

Competitive Situation Analysis of Roebuck Communications



Name of the student

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.

Internship Report
On
Competitive Situation Analysis of
Roebuck Communications

Submitted To
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Letter of Transmittal

February 12, 2023

Dr. Khandoker Mahmudur Rahman

Professor

School of Business and Economics

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Subject: Submission of Internship Report on “**Competitive Situation Analysis of Roebuck Communications.**”

Dear Sir,

I am writing to submit my internship report as required by the BBA department at United International University. The internship was completed at Roebuck Communications under the supervision of marketing department from October 28, 2022. The internship provided me with valuable hands-on experience in creating and implementing advertising & marketing programs and online marketing strategies Roebuck Communications.

I have attached a copy of the report to this letter for your review. In the event that there are any further queries about the content of my report, I will do my best to answer them.

Thank you for your valuable time and consideration.



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Declaration of the Student

I, **Sabrina Abrar**, declare that the internship report entitled “**Competitive Situation Analysis of Roebuck Communications**” is a result of my own work and efforts during my internship at Roebuck Communications. This report has not been submitted for the award of any other degree or diploma in any other university or institution. All sources used have been properly acknowledged and referenced in accordance with the guidelines provided by United International University.



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Letter of Acknowledgment

I would like to express my deep gratitude to all those who have supported and guided me throughout my internship journey. This report would not have been possible without the valuable contributions and support of many individuals.

First and foremost, I would like to extend my sincere appreciation to my internship supervisor, **Dr. Khandoker Mahmudur Rahman**, Professor, School of Business and Economics at United International University for their invaluable guidance and support throughout the duration of my internship. His expertise and support were instrumental in shaping my understanding of the field of school education and marketing strategies.

I would also like to thank Tahmina Ferdous Jui, Assistant Manager at Client service department of Roebuck Communications for welcoming me into their community and for providing me with the opportunity to observe and learn from their daily practices. My interactions with the employees of business development, client service, and marketing department were enlightening and provided valuable insights into the field of advertising and marketing.

Finally, I would like to thank the Roebuck Communications and its management for providing us with this opportunity to gain hands-on experience in the field of advertising and marketing and allowing us to contribute to the organization's mission. This internship has been a valuable learning experience, and I am grateful to have had the opportunity to contribute to the field of marketing and business growth.

Executive Summary

Advertising firms play a crucial role in the development of the business and advertising industry in Bangladesh. Advertising firms may help to companies increase brand recognition and establish a strong brand image in the different market segment. They use various mediums such as television, print, online, and outdoor advertising to reach a large audience. The growth and success of advertising firms in Bangladesh can help promote the advertising and marketing industry in the country, leading to increased job opportunities and a more vibrant business environment.

Roebuck Communications is an advertising and marketing firm. They generate ideas that pique the attention of consumers and get them excited about the products of Roebuck communications. Through innovative and engaging forms of marketing, they are committed to assisting their customers in solving their most difficult business challenges. The main purpose of preparing this report is to identify and evaluating of the marketing strategy, as well as its general operation and functioning, and the potential influence that may contribute to the delivering standard quality of advertising and marketing service to its clients'' business and growth of the business as well as market segment in Bangladesh.

For the purpose of compiling this report, we used a qualitative approach in the form of interview sessions to gather in-depth replies from advertising and marketing sectors in Roebuck Communications. After analyzing the data, some key challenges have been found such as new customers are given more attention than current ones; improving the return on investment and budgets for digital marketing and keeping ahead of the competition in a field that Is constantly transforming which can be impacted on their growth of the advertising firm. In this report, some suggestions have been provided that can assist to the business development and marketing team of Roebuck Communications to improve their education marketing strategies.

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CHAPTER 01

INTRODUCTION

1.1 Introduction of the Report

The current situation of advertising and marketing in Bangladesh is a mix of challenges and progress. Bangladesh is a developing country, and many companies have limited advertising budgets. This makes it challenging for companies to invest in high-quality marketing campaigns that can effectively reach their target audience. Additionally, our country has a large population, but the market is fragmented, with consumers spread across rural and urban areas. Reaching a broad audience can be challenging, as traditional advertising methods may not be as effective in rural areas. Due to low penetration rate of digital technology, this makes it difficult for companies to reach consumers through digital channels. This is particularly true in rural areas, where access to the internet and digital devices is limited. Therefore, some companies take services from Advertising and marketing for their growth of businesses. By using their marketing strategies and marketing campaigns may also help businesses retain their existing customers. By creating relevant, engaging content and offering special promotions, businesses can keep their customers interested and coming back for more.

This internship report is written to satisfy a requirement for the Bachelor of Business Administration degree for course completion in Internship program, and it has the same weight in the assessment process as other courses. In my internship time at Roebuck Communications, I have received hands-on experience with marketing related tasks and activities. While preparing this paper, I got the opportunities to get a thorough understanding of developing and implementing of marketing and digital marketing strategies of Roebuck Communications.

1.2 Objectives of the Study

1.2.1 Broad Objective

- The broad objective of the study on the competitive situation analysis of Roebuck Communications.

1.2.2 Specific Objectives

- a) To get an overview of Roebuck Communications;
- b) To identify the external environment of marketing strategies of Roebuck Communications;
- c) To identify the current business situation of Roebuck Communications;
- d) To find out the challenges of marketing activities of Roebuck Communications;

- e) To provide suggestions about the lacking of marketing activities of Roebuck Communications.

1.3 Scope of the Problem

The focus of this research is on enhancing of improve marketing activities to bottom line by a closer look at the separate business industry's marketing strategies, activities, and methods for digital marketing sectors through implementing effective marketing strategies. The study's primary purpose is to provide insight on the rationale behind the advertising and marketing firm's sustainability strategies. The research also makes an effort to provide insight on the topic of how successful the advertising firms' efforts are at retaining existing clients by effective and innovative marketing services. The purpose of this research was to identify all of marketing's current functions and identify areas for business growth.

1.4 Methodology of the Study

In order to compile the report, both primary and secondary sources of data and information have been utilized.

a) Primary Sources of Data

- Analysis of a variety of files and the report from the Roebuck Communications,
- Research with a limited scope on already published materials,
- Observations, discussion and interviews with the staffs, marketing teams and managing director of Roebuck Communications.

b) Secondary Sources

Additionally, the report incorporates a variety of various kinds of secondary data. The following is a list of examples that may be considered secondary information sources:

- Internal sources:
 - Posters with a variety of various offers on Roebuck Communications.
 - A few details about the operation of the marketing services of Roebuck Communications.

- External Sources:
 - Journals, articles and newspaper
 - Web-based studies and articles on a variety of topics connected to the advertising and marketing firms sectors of Bangladesh.
 - Web site of Roebuck Communications.

1.5 Limitations of the Problem

During preparing the report and the study of the topic, I have faced some limitations that are listed below:

- Another significant obstacle that was encountered over the period of the study was maintaining the confidentiality of the data collected from the various marketing employees; there are a number of situations in which information that is up to date is kept from the general public.
- It is quite challenging to acquire accurate information and to collect it;
- A great number of procedural concerns were handled directly in the operations by the upper management level, which may have also given rise to the same kind of limits;
- Time and resource constraints also acted as limiting factors;
- Because each and every employee is engaged in their work, they do not always have time to provide a response to the question being asked because they are too busy;
- Due to the very limited timeframe, I was unable to conduct research on a large scale.

CHAPTER 02

LITERATURE REVIEW

2.1 Definition of Key Terms

2.1.1 Marketing

The goal of marketing is to establish exchanges that meet the needs of both buyers and sellers, which is accomplished by strategic planning of product development, price, promotion, and distribution. Marketing is the process of learning about, appealing to, and supplying a certain consumer demographic (Kotler, 2018). When a business introduces a new product to the market, they begin a marketing campaign to spread the word about it. Planning the distribution of the product via multiple channels, such as retail shops or the internet, and doing market research to determine the most successful price strategy are all part of this campaign. The target audience would be educated about the product and its benefits, and hopefully purchase it, as a result of the campaign (Philip Kotler, 2017-2018) .

2.1.2 Marketing of Advertizing Firm Industry

According to (Afrina Yasmin, 2015), Advertising firms are organizations that specialize in creating and managing advertising campaigns for their clients. Marketing in these firms involves developing and implementing strategies to promote clients' products or services to target audiences through various channels such as television, radio, print, digital, and outdoor advertising.

Marketing professionals in advertising firms work closely with clients to understand their business objectives and target audience. They conduct market research, analyze data, and develop marketing plans to effectively reach the target audience and achieve their clients' goals (Ghotbifar, 2017).

Some of the key responsibilities of marketing professionals in advertising firms include:

- Understanding client requirements and creating campaigns that meet their needs.
- Conducting market research and analyzing data to determine target audience preferences and behavior.
- Developing advertising messages that are appealing, persuasive, and effective.
- Selecting appropriate media channels for promoting clients' products or services.
- Negotiating with media outlets to secure favorable advertising rates and placements.
- Managing budgets, tracking campaign performance, and analyzing results to make data-driven decisions.

- Collaborating with creative teams to develop eye-catching, memorable, and effective advertisements.
- Staying up-to-date with industry trends and changes, and adapting strategies as needed.

Marketing professionals in advertising firms must have strong communication and interpersonal skills, as well as the ability to think creatively and analytically. They should also be familiar with marketing research methods, advertising principles, and media planning.

2.1.3 Competitive Situation Analysis

According to (Berry, 2020), Competitive Situation Analysis refers to the process of analyzing the strengths and weaknesses of current and potential competitors in order to identify opportunities and threats in the market. The goal of a competitive analysis is to provide a clear understanding of the competitive landscape, which can inform business strategy and decision-making (Rahman, 2016).

To perform a competitive analysis, it is important to gather and analyze data about the products, services, market share, pricing strategies, distribution channels, and marketing tactics of competitors. This information can be obtained through a variety of sources, including company websites, industry reports, market research, and customer feedback.

Once the data has been collected, it is analyzed and used to develop a profile of each competitor. This profile should include information about their strengths and weaknesses, their target market, their competitive advantage, and any other relevant information.

With this information in hand, businesses can then compare their own offerings to those of their competitors in order to identify areas where they can improve their products or services, adjust their pricing strategy, or target new customers. This information can also help businesses identify potential gaps in the market and determine the best way to capitalize on them.

In summary, a competitive situation analysis is a critical component of business strategy and decision-making. It provides valuable insights into the competitive landscape and helps businesses stay ahead of the curve by identifying opportunities and threats in the market.

2.1.4 Porter's Five Forces

Porter's Five Forces is a framework developed by Harvard Business School Professor Michael Porter to analyze the competitive environment of an industry. The framework consists of five forces that determine the competitiveness of a market and the profitability of companies operating in it. These forces are:

- Threat of new entrants: This refers to the ease with which new competitors can enter the market. The greater the barrier to entry, the more difficult it is for new companies to enter the market, and the less competitive it is.
- Threat of substitute products or services: This refers to the availability of alternative products or services that can be used instead of the ones offered by companies in the industry. The more substitutes available, the less profitable the market is.
- Bargaining power of suppliers: This refers to the bargaining power of the suppliers of raw materials, components, and services that companies in the industry need. The greater the bargaining power of suppliers, the less profitable the industry is.
- Bargaining power of buyers: This refers to the bargaining power of the buyers who purchase the products or services of companies in the industry. The greater the bargaining power of buyers, the less profitable the industry is.
- Rivalry among existing competitors: This refers to the intensity of competition among the companies already operating in the industry. The greater the rivalry, the less profitable the industry is.

The purpose of Porter's Five Forces is to help companies understand the competitive environment in which they operate, and to identify the factors that determine their profitability. By analyzing the five forces, companies can develop strategies to increase their competitiveness and profitability.

2.1.5 SWOT Analysis

SWOT analysis is a strategic planning tool that helps organizations identify their Strengths, Weaknesses, Opportunities, and Threats. The goal of a SWOT analysis is to align an organization's internal strengths and weaknesses with external opportunities and threats to develop a comprehensive strategy for growth and success (Berry, 2020).

- Strengths refer to the qualities and characteristics that give an organization an advantage over others.
- Weaknesses refer to the areas where the organization may have disadvantages or limitations compared to others.
- Opportunities refer to external factors that the organization can take advantage of to grow and succeed.
- Threats refer to external factors that may have a negative impact on the organization's performance and success.

SWOT analysis can be used in various contexts, including business, marketing, and personal development. It is an important tool for organizations and individuals to identify their current state and to develop a strategy for future success.

CHAPTER 03

COMPANY ANALYSIS PART

3.1 Take a look at Roebuck Communications

Roebuck Communications is a company that specializes in marketing and advertising. They come up with concepts that attract the focus of customers and arouse their interest in the goods offered by Roebuck communications. They are dedicated to providing assistance to their clients in the form of engaging and cutting-edge types of marketing in order to aid their customers in resolving the most challenging difficulties they face in their businesses. Roebuck Communications, who founded their business in 2015, have been able to maintain a growth rate that is rather consistent ever since they launched their operation. They have ambitions to produce completely new inventions over the course of the coming several years that will have a substantial influence on the clients of their own enterprises.



At the moment, Roebuck Communications is offering a wide range of services, some of which include digital, activation, advertising, media, and shopper marketing to mention just a few of them. Roebuck Communications is a start-up Ideation and innovation firm with the goal of inventing and experimenting with new and unique ideas. This is the agency's mission statement. For the present being, correspondence about Roebuck may generally be divided into three primary groups:

- Roebuck Communications Marketing offers marketing solutions in the fields of creativity and technology related to their customers' goods and services, as well as the expansion of their clients' businesses.
- Located in the heart of the company's headquarters, the Roebuck communications is where new products and approaches are developed and tested. The two new products they're developing will soon hit the market.
- When planning digital marketing campaigns, we always keep the client's specific needs in mind. Successful digital marketing software projects have been executed by their team on several occasions..

3.2 Mission, Vision

Mission

- The goal of this project is to develop market-leading brand ideas in order to come up with market-leading brand ideas, which are ones that connect with individuals on a psychological and emotional level and encourage them to have a preference for a certain brand. The phrase "market-leading brand ideas" refers to ideas that connect with individuals on both of these levels.

Vision

- To grow into a leading worldwide integrated communication organization that is capable of offering excellent solutions to customers in terms of the creation and enhancement of brand value.

Objectives

Roebuck Communications made a promise to its clients that they would provide extraordinary value to the organization by utilizing their one-of-a-kind combination of talent, responsibility, and excitement to generate more profitable leads and sales for organizations that serve their local communities. Roebuck Communications' clients included organizations that provide services to their local communities:

- Providing valuable input at several skill levels to further the growth of the firm.
- Holding the door open economically and socially through generating income.
- Trustworthy and devoted support for every money made.
- They put an emphasis on establishing lasting partnerships with our customers so that they may reap the long-term benefits of our creative and unique ideas and support.
- They would want to make a constructive contribution to the competitive market so that their team, their country, and their customers may succeed. This can be done by delivering a service that is first-rate, unique, and worth every cent spent on it.
- Their objectives lay the foundation for their Roadmap and guide every aspect of their organization by illustrating the tasks they must do in order to maintain their commitment to sustainable, high-quality growth.

3.3 Core Values of Business Strategy

They are dedicated to operating their business with the highest standards of integrity, gratitude, and finesse. Because of these convictions, they work tirelessly to advance their operations and provide outstanding service to their clientele.

Their characteristics have a role in their behavior and provide light on their professional demeanor.

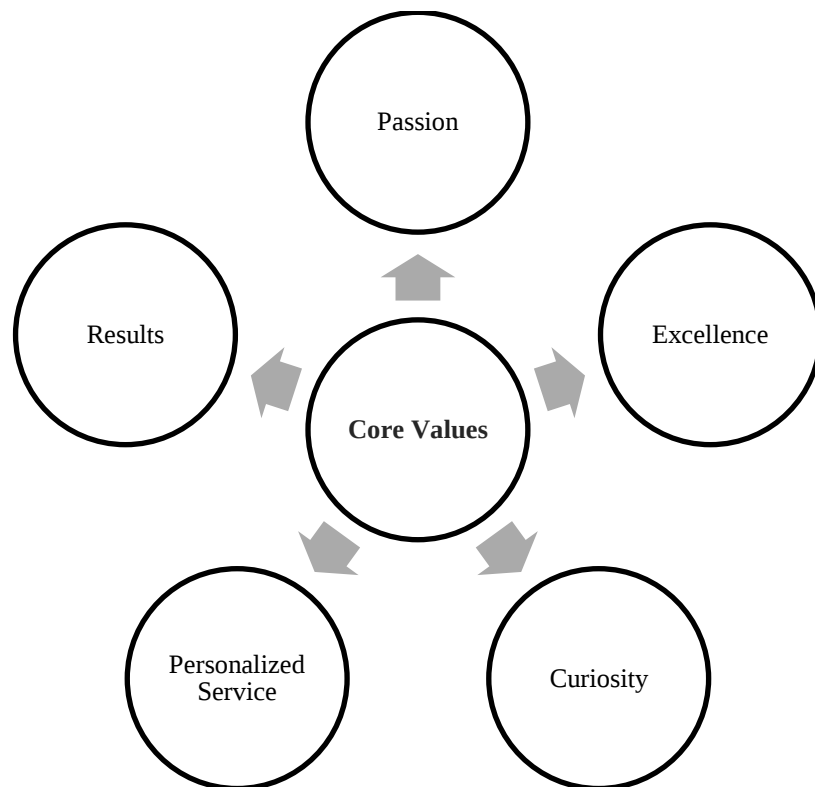


Figure3.1: Core Values of Roebuck Communications

3.4 Products and Services

Roebuck Communications provides a full 360-degree digital service to meet the needs of its customers. Their company culture is one that encourages growth. Thus, the fundamental goal of all of their services is the development and automation of their customers' businesses and organizations.



Figure3.2: Products and Services of Roebuck Communications

Digital Marketing & Consultancy

With their help, you can ensure that your product is seen by the right people at the right time. They provide useful knowledge and techniques to aid you in accomplishing your business goals.

Web and App Development

Because of their labor, companies are able to create one-of-a-kind user experiences that not only provide results but also engage and intrigue customers. Every company creates a one-of-a-kind user experience that's tailored to their specific needs.

Branding and Identify Design

They build brand identities that send a clear message to the target audience, which enables the firm to obtain the audience's trust while still being one step ahead of the competition.

Animation and Video Production

In today's day and age, it is less difficult than it has ever been to convey your message via the use of animation and video. They create works of art that are aesthetically pleasing and are able to convey your concept to the general audience in an effective manner.

Search Engine Optimization

Because of the work of their highly qualified SEO specialists, your company's name will be shown prominently throughout all search engine platforms now in use. These tactics may also dramatically enhance your rating if you use them correctly.

Digital Ads and Analytics

They create gorgeous advertising that feature the proper message or offer and a specific call to action, and they guarantee that the attention of your target audience is grabbed and then enhanced using analytics. They do this by utilizing the following strategies:

- **Intelligence:** The most famously successful ideas are those that are founded on data-driven analyses of cultural and behavioral insights and methods.
- **Concepts and the means,** both active and passive, by which those concepts are transmitted, which are referred to as "Content" and "Stories."
- **Experiences:** The collision of experience and commerce in all conceivable physical and digital venues is the key to releasing new concepts.
- **Delivery:** innovation, technological advancement, and production: the process through which ideas are materialized into observable items and operational systems.

3.5 Organizational Chart

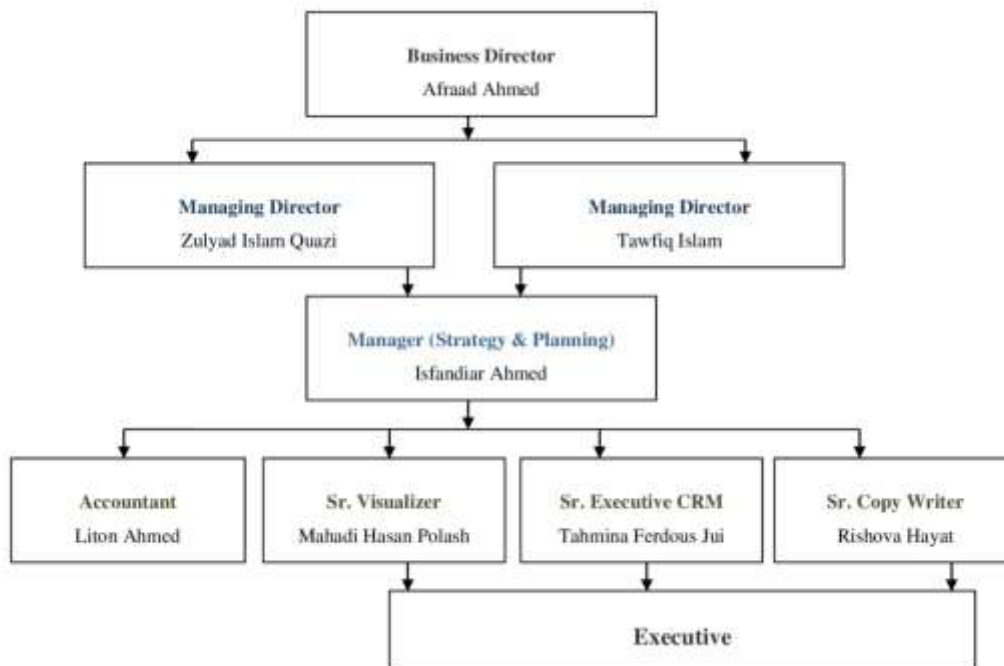


Figure3. 3: Organization Chart of Roebuck Communications

3.6 Operational Activities

Roebuck Communications is a consultancy that helps firms with their data, analytics, and marketing technology planning, evaluation, and implementation needs. They have put together a stellar group of digital and growth experts to aid their customers in revolutionizing digital commerce. Together, they are using Roebuck Communications' full suite of marketing and technology services to hyper-personalize and hyper-scale the shift to digital commerce. As a result of this investment, both their digital marketing business and its Bangladeshi clients will have a leg up on the competition.

Their goal is to provide a comprehensive digital commerce solution, which includes a leading digital native-growth team, adaptable features, a suite of cutting-edge technology, and analytics to power the whole customer value experience, from strategy and design to activation and conversion. Roebuck Communications uses its first-hand experience to help companies adapt to the changing demands of digital marketing via the use of cutting-edge strategies, tools, data, and analytics. Specifically, they collaborate with their customers to do the following:

- Create and implement strategies and methods to boost customer acquisition, value, engagement, loyalty, and retention.
- This paper serves as a roadmap for making decisions about digital technology solutions, including which ones to pursue, how to do an initial screening, and how to weigh the pros and cons of various vendors.

CHAPTER 04

ANALYSIS PART

4.1 Environmental Analysis

In Bangladesh, most of the marketing agencies are playing role to contribute the growth of the business in this competitive market. The marketing agency is a company that provides marketing services to help businesses improve their brand awareness, attract and retain customers, and increase sales. The importance of a marketing agency lies in its ability to provide expertise, creativity, and experience that many businesses lack in-house, leading to more effective and efficient marketing strategies. By outsourcing marketing tasks to a agency, businesses can save time and resources, and focus on core operations. Environmental analysis of a marketing agency in Bangladesh includes evaluating internal and external factors that impact the agency's operations and performance which have been discussed below:

4.2.1 Porter's Five Forces

Porter's Five Forces analysis can help businesses to understand and analyze the competitive environment in their industry, which can in turn inform business strategy and drive growth. In accordance with Porter's concept of the five competitive forces, the significant factors have been broken down and organized into the following five categories:

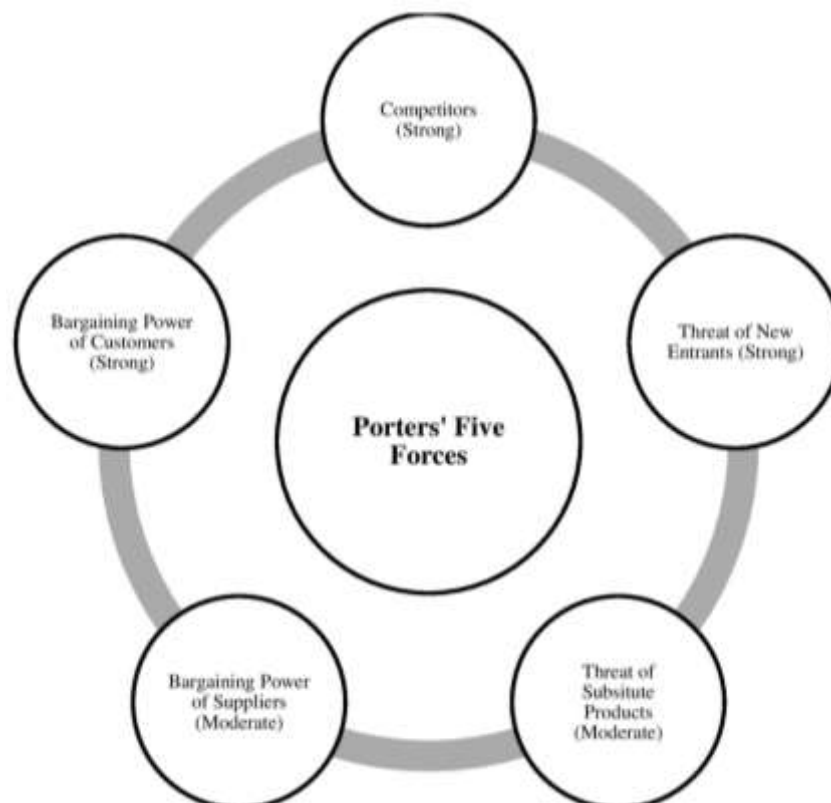


Figure4.1: Porter's Five Forces Analysis

a) Rivalry among Existing Marketing Agency Firms

Competition among existing marketing agencies is intense due to the high demand for their services. As a result, agencies constantly strive to differentiate themselves, improve their offerings, and stay ahead of the competition. Agencies compete on various factors such as:

- **The number of market competitors:** Due to the existence of several rivals, the industry is quite competitive. Recently, 5 well-known marketing firms, including DigitalVast, M Dot Media, Quintos Business Solutions, Adkey advertising Limited, and White Spot Digital, have begun operating in the marketing and advertising firm of Bangladesh. These services provide marketing and business growth related operation activities and strategies to the business of Bangladesh.
- **The Future Potential for Expansion of the Market:** In today's era of digital transformation, every business must have a plan for digital growth. The marketing firms of Bangladesh combine strategy, marketing, and innovation to provide you the ideal response for the digital evolution of clients' organization. With every project, marketing firms certain that they will achieve the best possible results. The finest outcomes can only be achieved with a realistic budget. Their clientele may hope to see substantial gains from even a little outlay. As a marketing agency, they care deeply about satisfying their customers and exceeding their expectations. Whenever a customer entrusts them with a project, they work tirelessly to ensure its success by treating it as if it were their own and by placing providing value for their clients ahead of making a profit. Creating an engaging online story is only one component of this approach, which also includes doing an in-depth analysis of clients' brand's image, product, and market. They will make clients' website responsive, which will make it easier for customers of all screen sizes to use. Among their many impressive qualities is a community-oriented, community-based digital computerized action plan that helps turn creative ideas into thriving online groups. Clients' competitors might employ a wide range of strategies to weaken their business. Their experts are familiar with environmental dangers from both a theoretical and practical standpoint, and they know how to protect them from harm while enabling them to achieve their goals.
- **Competitors Size and Capabilities on Client Portfolio and Case Studies:** The marketing firms contribute to industry reputation and brand recognition through various

strategies, including: Market research and analysis to understand the target audience and competition; Branding and rebranding efforts to create a consistent image and message; Development and execution of marketing campaigns to raise awareness and drive engagement; Public relations and media outreach to generate positive coverage and build relationships with stakeholders; Social media management to engage with customers and build a strong online presence; Event planning and sponsorship to increase visibility and build relationships; Influencer marketing to reach a wider audience and build trust.

b) Threat of New Entrants

The threat of new entrants in the marketing and advertising business depends on several factors, including:

- **Industry barriers to entry:** High capital requirements, complex regulations, and established competition can make it difficult for new entrants to establish a foothold in the market.
- **Economies of scale:** Incumbent firms may have cost advantages over new entrants due to their size and experience including:
 - Limited resources for marketing and advertising
 - Difficulty in building brand recognition and customer loyalty
 - High costs associated with marketing and advertising
 - Lack of access to economies of scale in production and distribution
 - Difficulty in differentiating products and services from competitors
 - Difficulty in attracting and retaining customers in a crowded market
 - Limited data and market research capabilities
 - Difficulty in staying up-to-date with market trends and consumer preferences.
- **Brand recognition:** Established firms like Bitbol may have an advantage in terms of brand recognition, making it difficult for new entrants to compete. Many of the firms, they have already Customer loyalty to established brands can be a significant barrier to entry for new entrants.

Overall, the threat of new entrants in the marketing and advertising business can be moderate to high, depending on the specific market and industry conditions.

c) Threat of Substitute Products

The findings from the study show that there is a Moderate Amount of Substitute Product on the Market and Advertising Firms.

- **The Possibility of the Development of Alternative Products and Services**

Advertising firms of Bangladesh are continually evolving and adapting to changes in the market, technology, and consumer behavior. With the rise of digital media, many advertising firms have started offering digital marketing services, such as social media advertising, search engine marketing, and programmatic advertising. They may also expand into related fields, such as market research, public relations, and branding. The development of alternative services will depend on various factors such as market demand, competition, and the ability of the firm to invest in new technology and talent.

d) Bargaining Buyers of Suppliers

The findings of the study suggest that the amount of bargaining power obtained by suppliers is about equivalent to that of moderate.

Bargaining refers to the process of negotiating a mutually acceptable agreement between two or more parties. In the context of advertising firms, bargaining often occurs between buyers of advertising services (such as advertisers or advertising agencies) and suppliers of advertising services (such as media companies or digital platforms). The goal of bargaining is typically to reach an agreement on the terms of the transaction, including the price, the duration of the agreement, and the specific services that will be provided.

The bargaining process in advertising firms can be influenced by a number of factors, such as the relative bargaining power of the buyer and the supplier, the availability of alternative suppliers, the competitiveness of the market, and the quality and uniqueness of the services being offered. Effective bargaining requires clear communication and a thorough understanding of the needs and goals of each party. Both buyers and suppliers must be willing to compromise and find mutually beneficial solutions in order to reach a successful agreement.

e) Bargaining Buyers of Consumers

In advertising firms, bargaining power refers to the ability of buyers (consumers) to influence the price, quality, or quantity of a product or service being offered by a seller (advertising firm). The bargaining power of consumers in advertising firms can be influenced by factors such as the availability of substitutes, the size of the consumer market, and the level of brand loyalty. If consumers have high bargaining power, they may be able to negotiate lower prices or better terms with the advertising firm. On the other hand, if consumers have low

bargaining power, the advertising firm may have more control over the terms of the transaction.

4.2 SWOT Analysis of Roebuck Communications



In order to conduct an in-depth evaluation of the business environment and arrive at strategic conclusions on the path that the firm should take going forward, a SWOT analysis is performed. The following is a summary of Roebuck Communications' strengths, weaknesses, opportunities, and threats identified in their respective SWOT analyses.

A. Strengths

Roebuck Communications, Advertising firms have several strengths, including:

- **Expertise and Experience in Strategic Thinking:**

Roebuck Communications have a deep understanding of consumer behavior, market trends, and industry regulations, which allows them to create effective and compliant campaigns.

In today's era of digital transformation, every company requires the proper plan for digital growth. Roebuck Communications

combines strategy, marketing, and innovation to deliver the best solution for your company's digital growth. The Roebuck Communications team always delivers excellent results on every project.

For optimal outcomes, a realistic budget is

required. The client may anticipate a huge payoff from a very little outlay. Their professionals are committed to satisfying customers and exceeding their expectations. When a customer entrusts them with a project, they handle it as if it were their own, since they are dedicated to providing value rather than generating profits. Creating an engaging online story



is only one component of this approach, which also includes doing an in-depth analysis of your brand's image, product, and market. By making everything responsive, they guarantee that everyone can use your online store. Their digital computerized action plan is particularly unique since it takes a community-based strategy to turning creative ideas into thriving online organizations. Competitors might employ a number of strategies to weaken your firm. Experts in this field are familiar with environmental risks from both a theoretical and practical standpoint, and they know how to mitigate such risks without compromising your ability to perform.

- **Maintaining Awareness with the Trendy Items or Services:**

Roebuck Communications excel at developing and executing strategies that meet their clients' specific goals, such as increasing brand awareness, driving sales, or improving customer engagement.

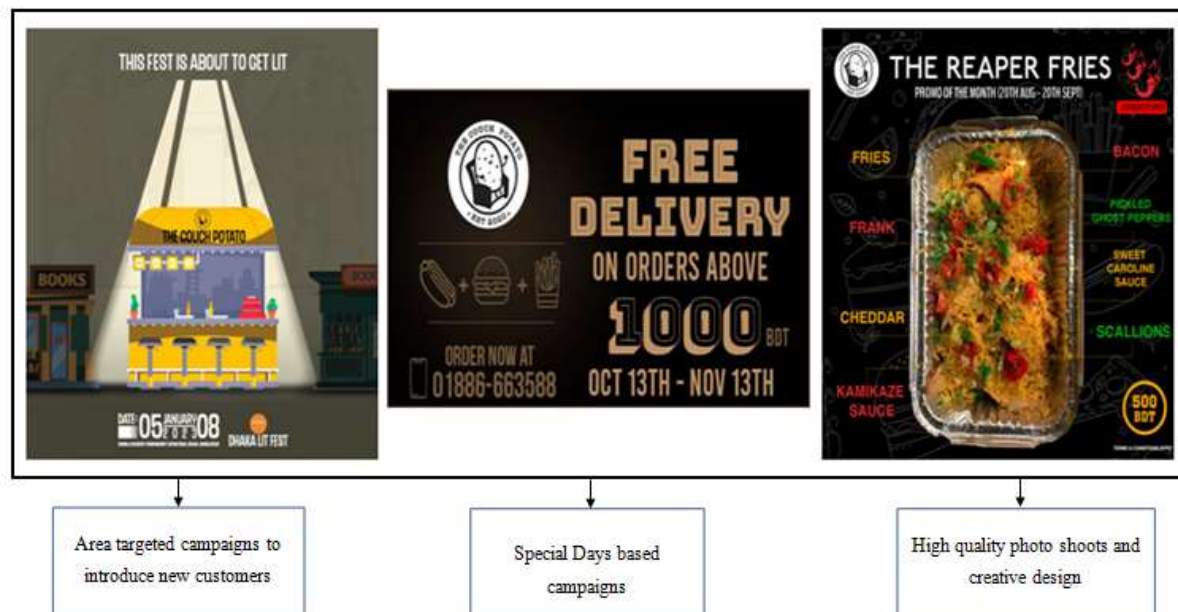
For Example: Suzuki (Rankon Motor Bike Ltd) set out on the Internet based promotional activities with the aim of branding their bikes all around of Bangladesh. They want to grow into one of Bangladesh's most successful marketplaces for many sellers. Roebuck Communications, they were serious about it, and they put a lot of effort into both the online sales drive and the Branding. Constant marketing initiatives are being launched to increase user comfort with the system.



- **Greater Engagement:**

Consumers may participate in Roebuck Communications' various activities via the use of the firm's digital marketing initiatives. Online purchases and feedback may be provided by

customers who visit a company's website and read information about the items or services, as well as provide comments.



Through the use of [Roebuck Communications](#)' digital marketing, customers are provided with transparent information on the products or services in which they are interested. When information is collected from a representative working at a retail outlet, there is a remote possibility that it may be misinterpreted, despite the fact that the likelihood of this happening is quite low. On the other hand, the Internet provides a wealth of product information upon which customers may rely and upon which they can establish the basis of their purchasing choices.

- **Increasing Customer Traffic Flow:**

Viewers are given the chance to spread the word about the product or service that they are now seeing via the use of digital marketing. When utilizing digital media to communicate with one another, it is relatively easy to both share and get information from other people on the characteristics of a product or service. The example of [Roebuck Communications](#)' technique working well is provided below.

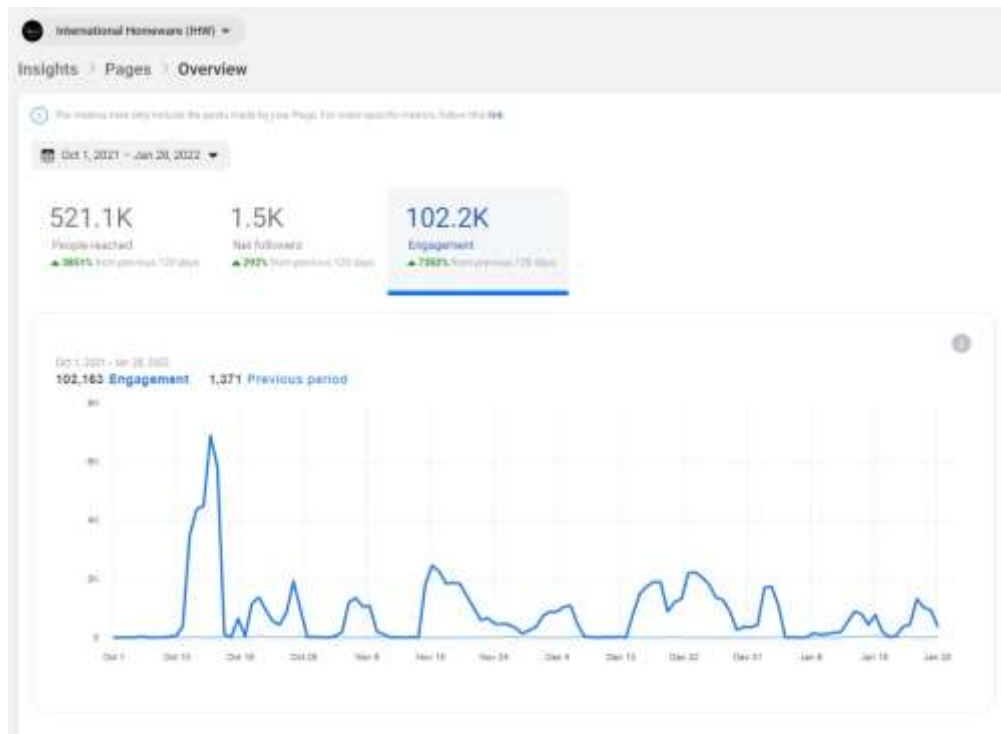


Figure4. 2: Boosting Performance Expansion by Roebuck Communications

Digital marketing campaigns are particularly cost efficient, meaning that a huge number of audiences or prospective consumers may be addressed for a certain product or service at the same time with very little outlay of financial resources. After increasing the essential content and campaigns, the following is a visual summary of a page that was created for a reputable customer who was able to reach hundreds of additional people. Along with the increase in reach, there was also a discernible and significant rise in the number of net followers and interaction.

B. Weakness

According to the present state of Roebuck Communications and their digital marketing activities, there are several obstacles in the way of the company's ability to expand their business. Roebuck Communications provides its customers in all of Bangladesh with digital marketing ideas to use in their businesses. The expansion of their company is confronted with a number of challenges, one of which is the presence of a large number of digital marketing agencies in this sector.

- **New Customers are given more attention than current ones**

When planning sales and expansion plans for Roebuck Communications' digital marketing services, the company's business development team often overlooks acquiring new consumers (online).

Customer loyalty, word-of-mouth advertising, and cross-selling are all crucial to a company's bottom line, but it's just as critical to get the word out, discover new consumers, and keep old and new ones interested by providing attractive pricing and promotions. Roebuck Communications is not putting any effort into research and development in the field of digital marketing, and this is a problem when it comes to retaining current consumers and clients.

- **Improving the Return on Investment and Budgets for Digital Marketing**

As a result of the growth of digital channels and technology for predictive analytics, marketers are now expected to maximize both the marketing budgets and the ROI (Return on Investment) in order to provide the greatest possible satisfaction to the needs of the company. In this particular scenario, Roebuck Communications is confronted with the obstacles of educating its customers about the process of putting digital marketing tactics into action. The majority of the time, their customers spend a little money in the digital marketing campaign, but they want to see a significant increase in their return on investment (ROI).

- **Keeping Ahead of the Competition in a Field That Is Constantly Transforming**

The advent of digital technology is slowly but surely rewiring the very foundations of our life. Everything is always changing, whether it is the ways in which people engage with one another, the types of information they take in, or the ways in which they process information. In addition, it is anticipated that this pattern will only continue and intensify in the near future. The level of directness and interactivity that exists between a company and its customers on the internet is continuously increasing, which has resulted in an evolution of the method in which product and service providers communicate with their clients online. This is just going to become worse in the future. As a consequence of this, Roebuck Communications sometimes has trouble keeping up with the shifting trends in digital marketing operations within the setting of the nation of Bangladesh.

C. Opportunities

Roebuck Communications, Advertising firms have several opportunities for growing their business. Here are a few key areas where they can focus their efforts:

- **Diversifying Services:** By offering a wide range of services, such as market research, public relations, and digital marketing, advertising firms can attract a larger pool of clients and increase their revenue.
- **Digital Transformation:** As more and more consumers turn to the internet to make purchasing decisions, it's important for Roebuck Communications to invest in digital marketing strategies. This includes search engine optimization (SEO), social media advertising, and email marketing. By understanding the needs and wants of clients' customers, advertising firms can develop a digital strategy that delivers the experiences they are looking for.
- **Data-Driven Insights:** By using data and analytics to inform their advertising campaigns, advertising firms can create more effective and targeted ads that resonate with consumers. By using it, customer can understand about their businesses or products with a fact-based approach to decision-making, which can lead to more informed and accurate decisions. Besides, data can provide valuable insights into customer behavior and preferences, allowing organizations to improve their products and services and better meet customer needs. Overall, data-driven insights are becoming increasingly important in today's data-rich world, and Roebuck Communications can provide organizations with a significant advantage in terms of improved decision-making, increased efficiency, and better outcomes.
- **Collaboration with Other Industries:** Advertising firms can partner with other businesses, such as restaurant, educational institute, health industry, hospitals and food and beverage companies, to create innovative advertising solutions and reach new markets.
- **Global Expansion:** As businesses become more global, advertising firms have the opportunity to expand their services to new markets, increasing their revenue and client base.

By taking advantage of these opportunities, advertising firms can drive growth and continue to be a valuable partner for businesses looking to reach their target audience.

D. Threats

There are several threats that Roebuck Communications may face while running their business. Some of the key threats are:

- **Competition:** The advertising industry is highly competitive, with many firms offering similar services. This can make it difficult for firms to stand out and attract clients. Bangladesh's advertising industry is becoming increasingly competitive, with several advertising agencies vying for market share. The advertising industry in Bangladesh has grown rapidly in recent years, driven by the growth of the country's economy, increasing consumer spending, and a growing middle class. This growth has resulted in a growing number of advertising agencies entering the market, each trying to differentiate them and win business from clients.

Some of the key players in the advertising industry in Bangladesh include Grey Bangladesh, JWT Bangladesh, Mindshare Bangladesh, Ogilvy Bangladesh, and BBDO Bangladesh. These agencies offer a wide range of services, including brand strategy, advertising, digital marketing, and public relations, and they work with a variety of clients across different industries, including consumer goods, healthcare, financial services, and telecommunications. Competition in the advertising industry is intense, with agencies competing on price, quality, and innovation. Clients are looking for agencies that can deliver high-quality work and help them stand out in a crowded marketplace, and they are increasingly looking for agencies that can help them reach their target audience through digital channels. As a result, agencies are investing in new technologies and digital marketing techniques to stay ahead of the curve and provide value to their clients.

Overall, the competition in the advertising industry in Bangladesh is helping to drive innovation and improve the quality of services offered to clients. However, it can also make it difficult for smaller agencies to compete, as they may struggle to invest in new technologies and compete on price with larger, more established agencies.

- **Changing consumer behavior:** With the rise of digital media, consumers are becoming increasingly savvy about avoiding traditional advertising methods. This means that firms must adapt and find new ways to reach consumers. The changing consumer behavior in Bangladesh is posing significant threats to advertising firms in the country. With the rapid growth of the internet and mobile penetration in Bangladesh, consumers are increasingly using digital media to gather information and make purchasing decisions. This shift is

causing advertisers to re-evaluate their advertising strategies and allocate more budgets towards digital advertising, such as social media and search engine marketing.

- **Ad fraud:** Ad fraud is a major threat to the advertising industry. Fraudulent actors can manipulate ad metrics and create fake traffic, which can harm the reputation of advertising firms and reduce the effectiveness of their campaigns.
- **Data privacy concerns:** As data privacy becomes an increasingly important issue, advertising firms must ensure that they comply with privacy laws and regulations. This can be a complex and costly process.
- **Economic uncertainty:** Economic uncertainty can impact the advertising industry by affecting the spending habits of consumers and businesses. This can result in reduced demand for advertising services, making it more challenging for firms to remain profitable.
- **Ad blocking technology:** The widespread use of ad-blocking technology is another threat to the advertising industry. This can reduce the effectiveness of digital advertising campaigns and make it more difficult for firms to reach their target audience. Consumers in Bangladesh are becoming more aware of ad-blockers, and as a result, more and more people are using these tools to avoid seeing unwanted ads. This trend is reducing the effectiveness of traditional advertising channels and creating a challenge for advertisers.

Overall, advertising firms must continuously adapt to changing market conditions and consumer behavior in order to succeed in their business.

CHAPTER 05

RECOMMENDATIONS AND CONCLUSION

5.1 Recommendations

Roebuck Communications' Porter's five forces and SWOT analysis have uncovered a number of roadblocks and a lack of marketing activities, both of which have the potential to have a detrimental impact on the company's ability to grow and remain competitive.

In order to assist the business in achieving and maintaining corporate growth in this competitive market, some of the suggestions have been made based on studies and results.

a) Developing Customer Centric Model

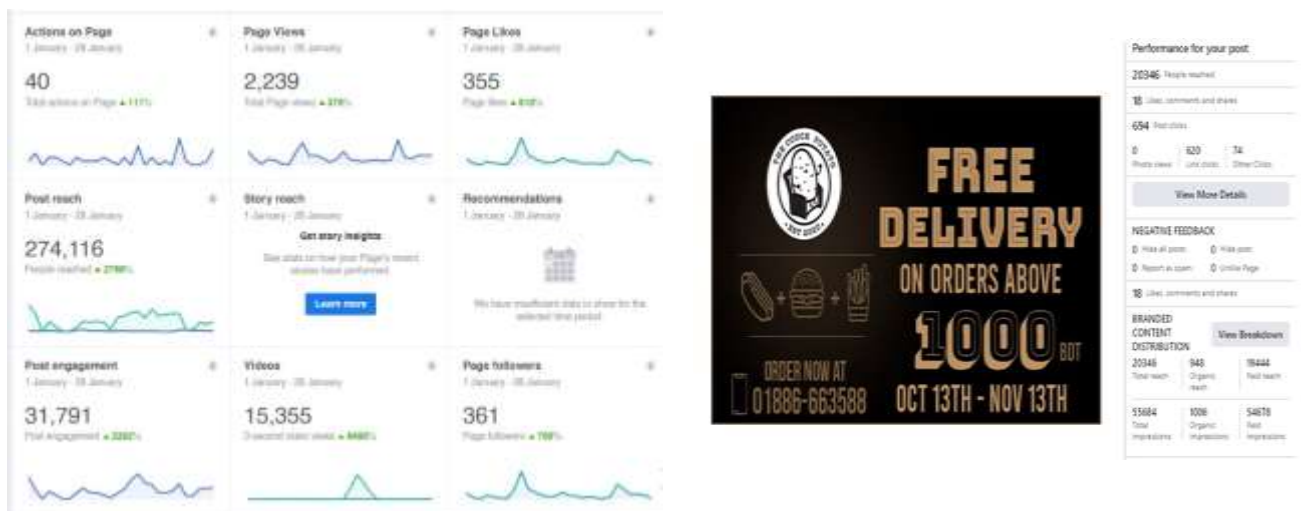
- In order to maintain its position as a market leader, Roebuck Communications should place equal importance on serving both its existing and future internet clients. Having said that, it is essential to keep in mind that even if the digital marketing firm is able to focus on servicing its existing customers, the company still needs to attract new customers and clients if it is to continue expanding and thriving in the future.
- Therefore, it is important to do research on the broad demographics of the market that the company wishes to target. What distinguishing features do they have? Determine what their needs are and create customer profiles that take into consideration both their current online behavior and any possible needs that may arise in the future. In this context, companies such as Roebuck Communications provide solutions based on machine learning and predictive analytics, which make it possible for characters to be designed with greater precision.

b) Educating Customers in an Appropriate Manner Regarding Cutting-Edge Digital Marketing Tools and Efforts

Roebuck Communications, they would benefit much by making frequent use of modern analytics and online analytical processing. A proficient marketer can determine the worth of each lead generated by a campaign (Hsiao & Chang, 2013). If they want to increase their campaigns' return on investment (ROI), they'll need to show their customers with data that each digital campaign has an effect on lead generation and helps in different ways to reaching their target demographic (Vinokurova, 2019). Just to provide one illustration:

	IHW Lunch Box ...	Extend	Off	Using ad ...	Usin...	7..	83 Post Engagements	486	498	\$0.01 Per Post Engagem...	\$0.60
	IHW Lunch Box msg		Off	Using ad ...	Usin...	7..	10 Messaging Conversations St...	1,841	1,981	\$0.21 Per Messaging Co...	\$2.09
	IHW Bakeware set		Off	Using ad ...	Usin...	7..	5 Messaging Conversations St...	1,460	1,710	\$0.48 Per Messaging Co...	\$2.42
	IHW Puja Fest Video traffic		Off	Using ad ...	Usin...	7..	578 Link Clicks	9,512	10,028	\$0.01 Per Link Click	\$3.65
	IHW Eshop Video eng 2		Off	Using ad ...	Usin...	7..	2,975 Post Engagements	4,404	4,491	\$0.001 Per Post Engagem...	\$2.24
	IHW Puja eng		Off	Using ad ...	Usin...	7..	704 Post Engagements	5,412	6,310	\$0.01 Per Post Engagem...	\$5.91
	IHW Puja Traffic		Off	Using ad ...	Usin...	7..	1,030 Link Clicks	27,623	56,155	\$0.01 Per Link Click	\$15.35
	IHW Toaster MSG		Off	Using ad ...	Usin...	7..	7 Messaging Conversations St...	2,701	3,462	\$0.58 Per Messaging Co...	\$4.06
	IHW Gas stove ...	Extend	Off	Using ad ...	Usin...	7..	41 Messaging Conversations St...	10,015	14,625	\$0.32 Per Messaging Co...	\$13.25
	IHW Coffee insta eng		Off	Using ad ...	Usin...	7..	158 Post Engagements	2,000	2,216	\$0.02 Per Post Engagem...	\$2.76
	IHW Eshop Video eng		Off	Using ad ...	Usin...	7..	23,942 Post Engagements	30,223	37,149	\$0.001 Per Post Engagem...	\$17.19
	ihw kettle carousel + msg		Off	Using ad ...	Usin...	7..	35 Messaging Conversations St...	16,823	26,116	\$0.80 Per Messaging Co...	\$28.02
	ihw kettle carousel		Off	Using ad ...	Usin...	7..	288 Link Clicks	15,408	21,299	\$0.02 Per Link Click	\$5.07
> Results from 15 campaigns						7..	Multiple Conversions	114,332 People	186,040 Total	Multiple Conversions	\$102.61 Total Sp...

One set of advertising campaigns with a value of more than one hundred dollars is shown here. The figure presents the nuanced findings on the amount of reach, engagement, conversions, and expenditure that were achieved with these campaigns.



With the help of Page Insights, even we can evaluate how well the page is doing and decide whether or not it meets our needs. When just one of our campaigns is active at a time, we are able to get the results of that campaign instantly. The following actions are being made on the basis of the results that have been shown on Face book Metrics.

c) Maintaining Consistent Engagement with Various Social Media Platforms and Other Contemporary Technologies

Roebuck Communications, they need to make the most of the platforms on which the members of their target audience are the most active and maintain regular communication with those members. When carrying out this task, it is highly recommended that you make use of social media monitoring software such as Hub spot. When a person is able to comprehend what other people are saying about a product or service and what they expect from it, that person may consider the product or service to be a part of the conversation (Chirkov, 2015). If marketers want to avoid missing out on potential sales opportunities, they need to keep up with the most recent developments in their industry. These developments could include the launch of a new social media platform or the creation of innovative technology that can improve a company's marketing efforts.

5.2 Conclusion

In conclusion, advertising and marketing firms play an important role in the success of businesses by helping them reach their target audience, increase brand awareness, and drive sales. However, companies must choose the right advertising and marketing firm that fits their needs, goals, and budget, and that is equipped to deliver results in an ever-changing market. Over the last few years, there has been an explosion of interest in digital marketing. At the present, there are roughly 81.66 million internet users in Bangladesh, with more than 30 million individuals actively involved on social media sites. Since 2017, there has been a 15% spike in the number of persons who are active on social media. From this point of view and according to the results of the research if Roebuck Communications takes the measures on their wanting of digital marketing strategies and activities, with a kind of time they can be grabbed the digital market of the Bangladesh as well as the increase of the sales of the agency.

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