

**Internship Report**  
**on**  
**Marketing Strategy of Madina Group BD**

**Submitted By:**

Md. Koushik Kibria

ID: BBA1703012030

Program: Bachelor of Business Administration

Major: Marketing

**Submitted to:**

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfilment of the degree of  
Bachelor of Business Administration



**Sonargaon University (SU)**  
**Dhaka- 1215**

Date of Submission: September 22, 2021

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Sharmila Sikder

Lecturer

Department of Business Administration

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# Letter of Transmittal

September 22, 2021

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Subject: Submission of Internship report.

Dear Madam,

With humble honour and respect, I am submitting my internship report on “Marketing strategy of Madina Group BD”. As per partial accomplishment of the requirements for the BBA degree, I have completed internship from Madina Group BD. As per partial accomplishment of the requirements for the BBA degree, this report has been carried out under the supervision of you.

This report is an integral part of our academic courses in completion of the BBA program which has given me the opportunity to have an insight into the marketing sector. I hope this report reflects on the contemporary issues on the distribution of marketing that are being Practiced by organizations in our country.

In completing the report, I tried my best to blend all my knowledge and imparted every available detail and also attempted to avoid unnecessary amplification of the report.

I humbly request you to accept this report for your kind evaluation.

Sincerely,

.....

Md. Koushik Kibria

ID: BBA1703012030

Department of Business Administration

Sonargaon University (SU)

# Certificate of Supervisor

This is to certify that the internship report “Marketing Strategy of Madina Group BD” has been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Koushik Kibria, bearing ID: 1703012030 under my supervision. The report or the information will not be used for any other purposes.

.....

Sharmila Sikder  
Lecturer  
Department of Business Administration  
Sonargaon University (SU)

# Student's Declaration

I, Md. Koushik Kibria, hereby declare that the presented report of “Marketing Strategy of Madina Group BD” is uniquely prepared by me after the completion of three months’ work at Madina Group BD.

I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used with the interest of the opposite party of the corporation.

.....

Md. Koushik Kibria

ID: BBA1703012030

Department of Business Administration

Sonargaon University (SU)

# Letter of Authorization

Certified that this Internship report titled Marketing Strategy of Madina Group BD is the Bonafede work of Md. Koushik Kibria, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

# Acknowledgement

In the name of Allah, the sustainer of the whole universe. Peace be upon the Holy Prophet Muhammad (SAW), the most perfect of all the human beings ever born.

I feel it as an honor to submit this report for the completion of my BBA Degree (Marketing). I express my sincerest and heartfelt gratitude to my supervisor Mrs. Sharmila Sikder for his well-directed and skilled guidance.

I sincerely express my thanks to Mr. Shemon Sarwar for his help to complete my report. Last but not least I offer my humble heartfelt gratitude and deepest affections to my great mother, respected father and My Brother who inspired me for higher ideals of life, supported morally and financially throughout my studies, and always prayed for success in the pursuits of my life.

# Executive Summary

The core objective of the internship is to fulfil the requirement of the BBA program as prescribed by the SU. An intern has to prepare project report at the end of the internship period but the main objective of the internship is to get the hands-on experience of the real-world organization. The internship was completed with the objective of getting practical knowledge in the Marketing department of Madina Group BD.

The first responsibility I was assigned on this eight week of internship period was to assist the trainer for the TTT program. Secondly, I was allotted the work of marketing a new product in market was the last task I was assigned during my internship program. As an intern, I realized that I was successful to gather a lot of significant learning experiences which would be helpful in my future career. The Marketing department of Madina Group BD give me ample space and opportunities, not only to learn but also to exhibit my skills as a Marketing team member. I could use my theoretical knowledge of marketing in real practice while participating in many discussions. I was actively involved in the department meetings where I shared my knowledge and views regarding the performance in Marketing Development of Madina Group BD.

I also attempted to gather more information on basic job functions of other departments to have better understanding of the relation between them and the Marketing department. It was commendable to see how wholeheartedly they welcomed, acknowledged and appreciated new ideas and knowledge. I have provided few recommendations based upon my understanding and knowledge.

I successfully completed all the assigned duties and handed them over to the senior supervisor at the end of the internship. I thoroughly enjoyed the challenges that came along every single day. I could also bring some minor improvisations during my internship which were able to leave their marks. These lessons that I have learned will be a valuable one for my future endeavours as well.



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# **Chapter-1**

## **Introduction**

## **1.1 Background of the Study:**

Sonargaon University is one of well-known university private in Bangladesh. It provides many programs. Bachelor of Business Administration (BBA) is one of the important programs of this university. The internship program is compulsory for BBA student under the faculty of Business Administration. The duration of the program is twelve weeks. However, I have chosen Madina Group BD to complete the program, during this period I worked in this company. After completing the practical work, I have prepared the report.

Madina is one of the growing private textile companies, which recruit me as an intern in their company and help me to prepare this report. Under the supervision of experience executive and staff, this report has been prepared. I have prepared the report focusing all the aspect of this company by counseling with my honorable course supervisor and the staffs of CFC.

## **1.2 Methodology**

Every article or reports are prepared by following a concrete methodology. The success of the report depends on the followed methodology in major portion. Without following a clear methodology, the report fails to serve the purpose accurately.

### **1.2.1 Sources of Data:**

To complete this study both primary and secondary sources of data are used.

#### **Primary Sources:**

- a. Directly conversation with the executives and staff of the company.
- b. Direct Communication with the factory employees of the company.

### **Secondary Information:**

- a) The Printed packaging of the company products.
- b) Relevant published information on Textile companies in Bangladesh.
- c) Official record of the company. I have always tried to collect the fresh and relevant information and data to complete this report.

## **1.3 Objectives of the Study:**

### **1.3.1 Broad objective:**

The main objective of this report is to serve my academic purpose as the part of BBA course and that is based on my internship experience. After completing the report, a student can complete his/her BBA program. My main focus in the report is the Marketing Distribution of Madina Group BD.

### **1.3.2 Specific objective:**

- i. To find out the advertisement and promotion strategy of Madina Group BD.
- ii. Analyze the strengths, weakness, opportunity & threats (SWOT) of Madina Group BD
- iii. To find out the target production of Madina Group BD
- iv. To find out the actual production Madina Group BD
- v. To find out the production and Office Staff of Madina Group BD.
- x. To find out the internal & external factors that influences production of Madina Group BD

## **1.4 Limitations of the Study:**

- i. Due to time constrains I couldn't able to collect sufficient data.
- ii. As Madina Group BD is not a public company. It does not publish its operational information to the public.
- iii. Data are not easily available on website or in other published papers.
- iv. I did not get sufficient information of the technology the company using.
- v. They have provided an approximate figure.
- vi. Most of the data are from primary sources since secondary sources of data are not available as much to serve my purpose

# **Chapter-2**

## **Literature Review**

## 2.1 Literature review

A literature review is a description of the literature relevant to a particular field or topic. It gives an overview of what has been said, who the key writers are, what are the prevailing theories and hypothesis, what questions are being asked and what method and methodologies are suited.

**Philip T. Kotler (1997)** “the selection of target markets, the marketing mix and the marketing expenditure levels” ..... “The marketing strategy is the way in which the marketing function organizes its activities to achieve a profitable growth in sales at a marketing mix level” ..... “A marketing strategy may be defined as a plan (usually long term) to achieve the organization’s objectives as follows...”

- a) By specifying what resources should be allocated to marketing.
- b) By specifying how these resources should be used to take advantage of opportunities which are expected to arise in the future.

“a marketing strategy would consist of the following:

- a. Identifying markets and customers’ needs in those markets.
- b. Planning products which will satisfy the needs of these markets.
- c. Organizing marketing resources, so as to match products with customers in the most efficient and effective way possible, i.e., so as to maximize customer satisfaction and the organizations profits or sales revenue. (or whatever its objectives are!) at the same time”.

**Drucker (1973)** “Strategic marketing as seen as a process consisting of: analyzing environmental, market competitive and business factors affecting the corporation and its business units, identifying market opportunities and threats and forecasting future trends in business areas of interest for the enterprise, and participating in setting objectives and formulating corporate and business unit strategies. Selecting market target strategies for the product-markets in each business unit, establishing marketing objectives as well as developing, implementing and managing the marketing program positioning strategies in order to meet market target needs”.

**Walker, Boyd, Larreché(1992)** “The primary purpose of a marketing strategy is to effectively allocate and coordinate marketing resources and activities to accomplish the firm’s objectives within a specific product market. Therefore, decisions about the scope of a marketing strategy involve specifying the target-market segment(s) to be pursued and the product line to be

offered. Then, firms seek a competitive advantage and synergy, planning a well-integrated program of marketing mix elements.”

**Bradley (2003)** A marketing strategy consists of an internationally integrated but externally focused set of choices about the organization addresses its customers in the context of a competitive environment.

**Hamper & Baugh (1990)** “Although definitions for the term vary, we define marketing strategy as a consistent, appropriate and feasible set of principles through which a particular company hopes to achieve its long-run customer and profit objectives in a particular competitive environment”.



# **Chapter-3**

## **Overview of the Organization**

### **3.1 History of the Organization**

Madina Textile Mills Ltd. is undoubtedly marvelous, unique, matchless and unprecedented organization; that is way, it has the privilege to be the first member of the esteemed MADINA GROUP BD. It was founded in 1974 by Late Haji Alauddin Mia. Now it is led by the young and energetic Mr. SweeibSharower, son of Late Haji Alauddin Mia dynamic new generation leader of Bangladesh textile industry.

Today is a competitive world where international organizations and globalization are important. Being one of the manufacturers and registered leading exporters of textile goods in Bangladesh, it contributes a lot to enhance the export of Bangladesh. It is exporting high quality products. Its products named as “MadinaChomokVoil&Madina Dyed Poplin” are amongst leader textile brands in the local market. We can see the best designing, stitching and processing departments in Madina Textile. The beddings and fabrics collection of Madina Textile are exported to different countries of the world.

One is always desirous of getting one’s organization as the best company in the best of the country. Madina Textile Ltd. has proudly maintained their leadership in 100 percent pure cotton products along with the man-made fiber. The products range in pure cotton is available as sateen both in mono cotton and poly cotton.

Counts aren’t all that counts! While counts reflect on the durability of the cloth, what reflect on the aesthetics of the end-user are the design, color combination and mood of the fabric print. That is why; Madina never underestimates the importance of an enchanting design. Their design department is not only well equipped with latest computers and peripherals but also manned with a highly sensitive and sensible team of designers. These designs are based on unique but fascinating combination of age-old traditional motifs and futuristic surreal forms giving their customers a wide range to choose from.

A sizeable percentage of Madina Textile’s daily textile production by 1,20,000 Yard is converted in-house into a ready, saleable retail product. The Production division enjoy producing fabrics to make them ready for the customer.

From a fiber to a finished product, nothing gets spared from our ultra-sensitive, extra vigilant laboratory. Equipped with the most modern and precision equipment, products are frequently subjected to tests against most relevant international standards at every stage of manufacture. Tests are conducted to control shrinkage (dimensional change), pilling resistance, abrasion, color fastness and washing fastness etc.

Information technology plays a key role in the development of the textile sector in Bangladesh. Thanks to modern and sophisticated facility, processing to finishing of material like chintz, silicon, Scotchgarde, fire retardant down proof and raisin etc. is invariably a source of pleasure. With Madina, this worldwide clientele gets quick quality sampling on the latest rotary strike off machine facilitating production of strike offs up to 15-meter length.

Following is a brief introduction to the units: -

## **UNITS**

- Alauddin& Co.
- Madina Textile Mills Ltd.
- M/s, Madina Traders.
- MadinaFabcol Ltd.
- Madina Trade Int.
- Madina Construction.
- Mubashira Trading Co (Pvt) Ltd.
- Agro Asia Impex Ltd.
- Agro Asia General Trading FZC(UAE).

All the above units are parts of the Madina Group BD. These units work on different product lines like Construction, Export-Import, Chemical, Quality fabrics and printed textile materials.

### **3.2 Mission of Madina Group BD:**

Their mission is the pole star of their vision for maximization of production of quality products and services strictly on ethical and moral standards at minimum costs to the society ensuring optimum benefits to the consumers.

### **3.3 Vision of Madina Group BD:**

MADINA Group has experienced mega growth in the last few years. They owe it to the high degree of professionalism and dedication that our management team has brought to the company. Their devotion does extend not only to our customers but also to our employees. They are so highly valued that they feel inspired to go out and give us their very best to set trends globally in the textile industry. In the field of textile introduce new trends is their vision.

### **3.4 Profile of Employee**

Madina Textile Mills consist of 556 Employee and worker Production and Office department. Details are given below

#### **3.4.1 Office and Production Staff**

Office and processing section consist of 56 employees, among whom 20 employees are skilled, 15 are semi-skilled, 5 in quality control and 6 is remaining staff, which provides different services.

#### **3.4.2 Production Unit**

Madina's Production Unit consists of 500 employees. They are working Day and Morning Shift.

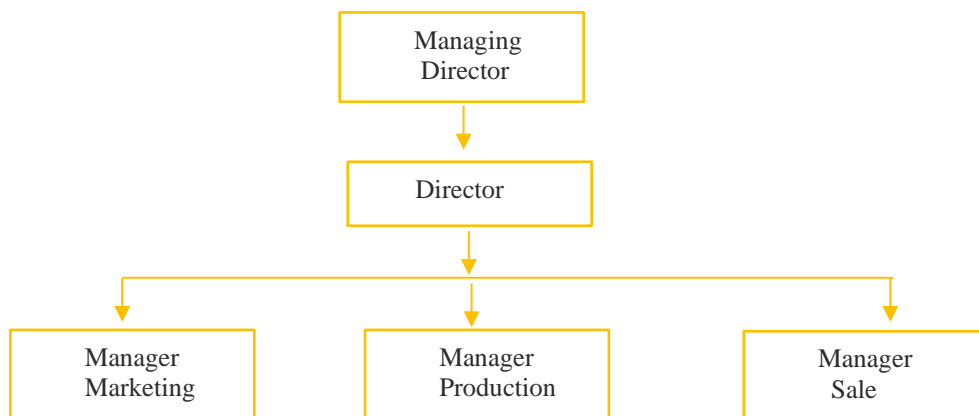
### 3.5 Product Line

Madina Textile Mills has a variety of products. Following are the main products: -

**Voil Item:** Madina Super Deluxe, Voil, Madina Keshori Voil, Madina Miner Voil & Madina Gold Voil.

**Poplin item:** Madina Chomok Poplin, Madina Dyed Poplin, Madina Shanghai Poplin, Madina Gold Poplin.

### ORGANIZATIONAL STRUCTURE



# **Chapter –4**

## **Internship Responsibility**

## **4.1 Internship Positions:**

My department of internship program is under marketing department. So, I am fully involved in marketing department. But I have to know about whole organization's work so that our management put us on every department for several days. For this decision of management, I am very happy because I know every department's function clearly.

Every day I have to go to office at 9.00 am like all their employees and stay up to 5.00 pm. Some days my work area is in office and some day's work was out of office, in the field. Management scheduled me what time I will spend in what department. On those guidelines I stay at various departments at various days and learnt something new every day.

I have learnt many things from this company about office work about Electronics Company's dealing with customer.

## **4.2 Internship Duties:**

### **4.2.1 Customers Create:**

I have to learn how to create a customer and the process like that: This is the first steps of salesperson. At first salesperson gather information about the prospect customer. Then salesperson give him an offer letter which contains all business needed condition and rules and regulations. Before giving offer letter the rate and discount and all other factors are discussed with customer. That offer letter contains two parties' signature also. That offer letter contains two parties' signature also. That offer letter also includes that whether that customer will do business by credit system or cash system. One party is from Madina: it may be Marketing Manager. And other party is from customer, normally the Managing Director of that company sign there. After completing the sign Madina Group BD open local Account number and update the Madina Group BD software system. Now he is Madina Group BD. One customer and can-do business with Madina Group BD.

Customer Follow up: Salesman always have to follow up the existing customer, always have to take care of customer, because Madina Group BD believe "Customer is the Soul of business".

I have visited many customers with other salespersons and which I have seen that is follow- up means Making Good Relationship with customer and exit that good relationship with customers office and saying Hi, Hello and taking information about their business and try to

find out and problem that our customer facing. I have seen that salespersons made as like good relationship with the customer that enough the customer is facing any problem but customer is not going to or diversify to other competitor but lolling about (he problem to salespersons so that salesperson solved the problem). So, follow-up means—

Building the relationship with the customer.

#### **4.2.2 My daily Routine:**

I joined the Madina Group on 1st June as an internee. In this company I worked under the Marketing Manager taking the role of an assistant whose job is to help the Manager by giving information related to the company, completing and checking a document which is supposed to be sent to manager, monitoring or observing overall activities and performance of the workers on behalf of managers as well as making the manager conscious about the difficulties complaints faults related to the various activities and performance of the company.

In the company my daily working hour started at 09am and at 05pm. During that time, I did not have any organized or systematic duty. Sometimes as an assistant my duty was to observe the different functions of the company.

#### **4.3 Problem Solving**

Sometimes customer faces various kinds of problem. Though some problems made by company are other employee but have to solve by salespersons. Even company knows that for this mistake salesperson's is not responsible but customer tolled to salespersons about the problem. Then we salesperson solved it by the help of Madina Group.

Employee who is responsible for this problem. One day we received a problem from a customer that his credit invoice, which we provided, is incorrect. Then that called us and told us that solve this problem and make accurate invoice. We received that invoice's number and come to office. At our office we provided it to the billing sector with the note that it is incorrect and please make appropriate invoice for this particular customer. After that day, next day we received the correct invoice from our accounts and send it to the customer directly and said we are sorry and next time these type mistakes will not be happen.

There are also some other examples that we went to the customer and customer contact person of the company was not in office. Then we talked to other people of that office and come out. One of my Internee periods we salesperson and I were gone to a client visit and when we



reached his office, he said that they are not interested to continue business with us. We tried to fine out problem and want to talk about the problem but even he is not agreeing to talk with us regarding problem. But we were still waiting and waiting to talk with him about the problem and near about after one our he called us from waiting room to his room and started to talked regarding the problem. We talked about the problem after some time he understood that this is not out mistake. This mistake happened due to holiday at product office. The mistake was that his product was reached the destination after two days than the required days to reach destination and when he understood the mater than he said no problem; they will continue business with us. We thanked to him and left that room.

I was involved in a project that was like this: One salesperson of Madina Group were leaving Madina Group and company rules is, when a salespersons wants to leave then he was to hand over all accounts Client to other sales person or to company and have to introduce alternative person who will deal with the customer on next time. Then another work of leaving dales person is, have to collect a balance confirmation letter Signed by Company which is provided by Madina Group and checked by the customer which letter includes all debit and credit calculation with customer. So, when hesalesperson was leaving Madina Group management sends me to go with him to customer and introduce myself. I was gone to customer with that salesperson and confirmed balance confirmation letter. Then I have seen that customer is always not willing to cooperate us. Some customer doesn't want to give the balance is ok but you have to comer next time and collect the balance confirmation receivable copy. Sometimes when we gone to customer for balance confirmation and introduction myself, we seen that customer are not at their given address.

These customers are not doing business with Madina Group from to five months. So, there are no good relation exit between customer and our salesperson and no communication also. So, when we go that address, we seen that customer/company shifted to an unknown place without giving their outstanding dues to Madina Group.

**Chapter –5**  
**Marketing Strategy of**  
**Madina Group BD**

## **5.1 Marketing Strategy**

Many International markets are now extremely competitive due to the liberalization of the world trade and investment environment. In industry after industry, capable competitors confront each other around the globe. To be profitable in such an environment, a firm must make a clear and viable strategic choice with regard to its position on the efficiency frontier, and action at the operational and strategic level that support this position. That is why marketing strategy of the Madina Textile is to satisfy customer through its goods & services.

## **5.2 Product Planning, Development & Management**

At Madina strategies are adopted for managing the existing textile products adding new ones and discarding out dated prints and patterns. In the executive meeting strategies are made regarding, packing and other marketing incentives, compensation of loss and replacement of damaged goods.

At the initial stage of planning the marketing, processing and production manager meet together in a meeting presided over by the CEO the design, the quality and texture of the product are discussed in detail. The processing and production manager have to confirm that the product can be easily prepared in the Madina. The CEO gives the final approval.

### **5.2.1 Product development Process**

The standard quality products of Madina are popular both at home and abroad the products are prepared according to the customer requirements. Like other established organizations Madina Textile based the development of their products on the following steps:

#### **i. Generating Product ideas**

By studying the market demands information is gathered public trends feedback is collected from the current customer and the prospective customers. Also, the products of other organizations are analyzed including their position in the market.

#### **ii. Screening the Ideas**

Product ideas are evaluated to determine which ones warrant future prospects.

#### **iii. Business Analysis**

A dynamic idea is expended in two-way concrete business proposal. Here starts the function of efficient.

The business analysis enables the management to achieve the following objectives: -

- a. Identify the product features as per requirements.
- b. Assess market demands, competition and profitability.
- c. To make the final plans to development of the product.

#### **iv. Trail Model**

Considering that the business analysis is favorable, the management approves the products for the development. Suggestions from the finance department regarding the cost of production are given due importance. It is assessed whether cost wise the product is feasible or not.

The production prepares a trail model of the product. This strategy is considered positive for the product development.

#### **V. Commercialization**

The organization determines on full scale if it is successful in the market example of Madina Textile product planning and development is MadinaChomokVoil&Madina Dyed Poplin. These two products attract the customer on large scale. The buyers' response and periodical market reports tell the administration what changes to bring about in quality and designs.

##### **5.2.2 Pricing Strategy**

When the DEM confirms that the required design can be easily prepared in Madina Textile, and then he replies to the buyer "we are in a position to make your order". The EM takes Grey fabric price from the Grey fabric procurement department. The EM calculates the prices then the DEM checks and signs the costing.

Most of the customers send their own designs in the form of Artwork and fabric samples in case of printing of the design of the customers. On instructions of DEM, the EM asks the sampling department and also coordinates for the sampling requirement and its dispatch, if the customer for quality purpose requires it. If the price quotation is workable for the customer then he places order with terms and conditions mutually agreed.

Sometimes if prices are not workable for the customer, he offers his target price. Then the DEM and EM recalculate this price and if it is workable for Madina Textile then DEM proceeds to ask the customer for order placing otherwise does not proceed.

There are three pricing strategies being used in Madina Textile,

#### **5.2.2.1 Competitive base price**

Price prevailing in competitive international market

#### **5.2.2.2 Customer base price**

Mutually negotiated price between customer & Madina Textile.

#### **5.2.2.3 Product base price**

Product price as per customer specification

### **5.3 Distribution mix of Madina Group**

There are two ways of distribution adopted in Madina,

- 1 Direct channel
- 2 Indirect channel

#### **5.3.1 Direct channel**

##### **5.3.1.1 Madina Textile Ltd.**

Mostly Madina Textile deal and distribute their goods direct to customers. They have one office in Motijheel, Dhaka and one in Islampur Dhaka. And also have big and small outlet in Bangladesh.

##### **5.3.1.2 Customer**

Shop:  
16/9 M & B Mansion, Islampur, Dhaka  
Islampur, Dhaka, Bangladesh

#### **5.3.2 Indirect channel**

##### **5.3.2.1 Agent and Middlemen**

Madina Textile also deal and distribute their goods through agents/buying Houses to avoid heavy losses in foreign countries because of unknown market situations in the beginnings of its business and investing huge amounts in that particular country.

## **5.4 Promotional Strategy**

Madina Textile use all available means to promote products and communicate information they make effective use of strategies like Advertising, Sales promotion, Trade promotion, PR etc. to thrive in the international and local markets

### **The Role of Advertising**

As a tool of marketing, advertising is the structured and composed non – personal communication of information. It is persuasive about products services or ideas. Madina Textile’s advertising makes the buyer aware of the products and communicates the information about the products floated in the market. On a broader scale their advertising engorges the development of new products and speeds their acceptance.

It fosters employment, gives consumer and businesses and wide variety of product choices.

### **The Role of Public Relation**

In this world of growing economies and tough competition, corporations realized that the direct personal contact and relationship with consumer is the prime opportunity to build and maintain relationships that result in future sales. Also, it is way to create mutual goodwill.

The Primary Role of Public relation is to manage the organization ‘s reputation and help build public consent for its enterprises. In today’s complete environment public consent can no longer be assumed. At Madina Textile this aspect is given due attention. The CEO is always willing to meet visitors, pay visit and know the public consent. There is team of efficient managers who explore every avenue. They plan execute the public relations programmed. They constantly monitor and analyses changes of attitudes in variety of publics. They visit shopping centers conduct interview analyses incoming mails and field reports. The organization uses PR

to manage relationships with vendors, the employee's customers, stockholders competitors and the public in general.

## **The Role of Sales Promotion**

Sales promotion is direct inducements that offer extra incentives with the objective to enhance or accelerate the product's moment from the producer to the consumer. Madina Textile Mills Ltd believes in direct inducement. So, their prizes, extra products, gifts or specialized information are offered to the consumers.

The consumers are invited to visit a store, ask for literature, personally examine displayed product or takes some other action. These incentives add tangible immediate and extra value to the brand. To become a market leader a brand needs both advertising and sales promotion. Madina Textile's sales promotion is creative and hard to imitate. Their coloring combination, designs and prints are unique.

## **The Role of Trade Promotion**

To move their products from the distribution outlets to the point of consumption, marketers employ two types of strategies: push strategy and pull strategy. Push strategies are offensive tactics that are designed to attract customers and increase the demand for the products. The pull strategies are defensive tactics designed to secure the cooperation of the retailers, gain some space and protect against the competitors. Trade promotion is an aspect of push strategy. Madina Textile Mills Ltd uses this channel to push the product ahead and gain self-space.

## **5.5 Success and Failure of Product**

Madina Textile is producing quality products throughout the world especially in local market. This is because of its quality of yarn and fabrics. Fabric is based on quality yarn and yarn is based on the quality of cotton. Top Management is basically of religious-minded people so the public respects its products. Madina Textile started this unit for its production since 1974 because of being Dhaka's oldest unit; the demand of its product is very high.

The prices of its products are very high due to high quality spinning, weaving and finishing cost. That's why most of its products are out of the range of the poor people. There is no fare price shop in the unit as well as in the open Market. The products are acceptable in the market because of their durability and high quality. The major reason for the failure of some products is that poor people do not understand the quality; they only understand price level.

## **5.6 List of Major Competitors**

- FarokhTextile Mills.
- TaniaTextile Mills
- Khan Trading.
- Masood Textile.
- Afroz Textile Mills
- Asiatic Textile Mill (Pvt.) Ltd.
- Bismillah Textiles

## **5.7 Future Prospective of the Organization**

Most of the printing in the previous years was based on pigment dyes. Now on the demand of some Hi-tech customers from Germany (customers who pay high price) Reactive machine for printing and washing are being installed. Similarly, to replace manual packing new machinery has been ordered for the mechanized packing, which will further protect the products for the exports.



This is the era of information technology; the top management has already developed IT cell in the unit and is planning to develop E-Commerce. Future of this unit is very bright because top management's main focus is deadly strict on quality management in production as well as on time management.

In all matters the management of Madina Textile focus on long term planning. Short planning is made in case of immediate and unexpected matters. The management keep themselves abreast of the international situation, natural calamities, the cultural aspects and the changing trends of the customers. Thus, their future plans have pragmatic

# **Chapter-6**

## **Analysis & Findings**

## **6.1 Critical Analysis**

The internship at Madina Group BD has added much to my knowledge. In this report I have written introduction and history of Madina Group Bd. Where then I have written vision, mission and core values adopted by the industry. I have also done the critical analysis of Madina Textile. According to my knowledge following factors have disturbed the functionality of the organization.

### **6.1.1 POLITICAL FACTORS**

It is fact all government agencies and influential groups that somewhat influence various organizations and individuals in a given society are included among political factors. Present change in the political scenario can definitely be favorable for economy of the next financial year. All the sanctions, which were imposed by the USA after the nuclear explosion, have been removed. Now with the change of political situation, the exports of the country are increasing day by day. In this way foreign exchange earning has increased.

It is also duty of the government to take care of textile sector and make good policies for this sector for the exports and imports.

### **6.1.2 ECONOMIC FACTORS**

The products of Madina textile have positive image in local and international market. The economic environment consists of factors that reflect consumer purchasing power and spending pattern. The consumptions of Madina products are considered best in quality in most of the local markets. Madina Textile has a large impact on their markets. So, before entering the international markets, the Madina Textile must consider the changes in major economic variables such as income, cost of living, interest rates savings and borrowing patterns.

### **6.1.3 SOCIAL FACTORS**

The cultural and social environment is made up of institutions and other forces that affect a society's basic values, perceptions and preferences and behaviors. People grow up in a particular society that shapes their basic beliefs and values.

This is the policy of Madina textile that the products for exports are designed according to the beliefs and values of the international consumers. The products are made according to the changing lifestyles and liking and disliking of the customers.

#### **6.1.4 TECHNOLOGICAL FACTORS**

Being one of the largest in the textile sector, Madina Textile has great financial resources and they are always in a position to install the latest and advanced machinery in their production department. With the help of modern technologies, they are in position to design new products. Introduction of new technologies creates new markets and opportunities for Madina Textile. Companies that do not keep up with technological changes soon will find their products outdated and they will miss new product and market opportunities. Because of good financial resources Madina Textile e has been prompt in introducing new technology in all its departments.

### **6.2 SWOT Analysis**

#### **6.2.1 Strengths**

- Adequate financial resources
- Specialized in printing
- Have a diversified unit of industries?
- Good market image
- Competent management and workers
- Have ability to compete with competitors
- In home facility of production
- Loyal customers
- Loss sustaining capacity

### **6.2.2 Weakness**

- Uncertain chances of promotion
- Salary package less attractive
- Centralized decision making
- Lack of a proper human resource system, hence employees are not motivated to develop their creative and innovative abilities.
- Due to high turn over the organization is not enjoying the economy of scale.

### **6.2.3 Opportunities**

- Large scale productions because of new market coverage and increasing demands
- Introduction of new variety in Fabrics

### **6.2.4 Threats**

- GST and WTO pose biggest threats
- Instability of prices due to currency devaluation
- Entrance of new and quality conscious competitors
- Low price offered by the competitors
- Strong promotional activities by the competitors to convince buyers
- New quality, environmental and social accountability standards overhead are increasing rapidly.

# **Chapter-7**

## **Conclusion &**

### **Recommendation**

## **7.1 Conclusion:**

The Madina Group BD started their industrial activity in 1974 in the textile weaving sector under the patronage of Late Haji Alauddin Mia. At present the Group can rightly feel proud of playing a vital role in the textile cloth spinning and finishing process.

Madina Textile has its own designing both manual and computerized. The patterns and designs are prepared in the developing and screen making department. Madina has large number of designs that comply with latest requirement and patterns of variegated nature. They use extensive range of colors and print on varied fabrics, such as poly cotton 50:50 plain weave, 100% cotton fabric plain weave, and percale, Sateen in bleached, dyed and printed form.

In addition to fabrics Madina Textile has a well-set stitching department fitted with lots of machines for producing value added textile products. Equitation of the best possible control equipment's ensures the best quality products. The laboratory of Madina Textile is well supplied with the standard quality equipment's. Hence all tests concerning fabric shrinkage, rubbing fastness, bowing and washing of the fabric are accurately conducted. The Madina Group BD is on the way to progress with giant steps. MadinaFabcol Ltd is importing standard Textile chemicals for the domestic use. These things are necessary for textile industry. Madina textile gets the chemicals from these sectors. These units assure the continuous supply of these items; Hence the shortage of yarn and the unavailability of chemicals are no problems. Rather these problems have been totally eradicated and this has caused the rapid progress of the Group as a whole.

During my intern ship at the Madina Textile Mills, I observed that Madina Textile is among the foremost manufactures of Textile products in Bangladesh. The internship provided me an opportunities unity to survey and find out the factors that have contributed to the success of Madina Textile. The following facts were noted to this regard:

### **7.1.1 The Role of Environmental Culture**

The environmental culture of the organization has played and is playing a vital role for the success and progress of Madina Textile. The environment can be termed ideal because of the refined behavior of the managers and mutual understanding among those equal in ranks. They all work in friendly atmosphere and the interaction among the employees is based on good will

and good faith. The CEO himself visits every department daily. The matters are discussed and problems are solved on the spot. In addition to this the chairman of SGI himself is often on a visit to have first-hand knowledge and to know about the problems and welfare of the employees.

#### **7.1.1.1 The Quality Machinery, Equipment and Laboratory**

The machinery and equipment installed at Madina Textile are of standard quality. The processing plant consists of sizing shearing, dyeing, mercerizing and calendaring units. The printing department contains two rotaries and is equipped with installations from J. Zimmer, Austria. The processing department has to handle cotton, poly cotton fabrics. It can produce printed fabric up to 280cm finished, with 8 colored designs.

The laboratory is well equipped with the imported machinery. The testing is up to maximum standard of accuracy, almost 100% in order to ensure the quality of the product and meet the standard set by the customers. As laboratory is the backbone of textile industry, it is carefully monitored. To ensure high level of maintenance, the laboratory is fully air- conditioned.

#### **7.1.1.2 Discipline and Implementation of Rules**

Discipline and implementation of rules and regulation is a marked feature of Madina Textile that has led to its success. The efforts of Human Resource department are appreciable in this regard. Both management and the employees possess a willing zeal to abide by the rules and regulation. Hence the shifting time, the lunchtime and closing time are observed strictly, but in congenial atmosphere.

#### **7.1.1.3 Customer Satisfaction**

Like all other established national and multinational organizations “Customer satisfaction” is the motto of Madina Textile. The customer satisfaction has a top priority at the Madina Textile. The organization is known for producing standard quality products. As such 90% of their products are exported. It was observed during the internship that right from the first step of processing the standard and quality of the product as required by the customer is kept in view. Every effort, every finished product sent, gives a message to the customer: “you matter most”. The dyeing, the bleaching, the printing and finishing, and above all, the packing of export cotton products-all processes are done keeping the customer’s demands in view.



#### **7.1.1.4 Use of Cyber Technology**

Another outstanding factor of Madina Textile is introduction of cyber technology in various departments. Most of the employees in the departments are computer literate. The use of computer system has boosted up production and efficiency of work. The laboratory, the Administration office, the import and export departments, are well supplied with the latest computer gear. Madina Textile has its website on the inter-net.

#### **7.1.1.5 The Design Studio**

An important factor that has led to the success of Madina Textile is its Design Studio. The designers of Madina Textile are skilled persons and are expert in their fields. This department is mostly active in producing innovative and original designs.

#### **7.1.1.6 Facilities for The Employees and General Public**

The Madina Textile Mill Ltd also provide transport facilities to their employees.

### **7.2 Recommendations**

- **More Active Role in the Domestic Market**

Madina Textile should introduce a portion of its export material in the local domestic markets. It would boost the confidence among the public in their country's goods. People will have an opportunity to buy and use cotton goods of excellent quality made in Bangladesh.

- **More Entertainment Facilities for the Workers**

Some entertainment facilities should be provided to the workforce, especially the workers. Music and T.V hall can provide the entertainment. Functions like Eid festivals should be organized to make the life the employees more pleasant.

- **Quality at Affordable Price:**

The quality of the Madina Products is an establish fact. Keeping in view the buying capacity of the general public, Madina's Madina Super Deluxe, Voil, Madina Keshori Voil, Madina Miner Voil & Madina Gold Voil. should be made available to the people at affordable prices.

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## **Websites:**

[www.madinagroupbd.com](http://www.madinagroupbd.com)