



United International University

Project Report

On

“Digital Marketing Mix”

Submitted to:

Mr.Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University, Bangladesh.

Submitted by:

Kazi Jahidul Islam

ID: 111 132 096

BBA (Marketing)

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Authorization Letter

Date- 8th July, 2018

Mr.Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University, Bangladesh.

Sub: Permission for authorizing a project on “**Digital Marketing Mix**”

Dear Sir,

I am pleased to do my project on “**Digital Marketing Mix**” with the supervision of you and want to complete the task successfully according to your guidance.

Therefore I will be glad if you give me the permission of doing my task and oblige thereby.

Yours sincerely

Kazi Jahidul Islam

ID: 111 132 096

BBA (Marketing)

Acknowledgement

Firstly I would like to acknowledge Allah for giving me sound health and mind to complete this report under extreme work pressure.

Secondly I would like to express my sincere gratitude to my mentor, S. M. Asif-Ur-Rahman for giving me the opportunity to prepare the report on digital marketing mix. His guidance helped me in initiating this internship and completion of the report. His patience, motivation, enthusiasm, scholarly inputs immense knowledge guided me towards this professional life.

Lastly, I would like to give special thanks and greetings to my fellow BBA students and colleagues for giving me some required information, valuable advices and suggestions to complete the report in a comprehensive manner. I thank them all from the core of my heart.

Declaration by the student

I do hereby declare that the project report titled “**Digital Marketing Mix**” Submitted in partial fulfillment of the requirement for the degree Bachelor of business administration (BBA)

I also declare that this paper is my original work and not submitted for the aware of any other degree, diploma and similar title or prizes.

Kazi Jahidul Islam

Transmittal Letter

8th July, 2018

Mr.Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University, Bangladesh

Subject: Project Report on- **Digital Marketing Mix.**

Dear Sir,

With due respect, as a student of United International University, Bangladesh, I have prepared my project report on "**Digital Marketing Mix**".

I have tried my level best to follow your guidelines in every aspect of planning of this report. I have also collected what I believe to be the important information to make this report specific and accurate as possible. I am honestly thankful for your guidance during the preparation of this making of the report. I hope you will appreciate my effort. I have done the study in a complete form and I have tried my level best conduct this in a professional manner.

It is true that, it could have been in a better way if there were no limitations. I hope you will assess my report considering the limitations of the study.

Yours sincerely

Signature

Kazi Jahidul Islam

ID: 111 132 096

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Executive Summary

This report covers a brief understanding over the digital marketing mix. This report mainly focuses on the digital marketing mix of the different renowned companies of this country and the world. The marketing mix is a business tool used in marketing and by the marketers. It is often crucial when determining a price product promotion and place. So throughout this report I tried to understand how the companies which are operating with the marketing mix are working and running their business successfully.

This report briefly covers a holistic idea about many well renowned global/local companies, their techniques of using digital marketing mix. This report focuses on the definition of the digital marketing mix, how it can be applied and so on. This report covers a history of some familiar companies and their successes by using digital marketing mix successfully.

CHAPTER 1

INTRODUCTION

Introduction: The digital marketing mix is an essential marketing tool based on which a company's success is mostly related. It is combination of 4p that means Product, Price, Place and Promotion; and three more factors also include in one can also like People, Process and Physical evidence. In this whole report we will see how various well renowned organizations of the world have successfully used the term digital marketing mix and how they have achieved their success by using the tool digital marketing mix.

1.1 Origin of the Report

I am currently working with this report (Digital Marketing Mix) and trying to express my own ideas and thinking about digital marketing mix based on the guidance of my honorable supervisor, different articles, journal and my own thought.

1.2 Background

There are many local and international companies in Bangladesh. These companies have been running their business successfully by using proper digital marketing mix. These companies have been promised to deliver best services to the customer according to the needs and wants of the customer. As different customers have different types of needs, these companies are trying to fulfill all the demands of the customers by using digital marketing mix effectively.

1.3 Literature review

Marketing: Marketing is a very important activity for the organization. In marketing a lot of sub activities are performed. Marketing includes the activities like identification of demand, research, market segmentation, product development, launching of products, modification of products, deletion of

products, product design, pricing, different types of pricing, promotion of products and services, sales promotion, personal selling, publicity, public relations etc.

Elements of Digital Marketing Mix: Digital marketing mix is essential term of the marketing which refers the combination of the marketing tools such as Product, Price, Place and Promotion with people, process and physical evidence. And these are described in details throughout the report.

1.4 Purpose of the study

This report will provide the holistic idea about the digital marketing mix tools and the examples of the renowned companies like Apple, Coca-Cola, PRAN RFL and so on and about their success by using the tools effectively. It will provide the ideas about digital marketing mix, how it can be applied or managed and how all the tools can be used combinely in an organization to get a better success.

1.5 Scope of the Study

The Scope of this report is to cognate internship purpose. The internship objective was to gather practical knowledge and experience by completing this report through the discussion with expressing the ideas and thoughts. With the Kind advice of the internship supervisor, my soul dedication, this report comprises of the organization part and a project part.

1.6 limitations

Almost all the companies here operate their business on a global stage and some are in local. All these are very compliant company and there are many confidentiality issues over using its internal documentation and information due to legal restrictions. So, it was very hard to gather information to make this report more comprehensive.

1.7 Methodology

The report is mainly based from the knowledge of digital marketing mix tools. So major part of the report represents the knowledge, findings and analysis. Some information about the companies and its

applications have been taken from the brochures and previous reports and journals.

1.7.1 Research type

This research is basically based on an internship/thesis report. According to the guidance of my supervisor I have tried to complete this research successfully.

1.7.2 Data type

In this whole report both the primary and secondary data have been included. I have gathered information through internet, websites of the company, relatives who are working with some of these companies etc.

1.7.3 Sample size

The Sample size of this report is 16. I have researched with 16 local and international companies throughout the whole report.

1.8 Sampling technique

There are two main methods used in every survey research are probability sampling and non-probability sampling. As in this report I have selected random sample and each of the companies have equal chance to be selected so this is a probability sampling technique.

1.9 Sources of Data collection:

1.9.1 Primary Sources:

Primary data collection for my report was done through discussion with my honorable supervisor. We discussed the topic of this report solely and tried to clear all the problems and solutions through discussion

1.9.2 Secondary Sources:

1. Published articles

2. Journal

3. Websites

1.10 Data collection method

To complete the whole report some of the data collection methods have been used such as questionnaire and surveys, observations, oral history, case studies, documents and records.

1.11 Data analysis method

This research is based on quantitative research method. Quantitative data collection methods include various forms of surveys – online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors etc. some of which have been done for making this report.

1.11 Data presentation method

- Focused the article on the important variables and topics.
- Arranged ideas in a logical order and in order of relevance or importance. Used headings, subheadings and sidebars to strengthen the article.
- Kept the language as simple as the subject permits.
- Included information about the data sources used and any shortcomings in the data that may have affected the analysis.
- Ensured that all references are accurate, consistent and are referenced in the text.
- Ensured the intentions stated in the introduction are fulfilled by the rest of the article and the conclusions are consistent with the evidence.

CHAPTER 2

Digital Marketing Mix

Digital marketing mix : Digital marketing mix is essential term of the marketing which refers the combination of the marketing tools such as Product, Price, Place and Promotion. This marketing tools can be used broadly by any organizations in order to strengthen and solidify a product's brand and to help sell the product or service. There are 3 other tools which can be added to solidify the combination of the previous 4 tools for the success of the organization. These are People, Process and Physical evidence. An organization has to come up with all these strategies to sell it's product and service more effectively. The term marketing mix was emerged in the late 1940s by the marketer E. Jerome McCarthy. He defined the first theories of marketing mixes.



Now let's come up with definition of these marketing mix tools in short.

Product : A company's product refers to which types of product it considers, what is the product's life cycle or what are the product mixes it consists. It is usually how a company develops its product. A product can be three types. Such as-

1. Core Product
2. Actual Product and
3. Augmented Product

Core product refers to a product which is not physically tangible and it can't be touched.

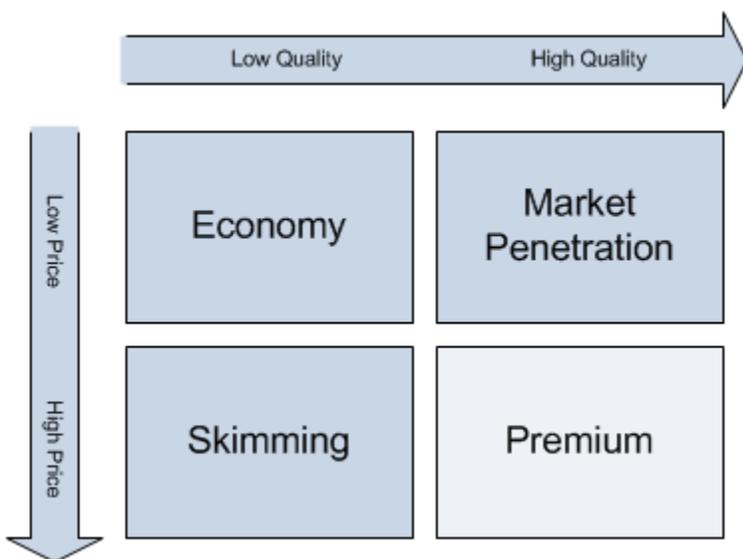
Actual product is a product which is the physical product and it is a complete tangible product.

Augmented product refers to the non physical part of the product. It is consists of lots of added value.

Price : Pricing is one of the most essential tools of marketing mix which refers to a company has to identify the perceived value of its product and has to adjust it's price according to the perceived value of the product to fit its target market. Pricing strategies can be basically 4 types.

These are-

1. Economy Pricing
2. Market Penetration Pricing
3. Price Skimming and
4. Premium Pricing



Economy Pricing : It is a very popular and widely used pricing strategy. Basically businesses like generic food suppliers and discount retailers use this strategy to attract the most price conscious customers.

Market Penetration : This is a suitable pricing strategy for a new company by offering product and services at a lower cost just to draw the attention of the customers away from their competitors. Basically a company uses this pricing technique just to increase its market share at the primary stage. Once the market share has been captured then the company may increase the

product price.

Price Skimming : If a firm follows this pricing strategy it will help the firm to increase the sales of new products and services. In this pricing strategy a firm has to fix high price at the primary level. Then after certain period the firm lowers prices gradually as competitor goods appear on the market.

Premium Pricing : Premium pricing strategy is a strategy which refers to fix the high price of the product by a firm than the competitors. It is possible only when there is something unique and interesting features of the new product. Otherwise it will be very challenging for a firm to capture the market share at a very high price at the initial stage of the new product.

Place : Marketing mix tools place refers to the destination where the product will be properly distributed and be available in a convenient location at the right time. It means whether the product is available for the customer at the right location and at the right time. When a customer visits a shop just to buy the product, is the product is available to deliver the customer without any issue, confirmation of this is called place. From this we can say that placing is such an essential factor for a company to consider.

There are two channels of distribution available for a firm. These are-

1. Direct distribution and
2. Indirect distribution

Direct Distribution : Direct distribution refers to supply the product from production to customer without the use of wholesalers and retailers. A firm will directly sell its product to the customer and there won't exist any intermediaries. It can be through direct mail, a catalog of its own products, or its own ecommerce site.

Indirect Distribution : Indirect distribution is a strategy which is a chain of intermediaries through which a product moves to the customer via distributors to wholesalers and then retail stores.

Promotion : Without promotion a firm can't proceed to its destination. Promotion is the combination of all these activities that help a firm to communicate with the customer about the benefits and features available to its products and services. Without promotion it is almost impossible for a firm to reach it's customers.

Five most important promotional tools involves-

1. Advertising
2. Public relations or publicity
3. Sales promotion
4. Direct marketing

5. Personal selling

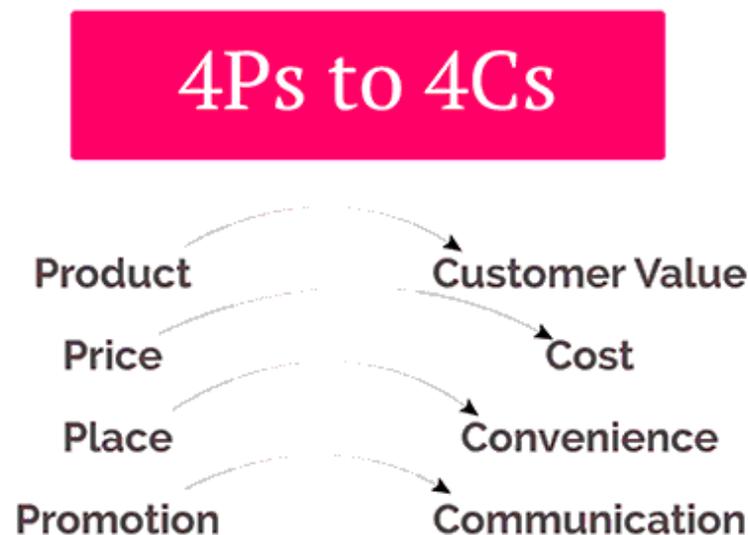
People : People, one of the most essential marketing tools. It includes everyone who is involved in the product or service whether directly or indirectly. People who play their own roles in the in the production, marketing, distribution, and delivery of the products and services to the customers. This aspect refers to those who are involved in the firm to design, develop and manufacture the product. Without people it not possible to make other tools successful.

Process : Process refers to the process and methods of providing a service. The method of handling sales, processing of orders and after-sale service is important elements of marketing mix tools. This knowledge is required for a firm so that customers get the best services by the firm.

Physical Evidence : Physical evidence is the last element of the digital marketing mix tools. According to Booms and Bitner 'The environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service'. Retail premises, bank branches, restaurants, or hotel premises would be good examples of this.

Marketing Mix 4c's : Marketing mix 4c's includes-

1. Customer Value
2. Cost
3. Convenience
4. Communication



Customer Value : In this high competitive business world a firm has to consider the issue

customer value most importantly. A product can't create its own demand to the customer. It should be designed and developed according to the demand of the customer. If a firm doesn't able to understand what a consumer wants, then it will surely fail to capture the market share. So it is important for a firm to understand the demand and wants of a customer.

Cost : A customer always wants a product with a least price. But in some cases there are some customers who are willingly ready to pay high price for a product based on the benefits and unique features of the product. After all a product's price needs to be fixed in an affordable point so that the firm can easily reach to its target customers.

Convenience : In these days, customers decide in favor of buying based on convenience. And from this perspective every firm is trying to reach the customers through online presence also. Convenience is the way how a firm makes its product available to the customers with easy ,unique, simple and fast way. It requires the simplicity in the firm's process and needs to be fast and smooth in terms of providing service.

Communication : The final element of marketing mix 4c's is communication. In this stage a firm tries to communicate with the customers about the product's features and benefits. In this stage a firm tries to reach the customer and build a relationship with them. Whatever it is just a policy to capture or attract the possible customers and inform them about the firm's business and its products.

Findings and Analysis:

Company Name	Product	Price	Place	Promotion
Bata	✓	✓	✓	
Danish	✓	✓	✓	
Cosco		✓	✓	
Aquafina	✓			✓
Xiaomi	✓	✓		
Oppo	✓		✓	✓
Kinley	✓			✓
Apple	✓	✓		
Walton		✓		✓
B&H	✓	✓		✓
Lux	✓			✓
Dove	✓	✓	✓	✓
Yellow	✓	✓	✓	
Coca Cola	✓		✓	✓
RFL Plastic	✓	✓	✓	✓
Tibet Snow		✓	✓	

Let's discuss the findings of all these company's marketing mix policies .

Bata : Bata is a renown leading footwear brand in Bangladesh which has been running it's business successfully since 1980s.

Product : This company is much more careful about it's product. It's design, quality, durability everything is so nicely done for the customers so that now they are the market leader in this country.

Price : They always demand high prices than the other local brand shoes because of their quality and design.

Place : Their distribution strategy is perfect throughout the country. There are so many retailers and wholesalers of them throughout the country . Not only in the urban area but also in the rural area. So it can be said that they are using this marketing mix tool successfully.

Promotion : Now a days their promoting level is not much more effective than before. They do, but never like before.

Danish Condensed Milk : Danish Condensed Milk BD Ltd. is the most rewarding unit of Partex group and processing the leading position in the local market.

Product : As a market leader in local they are very careful about their product. They have recently changed their product's quality which is better than before. Their products of international standard, qualitative difference, packaging and fashioning are prominent. We can say that they are using this marketing mix tool effectively.

Price : Their pricing strategy is also accurate. As competition is rising so fast in the local market, they are trying to compete with the competitors in terms of price.

Place : Their distribution strategy is also effective throughout the country. Almost in every area of the country, their product is available.

Promotion : Their promotion strategy is slightly low than before. Once upon a time their jingles and tvc's could be seen in the television but now a days it isn't.

Cosco : Cosco is a product of the Commander Soap Co. ltd which is a local company of the country Bangladesh. It has been running its business since 1984.

Product : What was Cosco soap before, today isn't like that. Earlier they could try to develop their product, but they can't obtain their product quality now. This marketing mix tool isn't perfectly applied in this renowned company.

Price : What Cosco is doing in their pricing strategy is that they always demand lower price than the other soaps in the country. Their pricing strategy is perfect according to their product's quality.

Place : Their distribution strategy is mostly based on the rural area. They are using this marketing mix tool successfully in the rural market.

Promotion : They do not promote their product to the customers where promotion is one of the most important marketing tools for any firm to sell their product. But Cosco is failed to apply this tool.

Aquafina : Aquafina Mineral Water is a successful product of PEPSI which is one of the most famous brand in the world. Now Aquafina is one of the leading mineral water in Bangladesh. It has been launched in the country in the year 2015.

Product : What Aquafina demands they don't compromise with the quality of their product. With its unique attributes of the seven-step purification process, Aquafina has become one of the leading brands of bottled water in Bangladesh. Marketing mix tool Product is highly applied here.

Price : As the competition of mineral water in Bangladesh is high, their pricing strategy is average to the other brands. Not like that they are using high pricing strategy according to their quality.

Place : Their distribution channel is mostly in the urban area. There are many areas where their product is not available. So we can say that they are not really concerned about their distribution strategy.

Promotion : In this area they are really effective. They are using this marketing mix tool effectively through printed media, tv, sponsorships etc. Their promotion level is high and effective.

Xiaomi : Xiaomi is a popular Chinese brand which was founded in the year 2010. It is an electronics company which mainly focuses on the mobile phone industry. It is one the fastest growing company in the world now. They are providing best features and build quality within lower price budget.

Product : Xiaomi is one of the most designed mobile company in the world this time. It has really productive marketing mix tool techniques which have helped them to capture the mobile market share in a rapid way. It has unique designs and smooth UI (MIUI) which have differentiated them from the other mobile phone competitors. The marketing mix tool Product is highly appreciated in this company.

Price : Their pricing strategy is also unique as they follow price skimming strategy as a new mobile phone company. They are trying to capture the market share at the initiative stage and they are successfully doing it till now. They are providing more unique features with good build quality but price is relatively lower than other competitors within this range of budget. And they are successful till now with their pricing strategy.

Place : Basically this company is following indirect distribution method. It is wonder but true that they have no authorized showroom throughout the world even not in China. They are selling their mobile phones through indirect selling.

Promotion : May be this is one of the most epic truth that they don't promote their product but

they are getting familiarity so rapidly in China as well as many Indian subcontinents. They are called Apple of China in terms of popularity.

Oppo : Oppo is an Indian mobile phone company which was established in 2004. They have successfully entered into the market in the year 2008. As Oppo continues to expand into new markets, the goal of making their products more accessible around the globe without compromising product service and quality has never been clearer.

Product : This marketing mix tool is nicely used in Oppo. Their build quality, design are really good. As the mobile phone market is really competitive now, product development is really important for any company to retain its position. Oppo is also doing this.

Price : Their pricing strategy is average. Not so much higher or lower.

Place : Their distribution strategy is really unique because they use both the direct and indirect selling strategy throughout different countries in the world. They have many outlets in many countries and mostly all products are available. They are using this marketing tool widely.

Promotion : In terms of promotion they say no compromise. They have a huge budget for promotional activities of their product.

Kinley : Kinley Mineral Water is a product of Coca-Cola which is probably number one beverage brand in the world. The Coca-Cola has launched the product in the late December of 2016 in Bangladesh. After all it is a successful product of Coca-Cola in this country till now.

Product : “The brand comes with the assurance of safety and purity from the Coca-Cola Company which is introducing Kinley with state-of-the-art technical capability along with their stringent quality norms, to ensure utmost purity of the product.” a speech by the CEO of Coca-Cola. From this speech we can say that Kinley never compromises about the quality of the product. Its packaging is also adorable and handy.

Price : Pricing strategy of Kinley is like Aquafina. Almost every product in this category of Bangladesh hold same price.

Place : Their distribution strategy is mostly in urban area. There are many areas where the product is not available. I think they should emphasize this strategy for a proper distribution so that the product will be available all around the country like Coca-Cola.

Promotion : Their promotional strategy is good. They use print media, TVC as well as sponsorships to promote their product. They have good amount of money for their promotional activities.

Apple : Apple is a multinational organization that creates consumer electronic, personal computers, mobile phones, smart watch etc. Apple is called giant of technology because of its invention .

Product : Nothing to describe about Apple's product. May be Apple is one of the most successful company in the world which uses this marketing tool so effectively and accurately.

They are always premium about their product design, features, packaging, build quality etc.

Price : The pricing strategy is also unique as they always demand high price strategy. They follow premium pricing strategy and still they are successful because of their quality.

Place : Their distribution strategy is quite different than the other company. Their product is available in almost most of the developed or developing countries around the world. Their product is basically for the upper class people who do not complain about price.

Promotion : Their promotional activities is basically online based. They promote in social media as well as by a press conference before launching any new product.

Walton : Walton is a conglomerate company based in Dhaka, Bangladesh. This is one of the fast growing company in this country. It is a large manufacturer company which produces electronic devices, refrigerators, motorbike etc. and has a successful business so far.

Product : They have a dedicated team of employees who are trying to continuously develop the product with developing the quality and design of the product. They are improving this marketing mix tool techniques day by day.

Price : Their pricing level is average. They have usually targeted the middle class people to sell their products. Of course they have high price products also with unique and durable build quality.

Place : Their distribution strategy is remarkable so far. Almost every areas of the country they have their outlets. Their after sale service is also good.

Promotion : Their promotional budget is high as far as they use print media, billboard, sponsorships etc.

Benson and Hedges : Benson and Hedges is a product of the company British American Tobacco which was launched in Bangladesh in the year 1997. Since its launch in 1997, Benson & Hedges has dominated the Premium segment and set the standards in a very competitive market. It is doing its business successfully over the years in this country.

Product : Their product selection is always unique in style. They produce premium and standard level of cigarette filters with a standard design. They have 3 types of special cigarette filters in the country and they demand they are the best cigarette suppliers in the country. This means their product level selection is brilliantly done here.

Price : As they hold the quality of international brands their pricing strategy is also premium than the other cigarettes in the country. Though there are some other brands competing with them with same pricing strategy.

Place : Their distribution strategy is both the direct and indirect. Almost in every area of the country they supply their product.

Promotion : They have huge budget for their promotional activities. They use print media, TVC,

sponsorship etc. to promote their products.

Lux : Lux is a product of Unilever which is a renowned multinational company which has been running its business since 1925 around the world in more than 100 countries. Lux was launched in Bangladesh in the year 1964. Lux has had a glorious history in this country and it has become a brand in the mind of the people.

Product : Their product selection level is always different than their competitors. They have already launched too many variants in their product and almost in every year they launch new product with new design and flavors. Their product selection level is high.

Price : They fix their price level at an average rate. There are many local brands also which price level is lower than the Lux. They have successfully held their position in the market with this price strategy.

Place : In every area of the country, their product is available. We have already got what it means. They do their distribution in such a way that no one can claim about the availability of their product.

Promotion : May be one of the leading companies in this country who spends a huge level of expenditures behind its promotional expenditure. They use print media, billboards, sponsorships, TVC, events etc. to promote their product.

Dove : Dove is a personal care brand of Unilever originating in the United Kingdom. Their products are sold in more than 80 countries and are offered for both women and men. They have variations in their product like soap, shampoo, face wash, body wash etc.

Product : This marketing mix tool is uniquely done by Dove. Their product selection level is perfect according to the demands of the customer. Their design, features, simplicity everything is unique than the many other brands competing in this sector of the product.

Price : They have usually targeted the upper class people as well as higher middle class people. So they demand a higher price of their product.

Place : As they have targeted the higher class people their product is available in the urban area mostly. They do not have authorized outlets in Bangladesh but they sell through wholesalers.

Promotion : They don't promote their product much but sometimes they use tvc, print media to promote their products.

Yellow : Yellow is a well-known product (clothing) of Bangladesh which is a product of BEXIMCO founded by the Salman F Rahman. After the launching of Yellow brand in Bangladesh, it is doing its business successfully.

Product : Yellow always follows to produce quality product for its customers. Their style, design is different from others. One can say that their product selection has differentiated them from the others.

Price : Their pricing strategy is premium. They demand higher price than many of other local brands in the country.

Place : As they have targeted higher class and middle higher class people as their customers, they have outlets only in the cities of the country. They have many outlets in the renowned shopping malls of the country.

Promotion : They take sponsorships in different sports to promote their product. They also use billboards, printed media to promote the product.

Coca-Cola : Coca-Cola is the leading beverage company in Bangladesh so far. It is successfully dominating the beverage sector of Bangladesh competing with many other companies. They have variety of cold drinks in the market and all of the products are very popular to the local market.

Product : Because of their product differentiation they have separated themselves from the other cold drinks competitors. The current formula of Coca-Cole remains a trade secret, although a variety of reported recipes and experimental recreations have been published. But if one drinks a bottle of coke he or she can differentiate its taste and flavor. So we can say that their product selection is very strong.

Price : Their pricing strategy is average as the beverage market of Bangladesh is very competitive as there are many other international brands also competing With them.

Place : You can find a bottle of Coke in every area of the country. From this we can understand about their distribution strategy easily. This marketing tool is highly used here to distribute the product.

Promotion : Coca-Cola is not legging behind from their promotional activities so far. They use print media, billboards, sponsorships, CSR etc. to promote their product.

RFL Plastic : RFL Plastic is a product of PRAN Group of Industries which is a leading manufacturer company in Bangladesh. At present, PRAN-RFL Group has a lot of demand of its various products and has earned goodwill, not only in Bangladesh, but in the different countries of the world.

Product : RFL plastics are made in such a way that there is a perception among the users that they are the best plastics in the country. Their design, build quality, style have proved it. They don't compromise about their product selection.

Price : Their pricing strategy is also different than the others. They fix premium price as they demand they are the best plastic manufacturer in the country.

Place : There is no confusion about their distribution strategy. In every area of the country they are supplying their best plastic product directly or indirectly. So their practices of placing is undoubtedly perfect.

Promotion : They are one of the leading company in the country but they are still not legging

behind from their promotional activities. They are doing their promotion so accurately to promote their product.

Tibet Snow : Tibet Snow is a popular product of Kohinoor Chemical Industries Bangladesh. They demand that Tibet snow is the best skin care with exquisite perfume. This product has a successful long journey so far to the country.

Product : Now a days there are many other companies who have come up with different quality product in this sector. Comparison to this their product selection is not much good as before but still they are trying to develop their product quality continuously.

Price : Their pricing strategy is price skimming means they demand lower price of their product.

Place : Their main target customers are the rural women mostly. So their distribution channel is set up on that way. In every rural area of the country one can buy Tibet snow easily. According to their targeted customers they are perfectly using this marketing tool throughout the country.

Promotion : Their promotional activities are not active as like as before. They could previously use many TVC, billboards, print media etc. to promote their product.

Suggestion and Recommendation:

Throughout the whole report I have tried to analyze all the marketing mix tools of these companies clearly. There are few companies follow all of the digital marketing mix tool accurately. There are many companies losing their position in the market because they are not using all of the marketing mix tools effectively. They consider some tools as their business strategy but not every tools. If an organization wants to gain a better market share it must be followed all of the marketing mix tools effectively and accurately.

Conclusion:

In the end we can say that not only one or two tools are important for a business but also all of the elements are equally essential for an organization to sustain their position in this competitive business world. Most of the companies are concerned about all of the marketing mix tools but how many of them are applying it in a proper way this will be a challenge to them. Otherwise it will be very difficult for a company to sustain in the position even for a well established company.

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Questionnaire:**Company questionnaire survey template**

1. Which of the marketing mix tools Bata use effectively?
1.Product 2. Price 3. Place 4. Promotion 5. All of them

2. Which of the marketing mix tools Danish use properly?
1.Product 2. Price 3. Place 4. Promotion 5. All of them
3. Which marketing mix tool should Cosco use to maintain their quality?
1.Product 2. Price 3. Place 4. Promotion 5. All of them
4. Which marketing mix tool Aquafina should use to hold its position in the market?
1.Product 2. Price 3. Place 4. Promotion 5. All of them
5. Which one is the most effective marketing mix tool that helps to gain more market share for Xiaomi?
1.Product 2. Price 3. Place 4. Promotion 5. All of them
6. Which marketing mix tool Oppo prefer most ?
1.Product 2. Price 3. Place 4. Promotion 5. All of them
7. Which marketing mix tool can create more market share for Kinley?
1.Product 2. Price 3. Place 4. Promotion 5. All of them
8. Which marketing mix tool is the most effective for Apple to sustain in its current market position?
1.Product 2. Price 3. Place 4. Promotion 5. All of them
9. Which marketing mix tool will help Walton to achieve its objective?
1.Product 2. Price 3. Place 4. Promotion 5. All of them
10. Which marketing mix tool helps B&H most to achieve objective?
1.Product 2. Price 3. Place 4. Promotion 5. All of them
11. Which one is the best marketing mix tool for Lux to gain achievement?

1.Product 2. Price 3. Place 4. Promotion 5. All of them

12. Best effective marketing mix tool for Dove is-

1.Product 2. Price 3. Place 4. Promotion 5. All of them

13. Best marketing mix tool to hold current market position for Yellow is-

1.Product 2. Price 3. Place 4. Promotion 5. All of them

14. Most effective marketing mix tool for Coca Cola to achieve more market share is-

1.Product 2. Price 3. Place 4. Promotion 5. All of them

15. Most preferable marketing mix tool for RFL Plastic is-

1.Product 2. Price 3. Place 4. Promotion 5. All of them

16. Most preferable marketing mix tool for Tibet Snow is-

1.Product 2. Price 3. Place 4. Promotion 5. All of them

Glossary:

Term	Meaning
Combination	Mix of some elements.
Cost leadership	Cost leadership basically includes the lowest cost of operation in the industry.
Endorsements	An endorsement for a product or company involves appearing in advertisements for it or showing support for it.
Campaigns	A planned set of activities that people carry out over a period of time in order to achieve something.
Infrastructure	The basic, underlying framework or features of a system or organization.

Uniformity of offering	Consistency in lack of variation between the items being compared, over a long period and across a wide range.
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