

Marketing Strategies and Activities of eWorld Brands

eWorldbrands
Cash On Delivery | Money Back Guarantee

Name of the student

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

Internship Report

On

Marketing Strategies and Activities of eWorldbrands

Course code: INT 4399

Submitted To

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Submitted By

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Date of Submission

December 18, 2021



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Letter of Transmittal

December 18, 2021

Dr. Seyama Sultana
Associate Professor,
Department of School of Business and Economics
United International University.

Subject: Submission of Internship Report.

Dear Miss,

I am submitting my internship report on "Marketing Strategies and Activities of eWorld Brands." The report will provide us an overview of this company's marketing strategy and activities. This internship program has helped me comprehend the practices of Marketing strategies and activities in the online business sector, since I am currently in the learning phase. My understanding was strengthened as a result of the research I completed, and I was able to write and present an exclusive report.

Although there may be some errors in the report, I am available to answer any of your questions. I am very grateful to you for your unconditional support and gracious cooperation.

Sincerely,

Rifah Tashfia

ID: 111 162 088

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Declaration of the Student

I am Monisha, student of United International University of Bachelor of Business Administration, major in Marketing. I do hereby declare that the report on "Marketing Strategies and Activities of eWorld Brands" is real work and has not previously been submitted for a degree or accreditation.

I also hereby declare that this report work is solely done by me under my supervisor, Dr. Seyama Sultana, Associate Professor, Department of School of Business and Economics, United International University. This project report is completed for the fulfillment of my undergrad degree, BBA Major in Marketing from United International University.

Rifah Tashfia

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BBA Program, Major in Marketing

School of Business and Economics

United International University

Acknowledgement

An intern program is an incredibly important and useful way of taking practical knowledge because a student's understanding is incomplete unless he or she has gained theoretical and practical knowledge.

I can't take the full credit of the completion of this study and report. Many people helped me complete my report on time by providing important information, guidance, and direction. But at first, I would like to thank Almighty Allah for giving me the strength and composure that required completing the work on time.

Secondly, I would like to convey my heartfelt appreciation to Dr. Seyama Sultana, Associate Professor, Department of School of Business and Economics, United International University, for her time, help, and assistance in producing my internship report.

And finally, I am grateful to Marketing Manager of Catalyst and the employees of eWorld Brands for their kind assistance to prepare this report.

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Executive Summary

The main purpose for selecting this topic for the entire study is to learn about effective marketing strategies in an online business. A strong and effective marketing strategy is essential for every business or organization. I have selected eWorld Brands (An Online Shopping Store) for preparing my internship report to study about their overall online marketing strategies & activities. eWorld Brands started their journey with the hand of Catalyst BD. Generally, eworld Brands is a new style online shopping store of new type of replica watches, bags with the quality of an outstanding service at very reasonable prices as their approach. They started their business in Iran and mainly sourced from authentic and trusted suppliers of China. From 2002, they have established three assembling points in Dubai for replica watches and bags which helps to give 100% warranty and guarantee scheme for their reputed clients with quick notice. In this report, the study have been analyzed in order to get a clear understand about eWorld Brands' segmentation, target market, and positioning strategy, as well as how they implemented the 4ps of marketing mix on their online shopping industry all around the world. Based on the findings, several recommendations are provided that make logical sense to put into action in order to strengthen eWorld Brands' existing market position in the online shopping industry of Bangladesh and other countries.

CHAPTER 01

INTRODUCTION

1.1 Introduction of the Report

To generate sales and profitability, each business or organization must develop and implement an acceptable and successful marketing plan. Consumer views towards marketing are transforming on a daily basis, especially since the pandemic. People's demands and desires, as well as customer traits, are changing. To adapt to this transformation, every business must utilize strategic management tools, which are referred to as marketing strategies, in order to maintain their organization's reproductive success and competitiveness in the market place. Marketing strategies and activities play a major role in the growth of any organization or business. I have selected an online shopping store company which is eWorld Brands for preparing my internship report to study about their overall online marketing strategies & activities.

1.2 Origin of the Report

As a partial requirement for the degree fulfillment of Bachelor of Business Administration from United International University, Internship program is important for all students. The key objective of this internship program is to introduce students to real-world work experiences. My internship course supervisor Dr. Seyama Sultana, Associate Professor of United International University allowed me to prepare my internship report based on the online marketing strategies and activities of eWorld Brands. This internship report is based on the results of 3months of internship period at eWorld Brands and the requirements of completing the program of BBA from United International University.

1.3 Objectives of the Report

1.3.1 Board Objective

The board objective of my study is to find out the overall online marketing strategies & activities which are followed by eWorld Brands (Replica and Master Copy Watches and Bags Online Store).

1.3.2 Specific Objectives

- To get an overview of the eWorld Brands company.
- To know about the marketing policies of eWorld Brands.
- To identify and discuss about the segmentation, target customers and positioning strategy of eWorld Brands.

- To determine about the application of Marketing Mix strategies on their online shopping services.
- To find out the strengths, weakness, threats & opportunities of eWorld Brands.
- And to make some recommendations on existing marketing practices of eWorld Brands.

1.4 Scope and Limitation of the Report

The report is based on the overall online marketing strategies and activities of eWorld Brands (Replica and Master Copy Watches and Bags Online Store). This study will look at how eWorld Brands implements marketing strategies in the online shopping industry around the Bangladesh and all over the world.

There is a limitation to complete this report. Which is since eWorld Brands is a startup company, its operations have not yet begun on fully, so collecting data and other information was difficult for me. Some information and data are not in accurate.

1.5 Methodology of the Report

An initial overview of the data collection and analysis used to prepare this report is as follows:

1.5.1 Research Design

The following report is a descriptive type of report; I did not include any numeric values. The report is more related to the present scenario of the online business. I have mainly used verbal analysis to describe the overall marketing strategies and activities eWorld Brands. A few modalities have been applied to analyze and represent data.

1.5.2 Data Collection

The foundation is divided into two sections:

a) Primary Sources of collecting the data: The following are some of the methods and sources that were utilized to get the data:

- Face-to-face meetings and group discussions with the Business Development, Marketing and Operational teams of eWorld Brands.

- Experiences and direct observations on marketing and promotional activities of eWorld Brands as well as communications with the customers and clients.

b) Secondary Sources of collecting the data: The following are some of the methods and sources that were utilized to get the data:

- Journals and articles which are related to the e-commerce and online shopping industry and its' marketing strategies and activities.
- Internal Reports of eWorld Brands.
- Official Websites of eWorld Brands.

1.6 Definition of Key Terms

a) Marketing and Sales

When a marketer engages in actions and operations aimed at selling or marketing a product or service to their clients, this is referred to as sales.

Marketing is all about using tactics and strategies to sell, promote, or distribute a product or service to clients.

b) Segmentation, Targeting and Position (STP) Process

The segmentation process is all about identifying distinguishing and common characteristics among consumers in your market, which helps you to create far more appropriate and suitable marketing strategies.

A target market is a group of people who have been identified as the most likely buyers of a company's product or service based on shared demographics.

Market positioning refers to the ability to influence customer perceptions of a brand or product in comparison to competitors. The purpose of market positioning is to create an image or identity for a brand or product so that people perceive it in a certain way.

c) Marketing Mix Strategy

The marketing plan outlines objectives and specifies how a firm will reach customers in certain areas. It is not necessary to write everything down, although it makes communicating with outsiders simpler. In order to achieve balanced and sustained development, we must please both new and return clients. Today, marketing should

include all efforts to recruit new customers and build long-term relationships with existing ones. As a result, marketing is service-oriented. The service acts as a "bridge between customers and commodities."

The marketing mix is a collection of adaptable, tactical marketing methods that companies use to elicit the appropriate reaction from its target market. It is the only thing a firm can do to affect the demand for its goods. It is also a tool for marketing planning and execution.

- **Product, pricing, place, promotion, people, process, and physical evidence are the seven Ps of marketing.**

The marketing mix is separated into four classes of variables known as the four Ps, but three factors are additionally enlarged to include the seven Ps extended marketing mix:



Figure 1.1: 4Ps of Marketing Mix

- Product:** Refers to what the firm is selling, which might be products or services. Price, Content, Rewards, Look, Design, Branding, Packaging, Products, Warranties, Guarantees, Life Cycles, Investments, and Returns are all options for consumers.
- Price:** Decisions on "inventory price, discount pricing, special offer pricing, and lease or refund terms" are referred to as "inventory pricing, discount pricing, special offer pricing, and lease or refund terms." Price refers to the whole cost of purchasing the item for the customer, which may include both financial and emotional expenses such as time and effort spent on acquisition. The sum of money spent by buyers to purchase the goods.

- iii. **Place:** Direct or indirect sales networks, geographic distribution, geographical coverage, retail outlets, sales locations, catalogues, inventories, logistics, and order execution are all categorized as 'direct or indirect sales networks.' Place can relate to a company's physical location or the distribution networks utilised to penetrate markets. Place can refer to a physical store, but it is also used to describe online retailers such as "a mail order catalogue, a telephone call centre, or a website." Activities that make a product available to customers.
- iv. **Promotion:** Refers to "marketing communication used to inform target users about the offer and convince them to study it further." Promotional components can be found in advertising, public relations, direct marketing, and sales promotions. Strategies for explaining the advantages and benefits of a product and persuading people to purchase it.

CHAPTER 02

ORGANIZATION PREVIEW

2.1 Business Portfolio

As a Bangladeshi women entrepreneur Rasheda Khan started Catalyst Company in 2000 by importing women's clothes from Dubai. After that, the founder and the CEO of Catalyst Rasheda Khan, she launched many subsidiaries business with the hand of Catalyst Women Clothing Store. These subsidiaries businesses are:

Mother Company	Subsidiaries Business Unit	Target Market	Website
Catalyst (Women Clothing Store)	Sea BD Fish BD	Bangladesh	https://seafishbd.com/
	BD Super Food	Global and Bangladesh	https://bdsuperfood.com/about-us/
	eWorld Brands	Global and Bangladesh	https://eworldbrands.com/
	Wild Denim	United States of America	https://wilddenimllc.com/

Table 2.1: Business Portfolio of Catalyst BD

2.2 Overview of the Organization



eWorld Brands, is a new style online shopping store of new type of replica watches, bags with the quality of an outstanding service at very reasonable prices as their approach. They've been in this industry since 1984, and they operate out of Dubai, serving clients all around the world. Customers will be able to purchase all of the well-known watch brands from them. They began their company in Iran and mostly sourced from legitimate and trustworthy Chinese vendors. Since 2002, they have developed three assembling stations in Dubai for replica watches, allowing them to provide a full warranty and guarantee plan to our reputable clientele on short notice. As they are in this business for more than 2 decades in Dubai, their TQM (Total Quality Management)-based supplier's channel of distribution is trusted and reliable.

2.2.1 Mission

Devotion to creating the most trusted name in replica watches and bags. eWorld Brand's watches and bags are based in China and Dubai.

2.2.2 Vision

eWorld Brands' vision is to built trust and integrity all over the world by selling replica watches and bags as well as establishing itself in the leading online marketplace for expertise in master copy watches and bags collection.

2.2.3 Core Values

- Supplying all kinds of replica watches and bags
- 100% money back guarantee
- Full Replacement Opportunities

2.2.4 Organogram of eWorld Brands

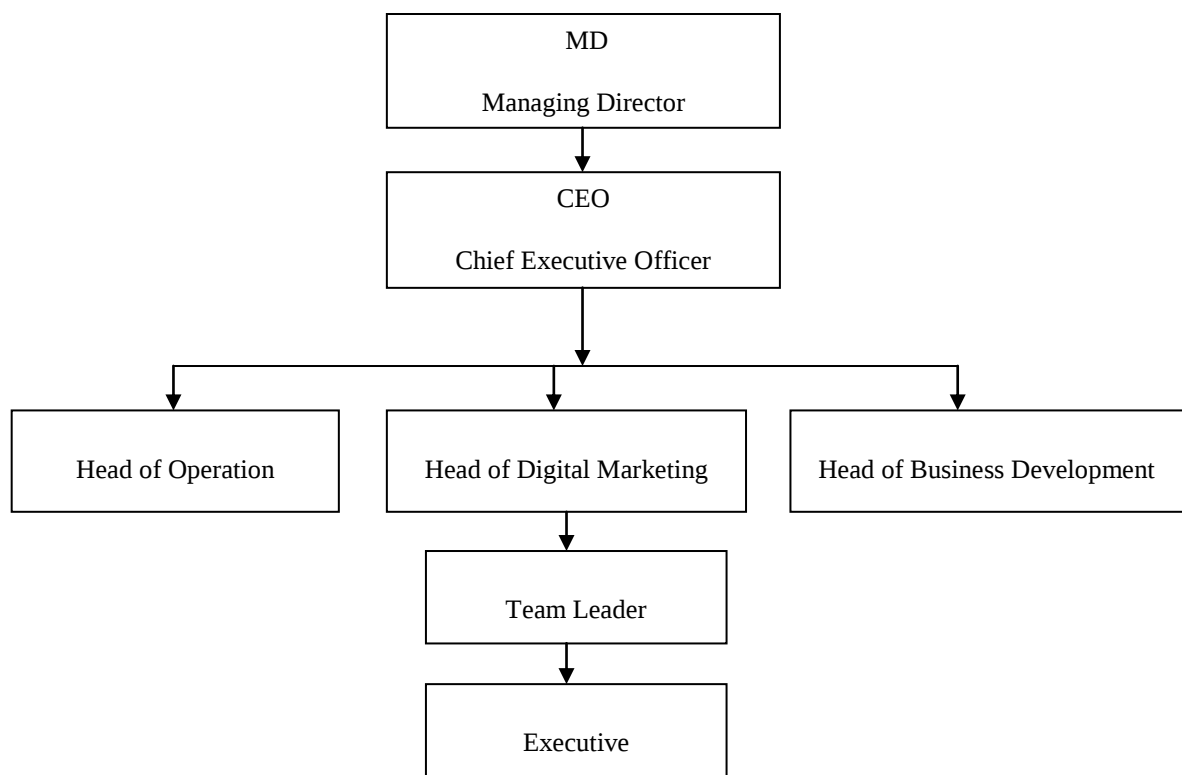


Figure 2.1: Organogram of eWorld Brands

2.2.5 Operational Unit

Around 15 people work at eWorld Brands on various levels. In terms of decision-making and action, both the Managing Director (MD) and the CEO are involved. Other persons of the organization are also involved in the various decision-making processes. Every employee's work is closely supervised by his or her line manager. Upper management usually plays an active role in operational matters until there is a problem. It's similar to having an open door policy. Every employee acts as though he or she is the business's owner. Seniors give a helping hand to juniors in every way they can. At any time, each employee has the right to approach their boss. The working environment is very customizable to the demands of the employees.

Online Shopping Store of eWorldsbrands

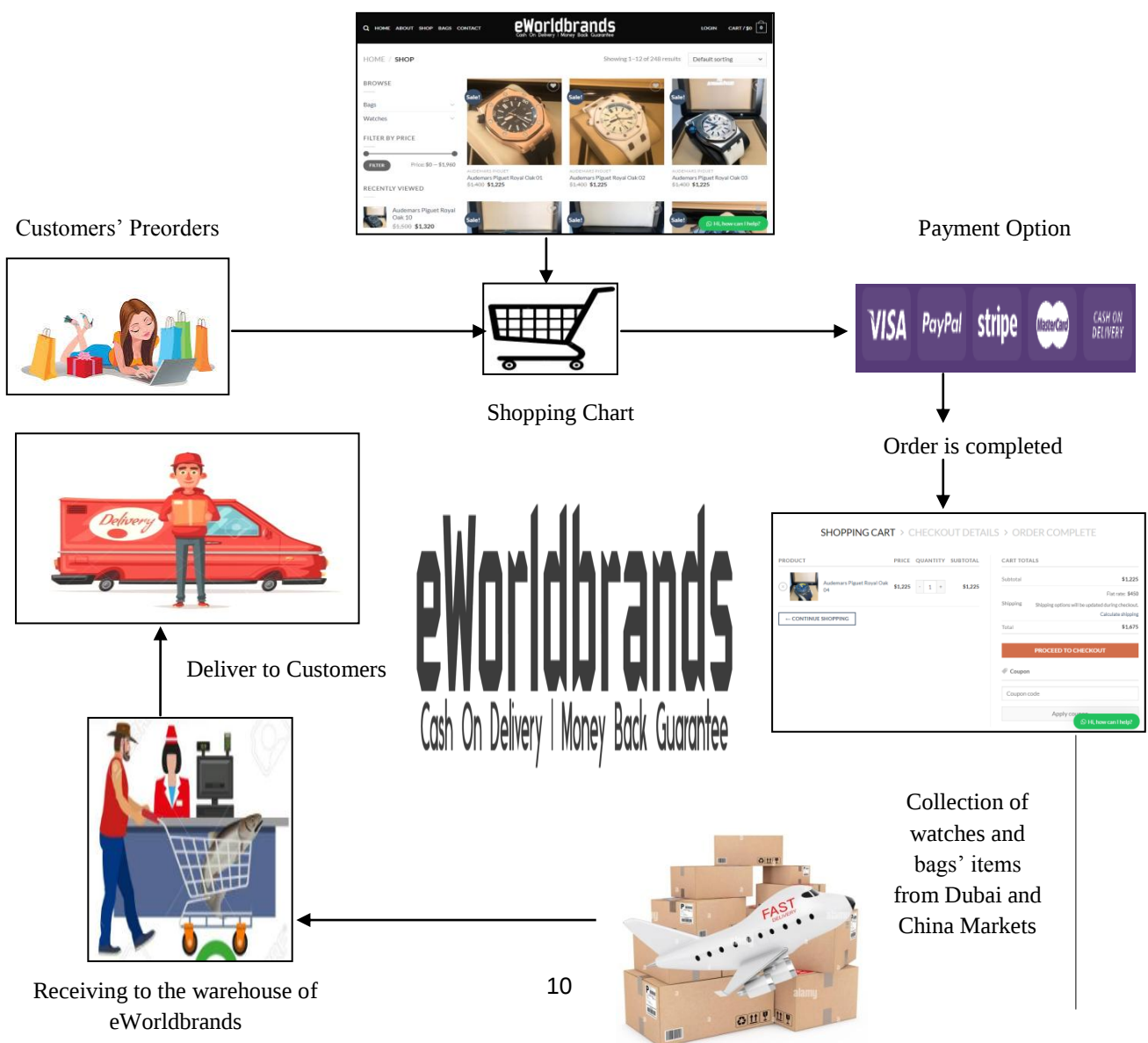


Figure 2.2: Online Shopping Process of eWorld Brands

eWorldbrands, offers Business to Consumer (B2C) services in order to build a long-term sustainable business, increase sales volume, extend the market, and increase profitability on their replica watches and bags related online shopping store business. They have around 30+ categories of replica and master copy watches items and bags on their online services, which they display to their target clients via their own website. The business development and marketing teams of the company communicate with their targeted customers about item details, price issues, offers, delivery time, and cash payment process via online communication, and by ordering products, marketing teams are involved in collecting the products and delivering them to the customers on timely. Customers can purchase their choosing products at their home from their website by pre-ordering with 50% advance payment via Visa Cards, PayPal, Stripe and Master Cards options.

When the products arrive on their warehouse, operational teams check and package the products including taglines of the company, and details of the information of the products. Finally, the items are ready to be delivered to consumers by their own delivery person, who covers a 5-kilometer radius around the eWorld Brands office in Dhaka.

They use third-party delivery parcel agencies like Vroom.com.bd and Pandago to deliver their items to consumers up to 5 kilometers away in Dhaka city and outside of the Dhaka area in Bangladesh.



Delivery Service Agency of eWorld Brands

2.3 Sales Data of eWorld Brands

Hands wise Sale Summary Report- eWorld Brands		
Month September		
Item	Sale Amount	Net Profit
Watches	406782.32	380214.152
Bags	532890.84	480728.783
Total	939673.16	860942.935
Month October		
Item	Sale Amount	Net Profit
Watches	496782.92	400214.152
Bags	580890.84	489890.453
Total	1077673.76	890104.605
Month November		
Item	Sale Amount	Net Profit
Watches	560345.05	497325.152
Bags	561781.65	490218.063
Total	1122126.7	987543.215

Table 2.2: Sales Data of eWorld Brands

2.4 SWOT Analysis of eWorld Brands

A SWOT analysis will help you identify your organization's strong points. These are your key success factors, and they are what offer your organisation a competitive advantage. Identifying these assets can help you ensure that they are kept in good condition so that you do not lose your competitiveness. The SWOT Analysis of eWorld Brands are listed below:

Strengths

- eWorld Brand offers a wide product range for both men, women and uni sex customers in the best master copy of branded watches and bags.
- Its watches are known for First Replica Watches in Dubai.
- eWorld Brands has a image of high quality with long warranty color period.
- Free delivery services for their all customers in the world and Bangladesh also.
- Providing Return Back facilities if customers do not like their products.

Weakness

- Limited growth of the market share due to having the strong competitors in the market segment.
- eWorld Brands watches and bags are high priced at a different range. Most of the customers cannot afford this prices range.

Opportunity

- eWorld Brands makes a massive opportunity in the rapidly expanding environment, particularly in Asian and Middle East markets, because the watch and bag segment is growing.
- The addition of new technologies in the watch and stylish look in bag segment means that the eWolrld Brands will have additional opportunities. More cutting-edge technologies and unique design might aid the company in producing more distinctive items.
- There are around 30-40 million watches and bags individually sold every year in the market, thus the company sees a strong probability for production due to the high demand for the eWorld Brands.

- With the appropriate of marketing plan and executing effective marketing strategies, the company can explore itself in the online store for watches and bags items as well as expand the business by increasing sales and profitability.

Threats

- The eWorld Brands is up against strong competition from its rivals. Many additional high-end brands are there.
- Fixing or reducing the prices for the watches and bags is important, since purchasers will be quite picky about the pricing.

CHAPTER 03

ANALYSIS AND FINDINGS

3.1 Segmentation, Targeting and Positioning (STP) of eWorld Brands

Marketing is an important part of every brand or business. When you have an online business and need to reach potential customers and market your products and services, you must implement marketing strategies effectively. Using your marketing efforts in randomly to reach out to your target customers and audiences is neither effective nor financially viable. The STP marketing process and strategy will assist you in standardizing your marketing activities and ensuring that they are as effective as possible in generating maximum returns.

3.1.1 Customer Segmentation

eWorld Brands, their online shopping business is divided into four categories based on their target customers which is shown in Table 3.1

Table 3.1: Market Segmentation eWorld Brands (Replica and Master Copy Watches and Bags online shopping store)			
Geographic Region	Demographic Gender	Psychographic Lifestyles	Behavioral Purchasing Habits
Asia and Middle East Pacific • Dubai • Bangladesh • China • India • Others North America • USA • Canada	Men Women Uni Sex	Upper class and Upper – Upper class	Replica and Master Copy Watches and Bags

3.1.2 Target Customers

Following the identification of segmentation, targeting is the next stage in determining the attractiveness of a possible segment. Marketers will move to invest resources in a group with the goal of converting the group into consumers. eWorld Brands, they employed a differentiated targeting technique, which implies they split their collections into five and six branded replica products which include:

Branded Replica Watches	Branded Replica Bags
Rolex	Prada
Audemars Piguet	Louis Vuitton
Richard Mille	Gucci
Hub lot	Fendi
Breitling	Chanel
Patek Philippe Geneve	

The various series focus on providing to clients with various needs. For example, replica watches and bags in the Hublot, Breitling, and Fendi series are stylized with jewels rather than numerals, making them suited for clients who value status and elegance.

Customers who enjoy outdoor activities are targeted by the Patek Philippe, Prada, and Chanel series replica watches and bags.

Customers who prefer understated luxury may prefer Rolex, Gucci and Louis Vuitton series replica watches and bags.

The Audemars Piguet and Chanel series replica watches and bags can be the first option for consumers who prefer to collect exceptional design and limited quantity watches and bags.

3.1.3 Positioning

The position stage will be essential for launching into the market if segmentation and targeting are right. "Positioning" is defined as "the act of creating a business's offering and image to maintain a distinct place in the target market's mind."

In this case, eWorld Brands creates the image that when customers wear their replica watches and carry their replica bags, they may feel they belong to a higher social class, with more stylish, and on-trend taste.

3.2 Application of Marketing Mix Strategy of eWorld Brands

The marketing mix, sometimes known as the four P's, meaning Product, Price, Place, and Promotion, was initially proposed by Jerome McCarthy (1960) and is an important factor for developing and implementing marketing strategies.

Below are the various components of the marketing mix in the context of eWorldbrands (Online marketing of Replica Watches and Bags).

3.2.1 Products and Services

Products: In a variety of ways, online marketing may contribute to product enhancement. Online marketing allows market researchers to assess the needs of customers, and the feedback they provide may be utilized to improve existing goods and develop new ones.

In this case, eWorldbrands offers five to six series branded master copy and replica bags and watches items to their targeted customers from Dubai and China. Replica watches from eWorldbrands might be the most valuable investment in Dubai and China. They are trying to bring new stylish, classical and high quality watches and bags for their all target customers. The purpose of replica watches of eWorldbrands is to keep customers satisfied and delighted. The customer gets their product by getting satisfied, and smiling in the face is their main priority. Their products have high-quality features of the original watch. They use high-quality machinery and materials to produce the products on their site.

Service:

Color Guarantee	One year Service Warrantee	No Delivery Charge
Full Inspection Facility	Cash on Delivery	Return Back Facility

3.2.2 Prices

eWorld Brands have full control of their inbound and outbound logistics. Their trusted suppliers and assembly points help them to give rock bottom prices with the highest quality. Their replica watches one is much more reasonable than the other provider's in Dubai and China. They produce them with high materials. Every watch is always in a brand new condition. The production process is a very delicate replica. The brands they are offerings on watches are Rolex, Richard Mille, Audemars Piguet, Hublot, and Patek Philippe. As they maintain a very high quality, they do not have room to discount.

3.2.3 Places

eWorld Brands' products are available all over the world, in addition to establishing a professional online shopping store on replica watches and bags industry. Their main goal is to be able get their branded items (Watches and bags) into the hands of people all around the country at affordable prices.

3.2.4 Promotion

The promotion component of the marketing mix indicates how marketing conversations about the business and its product are performed among consumers and customers (Chaffey 2003). It is concerned with communicating the target market about a product or service. In this case, eWorld Brand, they also are doing many of promotional activities for their online business.

3.2.4.1 Promotional Objectives of eWorld Brands

The main promotional objectives of eWorld Brands are listed below:

- To face the competition of replica watches and bags industry.
- To communicate with their target customers and clients.
- Survive in the competitive online market.
- Introduce the products and services to the whole world.
- To gain maximize sales and profits.
- To sustain and enhance the brand.

3.2.4.2 Online Promotional tools of eWorld Brands

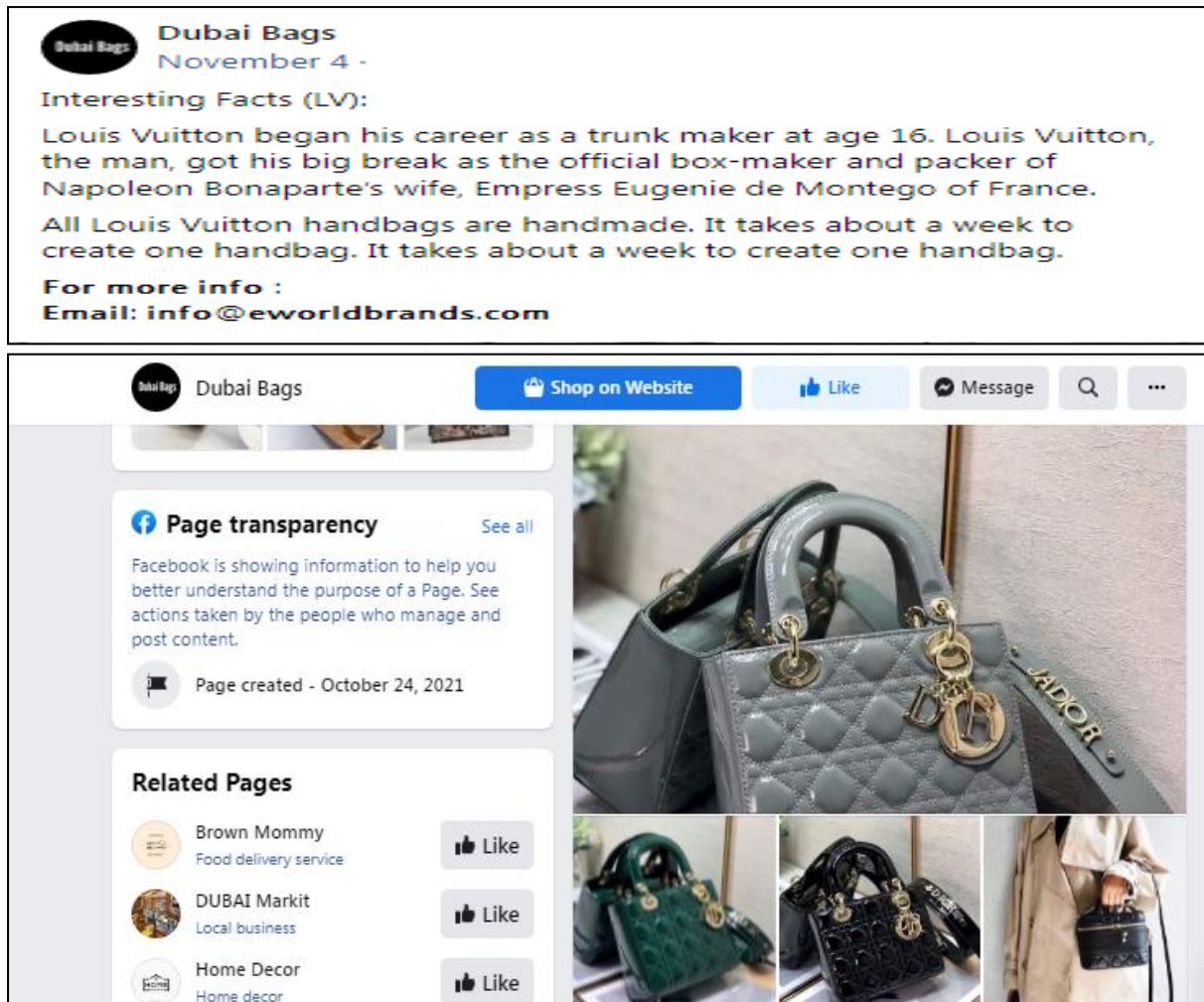
- Social Media (Face book, Instagram and LinkedIn)
- Search Engine Optimization (SEO)
- Contents Marketing
- Email Marketing (Lead Generation)
- Advertising

3.2.4.3 Promotional Activities of eWorld Brands

As an online shopping business of replica watches and bags, the majority of eWorld Brands' advertising and promotional activities are executed on online and digital platforms such as Face book, LinkedIn, Instagram, and their own websites. When consumers view eWorld Brand's appealing advertising on Face book or Instagram, where links are stated, and they are automatically taken to a page where they may see enticing offers and information about the products and services when they click the links.

Some of the online marketing activities of eWorld Brands are discussed below:

- a. **Boosting in social presence:** In any online business, you want to take the opportunity to increase customer engagement on your digital platforms and social media channels. In this case, one of the easiest and most effective ways of eWorld Brands is to engage their customers by posting various attractive pictures and videos on their products and services to showing them a little extra love and care through social media channels. At the same time, all information about the quality of the products, features, prices, brand, the benefits are mentioned with details.



Module: Face Book marketing activities of eWorld Brands

- b. **Optimizing the site for SEO:** Search Engine Optimization (SEO) can take your online business deeper to customers' insight and this SEO includes a lot things and activities that are meant to inform your target audience about your company, business, products and services and also help to find out the needs and wants of customers. eWorld Brands does a variety of SEO work on their own website such tiles of the product, content of product description, images or any blogs which are related to the benefits of their items, trendy and classiness. By these effective taglines, headlines of the product description, contents, blogs which contribute to their web pages being 1 to 10 in the search list related to their business (Replica Watches and Bags). Usually buyers want to see the product title and description before purchasing or ordering anything else from online as well as visit the website.



You Can Trust Us More Than Anything 7 Days Guarantee/One Year Free Warranty/Full Replacement Opportunities

Use Your Home As Our Display Centre



Master copy watches/first copy watches/Replica watches in Dubai

Eworldbrand's Replica watches can be your most precious investment in Dubai. We all know how expensive real watches are! Even though a real watch cannot be used for months, our first copy watches for sale are...

What do we ensure on our branded copy watches?

We assure our customers about the quality of our replica watches in Dubai. Customers will get a color guarantee on our master copy watches.

All our products are long-lasting and durable.

We offer the best master copy watches of the highest quality on our site.

Our long traditional background and millions of customers speak for us. We do not worry to give a 100% guarantee on our watches and bags. You can get one-year free warranty service if any wear and tear happens within this time. We trust in our process, system, and quality of first-copy watches and bags. We are the only replica watches manufacturers in Dubai who are giving a 100% guarantee, one-year warranty, and full replacement opportunities.

Hi, how can I help?

Module: SEO related activities (Taglines, Headlines, Blogs, Content) for the website of eWorld Brands

- c. **Creating useful and interesting content:** eWorld Brands creates and posts various content writings and blogs post for their target customers who wants to purchase premium and replica watches and bags items from online. And these content writing activities assist as a great way for their targeted customers to increase the traffic on their website. At the same time, by delivering all useful information related to their brand, it may be influence their targeted customers as much as possible in purchasing their products.

Branded bag within an Affordable Price Range



The brands we are offerings on bags are Chanel, Prada, Louis Vuitton, Fendi, Gucci, and many more. As we maintain a very high quality, we do not have room to a discount.

We have full control of our inbound and outbound logistics. Our trusted suppliers and assembly points help us to give rock bottom prices. With the highest quality. Our replica bag is much more reasonable than the Another provider's in Dubai. We produce them with high materials. Every bag is Always in a brand new condition. The production process is a very delicate Replica.

Use Your Home As Our Display Centre/No Delivery Charge on Copy Bags

If you are still Confused, then start with small steps:

If it is your first time dipping into the replica world, we suggest you go for a small item such as a wallet. This is an inexpensive and easy way to test the waters of a seller you are considering buying from. You can get a glimpse of their leather quality, stitching quality, logo placement, accuracy, etc., without spending too much money. Once you receive your first order from us, you can make a good judgment and decide whether we deserve any more of your time or money, and make a decision about our quality!

Module: Content marketing activities on the website of eWorld Brands

3.3 Findings

Some of the major findings are stated below after reviewing the complete study and based on internship experience at eWorld Brands:

- a) **Lack of development of marketing plan and promotional activities:** Effective marketing plans and promotional activities in every business play a role in the development and growth of the business. eWorld Brand as a Start-up company, its marketing plans and advertising methods are very limited.
- b) **Less important to analyze the competitive market:** eWorld Brand, they are not more concerned about the competition in their online business of watches and bags industry. They are not concerned to study their competitive market as a result of which their business is being challenged to prosper and maximize sales growth.
- c) **Lack of online marketing on digital platform:** Online business is being growing faster day by day. By checking the product quality, information, people are getting the product of their choice in a short time by purchasing the product on online. Although eWorld Brands does their marketing activities on online platforms about their products and services but these are very limited.

They are not included video marketing, TVC on YouTube or social media platforms.

- d) **High Prices of Products and Services:** Since eWorld Brands is still operating its own business as a start-up company and has not created brand awareness for its customers, their products seem to be very expensive to their target customers. And they have no discount facilities for their customers.

CHAPTER 04

INTERNSHIP EXPERIENCES

4.1 Internship Experience at Catalyst BD

My work experience/internship activities at eWorld Brands provided me with a wealth of information & Knowledge. Because I work as a Executive of Social media and Digital Marketer at Catalyst Company with two subsidiaries business side which are Sea Fish BD and eWorld Brands. I have had the opportunity to learn a lot. I was doing several digital marketing-related tasks at the company at the time. The following is a list of the companies that I work with:

Daily Routines & Activities

- Page Management on the social media platforms.
- Taking photographs of products.
- Posting various contents, articles, product pictures on social media platforms.
- Communicate with the customers through chat box or email.
- Identifying leads and entry the data into excel sheets.
- Concerning the supervisor by preparing reports.

Weekly Routines & Activities

- Meeting with the Digital marketing and Business development teams.
- Find out the gap between the customers' satisfaction and our providing services.
- Meeting with the suppliers.

Monthly Routines & Activities

- Meeting with the all departments of Catalyst Company.
- Providing a monthly report to the MD and CEO on the basis of monthly task.

I gained a lot of practical experiences from the Marketing and Business Development Department in addition to digital marketing related various activities.

Due to my BBA internship program, I participated in the following extra learning activities at eWorld Brands.

- Keyword Research, Google Trends.
- Product Sourcing and Selection according to the market trends.

- Product processing and packaging.
- Selecting the appropriate sources of suppliers.
- Keeping marketing costs in check
- Maintenance of different files.

CHAPTER 05

RECOMMENDATIONS and CONCLUSION

5.1 Recommendation

Some recommendations are listed below, for eWorld Brands to get potential customers and developing their business by using digital and online marketing activities.

- For getting potential customers, eWorld Brands needs to more focus on the creating brand awareness about their company and their products and services. This will help to build the trust of the customers about their products and services.
- They should also focus on regular personal life style, trends related blogging website where an online influencer will give the tips, guidelines & suggestions about their products and services.
- Creating content about their success stories about their replica products and their offering services.
- Digital marketing system is upgrading day by day & people are depending on online services for saving their money, time & energy. So, in digital marketing sector, as a startup business, eWorld Brands should increase their budget in every month on online marketing activities.
- They might also need to attention on employees' training about digital marketing activities.
- Since their price range is too high, eWorld Brand should need to more analyze the current markets, trends and the competitive analysis for setting their competitive prices of the products and services.
- As a startup company, eWorld Brands should involve in many online promotional activities and online campaign like discount offer, seasonal offer, buy one get one offer. It may be increase the views and engagement of the customers toward their online website, online pages as well as growth of the sales.

5.2 Conclusion

eWorld Brands is a new style online shopping store of new type of replica watches, bags with the quality of an outstanding service at very reasonable prices as their approach. As they are in this business for more than 2 decades in Dubai, their TQM (Total Quality Management)-based supplier's channel of distribution is trusted and

reliable. Customers like their website because they are providing the best quality watch to the customer. They are assuring the color guarantee of our replica watch. The customer gets the best quality products at reasonable prices. Their watches and bags are long-lasting and durable. The customer has faith and confidence in their master copy watches. Their customer is satisfied with their product. But as a startup company, there are some lackings on their online marketing strategies which should be improved effectively and efficiently.

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Appendix

Internship Experience Letter

			
H #22, R# 12, Block # F, Niketon, Dhaka			
Date: 11. 12.2021	Ref: CAT/2021/DEC/46		
Internship Completion Certificate			
This is to certify that, Rifah Tashfia bearing Student ID 111162088 successfully completed her internship from 10 September 2021 to 10 December 2021 in Catalyst Ltd, Social Media & Digital Marketing Department.			
During the internship, we found her active, punctual and hardworking.			
We wish her every success in life.			
 11.12.2021			
Rasheda Khan CEO & Founder			