



Daffodil
International
University

An internship report on “A detailed study on the promotional activities of city group”

Supervised By

Farhana Noor
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Prepared By

Apu Rajbangshi
ID: 183-11-663
Major: Marketing
Bachelor of Business Administration (BBA)
Daffodil International University

Date of submission: 10th August 2021

Letter of Transmittal

10th, August 2022

Farhana Noor
Assistant Professor,
Department of Business Administration,
Faculty of Business and Entrepreneurship,
Daffodil International University.

Subject: Submission of internship report on “A detailed study on the promotional activities of city group”

Dear Madam,

It is with great pleasure that I present my internship report on "A detailed study on the promotional activities of city group. ". This is a fantastic opportunity for me to learn more about City Group's practical focus because of the role that was assigned to me. I've done my best to ensure that this is as useful and informative as possible. In order to compile this report, I read a variety of sources, including books, articles, and journals, as well as obtaining data on the internet. In the future, I believe that the knowledge and experience I gained while writing this report will be quite beneficial.

I worked hard to meet the goals of the internship and am confident that my efforts were fruitful. In addition, I've followed all of your comments and instructions to the letter in putting together this report. Maintaining your timetable, format, and discipline were my top priorities when I was writing.

The consideration you have shown me is really appreciated.

Yours sincerely



Apu Rajbangshi
ID: 183-11-663
Major in Marketing
Bachelor of Business Administration (BBA)
Daffodil International University.

Supervisor's certificate

This is to certify that Apu Rajbangshi, ID: 183-11-663, submitted the internship report titled "A detailed study on the promotional activities of city group" for the granting of the Bachelor of Business Administration (BBA) Program major in Marketing at Daffodil International University. To the best of my knowledge and according to his declaration, no part of this internship report has been submitted for any other degree, diploma, or certificate. It is suggested that the report be submitted.



Farhana Noor

Assistant Professor.

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Declaration of student

I, " Apu Rajbangshi," a Business Administration student at Daffodil International University, hereby submit the Internship report titled "A complete analysis on the promotional activities of city group." The dissertation report presented to the Department of Business Administration, Daffodil International University is the result of my work under the supervision of Farhana Noor, Assistant Professor Faculty of Business and Entrepreneurship, Daffodil International University. I further declare that no part of this report has been or is currently being considered for the granting of a degree, diploma, or other form of recognition.



Apu Rajbangshi

ID: 183-11-663

Major in Marketing

Bachelor of Business Administration

Department of Business Administration

Daffodil International University

Acknowledgement

It was a genuine pleasure to write the Internship Report on "A complete analysis on the promotional activities of a city group."

At the outset, I'd want to offer my heartfelt gratitude to Allah for providing me with the strength to complete the assignment on time. I'd like to express my appreciation to my respectable parents, who have always been there for me. I am delighted to proclaim that I have been fortunate to have courteous assistance and supervision from Farhana Noor Assistant Professor Faculty of Business & Entrepreneurship; my heartfelt gratitude to her for providing me with important recommendations to complete the entire report correctly. My thanks and gratitude to the City Group authority for allowing me to complete my internship at city group. I'd like to convey my gratitude to the City Group Brand and Marketing Team for paying extra attention to me from the start of my stay. The City Group Finally, I'd want to convey my heartfelt gratitude and heartfelt greetings to my seniors and fellows for their sound advice and recommendations, as well as for motivating me in some circumstances. Thank you from the bottom of my heart.

Executive Summary

This report is based on my three-month practical experience with the city group. This internship program taught me about the real-world setting of a Business Consultation firm. A diverse selection of products with guaranteed standards, quality services, and the most effective managerial efficiencies have helped the company become a market leader in the fields in which it operates. Keeping the major focus on company expansion and growth in the most promising areas, the group is constantly undertaking projects to make it the largest conglomerate in Bangladesh's business arena, despite the fast-changing business trend and difficult situation. The city Group is still making good use of its business potentials while also contributing to the development of the local corporate culture and making a significant contribution to the overall development of the country and its economy, relying on a solid foundation and highly professional human resources.

Despite exciting growth and commercial expansion, the company's purposes and objectives remain the same - to serve people to the best of our ability and to continue working for the greater good of the people and the country.

Still, every city Group company considers its clients to be their obligation and customer.

In the final chapter, various problems from the study are recognized, and recommendations for those problems are provided. Based on my professional experience, I believe that the City Group is a well-run and efficient corporation.

Contents

Letter of Transmittal	ii
Supervisor’s certificate	iii
Declaration of student	iv
Acknowledgement	v
Executive Summary	vi
Chapter One: Introduction	1
1.1 Introduction.....	2
1.2 Background on the report.....	2
1.3 Scope of the study	3
1.4 Objective of the Study	3
1.5 Methodology of the study	4
1.6 Limitations of the Study.....	5
Chapter Two: Company overview	6
2.1 Company profile	7
2.2 Departments	7
2.3 Mission.....	8
2.4 City Group of Industries’ objectives.....	9
2.5 Brands	10
2.6 Products.....	13
2.7 Packages offered	14
Chapter Three: Analysis of Marketing Promotions	15
3.1 Promotional Activities	16
Chapter Four: Findings, Recommendations, Conclusion	20
4.1 Findings.....	21
4.2 Recommendations.....	22
4.3 Conclusion	23
Reference	24

Chapter One: Introduction

1.1 Introduction

Business is booming right now. Changes in the world of business have been unleashed by globalization. The topic of an open market economy has become a national one. Bangladesh, a country that was a British colony for 200 years but is now an independent nation, is in similar scenario.

A rise in Bangladesh's business sector may be traced back to recent years. Many new businesses are springing up and bringing with them a whole new set of challenges and opportunities. Many international investors are currently considering making investments in the United States in a variety of fields. The consumer products industry is one of the many subsectors included in this list. For the future of our country, this is a very encouraging field to work in.

As a result, a number of domestic corporations are now manufacturing a wide range of consumer goods. There are some well-known industrial conglomerates, including City Industries, Partex Group, Sena Kallayn Sogastha, and Meghna Group of Industries. Discussing City Group of Industries is the subject of this report.

The City Group of Industries is well-known for its work in consumer products marketing. It all began in Gandaria, Dhaka, with a heroic effort that became the foundation of the enterprise known as "CITY OIL MILLS." By the end of the year 2008, it had expanded to include 21 additional companies.

1.2 Background on the report

Every BBA student is required to complete an internship with a business organization following their graduation. As part of their coursework, each student is required to complete a project that combines academic study with real-world application. This paper is the culmination of a three-month internship at City Group of Industries, which I participated in.

I had been accepted as an intern at City Group of Industries for three months. As part of my BBA internship program, I've been assigned the topic "XXX."

Daffodil International University business administration lecturer XX supervised the creation of this internship report.

1.3 Scope of the study

In my role as City Group's brand and marketing manager, I was tasked with conducting research on the company's branding. The study's primary goal is to uncover City Group's promotional initiatives aimed at influencing consumer purchasing habits. In addition, our research has standardized the issues and solutions under consideration. In this research, I give the most up-to-date information available about City Group.

1.4 Objective of the Study

There are two ways to look at the report's goal:

- ✓ Broad Objective
- ✓ Specific Objective

1.4.1 Broad Objective

To determine the promotion strategies of City group.

1.4.2 Specific Objective

1. To assess the current promotion mix of City group
2. To analyze the process of using promotional tools used by City group.
3. To recognize the promotional gaps of the city group.
4. To find out the problems of promotional activities followed by the City group.

1.5 Methodology of the study

This report has been written based on what I learned during my internship. The study calls for a methodical approach beginning with the selection of the topic. In order to carry out the study, it is necessary to locate and collect relevant data sources, which must then be categorized, examined, interpreted, and presented in a methodical fashion, and conclusions must be drawn from the gleaned information. For the purpose of completing the assigned reporters, primary and secondary sources of information were used for this report;

1.5.1 Primary Sources

- ✓ Practical work experiences gained from various positions.
- ✓ Conversation and direct communication with the client.
- ✓ Some personal observations were made.
- ✓ Research pertinent to the files provided by the concerned party.
- ✓ Discussion of specifics with my boss.

1.5.2 Secondary Sources

- ✓ Followed the annual City Group report
- ✓ Newspaper
- ✓ Website material

1.6 Limitations of the Study

There are a number of specific limitations to this study, which are described below:

- ✓ Time is the primary and foremost constraint, preventing coverage of all aspects of the investigation. In three months, it is impossible to gain a thorough understanding of any company and produce a report on it.
- ✓ If a person is wise, he or she can collect primary employee information. But this information is not suitable for report writing. The secondary data is likewise somewhat outdated. The only two components are the annual report and the website.
- ✓ Due to the confidentiality of the organization, the authority never wanted to share any information while collecting data.
- ✓ For obvious reasons, the HR policy prohibits the disclosure of sensitive data and information.

Chapter Two: Company overview

2.1 Company profile

The date February 6, 1972 symbolizes the voyage of a valiant attempt in Gandaria, Dhaka - one that marked the commencement of the company known as "CITY OIL MILLS" - Mr. Fazlur Rahman, the group's founder and chairman, began essentially from scratch. The initial period was marked by many hardships as a result of the country's economic decline throughout the postwar period. Initially, the company's objective was to make mustard oil for the local market. The company quickly made its way into the corporate world as a result of the product's tremendous demand.

For the next 18 years, the company functioned in the Dhaka metropolitan area and catered to the needs of the local market. This quickly allowed the entrepreneur to expand the business, which had become one of the largest mustard oil manufacturing facilities in the country.

A vision to develop the corporation into a national conglomerate of the 21st century was initiated. City Vegetable Oil Mills was founded in Rupshi, on the outskirts of the city of Dhaka. In 1994, "Hasan Vegetable Oil Mills Limited" and "City Fibres Limited" were established as sister companies to City Group as a result of this initiative, which demonstrated the company's rapid expansion.

During this time, the founder also conceived of additional production units, and soon the brand "TEER" was established, capturing the hearts of the people. This banner featured the flagship product, "TEER SOYBEAN OIL," which quickly gained a substantial market share.

The tremendous money earned and exceptional popularity of City Group of Industries' products quickly made their way into the hearts of the public. By the end of 2006, City Group of Businesses was one of the country's emerging industries, with a rapidly increasing business that resulted in the formation of 21 sister companies.

Currently, the company is focused on fulfilling and responding to the ever-changing needs of domestic and international consumers. City Group of Industries is currently one of the largest companies in the country, and its international reach makes it one of the best conglomerates in the country. A year of painstaking effort has paid off, and City Group of Industries has begun its transformation into an International Standard Company alongside its 21 sister companies.

2.2 Departments

The functional departmentalization of City Group of Industries, one of the major conglomerates in Bangladesh, reflects group activities. They have begun coordinating the departments well before acquiring ISO certification.

Beginning with almost nothing, the company has accomplished an Achilles Heel accomplishment in which it has demonstrated enormous effort and reached the heavens. They began with only

Administration, which was the only active department in the company and had the exclusive responsibility of supervising all corporate activities.

Currently, the organization has a performance-based schedule and operates on the basis of functional departmentalization. The departments include the following:

1. Marketing & Sales
2. Technical
3. Import
4. Export
5. Accounts
6. Administration
7. Production
8. Procurement
9. Store
10. Human Resource

They anticipate acquiring the status of multinational conglomerate in the near future.

2.3 Mission

Their mission is "to supply consumers with high-quality health and food consumables at an affordable price, and to raise awareness on the local and international market for Bangladesh-made consumables."

With this target in mind, they set out on a quest. Along the stages, they accomplish a great deal, and the significant milestones supply information on their establishments.

Sl	Name of Company	Name of Product	Year of Establishment
1	City Oil Mills	Mustard Oil	1972
2	City Rerolling Mills	MS Rod	1985
3	City Vegetable Oil Mills Limited	Refined Soyabean & Palm Olein	June 1990
4	City Fibers Limited	P.P. Oven Bag	October 1992
5	Hasan Plastic Industries Limited	HDPE Containers	September 1994
6	Hasan Flour Mills Limited	Atta, Flour & Semolina	December 1995
7	Hasan Printing & Packaging Industries Limited	Paper Carton	September 1999
8	Hasan Containers Limited	Tin Containers	September 1999
9	City PET Industries Limited	PET Bottle and Mineral Water	February 2001
10	Shampa Oil Mills Limited	Mustard Oil	April 2001
11	Farzana Oil Refineries Limited	Refined Soyabean & Palm Olein	April 2001
12	City Dal Mills Limited	Beans	June 2001
13	Grainmark	Indenting	2001
14	Rahman Synthetics Limited	P.P. Oven Bag	August 2001
15	Deepa Food Products Limited	Refined Soyabean & Palm Olein	October 2003
16	VOTT Oil Refineries Limited	Refined Soyabean & Palm Olein	February 2004
17	City Hair Oil Limited	Refined Coconut Oil	May 2004
18	City Feed Products Ltd.	Poultry & Fish Feed	November 2004
19	City Seed Crushing Industries Ltd.	Soyameal & Rapeseed Cake	February 2005
20	City Salt Industries Ltd	Salt	March 2005
21	City Sugar Industries Ltd	Sugar	July 2006

2.4 City Group of Industries' objectives

"To deliver HYGIENE, HEALTH, and EXCELLENCE in food consumables to consumers at an affordable price, while increasing market awareness on both the local and international levels."

City Group of Industries is extremely concerned about its consumers' health. This enables them to maintain the highest standards of hygiene and health while promoting our products in order to achieve the shared objective of excellence.

Their items have gained notoriety and are highly famous in Bangladesh. Each of their brands and products is a representative of the company's goodwill and strives for quality success. The market potential for their items is extremely high. Their whole assortment of consumables is packaged in premium food-grade packaging, PET bottles, and HDPE cans. To supply consumers with hygienic food consumables, our production units additionally utilize a vast array of high-quality machinery of world-class standard.

Their primary goals can be split down even further into the following five categories:

1. Passion for Excellence
2. Business Integrity
3. Pioneering
4. Commitment
5. Development

2.5 Brands

The City Group considers their various brands to be the equivalent of their offspring. Each brand stands for a certain quality, which translates to a certain degree of gratification for the customers. They have compassion for all, which is what drives them to create culinary items that are suitable for all different kinds of consumers.

They face new obstacles on a daily basis, both domestically and internationally, with the goal of elevating the corporate prestige of their brands while preserving the highest possible levels of product quality. It is not only the brand that speaks, but also the unrelenting goal of reaching perfection in their products. This is where the brand plays an extremely important part in connecting with the customers.

Their brands instill a sense of forward motion in the individuals who tirelessly toil in the direction of accomplishing the overarching objective of "Excellence"!

They are also looking forward to individuals that are interested about helping them build new brands and their products. Exciting benefits are in store for those who will get in touch with them and share their thoughts and ideas.

Four different brands are owned by City Group. They represent

- Teer
- Jibon

- Sun
- Nature

2.5.1 TEER

TEER is City Group's premium brand, and it was also the company's first brand ever introduced to the market. It places an emphasis on achieving all high quality items, which come to captivate the heart of the consumers, and is based on the company's corporate emblem, which is " "

HYGIENE, HEALTH, AND EXCELLENCE are the three facets of quality that are represented by the three directional arrows in red. When it comes to the production of food goods, hygiene is an extremely important consideration. Because the success of their company is dependent on the quality of the products they sell, the production team at City Group of Industries takes extra precautions to ensure the highest standards of cleanliness across the entirety of their food processing facility.

It is not only the brand itself but also their unrelenting drive to achieve excellence in their products that speaks volumes about their company. Every one of their flagship goods that falls under the TEER brand name is given the utmost attention to detail, and the highest possible quality standards are maintained for them. The very word "" is an identity in and of itself, as is the company it represents. They are known to people as a result of TEER, which is responsible for bringing them fame and money. Every one of their customers around the nation is familiar with the brand in the same way that they would be with any other successful brand. All of the items that fall under the TEER brand name have reached an age where they are regarded in the industry, and as a result, they hold a competitive market share. This gives them cause for pride. The following is a list of the products that TEER has taken under her wing:

2.5.2 JIBON

"JIBON" is respected as a symbol of life since it is the brand that best represents the possibilities that life has to offer.

Their Mineral Water is marketed under the JIBON brand, which assures the best possible level of customer satisfaction. "An Essence of Life," as one may say to JIBON, which cares for you in the same manner in which your household would care for you.

"JIBON" actually produces life and creates a new energy in you, allowing you to give into a new beginning. It is enriched in minerals that harvest life into you, and these minerals harvest life into you.

JIBON is a symbol of a new beginning for an individual who has been worn down by the daily blows that life has dealt, and it empowers that person to fight back with life. In point of fact, they

believe that "JIBON is the fullness of one's life." As of right now, the only product they have released under the JIBON brand is Mineral Water, which satisfies their thirst after a long day of labor.

2.5.3 SUN

" SUN " is as powerful and influential as the sun, yet it comes at an inexpensive price. It is a sign of hierarchy in the realm of health.

As an ambassador of love and goodness, "SUN" is a name that speaks for itself in and of itself. SUN is their product aimed at the mass market. It was designed to offer customers the premium quality of SUN at a price that was within their customers' price range while still keeping the highest quality levels possible.

Consumers favor SUN because to its unparalleled quality, which encapsulates the requirements of low-income households, as the product is currently quite popular on the market. They have compassion for everyone, which is what drives them to make culinary products that are suitable for all different kinds of customers. However, they take precautions to ensure that their products adhere to the highest standards of cleanliness and offer excellent value for the money.

At this time, marketing is being done under our brand SUN:

- Refined Soyabean Oil
- Vanaspati

2.5.4 Natural

Do you know that Super Refined Palm Olein is used in the preparation of a wide variety of foods, including your favorite fast food, chips, cake, cookies, pastry, chocolate, milk chocolate, bread, instant noodles, condensed milk, ice cream, cereals, sweets, baby food, and other foodstuffs around the world?

Do you have any idea what the contents are?

Because it is a consumable product of food grade, our Natural contains carotenoid, which contains "Vitamin-A and Vitamin-E," which protects children from going blind.

At this time, they are promoting the following products under the brand name Natural:

- Vegetable Oil (Double Fractionated Palm Olein)

2.6 Products

City Group is responsible for the production of a wide range of goods, which are used to fulfill the day-to-day necessities of thousands of homes. To ensure that our customers receive the highest possible food value from our products even after they have been delivered to their homes on a daily basis, we package all of our goods in material that is approved for use in food production. Their products guarantee the highest possible levels of hygiene and health by keeping up with both national and international requirements and utilizing cutting-edge technology in their production facilities.

1. Teer Refined Soyabean Oil
2. Super Refined Palm Olein
3. Mustard Oil
4. Coconut Oil
5. Vanaspati
6. Atta (Wheat)
7. Maida (Flour)
8. Suji (Semolina)
9. Mineral Water
10. Salt
11. Refined Canola Oil
12. Sugar
13. Poultry Feed
14. Fish Feed
15. Soyameal
16. Rapeseed Cake

2.7 Packages offered

There were three distinct product bundles that were available from City Group. They are as described below:

- a) Packs for Individual Customers,
- B) Packs for Businesses, and
- C) Packs for Wholesale

Chapter Three: Analysis of Marketing Promotions

3.1 Promotional Activities

It is essential to engage in promotional activities that assist clients in maintaining a positive mental image of the brand in order for a product to continue its successful run in the market. That is why City Group is acting to develop their brand by taking the necessary steps. At this time, they are just running a few deals for their retail customers and their wholesale customers. The initiatives that City Group has been working on.

3.1.1 Winter jacket and a t-shirt

The City Group brand authority has come to the conclusion that the wholesalers, retailers, and sales team of City Group should each receive a winter jacket and T-shirt that have been made specifically for City Group and given to them on various occasions. The company's name is more likely to be seen on promotional printed T-shirts and winter jackets that have been personalized since these items give greater visibility to the company's name than any other promotional item. Because these minibuses travel to a variety of locations across the country, they are able to provide extensive geographical coverage, a high frequency, and prolonged exposure. The branding of buses as part of an initiative done by the authority to promote the brand as a powerful brand might be viewed as a positive step in the right direction.

3.1.2 Items for gifts

The City Group invests a significant amount of money throughout the year in the many gift items that they give. There is a wide variety of swag available for purchase, including lottery tickets, t-shirts, coupons for the Fun Factory, notepads, calendars, mugs, and more. This gift enhances the reputation of their brand.

3.1.3 Sponsorship of the Program

There are several different types of IT-related programs that the City Group brand consistently sponsors. Comparable to the IDB BHABAN, the Multiplan center, and the IT fair.

3.1.4 Techniques for promotion

The purpose of promotional strategy is to educate, influence, or bring to the attention of target audiences the products in question. The one-of-a-kind mix of marketing tactics that includes advertising, personal selling, sales promotion, public relations, social media, and online retailing in order to promote.

3.1.5 Advertising

Advertising can be defined as any form of paid, non-personal presentation of any ideas, information, or goods and services by a sponsor that is identified. That is to say, advertising is a form of marketing communication that makes use of a message that is not personal and is overtly sponsored in order to promote or sell a product, service, or concept. Advertisements are often sponsored by businesses who want to raise awareness of their brand and the goods or services they offer.

City Group engages in a large number of advertisements in order to communicate with, seek, and motivate the customers they have identified as most interested in their market offerings, and to transform the information that is important to those endeavors.

3.1.6 Sales Promotions

A sales promotion is defined as a limited-time incentive supplied by a company's marketers in an effort to enhance or improve the volume of sales generated by the business over a predetermined amount of time. That implies that stimulating demand for their products and increasing sales of those products, even if customer pleasure is the main goal for businesses, there may have been a period when such businesses needed to do so in the short run. This is where the importance of sales promotion may be seen.

Sales promotion is an integral component of the marketing promotion mix. In this aspect of the mix, the company employs a number of customer-focused methods with a short-term focus in order to generate demand for the product by making the product appear more appealing in some way.

City Group engages in a variety of sales promotion strategies in order to entice the clients they are aiming to acquire by utilizing a variety of promotional campaigns and offers at varying times.

3.1.7 Personal Selling

In the context of business, "personal selling" refers to engaging in face-to-face engagement with customers, fielding their inquiries, providing them with a presentation, addressing their concerns, and ultimately attempting to persuade them to make a purchase.

That is to say, personal selling occurs when a salesperson meets with a prospective client with the aim of making a sale, and the phrase "personal selling" describes the situation perfectly. The sequential sales process, which normally consists of only a few steps, is relied on by many sales personnel. Some salespeople come up with their own procedure for all or part of the sales process, and others do the same.

In the context of bKash Limited, "personal selling" refers to the tactics that are primarily carried out by their distributors and acquisition team in order to raise the total number of agents and merchants present in the potential markets.

3.1.8 Public Relations

The activities that a business does for the purpose of serving its clients or customers are referred to as public relations. This entails imparting knowledge of a specific announcement or piece of news to the audience that is being targeted. This is the sector in which City Group focuses the majority of its efforts to generate awareness and interest on the part of its customers.

3.1.9 Event Sponsoring

A monetary support or other incentives offered by the firm to the client in exchange for their introduction to the company. In this case, the firm decides to fund the entire event in order to ensure its success. That is to say, the term "event sponsorship" refers to the manner in which corporations show their support for an event by contributing both cash and in-kind resources, such as goods and services. It's possible that event sponsorship is the most lucrative kind of sponsorship there is. City Group sponsored a large number of events in order to ensure that their client base was aware of the positive and negative connotations associated with their brand.

3.1.10 Marketing Via Direct Contact

Direct marketing is the practice of informing customers about products and services using more personal channels such as e-mail, phone, and social media. This includes making direct contact with the customer using any channel available, such as a phone call, an SMS, an email, or following them on social networking sites.

These are the marketing and promotional methods that City Group uses the vast majority of the time. bKash Limited also makes use of interactive marketing, in addition to these techniques. But in general, these are the technologies that make up the majority of what City Group uses.

Chapter Four: Findings, Recommendations, Conclusion

4.1 Findings

- ✓ One of the most important instruments for marketing promotion is event sponsorship, which has the effect of leaving a favorable impression on the customer's mind about the particular brand. City group does less event sponsorship, which may have an adverse effect on the perception of the client.
- ✓ Personal selling may suffer if salespeople are less motivated at the route level. This indicates that the field level channels are responsible for the majority of the customer acquisition (Agent, Distributors). If they are well motivated, it will have a direct impact on the rapid increase of new consumers, which in turn will enhance the amount of profit the company makes.
- ✓ The number of CSR practices and activities is insufficient, in contrast to the rapid pace at which other rivals are implementing them.
- ✓ Customers are less informed of what is going on. the fact that it is a sister company, Rupshi Flour Mills Ltd., is still unknown to them. because of an adequate level of awareness.
- ✓ The City Group is at the beginning stages of its development. The trip has only just begun.
- ✓ City Group of Industries is blissfully unaware of the tactics employed by its rivals. When it comes to today's marketing, City Group of Industries focuses solely on its own success and ignores the current and future competition.
- ✓ Compared to their competitors, they aren't doing enough to promote themselves.
- ✓ The City Group of Industries' delivery service, according to the company's retailers, is not fast enough. They don't always deliver on schedule.

4.2 Recommendations

- ✓ It would be beneficial for City Group to increase the number of practices of varied event sponsorship in order to raise both the worth of their brand and the effectiveness of their direct marketing strategies.
- ✓ A person who works at the route level needs to be inspired by a variety of facilities and incentives so that they can acquire the motivation they need to grow their personal selling.
- ✓ It would be in the best interest of City Group to place a greater emphasis on activities related to corporate social responsibility (CSR), since these have the potential to differentiate the company in the eyes of its clientele.
- ✓ The road show is an effective way to raise brand recognition.
- ✓ Celebrity endorsement and increased public relations (PR) activities can help them attract new customers.
- ✓ City Group of Industries can introduce a new low-cost good by keeping an eye on fresh client demand in the market. Their packaging design should also be updated. Ideally, each pack should feature two distinct designs. As a result, the customer will have an easier time recognizing the item. It will also keep the dealer from leading the buyer astray.
- ✓ For both the dealer and the buyer, they offer a variety of incentives to bring them to their product.
- ✓ In order to make their product more accessible, City Group of Industries can increase the number of outlets it has.
- ✓ They can re-engage the general public by running appealing commercials on television, just like they did previously.

4.3 Conclusion

In the modern corporate environment, marketing is a need for every corporation hoping to be successful. The present micro and macro marketing difficulties must be met effectively by our private sector firm, which is why they require a large number of highly skilled marketing researchers, consultants, and marketers. Bangladesh has an estimated 10 industries that are competing against each other. As a result, it is imperative that the operational procedures that guide planning, budgeting, competition, and other activities are put into place today in order to ensure effective marketing.

To overcome the limitations of City Group's marketing tactics, they need to think about implementing new ideas. After completing the report, I discovered that the consumer goods industry has the potential to play a large role in the growth of the U.S. financial system. This concludes my report on Bangladesh's leading consumer products producer City Group of Industries, which I believe has a bright future ahead of it and will soon become the preferred option of its customers.

Reference

- > Kotler Philip & Armstrong Gray (copyright 2006 by Prentice-Hall, Inc.)- Principles of Marketing (11th Edition)
- > Malhotra. K. Naresh (copyright 2007 by Prentice-Hall, Inc.)- Marketing Research: An Applied Orientation (5th Edition)
- > Griffin W. Ricky (copyright 2005 by Houghton Mifflin Company)- Management (8th edition)
- > Kevin Lane Keller (2004), Strategic Brand Management, 2nd edition, Pearson Education, New Delhi
- > Consumer Behavior, 6th Edition, by Lean G.Schiffman and Leslic Iazan Kanuk.
- > Consumer Behavior, 6th Edition, by Hawkins, Best ad Coney.
- > <https://www.citygroup.com.bd>
- > https://en.wikipedia.org/wiki/City_Group