



# **Daffodil** *International* **University**

An Internship Report

On

## “An Evaluation of the Marketing Activities of Anny Trade International”

Submitted To

Professor Dr. Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

Submitted By

Md. Kaiser Ahamed

ID: 183-14-098

Program: MBA

Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

Date of Submission: 13<sup>th</sup> November, 2021

## LETTER OF TRANSMITTAL

13<sup>th</sup> November, 2021

Professor Dr. Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

Subject: Submission of internship report “**An Evaluation of the Marketing Activities of Anny Trade International**”

Dear Sir,

I have prepared my internship report on the topic of “**An Evaluation of the Marketing Activities of Anny Trade International**” under your kind supervision as a requirement of completing the degree of MBA program. I have tried my best to prepare the report in consistence with the optimal standard under your valuable direction.

I made every effort to reveal greater insight in this report. I hope that this will meet the standard of your judgment.

Thanking you for your kind supervision.

Sincerely yours

*Kaiser ahmed*

Md. Kaiser Ahmed  
ID: 183-14-098  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

## CERTIFICATE OF APPROVAL

This is to certify that the internship report entitled **An Evaluation of the Marketing Activities of Anny Trade International** prepared by Mr. Kaiser Ahamed, ID #183-14-098, Major: Marketing, 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.

A handwritten signature in black ink, appearing to be "M. Masum Iqbal", written in a cursive style.

.....

Professor Dr. Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## STUDENT DECLARATION

I do hereby solemnly declare that the work presented in this internship report has been carried out by me and has not been previously submitted to any other university for an academic certificate/degree.

I, Kaiser Ahamed, ID: 183-14-098, declare that the presented internship report on '**An Evaluation of the Marketing Activities of Anny Trade International**' submitted as a course requirement for the award of the degree of Master of Business Administration at Daffodil International University was prepared by me.

The work I have presented does not breach any existing copy right and no portion of the report is copied from any work done earlier for a degree.

I further undertake to indemnify the damage arising from breach of the foregoing obligations.

*Kaiser ahamed*

MD. Kaiser Ahamed

ID: 183-14-098

Program: MBA

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## ACKNOWLEDGEMENT

At the very beginning, I would like to express my deepest gratitude to the Almighty Allah for giving me the strength and the ability to finish the task within the scheduled time.

The internship report paper submitted here is performed as a part of my internship program. Preparation of the report received assistance, guidance and took valuable time of my supervisor professor Dr. Mohammed Masum Iqbal.

However, I am immensely indebted to several staff of Anny Trade International, without whose support the report would have been really difficult to conduct. I would take this opportunity here to thank them for sharing their valuable time for discussion and wise suggestion.

Finally, I would like to give thanks to my fellow friends for their help at the stage of preparing this report.

## EXECUTIVE SUMMERY

Mobile accessories sector is the fastest growing sector of Bangladesh. Anny Trade International is a familiar member of Mobile Accessories Brand Owner Association of Bangladesh. Anny Trade International is a B2B oriented organization. Anny Trade International is doing their business all over the Bangladesh.

In chapter one, an introduction is presented about this report and also the objective, scope, methodology and limitation of the report also given descriptively.

Chapter two contains the overview of Anny Trade international Ltd including mission, vision, aspirations, and values of the company. The organizational structure of Anny Trade International Ltd, the departments of the company, all the manufactured product of the organization have been described in this chapter.

Chapter three contains the marketing strategies of Anny Trade international. Here are some of the key marketing strategies that Anny trade international has to offer.

In chapter four, the description about the business process and marketing analysis of the company are given. The marketing mix including price, product, people, place, packaging and process are also presented. The sales strategy such as after sales service and warranty replacement are given descriptively. The SWOT analysis, market growth and covid-19 situation are also mentioned in this chapter.

In chapter five, the problems in the marketing strategy and process of Anny Trade International Ltd and flexible solution to those identified problems are mentioned.

Finally chapter six includes a conclusion of the report.

## Table of Contents

LETTER OF TRANSMITTAL .....	ii
CERTIFICATE OF APPROVAL .....	iii
STUDENT DECLARATION.....	iv
ACKNOWLEDGEMENT .....	v
EXECUTIVE SUMMERY .....	vi
CHAPTER ONE .....	1
INTRODUCTION .....	1
1.1 INTRODUCTION.....	2
1.2 SCOPE OF THE STUDY .....	2
1.3 OBJECTIVE OF THE STUDY.....	3
1.4 METHODOLOGY OF THE STUDY.....	3
1.5 LIMITATIONS OF THE STUDY .....	4
CHAPTER TWO: .....	5
PROFILE Of.....	5
ANNY TRADE INTERNATIONAL COMPANY .....	5
2.0 INTRODUCTION:.....	6
2.1 ANNY INTERNATIONAL TRADE LIMITED. ....	6
2.2 ORGANIZATIONAL STRUCTURE: .....	7
2.3 DEPARTMENTS OF ANNY TRADE INTERNATIONAL: .....	7
2.4 PRODUCT OVERVIEW: .....	8
CHAPTER THREE:.....	9
Marketing Strategies of Anny Trade International Ltd.....	10
3.0 Marketing Strategies of Anny Trade International: .....	10

CHAPTER FOUR:..... 12

MARKET ANALYSIS ..... 12

    4.0 MARKET ANALYSIS:..... 13

    4.1 MARKETING MIX OF ANNY TRADE INTERNATIONAL COMPANY: ..... 13

        4.1.0 Marketing mix: ..... 13

        4.1.1 Price: ..... 13

        4.1.2 Promotion: ..... 13

        4.1.3 Product: ..... 14

        4.1.4 Place:..... 14

        4.1.5 People:..... 15

        4.1.6 Physical evidence or packaging: ..... 15

        4.1.7 Process: ..... 15

    4.2 SALES STRATEGY: ..... 15

    4.3 SWOT ANALYSIS OF ANNY TRADE INTERNATIONAL COMPANY: ..... 16

        4.3.1 Strength: ..... 17

        4.3.2 Weakness: ..... 17

        4.3.3 Opportunity: ..... 18

        4.3.4 Threats:..... 19

    4.4 MARKET GROWTH AND COVID -19 SITUATIONS:..... 20

    4.5 PORTER’S FIVE FORCES ANALYSIS FOR ANNY TRADE INTERNATIONAL COMPANY: ..... 20

        4.5.1 Power of supplier:..... 21

        4.5.2 Power of buyers: ..... 21

        4.5.3 Threats of substitute:..... 21



4.5.4 Threat of new entry:.....	22
4.5.5 Competitive rivalry:.....	22
CHAPTER FIVE: .....	23
PROBLEMS AND RECOMMENDATIONS.....	23
5.1 PROBLEMS IDENTIFIED.....	24
5.2 RECOMMENDATIONS .....	25
CONCLUSION AND REFERENCE .....	26
6.0 CONCLUSION.....	27
REFERENCES .....	28

# CHAPTER ONE

# INTRODUCTION

## **1.1 INTRODUCTION**

This internship program is a part of Master of Business Administration program that provides Job experiences to students. I have completed this internship program in Anny Trade International Company. This internship program has provided me the opportunities to learn experience in several areas. During the internship period, I not only have learnt about the activities and operation of a private business sector, but also gather some knowledge about the basic marketing activities of other sides.

The report has been prepared to meet the academic requirements of the internship program attended by the student. This report is titled ‘An Evaluation of the Marketing Activities of Anny Trade International’. This report contains a brief description about the host organization's marketing activities. I completed my internship program at Anny trade international ltd. During my internship Program I had to prepare a report under the supervision of professor Dr. Mohammed Masum Iqbal, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University (DIU).

## **1.2 SCOPE OF THE STUDY**

This study called internship program where the main required job is to accumulate experiences which are generated by working in the company with the employees and also interviewing with targeted customers and the people who are working at the top management of the Anny international trade ltd. The given duration of the study was three months. This is an individual study, which is worked for this particular study under my internship program supervisor. Since this is a formal study, the scope of the study was not so detail.

The study covers overall marketing strategy of Anny International Trade Ltd and the current market condition. Market Image Analysis and Marketing System and all the data are collected from the Organization’s and from other papers which are mainly secondary sources and direct interviews with customers and top management’s people of the company. Information generated from the study has application in all the areas (4ps) of the marketing aspect. These are vital input for identifying the actual market share of the company.

### 1.3 OBJECTIVE OF THE STUDY

The objectives of the study are following.

- i. To identify the marketing strategies of Anny Trade International Ltd;
- ii. To explain the marketing mix of Anny Trade International Ltd;
- iii. To identify the problem related to the marketing activities of Anny Trade International Ltd;
- iv. To provide some recommendations to solve identified problems;

### 1.4 METHODOLOGY OF THE STUDY

The methodology of the report has been deliberated in the following ways.

i. Data Sources:

All the required data has been collected from the officers and employee of the —Marketing and sales department of Anny International Trade Ltd.

ii. Data Collection Methods :

For data collecting I have used both primary and secondary data. At the starting point I have started by examining primary data to see whether the problem can be fully or purely solved without collecting secondary data. When the needed data did not exit, then I had gone to collect the secondary data. So, data gathered for specific purpose or a specific reason. Here, the normal procedure is interviewing some people individually to get a sense of hoe people feel and think about the topic in question.

iii. Data Analysis Technique:

This study is a combination of both exploratory and descriptive research methods. The exploratory research has been conducted due to short time and little knowledge of the research

focus. The main purpose of the survey is to define the actual market image of Anny International Trade Ltd. by comparing different company's market image. So, exploratory research is most effective for completing this survey.

## **1.5 LIMITATIONS OF THE STUDY**

It couldn't be claimed that this study was 100% based on impractical data. Undoubtedly it has got some limitation regarding the representation of the factors which are collected from customers and people of the company. At the data collection for the study, I have been facing following problems.

### Time Limitation:

Time limitation is one of the major problems for most researchers to diagnose the problem. Like the other study, it has time limitation to identify the actual problem and provide some recommendations.

### To keep confidence Information:

During the period of data collection it has been observed that the tendency of employees has been to keep information confidential.

### Sample Size:

Though the sample size was fixed for the study, with this sample size it is very difficult to get good result.

### Comparison Status:

There was very little opportunity to compare the company with other company and their performance with other common size.

**CHAPTER TWO:  
PROFILE Of  
ANNY TRADE INTERNATIONAL  
COMPANY**

## **2.0 INTRODUCTION:**

Chapter two a brief history of Anny Trade International Company, their product line, their various department and specially marketing department activities are discussed. Thus the overall scenario of the company will be discussed in this report.

## **2.1 ANNY INTERNATIONAL TRADE LIMITED.**

Anny trade international business is one of the respected and reputed business organizations in the battery manufacturing sector. It was founded in 2017 by the owner of the company Mr. Nazrul Islam. In those five years, the company has transformed itself from a small trading company to a well- known Trading company. It is mobile accessories manufacturing company specially battery and charger manufacturing company. The company has earned the trust, support and dedication from all of their customers. They import their raw materials from China and manufacture their products in the country and they sell their product to deals who distributes the products around the country. The Anny International Trade Limited is also an active member of “Bangladesh Mobile Accessories Association” where they work together for the betterment of this industry.

### Aspiration:

- To be the most admired and trust organization through ensuring better product quality.
- To establish the organization as well known brand throughout the country.

### Mission:

- Ensure quality product and service excellence for total customer satisfaction
- Develop technical and professional skills of their people.
- Maintain high ethical standards I all spheres of operation.

### Values:

- Integrity in all their dealings
- Excellence in everything they do.

- Total commitment to their customer satisfaction
- Thinking ahead and taking new initiatives.

## 2.2 ORGANIZATIONAL STRUCTURE:

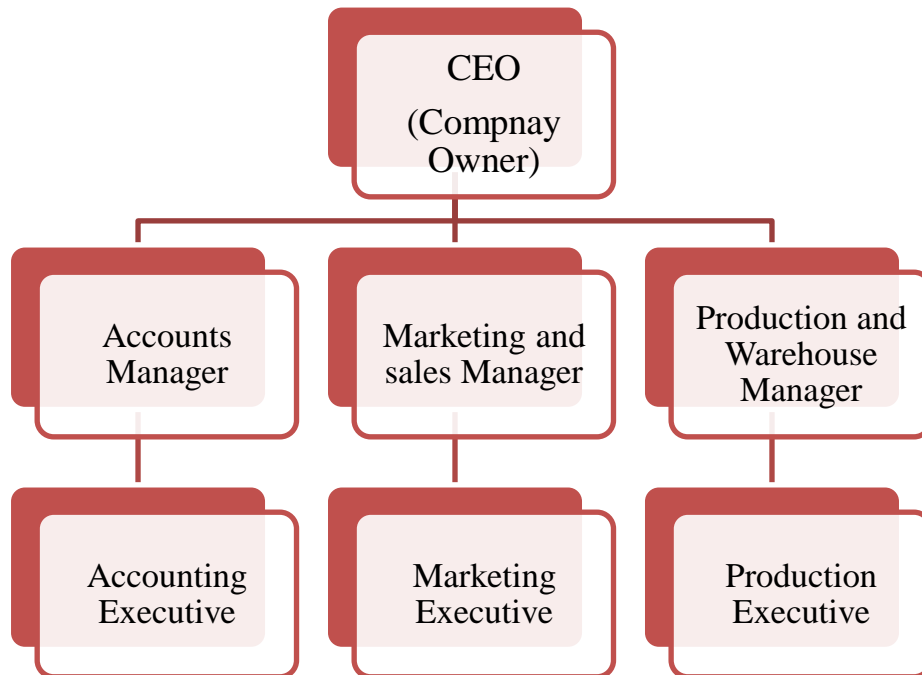


Figure 1: Organizational structure of Anny International Trade Limited.

## 2.3 DEPARTMENTS OF ANNY TRADE INTERNATIONAL:

Anny Trade international company has three departments and these are marketing and sales, accounting and production department. In the accounting department, all the finance and monetary transactions are performed and managed by this department. In the marketing department, all product promotional activities are performed by that department and production department manages all the product manufacturing related activities. The description of these departments is discussed below:

- Sales and marketing department: Marketing department deals with the marketing activities such as promotional activities and how to improve the sales of the company.



- Product department: Production department deals with all production activities such as manufacturing batteries.
- Accounts department: The Accounting department deals with the accounting activities such as preparing monthly, half yearly and yearly financial reports, also prepares salary sheets. They perform all the banking activities and many more.

## 2.4 PRODUCT OVERVIEW:

Various types of batteries and chargers are produced by Anny Trade international Company.

### Batteries

1. Samsung Hi-Super Battery
2. Samsung Hi- Quality Battery
3. Royal Class Battery
4. 3G Regular battery.
5. Nokia Original Battery
6. Alap Battery
7. Popular battery and so on.

### Chargers:

1. USB 2.1 Charger
2. Fast 1.5 Charger
3. Bullet Charger
4. V8 Charger
5. C101 Charger and so on.



Figure 2: products of Anny Trade International Company

**CHAPTER THREE:**  
**Marketing Strategies of Anny Trade**  
**International Ltd**

### 3.0 Marketing Strategies of Anny Trade International:

Effective marketing starts with effective strategy. A good marketing strategy helps you define your vision, mission and business goals and outlines the steps you need to take to achieve goals.

Anny trade international has a marketing strategy that includes the components listed below will help to make the most of their marketing investment, keep their marketing focused, and measure and improve their sales results which are as follows:

- Encourage dealers to buy more products: Anny trade international offers new products and increase the supply of existent products to make their dealers interested in buying products. So it is necessary to supply new product and increase the supply of existent products because as a result dealers buy more product.
- New product development: The demand of the customer changes with time so new product needs to be supplied according to the demand of customers. Because it is difficult to success in business if you do not know the needs of the customers. Anny trade international develops new products according to the needs of the customers through market research.
- Social media marketing strategies: Anny trade international creates a facebook page where post their new product, product price and other services. Anny trade international start a new we chat group where every dealer are involve and there discussion about product quality, service and other thing which are they need.
- Sales commission strategies: Anny trade international conducts business through dealers. Anny trade international hires dealers by paying a commission on the sale price and they pay a 12% commission on the dealers selling price.
- Payment target bonus: Anny trade international set a payment of every dealers if they are achieve their payment target company is give extra 5% payment commission. Because if company give extra payment bonus dealers are doing their best to achieve their target.
- Profile of competitor: Strong knowledge about your competitor that help to doing good business rather than other company. Anny trade international always follows to completion product, supply chain, pricing etc.

- Market research: Anny trade international always focus on customer demand. Market research helps to which product needs more rather than other product that's why marketing executives are visit company dealer point and collect customer data.
- Better products packaging: Anny trade international focus to develop good packaging because customer first see product package than product. Anny trade international every year change of their product package.
- Different types of adverting: advertising playing a very important role in giving the customers an idea about the product. It is very easy to introduce the product to the buyers through advertisements. Anny trade international runs various advertisements to give customers an idea about its company indentify and products. Anny trade international ltd uses a variety of mediums for their advertising. Likes, newspaper, banners, dealers showroom decoration, events , annual picnic , etc.
- Maintain product quality: it is very important to keep the quality of the products. Because by keeping the quality of the product right, the trust of the customers can easily achieved. When a customer trust in a product is gained, the customer encourages another customer to buy that company products. Anny trade international ltd places the utmost importance on maintaining products quality. Anny trade international collects information about the quality of the products from the dealers and the company help line number is given in the package so that the customers can inform the company about the products.

# **CHAPTER FOUR: MARKET ANALYSIS**

## **4.0 MARKET ANALYSIS:**

To evaluate the market of the Anny Trade International company, it is also required to evaluate their sales strategy, promotional activities and so on. Most importantly, here the porter's five market analysis model will also help the organization to evaluate their market conditions. Below these are discussed.

## **4.1 MARKETING MIX OF ANNY TRADE INTERNATIONAL COMPANY:**

### **4.1.0 Marketing mix:**

Marketing mix is used by organization to evaluate their actions and strategies to promote their brand and their product in the market. The market mix or 4ps are price, promotion, product and place and later included packaging, people, position and politics. The analysis of marketing mix of Anny Trade International Company is described below.

### **4.1.1 Price:**

The price of batteries of Anny Trade International Company is reasonable. There are variations of prices. Based on the quality of the products, the price varies. Price of the product are more reasonable than competitors and the company also adopted a new pricing strategy which is "High Quality product comes with High Price".

### **4.1.2 Promotion:**

Every company needs to focus on their promotional activities and emphasize on it and especially when they want to introduce any new product in the market. Anny Trade international company has adopted various promotional activities from their marketing department. Some of them are discussed below:

#### **Billboard:**

The Company has few billboards around the Dhaka city and from where the company got a huge response from the customers.

#### Press Ad/ Online Advertisement/ Social Media Promotion:

The Company is already using online media for their promotional activities and on face book and other media they have got huge attention from their customers and that indicates their great potentiality to improve sales in a great number.

#### Sponsorship of event:

Many events were sponsored by Anny Trade international Company. They are also member of Bangladesh Mobile Accessories Association, through this organization; the company has arranged and sponsored many organizational events and programs.

#### Newspaper:

Newspaper still is considered as a good source to introduce new products to a large number of customers or potential customers. The company advertises their products in the newspaper.

#### **4.1.3 Product:**

Anny Trade international Company has a strong and demanding product line. There are two types of product line one is batter and another one is chargers. Some products of battery are Samsung Hi-Super Battery, Samsung Hi- Super Battery, and Royal Class Battery, 3G regular battery, Nokia Original battery, Alap Battery and popular battery and so on. And the chargers are USB 2.1 Charger, fast 1.5 chargers, Bullet Charger, V8 charger, C101 charger and so on. The company is also focusing on introducing new products in the market and also develops their old products.

#### **4.1.4 Place:**

Anny Trade International Company is located in the heart of Dhaka city which is Gulistant, Sundarban market. The transportation is convenient. The location of the company helps them to operate their operational and management activities. They also have their showroom in Gulistan where it has the great market and has a great demand of their product.

#### **4.1.5 People:**

The people of the company are their employees, dealers, suppliers and their customers. Anny Trade International Company has skilled and expert employees working for them. The dealers of the company also help the organization to make great deals in the market. The supplier of the company provides them good service and supplies them quality raw materials to produce quality and unique product line.

#### **4.1.6 Physical evidence or packaging:**

The company has their own packing system. They included their packaging activities in the production department. They added their company name, location and their logo on their products. The packing protects the product from dust and keeps it safe from water and unwanted harm.

#### **4.1.7 Process:**

The process of Anny Trade International Company is to focus on their customer and satisfy their customers' requirements and needs. The company also focuses on the IT support and their technological process. They do their research and development in the market and based on that they focuses on the market.

### **4.2 SALES STRATEGY:**

Changes in sales process are obtained by the company. The company monitors the process of the inspecting outlets and showrooms. The company makes deals with dealers to assist them to increase their sales and in return the company gives 5% of the profit of sales. They also adopt commission base sales strategy to increase their sales. Anny trade International Company now has able to secure a great position in the market by adopting this sales strategy.

#### **After- sales services:**

There are facilities for the customers so that they can get proper care after they buy the product. There is a time limit for this facility as the company will provide free service to the customer till one



year from purchase date and after one year company will charge for their service. Thus the company maintains its market goodwill and satisfies their loyal customers.

Warranty/replacement:

The company provides warranty of products that varies on the model of the products. Few products get one year warranty and few others get six months of warranty. The consumer also can get replacement of their purchased product if needed.

**4.3 SWOT ANALYSIS OF ANNY TRADE INTERNATIONAL COMPANY:**

Management of many companies uses SWOT analysis to analyze their position in the market and also what action should be taken so that the company can achieve their organizational goals. The full form of SWOT is Strength, Weakness, Opportunities and Threats. Strength and Weakness are based on the internal aspects of the company and on the other hand opportunities and threats are determined based on the external factors of the company. However, the company can manipulate and change the internal factors that cause the company but the external factors are inevitable.

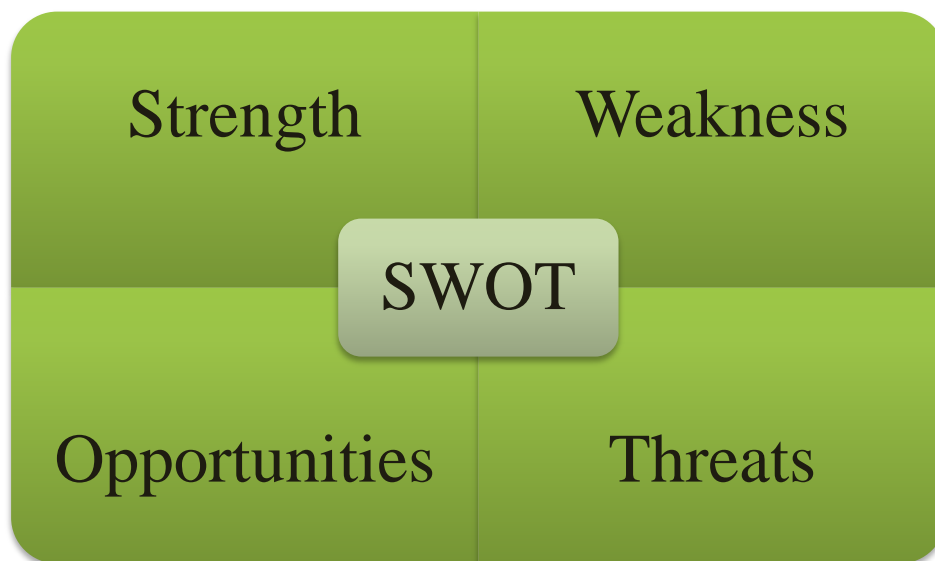


Figure 3: SWOT Analysis

#### 4.3.1 Strength:

Strength is considered as one of the most important element in the SWOT analysis. It indicates all the tangible, intangible, positive environment of the company. The capability of profit maximization and the success of the company depends their strength. The strengths of Anny Trade international company is given below:

- Goodwill: Anny Trade international company has a strong goodwill in the market. They are able to manage a large number of loyal customers and deals around the country that helps them to generate a good profit and also helped them to overcome the Covid-19 situation.
- Skilled and loyal employees: Skilled and loyal employees are also considered as the assets for any company. This helped Anny Trade international company to reduce the faults in their products. Skilled based employees in their all departments are helping the company to sustain in the market for a very long time.
- Product quality: The production department is running an efficient and effective production process with zero default helping the organization to be on the top in this battery market. High quality of product is strength for the company.
- Competitive price: the company offers a great deal to their customers and that also helps them to have a strong position in the market place.
- Strong network: the company has a strong network of dealers and local distribution network that ensures them to supply their raw materials

#### 4.3.2 Weakness:

Like other companies, Anny Trade international company has their weakness and also focusing on to solve them. Below some major weaknesses of the company is mentioned.

- Lack of resources: Anny Trade international company imports their Raw materials from China and they are greatly depending on it. During covid-19, all the manufacturing activities were had to close down and after lockdown, the cost of import increased swiftly. Thus the resources of the product are the main weakness for Anny Trade international company.

- Lack of marketing activity: In the term of marketing the company product, Anny Trade international company is legged behind than their competitors. The activities in the marketing are given less attention than other whereas this plays a great role in the development of the company.
- The availability of the product: The limited resources make the company product slow and thus the most demanded product sometimes goes unavailable. The company requires many days to complete large deals in quantity.
- New product development: The Company has different types of product. However the company hasn't introduced any new product whereas the other battery companies try to update and introduce new products in the market on a regular basis.

### 4.3.3 Opportunity:

Opportunities are all the external factors that help the company to grow. Every company needs to evaluate their opportunities and use them effectively so that they can utilize the opportunity to increase their profit. The opportunities of Anny Trade international company are given below:

- Duty free access to china: The government of Bangladesh has freed the access for the import and export companies so that they can cover up their lose and can run their economic activities.
- Stimulus packages: The government also introduced stimulus packages for import and export companies so that they can continue their business. The government has given 30,000 financial benefits to the import and export companies so that the company can give salary and allowances to their employees. The government also imposed 5,000 for the small industries.
- Wide range of market facilities: there is a great opportunity for the company to expand their business as there is a great wide range of market for the battery industry. Along with the growth of population in Bangladesh, the demand of the product also increased in a great way. The overall market has increased by 7% than the previous year.
- Rural market: The rural market for the batteries of Anny Trade international company is very large. The demand is also increasing day by day.

- Increased price trend of Chinese products: The demand of Chinese product is also on the peak in these days. As Anny Trade international company purchases materials from china and manufacture them and them provide them in the market, the demand for their product is also increasing.

#### 4.3.4 Threats:

There are many external factors that can cause harm to the company. And thus every company evaluate their threats and Anny Trade international company also few threats. During the Covid along with other organizations, the company had to face total shutdown. Some of the threats of Anny Trade international company are mentioned below:

- The increasing number of competition: as the battery market has increased by 7%, Anny Trade international company is also facing a large number of competitors. The number of small business is increased in the market and these companies are using different strategies to take the customers and dealers of Anny Trade international company. Moreover, the number of small companies still increasing thus it is causing a big problem for the Anny Trade international company.
- Corona-virus Pandemic: Due to the covid-19 situation, the company had to shut their activities. There are many natural causes that hamper the import activities of the company. And companies face difficulties to run their business. Many business companies had to close down due to this pandemic. So this is still a threat for the company as the company still not fully recovered from the aftermath of covid-19.
- Copycat brand: there are many companies that are taking the idea of Anny Trade international company and using in their own company. These are also potential existential threat to the company.

#### 4.4 MARKET GROWTH AND COVID -19 SITUATIONS:

The market of battery follows the general economy. The demand of this product is increasing day by day with the increasing number of usages of mobile phone. There are thousands of new customers are buying new smart phones and thus the demand is also increasing. The government also introduced stimulus packages for import and export companies so that they can continue their business. The government has given 30,000 financial benefits to the import and export companies so that the company can give salary and allowances to their employees. The government also imposed 5,000 for the small industries.

#### 4.5 PORTER'S FIVE FORCES ANALYSIS FOR ANNY TRADE INTERNATIONAL COMPANY:

In 1979, Michael E. porter identified five key forces to determine the fundamental attractive of the market for long term. Now it is a well know model titled porter's five force model that gives organizations a model to analyze their market. This also plays a inevitable role in creating strategy for the company. This model includes power of supply, Power of buyers, Threats of substitute, Threat of new entry, Competitive rivalry.

This model is used below to evaluate the market condition and the current position of Anny Trade International Company in the market.

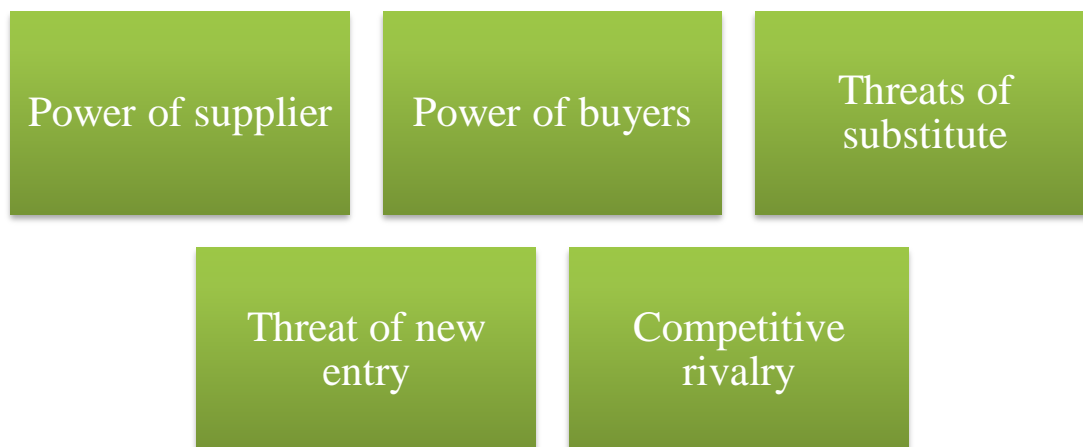


Figure 5: Porter's Five Forces Analysis

#### **4.5.1 Power of supplier:**

The supplier has the power to drive up the price in the market, it is known that if the number of supplier in the market is low and the potential number of buyers is high, then the power automatically goes to the suppliers and they dominate the market. Anny Trade International Company supplies their raw materials from china and the suppliers of china have many potential buyers, and that makes the supplier powerful. So it can be said that the power of the suppliers are moderate to high for Anny Trade International Company.

#### **4.5.2 Power of buyers:**

Similar to the power of supplier, the buyers of a product also have the power to drive up the price of the products. When the buyers of products are low and there are many companies selling the same product, then the power goes to the buyers. As the number of buyers increases, the power of buyer decreases and when the number of buyers decreases, the power of buyers increases. There are many other companies who also produce the same product as Anny Trade International Company also the number of buyers also increasing day by day. Thus it can be said that, the power of buyers are low in the market.

#### **4.5.3 Threats of substitute:**

The threats of substitute indicate the number of other possible way of getting the same product or attain the need. For instance, when a company produces any unique and innovating product to the market, other companies may also introduce the same type of product or other small organization may get started selling the same product.

There are many batteries companies are running currently in the country and most of them are importing their raw materials from chins as the Anny Trade International company is doing. Unfortunately, there are possibilities to replace the product of Anny Trade International Company as all the other companies follow the same manufacturing procedures and raw materials. Thus it can be said that the threats of substitute is moderate to high for Anny Trade International Company.

#### **4.5.4 Threat of new entry:**

The threats of new entry indicate the possibility of new organization to enter into the market. As battery industry is a profit making industry and the demand is high in the market. It is also known that the future in this industry is very lucrative. Thus it makes this industry desired by many entrepreneur and that can lead them enter into the market. However, to start the battery business, the entrepreneur requires to investing a huge amount of capital which is quite difficult for many individuals. This industry also requires a strong technological expertise to start. Thus it can be said that the threat of new entrant is low to moderate.

#### **4.5.5 Competitive rivalry:**

Competitive rivalry indicates the capability of the competitor company and their position in the market. There many rivalry organization in the market of Anny Trade International company. They produce equally attractive goods and products and also provide good service to their customers. However Anny Trade International Company has a better connection with their dealers than the rival organizations and this helps the organization stand out of the line. Here it also can be said that Anny Trade International Company has low competitive rivalry.

# **CHAPTER FIVE: PROBLEMS AND RECOMMENDATIONS**



## 5.1 PROBLEMS IDENTIFIED

Every organization faces some problems during the marketing activities operations. There have been some problems which is being faced Anny trade international which are as follows:

- Lack of information about the customer demand: the right product is sold to him at right time based on customers demand. So traders need to have the right idea about the demands of the customer. Since Anny trade international sells products to dealers they do not have accurate information about the customers' needs.
- Lack of knowledge about competitor: In order to be successful in business it is very important to have accurate information about business competitors. But Anny trade international does not have much information about its business competitors. This in turn affects product sales.
- Lack of information about the company: lack of accurate information about the company which causes problems in selling the products. Since Anny trade international does business through dealers, they need to have accurate information about the company.
- Lack of communication: proper communication can lead to good relationships with dealers which help in increasing the sales of the company products. But Anny trade international does not take any significant steps to develop relationships with their dealers that affect product sales.
- Defective management: proper management any company can easily improve its business. But Anny trade international does not have a specific plan, from taking orders from dealers to delivering goods to dealers. This is why dealers express dissatisfaction with the company.
- Lack of advertising system: advertising is the biggest way to introduce a customer to a company's product. Anny trade international spends very little money on advertising.
- Lack of trust: As Anny trade international operated a guaranteed business on products, it is important to gain the trust of the company dealers. But Anny trade international does not change dealer's product at the right time. Due to this the trust of dealers in the company is decreasing day by day.

## 5.2 RECOMMENDATIONS

- Anny trade international need a proper market research. It is necessary to take the mobile number of the customer while selling the product and collect information about their demand by contacting the customer at a later time.
- Anny trade international needs to have a website. Where all company information is available. All the information including what products the company has, product price will be on the company website.
- Anny trade international must have accurate information about its competitors, such as when they are launching a product, what is the selling price of the product, what is their business process and how they hire dealers.
- Anny trade international needs to hire the necessary sale representatives to increase contact with dealers. This is because the sales representatives play a special role in developing the relationship through regular communication with the dealers. This process to be monitored properly.
- Anny trade international will take product order from dealers by sales representatives and deliver the goods to the dealers through the right way on time. This process will be monitored so that the process is completed properly.
- The company needs to increase the cost of advertising and spend the advertising money in the right way. Because if you advertising through the right medium it will play a role in increasing the sales of the product.
- Gaining the trust of dealers is very important for the company. Since Anny trade international operates the guarantee business it needs to gain the trust of its dealers by changing the product at right time.

# **CHAPTER SIX: CONCLUSION AND REFERENCE**

## 6.0 CONCLUSION

The corona virus pandemic has done some major damage to many organizations. By managing those damage, it is very challenging for many organization to start all over the economic activities and whereas many organization had to close down their business activities. Anny Trade International Company is trying to overcome the situation and doing a better performance in the market, to evaluate the market condition of the Anny Trade International Company, here we analyzed their marketing mix and found that the location are very advantageous for the company. The Porter's five model analysis was also done to evaluate their market condition. In the chapter findings, SWOT analysis was also done to evaluate their strength, weakness, opportunities and threats. Here a list of recommendation also given for the company so that they can also improve their present condition.

## REFERENCES

1. Facebook: <https://www.facebook.com/Annytradeintl/>
2. Annual report of Anny Trade international company 2020.
3. Achrol, R.S. and Kotler, P., 2012. Frontiers of the marketing paradigm in the third millennium. *Journal of the academy of marketing science*, 40(1), pp.35-52.
4. Wu, K.J., Tseng, M.L. and Chiu, A.S., 2012. Using the Analytical Network Process in Porter's Five Forces Analysis–Case Study in Philippines. *Procedia-Social and Behavioral Sciences*, 57, pp.1-9.