



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

**Internship Report On**  
**“An Analysis of the Marketing Activities of Netehat”**

**Submitted To:**

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Program: BBA

Major in Marketing

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**Date of Submission:**

## Letter of transmittal

### To

Mohammed Masum Iqbal, PhD  
Professor  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

Subject: Submission of internship report on “**An Analysis of the Marketing Activities of Netehat**”

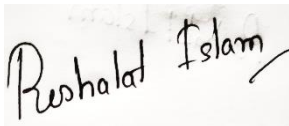
Dear Sir,

This is a great pleasure for me to submit the Internship Report, which is a part of the BBA program's requirements. "**An Analysis of the Marketing Activities of Netehat**" is the title of my Internship Report. I believe that the knowledge I obtained from this study will be extremely beneficial to me in the future. I am confident that the Internship Program has greatly improved my practical and theoretical understanding.

It should also be mentioned that I would not have been able to complete this report without your expertise and assistance. If you have any further questions about any of the additional information, I would be happy to answer them. So, I respectfully beg and hope that you would accept and comply with my report

Thank you.

Respectfully yours,



.....  
Md. Reshalat Islam  
ID: 181-11-563  
Program: BBA  
Major in Marketing  
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## Certificate of Supervisor

This is to certify that the internship report entitled “**An Analysis of the Marketing Activities of Netehat**” is prepared by Reshalat Islam, ID # 181-11-563, as a requirement of the BBA program under the Department of Business Administration and the Faculty of Business Entrepreneurship at Daffodil International University.

The report is recommended for submission and acceptance.



.....  
**Professor Mohammed Masum Iqbal, PhD**

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

## **Acknowledgement**

First and foremost, I would like to express my gratitude to Almighty Allah, the Merciful, for making my efforts fruitful. Also, I would like to express my gratitude to everyone who assisted and collaborated with me in the preparation of this report. Without their help, I would not have been able to finish this work with a large amount of data and insights.

I would like to thank and convey my gratitude to honourable academic supervisor, Professor Dr. Mohammed Masum Iqbal, Professor, Faculty of Business & Entrepreneurship of Daffodil International University, for providing me with all of his guidance and supervision from the beginning to the end of this report. His active coaching at all stages of work motivated me to complete my task effectively.

I am also very grateful to all of the Territory Marketing Executives, particularly Nazir Hossain Tareq, Abdullah, and Anamul Hasan, for their assistance and direction over the previous three months. Working in a marketing department as a new graduate was tough, but their comments and advice really aided me in achieving my full ability in my duties. Numerous people from Netehat assisted me with many materials when I was writing this report, which allowed me to thoroughly examine the problem and write an intelligent paper.

Finally, I would like to express my gratitude to Daffodil International University for providing me with the most recent information and assistance in completing my internship report.

## **Executive Summary**

This internship report is based on a three-month internship program that I successfully completed at Netehat (an internet-based business platform) under the marketing department.

The primary reason for choosing this topic for the complete study is to discover about efficient marketing activities in an internet business. Every business or organization need strong and successful marketing activities and strategies. For preparing this internship report to study about overall marketing activities and strategies Netehat has been selected. Netehat is an internet based business platform where any producer or seller can sale their product very easily.

The total report is divided into four major chapters. Chapters are again divided into subchapters according to the content of the chapters.

Chapter one is the introductory section of this report which is the description about internship project, origin of the study, Background of the Study, objective of the Study, Scope of the Study, Methodology of the Study, Limitation of the Study and so on.

In chapter two, a brief discussion about overview of Netehat, vision, mission, strategies of Netehat, Objectives of Netehat, and corporate information, department of Netehat, and product and services of Netehat are provided.

Chapter three is the analysis part of this report where different analysis has been conducted like SWOT analysis, situation analysis, marketing mix of Netehat and so on. Segmentation has been done on the basis of geographic, demographic, psychographic, and behaviour of the customer. Netehat's main target is entrepreneur. Also positioning and targeting of Netehat has been done in this section.

Chapter four included some problems like inadequate after sales service, they are inexperience in online market, lake of knowledgeable manpower, lack of offline promotional activities and so on. And also provide some Recommendations to solve those problems, also draw a conclusion on overall marketing activities of Netehat and evaluating performance of the study.

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# CHAPTER-01

## INTRODUCTORY PART



## **1.1 Introduction**

Internships are a dynamic way to apply the practical acquired knowledge in this program. My dedication has been on get real job experience through internships in the business world. As a BBA student, I was appointed to The Netehat for my practical orientation as part of the internship program requirement. My own experience as a Netehat employee provided information for this study. I feel the internship will provide me with the expertise I need to operate in the e-commerce business while also assisting me in developing a successful career.

From the inception of the firm to the present, business concepts develop with time. Because of consumer choice, adaptability, taste, preference, and so on, the manner of doing business is constantly very changeable and dynamic. And for this rivalry is emerging, and globalization is contributing a significant part in the growth of rivalry all over the globe. For this, we have to acknowledge technology and internet service progress. Every ecommerce company or corporation wants a loyal consumer base. Any E-Commerce business sector wishes to maximize income and profit by satisfying customers. In order to maximize income, they must follow and execute the marketing approach for determining the target audience and consumers and giving the best solution.

Each company or organization must establish and implement a suitable and efficient marketing plan in order to produce sales and profits. Consumer attitudes regarding marketing are changing on a regular basis, particularly since the epidemic. People's needs and interests, as well as consumer characteristics, are changing. To react to this shift, every corporation must employ strategic management tools known as marketing strategies in order to sustain their organization's reproductive success and market competitiveness. Marketing strategy and activities are critical to the success of any company or organization. I chose Netehat, an online shopping site, to research their entire online marketing tactics and activities for my internship report.

## **1.2 Origin of the study**

The Internship is a part of the BBA program and for completing the academic requirement, which builds a relationship between real-life facts and theoretical concepts. I have completed my internship at Netehat in Savar. I worked in marketing department, and especially I spent much time at customer service divisions. I completed my internship under the close supervision and direction of Mohammed Masum Iqbal, PhD, Professor, Faculty of Business & Entrepreneurship of Daffodil International University and he suggested me that the topic of my report would be “An Analysis of the Marketing Activities of Netehat” which is related with my working experience.

### **1.3 Objectives of the study**

**The objectives of the study are the following.**

- To identify the marketing strategies of Netehat;
- To illustrate the marketing mix of Netehat;
- To identify the problems related to the marketing activities of Netehat;
- To make some recommendations to solve the problem;

### **1.4 Significance of the study:**

As I have worked in the marketing department of Netehat at Savar, the topic of my internship report is “An Analysis of the Marketing Activities of Netehat” a study at Savar which is related to my working experience. It helps to understand how company perform marketing activities alongside how to deal with customers complain, problem-solving etc. This research is about analysis of the marketing activities of Netehat. If the company wants to increase their sales, it must have to focus on effective marketing, by which they can attract more customers.

### **1.5 Scope of the study**

The report discusses the background and operations of Netehat's marketing activities, including online sales and outlet sales. This study will familiarize you with the identification of difficulties with Netehat's marketing activity. In this report, the scope of the organizational part covers the organizational structure, background, marketing strategies, products and services, and the overall marketing activities as a whole. This report helps me to understand the clear real-time experience about the business operations of Netehat. It also helps me learn how they reach their products to the clients and how they manage their consumers. This report is simply intended to gather information regarding Netehat's marketing activities.

### **1.6 Methodology of the study**

From topic selection to final report preparation, the study needs a systematic approach. To carry out the study, data sources are discovered like; secondary sources. This report has completed predominantly on the basis of secondary data. After that these data had sorted, processed, evaluated, and presented in a systematic way, including essential points selected. Descriptive study has been conducted in order to obtain more information that will provide a greater understanding on Netehat's marketing activities.

## **1.7 Sources of Data**

Required data has been collected only from secondary sources and finalized for the study.

### **Secondary Sources**

The data secondary was acquired from different sources like;

- Company's brochures and leaflet.
- Netehat's several papers.
- Different internship reports of Netehat.
- Different textbooks.
- Netehat's official Website.

## **1.8 Limitation of the Study**

Although I have received sincere support from the employees of Netehat, Savar in the way of my study. But, I face the following issues, which may be referred to as the limitations of the study. The following are some limitations:

- Time limitation has become a major issue as the duration of the internship term was just three months. Three months is insufficient time to learn quite much everything there.
- Certain information cannot be provided by the employee due to security and other organizational obligations.
- Another limitation of this study is lacking publications, books, and other related information.
- It is quite difficult to get all of the accurate data from various staff on their activity limitations.

These limitations have been encountered in the report, which may obstruct the study's progress, but I am working hard to minimize the negative effects of these limitations.

# CHAPTER-02

# ORGANIZATIONAL

# PART

## **2.1 About Netehat**

Netehat is an internet based company that was founded in 2008. They begin with a Facebook page. They have always offered their consumers high-quality products and services with sensible price. We all know that businesses have ups and downs. Netehat too has a lot of issues, yet they manage to overcome them all. Now they build their website as well as App. People can purchase product from their website and app without any hassle. The main target of the company is to create entrepreneurs. They want to create employment for two crore people in Bangladesh. Everyone will have their own business and they will be able to sell products through Netehat. They deliver their products all over Bangladesh through courier. They take an advance of 500 taka from the customer before delivering the product, and then pay the remaining amount after the product is delivered. Moreover, Netehat employs over 15 people, all of whom are held to the same high cultural and ethical standards as the organization. They provide the best quality at the lowest price compared to their competitors, while also meeting the needs of their customers. When they realize their clients are pleased with their product, they add some new product items to their business to accommodate their requirements.

## **2.2 Mission**

Outside of the United States, our goal is to become Bangladesh's largest online platform. The company aims to transform current internet business ideas into market-leading online enterprises by discovering and developing them in new, developing, and neglected markets.

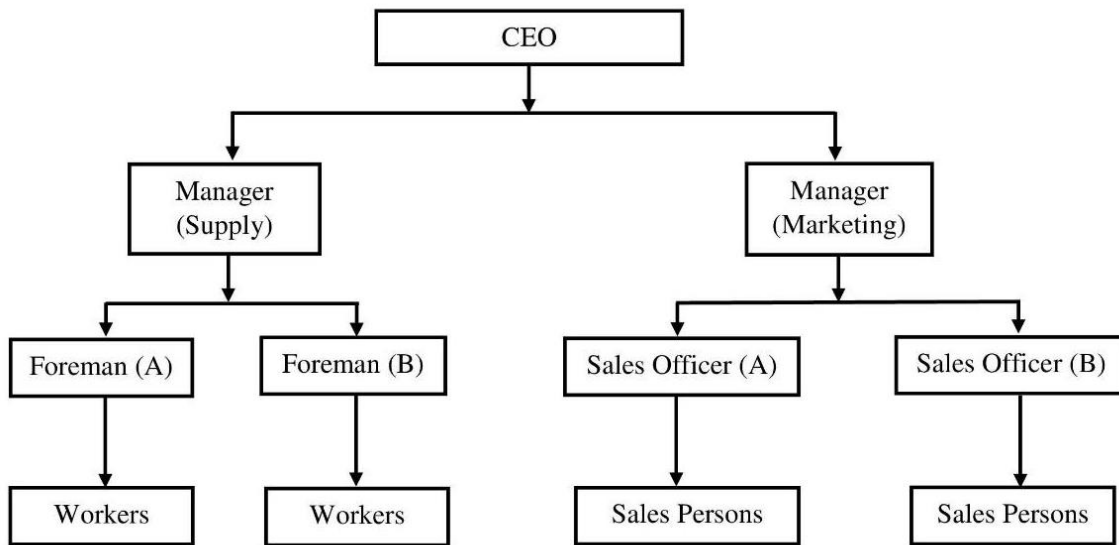
## **2.3 Vision**

Netehat believes that the internet is penetrating daily life more profoundly and fast than anybody could have expected. Our objective is to reach as many online customers as possible in our marketplaces.

## **2.4 Strategies**

- Intending to give the best possible product to clients in order to acquire their trust.
- Identifying consumer demands and assessing how effectively those criteria are met.
- All employees must be trained and developed, and adequate resources must be provided to ensure that the needs of the customers are met reasonably.
- To maintain a healthy growth of business in all core activities with desired image.
- Netehat attempts to provide high-quality items at reasonable costs. It is committed to providing you with the most up-to-date information.

## 2.5 Organization Structure



## 2.6 Corporate Information

Name of the company	Netehat
Commencement of Business	1st January 2008
Head Office	Office: A-91/10, Bank Colony, Savar, Dhaka-1340, Bangladesh.
Mobile Number	+8801970508822
Chairman	Mr. Md Marajul Momenin
E-mail	netehat@gmail.com
Website	netehat.com
No. of branches	01
No. of employees	15

## 2.7 Departments of the Netehat

Netehat is divided into three Department:

- Sales and Distributions
- Finance and Accounts
- Marketing

### **2.7.1 Sales and Distributions**

One of the most important departments of Netehat is Sales and Distribution. Essentially, this is the major area of their business. After taking the order from the customers they collect the delivery information where they have to deliver the product. Accordance to the customer deliver point they shift the product through courier services. Before delivering the product customer has to pay advance 500 tk. To deliver the product to their customer Netehat use courier services. After getting the product customer pay full payment. They distribute their product through wholesale and retail sales to their customers.

### **2.7.2 Finance and Accounts**

The finance and accounts section generates and maintains corporate transaction records for both customers, as well as forecasting the best source of funds. Through a variety of dominating and observing actions, this section ensures that financial operations are used as efficiently and effectively as possible. It consists of Audit, Internal Audit, Credit, Accounts, and is supervised by the Controller and Finance Director.

### **2.7.3 Marketing Department:**

Netehat is currently the owner and operator of an e-commerce business. Different products were offered by Netehat through its website, App and Facebook page. Netehat is a retail and wholesale business with a large distribution network. The main task of this department is to let know people about Netehat.

## **2.8 Types of products**

Netehat categories the product they are selling into different category;

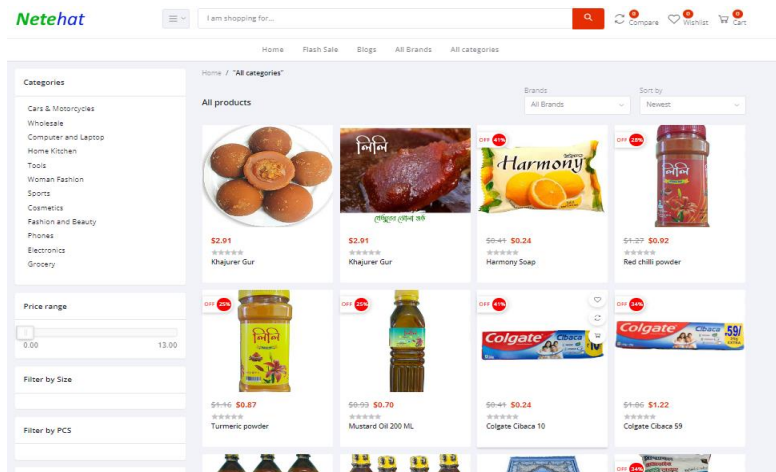
- Cars & Motorcycles
- Computer ad Laptop
- Home Kitchen
- Tools
- Women Fashion
- Sports
- Cosmetics
- Fashion and beauty
- Phones
- Electronics
- Grocery

## 2.9 Medium of Business/Business platform

This is an e-commerce business and they have different platform. Customer can purchase different product from several internet based platform like;

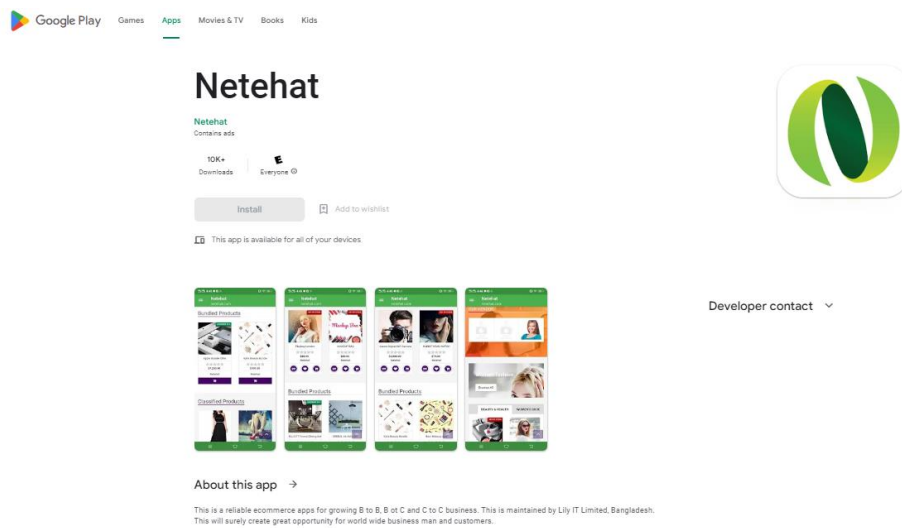
### Website

They began their journey with the website Netehat. They mostly conduct business with other businesses, but they also sell products directly to consumers. Customers can purchasing several products through their website.



### App

They also build an App where the customer get similar facilities. For android user app is more comfortable, and it is also easy to navigate.





## 2.10 SWOT Analysis of Netehat

SWOT is an acronym that stands for Strength, Weakness, Opportunities, and Threats. Internal company factors include strengths and weaknesses, while external elements include opportunities and threats. SWOT analysis assists the organization in determining where it needs to improve. In which areas do they need to put in more effort. Also, provide adequate information about the company's strong points, threats, and possibilities. The stronger the company's ability to do a SWOT analysis, the higher the company's chances of succeeding



### Strength:

- In comparison to its competition, it offers a highly attractive website.
- It features an easy-to-use website that may save customers time and effort when purchasing products from them.
- Netehat's management is extremely efficient, and they always make the best decisions for their consumers.
- Netehat has already established a high level of customer trust.
- They provide a wider range of products to the customers as their demand. Every customer budget is not the same. Netehat can provide the best product according to the customer's budget.

### Weakness:

- Netehat's advertising policy should be improved.
- Netehat requires more aggressive advertising because it has spread throughout the country and has not developed with internet in rural areas.
- Some products, are not eligible for return.
- It is difficult for them to run their business in a highly competitive online retail sector.

**Opportunity:**

- Netehat can expand even more as Bangladesh has a promising e-commerce market.
- Urgent deliveries are possible.
- Adding additional features, such as expanding the return policy, may enhance value.
- Netehat can serve and focus more on rural areas in Bangladesh, where internet has begun to come in villages.

**Threat:**

- A large number of competitors, including Daraz, Picakaboo, and Bagdoom, are putting up a fight.
- More internet retailers have entered the market, putting Netehat under competition.
- Netehat may be impacted by an unstable political climate and policies.
- Since not all parts of Bangladesh have internet access, Netehat, as an online retailer, may not reach such areas.

CHAPTER-03  
MARKETING STRATEGY  
&  
MARKETING MIX

### 3.1 Segmentation, Targeting and Positioning (STP) of Netehat

Marketing is an essential component of every brand or company. When someone run an online business and are required to reach out to potential customers as well as sell goods and services, also must employ efficient marketing tactics. Reaching out to your target consumers and communities at random is neither successful nor financially sustainable. The STP marketing process and strategy will help you standardize your marketing efforts and ensure they are as successful as possible in terms of delivering optimum returns.



#### 3.1.1 Customer Segmentation

As indicated at the introduction of this study, they choose the market category where their business will fit in well. This segmentation assisted them in further developing competitive expertise, which will have a significant impact on their newly developed competitive advantage.



<b>Table 3.1 Market Segmentation</b> Netehat (Internet based business platform)			
<b>Geographic</b> Region	<b>Demographic</b> Gender	<b>Psychographic</b> Lifestyles	<b>Behavioural</b> Purchasing Habits
Customers in Dhaka city are primary focus of Netehat. However, the product will be sent throughout the country by courier. Any customer in Bangladesh can purchase product through their website. But the district or region should have courier facility.	Both male and female customers. Between the ages of 18 and 55. Entrepreneur is the main focus of Netehat. They produce product and sell through Netehat website. Infact it is mainly B to B platform.	As Bangladesh is a developing country. So they focus the customer in lower class, mid class as well as Upper class, and upper-upper class. Netehat's major target audience is consumers who enjoy online shopping.	Customers are constantly seeking for high-quality products at competitive prices, which Netehat can deliver. Also the Netehat focuses on word of mouth from satisfied consumers.

### 3.1.2 Target Customers

After the identification of segmentation, the very next stage is targeting. Marketers will spend resources in a community with the goal of transforming the group into customers. Netehat used a distinct targeting strategy.

- Entrepreneur who started a new business, s/he can sell their product through Netehat. Entrepreneur is one of the target customer of Netehat.
- Trustworthiness in purchasing items, patience in dealing with customers who are very interested in offers/discounts and numerous political payments.
- People who are habituated to purchasing online; users of media platforms and other networks (Facebook, Instagram, Twitter etc.).
- Based on purchasing power parity (Lower, Mid and Upper level).

### 3.1.3 Positioning

If segmentation and targeting are not appropriate, the position stage would be critical for market entry. "Positioning" is described as "the act of constructing a business's offering and image in order to keep a distinct position in the target market's consciousness.

In this case, they create positioning for sells is online platforms (Website/Social Media Networks). They have a unique logo that create distinct brand image. Product presentation through category, item, gender etc. for customers. Online payment system open for all purchase. Branding through users is also part of their positioning. They also sell product through outlets, face to face selling. They sell the product wholesale as well as retail.

## 3.2 Situation Analysis

This section will deal with industrial conditions and elaborate on scenario analysis. This is a requirement for comprehending strategic marketing management in an organisational context. Because the profitability of diverse industries fluctuates regularly and predictably over time, industry analysis helps to estimate the profit potential of the industry in which the organization operates. The 'Porters Five Forces Model' is utilised to examine the industrial scenario. The following is the outcome of an industry study utilizing Porter's Five Forces Model:



**Figure-4:** Industry Analysis based on Porter's Five Forces

### 3.2.1 The threat of new entrants

In the E-Commerce business platform, the threat of new entrants is always there. Companies who are not actively competing in the sector but have the ability to do so are considered competitors. Companies develop a strategy plan to counteract this possible danger. The more competitors that enter, the more difficult it is for existing E-Commerce enterprises to maintain their market position and produce profits. Example- AMAZON, ALIBABA, local IT firm, etc.

### 3.2.2 Rivalry among Existing Companies

The competition among existing companies within the existing market is the second of Porter's five competitive forces. Companies have a strategic advantage when their competitors are weaker, allowing them to reap more profits. If rivalry is intense, substantial price competition, including price wars, may lead in a service quality boost. Daraz, Facebook, and bagdoom are the current top rivals for Netehat. A competitive advantage, as described below, is one of the most important competitive elements in E-Commerce competition among current companies.

### 3.2.3 Buyer's Power

Consumers' bargaining power is sometimes referred to as the markets of outputs: the capacity of customers to put the business under pressure, which influences the customer's sensitivity to price increases. Firms can reduce buyer power by enrolling in a loyalty program, for example. If they can get enough consumers or have alternatives, the buyer's power would be strong. If they have alternative options, it is quite low. Customer number.

### **Factors to consider:**

- Each order's size
- Dependence on current distribution channels
- Costs of buyer switching
- Existing replacement items are available.
- Access to Buyer Information Can Be Substituted
- Product differentiation (uniqueness) in the industry
- Customer Value Analysis with RFM
- Price sensitivity among buyers

Buyer bargaining power is the third of Porter's five competitive forces. In this statement based on my own experience, all sellers are buyers, but all buyers are not sellers. And not only does Netehat have little negotiating power, but so does the majority of the E-commerce business. Because almost any product is available, they must either buy or quit the site.

For example, in the E-commerce sector, there are many buyers and sellers, therefore the buying scenario is based on both buyers and sellers' desire. Buyers are free to purchase anything they want, but they should not negotiate.

### **3.2.4 Supplier's Power**

Supplier bargaining power is the fourth of Porter's competitive forces. The inputs market is primarily concerned with supplier bargaining power. When there are few substitutions, supply of raw materials, elements, labour, and services (including such knowledge and experience) to the firm could be a power source over the firm. If you are making baked goods and there is only one practice of selling flour, you must purchase it from them. Suppliers might refuse to collaborate with the company or demand exorbitant costs for unique resources. Suppliers, according to Porter, are the most powerful.

### **Factors to consider:**

- The degree to which inputs vary
- Supplier switching costs versus firm switching costs
- Service individuality
- Suppliers' number
- The influence of inputs on cost and differentiation
- Channel distribution strength
- Competition among suppliers
- Employee cooperation

Netehat's property section is one of its most essential departments. And we all know that during the case of property sellers, suppliers have the upper hand the majority of the time in Bangladesh because Bangladesh is one of the populous countries in the world. And people require property for everything, from living to doing business. In a nutshell, the availability of property is substantially lower than the demand. And Netehat is a website where suppliers and sellers conduct business with customers via Netehat, as previously said.

### 3.1.5 The Threat of Substitute Products

A replacement product employs a different technological approach to address the same economic demand. Meat, poultry, and fish are examples of alternatives, as are landlines and cellular telephones, airplanes, autos, trains, and ships, among others.

#### Factors to consider:

- Buyers' propensity to replace this element comprised both concrete and intangible characteristics. Brand loyalty is really crucial. Legal and contractual restrictions are also effective.
- Classical perceived level of differentiated products Porter in the notion that they aim to follow just two basic mechanisms in a competition - lowest pricing or distinctiveness. Multiple goods must be developed for niche markets. Only in this manner can all factors be suffocated.
- Market availability of alternative items.
- Costs of swapping
- The convenience of replacement
- Close replacement availability

### 3.3 Marketing Mix

Marketing mix also known as the four P's, which stand for Product, Price, Place, and Promotion, and it is a key aspect in creating and implementing marketing techniques. The various elements of the marketing mix in the concept of Netehat are listed below:





It contains 4 crucial characteristics of a firm with what any company can examine their competitive advantage in the market. The four factors are referred to as the 4ps.

- Product
- Price
- Place
- Promotion

### 3.3.1 Products

Online marketing may help improve products in a variety of ways. Online marketing enables market researchers to examine customer needs, and the input they offer may be used to enhance existing products and generate new ones. A product is an object that is designed or manufactured to meet the demands of a certain set of people. The product might be ethereal or physical, in the form of services or things. A product has a life cycle that consists of three stages: growth, maturity, and sales decrease. Marketers must rethink their products in order to drive additional demand whenever sales begin to drop. Marketers must also develop the appropriate product mix. It may be prudent to broaden and deepen the company's product range in order to grow your present product mix. The company's products assist people in reaching their greatest potential at all ages and stages of life.



Netehat produces products named “Lily”. They produce salt, mosquitoes coil, turmeric powder, chili powder, mustard oil, etc. It's also an online marketplace where different sellers may sell their items. Netehat enables customers to obtain the items they want. Men's Fashion, Women's Fashion, Phones & Tablets, TVs, Computing & Gaming, Appliances, Home & Living, Sports & Travel, Beauty & Health, Baby, Kids & Toys, Grocer's Shop, and Other Categories are just a few examples. More specifically they offer several product like, Lily Detergent, Lily mustard oil 1 liter, Lily mustard oil 500 ml, Lily mustard oil 200 ml, Lily mustard oil 80 ml, Lily Turmeric Powder, Lily Smart Vanish Liquid Dish Wash, Lily pepper Powder, Lily Dish Bar 100 gms, Lily Dish Bar 300 gms, Lily Smart Vanish Hand Wash, Lily Smart Vanish Toilet Cleaner, Lily Smart Vanish Toilet Cleaner, Lily Smart Vanish Liquid Detergent, Lily Chamak Nil, Lily Chamak Nil, Lily/Goodnight Mosquito Coil.

Customers will find all of the categories listed below in a column on the website. They can use the website's search bar to find what they're looking for. Netehat offers the items of these various suppliers by charging them a varied commission charge.

### 3.3.2 Price

Price is the amount of money that customers are willing to spend for a commodity. . Price is a critical component of defining the marketing mix. It is also an integral part of a marketing strategy because it influences your company's earnings and longevity. Changing the price of a product has a significant influence on the whole marketing strategy, as well as sales and demand for the product. Marketers must connect the price to a product's actual and perceived worth, while also accounting for supplier costs, seasonal discounting, rival pricing, and retail mark-up. Netehat has a pricing approach that is competitive. The prices for their own item are listed here:

SL	Products	Quantity	Wholesale Price (tk)	Retail Price (tk)	Cartoon Size
1	Lily Detergent	2 Kg	215	260	20
2	Lily mustard oil 1 liter	1 Liter	260	290	24
3	Lily mustard oil 500 ml	500 ml	132	150	40
4	Lily mustard oil 200 ml	200 ml	56	80	88
5	Lily mustard oil 80 ml	80 ml	29	40	108
6	Lily Turmeric Powder	200 gms	68	100	35
7	Lily Smart Vanish Liquid Dish Wash	500 ml/1p	62	90	68
8	Lily pepper Powder	200gms	75	110	35
9	Lily Dish Bar 100 gms	100 gms/1p	8.75	12	144
10	Lily Dish Bar 300 gms	300 gms/1p	22.9	30	88
11	Lily Smart Vanish Hand Wash	250 ml/1p	55	85	48
12	Lily Smart Vanish Toilet Cleaner	750 ml/1p	88	125	24
13	Lily Smart Vanish Toilet Cleaner	500 ml/1p	72	100	24
14	Lily Smart Venish Liquid Detergent	500 ml/1p	75	105	24
15	Lily Chamak Nil	100 ml/1p	14	18	144
16	Lily Chamak Nil	200 ml/1p	22	30	72
17	Lily/Goodnight Mosquito Coil	1 packet	34	60	30

Netehat does not have a defined pricing structure for the other products that the seller sell that product through their website. It calculates pricing based on the prices given by the sellers. Because various dealers in Netarhat set different pricing for the same items. The prices of similar things might vary. Sellers occasionally provide discounts on their products' prices.

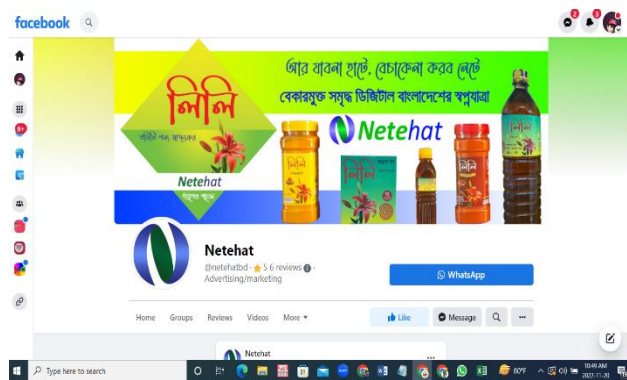
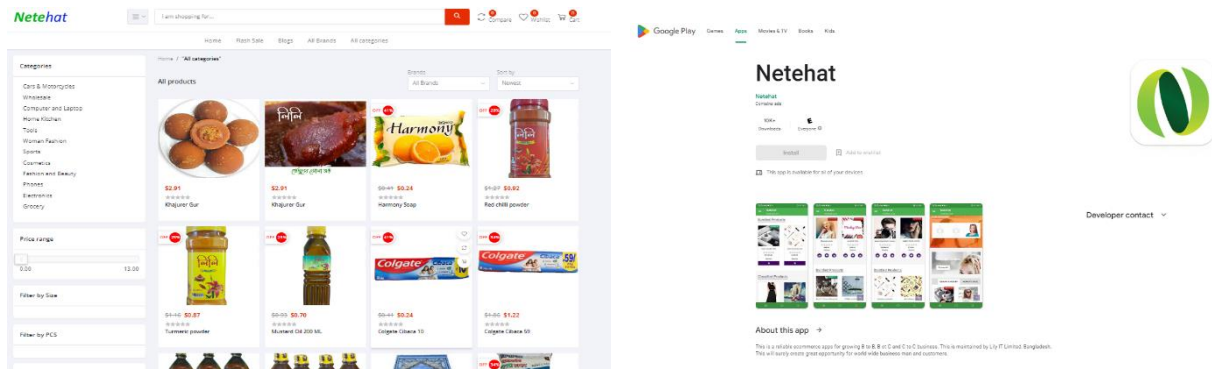
### 3.3.3 Place

Place is the assessment of where the products will be offered, both in physical stores and online, as well as how it will be exhibited. If you place the product in a location that your target client does not visit whether online or offline you will most likely fall short of your sales goal. Meanwhile, the perfect location may help you contact with your targeted target and put business up for success.

The site of Netehat is totally virtual or internet-based. Netehat offers all of its item on its website. Netehat does not have any physical places where its items are sold. Netehat's website, "www.netehat.com.bd," can be used to determine the company's location.

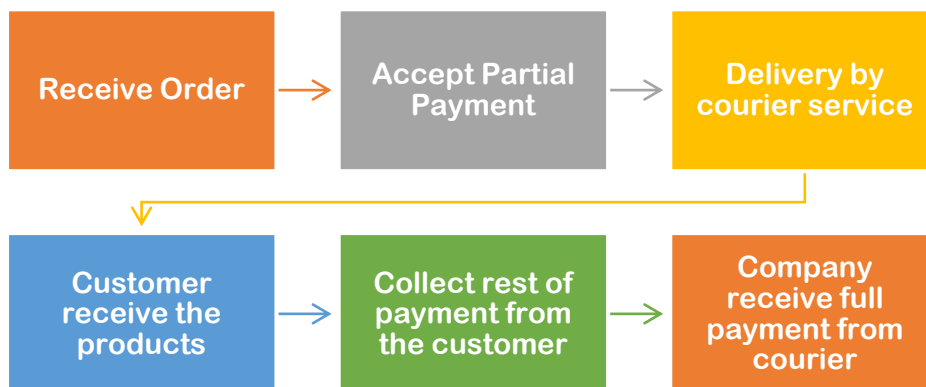
Netehat businesses operate in the following areas:

- Online search engine
- Smartphone application



## Strategy

Netehat manages an online distributor channel (sellers), who then receive orders from clients and ship the product to the customer's various regions.



### 3.3.4 Promotion

The purpose of promotion is to convey to customers that they demand this product and it is cost effective. Advertisement, public affairs, and the whole media strategy for launching a product are all examples of promotion.

Netehat promotes itself in a number of ways. They generally advertise on the online. They routinely market their items on social media channels such as Facebook and Twitter. They also provide a large collection of Broadcast ads on YouTube. The personal email database of Netehat was also retained. So that they may connect out to them through sending e - mail to millions of clients. They also hold a database of their consumers' phone numbers. They send SMS messages to customers in order to stay in touch with them and market their products.

#### 3.3.4.1 Promotional Objectives of Netehat

Netehat's primary promotional objectives are as follows:

- To compete in the e-commerce industry.
- To connect with their prospective consumers and prospects
- Survive in the crowded internet market.
- Introduce company services and goods to the rest of the globe.
- To increase sales and profits.
- To maintain and improve the brand.

#### 3.3.4.2 Online Promotional tools of Netehat

- **Social Media:** Netehat primarily focuses on social media marketing to promote its business. Netehat has a Facebook page, and they promote their website through this page. Sometimes they boost the post to reach more and more people. Nowadays people spend much on social media, and as a result, it is the best weapon to reach more customers.
- **Contents Marketing:** Content marketing is a marketing technique that uses relevant articles, videos, podcasts, and other media to attract, engage, and keep an audience. This strategy builds expertise, raises brand recognition, and keeps your company front of mind when it comes time to buy what you sell. Netehat makes videos on their product and uploads them on YouTube and other media. The most familiar medium of content marketing is YouTube. Netehat us this media very professional for marketing.
- **Search Engine Optimization (SEO):** SEO marketing is a component of digital marketing that entails optimizing websites and web pages for major search engines like Google, Facebook, and YouTube, among others. SEO is one of the best tools to reach out to so many people. People search for different things on google, youtube, and other social media, which is necessary for them. SEO helps them to get the things they want. To reach out to more people Netehat use SEO tools.
- **Advertising:** Advertising through banners which is hanging in different places is one of the cheapest ways of marketing. Netehat uses different vehicles, they put their poster behind the vehicles and also on other important places where look repeatedly.

- **Email Marketing:** Email marketing is a marketing method in which organizations send promotional communications to a large number of consumers. It is often used to create sales through the distribution of promotional offers, the nurturing of leads, or the expansion of the reach of content marketing activities.

### 3.3.4.3 Promotional Activities of Netehat

As an e-website, the majority of Netehat's advertising and promotional efforts are carried out through internet and digital such as Facebook, LinkedIn, YouTube, and their own websites. When customers notice Netehat attractive advertising on Facebook or Instagram and click the links, they are instantly brought to their site where they can see tempting offers and details about their products and services.

Netehat's online marketing operations are explored further below:

**a. Enhancing social presence:** In any online company, you want to take advantage of any chance to improve client involvement on digital platforms and social medias. In this scenario, one of the simplest and most efficient ways for Netehat to connect their clients is to publish numerous appealing images and videos about their services and products to show them a little more love and compassion through social media platforms. In addition, all information regarding the product's quality, features, costs, brand, and advantages is presented in depth.

**b. Improving the site for SEO:** Search Engine Optimization (SEO) can take ones online business deeper into the eyes of customers, and this SEO includes a variety of actions and tasks that are intended to inform your target market about your company, business, products, and services, as well as assist in determining the needs and desires of customers. Netehat performs a range of SEO work on its own website, such as product tiles, product description material, photos, or any blogs connected to the advantages of their things, fashionable and classiness. These successful taglines, headings of the product details, articles, and blogs contribute to their web sites ranking 1 to 10 in the search result connected to their business. Buyers often want to check the product description and title before buying or ordering something else online or visiting the website.

**c. Producing helpful and interesting content:** Netehat produces and publishes a variety of content articles and blog posts for their target clients who wish to buy a variety of things online. And all these content writing efforts help their targeted clients enhance the visitors on their website. In the meantime time, by providing all relevant information about their brand, they may be able to persuade as many of their targeted clients as possible to purchase their items.

CHAPTER-04  
PROBLEMS,  
RECOMMENDATIONS  
& CONCLUSION

## Problems:

- **Deficiencies in after-sales service:** In after-sales services, clients who are associated with the service are unable to provide feedback from the after-sales service. They are unable to establish long-term relationships with their customers. As a result, they can move to another organization.
- **Inexperienced offline market:** Netehat is performing well in online marketing, but in the offline they are not active, customers need to know more facts and how it works.
- **Client ignorance:** Customers may understand the method or technique for utilizing other services but may not understand how to utilize the Netehat services. They do not even know how to supply advertisements, list features, or promote advertising. Because the vast majority of these individuals are aged. As a result, they are unfamiliar with how to handle social media. Netehat must educate them well on this subject.
- **System procedure is lengthy:** the system process is quite sluggish. If someone is experiencing difficulties, they must expect a lengthy procedure. They must hunt through several departments to resolve their issues. Because it is long, some clients may become distracted from their services.
- **Less significant is the analysis of the competitive market:** Netehat is less concerned with the competitors in their online business of various items. They are unconcerned with researching their competitive market, as a consequence of which their company is struggling to thrive and optimize sales growth.
- **Lack of knowledgeable manpower:** One of the greatest challenges for Netehat's promotional and general efforts is a lack of competent personnel. Personnel education is no longer sufficient; they are occasionally unable to correctly address customer and supplier queries.
- **Lack of advanced technology:** a lack of advanced technologies or machinery (printers, scanners, machines etc.) A complex machine, equipment, or method is no longer superior or more difficult than others.
- **Lack of offline promotional activities:** Lack of worldwide and local TV advertisements, print media, and various marketing offers. Netehat has not engaged in any special promotional efforts. Seasonal offer, Mega offer, Occasional offer, and so on desire to ensure at least once a year.

## Recommendations:

- Netehat should facilitate the opportunity to provide feedback on after-sales service from their customer. Online business is not much trustworthy in Bangladesh like other country due to different reasons like increase in problems related to fake products, broken products, bad quality, and unnatural delay. So, at first they have to build a strong trust level, to do that they have to provide better after-sales service.
- Netehat is performing well in online marketing, but in the offline they are not active, customers need to know more facts and how it works.
- As Netehat is B to B as well as B to C market. Their business is mainly B to B focused. So anyone producer or whole seller can sale their product through Netehat. They are also its customer. Many of them don't know how publish sale post on Netehat. So, Netehat should arrange some program or training session to train their clients.
- They should solve the problem very quickly that are customer face by using their product. They should focus on customer feedback. They need take serious any types of customer issue and try solve without any hassle. They have to read customer mind, people love caring, if they can create this types of environment they get many loyal customers. And word of mouth marketing is more effective than other way.
- Netehat should know more about competition level in the market and also should know about who are the competitors. Nowadays there are so many competitors in the market and it is intensifying day by day. So, they have to provide some unique and quality product and services to their customers so that they can distinguish their product.
- Netehat should arrange some training programs to train their employees and staff so that they can do promotional activities more efficiently and also can provide better service and satisfy the customers.
- They should install some advance technologies and machinery like printers, scanners. They have few old machinery and equipment those are very slow and time consuming. So have to change these equipment.
- They can focus on local TV advertisements, print media to promote their business. Especially they can provide their ads in different tournament like world cup. They should make contract with some channel who broadcast live match. This the best way to reach more customer in Bangladesh. They may also provide different offer like seasonal offer, mega offer, occasional offer, and so on desire to ensure at least once a year.



## **Conclusion:**

The development of E-commerce indicates the arrival of digitalization technology in Bangladesh. Online marketing is one of the very few industries that is expected to grow rapidly in the next years. Humans with precisely described technological skills in online transactions have been added to digital structures such as Facebook, Youtube, Instagram, and others. Bangladesh already boasts 75 millions of Internet users, or around 40% of the entire population, demonstrating the effectiveness of online marketing and promotion.

Throughout the three-month Netehat internship at savar in Dhaka, almost all marketing approach more or less observed. The internship program was designed primarily to learn about real-world marketing and compare it to academic knowledge. Because the internship program does not include all departments and sections, it is impossible to go into depth about each branch activity owing to time limits. However, every attempt has been made to accomplish the internship program's goals. This report was conducted on Netehat's whole marketing activities. The advantages and pitfalls of the organization's marketing activities are discussed in this research. The organization's marketing efforts are effective. To have outstanding marketing and adequate sales, it must improve in several areas. In this study, a number of suggestions are made. If the organization takes those suggestions into account, it will be able to remedy its marketing shortcomings.

Netehat, with its current advertising style, has a great potential to conquer the market and expand its business. They have risen to be the leader of the e-commerce market in Bangladesh in a relatively short period of time. It happened totally due of the appropriate advertising and marketing methods that they used. There are threats from competitors such as Bikroy.com, Chaldal.com, Ali express, and others. They may, however, exploit economies of scale to compete with and beat their opponents in the following days. Furthermore, a specific relationship with the customer and after-income provider is essential for capturing a larger market.

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