



**Internship Report**  
**on**  
**An Analysis of the Marketing Activities of**  
**Expo Trade (BD) Limited**

**Submitted To**  
**Mr. Siddiqur Rahman**  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University.

**Submitted By**  
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**Daffodil International University**  
**Date of Submission: November 21, 2021**

# Letter of Transmittal

Date: November 21, 2021

**Mr. Siddiqur Rahman**

Assistant Professor & Associate Head  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University.

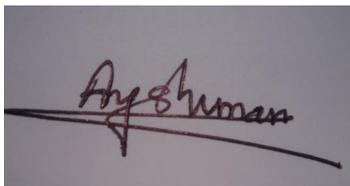
Subject: Application for the submission of internship report

Dear Sir,

With Unbelievable happiness, I am archiving my internship report entitled " **An Analysis of the Marketing Activities of Expo Trade (BD) Limited**" in perspective on my 3 months' internship length. This archive has been submitted as an imperative essential of the BBA educational programs.

I have watched the examination be really enabling, strong and vigilant. I've endeavored my stage quality to set up an astonishing and legitimate report. I'm accepting you'll find this report the meaning of most of the work I've placed into it. I invite your whole question and contribute intensely to respond to them.

Yours sincerely,



.....  
**Angshuman Shaha Sourov**

ID: 173-11-5652

Program BBA

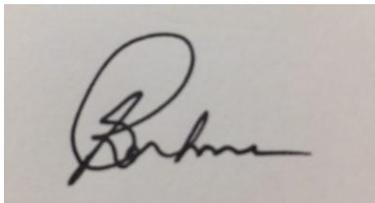
Department of Business Administration  
Faculty of Business & Entrepreneurship

## Approval Certificate

I am Angshuman Shaha Sourov ID: 173-11-5652, pleased to confirm that the Program BBA has confirmed the temporary internship report titled "Analysis of marketing activities of **Expo Trade (BD) Limited**" by the Business Department. The administration, under my supervision and guidance, is the Daffodil International University of Business and Entrepreneurship faculty.

The report is recommended for submission.

Supervisor



-----  
Mr. Siddiqur Rahman  
Assistant Professor & Associate Head  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University.

## Students Declaration

I, Angshuman Shaha Sourov, ID: 173-11-5652, thus announce that the accompanying internship report entitled "An Analysis of the Marketing Activities of **Expo Trade (BD) Limited**" is exclusively arranged by me directly after the culmination of my internship at Expo Trade (BD) Limited under the supervision of Professor Mohammed Masum Iqbal, Ph.D., Department of Business Administration, Faculty of Business and Entrepreneurship.

I ensure that the report has been set up with regards as per the general inclination of my educational essential and not for some other assumption albeit the concerning social affairs may imagine that it's useful for the improvement of HR game plans.

A photograph of a handwritten signature in dark ink on a light-colored surface. The signature reads 'Angshuman' in a cursive style, with a long horizontal line extending from the end of the name.

-----  
**Angshuman Shaha Sourov**

ID: 173-11-5652

BBA Program

Department of Business Administration

Faculty of Business & Entrepreneurship

## **Acknowledgment**

Above all, I would like to express my deep gratitude and sincerity to Almighty God for gifting me with strength, quality, and patience and for being dynamic in my offer.

The exceptional obligation is my decent caretaker, Mr. Siddiqur Rahman, Assistant Professor & Associate Head, Department of Business Administration, Faculty of Business and Entrepreneurship who was my academic head for the BBA course. He was the top dog enough to allocate his significant time to give me his moderate direction, inspirational music, adequate and appropriate titles to prepare the results of this report.

As such, I am extremely grateful to all the Expo Trade (BD) Limited authorities who have prepared this report for me, are working to provide basic information, and itemized explanations regarding the concept of internship location. I would like to thank the staff of Expo Trade (BD) Limited for their significant cooperation and assistance. The opportunity to thank them for not being able to do anything without their cooperation will be open.

I am also grateful to my family for gradually supporting their family through the report I prepared.

## **Executive Summary**

This report is based on "Analysis of Marketing Activities of Expo Trade (BD) Limited". This gives data about the organization's procedures and system performance. The goals of this report are to distinguish market strategies, to illustrate the mix of items, to clarify pricing strategies, to clarify vehicle channels, to recognize issues for marketing activities, and to find a higher answer to issues.

On the breakdown part, the investigation talks about marketing activities such as marketing strategy, STP testing, Marketing Strategy. Marketing systems Trade (BD) Limited marketing plans, records that select, and time marketing activities. Constantly try to give their customers the best quality things. Since Expo Trade (BD) Limited is keeping stock with quality. This is their main goal. Expo Trade (BD) Limited consistently maintains great relationships with its clients. Their relationship with the client is a way to achieve business, constantly upgrading the people in the marketing department by providing rewards so that they sincerely try and have the option to achieve. Expo Trade (BD) Limited items are sold in a variety type of product with sizes. For example, Foam, Mattress, Pillow & Cushion Adhesive, Felt, Rebounded and P/E Sheet in their target markets.

In the breakdown section, the investigation talks about marketing activities such as Marketing Strategy, Marketing Strategy, STP Testing, Expo Trade's ID Strategy (BD) Ltd. Constantly try to give their customers the best quality things. Since Expo Trade (BD) Limited is keeping stock with quality. This is their main goal. Expo Trade (BD) Limited consistently maintains great relationships with its clients. Their relationship with the client is a way to achieve business, to promote people in the marketing department by constantly rewarding them so that they sincerely try and get the option to achieve.

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**Chapter One**  
**Introduction**

## **1.1 Introduction of the Study**

Behind every useful thing or company present in the market today there is a record of satisfactory market examination on the candidates and clients. The first and most significant advance to improve any marketing framework is leading marketing research as a data collection strategy to carefully choose whether products or companies will think about the needs of buyers. The fitting business sector test can help in important battles in economics, competition, business executive planning, economics, and the use of client features. The key part of business support with all the necessary data and quick business choices is probably the market test. “Marketing is probably the key to market research to help companies make the necessary information and business decisions,” says an industry expert at Infinity.

## **1.2 Scope of the Study**

Here are some basic things They can do to help ease the way for Expo Trade (BD) Marketing and Business. It focuses on the market and its inspiration is a few marketing methods for the customer that it can discover. The report contains information on objectives, market, accessories, gauges, planting arrangements, and the business plan behind Expo Trade (BD) Limited. Expo Trade (BD) Limited has agreed to break up its marketing activities, more briefly. Expo Trade (BD) Limited is just as important for achieving a rational vision. Marketing activities; We need to understand what Expo Trade (BD) Limited is. They should and how they will be winners for their expected customers. To reflect this information from Expo Trade (BD) Ltd., this report will be expanded somewhat.

## **1.3 Objectives of the Study**

The objectives of the study are as follows:

- i. To identify the marketing strategies of Expo Trade (BD) Limited;
- ii. To describe the product mix of Expo Trade (BD) Limited;
- iii. To explain the channel of distribution of Expo Trade (BD) Limited;
- iv. To identify the problems related to the marketing activities of Expo Trade (BD) Limited;
- v. To make some recommendations to base on the problems;

## **1.4 Methodology of the Study**

The types of strategies used in this report are largely related to nature. The investigation of both necessary and helpful information was chosen as the necessary testing strategy.

### **1.4.1 Primary Data Collection:**

Preliminary information was collected from interviews of key members of the association, close and personal discussions with officers and representatives, related records, textbooks given to the concerned officers, sharing of effective information about the officers.

### **1.4.2 Secondary Data Collection:**

To get a clear idea of the test it is necessary to preserve the existing data and data to establish this report, some information was taken for this report from the source of support.

### **1.4.3 Data Collection Method**

**Direct observation.**

**Discuss with executives and customers.**

### **1.4.4 Data sources**

- i. Official Guide to Expo Trade (BD) Limited Line
- ii. Expo Trade (BD) Limited's product and service brochure.
- iii. Previous record files of Expo Trade (BD) Limited.

## **1.5 Limitations of Study**

- i. There was not enough time to properly understand the entire marketing activities of Expo Trade (BD) Limited
- ii. The study is an instructive curve The study was not able to present much in the report due to my lack of experience and practical contact.
- iii. Relevant information and documents were difficult to collect due to the confidentiality of Expo Trade (BD) Ltd.
- iv. Due to the lack of written information in this sector, it has become an important issue to write this report more systematically.
- v. The staff of the organization was busy as they could not give enough time.

## **Chapter Two**

# **Organizational Profile**

## 2.1 Organizations Profile

Exported International (BD) Limited is a private limited company, first established in 1994 as a private limited company under the Companies Act 1999 and published a registered number in Bangladesh in 2013. 2014 will be changed to Public Limited on 14 March 2013, and 2021. The development of two types of Ecuador, pesticides, waterlogging, and biodegradation of polyurethane has a high impact on anaerobic conditions. Polyester-type polyurethanes are biodegradable compared to the polythene type in masturbation. 2017-2. Figures collected by the Bangladesh Export Promotion Bureau (EPB) for financial exports show that calf skins rose 21.5 percent to 65 96565 million. Of these, calves are responsible for f34.6 million blockheads. Minority women do instant and minimal work for about 850,000 people in the region especially big enterprises like Bata, Gallery Apex, Bay, Jenny are controlling the homegrown market of highly confidential items but they are mostly dependent on imported items. Accordingly, nearby crude metal producers such as PU, PVC, and engineer Gohaidar have huge potential to become an import option of up to 250 250 million from this wide-ranging global effort. The Government of Bangladesh supports the calf business through a variety of initiatives, including monitoring the export market and evaluating the region's performance through permanent parliamentary advisers and liberal banks. In the nineties, the Bangladeshi calf export market grew by an average of 10-15% per year. The average annual export was 250 million. The fine grain calf skins of Bangladesh appreciate the alluring interest of Western Europe and Japan. Low wage levels and restrictions on the export of wet blue calves have helped traders gain new strength in the country. Concerns Environmental concerns arising from the huge thickness of units built in several areas of the old part of the city are leaning towards plans to move out of the city.

Manufacturers of Go-Go items are only engaged in the production and export of Bangladeshi engineers. They do not have much power in downstream tasks. Nevertheless, the acquisition of a few Bangladeshi companies to pull brand names like Puma, Pavolinos, and Hugo Boss from the country's origins proves that the business has a lot of potentials to grow.

In addition, it began bringing and exchanging clinical items in 2015 with Expo Trade International's concerned Sun-China partners.

"Achievement is the solitary Commitment"

Mr. Chowdhury's association has been criticized in all spheres of business for its support of the country's current picture in the region's global market and its strong financial impact on surveillance and investor values.

Stunned and far-reaching businessman, Mr. Chowdhury's birthplace and unfamiliar interests have been cut in various financial fields. The uniqueness of a country's GDP and macroeconomics is significant as a recognition of its social mentality and accountability. With the commitment and dedication of Mr. Chowdhury, Expo, and Mr. Chowdhury, CNRG has improved local and global standards by gaining public and global credibility and notoriety.

## **2.2 Highlights of the Company**

Exporting International (BD) Ltd. whose length shifts storage from 19,200cft (cubic feet) to 8 hours of storage every 100 hours on a daily 2 (two) shift basis. When the project is completed, it will create employment for at least 200 people. Originally from China and Taiwan, the plant is being equipped with the most modern and sophisticated equipment.

The final products will be sold in the wholesale market with a special focus on middle-income groups as well as local markets for global export.

## **2.3 Nature of Business**

1. Open / POR foam (polyurethane foam) is a polymer that is added by carbamate (urethane) made by natural units. Most polyurethane is a thermosetting polymer.
2. Polyurethane polymers regularly and regularly react with poly with DO- or tri-polysaccharide shells, with at least two suitable assemblies for each atom. Lifts, shopping baskets, elevators, and skateboard wheels), car surface and surface sealants, used in engineered filaments (e.g. spandex), underlay covers, hard-plastic parts (e.g., for electronic devices), condoms, and foot socks.

## 2.4 Vision

Being considered a world-class corporate house through products, services, and values.

Mission –

1. Recognition of individual commitments.
2. Introducing new and creative items and innovations.
3. Guarantee of quality items from cutting-edge fabricating offices.
4. Exceeding consumer loyalty and trust through quality administration.

## 2.5 Values

To achieve its ambitious vision, Expo subscribes to the following values:

- i. Quality in everything we do.
- ii. Survive our commitment.
- iii. Transparent and fair in all our transactions.
- iv. Take the initiative to exceed the standard.
- v. Trust and respect each other.
- vi. Performing tasks in groups

Share social responsibility. Exported International (BD) Limited has been working on the 4th and Sleeping Cushion Assembly since 2014. The job is to make great froths, sleeping pads, pads, and pads. Starting from the most ideal source of refined gear and unrefined materials on the planet, it has set high expectations in creating valuable items. From the long perception of nearby furnishing, bundling, furnishing industry - especially in the case of price items, the search hole was felt and in 2013 a production line was set up at Shilpa Nagari (BSIC) in Keraniganj. Speed determines the nature of the item for a specific group of clients. Items following the best strategic approach have recently gained a reputation among the country's high-rope, center-wage, and rural people. Expo Trade has effectively integrated a cross-country vendor organization with dedicated activities to explore skills, development implementation, guidelines, and responsibilities. Equally, continuous top caliber and successful identification, and limited-time activities take exports to the cutting edge of the market for portability.

## 2.6 Products' Line

Products	Trade Marks	Product Images
1. Foam		
2. Mattress		
3. Pillow & Cushion		
4. Adhesive		
4. Felt		
5. Rebounded		
6. P/E Sheet		

**Chapter Three**  
**Analysis and Findings of Expo Trade (BD) Limited**

### 3.0 Marketing strategies:

A marketing strategy is a comprehensive plan that incorporates all of a company's marketing goals and objectives. Business executives draw a successful marketing strategy from market research. They also concentrate on the best product mix in order to maximize profits.

### 3.1 STP Analysis

STP investigations include market segmentation, target market, and field assurance.

#### 3.1.1 Market Segmentation:

Customer segmentation is a method of categorizing customers into groups based on shared characteristics. All customers have a common need for your product or service, but there are distinct demographic differences (i.e., age, gender), as well as additional socioeconomic, lifestyle, or other behavioral differences that can be useful to the organization. Expo Trade (BD) Limited Ltd operates in a country with over 16 million people, each with a unique lifestyle, culture, and preferences. This customer group is segmented by Expo Trade (BD) Limited. Expo Trade (BD) Limited bases its marketing activities on this segment. For customer targeting, Expo Trade (BD) Limited used demographic segmentation, geographic segmentation, psychographic segmentation, and behavioral segmentation.



- **Geographic Segmentation:**

Expo Trade (BD) Limited operates in this segment based on geographical factors such as division, cities, states, and so on. Expo Trade (BD) Limited divides the country into three regions: Dhaka, North Bengal (Rangpur, Rajshahi, Mymensingh, and Sylhet), and South Bengal (Khulna, Barisal, Cumilla, and Chattagram) and appoints three regional marketing heads.

- **Demographic Segmentation:**

Expo Trade (BD) Limited divides the market based on gender, income, education, culture, and so on. Since women in our country want to buy home furniture of their choice, Expo Trade LTD gives priority to women's choice. Expo Trade LTD products the prices of other company's products are lower because we consider the earnings of the customers. Expo Trade LTD designs their products in a way that combines culture and products.

- **Psychographic Segmentation:**

Expo Trade (BD) Limited divides the market in this segment based on different lifestyle, Hobbies, Values, Beliefs or personality characteristics. Expo Trade (BD) Limited products are designed to suit any lifestyle of the customers. Their products never hurt the values and beliefs of the customers. Expo Trade (BD) Limited seeks to understand customer personal characteristics through customer feedback and markets such products.

- **Behavioral Segmentation:**

The market is also divided into segments based on audience behavior, usage, preference, choices, and decision making. Typically, the segments are divided based on their product knowledge and usage. It is believed that an individual's purchasing decision is influenced by his or her knowledge of the product and its application.

### **3.1.2 Target Market:**

- Retail market
- Corporate market

#### **○ Retail Market: Countrywide Dealer Network**

Expo Group has effectively set up a maintainable spread channel across the country, identifying long-term business associations with traders in 5 regions and Upazilas. Investigating more business areas, overseeing existing businesses, verifying the market, monitoring quality - these are all continuous cycles.

#### **○ Corporate Market:**

Expo Group meets exceptional needs in the corporate market. For this situation, there is a separate group committed to experienced chiefs and leaders. The Expo Group has effectively established long-standing core companies with some of the closest and export-oriented furniture manufacturers, clothing business pieces, footwear business, and corporate businesses for food.

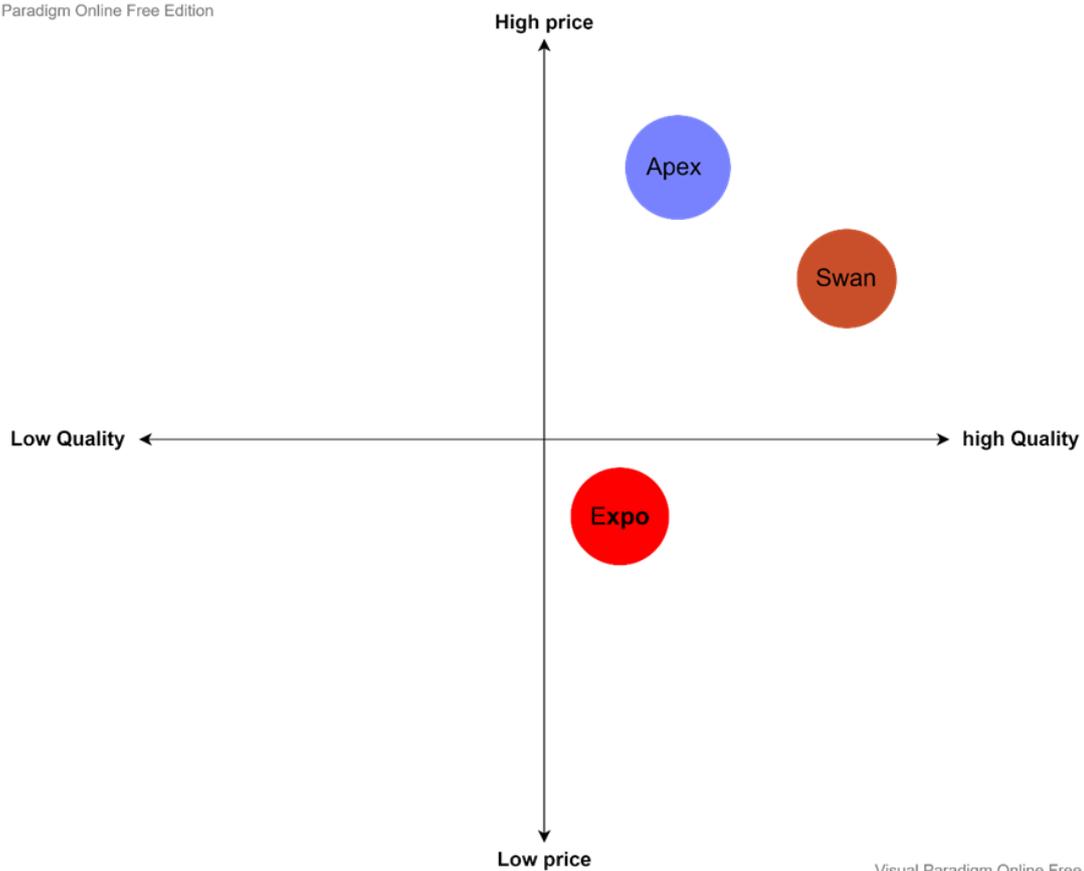
#### **Some corporate clients:**

- Navana's furniture
- Bata shoes
- Apex shoes
- Partex furniture
- RFL
- Posh furniture
- LB furniture
- Epic Garments
- Pegasus Shoes
- NITOL

### 3.1.3 Positioning

In their positioning strategies, Expo Trade (BD) Limited always strives to create a distinct image or identity for their brand in the minds of their customers. They want to build their image based on their product type. As a result, their product is associated with newly constructed industries, houses, offices, and residential areas, so they must always strive to create customer perception about the quality of their products. Expo Trade (BD) Limited wishes to establish a profitable relationship with its customers; therefore, the company surveys and analyzes its customers in order to understand their needs and place the appropriate products for them.

Visual Paradigm Online Free Edition



Positioning against other competitors

-  Apex Husain Group
-  Swan group
-  Expo Trade (BD) Limited

We can see on the positioning map Expo Trade (BD) Limited their products are quality and low in price. Apex and Swan on the other hand, their products are high price and high quality.

Expo Trade (BD) Limited Although their products are quality, they keep the price low because they consider middle class customers. The number of middle-class customers is much higher in Bangladesh. The demand for these products is increasing day by day as the quality of the products is good. Moreover, they have high quality products, which are comparable in price and comparable to all these customers.

Expo Trade (BD) Limited has to produce a lot of products as the quality of our company's products is good.

### **3.2 Marketing Mix**

After segmenting define target market and marketing strategies Expo Trade Ltd gives concentration on marketing mix. The marketing mix is the set of strategies that a company employs to promote and sell its products in the market. These strategies include everything from developing the product, deciding on its price and where it will be sold, to deciding on its communication and promotional strategies.



### 3.2.1 Products:

"Expo Trade LTD" provides one-of-a-kind products to the target market. Its products are based on the needs of customers in various markets. Alternatively, your items can be offered.



#### 1. Mattress



**Ideal for:**

- Side sleepers.
- Those who prefer the hug of memory foam but sleep hot.
- Those who sit or sleep near the edge of the bed.
- Sleepers who wake up when their partner moves.

**Feature of the product:**

- Expo group Foam keeps your mattress fresh while hugging the curves of your body.
- Comfort Foam conforms to the shape of your body to relieve aching joints.
- For long-term dependability, Nase foam maintains a strong structure and edge support.
- A breathable knitted cover is a jacquard knit cover.

**Areas of Application:**

Living room, Home, Hotel, Rest house, Furnisher showroom, Office.

**2.Foam****Product feature:**

Throw Pillow Inserts: Throw Pillow Inserts are a must-have for your family. It looks great and feels great when used as cushions for your sofa, couch, or bed to provide lumbar support and to decorate your room.

### **APPLY TO A VARIETY OF PROJECTS:**

It isn't just for couches and chairs! Custom cushions can be made for patio benches, stools, RVs, boat seats, headboards, accent pillows, and a variety of other crafts projects.

**EASY TO CUT AND CUSTOMIZE:** Trim, cut, and shape upholstery foam with a bread knife or electric knife. To meet all of your home restoration needs, foam can be stacked or not.

**CERTIFIED FOR QUALITY ASSURANCE:** We only use the highest quality foam, and you can now use the same foam for projects around the house. All of our foam is certified to be of the highest quality.

**MULTIPLE SIZE OPTIONS AVAILABLE:** For all of your comfort needs, there are two, three, four, five, and six-inch profile options available. Foam is available in 18 x 72-inch rectangles.

### **Application Fields:**

Ideal for use in an office, store, exhibition, living room, supermarket, or at home.

### **Pillow & Cushion**



### **Product feature:**

**Throw Pillow Inserts:** Throw Pillow Inserts are a must-have for your family. It looks great and feels great when used as cushions for your sofa, couch, or bed to provide lumbar support and to decorate your room.

**High Quality:** The pillow surface is made of high-quality brushed fabric and filled with Hypoallergenic High-Resilient PP cotton. It does not cause allergic reactions in your family, and it is also comfortable and resilient.

**Decorate your Room:** For the best display, this insert is recommended for decorative pillow covers that are slightly smaller than 18x18in in size in order to achieve the best performance of the insert! You can use the pillow to decorate your sofa, living room, or bedroom and make your space more visually appealing.

**Washable and simple to clean:** We do not recommend machine washing. Please wash it on a gentle cycle with warm water, hang it to dry, and wash it separately.

### **Application areas**

Include the living room, home, hotel, rest house, furniture showroom, and office.

## **3.2.2 Price**

There are several methods for determining an item's price. We will attempt to comprehend how to investigate them as well as the best approach/strategy in various situations

- Penetration Pricing
- Economy Pricing
- Price Skimming

**Economy Pricing:** The expo trade ltd primarily targeted customers from middle-class families. As a result, their product price is affordable to all customers. The first few units of the product are sold at a very low price, almost at an advertisement rate, and the middle majority are economy products. In a premium pricing strategy, the highest rate is sold for the most expensive product. Economic pricing records more purchases during times of recession.

### **Other's strategies of pricing**

- Discount on various occasions like Eid, Puja, New year.
- Satisfactory profit margin for Retailer
- Products exchange (Old one with new one).
- Allowance for dealer for promoting the products.
- Provide credit service for dealer or industrial buyer

### Price Range of product line

Product Name	Low Price	-	High Price
Foam	2500	-	5000
Mattress	5000	-	10000
Pillow & cushion	450	-	800
Adhesive	300	-	850
Felt	500	-	950
Rebounded	450	-	1200
P/E Sheet	500	-	1200

#### 3.3.3 Place

Trade (BD) Limited is a well-recognized brand that has spread its product presence to most parts of Bangladesh. Brand has manufacturing plants in Gazipur. It has a widespread and powerful distribution network as it takes help of its parent company to distribute its products and it includes services all over the country. Products are easily available at numerous outlets like a supermarket, discount stores, convenience stores and Mattress shops. Expo Trade (BD) Limited products can be obtained online shopping portals. Expo Trade (BD) Limited has an exclusive channel for distributing its products. It has vast spaces to display its entire range including recent innovations, specialty products.

**1. Warehouse:** Expo Trade (BD) Limited divide the country on geographic segment and set up three warehouses to ensure fast delivery all over the country.

**2. Transportation:** To deliver the product from factory to ware house Expo Trade (BD) Limited have 3 large cover van and few small vans to delivery among retailers in the three regions.

**3. Dealer:** Many dealers work as Expo trade ltd. They have dealers in almost every district and even in some Upazilas. Dealers receive commissions from the company against the sale. The company gives them the sales target of the month. And the company delivers the goods according to the order of the dealers.

**4. Showroom:** Expo Trade (BD) Limited Company has its own showroom in almost every department of Bangladesh including three showrooms in Dhaka city. The company has almost every one of these showrooms. Customers can buy these wholesale and retail products Moreover; all these showrooms have different types of discounts.

### 3.3.4 Promotions

In promotion strategies EXPO TRADE (BD) LIMITED conducts some activities that communicate the merits of the product and persuade target customer to buy it. EXPO Trade (BD) Limited spend lots of money on promotion to tell customer about their brand and products. Dealership sales people assist potential buyers.

- ❖ **Advertising:** Advertising is the most vital part of promotion. EXPO TRADE (BD) LIMITED advertises its product in different media to reach its customer. Mostly used media are Newspaper, Billboard, Signboard of the sales point, magazine etc.
- ❖ **Digital Marketing:** Now-a-days digital marketing play a vital role in promoting a product. Expo Trade (BD) Limited use digital media to reach the customer easily. Especially young generation attract more by digital media. Expo Trade (BD) Limited promote its EXPO TRADE brand through face book, linked in, you tube and many others websites.
- ❖ **Direct Marketing:** In direct marketing sales personal physically visit customers (Household, Industrial) brief them about EXPO TRADE Brand feature and price. Sales team also gives brochures, email, Promotional letter, phone call. Expo Trade (BD) Limited reach end user through direct marketing.
- ❖ **B2B:** Trade (BD) Limited targets companies that make projectors, Rebounded, facilities, as well as other companies that use Adhesive in their own products.
- ❖ **Event:** Expo Trade (BD) Limited attain different types of fairs such as Mattress Expo, Trade fair, Industrial materials fair. There it can promote lights to customer who came to fair.

Expo Trade (BD) Limited are also use some others tools for promotion such as sponsorship, free sample among users, etc.

### **3.4 Distribution Channels used by the ETL**

Marketing strategies are broad educational plans for changing people's conversations and delivering goods or services to customers. Data for an organization's motivations, key marketing messages, target clients, and other strange top-level categories are remembered by organization marketing theory. The marketing structure sheds light on the marketing plan, which is the report that traces the marketing strategy.

Activities and distributes the time Because a marketing strategy is a valuable aspect and focal point of an organization's image, it should have a longer lifespan than any marketing plan close to home. After a while, these things had incredibly taken.

Can be distinguished based on the accompanying circulation channels-

**Channel 1:** Factory > Warehouse > Dealer > Market.

**Channel 2:** Factory > Warehouse > Dealer > Sub-Dealer > Market.

Channel 1 is the above-mentioned channels, and it is also used as the primary channel in Expo Trade (BD) Limited. The products produced in the factory are transported directly to the warehouse by their own transportation. From there, according to the demand of the goods sent to the dealers, their specified products are sent to the specified place, within the specified time. Dealers send the goods to various retailers. Retailers sell the products and deliver them to the customer.

Channel 2 is only used to distribute their products in conjunction with the channel. The products produced in the factory are transported directly to the warehouse by their own transportation. From there, according to the demand of the goods sent to the dealers, their specified products are sent to the specified place, within the specified time. Dealers send the goods to various sub dealer. Then the Sub dealer send the goods to various retailers. Retailers sell the products and deliver them to the customer.

## **Chapter 4**

### **Major Findings**

## **Summary of Analysis**

In this present study, we have attempted to understand of analysis of marketing activities of Expo trade Ltd. Where we discuss marketing strategies of expo groups. And we do STP analysis. In STP analysis there include Market segmentation Target market and field assurance. Then we describe the product mix. In product mix, we discuss product, price, place promotion. Next, we discuss the distribution channel of Expo Trade Ltd.

There are four parts to the market segmentation. And we discuss in the report how expo Trade Ltd groups or segments of prospective buyers who have similar needs and respond similarly to a marketing action.

In this report, we are trying to find out how to Geographic, Demographic, Psychographic, and Behavioral segmentation that can directly impact in sells. And we saw expo trade Ltd how they treat the market segmentation market.

In the target market area, we discuss the expo trade ltd Retail market and corporate market. In the retail market, we told that how and where dealers work for the company. And In the Corporate market, we mention those company names who buy raw materials from Expo trade Ltd.

After that, we showed where their position is in the expo company market. Who are the competitors of Expo Company in the market and what kind of products they bring in the market and what is the price of the products? The price and quality of Expo company's products are shown through positioning maps, along with other companies.

We then discussed product mix. In this report we have talked about the quality of their products, the features of each product and who should buy the products, where the products will be used and where they will fit.

In the price, we discuss which strategy follows the expo group. And we justify that strategy is perfect for Expo Trade Ltd. We mention some other strategies of pricing which is followed by expo ltd. And we also mention the price range in this report.

This chapter attempts to identify the problems that ETL faces and suggests some solutions. The study of industry-related problems is critical in order to gain a clear understanding of This chapter attempts to identify ETL's problems and proposes some solutions. In order to gain a thorough understanding of an industry, it is critical to study

industry-related problems. Problems are defined as the causes and factors that obstruct the attainment of goals.

### **Problems Identified:**

#### **I. Absence of viable publicizing strategy:**

Absence of international and local TV advertisements, print media, electronic media, and various types of publicizing offer. Expo Trade (BD) Limited has not carried out various types of special enactments, such as seasonal offers, mega offers, and occasional offers.

#### **II. Loyalty to the brand:**

Because consumers buy Expo products on a sporadic basis, they are not initially loyal to the brand. In some cases, after using Expo items for the second time, they choose another option (Other Brand). That means Expo Trade (BD) Limited did not gain complete consumer trust.

#### **III. Distribution channel:**

Many remote areas of the country, as well as some city Expo products, do not have access to Expo products. The number of retailers is lower than that of the competitor. In some cases, retailers complain that they are receiving their product late after placing an order with a sales agent. Delays in delivery cause a shortage of products on the market and demotivate retailers.

#### **IV. Retailers' sales commission:**

Retailers are dissatisfied with sales commissions; some competitors offer more benefits to retailers. In order to maximize profits, retailers prefer to sell other brands rather than Expo.

## **Recommendations**

It is clear from the solutions discussed above that ETL has numerous issues. The following solutions have been proposed to address these issues:

### **I. Promotion:**

We need to expand our local TV advertising print media, electronic media and various promotional offers, Expo Trade (BD) Limited has to promote various special laws like seasonal offers, mega offers and occasional offers again and again. And these offers have to be extended.

### **II. Loyalty to the brand:**

Since customers are not loyal to the expo brand, we should provide a guarantee warranty on the product. By taking customer feedback by message or phone call and informing them of our next offers, we can gain the trust of consumers.

### **III. Distribution channel**

If Expo wants to expand their business, they must do business in remote areas. Relationships with retailers need to be further strengthened. They need to know what kind of benefits the company is getting and the company has to act accordingly. There is no shortage of products in the market.

### **IV. Retailers' sales commission:**

The product goes to the customer through the retailer. So it is the responsibility of the company to keep the retailers satisfied. Retailers can be made happy by increasing the company's sales commission or other benefits.

### **V. To choose a successful circulation channel**

Item conveyance at an inconvenient time, and all conditions are clear and explicit.

The company establishes a lofty goal for dealers to complete a foreign trip, as well as a timetable for doing so. Companies may find it difficult to capitalize on opportunities in this region. As a result, the offer must be relatively simple in comparison to others.

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