



Daffodil
International
University

An Evaluation of Marketing Operations of
Monforing Ltd

Submitted to

Mohammad Shibli Shahriar

Associate Professor

Faculty of Business and Entrepreneurship

Daffodil International University

Submitted By

Md. Hanif

ID: 153-14-1914

Major in Marketing

Program: MBA

Faculty of Business and Entrepreneurship

Daffodil International University

Letter of Transmittal

Date: 18-09-2022

To

Associate professor Mohammad Shibli Shahriar

Department of business and entrepreneurship

Daffodil international University

Subject: Submission of internship report.

Dear sir,

I have made an internship report in daffodil international University department of MBA in regular marketing, make the report on evaluation of marketing operations Monforing ltd report almost related marketing operations to be successful in getting to your help I appreciate your help and support.

Therefore, kindly you submit my application for the internship report; you select the best way for my report submission.

Sincerely your



Md Hanif

ID: 153-14-1914

Program: MBA

Major In Marketing

Department of business and entrepreneurship

Daffodil international University

Letter of Approval

Date: 18-09-2022

To

Mohammad Shakil Ahmed

Monforming limited

Uttara, sector 15/e, Road 2, House 14

Subject: request for internship placement of Mr. Md Hanif, id # 153 - 14 - 1914 MBA

Program, Daffodil International University

Dear Sir,

We would like to take this opportunity to introduce daffodil international university (DIU) one of the top graded private universities in Bangladesh. The university has been founded by daffodil group with the approval of the ministry of Education under the privet university act of 1992 and its amendment in 1998. Daffodil international university (DIU) came into being on 24 January 2002, as a Mandatory requirement a student of Faculty of business and entrepreneurship is required to work for an organization as an intern to gather particular skillful to augment his /her horizon of knowledge. While working as an Intern the student of must comply with all the rules & regulation of the organizations she is working at. It would be highly appreciated if you kindly provide the internship opportunity to Md. Hanif, ID #153-14-1914, of MBA program (Major in Marketing) of DIU and provide him with necessary logistic support for the successful completion of his internship program

Thanking you for kind time and attention.

Yours truly,



Mohammad Shibli Shahriar

Associate Professor

Faculty of Business and Entrepreneurship

Daffodil International University

Letter of Authorization

There of course I appreciate your help I support the carefully your guidance, I student of the daffodil international University department business and entrepreneurship and program MBA regular subject marketing and named MD . Hanif ID. 153- 14 -1914 batch 28 th my report care of associate professor Mohammed Shibli Shahriar , Department of Business and Entrepreneurship, Daffodil international University, the report prefer up on An evaluation of marketing operations Monforing Limited ,it's situated In Uttara, sector 15/e marketing office situated in regular marketing operations Monforing Ltd make the sales of clothing products.

If of their report almost related marketing product available for the interview of senior officer and consumers.

Name: Md, Hanif

ID. 153-14-1914

Program MBA (regular)

Subject: Marketing

Department of Business and Economics

Daffodil International University

Letter of Acceptance

Hence of the report an evaluation of marketing operations Monforing Limited, this is Md. Hanif ID: 153-14-1914 student of daffodil international University faculty of business and Economics program MBA regular Major In marketing care of supervisor Mohammad Shibli Shahriar faculty of business and Economics daffodil International University, there is an internship report help us finding the people need, and demand not only finding report but also solution of the company product development

Supervisor



Mohammad Shibli Shahriar

Associate professor

Faculty of business and entrepreneurship

Daffodil International University

Acknowledgement

First Pray to Allah whom entirely merciful and especially merciful

Here by the report almost related marketing product available for the customer and receive the product by the money company earned profits and product goods by the customer satisfaction depend up on the product service and product quality.

Prefer this internship report an evaluation of marketing operations Monforing Ltd I make sure the most important part of marketing activities and marketing analysis depend up on the marketing activities are market opportunity is depend up on the product quality ,product quality and product demand and, product demand based on customer satisfaction, customer satisfaction make sure the product quality and product Price when customer satisfaction by the product then customer prefer to buy the product.

Abstract

Here I make an internship report of the Monforing Ltd it's one of the most companies in this country it popular national and internationally and biggest e-commerce company online sales development of the company in little time of period every e-commerce company makes sure the maintain customer's opinion suggestion and every company marketing level follow market's demand suggested and marketer record the product line. Company real relationships build up with consumer by the product quality, the company offer good opportunity to customers advised and make the report, customers' review determine the product opportunity and weakness of the company distribution is very important Monforing Ltd main office situated in Uttara, sector 15/E, Road 2, House 14, marketing operations pick all data from online by boosting products' videos and images from their websites all over Bangladesh.

it makes sure distributional problem and solve the problem by the product distribution.

There are live of action to the company create the value and build the strong customer relationships earn the profit by the product in customer satisfaction.

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Chapter-1

Introduction and Background of the study



1 Introduction of the report:

The report is based on An Analyze of Marketing activities at Monforcing Ltd: A Review of Marketing activity. The purpose of this report is to identify the drawbacks of marketing mix strategies and possible remedies to overcome the lacking of current proceedings Monforcing Ltd

•Problem Definition:

the organization problem more integrated and variety of product and market necessary of over its usefulness product offer, every organizational product review the market analysis from customer satisfaction value and demand and price adjusted by the customer demand.

1.2 Background of the report:

I worked as an Intern in Monforcing Limited, for 3 consecutive months. So according to procedure I had to submit a Report. Thus, the report covers, "Analyze of marketing activities Monforcing company Ltd

1.4 Scope of the Report:

This report is an attempt to analyze every e-commerce activity of the Monforcing Limited. This study focuses on the Analyze of marketing activities Monforcing company Ltd This report has the crisp details of the procedure tale marketing Practices Along with that, a relevant stream of discussion has been made on the theory and policy issues relating to Marketing Analysis Practices. I had a great opportunity to have an in-depth knowledge of all the e-commerce activities practiced by the Monforcing Ltd.

1.5 Objectives of the report:

the study has the following objectives

To identify the marketing operations of Monforcing company limited

To analyze those activities of the company

To evaluate the marketing operations of the company

To identify some challenges and make some suggestion to overcome those Challenges.

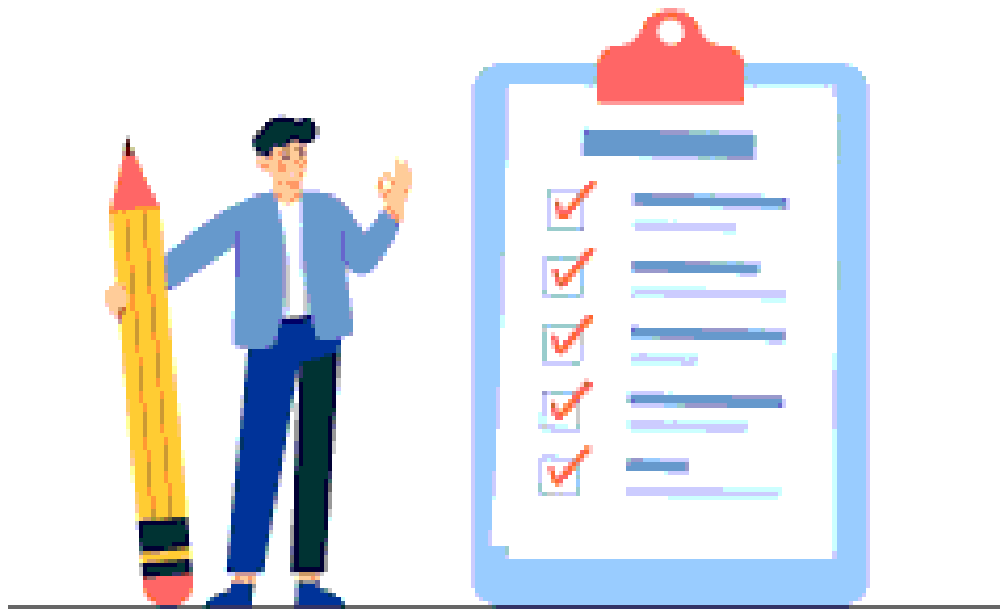
1.7 Limitations:

The limitation of the report includes the blow:

- Lack of time:every company has some limitation of lake of time ,the organizational strategic time is limitation
- Scarcity of adequate information: Scarcity of adequate information caused hamper in report generation. Primary and secondary data wasn't up to date to deal with.
- Insufficient knowledge: Insufficient knowledge about e-commerce industries also caused hamper in the long run.

Chapter-2

Overview of Monforing Limited



2.1 Historical Background of Monforing Limited:

E-commerce platform new in Bangladesh and its' innovation impresses us globally, In Bangladesh, They have started their business by website called www.monforing.com they sale products by boosting around by facebook, linkedin, youtube, intagram and other social medias also and delivery products by sundarban, S A Paribahan and pathao, redx and other logistics company.

2.2 Departmentalization:

this company product management separate different section in this planning, purchase, sales central product management department every department are live of observation contract for analytical purchase and sales department, every part of sector including there are business and separate different section

- CPM management department
- product planning
- product purchase department
- department of sales

2.3 Company Overview:

- Sales education and training department
- Medical services department
- Business Research & Development department
- International marketing & fine chemicals department
- MIS department
- Finance and Accounts department

2.5 Warehouse Management

Monforing's product management carefully take care analysis marketing product includes.

1. Selection of new product Products's Model shoot

- Products Editing
- Upload to all social platform
- Ads to generate traffic to its' webpage to sale by promotion

2. Design of new product

3. Design of packaging

4. Introduction of the product to the market and others

2.5 product Planning Department:

The planning department ensures smoothness of total operation of sales. It is concerned with the following:

- The new production distribution planning by ads and
- product material procurement.
- Inventory of product Planning for warehouse.

Chapter-3

Marketing Mix Practices of Monforing Ltd



3,1 Marketing Analysis

The marketing analysis refers to the tactics, that a company uses to promote its brand or product in the market. there SWOT analysis of the market internal and external activities of a company same product market decisional activity and marketing analysis of 7p's the Price analysis, the Product analysis the Promotion analysis, the Place analysis, the People analysis, the Process analysis, the Physical environment analysis. similar activities of Ap's is like 7p's first Ap is activities marketing analysis named 4p's.

3,3 An Analysis of marketing activities Monforing company Ltd;

3,3.1 Products; product is the core of all marketing activities, There are two types of organizations according core product is service.

3,3.1.3 product line;

Every company product line is individual and product quality market segmentation is deferent

1. Men's Fashion products.
2. Women's Fashion product.
3. Baby Fashion product.
4. Jeweler product
5. Craft and Home décor Products

3,3.1.4 product Decisions:

the product quality and product value and price level maintain product decision

*Service

*Quality

*Safety

*Packaging

*Return and refund

*Exchange facilities

*Cash On Delivery

3.3.1.5 product presentation and Campaign:

Every product upon defended the product presentation, the product presentation is associated product level product price, when you make high presentation the product price is high most of people believe that good product is good presentation so associate product demand high selling perception better quality

Introduction of new products

3,3.1.7 Product Strategies:

As Clothing and Decore items sales most, they always look for trending items what actually have customers' demand besides, every business right now focuses for repeat their customers so quality is the first priority to get them as regular. Product competition make in the product design and style ,quantity of product depend upon the product strategic

3,3.10 Product design and style:

Although product design varies from products to products, for example sometimes for promotional campaign they try model icons in Bangladeshi and sometimes only products design.

3.3.2 Price:

• Pricing depends Design and Raw Material of Garments and manufacturing cost. But when they design by own designers and quality products, then they think about consumers' ability and comfortable price to buy.

There are 3 ways they sale

- Boucher
- Single Order
- Combo Offer
- Bulk Quantity Offer

3,3,2.2 Pricing Strategies:

>pricing strategic depends up on the organizational management some of organization want maximum profit in low sale product quality is high and other organization control the market get in a market leader low price low quantity big sale and low profit maximum quantity sale and minimum profit huge sale and lead the top position market level

- Offer like Buy One, Get One Free. In This Situation they must think about high sales campaign as like warehouse clearance sales.
- Monforing Limited is the medium quality minimum price level and high-quality maximum sale.
- Repeat customers must get discount and students also get 10% discount.

3.3.2.3 Pricing strategy for new product:

Manufacturing cost and advertising Cost and unsold predictable cost and some others cost, office expenses such as salary, warehouse, utility charges, website maintenance charge. Then they fixed the price of each product. Right now, globally products sales by offer, so for new products they must think about which offer would be best for high sales.

3,3,2.4 Pricing Approach:

Price is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability. A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst others. It is targeted at the defined customers and against competitors. Monforing Ltd also focuses those matters when they think about price of any item.

3,3,3 Distribution/Place:

Distribution is managed by one place In Dhaka, Uttara, Warehouse is divided for different segments to get products easier when anything is sold for delivery. For e-commerce company they make their delivery door to door service and all over country by logistics that's why customers are happy as getting home delivery and trial first, pay later facilitates.

3.3.3.7 Channel design:

this company has its own large distribution channel network having lots of logistics company all over the country. They supply their products nationwide from one warehouse situated in Uttara.



3.3.4 Promotion:

The competition of market deferent company deferential promotional activities, here it goes well of this company because this company manufacture all items from their own garments factory and own design. They manufacture products different design and quality off course premium so that consumers cannot compare except price range.

marketing activities of make company profit

3,3.4.1 Promotion Decisions:

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response. Marketing communication decisions include:

- Promotional strategy (push, pull, etc.) fostering
- Advertising
- Personal selling & sales force
- Sales promotions
- Public relations & publicity
- Marketing communications budget

3.3.4.3 Advertising Appeals:

Advertising appeals are different techniques and strategies that are used to attract customers. Usually, advertising appeals provide evidence or provoke an emotional response that helps to convince the target audience to buy a certain product or service. Marketing experts group them into different categories but the most common appeals are emotions, logic, and popularity, what actually monforing ltd maintains sincerely and they get 100% better result for their business. For example: monforing offers at 10% for students' purchase.

Types of monforing's Advertising Appeals That Can Be Used in Emails

Appeal to emotion, Personal appeal, Social appeal, Appeal to popularity, Appeal to authority, Appeal to logic, Appeal to humor, Appeal to fear

3.3.5 People:

>all are company touches in customer relative product
monforing company such as provides the customer satisfaction related product distributed in the market. But they have to think about age which age are actually interested to buy online.

3.3.6 Process:

>The all are process this organizational
Mechanisms to be smooth and carefully
Distribution production to wholesaler
The monforing company maximum distribution supply from their office to direct consumers.
Company don't maintain supply chain management system this
Cause all are customer no satisfy the marketing product. This way all customers are happy and they get along well with customers.

3.3.7 Physical evidence:

For e-commerce company they mail everything between customers and company and invoice and it's their physical evidence.

3.4 Transportation:

From monforing company head office to consumers, totally deal by logistics company they use lots of vehicals and motors to reach customers successfully.

3.5 Competitors;

There are many competitors: - though they do not believe that they are actually potential competitors in Market but they are doing e-commerce business.

1. Daraz
2. ajkerdeal
3. othoba
4. eaz

Chapter-4

Analysis and findings



SWOT analysis of Marketing Strategies:



Strength:

In Bangladesh, E-commerce business is something new and special to consumers, most of young entrepreneur doing this business they actually do not have competitors much. Just make quality and present whatever it is, sales come automatically. We can call it like blue ocean strategy. Besides monforing manufacture all items from their own garments factory and they believe that manufacture to consumers anything may competition with anyone easily. They believe that is the actually strongest point. On top of it, quality products at lowest production cost. Innovative marketing strategies and aggressive product promotion. The company's strong support to the garment's community has gained its brand loyalty from the customers
Market growth: market growth of monforing limited 5% increase in per annum in next 5 to 6 years compound annual growth rate previous year

Weaknesses: monforing has weaknesses in this sector most of people do not believe that e-commerce products make them confused it's only major weaknesses.

Opportunities:

opportunity of market analysis when company product is stare mark in market position from there company product, Monforing product high position in the market sales and other product is less then sales against market and specially they play like game when they promote to sales their products such as buy 1, get one free or 75% discount. They can be eligible because of manufacturing at own garments' factory.

- quality of product is highest from other product and quantity higher then another product
- market position build up the new product presentation in the market from other competitor market product.

Threats:

- the competitor e-commerce company local market is very specifically contest product price.

Monforing's product competition live the product contest from another product, now which company opportunity ware build up this market another marketing product offer the big opportunity for the customer and satisfaction consumer product the company gain the market attraction build up market opportunity new company product and the opportunity break down the steel now which company opportunity ware build up this market this time is company fill in the threats another company product.

4,2 Findings:

- Insufficient Product Lineup: Inadequate product always creates negative vibe about the company. New product should be introduced in antiseptic section as well. limited products and short quantity at all.
- Low price sometimes customers think it may be low quality products and result may be sometimes negative.
- lack of branding and advertising, people do believe that customers believe in branding where they do not do that and they always sale direct. And they grow traffic at cheap costing just to sale only products. Where daraz sponsor at big projects like BPL or others programs what they do not do that.
- Consumers cannot go shop because they do not have any shop, sometimes consumers want to visit and trial products and touch products what they cannot.
- For e-commerce business in Bangladesh, most of consumers are getting threat in this market and they also face that situation that's the one of major issues I have ever found.

Therefore, our study has a limitation at this side. Less experienced employees: Less experienced employees performing the marketing sector. They are not well-experienced to satisfy the customer.

Chapter-5

Recommendation and Conclusion



5.1 Recommendations

Start showroom or office at least one or two in every city in Bangladesh where people can go and trial their products and it would be fastest trustable business and it will be higher 400% better what I personally do believe that because In this country some business people already lost consumers mind about faith about online shopping.

Improve price level, as product level high when product quality high and competitive market level top position then improve the product price ,when you price improved 10% to 15% then market position sake up and take the decision change Ensure proper placement: the monforing ltd ensure the product distribution smooth and every place and everywhere , there are distributional channel maintain in replace to one an another to perfect level distribution promotional activities better employees better replacement and better opportunity bulled up career. Hiring more employees: more skillful people and expertise marketer and better employees hiring from other organization offer the better salary and better opportunity from this organization.

Expand warehouse to delivery fastest because people want fastest receive their parcel because shopping like hobby and everywhere they should set up their own delivery team like chaldaal.com and I do believe that my recommendation will be great to improve their business, what I personally understood from that organization.

5.2 Conclusion

In Bangladesh, e-commerce business is growing here every name is new to us and not well known to us so I do believe that days are coming soon where majority of us will be online based shoppers, successfully they will do their business. It would be a new revaluation for us. Result will be low price and better products because Business Company will not need any showroom or outlet with high advance and decoration where e-commerce Company will manage only warehouse, website, and social media platform only. However, they will invest high to expert's employee or engineers who will have knowledge about digital sales world. Overall, I have experienced about monforing ltd, their aim, their target is good for customers, and they are growing fast in Bangladesh and all issues they try to solve as soon as possible. Branding should be expanded day by day and one-day sales will be auto when customers' mind will be only monforing is faith to them what today already they have. In addition, this business is creative globally such as amazon, flipkart, ebay. One day in our country all business will be like amazon, and shop from home, no need go out to shop anything. Thanks monforing, Go ahead.

Reference

Books:

David W. Cravens and Nigels F Piercy, strategic Marketing 8th Edition, inc, Singapore, 2006.
Philip Kotler, Marketing Management 11th edition, inc, USA, 2003. Philip Kotler, principles of Marketing 13th edition, inc, USA, 2005

Website: www.monforing.com/marketing/internship

Thanks

To

Teachers who browse
and evaluate my

Reports and

All of my teachers
who teach me about
Marketing!