



## **ABUL KHAIR GROUP**

**History:** Abul Khair Group is the largest manufacturing and exporting company in Bangladesh. Even though their business sector has expanded in various sectors, they achieved most success in Fast Moving Consumer Goods like beverage, tea, condensed milk, cement, powdered milk, tobacco, edible oil, steel products etc.

Apparently Abul Khair Group is one of the oldest companies in Bangladesh. It was founded in 1953 by the late Mr. Abul Khair. Their first business was in the tobacco sector when they products and marketed Abul Biri. After a few years, they started expanding their business range to other business sectors. Now, their professionalism and managerial skills have made them one of the best and most successful companies in Bangladesh. Almost 38,000 employees are employed under Abul Khair Group's name.

The most important company of Abul Khair Group is Abul Khair Condensed Milk and Beverage Industries Limited. They manufacture, pack and sell powder milk, condensed milk, juice, flavored milk, tea, snacks and drinks. Abul Khair Group follows the ISO and HACCP standard to each and every word.

Their produced goods are extremely popular not only in Bangladesh but in a major part of the world. The companies listed under Abul Khair Group are:

Abul Khair Condensed Milk Industries Ltd

Abul Khair Tea Limited

Shah Dairy Products Ltd

Abul Khair Steels Ltd

Abul Khair Condensed Milk and Beverage Industries

Smark Coconut Oil Products Ltd

Shah Dairy Foods Ltd

A.K Properties Limited

A.K Corporation Ltd

Abul Khair Tobacco Company Ltd

Abul Khair Group have acclaimed international popularity and their products are sold all over the world. Their annual revenue is over \$100 million. Their excellent managerial skill, trained employees, quality products, great marketing skill and attractive logos are the primary reasons behind their success. The executive managers of Abul Khair Group only hope that they achieve even more success in the years to come.

**Vision:** Our Vision, We will be one of the most trusted, admired and successful companies in the region with a focus on strengthening research and development capabilities, creating partnerships and building presence across the globe. Abul Khair Group has already become one of the largest conglomerates and the leader in many areas of business and industry in Bangladesh. It wishes to go far ahead from where it is now.

The group wants to be the largest business house of the country and the biggest contributor, from the private sector, to the economic and social development. It also wishes to bring more and more people under job and thus become the largest employer in the private sector.

**Mission:** AKG's Mission is to enrich the quality of life of the people through responsible application of knowledge, technology and skills. AKG is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees, to provide the highest level of satisfaction to our customers.

**Objectives:** The objective of Abul Khair Group is to provide the quality products and services in such a form that the customers demand. To grow and increase value by implementing advanced technologies, new products and services to provide excellent solutions to satisfy customers' requirements.

**The present Marketing Concept of the Company:** The present Marketing Concept is preoccupied with the idea of satisfying the needs of the customer by means of the product as a solution to the customer's problem (needs). The Marketing Concept represents the major change in today's company orientation that provides the foundation to achieve competitive advantage.

**The Production Concept:** This concept is the oldest of the concepts in business. It holds that consumers will prefer products that are widely available and inexpensive. Managers focusing on this concept concentrate on achieving high production efficiency, low costs, and mass distribution. They assume that consumers are primarily interested in product availability and low prices. This orientation makes sense in developing countries, where consumers are more interested in obtaining the product than in its features.

**The Product Concept:** This orientation holds that consumers will favor those products that offer the most quality, performance, or innovative features. Managers focusing on this concept concentrate on making superior products and improving them over time. They assume that buyers admire well-made products and can appraise quality and performance. However, these managers are sometimes caught up in a love affair with their product and do not realize what the market needs. Management might commit the “better-mousetrap” fallacy, believing that a better mousetrap will lead people to beat a path to its door.

**The Selling Concept:** This is another common business orientation. It holds that consumers and businesses, if left alone, will ordinarily not buy enough of the selling company's products. The organization must, therefore, undertake an aggressive selling and promotion effort. This concept assumes that consumers typically show buying inertia or resistance and must be coaxed into buying. It also assumes that the company has a whole battery of effective selling and promotional tools to stimulate more buying. Most firms practice the selling

concept when they have overcapacity. Their aim is to sell what they make rather than make what the market wants.

**The Marketing Concept:** This is a business philosophy that challenges the above three business orientations. Its central tenets crystallized in the 1950s. It holds that the key to achieving its organizational goals (goals of the selling company) consists of the company being more effective than competitors in creating, delivering, and communicating customer value to its selected target customers. The marketing concept rests on four pillars: target market, customer needs, integrated marketing and profitability.

### **Distinctions between the Sales Concept and the Marketing Concept:**

1. The Sales Concept focuses on the needs of the seller. The Marketing Concept focuses on the needs of the buyer.
2. The Sales Concept is preoccupied with the seller's need to convert his/her product into cash. The Marketing Concept is preoccupied with the idea of satisfying the needs of the customer by means of the product as a solution to the customer's problem (needs).
3. The Marketing Concept represents the major change in today's company orientation that provides the foundation to achieve competitive advantage. This philosophy is the foundation of consultative selling.
4. The Marketing Concept has evolved into a fifth and more refined company orientation: The Societal Marketing Concept. This concept is more theoretical and will undoubtedly influence future forms of marketing and selling approaches.

**The Societal Marketing Concept:** This concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors (this is the

original Marketing Concept). Additionally, it holds that this all must be done in a way that preserves or enhances the consumer's and the society's well-being.

This orientation arose as some questioned whether the Marketing Concept is an appropriate philosophy in an age of environmental deterioration, resource shortages, explosive population growth, world hunger and poverty, and neglected social services.

So we can say that those present concept are play key role for Abul khair group of company. Present marketing concept is very essential for not only Abul khair group but also all private company and public company.

**The Company on the basis of holistic marketing concept:** A holistic marketing concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognize their breadth and interdependencies.

### **Components of Holistic Marketing**

Holistic marketing focuses on marketing strategies designed to market the brand to every person related to it, be it employees, existing customers or potential customers, and communicating it in a unified manner while keeping in mind the societal responsibility of the business.

### **Relationship Marketing**

The relationship marketing aspect of holistic marketing philosophy focuses on a long-term customer relationship and engagement rather than short-term goals like customer acquisition and individual sales. This strategy focuses on targeting marketing activities on existing customers to create a strong, emotional, and everlasting customer connections. These connections further help the business in getting repeated sales, free word of mouth marketing and more leads.

## **Integrated Marketing**

Integrated marketing is an approach to create a unified and seamless experience for consumer to interact with the brand by designing and directing all communication (advertising, sales promotion, direct marketing, public relations, and digital marketing) in such a way so that all work together as a unified force and centers around a strong and focused brand image.

## **Internal Marketing**

There are two types of customers to every business: internal and external. While focusing on external customers should be a top priority for every business, internal customers should not be left unnoticed as these internal customers (employees) play a vital role in marketing the brand and products to the external customers of the business. Internal Marketing treats employees and staffs as internal customers who must be convinced of a company's vision and worth just as aggressively as external customers. It also involves crafting processes which make them understand their role in the marketing process.

## **Socially responsible marketing**

The socially responsible marketing aspect of the holistic marketing concept involves a broader concern of the society at large. It requires the business to follow certain business ethics and focuses on partnerships with philanthropic and community organizations. A business is considered as a part of the society and is required to repay the same.

Socially responsible marketing encourage a positive impact on company's stakeholders.

**Buying procedure of the company's product:** we know that every company's has buying procedure. So, Abul khair Group of company is is not out of this regulation. These have also buying procedure. usiness buying process is quite different from the consumer buying process, because in this case the business market is involved in different set of characteristics and demands. The companies doing business in business markets adopt separate marketing strategies.

The business buying process is split into eight stages. The new task buying contains all of these steps whereas the straight or modified rebuy may skip some of them. These stages are as follows.

Problem Recognition

Description of General Need

Specification of Product

Search of Supplier

Proposal Solicitation

Selection of Supplier

Order-Routine Specification

Performance Review

Problem Recognition

In the first stage of business buying process, a certain problem is recognized by someone in the organization, so that it can be solved through the purchase of any new product or service. The external or internal stimuli result in the creation of such recognized problem. In case of internal stimuli, the management of the organization may determine to manufacture a new product or any production machine become damaged that needs certain new parts. Another internal reason may be that the supplier is not providing effective goods at a fair price. On the other hand the external elements may be in the form of any new idea of a product at a trade show or seeing new advertisements or any favorable offering by a sales person etc.

### **Description of General Need**

This stage starts when a clear need has been identified by the organization. In this step description about the general need has been prepared which shows general characteristics and the quantity of the required product. In case of simple items, this process is linear whereas in case of complex items in the process involves a

team of buyer, engineers and other professionals who work together to agree on the desired product. The significance of reliability, price, durability and other features are ranked for the desired product or service by the team.

### **Specification of the Product**

In this stage, the organization that is involved in the business buying process prepares a detailed list of the technical specifications of the desired product through value analysis conducted by the engineering team. In value analysis, careful studies are made to determine the cost reduction production process for the redesigning or standardization of the desired product or service.

The professional team covers the best features and characteristics required in purchasing the product. The selling organizations can also use this step to increase their sales.

### **Search of Supplier**

In this step of the business buying process, the buying organization searches the suppliers in order to make a purchase with the best one. For this purpose a list of competitive vendors is prepared by the buying organization through the use of supplier directories, aid of a computer (internet), or contacting other organization for obtaining of recommended names. The internet is increasingly becoming a platform for such searching now-a-days as most of the organizations are entering into this virtual world. In case of buying of new and expensive product, the more time is consumed in searching of suitable suppliers that can best meet the specifications of the required product. The suppliers should keep themselves enrolled on the relative directories to make their good reputation in the market. Moreover the sales person should also target the supplier searching organizations in the business market.

### **Proposal Solicitation**

In this stage the suppliers are asked to submit their proposals. In some cases, some suppliers send only their salespersons or simple catalogs.

But when the desired product is expensive and complex than proper formal presentations and detailed written proposals are required from the qualified



suppliers. The marketers of the business organizations should also be skillful in writing and presentation of business proposals to the buying organizations.

### **Selection of Supplier**

At this stage the final supplier is selected from the list of potential suppliers who have submitted their proposals to the buying organization. The selection team of the buying organization reviews the proposals of all suppliers and list the offered attributed on the basis of the rank of importance. Following are some of the main attributes that serve as the basis for the selection of potential suppliers.

Quality of product

Delivery time

Ethical corporate behavior

Reasonable price

Honest communication

Past performance and reputation

Repair and maintenance services etc

Order-Routine Specification

The order-routine specifications are prepared in this step which contains the order having a final list of the specifications, the selected supplier, delivery time, quantity required, price and repair and maintenance services etc.

### **Performance Review**

This is the last stage of the business buying process in which the performance of the supplier is reviewed by the buying organization. For this purpose the buying organization contacts with the customers or users of the purchased product and ask them to provide their experience of using that product. Mainly the Consumer Behavior or the satisfaction level of users serves as the basis of the performance reviewing factor for the product purchased from business supplier. The performance review helps in future decision of the business buying process in the form of straight rebuy, modified rebuy or new task buying. The selling

organization also takes into account the same factors that would affect in the performance review by the buying organization.

### **Product Class:**

Traditionally, products – based on their use – were broadly classified into consumer products and industrial product. However, with changing times, the above two product classes have been divided further. Let us discuss the classes that products are divided into today:

**1. Consumer Goods:** Consumer products referred to all those products that were meant for personal use or direct consumption by the consumer. Based on the shopping habits of the target consumer, Consumer goods are further classified as follows:

- a. Convenience goods:** Products that are often purchased by the consumer and do not need much forethought or effort on the part of consumers are called as Convenience Goods. Such goods are consumed often and thus are purchased immediately with minimum effort. Examples of convenience goods are Newspapers and most of the FMCG (fast moving consumer goods) products such as food staples, toiletries and others. Convenience goods can be further classified as follows:

**Staple Goods –** Products that are purchased routinely and at specific intervals come under this category. Examples would be food staples and toiletries.

**Impulse Goods –** These are products that are not routine buys. Though consumers buy it as an impulse, they do not put in much effort to evaluate them. Examples would be buying chocolates.

**Emergency Goods –** These are products that are purchased during the emergency. Though there was no decision to buy these products, the consumer

is forced to buy these because of an emergency. Examples would be an umbrella during the rainy season or medicines during an illness.

**b. Shopping Goods:** These products are planned purchases where a consumer evaluates various us brands – based on price, features offered and other traits – and then makes the decision. Unlike the purchase of convenience goods, shopping goods involve considerable expenditure and thus Consumers are ready to invest effort and time comparing shopping products before making the final decision. Examples of shopping goods would be the purchase of clothing, home furnishings and furniture. Shopping goods can further be classified into:



Heterogeneous shopping goods – These are products that differ in features and services. Consumers evaluate these products on their features and services and not on their price. The example here would be a purchase of a front loading washing machine. Since different brands offer different features in top loading washing machines, consumers compare these on their features before making the decision.

**c. Specialty goods:** These are goods for which consumers need to make the considerable effort before making the purchase. The products have unique features and brand characteristics and thus consumers do not compare between different brands. Rather, they might compare between different models of the same product in the same brand. An example here would be a purchase of Maruti car. The consumer, having decided on purchasing a Maruti car will only compare the different models of Maruti.



**Product line:** A product line is a group of related products all marketed under a single brand name that is sold by the same company. Companies sell multiple product lines under their various brand names, seeking to distinguish them from each other for better usability for consumers.

Companies often expand their offerings by adding to existing product lines because consumers are more likely to purchase products from brands with which they are already familiar.

**Product Mix Decision:** Before turning to the product mix decisions, we first have to know what the product mix actually is. The product mix, also called product portfolio, is the set of all product lines and items that a company offers for sale. For instance, the product mix of Colgate consists of three product lines: oral care, personal care and pet nutrition. Each of these product lines, in turn, consists of several sub-lines. A vehicle manufacturer may have two product lines: motorbikes and cars. Product mix decisions need to be taken for the whole product mix and affect each line.

## **The Product Mix – Product Mix Decisions**

### **4 Dimensions of the Product Mix – 4 Product Mix Decisions**

Four important dimensions of a product mix can be identified. These are: width, length, depth, and consistency. The first of the product mix decisions refers to the product mix width. The width is all about the number of different product lines the company carries. As mentioned in the previous example, Colgate has 3 product lines. Thus, it has a rather limited width.

The product mix length refers to the total number of items a company carries within the product lines. For instance, Colgate carries several different brands within each line. In Colgate's oral care product line, several different categories of toothpastes can be identified. A car manufacturer may have several series in its car product line, such as 3-series, 5-series, and 7-series.

The next one of the product mix decisions is the product mix depth. It refers to the number of versions offered for each product in the product line. For instance, Colgate toothpastes come in several tastes and variations. The vehicle manufacturer's 3-series in the car product line may be offered in several versions: convertible, coupé, sedan, and so further.

Finally, the consistency of a product mix completes our four product mix decisions. Consistency refers to how closely related the product lines are in terms of end use, production requirements, distribution channels or any other way. In Colgate's case, we can observe a rather strong consistency, which is based on the fact that all product lines constitute consumer products and go through the same distribution channels. The vehicle manufacturer also has a relatively consistent product mix, since both product lines contain consumer-vehicles, can be sold in the same way etc.

Certainly, these four product mix decisions are interrelated.

#### **4 Ways to increase business with Product Mix Decisions**

We can identify four ways in which a company can increase its business on basis of the four product mix decisions determined above. Add new product lines: widen the product mix. New lines benefit from and build on the company's reputation in its other lines. Lengthen the existing product lines. More items in the product lines may result in a more full-line company. Add more versions of each product: Deepen the product mix.

Make product lines more consistent (or less). This depends on whether the company wants to have a strong reputation in a single field or in several fields of business.

As you can see, the four product mix decisions are more than a strategic issue that has some impact on the company's success. To be precise, the product mix is one of the most critical instruments the company has. It is the centre of its offerings. Therefore, the right product mix decisions should be taken, in line with customer needs. Since customer needs may change rapidly, product mix decisions need to be taken more than once at the beginning – product mix decisions are part of an ongoing process. Only if product mix decisions are taken on an ongoing basis, maximum value for customers can be created.



### **Segmentation:**

Segmentation means dividing the market into distinctive groups of buyers on the basis of needs characteristics or behaviors of consumers. Segmentation can be done in four ways like –

1. Geographic segmentation
2. Demographic segmentation
3. Psychographic segmentation
4. Behavioral segmentation

- 1. Target Market:** Abul Khair Group' consists of consumer and retailers who need to store communicate and complete the marketing process. From the many segments, we choose psychographic segmentation. Targeted segment consists-

upper class-heavy users(business tycoons, superstars, media people, ministers)

upper middle class- medium users ( business executives, doctors, lawyers,)

middle class-light/occasional users

As our laundry would be specialized, we will have a high price than the local laundries. So it's more affordable for the upper class and upper middle class people. More over specialized cleaning is more needed for these people as they want to live in luxurious life. Although we targeted upper class people in our plan, we will mainly focus on the upper class and upper middle class people. The customers are more concern about the quality and also they want a quick service. More over now a day people are getting busier, so they want home service.

- 2. Market Positioning:** Positioning is a perceptual location. It's where your product or service fits into the marketplace. Effective positioning puts you first in line in the minds of potential customers. The Positioning is a powerful tool that allows you to create an image. And image is the outward representation of being we want to be, doing what you want to do, and having what we want to have. Positioning ourselves can lead to personal fulfillment. All classes of people being customers of Bashundhara Group, the company offers their products to markets with quality and affordable price. The company wants to available their products because their competitor's products are available.

- 3. Marketing Mix:** Marketing mix is the set of controllable tactical marketing tools- product, price, place, and promotion that the firm blends to produce. The major marketing management decisions can be classified in one of the following four categories:

Product

Price

Place (distribution)

Promotion

These variables are known as the Marketing Mix or the 4 P's of Marketing. They are the variables that marketing managers can control in order to best satisfy customers in the target market. The marketing mix is portrayed in the following diagram.

The firm attempts to generate a positive response in the target market by blending these four marketing mix variables in an optimal manner.

### **Product**

The product is the physical product or service offered to the consumer. In the case of physical products, it also refers to any services or conveniences that are part of the offering. Product decisions include aspects such as function, appearance, packaging, service, warranty, etc.

### **Price**

Pricing decisions should take into account profit margins and the probable pricing response of competitors. Pricing includes not only the list price, but also discounts, financing, and other options such as leasing.

### **Place**

Place (or placement) decisions are those associated with channels of distribution that serve as the means for getting the product to the target customers. The distribution system performs transactional, logistical, and facilitating functions. Distribution decisions include market coverage, channel member selection, logistics, and levels of service.



## **Promotion**

Through promotional activities Abul Khair Group” will communicate the merit of its services and persuade target customer to buy these. Clarity will try to follow integrated promotion mix for effectively promoting its services to maximize profit through customer satisfaction. Clarity will not integrate all the elements of promotion mix rather it will apply the most profitable elements of the promotion mix. These are described below

1) Sales Promotion- Abul Khair Group will run the following sales promotion strategies-

- a) Gift Card
- b) Discounted prices
- c) Free service campaign
- d) CRM (Customer relationship management)
- e) Occasional Packages

2) Advertising

3) Direct Mail

4) Personal Selling

## **Business strategic planning process**

This is top qualitative evaluation of the key factors affection the company. To know how the company fairs will and how interesting an investment would be, our analysis follow the market on a daily basis and you could benefit from their valuable expertise to maximize you knowledge.

**Strengths:** It's very famous group in our country. So it has more strong sides. So the strong sides of the Company are shown below....

- Huge amount of capital.
- 2. The management system is strong.
- The employees are very qualified.

- The workers are practical.
- The products are acceptable and popular in our countries than other company's product.
- Huge amount of properties.

# SWOT ANALYSIS



**Weaknesses:** Since it is reputed company so it has some weaknesses.

It has legal problems.

It has taxes problem.

Opportunity: It has huge amount of opportunity such as.

- ✓ International and National market segment opportunities.
- ✓ Expansion opportunities.
- ✓ 3. Growth opportunities.

**Threats:** Though it is a reputed group of company, it has some threats such as competitors, Political instability, Bad weather, Increase raw material price and so on.

## Findings of SWOT analysis

Through SWOT analysis, we try to find out strong and weak point of the company. Here we find out strong points more than weak point. The employees of the company are highly qualified. They enjoys work and do not want to avoid it. The employees of the company work hard to achieve the organizational goals through self-accept the responsibility without any hesitation. Its market position is good comparing to others. The working condition of the company is comfortable.

### 1. Goal formulation

By following SWOT analysis the company improved the specific goals for the planning period this is called goal formulation. Managers use the term goals to describe objectives that are specific with respect magnitude and times.

- ❖ **Arranged hierarchically:** Abul khair group business unit's increased the rate of return on investment. This can be accomplished by increasing revenue and reducing expenses.
- ❖ **Quantities objectives:** Bashundhara group want to return on investment 15% last 2 year.
- ❖ **Goals should be realistic:** They fixed their goal on the business unit's opportunities strength not wishful thinking.
- ❖ **Objectives must be consistent:** It is not possible to maximize both sales and profits simultaneously.
- ❖ **Strategic Formulation:** Every company must have a strategic for achieving organization goal such as abul khair group have a strategic formulation. This corporation follows "overall cost leadership". Overall cost leadership: It is means to reduce the cost of a product than other company. So the Abul Khair group follow the overall cost leadership strategic because they reduce the product cost.

#### 4. Program formulation

The corporation's business unit has developed its principal strategic. It must work out detailed supporting program. If the program is continue by the technological leadership then the company creates values for the customer.

#### 5. Feedback and Control

Every action has a result, so Abul Khair group has a result on their task. The Abul khair group business planning is effective to earn the organizational goal. So the company's feedback is good. And the controlling system of the group is good.

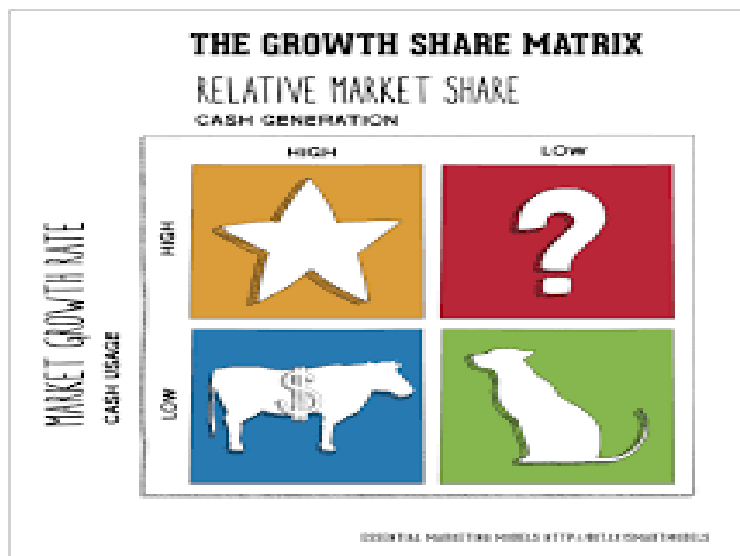
#### BCG Matrix

The Boston Consulting Group approach (BCG):

It is a process of evaluating a company's strategic business units in terms of their market growth rate and relative market share. The SBUs are Stars, Cash cows, Questions marks, Dogs.

#### Stars

In this position a company has high growth rate and strong market share. It needs huge amount of investment to keep their rapid growth. After above discussion we can say that the East West Property Development (PVT) Ltd. of Abul khair Group is in the star position.



## **Cash cows**

Saha cement is in the cash cow position because this company has low growth rate and strong market share. This company needs less investment to keep their current position. They produce a lot of cash that the company uses to pay its bills and to support other SBUs that need investment.

## **Questions marks**

Abul Khair group's AKS is in the questions marks position because this company has high growth rate and weak market share. Sometimes this company converts into star position. Abul khair group's Seylon is in the dogs position because it has low growth rate and weak market share. It may generate enough cash to maintain themselves but do not promise to be large sources of cash.

## **Implementing & Control of Strategic Planning of Abul Khair Group**

By preparing statements of mission, policy, strategy, and goals, headquarters establishes the framework within which the divisions and business units prepare their plan. This corporation gives a lot of freedom to their business units to set their own sales and profit goals and strategies.

Corporate headquarter undertakes four planning activities

Defining the corporate mission

Establishing strategic business units (SBUs)

Assigning resources to each SBU

Planning new business, downsizing, or terminating older business

The others planning of abul Khair group are taken by the each division's managing directors.

## **Promotional Mix:**

Definition: The Promotion Mix refers to the blend of several promotional tools used by the business to create, maintain and increase the demand for goods and services.

The fourth element of the 4 P's of Marketing Mix is the promotion; that focuses on creating the awareness and persuading the customers to initiate the purchase. The several tools that facilitate the promotion objective of a firm are collectively known as the Promotion Mix.

The Promotion Mix is the integration of Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing. The marketers need to view the following questions in order to have a balanced blend of these promotional tools.

What is the most effective way to inform the customers?

Which marketing methods to be used?

To whom the promotion efforts are directed?

What is the marketing budget? How is it to be allocated to the promotional tools?

### **Elements of Promotion Mix**

**Advertising:** The advertising is any paid form of non-personal presentation and promotion of goods and services by the identified sponsor in the exchange of a fee. Through advertising, the marketer tries to build a pull strategy; wherein the customer is instigated to try the product at least once. The complete information along with the attractive graphics of the product or service can be shown to the customers that grab their attention and influences the purchase decision.

**Personal Selling:** This is one of the traditional forms of promotional tool wherein the salesman interacts with the customer directly by visiting them. It is a face to face interaction between the company representative and the customer with the objective to influence the customer to purchase the product or services.

**Sales Promotion:** The sales promotion is the short term incentives given to the customers to have an increased sale for a given period. Generally, the sales promotion schemes are floated in the market at the time of festivals or the end of

the season. Discounts, Coupons, Payback offers, Freebies, etc. are some of the sales promotion schemes. With the sales promotion, the company focuses on the increased short-term profits, by attracting both the existing and the new customers.

**Public Relations:** The marketers try to build a favorable image in the market by creating relations with the general public. The companies carry out several public relations campaigns with the objective to have a support of all the people associated with it either directly or indirectly. The public comprises of the customers, employees, suppliers, distributors, shareholders, government and the society as a whole. The publicity is one of the form of public relations that the company may use with the intention to bring newsworthy information to the public.

E.g. Large Corporates such as Dabur, L&T, Tata Consultancy, Bharti Enterprises, Services, Unitech and PSU's such as Indian Oil, GAIL, and NTPC have joined hands with Government to clean up their surroundings, build toilets and support the swachh Bharat Mission.

**Direct Marketing:** With the intent of technology, companies reach customers directly without any intermediaries or any paid medium. The e-mails, text messages, Fax, are some of the tools of direct marketing. The companies can send emails and messages to the customers if they need to be informed about the new offerings or the sales promotion schemes.





E.g. The Shopper stop sends SMS to its members informing about the season end sales and extra benefits to the golden card holders.

Thus, the companies can use any tool of the promotion mix depending on the nature of a product as well as the overall objective of the firm.

Yes, I am satisfied with the present Marketing mix of the company, because Abul Khair Group tries hard to hold their market position and brand loyalty. The marketing mix, that the company takes, can satisfy a consumer to fill up his/her demand and compel him to purchase the company's product again for their service.

## **Describing my role for the betterment of the company:**

As an employee of the company i can do many things that may bring advantages to the company.

-  **Establishing company's mission and vision:** Every company has its own mission and vision. By working hard and competence, i should try to reach its goal.
-  **Raising communicating channel:** Communication between different sectors of the company can put a great impact for the company's betterment. So, I can communicate with other sector to provide them the respective information.
-  **Creating good relations with customer:** The most important term of a company is to creating good relationship with its customer. I can also create such kind of relationship with the customers by providing them superior value, so that they can't even think to switch to other company, and make them loyal to the brand.
-  **Improve in distribution channel:** The way by which the customer gets the company's product should be improve...

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