

Internship Report

On

Marketing Strategy & Marketing Mix of

US Bangla.

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Letter of Transmittal

April 3rd, 2022

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Subject: **Submission of Internship Report on Marketing Strategy & Marketing Mix of US Bangla.**

With immense pleasure, I submit my internship report on the marketing strategy and marketing mix of US Bangla, which was assigned as a prerequisite for my Bachelor's Degree. I am grateful for the chance to prepare this report. I did my best to complete my internship report sincerely and bring forth a significant perspective within the limits. Despite certain obstacles, I was able to survey the research and make it relevant by doing several instructive activities with co-operation. The final internship project report helped develop theoretical knowledge to my realistic work atmosphere.

Thank you for your time and consideration, and I eagerly await your kind acceptance of my work. I am certain that this report will meet your requirements.

Yours Sincerely,

SRABONI

Sraboni Clara Mohonta


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Approval Certificate

This is to certify that Sraboni Clara Mohonta, ID: 181-11-5833. Major in Marketing, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University has successfully completed her internship program under my supervision. Her internship report on **Marketing Strategy & Marketing Mix of US Bangla** is accepted for consideration.

I wish her total success in life.



Mr. Siddiqur Rahman

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Student Declaration

This report on “**Marketing Strategy & Marketing Mix of US Bangla**” is being prepared for the completion of my Bachelor's degree by me, Sraboni Clara Mohonta, ID: 181-11-5833. After finishing my three-month internship, I prepared this report about US Bangla. I'd like to point out that I wrote this paper only for academic purposes. I further declare that I did not submit this report anywhere for the awarding of a degree, diploma, or certificate.

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Acknowledgment

To begin with, I want to express my gratitude to Allah, the Almighty, for providing me with the qualities, courage, and capacity to finish the internship report. Getting a completed report into the hands of a reader necessitates the efforts and assistance of many persons. Such efforts are also the foundation of my report. I'd like to thank a few of the individuals that guided and assisted me in creating this report.

Firstly, I would like to express my gratitude to Mr. Siddiqur Rahman, my internship supervisor, for assigning me the responsibility of producing an internship report titled marketing strategy and marketing mix of US Bangla airlines. His constant support and reinforcement have inspired me to accomplish the work efficiently. It helped me have a better grasp of understanding the behind marketing strategy of US Bangla.

Second, I would like to thank my supervisor, Lia Islam Sr. Executive of US Bangla for her wonderful collaboration in preparing the Internship report also my two team mates, General Cabin Crew Suravi Dewan and Samira Tabassum Meem for their help and corporation that gave me a full understanding of how to operate in the corporate area and gave me the chance to cope with the organizational environment in a competitive aviation industry through guidelines. The internship program is carried out with the entire company's effort offered by the workers and staffs.

Finally, my heartfelt thanks go to Daffodil International University, Bangladesh (DIU), which is the reason I am standing here on the verge of completing my bachelor's degree successfully.

Executive Summary

The US Bangla airlines company is a subsidiary of the US Bangla group of companies and is widely considered as the market leader in the Bangladesh airlines industry. I made great effort to depict everything. This internship report, "**Marketing Strategy & Marketing Mix of US Bangla,**" was prepared to meet a requirement for Daffodil International University's BBA degree. In my paper, I basically covered four chapters, including the conclusion.

In the Introduction section, I discussed the Project Description to analyze marketing mix of US Bangla also included the objective, methodology, information source and analytical limits of the study.

The organization overview focuses mostly on US Bangla Airlines. Although US Bengal is one of our country's most progressive airlines, I have tried to discuss the company's entire operations, mission, vision, and services in depth. Also included the information on the destinations of US Bangla operating routes and added the plan of expansion with more international locations and fleet multiplication.

Furthermore, I describe about the Theoretical background of market segmentation with Demographic Segmentation, Behavioral Segmentation and Psychographic segmentation. Moreover, gathered information of target marketing and market positioning with 7p of marketing mix.

To analyze the marketing plan, I presented Segmentation practice of US Bangla. so that I could learn about the company's present status. I also detailed the customer segmentation. Also added 7ps analysis to better evaluate overall performance and customer happiness. Explained about the strategy of 7ps of marketing with all the strategy in detail.

Finally, I tried to reach some important conclusions and provide recommendations according to my knowledge to enhanced their service quality.

Throughout the study, I tried to concentrate on the STP of US Bangla Airline supplied by my esteemed instructor, and I tried to integrate all of the information that were directly or indirectly relevant to my analysis.

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Chapter-1

Introduction

1.1 Introduction

Origin of the report: In today's competitive global era, internship programs make theories and learning instances tangible by placing the scholar in a real-world work environment performing genuine professional duties. This internship program has been made mandatory for all Daffodil International University Business graduates as a component of the BBA degree. After completing his or her three-month internship, a student must submit an internship report. The report is the result of the internship suggested by the guiding instructor. My internship report is titled "**Marketing Strategy & Marketing Mix of US Bangla.**" I completed a three-month internship at US Bangla Airlines, where I am also employed, and am now continuing my internship at this company, which is based on my experience there.

1.2 Objectives of the Study

The report's key objective will be to show the Marketing Activities and Marketing Mix of US Bangla Airlines. The objectives of the studies are summarized as follows:

- To analyze the marketing strategy by using STP of US Bangla.
- To explain marketing mix of US Bangla.
- To identify the problems related to marketing strategy & marketing mix.
- To develop recommendations based on mentioned problems.

1.3 Scope of the Study

The study provides a wealth of insights into the marketing mix activities of US Bangla Airlines. Since I was already working with them, it helped me to become richer by learning different parts of the company. It consists of my observations and work experience over time. This report covers general marketing activities, Services, Customer Relationships, Marketing mix of US Bangla Airlines Limited.

1.4 Methodology of the Study

The study is based on the marketing mix strategies of US Bangla Airlines. This study is a Qualitative and Exploratory in nature which has been finalized through various information of data collections. There were two sources from which the data was gathered.

Primary Sources:

- In-person discussion with my team.
- Through observation, work experience nature also direct engagement in US Bangla Airlines.

Secondary Sources:

- The company's scheduled report, annual report, marketing reports.
- Manuals and files.
- Official Website
- Text book

1.5 Limitations of the Study

There were also some challenges in completing this report, A lack of time.

- Lack of time due to attend flight as an employee.
- Due to their predictable work, the administrators were occasionally unable to deliver the guidance.
- The Marketing department protects the privacy of their actions and internal information.

Chapter-2 Organization

2.1 Introduction

US-Bangla Airlines is considered one of Bangladesh's leading industrial service providers. The standards and airline services offered by this company are clearly taken into account and are compared to the rest of the world's aviation industry. Aviation Services guarantees regular and punctual flights in all domestic regions of Bangladesh, covering most of the in South Asia and Southeast Asia, the Middle East, and SAARC region-related seekers. Image of the aviation market industry. The company is currently implementing a competitive strategy of in the aviation sector and is considered one of the largest parts of the US Bangla group.

The airline runs under the slogan "Fly Fast Fly Safe," and the tagline signifies that it will supply consumers with flights that are reasonably safe and accurate. The airline fleet is comprised of the most recent and innovative aircraft, assuring the safety and speed of local and international flights, as well as prompt execution via the efforts of the team, most notably the crew members.

2.2 Overview of US-Bangla Airlines

The US-Bangla Airlines Company began its journey on July 17, 2014. The organization is a component of the US-Bangla Represents an extension, which is regarded as a massive business conglomerate in Bangladesh. The airline service is managed by the Civil Aviation Authority of Bangladesh (CAAB) as well as the Civil Aviation Ministry of Tourism. The organization is covered with different parts of enterprises and industrial sectors, service sectors, and so on, which gives overall options to develop and manage the company dynamically. Through air travel, the organization has covered all domestic locations with 50% market share and maximum passenger numbers. As a result, the industry is sometimes referred to as a chain company because all the individual sectors of the enterprise are connected and interconnected, reducing serious risks in the future.

The following companies are part of the US Bangla group:

- American Purbachal City
- East-American City
- Holidays Home Project in Kuakata
- Green University of Bangladesh
- US-Bangla Medical College & Hospital
- US-Bangla Leather Products Ltd.

2.3 Company Vision & Mission

Vision:

The company's vision is to become the best airline in Asia by providing the comfortable service which is convenient and safe. The company aims to operate the service with excellence and a reliable dedication and trust.

Mission:

- To provide excellent airline services nationally and internationally with maintain a minimal cost effectiveness.
- To provide a reliable service to its travelers through the hand of well trained and dedicated employees.
- To ensure the utmost safety and comfort through the journey

Company Values:

- Safety
- Efficiency
- Teamwork
- Consistent Learning
- Contribution to the nation's economy.

2.4 Airline Company Fleet Information

The airline first purchased two Bombardier DASH-8 Q 400 aircraft, and the third one was bought after a few months of service. The aircraft has a 76-seat passenger carrying capacity in its cabin and is powered by a high-speed turbo propeller engine. Later, the airline had four modern Boeing 737-800 aircrafts powered by turbojet engines, with eight seats in business class and 156 seats in economy class. As a result, the organization works regular flights on both internal and international routes, including those to SAARC nations.

- Bombardier Dash8 Q400 turboprop aircraft – Three aircraft are now in service out of a total of four. (A Dash8Q 402 modeled aircraft registration S2-AGU crashed while conducting a complete stop landing at Tribhuvan International Airport (ICAO code - VNKT), killing 51 of the 71 persons on board.)
- There is also another fleet of 3 ATR 72-600 turbo prop aircrafts going to be added soon.
- Boeing 737-800 – 4 aircrafts active in service -Another 2 aircrafts of this model added recently.

2.5 Destinations

According to the latest sources, US Bangla Airlines operated 15 local and international routes. Recently, it was announced that airlines have launched new services in Dubai and Dammam.

Here giving a list of Airline Company both domestic and international flight routes:

Country	City	Airport
Domestic Flight		
	Dhaka	Shahjalal International Airport
	Chittagong	Shah Amanat International Airport
	Jessore	Jessore Airport
	Cox's Bazar	Cox's Bazar Airport

Bangladesh	Saidpur	Saidpur Airport
	Sylhet	Osmani International Airport
	Rajshahi	Shah Makhdum Airport
	Barisal	Barisal Airport

International Flight		
China	Guangzhou	Guangzhou Baiyun International Airport
India	Kolkata	Netaji Subhash Chandra Bose International Airport
Malaysia	Kuala Lumpur	Kuala Lumpur International Airport (KLIA)
Oman	Muscat	Muscat International Airport
Qatar	Doha	Doha Hamad International Airport
Singapore	Singapore	Singapore Changi Airport
Dubai	Dubai	Dubai International Airport
Sharjah	Sharjah	Sharjah International Airport
India	Chennai	Chennai International Airport
Thailand	Bangkok	Suvarnabhumi Airport

2.6 Plan of expansion

In November 2021, a top airline executive announced the airline's strategy for development for both of its destination fleets, as the airline is willing to introduce seven additional foreign routes from Dhaka, namely Jeddah, Dammam, Medina, Riyadh, Sharjah, Abu Dhabi, and Colombo. If Bangladesh achieves Civil Aviation Category– by 2022, the airline plans to launch a Dhaka–New York flight in 2023. As a result, a few European locations, including London, Paris, Amsterdam, and Rome, are set to be launched by 2023. By 2023, the airline plans to add eight additional Airbus A321LRs to its fleet.

2.7 Company Recognition

- The Bangladesh Travelers Forum named the USBA "The Best Domestic Airlines" for 2014 and 2015.
- The only airline to have received ISO 9001:2008 certification, which is in accordance with the Universal Safety Oversight Audit Program.
- Chevron Company has also audited and verified it for its authorities.
- The aircraft of the airline are serviced by certified and highly experienced international and local aviation maintenance experts.
- The pilots are likewise highly qualified and experienced.

Chapter-3

Theoretical Background

In this study, I tried to analyze the modeling of US Bengal using STP. So, in this chapter I try to describe all the theoretical terms in a better brief.

3.0 Market segmentation: Market segmentation in marketing is the division of prospective customers into groups or segments with comparable needs and reactions to marketing efforts. Market segmentation helps businesses to target various customer groups who understand the entire worth of particular goods and services in a variety of ways.

Here I describe some types of segmentations.

- **Demographic Segmentation:** One of the simplest, frequently used techniques for market segmentation is demographic segmentation. It involves segmenting the market based on factors such as age, income, gender, race, education, and occupation of the target audience. According to this market segmentation technique, people with comparable demographics will have comparable wants.
- **Behavioral segmentation:** Behavioral segmentation significantly relies on market data, consumer behavior, and customer decision-making trends. Based on their prior interactions with markets and products, this method categorizes consumers.
- **Psychographic segmentation:** Psychographic segmentation attempts to categorize consumers based on their lifestyle, personality, attitudes, and interests. This technique to market segmentation is frequently the most challenging.

3.1 Target Market: A target market is a particular group of people with common features to whom a company offers its goods or services. Target markets assist businesses properly understand their potential clients so they may develop marketing strategies that support their business and marketing goals.

Market positioning: Market positioning is the capacity to shape consumers' perceptions of a brand or product in comparison to rivals. Creating a brand's identity or image with the intention of influencing how consumers view it is the goal of market positioning.

3.2 7p of Marketing Mix

The term "marketing mix" refers to the strategies or marketing activities we use to meet consumer needs and clearly place our offerings in their minds. It involves the 7Ps, which are Product, Price, Place, and Promotion, as well as three extra components that aid in overcoming the problems of service marketing. People, Process, and Objective Proof.

- 1. Products/Services:** How can we develop our products or services that can reach to our maximum target of people.
- 2. Prices/Fees:** How can we change our pricing model to attract a large number of our target customers.
- 3. Place:** What new distribution options are there for customers to experience our product or service.
- 4. Promotion:** How can we reach our customers more and engage them with our service through digital promotion within paid and earned media channels.
- 5. Physical Evidence:** How we reassure our customers, impressive aircraft, well-trained staff, great website.
- 6. Processes:** Finding the way to deliver the best customer value.
- 7. People:** Who are our people and how to improve their working efficiency while also raising the morale of the workforce.

Chapter-4

STP & 7P Marketing Mix of US Bangla.

4.1 Segmentation practice in US Bangla: As we all know, airlines usually segment their consumers by class of seats, such as economy, business, and first class. However, this provides some insight into consumers' willingness to pay for additional services as well as their general price sensitivity. To learn more about consumers' demands and motives for airline travel, we try to learn more about their segmentation approach in depth.

Airlines work hard to understand their customers' psyches, demographics, and wants in order to promote their services.

4.2 Customer Segmentation: According to their segmentation practice, US Bangla mainly focuses on their **Domestic and International tourists** and offers various facilities and offers accordingly.

The airline clients of US Bangla classified into such **demographic group** according to their age, income, social status, life stage, occupation the.

- **Old Travelers:** They are elderly consumers who are presumably retired and take regular vacations.
- **Family Travelers:** Groups like single travelers, Families with children, group traveler and all.
- **Business Travelers:** Business travelers are regular travelers who make up a sizable percentage.

Other than Airline passengers can be classified into **Behavioral segmentation**.

- **Budget Friendly Travelers:** Budget-conscious travelers seek for the cheapest airline without understanding much about the various airline services.
- **Urgent Travelers:** Urgent travelers are a limited market category that does not travel regularly. They only fly for unusual reasons.

There is another classification that is **psychographic segmentation**.

- **Loyal Travelers:** They travel regularly, and because they fly with the same airline frequently, the airline provides several advantages as well as miles to them.

The most important sales channel is leisure travelers. To operate in such area, considerable technological infrastructure is required. Because the leisure traveler sector is price-conscious, clients are more concerned with optimal pricing than with extra offerings or better service class. Business or corporate travelers are their main aim as they are concerned about optimal route selection and comfort, thus a high service class is preferred. While business passengers account for a far lower proportion of all flights, they often generate more overall income than leisure visitors.

4.3 The Target Market for US Bangla: Customers seeking to travel by plane will often consider the following criteria when deciding which airline to go with.

As their main target customer are **Domestic and International tourists**, they mostly focus on the related service like packages, bus service, hotel service etc.

As a result, US Bangla formed their aim by taking those segmentations into account in order to provide the best service among their rivals.

- **Flight to the desired destination:** The most crucial question that everyone asks before picking an airline is whether or not it travels to the traveler's desired destination. If an airline does not fly to the chosen location, the consumer will immediately switch to another airline that does.
- **Timing:** Delays at baggage claim and in scheduled flight have a long-term detrimental impact on travelers. Many business travelers must go for meetings on specified days and hours. Therefore, they are ready to pay extra for flights that depart on such days and times.
- **Price:** When selecting an airline, cost is always a consideration. Customers, on the other hand, are generally prepared to pay extra for trips that provide greater convenience or a better flying experience. Customers may want multi-modal

alternatives after a certain point. This implies they may take a cheaper airline with a good service.

- **Convenience and Access:** Convenience begins when clients begin the online booking. They want to be able to order tickets and check in for flights with ease. They also expect quick access to the airport and a pleasant airport experience with short queues and minimum waiting time.
- **Flying Comfort:** Customers are also concerned about how comfy they will be during their travel. They want to feel safe and secure during the travel, without feeling claustrophobic or unpleasant. This is especially true for long-haul flights, as travelers frequently want an airline that provides a pleasant flying experience, including comfortable seats and in-flight entertainment.
- **Reputation:** Among Bangladesh, US Bangla builds up a good reputation, but We all know that an airline's global reputation has a significant impact on consumer decisions. Everyone wants to fly with an airline known for its safety, punctuality, and customer service.
- **Safety record:** Customers' prime concern when selecting an airline is always safety. They want to know that they will be safe throughout their travel and that the airline has an excellent safety record. Airlines with a high safety record can typically charge a premium for their tickets.
- **Services and Amenities:** Finally, the core factor by airlines that provide a range of services and facilities to their consumers, which might affect their purchasing decisions. These include in-flight Wi-Fi, more legroom, early boarding, airport lounge access, and, most significantly, complimentary in-flight meals of acceptable quality.
- **Type of Aircraft:** Many travelers are concerned about the aircraft that will be utilized for their journey. Some passengers love flying in large body aircraft, while others may have had a negative experience with a specific type of aircraft and would wish to avoid it. Others may have read negative things about certain airplanes, such as the electrical trouble.

4.4 Positioning of their target market: Travelers choose a flight not just on price, but also on convenience, flying comfort, reputation, safety record, and the services and facilities provided by the airline.

According to their target market, they set up services giving priority to demand and want for their target customers.

With all of these considerations in mind, US Bangla has positioned its target market by considering:

- ❖ Customer needs
- ❖ Company's capabilities
- ❖ Competitor offerings.

According to all these, they are providing some special benefits to their customers as "Packages" which makes them competitive and ahead in this industry.

Popular Destination	Tour Packages
<input type="checkbox"/> Dhaka to Cox's Bazar	<input type="checkbox"/> Domestic Packages
<input type="checkbox"/> Dhaka to Chattogram	<input type="checkbox"/> Cox's Bazar Packages
<input type="checkbox"/> Dhaka to Jashore	<input type="checkbox"/> Sylhet Packages
<input type="checkbox"/> Dhaka to Saidpur	<input type="checkbox"/> International Packages
<input type="checkbox"/> Dhaka to Sylhet	<input type="checkbox"/> Maldives Packages
<input type="checkbox"/> Dhaka to Muscat	<input type="checkbox"/> Dubai Packages
<input type="checkbox"/> Dhaka to Doha	

I try to find out how they identify and how they position their offerings to target the most valuable customer segments.

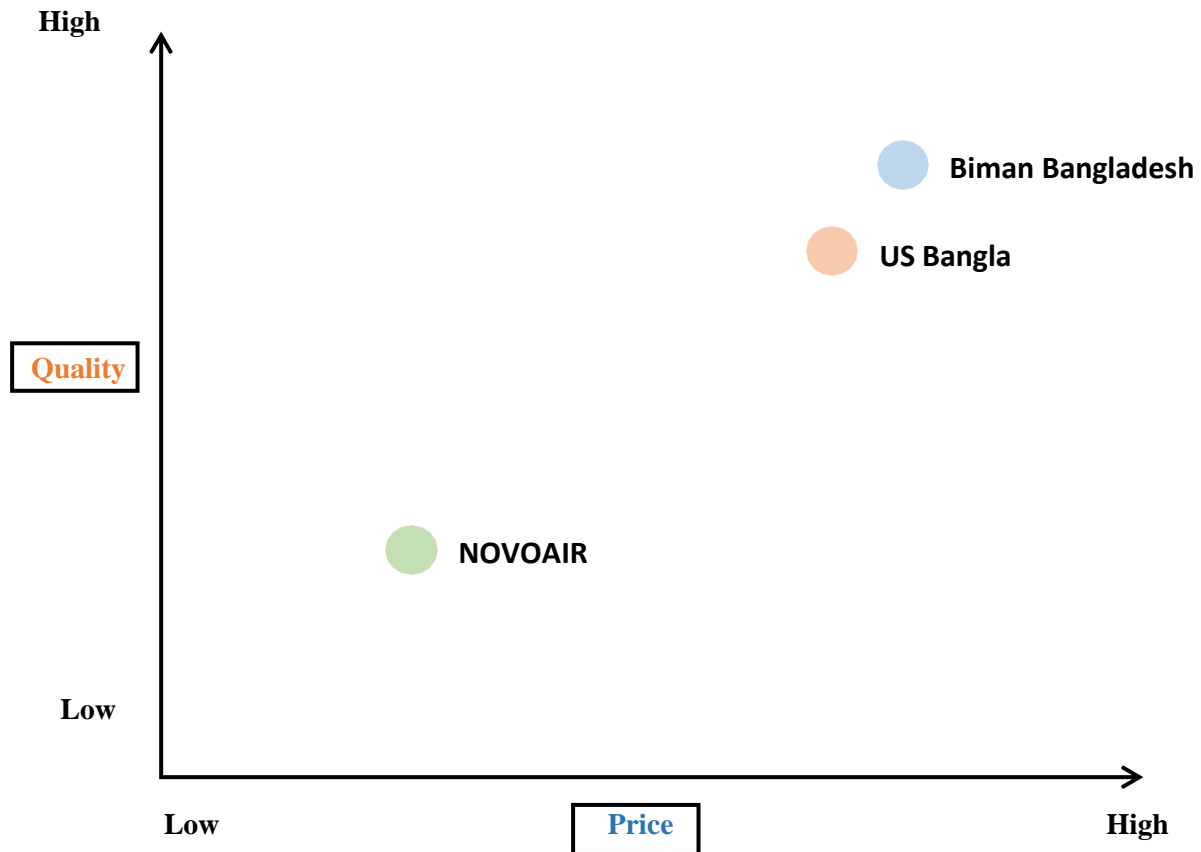
- To keep ticket prices affordable for their main customers of clients, they help to minimize maintenance costs. decrease in operational personnel, investment, and procurement expenses.
- Create more departure time possibilities to select from.
- More vacation alternatives.
- Travel time is reduced.
- Growing Tourism Industry
- Ensuring Safe & Speedy service
- Use the advantage of technology while using online services
- Access to an extensive network of airport lounges shared by alliance members.
- Maintain Loyalty to Loyal clients.

According to their strategy, they are focused on affordable quality with different packages to attract their core customers.

4.5 US Bangla and Other Domestic Airlines Positioning in Bangladesh

Biman Bangladesh Airlines	NOVOAIR	Regent Airways	US-Bangla Airlines
Two-class service. <ul style="list-style-type: none"> • Business Class, • Economy, 	Single-class layout	<ul style="list-style-type: none"> • Business Class, • Economy, 	<ul style="list-style-type: none"> • First Class, • Business Class, • Economy, • Premium economy and • Multiple Class.
25 destinations, of which 17 were international.	8 domestic and only International Kolkata	3 domestic and 7 international destinations	8 domestic and 10 international destinations.
Biman Bangladesh Airlines fleet included 5 types of aircraft, in service total 21	Novoair fleet consists of one type of aircraft, in service 7.	The Regent Airways fleet consists of one type of aircraft, in service 2	US-Bangla Airlines fleet consists of 7 types of aircraft, in service total 17, in order 15
Domestic Hub: <ul style="list-style-type: none"> • Shahjalal International Airport • Shah Amanat International • Osmani International. 	Domestic Hub: <ul style="list-style-type: none"> • Shahjalal International Airport 	Domestic Hub: <ul style="list-style-type: none"> • Shahjalal International Airport • Shah Amanat International 	Domestic Hub: <ul style="list-style-type: none"> • Shahjalal International Airport • Shah Amanat International • Osmani International. • Between Chittagong and Cox's Bazar Airport.

4.6 Positioning of US Bangla among Domestic (D)



The positioning map shows that US Bangla continues to strive for good quality in comparison to other companies, However the price of the tickets hikes up in the domestic region competing with Biman Bangladesh. But they are unable to reduce the price to be a dominating company in the domestic market.

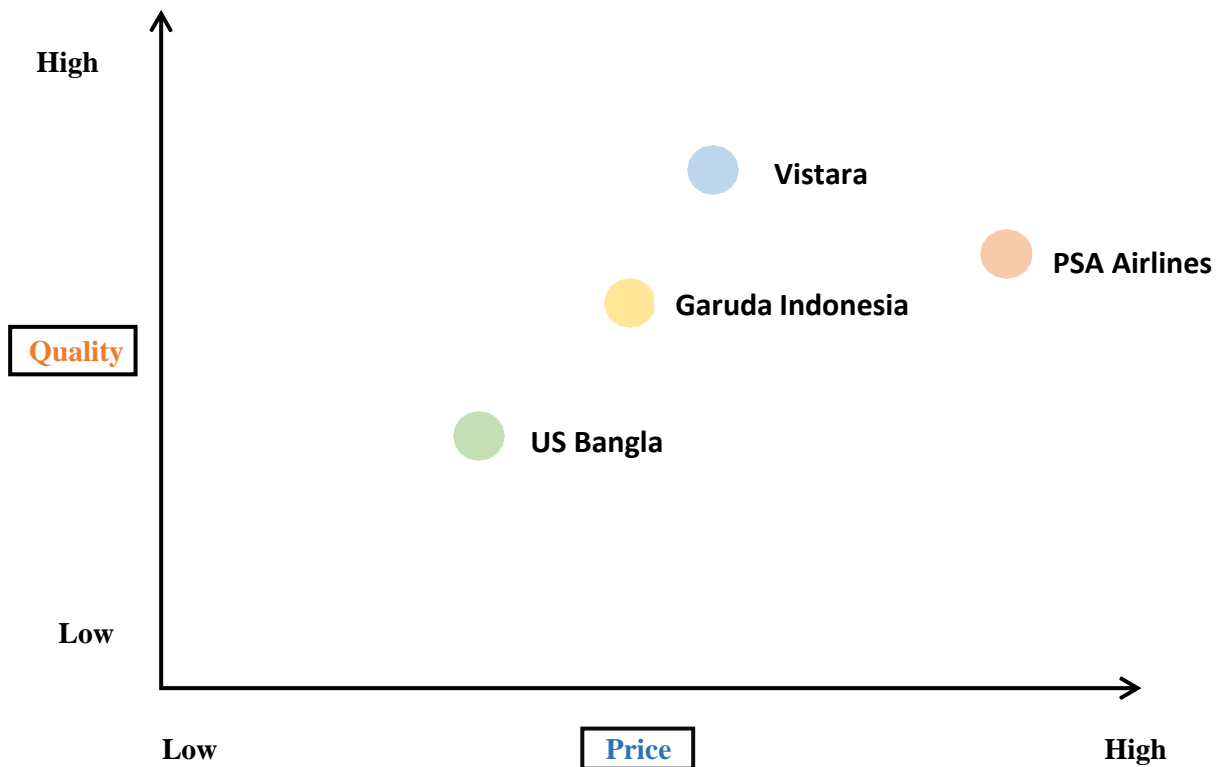
4.7 US Bangla and Other International Airlines Positioning

Criteria	US-Bangla Airlines	Vistara	PSA Airlines	Garuda Indonesia
Founding Date	2014	2013	1983	1949
Type	Subsidiary	Private	Subsidiary	Public

Locations	Dhaka, BD	New Delhi, India	Vandalia, US	Garuda, Indonesia
Tweets ratings (International)	39	211.8 k	5.3 k	3.4 m
Percentage of customer engagement	N/A	14.76%	94.12%	23.48%
Overall rating (International) among 5 stars	N/A	3.4	3.2	N/A

As we can see in the table, that US Bangla couldn't reach up to the position among their international rivals. Though US Bangla tries to give the best service within their capability but as we know, Bangladesh is not a tourism friendly county among the worlds because of our poor construction, environment, Management system and other facilities. So, this work as a big drawback to lack behind US Bangla's international popularity as well.

4.8 Positioning of US Bangla among International (I)



According to the positioning map, we can see that US Bangla is struggling in the international market compared to other international airways. They must increase their productivity and service quality to achieve the international market.

4.9 Marketing Mix– 7 Ps of Marketing: US Bangla Airline's marketing mix is a comprehensive analysis of competitive advantage in marketing by studying each factor (the 7 Ps), product, price, place, promotion, people, process, and physical evidence. Following that, based on the study, we can offer several changes that would allow the airline to boost its market position. Because this is a service company, the standard four Ps of product, pricing, promotion, and place would not suffice, therefore the additional three Ps of process, people, and physical evidence were added.

1. Product/Service Strategy: Intangible customer services are provided by US Bangla Airline.

- It provides low-cost, no-frills air transportation to both domestic and international locations.
- It provides consumers excellent options: First Class, Business Class, Economy, Premium economy, and multiple Class. Each class has comfortable chairs.
- Different meals are offered in different courses and they are all delicious.

Regardless of class, route, or aircraft, travelers can always anticipate a kind greeting and attentive service from the crew which can be a great strategy point as the other Domestic Airlines are failing to provide the proper service with customer satisfaction.

2. Price Strategy: Although air travel is frequently expensive, the cost is steadily declining as US Bangla follows the surge pricing also known as dynamic pricing strategy, and they are able to engage more passengers through attractive prices. Airlines have historically and most frequently used static pricing. A restricted number of price points based on reservation booking designators (RBD) are used by an airline to establish its tariff structure, which is subsequently published through ATPCO. Every pricing point has been created with a particular client segment and market need in mind.

- By providing clients with a choice of packages in a number of locations at affordable rates, US Bangla Airline is now improving in its market sectors.

- US Bangla introduce “Low-cost carrier” to gives special offers to the workers of any Ongoing Middle East countries passengers.

3. Place Strategy: US Bangla airlines in the private sector perform competitively in comparison to other airline industries.

- As of February 2021, US-Bangla Airlines serves 8 domestic and 10 international destinations, and it began flights to Dubai–International on February 1, 2021.
- They are also frequently flying to the most desired places in domestic areas as passengers are realizing the value of time saving. So, they do not have to travel for few hours on the road instead they can move to places within short period of time.
- US Bangla is trying to get into the European market; Hence the regional passengers doesn't have to rely on the other international airlines and it will create competition in that particular sector.

4. Promotion Strategy: US Bangla Airline uses a variety of media in its advertising operations.

- The airline's presence is frequently visible on television, Fax, social sites and on their website. Sponsorships are sometimes used for promotional purposes.
- The business has taken a number of steps to maintain its assets and overall performance in the airline market industry by focusing on its customers, offering a variety of flight package opportunities, installment basis payment packaging opportunities so that customers can afford any price category flights with packages that include many features like several upscale hotel booking, transportation facilities, tour and visit in various places, competitive pricing, and more.

5. People Strategy: As we all know; corporate workforce might be beneficial to the firm's future development.

- US Bangla tries to provide its employees with free and secure working conditions. Employees have the chance to work in a stress-free atmosphere since they are the company's most important component and resource.
- Employees must not be subjected to job overload since this would have a negative impact. Employee training facilities are occasionally provided by them in order to improve their working efficiency while also raising the morale of the workforce.

6. Process Strategy: US Bangla is mainly the passenger carrier airlines. Charter flights are also available. The phrase charter flight refers to a flight conducted by a travel company at a cheaper cost to passengers and customers, which is often lower than scheduled flights. As a result, the charter market operated by the US-Bangla airline is profitable. Other than the three domestic airlines, US Bangla Airlines are relatively diverse in their market areas and their services.

7. Physical evidence Strategy: In the current economy, airline industry holds a competitive market sector in Bangladesh where US Bangla is counted as one of the top private airline service providers. Because of its overall technological and positive side, the airline is rated 5 in ranking this flight as one of the finest airline service providers. However, due to domestic aircraft fleet constraints, they are operating fewer domestic flights but among all airlines, US Bangla Airlines is regarded as the premier airline in the private sector.

Chapter-5

Findings, Recommendations & Conclusion

5.0 Discussion of findings:

According to STP Analysis

1. We identify their strategic marketing plans based on the STP analysis since it enables marketers to prioritize propositions and then design and deliver unique and pertinent messages to interact with various audiences with the best service. US Bangla airline service shows some positive correlation between airline passenger satisfaction, but there are opportunities to do more in the future to ensure international quality.
2. US Bangla Airlines is attempting to increase the number of planes it operates and the number of routes it serves in the Bangladeshi airline industry, which is a sign that the company is growing.
3. As we can see, the company offers reasonable ticket and package pricing, and it is considering the market to ensure demand by cutting the cost of its employees while maintaining a high level of service.
4. They have an excellent grasp of promotional activities. Because there are fewer competitors in this industry, it is advantageous to attract and retain their loyal customers for a long period of time in order to assure the high quality of boarding services.

According to 7P Analysis

1. The 7p study revealed that there is potential for gain by participating in the tourism sector, which may be expanded in Bangladesh's tourism sector.
2. The absence of infrastructure development is one of the biggest drawbacks for the aviation business. The sector is striving to achieve the goal of rapid expansion with the industrialized world as infrastructure development is faltering.
3. New immigrants are discouraged from making lengthy journeys in this country due to a lack of adequate services. Design, activity, technological advancements, comfort, and elegance are only a few areas where the aviation systems of modern nations lag behind.

4. Disasters including environmental dangers, seasonal threats, pandemics, and uncertainties are still difficult for us to overcome.
5. According to the US Bangla Airline's marketing mix 7ps, we find a positive relation with Airline customer loyalty which is controlled by Airline passenger satisfaction and the interaction between Airline service marketing mix.
6. The market areas and services offered by US Bangla Airlines are rather diverse. A study found that 33.3 percent of is done through various worldwide networks. 13.3% of all flights are domestic, or trips within the country. About 53.3 percent of all flights are on both routes.
7. In terms of technology and general services, 13.3 percent of respondents put US Bangla Airlines fourth. Another survey found that 73.3 percent of respondents were happy with the cost of packages and tickets.

5.1 Recommendations:

- Since the airline sector is totally a service economy, corporate planning and performance enhancement should be the main priorities. Because the cabin staff often misbehaves in front of passengers, customer service management needs to be enhanced.
- Improved aircraft maintenance is required, and completing safety inspections of the aircraft should receive more attention. They should ensure that both local and foreign technicians and aeronautical experts perform scheduled maintenance and repairs on the aircraft on time.
- Facilities for employee training will be emphasized more. Numerous training initiatives will increase workers' productivity and morale at the office. To develop employees' intelligence and speed of decision-making, a range of tests and exams must be given to them.
- More personnel and staffs are needed in marketing sectors to ensure a good service both online and offline as well as to analyze customer demand and satisfaction levels.
- Airlines selling a service. Building consumer loyalty through loyalty programs may be an effective addition to their marketing mix. They must focus on rewarding loyal consumers and developing new methods to appeal to frequent travelers.
- Management needs to review departure schedules in order to minimize the risk of departure delays rather than excessive departure schedules.

- US Bangla may increase user involvement with their brand by encouraging user-generated content. This campaign aided in the promotion of not just its tickets, but also selected tourist locations as one of its goods.
- A select number of ultra-low fares are being promoted. Marketing a Low-Cost, they might promote low pricing on specific channels to create a buzz around offering incentives to attract domestic customers.
- Marketing in business is most commonly connected with product advertising. In this context, US Bangla has already taken some efforts by offering packages in various tourist destinations, which could expand further.
- Commercials may help to build a strong brand exposure. Being prepared to adapt to global events and changes, online check-in, automated border and passport control, and maintaining a balance between competition and consumer loyalty are all examples.

5.2 Conclusion

Due to its vast fleet size, quick flights that maintain safety, and excellent customer service, US Bengal Airlines is regarded as the best private sector airline. Its market presence both domestically and abroad, in every region of Bangladesh. The company is dedicated to a significant number of routine and scheduled flights. To offer more possibilities for international flight, more planes will be added. Additionally, the company's present overall performance will considerably improve, and in the private sector, it will be regarded as the top airline provider in the nation. Customer happiness, which represents how much work the company has put into guaranteeing customer satisfaction, is a key factor in determining the overall current state of US Bangla Airlines. The company has a large fleet of modern airplanes that offer consumers in-flight services. Additionally, the airline company provides bus shuttle services to all destinations, enabling customers to go safely to their destination via road. The airline provider provides a selection of domestic and international flight packages with a range of enticing extras that are reasonably priced for all customers. The corporation is currently focusing more on flight safety and inspection with aircraft maintenance. The overall flight safety is also important. The analysis of US Bangla Airlines Ltd.'s performance by marketing mix was the main focus of the paper, which showed that the airline was more effective than both public and private limited-company airlines.

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