



Marketing Strategies of BizzCom Platform Limited

Submitted To:
Mimnun Sultana
Assistant Professor

Submitted By:
Mahabub Alom Polok
111 181 006

Submission Date: 2nd October 2022

Letter of Transmittal

2nd October, 2022

Mimnun Sultana
Assistant Professor
School of Business & Economics

Subject: Internship report on agency activities of BizzCom Platform Limited.

Dear Madam,

I have submitted an internship report on agency activities of BizzCom Platform Limited, which has been an incredible experience to work in and gather real-life exposure to branding and agency activities. I have tried my utmost best to make it seem as professional as possible. Please have a kind view towards any shortcomings I may have. Thank you for allowing me to work with this kind of topic.

My efforts will be significantly valued if this report serves its assigned purpose.

Sincerely,

A handwritten signature in black ink, appearing to read 'Polok', with a horizontal line underneath it.

Mahabub Alom Polok

Acknowledgment

This report is based on the agency activities of BizzCom Platform Limited, Client services department, over the last three months. My supervisor, Iftekhairul Alam, at BizzCom Platform Limited has been guiding me. I have gotten immeasurable inspiration and guidance from him. I firmly believe that this kind of work will help me develop and become better adapted to cope with real-life issues and practical exposure in the field, as well as the whole of legislative tools that are being extensively exploited in today's world.

My next honest & heartiest gratitude goes to Mimmun Sultana, Assistant Professor, School of Business, United International University, for her sincere and invaluable assistance in preparing this report according to my realistic and practical knowledge.

I am grateful to other resource persons of BizzCom Platform Limited for providing the department's maximum data to analyze this organization's activities.

Last but not least, I'd like to thank everyone who helped me make this report and also those who I can't name here.

Executive Summary

This is an internship report for the Client Servicing Department of BizzCom Platform Limited as a portion of the Internship program at United International University. There is also some information from the point of view of the planning division. The daily activities consisted of communicating with clients based on customary agency tasks such forecasting activation times, following up on events, visiting with vendors, and submitting drawings in response to client requests.

The method of client support activity is intricate. An executive in this department is required to deliver a ton of documentation and support every day. It was a difficult responsibility as an intern. However, a lot of knowledge was gained which will surely be of use for future success in the field.

In 2016, BizzCom Platform Limited was established. It has a reputation for being among the most continuously inventive businesses in Bangladesh. For the past eight years, they have offered consumers high-standard services that are both of great quality and value. Their exceptional efforts in fostering client connections have equipped them with the skills necessary to effectively manage transactions that substantially satisfy the needs and satisfaction levels of their clients. Regardless of size or budget, they manage each organizational design differently, making their services stand out from the competition. The staff of BizzCom stand out from the crowd because to their diverse skill sets and wealth of expertise. The primary goal of BizzCom is to cultivate customer relationships. According to the business, in order to stay one step ahead of the competition, we consistently re-address the ever-changing needs of our clients. Under the direction of my research coordinator, the thorough data gathering for the study was carried out methodically.

Contents

Chapter 1: Introduction of the report	1
1.1 Introduction	2
1.2 Background of the Study	2
1.3 Objective of the Study	2
1.3.1 Main Objective	2
1.3.2 Secondary Objectives	3
1.4 Scope of the Study	3
1.5 Methodology of the Study	3
1.5.1 Introduction	
1.5.2 Research Design	3
1.5.3 Data Collection Method	4
1.5.4 Primary Sources of Data	4
1.5.5 Secondary Sources of Data	4
Chapter 2: Marketing Activities of Bangladesh	5
2.1 Organization	6
2.2 Ad Agency	6
2.3 World Scenario of Advertising Agencies	7
2.4 Advertising in Asia at a Glance	9
2.5 Advertising in Bangladesh at a Glance	10
Chapter 3: Company Overview	12
3.1 Introduction of the Organization	13
3.2 Organization Overview	13
3.3 The Departments Working Within BizzCom Platform Limited	13
3.3.1 Client Services Department	14
3.3.2 Creative Department	14
3.3.3 Accounts & Finance Department:	14
3.3.4 HR Department:	15
3.3.5 Marketing Services:	15
3.4 When BizzCom Platform Limited Works for a Client	15
3.5 Working Process Between Client & BizzCom Platform Limited	15
3.5.1 Clients Problem	16
3.5.2 Internal Briefing by Account Executive	16
3.5.3 Conducting Research	16
3.5.4 Planning the Campaign	17

3.5.5 Reaching Presentation.....	17
3.5.6 Final Approval Presentation (Client’s presentation).....	17
3.5.7 Achieving Censorship Certificate	17
3.5.8 Producing the Advertisements	18
3.5.9 Appearance of the Campaign.....	18
3.5.10 Controlling	18
3.6 Compensation methods used by BizzCom Platform Limited.....	19
3.6.1 Commission Based Compensation	19
3.6.2 Retainer fee	19
3.6.3 Account Based	19
3.7 SWOT Analysis: BizzCom Platform Limited	20
3.8 Assessment of BizzCom Platform Limited.....	21
3.9 Assessment of Works Done & Behavior of Co-Workers	21
3.10 Difference Between Expectation and Experience.....	21
3.11 Findings.....	23
Chapter 4: Actual Marketing Practices of BizzCom Platform Limited	24
4.1 Introduction.....	25
4.2 Azoka	25
4.3 Organikare.....	27
4.4 Dano.....	29
Chapter 5: Marketing Strategies	30
5.1 The 7 Ps of Marketing.....	31
5.1.1 Product	31
5.1.2 Prices.....	32
5.1.3 Promotion.....	33
5.1.4 Place	34
5.1.5 Physical Evidence	35
5.1.6 Process	35
5.1.7 People.....	36
5.2 Key Elements of a Successful Marketing Strategy.....	37
5.2.1 Segmentation.....	37
5.2.2 Targeting and Positioning	37
5.2.3 Marketing Plan.....	39
5.2.5 Evaluation & Control.....	39
Chapter 7: Conclusion.....	40

Recommendations.....	42
Bibliography	43

Chapter 1: Introduction

1.1 Introduction

An internship is a required course for prospective graduate students during their final semester before graduation. Situations are frequently described as a practical professional workshop for the students to provide auxiliary knowledge of the organization structure operation. An associate situation could be a portion of the labor experience that businesses offer to expose students to the workplace within a particular industry that is related to their study. The opportunity to test your talents in real-world situations while gaining knowledge about a firm or vocation is provided by internships.

1.2 Background of the Study

One of the top marketing firms in Bangladesh is BizzCom Platform Limited. I worked as an intern with BizzCom Platform Limited in the Client Servicing division, where I was overseen by a single team. This section handles client interactions, market research, planning, creating advertising ideas, etc. To decide on the client's sales objectives and creative approach, they have a meeting. I have to complete these kinds of tasks as well. The servicing department must be included from the very beginning of creating an advertisement. I was qualified to participate in these kinds of projects because I have a background in marketing and majored in it. Which were also pertinent to my field, I had worked on two cases - one involving an IT product and the other a consumer product - so that I could gain firsthand experience with the duties of a marketing firm.

1.3 Objective of the Study

The study's goal is to illustrate the trends in Bangladesh's advertising environment and to explain the managerial and program activities of advertising firms. I selected BizzCom Platform Limited to learn more about this scenario. So that I can look broadly at Bangladesh's advertising agency management.

1.3.1 Main Objective

The study's goal is to investigate how marketing agencies play a role in brand management and how BizzCom Platform Limited Advertising helps customers interact more successfully with the brands that the agency manages and will manage in the future.

1.3.2 Secondary Objectives

- To learn about the activities of marketing agencies and how they use integrated marketing communications tools to reach out to everyone with messages that stimulate them and to provide cohesive business solutions such as direct marketing, corporate social responsibility, and other business services.
- The ways in which IMC works well to forge connections, foster trust, captivate audiences, and sway opinion leaders.

1.4 Scope of the Study

Due to the fact that BizzCom Platform Limited has numerous divisions, they are all connected to the client support division in a given scenario. It was feasible to understand the full ad development process through the report. As BizzCom Platform Limited has numerous departments, I worked closely with each one to understand the realities of an advertising agency and to provide a high-quality report. I spoke with the Area Manager of Azoka about branding despite the fact that BizzCom Platform Limited has a variety of clientele. I also spoke with those who were involved in the Valentine's Day event. Aside from that, this report will help us understand how advertisements are helping our country's businesses gain popularity and creating a medium for sellers to market and advertise their offerings.

1.5 Methodology of the Study

In order to accomplish the goals of the study, I have broadly explored two situations in this report. One is an online store called "Azoka," while the other is a consumer good called "Dano."

These are effective IMC campaigns that BizzCom Platform Limited has run. Here, it is evident how IMC works to forge connections, foster trust, captivate audiences, and persuade consumers.

We can clearly understand the plan and activity of the advertising business in Bangladesh by analyzing these two scenarios. Additionally, I made an effort to learn how BizzCom Platform Limited Bangladesh carries out its duties and upholds the standard of its advertising.

1.5.1 Research Design

The exploratory research design was used in this report. The point of selecting this type of research design was to judge the Marketing Strategies of BizzCom Platform Limited.

1.5.2 Data Collection Method

The Data collected was all mostly secondary data. Various different sources were used for the collection of these data and information about BizzCom Platform Limited. To evaluate the view of the clients, the observation method was used. Other sources include some useful sites that have provided almost exactly the kind of information that were needed.

1.5.3 Primary Sources of Data

- Asking question during the training sessions
- Conversation with different officials and staffs
- Manuals of BizzCom Platform Limited
- Circulars of BizzCom Platform Limited

1.5.4 Secondary Sources of Data

- Different marketing books
- Articles
- Websites
- Periodicals

Chapter 2: Marketing Activities of Bangladesh

2.1 Organization

In order to accomplish the goals of the study, I have broadly explored two situations in this report. One is an online store called "Azoka," while the other is a consumer good called "Dano."

These are effective IMC campaigns that BizzCom Platform Limited has run. Here, it is evident how IMC works to forge connections, foster trust, captivate audiences, and persuade consumers.

We can clearly understand the plan and activity of the advertising business in Bangladesh by analyzing these two scenarios. Additionally, I made an effort to learn how BizzCom Platform Limited Bangladesh carries out its duties and upholds the standard of its advertising.

Since it gives them the flexibility to use different promotional techniques in place of just advertising to draw customers, integrated marketing communication processes have recently grown in popularity among marketers. Due to their ability to continuously support marketers in presenting their message to customers in the most efficient and cost-effective manners, advertising agencies today have become a crucial component of the communication process. This article illustrates the various programs, activities, and functions that advertising agencies perform today and emphasizes the significance of client-agency relationships for effective communication and the development of relationships between businesses and customers. The prospects and current state of the Bangladeshi advertising business are also shown.

2.2 Ad Agency

An advertising agency is a group of entrepreneurs and creatives who specialize in developing marketing strategies, advertisements, and other promotional materials. In addition, the agency makes arrangements or enters into contracts for the purchase of advertising time and space in various media. It performs all of these tasks on behalf of various marketers or sellers, sometimes referred to as its clients, in order to attract customers for the clients' products and services.

Experts in the intricate science and art of advertising are employed by the agency to solve business problems. Executives and other business professionals, authors, artists, media and market analysts, researchers, and other experts are among them. They frequently interact with qualified outside vendors who perform all of the tasks required to produce high-quality work, such as photography, typesetting, retouching artwork, filming commercials, and recording sound. They are up to date on the most recent price changes, technological breakthroughs, and manufacturing issues.

Despite the fact that advertising agencies have grown to be significant support systems for marketers worldwide, many marketers in Bangladesh are still unaware of their functions and the importance of hiring them to forge relationships with target consumers. As a result, this paper attempts to provide an overview of advertising agencies, their importance in the modern corporate world, and the state of Bangladesh's advertising industry. By highlighting

the roles of advertising agencies and components of the client-agency relationship, the article will be able to increase interest among Bangladeshi marketers in establishing relationships with advertising agencies in order to interact with consumers more effectively.

2.3 World Scenario of Advertising Agencies

Whatever an organization produces, selling it to the market requires a significant amount of marketing work. To ensure the subject organization's maximum profitability, it is necessary for all parties involved in the marketing universe to work together at once. The concept of integrated marketing communication is born in this manner. The core idea behind this strategy is to combine six fundamental tools—publicity, direct marketing, personal selling, and advertising—to contact as many prospects or customers as possible in order to maximize benefit. Therefore, the necessity for advertising is growing every day.

Unlike global agencies, which manage customers globally, international agencies service clients in their specific country. These organizations are based outside of the United States in, Spain, Germany, Italy, China, Brazil, Sweden, Russia, Norway, and other nations. The following list of advertising agencies includes some of their names:

- [Bernstein-Rein](#)
- [Ally & Gargano](#) (1963-1991)
- [Birdsong gregory](#) (founded in 2001)
- [Bozell Worldwide](#) (founded in 1921)
- [Della Femina, Travisano and Partners](#)
- [Cordiant Communications Group](#)
- [D'Arcy Masius Benton & Bowles](#) (1906-2002)
- [DeVito/Verdi](#)
- [la comunidad](#)
- [FK3 - Communicating Innovation](#)
- [N. W. Ayer & Son](#) (1869-2002)
- [MARC USA](#)
- [Neathawk Dubuque & Packett](#) (founded in 1963)
- [Lord & Thomas](#) (founded 1873, became [Foote, Cone & Belding](#) in 1942)
- [Tarek Nour Communications](#) (founded in 1979) in [Giza](#), [Egypt](#)
- [Scali, McCabe and Sloves](#) (founded 1967, acquired by [Lowe Worldwide](#) in 1993)
- [Taylor/West](#) (founded 1985) in [San Antonio](#), [Texas](#)

(Omnicom Group)

- [DDB Worldwide](#)
- [BBDO](#)
- [Element 79 Partners](#)
- [TBWA\Worldwide](#)
- [Arnell Group](#)
- [Goodby Silverstein & Partners](#)
- [Roberts & Tarlow](#)
- [Zimmerman Advertising](#)
- [GSD&M](#)
- [Merkley & Partners](#)

(Interpublic Group of Companies)

- [Campbell-Ewald](#)
- [Campbell Mithun](#)
- [Deutsch Inc.](#)
- [Dailey & Associates](#)
- [Hill Holliday](#)
- [Draftfcb](#)
- [Mullen Advertising](#)
- [Lowe Worldwide](#)
- [McCann-Erickson](#)
- [The Martin Agency](#)
- [TM Advertising](#)

Martin/Williams

(WPP Group)

- [JWT](#)
- [Grey Global Group](#)
- [Ogilvy & Mather](#)
- [RTC Relationship Marketing](#)
- [Wunderman](#)
- [Blast Radius](#)
- [Young & Rubicam](#)
- [Burson-Marsteller](#)

In the world, there are a lot of advertising agencies. These companies put a lot of effort into creating products that will stick in consumers' minds.

2.4 Advertising in Asia at a Glance

This is an exciting time in Asian marketing—a period of rapid change. Marketers ranging from automobile and telecommunications companies to banking, liquor, and consumer goods companies are beginning to successfully enter the Asian market. Advertising is another important factor in its success. In this industry, there are numerous successful advertising firms. Advertising firms are expanding their networks in Asia in order to win clients who are also rapidly expanding into the region. Numerous agencies are establishing wholly-owned offices. Foote, Cone, and Belding, for example, has expanded its network by establishing wholly-owned offices in areas where legal requirements allow it. While working with Nestle SA in various Asian countries, the company competes for Sizzler Restaurants International Inc.'s Southeast Asian business.

India is a well-known brand in the advertising industry. For their work in this market, the majority of significant international advertising agencies have selected local Indian partners. The hub of the Indian advertising industry is still Mumbai (formerly Bombay).

India has some of the most inventive English-language advertising in the world. TV advertising, particularly in Hindi, has made significant progress in the last ten years, particularly with the introduction of satellite TV.

2.5 Advertising in Bangladesh at a Glance

Before Bangladesh gained independence, there was hardly any advertising practice there. There was very little demand for specialized advertising companies as a result of insufficient industrialization. In 1967, industry pioneers Bitopi, East Asiatic (now Asiatic), and Interspan all nearly simultaneously joined the market. Multinational corporations like Uniliver., whose product line had begun to expand, were among their clientele. After independence, further advertising firms opened for business.

There is no official system in place for monitoring advertising businesses in the nation. There are 150 agencies registered with Bangladesh Television, according to formal media sources, but when the informal and formal sectors are taken into account, the number rises to around 500. The top 15 advertising agencies in the nation, however, hold more than 70% of the official market share. These companies are Asiatic, Adcomm, Bitopi, Unitrend, Grey, Madona, Interspeed, Sun Communication, Step media, Media Com, Benchmark, Procharon, Pink, We are X, Matra and Inpace Management services Limited, listed in decreasing order of market share. Only around 13 percent of the market is claimed by other advertising agencies, with the remaining percentage going to in-house advertising by businesses and companies.

Bangladeshi advertising media can be divided into two groups based on placement method: Above the Line (ATL) and Below the Line (BTL), with each group accounting for roughly half of total revenue. Atlanta has periodicals, newspapers, television, radio, cable and satellite television. BTL placement tactics include event management, in-house advertising (business performing own advertisement) at the point of sale, outdoor advertising (hoardings, billboards, bell signs and neon signs), creative activities (street theater, jatra), and advertising on vehicle bodywork or leaflets.

Depending on the medium format and the amount of time or space used, several tariff structures apply to advertising. At peak times (7 PM through the conclusion of the day's transmission), a 30-second advertising on Bangladeshi television costs Tk 9,450, and the price goes up with a surcharge (50 percent for fixed time, 70 percent for immediately before or after the news, 80 percent for mid-breaks in films and 100 percent for mid-break in news). Prior to 7 o'clock in the evening, rates are virtually half. A sponsor is permitted up to 180 seconds of commercial time during a 60-minute program, and each episode or program is charged at a rate of Tk 80,000 during off-peak hours and Tk 100,000 during peak hours.

On commercials for recognized cultural groups and nonprofits as well as publications without any adverts, Bangladesh Television offers a 25 percent discount. This discount option is not available for test preparation materials, test papers, or publishing companies for entrance tests and competitive exams. However, spot and sponsored advertisements for any goods that are made or assembled outside of Bangladesh are subject to an additional tax of 60%. The

expansion of the advertising sector since 1967 has shown a connection between rising purchasing power and national economic growth. In competing with legal ones, informal advertising companies are constantly emerging.

The majority of an advertising agency's customers are private national corporations (PNC), multinational corporations (MNC), and non-governmental organizations (NGO). MNCs account for more than 60% of the media share, with PNCs accounting for the remaining 25%. The government is the primary customer of the print media. How the advertising industry operates is determined by the level of market competition; goods with high levels of market competitiveness promote more. Furthermore, a greater proportion of the advertising budget is spent on consumer goods. Furthermore, industries with a high level of local demand rely on advertising. Export-oriented businesses have gradually begun to take advantage of the capabilities of the advertising sector, particularly in the creation of brochures.

The government regulates the legal aspects of advertising by requiring the media to enter into contracts with advertising agency or the advertiser for all forms of commercials. The contract's general terms and conditions must abide by all applicable laws and rules governing printing, publishing, and mass communication. The principal controlling authority, the Ministry of Information, has the discretion to modify all or a portion of the terms and conditions of contracts with the advertising media. Drug, tobacco, and similar product advertisements must receive prior Ministry of Health approval. Additionally, the government has established an ethical code of conduct for the media and advertising companies, however it has not been made into a formal document. The code forbids the agencies from promoting items including alcohol, cigarettes, baby food, cereal, men's and women's underwear, and contraceptives (except birth control pills). The media as a whole is supposed to uphold social norms and moral principles, abstain from outright criticism of any faith, individual, or group, as well as from obscenity and vulgarity, and refrain from employing political and historical figures in advertisements.

Chapter 3: Company Overview

3.1 Introduction of the Organization

One of the best creative and marketing firms in Bangladesh is BizzCom Platform Limited. One of the most innovative PR, digital, and event agencies is BizzCom. They were able to significantly increase its market position. Being classified as a developing nation has given Bangladesh the opportunity for both economic progress and technological advancement. Utilizing computers and related peripherals has become crucial in the twenty-first century if you want to compete. Everywhere technology is required, from the production line to final production, it must be accelerated. Several multinational IT companies have been working in Bangladesh to support the growing IT industry there. There are many well-known corporations, including Intel, Microsoft, HP, Dell, Lenovo, Asus, Acer, Cisco, Oracle, VMware, CommScope, and others. People eagerly use the products and updates that these massive businesses produce daily. The use of updates and IT-based services has expanded, and the rivalry among providers is fierce. BizzCom employs one of the smallest workforces in the industry to manage its multi-million-taka activities, which are overseen by experts with a proven track record of success.

It has never been argued that BizzCom is creative in print and digital media. The tendency in business and commerce has been for perceptive, clever creative people to sell quality work while giving less importance to quantity of effort. The company's operations and management are overseen by a relatively limited group of specialists who work in the Account Management department. These young managers, who hold degrees from reputable business colleges, want to be the best. Another illustration of BizzCom's relaxed and innovative atmosphere is the workplace. The sleek, tastefully decorated officer floor is furnished with the most recent equipment, including LAN and Internet. The employees' average age is 28, which is unheard of in the majority of Bangladeshi workplaces. As a result, the organization truly believes in youth and vigor.

3.2 Organization Overview

The address of BizzCom Platform Limited is Opekkha, House- 298/A Tally Office Road, Dhanmondi, Dhaka-1209, Bangladesh. One of the biggest advertising firms in Bangladesh is called BizzCom Platform Limited. Worldwide, BizzCom Platform Limited creates incredibly original solutions to marketing issues. Its services include brand strategy, creative development, and the creation of various pieces of art and creative labor. Additionally, a new generation of management will be promoted.

3.3 The Departments Working Within BizzCom Platform Limited

BizzCom Platform Limited essentially has five departments. One of them deals with the creation of advertisements, and the other makes sure the business runs well. The departments of BizzCom Platform Limited are shown in the following diagram.

These divisions' goal is to create effective advertisements for their customers. The commercials should therefore boost the firm's revenues by promoting sales and raising awareness.

3.3.1 Client Services Department

Maintaining relationships with current and potential clients is the client service department's primary duty. They act as a conduit for the exchange of ideas between two parties. They are one of the most crucial components of BizzCom Platform Limited since they are the ones who identify the wants of the consumers, and identifying demands is one of the best ways to keep customers satisfied. This department coordinates within the duties of the many departments in the agency and serves as the lifeblood of the entire organization.

Additionally crucial for research purposes is this division of BizzCom Platform Limited. This provides crucial details to the BizzCom Platform Limited authorities, including

- i. The campaign's efficacy.
- ii. The subject product's market share.
- iii. Consumer response to the product or advertising effort.
- iv. Determining the factors that influence whether a product sells more or less.
- v. The product's history in the market.

This knowledge aids the authority of BizzCom Platform Limited in making judgments such

- i. Whether or not BizzCom Platform Limited performs services for the client.
- ii. A marketing campaign is necessary to improve the state of the market.
- iii. How successful was the campaign?
- iv. What campaign changes are required?
- v. What modifications to the product are anticipated by the customers? etc.

3.3.2 Creative Department

This functions as the company's motor because it is them who give BizzCom Platform Limited its clients' popularity and effectiveness. They carry out specific actions. Below are a few of them.

- i. Creating a TV commercial's theme
- ii. Coming up with the headlines, sub-headlines, and body copy for a paper advertisement.
- iii. Creating the artists' aesthetic for a commercial
- iv. Visualizing the concept
- iv. Creating the jingles; vi. completing the layout, etc.
- v. In the case of a global ad, the adoption of foreign ad ideas in accordance with the client's instructions.

3.3.3 Accounts & Finance Department:

The BizzCom Platform Limited financial department operates in a manner similar to that of any other company organization. Budgeting for every ad campaign or product marketing campaign is an additional task it does.

3.3.4 HR Department:

This division assists in identifying the greatest candidates for this organization. Additionally, this division uses a variety of methods to inspire its staff.

- i. They are concerned about hiring new personnel.
- ii. They also worry about how the interns' training and growth are progressing.
- iii. Compensation, employee benefits, leave policies, and service rule upgrades
- iv. Employee placement and performance evaluation
- v. Employee placement and performance evaluation
- vi. Reporting on relevant issues to the Executive Committee and Board

3.3.5 Marketing Services:

The execution lock is in the hands of this division. executes all events and activations for clients' marketing solutions.

- i. The department's activities
- ii. Making preparations for a direct market marketing strategy
- iii. Preparing the activities' cost and budget
- iv. Determining an execution time estimate and receiving feedback from it
- v. Hiring the necessary outside HR to carry out the strategy
- vi. coordinating HR assistance for effective execution
- vii. preparation of the activation's final cost sheet

3.4 When BizzCom Platform Limited Works for a Client

There are some requirements that must be met before BizzCom Platform Limited may start working for the company. Among them are:

- i. If the product line does not compete with those that BizzCom Platform Limited already manages.
- ii. Good product quality
- iii. Access to research money
- iv. Product market position must be developable
- v. freedom for original thought and work
- vi. Trust and collaboration

3.5 Working Process Between Client & BizzCom Platform Limited

The next section describes the sensitive communication process that takes place between the client and the advertising agency.

3.5.1 Clients Problem

The client initially contacts BizzCom Platform Limited representatives, arranges a meeting with them, and describes their issue and desired course of action (if they have an). In the many years that BizzCom Platform Limited has been in operation, the following issues are frequently reported by clients:

- i. Sales are declining.
- ii. A new competitor enters the market
- iii. A new competitor enters the market,
- iv. Business rumors, etc.

The agency must be knowledgeable about the client's industry and the dynamics of the market in which the client competes. The agency should also be knowledgeable about end-user incentives and decision-making procedures. Direct marketing, Advertising, sales promotion, personal selling, online marketing or event sponsorship may be used to fill a new role as a result of the introduction of a new good or service, a novel circumstance, or shifting market conditions.

3.5.2 Internal Briefing by Account Executive

Account executives, who are in charge of overseeing all brand-related operations, interact with clients to identify their problems. The departments involved in the planning of the advertising campaign are then briefed by him. The issue is given to a group. The briefing group typically consists of:

- i. Media strategists
- ii. Directors of creative
- iii. Department of Finance
- iv. Customer service division

3.5.3 Conducting Research

The customer service department investigates the goods on the market. The primary goal of this research is to:

- i. Obtain details on the brand and product's reputation.
- ii. Obtain details about the current promotion.
- iii. Compile client complaints.
- iv. Gather prescriptions from clients.

3.5.4 Planning the Campaign

Planning a marketing campaign is a massive undertaking. The individuals in the aforementioned group often participate in the planning stage. Typically, what they plan is,

- i. The campaign's goal.
- ii. The type of promotion, such as ATL or BTL.
- iii. The type of advertisement, such as printed or TV commercials.
- iv. The budget for the advertisement.
- v. And the media planning.

ATL refers to promotional campaigns that are above the line, such as TVCs and newspaper ads. BTL, however, refers to samples, posters, etc.

3.5.5 Reaching Presentation

Despite the fact that it is referred to as the client's presentation, the account executive really does the presentation. They present the general framework of the strategy they have created.

BizzCom Platform Limited provided HP with the following example of a plan:

- i. The campaign's objective is to introduce a new product while interacting with a wide range of consumers.
- ii. Promotion will be used for both ATL and BTL.
- iii. Every day, nearly 6 channels will run several TV commercials and RDC.
- iv. BizzCom Platform Limited was also concerned with an HP press ad. Their intended audience will be Bangladesh's most popular newspapers and publications.

3.5.6 Final Approval Presentation (Client's presentation)

The agency must obtain the client's final permission after completing all planning tasks. The agency gives the customer a detailed campaign plan and requests work orders for that plan.

3.5.7 Achieving Censorship Certificate

The television and radio authority must approve the scripts before they may be broadcast on national TV or radio. Then, the actual production job can begin.

3.5.8 Producing the Advertisements

The agency contacts the appropriate department for the relevant tasks after receiving approval from all stakeholders. The creative department creates the advertisement's layout, as well as the phrases, slogans, and images for the paper and the entire outline for a TV commercial, which includes the outfit, setting, script, and cinematography. Then, the section responsible for manufacturing creates the posters, banners, billboards, etc. The client servicing division of BizzCom Platform Limited, on the other hand, speaks with the director and negotiates the director's salary. They also go over the overall visualization of the commercial. The director then requests cast and crew information before filming the entire advertisement. The shots are then processed and made into three different types of commercials (in case of large advertisements). They produce three distinct variations for the campaign's three distinct phases, which are,

- i. Introduction
- ii. Memorizing
- iii. Promotional

3.5.9 Appearance of the Campaign

For a straightforward photographic newspaper execution, the time between the client's briefing and the campaign's publication can be as short as six or eight weeks, but it can take up to twenty weeks or more for an animated TV commercial, personal selling drive, sales promotion campaign, event sponsorship, or public relations initiatives.

3.5.10 Controlling

Advertising has a governing sphere, just like any other management process. At this stage, the campaign's effectiveness is assessed one month, three months later, and six months following its debut. The outcome is then contrasted with the perceived outcome. If the outcome is favorable, the campaign often comes to an end; otherwise, the research department carries out additional research to determine why the campaign failed.

After determining the issue, the agency suggests a course of action to the customer and, if approved, proceeds accordingly.

3.6 Compensation methods used by BizzCom Platform Limited

Three main types of compensation systems are often used by BizzCom Platform Limited. Here are some of them:

- i. Account Based
- ii. Commission Based
- iii. Retainer fee

3.6.1 Account Based Compensation

Typically, clients acquired through affiliation will have these types of advertising accounts. These clients make a set payment in exchange for a set quantity of work that remains constant regardless of how much work is actually completed by the clients.

3.6.2 Commission Based Compensation

According to such arrangements, BizzCom Platform Limited will charge a minimum of 7% commission on the overall promotional budget plus 15% VAT. As a result, it varies depending on the client.

3.6.3 Retainer Fee Compensation

A few companies, including Akij and others, are now organizing corporate tenders for a specific amount of promotion. In this case, BizzCom Platform Limited offers a price and secures the contract if it is the lowest.

3.7 SWOT Analysis: BizzCom Platform Limited

Strengths

- The best team for strategic and creative planning in the industry
- Possibility of providing high-quality manufacturing value for creative execution
- good media clout in terms of negotiating ability and connections to media outlets
- Learning from the locals; potential for bringing in other experts

Opportunities

- More local businesses are entering the promotional phase.
- Increasing the use of various media allows for the access to previously unexplored markets and populations, which reduces spending.
- The rise of many consumer goods categories is a result of increased competition, which also encourages businesses to spend more on promotions to capture the expanding market.

Weakness

- lacks internal capacity for many production and activation-related tasks
- greater client costs (due to higher personnel cost)

Threats

- Consumer spending is becoming more cautious due to the slowing economy and high inflation, which is reflected in client promotional spending.
- Numerous MNC clients have centralized their communication efforts, which has reduced the amount of work that local agencies may associate themselves with.
- Larger agencies are feeling the pricing pressure caused by the entry of many new agencies into the market.

3.8 Assessment of BizzCom Platform Limited

No one can achieve his/her desired success in the business world without a strong relationship with peers and superiors, and the same is true for an understudy. As a student, I've endeavored to maintain a solid relationship with my instructors and peers. At BizzCom, the working environment was so positive that whenever I encountered any challenges or problems, they immediately rescued me. Unbelievably, all members of the division collaborated to achieve greater professional advancement. They were exceptionally skilled, dependable, and devoted in their daily movement. As an assistant, I have also attempted to exhibit my refined methodology, punctuality, and dedication to the work. Whenever I've needed to communicate with a division representative, I've always adhered to a professional mode of communication. Each of the office's employees is extraordinarily competent in carrying out their duties. However, whenever someone needed assistance, they were always there for one another. Every one of the division's representatives had assisted me as much as they could from the first day of my entry-level work, if I had any difficulty comprehending anything. I should note that this occurred frequently in the initial few months of my employment. My employer is mostly responsible for the great majority of what I may have learned in my entry-level work. He was a huge help to me when I was an entry-level employee. He and his colleagues have been extremely helpful and have never turned down my requests for assistance.

3.9 Assessment of Works Done & Behavior of Co-Workers

In addition, all BizzCom personnel possess a kind disposition. I was initially apprehensive about working with so many individuals who were older than me, and as a result, in the beginning of my internship, I was a little stiff. However, my coworkers assisted me in adjusting within the first week. I quickly felt like a member of the vast BizzCom family. We frequently had lunch together and also socialized after work hours. The treatment I received was really appreciated.

People within the department used to give it a dynamic atmosphere. Everyone, from the manager to the staff, used to make jokes and share anecdotes, which made the department much livelier than the others. The physical atmosphere was also superb. Each department featured numerous cubicles equipped with a computer for its personnel. With adequate lighting and air conditioning, the work atmosphere is considerably more pleasant. After evaluating all of the elements, I had to conclude that BizzCom Digital has an outstanding work environment.

3.10 Difference Between Expectation and Experience

There was a mismatch between my expectations and the program for my temporary position. As a Marketing student, it was my dream to get a temporary job in that field where I could practice my critical thinking skills and learn about venture administration procedures. I've

noticed a few differences since starting my entry-level position program at an advertising firm:

Academic Theories versus Real-World Implementation:

Scholarly learning differs markedly from experiential learning. During my class, we only went over the hypotheses and field-specific terminology. Nonetheless, while down to earth, it is essential to be creative and knowledgeable about the industry in which you operate. I found showcasing courses to be quite beneficial. These Courses were quite beneficial, since I learned the fundamentals of Microsoft Excel for my Marketing Projects. However, I believe that our courses should be more grounded in common sense than in hypothesis.

Don't Work Hard, Work Smart:

Initially, I believed that working harder, faster, and more quickly was the way to achieve organizational success. However, my experience taught me that this was not the case. To improve the situation, deliberate effort is required. Working faster and more efficiently than everyone else is not the best option in this situation. Alternatively, based on my own experience, I believe that working with complete asset coordination and collaboration takes the necessary legal steps while keeping everyone else happy. When a diverse group of people is involved, the work is completed with less effort and greater ease. It's like I've been collecting works all through college. Furthermore, working more quickly will benefit you, but it can also be a hindrance. The burden was that working faster would increase one's motivation. As a result, instead of competing with others by giving their all, a person should perform better than others by cooperating. This will also reduce competition among coworkers.

Formal vs. Informal Work Environment:

I anticipated that everyone in the organization would always wear formal attire, speak formally, and work as diligently as could reasonably be expected. Nonetheless, my experience has taught me that convention is necessary in certain instances, but we should be more laid-back. Progressively, casual attire and demeanor were encouraged, while a strict office hour was maintained on occasion. Working hours at Team360 Digital are 11 a.m. to 8:00 p.m. The vast majority of the time, my coworkers would stay at the office until 9 or 10 p.m. to complete their job before going home. Occasionally, it would extend beyond 10:00 p.m. Consequently, it was highly flexible and contrary to my desires. We merely anticipated employing convention in some instances. Everyone is permitted to do their work openly here. Working under diverse leaders and divisions also provides an incentive to work, thereby advancing the profession.

Importance of Work Experience:

During my time in this temporary position, I realized that practical experience is far more valuable than academic knowledge. Several decisions were made solely on the basis of experience. At times, I noticed that the investigators were refusing to grant requests for creation, despite the clients' excellent bank explanations and guarantees. These choices were based solely on prior knowledge and experience, which cannot be taught. This entry-level work has taught me that real-world experience and academic knowledge are not always interchangeable. Authentic situations are undeniably grounded, sensitive to a wide range of

variables, and frequently modifiable. In any case, academic research can be extremely beneficial in resolving actual problems and providing us with legitimate norms.

As a result, many people believe that real-world experience and academic knowledge are not always comparable. Genuine situations are undeniably grounded and sensitive to a wide range of variables, and they change on a regular basis. However, if we shape our academic learning to meet the needs of real-world application, this academic knowledge can be extremely useful in addressing real-world challenges and can serve as a guide, as I was aided during my internship.

3.11 Findings

It has never been contested that BizzCom Platform Limited is creative in print and television media. BizzCom Platform Limited has been following the shrewd, clever creative experts' job for selling quality work with less priority to quantity of work. Despite their high level of expertise and quality, I discovered certain issues. The following are mentioned:

Severe Management Problems at BizzCom Platform Limited

- i. Problem with hierarchy
- ii. Messy because there is a lack of a clear organizational framework.
- iii. Senior executives' autocratic behavior is the main cause of uncooperative management.
- iv. Employee motivation
- v. insufficiently qualified PR and HR personnel
- vi. Internal rivalry between departments

And other problems are:

- lacks internal capacity for many production and activation-related tasks
- greater client costs (due to higher personnel cost)

Chapter 4: Actual Marketing Practices of BizzCom Platform Limited

4.1 Introduction

BizzCom has worked for many clients. Ranging from small businesses to multi-national organizations. Some practical Examples of BizzCom Platform Limited and their various clients are shown.

4.2 Azoka

Azoka is a quickly growing e-commerce platform. Their products consist of various snack items such as chocolate, drinks, frozen foods & some other food items.

During my time working at BizzCom Platform Limited, I was able to work for this client on quite a few occasions. I had helped with running two campaigns.

One was a combination for valentine's day and Pohela boishakh called “Valobashar Golpogatha”.

বসন্ত আগমনে মানুষের মনে বেজে উঠুক ভালোবাসার সুখ, গড়ে উঠুক অনুপ্রেরণামূলক ভালোবাসার গল্পগাথা। ❖❖
আর আপনার সেই ভালোবাসার গল্পটি নিয়ে পাঠান আমাদের। কারণ এই বসন্তে Azoka ভালোবাসার গল্পগাথা আয়োজনে, ভালোবাসার অনুপ্রেরণামূলক সেরা গল্পের ৭ জন বিজয়ী পাচ্ছেন ৭টি সিন্ধি ভাউচার।
তাহলে দেরি না করে ঝটপট অংশগ্রহণ করুন আপনার গল্প নিয়ে।❖❖
সেখ... See more

ভালোবাসার সুন্দর গল্পগুলো প্রতিদিনের, প্রতিবেশার।❖
তবুও বিশেষ নিবসে, ভালোবাসা বিশেষভাবে উপলব্ধি করার জন্য আপনার প্রিয়জনের জন্য উপহারটিও হওয়া উচিত সবার চোরে আমাদের।❖❖
তাই প্রিয়জনকে খুশি করতে ১৪% ডিসকাউন্ট Azoka দিচ্ছে চমৎকার সিন্ধি হ্যাম্পার অফার ❖❖!!
য... See more

১৪% পর্যন্ত ডিসকাউন্ট অফার চলছে ৭-১৪ ফেব্রুয়ারি !!
বসন্ত বাতাস আসে ভালোবাসা নিয়ে। বসন্তের বর্ণিগ রঙে সেই ভালোবাসা যেন আরো রঙিন হয়ে ওঠে। তাই বসন্ত ও ভালোবাসার মৌসুমকে সামনে রেখে Azoka ভালোবাসার গল্পগাথা আয়োজন এর পক্ষ থেকে সম্মানিত জেতার জন্য রয়েছে সকল পণ্যের উপর ১৪% ডিসকাউন্ট।
প্রিয়জনকে প্রিয় উপহার দিতে অথবা নিজের জন্য প্রয়োজনীয় কেনাকাটা করতে অফারটি উপভোগ করুন। ... See more

কুড়কুড়ে, মসৃণ এবং মজাদার Eterna Wafer Roll।
মন খারাপের সমাধানে বা আনন্দের আয়োজনে এক গুচ্ছ চকোলেট ওয়েফার রোল জার আপনাকে দেবে কুড়কুড়ে, মসৃণ ও মজাদার স্বাদ।
তাই Eterna Wafer Roll এর চারটি ফ্লেভার অর্ডার করুন যখন তখন শুধু আজোকার।
Eterna Wafer Roll Strawberry
Eterna Wafer Roll Chocolate
Eterna Wafer Roll Vanilla
Eterna Wafer Roll Red Vanilla
আপনার পছন্দের ফ্লেভারটি অর্ডার করতে ক্লিক করুন: www.azoka.bd.com
#bestfoodcommerceinbd #bestcommerce #healthyfood #onlinehopping #Deals #combooffer
#combotest #onlinefood #WinterOffer #healthy #eternawaferroll #strawberry #chocolate #vanilla #redvelvet #azoka

Eterna Wafer Roll Strawberry 350gm
Eterna Wafer Roll Chocolate 350gm
Eterna Wafer Roll Red Vanilla 350gm

Figure: 4.1

Another campaign run for Azoka was during the month of Ramadan.

ইফতারের শুরুতেই শরবতের সাথে রাখুন খেজুর। যা আপনাকে দিবে ভরপুর পুষ্টি।
তাই সুস্বাদু এবং পুষ্টিগুণে ভরপুর মেডজুল খেজুর অর্ডার করুন আজোকা থেকে।
এখন আজোকা দিচ্ছে রামাদান অফারে ১০% পর্যন্ত ছাড়!! ... See more

রামাদান
সোবারক
রামাদান অফার
১০% পর্যন্ত ছাড়
মেডজুল খেজুর
LINAH MEDJOOL DATES
ZOKA
www.azoka.com.bd

আজোকায় রামাদান অফারে চলাছে ১০% পর্যন্ত ছাড়!!
এই রমজানে সুস্থ ও সতেজ থাকতে ইফতারে রাখুন স্বাস্থ্যকর সব খাবার।
এই রামাদানে আজোকা থেকে যেকোনো পণ্য কিনলেই পাচ্ছেন ১০% পর্যন্ত ছাড়। ... See more

রামাদান
সোবারক
রামাদান অফার
১০% পর্যন্ত ছাড়
LINAH MEDJOOL DATES
ZOKA
www.azoka.com.bd

মুখে দিলেই ফুটির আমেজ।
হেলাদি এবং মজাদার Nuts এর ভিন্ন ভিন্ন ফ্লেভারে মাতুন সকলে Tong Garden এর সাথে।
আজোকায়ে চলাছে Tong Garden এর যেকোনো পণ্যে ৫% ছাড়!! ... See more

রামাদান
সোবারক
রামাদান অফার
৫% ছাড়
TONG GARDEN
ZOKA
www.azoka.com.bd

Tong Garden
Tong Garden Peanuts Salted is made with pea...

দুকে দিন আজোকার রামাদান অফার, ৫% ছাড়!!
আপনার শিশুপ্রিয়জনীয় পণ্য এবং মুন্ডোজক সব খাবার এখন পাওয়া যাচ্ছে আজোকাতে।
অর্ডার করতে ভিজিট করুন www.azoka.com.bd ... See more

রামাদান
সোবারক
রামাদান অফার
৫% ছাড়
ZOKA
www.azoka.com.bd

রোজা রেখে সারাদিনের ক্লান্তি মেটান নিমিষেই।
ইফতারের পর থাকুন সতেজ Tipco এবং Ceres এর জুসের সাথে। Tipco এবং Ceres জুসের বিভিন্ন ফ্লেভারে তৃপ্তিকর স্বাদে মেতে উঠুন ফুটিতে এবং থাকুন সুস্থ।
এখনই অর্ডার করুন আজোকা থেকে ১০% ছাড়!! ... See more

রামাদান
সোবারক
রামাদান অফার
১০% পর্যন্ত ছাড়
Tipco 100%
Ceres 100%
ZOKA
www.azoka.com.bd

রোজা রেখে সারাদিনের ক্লান্তি মেটাতে ইফতারে সাথে রাখুন দুর্দান্ত স্বাদের পুষ্টিকর Ceres 100% Cranberry Fruit Juice।
যা এখন পাওয়া যাচ্ছে আজোকায়ে ১০% ছাড়!!
অর্ডার করতে ভিজিট করুন www.azoka.com.bd ... See more

রামাদান
সোবারক
রামাদান অফার
১০% পর্যন্ত ছাড়
Ceres 100%
সেরেস ১০০%
ক্রানবেরি
ফ্রুট জুস
ZOKA
www.azoka.com.bd

Figure: 4.2

4.3 Organikare

Another client from our Digital side is Organikare. They are another e-commerce platform that sells beauty & healthcare products.

One campaign we ran for them was for International Women's Day.

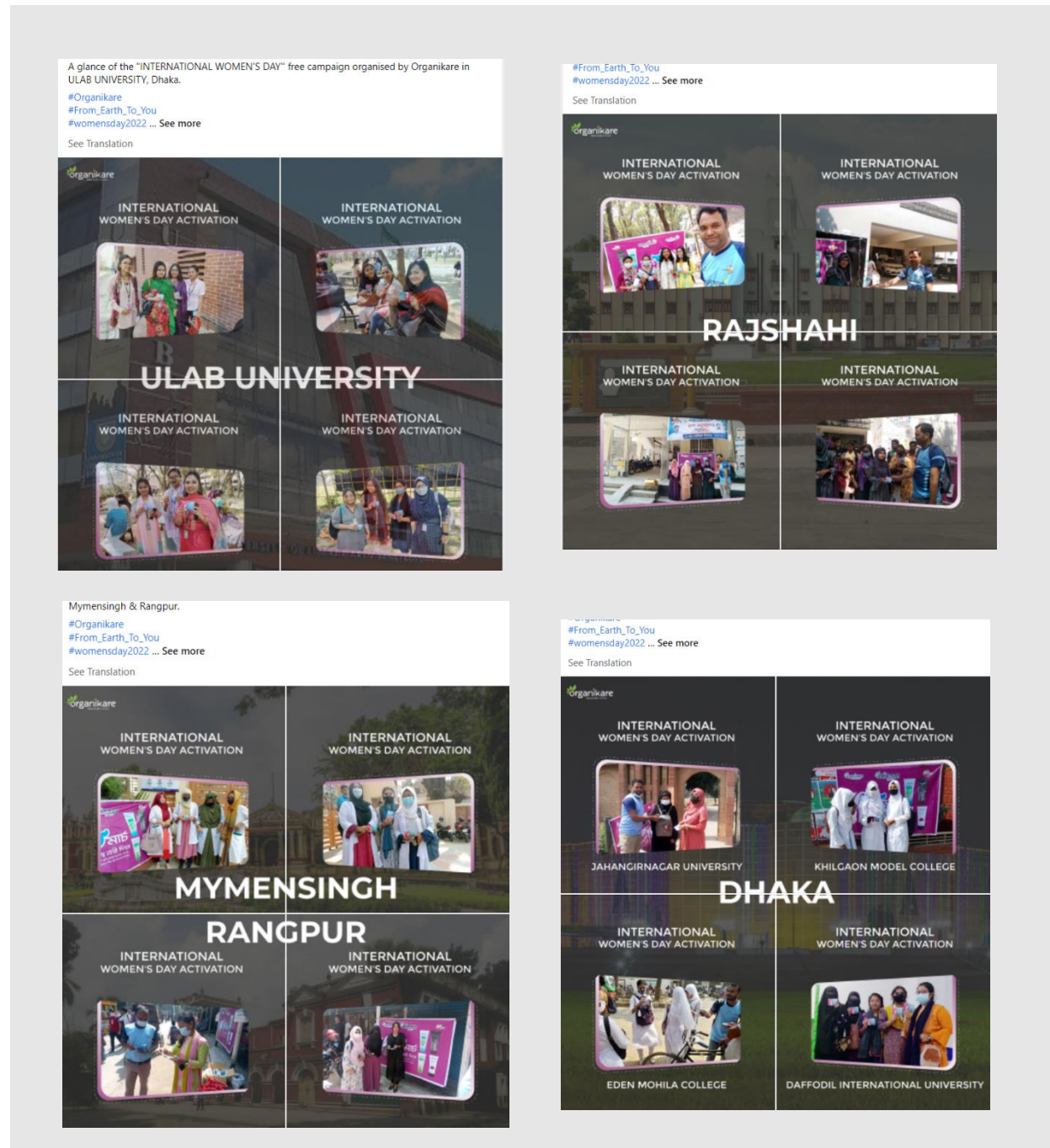


Figure: 4.3

Another campaign for them was the Valentine's Day campaign called “Valobashar Ovibekti”

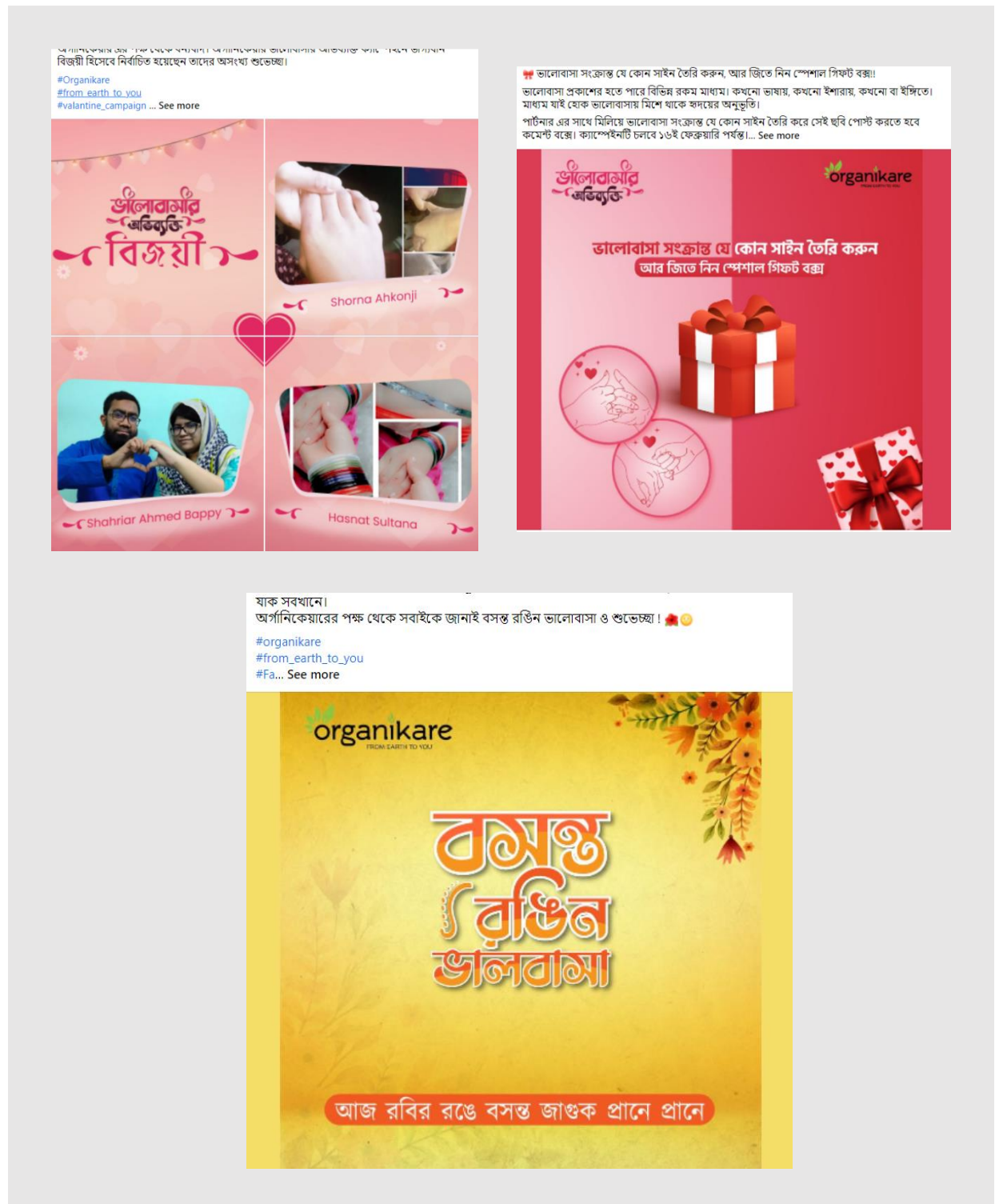


Figure: 4.4

4.4 Dano

Dano is one of the most recognized dairy product manufacturers in Bangladesh. We had the opportunity to help this brand maintain this recognition.



Figure: 4.5

Chapter 5: Marketing Strategies

5.1 The 7 Ps of Marketing

After creating a marketing plan, the "Seven P Formula" should be used to periodically review and assess business operations. These seven components are people, product, price, promotion, place, packaging, and positioning. These seven Ps must be regularly reviewed to ensure that everything is on track and getting the best outcomes possible in the market today as products, markets, customers, and demands change quickly.

5.1.1 Product

According to Riaz & Tanveer (n.d.); Goi (2011) and Muala & Qurneh (2012) (citing numerous studies), a "Product" is a good or service that a business provides to the market. "Something or anything that can be supplied to the clients for attention, acquisition, or consumption and meets some want or need" is the definition of "product." Physical things, services, people, locations, organizations, or concepts are included. An actual product should be built around the core product by a marketer, and an enhanced product should be built around the core and actual products. The term "core product" describes the essential features or services that buyers receive when they purchase a product. The term "real product," on the other hand, refers to a product's components, degree of quality, design, features, brand name, packaging, and other aspects that are combined to provide the primary benefits. Adding extra features and services to an existing product is known as an augmented product. These extra elements could include warranties, post-purchase assistance, installation, etc. Regarding services, there are two parts that can be used to explain the product offer: (1) ancillary services, which serve as a substitute for both tangible and enhanced product levels. (2) The primary benefit, which is the core service. The latter is clearer in terms of how the specific service is provided. The product is at the heart of the marketing mix strategy because it allows merchants to highlight unique features that distinguish their goods from competitors'. The product's quality, design, features, brand name, and sizes set it apart. The quality and design of a product influence customer acceptance. Because they can improve performance, pre- and post-sale services should be included in the product bundle. Furthermore, extensive product lines present an opportunity to increase export sales. Broad product lines improve profitability and market share positions in both domestic and international markets.

In short "product" sums up to the following points:

- 1) Variety of cooperatively produced goods
- 2) Providing the products with well-known brands
- 3) The caliber of the goods delivered
- 4) Beautiful assortment of goods
- 5) Providing cooperatives with the newest products

In case of BizzCom the product or rather service is of the highest quality. The client service managers are extremely responsive in reacting to client feedback and provide smooth communication between the designers and clients.

5.1.2 Prices

According to Virvilaite et al. (2009), the most crucial element affecting customers' pleasure is the price. Customers frequently consider pricing when determining the value of a purchased service.

Price, according to Nakhleh (2012), is what is sacrificed in order to obtain a good or service. Consumers' willingness to pay varies depending on the demands they have. As a result, different people may perceive the cost of the same service or product differently.

According to various research cited by Riaz & Tanveer (n.d.), Goi (2011), and Muala & Qurneh (2012), “price is the amount of money charged for a good or service, or the overall values that customers exchange for the advantages of owning or utilizing the good or service.” It is the cost of a product to the buyer, or what they must pay to purchase it. According to experts, price has the greatest influence on customer decisions. Price is the only component of the marketing mix that must be determined in relation to the other three Ps. Pricing is one of the most important components of the marketing mix because it is the only component that results in a profit for the company. The remaining 3Ps are the organization's variable costs (product, place, and promotion). There are costs associated with the production, design, distribution, and promotion of a product. Prices must account for these elements of the mixture. Pricing is difficult because supply and demand must be considered. Pricing a product too high or too low may result in a loss of sales for the company. Pricing must take into account the target market and willingness to pay, competition, company goals, planned positioning methods, fixed and variable costs, and other variables. Profitability increases as prices rise. Although raising prices can boost short-term profitability, it can also lead to lower long-term sales and profits, explaining the contradictory results. Marketing efforts, advertisements, and high-quality products can all be replaced by price. Price can also be used to support other aspects of the marketing mix strategy. Price frequently serves as a motivator for middlemen and salesmen, the centerpiece of a marketing plan, and a symbol of worth. According to Chung & Shin (2008), Nakhleh (2012), Muala & Qurneh (2012), and others, pricing plays a crucial influence both in the decision-making process leading up to and following a purchase. They contend that because services are intangible, consumers' perceptions of price play a critical role in their decision-making process when choosing products and services. Customers typically base their choice of service providers heavily on perceived price when other information is thin on the ground or nonexistent. Customers typically consider whether they got value for their money when considering whether or not to use the service provider again. Therefore, it has been demonstrated that customers frequently choose products based on price rather than other qualities. Higher prices that consumers regard as unfair may have a detrimental impact on customers' likelihood to make purchases. Customers frequently transfer providers due, in large part, to high prices perceived, unfair or deceptive pricing practices. Price perception has a direct impact on customer satisfaction, switching likelihood, and likelihood of recommending a product to others. According to Chung & Shin, more than half of customers left because the prices were too high. As a result, in order to maximize customer satisfaction, service businesses must actively control their customers' price perceptions, such as by implementing attractive pricing, providing an appropriate price mix, lowering prices without compromising quality, and so on.

In short “prices” sums up to the following points:

- 1) Products from cooperatives are more affordable than those from other stores.
- 2) Discount
- 3) Purchase of credit
- 4) Matching the prices of commodities to the expectations of the membership
- 5) Make payments over time

In case of BizzCom the prices are quite competitive. They also offer segmented payment options where clients allowed to pay their dues over longer periods of time.

5.1.3 Promotion

Inferring from studies, Goi (2011) and Muala & Qurneh (2012) noted that promotion is an essential component of business and the entire marketing process. Promotion is a selling strategy; any marketing program that includes communication will be successful (promotion). Promotion includes sales promotion, advertising, personal selling, public relations, and direct marketing. It is advantageous to inform potential customers about the various goods and services available. A successful product or service is meaningless if the target market does not comprehend its advantages. A communication program is critical to marketing strategies because it performs three critical functions: it provides necessary information and guidance, it persuades target customers of the benefits of a specific product, and it motivates them to act at specific times. Advertising, sales promotions, personal selling, and publicity are all examples of promotion-related activities that can influence consumers' perceptions, feelings, experiences, and purchasing decisions. Marketers should plan their communications so that they convey consistent messages about their products and are distributed through media that target market consumers are likely to use. Promotion is essential because it informs, counsels, and persuades the intended audience. It directs and instructs the consumer on how to use the product to achieve positive results, as well as when and how to act. Individual sales representatives, as well as media outlets such as TV, radio, the internet, magazines, and the press, can all convey the product advertisement. An organization's promotional strategy may include sales promotion, advertising, sales force, public relations, and direct marketing.

In short “promotion” sums up to the following points:

- 1) Using rewards in cooperatives to motivate members.
- 2) Using deadline incentives to motivate members.
- 1) Using rewards in cooperatives to motivate members.
- 3) The cooperative's reputation as a prestigious store's popularity.
- 4) Using suggestions and ideas from members.

In case of BizzCom the promotion is mostly done through digital means. Staff and team members often suggest various new ideas to make the digital promotion more interactive and attractive to the audience. Some offline promotion is also done through magazines and event materials that we make for the clients by using our logo or advertisements.

5.1.4 Place

Place, according to Riaz & Tanveer (n.d.), relates to the product's accessibility to the intended buyers. According to Goi (2011), place strategy refers to how a company will deliver the good or service it is providing to the customer.

Armstrong and Kotler (2006) used the following definition, which was cited by Muala & Qurneh (2012): "A complex of interdependent organizations that caters to the process of making a product available to the consumers." Hirankitti et al (2009)'s consideration of site was referenced by Muala & Qurneh (2012) as the ease of access that prospective customers associate with a service's location and distribution.

According to Riaz & Tanveer (n.d.), a business might use a variety of channels to reach its target market. Both direct and indirect channels can be used. The channel you choose has a big impact on your sales.

According to Goi (2011) and Muala & Qurneh (2012), place strategy necessitates effective distribution of the firm's products through marketing channels such as wholesalers or retailers. "A distribution system is an important outside resource." Because the importance of the product and consumption occurring at the same time and in the same place is so great, an organization should pay close attention to location decisions; a location that provides all customer, competition, promotion action, and marketing task information. It typically takes years to construct and is difficult to change. In terms of importance, it ranks alongside key internal resources such as manufacturing, research, engineering, and field sales personnel and facilities. It also represents a dedication to a set of policies and practices that serve as the foundation for a wide range of long-term relationships. Product placement requires the use of marketing channels that include intermediaries such as retailers. It is obvious from the outset that the distribution channel is critical to a physical distribution treatment, because the channel is the arena in which marketing and logistics culminate in consumer transactions. According to Riaz and Tanveer (n.d.), direct channels of customer contact could include company-owned stores, phone and internet sales, and indirect selling through intermediaries such as distributors or agents. The company must relinquish control over distribution and sales when using an indirect channel. The company loses control over the prices charged to customers and how the product is displayed.

In short "place" sums up to the following points:

- 1) Cooperatives' needs in the region
- 2) Cooperatives' easy access to public transportation
- 3) Cooperatives' transportation of members' purchased commodities
- 4) Using the telephone and other communication tools to place an order

For a service-oriented company like BizzCom, place doesn't matter in the normal sense as the service can be provided anywhere globally due to its digital nature. But it is easier to get clients which are in the same locality. It is also a matter when providing printed materials to clients. These factors are usually decided when negotiating with the clients.

5.1.5 Physical Evidence

According to Muala and Qurneh (2012), the environment in which the service is delivered, as well as any tangible goods that facilitate the performance and communication of the service, are referred to as this factor. This is significant because the customer typically assesses the quality of the service provided based on Physical Evidence. This factor also refers to the environment in which the services are produced. Similarly, customers' perceptions of service quality can be influenced by other visible surroundings. The "servicescape" refers to the components of the service experience, which include the ambience, background music, seating comfort, and physical layout of the service facility. A customer's satisfaction with a service experience can also be influenced by the appearance of the staff. The décor and design of the environment also have a significant impact on the customer's service expectations. Because services are not normally displayed, businesses should create a suitable environment to highlight this fact to customers.

According to Rafiq and Ahmed (1995), the environment in which the service is delivered, as well as any tangible goods that aid in the performance and communication of the service, are examples of physical evidence. Customers assess the quality of service provided using tangible cues, so physical evidence is essential. The physical environment influences customers' perceptions of the quality and level of service they can expect, for example, in restaurants, hotels, retailing, and many other services (i.e., the buildings, decor, furnishings, layout, and so on). In fact, the product includes the physical environment.

In short "Physical Evidence" sums up to the following points:

- 1) The cooperative's beautiful decoration
- 2) Appropriate amenities, such as a refrigerator and an electronic scale
- 3) Physical amenities such as wheeled baskets
- 4) The cooperative's calm and enjoyable atmosphere

Similar to other service institutions, BizzCom also has a somewhat calming and welcome atmosphere. This helps clients to see them as friendly and professional. Another use of this can be seen in design mockups that are presented to the client. Mockups are images of the what the clients design will look like in a real-world scenario. These provide the client with realistic evidence of the service.

5.1.6 Process

According to Muala and Qurneh (2012), Process is generally defined as the execution of action and function that adds value to products at a low cost and with a high benefit to the customer, and it is more important for services than goods. The customer is clearly informed about the pace of the process as well as the skill of the service providers, which forms the basis of his or her purchase satisfaction. As a result, process management ensures the availability and consistency of quality. In the face of concurrent consumption and production of the process management, balancing service demand and service supply is extremely

difficult. Product design and implementation are critical components of product creation and delivery.

In short “Process” sums up to the following points:

- 1) Self-service options.
- 2) Investigating and resolving shoppers' problems while shopping.
- 3) Recognizing the value of shoppers' time.
- 4) Product categorization based on member convenience.

The process of BizzCom is still quite underdeveloped, thus causing some problems. The act of hunting and gaining more clients is a difficult task as it is. Without a proper process in these sectors the company will soon face dire situations.

But the service process is streamlined. Designers are given their assignments at the beginning of the month which are pre-prepared by the Planners and Copy-writers. Everything runs on a schedule to provide adequate client satisfaction.

5.1.7 People

This factor, according to Muala and Qurneh (2012), refers to the service employees who produce and deliver the service. Many services have long involved personal interactions between customers and site employees, and these interactions have a strong influence on the customer's perception of service quality. Personnel are essential in providing services to customers. Furthermore, customers frequently associate service qualities with the company for which they work. Personnel are also viewed as an important component in a customer-focused organization, as well as a way of differentiating variables such as product, services, channel, and image. Customer orientation cannot be achieved if employees do not cooperate. The interaction is important because it influences customer perception. In other words, the actions of all personnel typically influence the success of an organization's actions and functions, and with more communication, training, skills, learning, and advice, they will be able to demonstrate the product's and the company's optimum value.

In short “People” sums up to the following points:

- 1) Personnel providing necessary advice to shoppers
- 2) Employee politeness
- 3) Employees' eagerness to respond to members' questions
- 4) Employees' abilities and knowledge to sell products

In BizzCom employees are given a lot of freedom. They are encouraged to try new things and express their opinion. They are instructed to provide the best care to their clients. What BizzCom lacks in is providing their employees with any actual practical incentives to try their best.

5.2 Key Elements of a Successful Marketing Strategy

5.2.1 Segmentation

The process of market segmentation leads to the identification and selection of one or more target markets. Market segmentation is the process by which marketers divide the total market into smaller, relatively homogeneous groups or segments with similar needs, wants, or characteristics. When a marketer chooses one or more target markets, they identify one or more groups of people, businesses, or institutions to whom the firm will direct its marketing efforts. Marketers are increasingly targeting specific markets through online social networking.

Technological advancements have resulted in some fascinating changes in how businesses segment and target markets. By scanning barcodes in retail stores and analyzing clickstream data in online transactions, marketers can now analyze customer purchasing patterns in real time at the point of sale. Businesses can target specific demographics with product offers or promotional messages as a result of this. Furthermore, technological advancements now enable marketers to target specific customers via direct mail and e-mail campaigns. This saves time and money because it avoids wasting resources on potential customers who are unlikely to be interested in the organization's product offering. These new marketing opportunities, however, come at a cost: Many prospective buyers are irritated by marketers' ability to contact them one-on-one. Customers and government officials have expressed serious concerns about privacy and confidentiality as a result. This is especially true for RFID, or radio frequency identification, which uses tiny radio-enabled chips to track merchandise or process credit card transactions. Many people are concerned that because RFID chips can be scanned from up to 25 feet away, businesses will be able to track customers even after they leave a store.

5.2.2 Targeting and Positioning

What customers think about a company and its offerings is the focus of branding and positioning strategy. To understand branding, the marketer must first understand how the marketing program's elements interact to create the brand. While product decisions (such as design, style, and features) are important in branding, other program elements such as price/value, availability/exclusivity, and the image/reputation of the firm and its offerings are also important. Marketers must also decide on the design of the packaging, trademarks, and warranties or guarantees. Product positioning entails forming a mental image, or position, of the product offering in the minds of potential customers in comparison to competing offerings. The goal of positioning is to distinguish or differentiate a company's product offering from that of competitors by making the offering stand out in the crowd. As Southwest has demonstrated, even something as simple as "no bag fees" can help a company stand out from the crowd. Another example is the feud between Walmart and Target. The majority of customers associate Walmart with everyday low prices. Target, on the other hand,

takes a slightly different approach, emphasizing value while maintaining a strong sense of style and quality.

5.2.3 Marketing Plan

All marketing plans should be well organized to ensure that all relevant information is considered and included. A marketing plan can be structured in a number of ways. Although the actual outline is unimportant, the elements described here will be present in most plans. Whatever outline you use to create a marketing plan, keep in mind that a good marketing plan outline includes the following elements:

Comprehensive: To ensure that important information is not overlooked, a thorough outline is required. Of course, not every element of the outline is applicable to the current situation, but each element is considered.

Flexible: A detailed outline is required, but flexibility should not be overlooked. Any outline you select must be adaptable enough to meet the unique requirements of your situation. A rigid outline is detrimental to the planning process because each situation and organization is unique.

Consistent: It is critical that the marketing plan outline and the outline of other functional area plans are consistent. Linking the marketing plan outline to the corporate or business-unit planning processes may also be considered consistent. Consistency ensures that executives and non-marketing employees comprehend the marketing strategy and planning process.

Logical: The outline must be logical because the marketing plan must ultimately sell itself to top management. Top management may reject or underfund the marketing strategy if the outline is illogical.

5.2.5 Evaluation & Control

Organizations use the evaluation and control phase of strategic planning to keep planned activities on track with goals and objectives. In the big picture, the critical issue in this phase is coordination among functional areas. For example, for timely distribution and product availability, accurate and timely production is almost always required. By maintaining contact with the production manager, the marketing manager helps to ensure effective marketing strategy implementation (by ensuring timely production) and, in the long run, increased customer satisfaction. Coordination is especially important in marketing, where the fulfillment of marketing strategies is always contingent on coordinated execution with other functional strategies.

The key to coordination is to maintain constant communication between functional areas. Although challenging, it is advantageous if the organizational culture is customer-oriented both internally and externally. It is critical to maintain a customer-centric mindset throughout the strategic planning process, but especially during the implementation, evaluation, and control phases. Functional managers must be able to see how all business decisions are interconnected and act in the best interests of the organization and its customers.

Chapter 7: Conclusion



7.1 Summary of Findings

Only 50 years of liberation and 44 years of advertising have passed, respectively. We have acquired new ways of thinking during the past ten years. Our human resources are growing quickly. They have more knowledge and abilities today. These individuals will undoubtedly perform extremely well in the near future if they receive some academic instruction in advertising. The following conclusions can be drawn from this report:

1. Bangladesh needs a location to educate advertising since it needs some highly innovative people.
2. The government and a few wealthy institutions ought to assist the agencies in acquiring technologies. By doing so, local skills will be enhanced and foreign currency will be conserved.
3. Competitions should be arranged frequently to welcome newcomers.
4. It is important to set up an accurate TRP rating.

This research has aided me in better understanding agency operations, how to increase customer engagement with brands, and potential future business opportunities. An advertising agency mostly handles the following tasks: advertising, brand creation, branding and designing, database management, retail solutions, public relations, and specialized event management and solutions. As a result of all these efforts, we have learned a lot, and we believe that our suggestions will enable BizzCom Platform Limited to improve its internal operations and departmental communication. Last but not least, we think BizzCom Platform Limited will take the right steps to encourage the workers to take ownership of their roles and of BizzCom Platform Limited.

After finishing my temporary work program at BizzCom, I realized how fortunate I was to be a part of one of Bangladesh's leading marketing organizations. Being an understudy and part of the BizzCom family was an incredible honor for me. Furthermore, the materials I obtained from this organization will always be a source of practice for me. I anticipate that preparing for a temporary position will help shape my future career. All of the information I learned in BizzCom during my entry-level work will undoubtedly improve my resume and increase the value of my skills, allowing me to pursue a career in any industry. This experience report has helped me identify my strengths and weaknesses. It helped me focus on my shortcomings and engage in additional workouts to strengthen my abilities and learning. All of the knowledge I gained from BizzCom's substance division has given me a thorough understanding of how business is conducted in this industry. I've encountered a few challenges during this time, but I've been able to overcome them by organizing my work and minimizing mistakes in transit. My expectations were exceeded by the temporary job residency at BizzCom. I accomplished everything I had hoped to accomplish, and the temporary work provided me with an once-in-a-lifetime educational opportunity.

7.2 Recommendations

Recently, integrated marketing communication processes have gained popularity among marketers because they give them the choice of using many promotion tactics to draw customers rather than only advertising. Due to their ability to continuously support marketers in presenting their message to customers in the most efficient and cost-effective manners, advertising agencies today have become a crucial component of the communication process. BizzCom Platform Limited must take action to contend with the intense competition because Bangladesh is a developing market for the advertising sector. The following are some suggestions:

- Building a thorough long-term plan.
- Following the original planning.
- Monitoring progress in relation to the plan.
- Planning ahead for competitors' moves and fighting agency.
- Need to redefine and comprehend the client relationship.
- Adopt service marketing philosophy.
- Need enough or accurate marketing research.
- Enhance the following.
- Staff, equipment, and processes can handle the new venture.
- New employees and managers can develop their skills.
- Coordination can be improved.
- Senior management commitment can be attained.
- Employee commitment can be attained.
- The new strategy should be clearly explained to employees.

Significant funds should be invested in internal restructuring.

Bibliography

- AAAB annual report 2003
- [An analysis of marketing mix: 7Ps or more](#) - Accessed on 29th August, 2022
- BizzCom Platform Limited official documents, brochures and credentials.
- Gibbs, Paul; Ivy, Jonathan (2008). *A new higher education marketing mix: the 7Ps for MBA marketing*. *International Journal of Educational Management*, 22(4), 288–299. doi:10.1108/09513540810875635
- [The concept of 'marketing mix' and its elements](#) - Accessed on 29th August, 2022
- www.101publicrelations.com - Accessed on 15th August, 2022
- www.aboutadvertising.com - Accessed on 15th August, 2022
- www.afaqs.com - Accessed on 15th August, 2022
- www.healthcaresuccess.com - Accessed on 15th August, 2022
- www.seyedkalali.com - Accessed on 3rd September, 2022
- www.wikipedia.org - Accessed on 15th August, 2022