

Changing Economy and Future of Marketing

A black and white graphic of a metal sign. The sign has a rectangular center with rounded corners, surrounded by a thick black border. The border features decorative, rounded, and pointed extensions on the left and right sides, each with a circular hole, resembling a metal plate or sign. The word "DISCLAIMER" is written in a large, bold, serif font across the center. The letters have a distressed, weathered appearance with some white speckling and irregular edges, giving it a vintage or industrial feel.

DISCLAIMER

Changing Environment and Marketing Scenario



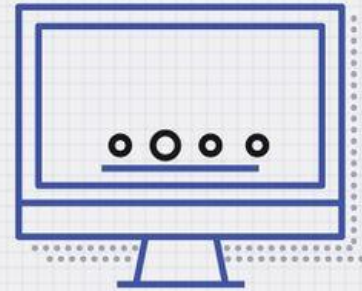
Marketing Basic!



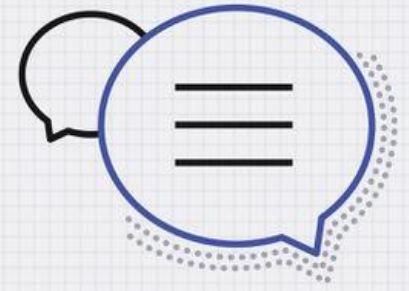
Product



Price



Place



Promotion



MARKET

MEGA TRENDS

Individual Empowerment	Diffusion of Power	Demographic Patterns	Food, Water, Energy Nexus
<ul style="list-style-type: none">• Poverty reduction• Growth of middle class• Greater educational attainment• Widespread use of new communications• Manufacturing technologies• Healthcare advances	<ul style="list-style-type: none">• No hegemonic power• Power will shift towards networks and coalitions• Emergence of a multi-polar world	<ul style="list-style-type: none">• Demographic arc of instability would narrow• Economic growth would decline in aging economies• Urbanization will increase• Migration will continue to rise	<ul style="list-style-type: none">• Demand will increase substantially• Tackling problems pertaining to one commodity will be linked to supply and demand for the others

GAME-CHANGERS - 1

Crisis Prone Global Economy

- Will global volatility and imbalances among players with different economic interests result in collapse?
- Will greater multi-polarity lead to increased resiliency in the global economic order?

Governance Gap

- Will governments and institutions be able to adapt fast enough to harness change instead of being overwhelmed by it?

Potential for Increased Conflict

- Will rapid changes in shifts and power lead to more conflicts?

GAME-CHANGERS - 2

Wider Scope of Regional Instability

- Will regional instability, especially in the Middle East and South Asia spill over and create global instability?

Impact of New Technologies

- Will technological breakthroughs be developed in time to boost economic productivity and solve the problems caused by a growing world population, rapid urbanization, and climate change?

Role of the United States

- Will the US be able to work with new partners to reinvent the international system?

Three Main Trends in Urbanization: Development of Mega Cities, Mega Regions and Mega Corridors



MEGA CITY

City With A Minimum
Population Of 5 Million

EXAMPLE: Greater
London



MEGA REGIONS

Cities Combining With
Suburbs To Form
Regions. (Population
over 10 Million)

EXAMPLE:
Johannesburg and
Pretoria (forming "Jo-
Toria")



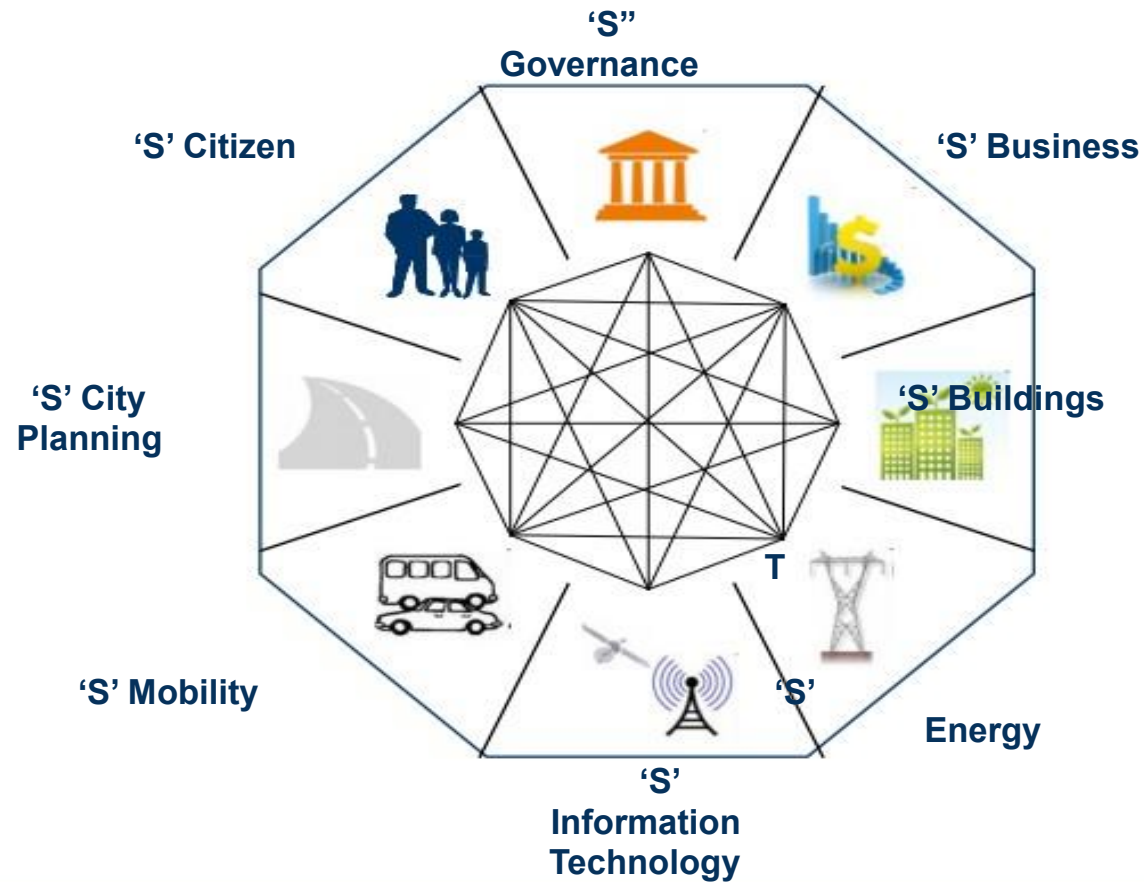
MEGA CORRIDORS

The Corridors
Connecting Two Major
Cities or Mega Regions

EXAMPLE: Hong Kong-
Shenzhen-Guangzhou
in China (Population
120 Million)

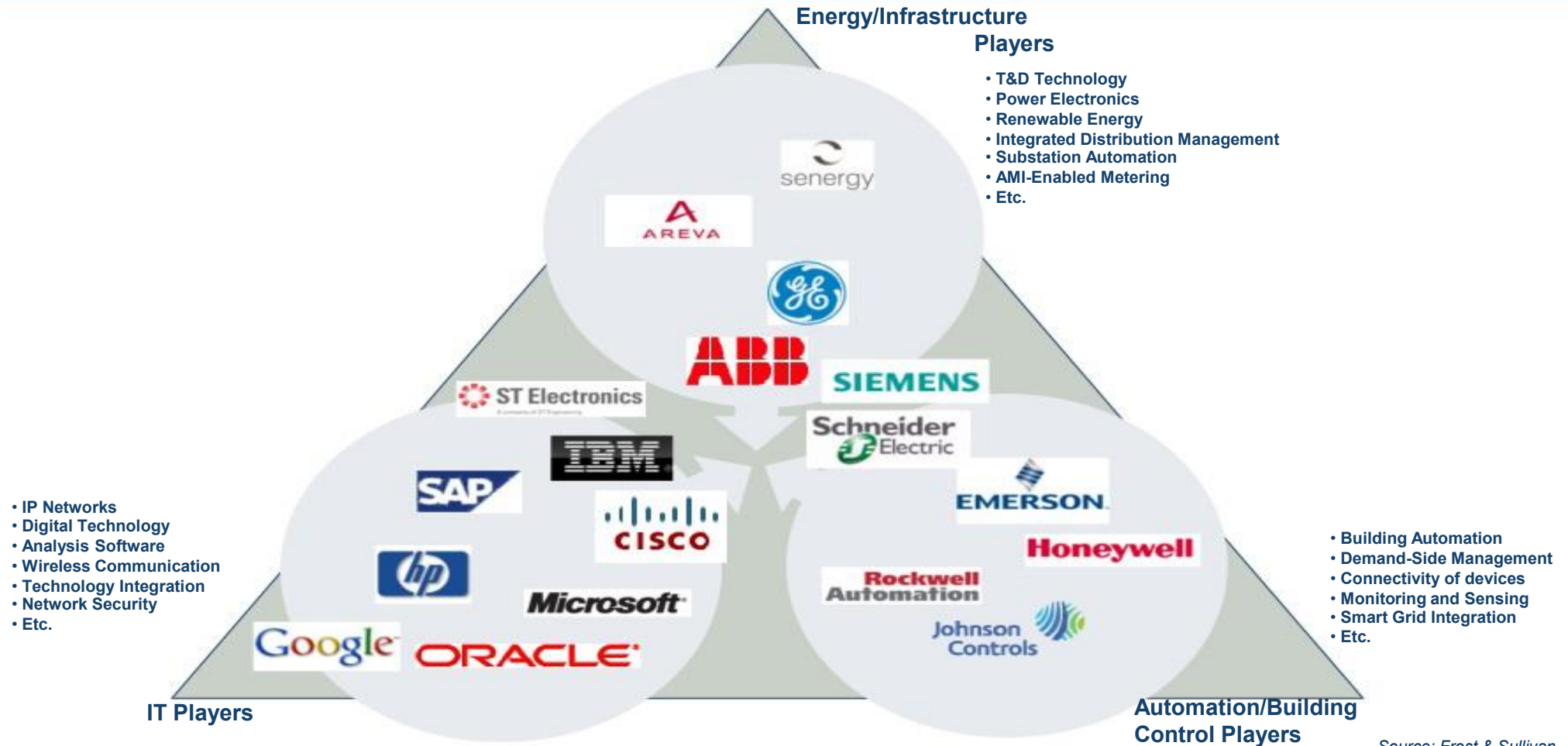
Smart Cities - “Green” Replaced by “SMART” Concepts

Smart Diamond to define Smart city



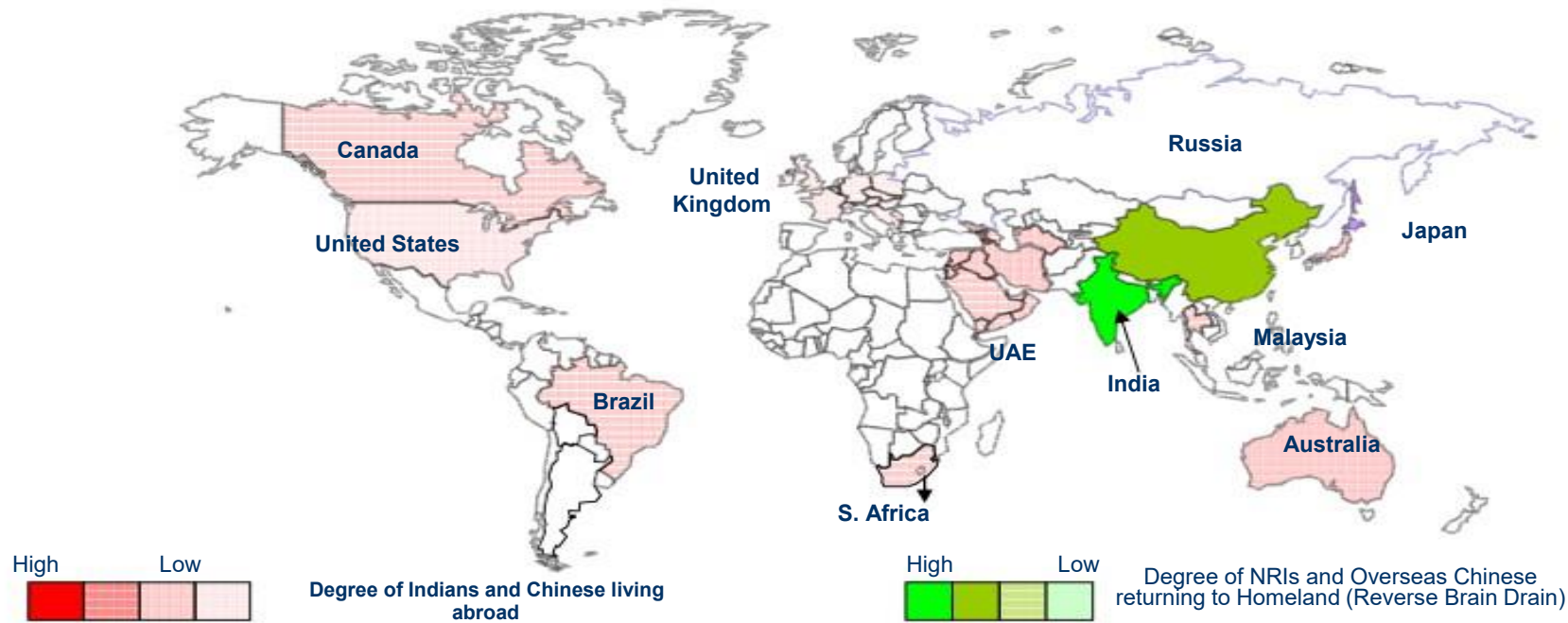
Source: Frost & Sullivan

“Smart” Market Opportunity : Convergence of Technology Will Lead to Convergence of Competition





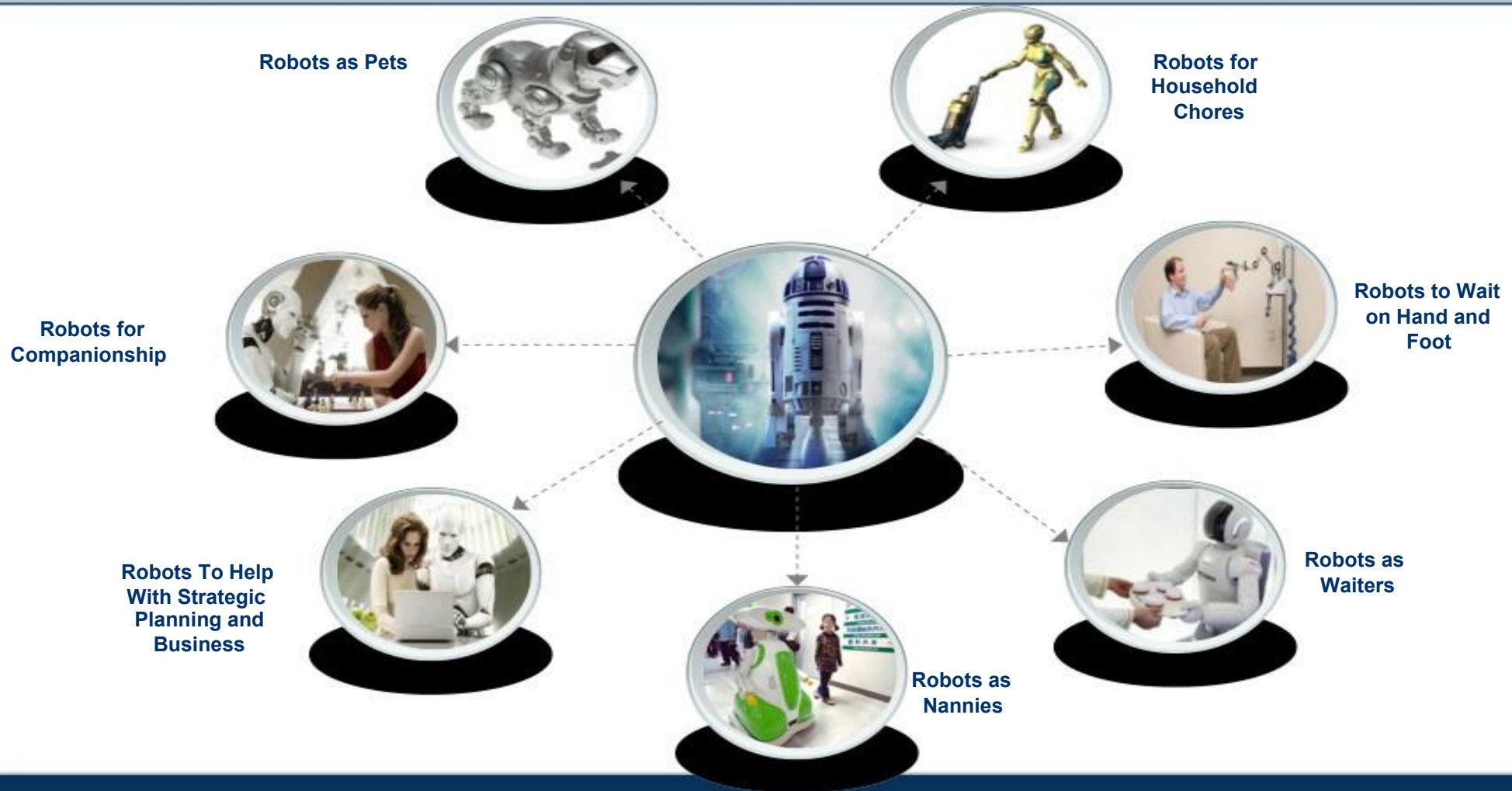
Reverse Brain Drain and Huge Shortage of CXO Positions In BRIC Nations Will Make Us Look For Opportunities Overseas



IMPACT

- Steady flow of foreign professionals and migrants returning back home to fill vacancies for CXO positions
- Salary on par with developed countries (in terms of purchasing power) and even more benefits
- 2 million BPO- KPO jobs for foreign nationals from China, Poland, Philippines,

Future RoboSlave: Pervasive Robotic Technology in 2020 That Will “Act as a Slave” in Everyday Life



Artificial Intelligence and Robotics: Future Machine Technology With Multiple Applications

Welding



Drilling



Robots in Space



Medical Robots Performing Low Invasive Surgery



Robotic Industrial Applications in 2020

Material Handling



Packaging



Transportation Robots



Military Robots



AI



AI

3D Simulated Environment for Interaction and Experience Impacting Personal Mobility

Virtual Shopping Allowing Customers to Try Products without leaving their homes



Virtual Surgeries and Medical Training



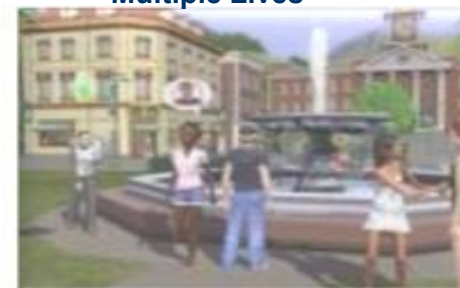
Virtual Business Conferences



Virtual Classes and Laboratories and Daily 3D Field Trips to Different Countries and Planets



Social Networking: 3D Avatars Enabling People to Lead Multiple Lives



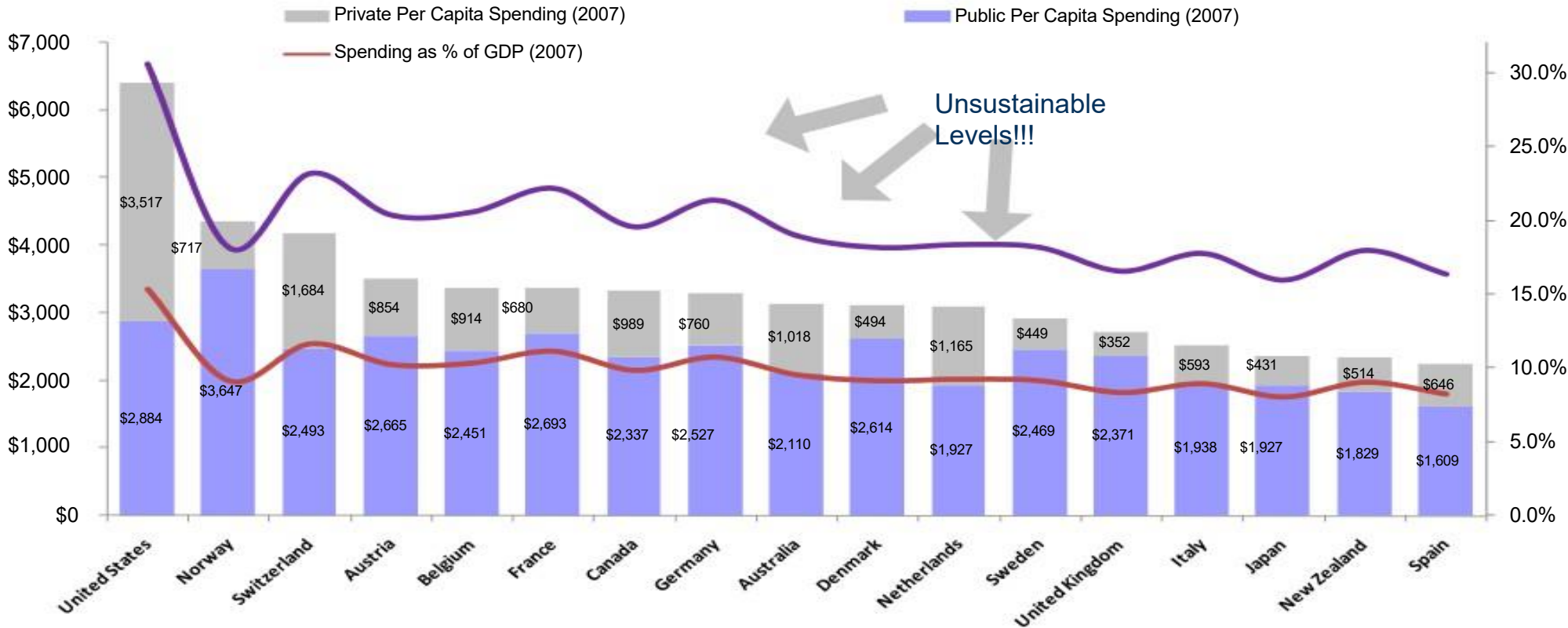
Next era of VR blurs line between virtual world and reality



Healthcare



If Current Trends Hold, By 2050 Health Care Spending Will Almost Double Claiming 20% - 30% Of GDP For Some Economies

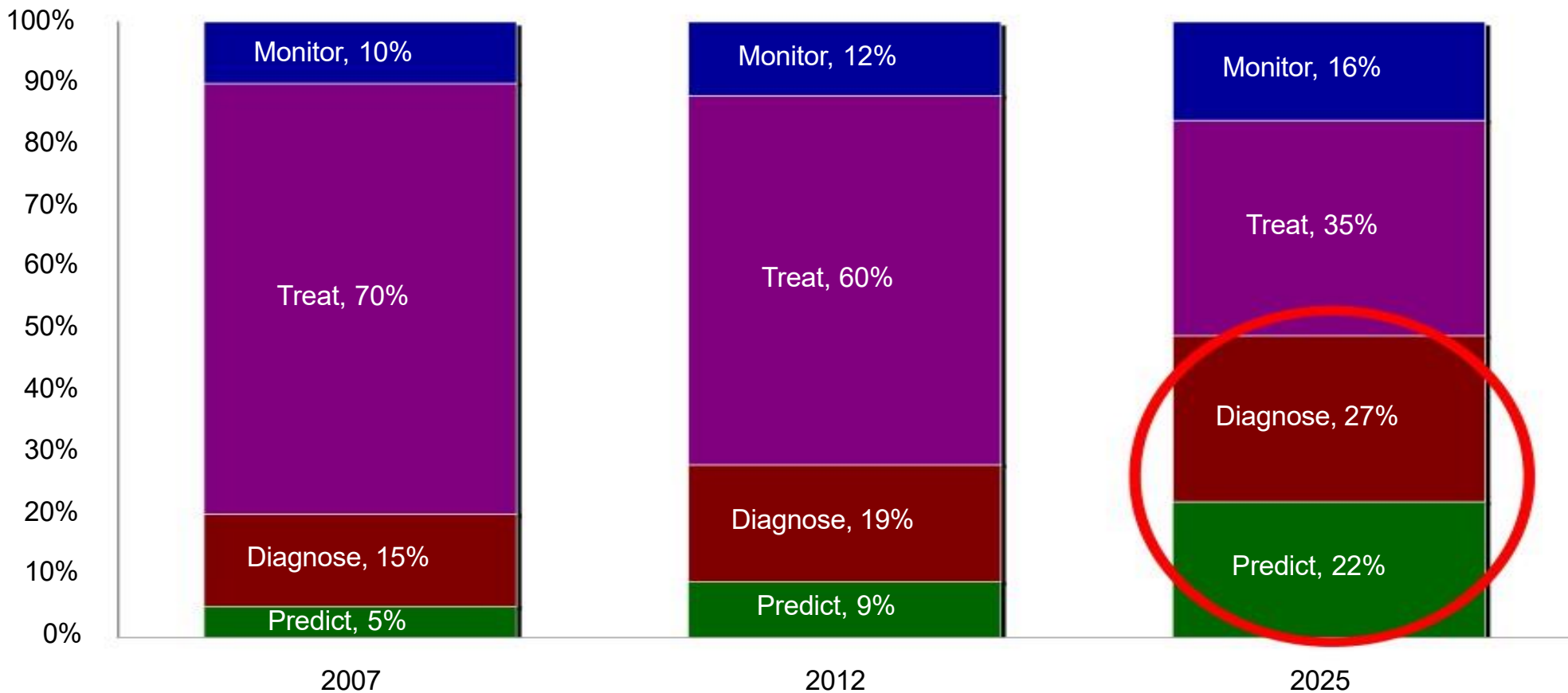


In almost all countries worldwide, per capita healthcare spending is rising faster than per capita income.

No country can spend an ever-rising share of its output on health care, indefinitely. Spending growth must eventually fall in line with growth in per capita income.

Health Economics Dictate a Shift in Spending - Away From Treating and Towards Predicting, Diagnosing and Monitoring

Healthcare Spending by Type of Activity




How life might look like in 2050



Historical Preview of Marketing



A close-up, low-angle shot of a CD or DVD. The surface is highly reflective, showing a vibrant rainbow spectrum of colors (red, orange, yellow, green, blue, purple) that curve across the top half of the frame. The center of the disc is visible as a dark, circular area with concentric rings. The background is dark and out of focus.

Intelligent Data integration becomes mission critical to make
effective business decisions



Direct interaction with a customer has become a key to boost your sales and the company's brand image



Market segmentation has become schizophrenic to understand “what your customer wants?”



Social media marketing will mature more with rapid technological advancement



Mobile marketing explodes with escalating smartphone adoption; making it a viable channel for marketers to effectively communicate with a customer



Marketing analytics are red hot to identify, analyze and describe constantly changing marketing patterns



As marketing becomes more social and mobile, privacy issues won't be going away anytime soon

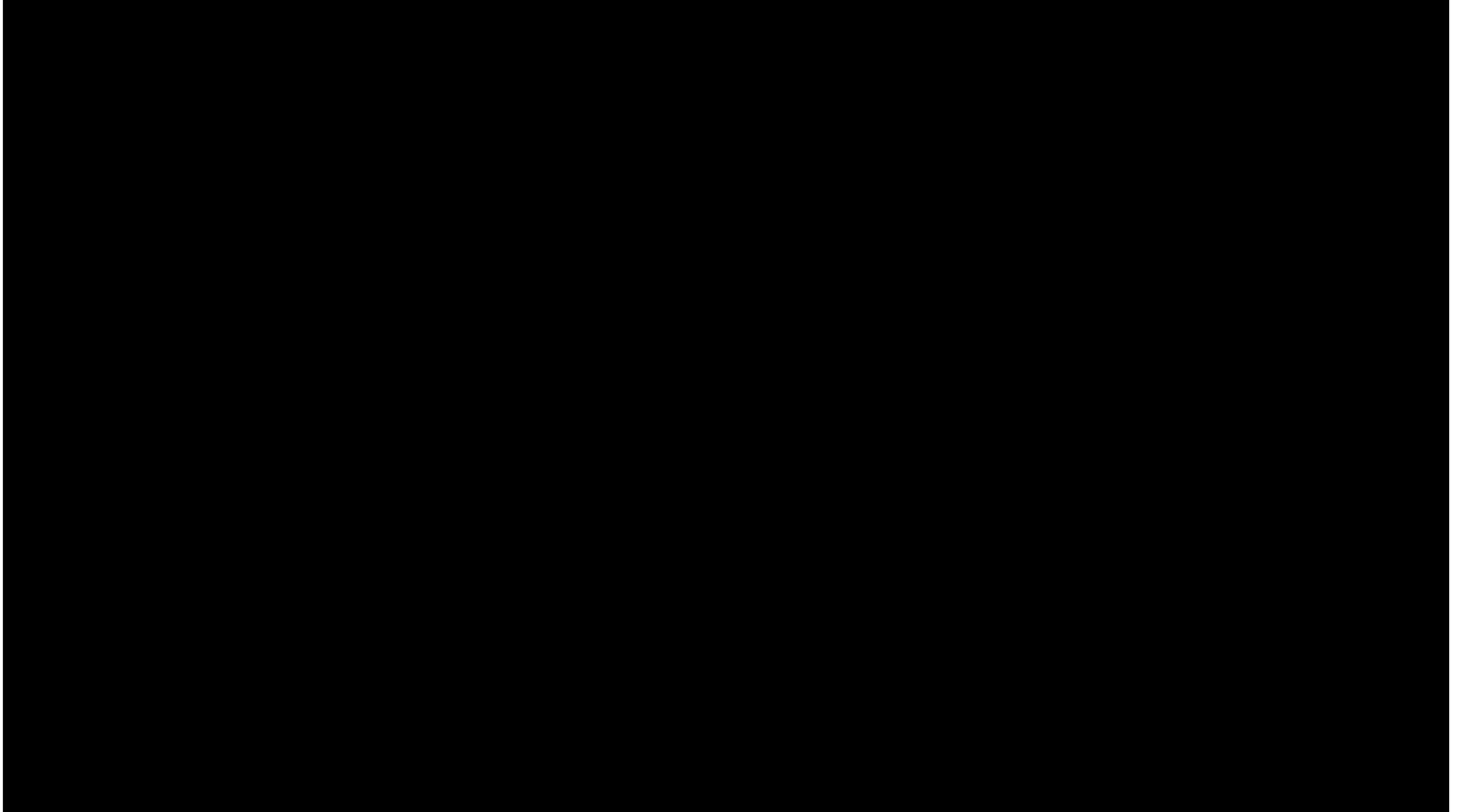
With increasing channels in a marketer's toolbox, selecting the right ones for the right messages to the right set of audiences has become vital



Shared Economy!



Sharing...

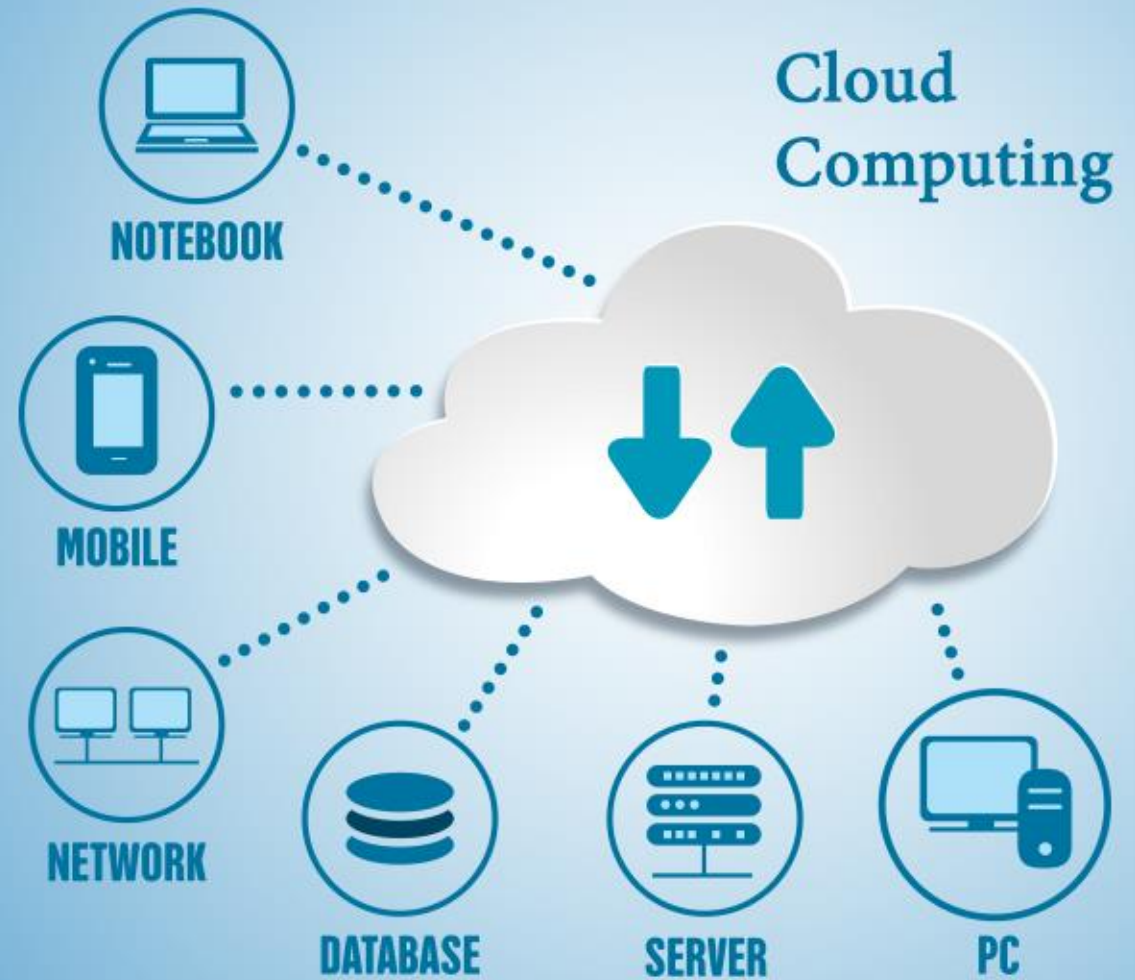








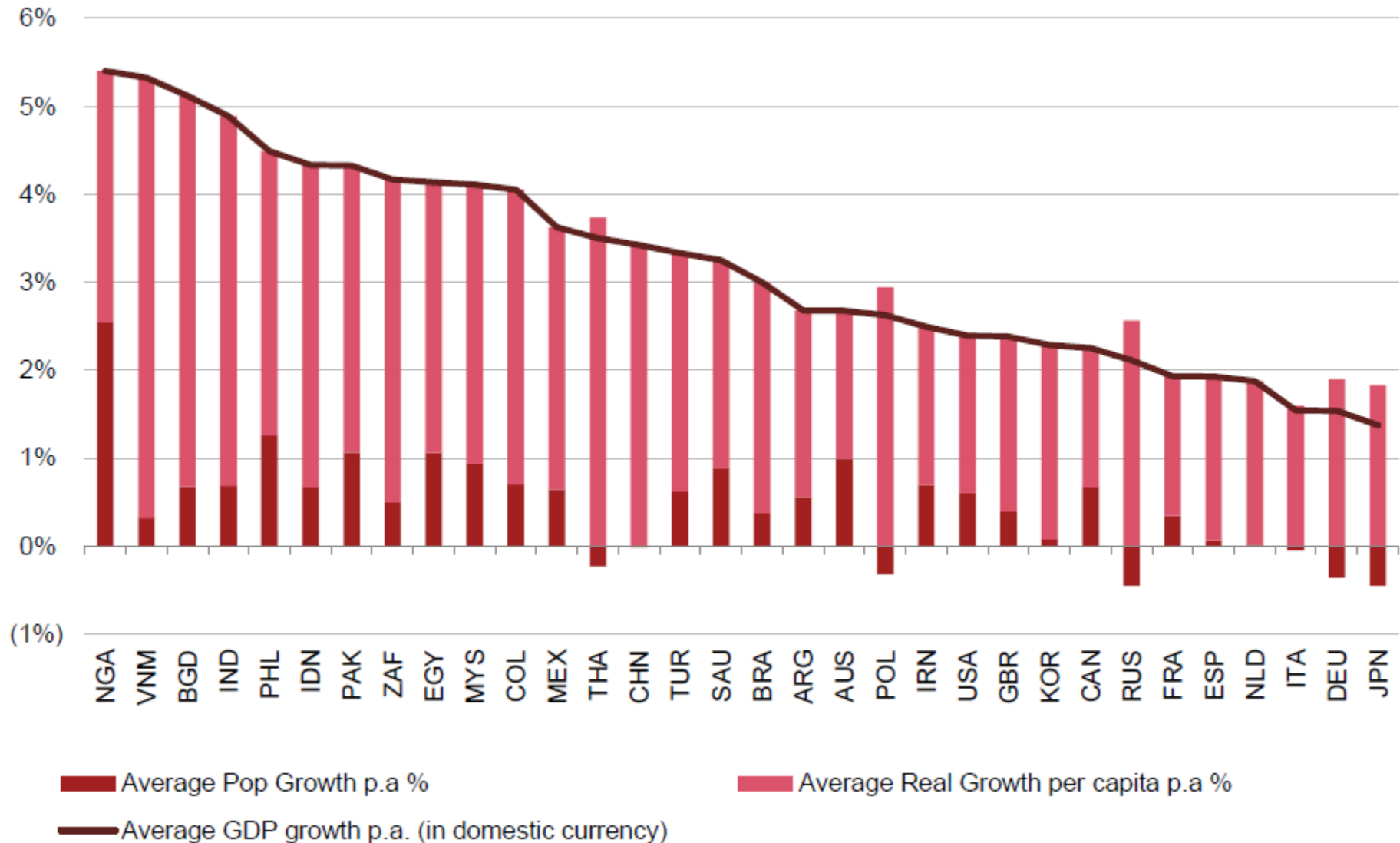
CLOUD COMPUTING SERVICES





Bangladesh

GDP Growth forecast up to 2050 (pwc)



PPP rank	2014		2030		2050	
	Country	GDP at PPP (2014 US\$bn)	Country	Projected GDP at PPP (2014 US\$bn)	Country	Projected GDP at PPP (2014 US\$bn)
1	China	17,632	China	36,112	China	61,079
2	United States	17,416	United States	25,451	India	42,205
3	India	7,277	India	17,138	United States	41,384
4	Japan	4,788	Japan	6,006	Indonesia	12,210
5	Germany	3,621	Indonesia	5,486	Brazil	9,164
6	Russia	3,559	Brazil	4,996	Mexico	8,014
7	Brazil	3,073	Russia	4,854	Japan	7,914
8	France	2,587	Germany	4,590	Russia	7,575
9	Indonesia	2,554	Mexico	3,985	Nigeria	7,345
10	United Kingdom	2,435	United Kingdom	3,586	Germany	6,338
11	Mexico	2,143	France	3,418	United Kingdom	5,744
12	Italy	2,066	Saudi Arabia	3,212	Saudi Arabia	5,488
13	South Korea	1,790	South Korea	2,818	France	5,207
14	Saudi Arabia	1,652	Turkey	2,714	Turkey	5,102
15	Canada	1,579	Italy	2,591	Pakistan	4,253
16	Spain	1,534	Nigeria	2,566	Egypt	4,239
17	Turkey	1,512	Canada	2,219	South Korea	4,142
18	Iran	1,284	Spain	2,175	Italy	3,617
19	Australia	1,100	Iran	1,914	Canada	3,583
20	Nigeria	1,058	Egypt	1,854	Philippines	3,516
21	Thailand	990	Thailand	1,847	Thailand	3,510
22	Egypt	945	Pakistan	1,832	Vietnam	3,430
23	Poland	941	Australia	1,707	Bangladesh	3,367
24	Argentina	927	Malaysia	1,554	Malaysia	3,327
25	Pakistan	884	Poland	1,515	Iran	3,224

ICEF monitor

Bangladesh

1990-91

the volume of budget was Taka 12,960 crore.

2023-24

the volume of the budget is Tk 7,61,785 crore.

58+ times higher budget!!



Bangladesh

1990

GDP per capita \$295

2023

it increased to \$2,529

8+ times higher



Bangladesh

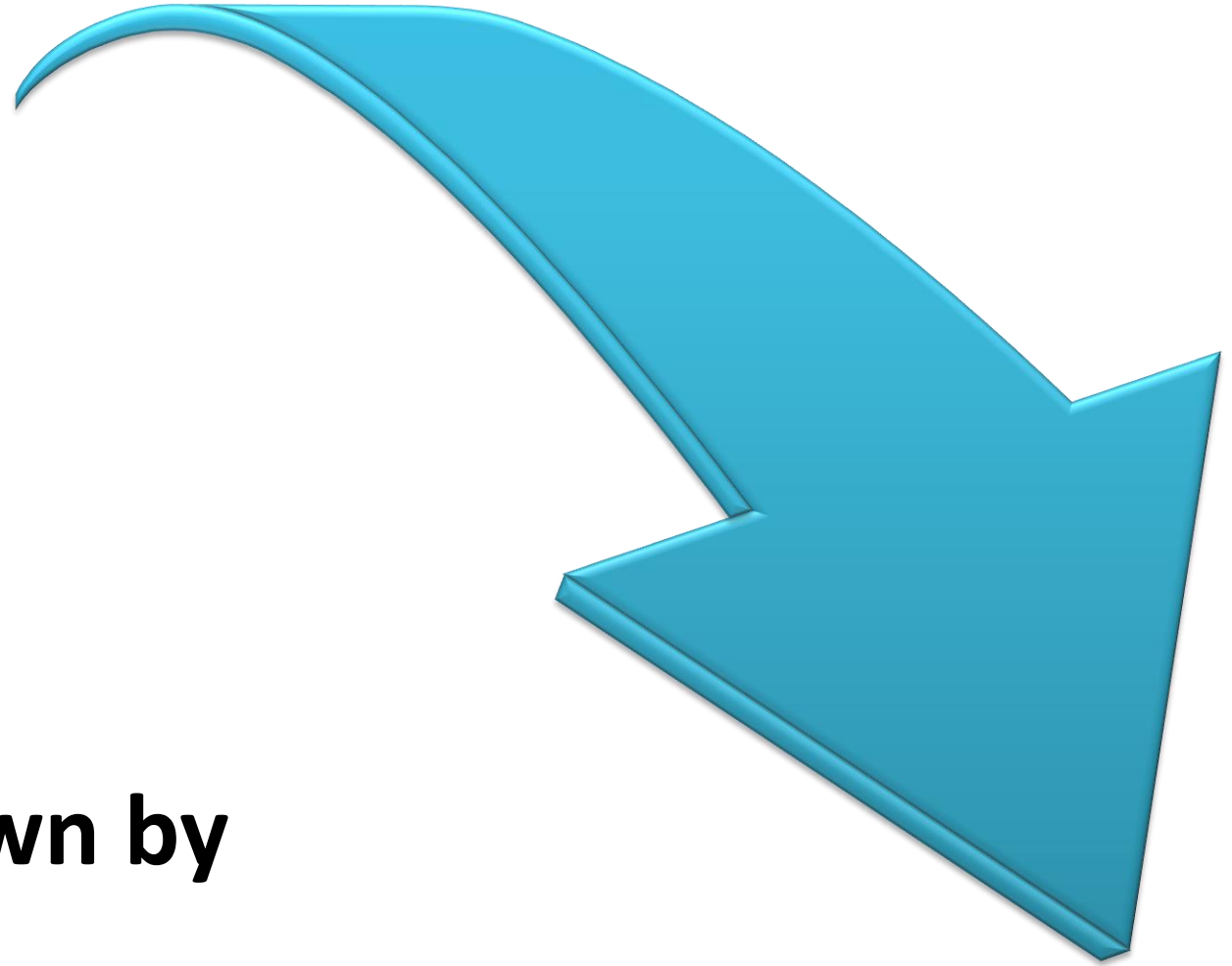
1990

Poverty rate was 56.6%

2022

it is reduced to 18.7%

**Poverty brought down by
67%!!**



Bangladesh

1990-91

Remittance income was 750 million dollars.

2022-23

It increased at 21.61 billion dollars

28+ times higher remittance received!!



\$450+B

GDP

5.4+%

GDP growth

\$22+B

Remittance

\$57+B

Export

\$1.5+B

Local ICT Mkt

\$1+B

ICT Export



2024

16+%

Pharma growth

14+%

Health Sec. growth

8.0%

Tourism growth

50%

Light Eng. growth

5%

RMG growth

1.83%

ICT growth in
next 5 years



2024

273+B

ICT Ind. India

90+B

ICT Ind. Malaysia

27+B

ICT Ind. in Egypt

3.89 T

India GDP

407B

Malaysia GDP

476B

Egypt GDP



2024

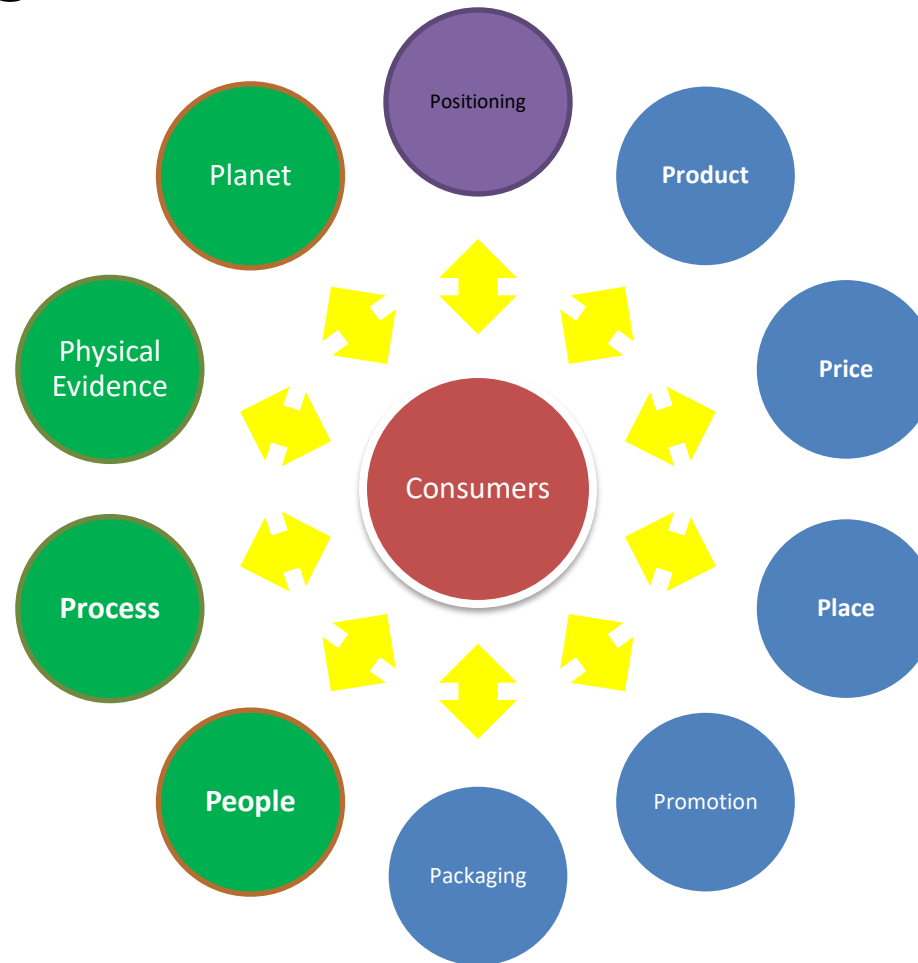
Future Marketing Trends in Bangladesh

Marketing Strategy: Future Direction 1

- The future of marketing should be driven by the following seven principles:
 - The Value of Human Spirit,
 - The society not individual consumers,
 - An inclusive business approach with central focus on marketing,
 - Innovation for societal sustenance,
 - Inclusive societal communication network,
 - Building trust at all levels, and
 - Value creation across the value chain.

Marketing Strategy: Future Direction 2

- The marketing mix



Marketing Strategy: Future Direction 3

- The mission of future of marketing should be:
- the core integrated activity of all types of institutions and processes, through **innovation** that **creates value** for society and all the **stakeholders** in the value chain, by providing experience that strengthens mutual trust and results in creation of brands that reflects the human spirit.
- The future of marketing should pay more attention to outcomes than just output, because every organization creates some positives and negatives and should do better job of minimizing the negative such as pollution.
- This is expected to inspire marketing's future in the hands of its practitioners.

Future Marketing Trends - Bangladesh

More Consumer
spoiled by Choice

Urban rural divide
will disappear

Women
empowerment will
further grow

Quality Standards
will be global

Infrastructure and
technology will
further advance

Internet habit will
continue to grow
in geometric
progression

Future Marketing Trends - Bangladesh

E learning and E marketing will grow

Satellite, network and branded cities will emerge

Decentralization is inevitable!

NRB will continue to lead contribution in national economy

Television channels will become like radio

Environmental protection will strengthen further

Future Marketing Trends - Bangladesh

Real-time data will rule

Marketing will become increasingly contextualized based on user data

Apps will introduce the idea of marketing as a service

Viral advertising will become a new way of grabbing attention

Future Marketing Trends - Bangladesh

Instant messaging will be a new tool for getting closer to the customer

Mobile money will become the norm

Digital will rein not just in virtual online platforms but in retail and in-store environments too

Brands can be the connective tissue between people and new technology

THANK YOU FOR YOUR ENGAGEMENT