Internship Report
on
Promotional Strategy of Bellwoven Bengal Ltd.

Submitted by:

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Program: Bachelor of Business Administration (BBA)
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Submitted to:
Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: May 05, 2024

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Submitted to:
Sharmila Sikder
Assistant Professor
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Date of Submission: May 05, 2024

Letter of Transmittal

May 05, 2024

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report on "Promotional Strategy of Bellwoven Bengal Ltd."

Dear Madam,
With most respectfully to state that I am pleased to submit my internship report titled **"Promotional Strategy of Bellwoven Bengal Ltd.".** This report is an essential part of my BBA degree requirements, and I had the privilege of completing my internship at Bellwoven Bengal Ltd. under your guidance.

This report reflects the current marketing practices employed by organizations in our country. I have made an effort to include relevant details while keeping the report concise.

I kindly request your assessment of this report. Your feedback would be greatly appreciated. Thank you for your time and consideration.

Yours Sincerely

Kazi Mahmudul Hasan Tanvir
ID: BBA2001019010
Program: Bachelor of Business Administration (BBA)
Major: Marketing
Department of Business Administration
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Certificate of Supervisor

I hereby confirm that the internship report titled **"Promotional Strategy of Bellwoven Bengal Ltd."** has been created in fulfillment of the BBA program requirements at the Department of Business Administration, Sonargaon University (SU). The report was conducted by Kazi Mahmudul Hasan Tanvir, with ID BBA2001019010, under my guidance. I assure you that the report and its contents will not be utilized for any other intentions.

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Declaration of Student

I am Kazi Mahmudul Hasan Tanvir, a student in the Bachelor of Business Administration program with ID BBA2001019010 at Sonargaon University. I want to sincerely state that the report titled **"Promotional Strategy of Bellwoven Bengal Ltd."** has been genuinely created by me. During the preparation of this report, I ensured full compliance with international copyright regulations. I also want to clarify that this report has not been submitted anywhere else for the purpose of obtaining a degree.

Yours Sincerely

_____

Kazi Mahmudul Hasan Tanvir
ID: BBA2001019010
Program: Bachelor of Business Administration (BBA)
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

I hereby confirm that the project report titled **"Promotional Strategy of Bellwoven Bengal Ltd."** is a genuine effort by **Kazi Mahmudul Hasan Tanvir** with **ID BBA2001019010.** The research was conducted under my guidance. I also affirm that, to thebest of my knowledge, the content presented in this report has not been included in any other project report or dissertation that led to the award of a degree to any candidate earlier, whether in the same context or a different one.

_____

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

I would like to extend my gratitude for the invaluable assistance and sincere cooperation provided by various individuals in the preparation of this report. It's impossible to adequately thank all the wonderful people who directly or indirectly contributed to the successful completion of this report. I am deeply appreciative of their kind collaboration and support.

First and foremost, I would like to express my thanks to the divine power. Additionally, my foremost appreciation goes to my supervisor, Sharmila Sikder, Assistant Professor at Sonargaon University (SU), for her crucial guidance, scholarly insights, and unwavering support throughout my study period.

Moving forward, I am grateful to Ikbak Hossain Faisal, Senior Marketing Manager at Bellwoven Bengal Ltd., from whom I gained significant knowledge. I also extend special thanks to our honorable Managing Director Ezaz Osman, along with heartfelt gratitude to all the other individuals at Bellwoven Bengal Ltd.' Corporate Headquarters. I am thankful to the various staff members from different departments who generously contributed their valuable time and assistance in helping me gather data for this report.

Executive Summary

Bellwoven Benhgal Ltd. is the extended business of its parent company Bellwoven UK and also an associate of Bellwoven Packaging Ltd.

Bellwoven Bengal Ltd. specialize in the production of Garments Accessories. We specialize garments accessories locally and export all over the world. Garments export is the most important sector of this country. We categorized in terms of machinery management, internal process management and employee skill management. When it comes to machinery management, high packing machine down times and high-unplanned stops were identified as key causes affecting delays. In terms of internal process management, delays were occurred due to higher per shipment sample rejections and higher error rates in space calculation. In addition, order delays were increased due to lack of employee skills result in, company face lower production targets and low peeled weight on operational performance.

Literature pertaining to above study areas revealed that order completion process is widely regardedas one of the most important tasks in any company but the consequences are high when it goes beyond thecontrol. Many scholars have emphasized that companies that offer short customer lead times achieve significantly better OTIF than the companies offering long lead times. Machinery management is considered as a key aspect in literature where it is emphasized that Preventive maintenance (PM) is the initial effort to reduce the frequency of mechanical failure. Essentially, PM can decrease the incidence of breakdown by calculating the rate of inspection, replacement, and revision based on the Machine's error. The importance of internal process management has been given in literature with its important aspects of organic products and chemical contamination, container load ability system. Apart from that,theoretical studies have proven that employee skill management plays an important role in improving OTIF. It has been illustrated in literature that maximizing efficiency in productive output necessitates implementing comprehensive planning and control systems that allow work organizations to integrate the processes of transforming ever-increasing volumes into favorable output levels.

The solutions proposed in the report included introducing inventory management system for spare parts and improving preventive maintenance plan under the one project component of production process. Result in, company can improve OTIF rate of order completion process. Considering internal process management aspect, report provide solution of introducing supervisory audits and container load ability system to improve OTIF rate. The third project component was focused on enhancing employee skills of staff via training which helps in improving on time order completion ability of the company while creating skilled labor force within the company. Finally, the report discussed the relationship between literature and solution creation. In addition, proposals for the medium and long term were provided, as well as essential factors for adopting the solutions and the projected time for implementation. As a result, Bellwoven Bengal Ltd. can improve on time in performance by implementing the offered solutions.

Table of Contents

Inner Page i
Letter of Transmittal ii
Certificate of Supervisor iii
Declaration of Student iv
Letter of Authorization v
Acknowledgment vi
Executive Summary vii
Table of Contents viii

CHAPTER 1 1-5
Introduction 1
1.1 Introduction 2
1.2 Background of the study 2
1.3 Objectives of the Study 3
1.4 Scope of the Study 4
1.5 Methodology of the Study 4
1.6 Scope of the Study 4
1.7 Limitations of the Study 5

CHAPTER 2 6-8
Review of Literature 6
2.1 Review of Literature 7
2.2 Development & Management of Financial Products 8
2.3 Channels of Distribution 8
2.4 Pricing for Financial Products 8
2.5 Communication & Promotional Activities of Financial Products 8

CHAPTER 3 9-13
Organizational Profile 9
3.1 Historical Background of Bellwoven Ltd 10
3.2 Company Profile 10
3.2.1 Vision, ... 10
3.2.2 Mission, ... 11
3.2.3Corporate Division/Department 11
3.2.4 Risk Management Committee 11
3.2.5 Audit Committee 12

3.3 Foreign Trade Investment	12
3.4 Human Resource Division	12
3.5 Organogram	12
3.6 Operations	13
CHAPTER 4	14-16
Internship Responsibilities	14
4.1 Internship Responsibilities	15
4.2 Job Responsibilities	15
4.3 Specific Job Responsibilities	15
4.4 Nature of the job	15
4.5 Subsidiaries, Brands and Product Types	16
CHAPTER 5	17-25
Promotional Strategy of Ceylon Biscuits Ltd	17
5.1 Product	18
5.2 Promotional Strategy of Bellwoven Bengal Ltd.	19
5.3 Literature Review	20
5.4 Database Marketing	20
5.5 Internet Marketing	21
5.6 Customer Service Quality	23
5.7 Incorporating sustainable practices for added appeal	23
5.7 Certification	23
CHAPTER 6	26-27
Findings of the Study	26
6.1 Findings of the Study	27
CHAPTER 7	28-31
Recommendations and Conclusion	28
7.1 Recommendations	29
7.2 Conclusion	30
Bibliography	31
References	31
Websites & Links	31

Chapter: 01

Introduction

1.1 Introduction

Bellwoven Bengal Ltd. (BBL) is a prominent player in the Garments accessories & branding solution industry, specializing in the manufacturing and distribution of a wide range of accessories and garments raw products.

Bellwoven has been established in Bangladesh for more than 19 years so we feel proud to be a well-established Garment Accessories supplier for many clients who require a local supply solution in Bangladesh.
Our facilities are extensive here in Banani at Dhaka. & factory located in Zirabo, Ashulia. Bellwoven also reaches out to many other countries and has corporate offices in China, Delhi, Karachi, Istanbul and Manchester United Kingdom. The company has been established for more than 50 years. Its Head office is based in the UK and the UK office acts as the main coordination center for all the Global Bellwoven sites.

Our clients feature primarily in Europe and are a wide ranging spread of retailers, brands and on line clothing platforms. We specialize in offering a complete labeling solution where factories order all types of garment accessories including woven labels, Hangtags, wash care labels and many other accessories relevant to garment manufacturing. More recently we have installed RFID label producing capabilities in all our main locations so that we can offer these labels as well.

When "Sustainability" is the major concern; Bellwoven Group are committed to environmental aspects and legislation at all our global sites. As manufacturer we are well aware of our responsibility to the environment and the impact we have on our planet.

Also "Bellwoven Foundation" simultaneously helping children to a brighter future through sport and free education to the needy as our Corporate Social responsibility since 2009 in Bangladesh

Over the years, Bellwoven Bengal Ltd. has earned a strong reputation for excellence in the food industry, maintaining its position as a market leader through continuous innovation, superior quality, anda dedication to consumer satisfaction.

1.2 Background of the Study

With the rise in the number of competitors and the expanding economy, customer expectations have reached unprecedented levels. Recognizing this current scenario, companies are making efforts to entice other businesses to adopt their products. As a result, Bellwoven Bengal Ltd. is making itself moreaccessible to its customers. At present, the financial sector grapples with a significant challenge marked by low interest rates and a high inflation rate. These conditions stem from political instability and market manipulation. Hence, it becomes the responsibility of the top management in any company to address this situation.

1.3 Objectives of the Study

i. Broad Objective:

The primary purpose of this report is to meet the partial requirements for the degree of Bachelor of Business Administration.

ii. Specific Objectives:

Studying the promotional of Bellwoven Bengal Ltd. likely involves a few specific objectives:

- **Understanding Target Markets:** Analyze how Bellwoven identifies and segments its target markets for different biscuit products. This involves demographics, psychographics, and behavioral factors influencing their promotional and distribution choices.
- **Promotional Mix Analysis:** Investigate the specific promotional tools and strategies employed by Bellwoven, such as advertising, sales promotions, public relations, and direct marketing.Determine which methods are most effective in reaching their target audience.
- **Distribution Channels:** Examine the distribution channels used by Bellwoven Bengal Ltd. to get their products to consumers. This involves understanding their relationships with consumer channels.
- **Market Penetration Strategies:** Explore how Bellwoven Bengal Ltd. aims to penetrate new markets or increase their market share in existing ones. This could involve studying pricing strategies, promotional campaigns, or geographical expansion plans.
- **Competitive Analysis:** Compare Bellwoven Bengal Ltd.' promotional with competitors in the accessories industry. Understand their unique selling propositions, market positioning, and how they differentiate themselves.
- **Consumer Behavior Impact:** Evaluate how consumer behavior influences promotional and distribution decisions. This might involve studying consumer preferences, buying patterns, and responses to different marketing stimuli.
- **Effectiveness Measurement:** Assess the metrics and tools used by Bellwoven Bengal Ltd. to measure the effectiveness of their promotional and distribution strategies. This could include sales data, customer feedback, or market research findings.

By focusing on these objectives, one can gain a comprehensive understanding of how Bellwoven Bengal Ltd. promotes its products, as well as the rationale behind their strategic choices.

1.4 Scope of the Study

Participating in the internship program is an obligatory step for students aspiring to attain a B.B.A degree. During my internship, I was affiliated with the host organization called Bellwoven Bengal Ltd. This report encapsulates my firsthand encounter with daily office operations, theoretical insights, and is a result of both the guidance of my internal support and my official supervisor.

1.5 Methodology of the Study

Drawing from my educational background, I've acquired various research methodologies. This study provided me with the chance to apply my academic knowledge in a real-world context. Data collection predominantly involved secondary sources.

Sources of Data:

- Annual report of Bellwoven Ltd.
- Books, manuals,
- Journals,
- Official publications,
- Web sites,
- Relevant industry reports,
- Scholarly articles.

1.6 Scope of the Study

Within my report, I have outlined the distinct operational phases of Bellwoven Bengal Ltd. I've also engaged in discussions with company personnel about sector background, market structure, and risk management aspects. Prior to delving into these details, I've provided a concise introduction to Bellwoven Bengal Ltd. to facilitate understanding of its functions and undertakings. As such, the report's scope encompasses a comprehensive understanding of Bellwoven Bengal Ltd. Through analysis and assessment, I've endeavored to evaluate the overall operational performance using information sourced from documents and interviews with administrative officers.

Benefits:

- It gives us knowledge about garments accessories company system.
- It helps to know about overall general activities of Bellwoven Bengal Ltd..
- It provides knowledge about products and services.

1.7 Limitations of the Study

During the course of my study, I encountered certain challenges that can be characterized aslimitations or short comings of the research. These include:

- **Limited Timeframe:**
  A particular period of time has been given to me for preparing the report. But the limitation of the time is too short to collect data about the company but the report must be done.

- **Insufficient Data Availability:**
  As Bellwoven Bengal Ltd. is a FDI (Foreign Direct Investment) based company and they haven't expanded their business in Bangladesh yet. For this there is a limitation of the data to collect for preparing the report.

- **Inadequate Records:**
  Due to Poor record keeping of this organization up to decreasing productivity as well as the information of the company. When employees are forced to track down the information, they need to complete tasks. But lack of information of the company it is not possible to complete the task. For Bellwoven Bengal Ltd. there is this type of inadequate records keeping.

- **Incomplete and Ambiguous Data:**
  In time of conflicting the ambiguous data there is an example. Example is supposed there are two people named Frederick James Smith and Frederick John Smith. Suppose that a data base system contains records indexed by name, and that names are represented Last name_First name_Middle-Initial. Then both people will be represented as Smith_Frederick_J and there is data ambiguity.

- **Uncooperativeness of Key Individuals:**
  In time of my internship in the company my supervisor was not much cooperative to provide details information for my report as well as my knowledge.

Chapter: 02

Review of Literature

2.1 Review of Literature

Financial ratios serve as a method for assessing a company's financial condition, profit, and loss. Financial institutions have numerous stakeholders, such as owners, management, personnel, customers, suppliers, competitors, regulatory agencies, and academics, each with their perspectives on utilizing financial statement analysis for evaluations. Exploring financial ratios aids organizations in fostering innovation, promoting improvement, valuing urgency, and developing individuals who embrace challenges and transform them into opportunities.

Customers' purchasing decisions are influenced by various factors, with information-seeking being a key component. Commercial sources serve as the primary means of acquiring information (Kotler & Keller, 2012). Andrianto (2013) asserts that a strong brand enhances product appeal, leading customers to favor branded products due to perceived superiority and safety (Iswara and Jatra, 2017).

Marketing strategy is an approach utilized by organizations to connect with their target market, creating awareness and encouraging the purchase of specific products. This section reviews prior research on the topic to draw a comprehensive conclusion (Chartered Association of Business Schools, 2020).

Research by Khan & Dhar (2010) reveals that purchasing bundles is more common during sales discounts, especially for hedonic rather than utilitarian components. This finding underscores the effectiveness of promotions in influencing purchases, in line with the findings of Kivetz & Zheng (2017), who emphasize the significant impact of promotional programs on purchase decisions.

- The company is dedicated to implementing a welfare-oriented operational system that focuses on uplifting the economic status of the low-income population and generating employment opportunities.

  The company is devoted to establishing an economic framework that promotes social justice and equitable wealth distribution. Its aim is to drive transformations underdeveloped rural regions, ensuring a balanced socio- economic advancement of the nation through micro-level initiatives.

  Furthermore, the company actively engages in both economic and philanthropic endeavors.

2.2 Development & Management of Financial Products

The foundation of customer satisfaction often rests on the product itself, making it a pivotal element within the marketing mix. The product not only serves as a platform for competition but also generates revenue while symbolizing the strategic trajectory of the organization. Consequently, financial institutions, particularly companies of this nature, have developed an increasing focus on various facets related to product strategy. Millat (2010) states that owners should place more emphasis on their marketing activities. They should start marketing through trade fairs and the Internet. They should try to build an international reputation.

2.3 Channels of Distribution

Hoefler and Keller (2003) discuss marketing activities and the marketing advantage of strong brands. They categorize marketing activities into product, extensions, price, communications, and channel-related marketing activities. Their study delves into more detail about how differences in consumer brand knowledge affect the response of consumers to marketing activity. Furthermore, in relation to possession, distribution facilitates customers' access to products for immediate consumption or future utilization. Apart from these aspects, the distribution function also serves as a mechanism for effective communication between companies and customers, allowing both parties to interact and exchange information.

2.4 Pricing for Financial Products

Završnik and Mumel (2007) found that advertising is one of the most important instruments of marketing communications mix in the clothing industry in Slovenia. Also important are personal selling and sales promotion & public relations. The cost of a financial product can manifest in various forms, some transparent and others less apparent. It might be linked to monetary value or have different dimensions.

2.5 Communication & Promotional Activities of Financial Products

Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun (2002) studied buyer–seller relationships for distribution support in the apparel sector which is critical for success. Results indicated that monetary support was regarded as the most important distribution support. Promotion fulfills various functions and roles, encompassing informing, persuading, and educating individuals and groups. It harmonizes with other components of the marketing mix, facilitating the acquisition of new customers, retaining existing ones, enhancing staff morale, and projecting a company's image. Businesses have numerous avenues to communicate with customers and prospects, including advertising, sales promotion, personal selling, publicity, public relations, direct mail, and direct response advertising.

Chapter: 03
Organizational Profile

3.1 Historical Background of Bellwoven Bengal Ltd. Associates

Bellwoven has been established in Bangladesh for more than 19 years so they feel proud to be a well-established Garment Accessories supplier for many clients who require a local supply solution in Bangladesh.

There facilities are extensive here in Banani at Dhaka. & factory located in Zirabo, Ashulia. Throughout Their journey in the business area, Bellwoven also reaches out to many other countries and has corporate offices in China, Delhi, Karachi, Istanbul and Manchester United Kingdom. The company has been established for more than 50 years. Its Head office is based in the UK and the UK office acts as the main coordination center for all the Global Bellwoven sites.

Their clients feature primarily in Europe and are a wide ranging spread of retailers, brands and on line clothing platforms. They are specialize in offering a complete labeling solution where factories order all types of garment accessories including woven labels, Hangtags, wash care labels and many other accessories relevant to garment manufacturing. More recently we have installed RFID label producing capabilities in all our main locations so that They can offer these labels as well.

When "Sustainability" is the major concern; Bellwoven Group are committed to environmental aspects and legislation at all their global sites. As manufacturer They are well aware of their responsibility to the environment and the impact we have on our planet.

Also "Bellwoven Foundation" simultaneously helping children to a brighter future through sport and free education to the needy as their Corporate Social responsibility since 2009 in Bangladesh

In addition to acting as manufacturers, Bellwoven Bengal Ltd. also engage in logistics, plant development, innovative ideas for a better production, improved quality & efficiency, system integration, and technical services, as well as international resource exploration.
Unlike the typical trading companies, which generally specialize in certain types of products, BBL has extremely diversified business lines, in which respect the business model is suitable to Bangladesh. The structure of BBL can give them advantages in international trade.

3.2 Company Profile

Their aspiration is to lead the way in locally garments accessories support within Bangladesh & foreign market and make asubstantial contribution to the advancement of the national economy.

3.2.1 Vision

- BBL's values stem from foundational principles that define our culture and manifest in their attitudes and behaviors. These values distinguish us and are underscored by a few key principles:

- Given the increasingly competitive market in which BBL operates, their customers have a wealth of options. Striving for excellence is crucial in maintaining their edge.
- Their success hinges on trust. Customers and society at large anticipate them to adhere unwaveringly to high moral and professional standards.
- Understanding their customers' needs and adapting our products and services to meet themis paramount.
- They believe in providing opportunities and advantages based on employees' abilities.
- Their commitment to society's advancement is driven by embracing enlightened work practices, innovative products, processes, and a spirit of enterprise.

3.2.2 Mission

- Ensuring contentment for both customers and companies.
- Providing top-notch financial services by embracing cutting-edge technology.
- Offering swift and effective customer support.
- Upholding a superior level of business ethics.
- Delivering innovative and creative services at competitive rates.
- Attracting and retaining skilled human resources.
- Offering competitive compensation packages to our dedicated employees.
- Demonstrating a strong dedication to the advancement of the national economy.

3.2.3 Corporate Division/Department

BBL stands out as a highly disciplined company with a unique corporate culture. Within this environment, we emphasize shared meaning, shared understanding, and shared sense-making. Our people perceive and comprehend events, activities, objects, and situations in a distinct manner.

The corporate culture that exists here is not imposed but rather has evolved organically through our corporate directives. The company's accomplishments are attributed to capable leadership, dedicated commitment, and the diligent efforts of all levels of management and staff. This collective success is made possible by a strong and quality-oriented corporate culture.

3.2.4 Risk Management Committee

The Committee's role is to support the Board of Directors in evaluating the company's strategies, policies, procedures, and internal control processes related to risk management. Additionally, it oversees and evaluates the risk management department and senior management concerning risk management matters.

3.2.5 Audit Committee

The corporate culture in place has not been imposed; instead, it has been established through the company's deliberate efforts. The company's success has been achievable due to capable leadership, dedicated service, and committed efforts from all levels of management and staff. This achievement is a direct result of a strong and high-quality corporate culture.

3.3 Foreign Trade Investment

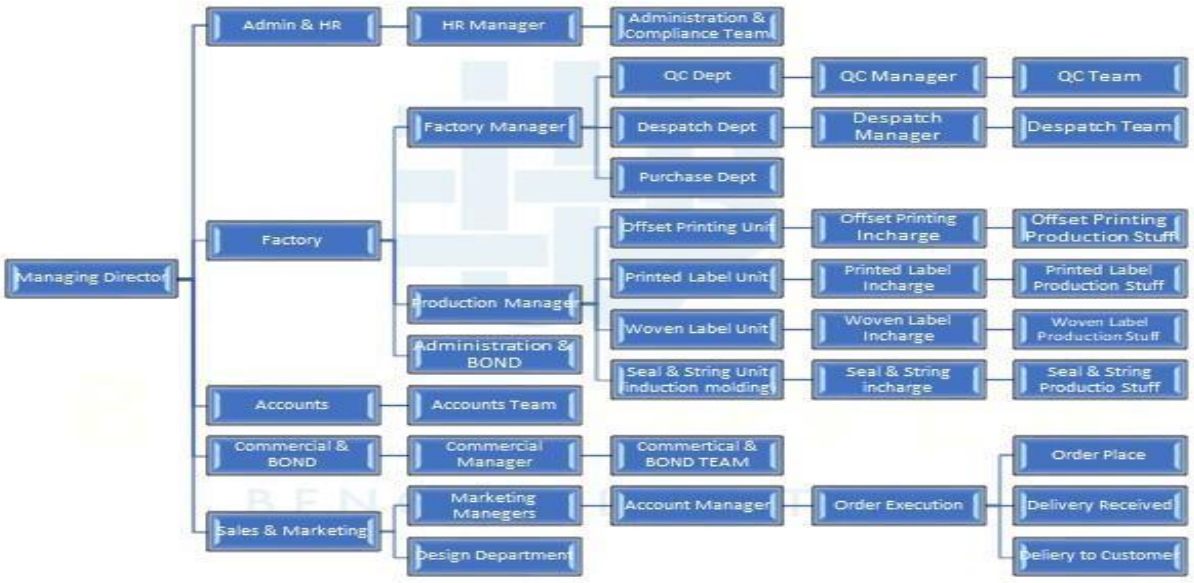
- Logistic support in the Garments sector
- Logistic support in the Local Business sector
- Logistic support in Foreign Trade
- Foreign investment scheme
- Logistic support for Foreign customer

3.4 Human Resource Division

Enforcing the BBL Personnel policy is a significant duty carried out by the human resource division. This department conducts annual performance evaluations for each employee and maintains comprehensive records for every individual.

3.5 Organogram

BELLWOVEN BENGAL LIMITED	**Organogram of Bellwoven Bengal Limited**	REF NO : BBL/HR/3/01 ISSUE : 0 REV : 0 DATE : 12/11/2023



3.6 Operations

- Over 9 countries worldwide.
- More than 90 + Brands are generating revenue worldwide.



Chapter: 04

Internship Responsibilities

4.1 Internship Responsibilities

During my two-month internship at the head office of Bellwoven Bengal Ltd., I was assigned a role and specific responsibilities. My primary focus during this internship was to assist in the development of Bellwoven Ltd. promotional strategy. From January 04, 2024, to April 10, 2024, I collaborated closely with the Administrative Manager. During this period, my main responsibilities were centered around the Customer Service Department, where I had the opportunity to observe the marketing department's rules, regulations, and operational procedures.

4.2 Job Responsibilities

In the general customer service division of Bellwoven Bengal Ltd. at the head office, I undertook various responsibilities. My workday typically commenced at 10:00 AM and concluded at 7:00 PM. During this timeframe, I performed a diverse range of tasks, which are outlined below.

4.3 Specific Job Responsibilities

- Collaboration with my colleagues, fast and efficient services
- Taking responsibility for the speed of transactions
- Friendliness of personnel
- Confidentiality of company
- Gather knowledge about the needs of customers

4.4 Nature of the job

Throughout my internship program, I was tasked with a variety of responsibilities within the Marketing department. I made an effort to align these tasks with my theoretical knowledge. However, it's worth emphasizing that practical experience provides a genuine insight into a company's operational procedures and enables one to evaluate all facets of the organization.

4.5 Subsidiaries and Brands

They have business and many office around the world and they also work with variety types of companies.

Bellwoven Asia	Bellwoven Packaging Ltd.
Denim item	Logistic
Knit item	Box
Woven item	Carton
Kids item	Printing
Mens item	
Women Item	

Bellwoven Global Ltd.	Bellwoven Foundation.
Graphic Design	Education
Barcode sticker	Food
Brood loom label item	Transportation
Woven Label item	Donation
Satin Label item	Counseling
Paper label item	
Printed satin label item	
Printed woven label item	
Hang Tag	
Zipper	
Biodegradable poly	
Home disposal poly	
Tape	
Bottom	
Cotton string	
Lock string	
Waxed string	
Badge	
Leader patch	
Swing ticket	
Waist Tag	
High density Printed label	
High density Printed woven	
High density Printed tag	
Hanger	
Safety pin	
Pitcher	

Chapter: 05

Promotional Strategy of Bellwoven Bengal Ltd.

5.1 Product

To gain an understanding of the products, I am attaching a selection of them here. While they offer a wide range of products, I have chosen these from their website for presentation.























5.2 Promotional Strategy of BellwovenBengal Ltd.

Bellwoven Bengal Ltd. employs a diverse set of promotional tactics to enhance brand visibility, engage consumers, and drive sales:

i. **Advertising & Marketing Campaigns:** BBL invests in comprehensive advertising campaigns across various media platforms, including print, digital, and social media. These campaigns focus on highlighting product quality, innovation, and consumer satisfaction.

ii. **Product Diversification & Innovation:** Constant innovation in product development allows BBL to introduce new Technology, packaging, and product variations, catering to evolving consumer preferences.

iii. **Trade Promotions:** Collaborating with Buyer, Buying house & Factory BBL implementstrade promotions such as discounts, special offers, and displays to incentivize purchases and secure prime shelf space.

iv. **CSR Initiatives:** Engaging in Corporate Social Responsibility (CSR) initiatives, BBL actively participates in community projects, fostering a positive brand image and resonating with socially conscious consumers.

v. **Events and Sponsorships:** Sponsorship of events, sports, and community gatherings provides BBL with opportunities for brand exposure and consumer interaction.

- **Segmentation**

Segmenting financial product customers is crucial for developing an effective marketing strategy. To identify customer needs and requirements, companies focus on the following factors:

- Differentiation criteria
- Product maturity
- Market demand/trends
- Geographic concentration
- Climate change

According to survey findings, the company primarily utilizes advertising media to a significant extent, while personal selling is employed to a limited degree. Public relations are used moderately for promotional purposes. An analysis of the promotional tools employed by the company reveals that advertising is the most widely employed promotional method, followed by personal selling.

5.3 Literature Review

Bellwoven Bengal Ltd.'s distribution strategy emphasizes accessibility and efficiency, ensuring products reach consumers promptly. Simultaneously, their promotional efforts encompass a blend of traditional and modern marketing approaches to create brand awareness and maintain consumer engagement. This strategic combination positions BBL as a competitive player in the Garments Accessories and Branding solution industry, facilitating market growth and customer loyalty

- **Optimize your website**

Your website is the digital storefront for your brand and should be engaging and easy to navigate. Ensuring it's responsive, visually pleasing, and contains relevant keywords for better SEO will drive more traffic to your site, potentially increasing sales.

- **Use social media platforms and partner with influencers**

Utilizing social media platforms provides an opportunity to forge a more intimate connection with your audience. Partnering with influencers in your field can massively extend your reach, as well as add credibility to your brand, leading to more followers, engagement, and, ultimately, conversions

- **Leverage user-generated content**

Leveraging user-generated content is a clever way to spotlight and engage with your customer base and foster brand loyalty. Customers sharing their experiences while wearing your clothing not only provides free advertising but also creates sincere, relatable content that resonates.

- **Be active in groups and communities**

Being active in relevant groups and communities provides another opportunity to engage with potential customers. Sharing your expertise, interacting with others' posts, or merely posting relatable content can bolster brand visibility while forging relationships with potential customers.

- **Feedback and customer reviews**

Feedback and customer reviews, if harnessed correctly, can do wonders for your brand reputation. Share positive feedback on your platforms and respond to negative reviews in a helpful, proactive manner to show customers that you care about their experiences.

- **Craft videos that promote brand**

Creating engaging video content can vastly enhance your visibility. Fashion is visual: show customers how clothes fit or suggest styling options. Exciting, engaging videos can be shared across platforms, encouraging followers to share them within their networks.

- **Boost sales with email marketing**

Regular newsletters or emails containing special offers, new product information, and engaging content keep your brand fresh in the minds of existing customers, encouraging further purchases and loyalty. By analyzing customer data and behavior, businesses can tailor their messages to resonate more deeply with their audience, fostering a sense of connection and relevance.

- **Invest in paid advertising**

Investing in paid ads guarantees exposure to a wider audience. This can prove especially fruitful if targeting is used effectively, placing your advertisements in front of those who are most likely to be interested in your brand.

- **Retarget your ads**

Retarget ads to recapture the interest of users who have previously interacted with your brand. This technique can contribute to turning interest into conversion, prominently keeping your brand in the customer's mind. This digital marketing strategy works excellently in driving repeated sales and building a loyal customer base.

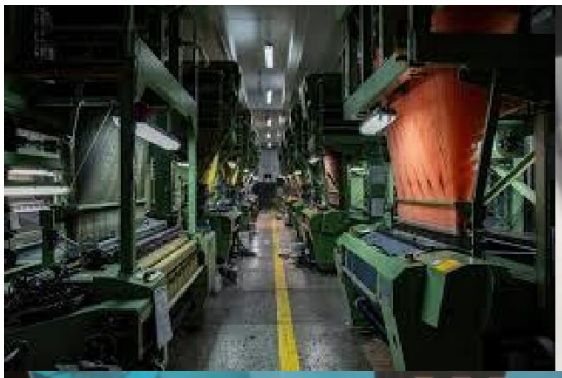
5.4 Database Marketing

The private commercial company recently started a customer database for marketing purposes. The research shows that all of the companies use databases for marketing their products.

5.5 Internet Marketing

Almost all the private company have their own website. The Internet has already been started. But the operation is not so much extended. The following are the common features of the website.

- Information about the company.
- Contact information.
- Product showcasing.
- Mission and Vision.




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5.6 Customer Service Quality

- **The Importance of Excellent Customer Service:** Good customer service plays a pivotal role, and Bellwoven Bengal Ltd. continually strives to provide specific services to their customers.
- **Customer Satisfaction:** The primary goal of customer service is to ensure customer satisfaction. All staff consistently aim to provide the best service possible to customers.
- **Building Relationships:** Bellwoven Bengal Ltd. treats customers as valued guests. All staff warmly welcome customers upon their arrival at the branch and provide assistance until they depart. This approach fosters customer loyalty.
- **Meeting Customer Expectations:** As a service-oriented & manufacture oriented organization, Bellwoven Bengal Ltd. is dedicated to meeting and exceeding customer expectations. Customers expect higher service charges in exchange for superior service.
- **Positive & Negative Word of Mouth:** Bellwoven Bengal Ltd. adheres to the motto that "the customer is always right" and consistently maintains a courteous demeanor when interacting with customers. This approach influences positive word-of-mouth recommendations.
- **Responding to Increasing Market Competition:** Bellwoven Bengal Ltd. continuously introduces innovative strategies to transform potential clients into loyal customers.

5.7 Incorporating sustainable practices for added appeal

In the era of conscious consumerism, incorporating sustainable practices into Bellwoven Bengal Ltd. clothing brand could offer a significant advantage. From an environmental standpoint, demonstrating a commitment to sustainability shows consumers that your brand reckons with its social responsibilities. Moreover, sustainable clothing brands appeal to more consumers today who prioritize eco-friendly and ethical manufacturing practices.

Integrating sustainability into BBL brand ethos isn't just characterized by using organic or recycled materials; it also involves reducing waste along the supply chain or partnering with ethical suppliers. Similarly, local sourcing and production could be emphasized to reduce carbon footprint. So, whether your brand is in its infancy or well established, consider incorporating sustainable practices into your strategy to curate a respectable and appealing identity.

Use eco-friendly materials: This includes materials such as organic cotton, recycled polyester, or hemp. These materials have a lower environmental impact than traditional ones, and their use speaks volumes about a clothing brand's commitment to creating sustainable apparel.

- **Follow fair trade practices:** These practices ensure that the people involved in the manufacturing process are treated fairly. This can range from providing fair wages to safe working conditions and avoiding child labor.
- **Switch to the made-to-order model:** This model, where products are created on demand rather than in bulk, can reduce waste significantly. It also allows for better resource management as it typically results in fewer unsold products.
- **Promote a culture of reuse:** Many brands are promoting the idea of repairing items to extend their lifespan instead of replacing them. Some companies even provide repair services or guidelines to encourage customers to adopt a more sustainable approach.

5.8 Certification:

- Bellwoven have lot of certification which prove Bellwoven Bengl Ltd. as a trusted and environment friendly organization. Certificate list are OKEO TEX, SEDEX, RCS, FSC. Oeko-Tex certifies non-hazardous end-products and all of their components. Products that carry the Standard 100 label have been tested and proven free of harmful levels of toxic substances. By contrast, GOTS certified the organic production of raw materials such as cotton, flax etc. Sedex stands for Supplier Ethical Data Exchange, which is an online system that allows suppliers to maintain data on ethical & responsible practices and allows them to share this information with their customers. The RCS and GRS are designed to boost the use of recycled materials. The Recycled Claim Standard (RCS) and Global Recycled Standard (GRS) set the criteria for third-party certification of recycled materials and chain of custody. The FSC label is a stamp given to specific products by the Forest Stewardship Council, indicating the materials used in production are recyclable and sustainably sourced. The symbol also signals that the product passes the council's high environmental and social standards.





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Chapter: 06
Findings of the Study

6.1 Findings of the Study

- **Occasional Shipment & Delivery Delays:** The company experiences intermittent delays in their shipments & delivery which may impact customer satisfaction and efficiency.

- **Limited Promotional Activities:** The company's promotional efforts are relatively constrained, potentially leading to missed opportunities for brand visibility and customer engagement.

- **Technology Utilization:** There is potential for the company to increase its use of technology, likely for processes like automation, data analysis, or customer interaction.

- **Transportation System:** Company don't operates any effective transportation system for employees.

- **Inactive HR Department:** The HR department appears to be less active, possibly indicating a need for more robust recruitment, training, or employee engagement initiatives.

- **Organizational and Communication Issues:** Operations in the field could benefit from better organization and improved communication, suggesting room for process optimization.

- **Digital Marketing Opportunity:** There is significant potential for the company to leverage social media platforms for digital marketing, which can expand its online presence and customer reach.

- **Business Development Manager:** While the company has a good setup, hiring a dedicated business development manager can help identify growth opportunities and expand the business further.

Chapter: 07

Recommendations and Conclusion

7.1 Recommendations

Based on observations, analyses, ratio assessments, and employee feedback, I have several recommendations for Bellwoven Bengal Ltd. to enhance their operations and make their internal environment more dynamic. I believe these suggestions can help them effectively compete with their competitors.

• Enhanced Advertising: Bellwoven Bengal Ltd. currently has limited product advertising. To promote their offerings more effectively, they should consider increasing their advertising efforts. This includes showcasing more client information and products on their website.

• Promotional Activities: To bolster its brand presence, Bellwoven Bengal Ltd. should invest in more comprehensive promotional activities, such as increased webside promote and a stronger focus on direct marketing.

• Skilled Workforce: It is crucial to recruit adequately skilled personnel. Company employees should be well-versed in effectively communicating with customers about deposits and other financial schemes. A skilled workforce enhances customer satisfaction.

• Streamlined Account Opening: For interested customers with valid identification, Bellwoven Bengal Ltd. should consider simplifying the account opening process by eliminating the requirement for an introducer. This can streamline the customer onboarding experience.

• Customer Preferences Research: Conducting thorough research into customer preferences and service choices is essential. This data can inform product development and service enhancements to better meet customer needs.

• Expanding Service Elements: To cater to diverse customer requirements, Bellwoven Bengal Ltd. should consider expanding their service offerings. This may necessitate recruiting more employees to provide comprehensive support to customers. By implementing these recommendations, Bellwoven Bengal Ltd. can strengthen their market position and create a more dynamic internal environment to better serve their customers and compete effectively in the industry.

7.2 Conclusion

I have completed my internship at Bellwoven Bengal Ltd. ltd. intends to play a primary role in the logistic support activities of the country through adjusted administration, imaginative practices, energetic progress, and efficient organization it has made an unmistakable stamp in the region of private keeping money division at this point. Through an imaginative credit policy, it is also decisively occupied in the improvement of business, trade, and production.

Promising individual representative development and improvement, the company likewise offers a push to recognize and hold the human resources who can conceivably be the successors of the mission's basic parts. The company perceives that movement masterminding and organization are basic to the continued with advance. So, the company reliably reviews various leveled, divisional, and bunch capacity gaps to perceive, make, and hold the successor in a propitious method to meet solicitations without limits.

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