

Internship Report

On

Marketing Practices of Sea Fish BD

An internship report submitted to the School of Business and Economics for the partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

Submitted to:

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Date of Submission: 14th March 2022



Marketing Practices of Sea Fish BD



Letter of Transmittal

14th March 2022

Md. Kaium Hossain
Assistant Professor
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United International University

Subject: Submission of Internship Report.

Dear Sir,

I am Md. Ariful Islam, bearing ID: 111 161 096, major in marketing from BBA department. I have completed my internship under your supervision. I was selected as an intern in Sea Fish BD from November 01, 2021 to January 31, 2022. I am submitting this report on the topic “Marketing Practices of Sea Fish BD”. By following your guidance, this report reflects my working experience at Sea fish BD and their marketing practices. During the internship period, I gathered knowledge by performing different activities and from the other employees I worked with.

I, therefore, pray and hope that you will find this report up to the mark you have expected and be kind enough to pardon me for my mistakes. I would like to thank you for guiding me and being patience with me throughout the trimester.

Sincerely,

Md. Ariful Islam
ID: 111 161 096
BBA Program
United International University

Acknowledgement

At the very beginning I would like to express my gratitude to Almighty Allah for blessing me enough to keep me healthy and complete this report. The internship report is an outcome result of my duties and activities during the internship period.

I would like to thank my honorable internship supervisor **Md Kaium Hossain**, Assistant Professor, School of Business Economics at United International University, for his instructions, suggestions, and advice. He has been patient enough throughout my internship period and guided me well.

After that, I would like to thank my organizational supervisor **Md. Saiful Islam**, a senior executive of digital marketing at Sea Fish bd. He had taught me digital marketing activities practically and helped by giving his opinions on how I could do better. I would also like to thank our Managing Director **Md. Saif Alam** and CEO **Rasheda Khan** were kind and motivated me from the starting day. They all have helped me gather knowledge and experience that was unknown to me before.

Last but not least, I would like to thank my family members for always encouraging me. It wouldn't be possible for me to continue my work without their help and support.

.....

Md. Ariful Islam

ID: 111 161 096

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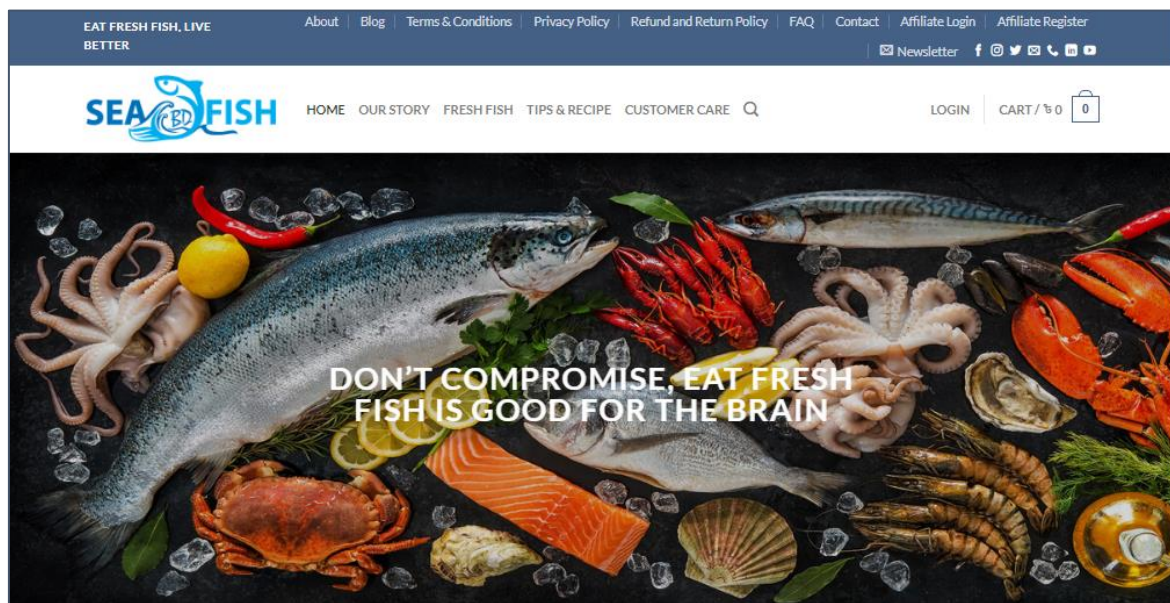
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Executive Summary

Sea Fish BD is one of the popular online fish stores in Bangladesh. People's lifestyles and living standards have changed dramatically in recent years, and the pandemic effect has made it even more online-oriented. Nowadays, people have become health conscious. Sea Fish BD was established with the goal of providing high-quality fish at a reasonable price. This report aims to know about the marketing practices of Sea Fish BD. This report is divided into five parts. This report consists of five chapters titled introduction, an overview of Sea Fish BD, methodology, analysis and findings, conclusion, and recommendations. Both primary and secondary data were used in this descriptive type of report. After analyzing the marketing strategies of Sea Fish BD, some of the major findings have been identified in this report, like Sea Fish BD's target customers are mainly health-conscious people and upper and middle-class jobholders. They follow telecommunication, email marketing, and SMS marketing to maintain customer relationships. Based on analysis and marketing practices, some recommendations have been suggested. The major suggestions are like Sea fish BD should open more branches in other divisions besides Dhaka. As they focus on other items besides selling fish, they should have more employees perform the activities. Their employees need to complete a particular task rather than perform cross-functional tasks. Besides online promotions, Sea fish BD should focus on other promotional activities.

Chapter 01

Introduction



1.1 Introduction of the Report

Bangladesh has risen to become the world's fifth biggest fish producer in recent years. The fishing industry generates around 4% of the country's gross domestic product (GDP). Besides, we Bengalis like to eat fish and rice regularly. From the pandemic situation and lockdown, we had been depending on online market as well we started buy fish from online. It was stated by the fisheries department that 963.87 tons of fish cost Tk20.48 core were sold to 1,529 purchasers through the online fish market between May 2020 and July 2021 (a total of Tk20.48 core). The consumption of fish is strongly ingrained in our culture. The most common complaint at this time, there are some limited reliable online fish companies supply fresh, non-preserved fish. As an Online Fish Selling Company, Sea Fish BD started journey from 2018 in Bangladesh. Our understanding is that there has been a 9-fold growth this year (2021) in online fish sales to more than 128 tons compared to only 12.52 tons in the same month last year (2020). Obviously, it can be said that there are other competitors compared to the Sea Fish BD in this online fish selling industry. Many of them also offer a wide variety of products, features, services to choose from. But at the time, there is no leading online fish market. So, it can be said that it is as an opportunity for Sea Fish BD to be a market leader in online fish selling industry.

1.2 Origin of the Report

I had selected the company of Sea Fish BD where I have completed my internship program, and the report is based on the whole marketing strategies and practices of Sea Fish BD. This report is prepared for the partial fulfillment of the Bachelor of Business Administration requirements. During my internship at Sea Fish BD, I gained hands-on experience about how they had established and positioned their fishery market online and applied the marketing strategies and the following marketing activities and the SWOT analysis. And these issues are significant sources in the key study of this report which has been finalized under the supervision of my internship supervisor, Md. Kaium Hossain, Assistant Professor, School of Business and Economics, United International University.

1.3 Objectives of the Report

1.3.1 Broad Objective

- To know the Marketing Practices of **Sea Fish BD**.

1.3.2 Specific Objectives

- To know about the business, departmental procedures and activities of **Sea Fish BD**.
- To find out the SWOT or strengths, weakness, opportunities and threats of **Sea Fish BD**.
- To analyze the segmentation, targeting and positioning strategy of **Sea Fish BD**.
- To analyze the marketing mix of **Sea Fish BD**.
- To provide some recommendations on marketing practices by **Sea Fish BD**.

1.4 Scope of the Report

For students in the Bachelor of Business Administration program, hands on experience and practical working experience are essential. An internship is a real - life work experience that is provided by an organization to help a student become more accustomed with the job environment and it's a business-related topic. For getting practical experiences and knowledge about the practical working environment, I have completed my internship period from Sea Fish BD (An online fish store - subsidiary business of Catalyst).

As an employee of the marketing department of Sea Fish BD, I got the chance to apply what I have learned in my academic life to real-world circumstances. In this report, I have focused on this study of overall marketing activities and strategies that are practiced by Sea Fish BD on their online fish business.

1.5 Limitations of the Report

- The total length of the internship period wasn't adequate to gain practical knowledge.
- As a startup company, and due to the organization's boundaries and restrictions, it was difficult to gather detailed information.
- The length of the internship period was only three months, and between this times, I had to execute all of my work responsibilities at Sea Fish BD. As a result, it wasn't easy and challenging for me to complete the studies and report at this time.

Chapter 02

Overview of Sea Fish BD

2.1 Business Portfolio

In 2000 a company was established by Rasheda Khan, a Bangladeshi woman entrepreneur named Catalyst with the intention of importing women's clothing from Dubai. Besides that, Rasheda Khan, the owner and CEO of Catalyst, have launched few numbers of subsidiary businesses via the Catalyst Women's Clothing Store, which she continues to operate today. The following are the subsidiaries' businesses:

Mother Company	Subsidiaries Business Unit	Target Market	Website
Catalyst (Women Clothing Store)	Sea BD Fish BD	Bangladesh	https://seafishbd.com/
	BD Super Food	Global and Bangladesh	https://bdsuperfood.com/about-us/
	eWorld Brands	Global and Bangladesh	https://eworldbrands.com/
	Wild Denim	United States of America	https://wilddenimllc.com/

Table 2.1: Business Portfolio of Catalyst BD

2.2 Sea Fish at a Glance





Sea Fish BD is a Bangladeshi online fish shop that delivers sea fish to consumers and clients in a fast and quick period. They are well-known for this service, as well as for being both competent and traditional when it comes to capturing the fish market of Bangladesh. It is from the Bay of Bengal that they get the highest-quality marine fish, which serves as their primary source for collecting sea fish. This sea has 476 species of fish and 35 species of shrimp, accounting for 6 million tons of fish each year, or over 7% of global fish production. Dedicated to offering the greatest quality sea fish from this primary source to their target consumers and clients, Sea Fish BD has established a dedicated organization in online fish industry. They are committed to work towards providing good, clean and fresh fish to their customers and clients in their daily meals and as well as promoting sustainable harvests according to the fish season. In their opinion, their traditional history of fishing, as well as their collaboration with tribal and state fishermen in Chittagong and Cox's Bazar, would enable them to give their customers with the absolute highest quality seafood available anywhere in the world.

Name of the company	Sea Fish BD
Foundation Year	2018
Brief	Traditional and Professional Fish Company
Parent Company	Catalyst Bangladesh
Website	https://seafishbd.com/
Face book Page	https://www.facebook.com/Sea2ocean
Location	House No: 22, Road No: 12, Block: F, Niketon , Dhaka 1212 Dhaka, Dhaka Division, Bangladesh
Company Size	15 people
Expertise's	Fishes are responsibly caught by Bangladeshi fisherman,

	Frozen at the maximum of freshness, Delivered frozen in 1-3days
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Table 2.2: Sea Fish at a Glance

2.3 History of Sea Fish BD

We Bengalis like the combination of fish and rice items in our regular meals. The consumption of fish is strongly ingrained in our culture. And fishing is something we all like to eat. The most common complaint in the people of Bangladesh is that there is no reliable fresh, non-preservative fish supplier company available on the online market at this time. As a result, Sea Fish BD began their online fish business journey in Bangladesh with the hand of Catalyst. They also have sister companies which are Super Food, eWorld Brands, Wild Denim, Dubai Watch and Dubai Bags. Rasheda Khan is the founder and CEO of Catalyst Company and all of the subsidiaries business. From 2018, Sea Fish BD has been providing online services. Rasheda Khan was born and raised in Chittagong, Bangladesh's port city. Fishing boats for the Bay of Bengal were launched from Fishery Ghat, where their home was located. They have been fishing since they were little and have a great deal of enthusiasm for it. This was more than just the fascination of the Sea, which they used to watch from the window when they were children. This was a deeper attraction. They have a long-standing culture of fishing in the area. Her grandfather arrived in Chittagong in 1938 and quickly began fishing fish. Her family has been in this traditional industry for three generations, and their objective is to supply high-quality fish at a reasonable price in all over the Bangladesh and also export.

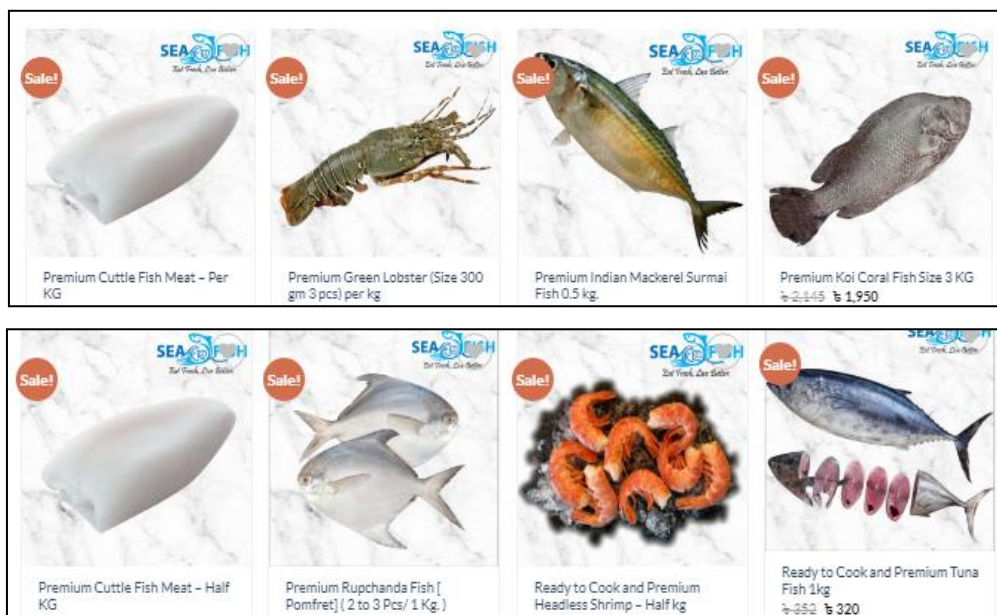
2.4 Mission and Vision of Sea Fish BD

Mission: The mission of Sea Fish BD is to inspire maintainable fish gathering. They expect that their traditional inheritance of fishing and collaborating with tribal and state fishermen in Chittagong and Cox's Bazar would let them to provide the absolute best tasting seafood accessible to their clients and customers.

Vision: To supply high-quality fish at a reasonable price in all over the Bangladesh and also export with transparent, ethical services.

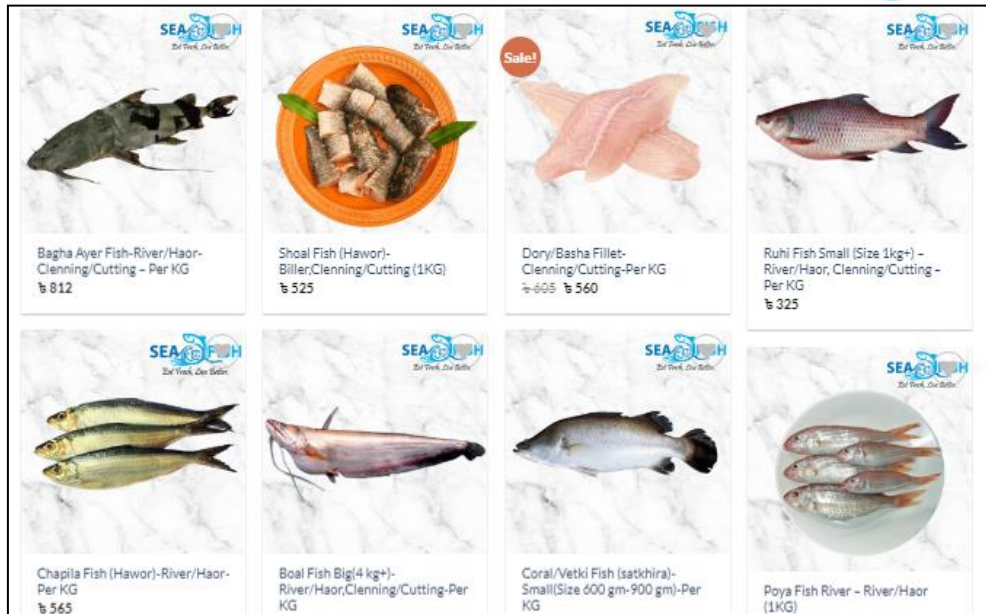
2.5 Fish Items in Sea Fish BD

In addition to sea and freshwater fish, Sea Fish BD also carries a variety of ready-to-cook fish. They provide a large variety of fish to their targeted customers and clients of Bangladesh. They want to carry live, freshly caught fish from the sea and rivers. They will also transport frozen fish but they do not have any live fish on hand. From the fish suppliers, they collect the finest quality, fresh fish and deliver it to their customers within 48 hours. The following types of fresh fish are available in Sea Fish BD:



Sea Fish Items

Green Lobster, Cuttle Fish, Rupchanda Fish, Indian Mackerel Surmai, Koi Coral Fish, Headless Shrimp, Tuna Fish, is the **collection of Sea Fish** at Sea Fish BD.



Fresh Water Fish Items

Shoal Fish, Bagha Ayer Fish, Dory/Basha Fillet, Chapila, Boal Fish, Rishi Fish, Poyal Fish, Coral is the **collection of fresh water fish** at Sea Fish BD company.



Fish Items for Read to Cook

Telapia Fish, Puti Fish, Katol, Baim Fish, Coral, Tengra, Octopus and Boal are the **collection of ready to cook fish items** of Sea Fish BD.

2.6 Organization Chart of Sea Fish BD

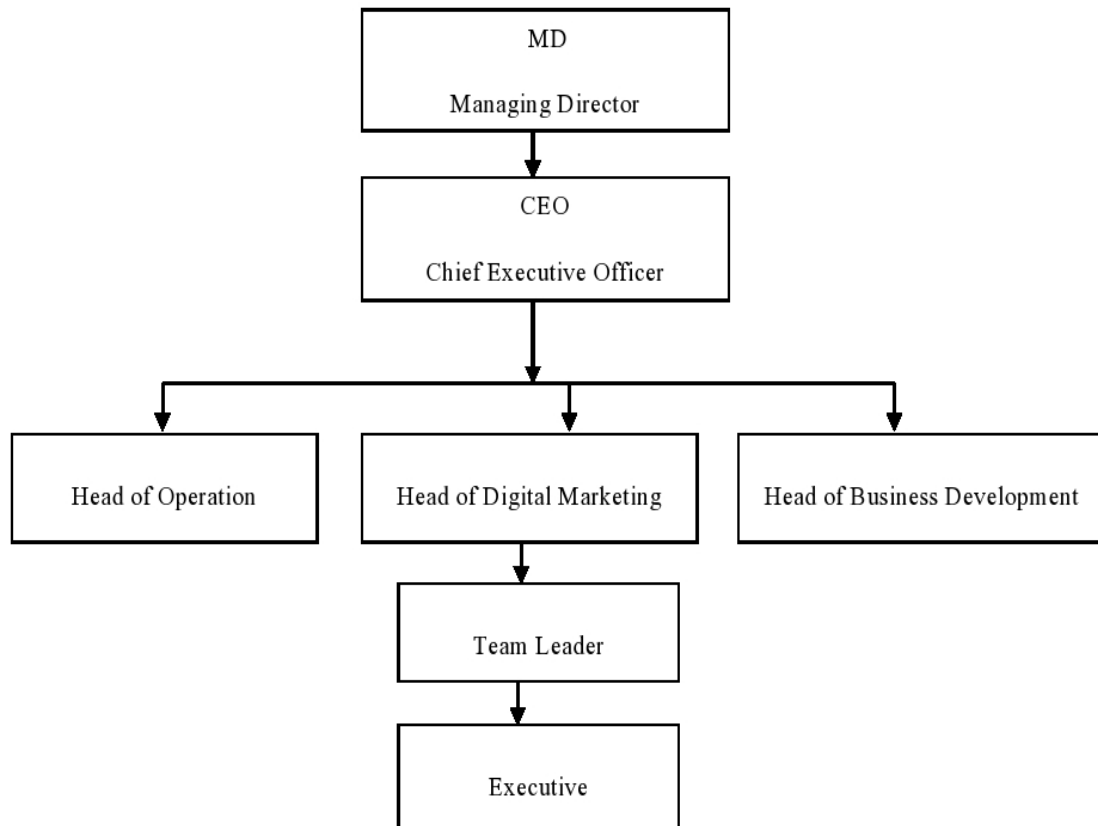


Figure 2.1: Organization Chart of Sea Fish BD

2.7 Operational Activities of Sea Fish BD

Around 15 people are employed at Sea Fish BD in a variety of positions. As a result, when it comes to decision-making and action-taking, both the CEO and Managing Director (MD) are involved. There are many other qualified characters who are engaged in the decision-making process. A direct supervisor oversees every employee's performance in their position to the exclusion of all others. Unless a crisis happens, upper management is unlikely to involve in any part of an organization's operations. It's a little like having an open door policy. Every employee acts as though he or she is the company's sole proprietor. Seniors provide a helping hand to juniors in any manner they are able. Anyone working for a company has the right to approach their supervisor at any time. The workplace environment is particularly customizable to the demands of the individual employees that work there.

Sea Fish Online Fish Store is involved in Business to Consumer (B2C) services in order to build a long-term sustainable business, generate sales volume, develop the online fish market, and increase profits while doing so. To reach their intended audience, they use their own website to display more than 50 marine fish products from their online fish supplying services. In both online and direct communication, Sea Fish BD's **Marketing teams** engage with their consumers about the features of the items, the pricing issue, discount offers, delivery time, and cash payment method, as well as collecting and delivering these things to customers on time. From the website of Sea Fish BD, customers and clients can order their favorite fish goods via credit card, debit card, mobile banking, or cash-on-delivery.

In contrast, Sea Fish BD's **Marketing and Business Development teams** are responsible for maintaining websites, providing detailed information about the fish collection process, pricing and other aspects of the business, as well as ensuring that customers are satisfied with the products and services they receive.

Operations Teams of Sea Fish BD have a key role to play in the selection of trustworthy suppliers of fish market at minimal pricing, as well as the quality of the goods and the packaging concern, delivery time, process and cost of transportation.

For better understanding about the process of online fish services of Sea Fish BD, a figure is shown below:

Online Fish Selling Process of Sea Fish BD

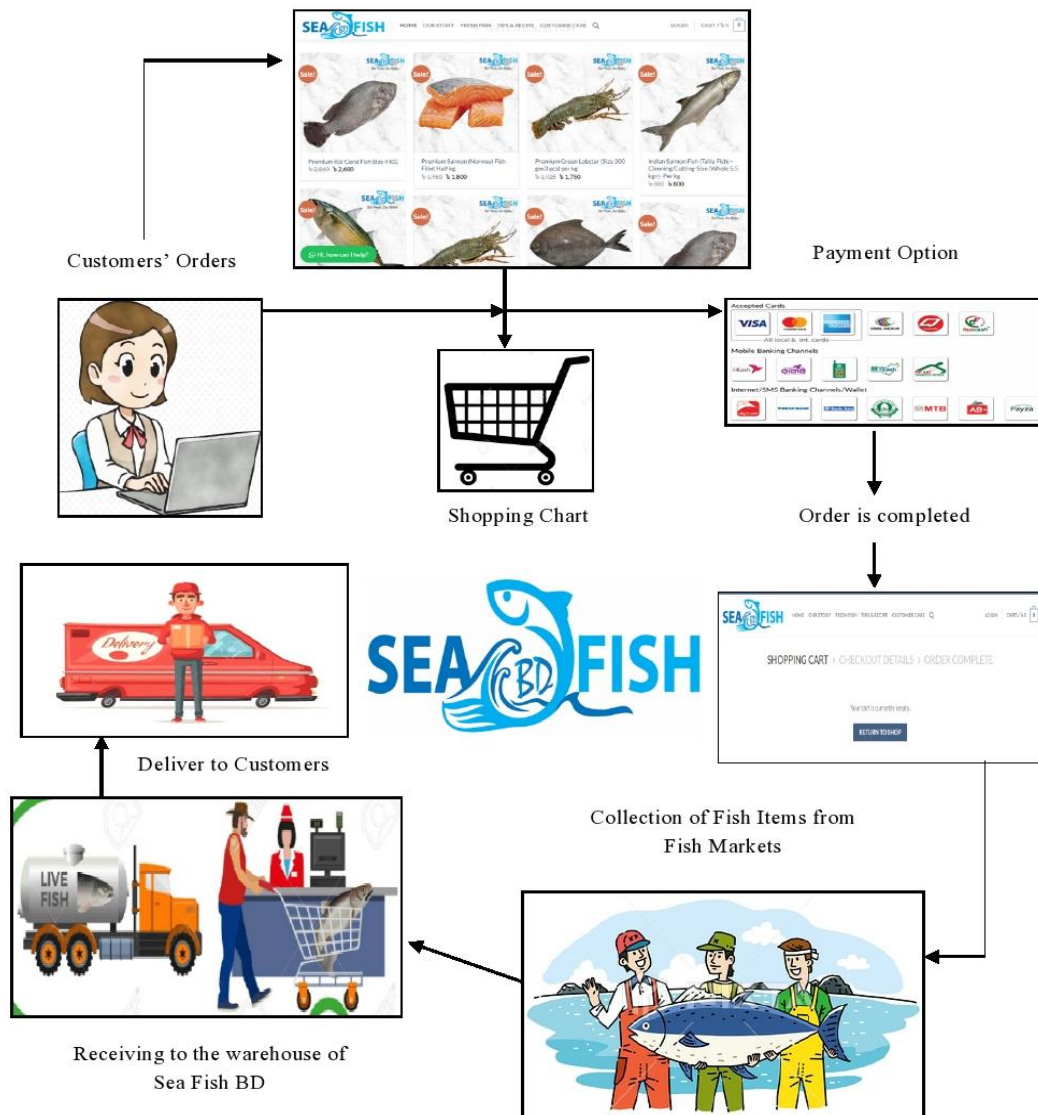


Figure 2.2: Fish Selling Process of Sea Fish BD

2.8 Top Clients of Sea Fish BD



Dhaka Regency Hotel and Resort, Meena bazar super shop, Intercontinental Hotels and Resorts and so many food court and restaurants are top clients of Sea Fish BD.

2.9 Sales Data of Sea Fish BD (2021)

Headwise Sale Summary Report - Sea Fish BD		
Month - September		
Item Name	Sale Amount	Net Profit
Sea Fish	3042332.61	760583.1525
Salmon	5542332.61	1662699.783
Fresh Water Fish	2042332.61	510583.1525
Total	10,626,997.83	2,933,866.09

Headwise Sale Summary Report - BD SUPER FOOD		
Month - September		
Item Name	Sale Amount	Net Profit
Allf	37914	9478.5
Chicken	62026.5	15506.625
Other Item	1542200	385550
Relax Mat	2242332	627852.96
Total	3,884,472.50	1,038,388.09

Headwise Sale Summary Report - Sea Fish BD		
Month - October		
Item Name	Sale Amount	Net Profit
Sea Fish	3442332.61	860583.1525
Salmon	5142332.61	1542699.783
Fresh Water Fish	1842332.61	460583.1525
Total	10,426,997.83	2,863,866.09

Headwise Sale Summary Report - BD SUPER FOOD		
Month - October		
Item Name	Sale Amount	Net Profit
Allf	35914	8978.5
Chicken	91026.15	22756.5375
Other Item	1842332.61	460583.1525
Relax Mat	1842332	515852.96
Total	3,811,604.76	1,008,171.15

Headwise Sale Summary Report - Sea Fish BD		
Month - November		
Item Name	Sale Amount	Net Profit
Sea Fish	4042332.61	1010583.153
Salmon	4842332.61	1452699.783
Fresh Water Fish	2542332.61	635583.1525
Total	11,426,997.83	3,098,866.09

Headwise Sale Summary Report - BD SUPER FOOD		
Month - November		
Item Name	Sale Amount	Net Profit
Allf	40001	10000.25
Chicken	78026.2	19506.55
Other Item	1412332.61	353083.1525
Relax Mat	2041641	571659.48
Total	3,572,000.81	954,249.43

Table 2.3: Sales Data of Sea Fish BD from September to November, 2021

2.10 SWOT Analysis

SWOT analysis is a technical tool while planning a marketing strategy. SWOT is consisting of strength, weakness, opportunities and threats. It is a process of identifying internal and external factors that can affect the company present and future.

Strengths • One of the very few online fish shop in Bangladesh. • The name ‘Sea Fish BD’ reflect an image of online fishes to the mind of customers. • Have a strong customer base. • There is a lot of vitamins and protein in the fish.	Weakness • They have to depend on firms or bay Bengal fishers. • As the business is online, technical issues occur some times. • As fishes are frozen, question comes about quality sometimes. • Some fishes have fat and cholesterol also.
Opportunities • People become use to in online purchasing. • Business can be run with few numbers of employees. • Fishes’ storage in refrigerators so no chance of rot. • Peoples are become health conscious.	Threats • Competition increasing to meet the raising demand. • Possibilities of hacking. • Lack of electricity can affect the quality of fish. • Fake news’s in media.

Chapter 03

Methodology



3.1 Methodology of Data Collection

Methodology is one of the most important parts of any study proposal. This part of the study explains the procedures and methods used to collect data by which a particular study will be analyzed. It describes the approaches used to collect data about the particular study in order to completing my experience during internship period. This chapter contains of two parts, one is primary source another one is secondary source that used in data collection. Primary sources are practical and secondary sources are research based.

3.1.1 Primary Sources of Data Collection

- Acquired knowledge from the practical actions during my job responsibilities.
- Took interview of my supervisor and seniors who were directly monitoring the marketing activities in the company
- Also gained knowledge by communicating with beneficial customers.

3.1.2 Secondary Sources

- Collected information from company web sites and different social media platforms.
- Gained information from the company's journal publications and brushers and note books.
- Gathered more information from the interview season of our CEO at different YouTube channel.

Chapter 04

Analysis and Findings

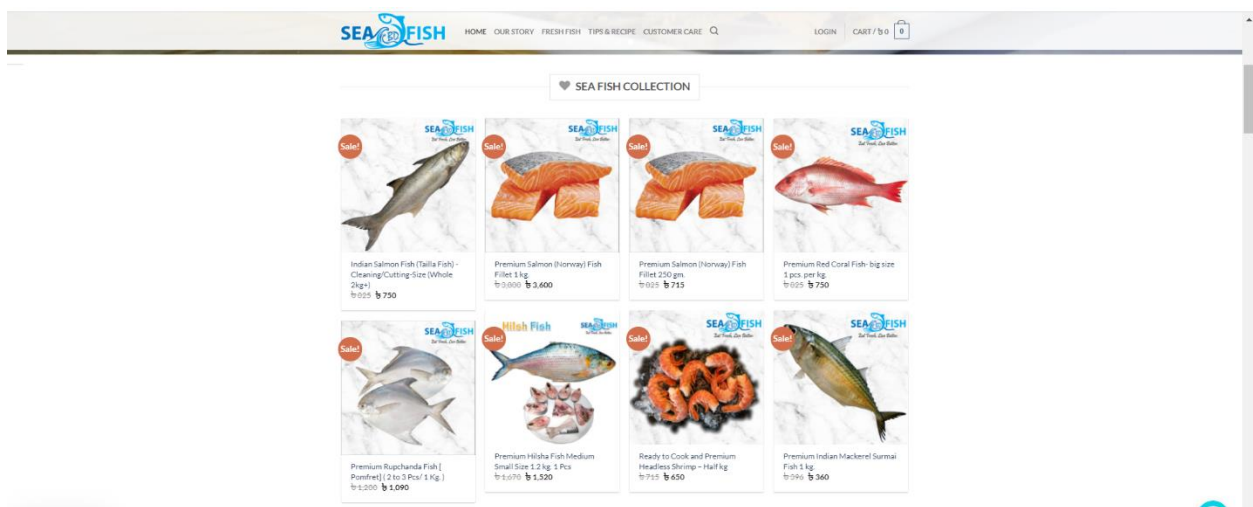


4.1 Analysis and Findings

One of the most basic parts of a study is Analysis and Findings. In this part, the particular study of the report is being analyzed through different marketing aspects including marketing mix, segmentation, targeting and positioning.

4.2 Market

Traditionally market is known as the place of actual and potential buyers. As tradition is changing the aspect of market is much broader than previous. The market can be physical like a retail outlet, where people meet face-to-face, or virtual like an online market, where there is no direct physical contact between buyers and sellers.



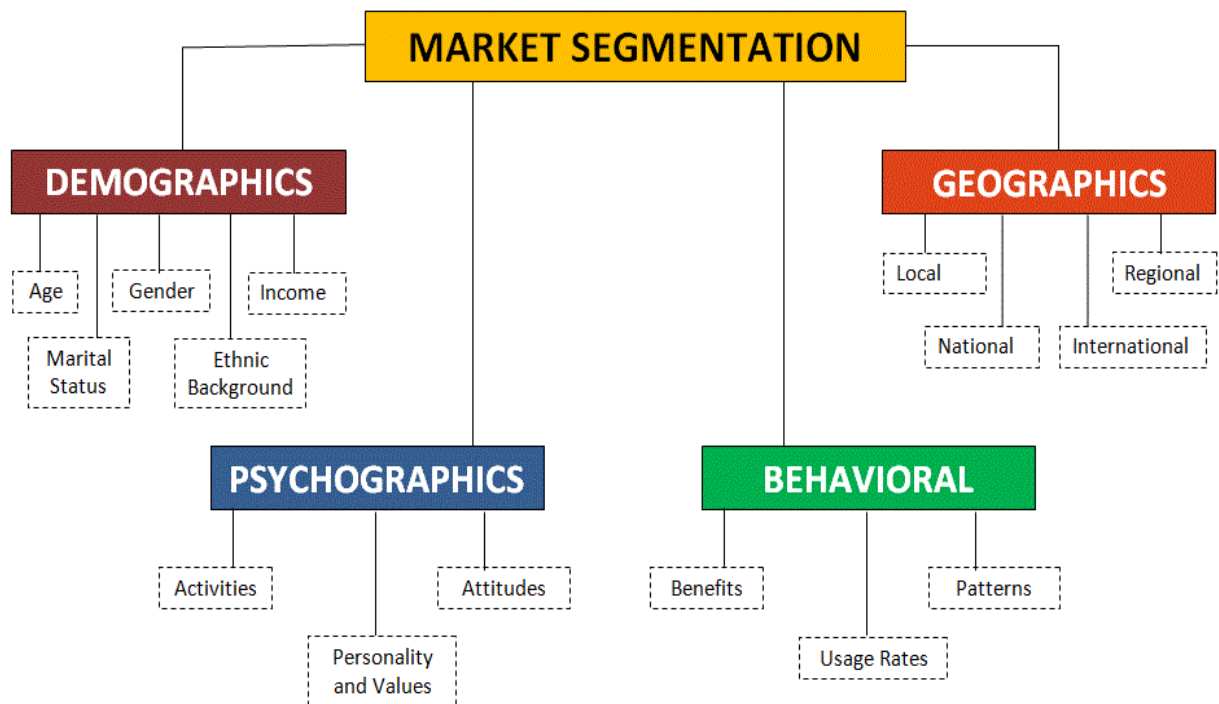
Sea Fish BD is a Bangladeshi online fish shop that delivers sea fish to consumers and clients in a fast and quick period. As Sea Fish BD is an online start up shop, they don't have any outlet or any other branch yet. Sea fish BD aiming to deliver fresh frozen sea fish to their customer door step.

4.3 Segmentation

Market segmentation is the process of dividing a broad market into smaller parts. Segmentation refers to categorize a group of people with similar kind of needs and want who respond similarly to a marketing action. The purpose of segmentation is

- To understand the market more deeply.
- To gain competitive advantage and perform excellent.
- Targeting different segment and provide proper marketing mix according to the segment.

4.3.1 Types of Segmentation



With the various type of fish and customer demand, Sea Fish BD segment their market into demographic, psychographic, geographic and behavioral segmentation which enable them to target their customer.

Demographic Segmentation

Demographic segmentation refers dividing the market based on some specific variable like age, gender, income etc. Demographic functions like age, gender, qualification, religion, occupation plays an important role during the time of segmenting. As Sea Fish BD is an online shop, they target their customer mostly from social media platform and tele marketing. With the preference of

- Age: 20 to 50
- Gender: Male and Female
- Religion: All
- Occupation: Job holder and Businessman.
- Monthly income: More than 50000



Psychographic Segmentation

Psychographic segmentation can be defined as psychometric or lifestyle segmentation where groups are formed based on individual's activities, interest, psychological traits that influence individual's consumption habit. Psychographic segmentation can be measured through personality, lifestyle, social status, interests and attitude.



As Sea fish BD is an online shop, their focus is on individuals' food habit, health consciousness and lifestyle. Through the social media advertising and SEO, when a customer approve application to access their personal information or allow cookies on a website, they start leaving information that trucked by their social media activities, purchasing habit, user's online behavior pattern and those analyze personality, lifestyle, interests and attitudes. Through this process, application suggest those required items they are looking for.

During the time of pandemic period people are mostly locked at their home because of lockdown. Covid-19 made a significant affect at everyone's lifestyle. People become more dependable in online platforms to meet their needs and wants. Sea fish bd servers their customer with delicious tastes of sea food items at that time.

Geographical Segmentation

Geographic Segmentation is basically dividing the market based on people's geographic location or where they live. According to many statistics people living under the same environment or geographic have mostly similar needs and wants. Market can be segmented broadly as continents and narrowly as neighborhood.



Currently Sea Fish BD have their only one office which is located in Tejgaon, Niketan. As people are not much familiar with purchasing fish through online, sea fish bd can serve their

customers with their only one office for now. Their target customers are mainly belonging from upper class or middle class. So, their customers are mainly from Gulshan, Banani, Niketan, Tejgaon, Baridhara. Though they cover whole Dhaka city. Sometimes they get order from outside of Dhaka for special program or festival.

Behavioral Segmentation

Remaining another segmentation is Behavioral Segmentation. In this segmentation market divide based on individuals' behavior, usages and decision-making pattern. Sea Fish Bd follow this segmentation by customer response and feedback. Through tele marketing the employees of Sea Fish BD can engage with their customer. Some customers respond very positively to get sea fishes at their lunch or dinner, some want to make purchase for later, and some are not so responsive. Based on these responses they categories their customer and maintain relationship with them. Sea Fish bd follow this segmentation based on individuals purchase frequency or usages rate.

Purchase frequency or usage rate: In this area Sea fish bd mainly identify which type of customer purchase their product. And they can identify based on customer's usage rate or purchase frequency. Based on this they categorized their customer into loyal, switcher and non-loyal.

Loyal Customer: Loyal customers made purchase repeatedly. They also increase word to mouth about their product. They don't switch usually.

Switcher customer: They made purchase but also switch to other company if sea fish bd can't able to meet their needs completely.

Non-loyal customer: They are not dedicated about the company.

4.4 Targeting: Identifying target market is a vital part of developing a marketing plan, distribution, pricing and promotion. Market that is segmented by age, income, education, lifecycle, social status, social class and many more are referred as targeting. After identifying segmentation from different segments are selected to reach target market. The process of identifying, evaluating and selecting market segment is known as Target Market.

Targeting a market is basically consist of group co customer with similar needs and wants. Through the segmentation process a large market divided into smaller groups. And the groups are considered as target market for the company. Sea Fish BD also have some customers who have selected as target customer through the segmentation process by following age, income, lifestyle, region, location and few others demographics are considered.

The following segments are considered as target market for Sea fish bd:

- Premium/Upper and upper-middle class society.
- Upper- or Middle-class job holders.
- Family with average monthly income above fifty thousand takas.
- Educated people who have some knowledge in online purchasing.
- Foreigners, currently living in Bangladesh.
- Special events or fish preferred restaurants.
- Nuclear family.
- Decision makers or influencers of the family.
- People who are located in Gulshan, Banani, Niketan, Tejgaon, Baridhara and near areas.

4.5 Positioning: Market positioning is a strategic process that involves creating an identity or image of a brand or product to the mind of customers. This process also indicates how a company should differentiate its product or service from other in the market. A company's positioning strategy can be affected by several variables related to customer's requirements and motivations as well as its competitor's action. Other things such as company's structure, geographical coverage, degree of integration, internal management may also influence while making a positioning strategy.



Sea fish BD have a very positive side with its name. When somebody heard the name “Sea Fish BD” automatically image of fishes from sea raises in the mind of them. There are also varieties of fish and other items like lobster also sold here. So, a customer who loves and wants to purchase sea fishes will easily understand the items that will be offered by Sea Fish BD. The customers who already made purchase from here knows, no other company except sea fish BD can meet their taste. For example, if an individual want to taste lobster in Dhaka will be tough for him/her to find but Sea fish BD offers different size of lobster through their website. And that will make very easy for that individual to taste his/her demand through Sea Fish bd. As a startup company sea fish BD able to made a stable position in the mind of its existing customer and they are still working on to capture new customer with a positive perception about them.

4.6 Marketing Mix (7Ps): Marketing mix is one of the most popular marketing strategic tools that used to develop a proper marketing plan. Marketing mix can be defined as a set of marketing tools that a company used to achieve its marketing object in its target market. In 1960 marketing mix were first introduce by McCarthy and that consist of 4Ps which include product, price, place and promotion. Early 80’s three more Ps were added, which include process, people, physical. The additional Ps mainly used in service marketing.

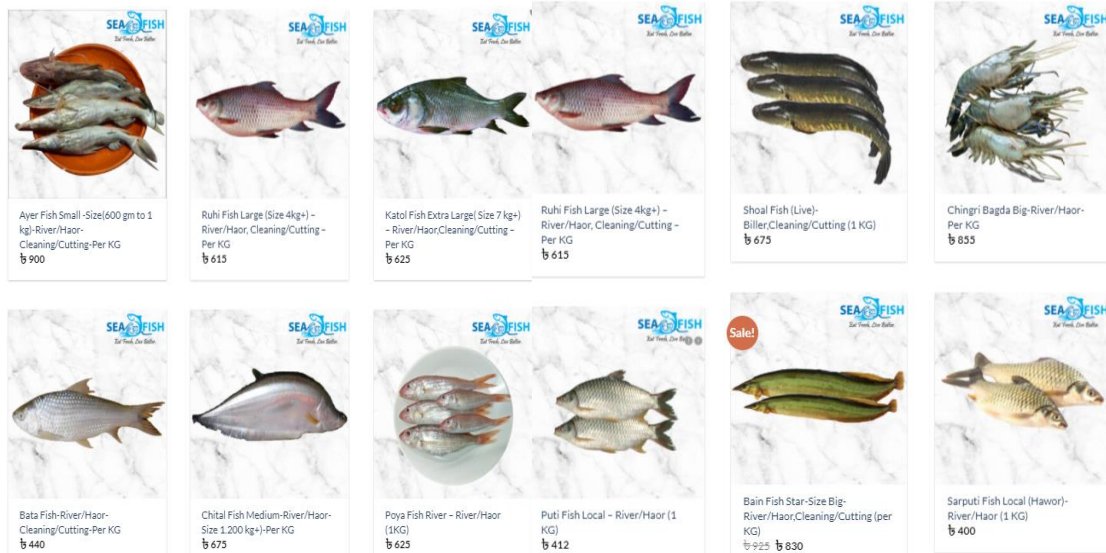
As an online store, sea fish BD follows all the 7Ps to achieve its marketing objective.

- a) **Product:** Product means goods or service that a company offer to the market. Product is tangible, which is a physical item that can be buy or sell. Service is intangible, which can be offer to the customers. Product includes design, color, size, shape and other variability of the item.

Sea fish BD offer both at the same time. As a product they offer fish items and as a service they also offer their own delivery system because fishes are frozen mostly.



- b) **Price:** Price of a product generally refer to an amount that a consumer pays to consume a product or service. Selecting a price of a product is very much important for a company because price is the variable of profit and loss. It is very useful component of a marketing strategy. Price is a variable and it depends on supply and demand.



Sea fish BD sets different prices for different fishes. And the prices vary on the availability of the fishes in the market.

- c) **Place:** Placement or distribution is a very vital part of a product distribution. In this part of marketing mix, company have to position and distribute in a place that is accessible to potential customers. It could be a retail store, out-let, shopping mall etc.
- Sea fish BD is an online shop. They don't have any retail store or out-let. They operate from their office, which is located in Niketan. They deliver product all over the Dhaka city and sometimes outside of Dhaka for special events.
- d) **Promotion:** Promotion includes all the activity that a company undertake to inform customers about their products and to encourage potential customers to buy these products. Promotion contains various tools available in the market for marketing communication with potential customers. Promotional tools that applied by many companies such as sales, advertising, sales promotion, public relation, digital marketing etc.



Sea fish bd is an online shop. Their main tool for promotion is digital marketing and tele marketing. Digital marketing includes social media marketing, Email marketing, Search engine marketing (SEM), Affiliate marketing, Content writing, Website etc.

Social media marketing follows Facebook, Instagram, LinkedIn, Twitter, YouTube and some other social media platform. And through the tele marketing, company collects contact number of the target customers and letting them know about product of sea fish BD through tele communication. Except these promotional activities sea fish BD also follows media, magazine and newspaper advertising sometimes.

- e) **People:** People is another important element of marketing mix. Consumers are not only an important part to focus while planning a marketing strategy but also the peoples who will carry out the operation. At the time of 21st century employee has to be more smart, trained and skilled. This is why people is very much import to focus.

Sea fish BD is a startup online shop, which is consist of around 25 employees who are directly involve in marketing operations in different sides including administration, management, content writing and digital marketing, operational executives, delivery peoples, care taker. Everyone works under the founder chairman Rasheda Khan.

- f) **Process:** Process is the activities that carry out the whole operation from raw materials collection to delivering customer finish goods. Process is very much important because that will carry the business activities and save time and money.

Sea fish BD have their own processes of collecting fish from sea side areas and carrying process with ice and frozen and then reserving process in their storage. All the process are set with alternative options. They are now working on the processes to grow their business more broadly.

- g) **Physical evidence:** The final P in marketing mix is physical evidence. Physical evidence refers everything customer sees and hears when interacting with a business. Including branding, packaging even the way sales representative act and interacting with customer.

Sea fishes are the items of frozen fishes, so company have to maintain their packaging carefully. They have their own packaging bag that can carry frozen items and ice. And the employees follow company policy when interacting with customer and all these actives about to attract customer to sea fish bd.

4.7 Findings

After analyzing the marketing strategies and based on internship experience at Sea fish BD, some of the significant findings are listed below:

- Sea fish BD is a startup online store in Bangladesh.
- They provide service inside the Dhaka city.
- Besides of selling fish through “Sea fish BD” they have another sites “Catalyst” where they sell home decorator items, “Fragrant” for lady’s makeup items, “Child Square” for baby items and “Dubai Watch” for men’s items.
- Their office is located in Niketan, Tejgaon and don’t have any other outlet.
- They have several marketing strategies to run the operations.
- Their target customers are mainly health-conscious people and upper and middle-class job holders.
- They have team combine with digital marketer, copywriter and content writer to promote online camping and activities.
- They follow tele communication, email marketing and SMS marketing to maintain relationship with customer.
- They have few numbers of employees and they perform cross functional activities.
- Besides of individual customer, they have few restaurants as their client who serves delicious sea fish items.

Chapter 05

Conclusion and Recommendations



5.1 Conclusion

During the time of my internship period, I got chance to know many things about online store, company culture and how they are working in the competitive market. Sea fish BD came to the market during the pandemic period and get good response at that time. As people's life style have been changing Sea fish offers to purchase fish through online which is different in the aspect of Bangladesh but they are improving. Right now, their business is mainly Dhaka based but they are focusing to extent their business in other divisions also.

5.2 Recommendations

- Sea fish BD should open more branches in other divisions besides Dhaka.
- As they focus on other items besides selling fish, they should have more employees to perform the activities.
- Their employees need to complete a particular task rather than perform cross-functional tasks.
- Besides online promotions, Sea fish BD should focus on other promotional activities.
- Sea fish is a frozen item. So, they must maintain the quality of fish.
- They should arrange an employee training program to make their employee more productive.
- The communication gap between upper management and front liner should be reduced.
- Sea fish BD can arrange different campaign on the benefits of eating fish.

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Date: 14.03.22

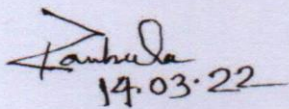
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Internship Completion Certificate

This is to clarify that, **Md. Ariful Islam** bearing student ID: **111 161 096** successfully completed his internship from 1st November 2021 to 31st January 2022 in Sea Fish bd a concern of Catalyst Ltd. in field of content writing and digital marketing.

During the internship, we found him active, punctual and hardworking. He is a good team player.

We wish him very success in life.


14.03.22

Rasheda Khan
CEO & Founder