Internship Report

On

Marketing Practices of the Clearing and Forwarding Industry: A Case Study on M/S. Jamuna Traders Limited

Submitted to:

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Marketing Practices of the Clearing and Forwarding Industry: A Case Study on M/S. Jamuna Traders Limited

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This report is submitted to the school of Business and Economics (SoBE), United International University (UIU) as a partial requirement for the degree fulfilment of Bachelor of Business Administration (BBA).

Letter of Transmittal

July 16, 2026

Dr. Md. Kaium Hossain

Associate Professor,

School of Business and Economics,

United International University.

Subject: Submission of internship report titled "Marketing Practices of the Clearing and Forwarding Industry: A Case Study on M/S. Jamuna Traders Limited".

Dear Sir,

It is with my full respect and pleasure that I present my report titled "Marketing Practices of the Clearing and Forwarding Industry: A Case Study on M/S. Jamuna Traders Limited" in partial fulfillment of the BBA program requirement under your supervision. It was an excellent field experience, and I met the academic demands.

I have done my best to make this report as lucid and extensive as possible within the confines. I am sure it will help get the job done.

I will always be willing to provide clarification on this report if necessary.

Sincerely,

Md. Abu Zahid

Student ID: 111 191 091

Program: Bachelor of Business Administration

Major: Marketing

School of Business and Economics

United International University

Declaration of the Student

This is to declare that the internship report titled "**Marketing Practices of the Clearing and Forwarding Industry: A Case Study on M/S. Jamuna Traders Limited"** has been written by me for my academic purposes for obtaining the Bachelor of Business Administration (BBA) Degree from the School of Business and Economics (SoBE) at United International University (UIU).

I also declare that this report has not been submitted for any other degree at UIU or at any other institution, either in part or in whole.

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Acknowledgement

First, I want to express my gratitude to the Almighty for giving me the strength to complete this report. I would like to express my sincere appreciation to my respected parents, who have always been there for me.

I am proud to say that it has been my privilege to receive guidance from Dr. Md. Kaium Hossain, an Associate Professor at SoBE. I am deeply grateful to him for his valuable suggestions, which helped me write this complete report.

Finally, I would like to express my gratitude to the **M/S. Jamuna Traders Limited's management** for the opportunity to do my internship there.

Executive Summary

The Clearing and Forwarding (C & F) industry plays a vital role in international business. The C & F provides efficient delivery of goods along with compliance with government rules and regulations. The main objective of this report is **t**o know the marketing practices of M/S. Jamuna Traders Limited. The research design for this report is descriptive in nature and based on secondary data. M/S.Jamuna Traders Limited is an importer and exporter company. M/S. Jamuna Traders maintains good relations with its customers and mainly imports from China and Hong Kong. M/S. Jamuna Traders' pricing strategies include cost-based, competitive, and penetration methods. Their distribution is wide-reaching through retail, wholesale, and modern trade. The key recommendations of the report are to develop automation software for this firm so that employees can perform their work more effectively and customers can get a clear idea of the shipment. Besides, M/S. Jamuna Traders should expand their business and start exporting to any country, as a large volume of products is exported from Bangladesh to Europe.

Key words: Clearing and forwarding; Marketing Strategy; M/S.Jamuna Traders Limited; Bangladesh.

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List of Acronyms and Abbreviations

C & F = Clearing & forwarding

B/E=Bill of entry

FCL=Full container load

3PL=Third-party logistics

RMG =Ready-Made Garments

NSW=National Single Window

NBR =National Board of Revenue

CHAPTER 1: INTRODUCTION

1.1 Background of the Report

The Clearing and Forwarding (C&F) industry is the backbone of international trade, serving as the critical bridge between manufacturers, carriers, and customs authorities. It accelerates supply chains, ensures legal compliance, and drives economic growth by reducing trade costs and expanding global market access for local businesses. This report is written to serve the purpose of fulfilling my internship program in which I have been placed in one of the reputed private companies of our country M/S. Jamuna Trader’s, where I have been working in the marketing department under operational division in their corporate office in Uttara Branch, Dhaka.

This report is compiled from three months of practical experience gained during my internship at M/S. Jamuna Traders (Export and Import Unit), Clearing and Forwarding in the Marketing Department. This report provides a valuable, practical understanding of the company's marketing and promotion strategy, including marketing, advertising, Import and Export, increasing brand awareness, attracting new clients, increasing market share and revenue, promoting reliable customs clearance services, and maintaining long-term customer relationships.

1.2 Objectives of the Report

Broad objective

- To know the marketing practices of M/S. Jamuna Traders Limited

Specific objectives

- To know the organization activities of M/S. Jamuna Traders Limited
- To evaluate the strengths, weaknesses, opportunities and threats (SWOT) of M/S. Jamuna Traders Limited.
- To analyze the marketing practices of M/S. Jamuna Traders Limited.
- To make some recommendations on the M/S. Jamuna Traders Limited.

1.2 Rationale of the Report

As a Marketing major Student, it becomes very essential to understand how promotions take place in the marketing sector. Books explain the theory and give the framework, but internship is where its practical aspect is realized. My internship in M/S. Jamuna Traders Limited has given me that opportunity.

The clearing and Forwarding Company, the findings of the study are useful to help the determined the challenges, facing and analyzing that how can solved it.

The C n F Company Intern can gain Deep Knowledge on the challenges in the process of clearing consigments,Which is clearing and forwarding company faced. Also, the finding the findings of the study is useful in building up groundwork for the future research on the same area or other related fields.

The Internship Allowed me help in making policy of port operations which can help to release the cargo or container for national development.

1.3 Scope and Limitations of the Report

Scope: The Report focused on the Clearing and Forwarding in the export and import unit. Commercial department becomes important for an organization when the organization does export/import. Commercial department works as follows - maintains records of export/import activities, obtains NOC from bank, obtains B/L from the shipping company, obtains CO from MCCI, opening of L/C in bank for export/import, prepares bill of exchange and sends it to bank, verify export from the bank etc. Commercial department deals with C & F company because C & F company does export/import freight forwarding on behalf of client organizations. My internship was done at C & F company.

As an intern, I got the chance to understand how C & F agent works and difficulties faces while doing export/import freight forwarding. This experience would help me get knowledge about export/import of C & F industries in Bangladesh and ideas that would help me in case I want to make my career through commercial department of any organization or C & F companies.

Limitations

- The study is related about challenges which clearing & forwarding agencies faced in the Dhaka Airport & Chittagong Sea Port & AirPort.
- Due to Corporate Confidentially, access to internal reports and making performance data was restricted.
- All data based on Secondary sources and firsthand internship experience. No primary Surveys or any kind of interviews were conducted.
- Clearing and forwarding Company Some of the limitation of financial resources and time, most of the respondents have been busy in their routine tasks. It has created some disadvantages in the data collection process.
- The report is not evaluated long term financial effectiveness of the company.
- Lake of published materials.

Despite this limitation, the report provides a comprehensive understanding how to promotional marketing in practiced within one of C n F company M/S. Jamuna Traders Limited.

1.5 Definition of Key Terms

- **Clearing and Forwarding (C&F):** The Clearing and Forwarding (C&F) industry is the backbone of global supply chains. It acts as the vital intermediary between cargo owners (shippers) and transport carriers.
- **Marketing Strategy:** A marketing strategy is a detailed, long-term plan that explains how a business will reach its marketing goals and objectives.
- **Marketing Practices**: A set of actions and strategies used to promote products, attract customers, and build brand loyalty.
- **Above-the-Line (ATL)**: Traditional promotional methods involving mass media such as TV, newspapers, and digital platforms.
- **Below-the-Line (BTL)**: Targeted promotional techniques such as retail branding, in-store displays, events, and gift items.

- **Brand Activation**: A marketing process aimed at generating consumer interest and engagement with the brand through direct interaction.
- **Brand Communication**: The way a brand conveys its values, promises, and messages to the audience through various mediums, such as advertising, social media, events, and customer interactions.
- **Strategic Promotional Planning**: The process of designing and organizing marketing and promotional activities in a structured way to meet specific business objectives. It includes selecting appropriate media channels, timing, messaging, and budget allocation to achieve desired consumer behavior and brand recognition.
- **Brand Strategy**: A long-term plan designed to build a successful and sustainable brand. It focuses on differentiating the brand from competitors, defining the brand's core values, target audience, and messaging to ensure a consistent and compelling brand image.
- **Brand Management**: The process of managing and maintaining a brand’s reputation, market position, and consumer perception over time. It includes tasks like monitoring brand performance, adapting to market changes, and ensuring consistent communication across all brand touchpoints (advertising, packaging, social media, etc.).

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview and History

M/S. Jamuna Trades Limited is a Bangladeshi company engaged in customs clearing and forwarding (C & F) services. M/S. Jamuna Traders was established in 1999 with a dedicated & professional team for expanding global Business. It serves as an intermediary among importers, exporters, and government agencies, facilitating the efficient movement of goods through customs. The company plays a key role in Bangladesh's logistics and trade infrastructure.

Milestones and Expansions: M/S. Jamuna Traders Limited has some key milestones and periods of expansion:

CHOWDHURY CARGO SERVICES
GARMENTS HOME (PVT.) LTD:
JAMUNA TRANSPORT AGENCY
SK Cargo Limited
NATIONAL AUTOMOBILES
SETU ENTERPISE LIMITED

Locations

M/S. Jamuna Traders mainly operating from Bangladesh. In Dhaka they have one corporate office also they have warehouse but also, they have warehouses in China 2 cities.

Dhaka Corporate Office: House: 6, Road:13, Uttara-13 Sector, Dhaka

Dhaka Warehouse: House: 29, Road:17, Bangla Motor, Dhaka-1229

China Warehouse: Room 101, Building 8, Helong Creative Park, No. 2, Hetai Road, Baiyun District, Guangzhou (opposite to No. 1 Gongzhong), Shende Warehouse.

Dubai WH Address: Novo star general trading Ajman Helio 1, next to halio park.

Hongkong Address: Address Line 1- 4242 1st Ave. Suite B, Lyons Zip- 60534, State- Illinois, [Warehouse]

Leadership and Legacy

Management is very significant in any business organization. If there is no management, then the business organization will not be able to run its business in a particular country in accordance with its mission, vision, and profit goals. Management helps to maintain rules and regulations within an organization and controls the activities of each department.

Mission Statement

Our mission is to provide world-class customs clearance services that enable businesses to import and export goods efficiently, cost-effectively, and in full compliance with all regulations.

Vision Statement

M/S. Jamuna Traders Limited has the vision as a Clearing & forwarding service provider is to be the market leader as well as their customer's most trusted partner nationally. To become the most trusted and reliable C&F agent in Bangladesh, known for our professionalism, expertise, and customer-focused approach.

2.1.2 Trend and Growth

Operation

Managing a company's marketing strategy, campaign preparation, and annual strategic planning activities is the responsibility of marketing operations. Technology, performance monitoring, reporting, and data analytics are additional tasks.

Logistic Management

The process of strategically controlling the acquisition, transportation, and storage of raw materials, manufactured components, and finished goods (as well as the information flows related thereto) through an organization's marketing channels is known as logistics management.

Marketing Operation Plan

An operational document known as a marketing plan describes the advertising approach that a company will use to generate leads and connect with its target audience. A marketing strategy outlines the outreach and PR activities that will be implemented over time, along with how the business will evaluate their success.

Client Service

Client services are the procedures and communications that businesses and their employees use with their customers. Client services are crucial for preserving client and customer connections and are present throughout a wide range of sectors, including sales, software, and nursing. Client services can describe interactions such as:

- Negotiating the conditions of a contract
- Arranging for a service
- Explain the goals of the project.
- Resolving problems• Discussing potential business deals

After Sale Service

After any help that is provided after purchasing a product has been provided is called after sales services. The retailer, the manufacturer, or an independent customer service provider can provide after-sales help. After-sales services include warranties, training, and repairs and upgrades. After-sales services can be considered as part of the company's overall marketing strategy. There may be customers who select their products from a company because of after-sales services.

2.1.3 Customer Mix

M/S. Jamuna Traders Limited operates as a Clearing and Forwarding (C & F) company service provider in Bangladesh, the business is primarily service-oriented. The company offers a range of customs and logistics-related services that support import and export activities, ensuring smooth trade operations for its clients.

In terms of service mix, the company mainly provides customs clearance services for both import and export shipments, including preparation and submission of customs documentation.it offers freight forwarding support, cargo handling, transportation arrangement, warehousing coordination, and delivery services. These integrated services help clients manage their supply chain efficiently from port entry to final delivery.

Regarding the customer mix, M/S. Jamuna Traders Limited primarily serves importers, exporters, trading companies, manufacturers, and corporate business organizations engaged in international trade. A significant portion of its clients comes from export-oriented industries such as Ready-Made Garments (RMG), industrial machinery importers, construction material suppliers. The company also works closely with shipping agents, transport companies, and port-related stakeholders to complete end-to-end logistics operations.

2.1.4 Company Operations/Activity

M/S. Jamuna Traders Limited operates as a Clearing and Forwarding (C & F) agent in Bangladesh, providing essential support services for import and export activities. M/S Jamuna Traders Limited provides freight forwarding and logistics coordination services. This includes arranging cargo movement from ports to warehouses or final destinations, managing transportation through trucks or containers, and ensuring proper delivery of goods to clients. The company also assists clients in warehousing arrangements and cargo handling as part of logistics support services.

2.1.5 SWOT Analysis

Strengths

- **Flexibility:** Flexibility of M/S. Jamuna Traders Limited is the clearing and forwarding (C & F) industry. The company quickly adapts to changing customs regulations, shipping schedules, and client requirements. It offers customized services for various import and export cargo, ensuring efficient clearance and timely delivery. Strong coordination with customs authorities, port officials, shipping lines, and transport providers helps reduce delays and improve operational efficiency. The company also responds effectively to unexpected challenges, maintaining reliable service quality. This flexibility increases customer satisfaction, strengthens long-term business relationships, enhances operational performance, and improves the company's competitive position in the logistics sector

- **Varieties of land transports for services:** M/S. Jamuna Traders Limited offers a variety of land transport services, which is an important strength in the clearing and forwarding (C & F) industry. The company uses trucks, covered vans, trailers, and container vehicles to transport different types of cargo safely and efficiently. This diverse transport network enables the company to meet the varying needs of clients, regardless of shipment size or destination. Reliable transportation ensures timely delivery, reduces the risk of delays, and improves customer satisfaction. The availability of multiple transport options also enhances operational flexibility, strengthens logistics performance, and increases the company's overall competitiveness.

Weaknesses

- M/S. Jamuna Traders Limited will have control over the Clearing & Forwarding business, but it will be indirect control and not direct control because the company is a private national limited company. This means that this company will depend on the customs section of the sea or airport for its authority.
- Weak supply chain: M/S. Jamuna Traders Limited have not available branch office, which is a problem for them to operate their business.
- Extreme competition between clear & forwarding companies: These companies are Jamuna Traders', Nupur Traders', Annona Shipping Company and Ace Bangladesh Ltd., whereas the international C&F companies are MGH Group and DSV. With so many competing companies in the market, there is a chance that their performance can be affected due to the competition.

Opportunities

- Export: M/S. Jamuna Traders Limited has an opportunity to improve its export-related C&F services through providing special deals or offers to their clients. They can expand the list of exported items.
- Import: M/S. Jamuna Traders Limited can exploit more business through their import C&F services by providing some special offers and services to their clients and they can also expand the list of imported goods.

- Innovations: Nowadays it is the era of e-commerce and doing businesses online. Many orders of business and payments are being processed online through B2B, B2C and C2C modes. Through the use of advanced software developed by IT department, M/S Jamuna Traders will be able to provide C&F services online to its customers. It will save time, will be fast and economical.
- Increase the service line such as sea & air freight forwarding service: The service line of M/S. Jamuna Trader's Ltd may be expanded to offer sea & air freight forwarding services, which opens up another dimension of C&F services. This would lead to an increase in the bottom line for the company. The quality of services offered by the company will also be enhanced.

Threats

- **Substitute companies or brands:** When the customers of the company M/S. Jamuna Traders Limited realizes that any other company is providing the same C&F services at economical price or less time-consuming process, then the customer may shift to other company, which would be damaging for the business profitability & reputation.
- **Increase of E-business:** In case more national & international C&F firms provide online services of C&F, the popularity of Setu Enterprises Ltd could be maximized. This is because at present, M/S Jamuna Traders Ltd does not offer any such online service.
- **Entering of international clearing & forwarding company in market:** The entry of international and multinational Clearing and Forwarding agents like MGH Group and DSV would pose a threat to the M/S. Jamuna Traders' Ltd Company due to their popularity and service dimensions.

2.2 Industry Analysis

2.2.1 Specification of the industry

M/S. Jamuna Traders Limited operates in the Clearing and Forwarding (C&F) industry of Bangladesh, which is a service-oriented and business-to-business (B2B) sector that plays a vital role in facilitating international trade and logistics activities. The industry primarily provides customs clearance, freight forwarding, cargo handling, documentation processing, transportation, and logistics support services to importers, exporters, manufacturers, and commercial organizations. As a licensed C&F company, M/S. Jamuna Traders Limited operates under the supervision and regulations of the National Board of Revenue (NBR) and Bangladesh Customs, ensuring compliance with all customs laws, regulations, and procedures.

M/S. Jamuna Trader's Limited provides comprehensive customs clearing and forwarding (C & F) services through seaports, airports, land ports, and inland container depots. The company's primary sources of revenue include customs brokerage fees, service charges, transportation services, and logistics support activities. The key success factors of the industry include service quality, operational speed, documentation accuracy, regulatory compliance, customer satisfaction, and effective supply chain coordination.

2.2.2 Size, Trend, And Maturity of the Industry

Size

The Clearing and Forwarding (C&F) industry in Bangladesh is one of the largest and most important service sectors supporting international trade and logistics activities. The industry has experienced significant growth of import-export businesses, industrialization, foreign direct investment, and the rapid growth of the Ready-Made Garments (RMG) sector. Bangladesh's freight and logistics market, which includes the C & F industry. Major ports such as Chattogram Port, Mongla Port, Beanpole Land Port, and Hazrat Shahjalal International Airport have contributed significantly to the growth of the industry by facilitating the movement of goods and services across international borders.

Trend

The current trend of the Clearing and Forwarding (C n F) industry indicates a strong shift toward digitalization, automation, and integrated logistics services. The implementation of modern customs management systems such as the National Single Window (NSW) has improved operational efficiency, reduced processing time, and increased transparency in customs procedures. Additionally, the growth of e-commerce, infrastructure development projects, economic zones, and cross-border trade activities has created new business opportunities for Clearing and Forwarding (C&F) Companies.

M/S. Jamuna Traders Limited operating in this sector are increasingly adopting advanced technologies and professional management practices to maintain their competitiveness in the Bangladesh Commercial market And International Market.

Maturity

The Clearing and Forwarding (C & F) Industry in Bangladesh can be considered to be in the growth to the maturity stage of life cycle. The industry has already established a strong operational and regulatory framework. The technological advancement, infrastructure development, and increasing international trade activities continue to create opportunities for further growth and modernization.

M/S. Jamuna Traders Limited operates in a dynamic and evolving industry that offers substantial prospects for sustainable business growth and long-term development.

2.2.3 Industry SWOT Analysis

Strengths

- Experienced management and operational workforce.
- Strong expertise in customs clearance procedures.
- Good relationships with customs authorities and clients.
- Ability to provide integrated logistics support services.
- Growing demand for C&F services in Bangladesh.

Weaknesses

- Dependence on government regulations and customs policies.
- Limited technological infrastructure compared to international competitors.
- Operational delays due to port congestion.
- Dependence on external transportation and shipping services.

Barriers to Entry

- The C&F industry in Bangladesh has moderate to high barriers to entry.
- Obtaining a C & F license from Bangladesh Customs (NBR) requires strict regulatory approval.

- Established firms already have strong relationships with customs authorities, shipping agents, and clients.
- High competition makes it difficult for new companies to gain market share quickly.
- Requirement of skilled manpower and trained customs professionals increases entry difficulty.

M/S Jamuna Trader's Limited benefit from first-mover advantage and reputation.

Threat Of substitutes

- Third-party logistics (3PL) and 4PL providers reduce dependency on standalone C & F agents.
- Some large importers and exporters may develop in-house customs and logistics departments as substitutes.
- Digital logistics platforms and automation systems are gradually reducing reliance on manual C & F processes.
- Government digitalization initiatives (ASYCUDA World, NSW) may indirectly reduce demand for traditional intermediaries.
- Customers may switch to providers offering faster clearance time, lower cost, and integrated services.

Therefore, maintaining efficiency, strong client relationships, and digital capability is essential for M/S. Jamuna Traders Limited to remain competitive.

CHAPTER 3: METHODOLOGY

3.1 Introduction

This chapter outlines the research design and data collection methods used for the report. The research for this report is entirely based on **Secondary data** sources, drawn from various available public and internal resources. This internship report, the methodology will also be based on the observation and contribution of the internship, giving real time experience of the marketing practice of Clearing and forwarding Company M/S. Jamuna Traders Limited.

3.2 Research Design

There are three different ways to design research, which include:

Exploratory: Exploratory research is used when the problem is not clearly defined. It helps to gain better understanding of the situation. This type of research is done to explore new ideas and insights. It is usually done through interviews, focus groups, or secondary data. It does not provide final answers but gives direction for further study.

Descriptive: Descriptive research is used to describe a situation or a problem. It helps to explain the characteristics of a group or event. This type of research answers questions like who, what, when, where, and how. It uses surveys, observations, and case studies to collect data. The goal is to present a detailed and accurate picture.

Causal: Causal research is used to find cause-and-effect relationships. It helps to understand if one thing causes another to happen. This type of research is done through experiments. It controls variables to see how a change in one affects the other. The goal is to find the reason behind a certain outcome.

The goal is to gain a better understanding of Clearing and forwarding Company M/S. Jamuna Traders Limited marketing strategies, practices and their alignment with marketing theories. Descriptive research focuses on understanding the underlying motivations, processes, and outcomes of marketing campaigns, rather than relying on numerical data or statistical analysis. The research design for this report is **Descriptive** in nature.

3.3 Data Collection

To prepare this report, it was important to collect reliable and useful information. Since the report is based on marketing practices, this data had been taken from trusted sources. Secondary data sources were chosen as they were easily available and relevant to the topic. These sources helped to understand Clearing and forwarding Company M/S. Jamuna Traders Limited promotional activities from different angles.

The data for this report were collected from the following secondary sources:

- **Website**: Information on the company's history, products, and promotional activities.

- **Social Media Pages**: Facebook, Instagram, and YouTube pages of Clearing and forwarding Company M/S. Jamuna Traders Limited and its brands, where promotional campaigns and advertisements are actively posted and updated.

- **Internal Internship Reports**: Insights gained during the internship about ongoing projects, including campaign plans, promotional materials, and marketing research reports.

- **Marketing Articles & Reports**: Published marketing case studies, blog articles, and reports related to M/S. Jamuna Traders Limited marketing strategies, particularly in the FMCG sector.

- **Public Data Sources**: Online publications, media reports, and interviews that document the impact of M/S. Jamuna Traders Limited promotional campaigns, such as their involvement in TV show sponsorships.

CHAPTER 4: ANALYSIS AND FINDINGS

4.1 Market

A market is a place where buyers and sellers come together to exchange goods and services. A market does not always have to be physical. It can be online or through other communication channels. A market exists when there is a demand from consumers and supply from businesses. In marketing, the word "market" means more than just a place. It refers to a group of people or organizations who are willing and able to buy a product or service. This group is often called the "target market." Markets can be divided into different types. Some examples are consumer markets, business markets, global markets, and government markets.

In the case of fast-moving consumer goods (FMCG), the main focus is on consumer markets.

A Clearing and Forwarding (C & F) company plays a different role. It does not sell products directly to consumers. Instead, it helps businesses move goods through the supply chain by

- Handling customs clearance for imported and exported goods.
- Preparing shipping and customs documentation.
- Coordinating transportation and delivery.
- Ensuring goods comply with import/export regulations.

Market Concept: A **Clearing and Forwarding (C & F) company** operates in the **business-to-business (B2B) market**. It provides services such as customs clearance, transportation, warehousing, and freight forwarding to manufacturers, importers, exporters, and distributors. Its main objective is to ensure the smooth and timely movement of goods through the supply chain.

A **Clearing and Forwarding (C & F) company** does not manufacture or own products. It handles the import and export of goods on behalf of its clients. The types of products commonly handled include:

FMCG products: Food Items, beverages, cosmetics, toiletries

Industrial goods: Machinery, equipment, spare parts

Pharmaceuticals: Medicines and medical supplies

Garments and textiles: Clothing, fabrics, yarn

Agricultural products: Rice, Tea, spices, jute, fruits, vegetables

Electronics: Mobile phones, computers, home appliances

Chemicals: Industrial chemicals, fertilizers, raw materials

Automobiles and parts: Vehicles, engines, spare parts

4.2 Segmentation, Targeting, Positioning (STP)

Clearing and forwarding Company M/S. Jamuna traders Limited is a company that applies the STP model very effectively. it has a wide range of Services for various consumer needs. To serve different types of customers, the company uses all three STP steps strategically.

Market segmentation is done by M/S. Jamuna traders Limited for two kinds of companies which can be called small and medium entrepreneurs as well as the larger enterprises. Small & Medium Entrepreneurs involve the websites of ecommerce and small retailers. While on the other side the Large Entrepreneurs include big enterprises of Bangladesh. M/S. Jamuna traders get the parcels in bulk from the ecommerce sites M/S. Jamuna traders get a lion's share of the parcels from the online market of E-Commerce in Taobao & Tmall, Ali baba express, many startups like Evaly, Alesha Mart, Qcoom, E-orange and other entrepreneurs' business. In this regard M/S. Jamuna traders get their lion portion of parcels. They conduct campaigns on daily, weekly and monthly basis and choose M/S. Jamuna traders as their delivery partner.

On the other hand, Bata, Apex, Ibna Sina, Hospital Machineries like X-Ray Machine, Ultra Machine, CBC Machine, RBS Machine, ECG, ECO Machine, Also Hospital Accessories Oxygen Cylinder Pharmaceutical Company Raw Materials and various other off-line and on-line shops also use M/S. Jamuna traders as their delivery partner from another country.

The main Targets of M/S. Jamuna traders are e-commerce sites where a large number of parcels are available. Some manufacturers and industrial units are selected by M/S. Jamuna traders in case of earning profits from weights. Manufacturers are not regular targets. We will study the manufacturer under 7P. The owners of e-commerce sites do not have enough time to supply their products via traditional ways. They need extra support in this matter. It has been recognized by M/S. Jamuna traders. In this regard, M/S. Jamuna traders offered doorstep pickup and drop off service. This is the best way to conduct business through e-commerce. The targeted customers (e-commerce) are quite satisfied with the services provided by M/S. Jamuna traders. It saves their time and information as well.

Positioning entails building a particular mental position in the awareness in the mind of the public. The company M/S. Jamuna traders Limited have done the positioning among the target customers. A reliable and efficient partner in clearing and forwarding that offers fast customs clearance, logistics solutions that ensure compliance and the timely delivery of cargoes with minimal delays and costs to importers and exporters.

4.3 Marketing Mix

The concept of marketing mix is straight forward Marketing mix is a very simple term. It is committed to placing the right thing or a combination of things in the right place at the right time and at the right price. The difficult part is how to do it in an effective way since you need to understand all the components of your marketing strategy.

As we noted previously, the showcasing blend is mainly connected with the service marketing which is known as 7P's

To make the appropriate marketing mix, organizations need to meet the accompanying conditions:

- The good needs to have all the right features, like being attractive and functioning extremely well.
- Price also needs to be right. Lots of people buying will make a profit possible.

- The process of making sure that the products are there when needed is important.
- It needs to make sure the objective group knows about the availability of the product through promotion. Promotion will help the company to spread their costs.

Service Mix

The 7P's of Marketing are: Product, Price, Promotion, Place, People, Packaging, and Process.

7P's of marketing mix for Clearing and forwarding (C n F) Industry M/S. Jamuna Traders limited

4.3.1 Product

A product is a thing that is assembled or delivered to fulfill the requirements of a specific gathering of individuals. A product can be tangible or intangible as it very well may be as administrations or merchandise. It is essential for one to ensure that he or she has the correct type of product that is required by your market. In this case, while at the stage where the product is being developed, the advertiser will conduct a wide investigation regarding the pattern of existence of the product that they are developing. Just like any other item, the product has a life cycle consisting of the development stage, maturity stage and the business decline stage. The marketer needs to revitalize his product when it reaches the business decline stage.

The production of either tangible products or intangible services which serve a huge market size with a specific number of units. Intangible products are either based on administration like the travel industry and the dispatch administration industry or based on codes like the PDA load and credit.

Some examples of tangible efficiently manufactured products are the motor car and the disposable razor. However, the most efficient service is having a functional computer system.

The primary outcome M/S. Jamuna Traders Limited is one kind of logistics limited is transportation and distribution services. They offer a variety of options, including airfreight, sea freight, road transportation, and warehousing.

4.3.2 Price

The price of the item is basically the sum that a client pays for to purchase it. For the marketing mix, price is a vital part. It is additionally a vital part of a marketing plan as it decides the companies benefit and endurance. The price of the good is very important in impacting all the marketing efforts and even the sales and demand of the good itself. This is a very complex issue. Supposing that the firm is new in the market and has not built its brand, it would be very unlikely that the customers would spend money buying something that is very costly. While eventually, it is likely that the consumers are willing to give away lots of money for the product, it becomes more difficult to convince them to do so at the moment of introducing a company. The price impacts the way how the product is being perceived by people. It should be noted that in the customers' perception, a lower price means a poor product compared to competitors. The prices that are too high may undermine all the positive characteristics of the product, and therefore, the money becomes more valuable than the product.

In comparison to other organizations in the sector, M/S. Jamuna Traders logistics limited charges lesser pricing for their services. They offer various prices based on what their customers want, and they also have special offers and reduced costs at specific times of the year. They give both inside and outside Dhaka delivery, and their pricing varies from inside Dhaka delivery to outside Dhaka delivery.

4.3.3 Place

The last element of the Marketing Mix is Place. Channel, Distribution, or Intermediary can also be called place. It is the means by which goods and other services are transferred from the producer or specialized cooperative to the consumer or buyer although statistics tend to vary from one product to another, about one fifth of the cost of the product goes in taking it to the buyer. 'Place' deals with various methods of delivering and storing the products, and then distributing them to the consumer. Delivering the correct product to the right places at the right time is done by the distribution channel. The choice of the mode of distribution will depend on various factors. It will suit some manufacturers better to sell their products to wholesalers who, in turn, will sell them to retailers, and others prefer selling directly to the retailers or consumers. People must place and distribute the product in an area that is accessible by potential buyers. This is regarding an in-depth understanding of C n F Company Jamuna Traders Logistics target audience. Understand them from all angles and you will discover the best way of placing and distributing your product that simply communicates with your target audience. Since C n F Company Jamuna Traders is providing logistic services, they have their centers in 64 districts and, they have multiple centers in some districts.

M/S. Jamuna Traders Limited logistics limited has a global presence with offices in different countries. They have established partnerships with various transportation carriers, warehouses, and customs agents to ensure seamless transportation and distribution services for their clients.

4.3.4 Promotion

Promotion is the element of the marketing mix that focuses on communicating the value of a product to customers. It includes all the activities used to inform, persuade, and remind customers about a product or brand. The primary purpose of promotion is to influence customer behavior and drive sales. Promotion is essential since even a superior product will fail in case consumers are not made aware of its existence. The process of promoting helps in creating awareness, interest generation, and trial/purchase of the products. Promotion also aids in building the image and loyalty for the brands. The five major categories of promotion include the following: Advertising, Sales Promotion, Public Relations, Direct Marketing, and Digital Promotions.

Promotion is a critical element in advertising because it helps to increase sales and establish the brand name. Promotion includes many components, such as Advertising, Public Relations, Sales Organization, and Sales Promotion. Advertising usually involves specialized methods that are paid for like Television commercials, Radio commercials, Print Media, and Internet advertising. In today’s time, there seems to be a shift in focus towards the internet world. Public Relation advertising, however, is communication that is not paid for. This includes press release, exhibitions, sponsorship agreements, seminars, meetings, and events. Informal communication is another form of product promotion. Verbal communication refers to the informal communication of the product benefits by satisfied customers and ordinary people. The business personnel play a crucial role in the promotion process and verbal communication. It should be noted that verbal communication is not something to be taken lightly. Verbal communication may also take place on the internet. When harnessed effectively, this can turn out to be one of your best assets in promoting your gains over the internet. A very concrete example of this is social networking and managing an organization's social networking presence. Promotion will depend upon your budget, message and the target audience.

M/S. Jamuna Traders Limited logistics limited uses a variety of marketing strategies to promote its services, including digital marketing, trade shows, and referral programs. They also focus on providing exceptional customer service to build positive word of mouth referrals. Achieving success in this industry is particularly difficult owing to strong competitors and the different approaches that they adopt. However, in order to survive in the market, the C n F Company M/S. Jamuna Traders also adopts some strategies. In order to stay in this business, promoting themselves in an effective manner is an essential step. Nowadays, all the firms have been working for proper promotion in a competitive manner and it is one of the most important factors behind the success of the organization across the world.

TVC/OVC (Television Commercials / Online Video Commercials)

- **Regular Social Media Posts & Campaigns**
- **Google Ads**
- **On-Display PopUp Ads in Online TV Channels**
- **TV Show Sponsorships**
- **Billboards**
- **International Product Display Exhibitions**

Evaluation of Effectiveness

Evaluation of ATL Effectiveness: Above-the-Line (ATL) promotional activity is carried out using mass media channels which is targeted at a large segment of the population. The over-the-top (OTT) methods that M/S. Jamuna Traders is implementing such as Television Commercials (TVC), Online Video Commercials (OVC), and Google Ads are example of its boon for brand visibility and market penetration.

- Television Commercials (TVC) and Online Video Commercials (OVC)
- Google Ads
- Television advertisement, social media, Facebook, Instagram, YouTube.

Evaluation of BTL Effectiveness: Below-the-Line (BTL) activities are targeted, highly engaging, and seek direct interaction with consumers. M/S. Jamuna Traders limited relies on these supplementary tools in yet another way by staying close to the line of sale and outside promotion utilizing the shop signage, billboards, event sponsorships, retail promotions and the international product display exhibitions.

The promotional activities carried out by M/S. Jamuna Traders Limited both ATL and BTL, have turned out to be highly effective in meeting the marketing objectives of creating brand awareness, engaging customers, and increasing sales. The combination of mass media advertising through TVC, OVC, billboards, and direct consumer interaction through retail promotions, sponsorship of events, and exhibitions helps M/S. Jamuna Traders ensure that they interact with consumers in different ways and create both sales and brand loyalty. Although M/S. Jamuna Traders is very successful in these aspects, there is much more scope for improving their digital marketing, especially through personalized online advertising and increased social media engagement.

4.3.5 People

M/S. Jamuna Traders logistics limited is a team of qualified logistics specialists dedicated to offering high-quality transportation and distribution services. They also invest in employee training and development to ensure their team is equipped with the necessary skills and knowledge to meet their clients' needs.

4.3.6 Process

M/S. Jamuna Traders Limited logistics limited has established standardized procedures for transportation and distribution services to ensure consistency and efficiency. Jamuna Traders logistics limited is a team of qualified logistics specialists dedicated to offering high-quality transportation and distribution services. They also provide customized solutions depending on their client's individual demands.

4.3.7 Physical Evidence

M/S. Jamuna Traders logistics limited invests in maintaining a fleet of modern and well-maintained vehicles and equipment to ensure the safety and reliability of its transportation services. They also provide an easy-to-use website and smartphone app for booking and tracking transportation services.

4.4 Findings

After analyzing the marketing strategies of the M/S. Jamuna Traders Limited, I have found major following findings

No organization is free from problems. After running my internship at M/S. Jamuna Traders. I identified some major issues. These are mentioned below:

- M/S. Jamuna Traders maintain a good relation with their customers.
- Recently M/S. Jamuna Trader's is not imported from every country in the world. They are imported from only China and Hongkong.
- M/S. Jamuna Traders are doing air freight shipment from the other Country. Also, Sea Freight shipment done by 15 days
- This company is not exporting any product from Bangladesh to any countries.
- M/S. Jamuna Traders is not fully functional or not software base working process.
- Pricing strategies include cost-based, competitive, and penetration methods.
- Distribution is wide-reaching through retail, wholesale, and modern trade.
- Promotion combines ATL, BTL, and digital marketing for maximum reach.
- Integrated marketing ensures consistent brand communication.
- Marketing strategies drive strong brand recall, engagement, and loyalty.
- They are serving free warehousing facility for 60 days for their customers.
- In-house logistics ensure efficient supply chain and timely delivery.

CHAPTER 5: INTERNSHIP EXPERIENCE

5.1 Position, Duties, and Responsibilities

There are various departments within the C n F Company M/S. Jamuna Traders Limited Logistics organization, each division does its tasks in different ways as per requirement. Since they provide assistance to different sections of people. The HR Department supervisory staff manages everything within the organization, hiring of new workers, maintaining the records of all the employees, they try to look into the issues of their employees, give them training on rules, regulation, and ethics of the company which employees must maintain, and update every bit of the update of their employees whether they are facing any problem or not. As Jamuna Traders Logistics They have their own app through which they maintain the app, and therefore they have IT department to look after all the app-related work. The Finance and Accounts department is basically responsible for forecasting, budgeting, paying salaries to the employees, making monthly and yearly financial reports. The operation team checks whether the delivered product reaches the hub or not and whether the delivery person provides the correct product. Business development department interacts not only with the clients but also with the sellers or merchant. Every member of the team such as performance appraisal manager, pricing manager and customer lifecycle manager has to report to the GM. They all consider the present market situation, formulate new strategies and try to implement the same through their employees.

I was employed in Marketing Intern in Business Development team. The office of my employment is located at sector -9 Uttara. I am working in M/S. Jamuna Traders Limited Uttara Branch, which was based on Airport Warehouse, but in the last month of my internship, I got shifted to all branches of Jamuna Traders and sister concern of M/S. Jamuna Traders limited. The old Dhaka all of the client, most of the time in last month I Visited all sector of logistics Unit. So, I got the opportunity to work in there. This is a full-time, 3 month long and paid internship program where you have to work from 09.30AM to 3.30PM. In order to get the Intern Position, one has to finish all the courses without internship having major in marketing. There were some other necessary requirements too such as proficiency in MS Excel, MS Word and Power Point**.**

5.2 Contribution to Organization

During in my internship, I contributed to several key operational aspects that directly supported Clearing and forwarding Company M/S. Jamuna Traders marketing efforts. Here is the summary of my contributions:

- **Increased Brand Visibility:** My job was to organize and conduct advertising campaigns outside and inside stores from where the products of M/S. Jamuna Traders limited could be seen from retail centers and the city.

- **Efficient Campaign Execution**: I try my best Provided to support in event management, vendor management, and content writing which helped successfully execute various campaigns within the timeline.

- **Market Insights**: I provided the marketing team consumer insights through my various market research efforts and strategy development as well as new opportunities.

- **Cross-Departmental Collaboration**: I worked hard closely the multiple departments, including sales, admin, creative, and retail teams, to ensure alignment in our promotional strategies, activities, and services.

5.3 Evaluation

During my internship Time my performance assessment was great. The Management of M/S. Jamuna Traders was very happy about my capacity to adjust immediately to the high-speed working environment and be proactive in helping in different marketing campaigns.
Areas of my performance which were appreciated include:

- **Creative Contribution**: In my ability to think outside the box and contribute fresh ideas to both digital content and offline campaigns was highly valued.
- **Project Execution**: My involvement as the marketing and brand activation events showed my ability to handle high-pressure projects with multiple moving parts. Besides, I was praised for managing multiple projects, including LED Billboard Activation and multiple vendor management, ensuring deadlines.
- **Teamwork and Communication**: The team was impressed with my ability to work effectively with internal and external stakeholders. My communication skills ensured that tasks were executed smoothly and efficiently.
- **Analytical Skills**: My market research and demand analysis, which helped the marketing team make data-driven decisions.

5.4 Skills Applied

Throughout my internship at M/S. Jamuna Traders Limited at Marketing Department. I had the opportunity to apply and develop a wide range of skills that were integral to the marketing strategies and operations. The following are the key skills I applied, along with detailed examples from my experience:

Above the Line (ATL) Advertising/Promotion: I got the first-hand experience of mass media campaigns through OVCs, Google Ads, and social media campaigns. There, I got to learn first-hand the logistics and execution behind large-scale media promotions.

Below the Line (BTL) Advertising/Promotion: In-store promotions, point-of-sale displays, and retail engagement events. Collaborated with my team in designing and positioning.

Social Media Content Planning: I worked hand-in-hand with the creative team in creating content on Facebook, Instagram, and YouTube.

Marketing Campaign Planning: These included complete horizontal, digital and traditional channel, they included campaign activities and their respective schedule, budget, and tracking analysis to ensure their execution.

Market Research & Analysis: During my territory analysis, I discovered the important markets for Jamuna Traders and conducted research on consumer behavior, spending pattern and competition. The information collected helped in the process of placing the product at places where there is maximum demand for it.

Vendor Management: During this time, I worked on in-house sourcing and managing vendors that would execute the event, create content and promotional material.

Agency Relationship Management: Collaboration with internal creative teams and external agencies, contributing to the communication of the campaign vision and guiding execution.

Negotiation Skills: During my internship, I negotiated with vendors, event partners, and other external agencies for the best rate, resources, and services available. Challenging budgets, negotiating contracts were paramount to turning each project into a success.

Canva Design: When I created a social media post, flyers, event banners, I used Canva. Working in-house, I was able to use my design skill a more practical manner, developing stylish and on-brand designs for tickets and campaigns.

Presentation Skills: In the marketing Team presentations for internal meetings Designed slides and Reports compiling campaign results, sales data, and consumer feedback from internal and external teams to keep key stakeholder updated and target aligned with marketing goals.

MS Office (Excel, Word, PowerPoint): Excel was definitely one of the tools I used when measuring budgets, Details of all the export and import Products, Listing the weight. Word was definitely used for writing reports and proposals, while PowerPoint was used when giving presentations. This was a vital tool in handling information on the campaigns.

CHAPTER 6: CONCLUSION AND KEY FACTS

The objective of this chapter is to summarize the most important findings, conclusions and suggestions that I have learn from my internship experience at M/S. Jamuna Traders Limited. regarding their marketing practices, personal lessons learned, and suggestions for the future.

6.1 Recommendations

After analyzing and reviewing the marketing practices and strategies of M/S Jamuna Traders Limited, I have suggested the following points:

- M/S. Jamuna Traders limited should be development of automation software for this firm so that this software, employees can perform their work and customers will also get an idea about the shipment.
- M/S. Jamuna Traders should broad their company and also starting export from Bangladesh to any countries because from Bangladesh to Europe every month huge number of amount product were exported.
- Company should have need IT department for Solving Problem at the Time.
- The IT department employees must be skilled, qualified and well-trained. The IT department Employee must be equipped with the latest software system.
- The company can expand its Clearing and Forwarding operations via marine cargo ships and airplanes.
- The company may enter a joint venture with a good national Clearing and Forwarding or international Clearing and Forwarding company.

6.2 Key Understanding

During my internship period, I gained Some practical knowledge about the operational activities, documentation procedures, customs regulations, cargo handling systems, and communication processes involved in the Clearing and Forwarding (C n F) business. This experience helped me understand the importance of efficient customs clearance and logistics management in international trade.

Customs Clearance Services

The most important function of a Clearing and forwarding company is customs clearance. This process involves preparing customs declarations, calculating taxes, submitting documents to customs authorities, and obtaining final clearance for imported or exported goods.

Freight Forwarding Operations

Clearing and forwarding (C n F) companies coordinate with shipping lines, airlines, transport agencies, and logistics providers to arrange the movement of goods through sea, air, and road transportation systems.

Cargo Handling and Delivery

After customs clearance, the C & F company arranges cargo release from ports, airports, or inland container depots and ensures timely delivery to the importer's warehouse or Company Proper or Final delivery

Operational Workflow of a C & F Company

- Receiving shipping and Import, Export documents.
- Verifying and preparing customs documentation.
- Submitting documents to customs authorities.
- Customs inspection and examination.
- Releasing cargo from port or warehouse.
- Arranging transportation and final delivery.

6.3 Conclusion

M/S. Jamuna Traders Limited is working to provide excellent service to customers. They are also working to build a corporate culture within the shipping industry. M/S. Jamuna Traders Limited has very good supply chain management and operations. In this sector, all the key account managers are responsible for building relationships with their customers. All of them try very hard to provide excellent services to their customers. The customers are Very Much satisfied with the service of M/S. Jamuna Traders Limited.

As a BBA Intern, I am lucky to have the opportunity to learn about all the activities and the working Process of M/S. Jamuna Traders Limited is a clearing and forwarding company. M/S. Jamuna Traders Limited will continue to maintain high-quality service for all clients and customers and make a significant contribution to our country's economy.

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Appendix

Internship Completion Certificate

M/S. JAMUNA TRADERS LIMITED

Govt. Authorized Customs Clearing & Forwarding Agent

Operation Office :
House # 16, Road # 11, Sector # 01
Uttara, Dhaka-1230, Tel : +88-02-7912063
Reg. Office :
114/1, Taltola, Dhokhinkhan, Dhaka-1230

REF: DATE:

Intership Certificate

Date: 02 July 2026

To Whom It May Concern

This is to certify that **Md. Abu Zahid**, a student of United International University, has successfully completed an internship at **M/S. JAMUNA TRADERS LIMITED** in the marketing department from 12th march to 15th june 2026.

According to our official records, his weekly salary two thousand only (2000/-).

The intern performed assigned duties responsibilities and gained practical knowledge and experience related to marketing. The intern maintained a positive attitude and contributed effectively to the organization's activities.

This certificate is issued upon his request for does not involve any financial liability on the part of this organization.

We appreciate **Md. Abu Zahid** for the efforts and commitment shown during the internship and wish him every success in future academic and professional endeavors.

Authorized Signature

Email: jamunatraders2005@gmail.com