



unimart
express

United International University



Project Report on unimart express

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Letter of Transmittal

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Subject: **Submission of the project report on “unimart express”: A study on company insight, customer insight and competitor insight of unimart express.**

Dear Sir,

With due respect and humble submission, I am extremely pleased to present this project report which you assigned to me as part of my Bachelor of Business Administration curriculum. While working on the report, I have attempted to follow every guideline you have advised. Working into this new topic has been a very enlightening experience. I have completed the report of the project work, respectively. I've made every effort to gather all the details necessary to complete this paper. The research is on “A study on company insight, customer insight and competitor insight of unimart express”.

The study you sent me was an eye-opener. When I wrote this study I had little information on this topic before. So, I hope you are kind enough to accept my report, which will be encouraging factor for me and grace me for any errors and mistakes.

Sincerely yours

Zahid Islam

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Acknowledgement

Praise is to Allah for giving me determination, bravery and dedication in preparing this report on the project. Completing something requires support from different sources and I am very lucky to receive from a number of people the sincere guidance and observation. My sincere thanks go out to all of them. I am deeply indebted to Mohammad Tohidul Islam Miya for his guidance, constant supervision and assistance in completing the project study. My project report on “unimart express”: A study on company insight, customer insight and competitor insight of unimart express would not have taken the present form in the absence of his indispensable direction, motivation and cooperation. I would like to thank all of you, who have tried to make their best effort and are highly appreciated for that. I tried to do as much research as I could effectively accomplish the mission. Last but not least; I am grateful to members of our family and friends for their advice, support and help with this project study.

Abstract

This project aims to analyze the unimart express from a marketing perspective. It studies the company insight, customer insight, and competitor insight of unimart express. A premium superstore brand targeting medium affluent class faces the challenge to remain competitive. A focus group discussion (FGD) is conducted to explore the scopes for incremental brand development for unimart express.

Unimart express, a smaller version of unimart, offers grocery, stationary, and fashion items. It also accommodates a café to offer hot and cold beverage along with fast food items. Most of items are from premium brands with premium pricing. As a campus superstore, unimart express caters the expectation to meet the needs for convenience items from customers. It also keeps specialty items to meet special needs of the customers.

The target customers of unimart express are from middle affluent class who are working or studying at United International University (UIU). Customers who are staying for extended time at the campus area find unimart express as a convenient option to shop daily needs.

The competitors for unimart express are mostly from campus vendors and options with close proximity to campus. Most of the competitors are low cost alternative for customers with a perceived lower quality standard. Unimart express gets the advantage of high entry barriers but in stationary, food, and beverage category it faces intense segment rivalry.

FGD based qualitative study finds scope to improve inventory and merchandise management of unimart express. Some fast moving items (fast food, grocery etc.) have challenges to draw synchronization between supply and demand level and timing. Specialty items (e.g. fashion items) need more depth in product line to offer satisfactory assortment to customers.

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Objective and Methodology of the study

Objectives of the study

- Finding the company insight of unimart express like its background.
- Its concept and organization layout and marketing mixes use by unimart express
- Finding the consumer insight of unimart express through demographic, targeting and segmenting of consumer market.
- Identifying the competitor insight of unimart express
- It involves the using of porters five forces analysis, SWOT analysis and focus group discussion.

Methodology of the study

To examine company insight, customer insight and competitor insight of unimart express, several methods were being used here as primary sources. Like –

- **Organization visit (unimart, Shwapno express, Meena Bazar, Prince Bazar, Aagora)**
- **Observation**
- **Interviews of unimart express employers**
- **Focus group discussion**

As unimart express is a recent shop, only four to five months have passed of its establishment, that's why there are very few secondary data available about unimart express. Beside, some data about unimart are collected from internet. STP, SWOT etc. analytical process and overall report is followed from book name Marketing Management (14th Edition) by Kotler, Philip T.; Keller, Kevin Lane.

Section 1

Unimart Express Company Insight

Background

UNIMART

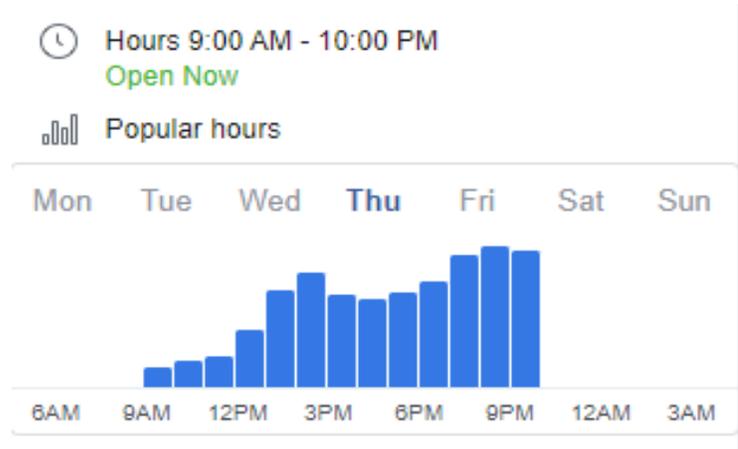
UNIMART-United Group sister concern has created another top level of shopping center with 40,000 sq. Foot room on the board. From clothing to bags & shoes, and gadgets to coffee and shrimp all are available. Unimart does have everything in their store under one single roof, with wide open space and a safe, friendly atmosphere that makes shopping an enjoyable experience for the consumers. The purpose of unimart is that every consumer can enjoy the best and highest quality products in town.

Branches of Unimart

Unimart have two branches available throughout the Dhaka city one is in Gulshan-2 and another one is in Dhanmondi-15.

Gulshan Branch

It is the very first branch of Unimart and its situated at Road 90, Gulshan-2, Dhaka, Bangladesh. This branch manages online page in Facebook. Some pictures and data of their sales time collected from secondary source is given below.



Dhanmondi Branch

UNIMART LTD, Bangladesh's largest hypermarket & a United Group sister company, opened its second Dhanmondi outlet in Dhaka on 20 February 2019. Mr. Hasan Mahmood Raja, Group Chairman, commemorated the launch in the presence of Mr. Akhter Mahmood Rana, Group Manager, Mr. Moinuddin Hasan Rashid, Group Managing Director, Mr. Malik Talha Ismail Bari, Group Manager & Mr. Murtoza Zaman, Unimart Ltd.'s Chief Executive Officer (CEO). The gates of the Unimart Dhanmondi branch have been opened for customers from the launch day with the goal of providing the ultimate retail experience.

Some pictures are given below from primary data.



Potential Location for Unimart

There are several potential locations available that Unimart can easily open their new outlet to those locations. For example, Unimart can open in Uttara, Jashimuddin Road, Mirpur 10 number road, Symoli and many more location. These are the location I visit and I think these locations are very popular for grocery shopping. But there is a disadvantage that Unimart have to face high competition with the competitors like Aagora, Meena-Bazar, Prince Bazar, Shwapno etc.

Beside, Unimart has already taken an innovative idea by opening unimart express within the campus of United International University. No other super shop has done it in Bangladesh before Unimart. They can take competitive advantage from it.

Beside unimart is merging with various top class restaurants in Dhaka city

unimart express

UNIMART LTD, United Group's state-of - the-art supermarket & sister concern, launched its outlet on October 22, 2019 at United International University. In the presence of Mr. Malik Talha Ismail Bari, Group Director and Managing Director of Unimart, and Mr. Murtoza Zaman, Chief Executive Officer (CEO) of Unimart Ltd., Prof. Dr. Chowdhury Mofizur Rahman, Vice Chancellor, UIU, inaugurated the office.



The gate of the Unimart-UIU branch has been opened for customers since the launch day in order to provide the ultimate retail experience. The event was attended by Prof. A.S.M Salahuddin, Registrar, UIU and other high-ranking Unimart officials.

The concept of opening unimart express

Their aim is to serve the environment of all the customers of the United International University have and they can be the running students of this university or ex-students or employers or top managers in different organizations who frequently visit the campus for the purpose of meeting or any workshop activities related to clubs they need to attend.

Layout of unimart express

Unimart Ltd. top level managers decided the layout of unimart express can be categorized into two part. One is Indulge café based on fast food service and other is the grocery part of unimart express.

Indulge Café

First of all, unimart Express giving the fast food services to the consumers through Indulge Café. Here is the menu-



Bakery		Pastry		Coffee Bar	
Chicken Roll	80	Brownie Slice	60	Hot	
Vegetable Roll	60	Chocolate Doughnut	80	Espresso	80
Chicken Meat Bun	80	Chocolate Eclair	80	Mochiata	80
Chicken Sausage Roll	60	Cream Roll	60	Americano	80
Beef Sausage Roll	60	Cream Doughnut	80	Latte	100
Chicken Cheese Puff	80	Vanilla Muffin	60	Cappuccino	100
Cold Chicken Sandwich (single)	60	Chocolate Muffin	60	Cafe Mocha	120
Chicken Shawarma	120	Vanilla Cake Slice	80	Hot Chocolate	120
French Hot Dog	80	Chocolate Cake Slice	80	Hazelnut Latte	200
Crispy Chicken Bun	60	Fruit Cake Slice	30	Butterscotch Latte	200
Chicken Pizza Bun	80	Plain Cake Slice	30	Toffee Nut Latte	200
Beef Puff Roll	80	Juice Bar			
Beef Patties	60	Fresh Apple Juice	80	Iced Blended	
Beef Roll	80	Fresh Orange Juice	100	Ice Blended Chocolate	200
Chicken Delight		Fresh Watermelon Juice	80	Ice Blended Mocha Espresso	200
Baked Beef Kolija Singara		Fresh Pineapple Juice	80	Ice Blended Caramel Coffee	200
		Fresh Mango Juice (Seasonal)	80	Ice Blended Hazelnut Latte	200
		Fresh Papaya Juice	80	Ice Blended Butterscotch Latte	200
				Ice Blended Toffee Nut Latte	200
				Over Ice	
				Iced Americano	100
				Iced Cafe Latte	140
				Iced Caramel Latte	140
				Iced Cafe Mocha	140
				Iced Toffee Nut	140

Indulge café is very much renowned for their quality food and services. The main branch of Indulge café is situated at Gulshan-2. Unimart and Indulge café merge in unimart express. They always try to provide quality food to their consumers and they seem pretty clean and hygiene while maintaining the product process. Their mission is “fresh food every day, create your own”.

Grocery Part of unimart express

unimart express

Like unimart, unimart express have also grocery product in various categories they maintain. For regular daily life needed product are available, but as the target consumers are most of them students, based on their need of daily life this store categorized their products. They sale various product like chips, biscuits, soft drinks, ice cream, makeup items, books, different types of wearing etc.

Marketing mixes of unimart express

Positioning & Branding

Brand positioning is described as the psychological place in the mind of the target consumer that a marketer wants to own— the benefits that marketers want consumers to think of when they think of a specific brand. Through optimizing brand value, an efficient brand marketing strategy can optimize consumer relevance and competitive distinctiveness.

Thus that unimart express has already fulfill these brand positioning objectives.

Relevancy:

For unimart express customers can find the mark attractiveness as they are getting various product under a roof.

Differentiation

Unimart express is very unique if we compare it to the other competitor like Khan's Kitchen, Olympia café, UIU canteen etc. the product variation and quality is much higher than any other competitor available in that market area.

Credible and attainable

Unimart express offering of their product to the consumer is credible and attainable by the consumers.

Brand Resonance Model

In brand resonance model we know that the pyramid has 6 dimensions. These are Salience, Performance, Imaginary, Judgments, Feelings and Salience. As a brand unimart express are in judgment dimension. Unimart express already have consumer which are buying product from unimart express in regular basis. Now they are trying to make the consumer loyal to their products. We all know that strong brand gives product price based on value perception.

Brand Credibility:

About unimart express most of the consumer have positive believe as per observing their behavior to the purchase time of product and to the employees. People trust and believe that unimart express is already given premium quality service to their consumers.

Likability:

Likeability of unimart express is high because of the product variation, giving quality foods and the employee take responsibility of their consumer while they have any confusion or enquiry about a product, that time employee helps them.

Brand Consideration:

The main target consumer of unimart express is specially the students of United International University. According to their target consumer they set the product price so that consumer can relevant the pricing and what quality they are buying.

Brand Superiority:

Unimart express create the total unique differentiation to their consumer by bringing all the necessary product under one roof top for the student that other competitor cannot do. As a unique brand, unimart express still did not give any discount from them to their consumers.

Products & Services

Unimart express classify the products on the basis of durability, tangibility and use.

Durability and Tangibility: Products can fall into three groups according to durability and tangibility.

Nondurable goods:

Nondurable goods of unimart express are mainly from Indulge café products. Their product and services are given below-

Items offered by unimart express through Indulge café –

In fast food item, there are also some unique foods which are not available except unimart express. This are-

In Bakery-

Various kind of bakery food like French Hot Dog, Beef Puff Roll etc. are available here.

In Pastry-

Various type of pastry available here on the other side the competitor of unimart Express are offering only two types of pastry which are chocolate and Vanilla

In Juice Bar-

Many kind of fruit juice are available which are not in the list of competitors like pineapple, apple and orange.

In Coffee Bar-

Competitors only sell Nescafe coffee. It's hard to compete with the varieties of coffee that unimart express have.

In Iced Blended-

Not Available to the competitor's. It's totally new segment introduce to the customer by the unimart express.

In Over Iced-

Not Available to the competitor's. It's totally new segment introduce to the customer by the unimart express.

Most of these products from unimart express are highly nondurable goods.

Durable goods:

Product list of unimart express

1. Soft Drinks
2. Ice cream
3. Chocolates
4. Sauce
5. Noodles, Soup
6. Murati, Jhuri
7. Chira Moya

8. Juice (Tank, International brand juice products)
9. Corn Flakes
10. Tea
11. Coffee Powder
12. Hand wash
13. Soap
14. Battery
15. Body Spray
16. Chips
17. Biscuits
18. Dry cake
19. Chewing Gum
20. Small playing cards and board games
21. Stationary products (pencil, eraser etc.)
22. Makeover products
23. Gifts item (cards, glass etc.)
24. Ladies and Gents cloths and wearing's (various type)
25. Football, Cricket bat, Ball etc.
26. Bags

Product categories

There are several product categories available in unimart express. These are-

- Food and Beverage
- Clothing
- Bread/Bakery
- Cleaners
- Toys

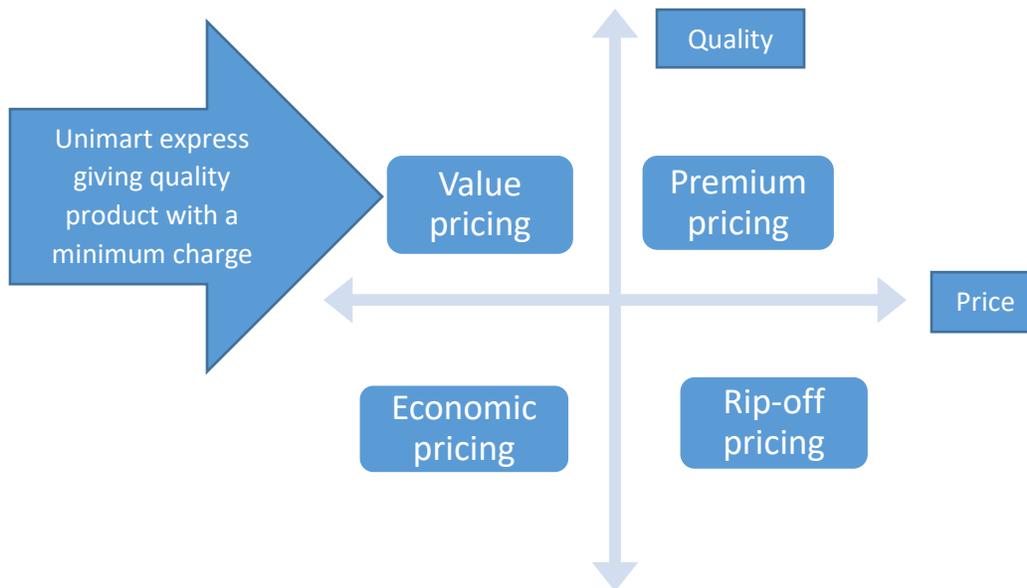
- Books
- Stationary items
- Beauty and Personal Care
- Footwear
- Jewelry
- Gift items
- Sports equipment
- Breakfast cereal
- Local Bangladeshi snacks

Services:

To provide quality service unimart express have experienced employees and cashier. They provide quality service to the consumer by behaving well, help consumers to find the products they need, treating the consumer with patience. Beside to smoothen the consumer buying experience unimart express have lockers for student so that they can use the lockers by storing the bags and further they can be shopping easily.

Price Strategy

The pricing strategy of unimart express is basically value pricing. They are giving quality product but a minimum range of price which can be afforded by the students and other target groups. A business unit can do their pricing in terms of premium pricing, rip-off pricing, economic pricing and value pricing. Following table shows the pricing strategy follows by unimart express.



Place & Distribution Strategy

Place and distribution strategy is a strategy or plan to make a product or a service available through its supply chain to the target customers. Distribution planning develops the entire approach to the availability of the product starting to take feedback from what the business conveyed to which target audience to represent in marketing campaigns. A business may determine whether to use its distribution channels to do the same by selling the product and service through its own networks or a collaboration with other companies. Like unimart express have collaboration with Indulge café.

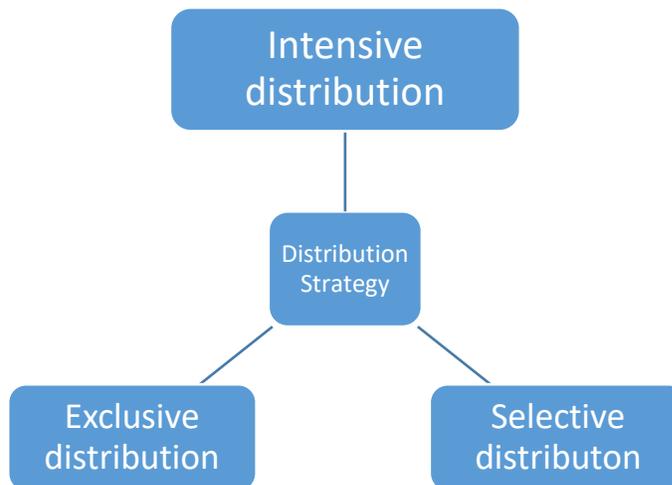
Unimart express use many distribution channel like-

- Manufacturer (indulge café) to end customer (Student)
- Manufacturer to retailer to end customer
- Manufacturer to wholesaler to retailer (unimart express) to end customer.

Unimart express follow exclusive distribution:

Exclusive distribution: Exclusive distribution is a marketing strategy that varies between distributors and manufacturers. In this case, in contrast to other distribution methods, distributors are granted exclusive rights to sell goods within a given geographical location as per company guidelines.

Unimart express also sale high quality product with high price as per as company guideline. For example, we can say that original print of books, branded makeup items, branded cloths and etc.



Promotion & Communication Strategy:

Marketing communications is the "promotion" part of the marketing mix, or price, place, promotion, and product of the "four Ps." It can also refer to a company's or individual's strategy to reach their target market through different types of communication to persuade them to use that specific marketer product or service.

For promotion and communication unimart express use marketing communication strategies. Step by step what they are using are given below-

Types of advertising: Mass media

Unimart express use outdoor add in their monitor by displaying their products and services. Unimart express still not used any television advertise or magazine advertisement.

Sales Promotion

Unimart express is really close to start membership card for their consumers so that they can give their loyal consumer loyalty incentives. Any kind of coupon and discount still unimart express do not give to their target market.

Personal selling

Unimart express have many experienced salesmen to support their services.

Direct marketing

In their packaging section, unimart express use their logo in the front and back side of the package while packaging any kind of product.

Digital marketing

Unimart express is doing digital marketing by using their company website which is United Group's website. Beside they are also doing digital marketing by using social platform for example in their Facebook page unimart express telling about their product and services.

New addition in unimart express

In unimart express there are more new addition of product, technological advancement and customer facilities. They add new original copies of books for their customer. More CCTV cameras are working thus that means they are technically upgrading and for the customer they add bag lockers to smoothen their product purchasing experiences.

Section 2

Unimart Express Customer Insight

Factors Influencing the Behavior of Unimart Express Consumers

Culture

It is the core fundamental determinant of a person wants and behavior. Cultural factors include a set of values and philosophies of a given community or group of individuals. It comes from family, education and the environment a person lives on.

Unimart express target consumer will like to buy their necessary product from the convenient location, buying a product from a convenient location is the culture of United International University's student.

Most of the students of this university are Muslim, so they want halal product and food which is one of the main concern of unimart express.

Social

Human beings are animals which are social. To arrive at better solutions and ideas, we need people around to talk to and discuss various issues. We all live in a society and observance to society's laws and regulations is really important to individuals.

Social factors which influence unimart express consumer purchasing decisions can be classified as below-

1. Reference group

Reference group of unimart express consumer are mainly their family members, close friends and others and unimart need to know how a target consumer family buys their products and services will create a major impact on that specific target consumer. Beside the surroundings of that specific consumer will make an impact on his purchasing behavior.

2. Role in the society

Every person plays a dual role in society according to the community to which he belongs. Like, a student of this university is son in his home. An individual purchasing behavior depends on the role that he plays in society.

3. Status in society

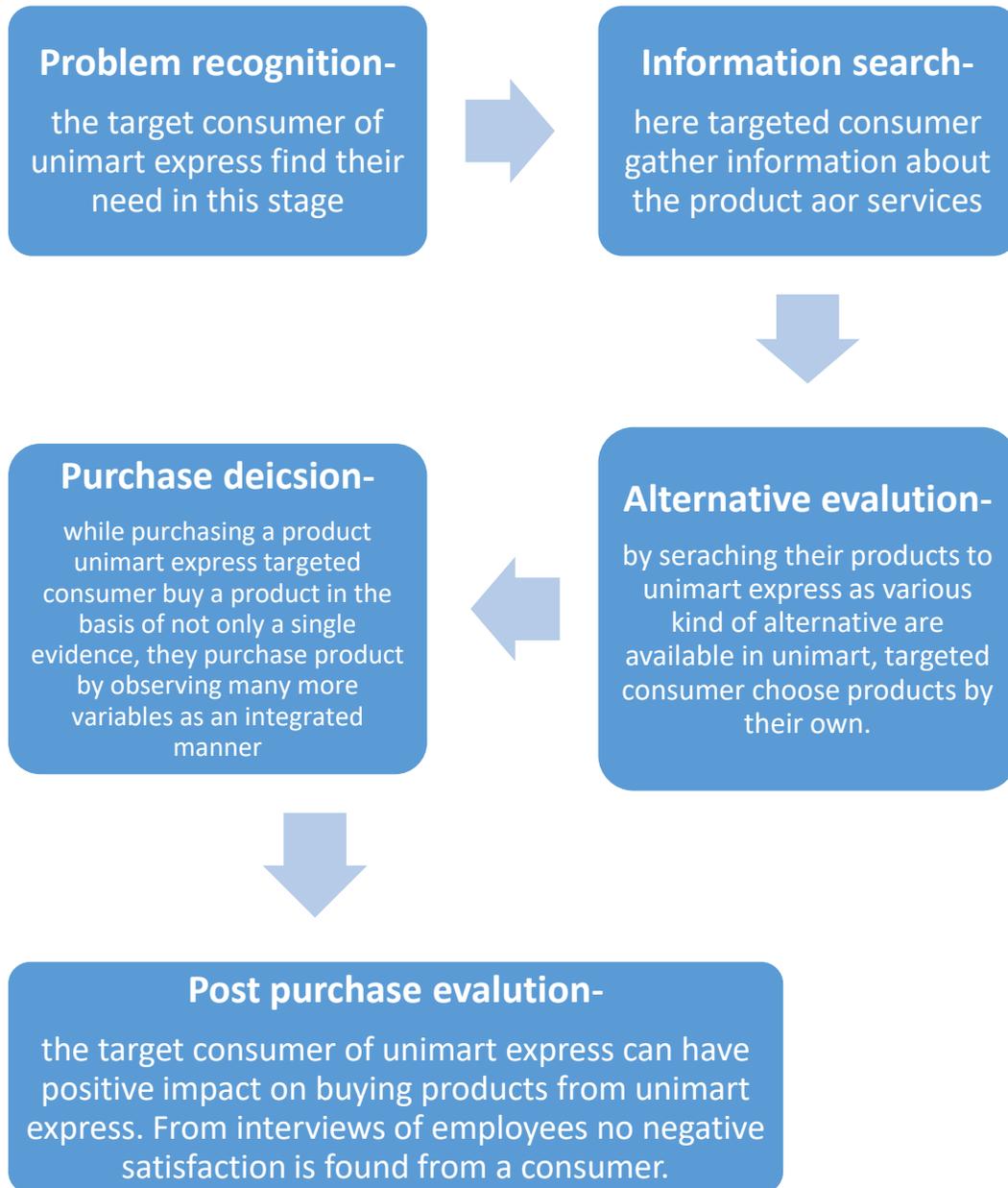
The people in the upper middle class would spend on luxury items while another group of people in the middle or lower income category would buy items needed to survive. Based on the family status, monthly income of unimart express target consumer will create different types of purchasing behavioral data which have an influence on unimart express profit graph.

Personal Factors

Personal factors play a key role in shaping customer purchasing behavior for unimart express. Factors like occupation, age, economic condition, lifestyle and personality all are included in personal factor of buying behavior for unimart express target consumers.

Buying Decision Process for a Unimart Express Consumer

Unimart express target consumers buying process is given below-



Purchase Decisions Made by Unimart Express Consumer

Here we divided unimart express in two part. One is Indulge Café consumers purchase decision and another part is unimart express grocery side consumers purchase decisions (included all the items of unimart)

First of all, **Indulge Cafe**

By taking an interview of an employee of unimart express, we came to know that...

The items they sell most

From Indulge café menu we can see that there are various types of food they offer to the customer. But the bestselling item of their store is Coffee, people loves it as per as seller or employee told us. Beside French Hotdog, Choco Pastry, Muffin and Kalija Singara are one of the best\selling fast food product.

Average sale

In the first month the curiosity among the customer for unimart express was very high. There was more customer, in first month per day they sale around 15000 thousand takas, but day by day the sales dropped to 5000 thousand to 6000 thousand taka in recent time.

Target Sale

The target of sale is not fulfilling; they have more product or food item than the customers. The sale is not up to the mark.

The Response of the customer

The response was still good from the customer; they came here to purchase food, café etc.

The customer group

Most customers are student here, as they are the main target but there are few more faculties also buy food in regular basis.

Satisfaction of the interviewer

He is not totally satisfied with the business by selling the product as they are unable fulfilling the target as they want.

The behavior of the customer

Here the customer behavior is soft, quite, and polite. As most of the customer here are well educated.

Lastly, unimart express Cashier interview

By taking an interview of an employee of unimart express, we came to know that...

The item they sell most

unimart express top selling product is biscuits, beside they also sale body spray and chocolates most.

The average sale

The daily basis average sale of unimart Express is around 20k to 25k taka per day.

The Target of selling the product

As interviewer said that, the target of selling the product is below average.

Most of the customer

Most of the customer of unimart express are mainly student as per as target.

Satisfaction of the interviewer

By selling the product and goods employees are really not satisfied.

Behavior of the customer

Here, Customer behaves well, softly as most of them are educated as I mentioned before.

The segment more running

The grocery segments of the product segment are the best segment here. Most of the item here they sale is grocery item. Like biscuits, chocolate, bread, cake etc.

Segmenting the Unimart Express Consumer Market

By this 4 segmentation process unimart express segment their market.

- **Geographic segmentation**

Although usually a subset of demographics, the most common is generally regional or geographic segmentation. Geographic segmentation establishes multiple target groups of clients based on geographic boundaries. Because potential customers have different needs, tastes and desires based on their location, knowing the environment and geographic regions of consumer groups will help to

determine where to sell and advertise, and where to expand the business. Unimart express owners find that, at Vatara, there is no super shop yet and there is no shop like unimart which are offering various types of products under the one roof. Everyday six thousand to seven thousands students are coming in this university they must have some need in that particular geographical location which can be fulfilled by unimart express.

- **Demographic Segmentation**

Demographic variables like age, sex, employment, and occupation are essential measures of consumer behavior. Individuals with the same demographic profile typically have the same buying behavior. Demographic analysis is therefore an important marketing component. Effective marketing campaigns are targeted at a particular audience. Demographic information is useful for managers to do effective advertising but also demographic information is especially useful when marketing managers lack sufficient market knowledge or when the market is shifting. Small businesses typically serve a smaller market, so managers need to recognize the understanding of their needs; thus, knowledge of the basic premises of demographic analysis will help them serve their customers better.

Demographic Unit Analysis

Unimart Express must first determine whether their customers are individuals or businesses by way of statistical research. This directs the parameter choice and data collection. If the consumers are people, factors such as gender, age and income can guide the collection of data. When companies set up the customer base, issues like the economy, profits, and number of employees are important.

Criteria indicators

Location: Unimart express is situated in Madani Avenue, Vatara, Notunbazar. It's in the campus of United International University.

Age: People age group belong 20-24 years old are the main target for unimart express and most of them are student. From 30 and above people are most of them faculty. They are also another target group.

Gender: Unimart express serve both male, female and the baby products too.

Education level: Most of the consumer are well educated. Faculties are highly qualified.

Income level: Most of the student have approximate 200-taka pocket money daily and faculties have their salary range above 40000 takas monthly.

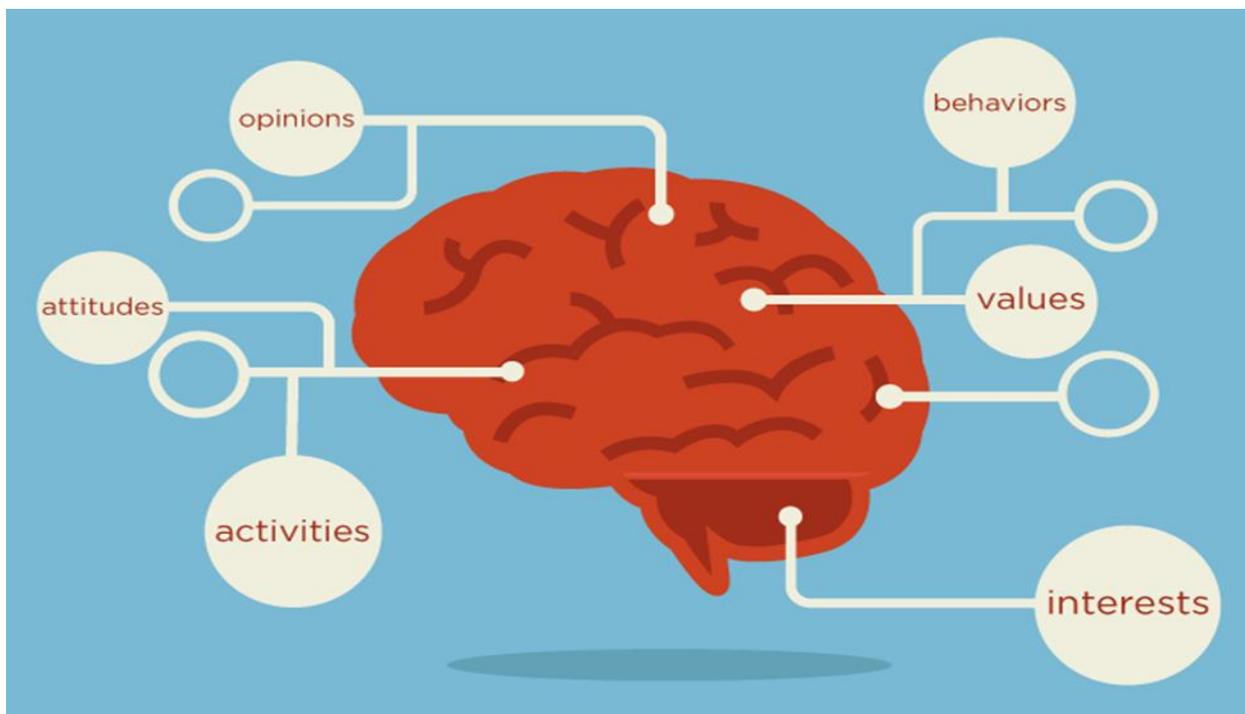
Occupation: Student and faculties are the main target consumers.

Ethnic background: While conducting a demographic study unimart express should consider individual differences to stop the pitfall of stereotyping. Stereotyping is a broad generalization based on limited

data about a group of people. It is unethical and harmful to the business's image. Unimart express must concern about it.

- **Psychographic Segmentation**

Psychographic is a descriptive approach focused on attributes of personality and behaviors such as beliefs, preferences, goals, ambitions, and lifestyle choices. Psychographic marketing focuses on knowing the customer's feelings and beliefs, so advertisers can perform more successfully in the competitive market climate.



What are the unimart express consumer's interests

Another psychographic concept is IAO (or AIO) variables. The IAO expresses value, behavior and views. These are three primary psychographic informative fields.

Interests are the main feature on this chart. Interests are mind-numbingly broad, both as a concept and as psychographics are concerned. Interests include the knowledge and perceptions of life that dominate the mind of a person.

The local culture, socioeconomic status, the national society, one's employment, and one's self-identity form the desires. The definition of value refers to a person's way of interacting with the world around him.

As unimart express is situated within an educational institution; the culture, norms, interest and desire of the most customer can be categorized in a particular section.

In which things are they interested

There is something every person on the planet has that they spend time on. The problem for psychographic study is what are the unimart target audience's habits. While doing psychographic segmentation analysis, behaviors are an easy way to find out through observation what's going on.

Consumer may find interest about the food quality of indulge café, they can find interest on books, cloths, makeup etc. which are provided by unimart express and we can call unimart as a small super shop.

Consumers attitude about unimart express

When it comes to exploring the behaviors of unimart consumers, they will have to limit their attention to some extent. A good way to understand the mindset of a consumer or person is to explore his or her view on a particular product or services. As per interview with the employee most of the regular customer of unimart express have positive attitude towards the shop and their overall performance.

Targeting Unimart Express Consumer Market Segments

Segmentation refers to the process of selecting the right target market of different brands to create small markets within a broad market. Market segmentation will help unimart express to develop and implement specific approaches for selling their goods within the target market.

There are several steps to segment unimart express target market:

Identify the target market:

Identifying the target market is the first and foremost step. unimart express need to be very specific about including everyone as their target consumer. Make sure they have something in common with the people. A man and a woman cannot be included as they have specific needs and expectations in one segment.

Though it's a small super shop with Indulge café various category of products are available for men and women based on different interest. And the target market is always the students of United International University.

Defining the expectation of target market

Once the target market has been determined, the expectations of the target group need to be identified. The brand must satisfy the individual's needs. To learn more about their desires and needs, unimart express must interact with the target audience.

Create sub group

Unimart express will ensure they have a well-defined target market. For effective results, create subgroups within groups.

Flormar company's cosmetics for girls are now available in different types, in different age, in different color. This creates a sub group within a specific particular segment.

By reviewing the needs of target audiences

Reviewing the needs and preferences of individuals belonging to each category and sub-segment is important for unimart express. Consumers in a specific segment need to adapt to similar market trends and marketing strategies.

By giving name the market segment

Consider each section a suitable name. This makes it much easier to execute plans and consumer will also get benefited. For example, a children's section can have a number of segments, including newborns, babies, boys, etc.

Marketing strategies

Develop specific product marketing techniques for each market. Note, for all parts, unimart must not afford to have the same tactics. Unimart express need to make sure the product has a link with the target audience. The jersey section of unimart express looks irrelative without the occasion of football or cricket.

Rechecking the behavior

To become a good competitor in the market, unimart express need to check the target audience's activities regularly. Individuals would not be needed to have the same necessity (demand of a specific product) throughout the year. Demands vary different perceptions, and different interests. It is important that the target audience should be analyzed in details.

The target market size

Understanding the value of the target market is important. Collect the data needed to do the same. This helps to plan and predict profits. As United International University have 6500 thousand running students and everyone is the target customer for unimart express.

Target Market

Getting a well-defined target market is more important than ever considering the current state of the economy. Through approaching a niche market, small businesses can compete successfully with large businesses. Most companies say they are targeting "anyone involved in my products." Others claim they are targeting owners of small businesses, renters.

Targeted marketing allows marketers to target their advertising money and product image on a particular market that is more likely to purchase from that specific marketer than other markets. This is a much more economical, efficient and effective way of meeting potential customers and building profit.

Look at unimart express existing base of consumers

Actually we are the recent clients, and the reason behind they are going to buy from unimart express? unimart express need to search for common interest and characteristic among their existing consumer group.

What who do the most profit from the business? Several customers like them will also likely benefit from unimart express through product / service.

Fill out the competitiveness

Who is the focus of unimart express competitors? As I mentioned before canteens, bookshop and some local hotels are the competitor of unimart express.

Analyzing unimart express product and services

unimart express must write a list of the specifications of each product or service. Next to each function, it lists the benefits it provides (and the benefits of those benefits). From secondary data we can see an example of a designer offers superior quality graphic designing services. The power is a reliable image of the company. A professional quality picture will attract more customers because they see the company as knowledgeable and truthful. Hence, the value of heavy-quality design ultimately draws more buyers and makes a lot of profit.

Evaluate decision

Make sure to consider these issues once unimart express have settled on a target market:

Are there enough people who meet unimart express criteria?

Does unimart express products / services actually help their target?

Can consumer easily recognize what they need?

Will unimart express product / service be afforded?

Can unimart express get their email to the consumer?

By answering the entire question transparently through gathering the information unimart express can evaluate their decision.

Customer Value and Retention Strategy

Customer lifetime value calculation

Unimart express can calculate customer value through CLV. The customers of unimart express, not all will spend a significant amount along the similar frequency in their company and store. The unimart express manager will know that the average sales price, the average purchasing rate, and the average life expectancy in unimart express to assess consumer life expectancy.

Customer lifetime value formula can be used by unimart express

$CLV = (\text{Average Purchase Value} - \text{Average Purchase Frequency}) \times \text{Average Customer Lifespan}$

Therefore, determine the overall purchase value, divide the total revenue of unimart express by the number of purchases during the time period.

Average Purchase Value = Total Profit / Number of Purchases

Divide the total number of purchases by the number of customers in a single period to define the average buying frequency.

Average Purchase Frequency = The number of purchases / Unique Customers

Ultimately, find out how long consumers remain in unimart express, specifically for the average life span of the customer.

Retention strategy of unimart express

By following process unimart express can retain their consumers are given below-



This is the customer retention strategy is followed by unimart express as per as observation and from interviewing data recommended.

Section 3

Unimart Express Competitor Insight

Competitive environment analysis of unimart express

Direct Competitor of unimart Express

In terms of grocery product purchase and women & men wearing there is no competition in this product segmentation. Because in this area there is no (at least 2 km) stores which are proving these type of huge variant product in a single store. But in terms of food and stationary product we can see are many strong competitors who are already stable and situated near United International University and also within the university in a food segment target. Khans Kitchen, UIU canteen, Olympia café, UIU Book Shop, Cheka Pora and some local hotels.

SWOT analysis of unimart express

A SWOT analysis seems simple to do but it is a broadly used resource that contributes to understanding project and/or business activities ' strengths, weaknesses, opportunities and threats.

This begins by identifying the mission or business goal and defines internally and externally relevant variables to achieve that goal. For the company, strengths and weaknesses are generally internal, whilst opportunities and threats are generally external. All of these are labelled with a basic 2x2 matrix.

For unimart express the SWOT analysis has been given below:

Strength:

- unimart express is in a convenient location for United International University's running 6500 student and the faculties.
- The overall brand equity for unimart Express is good because it's a sister concern of United Group from the unimart section.
- So many branded products are available here. Lots of verity products are available in the unimart express.

- unimart express get diversified market and product range by including Indulge Café with their fast food section.
- Low rental cost is one of the major strength of unimart express
- The overall security for unimart express is fantastic because it is located within the large campus. So outsider cannot do any hamper.

Weakness:

- Technological advancement still not available in the unimart express. For example, there is no big display for marketing advertisement what kind of unique product they are selling which a consumer can see in a minimum short range time.
- Lack of security is one of the main concerns here. Unimart express need use more security cameras to supervise their product sale weather someone taking a product without purchasing it.
- Though Indulge café boosting up unimart express to get more customers, but there is no seating arrangement for the customer to seat there and enjoy a cup of coffee or any item of food.
- Scanner must be needed to run the business smoothly for unimart express. Otherwise they might face hassle by the customer.
- In some product category, like casual t-shirt, pants, lots of sports collection without any big event like world cup this product may suffer in the long run. This kind of product may not be sale in the upcoming years.

Opportunity:

- As it is a new start for unimart express, they can have continuous process to develop their market. If they think (by gaining the data statistically) the sale is outstanding within the campus they can further go for outside the campus to create new stores.
- Developing strategic partnerships with reputed companies can offer an excellent opportunity for unimart express. It will enable unimart express to offer more products and attract more customers.
- The product range can be increased by unimart express. It offers the possibility to sell both natural and service items, such as consumer purchases of an item by credit / debit card, consumer purchases by use of Bkash, DBBL mobile banking etc.
- If unimart express can manage excellent partnerships with key producers by knowing them they have clear marks in the market. For example, we can say that, in their makeover section MAC can offer certain percentage discount in some specific products like lipstick, eyeliner etc. This MAC's product will only have offered through unimart Express.

Threads:

- The competitors may offer various product. For example, Khans Kitchen may offer some daily necessary product. They are already offering varieties of food which suited the campus culture most.
- Government regulations, legal and tax matters, credit crunches, and economic upheavals can affect the operational efficiency and performance of Tesco stores in critical regions.
- Many customers follow the online shopping program for their food, and then have them distributed. While this involves some pre-planning, so it offers organized consumer's significant levels of convenience which poses a threat to unimart express convenient-based market advantage.
- As with most retail outlets, the ongoing threat of minor shoplifting and robbery will lie with unimart Express. Such supermarkets operate on a thin budget at these locations and still have fewer staff, which gives some customers the ability to periodically stealing stuff. Video cameras may help in this respect, as with the potential threat above.

<p>Strength</p> <ul style="list-style-type: none"> • Convenient Location for target market • Good Brand Equity • Branded Products • Huge Product Range • Low Rental Cost • Secured in campus 	<p>Weakness</p> <ul style="list-style-type: none"> • Low Technological Advancement • Lack of CCTV • No seating arrangement • Scanner not available • Problem in some product category
<p>Opportunity</p> <ul style="list-style-type: none"> • Continuous process development • Develop strategic partnership • Product offering • Exclusive product offering 	<p>Threads</p> <ul style="list-style-type: none"> • Competitor offer various product • Government strict rules and regulation • Supermarket moving to online delivery • Shoplifting

Shwapno express vs. unimart express

Shwapno

ACI Logistics is a member of Shwapno. Shwapno's sole goal is to ensure access to a wider range of Bangladeshi people. It is especially focused on providing easy, reliable and affordable services to the different income groups in the country.

Shwapno Express

In Shwapno express there are less amount of product than Shwapno main store, less variation among the product line, the position of the outlet is in unpopular area or the area which are going to develop like Mohammadpur Shia Masjid area for example. We can say that a tiny version of Shwapno super store is mainly called Shwapno Express.

Some basic elements are the main reason to distinguish between Shwapno Express and unimart express. First we have start with Shwapno express:

Product variation:

In Shwapno Express, there are various kind of daily necessary products are available not many uncommon products are available there, as it is a mini version of super shop Shwapno. One visiting picture of Shwapno express is given below-



Middle income group:

Middle and low range in come group are main target market for Shwapno as in different report we see that Shwapno do not take charge tax while purchasing a product. Shwapno pay the yearly income tax as per as their revenue.



The Consumer of the day: The consumer gets Shwapno express incentive on a particular day with a high sales contribution.

Unavailable product home delivery: Customer experience management must maintain that shipment arrives within 1 or 2 days. Customer interaction management cannot find the product as needed. In the event of an emergency, consumer grocery delivery will be given.

Personal care: Shwapno offers consumer a 1-offer discount & buy to cosmetics, clothing and shoes. If consumers get two T-shirts, customers take the deals at the price of one T-shirt. It has been shown that this approach helps to improve their revenue.

Basket size discount: customers receive discounts on how much items they buy. Consumers with a larger size basket can get more deals for discount.

Given Membership Card: On their initial visit cards are given to customers so that no loyalty cards are needed.

Online Shopping

Although the platform is not fully developed, Shwapno (beta version) recently introduced online retailing options for its customers. Shwapno is still focusing on an effective delivery system and on product selection.

Overall Shwapno express actually a good store for middle income group people. But the arrangement of their products is not good, in some corner there are not available or sufficient light for the customer.

Unimart Express

Product variation:

Unimart express product line is much more different than Shwapno express as they are targeting middle income group of people and the main consumer of unimart express is the student of United International University. So the variations among their product are different. For example, unimart express need not to sell rice, wheat etc. as student are not going to buy this for their campus life but Shwapno express need to sell this daily necessary product as much quantity as possible to make higher profit.

Income group:

Unimart express income group targeted consumer is student as I mentioned it earlier.

Customer of the day

In United International University, unimart express is the first express shop of unimart ltd. Unimart express still not started this kind of offer for their consumers.

Home delivery for Unavailable product

Unimart express do not give any kind of home delivery, they can only do if the stock of a particular product is finished, after stocking the product they can contact the customer if the customer want as the product is an emergency product for him or her.

Personal care product

As per as the observation, unimart express still doesn't give a discount and buy 1 get 1 free product deal for the accessories, suit, dress and shoes. They can start these kind of market offerings to their consumers.

Discount on related product

Unimart express also practice a discount offer on the related product which is already given by the company (like Unilever) of that specific item. For example, we can say that: Fish and Fruit, Noodles and Sauce.

Basket-size discount

Unimart express do not practice this kind of discount while a customer purchasing in a bulk amount of products.

Offering membership card

Unimart express still do not practice membership card facilities for their customer.

Online Retailing

There is no online store for unimart express as they are not serving outside the campus. They still think they do not need this as its total target market or consumers belong to this United International University student.

Forces of Competition for Unimart Express

Porter's Five Forces

As a simple measurement and analyzing approach to assess the performance of a business organization, Michael Porter at the Harvard Business School presented in 1979 the five attributes of Porter's competitive position analysis.

This theory is based on the idea that five factors decide a market's competitiveness and attraction. Porter's five forces help us to recognize the position of power within the company. This is beneficial both in recognizing the strength of an organization's current competitive position and in recognizing the strength of an organization's position to move forward.

Strategic investors are also using Porter's five strengths to understand the competitiveness of new products and services. The theory can also be used to recognize influence zones, establish vulnerabilities and correct mistakes.

The five forces are:

Supplier power

An assessment of how easy it is for suppliers to drive up prices. This is driven by:

- the number of suppliers of each essential input
- the uniqueness of their product or service
- the relative size and strength of the supplier
- the cost of switching from one supplier to another.

From unimart express Perspective (Supplier power)

If the suppliers of unimart express are more powerful than unimart then unimart express have to sell the product with higher price because they are buying the product with higher price. Here, supplier can create monopoly market.

unimart Express must maintain lower supplier power than the supplier of KK, UIU canteen, Olympia Café, UIU Book Store, local hotels, Cheka Pora which is the competitors to gain competitive advantage over them.

Buyer Power

An evaluation of how easy price reductions are for buyers. The steps were guided by:

- Amount of Industry Purchasers
- The value to the organization of each individual buyer
- Cost for consumer to turn from one manufacturer to another

If a business has just a few powerful buyers, they are often able to dictate terms.

From unimart express Perspective (Buyer power)

unimart express may face problem in their food category items by the buyer power phase of Porter's Five Forces. Because unimart express's target market mainly the majority students of United International University. Many students may not choose to take vegetable role as their snacks with a price of 60 takas from unimart express Indulge café over UIU canteen's vegetable role with a price of 20 takas in my observation. In student life most of the students have to go through tight budget weather it is weekly or monthly. And above all, cost for the consumers switching from UIU canteen to Indulge café is an expensive switch.

Competitive rivalry

The driving force in the business is the quantity and capacity of the competitors. Most rivals will be rising market attractiveness by selling undifferentiated products and services.

From unimart express Perspective (Competitive rivalry)

As we can see that the competitors of unimart express are Khans Kitchen, UIU canteen, Olympia Café, UIU Book Store, local hotels, Cheka Pora. These competitors are mainly offering various food except UIU Book Shop. These competitors are offering undifferentiated product in various items of food and stationary item which are reducing the market attractiveness of unimart Express

Threat of substitution

Where near substitute goods remain in a market, the probability of clients moving to alternatives in response to price increases is increased.

From unimart express Perspective (Threat of substitution)

In this location there are not so much locality yet, so in present time threat of substitution of unimart express is very low. As the locality increased there will be more shop like this in near future, more market more opportunity will arise outside the university campus. That time unimart express has to open new store outside the campus area as per analyzing the geographical segmentation.

Threat of new entry

Cost effective markets draw new entrants, eroding profitability. If candidates have strong and enduring entry barriers, such as patents, economies of scale, capital requirements or government policies, otherwise profitability would fall to a competitive rate

From unimart express Perspective (Threat of new entry)

Locality is always main concern of business, otherwise who is going to purchase a product if no one lives in that specific area. Within the campus of UIU there might be no threats for unimart express. There might be no shop like unimart express by offering this kind of huge variant quality product and fast food. But there is a say, future is always uncertain. unimart express must not follow monopolistic market strategy as there is no threat of new entry like them.

Section 4

Focus Group Discussion (FGD)

Here we conduct focus group discussion to measure what are the product categories is in the consumer top of the mind, the main purchase point of consumer if they don't find any product in unimart express, the factors that influence their purchase decision, the items or category of items still not available in unimart express beside mention item can be sold by unimart express. On the other hand, for demographic and lifestyle analysis descriptive general and personal data are taken from the consumer of unimart express.

All the questions and their answers are given in appendix 2 of focus group discussion about unimart express.

In this focus group discussion, the number of member is 10. For each of the question we have categorized the answer with M1, M2, M3, M4, M5, M6, M7, M8, M9, and M10.

Around 40 minutes the focus group discussion has been held in the permanent campus of United International University.

The questions are asked in numerical order and all of them responded to these questions and discuss among them.

All the members' statement is given by mentioning each member with M1, M2, M3, M4, M5, M6, M7, M8, M9 and M10

Findings and Analysis

FGD: Question 1

In unimart express what kind of products are available do you think?

Analysis of findings

In first question we asked them about the category of the products they think which are mostly available in unimart express. Among 10 of the respondents 9 of them think that various of food items and fashionable products are available in unimart express. Beside other categories like soft drinks, toys etc. are also mentioned.

So we can say that top most categories which are always in the top of the mind of a consumers are food category products and fashionable categories products where unimart express can boost their sale by selling these categories of items.

Beside, unimart express must be concern about that some categories which was totally missed by the consumers in focus group discussion. Cleaners, Books, Gift items, local Bangladeshi snacks are totally missed from the consumers of focus group. So, several steps must be taken by unimart express according to their marketing plan so that they can sale those products and can bring revenue from those categories.

FGD: Question 2

The category of item you said, if you don't purchase it from unimart express, from where you will buy these items?

Analysis of findings

In second question we ask them, the category of item they said, if they don't purchase it from unimart express or elsewhere, from where they will buy these items. Most of the member's answers are within the super shop list like- Shwapno, Aagora and Meena Bazar.

5 of the respondents said that they will buy those products from Shwapno.

3 of them said that they will buy the products from Aagora.

1 of them said that he/she will go to Meena Bazar to purchase that specific product.

And another one of them mentions he/she will buy the product from local general store he/ told the name is Tex point.

Here we can identify that Shwapno is in the top priority list in our consumer's mind. After that Aagora and Meena bazar take the place for purchasing a product if a consumer cannot find any specific product they need. These are the competitors unimart express must remind it so that they can compete them and analyze them to gain advantage in the market.

FGD: Question 3

While you need to buy a product, you want to buy it from unimart express or elsewhere, while taking this decision based on what factor or factors you take your decision?

Analysis of findings

The third question is about, while they need to buy a product, they want to buy it from unimart express or elsewhere, while taking this decision based on what factor or factors they take their decision.

5 of the respondents said, distance and quality of products are the major factor for purchasing a product.

4 of them mentioned, authenticity and pricing are the main factors to purchase a product.

Beside, one of them and very few of them mention hygienic, environmental factors and discount are affecting their purchasing behavior towards a product.

So we can say that distance, quality of products, authenticity, pricing, discount and environmental factors can affect the overall sale of unimart express in the perspective from the consumers.

FGD: Question 4

An item you want to buy from unimart express and you see that, the item it not available now. Which item is that?

Analysis of findings

In the fourth question we ask our respondents about what products are currently unavailable in unimart express. And we added that, the product they mention, can unimart sale those products.

3 of them replied, after 1:30 to 2pm they hardly find any fast food categories items in indulge café. They think unimart express must increase their fast food items inventory. International franchise chocolate products are also in favor of them as one of them mentioned.

They think more fast food category of products can be sold by unimart express as many students want to buy those products during the lunch hour as their lunch item.

Beside, another 3 of the consumers said, formal shoes and more formals shirts are not available.

They think unimart express must sale these products because while presentation period most of the consumer will buy these products.

The other 4 members of focus group have different opinion about the question and every one of them think that, unimart express must sale those products.

Member number 3 (M3) suggest that, as it's an open campus with a huge playground, in unimart express there is lack of playing accessories.

Member 1 (M1) suggest that, varieties of women's cloths must be increase in unimart. They don't see many varieties are available in women's clothing sections.

Member 5 (M5) said, more variety of body lotion are not available in unimart express. As it is a winter season, in seasonal aspects, they must sale more varieties of body lotion.

Member 7 (M7) recognized that, unimart express are not selling Islamic cap which can be very essential for Muslim consumers.

So unimart express can bring more focus about the product consumer mention as they want to buy these products from unimart express and they all think that these products are can be sold to the other consumers of unimart express.

FGD: Demographic information

Most of the unimart express consumers age is 20 to 24 years old in average. While selling the products, unimart express employers must keep in their mind that, what kind of products are likable at the age of 20 to 24 years old people, what kind of service they prefer most. These are the key things they can identify.

The income of unimart express consumer group in average of 6610 takas per month. (By calculating the income of M1 to M10 in average)

So based on this aspects, unimart express can target their consumer groups and sale their products.

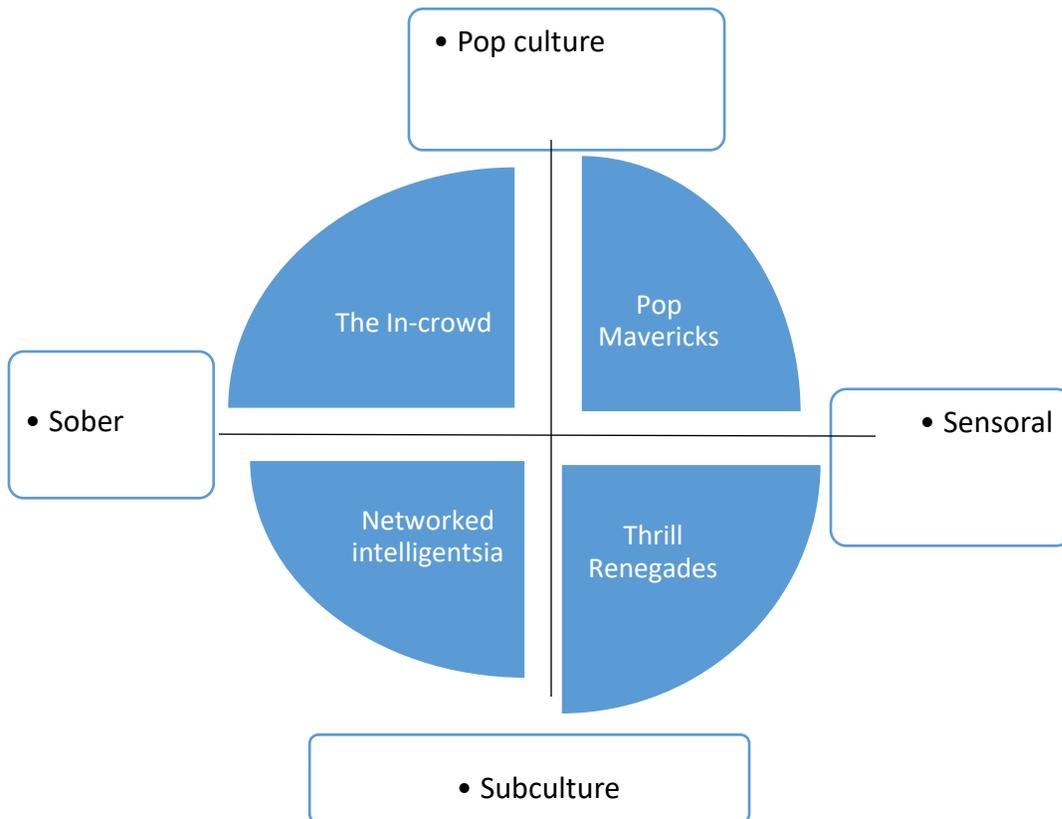
The consumers of unimart express come from various location. In focus group members, there are 2 members from Mohammadpur, 2 are from Dhaka Cantonment, 2 are from old Dhaka (Tanti Bazar, Keraniganj), and another 2 are from Mirpur and Farmgate. The other 2 members are from Banasri and Mugda from Dhaka city.

As most of the consumers of unimart express lives in Dhaka city. The choosing pattern of a product in Dhaka city people, what they like most, what they don't like should be always in the mind of unimart express employers.

FGD: Lifestyle analysis

For lifestyle analysis a lifestyle matrix for global youth is being used here from the book consumer behavior written by Leon G. Schiffman, Leslie Lazar Kanuk and S. Ramesh Kumar.

In this lifestyle matrix, there are several brands name is used to determine the nature of consumers. Instead of those brands name, similar type of brands name is used to determined what type of consumer are targeted by unimart express or the nature of targeted consumer of unimart express can be described in the perspective of Dhaka, Bangladesh.



As this lifestyle matrix is for global youth age 14 to 24. Like this, unimart express consumers age are also in between 20 to 24 years old.

In first option, Bata is given as this option choosing consumer group belongs to The In-Crowd category.

In second option, Airtel-Robi is given as this option choosing consumer group belongs to Pop Mavericks category.

In third option, Benson & Hedges is given, as this option choosing consumer group belongs to Networked intelligentsia category.

Finally, in fourth option, Ecstasy, lotto is given, as the option choosing consumer group belongs to Thrill Renegades category.

In our focus group discussion among the 10 members, 5 of them choose Bata as they like this brand. Thus that means, according to lifestyle measurement theory, these consumers belongs to The In-crowd category. They are sober; they seek approval when communicating and prefer classic brands like Bata to uphold tradition.

Here we can say that, unimart express can sale more classic products to attract their consumers as most of them fond of classic brands and classic products.

2 of the focus group member choose Airtel-Robi as they are in the category of Pop Mavericks. For this type of consumer passion, individuality and instant gratification are important. They prefer brands that they can personalize.

So personalize, customized product can sale by unimart express as this type of consumers love to personalize their products.

Another 2 of 10 members from focus group discussion choose Benson & Hedges as they follow the category of Networked Intelligentsia. This type of consumers is the hub of social networking's and it's all about revolution, creativity, and deconstruction. They prefer cult brands like Benson & Hedges (in Bangladesh) which add to their sense of obscurity.

So unimart express can make concern about the cult brands product it possible they must sale those products as these types of consumers belongs in their list.

Finally, 1 of the member had chosen Ecstasy, lotto as their favorable brand. They belong to Thrill Renegades category according to lifestyle matrix theory.

For these type of consumers, it's all about infamy, adrenaline and anarchy (laws and order is nonexistent). They hardly care about the opinion of others. They think these products taking them to another level.

As each customer is important, unimart express can also sale this Thrill renegade's category product.

Limitation of the study

The total length of the research is too limited to accomplish all the details concerning this project. This research can also be more effective if I have a long period of time to do so.

As I am a student, this project is financed by me, so there was some financial restriction and focus group, interviewing session and the observation was conducted for that reason only in Dhaka, Bangladesh.

I only conducted my survey on unimart express because of a lack of resources; I don't get any suitable data about unimart express in the secondary field.

Future research scope

The scope of the project will be identified before and during the study. This study is confined to Dhaka City, as there are no branches of unimart express, so other cities and branches of unimart express should be included in the study in the near future.

Beside other information from AIO (Activities, Interest, Opinion) of consumers which is given in focus group discussion, in near future the differences of AIO among the old consumer and new consumer can be constructed easily by observing the data given in this project.

Section 5

Conclusion

As I mentioned earlier, unimart express establishment period passed only 4 to 5 months and still counting. Beside, its surviving in the market in a positive way, giving their consumer as best service as possible they can, making both the market and profit growth to upward movement for unimart which is from United Group. As their most of the target customers are from United International University as it is located here, they must be concern about the overall behavioral pattern of this university students and employees of this university, about the policies this university follow, and the pattern of each trimester to shape up their overall business cycle. In near future, unimart express will be able to open several branches within Dhaka city and if necessary the branches or outlet of unimart express can open outside of Dhaka city.

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Appendix 1

Questionnaire

1. In unimart express what kind of products are available do you think?
2. The category of the item you said, if you don't purchase it from unimart express, from where you will buy these items? (3 option) (1st option priority)
3. While you need to buy a product, you want to buy it from unimart express or elsewhere, while taking this decision based on what factors you take your decision?
4. An item you want to buy from unimart express and you see that, the item is not available now. Which item is that?

Do you think the item (you have mentioned earlier) can be sold by unimart express to other students?

5. Please answer the question -(AOD)

Your age: _____

Income: _____ [pocket money can be added (monthly amount)]

Area you live in: _____

6. Choose any one option from (a) (b) (c) (d) - (LSA)
 - a. Bata
 - b. Airtel-Robi
 - c. Benson & Hedges (BAT)
 - d. Ecstasy, lotto

Sec A: What is your *hobbies*? _____

Where do you want to go in *vacation*? _____

Where did you often visit a place in vacation? _____

Sec B: What type of *food* you like? _____

What kind of *fashionable* design clothing you like? A) AARONG B) Cats eye C) YELLOW

Sec C: Do you like unimart express selling *products*? A) Yes B) No

Write two to three line (maximum) about *yourself* in the last page. (Anything you want)

Appendix 2

Question number 1 and the answers

In unimart express what kind of products are available do you think?

M1: All kind of necessary products are available in unimart express. Like food, fashion items, daily necessary products.

M2: All kind of grocery items and foods, some fashion items re available in unimart express.

M3: Soft drinks, cloths, coffee, usable and useful products.

M4: Food, Clothes, toys, books, Jewelry

M5: Dairy products such as milk packets, chips, chocolates. Fast food items are also available.

M6: Chocolates, food items, tea, and coffee are available.

M7: Cloth, coffee fast food etc. are available.

M8: Tea, casual dress, rich foods.

M9: Pastry, chocolates, fast food and playing accessories.

M10: Various types of food items, cosmetics, cloths, groceries are available.

Question number 2 and the answers

The category of item you said, if you don't purchase it from unimart express, from where you will buy these items?

M1:

1. Shwapno
2. Online stores
3. Almas

M2:

1. Aagora
2. Local shop

3. Online stores

M3:

1. Shwapno
2. CSD
3. Nurjahan market

M4:

- 1) Distance
- 2) Discount
- 3) Price

M5:

1. Mina Bazar
2. Aagora
3. Big Bazar

M6

1. Shwapno
2. G-Mart
3. Aagora

M7

1. Shwapno
2. Local Store
3. Hazi Store

M8

1. Tex point
2. Western Bazar
3. Haji Biryani

M9

1. Shwapno

2. G-Mart
3. Aagora

M10

1. Aagora
2. Meena Bazar
3. Prince Bazar

Question number 3 and the answers

While you need to buy a product, you want to buy it from unimart express or elsewhere, while taking this decision based on what factor or factors you take your decision?

M1:

1. Authenticity
2. Availability

M2:

1. Discount
2. Location
3. Quality

M3:

1. Hygienic
2. Offer
3. Discount

M4:

- 1) Distance
- 2) Discount
- 3) Price

M5

1. Price
2. Expensiveness
3. Hygienic condition
4. Distance

M6

1. Distance
2. Product quality
3. Discount

M7

1. Authenticity
2. Pricing
3. Quality

M8

1. Distance
2. Quality items
3. Discount

M9

1. Distance
2. Good quality item

M10

1. Price
2. Location
3. Quality
4. Environment

Question number 4 and the answers

An item you want to buy from unimart express and you see that, the item it not available now. Which item is that?

Do you think the item (you have mentioned earlier) can be sold by unimart express to other students?

M1: Varieties of clothing items are not available in unimart express. Member 1 thinks that the item can be sold by unimart express. Cloths is necessary for all, especially girls will prefer more this item.

M2: International franchise items like foreign coffee, foreign unique chocolates.

M3: Detailed playing accessories like pads, gloves etc. as we have to play tournament with real cricket ball. The items can be sold by unimart express as we have big play group around our university. Students are playing cricket and they will buy these products.

M4: Increase the amount of food items. Because in the lunch hour, around 1:30 pm, most of the food items from indulge café are not available. But still there is a need for those fast food items. So the items can be sold by unimart express.

M5: Different flavor of body lotion, drinks and electronic equipment's are not available. Unimart express can sell electronic equipment such 12V battery or motors which can be sold by unimart express in the project work for EEE students of United International University.

M6: Formal shoe's and shirts are not that much available in such varieties. Unimart express can sale this items to other student as many of students in this university has to give presentation and in emergency situation student can buy this product.

M7: I found everything but Islamic cap for Muslim students can be sold by unimart express which students will buy occasionally.

M8: There was no tie for students while it is important for the student to wear a tie in their presentation. So student will buy tie in the time of presentation period of this university. So unimart express can sale tie.

M9: Lack of verities of shoe. Unimart can sell the product as it this product is important for everyone.

M10: Food items like snacks items are not that much available. Unimart express can sale more snacks items after the lunch hour or in lunch hour approximate 1:30 to 2:00 pm. After class, snacks are necessary for all the students.

Question number 5 (Asked about some demographic information) and the answers

Your age-

M1: 23 years' old

M2: 25 years' old
M3: 20 years' old
M4: 23 years' old
M5: 18 years' old
M6: 20 years' old
M7: 24 years' old
M8: 19 years' old
M9: 20 years' old
M10: 23 years' old

Income -

M1: 7000 taka
M2: 10000 taka
M3: 600 taka
M4: 20000 taka
M5: None
M6: 1500 taka
M7: 16000 taka
M8: 3000 taka
M9: 2000 taka
M10: 6000 taka

Area you live in-

M1: Tantibazar
M2: Mohammadpur
M3: Dhaka Cantonment
M4: Keraniganj

M5: Farmgate

M6: Mugda

M7: Rampura

M8: Dhaka Cantonment

M9: Mirpur

M10: Mohammadpur

Question number 6 and the answers

Choose any one option from (a) (b) (c) (d)-

- a. Bata
- b. Airtel-Robi
- c. Benson & Hedges
- d. Ecstasy, lotto

M1: B) Airtel-Robi

M2: C) Benson & Hedges

M3: A) Bata

M4: B) Airtel-Robi

M5: A) Bata

M6: A) Bata

M7: A) Bata

M8: A) Bata

M9: D) Ecstasy, lotto

M10: C) Benson & Hedges

Section A

(Activities determination)

What are your hobbies?

M1: Cooking and dancing

M2: Travelling

M3: Making something new

M4: Sports (Playing cricket)

M5: Playing cricket

M6: Travelling and bike ride

M7: Reading book

M8: Science fiction and playing cricket

M9: Playing outdoor games

M10: Travelling

Where do you want to go in vacation?

M1: Sajek valley

M2: Outside Bangladesh, travelling in Europe

M3: In my home town

M4: Bandarban

M5: Singapore

M6: Bandarban

M7: Outside of Dhaka

M8: Sajek Valley (Chittagong)

M9: Sikim

M10: Sajek valley

Where did you often visit a place in vacation?

M1: Saint- Martin

M2: Bandarban

M3: Resorts

M4: Cox's Bazar

M5: Cox's Bazar

M6: Kuakata

M7: Saint Ma

M8: Jamalpur village

M9: Chittagong

M10: Cox's Bazar

Section B (Interest determination)

What type of food you like?

M1: Chinese

M2: Fast food and Chinese food

M3: All kind of fast food

M4: Fast food

M5: Healthy food like Salad

M6: Biryani

M7: Kacchi Biryani

M8: Rich food such as Kacchi Biryani

M9: Biryani

M10: Fast foods

What kind of fashionable design clothing you like? A) AARONG B) Cats eye C) YELLOW

M1: A) AARONG

M2: B) Cats eye

M3: B) Cats eye

M4: C) YELLOW

M5: A) AARONG

M6: C) Yellow

M7: A) AARONG

M8: C) Yellow

M9: C) Yellow

M10: B) Cats eye

Section C (Opinion determination)

Do you like unimart express selling products? A) YES B) NO

M1: A) Yes

M2: A) Yes

M3: A) Yes

M4: A) Yes

M5: A) Yes

M6: B) No

M7: A) Yes

M8: B) No

M9: A) Yes

M10: A) Yes

Write two or three line about yourself in the last page.

M1: As this is my last trimester I wanted to be a teacher. After that in will start my job life. I want to be a teacher. I love to teach people.

M2: I am now a student, want to travel all the tourist place and want to become the future market researchers and CEO of one of the most dominate company.

M3: I like to visit in a new place. Always try to do what I like most. I like to fulfill all of my dreams.

M4: Myself Rifat Ahmed. I like to play cricket.

M5: My dream is to become a world class Engineer. I am from middle class family. My father is Chef and I have two elder sisters studying in US.

M6: I like to ride bike very much. I want to be a good engineer and I want to abroad for higher education.

M7: I want to earn money in new process.

M8: I am Sajid. I am fond of different types of stories in science fiction category and I like to play cricket when I have a free time.

M9: I like to play football.

M10: I am a student of United International University. My major is in Accounting. This is my 13th trimester and its last. My future plan is to be a Chartered Accountant.

Store observation and pictures





