Internship Report

on

Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile

Submitted By

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Program: Master of Business Administration

Major: Marketing

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Submitted To

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Submitted For the Partial Fulfillment of the Degree of
Master of Business Administration

Date of Submission: 07 January, 2025

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Date of Submission: 07 January, 2025

Letter OF Transmittal

Date: 07.01.2025

Shakila Yesmin

Lecturer

Department of Business Administration

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Subject: Submission of Internship Report on “Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile.”

Dear Madam,

This is my pleasure that I have completed my internship report and hereby ready to submit my report on “Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile.” According to the instruction I have worked on Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile. I have really enjoyed the working environment of Tecno Mobile. I have tried my best to present all those things that I have experienced over there while preparing my report.

I have thoroughly enjoyed the overall work during my internship period which is carrying vast description of practical knowledge. This report along with all kinds of necessary information regarding the internship is being submitted to you for your evaluation. I sincerely hope that you will appreciate my effort.

Sincerely yours,

_____

CHAYAN CHAKRABORTY

Student ID: MBA2401031010

Program : Master of Business Administration

Major : Marketing

SUPERVISOR'S CERTIFICATE

This is certified that, Chayan Chakraborty, Student ID: MBA2401031010, Major in Maeketing is a regular student of final semester of Master of Business Administration Program, Department of Business Administration, Faculty of Business, Sonargaon University. He has completed an internship program on "Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile". Under my supervision which is fulfillment of partial requirement of obtaining MBA degree.

The report has been prepared under my guidance and is carried out successfully.

_____

Shakila Yesmin

Lecturer

Department of Business Administration

Faculty of Business

Sonargaon University

DECLARATION OF STUDENT

I am Chayan Chakraborty, a student in the Master of Business Administration program with ID: MBA2401031010 at Sonargaon University. I want to sincerely state that the report titled **"Internship Report on Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile"** has been genuinely created by me. During the preparation of this report, I ensured full compliance with international copy right regulations. I also want to clarify that this report has not been submitted anywhere else for the purpose of obtaining a degree.

_____

CHAYAN CHAKRABORTY

ID: MBA2401031010
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ACKNOWLEDGEMENT

I wish to acknowledge the immeasurable grace and profound kindness of almighty Allah, the supreme ruler of the universe, who enables me to make my report in reality.

First my grateful appreciation goes to **Tecno Mobile** authority for rendering me their expertise, knowledge and giving me the opportunity of having a practical experience through this internship program.

I acknowledge my immeasurable gratitude to **Shakila Yesmin**, Lecturer, Department of Business Administration under Faculty of Business for his helpful supervision, suggestion, guidance and encouragement. In fact, he guided me as my teacher and motivator to make me understand and conduct a complete report like this one. I note his contribution with high dignity.

I am also very much grateful to our Head Department of Business Administration, **Dr. Md. Masud Rana**, our Dean Faculty of Business **Professor Md. Al-Amin Molla** and our Vice-Chancellor **Professor Shamim Ara Hassan** for their scholarly and consecutive suggestions which were of much assistance to prepare the report.

I sincerely express my deepest gratitude to Department of Business administration under Faculty of Business and all the officials of department for their relentless help and caring attitude and to many others whose names I failed to mention here, I thank you all.

EXECUTIVE SUMMARY

This report shows the working background on the Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile as internship report for MBA Program. Tecno Mobile expects to set principles as the Consumer electronics sector in Bangladesh. It will show that a privately possessed establishment can give effective target of the study is to get learning about the operations of Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile furthermore to pick up the functional experience of corporate life and view the use of hypothetical information, in actually.

This report divided into the six chapters. In the first chapter there is description about Origin, Objective, Rationale, Scope and Limitations of the report about the Premier Bank Public Limited Company. This report is prepared partial fulfillment of Master of Business Administration program. The objective of the determine Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile.

In the second chapter there is description about Literature Review of the report about Tecno Mobile. Introduction, Concept of the Marketing Mix, Product Strategy, Pricing Strategy, Place (Distribution) Strategy, Promotion Strategy, Marketing Mix in Emerging Markets, Technological Impact on Marketing and Gaps in Literature are the topics of discussion in this chapter. This report is prepared partial fulfillment of Master of Business Administration program. The Literature review of the determine Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile.

In the third chapter there is description about methodology of the report about Tecno Mobile. Research Design, Sources of Data, Data Analysis Methods, Scope of the Methodology, Limitations of the Methodology and Ethical Considerations are the topics of discussion in this chapter. This report is prepared partial fulfillment of Master of Business Administration program. The methodology of the report determine Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile.

In the fourth chapter is about overview of the organization of Tecno Mobile. History of Tecno Mobile, Vision of Tecno Mobile, Mission of Tecno Mobile, Main objectives of Tecno Mobile, Priorities of Tecno Mobile, Values of Tecno Mobile, Confidence of Tecno Mobile and Organizational Structure of Tecno Mobile are the topics of discussion in this chapter. The Overview of The Organization determine Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile.

In the fifth chapter contain Analysis & Evaluation of the report which is the main part of this report and also Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile. Here we have discussed in detail about Marketing mix strategy of Tecno Mobile, Product mix of Tecno Mobile, List of products Tecno Mobile, Product feature of Tecno Mobile, By-Product of Tecno Mobile, Branding of Tecno Mobile, Brand Name of Tecno Mobile, Slogan of Tecno Mobile, Logo of Tecno Mobile, Price mix of Tecno Mobile, Place mix of Tecno Mobile, Promotion mix of Tecno Mobile and SWOT Analysis of Tecno Mobile which will be helpful to understand all the activities of the organization. Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile also presents an opportunity to greatly improve overall performance and secure a competitive advantage.

In the sixth chapter findings, recommendations and conclusion of the study which mainly obtained from the study of evaluating Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile. I think the recommendations will help to enhance Tecno Mobile performance as well as to decrease their Marketing Mix Strategy.

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CHAPTER ONE

INTRODUCTION

1.1 Origin of the Report:

It is said that without theory, practice is blind and without practice theory is meaningless. An internship is designed to bridge the gap between the theoretical knowledge and real application. The prime reason of this report is to learn about marketing mix strategy in ismartu technology practices of this company. This report has been prepared based on one selected listed Chinese mobile phone manufacturer based company and a subsidiary of Transsion Holdings headquartered in Shenzhen, China, named Tecno Mobile. It entered the Bangladesh markets in 2017. The report has been prepared based on the information of this Chinese mobile phone manufacturer based company which has been gathered during the internship period. The report titled "Internship Report on Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile." No knowledge is fully complete unless it is fully supported by events on ground. Whatever may be the quality of theoretical knowledge, it is not complete without practical implication on ground. This realization is more pronounced in the study of Business Administration where experience on ground plays a dominant role.

Internship program is essential for all MBA students because it helps him/her acquit with real life situation. It is a one of the important Subsidiary institutions, so I have selected Tecno Mobile, which is one of the leading Chinese mobile phone manufacturer based company in Bangladesh. For this reason I have prepared my "Internship Report on Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile." Throughout the last few years Bangladesh has been experiencing a rapid and significant change in the Consumer electronics Industry sector. Not only in our country, all over the world the dimension of Consumer electronics Industry sector has been changing rapidly due to the technological innovation, globalization and deregulation. It has a significant contribution in terms of investment in the economy as Tecno Mobile is participating in the consumer electronics industry sector.

1.2 Objectives of the Report:

The main objective of this report is to acquire practical knowledge about the "Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile." These can be summarized in the following ways:

1. To evaluate Marketing Mix Strategy followed by Tecno Mobile.
2. To examine Systems, Practices and Procedure applied by Tecno Mobile.
3. To prescribe some suggestions regarding Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile.
4. To identify the current Marketing Mix Strategy practices of Tecno Mobile.
5. To compare the Marketing Mix Strategy practices of Tecno Mobile Bangladesh with others similar subsidiary institution in Bangladesh.
6. To suggest suitable recommendations to enhance the Marketing Mix Strategy practices of the Tecno Mobile.

1.3 Rationale of the Report:

The rationale for the Internship Report on Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile stems from the critical role that strategic marketing plays in the success of businesses in the competitive mobile technology industry. This report aims to analyze and document how Ismartu Technology, a key partner of Tecno Mobile, employs its marketing mix to achieve its business objectives and drive consumer engagement.The reasons behind this study are as follows:

1. **Understanding the Marketing Mix Framework:** The 4Ps of marketing (Product, Price, Place, and Promotion) are fundamental in shaping the market presence of any brand. This report examines how Tecno Mobile, through Ismartu Technology, tailors its marketing mix to meet the needs of its target audience in emerging markets.
2. **Applying Academic Knowledge to Real-World Scenarios:** This internship offered the opportunity to observe how theoretical marketing principles are practically implemented within a business context. Documenting these insights bridges the gap between classroom learning and professional practice, enhancing the understanding of marketing strategies in a dynamic industry.

3. **Evaluating Market Adaptation Strategies:** Tecno Mobile operates in diverse markets, each with unique consumer preferences and competitive pressures. Analyzing Ismartu Technology's approach to adapting the marketing mix provides valuable lessons on how businesses can remain relevant and competitive across different regions.
4. **Contributing to Strategic Improvement:** By identifying the strengths and areas for improvement in the current marketing strategies, the report aims to offer actionable insights that can guide future marketing decisions for Ismartu Technology and Tecno Mobile.

1.4 Scope of the Report:

The Internship Report on Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile aims to provide an in-depth analysis of the strategic marketing approaches employed by Ismartu Technology in promoting and distributing Tecno Mobile products. The scope of this report on Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile will include:

1. **Marketing Mix Analysis:** The report focuses on the 4Ps of the marketing mix-Product, Price, Place, and Promotion—and their implementation in the business practices of Ismartu Technology. It examines how these components are utilized to position Tecno Mobile effectively in the market and cater to its target audience.
2. **Market Positioning:** The study evaluates how Ismartu Technology supports Tecno Mobile in establishing a competitive edge, including the differentiation of Tecno Mobile products and their alignment with consumer preferences in specific markets.
3. **Strategic Adaptation to Emerging Markets:** Given that Tecno Mobile primarily targets emerging markets; the report investigates how Ismartu Technology adapts marketing strategies to address the unique needs, purchasing behaviors, and economic conditions of these regions.
4. **Operational Practices:** The report explores Ismartu Technology's operational role in implementing marketing strategies, including distribution channels, pricing models, promotional activities, and collaboration with local stakeholders.
5. **Challenges and Opportunities:** The study identifies challenges faced by Ismartu Technology in executing Tecno Mobile's marketing mix and explores opportunities

for innovation and improvement to enhance market penetration and customer retention.

6. **Recommendations for Improvement:** Based on the analysis, the report provides actionable recommendations to optimize the marketing mix strategy, aiming to boost the effectiveness of Tecno Mobile's market performance through Ismartu Technology.

1.5 Limitations of the Report:

The main limitation of the study is lack of information provided by the organization. Tecno Mobile was very cooperative with us in making this assignment but due to its company rules and insecurity in the market, we could not overcome this obstacle. Other limitations of this study are given below:

1. Marketing practice followed by Tecno Mobile alone may not showcase the whole picture in Bangladesh.
2. The interpretation of qualitative data in the language of quantitative information has been also limited.
3. The main constraint of the study was insufficiency of information, which was required for the study. But the employees do not provide due to security and other corporate obligations.
4. Lack of opportunity to access to internal data.
5. Due to time limitation, many of the aspects could not be discussed in the present report.
6. Based on secondary data in most cases for preparing this report.

2.1 Introduction:

The Literature Review for the Internship Report on Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile explores the theoretical foundations and practical applications of the marketing mix, particularly in the context of the mobile technology industry. It provides an academic and contextual backdrop to understand the strategies employed by Ismartu Technology and Tecno Mobile.

2.2 Concept of the Marketing Mix:

2.2 Concept of the Marketing Mix:

The marketing mix, introduced by McCarthy (1960), is a framework that outlines the four key elements—Product, Price, Place, and Promotion—required for successful marketing strategies. Each component plays a critical role in shaping customer perceptions and influencing purchasing decisions. In today's competitive market, companies must dynamically adjust their marketing mix to align with consumer needs, technological advancements, and market trends.

2.3 Product Strategy:

A company's product strategy involves the development, design, and differentiation of products to meet customer demands. According to Kotler and Keller (2016), an effective product strategy focuses on creating value through quality, features, and innovation. Tecno Mobile's emphasis on affordable, feature-rich smartphones tailored for emerging markets highlights its product-focused approach, offering unique value propositions to its target customers.

2.4 Pricing Strategy:

Pricing is a critical element of the marketing mix that directly impacts revenue and customer perception. Nagle and Müller (2017) emphasize that pricing strategies should reflect market conditions, competitive dynamics, and customer purchasing power. Tecno Mobile's pricing strategies, implemented by Ismartu Technology, aim to balance affordability with profitability, catering to cost-sensitive consumers in emerging economies.

2.5 Place (Distribution) Strategy:

Effective distribution strategies ensure that products are accessible to target customers at the right time and location. Stern et al. (2018) highlight the importance of robust distribution networks and partnerships in enhancing market reach. Ismartu Technology, as a distributor of Tecno Mobile, plays a vital role in establishing and maintaining efficient supply chains and ensuring product availability across various markets.

2.6 Promotion Strategy:

Promotion strategies involve communicating a brand's value proposition to its target audience through advertising, sales promotions, public relations, and digital marketing. According to Belch and Belch (2018), a successful promotional mix requires consistency, creativity, and adaptability. Tecno Mobile's promotional activities, executed by Ismartu Technology, leverage traditional and digital platforms to build brand awareness and engage with customers effectively.

2.7 Marketing Mix in Emerging Markets:

Emerging markets present unique challenges, including diverse consumer preferences, economic disparities, and intense competition. Khanna and Palepu (2010) argue that companies must customize their marketing strategies to address the specific needs of these markets. Tecno Mobile's focus on affordability, localization, and strategic partnerships exemplifies a tailored marketing approach suited to emerging market conditions.

2.8 Technological Impact on Marketing:

The increasing integration of technology in marketing has transformed how businesses interact with customers. Digital platforms, data analytics, and e-commerce have redefined the marketing mix, providing new opportunities for customization and customer engagement (Chaffey & Ellis-Chadwick, 2019). Tecno Mobile's digital marketing initiatives, managed by Ismartu Technology, reflect this trend by using technology to enhance promotional efforts and market intelligence.

2.9 Gaps in Literature:

While the literature extensively covers the theoretical aspects of the marketing mix, there is limited research on its practical application in the context of specific industries and markets, such as the mobile technology sector in emerging economies. This report seeks to bridge this gap by providing a real-world analysis of how Ismartu Technology implements Tecno Mobile's marketing strategies to achieve business objectives.

CHAPTER THREE

METHODOLOGY OF THE REPORT

3.1 Research Design:

The study employs a descriptive research design, focusing on the practical application of the marketing mix strategy within Ismartu Technology's operations. The design is structured to explore the implementation of the 4Ps (Product, Price, Place, and Promotion) and assess their effectiveness in promoting Tecno Mobile products in the target market.

3.2 Sources of Data:

1. **Primary Data:**
    i. **Internship Observations:** Direct involvement in Ismartu Technology's marketing and distribution activities during the internship provided first-hand insights into their strategies and practices.
    ii. **Interviews and Discussions:** Semi-structured interviews with key personnel, including marketing managers, sales executives, and distribution officers, were conducted to gain in-depth knowledge of the marketing mix implementation.
    iii. **Field Visits:** Visits to retail outlets, distribution centers, and promotional events offered additional context to the marketing strategies being analyzed.
2. **Secondary Data:**
    i. **Company Records and Reports:** Internal documents, sales reports, and marketing campaign data from Ismartu Technology were reviewed to understand the effectiveness of the strategies.
    ii. **Market Research Reports:** Existing research on Tecno Mobile's market performance and consumer behavior in emerging markets was analyzed.
    iii. **Academic Resources:** Relevant literature on marketing mix theory and its applications provided a theoretical foundation for the analysis.

3.3 Data Analysis Methods:

1. **Qualitative Analysis:** Data from interviews, observations, and field visits were analyzed using thematic analysis to identify patterns and insights related to the marketing mix strategy.
2. **Quantitative Analysis:** Sales figures, market share data, and promotional campaign metrics were assessed to evaluate the impact of Ismartu Technology's strategies.
3. **Comparative Analysis:** The study compared Tecno Mobile's marketing mix with competitors to highlight strengths and areas for improvement.

3.4 Scope of the Methodology:

1. The study focuses exclusively on the marketing practices of Ismartu Technology in relation to Tecno Mobile.
2. It emphasizes the role of the marketing mix in targeting consumers in emerging markets.

3.5 Limitations of the Methodology:

1. The findings are based on the practices observed during the internship period, which may not fully capture long-term strategies.
2. Access to detailed financial and strategic data was limited due to confidentiality constraints.
3. The analysis is geographically specific, focusing primarily on the markets served by Ismartu Technology during the internship period.

3.6 Ethical Considerations:

1. Permission was obtained from Ismartu Technology to use company data and insights for academic purposes.
2. Confidentiality and data privacy were strictly maintained to protect sensitive company information.
3. All sources of information and data are appropriately cited to ensure academic integrity.

CHAPTER FOUR

OVERVIEW OF THE ORGANIZATION

4.1 History of Tecno Mobile:

Tecno Mobile is a Chinese mobile phone manufacturer based in Shenzhen, China. It was established in 2006. It is a subsidiary of Transsion Holdings. Aimed at emerging markets, Tecno has focused its business on the African, Middle Eastern, Southeast Asian, South Asian, Latin American, and Eastern European markets.

In 2006, Tecno Mobile was founded as Tecno Telecom Limited, but later changed its name to Transsion Holdings with Tecno Mobile serving as one of its subsidiaries. In 2007, Tecno created a second brand, Itel that sold in Africa. In early 2008, Tecno focused entirely to Africa following market research, and by 2010, it was among the top three mobile phone brands in Africa.

In 2016, Tecno entered the Middle East mobile phone market. In 2017, it entered the Indian market, launching its 'Made for India' smart phones: the 'i' series - i5, i5 Pro, i3, i3 Pro and i7. The company initially started in Rajasthan, Gujarat, and Punjab, and by December 2017 was spread across the country.

The firm has identified other emerging markets, besides Africa and India, with large populations but low purchasing power. It entered the Bangladesh and Nepal markets in 2017 and started trial sales in Pakistan. It is still trying to penetrate the Pakistani market and has started its sales online through various E-commerce channels including its own website.

The Tecno mobile phones sold in India are assembled in their manufacturing facility in Noida, Gautam Buddha Nagar District, Uttar Pradesh.

Company Type: Subsidiary

Industry: Consumer Electronics

Founded: 2006

Founder: George Zhu, Nnamdi Ezeigbo

Headquarters: Shenzhen, China

Area served: Worldwide

Key people: George Zhu (founder & CEO)

Products: Mobile Phones, Tablets, Routers, Accessories

Revenue: Increase US$1 billion (2020)

Parent: Transsion Holdings

Website: tecno-mobile.com

4.2 Vision of Tecno Mobile:

A vision statement is an organization's declaration of its mid-term and long-term goals, stating what they want to become in the future. Vision statements act as a goal for a company to strive toward. Vision statements are often confused with mission statements. Mission statements focus on the present, giving a statement that declares what continually dives a company forward. Mission statements can be thought as how a company will achieve their vision statement. The vision of Tecno Mobile are given below:

1. **Innovation:** Pioneering cutting-edge technologies like Ismartu to enhance product features, performance, and usability.
2. **Accessibility:** Offering high-quality, affordable smart phones to bridge the digital divide across various demographics.
3. **Customer-Centricity:** Focusing on market-specific needs through tailored marketing mix strategies to ensure brand relevance and customer satisfaction.
4. **Sustainability:** Emphasizing long-term growth by adopting eco-friendly practices and fostering inclusive technological advancements.

4.3 Mission of Tecno Mobile:

A mission statement is a short statement of why an organization exists, what its overall goal and the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation. It may include a short statement of such fundamental matters as the organization's values or philosophies, a business's main competitive advantages, or a desired future state—the "vision". A mission statement aims to communicate the organization’s purpose and direction to its

employees, customers, vendors, and other stakeholders. A mission statement also creates a sense of identity for employees. Organizations normally do not change their mission statements over time, since they define their continuous, ongoing purpose and focus. The missions of Tecno Mobile are given below:

1. **Enhancing Accessibility:** Bridging the digital gap by making cutting-edge smart phones accessible to customers across diverse socio-economic backgrounds, particularly in emerging markets.
2. **Driving Innovation:** Leveraging Ismartu technology practices to revolutionize mobile user experiences, offering seamless connectivity, advanced features, and superior performance.
3. **Customer-Centric Solutions:** Tailoring marketing mix strategies to address the specific needs and preferences of target markets, ensuring customer satisfaction and loyalty.
4. **Sustainable Growth:** Committing to eco-friendly operations and fostering a culture of innovation to achieve long-term business success and positively impact society.

4.4 Main objectives of Tecno Mobile:

In the context of an internship report on marketing mix strategy and Ismartu technology practices, Tecno Mobile's main objectives can be categorized into key focus areas:

1. **Market Penetration and Growth:**
    i. Expand market presence in emerging and underserved regions by offering cost-effective, high-quality mobile devices.
    ii. Increase brand awareness and customer base through innovative marketing strategies and localized campaigns.
2. **Product Innovation:**
    i. Continuously improve product quality and features through advanced Ismartu technology practices.
    ii. Develop and launch innovative smart phones with smart features, enhanced connectivity, and user-friendly interfaces.
3. **Customer-Centric Strategies:**

i. Design and implement tailored marketing mix strategies (product, price, place, and promotion) to meet diverse customer needs.
ii. Foster long-term relationships with customers through superior service, affordability, and accessibility.

4. **Sustainability and Corporate Responsibility:**
   i. Promote eco-friendly and sustainable practices in product development and operations.
   ii. Contribute to societal development by providing affordable technology to bridge the digital divide.
5. **Operational Excellence:**
   i. Streamline supply chain and distribution channels for efficient product delivery.
   ii. Ensure competitive pricing strategies to maintain market competitiveness and profitability.
6. **Leverage Advanced Technology:**
   i. Utilize Ismartu technology practices to create smarter, more efficient products and enhance customer experiences.
   ii. Stay ahead of market trends and technological advancements to maintain industry leadership.

These objectives guide Tecno Mobile's strategic direction and efforts to achieve growth, customer satisfaction, and technological leadership.

4.5 Priorities of Tecno Mobile:

Priorities of Tecno Mobile Limited Company are given below:

1. **Affordable and Feature-Rich Products:** Tecno Mobile focuses on creating smart phones that cater to emerging markets by offering affordability without compromising on essential features.

2. **Innovation in User Security:** Tecno integrates features like the "peek-proof" function, which enhances user privacy and security, demonstrating its commitment to user-centric innovations.

3. **Tailored Solutions for Emerging Markets:** Tecno designs devices with specifications and features that address the specific needs of its target markets, such as long-lasting batteries and localized software optimizations.

4. **Product Diversity:** With an expansive portfolio, Tecno ensures that it offers a range of devices, from budget-friendly models to high-performance smart phones, appealing to a wide audience.

5. **Active Marketing and Engagement:** The brand prioritizes engaging with its customer base through creative marketing campaigns, such as leveraging social media platforms to build brand awareness and connect with users.

6. **Customer-Centric Approach:** Tecno aims to build strong relationships with customers by understanding their needs and delivering value-driven products and services.

7. **Market Expansion:** Tecno continually focuses on growing its presence in existing and new markets to strengthen its position as a leading mobile brand globally.

4.6 Values of Tecno Mobile:

Values of Tecno Mobile Limited Company are given below:

1. **Customer-Centric Innovation:** Tecno focuses on developing products that meet the specific needs of customers in emerging markets, such as phones with long battery life, high-quality cameras optimized for low light, and affordable pricing.
2. **Quality and Reliability:** The Company prioritizes producing durable and reliable devices; ensuring customers receive value for their money.
3. **Inclusivity:** Tecno Mobile emphasizes making technology accessible to a broad audience, especially in developing countries where affordability is key.
4. **Cultural Relevance:** The brand tailors its features to the local preferences of its target markets, such as camera software that enhances skin tones and supports regional languages.

5. **Sustainability and Social Responsibility:** Tecno actively engages in social responsibility initiatives, such as education programs and community support, in the regions where it operates.
6. **Adaptability:** The Company is agile in adapting to market changes and introducing features aligned with emerging trends, like 5G technology and AI-powered tools.

4.7 Confidence of Tecno Mobile:

Confidence of Tecno Mobile is given below:

1. **Market Share and Growth:** In the first quarter of 2024, Transsion led the Bangladeshi mobile phone market for the seventh consecutive quarter, with its Tecno brand accounting for 44% of Transsion's total shipments. The Tecno Spark Go 2024 was notably the highest-shipped model during this period. By March 2024, Tecno's market share in Bangladesh had risen to 15.8%, up from 5.9%, reflecting the brand's growing popularity among consumers.
2. **Awards and Recognition:** In October 2024, Tecno Mobile Bangladesh was honored with the "Best Retailer (Mobile Handset)" award at the Bangladesh Retail Congress. This accolade underscores the company's commitment to enhancing consumer satisfaction and delivering an exceptional retail experience through its nationwide outlets.
3. **Customer Satisfaction:** Tecno Mobile places a strong emphasis on customer feedback, considering it essential for continuous improvement. The company actively seeks consumer input to refine its services and support. Additionally, Tecno Mobile's customer loyalty score was rated at 91 by both female and male customers on comparably, indicating a high level of customer satisfaction and brand loyalty.

Through its strategic market presence, recognition for retail excellence, and dedication to customer satisfaction, Tecno Mobile has established a strong and confident foothold in Bangladesh's competitive mobile phone market.

4.8 Organizational Structure of Tecno Mobile:

An organizational structure defines how activities such as task allocation, coordination, and supervision are directed toward the achievement of organizational aims.

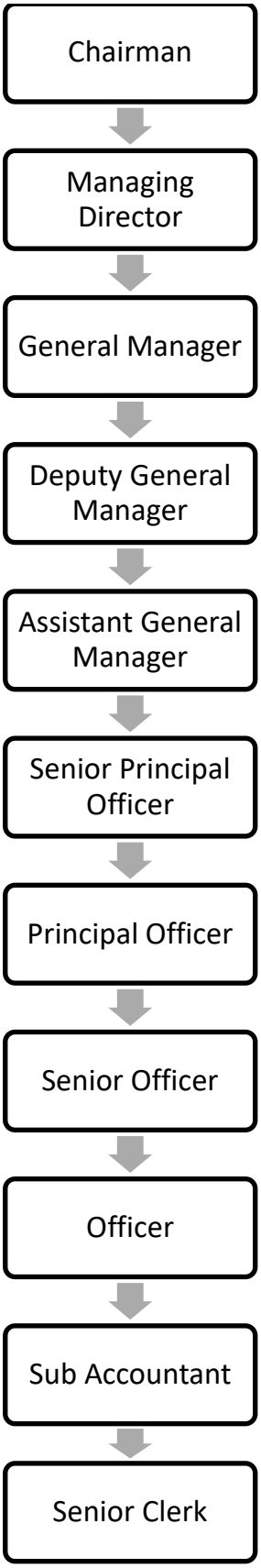
Organizational structure affects organizational action and provides the foundation on which standard operating procedures and routines rest. It determines which individuals get to participate in which decision-making processes, and thus to what extent their views shape the organization's actions.

Organizational structure can also be considered as the viewing glass or perspective through which individuals see their organization and its environment.

An organization can be structured in many different ways, depending on its objectives. The structure of an organization will determine the modes in which it operates and performs. Organizational structure allows the expressed allocation of responsibilities for different functions and processes to different entities such as the branch, department, workgroup, and individual.

Organizations need to be efficient, flexible, innovative and caring in order to achieve a sustainable competitive advantage.

The Organizational Structure of Tecno Mobile is given below:

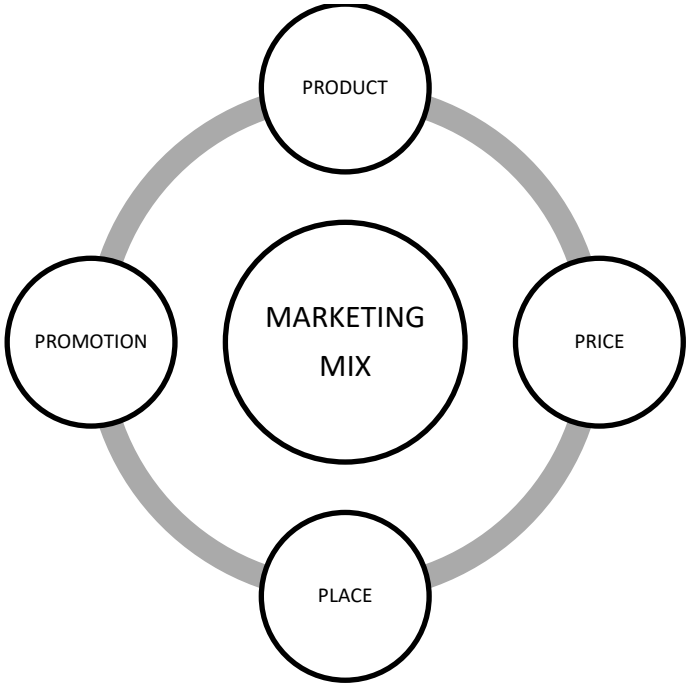

Chairman
Managing Director
General Manager
Deputy General Manager
Assistant General Manager
Senior Principal Officer
Principal Officer
Senior Officer
Officer
Sub Accountant
Senior Clerk

CHAPTER FIVE

ANALYSIS & EVALUATION

5.1 Marketing mix strategy of Tecno Mobile:

The marketing mix strategy is the set of controllable, tactical marketing tools that a company uses to produce a desired response from its target market. It consists of everything that a company can do to influence demand for its product. Tecno Mobile plans for different Marketing mix programs like-



Product: The goods and/or services offered by a company to its customers.

Price: The amount of money paid by customers to purchase the product.

Place: The activities that make the product available to consumers.

Promotion: The activities that communicate the product's features and benefits and persuade customers to purchase the product.

5.2 Product mix of Tecno Mobile:

Tecno Mobile, a subsidiary of Transsion Holdings, offers a diverse product mix that includes smart phones, laptops, tablets, and smart accessories. Their smart phone lineup is categorized into several series, each targeting different consumer needs:

1. **PHANTOM Series:** This is Tecno's premium line, featuring high-end specifications and innovative designs.
2. **CAMON Series:** Focused on photography enthusiasts, the CAMON series offers advanced camera capabilities.
3. **POVA Series:** Designed for gamers and heavy users, the POVA series provides powerful performance and large battery capacities.
4. **SPARK Series:** Aimed at budget-conscious consumers, the SPARK series delivers essential smart phone features at affordable prices.
5. **POP Series:** Entry-level smart phones that offer basic functionalities for first-time users.

5.3 List of products Tecno Mobile:

Functions of the Premier Bank Public Limited Company are given below:

1. Tecno Camon 12.
2. Tecno Camon 15.
3. Tecno Camon 17.
4. Tecno Camon 18.
5. Tecno Camon 19.
6. Tecno Camon 20.
7. Tecno Camon 20 Pro.
8. Tecno Camon 20 Premier.
9. Tecno Camon 30.
10. Tecno Camon 30s.
11. Tecno Camon 30s Pro.
12. Tecno Camon 30 Pro.
13. Tecno Camon 30 Premier.
14. Tecno Phantom V Flip.
15. Tecno Phantom V Flip 2.
16. Tecno Phantom X.
17. Tecno Phantom X2.
18. Tecno Phantom X2 Pro.
19. Tecno Phantom V Fold.

20. Tecno Phantom V Fold 2.
21. Tecno Pouvoir 4.
22. Tecno Spark 4.
23. Tecno Spark 8.
24. Tecno Spark 9.
25. Tecno Spark 10.
26. Tecno Spark 20.
27. Tecno Spark 20C.
28. Tecno Spark 20 Pro.
29. Tecno Spark 20 Pro+.
30. Tecno Spark 30C.
31. Tecno Spark 30C 5G.
32. Tecno Spark 30.
33. Tecno Spark 30 Pro.
34. Tecno Pova 2.
35. Tecno Pova 4.
36. Tecno Pova 4 Pro.
37. Tecno Pova Neo 3.
38. Tecno Pova 5.
39. Tecno Pova 5 Pro 5G.
40. Tecno Pova 6.
41. Tecno Pova 6 Neo.
42. Tecno Pova 6 Neo 5G.
43. Tecno Pova 6 Pro 5G.
44. Tecno Pova 5.
45. Tecno Pova 5 Pro 5G.
46. Tecno Pova 4.
47. Tecno Pova 4 Pro.
48. Tecno Go 1.

5.4 Product feature of Tecno Mobile:

Tecno Mobile is known for offering budget-friendly smartphones with a variety of features aimed at enhancing user experience. Some common product features of Tecno Mobile devices include:

1. **High-Resolution Cameras:** Many Tecno smart phones feature high-resolution front and rear cameras, often with AI enhancements for better photography and video graphy.
2. **Large Displays:** Tecno phones typically come with large, vibrant displays, making them suitable for media consumption and gaming.
3. **Battery Life:** Long battery life is a hallmark of Tecno Mobile, with many models offering high-capacity batteries that support extended usage.
4. **HiOS:** Tecno smart phones run on HiOS, Tecno's customized version of Android, which provides additional features and an improved user interface.
5. **Affordable Pricing:** Tecno targets budget-conscious consumers by offering feature-rich phones at competitive prices.
6. **Fast Charging:** Many Tecno devices support fast charging technologies, allowing users to quickly recharge their phones.
7. **Dual SIM Support:** Dual SIM functionality is a common feature in Tecno phones, catering to users who need to manage multiple SIM cards.
8. **Expandable Storage:** Tecno smart phones often come with microSD card slots, allowing users to expand storage beyond the internal capacity.
9. **Face Unlock and Fingerprint Sensors:** For security, Tecno phones frequently include biometric features like face unlock and fingerprint sensors.
10. **Gaming Optimization:** Some models are equipped with gaming features like Game Mode, which enhances the gaming experience by optimizing performance.

These features make Tecno Mobile a popular choice in many emerging markets.

5.5 By-Product of Tecno Mobile:

Tecno Mobile, a subsidiary of Transsion Holdings, primarily focuses on producing smartphones and mobile accessories. The company is known for its range of affordable smartphones that cater to markets in Africa, South Asia, and Southeast Asia. Here are some by-products and associated services of Tecno Mobile:

1. **By-Products:**
    a) **Mobile Accessories:**
        i. Earphones and headphones
        ii. Power banks
        iii. Phone cases
        iv. Screen protectors
        v. Chargers and data cables
    b) **Feature Phones:** Basic mobile phones aimed at users who need affordable and straightforward devices.
2. **Associated Services:**
    a) **HiOS:** Tecno Mobile's custom Android-based operating system.
    b) **Carlcare:** A customer service brand offering after-sales support and repair services.
    c) **Mobile Applications:** Pre-installed apps and utilities on Tecno devices, such as camera enhancement tools and utility apps.

5.6 Branding of Tecno Mobile:

Tecno Mobile is a prominent brand known for its focus on the African, South Asian, and Middle Eastern markets. Its branding strategy emphasizes:

1. **Affordable Innovation:** Tecno Mobile positions itself as a provider of innovative technology at affordable prices, targeting budget-conscious consumers who seek quality smart phones with good features.
2. **Localized Marketing:** The brand tailors its marketing efforts to resonate with local cultures and preferences, using region-specific campaigns, endorsements from local celebrities, and sponsorships of local events.

3. **Youth-Centric:** Tecno Mobile targets the youth demographic, emphasizing trendy designs, vibrant colors, and features that appeal to young, tech-savvy users, like high-resolution cameras and strong battery life.
4. **Technology and Features:** The brand highlights advanced features like AI cameras, large screens, and high battery capacity to attract consumers looking for premium experiences at lower costs.
5. **Expansion and Accessibility:** Tecno has expanded its product range to include not just smart phones but also feature phones, tablets, and accessories, ensuring broad accessibility across different user needs and economic segments.
6. **Quality and Reliability:** Tecno Mobile emphasizes quality and reliability, building trust in markets that might be cautious about new or foreign brands.

5.7 Brand Name of Tecno Mobile:

The brand name of Tecno Mobile is simply "Tecno." It is part of Transsion Holdings, a Chinese manufacturer, and the full name is often stylized as "TECNO" in marketing materials. The brand focuses on providing affordable, feature-rich smartphones tailored to the needs of emerging markets.

5.8 Slogan of Tecno Mobile:

The slogan of Tecno Mobile is "Stop At Nothing." This slogan reflects the brand's commitment to innovation, perseverance, and providing continuous value to its customers by overcoming challenges and pushing boundaries in the mobile technology space.

5.9 Logo of Tecno Mobile:

The Tecno Mobile logo features the word "TECNO" in bold, uppercase letters, typically in a vibrant blue color. This simple and clean design conveys a sense of modernity, reliability, and innovation. The blue color represents trust, dependability, and technology, aligning with the brand's focus on delivering high-quality and affordable mobile devices.

5.10 Price mix of Tecno Mobile:

Tecno Mobile's price mix strategy focuses on offering a wide range of devices at different price points to cater to various market segments. Here's how it generally looks:

1. **Entry-Level Smart phones:**
    a) **Price Range:** $50 to $100.
    b) **Target Market:** First-time smart phone users, budget-conscious consumers, and those in emerging markets.
    c) **Features:** Basic features like modest cameras, smaller screens, and lower RAM/storage configurations.
    d) **Examples:** Tecno Pop series.
2. **Mid-Range Smart phones:**
    a) **Price Range:** $100 to $250.
    b) **Target Market:** Consumers seeking a balance between affordability and functionality.
    c) **Features:** Improved cameras, larger screens, better performance, and higher battery capacity.
    d) **Examples:** Tecno Spark and Camon series.
3. **Premium Smart phones:**
    a) **Price Range:** $250 to $400.
    b) **Target Market:** Users looking for advanced features at a relatively affordable price.
    c) **Features:** High-resolution displays, advanced camera systems, larger storage options, and premium designs.
    d) **Examples:** Higher-end models of the Tecno Camon and Phantom series.
4. **High-End Smart phones:**
    a) **Price Range:** $400 and above.
    b) **Target Market:** Tech enthusiasts and professionals who want premium devices but at a lower cost compared to flagship brands.
    c) **Features:** Cutting-edge technology like high refresh rate displays, flagship processors, AI-enhanced cameras, and sleek designs.
    d) **Examples:** Tecno Phantom series.

5.11 Place mix of Tecno Mobile:

Tecno Mobile's place mix (distribution strategy) focuses on making its products widely available in emerging markets through a combination of various distribution channels. Here's an overview:

1. **Physical Retail Stores:**
    a) **Local Retailers and Dealers:** Tecno Mobile partners with local retailers and dealers to ensure a broad physical presence in cities and rural areas.
    b) **Tecno Exclusive Stores:** They operate exclusive stores in key markets, providing a focused brand experience.
    c) **Electronic Retail Chains:** Tecno Mobile collaborates with large electronic retail chains in major urban areas to reach a wider audience.
2. **Online Retail Channels:**
    a) **E-Commerce Platforms:** Tecno Mobile leverages popular e-commerce platforms like Jumia, Amazon, Flipkart, and others, depending on the region, to reach tech-savvy consumers.
    b) **Tecno's Official Website:** Customers can buy directly from Tecno's official website, offering convenience and direct communication with the brand.
3. **Carrier Partnerships:** Tecno Mobile partners with local telecommunications companies to bundle their phones with carrier services, often offering discounts or installment plans.
4. **Third-Party Distributors:** In regions where direct presence is challenging, Tecno Mobile works with third-party distributors to handle logistics and supply chain management, ensuring products are available in remote areas.
5. **Pop-Up Stores and Kiosks:** In high-traffic areas like malls and transport hubs, Tecno Mobile sets up pop-up stores and kiosks for greater visibility and direct customer engagement.

5.12 Promotion mix of Tecno Mobile:

Tecno Mobile's promotion mix involves a combination of various strategies to increase brand awareness and drive sales, particularly in emerging markets. Here's an overview of their promotional tactics:

1. **Advertising:**
    a) **Television and Radio:** Tecno Mobile runs ads on local TV and radio stations, especially in regions where these mediums are highly consumed.
    b) **Print Media:** Advertisements in newspapers, magazines, and billboards are common in both urban and rural areas.
    c) **Digital Advertising:** Tecno invests heavily in online advertising through social media platforms, Google ads, and influencer partnerships.
2. **Sales Promotions:**
    a) **Discounts and Offers:** Tecno frequently offers discounts, cash back deals, and seasonal promotions to attract price-sensitive customers.
    b) **Bundled Offers:** Products are often bundled with accessories or carrier services to provide added value.
    c) **Competitions and Giveaways:** Tecno organizes contests and giveaways on social media to engage with users and increase brand visibility.
3. **Public Relations:**
    a) **Press Releases:** Announcements about new product launches and milestones are regularly disseminated to the media.
    b) **Sponsorships:** Tecno sponsors events, particularly in sports and entertainment, to build brand association and visibility.
    c) **Corporate Social Responsibility:** Initiatives like donations, community development projects, and educational programs enhance the brand's image in local communities.
4. **Personal Selling:**
    a) **Sales Representatives:** Tecno deploys trained sales representatives in retail stores to provide detailed product information and assist customers in making purchasing decisions.
    b) **Dealer Incentives:** Tecno offers incentives to dealers and retailers to promote their products actively.
5. **Direct Marketing:**
    a) **SMS and Email Campaigns:** Tecno uses direct communication channels like SMS and email marketing to inform customers about new products, offers, and updates.
    b) **Loyalty Programs:** Customers are encouraged to register their products online for warranty and to receive exclusive offers.

6. **Social Media and Influencer Marketing:**
    a) **Engagement on Platforms:** Tecno actively engages with users on platforms like Facebook, Twitter, Instagram, and TikTok.
    b) **Influencers:** Collaboration with local influencers and celebrities helps Tecno reach a broader audience and build trust.

5.13 SWOT Analysis of Tecno Mobile:

SWOT Analysis is a strategic planning method used to evaluate the Strengths, Weakness, Opportunities and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

1. **Strengths:** Strengths are things that your organization does particularly well, or in a way that distinguishes you from your competitors. Strengths Analysis of Tecno Mobile are given below:
    a) **Affordable Product Range:** Tecno Mobile's pricing strategy effectively targets budget-conscious consumers, especially in emerging markets.
    b) **Localization of Products:** Customization of devices to fit the specific needs and preferences of different regional markets, including language and cultural preferences.
    c) **Strong Market Presence in Emerging Markets:** A well-established presence, particularly in Africa and Asia, with a growing customer base.
    d) **Effective Use of Digital Marketing:** Leveraging social media and digital platforms to engage with younger audiences and create brand awareness.
    e) **Robust Supply Chain:** Efficient supply chain management through iSmartu technology practices that streamline production and distribution processes.
2. **Weaknesses:** Weaknesses stop an organization from performing at its optimum level. Weaknesses Analysis of Tecno Mobile are given below:
    a) **Brand Image Limitations:** The perception of Tecno Mobile as a budget brand may hinder its ability to compete in higher-end segments.
    b) **Over-reliance on Few Markets:** Heavy dependence on a few key markets, such as Africa, increases vulnerability to regional economic downturns.

c) **Quality Perception:** Concerns about the long-term durability and quality of products can affect brand trust.
d) **Limited Innovation:** Compared to major competitors, Tecno Mobile may lag in introducing cutting-edge technologies in their devices.

3. **Opportunities:** Opportunities are a combination of different circumstances at a given time that offer a positive outcome, if taken advantage of Opportunities Analysis of Tecno Mobile are given below:
    a) **Expansion into New Markets:** Potential to penetrate new geographical markets, especially in Latin America and Southeast Asia.
    b) **Product Diversification:** Opportunity to develop a broader product portfolio, including mid-range and premium smart phones.
    c) **Technological Advancements:** Utilizing iSmartu technology to integrate advanced features like 5G, AI, and enhanced security measures in future devices.
    d) **Strategic Partnerships:** Forming alliances with telecom providers and e-commerce platforms to increase product visibility and accessibility.
4. **Threats:** Threats include anything that can negatively affect your business from the outside, such as supply-chain problems, shifts in market requirements or a shortage of recruits. Threats Analysis of Tecno Mobile are given below:
    a) **Intense Market Competition:** Facing strong competition from established global brands like Samsung, Huawei, and Xiaomi, which offer similar products.
    b) **Economic Fluctuations:** Economic instability in key markets can reduce consumer purchasing power, affecting sales.
    c) **Rapid Technological Changes:** The fast-paced nature of technology could render current offerings obsolete if not quickly adapted.
    d) **Regulatory Challenges:** Changes in trade policies, tariffs, or local regulations in different markets could disrupt operations and increase costs.

6.1 Findings:

Its means the Results section in an empirical research paper describes what the researchers found when they analyze their data. After analyzing the “Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile.” The following further

CHAPTER SIX

FINDINGS, RECOMMENDATIONS & CONCLUSION

findings are identified. They are given below on the basis of Marketing Mix Strategy in Ismartu Technology Practices of Tecno Mobile:

1. I Smartu technology practices enable Tecno Mobile to tailor products to specific regional needs, enhancing market relevance and customer satisfaction.
2. Tecno Mobile's focus on cost-effective production through iSmartu technology allows competitive pricing without sacrificing essential features, making it a preferred choice for budget-conscious consumers.
3. The company's digital marketing efforts, amplified by iSmartu's data analytics, help target younger demographics effectively.
4. I Smartu technology stream lines the supply chain, ensuring timely product availability in various markets.
5. Despite the technological advancements, Tecno Mobile is still perceived as a budget brand, which limits its ability to penetrate the premium segment.
6. The report highlights a gap in the adoption of cutting-edge technologies compared to competitors, which could hinder long-term competitiveness.
7. Heavy dependence on a few key markets such as Africa poses risks in case of economic downturns or market saturation.
8. The report finds that while the company's after-sales services are improving, there is inconsistency across different regions.

6.2 Recommendations:

During my short time of internship period, it is not very easy to recommend the organization to improve in some issues but from my observation and from the survey's analysis I could give some suggestions to the organization so that it would help them to become more attractive in their service. Recommendations are given below:

1. Expand the product range to include mid-range and premium smart phones to capture a broader market segment.
2. Shift brand perception from a budget-friendly option to a brand that offers value across all price segments.
3. Increase investment in social media and influencer marketing to build a stronger brand presence among younger demographics.
4. Explore new markets in Latin America, Southeast Asia, and the Middle East to reduce dependency on a few key regions.

5. Standardize after-sales services across all regions to ensure consistent customer experiences.
6. Form partnerships with local telecom operators and e-commerce platforms to enhance distribution and product accessibility.
7. Allocate more resources to innovation labs and technology development centers to keep up with rapidly changing market demands.
8. Implement predictive analytics to anticipate demand and manage inventory more efficiently.

6.3 Conclusion:

The internship report on Tecno Mobile's marketing mix strategy, enhanced by iSmartu technology practices, underscores the brand's effective use of a well-integrated approach to capture significant market share in emerging regions. Tecno Mobile has successfully leveraged affordable pricing, localized product customization, and robust digital marketing to meet the needs of budget-conscious consumers. The use of iSmartu technology has streamlined their operations, from production to distribution, ensuring efficiency and responsiveness to market demands. However, to sustain long-term growth and competitiveness, Tecno Mobile must address several challenges. Enhancing brand perception, expanding the product portfolio into mid-range and premium segments, and exploring new geographical markets are crucial steps. Additionally, improving after-sales services and continuing to innovate in product offerings will be vital to retaining customer loyalty and differentiating from competitors. Overall, the report highlights that while Tecno Mobile's marketing strategy, supported by iSmartu technology, has been a significant driver of success, ongoing adaptation and strategic improvements are essential for future growth and market expansion. The insights gained from this internship can help guide Tecno Mobile in refining its marketing mix and leveraging technology to achieve sustained market leadership.

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