

**“AN ANALYSIS OF THE MARKETING STRATEGIES OF SOUTH CHINA
BLEACHING & DYEING FACTORY LTD”**

SUBMITTED TO

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SUBMITTED BY

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LETTER OF TRANSMITTAL

Date: 27/02/2022

Professor Mohammed Masum Iqbal, PhD
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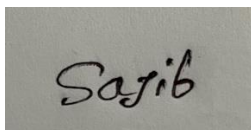
Subject: Application for the submission of internship report

Dear Sir,

With Unbelievable happiness, I am archiving my internship report entitled "**An Analysis of the Marketing Strategies of South China Bleaching & Dyeing Factory Ltd**" in perspective on my 3 months' internship length. This archive has been submitted as an imperative essential of the MBA 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,



.....

Md. Sajib Mian

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Program MBA

Department of Business Administration
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APPROVAL CERTIFICATE

This is to certify that the internship report titled **An Analysis of the Marketing Strategies of South China Bleaching & Dyeing Factory Ltd** prepared by Md. Sajib Mian, ID: 201-14-224, as a requirement of MBA Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

Supervisor

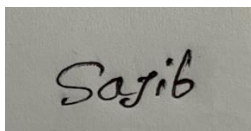


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STUDENTS DECLARATION

I, Md. Sajib Mian, ID: 201-14-224, thus announce that the accompanying internship report entitled "An Analysis of the Marketing Strategies of **South China Bleaching & Dyeing Factory Ltd** " is exclusively arranged by me directly after the culmination of my internship at South China Bleaching & Dyeing Factory Ltd 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.



Md. Sajib Mian

ID: 201-14-224

MBA 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, Professor. Mohammad Masum Iqbal, Ph.D., Dean and MBA Coordinator, Department of Business Administration, Faculty of Business and Entrepreneurship who was my academic head for the MBA 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 South China Bleaching & Dyeing Factory Ltd 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 South China Bleaching & Dyeing Factory Ltd 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.

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EXECUTIVE SUMMARY

This report is based on "An Analysis of Marketing Strategies of South China Bleaching & Dyeing Factory Ltd". Which 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 Strategies such as marketing strategy, STP testing, Marketing Strategy. Marketing systems illuminate marketing plans, records that select, and time marketing activities. Constantly try to give their customers the best quality things. Since SCBD is keeping stock with quality. This is their main goal. SCBD 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. SCBD 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.

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CHAPTER-01

INTRODUCTION

1.1 Introduction

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 careful data collection strategy for choosing whether products or companies will think about the needs of buyers. The fitting business sector test can help in important battles in advancing economics, competition, business office 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 a key part of market research to help organizations with the necessary information and business decisions,” said an industry expert at Infinity.

1.2 Scope of the Study

Here are a few basic things you can do to help ease the way for SCBD.'s marketing and business activities. How SCBD is limited. 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 the motives, market, accessories, gauges, planting arrangements, and business plan behind South China Bleaching & Dyeing Factory Ltd. Agreed data has been collected, further summarized to break down the Marketing Strategies of South China Bleaching & Dyeing Factory Ltd. SCBD. is just as important for achieving a reasonable vision. Marketing activities; We need to understand what South China Bleaching & Dyeing Factory Ltd is. They should and how they will be winners for their expected customers. To reflect this information from SCBD., this report will be expanded somewhat.

1.3 Objectives of the Study

The objectives of the study are as follows:

- To explain the marketing Strategy;
- To analyze the marketing strategy of South China Bleaching & Dyeing Factory Ltd;
- To identify the problems related to the marketing strategy of South China Bleaching & Dyeing Factory Ltd;
- To make some recommendations to solve the problems;

1.4 Methodology of the Study

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

1.4.1 Primary Data Collection:

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

1.4.2 Secondary Data Collection:

Existing data and data need to be saved to establish this report to get a clear idea of the test, some information was taken for this report from the source of support.

1.4.3 Data Collection Method

- i. Direct observation.
- ii. Discuss with executives and customers.

1.4.4 Data sources

- i. The official guidelines of SCBD. lines
- ii. South China Bleaching & Dyeing Factory Ltd.'s product and service brochure.
- iii. Previous record files of South China Bleaching & Dyeing Factory Ltd.
- iv. Internet.

1.5 Limitations of Study

- There was not sufficient opportunity to appropriately comprehend the whole marketing exercises of South China Bleaching and Dyeing Factory Ltd
- The review is an educational bend The review couldn't present a lot in the report because of my absence of involvement and down-to-earth openness.
- Significant data and archives were hard to gather because of the classification of SCBD.
- The absence of composing data in this area has made it a significant issue to compose this report all the more efficiently.
- The staff of the association was occupied as they couldn't give sufficient opportunity.

CHAPTER-02

ORGANIZATIONAL PROFILE

2.1 Organizations Profile

South China Bleaching and Dyeing Factory are one of the leading Bona Dyeing Factory of Bangladesh. It started its journey in 1996 and started its first commercial activities in 1998. In the RMG sector, it has been doing business as a pioneer for a long time and building its reputation. Golden Crown Company from Hong Kong is an umbrella company that started this business in Bangladesh under the name of South China Bleaching and Dyeing Factory. They import their equipment from Germany, Italy, and the United States and take direct supervision from suppliers to ensure superior quality. It is a 100% export-oriented company. They work with 100% cotton, cotton/layer fabric. They have the largest innovative storehouse in South Asia. South China group is a rapidly growing multinational organization in Bangladesh. Over the long time being in the business in Bangladesh as a pioneer, the organization has earned a solid reputation both locally and globally in the textile and apparel sector. With a fully vertical integrated setup, Self-sufficient with power generation, with its state-of-the-art technology and a highly competent management team, the group has successfully etched its brand name worldwide as a reliable manufacturer of textile products. Products of South China group with its sister concern is providing need of textile and apparel sector. While South China remains a 100% export-oriented organization, the company vision remains focused towards uplifting Bangladesh on a global scale. The group has achieved numerous awards for business in local and international

2.2 Shift and Production

Shift:

The shift or work hours are divided into three different sections to work smoothly and manage quality products within the given time.

- Shift A 8:00 am to 8:00 pm
- Shift B 8:00 pm to 8:00 am
- General shift 8:00 am to 5:00 pm

Productions:

There are three types of products they manufacturing per day

- Bleaching approximately 150000 yards.

- Dying approximately 120000 yards.
- Finishing approximately 150000 yards.

2.3 Product Quality Management System

They check the quality of the product in four different steps and promise to provide superior quality to their customers.

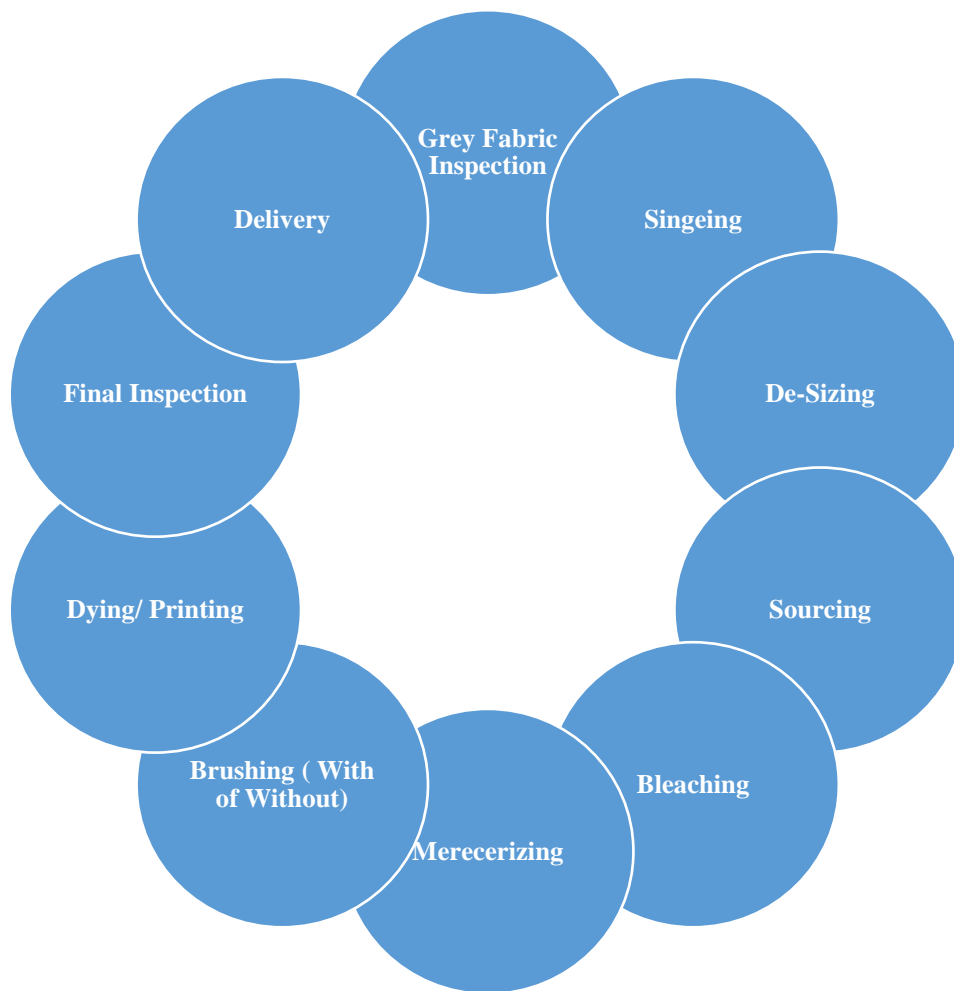
- First of all, customer sample check by the general manager and sent to their laboratories and a sample was prepared by the dying master and sent it back to the customer for approval.
- Secondly: standard sample returns for bulk production. The responsibility is taken by the Assistant dying master and give to the production officer. And the work is distributed by the production officer among supervisors and workers.
- Thirdly they check quality though online and offline by assistance dying masters. After that finishing, in charge take over the responsibilities.
- After that dying master checks the quality and finally General Manager checks the result and places delivery.

2.4 Raw materials

Unrefined substances are the essential item that is utilized to fabricate eventual outcomes. Those materials are taken from different providers like Pakistan, China, India, and the cost for every kilogram is 2 to 3 dollars and they need 60 lac kilograms yearly. There are different kinds of natural substances.

- Yarn
- Fabrics
- Dyestuff
- Chemical and auxiliaries
- Yarn cotton, spandex

2.5 Production Process



2.6 Quality Assurance:

Quality is the way of reducing mistakes and provide a superior product with superior services. Quality could be assured by strict and commitment. The systematic measurement of quality is to compare standards with new products.

Quality Assurance Objectives:

- Overall materials/products level of rejection in the production process shall not exceed 1.5%
- The capability of the process should be maximized by maximizing the breakdown time should be reduced 20% from standard
- A quality procedure should be in line with the requirement of the ISO9001.
- To assure sweet able work environment for the worker

CHAPTER: 3

MARKETING STRATEGIES OF SCBD

Marketing strategies are the activities of a business that communicates with people and changes the things or companies that provide them to their clients. The marketing framework of an organization includes the company's quality advice, key marketing messages, target client data, and other bizarre state parts. The marketing strategy illuminates the marketing plan, a record that picks and spreads Marketing Strategies over time. The marketing strategy of an organization should be a more attractive lifestyle than any marketing plan near home because the cycle is a part of valuable advice and it is the center of an organization's image. These things don't move smoothly after a while.

3.1 STP Analysis

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

3.1.1 Market Segmentation:

We have divided our client into four gatherings.

- Individual customers
- Wholesale of machinery

3.1.2 Target Market:

- Retail market
- Corporate market

We create and promote answers to help clients meet their goals. We provide quality through items, administration, and progress. We continually measure success by providing our clients, society, employees with experience through their investments and providing financial benefits to our investors.

3.1.3 Positioning:

Expo Trade helps maintain the great nature of the item, when time is short, which pays homage to the client's mindset about the item and often requests Rumi to purchase time. SCBD. will find itself as:

- Low cost.
- High-quality manufacturer.
- Professional

- Reliable

3.2 Corporate Strategies

- ❖ Quality and Customer acknowledgment
Accomplish business vision through quality and client acknowledgment by giving quality the entire day channels.
- ❖ Great assembling practice
Rigorously looked after GMP (great assembling practice).
- ❖ Consistence
Counting administrative prerequisites, corporate quality necessities, and other pertinent norms.
- ❖ Added Value
Backing customers and associations through ceaseless improvement and counteraction of slip-ups.
- ❖ Committed Human Resources
Assemble a pool of committed HR through the quality arrangement.

3.3 SCBD Decision-making process:

In the SCBD, decisions come from top-level management. The decision-making process is the following:

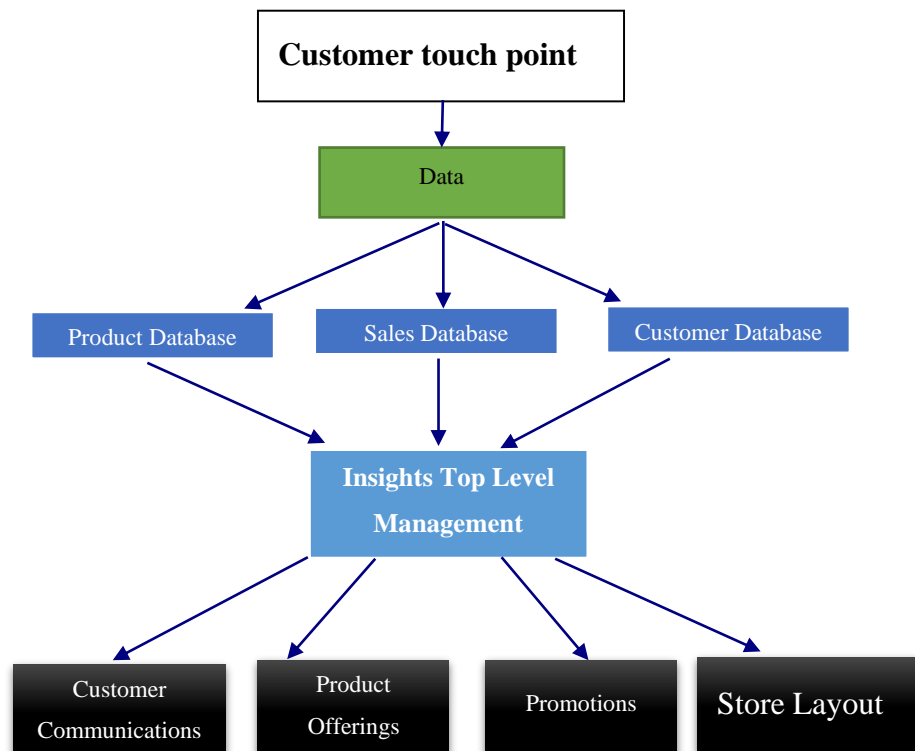


Fig 3.1: South China Bleaching & Dyeing Factory Ltd Decision-making process

Runners and experts teach the CEO to rely on their deals. They submit their request seven days in advance then the top administration level creates a schedule for the multi-week. Also, send the amount of interest to the creation office. Assemblies in offices make items on record and deliver them to experts

3.4 Distribution channels used by the SCBD:

Marketing strategies are general educational plans for changing conversations with people and delivering things or companies to clients. Organization marketing theory remembers data for an organization's motivations, key marketing messages, target clients, and other weird top-level categories. The marketing structure illuminates the marketing plan, which is the report that traces the Marketing Strategies and spreads the time. An organization's marketing strategy should have a longer lifespan than any marketing plan near home because the strategy is a valuable aspect and focal point of an organization's image. These things are incredibly taken after a while.

Can be distinguished depending on the accompanying circulation channels-

Channel1: Factory> Dealer >Market

Channel2: Factory>Dealer>Sub-Dealer> Market

Of the channels mentioned above, Channel 1 is the most important and is also used as the main channel in ATL. Channel 2 on the other hand is less important and is only used to partially distribute their products alongside the channel.

3.5 Marketing Strategies of SCBD:

- In quality. It always tries to give its clients the best quality items. Since SCBD accepts the requirements.
- SCBD always believes in satisfying its customers. They strive to provide the best service to their customers
- SCBD always maintains a good relationship with their customer. They believe that a relationship with the customer is the key to business success
- Staff skilled workers can bring any success. How they will achieve SCBD is the demand of the efficient marketing department.

SCBD constantly compensates the people in the marketing department so that they can earnestly try and make progress.

SCBD maintains uninterrupted interaction with testing, business progress, statistical surveys, brand progress, and quality acceleration and measures, implementation, and monitoring in general.

SCBD has two market segments:

- A. Retail Market
- B. Corporate Market

a. Retail Market: Countrywide Dealer Network

The SCBD has effectively set up a maintainable spread channel by identifying long-term business associations with traders across the country, 64,444 regions, and 550 Upazilas. Investigating more business sectors, supervising existing businesses, verifying the market, monitoring quality - these are all continuous cycles.

b. Corporate Market

SCBD caters to exceptional demand in the corporate market. For this situation, there is a separate group committed to experienced chiefs and leaders. The SCBD 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 Cloth.

3.6 Marketing Strategy of SCBD through marketing mix:

3.6.1 Marketing Mix

Marketing Combination Probably the main marketing term is the centerpiece of a marketing plan, the principal part is the piece in any case called Four P, the blended components of marketing are quality, brand, things, and progress.

The contemplation is clear. Likewise, think about a straightforward blend - cake blend. All cakes contain eggs, milk, flour, and sugar. In any case, you can change the last cake by changing the arrangement of the trimmings blended in it. So, incorporate more sugar for a sweet cake!



Fig 3.2 Marketing Mix

It very well may be contrasted with a marketing blend. The proposition you are making to your client can be changed by changing the trimmings. So, for inadvertent brands, contact pre-driven and given loads to spend. One more method for considering the marketing blend is to utilize a craftsman's reach picture. The evangelist blends distinctive prime colors (blended fixing) to go to the shade of specific edges. Each hand-painted picture approaches a gigantic measure of each marketing blend.

A few Sawant will mix up five PS in marketing so people can connect. Others will create a mix of Seven P to incorporate actual evidence (e.g., clothing, office, or clothing) and techniques (the whole customer experience, for example, a visit to Disney World). The word is blue h. Borden wrote his article in 1965 on the concept of the marketing mix.

3.6.1.1 Price

There are several ways to determine the price of an item. We will try to understand how to investigate them and the best approach/strategy in different situations. There are several ways to determine the price of an item. We will try to understand how to investigate them and the best approach/strategy in different situations.

3.6.1.2 Place

The Blue H Spot is another part of Borden's marketing mix. The spot is otherwise called channel, vehicle, or representative. It is the interaction through which products and managers are transferred from the manufacturer / specialist company to the customer or buyer. On-the-

channel channels have countless features that reveal something and every action used to eliminate it. For use in the title from one year to the next (Buckling, 1996) is another part of the 1996 Blue H Place Borden marketing mix. The spot is also known as channel, circulation, or medium. It is the process by which merchandise and administrators are transferred from the creator/expert to the client or customer.

- There are six basic 'channel' decisions:
- Whether we use direct or indirect channels (e.g. 'direct' to the customer, 'indirect' through a supplier)
- Single or multiple channels.
- The short length of multiple channels.
- Intermediate type. Each level has a separate by-way. Individuals within firms (e.g., nutritious among SCBD wholesalers) will stay away from “in the midst of channel conflict”.

3.6.1.3 Product

SCBD carries a powerful item and publishes assortments of items in different countries and regions. SCBD combines different things with provincial policies and customer patterns. SCBD items are sold in a variety of packs and sizes. For example, its medium items are sold in their proposed markets in fruit, bedding, pads and pads, cement, felt, back bounce, and P / E sheets. This ITL logo is clearly distinguished on each of these items to distinguish itself from items from other companies. Along this line, they generate a ton of cash for the association. The second job has a high piece of young pie and a remarkable growth rate.

Product Variations

The depth of a product mix is related to the total variant for each product. Changes may include size, odor, and other distinctive features.

Consistency is Relationship

Integrating a mix of things is how items can relate to each other - characterized by their use, creation, and progress. The SCBD thing can be tough on mixed cars but it's great to use.

3.6.1.4 Promotion

Another one of the 4P's is **promotion**. SCBD's elements of the promotions mix are:

- Personal promotion.

- Sales promotion.
- Public relations
- Exhibition.
- Advertising.

3.6.2 The Promotions Mix

Give the individual elements of war a chance to blend in more detail. Remember that all elements are 'integrated' to form a specific correspondence war.

1. Personal promotion

Chips acquired from stunning business firms are an astounding strategy for individual progression to direct individual client associations. When requested to complete all their work, they will set up a home arrangement cycle and system around the house. Whatever it is, salespeople should utilize it shockingly costly and strangely conflicting with the degree of accommodation. For instance, bargain outlets are regularly used to advance more edge bargains.

2. Sales Promotion

Bargains are viewed as progress advancement, individual exchanging, and progress without advancement. For instance, purchase BOGOF ahead of time or for nothing. Others incorporate outcomes that proposition progress, challenges, free ribbon, (for instance, a free pioneer with another razor), moderator offers (for instance, a free establishment with the acquisition of a modernized TV). The advancement of every arrangement ought to be made stringently and it ought to be unique in relation to the standard choice that comes.

3. Public Relations (PR)

Promotion is characterized as 'deliberate, coordinated and powerful work to comprehend the division between an affiliation and its entrance' (promotion of the association). It is unassuming, yet not firmly humble. Fruitful systems expand and expect on all occasions.

4. Trade Fairs and Exhibitions

These parts are incredible for making new accomplices and re-energizing old ones. Organizations will promptly sell on such public occasions. The current clarification is to uncover the issues and the support esteem. They give a free way to the advantage of both the

association and the business and the clients. The exhibition finished in Germany on June 25 for the accommodation of Japan without constantly lessening pressures on this public gathering.

5. Advertising

'Pay' for letters for promotion. It is utilized to make an outlook, to make carelessness, and to send data to get analysis from the objective market. Bunches of promotional media incorporate, for instance, papers (public, free, business), magazines and journals, TV (close by, public, regional, satellite) motion pictures, exposure abroad, (for instance, notices, transport) travel.

3.6.3 Physical Evidence

Physical proof is that none of the components of the service have any physical characteristics of the service, so it depends on whether a customer can tell the components. There are many examples of physical evidence, including the following:

- Packaging.
- Internet / web pages.
- Documents (such as invoices, tickets, and sending notes).
- The brochure
- Furnishings.
- Sign age (as in airplanes and vehicles)
- Uniform.
- Business card.
- The building itself (such as a prestigious office or natural headquarters).
- Mailboxes and many more

3.6.4 People

Individuals are key elements of any support or experience. The administration is delivered and burned together and some part of the client experience is changed to meet individual needs. People are a key element of any organization or experience. Principals will be created and consumed together above all else and parts of the customer experience may vary to meet individual needs. A huge portion of us may think of situations where a person is driven by an individual orchestra or makes an inspection, a get-out, or a dining room unclean. Remember, people buy from people when they make their decisions, so attitudes, trends, and presence, all things considered, should be at the highest point of this line. An element of the marketing mix

- planning, individual contracting, and customer care - is something that adds value to the experience among people.

3.7 Training

All customer-facing employees should make arrangements and arrangements to achieve the high strength of the individual organization. Action should be taken if a separate initiative is started for an association at the time of approval. The election will only remind the individual of the existence of the association just as the individual was told about the day-to-day plans and strategies. In this first stage, the individual's management needs are separated. A plan and progress plan is made for the person who keeps the objectives of the home close together which may be associated with future assessments. In practical terms, most plans are 'busy work' or 'under the table'. Work is being planned in anticipation of the bar staff while involved in the work. Out-of-work arrangements are accessible to prepare for what happens at school, to set up a center, or to set up an office. Consistently thinking about learning as an interesting interaction of their arrangements and improvements where there is a constant specialist shift (CPD) to watch events.

3.8 Personal Selling

There are different types of salespeople. There is one thing in the transportation business. Their primary guideline is to deliver the thing, and deals are no less significant, for example, moderate meals or mail. The following types of requests are beneficial and can be 'internal' or 'external'. The internal sales representative will pray by telephone, email, or counter. External contract staff will work in this situation. In both cases, there is a complete loss of contract. The sales representatives are the priests

Here, similarly, priests increase generosity with priests, creating generosity with customers when salespeople ask for more painted obsolete orders. And however, it is not important to get the format too close in this first stage. The fourth choice is a specialized sales representative, for example, a specialized deal engineer. Contact customers to buy the best for their needs and get results through them. There are innovative dealers until the end. Innovative dealers work to persuade buyers to claim work. This is an exceptional deal and usually expresses the best inspiration. The pattern is recognizing a customer's needs and influencing them to meet their already vague needs through a request.

3.9 Customer Service

Numerous topics, organizations, and experiences are kept by the client organization gathering. Equips client firms with electricity (e.g. financial firms dynamic), specialized support (e.g. IT and programming advice), and client interfaces (e.g. viewing company drafts or interacting with salespeople). The air and vision of such a person are very important for any association. How an objection is handled refers to the opposite of retaining or losing a client or improving or removing an organization's position. Today, client care can be turned off via phone or web use. Individuals usually purchase the client from the person of their choice and provide ground support. Client organizations can integrate client specialized support and respect with authority and direction.

3.10 Process

The strategy is a combination of advanced marketing or another classification of 7p. There are some unique cases about hard copy business and marketing ideas as recorded. Some people think of it as a strategy to achieve results, for example - an association uses a marketing strategy to gain a 5% stake in the pie company.

Another trend is that different marketing structures join the general marketing system, for example - telemarketing and web marketing can be included. Another tip is that marketing strategies are used to control the mix of marketing, for example, the cycle of achieving marketing objectives. All arguments are fair, yet not particularly customer-driven.

With a specific goal of the marketing mix, the strategy is a part of the organization that customers think the company offers. This is usually seen as something that goes into alternative concentrations at your customer's time. Here are some tips to help you create marketing images from a customer perspective.

At each stage of the process, markets

- Provide quality through all components of the marketing mix. Process, physical evidence, and people improve services.
- Strategies The reaction can be taken and the mixture can be changed.
- Customers are retained and other services or products are expanded and identified.
- The process itself can be tailored to the needs of different individuals by receiving the same services at the same time.

Basically, combine data source, throughput, and yield (or results). Marketing makes every level worthwhile. Look at the process of price investigation in progress to think about the progress of the cycle in the work environment.

The standard control is a systematic method for verifying the progress of higher lands. This is m. E Watchman did his upper hand in his book (1980). Chain activities have some suggestions that make it worthwhile. They reach the round trip at the total cost paid by any association. The 'edge' depicted on the outline is equal to the included value. The organization is important for 'basic activities' and 'strengthening activities'



Here the product is available from the suppliers of the company. These are stored on production/assembly lines until needed. Items are moved around the organization.

Activities

Items are delivered or collected it is here. Individual activities may include being pressured by a channel, an online retailer, or a news source for a lodging administration.

Abroad supplies

Items are now complete and should be delivered to wholesalers, retailers, or clients across their store network.

Marketing and Sales

In items located in the explicit client, at this stage, the organization prepares a proposal to solve the problems of the objective clients. District centers in a mix of marketing correspondence and progress.

Service

This includes all areas of administration such as establishment, post-business administration, protesting executives, preparation, etc.

Procurement

This energy is responsible for all acquisitions of items, administration, and materials. The goal is to reduce the cost of purchasing the highest quality image quality. These are responsible for re-evaluating (parts or activities that are usually performed by various associations) and e-storage (for the use and acquisition of its repositories for electronic innovation).

Technology Development

Technology is an important source of competitive advantage. Companies need to innovate to protect and maintain competitive advantage. These may include manufacturing technologies, internet marketing activities, fat production, customer relationship management (CRM), and many more technological developments.

Human Resource Management (HRM)

Activities are an expensive and important resource. When an organization manages enrollment and resolves, prepares and advances, and manages rewards and compensation, the goals and objectives of that organization will be the main motivation behind the HRM strategy.

3.11 Pricing Strategies

Evaluation Strategies Most Important Advances in Marketing Since we will be launching a new item for sale to the public, we have no idea whether buyers will accept this cost. In case we pick more expensive rates, clients have no choice but to buy and the sales volume will be lower. Again, setting low costs will not take care of our spending. So, we should consider the same when it comes to picking.

Acknowledgment of the item:

Since our items face rivalry against creature takes care of, the cost of our items ought to be acknowledged by the clients. Our items address the issues of the client. For this additional utility, we will charge more than our rivals will

Keeping up a piece of the pie:

Before long, if our items are acknowledged by clients, more contenders will enter the market. So, our cost ought to be something that can secure our piece of the pie in the midst of rivalry. Moreover, we need to bring down our costs to keep up our piece of the pie during the rivalry.

Benefit:

As a business, our primary objective is to make a benefit. So, we should set a value that doesn't lessen the cost of the item. In the wake of taking care of the expense, we set an overall revenue at our cost

In the wake of breaking down these, we decide the market-based value, which decides a cost dependent on the examination and study aggregated from the objective market.

CHAPTER- 04

PROBLEMS AND RECOMMENDATIONS

4.1 Problems Identified

This chapter attempts to identify the problems that SCBD face and suggests some steps to overcome these problems. The study of industry-related problems is very important to get a clear idea about that industry. In general, the causes and factors that hinder the achievement of objects are considered problems.

i. Lack of strong new item improvement strategies

Absence of item quality and innovative use for their special and promotion exercises. Expo trade is special enacts done by limited print media and electronic media.

ii. Absence of standard access framework

The item estimating strategy is high for another organization. the value strategy isn't a lot of cordial for clients. So clients are feeling reluctant to put resources into this organization.

iii. Lack of reasonable publicity

Absence of global and neighborhood TV advertisements, print media, electronic media, and numerous kinds of publicizing offer. South China Bleaching & Dyeing Factory Ltd hasn't done various kinds of special enacts, for example, Seasonal offers, Mega offers, Occasional offers.

iv. Absence of smooth transport channels

Absences of item conveyance are not the legitimate time, in commonly.

4.2 Recommendations

From the solutions discussed above, it is clear that SCBD is facing many problems. To overcome these problems, the following solutions suggested:

i. To define a powerful new item improvement strategy

Elegant item use and mechanical administration are solid, that can increment to guarantee client support

ii. To plan a standard valuing technique

South China Bleaching & Dyeing Factory Ltd item cost is high, so item value some consider bettering around here. This value reach will be serious to hold SCBD on the lookout and they ought not to change haphazardly to their objective clients.

iii. To plan a compelling publicizing strategy

Worldwide and neighborhood TV advertisements, bulletin numerous offers, limited-time exercises, and social work are given.

iv. To choose a successful circulation channel

Item conveyance inappropriate time and all conditions clear and explicit.

The organization defines a colossal objective for sellers to accomplish an unfamiliar excursion, among others a short set to accomplish it. Openings here can be baffling with organizations. In this way, the proposition must be somewhat simply contrasted with others.

Conclusion

Exploratory examination demonstrates that the advantages of assembling the item are inconceivably good and this might be a genuine worry for Bangladeshi dealers. Tests have additionally shown that SCBDs are a productive undertaking of business sellers and sub-merchants. Cow skin is assuming a significant part in the improvement of calfskin in Bangladesh. With extra help according to a business viewpoint and with the assistance of administrative organizations, there will be choices to make further recommendations for the headway of regions of the country, over the long haul, not later. Consequently, makers and dealers ought to be outfitted with various requirements to serve in this industry. Makers and vendors can benefit monetarily if item usefulness and marketing structure are improved.

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