



Daffodil
International
University

Internship Report On “Analyzing Marketing Mix Strategy of Muglimart”.

Submitted To

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**“Analyzing Marketing
Mix Strategy of
Muglimart”**

LETTER OF TRANSMITTAL

Mr. Dewan Golam Yazdani
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Subject: Submission of Internship Report on “Analyzing Marketing Mix Strategy of Muglimart”

Honorable Sir,

With due respect, I Ashiqur Rahman Ankon, I am submitting my internship report on **“Analyzing Marketing Mix Strategy of Muglimart”** for your kind consideration as a part of the requirement for completing the MBA program. I have tried my level best to complete this report with the necessary information.

I hope that the report will be acceptable to

you. Thank you

Sincerely,

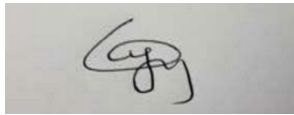
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LETTER OF APPROVAL

This is to certify that Ashiqur Rahman Ankon, ID: 0242220004083047 and program MBA, major in Marketing, he is a regular student of Faculty of Business & Entrepreneurship Daffodil International University. He has successfully completed his internship program Muglimart, and he has prepared internship report under my direct supervision. His internship report on **“Analyzing Marketing Mix Strategy of Muglimart”** This report is recommended for submission. I wish his every success in life.



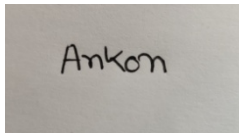
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DECLARATION

I am Ashiqur Rahman Ankon, the student of Department of Business Administration, bearing ID: 0242220004083047, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on **“Analyzing Marketing Mix Strategy of Muglimart”** has been authentically prepared by me. While preparing this internship report, I didn’t violation any copyright act intentionally.

I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

A rectangular box containing a handwritten signature in black ink that reads "Ankon".

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ACKNOWLEDGEMENT

Firstly, I like to praise my almighty Allah who provided me with the ability to prepare this report perfectly, and I also like to thank my family for their blessings and support. Then I would like heartfelt thanks to my supervisor Mr .Dewan Golam Yazdani, whose guidelines and supervision helped me to successfully complete this report. Without his help, it was difficult for me to complete this report. His excellent guideline helped me to understand the whole process easier. Special thanks to Md Mahady Hasan, Senior Marketing Manager of Muglimart. He encouraged and helped me to understand during my internship program.

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EXECUTIVE SUMMARY

Muglimart has emerged as a leader in Bangladesh's household products marketplace, offering a wide array of tremendous, less expensive products tailor-made to the wishes of center-elegance households. The agency's achievement stems from its deep information of its goal market, its determination to imparting durable and useful products, its competitive pricing techniques, and its powerful multi-channel distribution and promotional procedures. Muglimart is properly-placed to maintain its boom trajectory and reap persevered fulfillment in the Bangladeshi family merchandise marketplace.

In addition to its complete product range, Muglimart prioritizes customer pleasure and loyalty by supplying wonderful customer support, maintaining a user-friendly e-commerce platform, and actively attractive with customers on social media. The corporation's commitment to innovation and its willingness to evolve to evolving purchaser choices similarly make stronger its role inside the marketplace.

To make certain continued growth and extend its reach, Muglimart can focus on introducing new and progressive merchandise, leveraging records analytics to benefit deeper client insights, providing an Omni channel retail revel in, actively engaging with clients on social media, and integrating environmentally friendly practices into its operations. By implementing those techniques, Muglimart can in addition solidify its role as a leading issuer of family products in Bangladesh and obtain sustainable growth in the years to come.

By enforcing these recommendations, Muglimart can in addition improve its function in the Bangladeshi family merchandise marketplace and gain sustainable boom in the future years. The organization's commitment to innovation, customer pleasure, and strategic marketing will be important for retaining its competitive edge and attaining lengthy-time period success.

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Chapter 1

Introduction

1.1 Introduction of the study

In the dynamic and competitive landscape of the Bangladeshi import industry, where companies vie for attention and market share, Muglimart has emerged as a prominent player, skillfully navigating the complexities of the market to establish itself as a trusted provider of household products. The company's success can be attributed to its effective marketing mix strategy, a carefully crafted blend of product offerings, pricing strategies, distribution channels, and promotional activities that have enabled it to capture a significant share of the market. This study delves into the intricacies of Muglimart's marketing mix strategy, examining its product offerings, pricing strategies, distribution channels, and promotional activities, providing insights into each element's role in shaping the company's market position. The study also explores the company's target audience, marketing objectives, and marketing strategies, shedding light on the company's understanding of its customers, its aspirations, and its approach to achieving its goals. By analyzing these elements, the study aims to provide a comprehensive understanding of Muglimart marketing effectiveness, identifying areas where the company excels and opportunities for further growth and expansion. This study serves as a valuable resource for understanding the marketing strategies of a successful Bangladeshi import company, providing insights that can be applied to other businesses operating in the same industry or seeking to emulate Muglimart success.

1.2 Background of the study

In the competitive business landscape, companies constantly seek effective strategies to enhance their market position, attract new customers, and increase sales. A well-defined marketing mix strategy plays a crucial role in achieving these objectives. This strategy encompasses the four key elements: product, price, place, and promotion. Each element contributes to the overall marketing effectiveness and must be carefully considered to align with the company's goals and target audience.

The product element involves understanding consumer needs and preferences to develop products that meet those requirements. It encompasses product design, features, quality, branding, and packaging. The pricing element determines the value proposition of the product and influences consumer purchase decisions. It involves setting prices that are competitive, profitable, and aligned with the product's perceived value. The place element ensures that the product is available to consumers in convenient locations and through appropriate distribution channels. It involves selecting distribution outlets, managing inventory levels, and optimizing logistics. The promotion element communicates the product's benefits and features to attract potential customers and encourage purchase. It encompasses advertising, public relations, sales promotions, and social media marketing. An effective marketing mix strategy requires a cohesive integration of these four elements. Each element should complement and support the others to create a comprehensive marketing approach. The company's target audience, market conditions, and competitive landscape also play a significant role in shaping the marketing mix strategy.

The internship report aims to delve into the marketing mix strategies of Muglimartto understand how the company utilizes these elements to achieve its business objectives. The study will analyze the company's product offerings, pricing strategies, distribution channels, and promotional activities to assess their effectiveness and identify areas for improvement.

1.3 Objectives of the study

Broad Objective

The broad objective of this report is to analyze the marketing mix strategy of Muglimart.

Specific Objectives

1. To analyze segmentation, targeting and positioning strategy of the Muglimart.
2. To analyze the marketing mix strategy of Muglimart.
3. To identify problems related to STP and marketing mix strategy of Muglimart.

4. To provide some recommendations based on the findings.

1.4 Methodology of the study

Research Design

This study will employ a mixed-methods approach, combining both quantitative and qualitative data collection methods. This will allow for a comprehensive understanding of the marketing mix strategy of the import company, taking into account both objective data and subjective insights.

Data Collection

Primary Data:

1. **Interviews:** Conduct in-depth interviews with key personnel from the import company, including sales and marketing managers, product managers, and logistics experts. These interviews will gather insights into the company's marketing objectives, target audience, product offerings, pricing strategies, distribution channels, and promotional activities.
2. **Surveys:** Administer surveys to a sample of the company's customers and distributors in Bangladesh. These surveys will collect data on customer preferences, purchase behaviors, brand awareness, and perceptions of the company's marketing efforts.

Secondary Data:

- **Company Documents:** Review internal company documents, such as marketing plans, sales reports, and financial statements, to gain a deeper understanding of the company's marketing strategy and its effectiveness.
- **Market Research Reports:** Utilize market research reports from reputable sources to gather data on market trends, consumer preferences, and competitive landscape in Bangladesh.

- **Academic Literature:** Review academic journals and publications on marketing mix strategies, international trade, and consumer behavior in Bangladesh to gain a theoretical framework for the study.

Data Analysis

Quantitative Data Analysis:

1. **Descriptive Statistics:** Employ descriptive statistics, such as mean, median, mode, and standard deviation, to summarize the quantitative data collected from surveys and company documents.
2. **Inferential Statistics:** Conduct inferential statistical tests, such as t-tests, ANOVA, and chi-square tests, to identify statistically significant relationships between variables and draw conclusions about the population of customers and distributors.

Qualitative Data Analysis:

- **Thematic Analysis:** Analyze the interview transcripts and survey responses using thematic analysis to identify recurring themes, patterns, and insights into customer perceptions, preferences, and experiences.
- **Content Analysis:** Utilize content analysis to examine the company's marketing materials, such as advertisements, brochures, and website content, to identify key messages, branding elements, and target audience segmentation.

1.5 Limitations of the study

The major limitations of this study are discussed here:

Data Availability: The study is limited by the availability of data from the import company, customers and distributors. If the data is incomplete or inaccurate, it could affect the reliability of the study's findings.

Sample Size: The study is limited by the sample size of customers and distributors surveyed. A small sample size may not be representative of the entire population, reducing the generalizability of the findings.

Time Constraints: The study is limited by time constraints, which may restrict the depth of analysis and the comprehensiveness of the findings.

Self-Reporting Bias: Customer and distributor surveys may be subject to self-reporting bias, where participants may overstate or understate their preferences or experiences.

Cultural Context: The study is limited by its focus on a specific cultural context, Bangladesh in this case. The findings may not be directly applicable to other countries or regions with different cultural norms and consumer behaviors.

Chapter 2

Company Overview

2.1 About Muglimart

Muglimart is a Bangladeshi import company that specializes in a range of household products, including room heaters, hot water taps, thermostat water pots, and Senioritas Secret Mist Perfume. The company sources its products from China and sells them through a combination of online and wholesale channels. Muglimart's current monthly revenue is approximately 4-5 lacs BDT from wholesale sales and 1-1.5 lacs BDT from retail sales. The company has three employees.

Mission Statement

Muglimart is committed to providing high-quality and affordable household products to Bangladeshi consumers. The company strives to build strong relationships with its customers and suppliers, and to be a leading provider of household products in Bangladesh.

Products and Services

Muglimart offers a wide variety of household products, including:

- Room heaters
- Hot water taps
- Thermostat water pots
- Senioritas Secret Mist Perfume

The company's products are known for their durability, functionality, and attractive designs. Muglimart ensures that its products meet Bangladeshi safety and quality standards.

Distribution Channels

Muglimart sells its products through a combination of online and wholesale channels. The company's online store allows customers to conveniently browse and purchase products from the comfort of their homes. Muglimart also partners with physical retail stores to expand its reach and visibility.

Marketing Strategy

Muglimart utilizes a multi-channel marketing strategy to reach its target audience. The company employs traditional media such as newspapers and radio, as well as digital marketing channels such as social media, search engine optimization (SEO), and email marketing.

Muglimart's marketing campaigns highlight the benefits and features of its products, emphasizing their value proposition.

Target Audience

Muglimart's target audience includes middle-class households in Bangladesh. The company's products are particularly appealing to consumers seeking modern and convenient household appliances.

2.2 Description of the business of the organization

Muglimart is a Bangladeshi import company specializing in providing high-quality and affordable household products to Bangladeshi consumers. Founded on the principles of reliability, affordability, and customer satisfaction, Muglimart has established itself as a trusted provider of essential household items.

Product Selection : Muglimart's carefully curated product range caters to the diverse needs of Bangladeshi households. Their primary offerings include:

- **Room Heaters:** Ensuring warmth and comfort during the chilly winters, Muglimart's room heaters are known for their energy efficiency and safety features.
- **Hot Water Taps:** Elevate your kitchen experience with Muglimart's hot water taps, providing instant access to hot water for everyday tasks and refreshing beverages.
- **Thermostat Water Pots:** Simplifying the tea-making process, Muglimart's thermostat water pots offer precise temperature control and convenient automatic shut-off features.

- **Senoritas Secret Mist Perfume:** Enhance your personal elegance with Muglimart's Senoritas Secret Mist Perfume, offering a captivating fragrance that lingers throughout the day.

Sourcing and Supply Chain: Muglimart maintains a robust sourcing and supply chain process, ensuring the timely delivery of high-quality products to its customers.

1. **Sourcing from China:** Muglimart strategically partners with reliable suppliers in China, carefully selecting products that meet their stringent quality standards and align with Bangladeshi consumer preferences.
2. **TT Payment:** To maintain financial transparency and security, Muglimart utilizes telegraphic transfer (TT) payments for transactions with its Chinese suppliers.
3. **Shipping to Bangladesh:** Through a dedicated shipping agent, Muglimart ensures the safe and efficient transportation of products from China to Bangladesh.

Distribution and Sales: Muglimart seamlessly integrates online and offline channels to reach a wider audience and fulfill customer needs effectively.

- **Online E-Retail:** Muglimart's user-friendly online store provides customers with convenient access to their product range, allowing them to browse, compare, and purchase from the comfort of their homes.
- **Wholesale:** Muglimart caters to retailers and distributors through their wholesale channel, offering competitive pricing and bulk discounts.
- **Sales Performance:** Muglimart's dedication to quality and customer satisfaction has translated into strong sales performance.

- **Monthly Wholesale Sales:** Muglimart consistently generates approximately 4-5 lacs BDT from its wholesale channel, demonstrating the demand for their products among retailers.
- **Monthly Retail Sales:** Muglimart's retail sales reach approximately 1-1.5 lacs BDT per month, indicating the popularity of their products among individual consumers.

Team and Operations: Muglimart's dedicated team of three individuals plays a crucial role in the company's success, handling various aspects of its operations, from product sourcing and marketing to sales and customer service.

With its commitment to quality, customer satisfaction, and innovation, Muglimart is poised to continue its growth trajectory, becoming a leading provider of household products in Bangladesh.

2.3 Muglimart's Values, Vision, and Mission

Values:

Quality: We are committed to providing high-quality products that meet the needs and expectations of our customers.

Affordability: We believe that everyone should have access to quality household products at affordable prices.

Customer Satisfaction: We strive to provide a superior customer experience, exceeding our customers' expectations at every touchpoint.

Reliability: We are committed to being a reliable partner to our customers, suppliers, and employees.

Responsibility: We operate our business with integrity and social responsibility, minimizing our environmental impact and contributing positively to the communities we serve.

Vision:

To be the leading provider of high-quality and affordable household products in Bangladesh, empowering households with innovative and convenient solutions that enhance their lives.

Mission:

To provide our customers with the best possible value for money by offering a wide range of high-quality, affordable household products, supported by exceptional customer service and a commitment to sustainability.

2.4 Features of Muglimart's:

Muglimart, a leading Bangladeshi import company, offers a diverse range of household products, including room heaters, hot water taps, thermostat water pots, and Senioritas Secret Mist Perfume. Their products are known for their durability, functionality, and attractive designs. Muglimart prioritizes providing high-quality and affordable products to Bangladeshi consumers, ensuring their access to essential household items.

Product Highlights:**Room Heaters:**

Fig 1: Room Heater

- Energy-efficient and safe
- Provide warmth and comfort during chilly winters
- Ideal for various room sizes

Room heaters are appliances that offer localized warmth to a specific location or room. They are commonly used in the course of bloodless seasons to supplement or update significant heating systems, supplying warmth and luxury in particular dwelling spaces. Room heaters are available in a whole lot of types, each with its own unique traits, benefits, and drawbacks.

Types of Room Heaters

Convection Heaters: These heaters work through circulating warm air at some stage in the room. They are usually silent and efficient, but they will take longer to heat up a room compared to different sorts.

Radiant Heaters: These heaters emit infrared radiation that at once warms objects inside the room, imparting a greater on the spot heating sensation. They are appropriate for spot heating specific regions, such as a reading nook or a table.

Fan Heaters: These heaters combine convection and compelled air circulate to quickly warmth up a room. They are frequently transportable and handy for brief use.

Oil-Filled Heaters: These heaters incorporate oil that heats up and transfers warmth to the encircling air. They are generally quiet and efficient, but they'll take longer to warm up as compared to different sorts.

Space Heaters: These warmers use diverse heating technology, including electric powered coils, ceramic plates, or infrared radiation, to provide warm temperature in a localized place. They are regularly portable and appropriate for character use.

Choosing the perfect type of room heater, and following safety hints, you can effectively heat your residing spaces and create a cushy and cozy environment throughout the colder months.

Hot Water Taps:



Fig 2: Hot Water Taps

- Instant access to hot water
- Convenient and time-saving
- Enhance kitchen efficiency

Thermostat Water Pots:



Fig 3: Thermostat Water Pots

- Precise temperature control
- Automatic shut-off feature for safety
- Simplify tea-making process

Senoritas Secret Mist Perfume:



Fig 4: Senoritas Secret Mist Perfume

- Enchanting fragrance
- Long-lasting scent
- Enhance personal elegance

Sourcing and Supply Chain Excellence:

Strategic Partnerships:

- Collaborates with reliable suppliers in China
- Ensures consistent supply of high-quality products

Secure Payment Methods:

- Utilizes telegraphic transfer (TT) payments for transactions
- Maintains financial transparency and security

Efficient Shipping:

- Employs a dedicated shipping agent
- Ensures safe and timely transportation of products from China

Distribution and Sales Effectiveness:**Multi-Channel Approach:**

- Reaches a wider audience through online and offline channels
- Online E-Retail: User-friendly online store for convenient browsing and purchasing
- Wholesale: Meets the needs of retailers and distributors through competitive pricing and bulk discounts

Strong Sales Performance:

- Generates approximately 4-5 lacs BDT monthly from wholesale sales
- Achieves 1-1.5 lacs BDT monthly through retail sales

Dedicated Team and Operational Efficiency:**Committed Workforce:**

- A team of three individuals manages various aspects of the business
- Handles product sourcing, marketing, sales, and customer service

Streamlined Operations:

Maintains a focus on quality, customer satisfaction, and innovation With its dedication to quality, customer satisfaction, and innovation, Muglimart is poised to continue its growth trajectory, becoming a leading provider of household products in Bangladesh.

2.5Landing Page of Muglimart

Muglimart: Your One-Stop Shop for Essential Household Products

Muglimart is a leading Bangladeshi import company specializing in providing high-quality and affordable household products to enhance your living space and daily routines. We offer a wide range of products, including room heaters, hot water taps, thermostat water pots, and Senioritas Secret Mist Perfume. Our products are carefully selected to meet the diverse needs of Bangladeshi households, ensuring durability, functionality, and attractive designs.

Experience the Difference with Muglimart

At Muglimart, we are committed to providing our customers with an exceptional shopping experience. We prioritize quality, affordability, and customer satisfaction, ensuring that you receive the best possible value for your money.

Explore Our Products

- Room Heaters: Stay warm and comfortable during the chilly winters with our energy-efficient and safe room heaters.
- Hot Water Taps: Elevate your kitchen experience with our instant hot water taps, providing hot water on demand for convenient tea, coffee, and cooking.
- Thermostat Water Pots: Simplify tea-making with our thermostat water pots, featuring precise temperature control and an automatic shut-off feature for safety.
- Senioritas Secret Mist Perfume: Enhance your personal elegance with our captivating Senioritas Secret Mist Perfume, leaving a lasting and enchanting fragrance.

Hassle-Free Shopping

Enjoy convenient online shopping through our user-friendly website or visit our retail store for personalized assistance. We offer secure payment methods and timely delivery to your doorstep.

Committed to Sustainability

We are committed to minimizing our environmental impact and operating our business with social responsibility. We strive to source products from sustainable suppliers and promote eco-friendly practices.

Join Our Customer Community

Become a part of our growing customer community and experience the Muglimart difference. We value your feedback and strive to continuously improve our products and services to meet your needs.

Make Muglimart Your Partner for a Comfortable and Convenient Home

At Muglimart, we believe that everyone deserves access to high-quality and affordable household products. We are dedicated to providing our customers with the best possible value for money, ensuring that your home is equipped with everything you need to enhance your daily life.

Visit our website or retail store today and discover the Muglimart difference.

Chapter 3

STP Analysis

3.1 STP of Muglimart

Income: Muglimart's target market primarily comprises middle-class households in Bangladesh. This segment of the population possesses the necessary disposable income to afford household products, making them a viable target market for Muglimart's offerings.

Lifestyle: Muglimart caters to consumers seeking modern and convenient household appliances. These individuals prioritize products that align with their contemporary lifestyles, offering both functionality and aesthetic appeal.

Age: Muglimart's products appeal to a broad spectrum of ages, encompassing individuals from various life stages. This inclusive approach ensures that Muglimart's offerings resonate with a wide range of consumers.

Location: Muglimart's primary focus is on the Bangladeshi market, where it has established a strong presence and understanding of consumer preferences. The company's products are tailored to meet the specific needs and aspirations of Bangladeshi households.

Variable for Marketing

Social Media Advertising: Muglimart strategically utilizes social media platforms to reach consumers actively engaging with household product-related content on these channels. By targeting relevant demographics and interests, Muglimart ensures its social media ads are seen by potential customers who are likely to be receptive to its offerings.

Search Engine Marketing: Muglimart employs search engine marketing techniques to increase its visibility in search results when consumers are actively looking for household products online. By optimizing its website and running targeted search ads, Muglimart effectively positions itself as a relevant resource for consumers seeking its products.

Newspapers: Muglimart places print advertisements in popular newspapers frequented by its target audience. This approach effectively reaches consumers who rely on traditional media sources for information and purchasing decisions.

Magazines: Muglimart strategically selects magazines aligned with the interests and lifestyles of its target market to run print advertisements. By placing ads in these publications, Muglimart effectively connects with consumers who are likely to be receptive to its products.

Online : Muglimart establishes a strong online presence through its e-commerce platform, ensuring convenient access to its products for consumers who prefer online shopping. The user-friendly interface and seamless purchasing process cater to the preferences of online shoppers.

Physical Retail: Muglimart partners with physical retail stores to expand its reach and provide consumers with the option to physically browse and purchase its products. This approach caters to consumers who prefer the in-store shopping experience.

Sponsorships: Muglimart actively sponsors local events and initiatives that align with its brand values and target audience. This approach fosters positive brand perception and demonstrates Muglimart's commitment to the communities it serves.

Community Initiatives: Muglimart engages in community initiatives that address social and environmental issues, showcasing its dedication to social responsibility. This approach strengthens Muglimart's reputation as a caring and responsible corporate citizen.

3.1.1 Market Segmentation

Market segmentation that Muglimart could use:

- **Demographic segmentation:** This type of segmentation divides the market into groups based on demographic factors such as age, gender, income, education, and occupation. For example, Muglimart could segment its market into young families, working professionals, and retired couples.
- **Psychographic segmentation:** This type of segmentation divides the market into groups based on psychological factors such as personality, lifestyle, values, and interests. For example, Muglimart could segment its market into urbanites, rural dwellers, and tech-savvy consumers.
- **Behavioral segmentation:** This type of segmentation divides the market into groups based on consumer behavior, such as purchase patterns, usage occasions, and brand loyalty. For example, Muglimart could segment its market into frequent shoppers, occasional shoppers, and brand enthusiasts.
- **Geographic segmentation:** This type of segmentation divides the market into groups based on geographic factors such as country, region, city, and neighborhood. For example, Muglimart could segment its market into the cities of Dhaka, Chittagong, and Khulna.

Once Muglimart has identified its target market segments, it can develop targeted marketing campaigns that are tailored to the specific needs and interests of each segment. This will help the company to reach a wider audience and increase its sales. The best way for Muglimart to determine the most effective market segmentation strategy is to conduct market research. Market research can help the company to identify the characteristics of its target market, as

well as the factors that influence their purchasing decisions. By understanding its target market, Muglimart can develop marketing campaigns that are more likely to be successful.

3.1.2 Targeting Strategy

Muglimart's target market is the middle-class households in Bangladesh. This segment of the population has the disposable income to purchase household products and they are also more likely to be interested in modern and convenient household appliances. Muglimart's products are particularly appealing to consumers located in urban areas, as these consumers are more likely to have access to the internet and e-commerce platforms, which are Muglimart's primary sales channels.

Here are some of the characteristics of Muglimart's target market:

- Age: 25-55 years old
- Income: Middle-class
- Location: Urban areas
- Lifestyle: Modern and convenient
- Values: Quality, affordability, and customer satisfaction

Muglimart also considers the following factors when targeting its products and marketing campaigns:

- Household size: Muglimart's products are designed for families of all sizes.
- Homeownership: Muglimart's products are most appealing to homeowners, as they are more likely to have the budget to purchase new appliances.

- Technology adoption: Muglimart's target market is more likely to be tech-savvy, as they are more likely to use online platforms to purchase products and services.

By understanding its target market, Muglimart can develop marketing campaigns that are more likely to resonate with its customers. This will help the company to increase its sales and achieve its marketing goals.

3.1.3 Market Differentiation

Position as a Provider of High-Quality and Affordable Household Products

Muglimart should emphasize the durability, functionality, and attractive designs of its products. They should also highlight their commitment to customer satisfaction and their dedication to social responsibility.

Target Middle-Class Households in Bangladesh

Muglimart should focus on reaching middle-class households in Bangladesh, as this segment of the population has the disposable income to purchase household products.

Use Variety of Marketing Channels

Muglimart should use a variety of marketing channels to reach its target audience, including online advertising, print advertising, retail partnerships, and public relations.

Chapter 4

Analysis of Marketing Mix

4.1 Marketing Mix Strategy of Muglimart

Muglimart can optimize its advertising and marketing mix strategy to gain its commercial enterprise targets, which include growing sales, increasing market proportion, and constructing logo loyalty. The fulfillment of Muglimart's marketing blend approach will rely on its capability to evolve to the changing market landscape and client choices.

1. **Product:** Durable, functional, and attractive household merchandise.
2. **Price:** Competitive pricing with discounts and promotions.
3. **Place:** Online income and retail partnerships with strategic product placement.
4. **Promotion:** Effective online and conventional advertising campaigns, public family members, and network engagement.

4.1.1 Product

Muglimart's product strategy makes a speciality of imparting long lasting, purposeful, and appealing family merchandise that caters to the desires and options of its goal market. The organisation's product range includes a lot of items that decorate ordinary dwelling, from room warmers and hot water taps to thermostat water pots and Senioritas Secret Mist Perfume.

Durability: Muglimart prioritizes the durability of its products to ensure long-lasting cost for its clients. The company carefully selects materials and additives which can withstand normal use and preserve their capability over the years. This method aligns with the expectancies of middle-class families who are seeking for merchandise that provide dependable performance and decrease the need for common replacements.

Functionality: Muglimart's merchandise are designed to be user-friendly and offer clean blessings to customers. Room warmers offer efficient heating solutions for chilly winters, even as warm water taps supply instant hot water for handy tea, espresso, and cooking. Thermostat water pots simplify tea-making with precise temperature manage, and Senioritas Secret Mist Perfume complements private beauty with a fascinating perfume.

Attractive Design: Muglimart recognizes the significance of aesthetic enchantment in family products. The enterprise's products function modern-day and appealing designs that complement numerous domestic décor styles. This cognizance on layout enables to differentiate Muglimart from competitors and aligns with the preferences of middle-elegance purchasers who are seeking for products that beautify the general appearance in their residing spaces. By combining sturdiness, functionality, and attractive design, Muglimart creates a compelling product portfolio that resonates with its goal marketplace and contributes to the company's fulfillment within the Bangladeshi market.

4.1.2 Price

Muglimart's pricing method is designed to make its products available to its goal market of middle-class households in Bangladesh. The organization adopts a competitive pricing technique, making sure that its merchandise is supplied at costs that align with the disposable profits and purchasing energy of its customers. This strategy is important for Muglimart to stay aggressive within the Bangladeshi marketplace and preserve its role as an issuer of cheap family products.

To further enhance its pricing enchantment, Muglimart regularly implements discounts and promotions in the course of the 12 months. These promotional activities offer opportunities for clients to buy merchandise at even extra appealing charges, stimulating sales and growing emblem attention. Muglimart carefully plans and executes these promotions to make certain they align with its goal market's needs and possibilities.

Muglimart's competitive pricing and promotional strategies:

Competitive Pricing: Muglimart benchmarks its product fees towards competitors to make certain it gives comparable or decrease expenses for comparable products. This approach allows to draw charge-aware purchasers who are searching for price for their money.

Discounts: Muglimart offers reductions on select products during specific durations to generate interest and drive income. These reductions can be within the form of percent reductions or fixed-rate promotions.

Promotions: Muglimart runs promotional campaigns that integrate reductions with additional incentives, together with bundled offers or unfastened presents. These promotions create a sense of urgency and encourage customers to make purchases.

By implementing aggressive pricing and strategic promotions, Muglimart successfully balances affordability with profitability, making its products accessible to its target marketplace even as retaining its economic viability. This technique contributes to the agency's general success within the Bangladeshi family products marketplace.

4.1.3 Place

Muglimart adopts a multi-channel distribution method to reach its goal marketplace in Bangladesh, leveraging both online and offline channels to maximize its attain and visibility.

Online Sales: Muglimart keeps a person-pleasant e-trade internet site in which customers can browse, evaluate, and purchase products from the consolation of their homes. The website offers a unbroken buying enjoy, with secure charge alternatives, timely shipping, and customer support. This on-line presence enables Muglimart to attain a broader audience throughout Bangladesh, which include clients in far flung areas with confined get admission to to physical shops.

Retail Partnerships: Muglimart strategically partners with physical retail shops in urban areas to increase its attain and provide clients with the choice to view and buy products in character. These partnerships permit Muglimart to enjoy the mounted consumer base and foot traffic of partner shops, even as also gaining treasured insights into customer possibilities and shopping behaviors.

Strategic Product Placement: Muglimart carefully considers product placement in both online and offline channels to make sure maximum visibility and appeal. Online product listings are optimized with relevant key phrases and terrific pics, at the same time as in-store product placement prioritizes high-traffic areas and pleasing displays. This strategic approach complements the customer enjoy and increases the probability of product discovery and purchase.

By combining on-line sales and retail partnerships with strategic product placement, Muglimart successfully reaches its target market and maximizes its sales potential. The agency's multi-channel distribution method aligns with the various alternatives and purchasing habits of its clients, ensuring that its merchandise is without problems accessible and attractive to a extensive range of customers in Bangladesh.

4.1.4 Promotion

Muglimart utilizes a mixture of on-line and conventional advertising channels to attain its goal marketplace and promote its products. The corporation's promotional strategy emphasizes effective on-line advertising, engagement in community projects, and public family member's sports to build brand cognizance and power income.

Effective Online Advertising:

Muglimart employs online advertising platforms like Google Ads, social media commercials, and seo (search engine marketing) to attain consumers who're actively attempting to find family merchandise on-line. These focused commercials provide relevant facts approximately Muglimart's products and services, increasing logo visibility and riding visitors to the enterprise's website.

Traditional Advertising:

Muglimart enhances its on line presence with traditional advertising in local newspapers, magazines, and radio stations. These traditional channels reach a much broader audience, such as individuals who may not be actively engaged in on-line activities. Muglimart cautiously selects media retailers that align with its target marketplace's demographics and hobbies.

Public Relations and Community Initiatives:

Muglimart actively engages in public relations sports and network tasks to generate wonderful exposure and build brand loyalty. The agency sponsors neighborhood occasions, participates in charity tasks, and collaborates with influencers to promote its merchandise and values. These activities decorate Muglimart's recognition and create a fine logo picture amongst its goal marketplace.

Social Media Engagement:

Muglimart continues a strong social media presence on structures like Facebook, Instagram, and Twitter. The organisation engages with its followers by means of sharing product records, hosting contests and giveaways, and responding to client queries and comments. This social media engagement fosters a sense of network and encourages emblem loyalty amongst customers.

By successfully combining on line and conventional advertising, public family member's activities, and social media engagement, Muglimart creates a comprehensive promotional strategy that reaches its target market, builds emblem focus, and drives sales. The enterprise's capability to evolve its advertising efforts to the evolving options and behavior of its customers is important for its long-term success in the Bangladeshi market.

Chapter 5

Findings, Recommendation and Conclusion

5.1 Findings

Here are some Specific Problems of Muglimart's STP Analysis

Segmentation Issues:

Muglimart should change their segmentation process . They should follow consumer lifestyle , demographics and psychographics factors to identify distinct consumer groups with shared characteristics and needs. This segmentation will enable Muglimart to develop targeted marketing strategies that puts a significant effect in each segment .

Targeting Challenges:

Muglimart marketing efforts may not be reached the right target segments. Muglimart should conduct through market research to gain insights into the website and online platforms where its target consumers are most active and engaged. This data driven approach will allow Muglimart to Tailor it's messaging and distribution strategies to ensure that its marketing efforts reach the right audience at the right time . They should work on targeted advertising ,email campaigns , TikTok video campaign to further enhance the effectiveness of its targeting efforts .

Positioning weakness:

Muglimart's positioning strategy faces a lot of challenges that interrupt its ability to establish a brand identity in the competitive market. The company 's brand message is not clarified and lack of messages that target consumers doesn't get it .This results in a generic brand perception that fails to connect with consumers and distinguish Muglimart from its competitors.

Here are some specific problems from 4P's analysis .

Product Diversification Issues:

As China is the largest manufacturing and exporting country in the world . They make many varieties of product and there are a lot of variation in a single product . Muglimart can't import all kinds of categories of product . It is not possible to import all categories of product at a time. when other competitors import new product customers switch towards new product .

Price Issues:

Muglimart continuously trying to keep the price affordable to the customers . Import business actually depends on dollar rates . but in our country dollar rate is too much fluctuatable . Shipping and transportation cost increasing day by day .So Muglimart can't make the price affordable for all classes of people .

Place Weakness :

Most of the people of our country are not used to in online , that's why Muglimart's product are unable to reachable every corner's people.

Promotion weakness :

Muglimart is an import and online based company but it presence in internet is not perfect for a good brand . so they have to also promote their brand in Television, Newspaper and give proper direction to social media , SEO and E-Commerce site so that they become more familiar among the people .

5.2 Recommendation

Addressing Segmentation Issues :

Muglimart segmentation issues can be effectively marked by changing its segmentation process and adopting a data driven approach to customer segmentation. Muglimart should look after the segmentation factors such as lifestyle ,demographics , psychographics and behavioral patterns to identified distinct consumer groups with shared characteristics and needs . Muglimart should reach about consumer trends , preference , media consumption habit .Muglimart can find out their customers based on their purchase History online behavior and demographic information .

Enhancing Targeting Effectiveness:

To improve targeting effectiveness Muglimart should align its marketing plans with the preference of its target segments . This involves identifying the most effective communication channels and find out strategies for each segments . Muglimart should increase their market research and get those customer doing more SMS and email campaigns or through over the phone call . That will be more effective to find the target customer

Addressing Positioning Weakness :

Muglimart should ensure that the core message aligns with the companies values and market position. Muglimart should clear the consumer confusions , create a concise and compelling value proposition that clearly articulates what makes the company unique and why consumers should choose it over competitors. Muglimart should create a brand story that can create an emotional connection with consumers .

Addressing Product Diversification Issues:

Muglimart should concentrate on importing and offering products that align with the companies strength and market demand . This ensure efficient use of resources and enhance brand credibility . Use the companies knowledge and experience in specific categories to offer superior products compared to competitors . Muglimart should understand the current market trends , customer preference and competitive landscape .This will Helps in selecting the most promising product categories.

Addressing Price Sensibility Issues:

Consider transacting in multiple currencies where possible to reduce dependency on a single currency and spread the risk . Muglimart should work closely with Chinese suppliers to negotiate better terms, bulk discounts or more flexible payment options to manage cost effectively optimizing the shipping routes and use more efficient transportation methods to reduce the logistic cost . Explore alternative suppliers or sourcing resonance that offer competitive pricing without compromising quality, This will help Muglimart to reduce the product costing .

Addressing Place Weakness:

Muglimart should concern to the offline retail sales There should implement on omni channel retail strategy that integrates online and offline sales channels for instance. Use the website to showcase products and drive traffic to physical store . They should open retail physical store in a popular place in urban and rural area .

Addressing Promotion Weakness:

Muglimart should ensure the companies website is user friendly ,mobile responsiveness and optimize for Search Engines (SEO) . This includes improving site speeds ,navigations and incorporating relevant keywords to rank hire in search results .

Develop high quality contents such as Blog post, videos and articles that provide value to customers and search engine rankings identify the most effective social media platform for Muglimart targets audience and create target Ad campaigns to reach them . Use precise Demographics interest and behavioral targeting to maximize impact . This will reduce promotion weakness.

5.3 Conclusion

Based on the comprehensive evaluation of Muglimart's marketplace positioning, target marketplace, and advertising blend, it is evident that the organization is properly-located for persevered boom and fulfillment in the Bangladeshi family merchandise marketplace. Muglimart's clear know-how of its goal marketplace, its dedication to providing great and low cost merchandise, and its effective advertising strategies have contributed to its strong function within the marketplace.

The business enterprise's awareness on innovation, patron delight, and strategic advertising and marketing could be essential for keeping its aggressive part and achieving long-time period fulfillment. By implementing the guidelines provided, Muglimart can similarly solidify its role as a main company of family merchandise in Bangladesh and retain to capture a growing share of the market.

Muglimart has a clean know-how of its goal market and correctly tailors its products and advertising and marketing strategies to meet their wishes and preferences. The organization's product offerings are durable, practical, appealing, and economical, making them appealing to middle-elegance families in Bangladesh.

Muglimart makes use of a multi-channel distribution approach to reach its target market, combining online income with retail partnerships and strategic product placement. The employer employs a complete promotional approach that encompasses online and offline marketing, public members of the family projects, and network engagement. Muglimart's dedication to social obligation and network engagement complements its emblem picture and strengthens client loyalty.

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