



Internship Report

On

“An Analysis of the Marketing Activities of Believe Pte Ltd”

Submitted To

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Submitted By

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Letter of Transmittal

19 November 2022

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
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Subject: Submission of Internship Report on “An Analysis of the Marketing Activities of Believe Pte Ltd”

Dear Sir,

Here I present my internship report titled “An Analysis of the Marketing Activities of Believe Pte Ltd”. This report is a consequence of the internship program which is an academic necessity for the completion of the BBA program.

It is my honor to work for a leading organization of Bangladesh and gain an in-depth knowledge on lending process and monitoring techniques. Throughout the study, I have tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as informative as possible.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall remain deeply grateful if you kindly take some pen to go through the report and evaluate my performance.

For further query please do contact me.

Sincerely yours,

Saad Bin Gausal Anam Fahad

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Certificate of Approval

This is to certify that the internship report entitled An Analysis of the Marketing Activities of Believe Pte Ltd is prepared by Saad Bin Gausal Anam Fahad, ID: 191-11-6113, as a requirement of 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
Faculty of Business and Entrepreneurship
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Declaration

Myself, Saad Bin Gausal Anam Fahad bearing ID NO: 191-11-6113 a student of Bachelor of Business Administration (BBA) program, majored in Marketing of Daffodil International University do hereby declare that the internship report on “An Analysis of the Marketing Activities of Believe Pte Ltd” has done by me. No one submitted this report for any degree, diploma, title or recognition before me.

Saad Bin Gausal Anam Fahad

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Acknowledgement

At the outset, I might prefer to express my deepest gratitude to Allah the almighty for giving me the strength, wisdom and acquaintance to hold out this report and fruitfully completing the internships report.

I am really grateful that I got support from my supervisor Professor Dr. Mohammed Masum Iqbal, who helped me to finish my assigned report successfully. So, I'd prefer to give all the credit for my completion of this report to those who gave me their valuable time.

I would prefer to say thanks from the bottom of my heart to Shubroto Kumar Ghos, Asst. Manager, Business Development of Believe Pte Ltd at Bangladesh for offering me the chance to work with them and gather many experiences within the reality business environment. One person without whose help my every effort will go into vain is my academic supervisor.

Last but not the least, I would like to express my gratitude to all my classmates for helping me throughout my entire BBA life through their efforts, times, and cooperation which is priceless to me.

Executive Summary

Believe Pte Ltd. is a global, Singapore-based FMCG conglomerate that provides market-ready solutions for customers by listening to their needs and designing products that suit their culture and life choices. From breakthrough personal care essentials to beauty products surpassing global standards, our worldwide team of experts uses cutting-edge technology, scientifically proven methodologies and ancient knowledge to give our customers.

Internship may be a joint program that involves business school and business house collaboration. The main goal of this program is to offer students the chance to translate the word's job and therefore the knowledge of real-world situation books. The full report is split into four parts. The primary part consists of an introduction part which includes- objectives, and methodology The research was conducted through collection of secondary data. Secondary data was collected by visiting various websites and other reliable sources., scope, and limitations of the study, second part it consists of an organizational overview which includes Brands, Mission, Vision, etc.

In the third part, the Marketing Activities of Believe Pte Ltd is discussed and the fourth part includes SWOT Analysis then in the last comes findings, recommendations and conclusion. A company's organogram is very important for smooth operation. Certain suggestions are also drawn from the analysis to help. There is a gap in the organogram in the organization, and for that reason, simple issues have to rise through various concerned persons.

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Chapter One

Introduction

1.1 Introduction:

Believe Pte Ltd, is a global, Singapore-based FMCG conglomerate that provides market-ready solutions for customers by listening to their needs and designing products that suit their culture and life choice. From breakthrough personal care essentials to beauty products surpassing global standards. Believe has rapid growth in its relatively short period of time. Believe Pte Ltd started their operation in mid-2019, through that time Believe Pte Ltd has raised cumulatively over US\$ 80M over the last two years. The company is using the funds to consolidate its market share in India and Bangladesh via strategic market acquisitions. They have a very good online and offline presence. In order to do that marketing is essential. They have built a unique distribution network during the pandemic and they have an extremely strong and diversified portfolio of product brands of Lafz, Zayn & Myza and Dr Rhäzēs. Marketing plays an important role in a company mostly dependent on it. In that short period of time, I have tried to identify the various marketing activities by Believe Pte Ltd.

1.2. Background of the Report

The global market is constantly changing. Marketing strategies are evolving as well. As an organization, the marketing division must deal with the effects of a changing work environment. As an MNC it is now a major challenge for the marketing division to maintain product distribution patterns, staffing, packaging, price, and other marketing initiatives. This report has been prepared as a degree essential for BBA at Daffodil International University. The goal is to provide students with the opportunity to gain real-life experience by working in a practical setting. I got a chance to work directly with our global and local marketing departments.

I have learned about business and marketing strategies and policies. So, in this report try to discuss the marketing activities and gaps they can minimize.

1.3 Objectives of the Study

The objectives of the study are the following.

- To identify the marketing strategies of Believe Pte Ltd;

- To explain the marketing mix of Believe Pte Ltd;
- To identify the problems related to the marketing activities of Believe Pte Ltd;
- To make recommendations to solve the problems;

1.4.1 Research Methodology:

Methodology of the study

i. Nature of the Study

Completing this report requires different sorts of data collection methods of marketing services, activities, and operations. The nature of this study is a descriptive and exploratory type that enables the researchers to describe the occurrences as they have been described by their informant.

ii. Sources of Data

For clear and error-free study everyone should follow some procedure. The study data were gathered from secondary sources:

1.4.2 Secondary Sources:

1. Website
2. Related books study
3. Product brochure

1.5 Limitation of the study:

- Three months is insufficient time to learn the complexities of an organization and all of the responsibilities performed by each office and division. As a result, time is a major restriction when studying for this exam.

- Some limitations are experienced while gathering information and creating the internship report. Analyzing merely 100 people does not take into account the true market condition.
- In any event, working with a larger sample size was unrealistic due to a lack of time and opportunity.
- Extensive research is not possible due to the organization's restraints and restrictions, so it takes a long time to become an expert in the company. It can be challenging to locate essential files and documents for the report.



Chapter Two

Overview of The Company

2.1 An overview of the Organization

Believe Pte Ltd a Singapore-based FMCG company. Believe is a house of brands that includes Lafz, Zayn & Myza, and Dr Rhazēs. They are operating their business in over 8 countries and they are manufacturing all over the world including the countries like South Korea, Italy, Spain, Germany, and UAE. Their Office is located in Singapore, Bangladesh, Dubai, and India. They give customers market-ready solutions by listening to their needs and producing products that fit their culture and lifestyle choices. Their global team of professionals uses cutting-edge technology, scientifically proven methodology, and ancient expertise to gift their consumers with anything from innovative personal care needs to beauty items that meet global standards. Believe Pte Ltd started in the mid-2019 has generated tremendous growth in its relatively short history, impressing investors, and has raised more than \$ 80 million in total over the last two years. Accel and Jungle Ventures led the Series A and Series B capital raising, with Wamda Capital, a Middle Eastern fund, also participating. Venturi Partners, a Singapore-based investment platform created by veteran consumer investor Nicholas Cator, is leading the current Series C fundraising in Believe's third year of business. Lafz is the premium brand's flagship, made with traditional ingredients and halal-certified products ZM's vegan, cruelty-free, single-ingredient positioning appeals to the young and aspiring. Eventually, all their products are halal and vegan, and cruelty-free. Believe has achieved extraordinary impact and growth in a short period of time with its brands targeted on worldwide markets in the BPC category. With its distinct positioning of halal-based clean products (free of alcohol and animal additives), it has addressed a broad target market's latent need in a very concentrated manner.

2.2 Brands of Believe Pte Ltd



- **Lafz:** Lafz is a culturally conscious, ethical brand that creates world-class cosmetic and personal care products using Ancient Egyptian beauty secrets, current technology, and exceptional ingredients. These unique goods are Halal Certified and contain No Harmful Chemicals. They are also Alcohol-Free, Paraben Free, and Animal Ingredients Free.
- **Zayn & Myza:** Zayn & Myza is a young, energetic, and mindful business dedicated to making beauty and skincare simple for the new generation. We employ cruelty-free methods to create products that are scientifically supported, 100% vegetarian, and free of harmful chemicals. ZM employs unique formulae to meet the changing needs of millennials.
- **Dr Rhazes:** They are all about the peace of mind that can only be provided by a strong science-based innovation. Dr. Rhazes develops products in Singapore that solve consumer wellness needs by combining ancient wisdom with cutting-edge technology. In these times of tremendous health and hygiene stress, their line of products provides excellent protection against viruses, germs, and other illness-causing elements. They offer a variety of personal care and homecare services to keep your family secure and your mind at ease.

2.3 Mission & Vision

Mission: Believe has achieved extraordinary traction and growth in a short period of time with its brands targeted on worldwide markets in the BPC space. It has addressed the latent need of a broad target market in a very concentrated manner with its unique positioning of halal-based clean products (free of alcohol and animal substances). consolidating market position in Bangladesh and India through strategic acquisitions, while expanding coverage in the GCC and South-east Asia through organic and inorganic expansion.

Vision: Believe's aim is to build enduring brands that are connected with consumers' belief systems while assuring the greatest efficacy, quality, and originality throughout the Middle East and Asia. Paving the way for the company to become a significant global CPG conglomerate.

2.4 CSR (Corporate Social Responsibility)

The goal of the Believe Foundation is to share good with society by making it better. And it's a blessing that you're helping us fight to end poverty. So, a portion of the money they make from customer purchases goes to help a number of poor children get an education. So, when a lot of kids do well, they will be able to break down the barriers of inequality.

They are working with Need Base India (a foundation for Child Care and Development) is a non-profit organization. Nobottom Foundation that is located in Bangladesh works for vulnerable and underprivileged children in Bangladesh. And also, with ASROY Foundation & Welfare Trust and SACO a non-government voluntary organization working for the cause of intellectually disabled people.





Chapter Three

Marketing Activities of Believe Pte Ltd

3.1 Marketing strategy of Believe Pte Ltd

Any group or business tries to find the right market and the people who might be interested. Its products and services well enough. Market segmentation is done to help achieve this goal. strategies, target customers are chosen, and positioning strategies are put into place. By using this marketing strategy, the marketer can sell his product and service. Successfully and effectively make a lot of them and can stay in business. There is a market segment where you can make money if you market the product well. Organizations do things to sell the product to that group.

3.1.1 Market segmentation

Almost every product or service market is made up of more than one segment. Market segmentation is the process of dividing a market into a number of different groups.

To get a piece of this diverse market in travel agencies, companies have to target different submarkets or segments. The process of separating a group into smaller groups based on a set of rules is called segmenting. **Geographic** segmentation divides the market into geographic units like countries, states, regions, cities, and neighborhoods. In **Demographic** Segmentation, the market is divided by things like age, family size, stage of family life, gender, income, and education. race, and how people live. This is the process of putting people into groups based on how they act. **Behavioral** segmentation is a term for this. The way people act, what they use, what they like, what they choose, and how they make decisions are also used to divide the market. Usually, the segments are split into two groups based on how much they knew about and used the product. **Psychographic** segmentation is a method for putting people into groups based on how they act. The audience can be broken down into Personality, lifestyle, and attitude are used to divide people into psychographic segments. What this is all about: The idea behind the segmentation method is that a person's personality and way of life may affect what he buys.

3.1.2 Geographic Segmentation

They initially target east Asia and mid-east countries to sell their products, their global audience is Muslim they sell halal and vegan products.

3.1.3 Demographic Segmentation

They have all flagship range products like lafz. Lafz is their premium segment brand and those who can't afford to buy a high range of imported products their where its comes Zyan & Mayz have targeted the young generation

3.1.4 Behavioral segmentation

They have nicely segmented their product based on the different lifestyle through the eight countries based on their usage choice and purchasing decision. They made their products with different sizes and prices for the different regions .

3.1.5 Psychographic segmentation

They have segmented halal and dermatologically tested products, vegan products, and cruelty-free products. Muslims don't can't use those products that have alcohol or haram animal ingredients that are used on the products. People boycott the brands who test their products on the animal so Believe Pte Ltd all products are PETA certified.

3.2 Target Market

A target market is the part of the market where a product or service is sold. This is a business term. It is mostly based on age, gender, location, socioeconomic status, or any other combination of demographic factors. It is usually looked at and mapped by an organization using lists and reports with demographic information that could affect how key products or services are marketed. Through segmentation, a company divides the market into different parts. But the target market doesn't have to be made up of all of these groups. Target markets are only the parts of the market that the company wants to sell to. Because of this, it involves a choice.

3.3.1 Undifferentiated Marketing

Every customer of Believe Pte Ltd gets the same goods. The quality of the item has not changed.

Because it makes it impossible to make different quality levels of the same product, they have chosen to market it in the same way.

3.3.2 Differentiated Marketing Strategy

Their customers can buy the same product, but they have made their product different by making it in different sizes, shapes, and brands with different price points. This is why this product is called "differentiated." This is how they market their product to their different types of consumers.

3.3 Positioning

Positioning is all about thinking like the buyer. Customers need to be able to tell a company or brand apart from its competitors. Positioning is often the most important decision for a company or brand because it affects how customers see them and what they do. Prices of their products are carefully calculated and they are very competitive. They also have to maintain the superior quality of their products. They have investigated and studied their biggest competitors, like Wardah and Inika, to find out what their strengths and weaknesses are. To find potential market gaps, it's important to know how a company is different from its competitors. They have positioned themselves by some attributes like Hala certified, PETA certified and this is the most common way to put something in place. In this case, ACI Limited focuses on a certain quality, a product feature, or the benefits to the customer. ACI Limited shows that their Aerosol is very good at killing mosquitos and doesn't harm people or the environment in any other way.

3.4 Marketing Mix of Believe Pte Ltd

These days, marketing plans are based on a tool called the "marketing mix." The marketing mix is a well-known strategy tool for marketing. In the past, it was limited to the 4Ps, which stand for product, price, place, and promotion. In the past few years, the structure of the marketing mix has

changed, and now it is usually made up of 4Ps. The 4Ps of marketing has four main pillars: shoe shine.



In their marketing strategy, Believe Pte Ltd has come up with a great marketing mix.

Where there are already a lot of companies in the market, they know they have to make good products to stay in business. They also make sure their prices are competitive while making sure the quality of their products. Based on 4p, the following has been said about their marketing plan.

3.4.1 Product

A product is something that is made or made in order to meet the needs of a group of people. The product can be something that can't be seen or touched, like services or goods. The growth phase,

the maturity phase, and the sales decline phase are all parts of a product's life cycle. When sales start to drop, it's important for marketers to change their products to get more people interested. Marketers also have to come up with the right mix of products. The company's products help people of all ages and stages of life reach their full potential. They manufacture their products based on their specialty like K-Beauty products they manufacture in Korea. So they make sure the most effective and formulas for their products.

Lafz has 4 segments of products

1. **Makeup:**

- 1) Face: A. Foundation
B. CC Cream
C. Concealers
D. Primers
E. Makeup Remover Wipes

They have different shades based on the skin colors of different countries and region

- 2) Eyes: A. Pen Liner
B. Eyebrow Filler Powder
C. Kajal
D. Eyebrow Pencil
- 3) Nails: A. Nail Polish
B. Nail Polish Remover
C. Peelable Nail Polish
- 4) Lips: A. Lip Color
B. Lip Balms
C. Lipsticks

2. **Skincare:** A. Sunscreen
B. Moisturizer
C. Face Wash

- D. Face Serums
- E. Hand Serum
- F. Face Mask
- G. Body Lotions
- H. Olive Oil
- I. Olive Essence
- J. Face Powder
- K. Caffeine Range

3. **FRAGRANCE:** They have both for men's and women's body spray and perfume and pockets due or perfume for different types of occasions and different taste buds of people.

4. **HAIRCARE:** Hair Serum

Hair Color

Hair Oils

Shampoo

Zayn & Mayza has all sorts of makeup and skin solution in very affordable price

5. **MAKEUP:**

1)Lips: RICH MATTE LIPSTICK

LIPSTICK

LIP COLOR

LIP TINT

LIP BALM

2)FACE: FOUNDATION

BLUSH & HIGHLIGHTER

POWDER

MAKEUP REMOVER

3)EYES: KAJAL

MASCARA

- **Skincare:** 1)FACEWASH: VITAMIN C
 - TEA TREE
 - ARABICA COFFEE
 - APPLE CIDER VINEGAR
- 2) SERUM : VITAMIN C
 - TEA TREE
 - FRUIT AHA 10%
 - HYALURONIC ACID 1.5% + 24K GOLD
 - NIACINAMIDE 10% + ZINC
 - RETINOL WITH ROSEHIP EXTRACTS
- 3)CREAM: VITAMIN C NIGHT CREAM
 - VITAMIN C DAY CREAM
 - TEA TREE DAY CREAM
 - TEA TREE NIGHT CREAM
 - MOISTURIZING CREAM
- 4)BODY: VITAMIN C BODY LOTION
 - TEA TREE BODY LOTION
 - SOAP

3.4.2 Price

The price of a product is basically how much a customer has to pay to get it and use it. Price is one of the most important parts of the marketing mix. It is also a very important part of a marketing plan because it determines whether or not your business will make money and stay in business. Making changes to

The price of a product has a big effect on the whole marketing plan and a lot of other things affecting how many people buy and sell the product. Believe Pte Ltd has done a competitive pricing strategy. They are producing high-quality products and use a premium pricing strategy for Lafz and because price strategies are different, they are more affordable than lafz. Dr Rhazēs pricing is very competitive with the other products in the market.

It is very important that the correct price is charged for a product. If the price is too high consumers will avoid the product, as they will believe it to be expensive yet if the price is too low, they may believe that there is something wrong with the product for it to be so cheap. Also, if the company charges too low a price, it may not cover its costs. There are many different pricing strategies that companies can use to decide on a price for their product including market and psychological pricing methods.

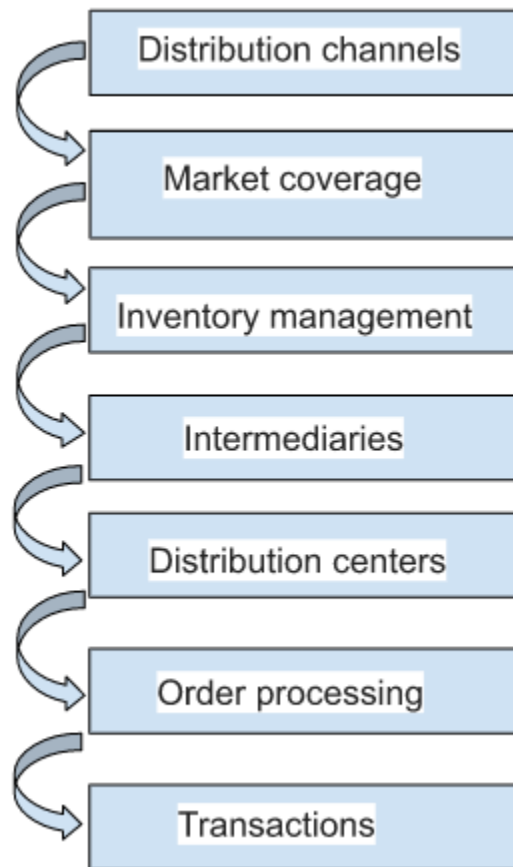
Some examples of pricing decisions to be made include:

- Pricing strategy
- Suggested retail price
- Volume discount
- Price flexibility
- Price discrimination

3.4.3 Place

A very important part of the definition of "product mix" is "placement" or "distribution." Marketers have to put the product in a place where people who might buy it can get to it. This is only possible if the company knows much about the people it wants to sell to. Marketers should know them inside and out, and then they will find the most effective ways to use them. Positioning and channels of distribution that speak directly to their target market. Believe Pte Ltd has a very unique distribution channel. Even with the covid restriction, they have reached throughout the country. They distribute their products to their distributors and they have sales representatives across the country to sell their products and retail or modern trade like Swapnno, Agora, Mina Bazar, etc. Recently they have invested in an E-Commerce platform named OHSOGO they sell beauty products, skincare and personal care products. They also sell on other e-commerce websites like Daraz, Shajgoj, and many more. So that they can reach out to their potential customers. They have built quite nice distribution channels in that short period of time.

Some examples of distribution decisions include:



Market coverage (inclusive, selective or exclusive distribution)

3.4.4 Promotion

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

Promotion is a very important part of marketing because it can help people know about a brand and boost sales. How a company promotes itself will depend on its budget and the message it wants to send. They have different types of promotional activities like TVC, Digital marketing Billboards. They have their own platform where they prompt their products. They have a strong digital marketing and branding team. Marshafee Bin Martuza is a LAFZ brand ambassador. They

run some experiential marketing campaigns to engage more with their customers. They are using short-term and long-term sales promotions like using coupons, competitions, contests and loyalty programs, etc.



Tvc Influencer marketing.



Chapter Four
Problems, Recommendations and Conclusion

Problems Identified

- They sometimes do customer surveys and take feedback. which is not enough to get the customer feedback.
- Internal Conflict on higher management. The organization's internal conflict harms operational procedures.
- There is no centralized ERP management system for companies that use a different system for different levels. Procurement and supply chain management and accounts used different software to manage their database.
- Top management decisions come from different places, and because of that time managers are not aware of some important information.
- A company's organogram is very important for smooth operation. There is a gap in the organogram in the organization, and for that reason, simple issues have to rise through various concerned persons.
- Lack of regular marketing campaigns.

Recommendations

- The organization should care more about how happy its customers are. So, it needs to stress how good the products are. It needs to do regular market research to find out how to improve the quality of its products and how pleased its customers are. what the customers want and need.
- They should solve their internal problems and smooth their operational process.
- Their ERP and warehouse management system should be more digitized and centralized so that they can easily run their operations more efficiently and effectively. And there is less chance of mismanagement
- Communication gap is a major problem in a company, there should be clear communication between every department

- A company's organogram is very important for smooth operation. They build the structure
- They should focus more on their marketing segments. By focusing their efforts on a specific market segment, they automatically counter the risk and costs of expanding across the entire market.

Conclusion

Believe Pte Ltd is one of the companies that has created a great presence with its excellent products and offerings. The company always does its best to develop new ideas and put out new products on the market with a wide range of marketing activities. Getting the word out about a new product is hard for the company because market needs and approaches are constantly changing. The most important results of the study are: The number of marketing campaigns is less now. There is also a lack of planning that is both dynamic and effective when it comes to marketing strategies. The company also tends to put little money into advertising. As it's a multinational company it's really important that there is no communication gap in the organization and other important people aren't doing enough to help promote the product. Based on what I found Trends in marketing around the world show that traditional marketing is giving way to digital marketing. The Internet is an important part of the services that a marketer has to offer. The number of people who do business over the Internet is growing quickly all over the world, and India is no different. Global technology networks make it easier for people to get services today. You can find and compare a wide range of goods and services based on their attributes, features, and prices, which can help you decide what to buy. They have an excellent supply chain and marketing team which have given them a strong position in the market.

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