

Internship Report

**Evaluation of Social Media Activities
of some selected Retail Brands in
Bangladesh**

Evaluation of Social Media Activities of some selected Retail Brands in Bangladesh

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Letter of Transmittal

November 30, 2019

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Subject: Submission of the Internship Report

Dear Sir,

I would like to submit my internship report titled “Evaluation of Social Media Activities of some selected Retail Brands in Bangladesh”, which has been prepared as a requirement for the completion of the BBA Program of United International University.

I selected Agora, Meena Bazar and Shwapno as the retail brands. They all are very established brands. They started their business with retail shops but now-a-days they are doing business also on facebook and they all are doing well.

As functioning on the report, I have tried to pursue all guidelines that you have advised. It has been an incredibly informative knowledge to work in this novel project and I have methodically loved my practicum time at these three groups. The establishment of these groups contains their perfect collaboration each time it was required.

Truthfully,

Umme Alvi Shova
ID No: 111 143 216

Acknowledgement

Firstly, I would like to be grateful to my internship administrator who has helped me in all steps of my internship and for providing me the strength to successfully complete my internship. I am ever grateful to my parents for supporting me throughout my student life and for mentoring me to the success that I have achieved.

I am not just thankful but also honored to have received the constant supervision of my mentor Sarker Rafij Ahmed Ratan, UIU Business School. His advice and guidance have proven to be a priceless tool against the challenges that I had to face during my internship.

I personally am certain that his active administrative actions will offer stimulation to everybody to shape one's work-life suitably.

I too would like to acknowledge the Managing Director and Business Executives of all the three retail brands that I have chosen for my internship report, and also for the care that I have been delivered on behalf of making my description report. I virtually graft through them, aim to contribute to their insight, attitude and tried to arrange the foundation of my recognition. I organized my report as of my personal peak of sight. Then at the end I shall be thankful to those people who study this information on the report and who will acquire proceeds since this description at current and in upcoming.

Sir, it is because of all your support and blessings that I am able to successfully complete the initial stage of my career life. I will always be grateful to you.

DECLARATION

I am Umme Alvi Shova, student of School of Business and Economic (Marketing) of United International University, Bangladesh, perform hereby announce that the internship report on “Evaluation of Social Media Activities of some selected Retail Brands in Bangladesh” is an innovative job and has not been formerly submitted for several grade, certificate, label, or detection.

Umme Alvi Shova

ID No: 111 143 216

School of Business and Economics

United International University

Table of content

Executive summary.....9

Chapter 1: Introduction part.....11

1.1 Topic of the report.....	12
1.2 Origin of the report.....	12
1.3 Objective of the report.....	12
1.4 Methodology.....	12
1.4.1 Primary Data collection.....	12
1.4.2 Secondary Data Collection.....	13
1.5 Scope of the Report.....	13
1.6 Limitation.....	13

Chapter 2: Industry analysis.....14

2.1 Introduction of the Retail Brands.....	15
2.2 The major companies in this business.....	19
2.3 Ranking Among the Players.....	20
2.4 The most important suppliers in this manufacturing.....	20

Chapter 3: Company analysis.....21

3.1 Company profile of Agora.....	22
3.1.1 Background of Agora.....	22
3.1.2 Vision of Agora.....	22
3.1.3 Mission of Agora.....	23
3.1.4 Core values of Agora.....	23
3.2 Company Profile of Meena Bazar.....	23
3.2.1 Background of Meena Bazar.....	24
3.2.2 Vision of Meena Bazar.....	24
3.2.3 Mission of Meena Bazar.....	24
3.2.4 Core values of Meena Bazar.....	24
3.3 Company Profile of Shwapno.....	25
3.3.1 Background of Shwapno.....	25
3.3.2 Vision of Shwapno.....	26
3.3.3 Mission of Shwapno.....	26
3.3.4 Core values of Shwapno.....	26

Chapter 4: Project Analysis Part.....27

4.1 The Analysis of the Promotional Tools.....	28
4.1.1 Advertising.....	28

4.1.2	Sales Promotion.....	28
4.1.3	Personal Selling.....	29
4.1.4	Public Relations.....	30
4.1.5	Direct Marketing.....	30
4.2	Examples of promotional tools of the retail brands.....	31
4.3	The SWOT Analysis of Agora, Meena Bazar and Shwapno.....	32
4.4	Competitors Analysis.....	33
4.4.1	Chaldal.com.....	33
4.4.2	Unimart.....	34
<u>Chapter 5: Social Media Activities Of The Retail Brands Relating With 4Ps.....</u>		<u>36</u>
5.1	The Four Ps Model.....	37
5.1.1	Product.....	37
5.1.2	Price.....	38
5.1.3	Promotion.....	38
5.1.4	Place.....	39
5.2	Social Media Activities of Agora Relating With 4Ps.....	39
5.3	The 4Ps evaluation of the social media activities of Agora.....	40
5.4	Social Media Activities of Meena Bazar Relating With 4Ps.....	40
5.5	The 4Ps evaluation of the social media activities of Meena Bazar.....	41
5.6	Social Media Activities of Shwapno Relating With 4Ps.....	41
5.7	The 4Ps evaluation of the social media activities of Shwapno.....	42
5.8	Summary of 4Ps evaluation of social media activities of the retail brands.....	42
5.9	Findings of the Study for Agora.....	43
5.10	Findings of the Study for Meena Bazar.....	43
5.11	Findings of the Study for Shwapno.....	44
<u>Chapter 6: Recommendations and Conclusion.....</u>		<u>45</u>
6.1	Recommendations for Agora.....	46
6.2	Recommendations for Meena Bazar.....	46
6.3	Recommendations for Shwapno.....	47
6.4	Conclusion.....	48
<u>References.....</u>		<u>50</u>

List of Tables:

Table no.	Title	Page no.
Table- 4.1	Examples Of Promotional Tools Of The Retail Brands	31
Table-4.2	The SWOT Analysis Of Agora, Meena Bazar And Shwapno	32
Table- 5.1	Summary of 4Ps evaluation of social media activities of the retail brands	42

List of Figures:

Figure no.	Title	Page no.
Figure - 2.1	Retail Industry Sales, 2013-2018	15
Figure – 2.2	GDP Of Bangladesh In Current Prices, 2012-2022	16

Executive summary

This report aims to take a deeper look into the retail industry, particularly that of Bangladesh. Rahimafrooz is one of the major and strongest interchange trades in Bangladesh which was created by Mr. Abdur Rahim in 1954. Agora is one of the chief and important domains of Rahimafrooz which is similarly the initial selling collection in Bangladesh. At existent it is allotting 22% share of the Bangladeshi selling business. It has 15 outlets in Dhaka and Chittagong in whole.

Agora has come into this retail business as an innovator with excessive control, inventive plans. Meena bazaar and Shwapno charted the similar pathway and arrived into the business in 2002 and 2007. Though they were dawn comer but Shwapno has effectively own 35% of market portion in this trade business.

ACI group is also one of the largest corporations in the nation state with businesses in medications, agriculture, consumer products etc. Conversely, SHWAPNO is a business unit of ACI logistics. SHWAPNO is the largest trading business in Bangladesh now allotting a segment of 35% of the marketing business. Inducted in 2008, SHWAPNO now has over 46 outlets and 1600 employees broaden across the whole country.

SHWAPNO enjoys a superior sum of market portion than its entrants for example Agora, Meena bazaar, Chaldal.com etc. Agora and Meena Bazar has arrived in these trades earlier since of principle control and inventive approaches engaged by the corporation. Straight yet Meena Bazaar, Agora holds several more big rewards done, nobody of these businesses has been able to fight with the victory of SHWAPNO's business model and market positioning. SHWAPNO's short history is full of tests, feats, ups and downs and many more obstacles.

One of the advantages of Agora is the class section which essentially makes the source capable of better and healthier workings than other competitors. They maintain the quality of product extremely.

However, Meena Bazar is a fit apparent and well recognized trade superstore in Bangladesh with Global values. It was taking its action in 2002 and started running vents in Dhaka, Chittagong and Khulna partition while the process in Khulna detachment has newly been suspended. All Meena Bazar outlets hold nearly 6,000-8,000 goods to sell in retail. It delivers suitable duty involvement, outgoing buyer provision sideways, best quality products, and requirements intended for its regulars etc. Meena Bazar is a supplementary unit of Gemcon Group. It also harvests natural crops, dairy items, ready foods, frozen foods & herbal products. Meena Bazar is the first retail supermarket in Bangladesh that introduced to its customers a website to buy things. It hurled the website in April, 2012, and distributed in Dhaka, Khulna and Chittagong. They rooted this idea to brand a client's lifetime calmer and better and more comfortable

lifestyle. Meena Bazar keeps period and it is too actual suitable for clients as per individuals style and preference.

Meena Bazar not merely sells the crops to the clients, but they suggest the creation aids to them also. In edict to deliver the clients through the finest likely worth for their cash, Agora obtain the harvests straight after the growers, eliminating the traders, though certifying highest class, cleanness and constant accessibility of products. Meena Bazar is too identified as single of the most reliable and honest diet dealers of the state. Meena Bazar is dedicated to transport the top accessible harvests to its clients and today Agora is growing extra to help Bangladeshi consumers to be improved and better. In 2002, Gemcon Group converted an initiate in the selling bazaar of Bangladesh by its great shop chains. Meena Bazar has converted a principal of superstore chain by its worth goods, facility and ground-breaking natural product and aids.

After comparing all the three retail industries, I have approached with answers and reference which reveals the part of development in their business as well as their social media marketing for Agora, Meena Bazar and Shwapno.

Chapter 1

Introduction Part

1.1 Topic of the report

An issue must have to be designated to make the description of the report. A distinct issue discloses what is accepted to be debated during the testimony. The issue which has been allocated is “Evaluation of Social Media Activities of Selected Retail Brands”.

1.2 Origin of the report

This report is the indication of three month practicum course that is fixed to acquire graduation in Bachelor in Business Administration (BBA) sequencer since United International University. I required to wide-range 3 credits which is essentially a sequence in the tag of INT 4399. Through this report I could gather knowledge about the marketing activities on social media of retail stores. This information is founded on my three months practicum skill to encounter the desires of United International University.

1.3 Objective of the report

The key impartial of the statement was to complete the necessities of INT 4399 sequence via making and submitting information on “Evaluation of Social Media Activities of Selected Retail Brands”. But there were several other objectives too which will be highlighted below:

- To identify the 4 promotional mix.
- To recognize the promotional tools
- To be familiar with how the gears are presented and recycled
- To find out the SWOT analysis of these retail brands
- To know about the segmentation, targeting, distributing and positioning of these brands
- To distinguish around their entrants
- To see near their facebook activities
- To know how they are following marketing strategy on facebook

1.4 Methodology

Methodology labels are the methods of gathering information, examining them and inferring them for outlook use. The requisite information was attained in two ways:

1.4.1 Primary Data collection

- **Qualitative Analysis:** This facts basis is the unprocessed facts which can be gained over real participation and work duties. The main information were composed from the staffs waged ended there below supervision, inspection, conference, elders.

- **Observational Analysis:** I expended some periods many days thru the residency retro to assemble information by detecting the entire course.

1.4.2 Secondary Data Collection

These statistics comprises revising objects, internet, paper, consultation etc. The minor facts were poised from special books, statements, periodicals, websites, and leaflets. There are about inside info about the business which I promised to retain it confidential.

1.5 Scope of the Report

This revision will aid the learners, individuals, and investigators if they famine to distinguish the realistic subjects, plans, general publicity procedure of social media actions of these three retail brands. It drives the Rahimafrooz Superstore limited (RSL) influence to resolve the interior troubles and factors, they may want to grow. It will aid them to take up appropriate rules and acquire creativities.

1.6 Limitations

There are boundaries which is pretentious to settle the last learning and end of my information. Some remarkable limits are specified underneath:

- **Time limitation:** Owed to phrase restriction, various facts might not be chatted correctly.
- **Confidentiality:** The expert has set boundaries to use more or less secluded facts in this information. It remained an imperative blockade that I met in the whole description.
- **Unavailability of respective person:** Roughly minor facts were composed as of the directors that stayed hectic with their normal work pressure. It developed toughness for me to amass information as of them.
- **Stress factors:** Strain issue was single of the restrictions since afterward acts occupied period workplace, it stood rough to do account. It held back the rapidity of effort.
- **Lack of professional knowledge:** As a learner we are not trained more to make a practicum description. However we wholly are doing chunk of coursework and this testimony stood a bit tricky.

Chapter 2

Industry analysis

2.1 Introduction of the Retail Brands

The record of trade Business of supermarkets of Bangladesh is not that extended. The use from the trade supermarket goods are mostly town built. Similar to further trades, it as well has rivalry but very fewer. Rising states like Bangladesh takes potential aimed at this industry but the early essential savings is vast. The hint of trade selling invented in the era of trade rebellion, near 1940 [1].

In Bangladesh, superstores devour effectively a break open through the town routine. The actual initial supermarket in Bangladesh was created in 2001, which was Rahimafrooz Superstore limited in the tag of Agora. Still most people believe Aarong for case the initial trade stock which was created in 1978 even if it was not a supermarket. But now there are so many superstores in the town in different rich areas like Uttara, Gulshan, Dhanmondi, Banani etc. [2].

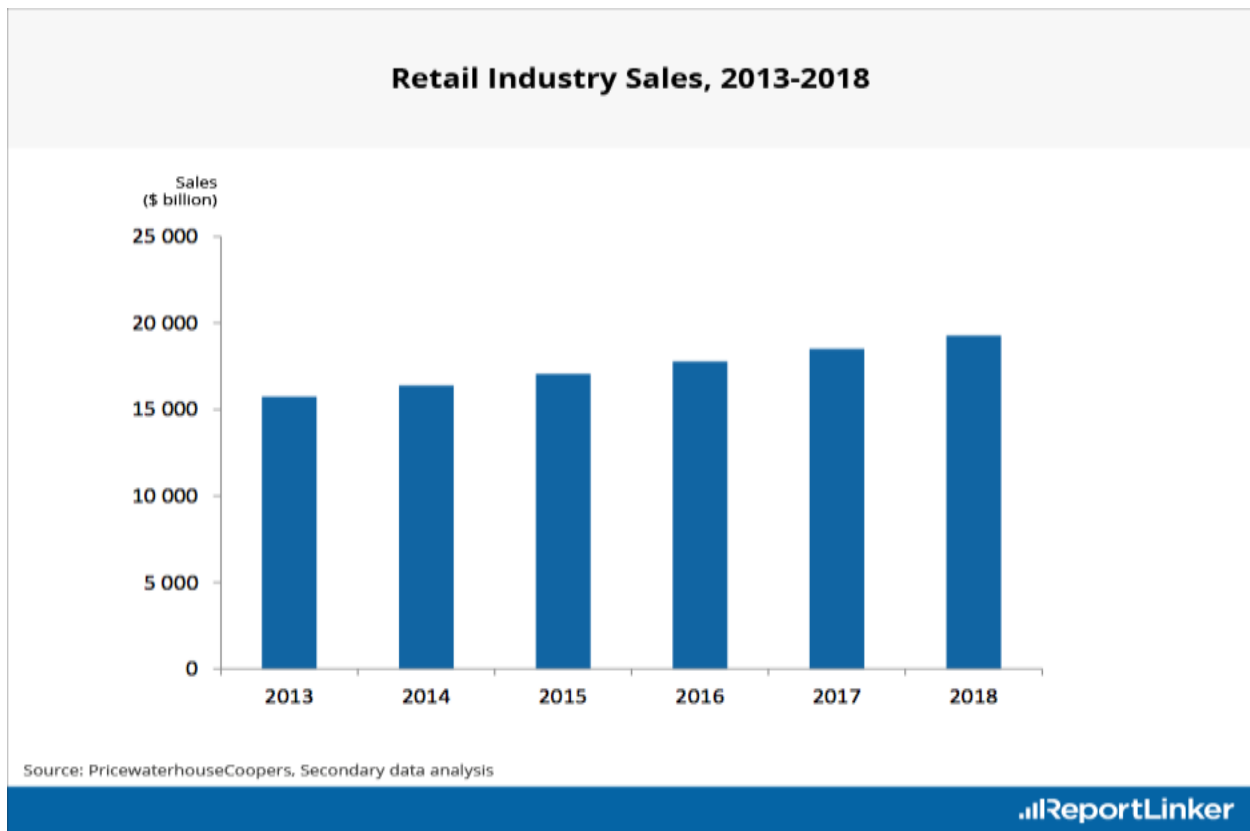


Figure - 2.1: Retail Industry Sales, 2013-2018

Over the history few decades, the tier of the Bangladesh selling business has stood not anything but less than an uprising formed and urbanized by great class facility rations, domain class scheme and substantial native and global outlay. Bangladesh is now one of the greatest rising frugalities all over the creation by middling growing degree of above 6.2 % for the earlier era, it

is the 46th leading budget in 2016 (WB) in rappers of GDP and 33rd biggest budget in provisions of PPP, by above 226bn dollar GDP and thru merely not as much of than a 4.1 % job loss degree in 2016, which is building this nation very hopeful for equally native and global sows, though conferring to plainness of doing trade guide Bangladesh is graded 174th on show of 189 countries. To beat this ranking, it can maintain a fantastic dare aimed at altogether of us in relate to attract FDI (Foreign Direct Investment) however by suitable administration awareness which can be better in above period.

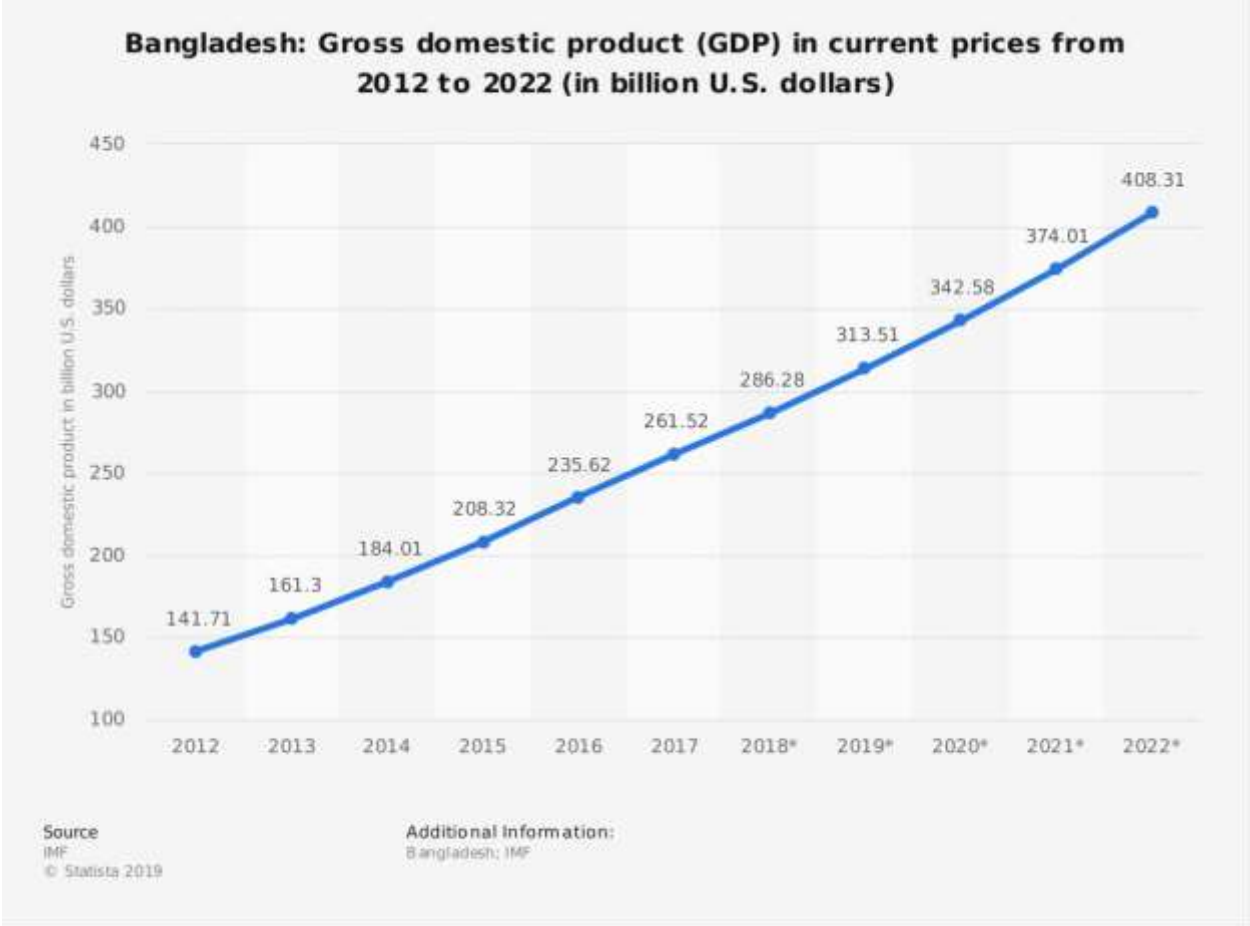


Figure – 2.2: GDP of Bangladesh In Current Prices, 2012-2022

Bangladesh offers a great opportunity for its people in both its local business and universal business as it is a swore plot. Above the previous 13-14 years it has remained a vast selling insurgency and wild shifting trade backdrop. The ordered selling trade is slowly but surely binding its system frontward to stay the following mainly thriving segment in Bangladesh alike ready-made clothing; merely if proper intensive plans can be in use at perfect time. This business has stretched its expansion above the earlier numerous years and planned retail stores is enduring a change and estimated to level up above the resulting period. Bangladesh may have a great rate

of deficiency, but it has in addition stayed any of the 'Next-Eleven tiers' of rising frugalities trust developed growth as high import for the country. Current 'superstores' are the following on the rising business now the industrialization epoch of Bangladeshi towns. Even though Bangladesh contains of farming presence in its core basis of revenue aimed at the people, shops are an innovative resource of revenue, and income for the working-class, industry holders besides the municipal as well, roughly the progress of the government in upcoming.

The usual selling situation in Bangladesh stood single in which public have been aided by native dealers and bazaars, some places nearby is a plentiful choice to analyze recurrent fruits and vegetables as healthy as acquire products preferred by some finances. Utmost nutrition has stayed collected and packed in the neighborhood and also more or less being introduced from nearest republics such as India, to complement the native stock. Culture of this nation has developed further link and dropped the effect of rigorous and regular urbane marketing drives. A regular change takes full home trendy these eras, which has about an extra aim facet to shop. Whereas utmost people are not ever capable to run off the nation, they don't stay more aware by the things and contributions since other overseas countries. The mediums of the system are TV, copy, radio and societal media aimed at the earlier peers at tiniest has turn into a dominant device for reading budding clients as fit as uniting and on the rise of a product or rising alertness. In total, the general Bangladeshi Spreaders have frolicked their division very well now proposing novel knowledge's, which takes verification mainly pleasing to the escalating center course.

Trade supplies in Bangladesh, regardless of invention achievement and worth, take initiative to be seemed in varied forms and extents, with opportune stocks, markdown stocks, division stocks and super shops as a new wonder. Altering palates, preferences and hopes consumers got trade spending transfer into the lands of skill, arranged where the buyer or tourist enjoy air-conditioned and safe environs. About conventional Bangladeshi individuals, who stay detached to live in gated groups, wish the fresh job practice on these supermarkets as they sense extra comfortable by the spending more than they would be staying congested, exposed market places aimed at their daily grocery shop. Clients shortly noticed what they are meeting is rather that is of a worldwide average and so a little that causes an activist reply, pleasure and a need to waste time in the affable backdrop and they wish it as well and enjoys it.

Nevertheless, the trade sector in Bangladesh is not that much urbanized more over it is basically frail and uneven, linked to its South Asian foils. For case, Indian vend trade is the 5th leading in the realm, causative above 30 % to the GDP and next chief company at home the country and devises stood placed 15th beautiful state for selling venture by the Global Retail Development Index 2015. Conversely, the growth level of vending industries in Bangladesh ended current eons was 7.0 % created on the achieve testimony 2013. The area is one and only prime givers of state employ that is by 12 % and ended a 14.3 % award to the state GDP in 2011-2012 composed by wholesaling goods.

We need keep in mind that now Bangladesh outlook the idea of superstore is fresh and takes ongoing rising then early 2000 and in this period of era it has achieved to be a focus for a lot of investors, creating helpful. Different files bases specify that the controlled vend part is lone above 1.0 % of the entire selling part and agreeing to Bangladesh Superstores Owners' Association (BSOA), the entire market revenue stood Tk 15 billion in 2013 by 15 % yearly deals progress. About 30 firms thru done 200 vents stay doing dealing mostly in the center town. Giving to the similar basis, the full sell market value is Tk 747.50 billion and expected to range Tk 3028 billion in 2021 on a probable yearly development ratio of 30 %. The forceful deviations in deals increase stay qualified near speedy deviations in town areas, remaining the purchasing actions hub and upper-class consumers. The Euro monitor (2014) known Bangladesh as per lone of the 20th best capable coming bazaar that drive carry big chances aimed at user as grand things and harvest firms universal. The expansion of urbanization then per-urbanization, united by the fluctuations in demographic issues, better service plus profits, beside by an enlarged well-read new people thru reflective control arranged buyer spending activities.

Now Bangladesh just 20 % of high profits then public groups aimed at more than 45 % of spending plus 15 million individuals live lone in the funds town, and finished 20 % of the inhabitants which excuse on behalf of 35 million stay slice of prolonged mid-course which is extra than the shared inhabitants of Finland, Ireland, Denmark, Sweden and Norway. Thus, its coming latent stays substantial.

Yet of its probable the segment takes various tasks. This need to be spoken correctly then must to real on tactics. Roughly of these tasks are: shortages of expert effort force with running, limited bazaar aptitude, lack of accessible fit vend space, supply series management system is still badly recognized, very thin urban client vile fixing on main 1-2 towns, great taxes, insufficient control bring, entrée to fund owed nears lease, great fee of funds also lastly there is not any bureaucrat machines which often reliefs selling figures. A little personal base which offer data arranged a mixture of phases of vending cannot be vowed such as the best likely plus valid basis.

Bangladesh is a land that takes step towards an excessive level by the construction of hypermarkets, which stretch citizens on the way hooked on the ease of industrialization, taking new plus jolly insights and a novel cause of salary near advance the progress of its recent budget. In the near-term ages, Bangladesh must not be underestimated as per economists as it is taking an overriding sum of prospective for foreign-investment enlargement. Not merely shops make a superior and enhanced budget but also its filmic citizens effort be gifted to benefit from and also raise arranged this plan by trade chances, but then an even increase to whole class. So, this one is the period in favor of the area and as well as the sell owners. The administration and other concerned stakeholders must have to turn into more practical and residential strenuous approach to tackle many tasks too and style the outlook which resolve convey venture, foreign exchange, world class services, information, expertise and pride.[1]

2.2 The Major Companies In This Business Are:

- Agora
- Shwapno
- Meena Bazar
- Chaldal.com
- Unimart
- Lavender
- Priyo
- Nandan
- Others [3]

2.3 Ranking Among the Players:

Shwapno has the highest market share with highest number of outlets which is 59 outlets. Agora has 14 outlets and Meena Bazar has 17 outlets in Bangladesh.



Figure- 2.3: Market Share of Super Market Industry Bangladesh

2.4 The Most Important Suppliers In This Manufacturing:

- Local suppliers
- Importers
- FMCG manufacturer companies
- Companies themselves
- Others [3]

Chapter 3

Company analysis

Agora

3.1 Company Profile Of Agora

Agora has many outlets in major locations throughout Dhaka, and many more are being planned in Dhaka and also in other major cities. Agora is trying to fulfill the everyday needs of its customers by providing the best quality, variety and reasonable price through stores of various forms and sizes [4].

Agora mainly focuses on food items - ranging from a wide variety of fish, vegetables, meat, fruits, bakery, dairy, grocery etc. It also carries a massive range of other grocery, personal care, and various other consumer goods and household utensils [5].

3.1.1 Background Of Agora

In 2001 Agora started in Dhaka via Rahimafrooz Superstores Ltd. of Rahimafrooz group. By 2008 Agora superstore had 4 trade twigs in Dhaka. The stock used 50 thousand rustic growers plus dealers near stream its stock up. In 2011 the pile unlocked its initial division in Chittagong, outside Dhaka. In 2012 Agora ensured 10 twigs all over Bangladesh.

Trendy 2006 Agora was fined 100 thousand taka thru portable courtyard of Bangladesh Food Safety Authority because of food safety. In 2013 Agora branch in Mohammadpur was fined and again in 2014 for selling expired vegetables. In 2015 Agora won the best superstore retail brand award by Bangladesh Brand Forum (BBF). On 15 May 2016, Agora and other superstores closed their stores to protest against fines issued by Bangladesh Food Safety Authority for selling date expired food on 12 May 2016. The branch manager of Shantinagar Agora, Md. Monirul Islam of Agora superstores stayed punished near 2 years custody thru the portable law court of Bangladesh Food Safety Authority [6].

3.1.2 Vision

To provide customers poise and set up a surroundings of faith.

3.1.3 Mission

- Offer much more enhanced sort of excellence products
- Begin affordable and lucid prices &
- Contributing a fresh, healthy, hygienic and a welcoming atmosphere to clients for shopping

3.1.4 Core Values

- Honesty in every transactions
- Brilliance and fairness in all
- Total vow to client approval
- Idea to the lead and captivating new initiatives
- Valuing and rousing natives efficiently [3]

Meena Bazar

3.2 Company Profile of Meena Bazar

Meena Bazar is single of the biggest and strongest trade superstore cable in Bangladesh by lofty global principles, undid near 2002 also works in Dhaka, Chittagong & Khulna division. Meena Bazar vents stay moving nearly 8,000-10,000 crops aimed at deal and as long as suitable shopping understanding, easy parking, diversity of offers and welcoming buyer facility on behalf of its clients. Meena Bazar is a apprehension of Gemcon Group, making untreated goods, iced up products, dairy stuffs, ready diet and herbal goods. Meena Bazar is not only providing such stuffs to its buyers, but also calming them on their profit, which is a incredibly good try. Hip instruction towards bid the finest likely reasonable fee to its valued clients, Meena Bazar land their harvest stuff openly since the growers, spiteful the brokers, while confirming chief eminence, cleanness also unbroken accessibility. Meena Bazar is too notorious as per any of the honest nutrition dealers of the realm, thus it is loyal near distribute it's top of the exact top thru growing this one bubble very part of Bangladesh [7].

3.2.1 Background Of Meena Bazar

Meena Bazar began its ride by 2002 and at present this one is single of the rapid rising great market manacles in Bangladesh. This is single of the happenings of Gemcon Group then at current taking 18 stocksall over thru the country by a labor force of 965 employees. It takes 27,000 square feet essential treating part also allocation middle which pledge flat bring in of stuff in all above the nation.

Meena Bazar devours its hold in vent ion entity aimed at meting out uncooked meat and fish as of their individual making bases that is starting different chunks of Bangladesh. Meena Bazar grows usual vegetable by its dissimilar theme making along other ordinary objects similar honey,

mustered oil, ghee, sesame oil, cheese, brown sugar and so new. Approximately 400 origin stage growers stay raising these valid objects aimed at Meena Bazar.

Equally Meena Bazar has its individual setup of producing ice-covered food harvest where 300 labors are operating on every day basis.

3.2.2 Vision

Gemcon Food and Agricultural Products Ltd or Meena Bazar's visualization is to classify values in modernism and repair.

3.2.3 Mission

- Providing superiority substance and administrations to our customers
- A safe and satisfying place of work to our workers
- Fair-haired, admiring and steadfast working kindred to our supplies and strait accomplices.
- Lucrative and watch full boost to our investors.

3.2.4 Core Values

- Honesty during being frank in and outside of the business.
- Seek challenges to acquire the capacity to achieve what GFAPL dream.
- Team spirit Build teams that Meena Bazar is excited to be a part of, and that will push it to new heights.
- Meena Bazar's abilities and methods determine near continue constantly arranged upper of the war.
- Duty considers flora, culture plus cohorts as per a perfect honest corporate target.
- Excellence rule as Meena Bazar's tagline or idea is "Bringing freshness to your life" [21].

Shwapno

3.3 Company Profile Of Shwapno

Activated by ACI Logistics Limited, Shwapno is nowadays the crest vend trademark in Bangladesh. Like the principal selling series in the state, Shwapno tads the breathes of above

35,000 families every day. ACI Logistics completed its entrance keen on selling in 2008 as “Fresh and Near” new array near do the enterprise’s “Seed to Shelf” dream of linking growers straight thru patrons.

First off thru new turn out also diurnal domestic wants, Shwapno channels nowadays hold the lot since attire, house design, electronics plus a lot extra. This contains a figure of grocery personal tag varieties such as fit as the home style tag Shwapno Life. At present, Shwapno operates 56 outlets athwart Dhaka, Chittagong, Sylhet and Comilla, with a sum retail gap of 310,000 square feet and employees of more 2,500. Shwapno operates many vent formats from tiny ease stores to big jumbo mall layouts (ranging from 1,500 to 27,000 square feet), if the best skill for clients in all place. The business has been victorious in getting its pose as market

leader (with 45% market share) not only for the reason that of the special quality, worth, ease and facility it bargains regulars, nevertheless as Shwapno takes stand winning hip mounting a really sphere rank trade manner also spending practice aimed at the primary point hip the state [8].

3.3.1 Background of Shwapno

During 2008, Shwapno appeared to carry about a modification by the “best price with quality and value” motto, Nasir said.

Public started approaching to Shwapno for its cheap products, displayed in a dirt free location, said the officer, who graduated from Bangladesh University of Engineering and Technology, and holds an MBA as of the Institute of Business Administration.

In addition, a healthy extensive series course was urbanized through a first-class accepting with suppliers, so that there is forever as warp source of crop in case of shortage, he thought [9].

3.3.2 Vision

SHWAPNO has a “Seed to Shelf” visualization which means linking farmers openly with clients and alter the existence of Bangladeshi customers [10].

3.3.3 Mission

- Supply goods and services of high and steady class, ensuring its cost for cash to our clientele.
- Try to get a spot of control amongst our competitors in each class of our trade.
- Increase our workers by cheering empowerment and gratifying for novelty of fresh ideas.
- Endorse allocation for knowledge and own development for their betterment.

- Achieve a high point of output in all our operations during affective and proper operation of possessions and taking on of suitable technology.
- Support broad increase by encouraging and supporting our distributors and suppliers in civilizing effectiveness.
- Make sure better return in long term speculation throughout helpful operation of funds and taking on of proper technology [11].

3.3.4 Core Values

- Impeccable integrity
- Passion to win
- Delightful experience
- Living an enterprise culture
- Making a better world
- Continuous improvement
- Count every paisa [10]

Chapter 4

Project Analysis Part

4.1 The Analysis Of The Promotional Tools:

4.1.1 Advertising

Advertising can be defined as it can be any form of paid communication or promotion for product, service and idea. Advertisement is not only used by companies but also it is used by in several cases museum, administration and charitable organizations. Nevertheless, the dealing meted absent of an announcement definitely defers as of an association to an association [12].

The heaps of patrons detached geologically can be reached with the aid of Promotional Tools such as advertising, which can be frequent for a digit of era. The fame, bulk, class and victory of the selling association are improved by the big scale publicity. The patrons all the time believe the publicity products as most lawful owed to the civic nature. Besides, it's the quickest and safest way to endorse a product to a big piece of diversified clients. One more main trait of advertising is that it is a lot more meaningful than additional advertising tools since in such a means that the advertising association dramatizes its goods all the way through by applying sure striking print, echo, visuals, colors, etc.

Advertising is extremely helpful, but on the other pass it has a few disadvantages too. The marketing cannot rouse and pressure the clients directly, as it is unfriendly. The advertising is based on single method message, which means that the viewers of the advertisement do not contain the choice to provide their private advice or reply to the publicity messages. One of main disadvantage of advertisement is that it is fairly luxurious. In attendance there are some extra types of advertising, like radio, paper etc. publicity that be capable of utilized inside choice of lesser budgets, but the added kinds of advertising, like to scheme TV advertising, is not roofed in slighter budgets, but in superior budgets [13].

4.1.2 Sales Promotion

Promotion is a motivation tool frequently used to force up short term sales. Promotion can be launched aimed at on clients or trade. The key spotlight of publicity is to make basis for buy. The hub of endorsement is to make a motivation to purchase mid clients. Customer incentives might be like samples, coupons, open test, exhibition etc. Deal enticement can be charge off, gratis goods and allowances, but sales power inducement could be gathering, job shows and war amongst the sales group [12].

These Promotional tools include sales promotion which include elements like-

- Coupons
- Cent-off Deals
- Premiums

- Other Tools

The tackle of sales endorsement is useful to increase the drooping sales by attracting the regulars by giving those gifts of separate incentives of procure. A speedy reply is generated by using this endorsement device of sales endorsement. If marketing is connected to “buy our product” afterward sales promotion is the symbol of “buy the product now”. In the short run, sales endorsement can be regarded as the most excellent and an effectual promotion implement, but in case of long run it is not positive in rising long enduring client relations and brand fondness just like publicity and individual promotion do.

Sales promotion activities should under-go pre-test before implementation. Once the activity is launched it should be controlled as to remain within the budget. Evaluation program is a must after implementation of the promotional scheme.

4.1.3 Personal Selling

On convinced stages of the trade method, individual selling is the most efficient endorsement utensil in creating and generating customer’s preferences, convictions and dealings. During personal selling, here is absolutely private communications amid two or more citizens take place that be able to let both parties to realize the individuality and desires of one a new and obtain instant adjustments. Every type of relations is also thriving in personal selling like advertising bond of subject of fact & private acquaintance etc. The sales people have specialized knowledge by which they can build clientele alert and get attracted to increase a strong affiliation over it. In addition the patron also gives spare time and total awareness in listening to the donations of sales persons yet his last choice is rejection.

Personal selling is moreover faced with additional price and attempt in teaching sales people to create them loyal and alert to the agreed tasks. The promotion able to be distorted by ongoing and discontinuing it in convinced circumstances, but the bulk and the digit of the sales power is much harder to alter in case of individual selling.

4.1.4 Public Relations

Public relations are a lot dissimilar from the ads and they are extra influential than these ads. Civic relation consists of reports stories, trial and features that are measured as added actual and sensible, consequently the readers also think them further credible. Several prospects that pass up the ad and individual selling, they frequently acquire partial by the civic relations. The actual note in the community family is measured to be as “news” or “feedbacks” by the clientele quite than as a sales centered message. The creation of an association is too can be dramatized by the

municipal relations. Public relations ought not to be used too much or it must be used as a next consideration. It is joint with the basics of other promotional mix to utilize it in a successful and cost-effective way for equally the client and retailer.

4.1.5 Direct Marketing

The communiqué establishes during a straight waterway without using any mediators or any center man is referred to as straight marketing. Straight marketing can be used to distribute memo or service to the clients. Direct marketing has revealed wonderful increase in new years. The internet has played main part in this enlargement yarn. Straight marketing saves time, makes an experience individual and enjoyable for both the parties.

Direct marketing may have the following forms-

- Telemarketing
- Electronic Marketing
- Online Marketing
- Direct Mail

There are four separate individuality aspects that contain common in all of the exceeding forms. The first trait is that the unswerving marketing is non-public in scenery. It means that exact person is addressed in this appearance of endorsement tool slightly than focusing on the universal public. Also, straight marketing can be tailored with no trouble and can be completed right away, which means that the communication can be built-in to the exact necessities of the clientele and they are rising extremely fast. At last the straight marketing is interactive which means that client and marketing may explain an interview by every other. The memo in the straight advertising can intended for eternity is distorted according to the reply of the client. In squat promotional tool called the straight marketing is used as the majority useful one in the case of up warding one to one client relations and in the state of extremely embattled marketing hard work.

(ref.13)

4.2 Examples of promotional tools of the retail brands:

	Agora	Meena Bazar	Shwpno
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<p>Advertising</p>			
<p>Sales - Promotion</p>			
<p>Public-Relation</p>			
<p>Direct-Marketing</p>	<p>Direct messege</p>	<p>Direct messege</p>	<p>Direct messege</p>
<p>Personal-Selling</p>	<p>Doesn't perform</p>	<p>Doesn't perform</p>	<p>Doesn't perform</p>

Table- 4.1: Examples Of Promotional Tools Of The Retail Brands

4.3 The SWOT Analysis of Agora, Meena Bazar and Shwapno

	Agora	Meena Bazar	Shwapno
Strengths	<ul style="list-style-type: none"> a) They trail "Pile it high, sell it cheap" b) Tactic of the creator supervision of RahimAfrooz. c) They construct a very brawny bond with the clients. 	<ul style="list-style-type: none"> a) Superior stock administration b) Open home relief c) Virtual edict d) Emphasis on natural foodstuff e) Channels remain not borrowed, they hold it. 	<ul style="list-style-type: none"> a) Investment in supply chain b) Lower cost c) Deeper investment d) Higher market share
Weaknesses	<ul style="list-style-type: none"> a) The weakness of Agora's come up to that is —Pile it high, sells it cheap was that the supplies had a poor icon with middle-class clients. b) In the year 2001 Agora's brand icon was so harmful that consultants advised the brand to modify the name of its stores. 	<ul style="list-style-type: none"> a) Not every outlets are making profits b) High operating cost 	<ul style="list-style-type: none"> a) Perishable products b) Competitors outlets c) Contract farming
Opportunities	<ul style="list-style-type: none"> a) All the top retail stores are Dhaka based. b) Most of them do not have any vent in any other districts. c) Apart from Chittagong, Agora is going to open four latest retail stores in the core districts of Bangladesh 	<ul style="list-style-type: none"> a) Availability of raw material b) Availability of workforce c) Training employees d) Online shopping growth e) Large of customers 	<ul style="list-style-type: none"> a) Increasing capital b) Increasing demand c) Strong contract farming model
Threats	<ul style="list-style-type: none"> a) Growing prices of raw resources and fuels. b) Alteration in fiscal profit/ laws. c) Public attraction and preservation. 	<ul style="list-style-type: none"> a) Political instability b) Increasing competition c) Growing bargaining power d) Rising commodity price 	<ul style="list-style-type: none"> a) Political unrest b) Price competition with competitors c) Increasing real estate rental cost

Table-4.2: The SWOT Analysis of Agora, Meena Bazar and Shwapno

4.4 Competitors Analysis:

Competitor's study includes shaping the competitors, their dissimilar strategies, and their power and flaw etc. all regarding the competitors. These three retail brands which I have selected for my assignment are also selling with various possible competitors. They are:

4.4.1 CHALDAL.COM

Chaldal.com is a Bangladeshi online grocery and chow goods supplier, founded in 2013. It sells new fruits, vegetables, meats, dairy, rations, individual care, family items etc. by its website and portable apps. It is now helping every part of Dhaka City [14].

Chaldal.com is an online based shop in Dhaka, Bangladesh. It is a service that believes the idea that shopping for necessities should not be a burden. At Chaldal, they believe that time is valuable to all fellow Dhaka residents, and that they should not have to waste hours in traffic jam, tolerate the weather and wait in line just to buy some eggs – which is why they are trying to deliver everything that a customer may need right at the door-step and at no or very minimum additional cost! Chaldal's work is in progress, and they are doing their best to get better over time. They are firm believers in using technology to improve the buying system of Bangladesh, and they will continue to put best effort in pushing the boundaries of technology in this country [15].

Chaldal is a Bengali statement (Chal means rice, and Dal means pulses). Chaldal was founded by Waseem Alim (Founder and CEO), Zia Ashraf (Founder and COO), and Tejas Viswanath (Founder and CTO). Currently they distribute 1500+ commands for each day and supply about 20000+ houses throughout Dhaka city.

Chaldal established financing from IFC (International Finance Corporation), World Bank. The corporation expected financing from extra personal, state and global project capitalists [14].

Strengths:

- Huge expansion potentials in all over the country
- Service extension
- Strategic alliance with offline merchants
- Increasing number of online buyers
- Higher internet usage rate

- Authentic Product
- Low inventory cost
- Minimal Delivery charges
- One stop solution for various products
- Direct communication with customers
- Reasonable Price

Weaknesses:

- New concept in the industry
- Limited penetration rate
- Lack of trust
- Delivery Cost may increase
- Based on Dhaka city only (ref.16)

4.4.2 UNIMART:

United Group is one the leading business corporation in Bangladesh having diversified business operations like energy and power, real estate, education, construction business, hospitals, food court and other retail activities. Unimart, is the sister concern of United Group, focuses on largest retail business activities in Bangladesh.

Unimart Limited started its business operation on 3rd July, 2013 as a hyper market which is a departmental store gift a large diversity of chow and family merchandised. It is bigger in bulk and has a wider collection than any other established grocery stores working in Bangladesh.

Unimart encompass meat, dairy and produce parched wares departments down by sill room set aside for canned and packaged supplies as fine as for different nonfood matter such as home, cleaners, pharmacy, harvest and favorite suppliers. The majority supermarkets as well sell a

diversity of further family products that are inspired often family clean-up harvest, drug, cloths and a few sell greatly wider variety of non-food goods [17].

Strengths:

- High quality of product
- Variety of product
- Availability of huge amount of product
- Many foreign and international product
- Availability of all type of products at one place
- Unique products
- Very user friendly environment

Weaknesses:

- Only two showrooms in BD
- Less popularity
- Low employee performance
- A bit extra price
- Low revenue growth

Chapter 5

Social Media Activities Of The Retail Brands Relating With 4Ps

Marketing Mix, the term which has been coined by Neil Borden, are the elements that unite to imprison and help a trademark or product's sole selling points, those that distinguish it since its competitors. The thoughts after Borden's replica were polished above the time pending E. Jerome McCarthy abridged them to 4 elements called "The Four Ps." These 4 basics have stood castoff via advertising concerns, marking activities and net scheme firms all over the earth.

5.1 The Four Ps Model

5.1.1 Product

The initial P of the Four Ps of marketing is product. A product tin is whichever a touchable good or a vague overhaul that satisfies a basic or desire of customers. Whether you retail convention pallets or timber goods or offer comfort accommodations, it's imperious to you have a lucid grab of closely what your invention is and what makes it exclusive prior to you canister productively market it [18].

- What does the client desire as of the product /service? What desires does it please?
- What features does it have to gather these wants?
 - Are here any features you've missed out?
 - Are you counting precious features that the buyer won't really use?
- How and where will the client use it?
- What does it seem like? How will clientele practice it?
- What bulk(s), paint(s), and so on, it ought to be?
- What is it to be called?
- How is it famous?
- How is it differentiated against your competitors?
- What is the majority it can charge to offer and still be sold adequately gainfully? [19]

5.1.2 Price

Formerly a real accepting of the product contribution is recognized we can begin creating some pricing decisions. Value determinations will crash income limits, supply, demand and advertising

plan. Parallel goods and brands may require to be located another way based on varying charge points, as price flexibility considerations may manipulate our after that two Ps. [18]

- What is the worth of the manufactured goods or overhaul to the purchaser?
- Are there well-known price points for goods or services in this part?
- Is the client price responsive? Will a small reduce in value add you further market split? Or will a tiny boost be unobvious, and so increase you additional revenue edge?
- What discounts should be obtainable to do business clients, or to extra precise segments of your marketplace?
- How will your cost contrast by your competitors? (ref.19)

5.1.3 Promotion

Among the 4 Ps we've acquired an invention also a worth now it's time to promote it. Promotion looks at the many ways marketing agencies disseminate relevant product information to consumers and differentiate a particular product or service. Promotion includes elements like: advertising, email marketing, public relations, search engine marketing, social media marketing, video marketing and many more. Each touch point must be supported by a good positioned brand to truly maximize return on investment [18].

- Where and when can you obtain your advertising mail crossways to your aim market?
- Will you attain your addressees by publicity online, in the squash, on TV, on radio, or on billboards? By using straight advertising letters shots? Through PR? On the internet?
- When is the finest occasion to prop up? Is there seasonality in the market? Are there any wider ecological issues that propose or say the timing of your market initiate or succeeding promotions?
- How do your competitors do their promotions? And how does that power your option of promotional action? [19]

5.1.4 Place

Often marketers say that marketing is about putting the right product, with the right price, at the right place, at the right time. So it is critical to evaluate what the ideal locations are to convert potential clients into actual clients. Today, even in situations where the actual transaction doesn't occur arranged the net as customers still feel uncomfortable, moreover at the initial place potential clients are engaged and converted is online [18].

- Where do buyers stare for your creation or service?

- If they appear in a hoard, what kind? A expert boutique or in a superstore, or both? Or online? Or straight, by index?
- How can you contact the correct sharing channels?
- Do you require using a sales power? Or listen deal fairs? Or build online submissions? Or send samples to catalog companies?
- What do your competitors do, and how can you study as of that and/or distinguish? [19]

5.2 Social Media Activities of Agora Relating With 4Ps:



5.3 The 4Ps evaluation of the social media activities of Agora:

Product: Here Agora is showing its product’s brand, costs, size etc. on their facebook page. So it’s maintaining the product element.

Price: Agora is also showing its price of every product, discounts given on the products etc. Agora is charging the price compared to its competitors. So it is also maintaining its price element on facebook.

Promotion: Agora is also doing many promotional activities by giving different offers on facebook. So it is maintaining the promotion element.

Place: Agora wrote “please visit your nearest Agora for more offers” on their facebook advertisement. So they are following the place element.

5.4 Social Media Activities of Meena Bazar With 4Ps:



5.5 The 4Ps evaluation of the social media activities of Meena Bazar:

Product: Meena Bazar is giving its product photos, features, size, brand name etc. on their advertisement on facebook. So it is maintaining the product element.

Price: It is showing the price, different discount offers of their products on their facebook page to follow the price element.

Promotion: It is giving different offers like “Boishakhi offer”, “Tuesday offer” etc. for their promotion on facebook.

Place: It seems like they are not following the place element as there is nothing written like that on their advertisement on facebook.

5.6 Social Media Activities of Shwapno with 4Ps:



5.7 The 4Ps evaluation of the social media activities of Shwapno:

Product: Shwapno is showing all their products on facebook; their colors, size, variations, hygiene issues etc. for maintaining the product element.

Price: They are also following the price element on the social media according to their competitors.

Promotion: They are promoting themselves by giving home delivery, voucher code offers etc. on facebook for their customers.

Place: Shwapno is not following the place element on their social media advertisement.

5.8 Summary of 4Ps evaluation of social media activities of the retail brands:

	Agora	Meena Bazar	Shwapno
Product	All products are on facebook with their quality, size, features, brands etc. based on customer needs and wants.	All products are on facebook with their quality, size, features, brands etc. based on customer needs and wants.	All products are on facebook with their quality, size, features, brands etc. based on customer needs and wants.
Price	Price are shown and charged as compared to competitors.	Price are shown and charged as compared to competitors.	Price are shown and charged as compared to competitors.
Promotion	Weekly offers, buy 1 get 1 offer, buy 2 get 1 offer, discounts etc.	Boishakhi offer, Tuesday offer, discounts etc.	Voucher card offer, free home delivery services etc.
Place	Following this element.	Not following this element.	Not following this element.

Table- 5.1: Summary of 4Ps evaluation of social media activities of the retail brands

From the table we can see that, these retail brands are very similar with each other and this is the main reason that they are their biggest competitors.

5.9 Findings of the Study for Agora:

In this age of digitalization while the most important vend stores in Bangladesh do not highlight on e-commerce but all they know on e-commerce is Facebook advertising. E-commerce is a huge sector where public media marketing is a little section. Amongst all the vend stores in Dhaka, just Chaldal.com is utilizing Google Ad correctly. Currently they are by now one stair forward than others also they are also existing on Google play store.

As of Bangladesh's viewpoint, straight marketing does not appear incredibly effectual. Usually, many citizens do not have an email address; still usual updates using SMS are not extremely well-liked or privileged among clients. That is the cause why, Agora, Shwapno, Meena Bazar do not typically drive SMS or email to their clients on a normal foundation.

Public relation (PR) is a vital part which is frequently ended by third party. Agora does fewer PR tricks compared to Shwapno and Meena Bazar. They ought to engage extra and converse with the patrons through compress releases and shared centenary parties. This can inspire the clientele; that is why publication articles, TVs, liberal donation, speeches, and seminars are considerably vital for civic meeting of a trademark.

It is very obvious that as of Bangladesh's standpoint, promotion and sales support are the two mainly effectual promotional basics above the clientele. So vend stores also bid first right of way to these two basics for big sales, endorsement and consumer participation [20].

5.10 Findings of the Study for Meena Bazar:

Each workers of Meena Bazar are very much cautious to offer kind services to its clients. Meena Bazar is the earliest retail shop in Bangladesh and also holds the peak place for consumer happiness amid superstores in Bangladesh.

Superior wares & services make sure client approval to a huge point. Meena Bazar is forever prepared to make sure worthy goods & services to its consumer. As consumer approval is the most vital issue to maintain you in the spirited market, Meena Bazar forever alert on building their patron pleased. It is as well mentionable that most of their client is content with what they are presented by Meena Bazar.

A good number of the clients who often purchase from Meena Bazar are glad by the superiority of the goods and services provided by Meena Bazar. Meena Bazar should release new twigs all over Dhaka city as well as extra big cities in BD to create wares and services accessible to extra patrons and wrap large networks. Cost should be rational, reasonable and invention variety can be better. Patrons are certainly the ruler of any trade. So Meena Bazar should be extra consumer centered by presenting expensive wares and services all the year around. They should be

cautious on their competitor companies and devise the strategies focusing on the factors what offer their rivals spirited reward [22].

5.11 Findings of the Study for Shwapno:

Like a huge business with vend string operations, SHWAPNO wants a proficient supply string of distributing goods down with an effectual marketing and sharing strategies. All section is demanding their height finest to keep proper supply of goods to dissimilar outlets. Chief office maintains appropriate records and generate buy array, buy demand, store move array etc. Allocation hub takes array of the goods according with stock pile observance part of obtain array then they reallocate it to unlike outlets. SHWAPNO newly has got victory by the inventive dealing strategies implemented by the corporation

SHWAPNO has entered into the business soon after than its major rivals, but they have been capable to confine by distant the main market split (44%) since of their special worth, excellence, expediency and service. SHWAPNO requires investing new on civilizing their overhaul excellence to safe its current supremacy in the market and keep it in future. Though, SHWAPNO might have to visage many challenges in the close to upcoming [23].

Chapter 6
Recommendations and Conclusion

6.1 Recommendations for Agora:

On the opening Agora was merely alert on their character and fewer on advertisements. Except as the further competitors entered into the market, sum situation has tainted. They invested extremely which is a reason of present inferior market split. The recommendation can be-

- Sky-scraping cost of consumable items may cause discontent amid the clientele. At times clients may inquire regarding the cause of superior value. Agora's executive should be enduring and give details why they accuse extra than the usual soggy market and why they should buy from them.
- The shoppers are mainly frequently the effective women who have fewer times than the usual housewives. No one can grant the assurance the end date of unpreserved goods, but they should constantly seek to continue the value of the creation.
- The amount of workers at apiece outlet should be bigger sufficient so that the client can sense they are receiving the definite worth swap of superior value.
- It has been noticed that when there is a auction the staffs are not capable to inform the roll of the inexpensive goods and their accessibility. Although corporation for all time arranges banners, but it is ought to all owe very staffs discern on the accessibility of the invention catalog and the inexpensive product record.
- They constantly have to remain ruling novel promotional thoughts to bang the rivals.
- They include support their obtainable capital and might insert harmonizing income to expand novel wealth [3].

6.2 Recommendations for Meena Bazar:

Within the rising meadow of retail superstores in Bangladesh, major factors have been recognized. Amid them, the main vital factors are- the class of products, prices obtainable by the super store establishment, the sharing channels worn by the super store, the promotional labors etc. Meena bazaar is playing a latent part in this division. According to dissimilar conclusion, following recommendations can be prepared:

- Meena Bazar Ltd. Imports noteworthy segment of goods since abroad .They devour it steadily in a number of commands .To calculate every client classify income, computing client array manufacture price is extremely required. Accurately costing all customers array manufacture price resources bookkeeping is awfully crucial. Now organization presently buys huge quantity of goods then those products are devoted in some commands. Hence price control is missing in this state. Meena Bazar should stress on falling course failure or imitation fee. In this procedure they can decrease the fee.

- Most customers thought that Meena Bazaar organize a diversity of goods. Except they as well must seek to save a few limited food stuff, which the clientele can simply obtain as of kacha bazaar at a sensible price.
- Customers are fairly pleased by their present pricing. But a fine amount of natives argued to they are charging a tad lofty fee. Hence they can present dissimilar class goods at dissimilar cost for diverse natives of revenue status.
- Meena Bazaar has 17 outlets inside the state and the majority of them are in Dhaka city. Merely two are in Khulna and Chittagong therefore. They should strive to unlock extra outlets in dissimilar districts of Bangladesh.
- The promotional try of Meena Bazaar is extra or less acceptable and it should be sustained. Meena bazaar should attempt to start extra publicity during TV and radio. So they can build dissimilar offers as of others. By the similar time they ought to plan original ad for every classes of citizens.
- Meena Bazaar should seek to perform new and extra public advertising actions to make exact figure in the eyes of clientele [22].

6.3 Recommendations for Shwapno:

- They are supposed to recover flow of labor by subsequent correct time running.
- The contact breach amid diverse departments of ACI Logistics Ltd. (SHWAPNO) ought to be aloof and should set up a burly instantaneous reply scheme amid the workers and departments.
- They ought to catch result in awfully straight era of point which helps to boost the creation progress speed.
- The modified answer techniques of Excel can be customized into correct numerical forecasting tackle to reduce the largely dissent of order and provide.
- Software to they are with, ought to be efficient and should be extra capable. Downloading records as of the software can get a lot time which can hampers the run of the output of the labor.
- A few minor stage workers are not so creative with their assigned labor. Teaching and various motivational programs might get better their output to lofty stage.
- SHWAPNO offer their information during societal networking place (Facebook), other than a few public does not have any information of its Facebook folio. Newly it launched online release overhaul except just little patrons might identify regarding it. They must spotlight extra on publicity [23].

6.4 Conclusion:

The outlook of vend stores in Bangladesh seems brilliant. They present additional mixture, expediency and sanitary supplies for the betterment of the clients.

Agora Ltd. had an idea to construct a culture where the running wives can build a time to buy their every day wants in an only top. Within a greatly spirited industry location the search for vividness does not finish simply. Agora has been gifted to face every player and has earned the current place. It all the time tries to uphold the stressed strength and class labors to the peak main concern which assures client completion. They have signed up by the every types of excellence goods producer which complete them one of the major patrons. It has faced a lot of price troubles in the middle of 2000s, but at the moment it has befall the crest vend store in Bangladesh with a superb hope [3].

Conversely, Meena bazar is a fraction of the better Gemcon which is one of the major conglomerates in the state. Gemcon group is typically famed for its Kazi tea and Bellissimo ice cream brands. Meena Bazaar has 18 outlets extend crossways Dhaka, Chittagong and Khulna. Meena Bazaar's goal market is mostly the higher center group, center group and rich segments of Bangladeshi culture. By leveraging Gemcon group's wide knowledge in farming, Meena Bazaar has been listening cautiously wide notice on providing their customers with lofty class in nature created and sourced unpreserved goods. Meena Bazaar has as well concerted deeply on providing customers by better expediency. As an effect, it has just launched free of charge house release service and ordering during the internet in array to get lead of the thriving e-commerce trade in Bangladesh. Inside stock pile letter and branding are additional burly points of Meena Bazaar. Newly Gemcon group has hooked on BPL T20 cricket tournament by sponsoring Khulna Titans. This has facilitated them to promotion their trademark every part the country. This vends series seats elevated stress on chart merchandising, in hoard placards and banners to attract patrons to buy their goods. Their branding moreover succeeds in providing a reliable picture of the brand name. Finally, Meena Bazaar has extremely well-organized record organization scheme which allows it to stay structured and actual occasion reserve variance to a least. (ref.21)

Apart from Agora can prevails the main split in this business if they can conquer the difficulties? Latest risk can arrive if overseas retailers attempt to come into the trade. They must approach by novel promotional plan that competitors are not alert of and they require to be extremely sole and effectual.

Shwapno is a trademark that cultivates a society of being lively in the place of work. It has extremely quick paced atmosphere as is usual of main vend businesses. Not like several others in the market, Shwapno prides itself in being ahead judgment and refusing to be inert.

Shwapno does barely hub on the nearby, but likes to reflect ahead as fine. While being a limited trade, it has been demanding to imitate earth rank technologies and practices in its dealing, which is really one of the factors so as to put it distant starting its counterparts in the bazaar [24].

The business entered the business later on its key rivals, but they have been capable to detain via far away the prime market split (45%) since of their excellent worth, class, ease and repair. Shwapno wants to spend extra on civilizing their repair to safe its current ascendancy in the

market into the outlook. Still, Shwapno has faced and will face a lot of challenges in the close to upcoming. Particularly, they have map concerning rising their outlets. Since they contain gap on borrowed chairs it is weak spot for them [25].

Even if faced by challenges, Shwapno has been running untiringly to conquer them and put a very good picture of itself in the sell scenery and hopes to be one of the chief businesses in Bangladesh in the close to upcoming.

Not just Shwapno, but the sell business of Bangladesh as an entire is mounting and it seems gifted in favor of the opportunity [24].

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