



Daffodil
International
University

Internship Report on
“Analyzing Marketing Mix Strategy of Bata
Bangladesh”.

Submitted To

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Date of Submission: 19-05-2024



“Analyzing Marketing Mix Strategy of Bata Bangladesh”

LETTER OF TRANSMITTAL

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

Honorable Sir,

With due respect, I Md Nahidul Islam, I am submitting my internship report on **“Analyzing Marketing Mix Strategy of Bata”** 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 Md Nahidul Islam, ID: 0242220004083037 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 at Bata, and he has prepared internship report under my direct supervision. His internship report on “**Analyzing Marketing Mix Strategy of Bata**” This report is recommended for submission. I wish his every success in life.



Mr. Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

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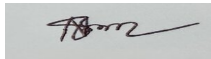
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DECLARATION

I am Md Nahidul Islam, the student of Department of Business Administration, bearing ID: 0242220004083037, Major in Marketing from Daffodil International University (DIU). I do hereby sincerely declare that the internship report on “**Analyzing Marketing Mix Strategy of Bata**” 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.



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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 Asif Rahman Mallick, Senior Marketing Manager of Bata. He encouraged and helped me to understand during my internship program.

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EXECUTIVE SUMMARY

In this report, Bata Bangladesh Ltd., a main shoes store with over 80 years of presence in Bangladesh, has crafted a hit marketing blend that aligns with its goal segments, encompasses strategic distribution channels, and employs a numerous array of promotional activities. This complete approach has enabled Bata to efficaciously attain its target market, decorate logo notion, and hold a dominant role inside the Bangladeshi shoes market.

Bata's pricing approach is carefully tailored to cater to its various customer segments. Mass marketplace products, designed for ordinary wear and attractive to a huge consumer base, are priced decrease than mid-marketplace and top class marketplace products. This tiered pricing approach ensures that Bata caters to a huge variety of choices and budgets, permitting it to capture a tremendous proportion of the market.

The organization's sizeable retail community, with over 1,000 strategically located stores throughout Bangladesh, guarantees that Bata's merchandise are effortlessly available to clients all through the United States. Retail retailers are cautiously decided on to cater to the diverse demographics and preferences of goal markets, making sure that Bata's presence is obvious in purchasing department stores, excessive streets, and rural markets alike.

Bata employs a multifaceted promotional method that correctly reaches its goal segments. A diverse blend of promotional channels, which includes advertising, public relations, social media marketing, and in-shop promotions, is utilized to showcase its merchandise and emblem message. Advertising campaigns resonate with the audience thru tv, print, and online media, whilst public family members efforts enhance brand photograph and generate superb publicity. Social media platforms offer direct engagement with clients, enabling Bata to proportion updates, run interactive

campaigns, and support logo loyalty. Additionally, in-store promotions, inclusive of reductions, income, and unique gives, attract customers and raise income.

By efficiently integrating its pricing strategy, distribution channels, and promotional sports, Bata Bangladesh Ltd. Has installed itself as a leading footwear retailer within the country. The organization's comprehensive advertising and marketing mix permits it to reach its audience, promote its brand successfully, and hold its aggressive side inside the dynamic Bangladeshi shoes market.

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Chapter 1

Introduction

1.1 Introduction

The world of footwear is a vibrant and fiercely competitive market where brands continually strive to meet the dynamic demands of consumers. In this landscape, Bata stands as an iconic name, with a history stretching back to its inception in 1894. As a renowned global footwear brand, Bata has not only weathered the storms of industry evolution but has also managed to thrive. Bata's success can be attributed to its ability to adapt to changing consumer preferences and market trends, making it a dynamic force in the footwear industry. The company's commitment to quality and affordability has been a key driving force behind its enduring popularity. Bata's extensive product range caters to a diverse customer base, from casual and formal footwear to sports and lifestyle offerings. The brand's international presence in over 70 countries showcases its commitment to global expansion and market penetration. Bata's marketing strategies have been pivotal in maintaining its strong brand image and customer loyalty over the years. The company's approach to pricing and promotions has allowed it to remain competitive in both the premium and value segments of the market. Bata's distribution network, comprising a mix of company-owned stores, franchises, and e-commerce channels, ensures that its products are accessible to a wide audience. Sustainability and social responsibility are core values for Bata, as the company strives to reduce its environmental footprint and promote ethical manufacturing practices. Bata's strong focus on research and development has led to innovative product designs and technologies that set it apart from competitors. The company's collaborations with renowned designers and celebrities have helped enhance its brand image and reach new consumer segments. Bata's commitment to customer satisfaction and after-sales service has contributed to its reputation for reliability and trustworthiness. The company's history and heritage have given it a unique and timeless appeal, making it a symbol of tradition and trust for many consumers. Bata's ability to weather economic fluctuations and market challenges showcases its resilience and adaptability. The company's global supply chain management ensures efficient production and delivery, reducing lead times and costs. Bata's emphasis on employee development and corporate culture fosters a motivated and skilled workforce, contributing to its ongoing success in the footwear industry.

1.2 Background of the study

In a highly competitive and ever-evolving marketplace, understanding the strategies that successful companies employ is crucial for both academic inquiry and practical application. Bata, a company with a heritage dating back to its founding in 1894, has not only stood the test of time but has thrived in the global footwear industry. To comprehend the underpinnings of Bata's ongoing success and its vital role in the industry, it is essential to investigate its Market Mix Strategy. This strategy, often articulated through the 7Ps framework, is central to a company's marketing approach and its ability to establish a strong brand presence while delivering value to its customers. By delving into the intricate workings of Bata's Market Mix Strategy, this study aims to unearth the strategies and tactics that have sustained the company's competitive edge in the dynamic world of footwear.

The footwear industry is a multifaceted sector that encompasses various product categories, from casual and formal shoes to athletic and outdoor footwear.

Furthermore, Bata's global presence in over 70 countries with diverse markets and consumer behaviors adds an extra layer of complexity to understanding its strategies. Different regions may have unique demands and expectations, making it crucial to investigate how Bata tailors its Market Mix Strategy to meet these diverse needs.

In recent years, the footwear industry has also seen significant shifts towards sustainable and ethical practices. Understanding how Bata incorporates these principles into its Market Mix Strategy can shed light on the company's commitment to responsible business operations and its alignment with contemporary consumer values. Moreover, the rise of e-commerce and digital marketing has transformed the way companies engage with consumers. Investigating how Bata leverages digital channels and technology in its Market Mix Strategy is essential to comprehending its contemporary marketing approach.

1.3 Objectives of the Study

Broad Objective

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

Specific Objectives

1. To analyze segmentation, targeting and positioning strategy of the Bata market.
2. To analyze the marketing mix strategy of Bata.
3. To identify problems related to STP and marketing mix strategy of Bata.
4. To provide some recommendations based on the findings.

1.4 Research Questions

1. What STP (Segmentation, Targeting, and Positioning) strategies does Bata employ to effectively reach and cater to diverse consumer segments within the global footwear market?
2. How does Bata implement its marketing mix strategy, encompassing the 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence), to establish a robust brand presence and provide value to its customers?
3. What are the key problems or challenges associated with Bata's STP and marketing mix strategies within the competitive footwear industry?
4. Based on the research findings, what recommendations can be offered to enhance Bata's STP and marketing mix strategies and enhance its competitiveness in the dynamic world of footwear?

1.5 Significance of the Study

The significance of this study exploring Bata's Market Mix Strategy lies in its potential to offer valuable insights to various stakeholders, including researchers, industry professionals, and the company itself.

Firstly, for researchers and academics, this study provides an opportunity to delve into a real-world case of a long-standing and successful company in the competitive footwear industry. It offers a practical application of marketing concepts and theories, particularly related to segmentation, targeting, positioning, and the 7Ps of the marketing mix. Researchers can use the findings to enhance existing theories and contribute to the academic discourse.

Secondly, industry professionals, especially those operating in the footwear and retail sectors, can gain practical knowledge and inspiration from Bata's strategies. By understanding how Bata approaches STP and the marketing mix, professionals can adapt and apply similar tactics to improve their own brand presence, customer value delivery, and competitiveness.

For Bata as a company, the study serves as an external evaluation of its market strategies. The insights and recommendations derived from the research can assist Bata in identifying potential areas for improvement in its STP and marketing mix strategies. This external perspective can be particularly valuable for ongoing strategic planning and decision-making within the company.

Furthermore, the study's findings may also benefit consumers and the general public by shedding light on how a well-established brand like Bata addresses market dynamics, customer expectations, and industry challenges. Understanding Bata's approach can contribute to informed consumer choices and promote awareness of responsible business practices. In summary, this study's significance extends to academia, industry professionals, Bata as a company, and the broader public, as it offers valuable insights into Bata's Market Mix Strategy and its implications for the competitive footwear market.

1.6 Scope and Limitations

Scope:

This research is dedicated to conducting an in-depth analysis of Bata's Market Mix Strategy, a globally renowned footwear brand with a rich heritage dating back to its establishment in 1894. The central focus of this study centers on examining the company's strategies related to segmentation, targeting, and positioning (STP), as well as the comprehensive application of the 7Ps marketing mix framework, encompassing Product, Price, Place, Promotion, People, Process, and Physical Evidence.

The geographical scope of this research extends to Bata's extensive global operations, spanning across more than 70 countries. This expansive scope enables a thorough exploration of the diverse markets and varying consumer behaviors to which Bata caters.

The study adopts a mixed-method research approach, integrating both qualitative and quantitative research methodologies. This approach includes data analysis, interviews, surveys, and content analysis to effectively fulfill its research objectives. A combination of primary and secondary data sources, comprising publicly available company reports, publications, and existing academic literature, is employed to provide a comprehensive assessment of Bata's market strategies.

Limitations:

Nevertheless, it is crucial to acknowledge certain inherent limitations in this research endeavor:

Data Availability: This study primarily relies on publicly accessible data and information derived from Bata's public reports and publications. Some internal or proprietary data, which may hold additional insights, could remain beyond reach, potentially constraining the depth of analysis.

Time Constraints: The research is executed within a defined timeframe, and the footwear industry is susceptible to swift changes and developments. Consequently, the findings may not encompass the most recent shifts or adjustments in Bata's strategies.

Geographical Variation: Bata's extensive global presence means it operates within a variety of countries, each characterized by unique market dynamics and consumer preferences. The scope of this study may not completely encompass the regional disparities in Bata's strategies.

Generalization: While this research strives to provide insights into Bata's Market Mix Strategy, it may not be universally applicable to all companies in the footwear industry. Variations in size, market position, and available resources among different companies may render some findings less directly applicable.

Subjectivity: Qualitative aspects of the study, including interviews and content analysis, may involve an element of interpretation. Consequently, the findings could potentially be influenced by some degree of subjectivity.

Chapter 2

Company Overview

2.1 About Bata

For more than a century, Bata has been a well-known brand associated with reasonably priced and fashionable footwear. Having its origins in the Czech Republic, Bata has grown to operate in more than 70 nations, making it one of the biggest shoe retailers worldwide. However, the success story hides a tale of creativity, tenacity, and a strong sense of social responsibility.

Tomáš Baťa, a young shoemaker from Zlín, Moravia, started a small shoemaking workshop in 1894, which marked the beginning of the Bata story. Baťa's shoes gained popularity quickly due to their affordability and quality; by 1914, he had expanded his business and employed over 300 people.

Though it presented a great challenge, Bata came out of the First World War stronger than before. He implemented cutting-edge mass production methods, embraced contemporary management strategies, and made significant investments in worker welfare. With more than 30,000 workers and factories spread across more than 20 countries, Bata had grown to become the biggest shoe manufacturer in Europe by the 1930s.

Currently, Bata leads the world in footwear and is present in more than 70 nations. The company serves a broad spectrum of customers, from children to adults, across various lifestyles and income levels, and sells more than 150 million pairs of shoes annually.

Bata is still dedicated to upholding its tradition of social responsibility and affordability. The business keeps spending money on R&D, bringing cutting-edge materials and designs to footwear. Additionally, it continues to support neighborhood projects for environmental protection, healthcare, and education while upholding its commitment to worker welfare and community involvement.

Through innovation, tenacity, and a strong commitment to social responsibility, Bata has grown from a small shoemaker's workshop to a global footwear empire. The secret to the company's success is its ability to adjust to shifting market conditions without compromising its basic principles. Looking ahead, Bata is well-positioned to carry on its heritage of offering people all over the world stylish, reasonably priced, and socially conscious footwear.

2.2 Description of the business of the organization

With its headquarters located in Lausanne, Switzerland, Bata Corporation is a multinational retailer and manufacturer of clothing, accessories, and footwear. Established in Zlín, Moravia, Czech Republic, in 1894 by Tomáš Baťa, the company is among the top shoemakers globally in terms of volume, manufacturing more than 150 million pairs of shoes a year. With more than 5,300 retail locations spread across more than 70 countries on five continents, Bata has 21 production facilities spread across 18 countries. The company, which is family-owned, has over 32,000 employees worldwide.

Table 1: Bata sister concern

Business Unit	Products	Target Market
Bata Footwear	Casual shoes, athletic shoes, formal shoes, sandals	Middle-income consumers in developing and emerging markets
Bata Apparel	Clothing, bags, accessories	Middle-income consumers in developing and emerging markets
Fashion accessories	Belts, hats, sunglasses	Middle-income consumers in developing and emerging markets
AW Lab	Sneakers, casual shoes, athletic wear	Young and trendy consumers
Bata Industrials	Safety footwear	Workers in construction, manufacturing, and mining
North Star	Affordable footwear	Middle-income consumers
Weinbrenner	High-quality footwear	Upper-income consumers
Sandak	Sandals	African market
Toughees	Children's footwear	Parents of young children

2.3 Bata Values, Vision, and Mission

Values: The Foundations of Success for Bata

Bata's journey to become a global leader in the footwear industry has been made possible in large part by its core values. Among these values are:

Client satisfaction: Bata is committed to offering its clients goods and services that live up to their demands. The business places a high priority on learning about client preferences and modifying its products accordingly.

Innovation: To stay ahead of the shoe industry's curve, Bata has a long history of embracing innovation. In order to maintain the relevance and competitiveness of its products, the company consistently invests in research and development to introduce new designs, materials, and technologies.

Social responsibility: Bata aspires to have a positive influence on the communities in which it operates and acknowledges its role as a corporate citizen. The business supports healthcare, education, and environmental protection initiatives, among other social projects.

Respect for people: Bata honors the individuality and worth of each and every one of its partners, consumers, and staff members. The organization values diversity and inclusivity because it understands that the contributions of its employees are what make it successful.

Integrity: In all of its business interactions, Bata maintains the highest standards of moral behavior. The organization is dedicated to upholding fairness, honesty, and transparency in order to keep the confidence of its stakeholders.

Vision: Motivating Bata's Future Course

The following serves as a beacon for Bata's long-term goals:

To be the top footwear company in the world: Bata wants to keep up its position as the industry leader in shoes by consistently growing its influence and reach.

Offering reasonably priced, fashionable, and cozy shoes: Bata is dedicated to bringing its goods within the reach of individuals from diverse backgrounds and age groups, guaranteeing that comfort and style are not limited to a privileged few.

Mission: Managing Day-to-Day Activities at Bata

Bata's primary goal is encapsulated in its mission:

To ensure that everyone can afford fantastic shoes: The core of Bata's mission is the conviction that everyone should have access to high-quality footwear that improves their quality of life. The company works hard to offer high-quality shoes at reasonable costs so that a variety of customers can purchase them.

Chapter 3

STP Analysis

3.1 STP of Bata Bangladesh Ltd.

In marketing the STP analysis is an acronym that stands for segmentation, targeting, and positioning. It is a three-step procedure that enables for the creation of a targeted and actionable marketing strategy. In the mixed market condition in the construction industry it is very important.

3.1.1 Market Segmentation

Bata uses market segmentation to target different customer segments.

Bata Bangladesh Ltd. segments the market based on the following factors:

Demographics:

Age: Bata Bangladesh Ltd. offers a wide range of footwear for all ages, from infants to adults.

Gender: Bata Bangladesh Ltd. offers footwear for both men and women.

Income level: Bata Bangladesh Ltd. offers footwear at a variety of price points to cater to different income levels.

Education: Bata Bangladesh Ltd. offers footwear that appeals to different levels of education, from casual shoes for everyday wear to formal shoes for special occasions.

Occupation: Bata Bangladesh Ltd. offers footwear that is appropriate for different occupations, such as work boots for construction workers and sneakers for athletes.

Location: Bata Bangladesh Ltd. has a wide retail presence across Bangladesh, with stores in both urban and rural areas

• Psychographics:

Lifestyle: Bata Bangladesh Ltd. offers footwear that appeals to different lifestyles, such as active wear for athletes and stylish shoes for fashion-conscious individuals.

o **Interests:** Bata Bangladesh Ltd. offers footwear that appeals to different interests, such as sports shoes for athletes and hiking boots for outdoor enthusiasts.

o **Values:** Bata Bangladesh Ltd. offers footwear that aligns with different values, such as affordability for budget-conscious consumers and quality for those who prioritize durability.

o **Attitudes:** Bata Bangladesh Ltd. offers footwear that appeals to different attitudes, such as trendy shoes for fashion-forward individuals and comfortable shoes for those who prioritize comfort.

• **Behavioral:**

o **Purchase patterns:** Bata Bangladesh Ltd. offers footwear that appeals to different purchase patterns, such as seasonal collections for those who shop for new shoes regularly and durable shoes for those who prefer to buy less frequently.

o **Brand loyalty:** Bata Bangladesh Ltd. offers loyalty programs and exclusive discounts to reward loyal customers.

o **Usage occasions:** Bata Bangladesh Ltd. offers footwear for different usage occasions, such as casual shoes for everyday wear, formal shoes for special occasions, and athletic shoes for sports and exercise.

3.1.2 Target Market

Bata's target market is broad and encompasses a wide range of consumers across various demographics and lifestyles. The company's products are designed to cater to the needs and preferences of individuals of all ages, genders, income levels, and occupations.

Effective audience targeting is achieved by Bata Bangladesh Ltd through the implementation of a differentiated market strategy. **Bata Bangladesh Ltd. targets the following customer segments:**

- **Mass market:** This segment consists of middle-income consumers who are looking for affordable and stylish footwear. Bata's mass market products are priced competitively and are available in a wide variety of styles.
- **Mid-market:** This segment consists of upper-middle-income consumers who are willing to pay more for higher-quality footwear. Bata's mid-market products are made from higher-quality materials and feature more sophisticated designs.
- **Premium market:** This segment consists of high-income consumers who are looking for the most exclusive and stylish footwear. Bata's premium market products are made from the finest materials and feature cutting-edge designs.

By effectively targeting these diverse market segments, Bata has established itself as a global leader in the footwear industry, providing affordable, stylish, and comfortable footwear options for consumers worldwide.

3.1.3 Market Positioning

Bata Bangladesh Ltd. positions itself as the leading footwear retailer in Bangladesh, offering a wide range of affordable, stylish, and comfortable footwear for all ages and walks of life. The company emphasizes its commitment to quality, innovation, and customer satisfaction.

Bata is the global footwear leader providing affordable, stylish, and comfortable footwear for all ages and walks of life.

Key Positioning Elements:

- **Affordability:** Bata is known for offering a wide range of affordable footwear options, making its products accessible to a broad range of consumers, particularly in price-sensitive markets.
- **Style:** Bata consistently designs and manufactures stylish footwear that aligns with current fashion trends and appeals to diverse consumer tastes.
- **Comfort:** Bata prioritizes comfort in its footwear designs, ensuring that its products provide a pleasant and supportive wearing experience.

- **Accessibility:** Bata has a strong global presence with retail outlets in over 70 countries, making its products easily accessible to consumers worldwide.
- **Innovation:** Bata is committed to innovation, consistently developing new footwear technologies and designs to enhance its product offerings and meet evolving consumer needs.

Chapter 4

Analysis of Marketing Mix

4.1 Marketing Mix Strategy of Bata

Bata, a global footwear leader, utilizes a comprehensive marketing mix strategy to effectively reach its diverse target market and achieve its business objectives. The company's marketing mix encompasses four key elements: product, price, place, and promotion.

4.1.1 Product

Bata's Product Strategy: Catering to Diverse Needs with Style and Comfort.

Bata, a global footwear leader with a rich heritage spanning over 130 years, has consistently delivered footwear solutions that cater to the diverse needs of consumers worldwide. The company's product strategy revolves around three key pillars: affordability, style, and comfort.

Affordability for All

Bata recognizes that affordability is a crucial factor for many consumers, particularly in price-sensitive markets. The company prioritizes offering a wide range of footwear options at competitive prices, ensuring that its products are accessible to a broad spectrum of consumers, from budget-conscious individuals to those seeking basic footwear for everyday wear. Bata's commitment to affordability is evident in its extensive product portfolio, which includes a variety of casual shoes, sandals, and work boots at accessible price points.

Casual Shoes:



Fig 1: Casual shoes

Sandals:



Fig 2: Sandals

Style that Aligns with Trends

Bata understands that style consciousness is a growing trend among consumers, and the company's product strategy reflects this shift. Bata consistently designs and manufactures footwear that aligns with current fashion trends, incorporating contemporary styles, colors, and materials to appeal to style-conscious individuals. The company's design team closely monitors fashion trends and consumer preferences to ensure that its products remain relevant and appealing to the fashion-forward consumer.

Prioritizing Comfort for Everyday Wear

Bata recognizes that comfort is paramount for footwear, and the company prioritizes this aspect in its product design and manufacturing processes. Bata's footwear is engineered to provide a comfortable and supportive fit, ensuring a pleasant wearing experience for its customers. The company utilizes advanced materials and innovative technologies to enhance the comfort of its products, catering to consumers with specific foot conditions or those who prioritize all-day comfort.

Catering to Diverse Consumer Segments

Bata's product strategy recognizes the diverse needs of its target market, which includes mass market consumers, fashion-conscious individuals, comfort-seeking individuals, and families. The company's product portfolio is designed to cater to each of these segments, offering a variety of styles, designs, and features that align with their specific preferences.

Innovation for Enhanced Product Offerings

Bata is committed to innovation, continuously developing new footwear technologies and designs to enhance its product offerings and meet evolving consumer needs. The company invests in research and development to introduce innovative footwear solutions, such as lightweight materials, breathable designs, and supportive technologies. Bata's commitment to innovation ensures that its products remain competitive and relevant in the ever-evolving footwear industry.

4.1.2 Price

Bata's Pricing

Bata's pricing strategy is carefully crafted to balance affordability with premium value, ensuring that its products remain accessible to a broad range of consumers while also offering options for those seeking higher-quality footwear. The company's pricing approach is guided by several key considerations:

Target Market and Market Positioning

Bata's primary target market includes mass market consumers, who prioritize affordability and functionality in their footwear choices. The company's pricing strategy reflects this focus, offering a wide range of footwear options at competitive prices. However, Bata also recognizes the need to cater to consumers who seek higher-quality footwear and are willing to pay a premium for enhanced features and materials. The company offers a selection of premium footwear options that reflect this commitment to quality, without sacrificing its overall affordability positioning.

Cost Structure and Profitability

Bata's pricing strategy is also informed by its cost structure and profitability goals. The company carefully considers its production costs, distribution expenses, and desired profit margins when setting prices for its products. Bata's pricing ensures that the company can cover its operating costs and generate sustainable profits while maintaining its competitive edge in the footwear market.

Competitive Landscape and Price Sensitivity

Bata operates in a competitive footwear market, with a presence in over 70 countries worldwide. The company's pricing strategy is influenced by the pricing of its competitors, particularly in price-sensitive markets. Bata carefully monitors competitor pricing and consumer price sensitivity to ensure that its products remain competitive while maintaining its commitment to affordability.

Pricing Differentiation and Value Perception

Bata employs a pricing differentiation strategy to cater to its diverse target market and ensure that its products are perceived as offering value for money. The company's pricing strategy reflects the different levels of quality, features, and materials used in

its footwear products. Bata's premium footwear options command higher prices due to their enhanced features and materials, while its mass market products maintain competitive pricing to attract budget-conscious consumers.

4.1.3 Promotion

Bata's Promotion

Bata, a global footwear leader with a rich heritage spanning over 130 years, has consistently employed a multifaceted promotion strategy to reach its diverse target market and effectively communicate its brand message. The company's promotional efforts encompass a mix of traditional and digital marketing channels, ensuring that its brand resonates with consumers across various demographics and lifestyles.

Traditional Marketing Channels

Bata utilizes a variety of traditional marketing channels to reach a broad audience and establish a strong brand presence. The company's traditional marketing efforts include:

Advertising: Bata invests in advertising campaigns across various media platforms, including television, print, and radio. The company's advertisements showcase its latest footwear collections, highlight its commitment to affordability, style, and comfort, and reinforce its brand identity.

- **Public Relations:** Bata actively engages in public relations activities to generate positive media coverage and build brand reputation. The company issues press releases, participates in industry events, and collaborates with influencers to generate positive buzz and enhance brand awareness.
- **In-Store Promotions:** Bata utilizes in-store promotions to attract customers and encourage purchasing within its retail outlets. The company employs visual

merchandising techniques, displays promotional signage, and offers discounts or special offers to entice customers and drive sales.

Digital Marketing Channels

Bata recognizes the growing importance of digital marketing and has embraced a variety of online platforms to reach its target audience. The company's digital marketing efforts include:

- **Social Media Marketing:** Bata maintains active social media profiles on platforms such as Facebook, Instagram, and Twitter. The company engages with its followers through regular posts, contests, and interactive campaigns, promoting its products, offering discounts, and building a strong online community.
- **E-commerce Marketing:** Bata operates its own e-commerce platform and partners with online retailers to reach a wider audience across various geographical markets. The company's e-commerce presence provides consumers with a convenient and accessible way to browse, purchase, and learn about Bata's footwear offerings.
- **Digital Advertising:** Bata utilizes digital advertising platforms, such as Google Ads and social media advertising, to target specific consumer segments and promote its products based on their online behavior and interests. This targeted approach ensures that Bata's advertisements reach the right audience at the right time.

Promotional Campaigns and Brand Partnerships

Bata regularly launches promotional campaigns to highlight new product launches, seasonal offerings, or specific footwear categories. These campaigns often incorporate a mix of traditional and digital marketing channels to create a cohesive brand message and reach a broad audience. Bata also partners with influential figures, such as celebrities, athletes, and fashion icons, to leverage their popularity and reach new consumer segments.

Consumer Engagement and Brand Advocacy

Bata prioritizes consumer engagement and brand advocacy, fostering a loyal customer base that actively promotes the brand. The company encourages customer feedback through social media interactions, surveys, and focus groups, incorporating consumer insights into its product development and marketing strategies. Bata also rewards loyal customers through loyalty programs and exclusive discounts, fostering long-term relationships and encouraging brand advocacy.

Bata's place strategy is a critical component of its success as a global footwear leader. The company's extensive retail network, strong e-commerce presence, strategic partnerships, and focus on market expansion and supply chain optimization ensure that its products are readily available to consumers worldwide. Bata's commitment to accessibility and its ability to adapt its place strategy to local market conditions have contributed significantly to its global reach and brand recognition.

4.1.4 Place

Bata, a global footwear leader with a presence in over 70 countries, has established a strong distribution network to ensure that its products are easily accessible to consumers worldwide. The company's place strategy encompasses a mix of retail outlets, e-commerce platforms, and strategic partnerships to reach its diverse target market.

Retail Network:

Bata's primary distribution channel is its extensive retail network, comprising over 5,000 retail outlets worldwide. These outlets include flagship stores, franchise stores, and presence in multi-brand retail chains. Bata's retail outlets are strategically located in urban and rural areas, ensuring that its products are readily available to consumers in various locations. The company's retail stores provide a controlled environment where customers can interact with Bata's footwear collections, receive personalized assistance from trained sales staff, and experience the brand's unique customer service.

E-commerce Presence:

Recognizing the growing trend of online shopping, Bata has established a strong e-commerce presence, operating its own online store and partnering with major e-commerce platforms. Bata's e-commerce channels provide consumers with a convenient and accessible way to browse, purchase, and learn about Bata's footwear offerings. The company's online platforms offer a wide range of products, detailed product descriptions, secure payment options, and various delivery options to cater to the needs of online shoppers.

Strategic Partnerships:

Bata expands its reach through strategic partnerships with local distributors, wholesalers, and retail chains. These partnerships allow Bata to penetrate new markets, leverage local expertise, and expand its retail footprint in regions where it may not have direct presence. Bata carefully selects partners who share its commitment to quality, customer satisfaction, and brand values.

Market Expansion and Penetration:

Bata continuously seeks opportunities to expand its market reach and penetration. The company identifies new markets with high potential for Bata's footwear offerings, considering factors such as population size, consumer preferences, and economic conditions. Bata carefully evaluates the suitability of each market before entering, ensuring that its place strategy aligns with local regulations, consumer preferences, and distribution channels.

Supply Chain Optimization:

Bata employs an efficient supply chain management system to ensure that its products are delivered to its retail outlets and e-commerce channels in a timely and cost-effective manner. The company optimizes its logistics network, utilizes technology to track inventory levels and shipments, and collaborates with its partners to ensure a smooth flow of goods from production to point of sale.

Chapter 5

Findings, Recommendations and Conclusion

5.1 Findings

Bata is a global footwear leader with a rich heritage spanning over 130 years. The company has a strong presence in over 70 countries and offers a wide range of affordable, stylish, and comfortable footwear for all ages and walks of life. Bata's target market includes mass market consumers, fashion-conscious individuals, comfort-seeking individuals, and families.

Bata's marketing mix strategy is a key driver of its success. The company's product strategy focuses on offering a wide range of footwear options that cater to the diverse needs of its target market. Bata's pricing strategy ensures that its products are affordable to a broad range of consumers. The company's place strategy ensures that its products are easily accessible to consumers worldwide through its extensive retail network, strong e-commerce presence, and strategic partnerships. Bata's promotion strategy effectively leverages a mix of traditional and digital marketing channels to reach its target market and establish a strong brand presence.

Here are some specific problems from Bata's STP analysis:

Segmentation Issues

Bata's current segmentation approach, while encompassing a wide range of consumers, fails to capture the nuances and evolving preferences of its target audience. This broad-based approach results in generic marketing campaigns that resonate with a limited audience, leaving untapped potential within specific consumer segments. To address this challenge, Bata should refine its segmentation criteria, incorporating factors such as lifestyle, demographics, and psychographics to identify distinct consumer groups with shared characteristics and needs. This more granular segmentation will enable Bata to develop targeted marketing strategies that effectively address the unique preferences of each segment.

Targeting Challenges

Despite its extensive global presence, Bata's marketing efforts may not be reaching the right target segments in an effective manner. This misalignment can be attributed to a lack of understanding of the media consumption habits and preferences of each segment. To overcome this challenge, Bata should conduct thorough market research to gain insights into the channels and platforms where its target consumers are most engaged. This data-driven approach will allow Bata to tailor its messaging and distribution strategies to ensure that its marketing efforts reach the right audience at the right time. Additionally, Bata should consider utilizing personalized marketing tactics, such as targeted advertising and email campaigns, to further enhance the effectiveness of its targeting efforts.

Positioning Weaknesses

Bata's positioning strategy faces several challenges that hinder its ability to establish a distinct and memorable brand identity in the competitive footwear market. The company's brand messaging lacks clarity and differentiation, failing to effectively convey its unique value proposition and benefits to target consumers. This results in a generic brand perception that fails to resonate with consumers and distinguish Bata from its competitors. Inconsistency in brand messaging across different touchpoints and communication channels further dilutes Bata's overall brand image, creating confusion among consumers.

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

Product Diversification Issues

The focus on restricted styles that define Bata's product line is a conscious break from the fashion industry's trend-chasing mentality. Because Bata prioritizes classic styles and long-lasting quality over fads in fashion, it stands out from the competition. Bata offers a carefully selected range of styles instead of flooding the market with an excessive number of possibilities, guaranteeing that every SKU is expertly made to

satisfy the highest standards of comfort, durability, and visual appeal. Bata is unwavering in its dedication to offering customers footwear that transcends fads and endures over time in terms of both style and substance by emphasizing quality over quantity and shunning the frequent upheaval of trend cycles.

Price Sensitivity Issues

In the competitive landscape of the footwear industry, Bata stands out as a supplier of high-value products that outperform those of its competitors. Known for its unwavering dedication to quality craftsmanship, Bata consistently delivers shoes that demonstrate excellence in every aspect of design, construction and performance. By meticulously selecting premium materials and using advanced manufacturing techniques, Bata raises the bar in footwear, ensuring that each product not only meets, but exceeds, the expectations of people stylish consumer. This unwavering commitment to excellence is further emphasized by Bata's strict quality control measures, ensuring the durability, comfort and style of each shoe. Additionally, Bata's focus on affordability without compromising quality has solidified its reputation as a value-first brand, making luxury products accessible to more consumers. In a market saturated with options, Bata stands out as a model of quality and value, setting the benchmark for excellence in the global footwear industry.

Place Weaknesses

Found a gap in Bata's supply chain. Though I have mentioned that Bata has limited designs, but only in urban stores, you can find a bit more varieties product. But in rural or outside of city, you cannot find any trendy products.

Promotion Weaknesses

Even though Bata is a well-known shoe brand, it has a subpar internet presence and a bad marketing plan. This hinders its capacity to effectively compete in the current digital era and establish connections with customers. In order to effectively engage with contemporary consumers and spur growth, Bata must spend in digital marketing, which includes social media, SEO, and e-commerce, in order to stay competitive.

5.2 Recommendations

To address the challenges identified in its segmentation, targeting, and positioning strategies, Bata should refine its segmentation criteria, align marketing efforts with segment preferences, personalize marketing campaigns, focus on regional and cultural nuances, leverage influencer marketing, utilize social media platforms, articulate a clear brand identity, highlight brand differentiation, showcase brand heritage, consistently communicate brand values, and monitor brand perception. These solutions will enable Bata to effectively target the right audience with tailored messaging, strengthen its brand positioning, and ultimately drive sustainable growth.

Addressing Segmentation Issues

Bata's segmentation issues can be effectively addressed by refining its segmentation criteria and adopting a data-driven approach to customer segmentation. This involves incorporating more granular segmentation factors, such as lifestyle, demographics, psychographics, and behavioral patterns, to identify distinct consumer groups with shared characteristics and needs. Additionally, Bata should conduct in-depth market research to gather insights into consumer trends, preferences, and media consumption habits. By employing data analytics to segment customers based on their purchase history, online behavior, and demographic information, Bata can further refine its segmentation approach and gain a deeper understanding of its target audience.

Enhancing Targeting Effectiveness

To improve targeting effectiveness, Bata should align its marketing efforts with the preferences of its target segments. This involves identifying the most effective communication channels and messaging strategies for each segment. By utilizing personalized marketing campaigns that leverage customer data to create tailored advertising, email campaigns, and product recommendations, Bata can effectively reach its target audience with relevant and engaging messaging. Additionally, focusing on regional and cultural nuances will ensure that Bata's marketing strategies resonate with consumers in different markets. Collaborating with relevant influencers and brand ambassadors can also be an effective way to reach target audiences and enhance brand credibility. Engaging with target segments on social media platforms that align

with their demographics and interests further strengthens Bata's online presence and facilitates direct interaction with its customers.

Addressing Positioning Weaknesses

Several important measures can be put into practice to help Bata overcome its difficulties in forging a distinctive brand identity in the cutthroat footwear market. Initially, Bata needs to clearly establish its value offer, emphasizing its distinct advantages above rivals. For Bata's brand identity to be strengthened and customer misunderstanding to be removed, brand message must be consistent across all touch points and platforms. Building on Bata's advantages and strong points will aid in developing a recognizable brand identity. Targeting and segmentation strategies should also be used to customize marketing messaging for particular customer groups. Long-term success requires spending money on initiatives that strengthen brands, improving consumer experiences, and remaining flexible in response to shifting market conditions. By putting these tactics into practice, Bata can get past its positioning issues and take a firm hold in the shoe market.

Addressing Product Diversification Issues

In arrange to capitalize on Bata's focus on limited styles and quality over patterns, a few key suggestions can be made to support its situating. Firstly, Bata should open up its informing to clearly communicate the special benefits of its curated choice and accentuation on persevering quality, recognizing itself from trend-centric competitors. Besides, activities ought to be executed to teach buyers almost the esteem of contributing in ageless styles and quality footwear, possibly through substance showcasing endeavors. Thirdly, Bata can grandstand its craftsmanship and consideration to detail through narrating and intuitively encounters, highlighting the devotion and aptitude behind each combine of shoes. Developing a community of brand advocates and empowering user-generated substance can encourage increase Bata's message of quality and life span. Also, presenting constrained version collections or collaborations and emphasizing maintainability can pull in customers who esteem lightness and capable fabricating hones. Finally, remaining adjusted to advancing customer inclinations whereas keeping up a center on classic styles will guarantee Bata remains pertinent and engaging within the showcase. These suggestions point to fortify Bata's commitment to quality and ageless fashion, engaging to perceiving shoppers looking for persevering esteem in their footwear choices.

Addressing Price Sensibility Issues

Given Bata's strong positioning as a supplier of high-value products known for quality craftsmanship, there are several strategic recommendations to further strengthen its competitive advantage. Firstly, Bata should continue to invest in research and development to innovate and introduce new materials and manufacturing techniques that further enhance the quality and performance of its footwear. Secondly, the brand should leverage its reputation for excellence by expanding its product lines to include premium accessories or complementary products, thereby catering to a broader range of consumer needs and preferences. Thirdly, Bata can capitalize on its affordability factor by introducing targeted marketing campaigns that highlight the value proposition of its products, making luxury accessible to a wider audience. Additionally, enhancing customer engagement through personalized experiences, such as virtual try-on tools or exclusive loyalty programs, can foster stronger brand loyalty and advocacy. Lastly, Bata should maintain a strong focus on sustainability and ethical sourcing practices, aligning with evolving consumer values and expectations. By implementing these recommendations, Bata can further solidify its position as a leader in the global footwear industry, continuing to exceed consumer expectations while driving growth and differentiation in a competitive market landscape.

Addressing Place Weaknesses

To address the gap in Bata's supply chain, particularly in rural or non-urban areas where trendy products are lacking, several recommendations can be considered. Firstly, Bata should conduct a thorough analysis of demand patterns and consumer preferences in these regions to better understand the specific needs of rural customers. Based on this insight, Bata can develop a tailored assortment of trendy products that align with local tastes and preferences. Secondly, the company should invest in improving distribution networks and logistics infrastructure to ensure efficient and timely delivery of products to rural stores. This may involve establishing partnerships with local distributors or leveraging technology solutions for last-mile delivery. Thirdly, Bata can implement a "store-in-store" concept within existing rural outlets, dedicating a section to showcase a curated selection of trendy products. This approach allows rural customers to access a wider range of designs without the need for additional standalone stores. Additionally, Bata can explore opportunities for mobile retail or pop-up shops in rural areas to increase accessibility to trendy products while minimizing overhead costs. By implementing these recommendations, Bata can bridge the gap in its supply chain and better serve the diverse

needs of customers in rural and non-urban areas, ultimately driving growth and enhancing brand perception.

Promotion Weaknesses

To address Bata's subpar internet presence and inadequate marketing plan, several recommendations can be proposed. Firstly, Bata should invest in developing a comprehensive digital marketing strategy that encompasses social media, search engine optimization (SEO), and e-commerce initiatives. This includes creating engaging content for social media platforms to connect with contemporary consumers and build brand awareness. Additionally, optimizing Bata's website for SEO will improve its visibility in online search results, driving organic traffic and enhancing online presence. Secondly, Bata should prioritize e-commerce capabilities to meet the growing demand for online shopping. This involves optimizing the user experience on its website, streamlining the purchasing process, and implementing secure payment options. Thirdly, Bata can leverage data analytics to gain insights into consumer behavior and preferences, enabling more targeted and effective digital marketing campaigns. By adopting these recommendations, Bata can enhance its internet presence, connect with customers in the digital era, and drive growth in an increasingly competitive market landscape.

5.3 Conclusion

Bata's marketing mix strategy is a cornerstone of its global success, effectively reaching its diverse target market and aligning with its business objectives. The company's commitment to affordability, style, comfort, innovation, and accessibility ensures that its footwear appeals to a wide range of consumers worldwide. Through continuous evaluation and adaptation to evolving consumer preferences and market trends, Bata can further solidify its position as a global footwear leader and achieve sustainable growth. By embracing digital marketing channels and personalization techniques, Bata can effectively engage with consumers and strengthen brand loyalty. Expanding its retail presence in underserved markets and collaborating with local partners can further enhance Bata's reach and market share. By continuously investing in product innovation and sustainable practices, Bata can maintain its competitive edge and appeal to environmentally conscious consumers. By fostering a data-driven approach to

marketing and decision-making, Bata can optimize its marketing mix and maximize its return on investment. By prioritizing customer satisfaction and personalized experiences, Bata can cultivate long-lasting relationships with its customers and drive brand advocacy.

By continuously investing in marketing automation and data analytics tools, Bata can measure the effectiveness of its marketing campaigns and optimize resource allocation, ensuring that its marketing efforts are aligned with its overall business objectives. Bata's commitment to customer relationship management (CRM) systems and loyalty programs fosters long-lasting relationships with its customers, incentivizing repeat purchases and cultivating brand loyalty.

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