recently they open new outlets on Feni which was covered in newspaper. On special occasions, they introduce a new product range which is promoted mostly on billboards. To grab the attention of a high number of people at the same time they use this form of advertisement.



Figure 5: Aarong ad on Magazine.



Figure 6: Billboard Ad of Aarong

Interactive/Internet Marketing- Nowadays advertisement channels have changed a lot. With the trend aarong has also adopted internet marketing which is obviously less costly and easy to reach potential customers. Since 2014 they have started e-commerce and f-commerce, Instagram platform. On this platform, they promote the latest news, offers and campaigns. Besides, they have monthly model shots of new and existing products which are promoted through their website and social media platforms.

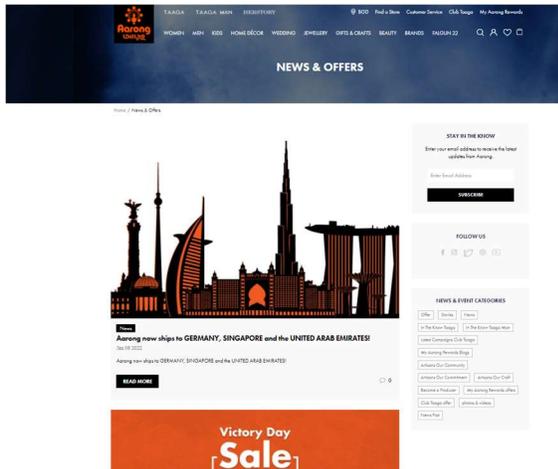


Figure 7: News & offers on aarong website.



Figure 8: Social Media Ads of Aarong

Sales Promotion- Every month aarong launch new campaigns to boost their sale. Besides they have campaigns for different occasions like Eid, Puja, Falgun, Boishakh, Victory Day etc. Besides, Aarong offer Aarong reward points for their customer. Any customer purchasing product with a value of 10000tk can avail the aarong reward point. The points are added to every purchase from Aarong outlets and e-commerce. Customers can redeem these points to have discounts on future purchases.

They also have an annual discount sale at the end of the year where they give huge discounts on select women's, men's and kids' apparel, accessories and other items. Last year a special sale was held at the new Tejgaon multi-brand outlet's parking area where customers enjoyed deeply discounted prices on all categories of products from the suppliers of aarong.



Figure 9: Annual discount sale campaign 2021



Figure 10: Victory Day sale campaign.

Publicity/ Public Relation- An organization may use public relations to enhance their promotional mix and attempt to influence a specific group's attitude toward its business. Aarong also involved in this type of promotion with the purpose of a communicating the organization's product & services and positive image to the public. Aarong was the proud manufacturer of Bangladesh team jersey in The ICC T20 World Cup 2021. They also have partnership with novoair, Piaggio- Vespa & Aprilia, foyslake and many more. Aarong reward member and club taaga members can have special discounts on their services. Aarong also sale their product to corporates like Shah cement (<https://www.aarong.com/shc/shah-cement>) at a discount price. They sponsor social and educational events in the society. Moreover, they do fashion shows to aware customers about their forthcoming trend of Aarong.



Figure 12: Aarong, official manufacturer of Bangladesh team jersey



Figure 12: Aarong dairy sponsored in DIU Marketing Fest 2017

In Bangladesh, Aarong has positioned its brand name very uniquely than the rest of the competitors. Now they are focusing on establishing their brand on international market.

4.6 Social media advertisement strategy

Social Media Marketing is a trending promotional strategy that helps to reach target customers at lower cost and to create personalized experience for them. Aarong has played well by adopting these. Strategies. They promote their products and offerings to facebook, Instagram, linkedin, youtube, messenger, email marketing etc.

As we already discussed that aarong has a huge range of product. They're very selective and maintain strategy to promote new products. When they launch a new product, they promote them on social media beside the traditional advertisements. They run ads both in local and international market following customer segments. Their monthly model shoots are also published on these social media. Besides, they provide personalized ads on different social media. Customers who are connected in these social media can get customer service and also order product on aarong Facebook page.

Aarong follows the given strategy in social media marketing-

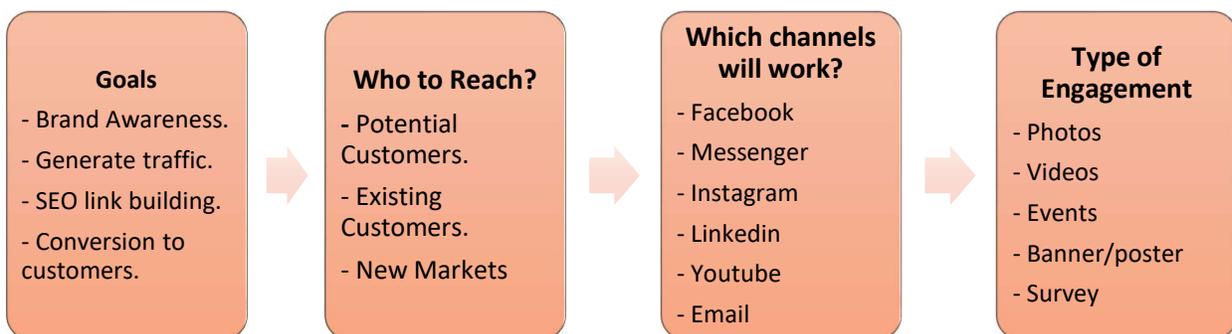
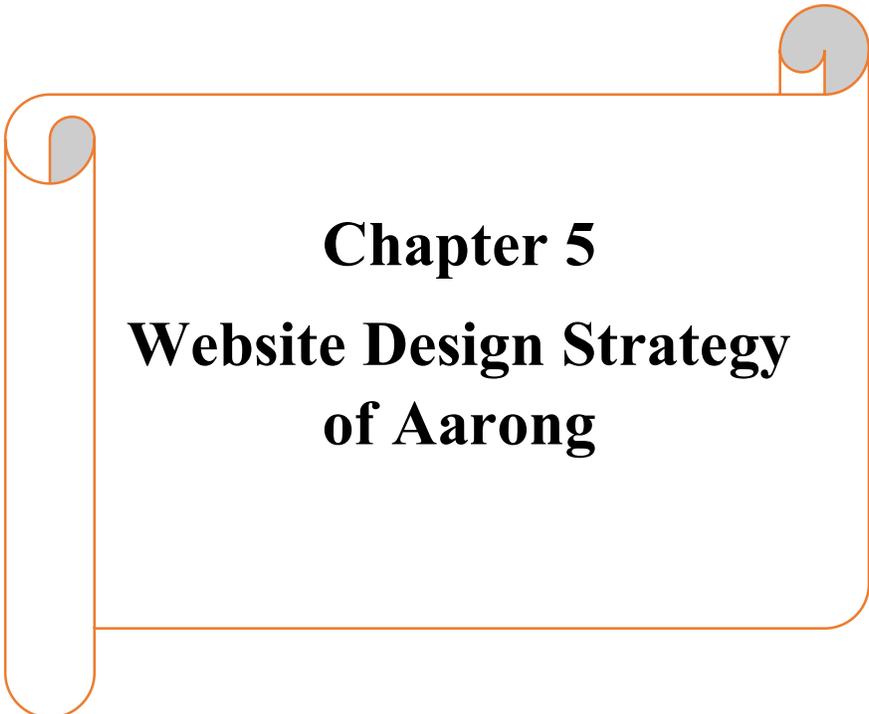


Figure 13: Social Media Strategy of Aarong



Chapter 5

Website Design Strategy of Aarong

5.1 UI Design Strategy of Aarong ecommerce website

In 2014, Aarong Ecommerce website was launched with the slogan “shop online”. In last 7 years they’ve improved the user experience a lot. The website link www.aarong.com can be easily browse from PC, tablet and mobile devices. They’ve also launched an App for easier way to shop from aarong. Over the time they’ve focused to improve website interface by well positions banners, user-friendly navigation, product listing page, well details of product, smooth checkout, policies etc.

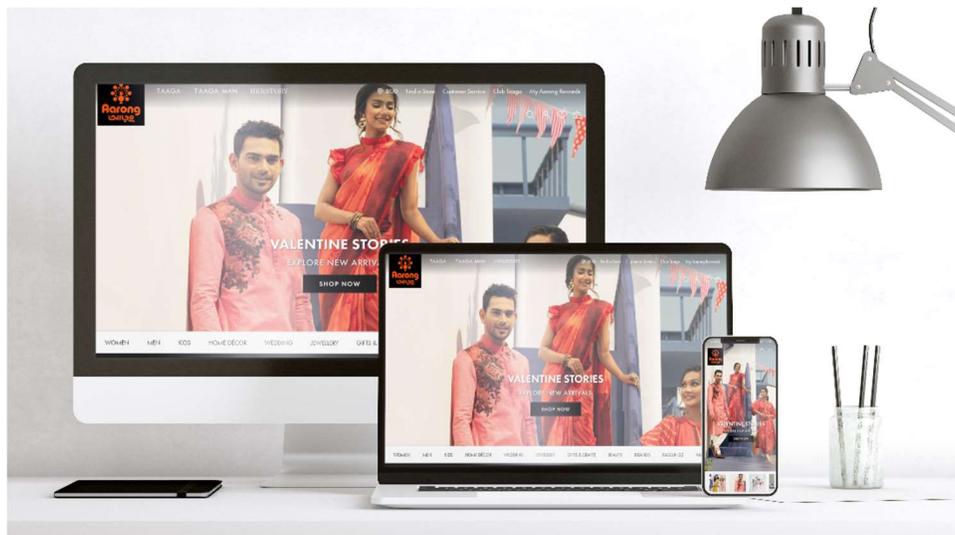


Figure 14: UI design of aarong website

Aarong homepage have the following sections that makes the website unique and user-friendly-

- **Main Slider Banners-** There are 3 main banners are added in the upper side of this website. Those are mainly for showing products related to running campaigns.
- **Segmentation Banners-** After that comes banner of different segmentation for men, women & kids.
- **What's New-** In this section new products are added on every week.
- **Home Decor Banner- 1 & 2-** Trendy home décor and classic dining items are showcased in this section.
- **Ad Banner-1 & 2-** Ad banners for international shipping and taaga taagaman are added nowadays. They change these banners occasionally.
- **IN VOGUE-** In this section featured accessories are added like purse items.
- **SHOP THE LOOK-** All the curated styles for every occasion for men and women are added in this section. Basically, products of campaigns are listed here. For example- Glow in yellow, Falgun must have, chic style, Spring ready, valentine ensembles etc.

- **LATEST NEWS & OFFERS-** All the news related to aarong, brac can be found in this section.
- **STORIES-** This section represents what aarong does, who they are etc. There are many articles about aarong artisans, aarong’s social activities etc.
- **Lookbook-** This section (<https://www.aarong.com/lookbooks>) is customized for campaigns. All the campaigns are listed here with campaign banner and products. This section is designed in such a way it can attract customers.
- **Photos & Videos-** Model shoot photos of all products are added here including Aarong, Taaga & Taagaman.
- **Mega Menu Thumbnails** - All departments are listed here with separate product listing pages according to product category.
- **My Account-** This section is positioned in the upper corner of the website. Customers need to sign up in this website with necessary details. In this section they can find recommendations, Wishlist, order history, Returns, Rewards, Contact us and many more. Moreover, they can customize account information, address,
- **Wishlist-** Customers can add their favorite product in their Wishlist.
- **Bag-** This section plays a vital role for a good shopping experience. For buying a product customers need to add product on bag and then checkout for further payment option.
- **Product Listing page-** Product listing page are design in such a way that customer can have a quick view, zoom option and more details information of products. Aarong list their product very sincerely so that customer can get actual product as per their expectation. Besides they maintain an upload schedule for each category of product according to the analysis of visitor’s data.

Day Wise Newly Uploaded Product (Live) Scheduler							
Type	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Any Day
Upload and Enabled	Women	Home Decor, Jewelry	Kids	Taaga + Taaga Man	Women	Men	All Deficit qty categories
Live	Men	Women	Home Decor, Jewelry	Kids	Taaga + Taaga Man	Women	All Deficit qty categories

Figure 15: Product Upload schedule in aarong.com

Similar sections are also designed for Taaga, Taagaman, Herstory brands. These strategies help aarong to engage their offering with customers. Customer won’t feel bore while exploring the website.

5.2 Web usability of Aarong

Web Usability represents how easier to browse a website. It depends on the quality of user interface design, loading time, security & privacy, making things easy to find etc. This web usability is necessary for the survival of a web.

A good website can bring more visitors and convert them into customer. The percentage of visitors or customers who take a desired action, indicates the success of the website usability. Using some measuring tools and techniques I've done some usability tests. The website has been tested on pagespeed.web.dev. The website is helpful to analyses website performance. The site should continuously be steady it should not be hard to use. The landing page ought to plainly state what the site offers if not the quantity of visitors will diminish from the website. Visitors may likewise leave assuming they observe the data given on the site is hard to comprehend. Accordingly, the website should be upgraded continuously to improve its performance.

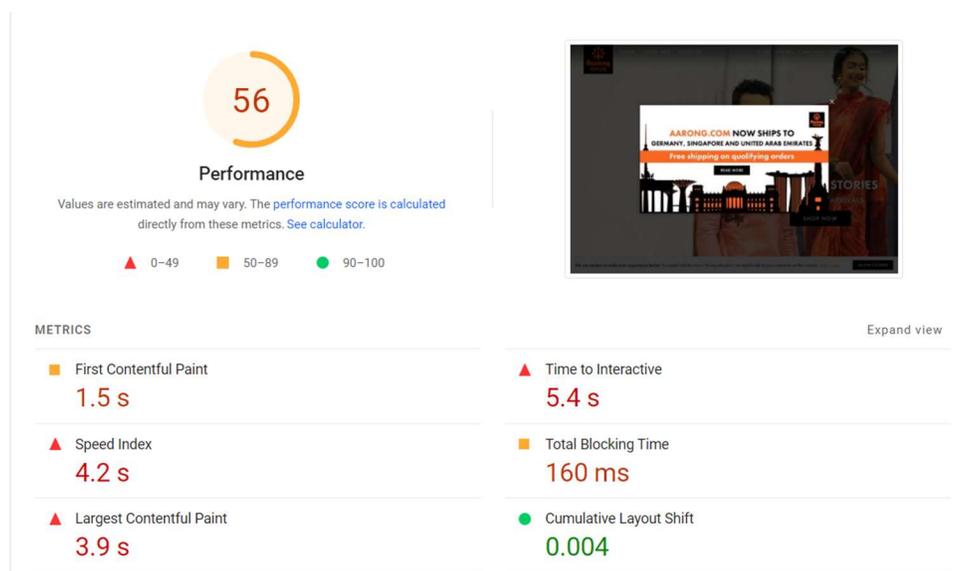


Figure 16: Aarong website testing on pagespeed.web.dev

According to The Google Page Speed performance grade, this web page is scored 56/100. This specific test was done on January 29. The web page took 4623 MS to load, used 426 requests, and weighed in at 5.8 MB. This result may vary from time to time. The performance is average compared to other ecommerce website in Bangladesh.

Aarong has done well with Search engine optimization. While searching in google with the keyword “Shalwar kameez in Bangladesh”, aarong website shows on the first page. Customer can

search and find aarong website easily with related keywords. Using proper contents, Meta description and Meta keywords has helped to ranked the website.

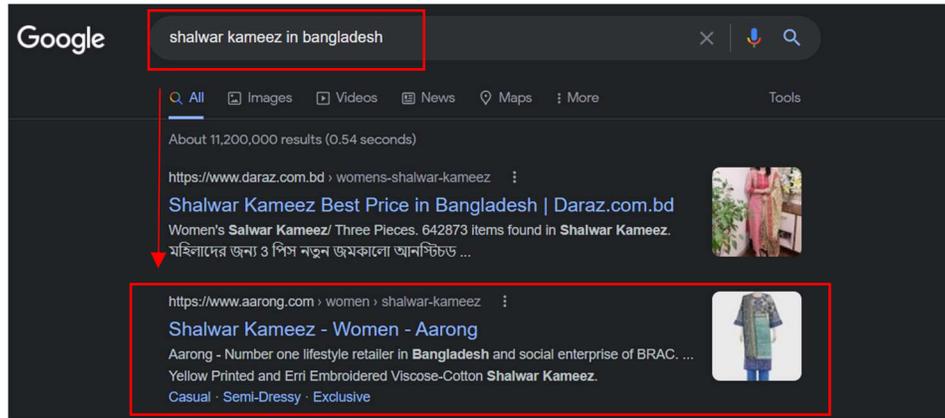
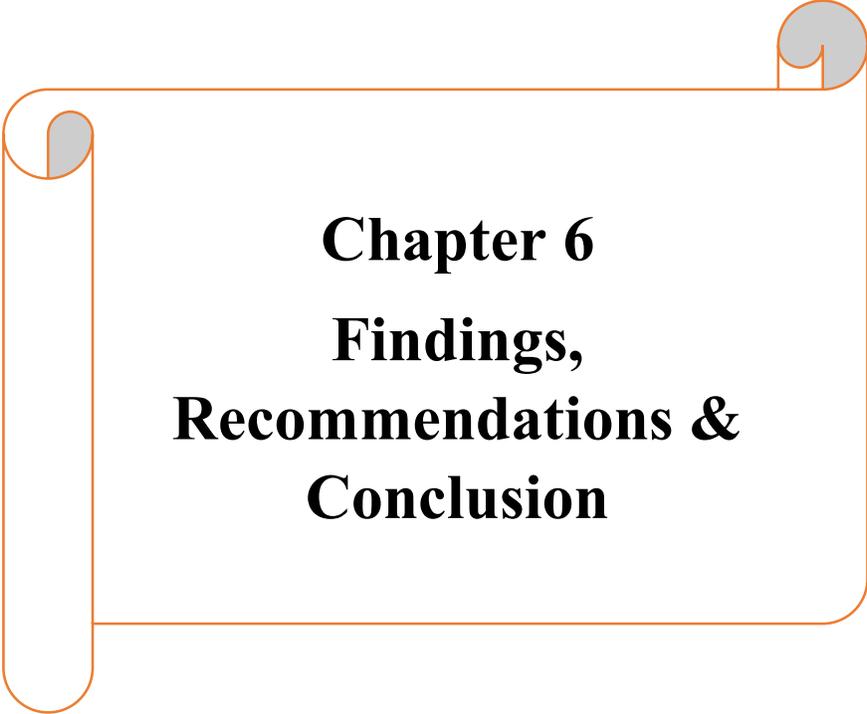


Figure 17: SEO on Aarong website.

We've already discussed that Today aarong delivers product in the USA, UK, Australia, UAE, Germany, Singapore. If we see the traffic analysis of last few years in aarong website, we will find most of the visitors are coming from India, Canada, Saudi Arabia, France etc. These countries can be next target market for Aarong.

Country	Users	Users
	11,191,474 % of Total: 100.00% (11,191,474)	11,191,474 % of Total: 100.00% (11,191,474)
1. Bangladesh	9,872,082	86.91%
2. United States	474,170	4.17%
3. India	267,835	2.36%
4. United Kingdom	135,477	1.19%
5. Australia	98,515	0.87%
6. Canada	79,650	0.70%
7. (not set)	62,524	0.55%
8. United Arab Emirates	23,261	0.20%
9. Germany	21,676	0.19%
10. Singapore	21,523	0.19%
11. Saudi Arabia	21,318	0.19%
12. France	20,858	0.18%
13. Japan	19,222	0.17%
14. Malaysia	18,967	0.17%
15. Italy	18,098	0.16%

Figure 18: Traffic Analysis to Aarong.com (Jan 2016 to Dec 2021)



Chapter 6
Findings,
Recommendations &
Conclusion

6.1 Major Findings of the Study

- **Average Performance on aarong website:** After analyzing aarong website we've found an average performance on website. Page loading time is higher than other competitors. Large layout of banner, non-composited animations, excessive DOM size etc. are the main reasons for lower performance on website. The search option doesn't work well from product listing pages. Again, the website isn't user friendly on mobile browsers.
- **Low Performance on Aarong mobile App:** The aarong app is not user friendly at all. It takes time to load pages and product images. Sometimes the app crashes after browsing for a while. Besides, there is no language option.
- **Lack of promotion on aarong ecommerce:** Aarong's promotional activities are done centrally for both outlet and ecommerce. They run similar campaigns on both outlet and commerce. If we compare the geographic segmentation of both ecommerce and outlets, we'll find the ecommerce have larger geographic segment because they are covering both national and international marketplace. Although they deliver product internationally but there are no promotional activities for international marketplace. Again, the image of real product and model shot are quite different. Customer may get disappointed when they see the real product. The website and app need to be promoted with different and unique offering for engaging local and foreign customers.
- **Higher price of product:** The products are sold at higher price than the competitors. Besides they charge vat on online shopping. Again, some categories of product are not up to the mark according to price. Moreover, they sold product at 50-80% markup on selling price in international market. Its nonstop ethical strategy may straightforwardly hamper the business in long run. The way in which they have depicting themselves isn't genuine as they are more centered around generating profit than thinking for prosperity of the general public.
- **No Rating & Review system:** Nowadays customers are more conscious while shopping online. Before buying anything, they like to check the review of any product. But Aarong website and app don't have the feature.
- **Product Delivery Issues:** Aarong uses external third-party logistics such as Sundarbans courier, paper fly, redx etc. for delivering its product. The delivery charges are higher than other competitors. The delivery process is also lengthy. Customers have so many complaints with delivery service of aarong.
- **Less Availability of Product on Aarong Website:** There are less product range on aarong website compared to aarong outlets. Many products don't have enough stock, available size etc. Sometimes the campaign products remain short. Usually, customers look for product which are shown on ad banners but the product are not available on website.

- **Payment System:** Aarong accept cash on delivery, debit & credit card and mobile gateway payments. In Bangladesh people don't feel secure with prepayment. But aarong don't accept cash on delivery system in some district in Bangladesh. After cancelling an order, they took much time to refund the amount.

Besides the major problems they've certain issue with campaign planning, customer care services, less employees in a team, HR department etc. Aarong needs to resolve these issues to recover their service and the overall efficiency of the organization.

6.2 Recommendations

- **Generating new advertisement strategy:** Aarong should maintain their mission statement to bring positive changes in their brand image. They should promote and grow engagement in the the app and website in both local and international market. Creativity, innovation, uniqueness should get higher priority in the advertisement strategies.
- **Creating Marketing Mix for International Market:** Aarong has started shipping their product in international market. Meanwhile they should design traditional product, promotion, pricing according to their culture as well. They can adopt big data analysis to learn about customers.
- **Improving the website and app performance:** In this pandemic situation, customers have become more adaptable with online shopping. This is high time they should upgrade the performance of both app and website to ensure a smooth shopping experience for customer.
- **Adding rating & review system on website:** They should add rating and review system on website and app. It'll help customer to take purchase decision easily.
- **Maintaining available stocks:** This is more important to have available stock in the website according to market demand. When customer watch a dress on ad banner and if she doesn't find it on website, she can get upset. So aarong should ensure proper stock of campaign products.
- **Increasing product range on website:** Just like aarong outlets, products should be available on website as much as possible. Besides, they should have all sizes of products.
- **Starting their own delivery system:** Many customers have complained with the delivery system. It would be easier to give proper delivery service to customer if aarong have their own delivery system.
- **Improving Customer Service:** Aarong HR should hire right person and train them for a good customer service.

6.3 Conclusion

Aarong has a decent reputation in the handicraft industry. They are enjoying great benefits from the brand image and advertisement strategy. Aarong is taking more initiative for making the best quality items to fulfill the customer demand. As a social enterprise they really do a number of CSR exercises and we don't need to say much else regarding BRAC CSR activities. Though aarong is an established brand in this country but the ecommerce of aarong is still under development. Aarong ecommerce site is the only Bangladeshi ecommerce who deliver product outside of the country. In near future it is possible that, aarong ecommerce site will be established if they can overcome the lacking and bring something out of the box.

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