



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

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

**Submitted To:**

**Mohammed Masum Iqbal, PhD**

Professor

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

**Submitted By:**

**Shadman Shakib Palown**

ID: 181-11-542

Program: BBA

Major in Marketing

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

Date of Submission: 12<sup>th</sup> January 2023

## 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 Advanced Publications**”

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 Advanced Publications**" 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 noted that without your expertise and collaboration, I would not have been able to finish this report. If you have any more queries about any additional information, I would be grateful to clarify it. So, I humbly request and hope that you would accept my report and so comply.

Thank you.

Respectfully yours,



.....  
**Shadman Shakib Palown**

ID: 181-11-542

Program: BBA

Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## Disclaimer

I am Shadman Shakib Palown, a student of the BBA program, Daffodil International University, hereby declare that the internship report titled “**An Analysis of the Marketing Activities of Advanced Publications**” is prepared after the completion of my internship at Janata library at Savar Branch under the intensive supervision and guidance of Professor Mohammed Masum Iqbal, PhD, Department of Business Administration, Daffodil International University and Mr. Saiful Islam, Manager, Saver Branch, Janata Library.

I also declare that the internship report is prepared only for academic purposes, and this report is not submitted by others.



.....  
**Shadman Shakib Palown**

ID: 181-11-542

Program: BBA

Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## Certificate of Supervisor

This is to certify that the internship report entitled “**An Analysis of the Marketing Activities of Advanced Publications**” is prepared by Shadman Shakib Palown, ID # 181-11-542, 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**

In the beginning, I would like to express sincere gratitude to Almighty, the most merciful and beneficial, for empowering me to complete the report on time. 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 express my gratefulness and thanks to my honourable academic supervisor, 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 grateful to the course coordinator, Mr. Saiful Islam, Manager, Janata library for providing me with information about Advanced Publications as well as help and guidance in completing my report.

Whenever I approached Advanced Publication's employees, they were really helpful in demonstrating the job process and giving important material for my report. Even though they were under a lot of pressure at the office, they tried to answer my inquiries and provide me with the information I needed. It was a wonderful chance to intern at an organization like Advanced Publications. The experiences that I have gathered from this internship will be highly beneficial to my future profession. 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**

Advanced Publications is a well-known publishing company in Bangladesh, with huge volumes under its belt (guides, text, grammar, creative & reference). Advanced Publications is the market leader in Bangladesh and is now expanding into other regions.

The major objective of this report is to investigate the marketing activities of the Advanced Publications. It is a descriptive research in nature. Most of the data are collected from both primary and secondary sources. But major parts of the report have been prepared by secondary data. The total report is divided into five major chapters. Chapters are again divided into subchapters according to the content of the chapters.

The first chapter of this report is an introduction part that describes the internship project, the background of the study, the purpose of the study, the scope of the study, the methodology of the study, the limitations of the study, and so on. In chapter two, a brief explanation of Advanced Publications' overview, vision, mission, strategies, Objectives of Advanced Publications, and corporate information, Advanced Publications' department, and Advanced Publications' products and services is offered, also includes several analyses such as SWOT analysis, PESTEL analysis of Advanced Publications and so on. Segmentation, placement, and targeting of Advanced Publications as well as the marketing mix like, types of product that company offer their customers, and the factor price, place promotions etc. was analysed in Chapter three. Chapter four highlighted certain problems like, promotional activities are inadequate, bandings based communication process is absent, less advertise on Online, Some employees are unaware about marketing activities and recommendations to remedy such problems, as well as a conclusion on the overall marketing activities of Advanced Publications and evaluated the study's performance.

## Table of contents

Chapter Name	Contents	Page no
	Cover Page	i
	Letter of Transmittal	ii
	Disclaimer	iii
	Certificate of Supervisor	iv
	Acknowledgement	v
	Executive Summary	vi
<b>Chapter-01 Introduction</b>	1.1 Introduction	02
	1.2 Origin of the Study	02
	1.3 Objectives of the Study	03
	1.4 Significance of the Study	03
	1.5 Scope of the Study	03
	1.6 Methodology of the Study	03
	1.7 Sources of Data	04
	1.8 Limitation of the Study	04
<b>Chapter-02 Overview of advance publications</b>	2.1 About Advanced Publications	06
	2.2 Mission	06
	2.3 Vision	06
	2.4 Contact Details	06
	2.5 Corporate Information	07
	2.6 Organization Structure	07
	2.7 Organizational Strategies	07-08
	2.8 Working Area	08
	2.9 Products	08
	2.10 Nature of Business	09
	2.11 Functional Department	10
	2.11.1 Research and development	10
	2.11.2 Graphics Department	10
2.11.3 MIS	11	
2.11.4 Sales and Distributions	11	
2.12 SWOT Analysis	11-12	
2.13 PESTEL Analysis	13	

<b>Chapter-03</b> <b>Marketing strategy &amp; marketing mix</b>	3.1 segmenting and targeting	15
	3.1.1 Demographic Factors	15
	3.1.2 Geographic Factors	15
	3.2 Marketing mix	16
	3.2.1 Product	16
	3.2.2 Price	17
	3.2.3 Place	18-19
	3.2.4 Promotion	19-21
	3.2.5 People	21
	3.2.6 Packaging	22
<b>Chapter-04</b> <b>Problems, Recommendations &amp; Conclusion</b>	3.2.7 Process	22
	Problems	24
	Recommendations	25
	Conclusion	26
	Reference	27





# CHAPTER-01

# INTRODUCTION

## **1.1 Introduction**

The internship is a required course for all BBA students in order to graduate since it provides first-hand experience with the challenges of everyday life. As a result, students benefit from being able to use their newly acquired knowledge in the workplace. The internship program's core goal is to work in an organisational context so that we may grow into professionals with real world experience and have the ability to reconcile theoretical concepts with real-life situations. As a result, the internship is an essential component of the BBA program.

Education is the essential investment in economic progress, and books are indeed the fundamental tools of education. A knowledge-based society is one that studies and relies on libraries. The publication industry sends books to libraries and readers' hands. A developed publishing business is dependent on a grown reading society, while an established reading culture rises on the back of an established publishing sector. As a result, book publication is critical to educational, cultural, and economic development, and hence to caution.

A country's publishing business may have a far-reaching impact on every aspect of national development efforts if it focuses its knowledge and efforts to the creation of indigenous publications. The number of books required by the reading population is endless, and it must keep up with developments in their needs and preferences, making publishing a competitive and high-risk sector.

To make a book and get it into the hands of readers, a team effort is required. Each member of the team serves an important purpose and cannot be replaced. There must be five key characteristics in order for there to be a book publishing sector. These are the elements:

- The writer of the manuscript.
- The printer who converts a manuscript into a book edition.
- The publisher of the book.
- The book's seller.
- The book's reader.

## **1.2 Origin of the Study**

The internship is part of the BBA curriculum and is required for graduation. It establishes a link between real-life experiences and theoretical concepts. I finished my internship with Advanced Publications in Savar. I worked in the marketing department and, in particular, in the customer service divisions. I finished my internship under the close supervision and guidance of Mohammed Masum Iqbal, PhD, Professor, Faculty of Business & Entrepreneurship, Daffodil International University, and he suggested that the topic of my report be "An Analysis of the Marketing Activities of Advanced Publications," which is related to my working experience.

### **1.3 Objectives of the Study**

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

- To Identify the marketing strategies of Advanced Publications;
- To analyse and evaluate the marketing mix of Advanced Publications;
- To identify the problems related to the marketing activities of Advanced Publications;
- To make some recommendations to solve the problems;

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

Since I interned in the marketing department of Advanced Publications at Savar, the subject of my internship report is "An Analysis of the Marketing Activities of Advanced Publications," a Savar research that is relevant to my work experience. It aids in understanding how a firm conducts marketing operations as well as how to handle customer complaints, problem-solving, and so on. The purpose of this study is to examine Advanced Publications' marketing practices. If the firm wants to boost its sales, it must focus on good marketing in order to attract more consumers.

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

The report goes through the background and activities of Advanced Publications' marketing initiatives, including online and in-store sales. This research will familiarize you with identifying problems with Advanced Publications' marketing activities. The organizational section of this report includes the organization's structure, context, marketing strategies, goods and services, and overall marketing activity. This report assists me in understanding the clear real life experience of Advanced Publications' company operations. It also teaches me how companies get their items to customers and how they handle their customers. This report's sole purpose is to collect information about Advanced Publications' marketing operations.

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

This study's methodology is extremely important. It is created in such a way that it will help to meet the study's goals. A methodology is a method or procedure for gathering data that must be combined with research in order to arrive at a study's result. It is a descriptive research in nature. This report has been conducted based on only secondary data.

## **1.7 Source of data**

### **Secondary Sources**

The following secondary sources have been used to conduct this study

- Several articles of Advanced Publication.
- Business brochures and leaflet
- Various internship reports on Advanced Publications
- Official website of Advanced Publications

### **Time and location**

This research was conducted between May and July of 2022. Several activities were carried out throughout a three-month period. The location was at Advanced Publications' Savar dealer point.

## **1.8 Limitation of the study**

Regardless of the fact that the staff of Advanced Publications at Savar have been very supportive of my studies. However, I am confronted with the following issues, which may be referred to as the study's limits. Some constraints are as follows:

- Since the internship duration was just 3 months long, time constraints became a serious concern. Three months is not enough time to study everything there.
- Due to security as well as other corporate obligations, the employee is unable to share certain information.
- Another disadvantage of this study is the absence of articles, books, and other related materials.
- It is difficult to obtain precise statistics on the activity restrictions of individual staff members.

These limitations were discovered in the report and may impede the study's development, however I am working hard to minimize the negative consequences of these restrictions.



CHAPTER-02  
OVERVIEW OF ADVANCE  
PUBLICATIONS

## **2.1 About Advanced Publications**

In the publishing industry, Advanced Publications is a publishing company with 600 volumes (guides, Text, Creative and Reference). It was founded in 1960 with three department directors. Advanced Publications is the leading company in Bangladesh and is also expanding into other regions. Every year, Advanced Publications strives to improve its form and sales income by 25%. Advanced Publishing has so far released the following publications: guides, English grammar books, reference books, children's books, and exercise books.

Initially, Bangladesh's publishing sector was considered to be modest. However, it is now a financial business core. The publication is currently incorporated as a limited corporation and deals with cores taka. Publication industry a manufacturing industry. Historically, it sold a variety of books and publications. From a tiny home style office to a contemporary corporate layout, publications have evolved. The publishing sector is today a competitive commercial market. Many entrepreneurs are investing and profiting in this area. This industry employs tens of thousands of people. My internship is on the Bangladesh guidebook publication sector

Advanced Publications is a well-known brand name in the industry of publications in Bangladesh. In 1960, Advanced Publications began its mission. Its activities began with academy books, but it has since expanded and diversified into other areas. Its dedication has resulted in the release of high-quality books, and it is currently admired throughout Bangladesh. It has already produced over 250 books ranging from pre-school to post-graduate level. The production of grammar books and a magazine also has gained goodwill and is helping students improve.

## **2.2 Mission**

Although the company's mission statement has yet to be precisely defined, the mission is given as follows in the statement's summary:

- The dedication to releasing high-quality books is admired across the country.
- Assist the government in achieving their goal of "Education for All."
- Everyone needs a comprehensive handbook.
- Create a variety of teaching resources.

## **2.3 Vision**

Book will be available for everyone in Bangladesh. Book is the best way to gain knowledge. We want to spread knowledge through books. The books will be reasonably priced and available across Bangladesh, this is the vision of Advanced Publications

## **2.4 Contact Details**

Advanced Publications

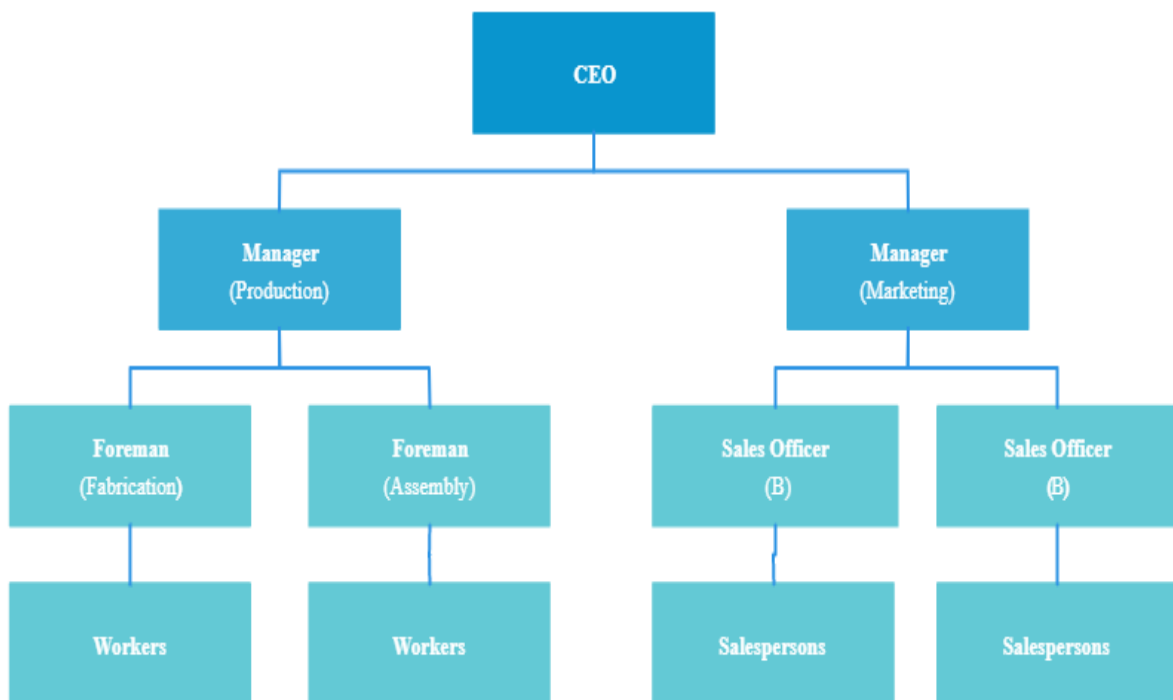
38/3 (1st Floor)

Bangla Bazar Books & Computer Complex, Dhaka – 1100

## 2.5 Corporate Information

Name of the company	Advanced Publications
Commencement of Business	1st January 1960
Head Office	Office: 38/3 (1st Floor), Bangla Bazar Books & Computer Complex, Dhaka – 1100
Mobile Number	+8801970508822
Chairman	Mr. MD. Mofazzel Hossion
E-mail	advancedpublications@gmail.com
Website	advancedpublication.com
No. of branches	17
Product Line	-Text book -Creative books -Guide books -Imported books -Grammar books
No. of employees	280

## 2.6 Organization Structure



## 2.7 Organization Strategies

- Identifying reader wants and evaluating how well those demands are satisfied.
- In order to gain readers' confidence, I intend to provide the best book possible.
- All employees must be taught and developed, and appropriate resources must be supplied to guarantee that the audience's demands are satisfied in a reasonable manner.

- Advanced Publications makes an effort to deliver high-quality publications at economical prices. It is dedicated to presenting you with the most recent information.

## 2.8 Working Area

Since they publish a wide range of publications, Advanced Publications has a diverse customer base. Those books are released yearly, on a regular basis, or on a market-by-market basis. I've added the whole Advanced Publishing working area here;

SL.	category	Customers
1	<b>Textbooks guide</b>	Publish textbooks guide for all classes
2	<b>Ref books</b>	Reference books from S.S.C. to degree level
3	<b>children books</b>	They have books for children, office executives and students, and professionals.
4	<b>Comics books</b>	Both fictions and non-fictions.
5	<b>Periodicals</b>	This periodical publishes features, news and articles on education and social issues.
6	<b>Multimedia SD</b>	Especially for children education.
8	<b>Import of books</b>	They import high quality children books from India and have planned to import books from many other countries.
10	<b>APS</b>	It's a books super store selling various types books and show pieces, toys, academic accessories.

## 2.9 Products

Name of the portfolio books for 2020-2021 and 2021-2022 are a following.

### List of products

- Grammar book zero level to degree/masters
- Zero level to five children book
- Zero level to SSC guide
- PSC, JSC, SSC, HSC others all test papers
- Supplement question bank
- Model test
- Question bank



## 2.10 Nature of Business

Advanced Publications is a publishing company that was established under the Companies Act of 1994. The primary role is to publish guidebooks and grammar books. It basically collects manuscripts from others (authors and contributors) and publishes them after various pre-printing processes are completed. Manuscripts are the basic materials used in the development of Advanced Publications. It has grown to become a major publisher. Technology (computers and other tools) makes writing, producing, publishing, and selling books simple and affordable. Working from home is possible, and no government permissions are required.

Book publishing is easy, but it is not like other sectors in that there is a lot to learn. However, there appears to be a lot of help accessible. No one on the team is aware of the content of the books, which are regarded as anonymous "product." In truth, "the most difficult challenge in book publishing is dealing with the day-to-day enthusiasm."

### Special features of the organization

There are various unique aspects that enable Advanced Publications establish itself as a brand. Those characteristics distinguish from competitors such as Lecture, Jupiter, Anupom, and others. I worked my best to acquire their particular abilities. Those-

- People in the publishing industry, unlike most others, are helpful, kind, and supportive. The book is one-of-a-kind; there is little competition, and publishers are rarely challenged by another book.
- The publisher, printer, and retailer collaborate to produce and deliver books to their intended buyers. Some believe that the majority of persons who self-publish do so because multiple publishers have rejected them. This is sometimes true.
- Advanced Publications is a big publishing house that has something (a variety of books) for everyone.
- There are several books offered here, with at minimum one book on each subject.
- Advanced Publications specializes in a variety of specialist fields, including reference books, text books, creative books, business books, and baby books magazines.
- The owner and employees of Advanced Publications are frequently involved in the subject matter of their books.
- Advanced Publications participants know where to locate their market since they shop at the same businesses, belong to the same groups, read the same periodicals, and visit the same conferences.

### Book Distribution

The key to efficient book distribution is to position the title in areas where there is a large concentration of potential customers. When specialist publishers accept a book, they may easily include it into their conventions.

## 2.11 Functional Department

Advanced Publications has many functional departments, each with its own department director. They are accountable to the board of directors for their job

- Marketing
- Research and Development
- Accounts & Finance
- HR and administration
- Production

### 2.11.1 Research and development

R&D is divided into several departments. Some departments deal directly with book content, while others assist with layout, design, and other book-related tasks. Graphic and marketing departments, business studies departments, bangle departments, English departments, language departments, agricultural departments, science departments, mathematics departments, artistic departments, and so on are all part of the research and development department.

#### The main tasks

One will learn how to select a topic, divide it into manageable projects, undertake research, a procedure that makes writing (nearly) simple, refine one's content, manage writing partnerships, analyse one's publication possibilities, and construct a customized and workable strategy. They will teach you how to write a book, get help, and publish or have it published using self-paced tests and resources.

- The 'implementation and control' role will be handled by the core R and D sectors such as general and technical education, etc. Furthermore, one unit can assist in R&D in the context of research, portfolio-wish planning, and coordination into the entire publishing operations.
- Children's books (for grades 1–8) can be planned and published by the individual R&D groups.
- For smooth functioning, pre-press must work independently.

### 2.11.2 Graphics Department

#### Functions

- Prepare the cover and inside design of the book.
- Creating book layouts
- Prepare the books
- Keep track of and arrange for successful media exposure.
- Ideas for successful media exposure are generated.
- Create innovative advertising concepts.
- Identify market opportunities and create unique concepts for brand equity building.

- To analyse competition, monitor market, product, and brand performance.
- Maintain effective budgeting while increasing market share.
- With the right tools, you can manage the brand life cycle across many markets.
- Creating a manpower requisition

### **2.11.3 MIS**

Advanced Publication's MIS department is primarily responsible for database programming as well as the management of all computer hardware, software, and networking. They also collect data on teachers, book production, sales, school and college addresses, their representatives and addresses, dealer demand, district-wide statistics, and so on. Employees can learn about many parts of their company by requesting permission from the department head.

### **2.11.4 Sales and Distributions**

Sales and Distribution is one of Advanced Publications' most essential departments. Basically, this is their main line of business. After collecting the customer's order, they gather the delivery information for the location where the goods must be delivered. Depending on the client's delivery place, they move the merchandise using their own transport or the customer can utilize their own transport. Before the merchandise is delivered, the consumer must pay in full. They sell their product to clients through wholesale and retail sales.

#### **Finance and Accounts**

The finance and accounting section creates and maintains corporate transaction records for both customers, as well as anticipating the best source of funds. This part guarantees that financial activities are employed as efficiently and effectively as feasible by employing a range of dominating and watching actions. It comprises of Audit, Internal Audit, Credit, and Accounts, and is overseen by the Controller and Finance Director.

#### **Marketing Department:**

Advanced Publications is currently the owner and operator of a publishing business. Different products were offered by Advanced Publications through its outlets and distribution centre, and dealer point. Advanced Publications is a retail and wholesale business with a large distribution network. The main task of this department is to let know people about Advanced Publications.

### **2.12 SWOT Analysis**

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Internal factors include the company's strengths and weaknesses, while external components include opportunities and threats. SWOT analysis helps organizations determine where they need to improve. Which areas do they need to work harder on? Also, provide sufficient information about the company's strengths, weaknesses, threats, and opportunities. The more the company's capacity to do a SWOT analysis, the better its chances of success.

## **Strength**

Advanced Publications' strengths include:

- Management Quality.
- Long-term strategic planning.
- Excellent brand marketing quality.
- High levels of marketing communication.
- Unit of communication.
- Technology is used to connect with customers.

## **Weakness**

Advanced Publications' weaknesses are include:

- A lack of a human-resources policy.
- The communication process is becoming less active.
- The degree of communication with teachers is not adequate.
- Lack of rules apply for employees.
- In guidebooks, there is a printing error.
- Some book prices are expensive.

## **Opportunities**

There are several opportunities like;

- Have wide acceptability among students and teachers.
- A revolutionary idea for guidebooks.
- High-quality papers
- comprehensive marketing network
- That are more reliable than other branded guide books.
- Advanced publications is well-known among both rural and urban students and teachers.

## **Threat:**

Advanced Publications' has certain threats. These are-

- Politically unstable culture.
- Transportation issue
- Dishonest businessman stole Advanced Publications' guidebooks.
- Government prohibitions on guidebooks
- The rival's strategy and deceptive marketing.

## **2.13 PESTEL Analysis**

### **3.2.1 Political Factor**

- Instability in the government
- Government intervention with regard to new entrants
- Tax regulations

### **3.2.2 Economic Factor**

- Inflationary pressures in recent years have slowed market growth.
- Changing an economic pattern or system.
- Government regulation is strong.
- The expense of paper is causing a significant increase in print expenditures.

### **3.2.3 Social Factor:**

- The usage of books in schools and universities is being reduced in favor of interactive learning and self-developed materials.
- It is reasonable to assume that in society, individuals spend less money on books.

### **3.2.4 Technological Factor**

- Uses superior technology that is unique and produces high-quality items.
- As technology advances, such as offset printing, a time-honored, high-quality printing process employed for a large number of mainstream-press paperback publications,
- Reduces the cost and waste of basic materials.

### **3.2.5 Environmental Factor**

- Many people are concerned about environmental issues since books are made from trees.
- Campaigns for publications that demonstrate environmental concerns, such as Green printing or Eco printing, which uses 10% recycled paper or chlorine-free papers for books or materials.

### **3.2.6 Legal Factor**

The legal requirements mostly benefit writers and publishers. Since the earliest copyright statute in the world, "The British Statutes of Anne," in 1710, many nations across the world, including Bangladesh, have had laws in place to protect literature. The Bangladesh Copyright Act 2000, for example, safeguards the writer's intellectual property.



CHAPTER-03  
MARKETING STRATEGY &  
MARKETING MIX

### **3.1 segmenting and targeting**

In a competitive modern marketplace, the publishing business need to precisely target and successfully reach its consumers. Segmenting customers and prospective customers helps publishers to better understand them, according to a broad session on reaching the appropriate reader at the right time. Business can prioritize its resources via segmenting. Understanding the market's peculiarities allows the industry to approach it selectively. A segmented audience enables more informed distribution, advertising, and product development decisions..

The consumer's behaviour is influenced by the stage in their lifestyles. The age of a consumer, the presence of kids at home, and their income are all important predictors of how they spend their time and money. These groups of people act similarly when divided into life phases. A segmentation approach based on life stage demographics provides advantages. The segments are simple to comprehend and converse with. Advertisers make comparable decisions based on similar criteria.

#### **Factors are considered while segmenting and targeting the market:**

##### **3.1.1 Demographic Factors**

The most common method of segmenting a market is by measurable demographic factors such as age, income, or gender. One of the most important issues in the publishing industry is demographic segmentation. This method is generally used by publishers to divide themselves. Where they can target a set of people where his provided books or items fit in. Publishers divide their market based on requirements and wants. Academic books have a well-established market, and there is no need to make further efforts since there is always a group of individuals who are students who want academic books for academic purposes. The market for creative novels is likewise highly diverse. Publishers always attempt to concentrate on one or two segments at a time. Academic book publishers, for example, do not usually focus on the creative writing market. Furthermore, creative writing publications do not specialize on academic books. There are also several categories for certain segments. There are books for youngsters, novels for young people, history for yet another set of individuals, and so on for creative writing.

##### **3.1.2 Geographic Factors**

Geographic factors define where people are and where they might go if they want to buy a book. People go to bookstores or book fairs to purchase books. And Advanced Publications know where to look for the intended market. As academic publishers, they distribute their books near academic institutions so that students may conveniently purchase them. Every year, 8 to 10 book fairs are organized by creative writing publishers to present their novels to readers. Then they send their novels to bookstores.

## 3.2 Marketing Mix

Advertising in publications has a relatively recent history; there has been a full transformation in the last 20 years. Some companies had merely public relations divisions and no official marketing duties twenty years ago, and marketing activity was largely product-oriented rather than market-oriented. The marketing role is now worldwide and rapidly expanding. Editors used to manage publishing organizations, but nowadays they are mostly run by marketers. There has also been a considerable cultural shift, with an industry technically defined as one governed by publishers opening up to the reality of commerce, such as the social consequences of trade.

### 3.2.1 Product

The proper product is one that customer's desire or will be willing to pay for or get funding for when they become aware of its existence. The manufacturer's original concept should be modified until it fulfils this criteria, and once created, it should be updated on a regular basis to ensure that it stays relevant to market demands as they evolve. The product will feature brand image packing after sale service in addition to the specific format and associated benefits given.

SN	Name of the portfolio	Book(2020-2021)	Book(2021-2022)
1	Grammar book zero level to degree	110	153
2	Zero level to five children book	0	14
3	Bangla grammar	4	8
4	HSC/ class 11 grammar book	48	48
5	HSC/class 11 text book	53	53
6	HSC test paper	12	12
7	HSC exclusive suggestion and solution	3	3
8	HSC suggestion	24	24
9	SSC guide/grammar book series	28	28
10	SSC test paper	24	24
11	SSC suggestion and solution	12	12
12	SSC suggestion	24	24
13	Class 09 question bank	0	8
14	Class 09 objective guide	3	3
15	Scholarship guide	4	4
17	6,7,8 question bank	3	3
18	Creative and reference book	110	160
19	Reference books for university teacher	5	5
20	Service and admission guide	8	12
22	Class 6,7,8 text book	17	17
23	National university	3	3
	<b>Total number of books</b>	<b>495</b>	<b>618</b>



In the publishing industry, products are primarily publications that must provide value to the reader above and beyond the actual cost. Nowadays, the standard of books is quite excellent, as are the authors who offer and share their expertise. Publishers have become more educated in learning about the needs and desires of their clients and giving them to the writers. Bangla Academy also conducts research to better understand people's reading habits, which helps them develop the substance or subject of books.

Separate market segments may require a different product line. And, of course, there are different types of books for different audiences or readers. In addition to novels for the younger generation, they also provide books for children, the elderly, and other demographics.

### 3.2.2 Price

A product pricing is an intrinsic component of the offering presented to the consumer; it will be perceived as part of the overall package rather than something separate. To attain the best results, a lot of factors must be balanced. The price is what the client pays in the end, although it is reduced for retailers and wholesalers that sell on behalf of the company.

The cost of printing a book varies depending on the quality of paper used, and it is often determined by the author's demand for how much money he or she wants for his or her publications. As a result, the publishers employ a variety of pricing strategies for the various writers' publications.

- **Forma based pricing**

The majority of the books' prices are typically determined by forma pricing. Different kinds of paper have different per forma prices. The price of white print paper is somewhat more than that of news print paper, and buyers receive a 15% discount established by the publishers.

- **Author based Pricing**

There are different strategies for the author; some demand a proportion of the whole sale, therefore publishers use forma-based pricing. However, some author's desire money before the book arrives on the market, so they fix the price so that the investment in the book is profitable.

#### Price of product list

SN	Name of the portfolio	Price Range
1	Grammar book zero level to degree	<b>400-700</b>
2	Zero level to five children book	<b>700-1000</b>
3	Diploma	500-1000
4	HSC/ class 11 grammar book	450-700
5	HSC/class 11 text book	250-500
6	HSC test paper	450-800
7	SSC test paper	300-500
8	SSC suggestion and solution	400-500
9	SSC suggestion	300-500
10	Question bank	100-150

11	Class 09 objective guide	150-200
12	Supplement question bank	200-300
13	6,7,8 question bank	200-300
14	Class 6,7,8 text book	250-600

### 3.2.3 Place

The most ideal sales tool is the location where the maximum number of prospective customer will read the message and also be able to purchase what the publisher have to offer. As part of the decision-making process, selecting a location where sellers may meet customers and establish their requirements and desires is critical.

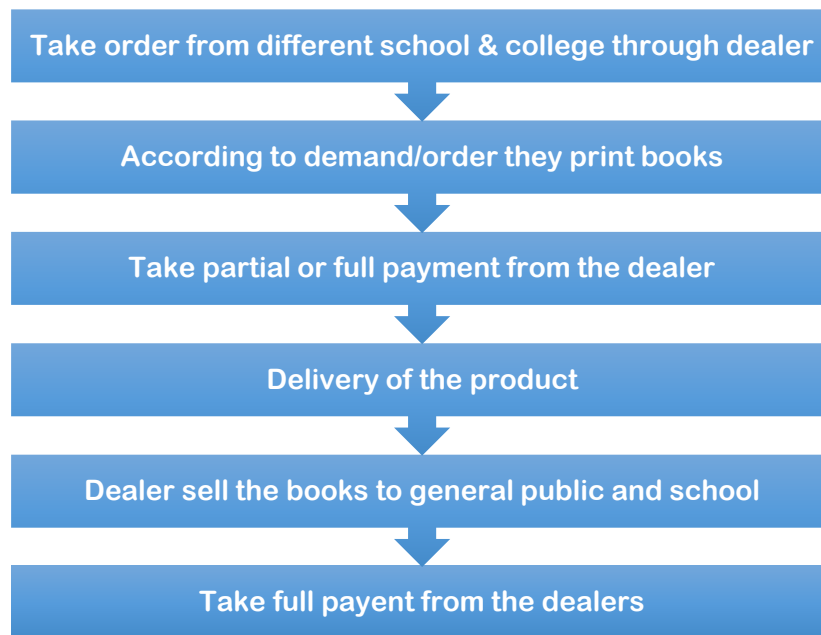
Place is also a significant consideration in the publishing sector. In order to reach out to customers, the Bangla Academy hosts the country's largest book fair every year. So that the publishers may bring their books to the book enthusiasts. The majority of their marketing approach is predicated on this fair season. Despite the fact that they have their own retail stores where they sell the books. They also offer books through various libraries and internet marketing, which is the most current marketing method for this business and is becoming increasingly popular with clients. And, in order to reach the rest of the country, they held fairs in various districts and appointed sales representatives and distributors in those places, allowing them to reach every corner of the market.

They have different dealer point from where they sell their product all over Bangladesh;

District	Dealer No.	District	Dealer No.
Dhaka	6	Kushtia	3
Gazipur	5	Lakshmipur	4
Savar	2	Lalmonirhat	3
Manikganj	5	Madaripur	2
Cumilla	4	Magura	1
Gopalganj	2	Manikganj	1
Habiganj	4	Meherpur	3
Jaipurhat	1	Moulvibazar	4
Jamalpur	3	Munshiganj	2
Jessore	5	Mymensingh	3
Jhalakati	3	Naogaon	2
Jhenaidah	4	Sherpur	3
Rajbari	3	Sirajganj	1
Rajshahi	1	Sunamganj	3
Rangpur	1	Sylhet	3
Satkhira	5	Tangail	1
Shariatpur	2	Khagrachari	3

## Strategy

Advanced Publications has different dealer point who then receive orders from clients and sell the product to the customer's various regions.



### 3.2.4 Promotion

**Advertising:** Advanced Publications advertises and promotes their product through numerous channels. These are-

#### Print Media

Advanced Publications mostly uses print media to inform customers about various offerings. Advanced Publications mostly uses newspaper and magazine print media. The newspaper is the first option for developing a promotion campaign. Newspaper is the only medium through which everyone may learn about Advanced Publications. They run color advertisements in the Daily Prothom Alo and other Bengali and English dailies.

#### Sales Promotion:

Sales promotion is short-term promotional tools based on incentives to increase sales. Such as:

- Discount.
- Gift.

Advanced Publications uses discounts and gift as their sales promotion-

- Advanced Publications occasionally provides various types of discounts on guide purchases. For example, if you purchase the entire course of your guide book, you will receive a (%) discount.
- Advanced Publications, on the other hand, occasionally provides various types of gifts to its consumers.
- As a present, Advanced Publications provides tale books, money, cards, free additional books, and other items to students, instructors, partners, and merchants.

### **Public Relations and Publicity:**

Not only must the corporation maintain positive relationships with its customers, suppliers, and dealers, but it must also maintain positive relationships with a wide number of interested publics. A public is defined as any group with an actual or future interest in or effect on a company's capacity to fulfill its goals. A number of initiatives are used in public relations to promote or defend a company's image or particular items. Advanced Publications attends "boi mela" every year. It benefits Advanced Publications' public relations.

### **Sponsorship Program:**

Advanced Publications occasionally enters into sponsorship agreements with other schools or organizations. However, those initiatives are mostly focused on the local level rather than the national one. They support a well-known local educational program. They also support art and education projects in other locations. It benefits Advanced Publications.

- To connect with a specific target market or way of life.
- To raise awareness of a company's or product's name.
- To develop or strengthen customer impressions of essential brand image connections.
- To improve the proportions of the company image.
- To demonstrate one's dedication to the community on social concerns.
- To entertain or thank critical clients or staff.
- To make merchandise or promotional possibilities available.

### **Internet Marketing:**

This promotion component includes the Internet, CD-ROMs, and so on. The Internet may be used to find sales leads, run online surveys, give product information, and display adverts. Advanced Publications makes all of their information available on the Internet, including company history, goods and services supplied, coverage, and pricing. They constantly keep all information on their website up to date.

## **Direct Marketing:**

Advanced Publications occasionally does direct marketing to customers. However, this industry is not as diverse. This is how most reputable customers and potential customers obtain Advanced Publications guide books.

## **Advertising Effectiveness:**

Every publishing company must assess the efficiency of all of its advertisements. There are several approaches for determining the efficiency of advertising. They are as follows:

1. Historical data analysis
2. Recall examination
3. customer consultations
4. Marketing research

Advanced Publications is establishing a high brand value through advertising. It also assists Advanced Publications in establishing a long-term brand presence in the industry. Advertising aids in the growth of Advanced Publications' sales volume. As a result, Advanced Publications' advertising is extremely effective in building a strong brand.

Marketing information may be delivered via a variety of channels, including from public relations and sponsorship to advertising and direct marketing, as well as the selection and administration of appropriate distributors and successful sales management. Those in charge of marketing must choose the optimal promotional strategy for both market and product while staying within the marketing budget constraints. Nowadays, the publishing sector is adopting marketing techniques in order to promote itself as a brand rather than a book company. In the conventional publishing sector in Bangladesh, books were solely sold through sales representatives and direct marketing at book fairs. However, they are now primarily employing marketing methods to advertise themselves as a brand and sell their books through brand image.

### **3.2.5 People**

Almost all publications in the sector are now market-oriented publishing companies. And they are devoting a significant amount of time to understanding the demands of their customers in order to create and build their product. And they realized that the product should emerge from a knowledge of consumer expectations. A variety of sources are used to investigate customer needs, including expert knowledge from authors and content contributors, feedback from retailers, wholesalers, and other channels, as well as sales patterns of similar types of books, socioeconomic data, website traffic, seminars from relevant forums, talking to people, and observing trends.

After assessing the data, they share it with the writers and other persons involved. Authors, who may be the most significant people in this industry because they generate the product for the publishers, should be aware.

### **3.2.6 Packaging**

People create their first impressions of a product within the first 30 seconds of viewing a visual of it or any piece of its packaging. Small changes in product packaging can frequently result in completely different reactions from buyers.

Because publishers are so focused on marketing, they are now well-versed in book packaging. They frequently spent a significant amount of time determining the appropriate packing. They constantly aim to create the packaging in such a manner that consumers can guess the content of the books just by looking at the package. Nowadays, packaging is usually visually appealing. Publishers understand how to create packaging that defines the content and includes the title name.

### **3.2.7 Process**

The entire publication marketing procedure begins with the items offered by the authors and content writers. Before the book can be published, the pricing and market where it will be distributed must be determined, which the publishers are already aware of because it is a part of their business.

To reach the targeted clientele, the publishers already have a group of sales representatives and a solid distribution system. The book fair is another venue for reaching out to customers and delivering their desired books to complete the process.



CHAPTER-04  
PROBLEMS,  
RECOMMENDATIONS  
& CONCLUSION

## 4.1 Problems

- **Promotional activities are inadequate:** The promotional activity of Advanced Publications are insufficient to compete with the competitors. There are so many rivals in the market nowadays, and it is becoming more intense by the day. When a corporation is more efficient in its promotional operations, it might capture a greater market share. It enables the organization to raise brand image, generate leads, and establish long-term relationships with its target audience.
- **Brandings based communication process is absent:** Advanced Publications Brand-based communications are absent, which is not a good indicator. Brand-based communication allows a firm to have a long-term impact on their consumers, so customers remember company for years to come. One can express business brand's purpose to its consumers in a way that they can't ignore by engaging in effective advertising and interacting with them on social media.
- **Less significant is the analysis of the competitive market:** Advanced Publications is less concerned with the competitors in their publications industry of various types of book. 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 reputed school and college teacher's participation as a writer:** The involvement of the reputed school and college teacher's as a writer is not enough. A good and renowned writer can grab more reader than an ordinary writer.
- **Less advertise on Online:** Advanced Publications do not concentrate on online marketing, but it is the best way to reach out the customers. Online advertising allows you to find, reach, and engage people who are likely to be interested in your business without spending money on an overly broad audience. Online advertising offers granular audience information, so you can focus your efforts effectively.
- **Some employees are unaware about marketing activities:** There are some people in Advanced Publication they are not aware about marketing activities. Actually marketing such a thing it can do anyone of the organizations. If the people in the organization aware about marketing they can attract more reader through different fair.
- **Lack of knowledgeable manpower:** One of the greatest challenges for Advanced Publications' 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.
- **Advanced Publications does not sponsor in big event:** Event sponsorship is a powerful type of advertisement that provides brands with an opportunity to raise awareness and generate new leads. If used efficiently, sponsorship can act as a great marketing tool for marketing. Sponsoring an event may let the brand and name appear on numerous media during the event.



## 4.2 Recommendations

- **They should more efficient in promotional activities:** To reach the target audience, effective promotional activities is much need. Advanced Publications should coordinate promotional mix elements to develop a controlled and integrated program of effective marketing communication. They can follow some way to effective their promotional activities like; Social Media Promotion, Product Giveaways and Samples, Customer Referral Incentive Program etc.
- **Enhance branding based communications:** They should increase brand image through different creative program that come to the mind of customer when they think about guide books. Building a brand is the best way to stay ahead from the competitors. They can arrange some competition and try to involve people as much as they can, and provide some lucrative prize with their logo. This will help them to make unique brand image.
- **Increase competitive market analysis:** Advanced Publications 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 book and services to their customers so that they can distinguish their quality of books.
- **Increase teachers participation in writing:** They can focus some renown and famous teacher who are competent enough from reputed school or college, people know them better as well. Here they can do their promotion also increase involvement of readers by this improvement.
- **Increase advertising on online:** They should develop creative TV advertisement to attract the customer and build a strong brand. They can focus on social media advertising, which is more effective than conventional advertising lately. People spend a lot of time on social media. In this way, they can reach out to more customers. This is one of the best way to reach out the customers.
- **Some employees are unaware about marketing activities:** They should take some initiative to make responsive their employee in terms of marketing activities. They can arrange training program on effective marketing strategy. The managers should encourage employees to share ideas freely and make them comfortable in marketing activities.
- **Train the manpower:** Advanced Publications 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.
- **Sponsor big event:** Advanced Publications should sponsor some big event to reach out more customer. They could sponsor national level inter-university sports tournament, premier league tournament, also they can sponsor several university competitions. This will help Advanced Publications to let more people know about their company.

### 4.3 Conclusion

We may say that the publishing business in Bangladesh has always struggled to overcome restrictions. The publishing business will become viable with the execution of the National Book Policy and the strengthening of the organizations responsible for providing infrastructure support. Furthermore, if Bangladeshi publishers can improve and sustain their current successes, the business should be able to securely enter the twenty-first century. Another issue is that Bangladesh's book publishing business is not yet prepared to capitalize on the potential presented by the digital revolution.

In our country, Advanced Publications is a well-known publication. Mostly concerned with various types of academic exercises and reference books. Its basic structure is superior to that of other publications. Job stability is quite low, and it is mostly reliant on performance. Some valuable personnel may lose their jobs as a result of poor or incorrect judgment. As a result, experienced people are rare in organizations, which is detrimental to marketing strategy. Employees of all levels are given various forms of incentives if they meet their targets. That is beneficial for marketing. In comparison to competitors, they believe Advanced Publications is in an excellent position. Advanced Publications is launching new format guide books and developing a new branding approach. Others, on the other hand, are following Advanced Publications, which I witnessed throughout my internship term. They are looking for new famous personnel in the marketing area, which will be essential for Advanced Publications' marketing in the future.

## Reference:

1. History Of Advanced Publications. (2016). Retrieved 1 December 2022, from <http://advancedpublication.com/2016/04/15/history-of-advanced-publications/>
2. MARKETING MIX AND ONLINE MARKETING. (2022). Retrieved 10 December 2022, from <https://www.ukessays.com/essays/marketing/marketing-mix-and-online-marketing-marketing-essay.php>
3. Saville, J. (2022). 4 Types of Market Segmentation With Real-World Examples | Yieldify. Retrieved 11 December 2022, from <https://www.yieldify.com/blog/types-of-market-segmentation/>
4. Porter's Five Forces EXPLAINED with EXAMPLES | B2U. (2016). Retrieved 9 December 2022, from <https://www.business-to-you.com/porters-five-forces/>
5. Marketing Strategy - Meaning and Its Importance. (2022). Retrieved 11 December 2022, from <https://www.managementstudyguide.com/marketing-strategy.htm>
6. 4 P's of Marketing. (2022). Retrieved 11 December 2022, from <https://corporatefinanceinstitute.com/resources/management/4-ps-of-marketing/>
7. Market Segmentation and Targeting. (2022). Retrieved 11 December 2022, from <https://corporatefinanceinstitute.com/resources/management/market-segmentation-and-targeting/>