
Internship Report on Strategic Marketing Plan for Arnu Jute Mills Limited



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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
Strategic Marketing Plan for Arnu Jute Mill's
Limited

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Letter of Transmittal

10 July, 2021

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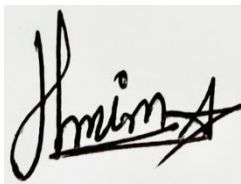
United International University

Subject- Submission of Internship Report

Dear Sir,

I am very grateful to you for giving me an opportunity to submit the report on "Strategic Marketing Plan for Arnu Jute Mills Limited for completion of my BBA course. I hope that you will give your kind appraisal regarding this internship report. I tried to give my best effort to prepare the report with relevant information. I have tried to give this report a presentable shape and make it as informative and precise as possible. I hope you find this report satisfactory.

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'Anika Anwar Mim', with a stylized flourish at the end.

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Declaration

I hereby declare that the internship report entitled “Strategic Marketing Plan for Arnul Jute Mills Limited” is submitted to fulfill the requirements for the degree of BBA for United International University.

I hereby proclaim that the intern report is derived from my sole research excluding quotations that has been aptly recognized. I, furthermore, disseminate that this report was not formerly or presently used in any other institute or in UIU for other degrees.

Acknowledgement

At first, I want to give thanks to the Almighty for helping me for preparing this report on “Strategic Marketing Plan for Arnu Jute Mills Limited.” I would like to express my respect and heartiest gratitude to my supervisor Mirza Mohammad Didarul Alam, PhD, Associate Professor, School of Business and Economics from United International University; without his valuable advice, support and guidance I would not have been able to prepare this internship report. Therefore, his guidelines for the report made it mandatory for me to seek learning when I gathered information for my report which proved to be very gratifying.

Executive Summary

Strategic Marketing Planning is a process where an organization set their goal, objective, product planning and tracks the progress moreover they analyze their internal and external business factors. I selected Arnu Jute Mill Limited for my internship report, they follow the Strategic Marketing Plan where they set their marketing goal, manage the marketing audit, do the marketing research, study the research, try to find out the target audience, find out the budget, finally develop the Specific Marketing Strategy and implementation schedule. In this report I will try to fulfill the gap between theoretical knowledge and practical life experience which is the part of my internship. This report is divided into 5 chapters.

Chapter 1 focuses in the introduction of the report which includes origin of the report, background of the report, objective of the report, methodology of the report and limitations of the report. **Chapter 2** focuses on the company profile and industry analyses which includes company analyses, overview and history, trend and growth, customer mix, product/service mix, operations, SWOT analysis and in industry analysis it include specifications of the industry, science trend, and majority of the industry, external economic factors, technological factors, barriers to entry, supplier power, buyers power, straight to substitutes. **Chapter 3** focuses on analyses and findings, marketing practices of Arnu Jute Mill, marketing mix of Arnu Jute Mill, findings. **Chapter 4** focuses on the internship experience which includes position, duties and responsibilities and contribution to departmental function, evaluation, new skill development and application of academic knowledge. **Chapter 5** Focuses on conclusion and recommendations for improving departmental operation understanding. In a nutshell, it can be said that this study find a very promising and positive tone of growth for the Arnu Jute Mill Limited.

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CHAPTER- ONE: INTRODUCTION

1.1: Introduction

Marketing strategy highlight the role of marketing as a link between the organization and its customers. So I selected Arnu Jute Mills limited for my report to have more depth knowledge of strategic marketing plan. Anru jute mills limited belongs to jute industry, and we know Jute is the main cash-crop of Bangladesh. In reality Bangladesh is the home of jute. Its contribution towards our economy is very great. Jute is a sort of fiber. The bark of the jute plants gives it to us. In Bangladesh, Jute grows majorly. In the area of Mymensingh, Faridpur, Noakhali, Dhaka, Comilla and Pabna jute grows in plenty in our nation. India is also trying to produce jutes. In the time of making this report I know so many things related to Strategic Marketing Plan of this organization which also enhances my knowledge regarding export business. I also tried to put some suggestions, I hope that suggestions will help the organization for their own benefited them before and they can handle obstacles more easily.

1.2: Origin of the Report

The report “**Strategic Marketing Plan for Arnu Jute Mills Limited**” is prepared as a part of the academic requirement for the completion of BBA program under the persistent guidance of Mirza Mohammad Didarul Alam, PhD, Associate Professor Faculty of School of Business and Economics at United International University. The general goal of the internship is to provide an on the job exhibition to the student and an opportunity for translation of theoretical conceptions in real life situation. The report is tentatively prepared to complete my BBA program.

1.3: Objectives of the Report

The broad objective of the report is to know about the **Strategic Marketing Plan for Arnu Jute Mills Limited**.

The specific objectives are:

- To identify the “**Strategic Marketing Plan of Arnu Jute Mills Limited**”
- To know different marketing approach (4P's) of **Arnu Jute Mills Limited**
- To identify the problems faced by **Arnu Jute Mills Limited**
- To make some recommendations on existing **Strategic Marketing Plan**

1.4: Methodology of the Report

The data/source of the report can be categorized in primary source and secondary source. In this report, both types of sources have been used. Primary source: I have visited Arnu Jute Mills Limited office premises. They welcome me and share information about their strategic marketing plan and Managing Director Sheikh Abdus Shafi Sir, help me to provide relevant information about their business. The secondary data source that I used- textbook, website, personal source etc.

1.5: Limitations of the Report

As I am making report it's obvious to face some limitations. The limitations are given below:

- This organization is situated in Hili, Dinajpur, so I can't visit the organization regularly and see the working process every day but the office of the organization is situated in Dhaka.
- Unfortunately the organization didn't give all the information because of their privacy.
- There are two owners of Arnu Jute Mills. Sometimes the opinion of the owners are different, maybe they are absent-minded in that time so it creates confusion.

1.6: Scopes of the Report

While making this report, I have accomplished practical experience of working with Arnu Jute Mills Limited. I got the chance to notice their every day movement like their market improvement methodologies, organizational behavior, organizational culture, levels of leadership thus on. In this report, I have acquired important information of the organization, accomplished understanding on the variables that influence client response and their deals. This examination assisted me with discovering the market improvement procedures of Arnu Jute Mills Limited.

CHAPTER- TWO: COMPANY PROFILE AND INDUSTRY ANALYSIS

2.1: Company Profile

2.1.1: Overview and History

The name of the organization is Arnu Jute Mills Limited. It was established in 2012. Arnu Jute Mill is located in Hilli, Hakimpur Upazila, Dinajpur district. The names of the owners are, Sheikh Abdus Shafi and Abdul Kayum Azad. The profit is divided equally. It is an export oriented business. They export the jute bags to India. In this organization there are three shifts system. It shifts are for eight hours. There are 600 workers. They invested 32 crore. Six crore for Land, 13 crore for machines, 2 crore for electricity expense and the working capital is 11 crore. Abdul Kayum Azad is CEO of the organization. Sheikh Abdus Shafi is the managing director. This organization has bonus system, the employees are provided bonus in any religious occasion and there are some facilities too. The facilities are: resting room for workers and stay in room too for those workers who doesn't have a home near the organization. This organization faces some problems. The problems are shortage of workers. Because of this production decreases as the machines run for 24 hours. Maintenance becomes harder and the machine gets hotter and sometimes it turned into fire. But they can control it as the Fire service is near to the organization. The organization has goal that is they want 14,000 production parties. They have all day, Friday is the off day. They give rest to their machines in Friday. They have a security guard in each gate. So that if any incidents over they can look for it. They never compromise the product quality.

- ❖ Location: Hakimpur Upazila, Dinajpur District Bangladesh.
- ❖ Arnu Jute Mills value of Lands: Value of 20 Acres of Land: Taka 32,00,00,000
- *Organizational Structure of Arnu Jute Mills Ltd.
- ❖ CEO- Abdul Kayum Azad Managing Director-Sheikh Abdus Shafi
- ❖ Officers –40
- ❖ Staff Member –30
- ❖ Security Staff –25
- ❖ Mill Office Officers –60
- ❖ Staff Member –250
- ❖ Security Staff –7
- ❖ Labor 600



Figure-1: Entrance of Arnul Jute Mill Limited

2.1.2: Trend and Growth

Jute is considered an important export item for Bangladesh but since 1970's the importance of jute has been decreased. The substitute product such as plastic and hemp had more demand so export of these substitute increased. In 2010 the government of Bangladesh makes it compulsory to use jute bags for manufacture and seller and the owners of Arnul Jute Mill Limited take the opportunity and started the journey Arnul Jute Mill Company was invented in 2012, and it is one of the leading jute industries in Dinajpur. Since then, demand of jute bags has increased. So, the owner of Arnul Jute Mills took the opportunity and made a fortune in name of Arnul Jute Mills limited. It's been 10 years of their journey and since then they didn't face any kind of huge loss in their business until the time covid-19 happened. Maybe sometimes they have had few breakeven points but due to pandemic the price of raw materials increased, so the price of jute bags also increased accordingly. But the buyers are not ready to pay for the risen price of the jute bags. Since then they are facing few losses, as they never compromise with their quality. I hope and pray that they get rewarded for their honesty and hard work. As we know we are making a report on an organization named Arnul Jute Mill, they invest 32 crore to their business. It established in 2012. There are three shifts, 600 workers work in the organization. They divide their profit equally among the two partners. It is an export oriented business; they export their products to India. They hire more workers, their maintenance machines one day in a week. They have visiting card system and the

security guard. There is some facilities too. They provide bonus, restroom, first aid box, holiday etc. If any worker has financial problem they help the workers. The company maintains ultimate ethical quality while producing its products. Their main target is to gain customer satisfaction by providing them quality products. They try to fulfill the customer's expectation by giving them standard product. Arnu Jute Mill is a valuable company. As it is an industrial company, it manufactures jute bags from raw jutes. The main target of this industry is to provide hundred percent quality full products.

2.1.3: Customer Mix

Customer Mix is the percentage of sale which is made by a portion of customer segment of business total sale. For example- if a company has various kinds of customers and it is shown as percentage such as retailer 50%, wholesaler 30%, government 10% and distributor 10%. This is called customer mix. The geographic segmentation of Arnu Jute Mill is 100% Indian buyers. This organization only export jute bag to Indian buyers. They only have two buyers in India and the names of the buyers are **KL Jute Mills Limited** and **Vijay Kumar & Company (Jute) Private Limited**. Arnu Jute Mills don't have any customers outside India. Sometimes they supply jute bags in local market. They have only two buyers in India whom they sell their products.



Figure-2: Visiting card of the Indian Importer

2.1.4: Product Mix

Product Mix is a range of product or type of product served by any firm. The number of product line that a company is offering to their customers is product mix. There is no products mix in Arnu jute mill because they produce only jute bags using raw Jutes. They do not have any other variety of products or product line.



Figure-3: Jute bags of Arnu Jute Mills Limited

2.1.5: SWOT ANALYSIS

Strengths
• Jute fabric is staturesd.
• Jute has dimensional stability
• Jute is a natural fiber and it is sustainable
• Arnu Jute Mill is producing high quality products.
• Their activities don't affect the income level of the final customers.
• Their staffs are skilled and experienced
• The Mill factory doesn't pollute the environment.

Weaknesses
➤ They don't have any marketing and promotion departments.
➤ They don't have any training department for the capacity building of the employees.
➤ They don't have any competitor in the country.
➤ They have very little motivational strategy for their employees.
➤ They don't use manufacturing and expiry date of their products.
➤ Many political problems hinder their activities.
➤ In selling products, the mills don't have provision for discount or incentive.

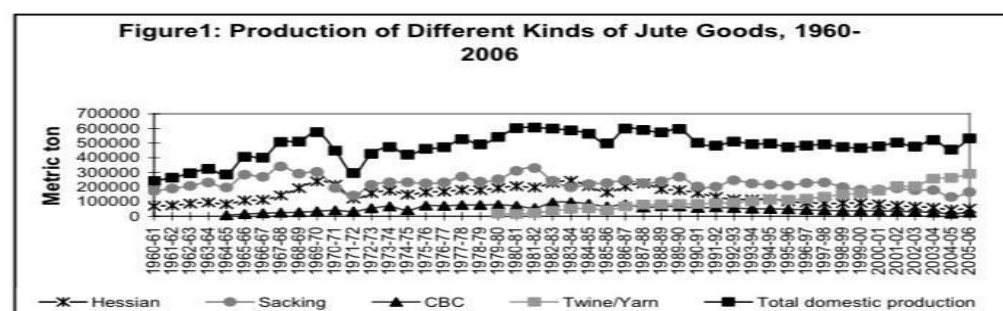
Opportunities
➤ Developing New Product.
➤ To increase production capacity.
➤ To make joint-venture with foreign companies.
➤ Developing Export-Oriented Jute Business.
➤ To establish Carpet Manufacturing Plant.
➤ Use the best quality of raw jute.
➤ Improve Business in the Global Strategies.

Threats
➤ Substitute Products of Jute.
➤ Trade Union.
➤ Existing Competitors.
➤ Political Instability.
➤ Government Doing Business.
➤ Changes in Government Policy.

2.2: Industry Analysis

2.2.1. Specification of the Industry

Bangladesh Jute Mills Corporation was illustrated as “bottomless” by the Daily Star. The four phases of the production trend of the Jute manufacturing sector are discussed below: first interval (1950-1970); second interval (1972-1981); third interval (1982-1990); and forth interval (1991-onwards). Jute manufacturing precinct had been through different interchanges in policies and also in the pattern of usage of jute and Jute merchandise in the course of these four intervals. Jute mills were owned by small group of entrepreneurs in the early days. During these periods, the average hessian production was 155,586 metric ton (MT) per year, of which 86 percent was exported; the comparable figures for sacking were 267,614 MT and 78 percent respectively. In 1969, with a yield of 5.74 lakh metric ton fabrication was touching skies. In the time of liberation in 1971, the political turmoil caused intervention in the Jute industry. Therefore, manufacturing diminished in the following years, 1971 and 1972 but later in the years the manufacturing yet again started to escalate. In the second interval the government resolute to nationalize the Jute producing quarter and took over all the private sectors of the Jute mills. Through the year 1970s, median amount of manufactured hessian was around 165,000 MT, amongst those 95 percent was exported, while comparable figures for sacking were 225,460 MT and 86 percent respectively. Maturation in the assembly of jute goods in the middle of 1960 and 1980 is allocated to the broadening of hessian, sacking and carpet backing cloth (CBC) products.



Source: BJMC, BJMA and BJSA.

Table 1: Periodic Trend of Jute Goods Production, Periodic Average

Period	Hessian	Sacking	CBC	Yarn/Twine
Upto 1970	155,586 (86.9)	267,614 (78.2)	23,929 (96.7)	0 (0.0)
1972-80	165,033 (93.7)	225,458 (86.3)	63,578 (95.5)	1,953 (73.3)
1981-91	219,048 (94.8)	270,556 (83.7)	80,415 (97.0)	61,090 (69.1)
1992-05	87,968 (99.5)	196,839 (71.7)	39,777 (89.7)	163,830 (90.8)

Note: Figures in parentheses indicate export as percentage of total production of that period.

Source: Based on BJMC (1979-80 – 2005-06), BJMA (1972-73 – 1978-79), BJMC as cited in IDRL (1992) (1960-61 – 1971-72), Alim (1978).

Figure-4: Production of Different Kinds of Jute Goods, 1960-2006

Table-1: Periodic Trend of Jute Goods Production, Periodic Average



Source: BJMC.

Table 2: Time Profile of Denationalisation of the Jute Industry, 1982-1985

Types of Mills	Denationalisation of Jute Mills					
	Number of Mills as on 31.06.1982	1982-83	1983-84	1984-85	Total	Total Retained
Composite	19	5	1	0	6	13
Conventional	31	18	3	-	21	10
CBC	15	6	-	1	7	8
Jute carpet producers	2	-	-	-	-	2
Other specialised mills	3	-	-	-	-	3
Inoperative mills	2	-	-	-	-	2
Total	72	29	4	1	34	38

Source: BJMC.

PhotoGrid

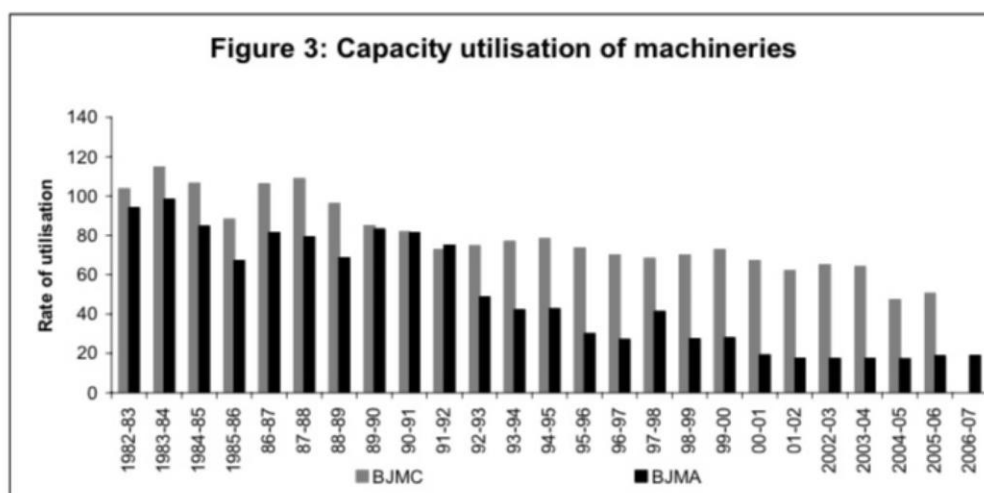
Figure-5: Sale in Domestic and International Market (%)

Table-2: Time Profile of Denationalization of the Jute Industry, 1982-1985

Table 3: Number of Mills in Operation in 2007

	Hessian, Sacking & CBC	Hessian & Sacking	Hessian	Sacking	CBC	Carpet	Yarn/T wine	Others	Total
BJMC	8	6	-	-	3	-	-	1	18
BJMA	6	32	1	2	5	4	2	9	61
BJSA	-	-	-	-	-	-	50	-	50
Total	14	38	1	2	8	4	52	10	129

Source: BJMC, BJMA and BJSA.



Source: BJMA.

PhotoGrid

Figure-6: Capacity utilization of machines

Table-3: Number of Mills in Operation in 2007

2.2.2: Size, Trend and Maturity of the Industry

In Bangladesh, the responsibility of administering the rate, purchase, and transaction of jute was designated to Bangladesh Jute Industry. During the 1970s, the floating costs, the devaluation of money and duplicity, aroused a whole amount of financial losses for Bangladesh jute Mills Corporation. The entitlement of the Jute Division was alternated to the Ministry of Finance and was established by the government in 1973. The Jute Division was transformed into the Ministry of jute during the year 1976. In 1979, accomplished congress from the government advocated that the government should privatize the mills. Throughout the time of years of 1979 to 1980, amongst the jute mills, three jute mills were given back to their preceding holder and two were privatized. For the mediocre results, the government allocated ancillary and export bonus for encouragement. The government of Bangladesh reinstated 35 mills to private landlords. Bangladesh is a land of homegrown jutes, which is used to develop hessian fabric, jute carpets and sacks. An overseas consultant was designated to swat the shape of the jute industry in the year 1990 as advocated by the World Bank to the Government of Bangladesh. A scrutiny brought light to the fact that the jute industry had a liability of 20.75 billion BDT with local banks. A further detailed survey explained, it also had almost 13 billion BDT liability was possessed by state owned jute mills under Bangladesh Jute Mills Corporation and the rest were occupied by private jute mills.

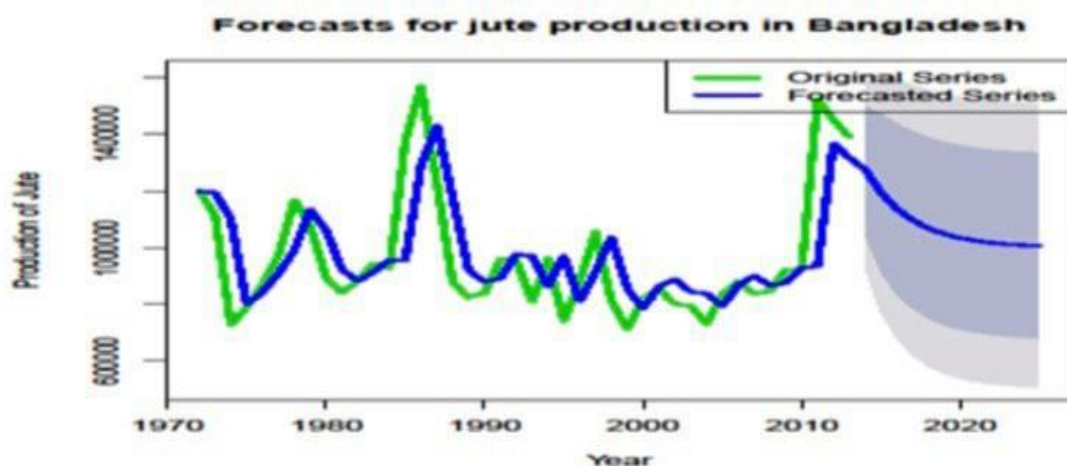


Figure-7: Forecasts for jute production in Bangladesh

2.2.3: Technology Factors

The process of making Jute bags from raw materials is given below:

- ✚ **Spinning:** The first step in the jute mill is spinning where the raw jute are converted into jute yarns through an operation such as batching or grading the job, softening, pilling and carding.



Figure-8: Spinning Process

- ✚ **Weaving:** The second step is weaving where the jute yarns are converted into jute fabrics.



Figure-9: Weaving Process

✚ **Dyeing:** Dyeing is a process where jute fabrics are designed with color. There are step by step processes to dye the jute fabrics. Two procedures can be used: Using Synthetic dyes and using natural dyes.



Figure-10: Dyeing Process

✚ **Printing:** Printing is something can called customization. It is done based on customer need and demand. Customers can give different artwork and design in the printing process.



Figure-11: Printing Process

✚ **Laminating:** Here various kind of gum is used to laminate the jute fabrics and it is based on quality.



Figure-12: Laminating Process

✚ **Cutting:** When all the operations are done which is mentioned above in the picture then the terms of cutting started. This is done according to the organizations standard size.



Figure-13: Cutting Process

✚ **Sewing:** When the jute is manufactured then the sewing process operated. The sewing process operated by joining the various parts of jutes. This can be categorized in three different ways such as- mechanical (stapling and sewing), physical (welding) and chemical for shape and outlook.



Figure-14: Sewing Process

Now the jute bags are ready and staffs are packing the jute bags for delivery which is given below:



Figure-15: Finished Goods

2.2.4: Barriers to Entry

A barrier to entry is an obstacle for the new comers in a market or industry which limits the competition in business. It creates barriers for new comers, any new comers can't come easily in the marketplace. I can say it is an extra benefit for the existing firms. The barriers to entry in Arnu Jute Mill are given below:

- Special tax benefits to firms
- Strong brand reorganization
- Fixed customers
- Patent protection
- Government policy
- Access to distribution channels

2.2.5: Supplier Power

Supplier power has the ability to increase price and decrease the quality or decrease the sales quantity. In case of Arnu Jute Mill Supplier power depends on government decisions. The raw material price is set by government. Moreover the jute mill is dependent on supplier because there is limited supply in the market. If I talk about now the raw material price is so high that the mill factories are facing loss sometimes. So yes, I can say there is supply power in case of this Industry.

2.2.6: Buyer Power

Buyer power is the power of customers can increase the quality and decrease the price and can play industry participants of one another. If I talk about this industry they export jute bag to India. But sadly they have only two parties in India. So the buyer's power is high. So there are deficiencies in buyers so the industry cannot increase the price suddenly and they never compromise with the quality of the product.

2.2.7 Threat of Substitutes

The threat of substitute is a fear of losing customers because the alternative product is available in the market for customers. For this industry there are threats of substitute because in same area there are jute mills which are providing jute bags with the similar price but if I talk about quality this industry never compromise with the quality of product. In that town Arnu Jute Mill's product is the best in quality.

CHAPTER- THREE: ANALYSIS AND FINDINGS

3.1: Analysis

3.1.1: Strategic Marketing Plan for Arnu Jute Mills Limited

Relationship is the most important word in marketing. The relationships one build with existing and potential customers are ultimately and uniquely what differentiate one from their competitors. The purpose of marketing is to help build businesses relationships with the right sort of people. The best marketing practices for a company is that meeting customer needs, picking the right price, effective promotion et cetera. In marketing, STP which is segmentation, targeting and positioning is a broad framework that summarize and simplifies the process of market segmentation. Segmentation is dividing the market into distinct groups of customers using segmentation practices. **Arnu Jute Mill segmented the market into geographical segmentation and they supply their product to India and sometimes they sell their products locally.** Targeting is selecting the customer segment which is beneficial for any firm. **Arnu Jute Mill targeted Indian market as their target customer. They sell their products only two companies in India. The names of the companies are KL Jute Mills Limited and Vijay Kumar & Company (Jute) Private Limited. They try to produce the product based on Indian buyers' demand.** Positioning is creating a place in customers mind about any product or brand. Arnu Jute Mills tried to create the positioning by their quality of the product. They never compromise their quality of the jute bags. There are many jute companies in that area, but no one can compete with the quality of the product. **Product:** It includes product features, use design, colors, size options, quality, branding, packaging, services, warranty etc. **Price:** Price is the value of any product which is paid by the customer. **Place:** It includes channels, market coverage, assortment, inventory, transport etc. **Promotion:** It consists of content, communications, and messaging to persuade the audience to buy.

3.1.2: Marketing Mix of Arnu Jute Mills Limited

Product: Product is the good or service which is offer by the companies for customers. **Arnu Jute Mill** produce Jute bag from raw jute, like Hessian, sacking, yarn. They collect their raw materials from Dinajpur. In the manufacturing process the machines which used are brought from China. In their manufacturing line, there is no other product expect for jute bags. In the manufacturing they try to maintain their products quality. Most of the products are exported to India.



Figure-16: The Manufacturing Process of Jute Bags

Price: Price is the amount of money which the customers have to pay to buy the product. **Arnu Jute Mills Limited** basically charged its price of goods on cost based pricing method. The simplest pricing method is cost based pricing adding a standard mark up to the cost of the products. In some cases value based pricing method is also applied here. Value based pricing based on buyers' perceptions of value rather than on the seller cost.

Promotion: In case of promotion there are some activities which is make by the company for communicating with the customers about their products. **Arnu Jute Mills Limited** Influence it's employee by giving promotion and other facilities on the basis of annual performance. They informed me that they have some public relation activities like contribution to mosque, school, madrasa and some other social organizations.

Distribution: Distribution is the place where the customers can have their products. **Arnu Jute Mills Limited** exports their jute bags through the trucks which are owned by them. They buy raw material from local market and finally export to the Indian market.



Figure-17: The Transportation Vehicles

3.2: Findings

Here are the main findings of Arnu Jute mill which I found while doing my internship course-

- ✚ **Transportation problem:** Even though they have several orders in their hand, they need to depend on trucks which are owned by them as these trucks can't take several orders at a time. Moreover, vehicle parts get damaged suddenly for that they cannot fulfill extra order.
- ✚ **Troublesome for getting payment on time:** Sometimes the importers are not giving the payment on time and sometimes currency rate get decreased, sometimes the bank may misunderstand any document and stop the payment procedure. For this Arnu Jute Mill have to face problems.
- ✚ **Different legal norms:** For not complying with the legal export issues of India, exporters face difficulties while exporting its product which resulted in dealer shipment.
- ✚ **Language barriers:** Exporters can't understand what the importer wants to say and vice versa, which sometimes results in misunderstanding within both parties.
- ✚ **Finding the reputed/trustable importer:** It is very hard for exporter to find a trustable importer for doing long-term business relation. Exporter need to find out so many information regarding to a new import are which is a harassment process. For that reason Arnu Jute Mill does not look for new importers, and so they do their business only two importers in India.
- ✚ **Risk and uncertainty:** Product may be spoiled and importer may do any occurrence. Moreover, natural disaster can take place.
- ✚ **Lack of promotional activities:** This industry only uses postcards for promoting each product. They should increase the budget for promotion activities.

CHAPTER- FOUR: INTERNSHIP EXPERIENCE

4.1: Position, Duties and Job Responsibilities

✚ **Position:** State status defines a position as a group of duties and responsibilities which require the services of an employer on a part-time or full time basis. I was assigned as a marketing intern in Arnu Jute Mill. I was under the supervision of marketing manager.

✚ **Duties:** Duty is the expectation to perform by any person. My duty was researching marketing trend, report on their daily activities and developing both hard and soft skills.

✚ **Job Responsibilities:** Responsibility is the duty which is assigned for an individual which he or she has to do. I learned a lot during my internship in Arnu Jute Mill industry. My responsibilities are answer phone requires and provide basic company Information, perform duties, maintain files, organize documents, take note and memos during meetings, manage data base and input information, research and gather documentation on company position, attend company functions and networking event.

4.2 Training

At first they gave me one week's training. My training includes:

- Developing and implementing marketing strategies.
- Create analyses and report on campaigns.
- Planning and organizing operational activities.
- Defining and managing the brand.
- Producing internal communications.

4.3: Contribution to Departmental Functions

The organizational structure most common and business is composed of functional departments that are reasonable for specific functions within the company. Among this four I was placed in the marketing department. As I was placed as an intern at a marketing department, I contributed in marketing department activities. Such as:

- I applied my skills.
- Communication with all the departments.
- Try to keep touch with everyone.
- I tried to reach to the customers, investors and all the members of the organization
- Try to take all the things positively.
- Work hard.
- Independence.
- Try to connect with everyone.

4.4: Skill Applied

Valuable skills that I applied in my internship:

- Try to communicate about the business issues through email, phone call and face to face meetings.
- Try to communicate with other organizations.
- Networking
- Multitasking.
- Punctuality.
- Problem-solving.
- Ability to work under pressure.

4.5: New skill development

During my internship period, I learnt many things developed some new skills. The new skills that I developed during my internship period are given below:

- Communication skills.
- Interpersonal skills.
- Time management
- Adaptability
- Initiative
- receptiveness
- Technical proficiency

4.6: Applications of Academic Knowledge

I try to apply my academic knowledge in the organization and they are given below:

- Group work.
- Problem solving skills.
- Try to work ethically
- Adaptability skills.
- Communication is important.
- Responsibility.
- Punctuality.
- Leadership Quality

CHAPTER- FIVE: RECOMMENDATIONS, CONCLUSION AND KEY FACTS

5.1: Recommendations

Though Arnul Jute Mills Limited is always concerned about the quality, the study revealed that they could do much more if it was handled more efficiently. Some steps may be taken to improve the efficiency and to increase the performance of this company in future which is recommended below:

- ✚ First of all, they should not only depend on trucks which are owned by them when they have several orders in their hand. They can hire other companies' trucks to do shipment on time when there are huge orders.
- ✚ And they should be concerned with the recent economic condition of the country while taking new orders so that they don't face loss when the currency rate decreases.
- ✚ For having knowledge of other countries export legal issues and terms they can take help from an expert.
- ✚ While looking for a trustable importer, exporter can take help from a third party who can assist to find out the best one to whom they can do long-term business relation.
- ✚ Special package system can be taken for safety purposes of the product so that it won't be spoilt and for that importer will be satisfied with the products and the exporter won't face any loss.
- ✚ The company needs to expand their business. They should also try to create business relations with some new countries for exporting their products. They should not depend only on India because they have also production of Jute goods of their own.
- ✚ They should also increase the number of their trustable buyers.
- ✚ Last but not the least, they should increase their promotional activities and increase the budget for promotion so that their products can be known to many other importers.

5.2: Key Understanding

Arnu Jute Mills Main goal is to provide good quality products to their customers. They believe customer satisfaction is the main key to success. Not only that but also they believe as a part of society they should think of social well-being. So they're following some corporate social responsibility that aims to contribute to social goal. They also focused on human resource of the organization. They believe if they can make the workers happy then organization goal can be completed. The organization goal is to produce 14,000 productions per day. The organization has a bonus system. If any employee does a wonderful job then that employee is given what he did with a bonus. They provide some facilities such as house facilities, emergency doctor, resting room, food facilities, insurance et cetera. They sometimes face electricity problems as well as the shortages of workers but they can also cope with the problems. The machines run for 24 hours daily. In weeks there is a one day holiday and it's Friday. They also focus on security so they have CCTV cameras around the factory and security guards in its gates. They never compromise their product quality.



Figure-18: Quality Checking Proess

5.3: Conclusion

World markets now absorb up to 230,000 of imported jute yarns and twines. Demand is met by imports from Bangladesh, India, and Thailand. This production is usually made by specialist yarn 42 manufacturing units. The jute industry is on and off affected due to so many factors that its production and supply become erratic and consequently the price structure. In spite of all these drawbacks jute has been successfully competing with synthetic all these years. Arnu Jute Mills Limited are providing good quality product jute bags the product jute bags has much demand in the market place. As this organization runs for 24/7 they can take many orders from exporters. They can give product to the exporters equal to demand. So it has so much demand. By the name of the organization we can know this is a jute related organization. This organization produces Jute bags, among the entire jute product; Jute bags have so much demand in the market place because of its environment friendly uses. Jute bags cut down the employment of plastic bags. Jute bags make an effort to help the environment by encouraging more people all over the world. Jute bags' another name is earth friendly bag.

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Appendix

Visiting card of Arnu Jute Mills Limited

Visiting card of Managing Director (Sheikh Abdus Shafi)

Certificate of Origin