

Internship Report

SUSTAINABILITY PRACTICES OF IMAM TELECOM

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Sustainability Practices of Imam Telecom

Prepared For

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Letter of Transmittal

December 24, 2024

Dr. Khandoker Mahmudur Rahman
Professor
School of Business and Economics
United International University (UIU)

Subject: Submission of the Internship Report

Dear Sir:

This is to represent the internship report on topic “The Sustainability Practices of Imam Telecom” as a program requirement to fulfill the requirement for Degree Completion of BBA Program of United International University.

Imam Telecom is established in 2002 as Smile Brothers Limited, a wing of Group of company. Imam Mobile stations and Imam Electronics stations are the next step.

I did everything as per the guidelines in building this report. This was not used before and I have definitely learned much more during this internship period at Imam Telecom. Please accept the report and oblige me thereby.

Sincerely,

Manzir Chowdhury Richi

ID No: 111193003

ACKNOWLEDGEMENT

I want to thank the internee Supervisor, Dr. Khandoker Mahmudur Rahman she supports me in every step of my internship. I am so thankful to Mr. Hasan Imam Chowdhury and Mr. Mohsin Imam Chowdhury to provide me the way to complete my internship at IMAM TELECOM. I believe their dynamic managerial activities would inspire anyone to work his way up the leadership ladder.

I would like to thank Mr. Mazar Imam Chowdhury (Managing Director) and Mr. Shahenur Alam (Business Executive) and all of the IMAM TELECOM individual members through whom I got so much support in preparing my report. I work almost alongside them, strive to share their perspective, feelings and based on my realization I made report from my perspective. Then at last I should be thankful to those individuals who might find this useful go through this report for managerial benefits.

DECLARATION

This is to certify that I, Manzir Chowdhury Richi, Student of School of Business and Economics (Marketing) of United International University, Bangladesh, that the report is an original work of my own and has not been submitted before for any degree, diploma, title or recognition

Manzir Chowdhury Richi

ID No: 111193003

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Executive Summary

Established in 2002, Imam Telecom Limited has grown into a major player in the mobile accessories market, focusing on providing high-quality products for middle-class and high-end consumers. The company offers a wide range of mobile accessories, including batteries, chargers, cables, and other related products, which are highly regarded by both retailers and smartphone users. Imam Telecom operates through an extensive dealer network, comprising 98 dealerships, with 90 in urban areas, 7 in rural regions, and 1 international branch in China. The company partners with over 175 dealers and several Chinese suppliers, ensuring a broad market presence in Bangladesh and abroad.

In addition to its core business of mobile accessories, Imam Telecom has expanded its operations through several subsidiary brands, including Smile Mobile, Imam Electronics, Memory Bazar, Imam Power, and Imam Mobile. Imam Electronics, launched in 2017, focuses on the distribution of electrical products such as lighting bulbs and switches. The company also provides high-quality home appliances and electronics, such as LED and 4K TVs from renowned brands like Xiaomi, Samsung, and Sony.

Imam Telecom's product range includes a wide variety of mobile accessories, such as high-capacity polymer batteries, smart chargers with fast charging capabilities, and advanced data cables with Power Delivery support. The increasing adoption of smartphones, coupled with growing disposable incomes in regions like Bangladesh and China, has led to a significant rise in demand for these accessories. Imam Telecom has positioned itself as a leader in providing these solutions, catering to both consumer and retailer needs.

With over 500 employees, Imam Telecom remains committed to delivering innovative products and services, driving growth in the global mobile accessories market. The company's vision is to further its expansion while maintaining a reputation for high-quality products and customer satisfaction.

1. Background of the Problem

1.1 Introduction

Modern business is highly complex due to ever changing landscape of customer choice, their preferences, and variations in taste etc., and for the technological and high innovative competition. Since the phenomenon of globalization is spread over the world, all organizations should be of international and global standard. All organizations yearn for satisfying their customers and earn loyalty. Profit maximization through ensuring consumer's satisfaction, that is. Hence, each company must be ready to face tough competition. In order to outperform all marketing tasks and competitors, marketers are to face tremendous rivalry in the modern landscape. Awareness of macro and micro environment are of prime importance in this regard.

The market for global mobile phone accessories is booming at a very fast pace due to the increasing usage of smart phones and other handheld mobile devices. The increase in disposable income of places such as Asia as well as a minute drop in prices of smart phones have also favoured the mobile phone together with its accessories market. IMAM TELECOM—the all-out resolve for mobile accessories. There are many different products and services ready for you. IMAM TELECOM is a mobile accessories manufacturer, its commercial operational journey started from October 2002.

IMAM TELECOM is solely concerned with the execution of services for middle-class and high-quality mobile accessories. We are making great progress thanks to the knowledgeable and experienced individuals who work for the company. Presently, IMAM TELECOM conducts business with more than 175 dealers in Bangladesh and several Chinese suppliers. Both mobile users and retailers know a lot about our product.

1.2 Report's Topic

A report subject should be chosen. It informs them as to what the report shall be Intriguing a specific subject. Therefore, the topic discusses and explores the sustainability practices.

1.3 Report's Origin

Today's academic education is not enough to prepare and empower the student to become competent and have confidence to reach his / her destination with out getting exposure and experience of outer world.

1.4 Report' Background

The internship program is an essential part of the BBA program to learn along with their course, as it allows a student to familiarize themselves with the reality of business. So, the student ensures the close cooperation of the owners of an enterprise and gets to learn a lot of the functioning of that enterprise. This also builds a lot of confidence in a student regarding his analytical ability and academic standpoint. In this internship program, I am undergoing my internship in "IMAM TELECOM", PURANA PALTAN, DHAKA for 4 months.

1.5 Report's Objective

The practical subject to learn almost the scenario and environment is the internship program. Visuals of career development activities assist student in career building Internship program provided me the below:

1.5.1 General Objective

Train on data till October 2023 The report obviously will lead us towards what type of information we need from the market.” So, we should have goals to complete the report, which will act as a perfect guide throughout the report.

- Connecting academic education to real practical field.
- To get the experience from the industry of the professional competitive market working, competitive to the legends.
- To enhance my marketing knowledge and ultimately develop my career as a future marketing department.

1.5.2 Broad Objective

To explore and evaluate the current market position and promotional strategy of the portfolio “Mobile Accessorize” and devise various marketing approaches for IMAM TELECOM.

1.5.3 Specific Objective

As a marketing student, the report that I would have to do, has to be having specific objectives. Here I am again with the specifics of a Mobiles accessory marketing strategy for IMAM TELCOM to analyze the existing market and its share comparisons.

- Forming a utility of attributes that are needed to make a successful marketing strategy
- Discover the position of the company comparatively.
- Establishing the pricing policies
- Determining success rate of distribution strategy
- Demographic segmentation social class: Recognizing the target consumers
- Promotional strategies making for some products from IMAM TELECOM(IT).
- To suggest measures to solve the problems experienced by the organization.
- Identifying various marketing practices which the company has like sponsorship, free sampling furnish, rebate, occasional gift, motivation.

1.6 Scope of the Report

- This report is written after in-depth discussion with IMAM TELECOM organizational employees, with our client and our respectable supervisor. In the process of preparing this report I was really fortunate enough to gather a proper knowledge of all the marketing activities of IMAM TELECOM.

1.7 Methodology of the Report

We all need to comply with some rules and regulations for conducting friendly and unique research. The inputs of the study were collected from the two forms:

1.7.1 Primary Sources

- – Practical Brand development
- – Marketing Activities
- – Video call/PSM with the Project Supervisor
- – Direct observations
- – Meeting with the client/ employee
- Face to face conversation with the client/ employee

1.7.2 Secondary Sources

- Report of the IMAM TELCOM
- Memos and Circulars
- Websites of IMAM TELECOM

1.8 Limitations

In preparing this report certain limitations were faced:

- Lack of sufficient sources prevented verification of information.
- The analysis presented here may vary with opinions of experts in this field.

2. Organization Part

2.1 Overview of the Organization

IMAM TELECOM

Vision: We ensure to provide the best product quality & services to our customers.

Mission: Striving for a Better World

COMPANY ORGANIZATION CHART:

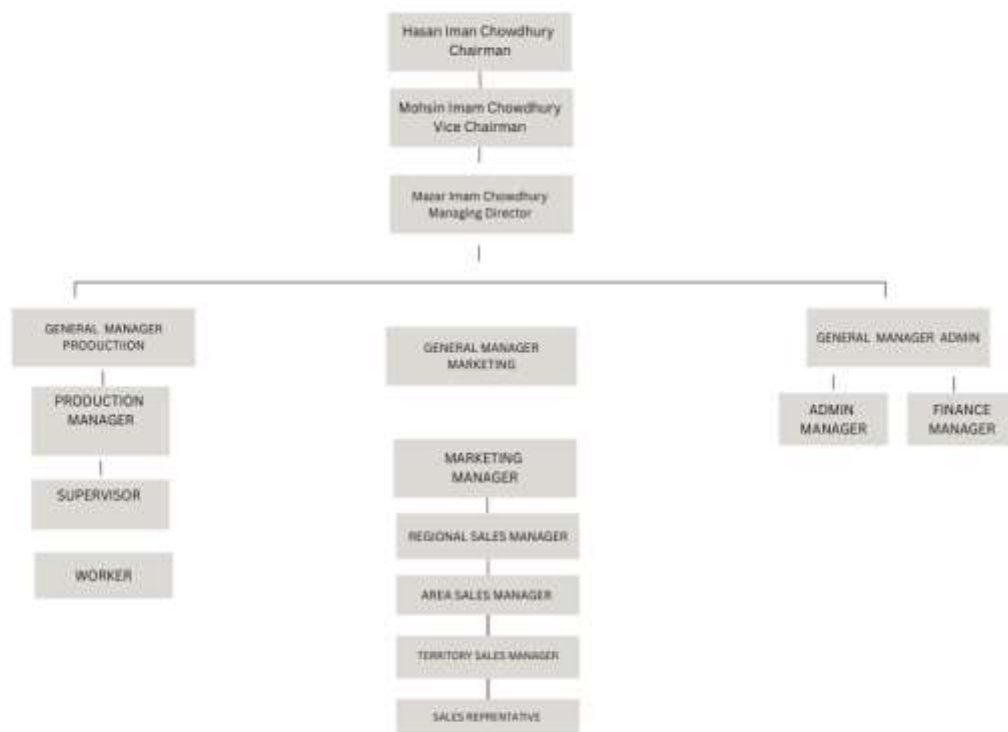


Figure-2.1: IMAM TELECOM

2.2 Portfolio

Smile Mobile Ltd.

Jio Mobile

Imam Mobile

SMILE MOBILE

Sister Concern of Imam Telecom

December 2017 marked the launch of SMILE MOBILE. For both residential and commercial use, we provide a large selection of lighting bulbs and other electrical products. CFL, GLS, LED, Gang Switches, sockets, circuit breakers, and Bakelite are among the products we offer.

Serving the country with all of our might is our aim. We'll help the nation by lowering power costs and raising living standards.

IMAM MOBILE

Sister Concern of Imam Telecom

A sister concern of IMAM TELECOM is dedicated to delivering quality mobile accessories tailored to meet the needs of middle-class consumers. Established under IMAM TELECOM, which began commercial operations in October 2002, IMAM MOBILE leverages the expertise and experience of its team to offer high-quality products at accessible prices.

IMAM TELECOM has grown its presence significantly, now working with over 175 dealers across Bangladesh and maintaining strong partnerships with several suppliers in China. Known for its reliable products, IMAM MOBILE is committed to expanding its share in the mobile accessories market.

Jio Mobile

December 2020 marked the launch of JIO MOBILE. For both residential and commercial use, we provide a large selection of mobile and LCD

Serving the country with all our might is our aim. We'll help the nation by lowering power costs and raising living standards.

For JIO Mobile to increase its comparative market share, several strategic steps could be beneficial:

1. **Product Differentiation:** Develop unique features or high-quality products that set JIO apart from competitors in terms of durability, design, and functionality.
2. **Brand Awareness and Marketing:** Boost brand visibility through digital and offline campaigns. Collaborating with influencers or running targeted ads on social media could help reach the local market effectively.
3. **Customer Retention Strategies:** Implement loyalty programs or provide after-sales services that enhance customer satisfaction and encourage repeat purchases.
4. **Distribution Channel Expansion:** Explore partnerships with additional local retailers or online marketplaces to broaden product availability and accessibility for customers.

3. Literature Review

3.1 Mobile Waste Recycling

Due to the various materials in a mobile phone: metals (15%), glass (23%), ceramics (3%) and plastics (59%) (Christian et al., 2014), disassembly of mobile phones is very difficult. A simple mobile phone consists of the printed circuit boards (PCBs), front and rear casings, battery and display units. Several studies also showed that mobile phones consist of more than 50% plastics and the rest materials, up to 50% (Palmieri et al., 2014, Dimitrakakis et al., 2009). Regardless, the PCBs themselves contain a myriad of metals such as gold, silver, copper, iron and platinum (Takahashi et al., 2009). According to surveys and literatures, near 80% of all materials in mobile phones can be efficiently recycled (Moltó et al., 2011). These polymers are ideal for recycling; they can be blended with virgin, raw material to form them to the high-end application requirements (Kasper et al., 2011a, Kasper et al.

3.2 E-waste Disposal Behavior

This is referred as Waste Electrical and Electronic Equipment (WEEE) or Electronic Waste (E-waste) and in this modern era it has formed a large issue in the universe. The explosive growth of e-waste is virtually attributed to fast technology developments and innovations, growth of information and communication technologies (ICT), the economic development, the increasing importance of electrical and electronic equipment (EEEs) in our daily use, the increasing reusability of nearly all electronic products and decreasing price trend (Yoshida et al., 2016, Umair et al., 2015, Yla-Mella et al., 2014). The number could also plateau shortly, eg in 2012 there was approximately 5.6 billion cell phones in the world (Schnoor, 2012). India will have seen a 500% surge of e-waste (obsoleting computers) by the year 2020, as per a joint report.(UNEP 2007) (United Nations University (UNU) In fact, from 1998 to 2015 the e-waste generated from surplus mobile phones in China and India has increased by 7 times and 18 times, respectively (Lu et al., 2015)

3.3 Recycling of Electrical and Electronic Equipment

Globally, the production as well as the waste of such electric and electronic equipment (WEEE) is notoriously high and continues to rise. The current generation of Waste of Electrical and Electronic Equipment (WEEE) is of 8.3 to 9.1 million tons within the European Union (EU-27) per annum, or about 17 kg/person yearly (Huisman et al., 2007). While the per-capita rate of end-of-life appliances is still rather low (less than 1 kg WEEE

per capita per year was anticipated) (Widmer et al., 2005), the aggregate quantity will be great in populous emerging countries, such as China and India. Both landfilling and incineration of WEEE together with municipal solid waste (MSW) releases hazardous substances (e.g. heavy metals, brominated flame retardants) (Rotter, 2002, Janz et al., 2008) and leads to resource losses (Hagelüken, 2006). Fixed laws and regulations require the establishment of low-resource recycling infrastructure.

3.4 Implications for Waste Management

The recovery quotas also stipulate a recycling quota of between 50% and 75% and a recovery quota of between 70% and 80% and themselves cannot be achieved through current metal and glass recycling alone. However, approximately 30% of WEEE are plastics (Menad et al., 1998), and including these plastics into recovery or material recycling systems is unavoidable.

Recycling of WEEE plastics remains a huge challenge for, at least, two reasons. First, bulk WEEE consists of over 10 different kinds of polymer and raises doubts about the economics of any material for recycling (Menad et al., 1998). Secondly, plastics from WEEE can incorporate organic and inorganic hazardous substances. (2000), hundreds of different metals and heavy metals are already known from various researchers.

3.5 Recycling Mobile Phone Batteries For Lighting

One-third of the global population does not have access to electricity. Most of this population lives in rural, developing countries. High cost of grid extension coupled with low purchasing power of the population in rural areas in developing countries have led to an overall lack of access to electricity in less-developed countries, depriving them from buying proven off-grid devices in other countries. Opportunities for alternative finance mechanisms are limited, preventing access to a reliable solution, while traditional financial institutions refuse to lend money without strict guarantees. The major demand, for lighting and telecommunication in particular, is still unmet, leaving people with few options. This includes light from candles or kerosene lamps, walking kilometers to recharge mobile phone batteries, solid state battery-operated radios, and no refrigerator or power-driven appliances that are ubiquitous in cities or developed world nations. This also shows that those who allegedly live without electricity still have energy-in-spirit overheads, charged for things such as phone recharge and light. Such costs, in comparison, are exorbitant by their incomes relative to persons with grid connection. Moreover, the quality of lighting they get from

candle or kerosene lamps is low, poses grave health and safety hazards, and is barely sufficient to support revenue-generating activities.

3.6 Electronic Waste Handling

It gave rise to the Mankind's curiosity for its surroundings Then from 2 million years ago, shaping the environment around us to our needs, adapting fire to cook food, herbs for medicines, stones as weapons. There is very little waste generation at this stage of evolution. That is why no one can say what used to it, since everything became indifferent over time. Metal was one of the big discoveries, along with the soon following metallurgist processes. Metallurgy laid the groundwork for the discoveries and innovations which followed; clothing, utensils, warfare, preservation methods and medical applications. During those period of time, we have discovered slags, broken utensils, weapons, and broken medical equipment as waste. These were not ecologically harmful wastes (Shivam Nigam, Rohit Jha, Ram Prakash Singh).

3.7 Mobile phone waste management

There is growing multicultural and fashionable production of very functional and advanced cellular phone and it was affect at peoples wish (Geyer and Doctori, 2010). When a new product is introduced in the market, the old one declares obsolete (Umair et al., 2015). Initially the life span of all mobile phones were expected to be about a decade, but now the mobile phones are changed very quickly by their users, which has shrunk the usable life of these devices to 1-2 years (Huang et al., 2009). This consumerism way of thinking has helped shorten the life of mobile phones and increase the number of discarded phones (Frey et al., 2006).

3.8 Life cycle Assessment

Excessive waste stemming from obsolete electromechanical devices is known as electronic waste (e-waste). Due to the rapid technological advancement and economic development in many countries in recent years, therefore, the quantity of e-waste produced has dramatically increased (Qu et al., 2013, Robinson, 2009). Globally, e-waste generation is roughly 25 million tons a year (Robinson, 2009), with the largest influx of e-waste located within China (Chi et al., 2014). However, it suffers from a serious environmental pollution and low-energy efficiency in comparison with e-waste recycling in developed countries, which is also based

on the use of cemetery of wastes. E-waste, one of the most important mineral resources, is typically recovered in China by a crude process using open flames or hot plates, which are an easy way to separate electronic components (Allsopp et al., 2006). Improper management of electronic waste emits heavy metals (lead, cadmium, mercury and beryllium) and hazardous chemicals that degrade the quality of the surrounding air, water, and soil (Li et al., 2014, Xu et al., 2014), and therefore hinders human health (Liu et al., 2009). There are many factors to consider when discussing the potential environmental impact of e-waste and recycling of electronics. Thus, emission inventories and the potential environmental impacts of recycling e-waste must be systematically integrated in this context.

3.9 Environmental Impact And Health Risk Assessment

The global e-waste generation was estimated at 41.4 Mt in 2014, which increased to 44.7 Mt or 6.1 kg per inhabitant in 2016, representing an 8% (3.3 Mt) increase over a 2 year period (Balde et al., 2015; Iqbal et al., 2015; Heacock et al., 2016; Baldé et al., 2017) to over 46 Mt in 2017. According to Forti et al. (2020) Global e-waste generation in 2019 was an astounding 53.6 Mt or an average of 7.3 kg per capita and this is expected to increase to 74.7 Mt by 2030 with nearly a doubling of the difference since 2014. Forti et al. It (2020) further showed that in 2019, of the 53.6 Mt of e-waste generated, 9.3 Mt (17.4%) was recycled and could not keep up with the global growth of this waste. Therefore, the destination of the remaining 82.6%, correspond to 44.3 Mt, is uncertain; they are probably discarded indiscriminately, reused and sold as second hand and recycled, under poor conditions, mainly in developing countries (Singh et al., 2020; Wang et al., 2020; Forti et al., 2020). Various studies have also reported health hazards due to urban pollution by many toxic gases (Rummana et al., 2008) as well as various e-wastes. Implementing these practices may enhance IMAM TELECOM's brand sustainability, attract more eco-friendly clients, and result in a positive environmental contribution

4. PROJECT PART

4.1 Sustainable Development Goals

Why Sustainability Matters

IMAM TELECOM recognizes the growing need for sustainable practices in the technology and telecom industry. Addressing e-waste is essential due to its impact on climate change, the environment, and human health. By integrating sustainability, we aim to:

1. Combat Climate Change

Manufacturing and improper disposal of electronic products contribute significantly to greenhouse gas emissions. **IMAM TELECOM** aims to reduce its carbon footprint by promoting recycling and using renewable materials.

2. Protect the Environment

The accumulation of electronic junk (e-junks) harms ecosystems by releasing toxic chemicals into soil and water. By adopting sustainable practices, such as responsible disposal and recycling of mobile chargers, data cables, and batteries, we aim to minimize environmental degradation.

3. Ensure Health and Well-being

E-waste contains hazardous materials like lead and mercury that pose serious health risks. **IMAM TELECOM** is committed to reducing these health hazards by supporting recycling programs and using non-toxic, safer materials in our products.

4. Utilize Renewable Resources

Sustainable sourcing of materials and promoting renewable energy in the production of our devices is a priority. We aim to incorporate eco-friendly materials and energy-efficient production methods into our supply chain to reduce resource consumption and waste.

4.2 SWOT Analysis

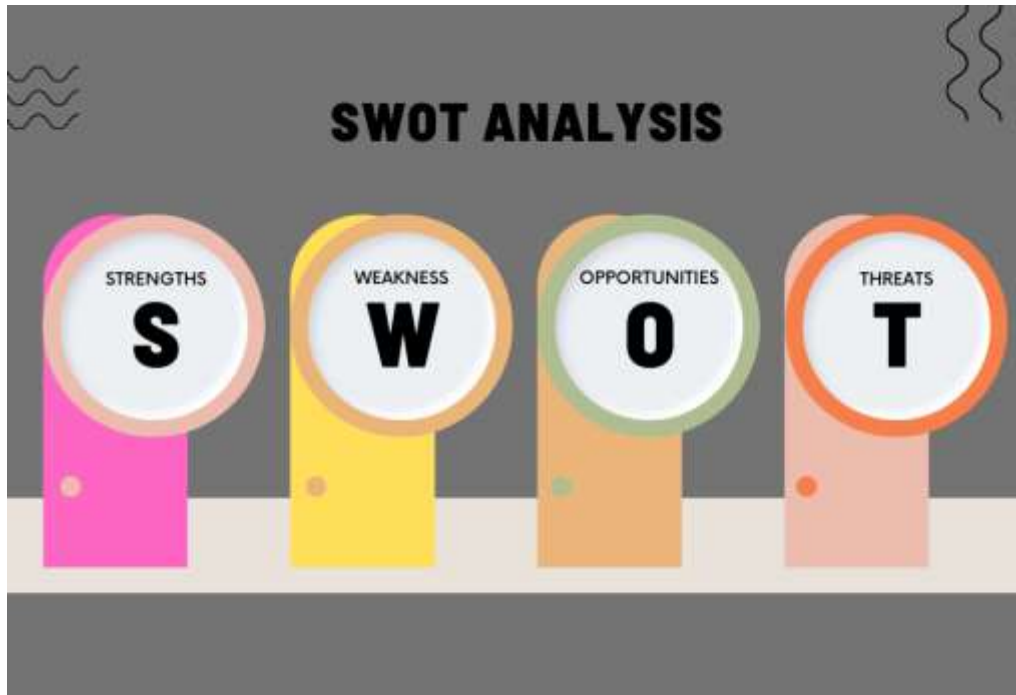


FIGURE: SWOT Analysis of Imam Telecom

The SWOT analysis is already determined threats that are coming from external and internal strength and weakness of the company. In simple terms it is a SWOT analysis of a company which gives a comprehensive view of strengths, weaknesses, opportunities and threats. This is a transition that can be achieved by developing new functional business or corporate strategies. A SWOT analysis for IMAM TELECOM is updated as below:

Strengths:

- Employee with good drive and motivation
- Good quality of product
- Import licence implementation
- Good manufacturing and production capacity
- Management skills and competence.
- Good marketing and negotiation skills
- Capability of MIS, and information infrastructure
- Brand name recognition and reputation.
- Correct training and management temperament.

2. Weaknesses:

Skill labor shortage

Raw material's shortage in our country

Totally depended on china

Money inflation

3. Opportunity:

- This market is continuously growing.
- The unemployment problem is being eliminated.
- Easy can get charger, battery, accessories in local business.
- Bangladeshi economy also developing for this business.
- Rural area developing for accessories business.

4. Threats:

- Dollar crisis
- Dollar price is increasing
- RMB crisis
- Banking channel is weak for LC (Letter of Credit)

The threats can be possible to overcome by consciousness of management team. And Imam Telecom management team are expert people, so it's easy to overcome the threats.

4.3 Marketing Mix

Marketing Mix

We are all aware of the four P's of marketing — product, price, place and promotion. They are the backbone of many marketing educations and the building blocks of many marketers' practices. A new marketing mix is on the way and this one is not based on the four P's anymore. In the New Marketing Mix we have Four C's; create, connect, correct and cancel.

4 Cs of marketing mix:

Create:

The New Marketing Mix is all about based on that. A marketer who creates a product and then blow his entire budget trying to make everyone give a shit (sorry) about it dies here. You don't want to cheap out on what others would trample their grandmother to pay you for — a rarity in the marketplace of the modern age, where info flows hot and free. And if he/she (don't assume his/her sex!! definately say also can make them care about it then he/she done great job.

Connect: what people like, and what people don't like. It's this connectivity that fosters community, and the whole is always greater than the sum of its parts.

Cancel:

That is get your freak on, and if you have tried to do something and it's just not working – and then kill it. To put it another way: Don't be afraid to cancel a lame ad/product/service/page. When so many other people are doing such better things with their time.

The 3 sets of marketing management decisions are part of 4 P's of Marketing.

- Product
- Price
- Place (distribution)
- Promotion

4 P's of Marketing: The major marketing management decisions can be classified in one to the following:

- ❑ Product
- ❑ Price
- ❑ Place (distribution)
- ❑ Promotion



4 p's of Marketing

PRODUCT:

- 15,18,21,25,33,35,40,45,65,67 watt
- mAh : .600mAh , 1mAh, 2 2.1mAh, 2.4mAh, 3mAh, 3.8mAh

To focus Product differentiation in market

- Design issues
- Value generation
- Quality and safety
- Warranties implementation
- Almost generic type in nature compared to all other competitors in the market

PLACE:

Place Objective

Imam Telecom has own warehouse where selling the accessories or distribute the accessories in different locations.

- Retailers issues
- Wholesalers benefits
- Direct Sales methods

- Multi-channel access
- Strategy formula and implement

Imam Telecom maintains the distributor channel and send product in different locations.

PRICING:

Pricing decisions should consider profit margins and the probable pricing response of competitors. The pricing objective is to maximize the revenue & generate funds for ensuring proper pull for the brand.

PROMOTION:

- Advertising (Billboard, Press, Radio Television etc)
- Online promotion like Facebook, YouTube, Linked In, Twitter etc
- Special offers
- Free samples & Gaming Arrangement instant
- Sponsorship issues
- User trial runs
- Direct mailing (SMS Marketing)
- Leaflets / Posters/ etc.
- Arranged Competitions and fun sports

Table: Summary of the Marketing Mix based on Imam Telecom.

Product	Price	Place	Promotion
Functionality issues	List Price issue	Channel Member	Advertising/Trade
Appearance type	Discounts/offers	Channel Motivaton	Personal
Quality perception	Allowances/trade offs	Market Coverages	Selling/Network
Packaging design	Financing/lease	Locations services	Public Relations
Brand style	CC Loan/specific	Logistics/ancillary	Message creative
Warranty offer	RL Loan /Bonds	Service Level issues	Media/channels
Service/Support stuf			Budget/monetary issues

- Imam Telecom accessories look good, but in the design of charge packets, should have changed because of this kind of charge packets are very familiar in Bangladesh. So to build and gain customers attention, packets' shape has to transform, to new one.



Analysis to Packaging of the Imam Telecom accessories in terms of Bangladesh market and compared with its competitors and concern Imam Telecom accessories prices are lower or reasonable than its competitors.

Motivating channel members like distribution channel, employees, customers etc. so that they provide their best try for service.

Pricing Policy and Strategy:

Price is the total outlay by which consumers obtain the benefits of owning or using the product on serves. Even in the past, price has been the primary driver of buyers' choice.

Since the company has a goal to keep operating in the market with this business for as long as possible. It has the penetration price policy some of the domestic market.

Viewpoint: The company follows a fixed pricing strategy Reason for this strategy: The target consumers do not usually like bargaining.

- Competitive base pricing
- Penetration price policy

Pricing Strategy

The pricing strategy is very particular and simple based on current market condition. Pricing decision from the discussion among the Managing Directors

In Bangladesh, there are three stages at which the prices are fixed to the market

First of all, when a factory set the price, they called it factory prices.

Secondly, from the factory the wholesalers take Imam Telecom case and they place a price for water bottle and then sell them to retailers on sub dealers. This kind of pricing is known as wholesale pricing. The pricing system of the wholesalers got below:

The wholesaler price is a combination of manifold costs: Issue price + transportation cost + storage cost + packing cost + physical losses + other costs + profit margin.

Thirdly, retailers collect Imam Telecom case from the wholesalers, after keeping certain profit margin, they set a price; this type of pricing is called retail pricing

Movie Language Country Director Release Date Running Time Genre	MPAA Rating	MPAA Reason(s)	Image	Age
1. <i>South Wales</i> English USA 1946	R	1-2 Sex Violence		16+
2. <i>South Wales</i> English USA 1946	R	1-2 Sex Violence		16+
3. <i>South Wales</i> English USA 1946	R	1-2 Sex Violence		16+
4. <i>South Wales</i> English USA 1946	R	1-2 Sex Violence		16+
5. <i>South Wales</i> English USA 1946	R	1-2 Sex Violence		16+
6. <i>South Wales</i> English USA 1946	R	1-2 Sex Violence		16+
7. <i>South Wales</i> English USA 1946	R	1-2 Sex Violence		16+
8. <i>South Wales</i> English USA 1946	R	1-2 Sex Violence		16+
9. <i>South Wales</i> English USA 1946	R	1-2 Sex Violence		16+
10. <i>South Wales</i> English USA 1946	R	1-2 Sex Violence		16+

[illegible][illegible]**Distribution Channel:**

The group of interlinked companies in a particular industry through which a good or service is acquired by the consumer or business user.

Distribution of Imam telecom accessories Key info: There are two types when it comes to Imam telecom accessories. One is direct distribution which comes as normal deliveries at home and the other.

Direct Distribution:

Dhaka city's Thana based on Select the distributors, in Dhaka city total 47 Thana, Thana based on 47 people in distributor select in every Thana. They are paid a fixed salary, and get a commission on sales that they generate. All 47 people has were taking 10-15 employee to delivery and order collect or promoting our brand.

- Recruit employees.
- Salary provides.
- Monitoring & Spiriting employees.
- Others facilities provides.

Indirect Distribution:

Indirect distributor because they follow four –tier distribution channel. there is no breaking operation because Imam telecom only gives agent and the agent delivers his own ways. Agent can write the water plant factory then distributors, then score to the wholesaler form the wholesaler to the retailer and finally to the final consumers.

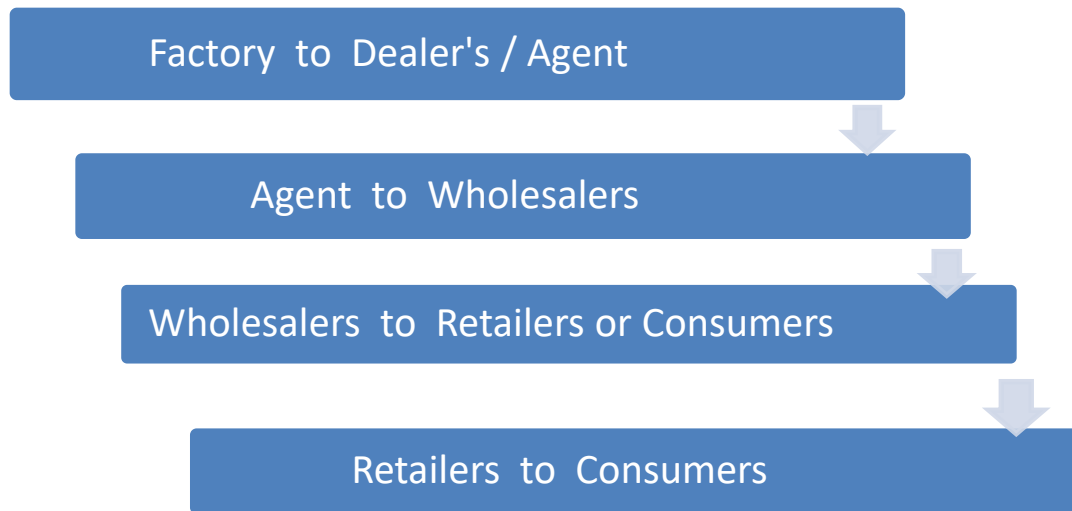


Figure: **Indirect Distribution channel**

The representatives of the company are both contractual and trained as their wholesalers. The company assigns sales territories to the wholesales. It provides the wholesalers with financial capabilities, such as commission code, to encourage them. The company is an exclusive distributor. Data as of October 2023 and beyond do not apply—from suppliers, it has power over wholesalers.

Imam Telecom accessories promotional strategy

Four major modern of communication combine together to form promotional mix these are: Advertising/promotion, personal sellings and sales force, sales promotions/benefits and publicity/PR effort.

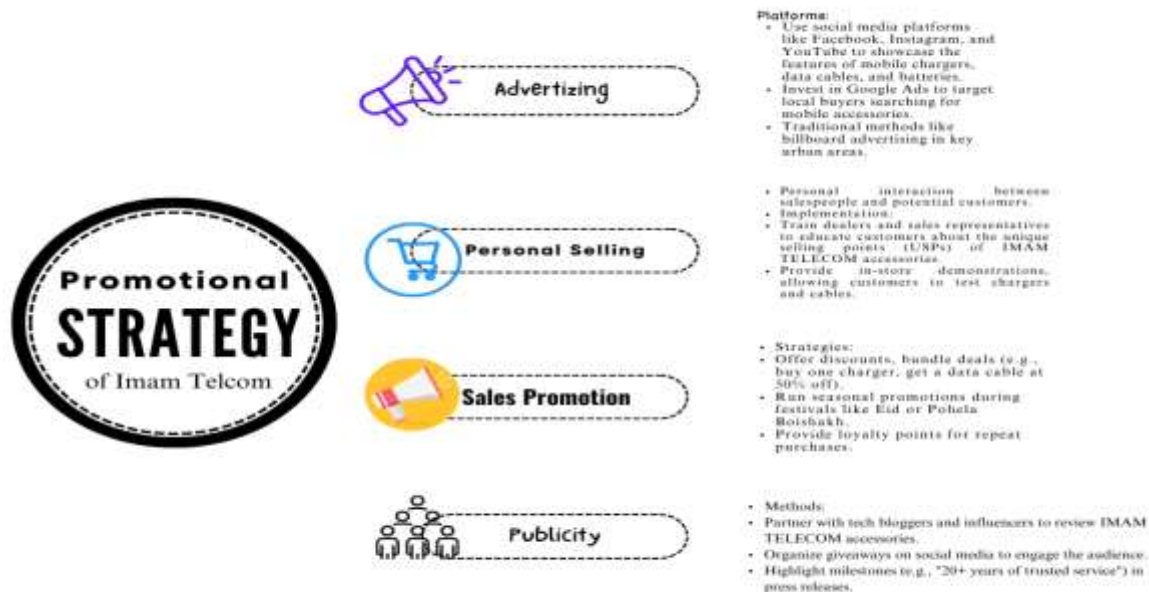


Figure: Promotional Strategies of Imam Telecom accessories

Imam Telecom accessories, a product of Imam Telecom accessories, the company uses all mentioned above promotional/offer policy to enhance/increase its sales and create customer awareness in the market.

In order to improve its sales and create awareness above promotional strategy is been used by Imam Telecom accessories products of Company Imam Telecom accessories.

Advertising

Imam Telecom accessories company uses Advertising tools to directly persuasive/promotional communications to their target customers (TG), consumer tastes and preferences of TG, and public in general. Its quality issues, price offers and consumptions pattern makes it aware of the consumer in a friendly manner.

There are several ways in which you can Advertise-

Television

TV is the most effective medium to reach the consumer in Bangladesh. The firm awoke to the fact and began paying for TV spots of As a preamble to the advertisement of Imam Telecom accessories have shown on the TV channels:

- BTV
- NTV
- ATN
- Channel I etc.

Radio

- The vast majority of Bangladeshis live in rural areas. Now All the Radio has Turned FM Radio On radio for good appeals, buildup is a useful tool. Therefore, company advertisement is centered on radio. We know a water promote and some exceptional program that individual are dependably eager to accomplish with-
- Voot FM
- Love guru
- Kuasha
- Bhoutik
- Jibonergolpo

3.7.1.3 Newspaper

- RELATED NEWSMedias an Important of Important News Paper an Very easy media to reach a company towards the targeted customer. Shamim Mondol, head of telecom accessory marketing at Imam telecom in Bangladesh,they published huge advertisement in local daily news papers. Such as,
- ProthomAlo
- Jugantor
- Daily Sta

Personal Selling

Though, personal selling is one of most significant to the firm. Personal selling establishes a strong bond between the customer and the dealers, distributors, wholesalers, and retailers. So the sales people of the company are also critical there.

Sales Promotion

Another element of marketing campaigns is sales promotion. For instance, advertising provides an incentive to purchase Imam Telecom accessories others trade promotion and Consumer

promotion such –Such promotion is combination of different category of incentive tools, for the most part of them short term type to inspire the purchases of specific item or services/agencies in advance, or in a more extensive number by the customer.

- Free sample
- Incentive
- Coupon gift
- Decreased rate then rivals (Small Scale)
- Packaging (Wholesale, Retail & Distribution)

Publicity

Imam telecom accessories in Bangladesh want some publicity, don't get thousands of communication center about the publicity, the company released material for publicity in the form of news release, press conference and photograph.

- Selectively promote people on an area basis
- Water tank is maintained at playground
- Sponsorship
- Billboard
- Banner hang on Over Bridge

Outdoor Advertising

- Bill boards, walling art, bell signs, neon signs etc give information to people.
- Hoarding Board Installation
- Labeling of Bus, Rail & Lunch Depot
- Most popular visiting place
- Play ground
- Traffic signal point
- Prototyping at education institutions

Target Market

Imam Telecom not only target all electronics shop and mobile shop specialy in Rural area but they also targeted Military academy, Airport (International and Local), Departmental Stores, General Stores, Another Big and medium Shop.

IMAM TELECOM Competitors Analysis

Based on that Imam Telecom compete there following competitors. Main Competitors Halima telecom excel telecom active telecom etc The objective of imam telecom assess strategy, weakness, straight, and the same level companies and try to capture strategy and philosophy and remove weakness as possible.

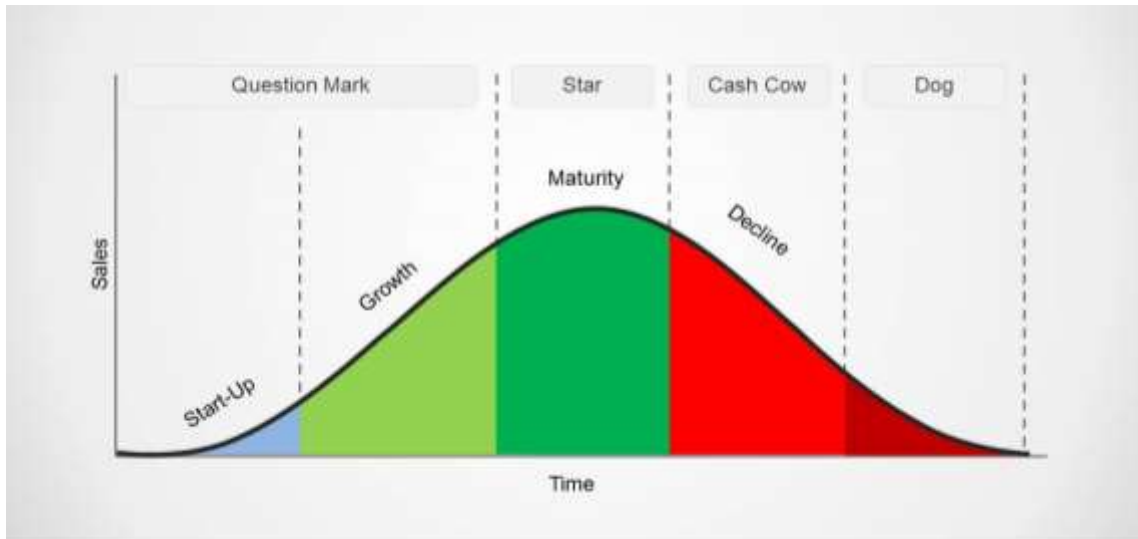
Product Management:

Head of Marketing & Sales Dept: Responsible for a team of highly qualified employees and sales executives, selected among the high profile young and energetic persons. When a team of skilled personnel always takes care of running machines, a research team would always work to improve its new quality with research and development. Be sure to provide him with the best product in the market and keep the needs –

- Strong Management team
- Young & Energetic person
- Smooth Machine operator
- Maintaining TQM
- R&D team

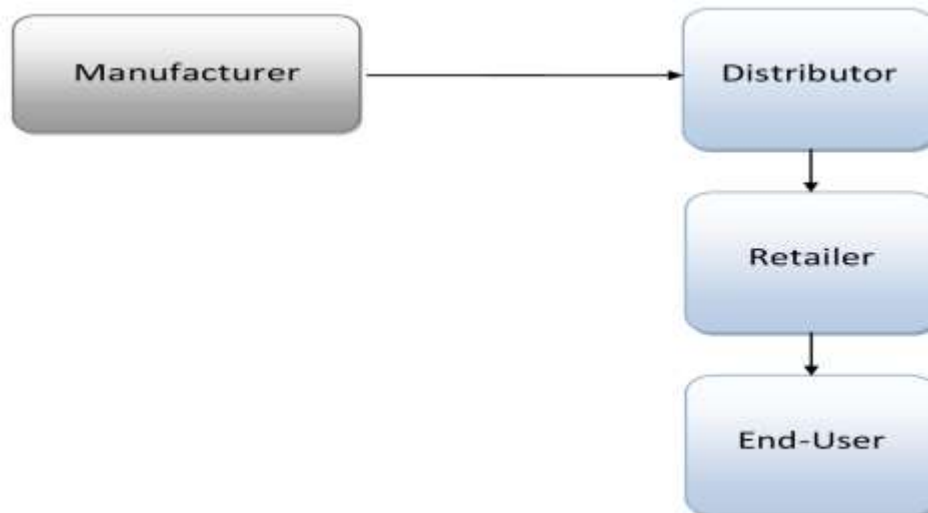
Product Life Cycle (PLC) for Imam Telecom accessories

Product life cycles can be used to determine the current position of a product. From the PLC graph, we can know in which position a product is in. From the data and company varying we can say that at this moment Imam Telecom accessories are in Introduction stage. So they have no brand now at this time. Construction building just become start for Imam. They already research the market and all their process is done. They begin their production when their construction process is completed. The PLC of Imam Telecom accessories – The price of the branded accessories PLC of Imam Telecom (brand) accessories – ROBRECTION; Halima telecom(25%) excel telecom(15%) active telecom(10%) others (non-brand)(10%



Push & Pull Strategy

Imam telecom accessories are currently in the next stage so there is no stage pull plan. Start using the production follow push strategy. In market, When customer is well aware about their product then they veg into pull strategy they prepared for.



5. Findings

Findings:

Findings: During my internship at IMAM TELECOM, I noticed various difficulties and areas for improvement within the HR practices of IMAM TELECOM. These findings are as follows:

- 1) The absence of critical resources might occasionally cause the HR department to struggle with workforce management. As a result, it takes longer to resolve employee problems or finish HR activities on schedule. Additionally, the department lacks the knowledge and abilities necessary to effectively handle activities pertaining to employees.
- 2) The facility of recycling and other green practices must be implemented.
- 3) Outdated technology and software sometimes delay marketing tasks.
- 4) There is a staffing shortage in several areas, including marketing. This makes it harder for the business to run at its maximum potential and increases the strain on the present workforce.
- 5) The office space is not very comfortable. It is crowded and noisy, which makes it hard for employees to focus on their work or communicate well with each other.
- 6) The departments' apparent lack of effective communication and cooperation impacts workflow and results in inefficient task completion across teams;

6. Ending Remarks

6.1 Future Directions

IMAM TELECOM should concentrate on incorporating sustainable practices into its operations in order to guarantee long-term growth while attending to its social and environmental obligations. This is a methodical strategy for carrying out sustainability projects:

Designing Sustainable Products

1. Eco-friendly Materials: For accessories like batteries, data cables, and mobile chargers, go toward recyclable or biodegradable materials.
2. Products that use less energy: Create chargers and accessories that use less energy and electricity.
3. Emphasis on Durability: Create durable goods to cut down on electronic trash, or "e-waste."

6.2 Green Supply Chain

1. Collaborate with Chinese suppliers who follow moral and environmentally responsible production practices.
2. Material Sourcing: Give sustainable raw materials, including certified plastics or recycled metals, first priority.
3. Transparency: To guarantee responsibility for social and environmental effects, implement traceable supply chains.

6.3 Green Production Methods

1. Use of Renewable Energy: For manufacturing operations, make investments in solar or other renewable energy sources.

Recycling and the Management of E-Waste

- 1. Take-back Initiatives:** To properly recycle parts, set up locations for the collection of outdated or broken accessories.
- 2. Awareness of Consumers:** Inform clients on how to properly dispose of e-waste and provide rewards for taking part in recycling initiatives.
- 3. Working together with e-waste companies:** For secure disposal, collaborate with accredited recycling businesses.

Long-Term Objectives

- 1. Net Zero Emissions:** By 2035, operations should be carbon neutral.
- 2. 100% Recyclable Products:** Within the next ten years, switch to completely recyclable models for all accessories.
- 3. Leadership in Sustainability:** Establish IMAM TELECOM as a pioneer in South Asia's sustainable mobile accessory market.

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