



INTERNSHIP REPORT ON
“A Study on Marketing Strategy of OPPO
Company”

SUBMITTED TO

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SUBMITTED BY

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Letter of Transmittal

11th May, 2024

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Subject: Submission of Internship Report on “A Study on Marketing Strategy of OPPO Company.”

Dear Ma'am,

With this letter, I formally offer my comprehensive evaluation of Oppo Bangladesh's sales and marketing strategies. This paper is highly important because it completes a prerequisite for my BBA program.

I took an active part in the day-to-day operations of the company during my three months as an apprentice at the OPPO Corporate Head Office. I genuinely appreciate all of your advice and steadfast support, which have been invaluable to our endeavor.

I want to say thank you for giving me the chance to develop personally and get new knowledge. I would like to have a conversation with you in order to learn more about your thoughts on the report's findings.

Sincerely yours

Md Saiful Islam

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School of Business and Economics

Summer 2023 Enrollment Trimester

Declaration of the Student

In order to fulfil the criteria of the course, I, the undersigned, certify that I worked independently with Assistant Professor, Mimmun Sultana to prepare the project report that was previously specified. This is done in order to fulfil the requirements of the course. All of the statements that were made and the data that was presented here are the result of my own independent investigation, and I attest to this fact as the author of the study.

In addition, I certify that each and every piece of content contained in this report is completely unique. I have created the concepts and produced the drafts in conjunction with my academic advisor. In addition, I certify that I have not submitted this report to any other educational institution in order to get a different certificate, diploma, or certificate of completion.

During the process of writing this paper, I adhered to all of the academic criteria.



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Acknowledgment

First and foremost, I want to express my gratitude to Almighty Allah for enabling me to persevere through numerous challenges and complete the internship program and report within the allotted time. It is with great pleasure that I acknowledge the many individuals whose generous assistance and cooperation aided me in the development of this report.

I extend my deepest appreciation to “Mimnun Sultana”, my internship supervisor, for their guidance, valuable insights, and unwavering encouragement. Their expertise and mentorship significantly contributed to the depth and quality of this report.

I would like to thank the entire Marketing Department at OPPO for their cooperation and for willingly sharing their knowledge and experiences with me. The collaborative atmosphere in the workplace greatly enriched my learning experience.

I also want to express my gratitude to my fellow interns for their camaraderie and shared enthusiasm during this internship. Our collective efforts made the working environment enjoyable and conducive to learning.

Special thanks go to my academic institution for facilitating this internship and providing me with the opportunity to apply theoretical knowledge in a real-world setting. The support received from my faculty and peers played a crucial role in shaping my perspective on marketing strategy.

Lastly, I am grateful to my family and friends for their constant encouragement and understanding. Their support has been instrumental in navigating the challenges and successes of this internship.



Executive Summary

This internship report presents a comprehensive analysis of the marketing strategy employed by OPPO, a leading player in the consumer electronics industry. The study aimed to unravel the intricacies of OPPO's approach to marketing and understand how it positions itself in a highly competitive market.

The report begins with an introduction to OPPO as a company, highlighting its background, mission, and key products. It then delves into the core focus of the study—the examination of OPPO's marketing strategy. The research methodology involved a combination of literature review, interviews, and data analysis to gather valuable insights.

The primary components of OPPO's marketing strategy explored in this report include product positioning, target market segmentation, branding, and promotional activities. Through interviews with key personnel in the Marketing Department and an in-depth analysis of OPPO's marketing campaigns, this report sheds light on the strategic decisions that contribute to the brand's success.

Key findings reveal OPPO's emphasis on innovation, user-centric design, and a strong digital presence. The company strategically positions itself as a trendsetter in the market, catering to a diverse target audience. The report also discusses OPPO's effective use of social media and influencer collaborations to enhance brand visibility and engagement.

Furthermore, the report assesses the challenges faced by OPPO in the rapidly evolving technological landscape and provides recommendations for potential areas of improvement. These recommendations are rooted in the context of emerging market trends and consumer preferences.

In conclusion, this study offers valuable insights into OPPO's marketing strategy, providing a nuanced understanding of the company's approach to staying competitive and relevant. The findings and recommendations presented in this report aim to contribute to the continuous refinement and enhancement of OPPO's marketing initiatives, ensuring sustained success in the dynamic consumer electronics market.

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Chapter 1 Introduction



1.1 Introduction of the Report

One of the most important roles that an effective marketing strategy plays in a world that is working towards sustainability and responsible business practices is crucial. OPPO Electronics Corporation, more frequently referred to as OPPO, is a Chinese consumer electronics and mobile communication firm. The company is well-known for manufactured electronic goods such as smartphones, blue-ray players, and other electronic gadgets. OPPO, a leading maker of smartphones, was the most popular brand of smartphones in China in 2016, and according to global rankings, it was rated fourth.

This research provides light on the steps that OPPO Bangladesh is undertaking in order to become the #1 smartphone in terms of reducing the amount of protein and perishable goods that are wasted in marketing. With the goal of providing a comprehensive understanding of the strategies and activities that have been implemented by the organization, with an emphasis on the benefits, obstacles, and consequences of these efforts, the objective is to provide this information. This report aims to highlight the organization's dedication to sustainable growth and its contribution to building a more environmentally conscious and efficient marketing strategy within the smartphone industry. This will be accomplished by presenting a comprehensive analysis of OPPO Bangladesh's efforts to reduce the amount of protein and perishable goods that are wasted.

1.2 Background of the Report

After earning all required academic credits, a final-year student must do an internship program in order to use her subjective knowledge from her academic sessions and to obtain practical or corporate expertise. I was therefore recruited to the Head Office of OPPO Bangladesh after finishing that process. The internship program will finish on February 28, 2024, having begun on September 23, 2023.

I was working in the OPPO Bangladesh Sales & Marketing Department for the five months of my internship. It was an excellent experience that gives me a feel of the corporate world and allows me to apply my academic knowledge in practical sector. Thus, in order to receive



my BBA degree certification, I have to turn in an internship report as a required component of my program. My honorable supervisor therefore recommends the report.

Through reading this paper, readers will become familiar with every aspect of OPPO Bangladesh's supply chain, inventory control, distribution, product knowledge, and customer relationship management. In addition, I covered some of its history, all other divisions that are offered, and their goods and services. OPPO Bangladesh will thus be fully understood by the audience.

1.3 Objective of the Report

There are two types of goals that can be used to describe the report. In this case, those are the main and secondary goals. All of those goals are talked about here.

1.3.1 Primary Objective

As I said before, the main purpose of this report is to meet the requirements for my class by turning in a job report. In order to do that, I'm putting together this report, which includes sales and delivery by area. The main goal is to do the following:

- Getting real-world practice with job duties.
- Getting to know the commercial scene in real life.
- Lessons from school are put next to events from real life.
- Meeting the requirements for the BBA program.

1.3.2 Secondary Objective

The second goal is to let people know what goes on inside OPPO (products, care, and strategies). My work experience with OPPO includes analyzing the given area, keeping in touch with dealers, and organizing sales data. OPPO uses all of its products by making good operating systems. Along with suggesting ways to fix the problems I'm having working with OPPO, I also tell them how to fix the issue.

1.4 Methodology of the Study

The study is done in a planned way, from choosing the topic to writing the end report. Finding and collecting data was a big part of this step. The numbers were then carefully put together, looked at, looked at again, analyzed, and shown in order to get to the important results. People who read the study will learn more about OPPO phones and what features they have. In short, reading this report will help them understand how OPPO controls their marketing in the tough smartphone market. The full method used for this study is explained in more detail below.

1.4.1 Sources of Data:

- ❖ Data has been gathered through both main and secondary channels:

1.4.2 Primary Sources:

- ❖ Seeing what OPPO has to say.
- ❖ Talking to my boss.
- ❖ Talked to a number of experts and leaders in the field

1.4.3 Secondary Sources:

- Textbooks for the monthly report, • Online and print articles, and other useful tools • OPPO's website

1.5 Scope and Limitation of the Study

It has given me a lot of useful information about the smartphone business and how it works across the whole country. I also have the chance to work with people from other departments. It helps me understand the real world better so I can add it to my experience. This is the most important thing: working with people from different areas helped me build a network that could come in handy soon. In the Marketing team at OPPO Bangladesh, I learned a bit about

the supply chain. There are times when I can explain how things work in everyday life. From buying to buying again, the whole production chain.

1.6 Limitation of the Study

Everyone at OPPO Bangladesh, from workers to stakeholders to officials, has been really helpful and supportive. The internship program and the report still presented me with some challenges, though.

- ❖ It was difficult for me to handle the busy people I worked with to gather data for my report because of their hectic schedules.
- ❖ For OPPO, there is a great deal of sensitive information. Thus, for the sake of the company's welfare, they were unable to divulge that information.
- ❖ While gathering secondary data from several sources, including their websites and annual reports, I was unable to obtain all the necessary information.

1.7 Internship Experience:

1.7.1 Position, Duties & Responsibilities

Position:

The renowned OPPO is not only one of the most successful mobile industry firms in the globe, but also one of the leading smartphone companies in Bangladesh. Participating in the activities of this illustrious group will help me get closer to my goals. Cooperating closely with Mr. Sabbir Ahmed, who is in charge of developing sales skills. My present position at OPPO Bangladesh is that of a Management Trainee Officer.

Duties & Responsibilities:

As an MTO at OPPO Bangladesh, you would normally play an important part within the Sales supply team. This would be under the supervision of Mr. Sabbir Ahmed, who is the Head of Sales Skill Development! I will now provide a description of the position:

- **Participating in Planning Meetings:** Participate fully in Mr. Rashid's planning sessions by contributing his views, observations, and analysis. They would get the chance to learn about decision-making procedures and supply chain tactics, and they would be able to provide ideas based on their research.
- **Contributing to the processing of reports and data analysis:** As an intern, I attempted to provide assistance with the gathering, analysis, and interpretation of data pertaining to supply chain operations. In some cases, it may be necessary to conduct an analysis of the levels of inventory, demand estimates, the performance of suppliers, and any other relevant information. During the internship, the intern would provide assistance in the development of reports and presentations that would be used to justify decisions.
- **Inventory Management and Optimization:** I worked as an intern to reduce waste and increase supply chain efficiency by helping with stock ordering, tracking stock turnover rates, and optimizing inventory levels.
- **Collaborating with Cross-Functional Teams:** In order to develop a thorough grasp of the entire supply chain process, I also made an effort to collaborate closely with other departments, including sales, logistics, and procurement. Exposure to how many functions work together to achieve overall business objectives would result from this partnership.
- **Learning Software and Tools:** Trained in the use of tools and software for management, which are essential for efficient planning. They would become more skilled and knowledgeable about current supply chain technologies as a result of this practical experience.
- **Process Improvement Initiatives:** Participated in Sales Training continuous improvement programs, finding opportunities for improvement, putting forth changes, and supporting the implementation of streamlined procedures.

- **Professional Development and Mentorship:** The intern would get mentoring and chances for professional development under Mr. Sabbir Ahmed's direction. They would gain knowledge of the market, discover best practices, and hone crucial abilities for a future in supply chain management.

1.8 Professional Development

There would be many chances for me to learn and improve in my role as MTO at OPPO Bangladesh, which would be a fantastic opportunity for my career. During my internship, I hope to advance professionally according to the following plan:

- OPPO's processes, values, and goals were studied in order to gain an understanding of the organization and industry. Learn about OPPO's competitive stance, retail and supply chain industry trends, and the market as a whole.
- Set specific objectives: Make a plan for your internship that includes attainable goals that are in line with your career goals and the opportunity offered by the firm. I consulted my supervisor for further explanation and guidance regarding these goals.
- I actively participated with the support of the supply chain planning team and my boss, Mr. Sabbir Ahmed, and I learned a lot from my supervisor and team. Consulted with others, drew on their knowledge, and asked pertinent questions. Observed their management philosophies, methods of problem-solving, and strategies for effective communication.
- I made sure to fully engage in the projects assigned to me and, whenever possible, I also sought out additional responsibilities. It helps me become a better data analyst, planner, and team player.
- Enhance Technical talents: Concentrate on enhancing technical talents in the areas of software for managing supply chains, data analysis, and project management platforms. Show that you are an expert with Excel, inventory management software, and anything else that may be required.
- Focus on enhancing your abilities in both written and vocal communication in order to enhance your presentation skills. I grew better at informing the team of my findings

and offering my opinions as I know that good communication is crucial in any professional setting.

- To enhance my knowledge of the subject and establish meaningful connections, I sought out informational interviews, attended business events, and networked with specialists from different departments.
- Attendees of company-sponsored seminars, workshops, or training sessions were counted as participation in training and workshops. The lessons learned and opportunities to improve one's abilities from such encounters are invaluable.
- I had to show initiative by suggesting adjustments, offering to help out when needed, and generally adding to the team's success. I needed to demonstrate that I was enthusiastic, motivated to learn, and up for any challenge that came my way.

By following this plan and getting involved with the team and company, you can get the most out of your internship and lay the groundwork for a successful career in supply chain management.

1.9 Assessment

It is challenging for me to assess the organization where my internship is taking place because I do not yet have much experience. As far as security measures go, OPPO uses some of the best in the business. Every employee uses a private server that the company provides to execute their tasks, which greatly increases data security and privacy.

The way my manager teaches me new stuff is always thoughtful and pleasant. Like a mentorship relationship, this is carried out. My educational experience has been generally beneficial and pleasant because directions are given with careful consideration. Furthermore, it helped me become a better communicator. I've mastered the art of meticulously gleaning data from several sources. I am able to better understand the content since my instructor shows me how to recognise and assess important information. As an intern, I am expected to adhere to the company's professional standards by my boss. By coordinating our efforts strategically, you can be certain that the problems you'll be solving will have a real impact on my future career.

My lack of familiarity with the company makes it difficult for me to conduct a thorough evaluation of it. Several things stick out, though, including the organization's strict security measures, my supervisor's mentoring style, the emphasis on improving communication skills, the ability to get relevant information, and the emphasis on aligning intern activities with industry professional standards. These are just a handful of the many things that differentiate them.

1.10 Enhancement of Competencies:

The abilities we acquire, whether easy or challenging, are ever-evolving. However, being an expert in a new skill is still a huge accomplishment in and of itself. Working here has given me a wealth of knowledge that will serve me well in the years to come. Now you can do things like:

proficiently completing a wide range of activities in Microsoft Excel.

- o Being able to use and comprehend ERP software effectively.
- o Gesturing and engaging with others is something they excel at.

The ability to better organize one's time and tasks in order to increase output.

- Acquiring greater marketing knowledge through hands-on experience.

The breadth and depth of this set of skills make them very marketable in many different fields of work. A person's professional success, resilience in the face of change, and ability to make a positive impact on their organizations are all impacted by these skills.



Chapter 2 Company Overview & Marketing Strategies

2.1 Overview of OPPO:



The Chinese multinational electronics firm Oppo Electronics Corporation makes Blu-ray players, smartphones, and electronic devices. With a rapid expansion since its 2004 founding by Guangdong Bubinga Electronic Industry &Co. Ltd., Oppo is now one of the world's leading smartphone makers. In 2017, BBK Electronics—of which Oppo is a part—was the second-largest smartphone manufacturer in the world, behind Samsung. The other members of the BBK family of companies are Vivo and One plus.

The creative and high-quality items that Oppo offers are well-known for meeting the needs of its customers. By providing cutting-edge camera technology that enables the fashionable selfie gestures, the company has solidified its position as an authority on selfies and group selfies. Among young people, Oppo has been ranked fourth for making selfie gestures, according to an encyclopedia. The cutting-edge features, sleek looks, and affordable prices of Oppo's smartphone models—the F series, the A series, and the R series—have made them immensely popular around the world.

The Chinese smartphone manufacturer Oppo is now present in more than 60 countries, solidifying its position as the market leader worldwide. Oppo was the fifth biggest brand in terms of payload volume in 2021, with more than 10% of the request shares, thanks to its meteoric rise in the Indian market in 2020. The company landed an astounding 71% of all Indian telephone requests that year. However, Oppo stands apart and makes a big splash in Southeast Asia. As the impressive stronghold of Oppo, the tiny island nation of Timor-Leste commands an awe-inspiring 31.5 percent of the request share. In a close race for second and third place, respectively, are Cambodia and Indonesia, with Oppo capturing about 20% of the request shares in both nations. Oppo's skill and resolve to dominate the smartphone market with cutting-edge technology and inventive designs are demonstrated by its consistent handling of these requests.

In recent days, Oppo has been rapidly becoming more fissionable. Oppo has established a reputation for itself in the competitive smartphone market by placing a heavy emphasis on innovation and cutting-edge technology. A key component of the company's success has been its marketing methods, which have been important in reaching its target audience through innovative means. This article will delve into the marketing methods that Oppo has used to become a dominant force in the electronics industry.

2.2 *Glance of OPPO's Innovation at Beginning*

Oppo Finder World's Slimmest Phone.



Oppo Find5 World First Smartphone with 1080PPI Ips Screen.



OPPO F9 Pro [6/64]

Key Selling Point

- 6 GB Ram with 64 GB Rom [extendable unto 256 GB]
- 6.3'' Full HD Display
- 16mp + 2mp Dual Rear Camera
- 3500 mAh Li-polymer Battery



OPPO A83

Key Selling Point

- 4 GB Ram with 64 GB Rom
- 5.7'' Display
- 13MP Rear Camera | 8MP Front Camera
- 3180 mAh Battery



2.3 OPPO Target Market

Target Audience is the covert weapon of Oppo, the rising smartphone brand. Who are they? They are, after all, the tech-savvy Gen Z fools and millennials who want to flaunt their flair, want the latest gadgets, and expect premium for their money. Oppo is aware that the cell phones they sell are an extension of the lives and personalities of their fans, not just biased. Among their intended audience, Oppo's smartphones are the talk of the town thanks to their immersive screens and jaw-dropping camera skills. Those who want flair and innovation in their cell phones have come to love Oppo for its satiny designs, state-of-the-art features, and significant performance. Oppo also serves customers on a tight budget who want a durable smartphone without going over their cash. Oppo delivers value for the affluent with a variety of alternatives at various price points, which makes its smartphones an irresistible option for people who seek a premium smartphone experience without going over budget.

2.4 Marketing Mix

In order to attract and involve customers in the always changing smartphone demand, Oppo has created a dynamic combination of product, price, place, and creation. Oppo has become a major force in the tech industry by its creative bias, audacious branding, and clever marketing plans. Let us examine Oppo's marketing mix and see how it has carved out a special place for itself in the very competitive smartphone market.

2.4.1 Product

The combination of products offered by Oppo is a real reflection of its audacious and innovative approach to technology. At first focusing on MP3 players, Oppo quickly recognised the possibility of development and expansion. Oppo dismantled the status quo with its inventive bias in 2008 when it made the bold decision to enter the very competitive smartphone market. Oppo didn't stop there though. Oppo has uncorked new and smaller apertures by including a wide range of devices including Blu-shaft players, telephones, and



other electrical gadgets in its packaging. Oppo delivers cutting edge technology and unparalleled stoner gestures by continuously pushing the limits of what is feasible with its unique product mix. Oppo has become a leader in the industry by its relentless quest of creation, winning over customers all over the world.

2.4.2 Price

With its price mix, Oppo has a tactical weapon in its arsenal that helps it carve out a special place in the cutthroat smartphone market. Oppo has made a name for itself quickly despite intense competition from both new and existing companies because of its cutting-edge technology, meticulous designs, and astute pricing tactics.

Focused on luring and impressing the younger generation, Oppo presents itself as a trailblazer offering a unique stoner experience. Oppo produces endearing models that benefit drug addicts and bring in money for the business by focusing on the high-end demand. Oppo puts its items piecemeal with a mid-range pricing strategy that sets prices somewhat higher than comparable details from other manufacturers. Using this strategy enables Oppo to carve out a distinct market and guarantees its customers value-based pricing that meets their needs and requests.

Oppo is positioned as an extremely expensive brand that appeals to affluent customers by its audacious pricing strategies, which also demonstrate its confidence in the quality and uniqueness of its products. Oppo's strategic pricing strategy distinguishes it from the competitors and maintains its position as a request leader by demonstrating its constant dedication to providing value and delivering outstanding gestures through its goods.

2.4.3 Place

Oppo is well-known in about 21 countries worldwide, including Africa, the Middle East, South Asia, Southeast Asia, Europe, Australia, and the United States. These inquiries indicate how easily the company can meet the needs of a diverse clientele worldwide. Having its headquarters in Dongguan, China, Oppo has set up several divisions that are used to



particular geographic areas, which enables them to better comprehend and handle particular needs in every request.

The Mountain View, California-based Oppo Digital branch is another example of Oppo's creativity and independence. This separate division of the business showcases Oppo's commitment to pushing the limits of technology and the stoner experience by concentrating on providing cutting edge digital results.

Oppo has a strong force chain that is totally under its management. Oppo guarantees efficient product distribution to its esteemed customers from manufacturing facilities to internet, mobile, supermarket, hypermarket, and shopping promenades stores. By using this all-encompassing strategy for supply chain management, Oppo is able to keep quality control and provide its products to customers on schedule and easily.

2.4.4 Promotion

Oppo has demonstrated its marketing skills with its aggressive creativity mix, which leaves no stone untouched in showcasing its ground-breaking items. Reaching its target audience wherever they are, the company has developed witching advertising juggernauts that gauge across TV, journals, billboards, and social media platforms like Facebook, Twitter, blogs, Instagram, and YouTube. Oppo knows the influence of celebrity autographs.

A distinctive touch to its marketing juggernauts, the brand has also delved into the worldwide music assiduity, collaborating with the well-known Korean boyband 2 PM to write a launching song during its debut in Thailand. Oppo has also violated terms of sports sponsorship agreements by forming independent mobile and sanctioned partnerships with FC Barcelona and the International Cricket Council. These calculated partnerships help Oppo maintain its reputation as a company that is always innovating and recognises the need of good creation to win over customers all around the world.



2.5 OPPO's Marketing Techniques

The giant of smartphones in the world, Oppo, has drawn in marketers and business owners with its creative marketing approaches. From cutting-edge product creation to celebrity signatures, captivating social media juggernauts to calculated sponsorships, Oppo has crafted a brand narrative that appeals to its intended audience. Examining Oppo's best marketing tactics that have helped it succeed in the cutthroat smartphone market.

Cutting- Edge Product Innovation

Oppo is a colonist in the smartphone market because it is always pushing the envelope in terms of design and technology. The company's inventiveness has been reflected in a variety of goods with distinctive characteristics and striking designs, which have helped it to gradually separate itself from the competitors. Signatures of Celebrities Oppo has misused the use of celebrity signatures to create excitement and increase brand awareness. Having a partnership with well-known celebrities enabled Oppo to build a solid brand image and engage with its intended audience.

Engaging Social Media Campaigns

Oppo has learned the art of social media marketing, with creative and engaging juggernauts on platforms like Facebook, Twitter, Instagram, and YouTube. The brand encourages stoner-generated content through juggernauts like “Shot on Oppo,” where druggies showcase their photography chops, creating a sense of community and excitement around the brand. Strategic auspices

Oppo has purposefully matched itself with well-known partners like FC Barcelona and the International Cricket Council in order to increase brand awareness and satisfy target consumers.

Marketers with Influence

Oppo has teamed with well-known influencers and content producers to harness the potential of influencer marketing. Through these partnerships, Oppo has been able to interact with its



visitors in real ways and expand its fan base. Highlighting of the Stoner Experience From the caliber of its products to the customer service, Oppo is very focused on providing a perfect and enjoyable stoner experience. Because of its emphasis on the stoner experience, Oppo has developed a dedicated customer base that promotes the company.

Niche Market Targeting

Oppo has carved out a market for itself in the high-end smartphone market by presenting itself as a company that provides decorative features at reasonable prices. By taking this focused approach, Oppo has been able to draw in young customers and trendsetters looking for a unique stoner experience.

Integrated Distribution Networks

Oppo has built a strong and integrated distribution network spanning mobile stores, supermarkets, hypermarkets, and shopping malls. This guarantees that Oppo items are easily accessible for customers, which adds to the broad request reach of the brand.

Traditional Marketing Approaches

Oppo makes investments in sweatshirt sales offline as well, much as in-store enhancements, product demos, and existential gatherings. Oppo wants its offline sales to provide customers with hands-on experiences with its goods so they may see and feel the features and quality of Oppo smartphones directly.

The marketing tactics of Oppo show a comprehensive strategy that blends online and offline activities to create memorable and interesting brand experiences for customers. With everything from cutting-edge digital monsters to immersive offline training, Oppo uses a range of marketing platforms to increase brand awareness, pique curiosity, and build customer loyalty. Oppo's marketing tactics might be lessened by marketers and business owners that support a multidimensional strategy that combines several marketing channels and emphasises building deep connections with customers.



2.6 Brand Equity

The Chinese brand is marketed and sold by BBK Electronics, the parent company of the brand. The company has been actively promoting the brand as a selfie expert to appeal to consumers' aspirations and capture their imagination.

The brand, along with its affiliated company, Vivo is dedicated to meeting the demands of the Indian and Asian markets, which have the highest demand for our products.

OPPO has been strategically leveraging the power of justice and Bollywood to connect with the vibrant energy of the younger generation.

2.7 Competitive Analysis

In contrast to established firms mentioned in the request, which cover a wide range of mobile devices from entry-level to high-end, OPPO has been specializing on the production of high-end smartphones at affordable rates under its flagship brands OPPO and One plus. Both entities have achieved significant growth in their market share, increasing from 5.7% in 2016 to 7.3% in 2017. It competes with firms such as Xiaomi, Samsung, Micromax, Huawei, Apple, and its subsidiary VIVO.

Sale Data

Company	Units (2017)	Market Share (2017) (%)	Units (2016)	Market Share (2016) (%)
Samsung	321,263.3	20.9	3,06446.6	20.5
Apple	214924.4	14.0	132824.9	14.4
Huawei	150534.3	9.8	132824.9	8.9
Oppo	112124.0	7.3	85299.5	5.7
Vivo	99684.8	6.5	72408.6	4.8
Others	638004.7	41.5	682915.3	45.7
Total	1,536,535.5	100	1,495,959.0	100

Market Analysis in the Marketing Strategy of OPPO

Several factors are impacting the presence of the brand OPPO. These include an increase in the number of flagship products from competing brands, a shrinking market, the perception of Chinese products by customers, intense competition in the industry, and the need for backend integration with suppliers.

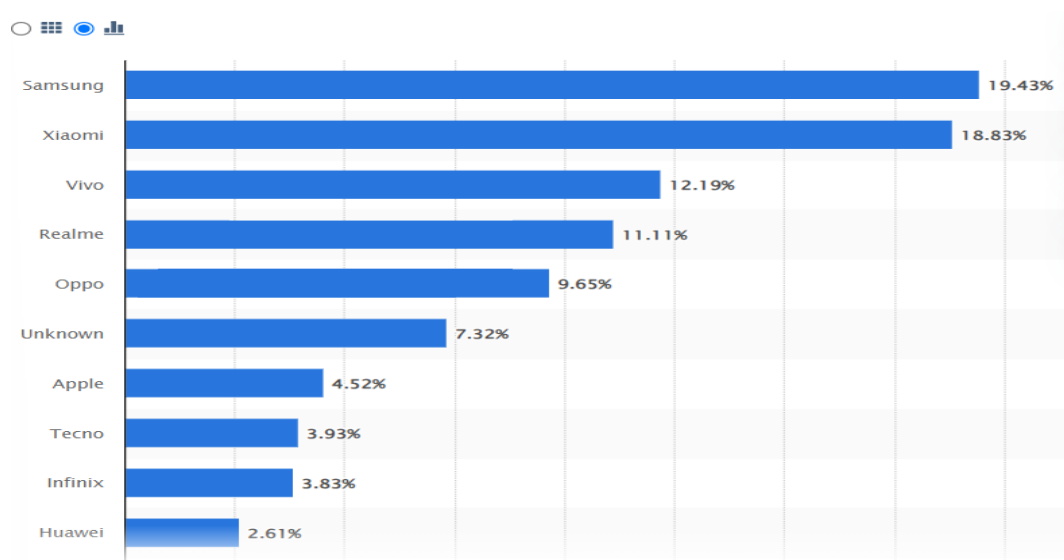
With a keen focus on product and technology development, the brand has successfully targeted a niche market. Innovations like Colour OS and advanced photography technology have allowed the brand to stay ahead of its competitors and increase its market share over time.

Customer Analysis in the Marketing Strategy of OPPO

The brand's target audience consists of young millennials, aged 15-40, who belong to the middle and upper-middle-class income group.

These guests have a strong interest in technological advancements and often express it within their social circles. Guests are skeptical about the durability of Smartphone bias, but they value being tech-savvy and staying ahead in terms of technology.

2.8 Market share of leading mobile vendors in Bangladesh as of March 24



As of March 2024, Samsung represented 19.43 percent of the mobile seller market share in Bangladesh. In comparison, OPPO had a 9.65 percent share of the mobile seller market in the country in March of the same time.

2.9 SWOT Analysis

China-based association BBK electronics has introduced OPPO smartphones. The brand was first introduced in 2004. More than 20 nations worldwide are served by the brand in smart

phone sales. OPPO phones promise to provide people with clever technology and fashionable class designs.



Strengths

Understanding the main business segments where it outperforms the competitors and enjoys a competitive edge in the market is made easier by this. Generally speaking, strengths are the fundamentals of the company.

- **Newer and Better products:** OPPO phones boast a plethora of amazing features, including the first-ever rotating phone camera and many more that have never been offered by any other phone.
- **Brand structure:** To increase product promotion and get the phones in front of customers, OPPO phones teamed up with well-known celebrities and made them ministers.
- **Fast industry Capture:** Owing to its genuinely instigating features, OPPO has been able to establish its identity and position in the industry in a remarkably short amount of time.



- **Price Point:** The reasonable costs of the OPPO phones are another element that contributed to their easy acceptance by customers in the market.
- **Product Line:** OPPO is into headphones and blue-shaft bias in addition to phones.
- **Parent brand strategy:** The parent company of OPPO phones also owns the infamous One Plus and Vivo phone brands. This shows that BBK has a very solid plan in place to sell phones in various regions.

Weakness

This is the area of the association where it lacks the chops or the coffers. Business must address these areas to avoid falling behind the competition. There will always be some flaw, but it shouldn't be one that drives the company out of the market.

- **Competition:** Since there are many companies vying for the same market, the mobile phone industry is very competitive and therefore rather delicate.
- **Stoner Interface:** The operation of non-tech savvy users is not considered while creating the stoner interface.
- **Poor Post-Sales assistance:** Purchasing an OPPO series has the drawback of the brand's poor after-sales assistance. Consumers cannot trust OPPO because it has not been able to provide adequate assistance to guests, which hinders its growth in the market. After deals service created the faith in the brand that in case commodity goes wrong, service centers are there to help them out.
- **Poor Quality:** The OPPO phones are of poor quality, which makes the price easily negotiable. Very cheap, very poor quality

Opportunities

This makes it clearer what alternative uses a company can make of its present resources. Understanding where to grow and taking the lead in order to diversify the company and increase its clientele benefits the company.

- **Brand Association:** To promote to a larger and more varied clientele, OPPO can attempt to link with events.
- **Flagship Products:** By introducing newer phones that can compete with other major market participants like Samsung and Apple, OPPO will be able to raise awareness of the brand.

Threats

This analysis facilitates in identifying the areas that may have an immediate or future effect on the company. As such, business needs to get ready to deal with the risks in the market geography. Competition or the entry of more participants in the market with the same value offer is detrimental to business since it immediately reduces the clientele and profitability.

- **Competition:** The mobile phone industry is becoming more and more price competitive, which makes it very difficult to survive in the long run.
- **Low barriers to Entry** — The profitability of the mobile phone industry draws in new competitors, thus reducing the market share of the cell phone manufacturer.

2.10 Sponsorships

Cantonese With its headquarters located in Dongguan, Guangdong, China, OPPO Mobile Telecommunications Corp., Ltd., often known as OPPO, is a Chinese consumer electronics and mobile dispatches business best known for its smartphones, Blu-shaft players, and other



electronic bias. Leading smartphone maker OPPO was ranked number five globally and number one in China in 2019. BBK Electronics has attached it. It, together with Vivo, Realme, and OnePlus, is a part of BBK Electronics Corporation.

- ❖ FC Barcelona and the firm signed a deal in June 2015 to finance the Spanish football team.
- ❖ From the 2016 PBA Commissioner's Cup on February 10th, PBA partnered with this firm as its official smartphone partner.
- ❖ The Indian public justice platoon was awarded funding from OPPO in 2017 and the privilege to have their emblem on the platoon's uniforms from 2017 to 2022. The Indian public justice squad will play 259 International matches over this time, including 45 Twenty20 Internationals, 152 One Day Internationals, and 62 Tests. The World Cups in England in 2019 and Australia in 2020 are also included in this total. The base prices for bilateral matches featuring India are now Rs4.1 crore (about) and for Asian Cricket Council (ACC) and International Cricket Council (ICC) matches are Rs1.56 crore (about), which is over four times higher than the previous cost.
- ❖ OPPO Thailand made a fresh announcement about the OPPO F5 smartphone in October 2017, and well-known Thai actor Nadech Kugimiya presented it. As its brand ministers, Fattah Amin and Ayda Jebat also unveiled the new OPPO F5 smartphone from OPPO Malaysia.

2.11 Outlook of OPPO

Chinese smartphone maker OPPO, which is well-known in India for its excellent camera phones, aims to change its image from one of a "selfie expert" to one of a technology and invention company. South Asia has come to know the mobile phone maker mostly for its camera quality, which is highlighted in all of its brand advertising.



"We were the first brand to debut an eight-megapixel camera in the world and it genuinely is an invention," said Will Yang, Brand Director of OPPO. "We focused on the word Selfie Expert rather than punctuating the word invention. Such a camera needs creativity for all the technology involved. The technology underlying being a Selfie Expert will now be discussed. Even when we would still be discussing selfies, we would need to highlight creativity as the positioning of our brand and not only focus on the ones he included. The company will now discuss in its marketing the phone's speed and battery-related technology.

In Bangladesh, the firm splits its marketing budget between entertainment and sports marketing. With Sonam Kapoor in the past and Deepika Padukone and Siddharth Malhotra now, the brand also used celebrities extensively in its marketing. Regarding sports, OPPO has sponsored the Indian justice team, ICC, and other Indian sports events. Shakib Al Hasan represents OPPO as their brand ambassador in Bangladesh. Since Yang thinks that "Traditional media helps to enthrall the consumers' mindshare well in the Bangladesh Market," OPPO spends the most of its marketing budget on TV and the internet.

Chapter 3 Research Methodology

Research Methodology

3.1 Research Methodology

In the realm of channel development, research is the systematic and objective search for the analysis of the information relevant to the identification and solution of any problem.

To characterize the data and features of the object under investigation, descriptive exploration design was proposed. In descriptive exploration, we have to go into great length about everything, such as the client's buying behavior. What more do they focus on beside pricing and selection? Thus, we make use of this exploring system.

The ultimate goals are to offer the corporation some advice that will allow them to raise their request share.

Source of Data Collection

Data collecting for the research was done in two different ways.

Primary: A questionnaire was used to collect the primary data.

Secondary data are those that have previously been gathered by someone else and have gone through a statistical procedure; they are data that are not first acquired but rather obtained from published or unpublished source. Abstract frames can benefit from this data. Primary data are gathered from the following sources:

- ❖ The OPPO sales handbook

- ❖ OPPO website

- ❖ An OPPO brochure

- ❖ Further pertinent research

Maximum sample size

Sixty repliers, or smart phone addicts, made up the sample. The ad featured several medicine brands and a range of age and gender. Most stoners are council students since they use cameras more than other students and OPPO is referred to as a camera phone. With their education, the responders spend their time understanding the questionnaire and answering it well.

Random sample method

Questionnaire as research tool

3.2 Objective & Scope of Study

Every time a business association interacts with a client, they create a perception in the client's mind. As requests are often competitive, every association must be aware of this perception. Gaining the mind share of the client and the request share of certain techniques are necessary. Particularly in the mobile market, where there are several rivalries. Thus, to make a favorable impression on the customer. Offer them elegant service. In order to outperform the competitor.

The consumer has total say over the ultimate sale choice. Customers may view a certain brand differently, so the corporation has to satisfy the demands of its customers, which is why the concerned design is being done.

- To evaluate the need of the client

- Researching staff members' attitudes towards clients.
- To offer the more excellent service
- Find out what customers think and recommend.
- Knowing what the customer values about the brand
- To be aware of the OPPO marketing approach
- Knowing how OPPO outperformed their rivals
- Total sponsorship expenditure of OPPO
- To understand the OPPO brand picture.

3.3 Limitation of the research

- Just sixty people, all of whom use smart phones, were asked questions. Considering the mobile market, these make up a fairly small sample.
- The survey area was limited to a few areas of Chamber Camp Mumbai. Because of the time and cost element limitations.
- Mostly only smartphone users were included in the survey; dealers, company representatives, and other participants were not.
- The findings could not be totally accurate because the sampling technique was convenience and random.

- The study results rely on the opinions and beliefs of the smartphone users, which could vary from person to person.

- Possibly, the respondents provided inaccurate information in order to expedite and shorten the questionnaire filling process.

- Many times, ignorance leads to the provision of inaccurate information.

- Using the phrase "neither agree nor disagree" to most of the remarks, the respondent attempted to evade some of them. This was one of the biggest drawbacks encountered since it was challenging to evaluate and draw the appropriate conclusion.

- The basis of this study is the marketing plan and consumer satisfaction; nonetheless, the degree of customer satisfaction may vary with time, fashion, technology, and advancement.

- Respondents to tick box questions selected multiple options; it was challenging to convert them into table format.

Chapter 4 Literature Review

4.1 Literature Review

- I. In order to understand the literature more and the case studies on smartphone brands, Dissanayake (2015) focused on reviewing brand identity as an abecedarian strategic aspect in expanding global brands. The case marketing of Smartphones serves as the foundation of the study termed a literature review. By obtaining the formal produce proof, experimenters connected the idea into practice by doing a more extensive literature and case study. Special reference is made on how the aforementioned two global brands are being examined as cases in the literature sources. The paper also offers the perspective on how empirical verification to support their findings being participated in literature reviews connecting the conception of Brand Identity into brand related generalities and representation. Researchers propose a thesis together with a tick in the shape of literacy notes and tutoring in line with the needs of the case-based work. This review of the literature also contributed to the brand identity discovery.

---- Dissanayake, (2015)

- II. The aim of this investigation is to investigate the aspects influencing consumer perceptions on smartphone purchases. The author gives an empirical analysis of smartphone buyers in the literature. Companies now days utilize a variety of tactics to draw in new customers, keep them coming back, and set their products apart from those of their competitors. Emphasizing the product's brand name is maybe the most crucial and successful tactic to influence customer gets during the product choosing. We aim to investigate in this research how smartphone brands may affect customers' opinions about what to buy. A set of brand means and arrears associated with a brand name and symbol that either increase or decrease the value provided by a good or service is called brand equity. It improves the client's capacity to absorb and use knowledge, gives them more confidence in their choice, and influences the standard of their stoner experience. Using this concept that is widely used in the literature, we use and base our thesis on the honored quality, brand mindfulness, brand association, and brand fidelity components of the Aaker model of brand equity.

-- Ulas Akkucuk, Javad Esmaeili (2016)

III. Analyses the client's gets of civic and pastoral consumers in India and examines the buying gesture of consumers in India. The writer gives a survey of the literature on guest mobile phone purchases as related research of pastoral and civic clients in India. By use of a standardised questionnaire, 600 customers from all around India provide their data. SPSS 17 is used to dissect the results. To check consumer preferences while making a purchase decision we used AHP (Analytic Hierarchy Process). We designate factors through Analytic Hierarchy Process. This describes better results. Our findings indicate that pastoral consumers more concentrate on the functions of mobile phone and they're price apprehensive on the other hand civic consumers more concentrate on style of mobile phone and brand image of mobile phone. This paper serves as a precious guideline for operation to review their announcement juggernauts and modify their mobiles according to the requirements of consumers.

-- **Rashid Saeed, Hashim Zameer, (2012)**

IV. On The author represents a exploration paper on Predicting Smartphone Operating System from Personality and Individual Differences. In malignancy being veritably analogous in functionality, current converse and marketing juggernauts suggest that crucial individual similarity live between druggies of OPPO and others bias still, this has no way been delved empirically. This is unanticipated as further on product services than other features. Eventually, among different Smartphone's continue to gain strength across a variety of exploration disciplines. In this composition, we examine if individual differences live between two distinct groups. In differences to Smartphone's druggies, we set up that smartphone possessors are more likely to be manly, youngish, and womanish to growingly concern about their Smartphone's is viewed as a status object. crucial similarity in personality was also observed with iPhone druggies displaying lower situations of Honesty – Humility and advanced situations of emotionality. Following this analysis, we were also suitable to make and test a model that prognosticated Smartphone power at over chance position grounded on these individual differences. In line with extended tone- proposition, the type of Smartphone we enjoy provides some precious information about its proprietor. These findings have counteraccusations for the adding use of Smartphone's within exploration particularly for those working within Computational Social Science and



Psycho Informatics, where data are generally collected from bias and operations running a single Smartphone operating system.

-- Heather Shaw David A. Ellis (2016)

- V. David A. Ellis conduct a thorough investigation on India's mobile request assiduity. The study on Indian university academics titled Factors influencing mobile phone brand preference empirical study. India and the global mobile demand are presenting more rivalry for manufacturers and marketers of mobile phones. To increase demand, share and win over all implicit consumers and stakeholders, mobile phone marketers should be well aware of the upcoming factors that will influence the decision to design, manufacture, price, communicate, and promote the mobile phone in a similar way. This study aims to identify the future elements that influence Indian university scholars' decision to acquire a specific mobile brand. The main information was gathered by an online, well-structured questionnaire that was also sent to a random group of academics who are enrolled in any degree at any university in the world. We utilize standard divagation and elucidative statistics mean to find the elements influencing the choice for mobile brands.

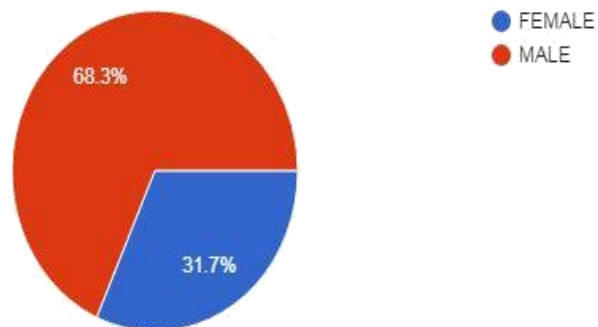
---- Riyath, Shaw David A. Ellis (2014)

Chapter 5 Data Analysis

5.1 Data Interpretation & Analysis

Mobile User

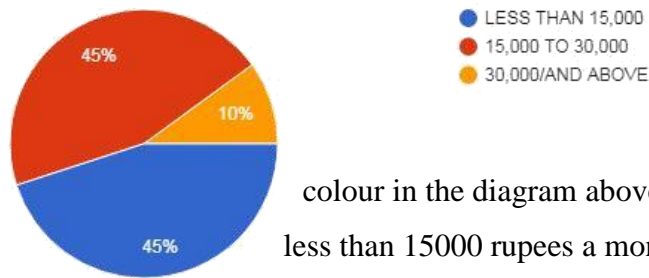
Gender	Number of Respondents	Percentage (%)
Female	19	68.3%
Male	41	31.7%
Total	60	100%



One can see from the table above that 31.7% of women and 68.3% of men participated in the poll. The 68.3% male responders are indicated in red, while the female responders are indicated in blue.

Income of Mobile User

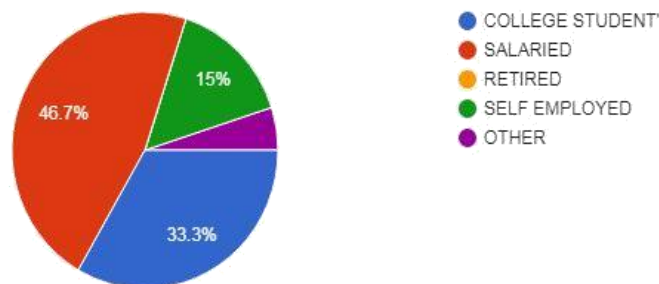
Monthly Income	Number of Respondents	Percentage (%)
Less than 15000	27	45%
15000 - 30000	27	45%
3000 or above	06	10%
total	60	100%



As seen by the blue colour in the diagram above, 45% of respondents make less than 15000 rupees a month. Ten percent of respondents had salaries exceeding thirty thousand, indicated in yellow, and forty-five percent had salaries between fifteen thousand and thirty thousand.

Occupation of Mobile Phone User

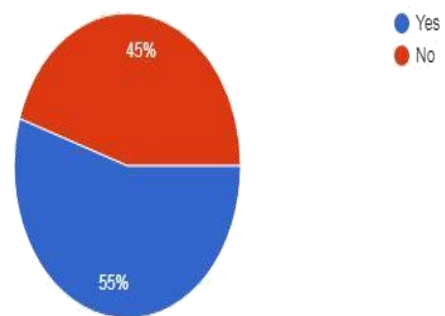
Occupation	Number of Respondents	Percentage (%)
College Student	20	46.7%
Salaried	28	33.3%
Retired	0	0%
Self Employed	9	15%
Others	3	5%
Total	60	100%



According to the diagram above, 33.3% of respondents are college students (shown in blue), 46.7% are employed (shown in red), 15% are self-employed (shown in green), and the other respondents earn in other ways (shown in purple).

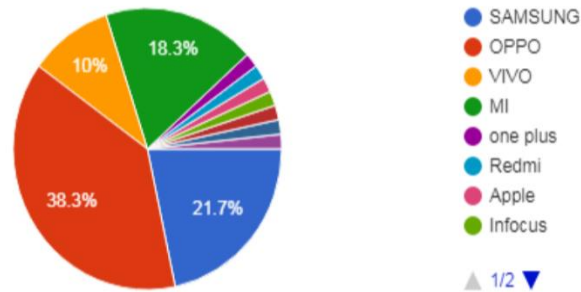
User of Application

User of Application	Number of Respondents	Percentage (%)
Yes	27	55%
No	33	45%
Total	60	100%



From the following diagram, it is evident that 45% of respondents are depicted in red and 55% of respondents are shown in blue. According to information provided by the responder, half of them use every feature of the programme.

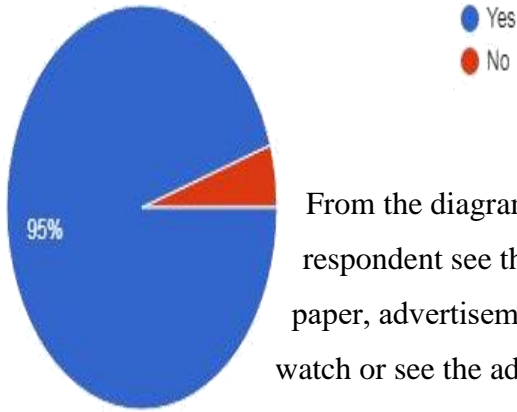
Choose of Customer



The following table shows that 21.7% of respondents will choose a Samsung smart phone, 38.3% will use an OPPO mobile, 10% will use a vivo mobile, and 18.3% of respondents will use a different mobile, such as a One-Plus, in focus, or other brand iPhone. MI users are also very few, at only 2%.

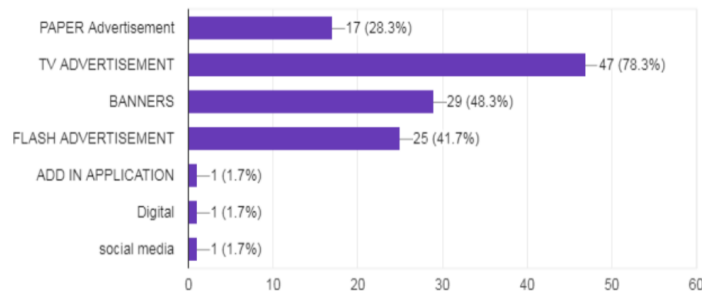
Oppo Advertisement

OPPO Ad	Number of Respondents	Percentage (%)
Yes	57	95%
No	03	5%
Total	60	100%



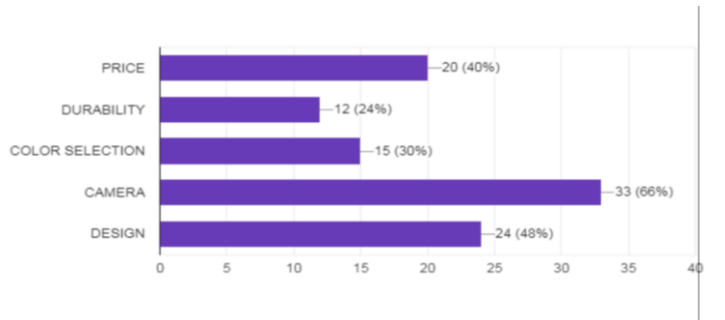
From the diagram I observed that from 60 respondent 57 respondent see the OPPO advertisement TV advertisement, paper, advertisement, banners and only 3 respondents don't watch or see the advertisement.

Which Advertisement are more Popular?



Above diagram clearly shows, it's apparent that a significant portion of individuals are exposed to various forms of advertisements, including TV commercials, paper ads, banners, and digital ads. The majority of respondents, accounting for 47%, are exposed to TV advertisements, while 17% are exposed to paper ads. A small minority of respondents reported not being exposed to any form of advertisement. It's noteworthy that advertisements serve as powerful tools in influencing consumer preferences and decisions.

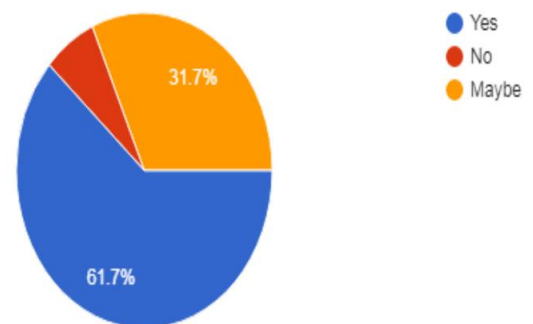
Feature of OPPO Mobile Which Influence Customer to Buy



Based on the data presented, it's apparent that the primary reasons for purchasing OPPO mobile phones are the camera quality and price. A majority of respondents prioritize the camera quality of OPPO phones, considering it to be excellent. Design and price are secondary factors, with the main focus being on the camera. Some respondents also consider the color options, while very few prioritize durability. This could be due to the perception that the lifespan of a mobile phone is typically around a year.

Understanding the message of Advertisement

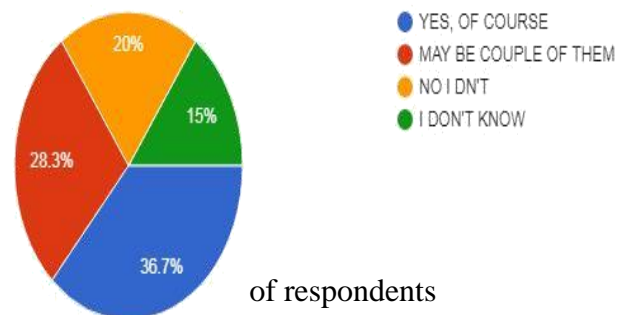
Message of Ad	Number of Respondents	Percentage (%)
Yes	19	61.7%
No	4	6.6%
May Be	37	31.7%
Total	60	100%



Based on the data presented in the table, it is evident that 61.7% of respondents indicated understanding the message conveyed in the advertisement, which is represented by the blue color. The advertisement serves as a silent salesperson and delivers a message encouraging the purchase of an OPPO mobile phone. The company utilizes advertising as a means to communicate with its customers. 31.7% of respondents did not provide a clear response to this question, denoted by the yellow color, while the remaining 7% expressed a lack of understanding of the advertisement's message.

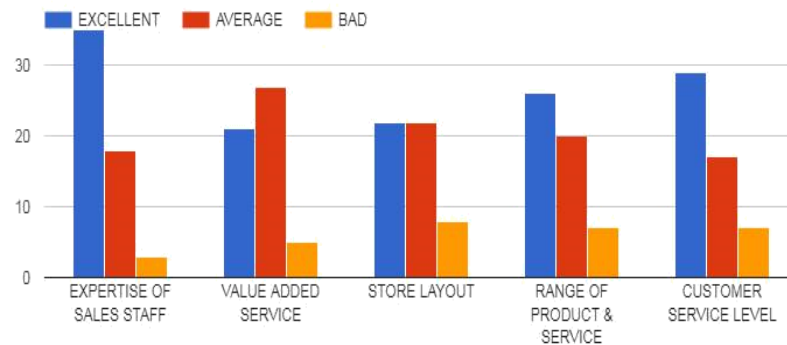
Place of Purchasing

Place of Purchase	Number of Respondents	Percentage (%)
Exclusive Store	19	31.7%
Multi Brand Store	19	31.7%
Online	19	31.7%
Others	03	5%
Total	60	100%



Based on the data presented, it is evident that 36.7% of respondents strongly agree to recommend the product to their friends and relatives. Additionally, 28.03% indicate they will recommend it to certain individuals, while 15% remain neutral or silent on the matter. Conversely, 20% explicitly state that they will not recommend the product to anyone.

CUSTOMER REVIEW ON OPPO EXCLUSIVE STORE



- Regarding staff expertise, a significant portion of respondents view the staff positively across all aspects, while a smaller number perceive them as average, and a minority regard them negatively.
- In terms of value-added services, the majority of respondents rate them as average, with some considering them excellent and a few expressing dissatisfactions.
- Opinions on the store layout vary, with only a small fraction of respondents finding it inadequate.
- The range of products receives generally positive feedback, although there are some respondents who believe it could be improved.
- Overall satisfaction with the company's service is high, with most respondents reporting full satisfaction, though there are some who are not completely satisfied and a minority who are dissatisfied.

Chapter 6 Findings, Suggestions & Conclusion

6.1 Findings

- Comparing the responders, men use smartphones more than women.
- Since college students use their phones for cameras, and OPPO phones have excellent cameras, there are more of them.
- To use a smartphone, income and pay are irrelevant.
- Just 45% of the respondents utilise every smartphone application.
- When I asked which phone they would buy, 38% of the respondents said an OPPO phone because of their positive reputation.
- Almost 47% of respondents witnessed both paper and TV advertisements.
- Almost one-third of the respondents purchased an OPPO mobile phone for its photography.
- The response provided by the respondent is a good and understandable response to the OPPO advertising.
- Many responders concur to recommend others to get an OPPO cell phone due to its features and high quality.
- The goodwill of the company and its ties with local dealers are being enhanced by the fact that 31% of respondents choose to buy from the exclusive shop, and nearly half of the respondents assessed the store on aspects including layout, product selection, and customer service.
- Generally speaking, customers prefer to choose a different smartphone brand than searching for the same one. Thus, when it comes to smartphones, customers are not faithful.
- The most successful marketing strategies are TV and internet advertisements.

6.2 Suggestion

- Most of the responders are not happy with OPPO's warranty; they believe that a year is insufficient and that the lifespan of a smart phone is more than a year.
- Although the TV commercial is good and successful, it would be much more successful if the corporation used a different sales strategy, such as a modest product range, as many consumers do not purchase high-end mobiles.
- Though many consumers do not accept China brand because they believe its quality is poor, the brand does enjoy goodwill.

6.3 Conclusion

In conclusion, my internship journey delving into OPPO's marketing strategy has been incredibly enlightening and rewarding. Throughout this experience, I've not only deepened my comprehension of marketing dynamics but also refined a range of skills that will undoubtedly fuel my professional advancement.

Exposure to OPPO's marketing approach has furnished me with invaluable insights into product positioning, audience segmentation, branding, and promotional tactics. Witnessing the company's dedication to innovation and user-centric design has expanded my perspective on effective market strategies within a fiercely competitive industry.

Furthermore, my involvement with OPPO's Marketing Department has underscored the importance of a cohesive and strategic approach in attaining marketing goals. Experiencing the ups and downs of marketing campaigns has added a practical dimension to my theoretical knowledge.



Reflecting on the internship, I've come to appreciate the significance of soft skills in navigating the corporate realm. Skills like time management, collaboration, attention to detail, and fostering professional relationships have been refined during this experience.

Beyond professional development, the internship at OPPO has also been a journey of personal growth and self-discovery. I've tackled challenges with resilience, drawing upon the skills and knowledge gained throughout my academic journey.

Looking forward, I believe this internship has provided me with a solid foundation for my future career. The exposure to OPPO's marketing strategy, combined with the practical skills acquired, positions me well for future pursuits in the dynamic field of marketing.

I strongly encourage fellow business school students to seize internship opportunities, recognizing them as a gateway not only to apply theoretical concepts but also to gain a deeper understanding of one's capabilities and potential. The three-month program, as demonstrated by my experience, offers a transformative period that extends beyond textbooks, providing a comprehensive view of the corporate landscape and fostering personal growth.

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