



Daffodil International University

“An Analysis of the Marketing Activities of M.H Brandroot Limited”

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“An Analysis of the Marketing Activities of M.H Brandroot Limited”



MH BRANDROOT LTD.

Letter of Transmittal

Date: 05.11.2022

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

Subject: Submission of internship report.

Dear Sir,

This is to inform you that I have completed the report on M.H Brandroot Limited and it is an immense pleasure for me to submit my internship report to you that has been prepared for the completion of the Bachelor of Business Administration. It is a great honor for me to work under your guidance. The title of the report is "**An Analysis of the Marketing Activities of M.H Brandroot Limited**". I got the opportunity to work under the supervision of Md. Mizanul Haque, Managing Director. To prepare this report I have tried my level best to collect the most relevant and logical information to make this report more reliable and informative. My colleagues are the primary source of the information I got. I have tried my best to achieve the objective of the report and hope my efforts will serve the purpose. I will be grateful if you provide me with your valuable judgment regarding this report. However, despite my best effort, there may remain some flaws in the report. I hope and pray that the mistakes will be kindly excused. Thank you for your concentration and patience.

Sincerely Yours



.....
Jannatul Jarin
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Declaration

I, Jannatul Jarin hereby declare that the internship Report titled “**An Analysis of the Marketing Activities of M.H Brandroot Limited**” has been submitted for the fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA).

I also confirm that the report was made on my original work experience and analysis. It does not have any copyright and neither the whole nor any part of this report has been submitted to any other organization before.



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Certificate of Supervisor

This is to certify that the internship report entitled **An Analysis of the Marketing Activities of M.H Brandroot Limited** is prepared by Jannatul Jarin, ID # 121-11-2431, as a requirement of the BBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission and acceptance.



Professor Dr. Mohammed Masum Iqbal

Department of Business Administration
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Daffodil International University

Acknowledgement

As a part of my internship, I was assigned some tasks to reflect my learning and I would like to take the opportunity to express my gratitude.

First of all, I would like to express my gratitude to the Almighty who has allowed me to complete my internship successfully.

I would thank Daffodil International University for enlightening me throughout my BBA program and I also reserve my heartfelt gratitude to my internship supervisor **Professor Dr. Mohammed Masum Iqbal**, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, whose direction, guidance and support helped me to remain confident on my work. I believe the success of my internship highly goes to my supervisor.

My deepest appreciation and thanks go to **M.H Brandroot Limited** for giving me a chance for learning and professional development. My heartfelt thanks to **Md. Mizanul Haque (Managing Director)** despite of very busy schedule guides me and takes me to the correct path and helps me a lot with his cooperation and support to complete my project successfully.

Executive Summary

The internship is such a program that helps a student to experience corporate life. This internship report was based on **An Analysis of the Marketing Activities of M.H Brandroot Limited.** This report will help to identify the marketing strategies of the company. Also, the Marketing Mix of this company has been explained. This report mentioned the problem they face and some recommendations were also given about how the problems can be solved. To make this report more effective various primary and secondary data have been collected. For primary information face to face conversation has been done and the sample size is 10. And secondary information has been collected through different books, journals, web portals etc. This report will serve a great idea for the market analyzer.

This report includes an overview of the marketing activities of M.H. Brandroot Limited which has been categorized into several chapters. Here is a detailed analysis of the marketing activities of M.H Brandroot Limited like STP Model (Segmentation, Targeting, and Positioning), Marketing Mix (Product, Place, Price, and Promotion), Different Marketing types, etc.

This report shows that their salesperson's efforts to represent their company and convincing power are not satisfactory. Their communication gap reason's customer's dissatisfaction. The rate of their raw materials is increasing day by day as a result salesperson finds it difficult to increase sales. This report has some recommendations to solve their identified problem. They must have more experienced salespersons to reach their goals. They should make some marketing policies and strategies to improve the skills of their salespersons.

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Chapter: 01

Introductory Part

1.1 Origin of the Study

A report which refers to the 3 months of activity and work experiences after completing the Bachelor of Business Administration course program. The primary goal of the internship is to get theoretical knowledge in real life job. Here is the internship report which is completed in **MH Brandroot Limited.**" under the supervision of MD. Mizanul Haque, Managing Director. Besides, this report was made under the supervision of the respective internship course advisor **Professor Dr. Mohammed Masum Iqbal**, Department of Business Administration, Daffodil International University. It is a great opportunity to make this report as it clarifies all the tasks and responsibilities. According to the topic, this report has mainly stated the Marketing strategies of M.H Brandroot Limited. So the topic tagline goes "**An Analysis of the Marketing activities of M.H Brandroot Limited**".

1.2 Background of the Study

The internship program has become the bridge for students to enter corporate life from the university. An internship period helps to know much more about the corporate world and experience it. An internship program helps to know that in the present world packaging makes a huge difference in making purchase decisions. Studies show that about 90% of purchases were made subconsciously and packaging plays a vital role in making first impressions. Making finished goods consists of many steps. First customers have to design the packet that they want to sell then make cylinders from that specific design and then a print occurs. Customers can make many choices of packet color according to their needs. Different colors need different cylinders. To be successful in the printing section company have to think appropriately and give customers more choices. When MH Brandroot Limited makes any of its marketing activities company focuses on quality and always give priority to customer satisfaction. As the world is changing day by day and increasing market challenges marketing strategies are also changing. The marketing section is working hard to come up with the changing situations.

1.3 Objectives of the Study

The objectives of the study are the following.

- I. To identify the marketing strategies of M.H Brandroot Limited;
- II. To explain the marketing mix of M.H Brandroot Limited;
- III. To identify the problems related to the marketing activities of M.H Brandroot Limited;
- IV. To make some recommendations to solve the problems.

1.4 Scope of the Study

M.H Brandroot Ltd is although a new startup company, but crosses about 7 years of age. By this time, a kind of opinion and criticism has been developed in our mind to identify the strength, quality and other related issues, this study has been pursued. This report renders a close analytical look at the overall Marketing activities of M.H Brandroot Limited. In addition, it's growth and development. The report is written from the point of view of M.H Brandroot Limited, as it is expected to augment the market intelligence base of the market research.

1.5 Methodology of the Study

The first step of this study was problem identification and deciding on the topic. This was achieved through consultation with the advisor and the supervisor of the respective department. Next, the particular objectives of the project were set. Based on these objectives, the necessary data for the completion of the study were identified and collected. In this report “An analysis of the marketing activities of M.H. Brandroot Limited” is briefly discussed. This data has been taken from the period of the last 4.5 years from 2018 to 2022.

Next, those internal sources were identified for collecting necessary information. After this, the data collection process began. Both primary and secondary sources were used.

Nature- This report is qualitative.

Primary sources: Staff of MH Brandroot Limited.

Secondary Sources: Secondary data have been collected from the following sources. Web sites of MH Brandroot Ltd and Other Web sites.

Target population: All the staff of MH Brandroot Limited and some of the clients of MH Brandroot Ltd.

Sample size: Ten (10) employees of M.H Brandroot Limited

Sampling method: Convenience sampling.

Data Collection method: Depth interview.

1.6 Limitations

This report has been prepared based on the feedback and information provided by the Marketing division also the learning throughout this internship program. Although the maximum effort was given to make the report a perfect one but it suffered from some limitations. Major ones are given here that were faced during the internship program.

- The marketing department's information's are very confidential and private. Some information must not be disclosed to the world. Employees are not willing to share some sensitive information that the company protects.
- Sometimes the concerned person may not provide relevant data due to office rush hours. The most difficult part is to take depth interviews as they are busy in calls with customers and other activities. So most of the time I get time to talk with them during lunch hours or break time.
- No studies were done before.
- Lack of relevant information about marketing strategies.

Lastly, the period given is not enough to make a rich report but the best effort was given to make the report.

Chapter 2

Organization Part



MH BRANDROOT LTD.

2. Organizational Overview

2.1 Background of the company

In today's world, the printing sector is updating day by day with modern types of machinery and experienced manpower. M.H Brandroot Limited is a private company established in 2018 and specialized in flexible printing. The company supplies printing products using fully automated gravure printing technologies. They use different materials for a different types of products.

They set up Digital Flexible printing, Packaging and Graphics Design, Digital Printing and Digital Design for all sorts of Packaging items including candy wrappers, frozen food, detergents, soap, shampoo mini pack, labels for food and beverage items, snack foods (chips, chanachur, slice cakes) etc. It continuously investing in its manpower and digital machinery to push up the top in this packaging industry. All of the Company's products are manufactured by following international requirements and customized to meet individual customers' specifications.

Their primary service is to give print solutions but if needed it also gives rotogravure cylinder support for the customers. A wide variety of packages like reels, pouches, shrink, pearl, strip, etc are delivered for every industry.



2.2 Vision, Mission, and Values

2.2.1 Our Vision

A digital solution for a flexible printing world with the best quality products and satisfactory customer services.

2.2.2 Our Mission

Let customers get their imagined product into their hands in reality.

2.2.3 Core Values

- ✓ Make It Easy: They are always there to make customers' work easier with their services.
- ✓ Keep promises: They always try to do any work perfectly. If there is any problem they are always ready to solve it. They are not over-promising.
- ✓ Admit mistakes: If they make any mistake they always admit it and say sorry to their valuable customers.
- ✓ Inspiring: They bring energy to the work through inspiration.
- ✓ Quality: They always focus on quality. Every delivery they make after quality checking.

2.3 Production Process:

A final product goes through a few steps.

- ✓ Designing the product on a computer.
- ✓ Making Rotogravure cylinder after confirming it by the customers.
- ✓ Printing
- ✓ Lamination
- ✓ Cutting (by roll/ pouch)
- ✓ Final
- ✓ Delivery

2.4 Machines

- ✓ Printing machine
- ✓ Lamination machine
- ✓ Film making machine
- ✓ Pouch Machine
- ✓ Slitting machine
- ✓ Sealing machine

2.5 Raw materials

There are many raw materials used in production

- ✓ Pet (Polyester)
- ✓ Matt film
- ✓ BOPP
- ✓ MCPP
- ✓ MPET
- ✓ Alu Foil
- ✓ LLDP
- ✓ Shrink film
- ✓ Strip foil
- ✓ Blister foil



LD extrusion machine



LD granules



Printing Machine

2.6 Packaging Categories

Foods and beverages- Chips, Chocolate, Ice-Cream, Chanachur, Fried Peas, Fried Dal, Chutney, Atta, Maida, Juice bottle label, Frozen foods, Frozen Vegetables and meat Etc.

Agro products-Fertilizer, Seeds, Animal health etc.

Oil- Soybean and mustard oil pouch.

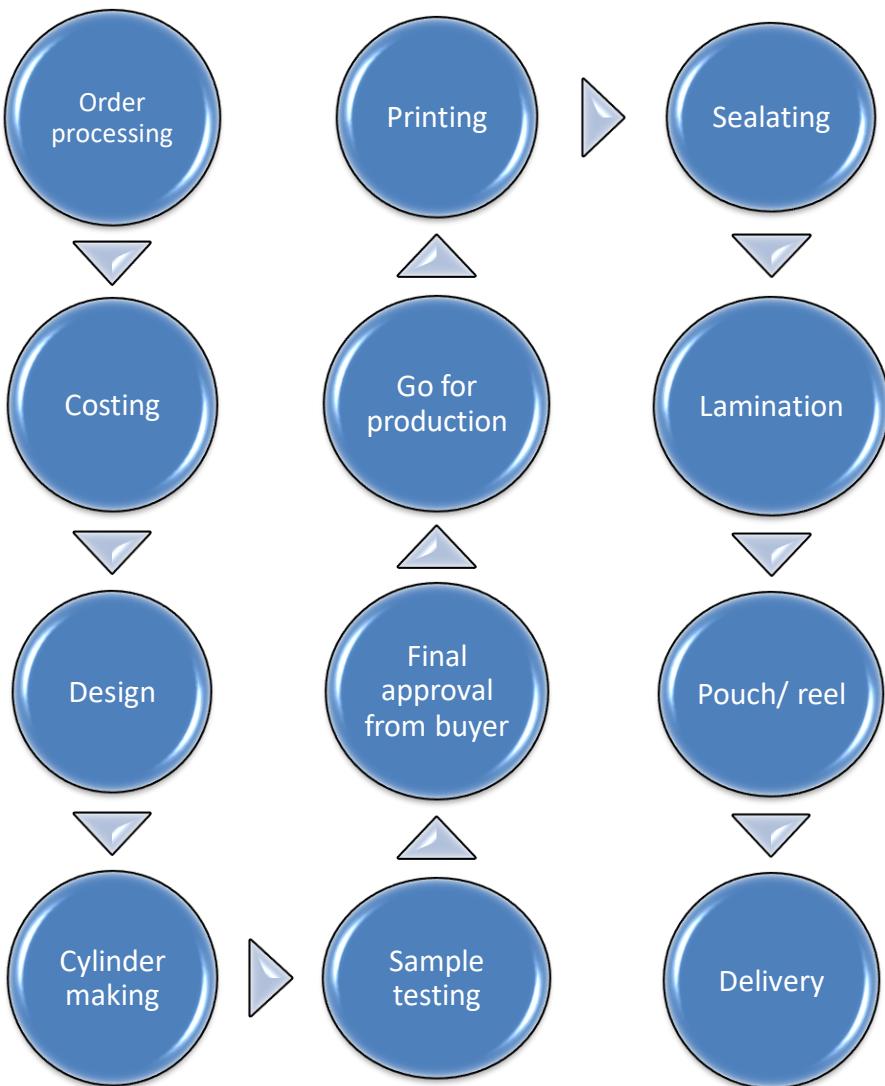
Pharmaceutical- Blister and Strip foil print.

Garments- Zipper Pouch.

2.7 Customer services

In the past packaging was only used to identify a product simply. But as time passes the same packaging has gone very far. Now it has converted to digital printing. Customers want their products to look best by using the best design. Customers get design support here. Designers made the best designs according to the client's needs. They ensure that client's dream product come true. M.H Brandroot Limited offers a broad range of flexible printing services that include (Reels, pouches, film, lamination, labels) etc. They supply modern, cost-effective and environment friendly packaging. They are very serious about providing finished goods in time so that clients get their products before reaching their deadlines. They always believe that a satisfied customer will come back to you. They are always active in the phone call between 10 am-8 pm. Not only that they are committed to receiving the call after office hours or on holidays in emergency cases. There's always a team to assist their clients. They are excellent in quality.

2.8 Total process of final Production



Chapter: 3

Marketing Strategies of M.H Brandroot Limited

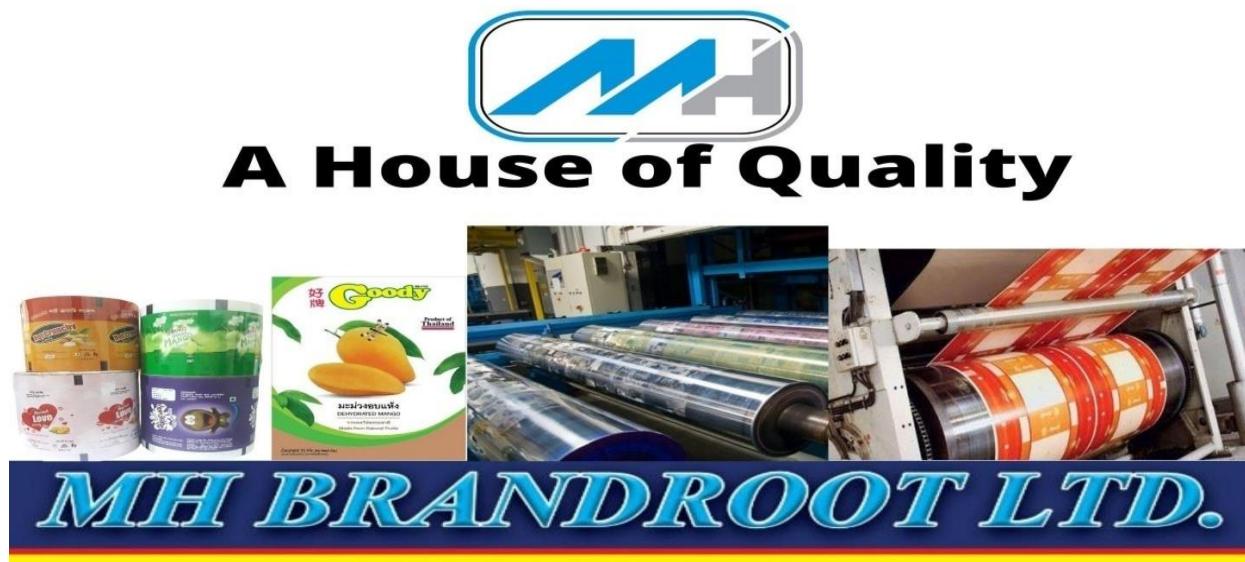
3.1 Marketing

Marketing is the activities that a company takes to promote a product or service that it was selling, including market research and advertising. By marketing companies identify their ideal customers; seek attention for the product or service available. Marketing is used to create, keep and satisfy customers.

People often do not know the exact definition of marketing. When asked what is marketing most people will define it as selling or advertising. As the answers are not wrong but most of them don't know they are only a part of marketing. A full marketing process includes promotion, distribution, Social media content, Segmentation, Targeting, Positioning, and Marketing Mix Etc.

Marketing can be done traditionally and digitally. Traditional marketing includes print ads, Direct mail, billboards, direct calling, event marketing, door-to-door marketing etc. Digital Marketing includes Search Engine Optimization (SEO), Pay-per-click (PPC), Mobile marketing, social media marketing etc.

Marketing is very broad and its strategies help a company or brand to achieve its objectives and goals.



3.2 Different Marketing types

When it comes to the types of marketing it can be expressed by given categories. The majority of businesses mixes them and makes a strong marketing strategy.



3.3 Marketing Strategies

3.3.1 STP Marketing model

M.H. Brandroot Limited is a growing business. As competition is very tough in today's world and many more established companies are in the market in the same trade so for future profitability and continuous success M.H Brandroot Limited trying to make the best marketing strategies. STP marketing has become the core concept of modern-day marketing. STP Marketing is effective because it focuses on breaking your customer base into smaller groups and allows you to develop marketing strategies to reach their target customers. M.H Brandroot Limited also follows this STP Marketing concept. The segmentation, Targeting, and Positioning of M.H Brandroot Limited are described below-



3.3.1.1 Segmentation

This is the first step of the STP Marketing model. In this stage, companies segment their total market into different sections to target a specific market. It also helps a Company to understand the current market scenario. M.H Brandroot Limited has started adopting market segment strategies to improve its supplier performance. After doing market segmentation they can know customers' needs wants and demands more easily. They also started to exceed their customers' requirements. The market segments of M.H Brandroot Limited can be partitioned into two parts-

- Geographic segmentation
- Behavioral segmentation

Geographic segmentation

Geographic segmentation involves dividing the market based on where the consumer lives. People in different parts of the world display different characteristics. M.H Brandroot Limited focuses on Geographic segmentation as not every place is an industrial area. So the company has to focus on it because if the company gives effort into marketing in that area where product relevance and advertising effectiveness are low it will be a failed marketing strategy. Matching these products and advertising techniques means reaching more relevant audiences in a place. M.H Brandroot Limited mainly focused on Pabna, Bogura, Chittagong, and Khulna.

Behavioral segmentation

M.H Brandroot Limited focus on Customer's past actions and their satisfaction. They mainly work with large and medium companies. So segmented their customers based on their previous purchasing behavior and their engagement level with them. The companies are more engaging with M.H Brandroot limited; they give more effort into marketing strategies for them to achieve their satisfaction.

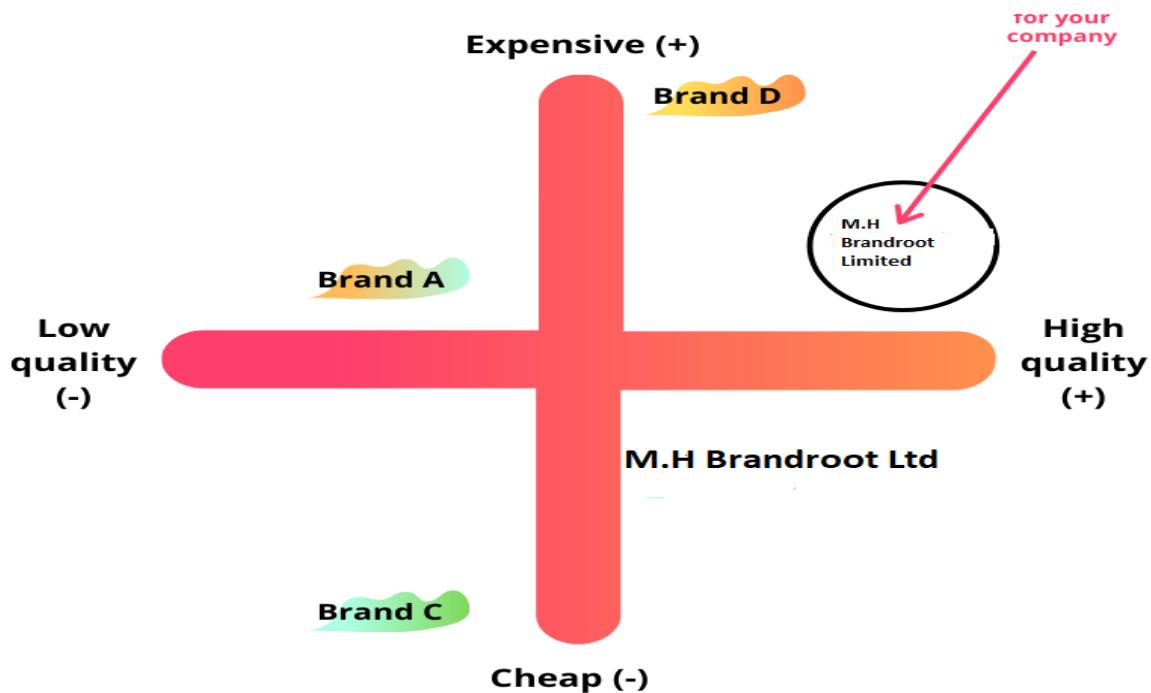
3.3.1.2 Targeting

One of the biggest responsibilities of the packaging industry is to know the target market that they must reach. Targeting is the decision about which market segment a business will prioritize for its sales and marketing efforts. When it becomes clear who will be your target customers it will be easy to work for them and make a profit. M.H Brandroot Limited target its market based on some criteria.



3.3.1.3 Positioning

The objective of market Positioning is to establish the image or identity of a brand or product within the target market by giving the greatest advantage over other competitors. Because positioning the brand sits on customer's minds. M.H Brandroot Limited creates positioning in customer's minds by giving high-quality products at a cheaper rate than their competitors. By analyzing its competitors and current market Position Company makes its positioning strategy. But the company not only focused on where the product is today. They also focused on the progress for the future.



Chapter-04

Marketing Mix of M. H Brandroot Limited

4.1 Marketing Mix

Marketing mix refers to the 4 key elements of marketing strategy: Product, Place, Price, and Promotion. To make a successful market strategy consideration and wise implementation of 4P's is very important. After identifying the target market the next thing to do for the company is to make a marketing mix plan. The marketing mix is about putting the right product at a right time at the right price. By paying attention to these four elements of the Marketing mix, a business can maximize the chance of its product being recognized and brought by customers. Every business should have its marketing mix model.



4Ps of Marketing Mix

4.1.1 Product

A product is an item that is produced to satisfy the needs of a certain group of people. Before that company must ensure what type of products are demandable for your market. It can be tangible or intangible; it can be goods or services. Before developing the right product for your business you have to answer some questions.

- What type of service or product customers want from you?
- What type of benefits your product must have to meet customer's needs?
- Is your product easy to use?
- Are there any necessary features that are not in your product?
- Are your products available?

M.H Brandroot Limited provides packaging products of different materials. The company has met all the questions given above. Before making a design for a product they think about what customers like. Then make a rotogravure cylinder and then it goes for printing for the final outcome.



4.1.2 Price

Price is the value of a product by which a customer is going to buy the product or service from a company. This factor is an extremely important part of the marketing strategy to gain a margin what you hope to obtain. It helps to fulfill the company's financial goals. M.H Brandroot Limited thinks about production costs, raw materials costs, and competitor's prices then make price quotations for a client. Adjusting a price with the clients is very difficult because even a little bit creates a huge difference. Some factors are there that company has to think about making the pricing strategies. They are pointed out below-

- M.H Brandroot Limited has different rates for different types of raw materials. Quantity of ordered goods also makes a difference in rate as it's a production business and when it's time for printing there was some wastage of raw materials. No matter quantity is large or small wastage is the same. So M.H Brandroot Limited decided if the quantity is small then the rate will increase a little bit as there profit is low but wastage is more.
- The thickness of a LD packet also affects rate. If LD is thick in a packet rate becomes a little bit low because working in thin LD is harder than working in thick LD.

Pricing list for the products of M.H Brandroot Limited

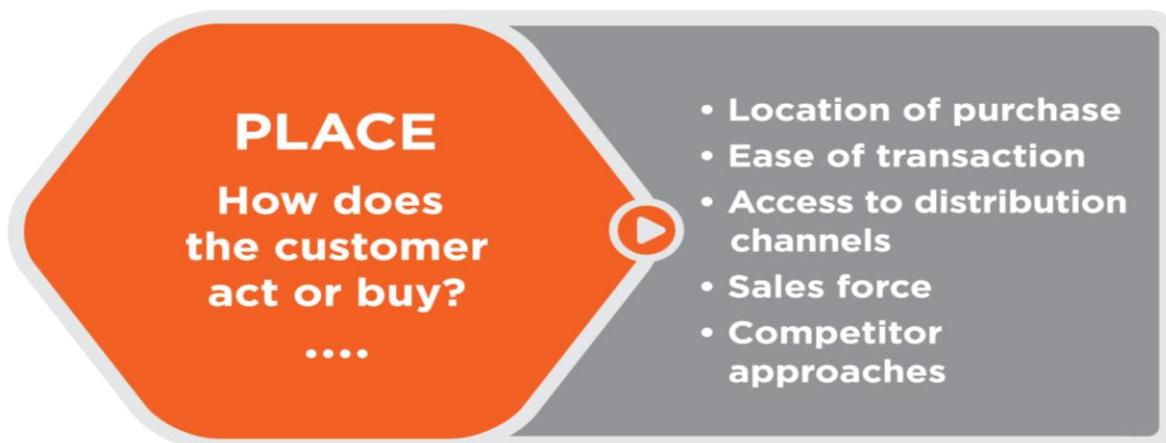
Raw materials	Rate per kg (Sell)
Pet+LD	400/-
Unprinted LD	380/-
Pet+Mpet+LD	490/-
Pet+ALU+LD	570/-
Unprinted Alu	500/-
Pet+MCPP	500/-
Matt+MCPP	560/-
Shrink film	700/-
Strip Foil	650/-
Pearl Film	630/-

But it can be said that M.H Brandroot Limited has different material options for every possible budget and give the best quality within this budget.

4.1.3 Place

Product placement is an advertisement technique that focuses on where the company sells its products so that they are easily available to the target market. It ensures that the goods and services are readily available to end users. Companies choose the perfect location for more sales as it will directly impact on sell. M.H Brandroot Limited supplies all over Bangladesh but they are highly focused on Bogura, Pabna, Khulna etc, and have their sales representative there. If anyone wants to purchase a product from M.H Brandroot Limited they can send their liked design soft copy through mail and hardcopy by courier and the company will make a cylinder from that design and go for printing.

- Mainly M.H Brandroot Limited purchase from Khulna. They also have a head office at Purana Paltan. So customers can easily make transactions there.
- M.H Brandroot Limited uses sales force that directly sells to the buyers. So company distributed its sales team to different areas to interact with customers directly.
- The major competitors for M.H Brandroot Ltd are Perfect pack bd, Fresh Plastic and Packaging, BD Plust Ltd, Cristal Flexi pack, Apollo print pack Etc. As their competitors are well-established companies sometimes clients show that they are not interested. This causes difficulties for the sales representative to make them positive. Rather than a huge number of competition M.H Brandroot Ltd is trying to give their best in the market.
- The distribution channel is first of all the product can be sent to the all branches from production house by using companies car and the distribution team can deliver the product door to door of the customers.



4.1.4 Promotion

Promotion is the activity that is used to seduce customers to buy the product. It was used to gain the attention of the customers of their products. Before making a promotional strategy a company should consider the tactics used by its competitors and make a unique and effective method for promotion. Promotion encompasses advertising, online marketing, direct marketing, sales promotion, campaigns etc. Promotional activities should be specific and thoughtful. The ways M.H Brandroot Limited follows to promote its products are given below-

- **Social Media Marketing**-M.H Brandroot Limited is not highly focused on social media marketing. Their online strategies are very weak.
- **Face-to-face marketing**- M.H Brandroot Limited is very active on face to face marketing. Their sell representatives always visit different cities all over Bangladesh. It encourages positive interaction through client meetings, sales events, product demos etc. Sales representatives have shared their experience and told meeting someone face to face is very much different from meeting or talking to them online.
- **Email Marketing**- From M,H Brandroot Limited,s Office admins send promotional emails to different email addresses. For companies that may need packaging services (like agro companies, food and beverage companies, pharmaceutical companies etc) M.H Brandroot has the lists and their details also. So they send offers and special price quotations to them from time to time.
- **Personal selling**- M.H Brandroot Limited do direct phone calls to different customers and told them about their product. If any of the customers are willing to know more their sales representative goes there for further discussion.
- **Word of Mouth Marketing**- M.H Brandroot Limited considers word-of-mouth marketing very powerful for their business. Because when a reputed company recommends their familiar ones about the benefit or quality of products and services new customers easily get attracted. So the company is highly focused on customer satisfaction. This marketing activity is inexpensive. The only need for this marketing is current customer satisfaction.

Chapter-5

Problems and Recommendations

5.1 Problems Identified:

M.H Brandroot limited is a startup company in Bangladesh and they have a good production house but although they need to pay some attention to some specific areas in which improvement is needed must for success such as the following.....

- ❖ Their sales team is not well enough skilled for that reason they are not enough to represent the company to the customers and reach the goals because they do not have training facilities for their staff.
- ❖ The communication gap between customers and the company as salespersons failed to make a bridge between them because the salespersons do not follow up with customers from time to time.
- ❖ The company sales persons have lack convince power to convince valuable customers and get more orders.
- ❖ Now-a-days one major problem arises that the product price rate is getting high at every moment because of shortage of raw materials. But clients do not want to pay more.
- ❖ Sometimes company faces problems in maintaining the delivery schedule due to delayed production and shortage of skilled manpower.
- ❖ The company has a big problem in that is sometimes management has taken some decisions in their monthly meeting for improving companies goodwill but not execute properly at the field level.
- ❖ Their Promotional activities are depending on traditional marketing because of little knowledge of digital marketing.
- ❖ The company faces a late production schedule as they do not get materials in time due to worldwide covid-19 and world political crises, especially in Russia and Ukraine wars.

5.2 Recommendations

M.H Brandroot Limited they are trying very hard to expand and grow its business. They have motivated employees, improved abilities, made good customer relationships, and improved sales team spirit. For making all the requirements work perfectly they are working heart and soul. But here are some recommendations for M.H Brandroot Limited that should take into consideration. They are as follows-

- ❖ M.H Brandroot limited should hire more experienced people for their company if they can help the company to reach the company's target and achieve the company's goal properly.
- ❖ M.H Brandroot limited should resolve the communication gap between top-level management to the lower-level staff by using a digital platform like Whatsapp business group, Facebook messenger group as well as other social media platforms.
- ❖ M.H Brandroot limited company should take some policies for their sales team for improving their convincing power to make more orders from the customers.
- ❖ M.H Brandroot limited should make sure the product's pricing stability for their valuable consumer as a result sales will increase more and more.
- ❖ For increasing sales and services M.H Brandroot limited should arrange some training facilities, seminars and other strategies for their staff especially the sales team for improving their skills and abilities.
- ❖ M.H Brandroot limited should execute all decisions that they have taken at their regular meeting at the field level as early as possible.
- ❖ M.H Brandroot limited should change its marketing strategy because in this 2021st-century company should give their all advertisement and promotional activities on different social media platforms as a result consumers will reach them very quickly. Traditional and Digital Marketing should do together to reach more customers.
- ❖ M.H Brandroot limited should change its delivery system and should make a digital revolution to deliver the products to its customers as early as possible.
- ❖ To recover late production they should maintain work order dates so the first order will get priority during printing.

However, to sustain existing good clients they should increase more facilities. Back end they should solve the problem immediately and bring the maximum outcome with sufficient results.

Conclusion

This report discussed the current market analysis and how they can improve more in. They ensure efficient, consistent and effective services for their customers that will enhance their reputation in the upcoming days. They are well enough at the same time they have some lackings also. But they are maintaining high quality to reach the customer target level. So customers are highly satisfied with the quality. As we know satisfaction never ends. So to solve all the problems is highly needed as fast as possible.

M.H Brandroot Limited is a company that experiences changes every time. They are expanding rapidly to meet the growing needs. They are pushing their manpower to go to the top position in the packaging industry. They are very inspiring for employees.

M.H Brandroot limited provides the best quality packaging materials to its valued customers to gain trust, loyalty and productive outcome. As a student of marketing, this period has helped a lot to understand the current market position. It was a wonderful journey with M.H Brandroot Limited.

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