



Daffodil
International
University

**INTERNSHIP
REPORT ON**

An Analysis of the Marketing Activities of Lebaddy Group

Submitted To

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Submitted By

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Letter of Transmittal

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**Professor Dr. Mohammed Masum Iqbal
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Subject: Submission of internship report An Analysis of the Marketing Activities of Lebaddy Group.

Dear Sir,

It is a great pleasure to submit my internship report on the topic of "**An analysis of the Marketing Activities of Lebaddy Group.**" I have prepared this report as a partial requirement of achievement of my MBA program. To make this analytical report up to the value, I tried my best to fulfill the requirements by completing the knowledge I have gathered throughout MBA's whole program.

I would be extremely obliged if you are sufficient enough for this report to and grant your valuable solution. If you see this report, a clear perspective on this issue on operative and instructive, it will be my great pleasure.

Yours sincerely



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Letter of Authorization

This is to certify that the internship report entitled An Analysis of the Marketing Activities of Lebaddy Group is prepared by Ms. Jakia Anam Shornaly, ID: 203-14-263, 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.

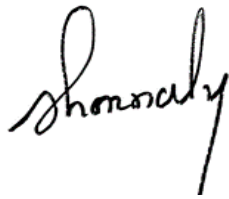


Professor Dr. Mohammed Masum Iqbal
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Declaration

I, Jakia Anam Shornaly, ID: 203-14-263, at this moment, declare that the present report of the internship, which is titled “**An Analysis of the Marketing Activities of Lebaddy Group.,**” is uniquely prepared by me after the completion of three months of working experience.

I also confirm that the report is set up for my academic requirement, not for any other reason. It might be utilized with the interest of the opposite party of the corporation.



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Acknowledgment

First of all, I would want to express my gratitude to Allah, the Almighty, for granting me the capacity to carry out my duties as an intern and finish the report before the deadline. I would like to express my appreciation to "Professor Dr. Mohammed Masum Iqbal," Sir, my esteemed faculty member, and supervisor, for providing me with the necessary guidance and assistance while I examined "An Analysis of the Marketing Activities of Lebaddy Group." Rafsan Jani Sakib, marketing executive, has my sincere gratitude. He provided me with this benefit to use during my internship with this company.

However, the tried is very strict and worked very openly on this report to make an informed one. Finally, my sincere epitome, if there, is any goes to the trainer for my conceptual and printing delusion, if there is.

Executive Summary

The Internship Report is renowned for its fundamental theoretical understanding and real-world expertise. The Lebaddy group's three-month internship program produced this report. The study includes an introduction, a description of the Lebaddy group, a list of Lebaddy's marketing initiatives, marketing segmentation, targeting, and positioning, as well as a conclusion. I have concentrated on the notion itself. There has also been discussion about the report's objectives and constraints. I gave a succinct overview of the Lebaddy group's history. An overview of the Lebaddy group is provided here, together with information about its goal, vision, sellers, delivery procedure, and marketing initiatives for consumers. I have stated the research-based findings at the study's conclusion. On the basis of my research, I have stated some suggestions there for The Lebaddy Group. They may adhere to the activities. I really hope that they will get something from my advice, and I have included an overarching conclusion that reflects my viewpoint.

The biggest online shopping mall, Lebaddy.com, is a subsidiary of the Lebaddy Group. Lebaddy.com is an online marketplace that operates similarly to eBay and Amazon, allowing users to buy and sell goods on a single platform in return for a fee on each and every transaction. Lebaddy is an online store where customers can discover items of all ages with the desired qualities and designs. As a result, customers' demands are satisfied via transactions. Lebaddy combines social media, newsletters, and Google Search Engine Optimization to provide merchants and consumers with free product ads (SEO).

I discussed the organization in chapter one, outlining the company's goals and working technique. The organization's overview, profile, and missions were detailed in chapter two. The business operations and marketing strategy of Lebaddy are covered in detail in Chapter 3, which is the primary analytical section. The purpose of Chapter 4 is to identify the issues, provide some suggestions, and draw a conclusion.

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Chapter 1: Introduction

1.1 Introduction:

The Internet has opened up new trade and economic opportunities, including electronic commerce, or "E-Commerce." But very few of us really understand what it means. It functions essentially as an online market. It illustrates how a consumer may explore and buy a product online by just seeing the product description and picture. There are also vendors that wish to utilize this platform to market their products online. Time is more precious than anything else in this developing company area. As a result, going shopping in person these days takes up a lot of time. In contrast to those physical marketplaces, customers may see the items and make orders while seated in their homes. Consequently, we can draw the conclusion that there is more room for development and opportunity in the e-commerce industry than we think.

Customers from Bangladesh are increasingly more numerous than previously. Sellers are thus well aware that just being there does not guarantee a sale. As is customary with e-commerce sites, they are thus prepared to offer the online platform for sale. However, many customers now confront a variety of difficulties, including the need to look for and browse products online and scrutinize each item to promote the greatest value and acceptable quality. To address this issue and make sure Lebaddy Bangladesh takes the finest safety measures.

1.2 Origin of the study:

To fulfill the obligation of the internship program, this report has been written. Under the supervision of Professor Dr. Mohammed Masum Iqbal, Dean of Daffodil International University, I have created this report based on my three months of practical work experience.

My internship's main goals are to get work experience, encounter opportunities to apply theoretical ideas to actual situations, and gain a general understanding of the marketing initiatives of the Lebaddy Group.

1.3 Objective of the Study:

The objectives of this study are as follows:

- To identify the marketing strategies of Lebaddy Group;
- To explain the marketing mix of Lebaddy Group;
- To identify the problems related to the marketing activities of Lebaddy group;
- To make some recommendations to solve the problems;

1.4 Scope of the Study:

This paper is the culmination of my three-month internship with Lebaddy Group and my practical learning. The majority of Lebaddy's marketing strategy for its goods and services has been addressed in the report. A short corporate profile is also included. The firm's product categories and distribution network are also important to understand in order to understand the corporate strategy.

1.5 Methodology of the Study :

When to make this report, it is maintained that both primary sources and Secondary sources gain equal priority. So, by this what can be a primary and secondary source of data are divided and defined are given below:

Primary Data

- Survey questionnaire
- Telephone Interview
- Personal Interview

The Google form was used to conduct a survey and interpret the data. The survey questionnaire was prepared on the basis of the online shopping service expectation variables.

Secondary Data

- Website of Lebaddy Group
- Facebook page of Lebaddy Group
- Articles, research papers, journals etc
- Reference and Text Books of Related Topics

1.6 Limitations:

There was some limitation which has made my work a little bit harder. The limitations may be termed as follows:

- I have no previous experience with the preparation of the internship report.
- The marketing executive is all time busy, so they could not make happy on me with sufficient facts and figures, records, related to secret strategies process.
- It was not so much possible for me to get the exact information about some of the departments because of maintaining secrecy.
- Full marketing strategies process was tough for me since a marketing executive's activities are not documentarily arranged.
- Time constraints was a major fact. This study would be more acceptable unless 3 months time limitation.

Chapter 2:

Organizational overview

2.1 Company History:

The company began operations on January 24, 2020, by stocking up products like T-shirts, mobile phone cases with back covers, headphones, and selling them in a Facebook group and page called Digital Mart. Later, the company was registered under the name Lebaddy, and its operations have since expanded to include the sale of goods through the Lebaddy website (<https://www.Lebaddy.com>). The company has just begun producing fashion items like panjabi and t-shirts. Lebaddy began to interact with merchants and customers, giving vendors the chance to sell their goods on the Lebaddy website. Lebaddy was able to handle 50 vendors and customers in addition to more than 50 brands of items in a very short amount of time. Real manufacturers, importers, and suppliers in Bangladesh are being verified by Team Lebaddy. Every manufacturer, importer, and supplier registered on the Lebaddy marketplace is verified three times daily, and the numbers are growing.

Authorized merchant; Following Quality Management; and Intelligent Consumer Advertising

2.2 Vision:

Lebaddy wants to capture the whole consumer base in the online sector in Bangladesh.

2.3 Mission:

As part of its aim, Lebaddy is attempting to gain the whole customer base. To complete this task, Lebaddy regularly offers a large number of excellent solutions. Lebaddy's goal is to market their own made goods, like T-shirt and Panjabi. Lebaddy also offers goods at the most affordable prices so that clients may purchase items with ease, which is why the company's slogan is "Order locally, shop internationally."

2.4 Company Objective:

In order to accomplish the mission and to fulfill the vision there has to be some objectives. Lebaddy also focuses on some goals to achieve efficiency, latent potential and to achieve those objectives. They are-

- Lebaddy is trying to flourish its business by closely working with the seller just to ensure a great online shopping experience for the customers
- By providing quality products in the lowest possible price and delivering the products in the least possible time, Lebaddy wants to get a large market share in the online sector.
- To improve customer shopping experience Lebaddy is determined to increase its effectiveness and efficiency.
- Lebaddy also provides training to the seller so that they can operate efficiently and recruit talented people who will be devoted to the work of the organization just to accomplish the mission and to find and build valuable resources for the organization.

Lebaddy not only wants to grow, but also wants to set the market trend in the e-commerce sector of Bangladesh.

2.5 Company Overview:

Lebaddy, with headquarters at 2/2 R.K. Mission Road, Motijheel, Dhaka-1203, serves as a middleman between merchants and buyers, giving vendors the ability to showcase their goods and giving customers the option to purchase everything at once. It is a kind of online B2B and B2C service, and this business model seems to have adopted a positive viewpoint from the standpoint of the consumer. Lebaddy works hard to deliver consumers modern, developed items in order to give them the best shopping experience possible. Lebaddy.com is receiving complete support from more than 50 manufacturers, including well-known names like Samsung, Panasonic, LG, Walton, and Apple, by way of sales reviews. Currently, Lebaddy offers access to eleven broad areas.

The Product categories include:

- Fashion products
- Phones & Tablets
- Sports & Travel
- TV, Audio & Camera
- Computing and Gaming
- Home & Kitchen Appliances
- Baby kids and Toys
- Beauty & Health and more
- Watches and jewelry

Organizational Structure and Key people:

There is more than 20+ dedicated employees currently work for Lebaddy. There are Eight key people.

Board of Directors: TOP 3

Founder and CEO: - MD. Azim Uddin Hridoy

Co. Founder and CFO: - Samsun Nahar Sistia

Head of Operation's: - MD. Arif Ishtiaque

Head of GM: - Tanjina Chowdhury

Chief IT Officer /Admin: - Tahmina Chowdhury

Chief Accountant: - Omor Faruk Asif

Operations Manager: - Jahidul Arifin Maim

Sr. Manager/Customer Service: - Rabab Ahamed Sikhder

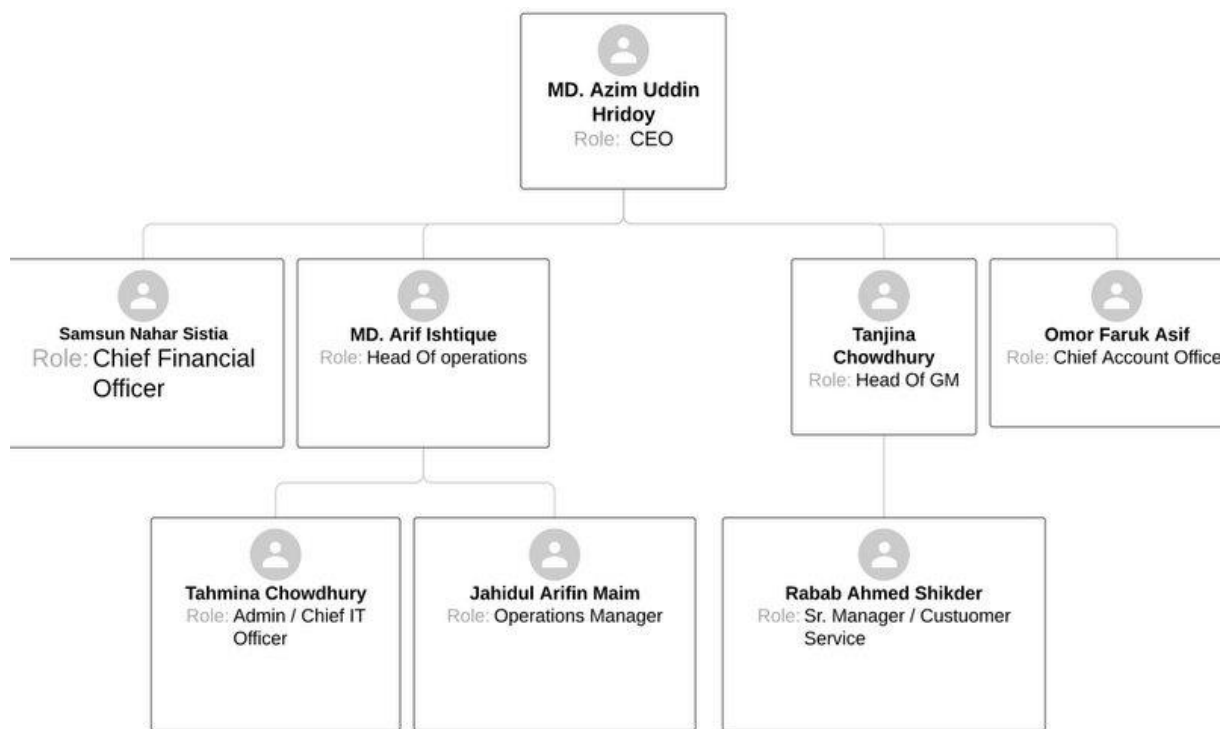


Figure 1: Lebaddy Organogram

Chapter -3

Analysis of Marketing

Strategies

3.1 Marketing Strategies of Lebaddy Group:

Marketing Strategies of Lebaddy is built on STP –

Segmentation, Targeting and Positioning: Lebaddy discovers different needs and groups in market place, target those needs and groups that it can satisfy in superior way and then position its offerings and image.

Marketing strategies of Lebaddy depends on

- 1) **Segmentation of products.**
- 2) **Target market Selection.**
- 3) **Positioning their product**

3.2 Segmentation Strategies of Lebaddy:

There is no single way to segment a market. A marketer has to try different segmentation variables, alone and in combination, to find the best way to view market structure.

Major Segmentation variables for consumer market:

- **Demographic-based**
- **Geographical based**
- **Behavior-based**
- **Psychographic based**

Demographic Segmentation: The most common basis for segmenting consumer groups is based on demographic characteristics. Lebaddy primarily focuses on demographic factors. It divides its clientele into many categories based on characteristics such as gender, age and life cycle, income, education, employment, religion, and generation.

Gender: Needs change between the sexes often. Lebaddy is segmenting its market accordingly into males and ladies. It offers a variety of goods for both sexes, including clothing, footwear, and accessories.

- **Age & life-cycle:** Lebaddy has segmented its market across a number of age brackets, including children, adolescents, young adults, and adults. Young people have been the main focus since they like using the internet more and are drawn to the majority of the things on the website.

- **Income:** It has divided the market into segments according to income levels, such as low-income, middle-income, and high-income segments. Lebaddy offers high-end goods at exorbitant prices so that people from both the upper class and the middle class may purchase their goods.
- **Education:** In order to attract those who are internet users and can easily access its website, Lebaddy also utilizes education as the foundation for segmenting its market.
- **Occupation:** Lebaddy has categorized its client as a university students, staffs and experts.
- **Generation:** Lebaddy has segmented the market into four separate generations: Baby Boomers, Generation X, Generation Y, and the Silent Generation. Most centuries spend their money on websites. The centuries have the power to spend and are very socially conscious. Lebaddy caters to the millennium generation and offers products that are appropriate for them.

Geographic Segmentation:

The goal of geographic segmentation is to divide the market into various geographic units, such as states, countries, cities, regions, and even neighborhoods. A company may choose to operate in one or a small number of geographic regions or in all areas while taking into account regional variations in demands and preferences.

The whole of Bangladesh is the Lebaddy service area. Lebaddy uses Pathao, Tiger, and Redx as third-party delivery services to transport goods both within and outside of Dhaka in addition to its own rider team in the city. For reaching the objective, there are important three-zone Lebaddy market capture strategies.

- **Dhaka North**
- **Dhaka South**
- **Dhaka South-West**

Area managers are responsible for these areas, and it is their responsibility to develop the market there. Customer product demand and feedback are not the same in all regions.

Psychographic Segmentation:

Psychographic segmentation divides buyers into different segments based on social class, lifestyle, or personality characteristics. People in the same demographic group can have very

different psychographic characteristics.

Lebaddy used psychology section to market their product and break customer groups down into units as it pertains to their beliefs, values, and reasons for being.

By doing psychographic segmentation properly, lebaddy is able to: -

- **Understand how their customers perceive their company and products.**
- **Reveal what they actually want to achieve.**
- **Identify pain points related to your products.**
- **Address objections people will have about Lebaddy.**

Behavior Segmentation:

Based on their knowledge, attitudes, usage, or reactions to a product, behavioral segmentation splits consumers into categories. The best place to start when creating market segments, according to many marketers, is with behavioral factors.

The most successful e-commerce strategy for everyone is definitely behavior segmentation. It takes relatively little data to be useful as a psychological department. Our clients respect them, and it is possible to gather it via your Lebaddy website.

Behavior segmentations which are effective for Lebaddy: -

- **Spending habits**
- **Purchasing**
- **Browsing**
- **Loyalty to Brand**
- **Interaction with the brand**
- **Previous product rating**

3.3 Target Market Strategies of Lebaddy:

A target market is a group of customers with whom a business chooses to do business and who have similar wants or traits. The business must choose which and how many segments it will target after assessing various segments. Targeting is the process of choosing the market segments that will be the focus of the company's marketing initiatives.

Targeting allowed Lebaddy to channel its funds and operations to the most appealing sections of the market. Targeting will also enable Lebaddy to solve the restricted marketing budget issue by concentrating on a few client sections rather than the industry as a whole.

There are three kinds of Market targeting strategy that involve: -

- 1) Undifferentiated (mass) Marketing.**
- 2) Differentiated (segmented) Marketing.**
- 3) Concentrated (niche) Marketing.**

Undifferentiated Marketing:

A market coverage strategy in which a firm decides to ignore market segment differences and go after the whole market with one offer.

Differentiated marketing:

A market coverage strategy in which a firm decides to target several market segment differences and go after the whole market with one offer.

Lebaddy used a differentiated approach to offer distinct products in distinct market.

For example, Lebaddy provides children's toys and games as well as children's diapers and napkins, while it provides a variety of electronic gadgets and fashion products for youth and teenagers.

Concentrated Marketing:

A market coverage strategy in which a firm goes after a large share of one or a few segments or niches.

Lebaddy approaches and aims at a narrow, specific consumer group through one specialized marketing plan.

For example, Lebaddy provides Computer and Gaming products the company creates a niche advertising strategy so that they can reach their target group and the strategy gives result.

3.4 Positioning strategies of Lebaddy:

The main goal of positioning is to establish a brand image in consumers' minds. Lebaddy has

made an effort to establish itself as an online retailer that provides upscale and well-known brands at competitive costs. By doing this, it may stand out from the competition and take the lead in the market. A thorough grasp of the market Lebaddy wants to compete in is essential for a successful positioning strategy. It describes the market's circumstances and potential, as well as how Lebaddy differs from its rivals. Positioning strategies of Lebaddy include: -

- **Product characteristics**
- **Positioning based on price**
- **Quality or luxury of the product**

Product Characteristics: When you use a product's features or advantages as part of your positioning strategy, your brand is linked to a certain quality that is advantageous to buyers.

Lebaddy, for instance, offers goods from the Walton, Sapphire, and Transend brands. This branded product has a prominent position in the market thanks to its dependability, safety, and most distinctive feature or advantage.

Positioning based on price: A brand often pursues being the cheapest or among the cheapest in the market using price positioning strategy, and value becomes their stance.

Lebaddy sellers, for instance, provide discounts on the cost of their products. Lebaddy also provides coupon codes, vouchers, and monthly campaigns to provide the lowest price goods in the marketplace.

Quality or luxury of the product: In the consumer's opinion, a product's price and quality are often in line since a high price is frequently linked with a high level of quality. However, placing a product according to its high caliber or "luxury" differs from positioning a product according to price. Frequently, these firms focus their messaging on high quality or prestige rather than their price point in order to pique consumers' interest regardless of the product's cost. Branded goods from Walls, JBL, Samsung, Fantech, and other premium manufacturers are offered in Lebaddy.

3.5 Marketing Mix Strategies of Lebaddy Group:

The term "marketing mix" refers to one of the most fundamental ideas in marketing and is used to describe the aspects that a company has control over and may employ to serve or

interact with clients. The four Ps make up the standard marketing mix: product, location, pricing, and promotion. When used in the context of service, the four Ps tactics need further adjustment. The service marketing mix also includes People, Process, Physical proof, and Partnership in addition to the conventional four Ps.

It comprises of 8 important factors how Lebaddy can analyze their competitive advantage in the market for product and service. The factors are known as the 8ps-

- **Product**
- **Price**
- **Place**
- **Promotion**
- **People**
- **Physical Evidence**
- **Process**
- **Partnership**

- **Product:** Almost no goods or services are produced in Lebaddy Bangladesh. It is an online marketplace where various types of sellers offer their goods and services. Customers may purchase from Lebaddy the goods and services they want. They may browse through different categories to discover it, and they can use the website's search bar to look for the specific things they need. Lebaddy sells all of these goods and services by paying different commission fees to each of the merchants.

Services categories include: -

IT service & solution: - Lebaddy provides the highest service & solution for IT Support, Website Design, Software Development, SEO Service, Computer Servicing, Website Hosting. A customer can order them from Lebaddy website, Lebaddy provided Vendor's seller account and seller panel whenever a customer orders a service the service providers get notification and mail. The Service providers directly then communicate with their customers for service & solution.

Lebaddy sells all these Services from various vendors by charging the vendors with separate commission rates on separate services.

Lebaddy Vendors are Call developers, Wallet Mix, Atik Computer Service, Limba Host.

Steaming Service: Netflix and other streaming services are offered by Lebaddy. They are available for purchase on the lebaddy website. To use this kind of digital service, customers must make a direct payment using a Visa, Mastercard, or Bkash.

Event Management Service: The most exceptional and superior service that lebaddy offers is event management. Lebaddy has access to event management providers that offer stage décor, wedding services, birthday event, sound systems, and lighting. From the Lebaddy website, a customer may purchase any event. Lebaddy has given them seller accounts and seller panels, and each time a client requests a service, the service providers get mail and notifications. The service providers then speak with their clients directly to give the service. Lebaddy takes their commission fee from their suppliers after the Event service is given.

Lebaddy Vendors are Model Event Planner, Dream Communication,

Software and Video game digital distribution service: In addition to offering digital game distribution services like purchasing a Steam or Origin account, Lebaddy also provides IDM and WinRAR software. Customers must pay directly by Visa card, Master Card, or Bkash to get this kind of digital service from lebaddy sellers.

Products Categories include: -

- Fashion products
- Phones & Tablets
- Sports & Travel
- TV, Audio & Camera
- Computing and Gaming
- Home & Kitchen Appliances
- Baby kids and Toys
- Beauty & Health and more
- Watches and jewelry

Packaging: - The seller packs the goods and delivers it to the Lebaddy hub or warehouse when a consumer requests any product from a specific vendor via the Lebaddy portal. Lebaddy has a unique box for packing. Lebaddy transfers the purchased item to the consumer using either its own delivery personnel or other logistic companies after receiving it from the vendor.

Warranties: - Product warranties allow lebaddy to create a great experience at every step of the e-commerce customer journey, helping consumers feel comfortable that when they spend their money, the product will last, and if there's an issue, the item will be fixed or replaced

Quality: - All the vendors of Lebaddy are authorized and they sell authentic and quality products to their customer. For better quality lebaddy always try to check the product whether it has any defect or any problem.

Availability: - Lebaddy operations team weakly communicate with their vendors for products and service stock and availability and they also update stock outs and new stock on their website.

Branding: - Branding helped lebaddy created their slogan (Shopping Globally Order Locally), identified their brand's target audience, enhanced brand awareness, increase the engagement rate, bought flexibility to their business.

- **Price:** Lebaddy places absolutely no price on the goods. Based on the seller's pricing, it offers prices. Pricing for the same goods in Lebaddy can vary because of the prices established by the merchants. Vendors sometimes provide discounts on the cost of their goods. Lebaddy furthermore provides vouchers and promo codes for goods and services.

Pricing strategy is the process through which businesses set the price for their goods or services.

Price Listing: This are the Price list which is added to Lebaddy website currently, all kinds of service depend of Service provider & customers dealing. Leabddy takes the commission rate when the service is provided.

It services and solution: -

Website Development - 50,000-80000 taka

Web Hosing – Monthly – 400 taka / 2 Years – 2000 taka

App Development – 30000 taka / 50000 taka

Steaming service: -

Netflix -250 taka monthly

Event Management Service: -

Stage decoration – 20000 - 60000 taka (Depends on weeding stage or any types of function)

Lighting - 5000 / 20000 taka

Sound - 4000 1 pair

Discount: Lebaddy gives discounts, coupons, in-store demonstrations, giveaways, or other types of promotional offers to attract their customers.

Payment method: Once customer gets the product in hand, they make the payment through either cash on delivery or they can also make the payment directly through “Bkash” “Nogod” “Roket” or through Bank account while making the order.

There are 7 Pricing strategies to maximize profit which include: -

- **Price skimming**
- **Penetration pricing**
- **Competitive pricing**
- **Premium pricing**
- **Loss leader pricing**
- **Psychological pricing**
- **Value pricing**

Price Skimming: - Price skimming is a marketing tactic where you introduce a new product or service at a high price point, then over time, steadily decrease it.

Price skimming is a common pricing tactic used mostly by e-commerce. For business-to-consumer (B2C) companies like lebaddy, price skimming may be very helpful.

Lebaddy adopts a price skimming technique for the majority of its products because, as long as the initial price isn't too high, the method offers a sufficient level of protection before opening up their product or service to a wider market.

For instance, Lebaddy paid premium rates for new items and limited releases before selling things under the Vouge Sultana apparel brand, which drew more consumers. However, months after release, Lebaddy reduces prices to accommodate additional layers or subgroups of customers.

Penetration pricing: - Price skimming is the reverse of a penetration pricing approach. You start with cheap pricing and then gradually raise them as they acquire momentum rather than beginning with high prices. Depending on how low you really go, this does put you at danger for minimal or no reward at first, but it also converts rapidly. Lebaddy is a new online retailer, thus they avoid using penetration pricing since it puts them at risk.

Competitive pricing: - In that the firm wants to draw its target audience away from the competition and toward your brand, competitive pricing is quite similar to penetration pricing. Later on, though, you won't raise your prices; instead, you'll keep tabs on what your rivals are charging and undercut them. Lebaddy often maintains to a penetration pricing approach, despite the fact that it might be challenging to maintain.

Premium pricing: - Cheap prices aren't always the best deal. You must highlight the benefits that your brand may provide when your target audience values quality above a good bargain. From the moment of introduction, a premium pricing plan may help you increase the perceived value of your product or service. Even while your costs may gradually decrease, they should nevertheless convey exclusivity and, in many situations, luxury to your customers.

On computer and gaming products, Lebaddy employs a premium pricing approach. UCC and Star-tech are the suppliers of the goods. They provide high-end items that many customers opt to buy, including motherboards, graphics cards, keyboards, and mice.

Loss leader pricing: - Many businesses, both online and offline, entice clients by giving one or more heavily discounted products or product lines while enticing them to buy more. Greater profit per transaction is the final outcome for your company.

Lebaddy adopts a pricing strategy that, although it may be long-term, makes advantage of short-term sales. Bundle pricing, in which lebaddy give higher discounts as customers buy more, is a common example of long-term loss leader pricing. Although giving discounts for bundling may not instantly boost their profit margin, this concept helps them generate more steady sales.

Psychological pricing: - A psychological pricing strategy is best used for brands that are targeting price-sensitive customers, as it provides a perceived deal that customers with an affinity for luxury may not want.

Lebaddy follows psychological pricing when it comes to their target customer whom are students and teenagers. Lebaddy sells less priced designable t-shirt for their targeting price-sensitive customers.

Value pricing: - The most crucial pricing tactic of all is probably value pricing. This considers how valuable, significant, and useful your consumers consider your goods or services to be. Lebaddy has a thorough awareness of their target audience's demands, problems, and motivations in addition to their own brand's reputation in order to determine value-based rates. Value pricing helps customers think the service they are receiving is valuable, significant, and advantageous while lowering the risk associated with lebaddy goods and services.

- **Place:** Lebaddy is a company based in Motijheel, Dhaka-1203, at 2/2 R.K. Mission Road. The only place Lebaddy is located is online or virtually. Sellers sell all of their products online at Lebaddy.com. Lebaddy doesn't have any products for sale at any periodic type stores. Lebaddy's website address is www.Lebaddy.com, which may be used to find Lebaddy. Lebaddy sells goods from all Bangladeshi wholesalers and merchants; it does not export any goods. The Lebaddy operations staff does a poor job of communicating with its seller about product availability and stock. The whole of Bangladesh is the Lebaddy service area. Lebaddy uses Pathao, Tiger, and Redx as third-party delivery services to transport goods both within and outside of Dhaka in addition to its own rider team in the city.
- **Promotion:** Lebaddy engages in a variety of promotional activities. They focus heavily on internet marketing for their campaigns. They show that they often use social media by placing their ads there. On YouTube, they also provide. Lebaddy has kept its own private email database. Additionally, they keep a database of client phonebooks. To contact and advertise their clientele, they send emails and SMS messages. To boost their sales, Lebaddy has run several unique marketing including promos.

Lebaddy's promotional strategy consist of many things which includes: -

Advertising: - Distributing sponsored messages to promote a product online is known as lebaddy advertising. On a publisher like Google Advertising, Facebook, Instagram, or YouTube, they pay for placement, impressions, clicks, and other things. Posters and billboards are the most effective marketing strategies for attracting new clients.

Public Relations: - fostering goodwill among the organization, the media, and the general public. Lebaddy builds positive public relations by minimizing the effects of adverse circumstances in addition to generating positive press via the media.

Personal selling: - One-on-one sales engagement between a customer and a company representative. Compared to other types of advertising, personal selling has a number of benefits.

By delivering online product links through text message or in buy-or-sell groups to consumers, Lebaddy representatives often engage in personal selling, which boosts the company's revenues.

Direct Mail: - This entails contacting a specific person or business with marketing materials. For this reason, businesses often purchase databases of names, emails, and postal addresses. When the direct mail receivers fall within the firm's target market, this may be quite successful. Lebaddy bought emails are also used for email marketing, which includes sending offers and discounts to their target consumers.

Internet Marketing: - Lebaddy Posts promote their posts on their official Facebook, Instagram, and Google pages in order to reach the online market and increase interaction.

Social Media: - Lebaddy uses social media platforms like Facebook and Instagram to post messages on a regular basis to keep their audience engaged in their business. For its followers on social media, Lebaddy also runs special offers, flash sales, and discounts.

Sponsorship: - Lebaddy Sponsored non-profit groups Manobota and Pie (Pioneer Association for the Indigent) to assist those in need of food and clothing due to the COVID-19 outbreak. The 2021 Ramadan Iftar for the underprivileged in Dhaka was also sponsored by Pai (Pioneer Association for the Indigent).

Product use or website use: Associating your product with a particular use or user of website is another way to position your brand in the market.

Lebaddy tracks down how many people are using their products their loyal customers and they also finds out daily engagement rate, visitors and clicks of the website.

- **People:** People are one of the most crucial components of the marketing mix today, as an extension of the marketing mix. Therefore, in the present marketing environment, having the proper individuals on board is crucial for both product and service marketing.

Employees: - Employees at Lebaddy are individuals that work in sales, product design, team management, customer representation and customer support, operations, content production, and warehouse management. Lebaddy's long- and short-term success depends on hiring and keeping the right employees.

Leadership Team: - The leadership team is made up of a collection of seasoned corporate professionals with expertise in developing, constructing, managing, and marketing products and services.

Eight essential individuals make up the Lebaddy leadership team: the company's founder and CEO, co-founder and CFO, head of operations, head of general management, chief information officer/administrator, chief accountant operations, and manager senior manager/customer service. The board of directors ranks in the top 3.

Customer Service: - Lebaddy's Customer care teams oversee a wide range of goods and services. Customer services work with customers to regulate service providers, vendors, and suppliers of goods and services, or by speaking with a salesperson. Such individuals' attitudes are crucial to a business. The way a complaint is handled may determine whether a business keeps a customer or loses them, as well as whether its reputation is enhanced or damaged.

Face-to-face, over the phone, or via the Lebaddy admin are all ways that customers may contact Lebaddy. Effective customer service is essential because people like to purchase from someone they like. By providing customers with technical help, knowledge, and guidance, customer services may enhance value.

Training & Skill: - To maintain a high level of individualized service, all staff members who interact with customers need to be taught and developed. Employees may improve their performance, boost productivity, and become better leaders via training by learning new skills and honing old ones. Organizations should use every effort to guarantee that people perform at the highest level since a firm is the culmination of what each person does individually. As soon as someone starts working at Lebaddy via an induction, trainings begin.

- **Physical Evidence:** Everything your consumers see while dealing with your firm is referred to as physical proof. This includes the actual setting in which you provide the item or service. Physical proof often comes in two different forms: proof that a

service or transaction was performed, and confirmation or proof of your brand's existence.

Places: - Lebaddy's location is entirely online or virtual. Lebaddy web address is www.Lebaddy.com , can be reached as Lebaddy's location.

Online experience: - Website and the user experience Lebaddy provides are crucial forms of physical evidence in the modern consumer journey.

Order confirmation: Customers require assurance that their transactions were successful, whether in the form of paper receipts or emails. A consumer receives a confirmation email after placing a purchase for a product or service, and another email after the item has been delivered.

Feedback: Lebaddy created an easy-to-use client feedback experience on their website. After making a purchase on the lebaddy website, a buyer may provide feedback by giving the item a star rating and leaving a remark on the shipping and quality of the goods below.

Product packaging: Lebaddy has a custom-made packing box. The seller packs the goods and delivers it to the Lebaddy hub or warehouse when a consumer requests any product from a specific vendor via the Lebaddy portal. Lebaddy transfers the purchased item to the consumer using either its own delivery personnel or other logistic companies after receiving it from the vendor.

- **Process:** A sequence of steps that are completed to offer a product or service to the consumer is referred to as a process. Examining the process entails evaluating elements like your payment systems, distribution practices, and customer relationship management.

Customer-end delivery: - The seller packs the goods and delivers it to the Lebaddy hub or warehouse when a consumer requests any product from a specific vendor via the Lebaddy portal. In order for Lebaddy to finish the delivery within a short amount of time and guarantee speedier delivery, it is requested of the sellers that they have the bought goods ready to ship within 24 hours (at most 48 hours). When Lebaddy receives the requested item from the vendor, it either distributes it directly to the consumer using its own delivery personnel or through third-party logistics. Once the consumer has the goods in their possession, they may pay cash at the

time of delivery or they can pay right away using "Bkash," "Nogod," or "Roket" while placing the transaction. When the merchandise is delivered to the client, the delivery guy also collects the customer's payment for the delivery fee. After the consumer receives the merchandise, Lebaddy deducts the agreed-upon commission from the selling price and transfers the leftover funds to the seller's bank account.

Business-end delivery: - Lebaddy's Processes for facilitating customer-end delivery and safeguards for resolving any potential issues. Lebaddy always makes sure the product that customers order reached them safely and in specific time within 24 hours (at maximum 48 hours). Lebaddy also has their own delivery team for faster and safer delivery and they also use third party logistics.

Resolutions: Lebaddy's procedures for handling issues that prohibit customary delivery methods from succeeding and situations in which clients are dissatisfied with the procedure/service obtained. As Lebaddy purchases goods and services from its suppliers and also uses third parties to distribute them, sometimes the quality of the goods isn't as good or they don't arrive on time. Lebaddy apologizes to clients for their error and assures them that they will provide better service going forward for these reasons.

Return and refund: Lebaddy's procedures for handling returns, cancellations, refunds, and any other actions for clients who choose not to continue with the company. Returns are a major problem for online shopping Lebaddy makes an effort to return goods within 30 days and maintains contact with both consumers and suppliers. Lebaddy ceases doing business with a vendor if their product is defective or is returned three times in a calendar year. Product returns have a very unfavorable financial effect on lebaddy.

T&Cs: The terms and conditions that lebaddy customers agree to, Lebaddy's terms and conditions, seller policy and return policy.

- **Partnership:** Partnership is the eighth P in the marketing mix. Collaboration with one or more firms to develop a marketing plan that shares resources is referred to as partnership marketing, also known as partner marketing. As a result, this may make expanding the business a viable option. Although partner marketing is a well-liked method of product introduction and promotion, it sometimes takes the longest to bear fruit. Partnerships are inherently complicated since each partner has

different expectations and aspirations. Strong P for a small business trying to connect with more prospective clients.

Lebaddy's Partnership marketing strategy consist of many things which includes: -

White label Marketing: - A collaboration with a business that enables you to provide more goods and services in your sector than you otherwise could is known as white label marketing.

Lebaddy collaborates with a variety of suppliers that provide extra goods and services for sales. As a result, a hassle-free income stream is created, and goods may often be white-labeled to represent the Lebaddy brand.

Affiliate Marketing: - Affiliate marketing is a kind of advertising that links businesses with independent marketers who are eager to spend time and money promoting a business's goods. This activity often involves an online purchase at e-commerce sites like Lebaddy, which makes affiliate marketing incredibly cost-effective.

Distribution Partnerships: - Lebaddy combines goods and services via distribution alliances. Discounts, coupons, in-store demos, freebies, and other promotional opportunities are all provided by Lebaddy. One of the most common and widely used forms of partnership marketing is this one. These deals are often given out by Lebaddy vendors and service providers in an effort to boost sales and publicity.

Service Providers: - a firm that supplies computer systems, software, and consultancy for Lebaddy websites. Service providers are working hard to address any bugs or issues with the website. The website is updated weekly, and the service provider also provides a backup update of the website. Customers of Lebaddy may order any kind of service from Lebaddy service providers via Lebaddy.

Sponsor Partnership: - In order to increase your brand's awareness and reputation, sponsorship agreements link your company to a particular occasion or sports team. It's more probable that you'll draw some of the same clients to your business if you support a certain team or cause. Lebaddy is a young and developing e-commerce company that is attempting to get a sponsor partner soon for better brand awareness and reputethe webpage is updated.

Chapter- 4

Problems, Recommendations

and

Conclusion

4.1 Problems Identified :

Customers may now shop right at their fingertips thanks to the E-commerce platform. Shopping is just as straightforward and easy as playing games on a mobile device. One of the reasons why internet shopping is becoming more and more popular and acceptable is because it takes so long to travel to shopping malls in Bangladesh. Lebaddy Group is just acting as a friend to consumers and business owners, and by providing exceptional service, it earns money and gains notoriety simultaneously. I learned that there are certain areas that need to be reviewed again in order to reap further advantages and have an eruption that has a significant beneficial influence on the company via my report and internship experience at Lebaddy Group. Some of the reports' significant results are listed below in accordance with the analysis and assessments in the preceding chapters:

- At Lebaddy.com, there aren't as many opportunities for training, thus current employees' potential isn't being fully used.
- Only a little number of Female employees is working at Lebaddy Group compared to the ratio of male Employee.
- While collecting merchant (seller), a few times quality of the product of those particular seller gone undermine. The percentage is very low like 2 percent.
- Promotional Offers that are released to attract customers are often released too late, sometimes customers remain unaware of the offers and lack enough publicity as well.
- While using social sites for marketing tools like Facebook, YouTube, etc. proper planning is missing sometimes.
- Sometimes promotional offers that release to attract customers often release too late, that's why customers remain unaware of the offers.
- They have a lack of publicity as well.
- Since, Lebaddy Group does not belong to its own products, sometimes wrong and low-quality product gets delivered. Which is one of the reasons for losing the customers.
- The Prices of several products are higher than other website prices. And that is why customers lose interest in buying products from them.
- They don't have any return or refund policy. That's why sometimes they lose their potential customers.
- The delivery of the products takes time. This lag time often discourages customer

4.2 Recommendations:

- Since the period of the promotions is sometimes too brief, promotional offers should be incorporated with a good strategy and time duration to encourage consumers to buy more from Lebaddy.
- Lebaddy has to be more active on social media, particularly on Facebook, Instagram, and YouTube. They also need to release some TV commercials as part of their PR campaign. They need to increase and consistently run newspaper advertising.
- Before shipping, they have to ensure that the product is the proper one and check its quality. The size, color, and other details should all be thoroughly confirmed. It will be crucial in gaining the confidence and trust of customers.
- Price should be determined or fixed according to the prices of other websites. Low price attracts customers.
- Lebaddy should strike the right balance between providing a generous returns policy and managing the cost of returns. They should be revolving around the convenience of the buyers and low costs for the returns.
- Lebaddy should attempt to use carriers that can provide monitoring services and alerts when the item is mailed, when it's on the way, arrives close to the destination, and when it will be delivered since consumers anticipate speedy delivery of their products. Customers may feel completely at ease thanks to real-time monitoring.
- Lebaddy staff training on a distinct, crucial subject has been arranged in order to improve performance.
- Lebaddy is expanding each day, so the number of the employee should be increased to fulfill the necessity of the business. I feel Sales and Marketing department should recruit more employee to cover up the demand.
- Number of female workers is very low. I think as a part of the conscious business team a responsibility towards women empowerment, more female employees should get a chance to work here in the E-commerce Industry by being a part of Lebaddy.
- Since I sometimes believe that the length time of the promotions is too short, promotional offers should be incorporated with a suitable strategy and time duration more often to entice people to buy more from Lebaddy.

4.3 Conclusion:

Finally, given that there are better alternatives, we may say that Lebaddy now generates an average amount of money. However, there is a good chance that when a better choice is presented, they will switch and business will grow. Many people don't think it merits dependability or trust. There are just a few, minimal justifications for returning purchases to Lebaddy. It is consequently imperative that Lebaddy enhance its service capabilities and build a solid customer base. As a result, if a major corporation like AliExpress or Amazon decides to launch operations in Bangladesh, it will already have a loyal customer base. It is always sager to plan for the long term and build a strong, reputable brand image in this business since it is expanding quickly and unexpected in the eyes of customers.

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