

Internship Report

**The Strategic Marketing Activities of
Property Sector of BIKROY.COM**

The Strategic Marketing Activities of Property Sector of BIKROY.COM

Prepared For

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

Prepared By

Nowshin Rahman Nisa
ID - 111151238
School of Business & Economics
United International University

October 30, 2020

Letter of Transmittal

October 30, 2020

Dr. Khandoker Mahmudur Rahman

Associate Professor

School of Business and Economics

United International University

**Subject: Submission of the Internship Report on “The Strategic Marketing Activities of
Property Sector of BIKROY.COM”**

Dear Sir:

I would like to submit my internship report titled “Internship Report On “The Strategic Marketing Activities of Property sector of BIKROY.COM”, which is prepared as a requirement for the completion of the BBA Program of United International University.

While working on the report, I have attempted to follow every guideline that you have recommended me. It was a very enlightening experience to work in this new venture and my internship period was enjoyable and educational at BIKROY.COM. The authority of BIKROY.COM has also shown its cooperation whenever required.

Sincerely,

Nowshin Rahman Nisa

ID No: 111151238

ACKNOWLEDGEMENT

I have incurred many debts of thankfulness over the last two months while making for this report. First and foremost, I would like to pay my gratitude to the almighty Allah for giving me the ability to work hard. I am also grateful to my parents who provided me with the necessities of life since my early childhood.

The report title named “The Strategic Marketing Activities of Property sector of BIKROY.COM.” has been prepared to fulfill the requirements of a BBA degree. I am very much privileged that I have received almost and sincere guidance, supervision, and co-operation from various persons while preparing this report.

I would like to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman who has helped me in every phase of my internship. I am very much indebted to Mr. Emdadul Haque Mobin (Head Of Property Business), for permitting me to complete my internship at BIKROY.COM.

I am also very thankful to Miss Eshita Sharmin (Managing Director) and Mrs. Mahmuda Rupa (Key Manager) and all individual of BIKROY.COM, for their immense support that I have been provided for preparing my report. I practically work with them, try to share their perception, feelings, and based on my realization, I prepared a report from my point of view. It was my privilege, and I am overwhelmed by working with such an amazing team.

DECLARATION

I am Nowshin Rahman, student of Bachelor of Business administration department major Marketing of United International University, Bangladesh, do hereby declare that the internship report on “The Strategic Marketing Activities of Property sector of BIKROY.COM”, is an original work and has not been previously submitted for any degree, diploma, title, or recognition.

Nowshin Rahman Nisa

ID No: 111151238

School of Business and Economics

United International University

Table of Contents

Executive Summary.....	1
1 BACKGROUND OF THE PROBLEM.....	2
1.1 Introduction	2
1.1.1 Basic needs.....	3
1.1.2 Psychological needs	3
1.1.3 Self-fulfillment needs	3
1.2 The topic of the report	3
1.3 Foundation of the report.....	3
1.4 Background of the Report	4
1.5 The objective of the Report	4
1.5.1 Broad Objective	4
1.5.2 Specific Objective	4
1.6 Scope of the report.....	5
1.7 The methodology of the report.....	5
1.7.1 Primary sources	5
1.7.2 Secondary sources	6
1.8 Limitation.....	6
2 ORGANIZATION PART	7
2.1 Overview of the Organization	7
2.1.1 Mission.....	7
2.1.2 Vision	8
2.1.3 Principles	8
2.1.4 Organization Structure	10
2.2 PORTFOLIO	12
Service Catalogs of Bikroy.com.....	12
2.2.1 New “Essential” Category.....	12
2.3 Services of Bikroy.com Property Business Department	13
2.3.1 Membership	13
2.3.2 Listing.....	13
2.3.3 Banners.....	13
2.4 Promote Advertisements.....	14
2.5 The function of the Property Business Department Team	15

2.5.1 Field Sales.....	15
2.5.2 Aftersales.....	15
2.5.3 Key Account Manager (Top Tier).....	15
2.5.4 Key Account Manager 2.....	16
2.5.5 Intern	16
3 PROJECT PART.....	19
3.1 Situation Analysis	19
3.1.1The threat of new entrants.....	20
3.1.1.1 Government Regulation.....	20
3.1.2 Rivalry among Existing Companies.....	20
3.1.2.1Competitive advantage:	22
3.1.3 Buyer’s Power.....	22
3.1.4 Supplier’s Power.....	23
3.1.5 The Threat of Substitute Products.....	24
3.2 SWOT Analysis.....	25
3.2.1 Strengths.....	26
3.2.2 Weaknesses.....	27
3.2.3 Opportunities	28
3.2.4 Threats.....	29
3.3 MARKETING MIX	30
3.3.1 Marketing strategy	30
3.3.2 7 P’s of Marketing	30
3.4 Pricing Strategy	34
3.4.1 Pricing Strategy	34
3.5 Distribution Channel.....	35
3.5.1 Direct Distribution.....	36
3.6 Promotional Strategies of bikroy.com property	37
3.6.1 Advertising	37
3.6.2 Personal selling	39
3.6.3 Sales promotion	40
3.6.4 Public relation.....	41
3.6.5 Direct marketing:	41
3.7 Target market	42

3.8 Positioning.....	43
3.9 Product management of Bikroy.com	44
4 Findings of Bikroy.com	47
5 Recommendation.....	48
5.1 Ending Remarks	49
References	50

Figure No.

Figure-2.1.4 Organization structure.....	10
Figure-2.1.4 Full organogram.....	11
Figure-2.2 Service Catalogs of Bikroy.com.....	12
Figure-2.5 The Property Team.....	18
Figure-3.1 Industry analysis of porter five forces.....	19
Figure-3.2 SWOT Analysis.....	25
Figure-3.3 7p’s of Marketing	30
Figure-3.4 Pricing strategy.....	34
Figure-3.6 Promotional strategies of Bikroy.com.....	37
Figure-3.6.3 Sales promotion.....	40
Figure-3.6.5 Direct Marketing.....	41
Figure 3.7 Target market.....	42

Executive Summary

United International University offers an internship program under the observation of respectable faculty. This report is prepared based on my two-month practical experience at Bikroy.com, This internship program supports me to gain some practical and also educational knowledge.

The main objective of this internship was to know how the Bikroy property and other department works, how to work with co-workers, colleagues, and other staff of Bikroy. It also helps me to establish my future goals. This report discussed the selling and advertising the property and rental activities of Bikroy. How their membership, the listing is giving revenue to the company. People are feeling interested to post rent ads as they are knowing its popularity day by day. Bikroy started its journey in 2012 and is known as a classified marketplace. They have a private and business advertisement section. Cars, vehicles, appliances. Pets, electronics, sports items all kinds of used and unused products can buy and sell at Bikroy. People can also give rent ad for their property. All ads will be live for 2 months. As it is available in Bangla and English also in some other languages for better understanding. Bikroy.com is a growing MNC and also running for 8 years still is the largest marketplace and one and only largest online buying and selling site in Bangladesh. A maximum of people knows its popularity. It can be assumed that it will be the highest selling and buying site in the future.

1 BACKGROUND OF THE PROBLEM

1.1 Introduction

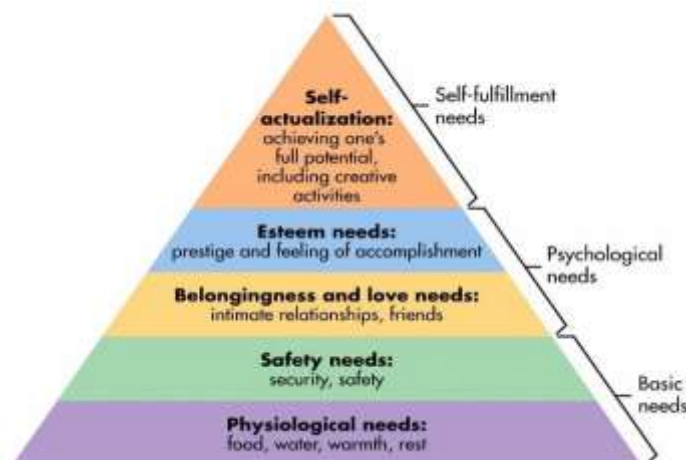
Business ideas evolve with time from the beginning of the way of doing business to now. The way of doing business especially in the E-Commerce sector is always highly changeable and dynamic due to customer choice, flexibility, preference, taste, etc. and for this competition is emerging and globalization is playing a big role in the spreading competition all over the world. and for this, we need thanks to technological and internet service advancement. Every E-commerce company or firm wants to make its loyal customer group. Every E-Commerce business sector wants to gain maximum revenue and profit through consumer's satisfaction. Interim of gaining maximum revenue they have to follow and perform the marketing strategy for



understanding the target market and customers and providing the best solution.

Property is a thing which is related to us in our every aspect and all kind of needs.

If we follow Maslow's hierarchy of needs, we can relate that in every stage of needs property is



playing a role actively or passively.

1.1.1 Basic needs

Physiological and Safety needs are our basic need which contains property-related attributes like warmth, rest, security, and safety which is can be full filled by a home.

1.1.2 Psychological needs

Belongingness and love needs and esteem needs are our psychological needs, for achieving intimate relationships, friends, prestige, and feeling of accomplishment we need a plot, apartment house, farmhouse, etc which is also fall under the property.

1.1.3 Self-fulfillment needs

This is the last stage of needs where people want to gain inner peace by doing charitable things for society, animals, for the country, etc but most of the time in our country t achieved by donating property.

1.2 The topic of the report

“The Strategic Marketing Plan of Property Sector of BIKROY.COM” this is the topic which they have appointed me to work for.

1.3 Foundation of the Report

In today’s world, academic education is also in competition because of that a student needs to compete with their confidence and reach his/her goal with having experience of the outside world through an internship program. And the report which has allowed learning and sharing knowledge about how a particular company sets its Marketing Strategy to launch its product in the market place to satisfy the organizational and personal goal.

1.4 Background of the Report

Sales/Revenue is the most important thing for any organization, especially for development, stability, and growth. And obviously, the Sales department is the heart of any organization as they do all the essential works of an organization. By working with the Bikroy.com Property Business Sales department, an organization can quickly gain a piece of knowledge about it's the company's current situation, the property market of Bangladesh, and digital advertisement media. I have got some crystal clear information about the Property Business Department of Bikroy.com Limited.

1.5 The objective of the Report

The internship program has been a representative and pragmatically Curriculum to know the real business field. This particular curriculum helps fresh graduates to develop their careers. Some subsequent things provided me through the internship program:

1.5.1 Broad Objective

The broad objective is to know how Bikroy.com provides property business advertisement services to their clients at their business and also what other necessary things they can do the expand their business.

1.5.2 Specific Objective

- In advertising aspects, it is a learning issue that how they are distinguishing them from other competitors.
- Gained experience in how to narrate marketing theories in the real world.
- To identify their advertising operations and policies.
- To recognize their target customers and do they identify them or not.

- To identify their strength and weaknesses scrutinize the current market and compare the market shares.
- Emerging a set of anticipated traits necessary for a fruitful marketing plan.
- Find out the comparative position of the company.
- Identifying pricing policies.
- Classifying the target consumers according to demographic segmentation social class.
- To know about Bikroy.com and the property department as a whole.
- Providing solutions to resolve the problems faced by the organization.
- Identifying the standardization of the product and services.

1.6 Scope of the report

This report has been organized through widespread discussion with Bikroy.com employees, clients, and honorable supervisor. While making this report, I have experienced a prodigious opportunity to increase in-depth knowledge of all the marketing actions of PSL.

1.7 The methodology of the report

The report was completed by focusing on primary and secondary data. Both the sources of primary and secondary data are listed below:

1.7.1 Primary sources

- Observation during the internship period.
- Information from the supervisor.



- Discussion with the associate manager's
- conversation in person with the client/ employee

1.7.2 Secondary sources

- Bikroy.com's Orientation PowerPoint.
- Bikroy.com's Official Website.
- Bikroy.com Vertical Policies.
- Bikroy.com Wikipedia.

1.8 Limitation

The sources of the report have been founded from different counters, different fields of Bikroy.com Limited. The team leader and other staff members were busy with their desk work, still, they helped a lot to manage and assemble the data & information. But it was very challenging to collect information on the bank as it is a very acute and confidential issue for the bank. The limitations are as follows.

- **Shortage of Period:** within a very quick time this report has been written because the training session passed a long day ago. So, the time constraint of the study hindering the course of vast area and time for forming a report within the declared time is kinda hectic.
- **Busy Working Environment:** since they had a frenzied schedule, they are incapable to provide enough information. That is the reason I could not gather boundless knowledge of censorious areas.
- **Secrecy of Management:** There some information that is hidden or private which could not be shared with anyone. So, some data could not be collected for confidentiality or secrecy of management.

Section 2: ORGANIZATION PART

2.1 Overview of the Organization

Any instant for the people who are unable to keep pace with the online buying and selling products. On 18 Oct 2012, Bikroy was formally launched in a press conference held in Bangladesh's capital city in Dhaka but started the journey in June earlier that year. That immense story was featured by several major newspapers in the country, including Prothom Alo, Kaler Kontho, and The Daily Star.

In 2015, Bikroy was launch applications on iOS and Android was one of the milestones of that year. Bikroy also partnered with Facebook and Internet.org to enable free browsing of Bikroy.Com on the internet through the free basic service. Another major milestone for the company as they were offering pre-order and delivery service for sacrificed animals on the occasion of Eid- ul-Adha. It was the first time live Qurbani Animals were sold online all over Bangladesh. It also included the vision, mission, and organization chart of Bikroy.com.

2.1.1 Mission

The Company's mission is to build leading online marketplaces in underserved markets and to



create sustainable value for the community.

2.1.2 Vision

Bikroy.com has been serving the whole company as a pioneer of the online leader to the office



customers. The company wants to go to any instant for the people who are unable to keep pace with the online buying and selling products.

2.1.3 Principles

Bikroy.com believes in 5 guiding principles strictly. Every year, Bikroy.com is used to give 1000USD awards to those employees who can follow these principles. These are-

- Know your KPIs.
- You make the call.
- Do fewer things better.
- Result speaks the loudest.
- It is okay to make mistakes.



Achievements

- Bikroy partnered with a2i in August 2016 to implement e-commerce services, establish training institutes, and create support for developing polytechnic skills for the rural people of Bangladesh.
- Bangladesh Brand Forum (BBF) awards Bikroy as the Best Online Classified Website 2016.

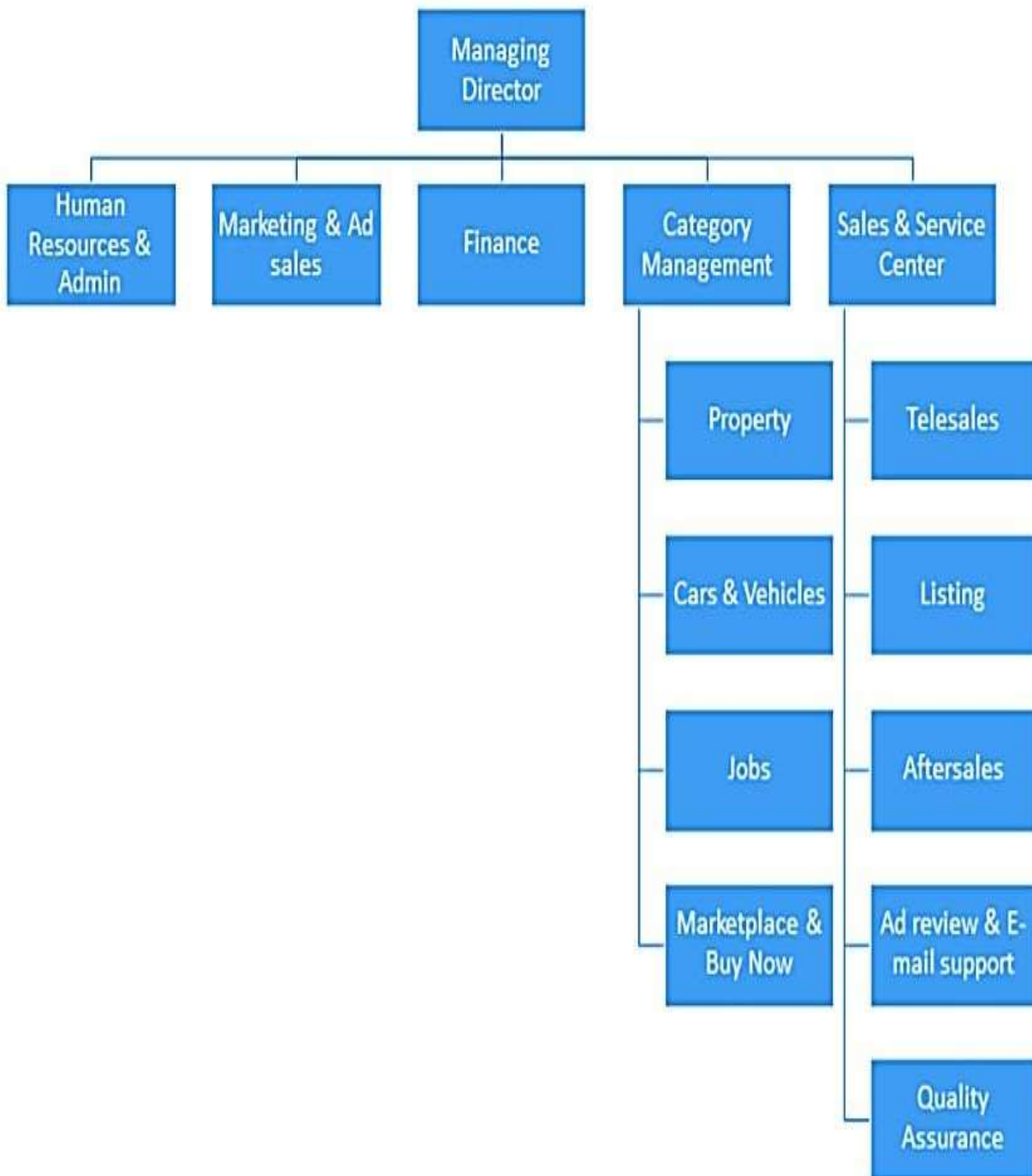
- Bikroy.com was awarded winner in the “Internet” category for its incomparable online presence at the 13th Employer Branding Awards Presents Bangladesh Best Employer Brand Awards 2018. Bikroy was also acknowledged the winner at the CMO Asia Presents Bangladesh Master Awards 2018 for the “Brand Leadership Award” due to its magnificent brand identity and leadership for online business in Bangladesh.



2.1.4 Organization Structure



Management Team of Bikroy.com



Full Organogram

2.2 PORTFOLIO

The most jutting categories of our portfolio are: Mobiles, Electronics, Vehicles, Property, and Jobs. Bikroy.com create value or contribute revenue by listings, posters, banners. They have also added free ads with selling ads, used and unused products. Bikroy is giving huge benefits to the customers and employees.



Service Catalogs of Bikroy.com

2.2.1 New “Essential” Category

This is a new category of Bikroy.com which is launched this April. The management hopes that it gives more views to their website. In this category, the consumer can find daily essential products, including groceries, healthcare products, household items,

fruits & vegetables, meat & seafood, and baby products near them. To develop this category service responsibility is given to the property department employees.

2.3 Services of Bikroy.com Property Business Department

2.3.1 Membership

Membership allows your business to have a superior presence on Bikroy.com so that you can reach even more customers. Our Membership packages are specifically designed to give you the tools you need to expand your business and upsurge your sales through Bikroy.com. In this package, Bikroy.com does free Facebook boosting promotion of the product of their customer through the Facebook page of Bikroy.com. They also deliver voucher code free to their customer. Departments of Property field executive, after-sale executives, and key account manager sells memberships to the valuable clients. They used to offer this package for 3 months and 6 months to their clients. There are 2 types of memberships-

- Premium: In premium criteria, clients can post 300 ads per month which will remain live for 2 months. In the meantime, they can purchase extra vouchers for a particular ad to make it top or bump.
- Plus: In plus criteria, clients can post 20 ads per month which will remain live for 2 months. In the meantime, they can purchase additional vouchers for a particular ad to make it top or bump.

2.3.2 Listing

Any type of person can post ads for 2 months by paying certain amounts for selective ad categories like plot, flat, commercial space. Most of them used to be a private seller who is going to sell or rent their private property by posting Ads.

2.3.3 Banners

Bikroy offers extra options for businesses that want to reach new customers quickly and easily. With our banner advertising opportunities, you can target resident customers directly and advertise your brand proficiently. Bikroy.com sells banner to the corporate clients which will pop up on the website to the visitors. There are different types of banners:

- Leaderboard
- Skyscraper
- Square
- Large Mobile Banner

2.4 Promote Advertisements

There are some highlight Ads for which the client has to do the additional payment. It boosts the Ads of the clients for which clients get more responses from their potential customers.

Top Ad

At the top of every ad listing page, there are up to 2 spots reserved for Top Ads. By adding a Top Ad promotion to your ad, you earn the chance for your ad to be exhibited in one of these Top Ad spots - which can get you up to 10 times or more views.

Daily Bump Up

The Daily Bump Up promotion moves your ad to the top of the regular ad listings once a day for up to 15 days. It has the same effect as reposting your ad every day - but it's automatic and attracts 5 times or more views.

URGENT

The URGENT promotion helps your ad stand out from the rest and interrelates your urgency to potential buyers who are observing for a great deal.

Spotlight

Spotlight is a premium spot for showcasing your high-value items and getting immediate attention from buyers on Bikroy. To get the most value out of this promotion, make sure you add great-looking photos while placing your ad.

2.5 The function of the Property Business Department Team

2.5.1 Field Sales

Field Sales (FS) objective is to acquire new members engaged in Real Estate Business (i.e Apartments, Lands, Brokers, Property Services) to Bikroy and grow our membership revenue incrementally.

Field Sales work is divided into two parts:

1. Onboarding new members
2. Upselling membership packages, promoted ads, and display advertising.

Currently, our outstations (Khulna/Barishal & Sylhet and Chottogram) do work from home. Team leaders do daily standups & they fill in the visit sheet daily. We will shift into the visit tracking module after the launch of MMS. THE outstation FS agent's work role is slightly different from Dhaka FS agents. They are responsible for maintaining (KPI: Total membership & Churn) the existing members from each territory along with our common KPI targets (New acquisition, Promoted ads sale) of FS.

2.5.2 Aftersales

The objective is to reduce churn from paying members through excellent after-sales service, with the introduction of a Call Centre based support function, while also increasing revenue through voucher sales and upsell.

2.5.3 Key Account Manager (Top Tier)

Key Account Manager position has been created to maintain the top brands/clients within vertical with special care & grow business from them incrementally. These clients have been considered as the top in terms of brand value, product quality & marketing expenditure. Thus, KAM handles both the service & collection responsibility & also having specific provisions that have been customized just for this position keeping in mind the business requirement. Property KAM client list contains the number of clients who are entitled to avail special services for us to obtain business from them.

2.5.4 Key Account Manager 2

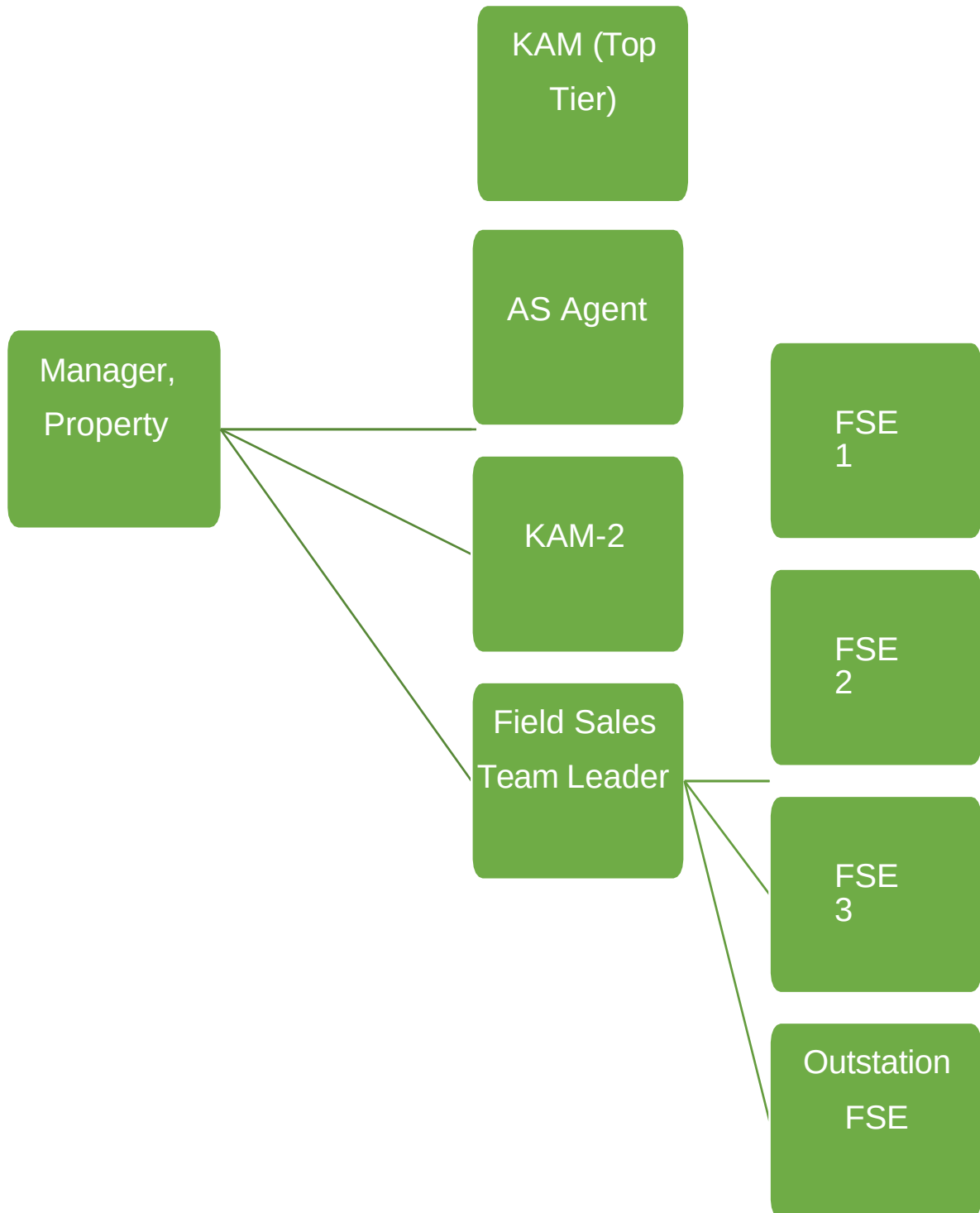
Key Account Manager 2 position has been created to support AS agents in Membership Renewal & churn conversions through field visits. Based on the observation that, majority of the property membership renewal/churn clients request FS to visit their premises with a business proposal. As the FS role is mainly revolving around getting new business on-board, we have created KAM 2 to act as an intermediary support for AS.

2.5.5 Intern

interns have assigned research and reporting activities which shared with them by their reporting heads. Intern look for new clients in social media. They have to record



penitential clients from Facebook property groups and Newspaper Ads. After that intern is responsible for calling & assigning leads to FS for a field visit. They are also responsible for the MAC campaign. From a central sheet shared by marketing, FS gets the leads of MAC (Membership Acquisition campaigns). Currently, the property intern is responsible for calling & assigning leads to FS for a field visit. Also, the intern works on the rental project. They find new clients through social sites. They call them and try to understand their requirements if they are interested to give their ads on Bikroy. Also, make a healthy relationship with the clients so that they can work again in the future. An intern also taking care of the upcoming projects like leaflets, stickers for the promotional campaign. What will be the future projects in Bikroy, what are the lackings and how those can be abolished for betterment.



Property Team Structure

Section 3: PROJECT PART

3.1 Situation Analysis

This part will be trading with the industry condition and extravagant on situation analysis. This is a precursor to understand strategic marketing management in an organizational context (Andaleeb, S. S., & Hasan, K., 2016). For this report, this is grounded on Porter's Five Forces model.

Michael Porter five forces model supports a business for Analyzing situation based on which an E-Commerce company like bikroy throw together with potential planning and thinking, it provides a framework. The strategic business manager search for ideas to progress a competitive



advantage over a rival.

Figure-3.1: Industry Analysis based on Porter's Five Forces

3.1.1 The threat of new entrants

The threat of new entrants is always present in the E-Commerce business platform. Those competitors are companies that are not currently competing in the industry but can do so if they want to. Though companies make a strategic plan to block this potential threat. The more companies are involving in entering, the more complicating it is for established E-Commerce companies to grip their market share and generate profits from the market. *Example-* AMAZON, ALIBABA, local IT firm, etc.

Barriers to entry → mean that factor that makes it complicated for companies to enter an industry. To me there is one barrier to entry which is given below:

3.1.1.1 Government Regulation

Government regulations are a big barrier in a country like Bangladesh because we follow a mixed economy. For example

- Taxes and Financial Regulation.
- Employee Wage and Hour Rules.
- Workplace Safety.
- Discrimination Law.
- Environmental Protection.
- Business Registration.
- Food Establishments.

And So

Much More.

3.1.2



**Rivalry
among
Existing
Companies**

The second of Porter's five competitive forces is the rivalry among established companies within an existing market. If the competitors are not so strong, companies gain a competitive advantage which helps them to earn greater profits. If rivalry is strong, significant price competition, including price wars, service quality upgrade may result. And bikroy.com's current biggest existing competitors are Daraz, Evaly, Facebook, Bagdoom. Ghori,



One of the major competitive factors in E-Commerce rivalry among existing companies is a competitive advantage which is given below,

3.1.2.1 Competitive advantage:

why customers, sellers, buyers will do business with any particular E-commerce company? The answer is because of competitive advantage and this is the biggest strength of any online or offline company and bikroy.com's biggest competitive advantage is they are one of the first E-



commerce business organizations in Bangladesh that are classified and they are a highly renowned E-commerce business company.

3.1.3 Buyer's Power

The bargaining power of customers is also labeled as the market of outputs: the capability of customers to place the firm under pressure, which also affects the customer's sensitivity for increasing price. Firms can take actions to diminish buyer power, such as applying for a loyalty program. The buyer's power will be high if they can gain enough customers or have alternatives. It is low if they have other choices. Number of Customers.

Potential factors:

- Size of each order
- Ability to Substitute
- Degree of reliance upon existing channels of distribution
- Bargaining leverage, predominantly in industries with high fixed costs
- Buyer switching costs
- Buyer information accessibility
- Availability of prevailing substitute products

- Buyer price sensitivity
- Discrepancy advantage (uniqueness) of industry products
- RFM customer value Analysis

The third of porter's five competitive forces is the bargaining power of buyers. All sellers are the buyers but all buyers are not the sellers in this statement I gain from my personal experience. And in bikroy.com the bargaining power is low not only bikroy.com in most of the E-commerce sector this particular porter force is low. Because may every kind of product is available but either they have to buy or leave the platform.

Example- In the E-commerce market there are a lot of buyers also they have many sellers, so the purchase situation is dependent on buyers and sellers both of twos willingness. If buyers,s want to buy anything it's their choice but they shouldn't bargain. If the buyer wants to rent or buy an apartment in Dhanmondi but it isn't accessible, then he or she needs to leave the platform.

3.1.4 Supplier's Power

The fourth of Porter's competitive forces is the bargaining power of suppliers. The market of inputs is mainly mentioning the bargaining power of suppliers. Suppliers of raw materials, components, labor, and services (such as expertise) to the firm can be a source of power over the firm when there are few replacements. If you are making bakery products and there is only one person who sells flour, you have no alternative but to buy it from them. Suppliers may refuse to work with the firm or charge disproportionately high prices for unique resources. According to Porter, suppliers are the most powerful.

Potential factors:

- Supplier switching costs comparative to firm switching costs
- Degree of variation of inputs
- Impact of inputs on cost and differentiation
- Individuality of service
- Number of suppliers
- Existence of substitute inputs

- Strength of distribution channel
- Employee solidarity
- Supplier competition: the ability to forward vertically participate and cut out the buyer.

Bikroy.com's property department is one of the most important departments for Bikroy. And we all knew that in the case of property sellers\suppliers has the upper hand most of the time in Bangladesh because we knew Bangladesh is one of the most populated countries in the world. And people need property all most for everything for living to do business. in one word the supply of property is much low than the demand. And bikroy.com is a place where supplier\seller do business through bikroy with customers as I said bikroy work as a virtual middle man between sellers and customers.

Example-in bikroy.com property sector sellers can impose buyers to buy their products. If buyers want an apartment in Gulshan and it's not available in the E-Commerce site\bikroy, the shop cant suggests buy an apartment is in Mirpur.

3.1.5 The Threat of Substitute Products

A substitute product uses different technology to try to solve the same economic need. Examples of substitutes are meat, poultry, and fish, landlines and cellular telephones, airlines, automobiles, trains, and ships, and so on.

Potential factors:

- Buyer propensity to substitute. This aspect combined both tangible and intangible factors. Brand loyalty can be very important. Contractual and legal barriers are also effective.
- The price-performance of auxiliary
- Buyer's switching costs. This factor is well illustrated by the mobility industry. Uber and its many competitors like pathao, obhai, shohoj, took advantage of the unavoidable taxi industry's dependence on legal barriers to entry and when those fell away, it was trivial for customers to shift. There were no costs as every transaction was fissionable, with no incentive for customers not to try another product.
- Perceived level of product differentiation which is classic Michael Porter in the sense that for a competition they try to follow only two elementary mechanisms – lowest price or

differentiation. For niche markets developing multiple products is necessary. Only this way can smother all factors.

- Accessibility of substitute products in the market.
- Swapping costs
- Comfort of substitution
- Obtainability of close substitute

Bikroy.com and their property department substitutes are renowned real state companies, local\non branded real state companies, property, and rental-related Facebook pages, bagdoom, evaly, local house broker, etc.

For example- in our country many customers still strongly believe in the tangible third-party middle man, renowned physical companies interim of buying and selling a property or anything.



3.2 SWOT Analysis

Figure-3.2: SWOT Analysis

The SWOT analysis is alienated into two way first internal strength and weakness second external opportunities and threats. In combination, it is called **SWOT**. through the help of **SWOT** analysis, a new business function can be developed for a company or corporate business tactic to accomplish this modification. SWOT analysis for Bikroy.com property is given below:

3.2.1 Strengths

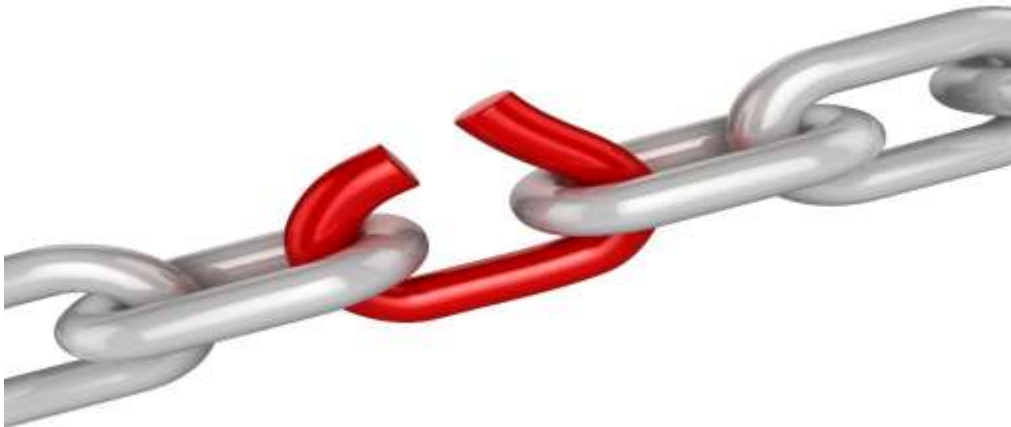
- Good quality service.
- Great communication capacity.
- Strong management capability.
- Service marketing ways and skills.
- Great use of management information systems. (MIS)
- Brand name reputation.
- proper distribution channel
- Market leader in this e-business.
- They are first mover and most experienced in this industry of doing business in our country.
- Strong top-level management team.
- C2C, B2B, B2C business model.
- The revenue model is advertisement was no need for inventory.
- Hand to hand payment system to receive the product.
- More than Thirty different categories of products.
- Relaxed to use the site
- Hide personal information to post ads.
- Support both English and Bengali language.



- Support social network.
- First online business who reached breakeven.

3.2.2 Weaknesses

- Lack of transparency of the product They did not do proper marketing on how to consume their service.
- Lack of employees and branches.
- No value propositions as most of the products are old.
- C2C causes a consumer-generated business model.
- No numerous revenue models like sales of goods, transaction fees, subscription fees, and associates.
- Shipping policy up to the customer.
- No shopping card options.
- No provision for global reach.
- No competitive advantages as an E-commerce business.
- Non verified product



Overcome – When a company starts an E-commerce business like bikroy.com which is virtual especially when they are acting as a middle man they should verify the product when sellers provide ads and justified about its transparency otherwise it can backfire and do damage to the business, and also if they do this it may become their strength from the dimness.

3.2.3 Opportunities

- It's a rising market.
- First mover advantage.
- Cost-effective.
- Variety of new market segments.
- Overcome barriers to entry.
- They are also doing e-commerce business through their “Buy now” category.
- Most popular online site in Bangladesh.
- Bangladeshi youngsters are now online dependent.
- Has the option to turn multiple business models.
- Has the option to eradicate market middlemen.
- Can create employment.
- Audiences may gather IT knowledge.
- Option to run a secure online payment system that assistances one step to run E-banking.
- M-commerce that may cover all target audiences.



- Marketing may carry a first-mover advantage.

3.2.4 Threats

- Competitors are strong in the market
- Increasing the ruling of foreign companies.
- Transpose in consumer perception.
- Threats of the latest company enter like amazon.
- Political instability and government regulation Economic depression.
- For now, the most dangerous threat is the Corona Virus.
- Competitors are increasing day by day.
- Some of the clients of them think, posting Ad process is complex.
- Property department targeted customers are not good at dealing online or digital media.
- The market strategy may fail because of user-generated.
- Products are old that's maybe users decrease.
- Risk of hand to hand transaction because the dishonest user is increasing.
- Shipping policy inefficient.
- The switching cost of customers is low.



Overcome – For a growing online unstable market, there are lots of threats. Bikroy needs to think about this with extra care, in my opinion, they need to get more upgrade and focus on new plans and need to become more effective in sellers and customer life, in case of surviving in this evolving market.

3.3 MARKETING MIX



3.3.1 Marketing strategy

Bikroy.com all ways focused and determined to fulfill those all needs between customers and sellers by providing a rental or buying solution with the help of 7p of marketing strategy product, price, place, promotion, people, process, physical evidence.

3.3.2 7 P's of Marketing

The major marketing management decisions can be classified into one of the following:

- ❖ Product
- ❖ Price
- ❖ Place (distribution)
- ❖ Promotion
- ❖ People

- ❖ Process
- ❖ physical evidence.

These variables are identified as the marketing mix or 7 P's of service marketing mix. They are the variables that marketing managers should follow for controlling the market to deliver the best satisfaction to the customers in the target market. The marketing mix is explained below:

- ❖ **Product:** Bikroy.com property department deals with rental apartment, plots and



selling apartment, plots

making tools like:

- Size of property
- Location of property
- Legal papers of property

Strategy

To emphasis the Product diversity in the market

- Value
- Shape
- Quality



- ❖ **Place:** they are E-Commerce business sectors like bikroy.com they provide a virtual platform to the customer and sellers to do business or you can say for buy and sell.

Bikroy.com properties do business in:

- Online search engine
- Smartphone application

Strategy

Bikroy.com maintains the distributor channel (sellers) online, and then they take orders from customers and then send the product to the different locations of the customer.

- ❖ **Price:** prices are determined by the property's location, size, etc. And this price is determined by sellers.

- ❖ **Promotion:** Bikroy.com promote their services by promotional mix.



Without a promotional mix, it's problematic for bikroy.com to widespread their business activity-

- Advertising (Billboard, Press, Radio Television, etc)
- An online promotion like Facebook, YouTube, Linked-in, Twitter, etc.
- Special offers
- Sponsorship
- User trials
- Direct mailing (SMS Marketing)
- Leaflets / Posters
- Place Competitions
- Play area
- Traffic signal point



- ❖ **People:** they work as a middleman between sellers and buyers and responsible deliver products and services for that they received a commission.



Strategy

- Make way for the seller for providing an advertisement on the website
- Make way for a buyer for providing the order
- ❖ **Process:** the process done by bikroy.com property by making a bridge between seller and buyers, by providing them with all legal papers and documents.



- ❖ **physical evidence:** after finishing the process bikroy.com property arranges a physical meeting between buyers and sellers.

strategy

- they call both parties and arrange a meeting if interested.



3.4 Pricing Strategy

Price is the quantity that is equivalent to that value for the exchange of the consumer for the assistance of the product or it can be serviced. Historically, price is one of the foremost reasons



why sellers sell and buyers are interested to buy the product or services.

3.4.1 Pricing Strategy

In bikroy.com pricing strategy is selected based on product\service value, consumer preference, satisfaction, market demand by the seller of the product.

Bikroy.com uses three types of pricing

- Psychological pricing
- One price policy
- Promotional pricing

Psychological pricing

Psychological pricing is the business practices of setting prices lower than a whole number. An example of psychological pricing is an item that is priced 999tk but conveyed by the consumer as 999tk and not 1000tk, treating 999 as a lower price than 1000.

One price policy

A one-price policy dictates that, at a given time, all customers pay the same price for any given item of merchandise

promotional pricing

The vast majority of Prime Day deals aren't offered year-round, making that two-day window a specific, exclusive point for those bargains. Since those discounts are collectively inaccessible and advertised to generate quick demand, they constitute a flash sale and, in turn, an example of promotional pricing.

3.5 Distribution Channel

A set of the variable by what an organization proceeded in the procedure of producing product or services which are obtainable aimed at usage on consumption or re-sell by the consumer or seller.

One type of distribution bikroy.com dose that's direct distribution.

3.5.1 Direct Distribution

Base on the demographic target market bikroy.com hires an employee. Those people get a salary that is fixed and also get rewards for sale those increase sales in terms of distribution it's mixed but direct either its sellers to buyers sometimes E-commerce to buyers.



- Recruit employees
- Monitoring & Motivating employees

3.6 Promotional Strategies of bikroy.com property

Bikroy.com promotes a Promotional Mix, and it consists of Advertising, Personal selling, Sales promotion, Public relations, and Direct marketing.



3.6.1 Advertising

Advertising is the most mutual and prevalent tools that the company needs to use it for the shortest interaction with customers and for mass communications. It's aware consumers about bikrooy.com product services quality, price, and consumption pattern.

Advertising can be done in various ways such as-

3.6.1.1 Television

Television is known as the fast and foremost mass media in Bangladesh to reach potential customers. Bikroy.com comprehended it and started to spend on Television advertising of bikroy.com.

- BTV
- NTV
- ATN



- Channel I etc.

3.6.1.2 Radio

May the world become modern but still many people hear the radio. And now it's available everywhere in the world and known as FM Radio. Radio can build up good appeals. So, most of



the online and offline companies provide advertisements on the radio.

3.6.1.3 Newspaper

A newspaper is the oldest way to provide advertisements. An E-Commerce company can easily reach the target customer through the newspaper, and almost every target customer can be reached through the newspaper. So many daily newspapers have been used for the advertising of bikroy.com Such as,

- ProthomAlo
- Jugantor
- Daily Star
- New Age
- The Asian Age



3.6.2 Personal selling

This step of integrated marketing communication tools is the most operative one among all of the tools. Executives and other verticals do meetings mainly in person to increase the number of



sales. With this process, they directly can contact their clients.

the communication happened through the phone also they meet with them in their office., sometimes multiple times. If the client finds interest, the field salesperson gives them an agreement letter.

3.6.3 Sales promotion

Sales promotion is another indispensable ingredient for promoting products or services to customers. Sales promotion offers in terms of taking membership with a package that comprises paying a particular couple of months' payments altogether. Executives can make the package with the help of a departmental supervisor. If the members have a minimum balance, it can be used for another package for additional use. such as.

- Coupon gift
- Lower price than competitors



3.6.4 Public relation



Bikroy.com do public relationship advertisement in Bangladesh.

- Sponsorship
- Billboard
- A banner hangs on Over Bridge

3.6.5 Direct marketing:

Through telemarketing and email marketing, Bikroy.com executives reach to the client and send their proposal.

Telemarketing: The telemarketing team frequently works for property listing (single Ad post) items. Agents demand the single ad posters promote their ad to make it bump or top. They also offer memberships to business clients. If any clients want a good number of responses, business plus or business premium membership is the first choice for them.

Email marketing: Some clients choose email to contact or sent proposals concerning up-gradation or any kind of changes in their memberships package. The executives also



proposal email to the client for voucher codes. Executives of the property team offer voucher codes along with membership. This voucher is offered when the client wants to posts his/her special property to show it on top of the page or bump for 3/7/15 days. So, when a visitor enters the page or searches for property ads, he/ she can easily discover that particular ad on top of the page during this time.

3.7 Target market

Market segmentation, or audience segmentation, is the practice of dividing potential customers into meaningful subgroups based on their characteristics and



preferences. Marketing content can then be tailored to these segments, helping to create a more

efficient and cost-effective marketing strategy. There is 4 type of market segmentation approaches they are:

- **Geographic segmentation:** Geographic segmentation is when a business divides its market based on geography. You can geographically segment a market by areas, such as cities, counties, regions, countries, and international regions. You can also disrupt a market down into rural, suburban, and urban areas.
- **Demographic segmentation:** Demographic segmentation is market segmentation according to age, race, religion, gender, family size, ethnicity, income, and education. Demographics can be segmented into several markets to assistance an organization target its consumers more accurately.
- **Psychographic segmentation:** In a few words, psychographic segmentation is when you break your customer groups down into units as it pertains to their beliefs, values, and reasons for being. It's defined as The psychological aspects that influence consumer purchase behavior such as lifestyle, social status, opinions, and activities.
- **Behavioral segmentation:** Behavioral segmentation is a form of marketing segmentation that divides people into different groups who shared some common things. Users may share the same lifecycle stage, previously purchased particular products, or have similar reactions to your messages.

Bikroy.com property segmented its target market by geographic, demographic, and psychographic segmentation.

3.8 Positioning

Bikroy.com Company's competitive advantages are they are first mover and most experienced in this industry of doing business in our country, still offering more benefits to the customers with More than Thirty different categories product, this kind of feature discriminate the company from the competitors. And hand to hand payment system to receive the product make a stronger position in the target market.

- Quality Product
- Competitive Price

- Reachable in the market
- Provision service / Instant feedback
- Offers

3.9 Product management of Bikroy.com

On Bikroy.com one can find almost all varieties of products. As it is a classified site so one can easily find their daily necessities on Bikroy.

Electronics

Almost all categories of electronics can be found on Bikroy. Some are

- Television
- Mobile
- Computer
- Camera and camrecorders
- Video games and mp3

Personal Necessities

Clothing garments and shoes, handbags, purses, toys, and other personal items like

- Footwear and accessories
- Perfumes
- Handcraft
- Health and beauty

Education

They buy and sell books and magazines and provide other resources in Bangladesh.

- Books
- Magazines

Home appliances

One can find all used and unused products like furniture, kitchen, garden and other products like

- Furniture
- Kitchenware
- Home appliances
- Other essential goods.

Pets and animals

- Pets
- Animals
- Birds

Property

You can get all kinds of property like apartments, plots, houses, rooms at the economical and uppermost price. They have listed on every property products. If someone willing to sell, buy, rent any property Bikroy is the ultimate choice. Categories are:

- Apartment and flats
- Houses
- Rooms
- Plots and Lands
- Garage

Jobs

It is a new service in Bikroy. They are providing

- Jobs circular
- Services

Foods and agriculture

Edible foods, meat, fish, and other products are available in Bikroy. Such as

- Fish
- Vegetables
- Crop seeds
- Plants

Vehicles

This vertical has all kinds of vehicles. Also, they have used and unused ones

- Cars
- Scooters
- motorbikes
- trucks and cycles
- boat and waterbikes
- heavy duty transport

Leisure, sports

They buy and sell musical instruments, movies, arts, sports gear, etc. such as

- music instruments
- sports equipment
- accessories
- movies, music, literature
- art and collectibles

Section 4: Findings of Bikroy.com

After working as an intern in Bikroy, I got to know that here main customers are adults. Mainly those who have their own flats or owning a house are the clients. The clients are both male and females. They also have some teenage clients in the property who are taking care of their family houses. The respondents are young and also middle-aged. They are using or are connected with Bikroy for the loyalty and quality of services. They heard about this app from friends, families, or colleagues.

Nowadays everyone is tech-savvy. They want to know everything through the social site. They might find the details on Facebook, Instagram, or other sites, and grow interested to use it. The Internet sensation is going in full swing in this era. Bikroy is using this strategy to find the customer and they are doing it successfully. But they also have some problems or findings which is needed to be highlighted. They are given below:

- **unestablished online market:** Bikroy is doing well in online marketing but in the property sector mainly in rental people need to know more details and how it works.
- **Lacks in after-sales service:** in after-sales services the clients who are connected with the service they cannot get feedback from the after-sales service. They cannot make a long term relationship with the clients. For this reason, they can switch to another service.
- **Lack of knowledge of clients:** clients may know the system or procedure of using other services but still don't know how to use the Bikroy services. They don't know how to give ads or listing features or how to promote ads. Because most of them are aged. So they don't know the procedure of handling social media. Bikroy needs to give them a proper education on this.
- **Lengthy system process:** the system process is kinda slow. If someone is having some problems, then they need to for a long process. They need to search so many departments to rectify their problems. As it's lengthy so some customers can distract from their services.

Section 5: Recommendation

I learned a lot of things during my internship session in Bikroy.com. so for the improvement of Bikroy, I would like to recommend some things which I've noticed. I think if they can change a few things and can add some new things they can improve more as there is always a scope for improvement.

- Bikroy.com can increase the response in ads so that the existing clients and new clients get attracted more.
- They can use video in ads not only pictures it will give more views.
- They can exceed the ad days as clients have complained about ad review or they can't get enough responses or enough leads.
- They need to highlight their hotline services. It will help to find out which client is struggling with problems. They can get closer to the clients also can create a new relationship.
- They can endorse celebrities to promote their services.
- They can give many ads like other companies.
- Bikroy.com should open more branches outside Dhaka and also outside of Bangladesh. Though they have some branches in other countries.
- Bikroy.com can do some campaigns outside of Dhaka also inside Dhaka it will increase clients.
- Bikroy.com can show some tutorials on how to give ads as many clients don't know how to give ads on the website. It will be a great help for them.
- They can hire more field executives for working outside of Dhaka. They can see things and deal with the real problem.

5.1 Ending Remarks

Bangladesh is an overpopulated country. Here all kinds of people live. The young generation is crazy about using online sites and technology. Computers, smartphones, tabs are emerging day by day. And also they are using as business tools. People are fascinated by using technologies. Bikroy.com is the largest marketplace in Bangladesh. To be called an online business leader, they are serving the nation. They try to bring all the online customers into the online service. it will be a great challenge for them but not impossible. It was a great journey in Bikroy.com as an intern. I've got to know many verticles and how they work. their hr and other policy are very strong. Their activities and way of working make me driven to my future career goal. All the employees are so much devoted to their work and give their best effort in every work. all over the working environment of this organization is friendly and the colleagues are very supportive. I'm very much fortunate to get the chance to do an internship in this organization.

References

<https://en.wikipedia.org/wiki/Bikroy.com> accessed on Oct 14, 2020

<https://www.slideshare.net/MahfuzHasan6/report-of-bikroycom> accessed on Oct 15, 2020

<https://influencemarketinghub.com/marketing-strategy-examples/> accessed on Oct 20, 2020

<https://www.mtdsalestraining.com/sales-courses/essential-selling-skills/the-4-most-common-buyer-types-and-how-to-sell-to-them.html> accessed on Oct 17, 2020

<https://www.wordstream.com/blog/ws/2017/12/20/swot-analysis> accessed on Oct 17, 2020

<https://economictimes.indiatimes.com/definition/pricing-strategies> accessed on Oct 18, 2020

<https://yourbusiness.azcentral.com/distribution-channel-strategies-9101.html> accessed on Oct 20, 2020

<https://www.selecthub.com/enterprise-resource-planning/cutting-edge-distribution-strategies/> accessed on Oct 18, 2020

<https://matrixmarketinggroup.com/sales-promotion-strategy/#:~:text=What%20is%20a%20sales%20promotion,with%20you%20and%20your%20company.> accessed on Oct 22, 2020

Andaleeb, S. S., & Hasan, K. (2016). *Strategic marketing management in Asia: case studies and lessons across industries*. Emerald Group Publishing.

Kotler, P., & Keller, K. (2011). *Marketing management 14th edition*. Prentice Hall.

Malhotra, N. K., & Dash, S. (2016). *Marketing Research 7th ed.*

Kotler, P., & Armstrong, G. (2016). *Principle of Marketing. 15th edition*. New Jersey.