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***NORTH SOUTH UNIVERSITY***

**Department of Marketing & International Business**

**Spring, 2019**

**Introduction to Marketing**

**MKT 202**

**Section: 12**

**Project Report**

**“Parenting School”**

**Submitted to:**

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Date: 21st April, 2019

**Submitted by:**

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1. **Introduction**

Bangladesh is a sovereign country in South Asia which got independence in 1971. It is the world's eighth most populous country as well as its most densely-populated, to the exclusion of small island nations and city-states. The current population of **Bangladesh** is **167,710,245** as of Wednesday, April 17, 2019, based on the latest United Nations estimates. **37.2 %** of the population is **urban and** The **median age** in Bangladesh is **26.0 years.** (Bangladesh Population, n.d.) It has a low literacy rate, which was estimated at 66.5 percent for males and 63.1 percent for females in 2014. Recently the literacy rate of Bangladesh has improved as it stands at 71% as of 2015 due to the modernization of schools and education funds. The education system is divided into five levels: primary (first to fifth grade), junior secondary (sixth to eighth grade), secondary (ninth and tenth grade), higher secondary (11th and 12th grade) and tertiary. Universities in Bangladesh are of three general types: public, private and international. Bangladesh has 34 public, 64 private and 2 international universities. Still the graduation rate is too low according to its large population. (Bangladesh, n.d.) Bangladesh has a GDP of $287.630 billion (nominal, FY18 est.) with a growing rate of 7.11 percent in 2016 from the previous year. (Bangladesh, n.d.)Technological advantages in Bangladesh is quite advanced. Almost each family own a smartphone have easy internet access.

1. **Why is it a necessity in Bangladesh?**

Being a part of this middle income growing country, most of the parents aren’t smart or tricky enough to cope with the next generation. Children are becoming trickier, technologically advanced and smarter. There is a moving for technological changes in this new decade. Again there exists some parents who are still strict with their own culture and can’t accept the change. Still there exist some families who blame mothers for giving birth of female child. There are often quarreling and divorce is taking place for silly mistakes. On the opposite side, there are teen agers children being drug addicted, gang addicted or suicidal because of misguiding or over guiding of their parents. (Parents, 2019) A child learns every basic thing from his/her family and parents. Parents are his/her base teacher. If somehow parents could be trained as more practical, this problem could be slightly solved. Our team “Market Miners” have found a realistic solution if this problem.

1. **How will it work?**

We are willing to reeducate the parents so that they can cope up with next generation perfectly. Because, today’s child will build the future. Our company will offer a short counseling course in the weekend (Friday or Saturday) for parents. The course will contain 4 counseling classes. Each classes will be approximately 2 hours long. There will be a short tea break. If someone feels that he/she needs more help after attending the class, they can again meet our counselors at lower cost.

In introduction level, we’ll provide our service in countryside and low income area for free to make people aware about our service and creating a brand positioning. Slowly, we’ll spread it to our next segments. We’ll start it from a very concentrated market.

1. **STP Model**
   1. **Market segmentation**
2. **Demography:**

* New Father (Age around 28-30).
* New Mother (Age around 25).
* High income area (Gulshan, Banani, Dhanmondi, Uttara).
* Middle income conscious parents (Mirpur, Baily road, Azimpur, Banasree etc.).

1. **Geography:**

* Countryside area as a NGO (For creating awareness, advertisement, promotion).
  1. **Targeting:**

1. **Demography:** We will be targeting the high income areas as they are more likely to spend a percentage of their income on such services.
2. **Geography:** We will be targeting the rural areas as an NGO to create awareness about our service and to establish a CSR advantage.
   1. **Positioning:**

A humble yet modern organization who just aims to overcome the communication distance between parents and children by reeducating them and by making them practically use what they know.

“More for more” value positioning. The benefits from our service cannot be measured in monetary terms and thus it is invaluable in terms of the money charged.

1. **Company Summary**

**5.1** **Name of Business:** **“BRIDGE”**

We selected the name “Bridge” from the concept of making better relations between parents and children and other family members. As a bridge improves connection between both sides of a river; we want to improve people’s family relationship.

**5.2 Product (Service):** Parent counselling. Reeducating parents to overcome the distance between parents and children.

**5.3 Place:** High income area in Dhaka city (Gulshan, Banani, Uttara, Dhanmondi), Rural or countryside area as NGO.

**5.4 Price:** We’ll follow price skimming strategy.

We’ll provide a short counseling course in the weekend (Friday or Saturday). Each course will contain 4 counseling classes. Each classes will be approximately 2 hours long. There will be a tea break and Light snacks will be provided.

We’ll charge a total of BDT 1500 for each short course. One has to pay BDT 500 as registration fee while registering and rest BDT 1000 in the very first class.

If someone feels that he/she needs more help, they can meet our counselors by paying extra BDT 300 per appointment or class.

**5.5 Promotion:** Reeducating parents in rural and countryside area first for free (as a NGO). We’ll capture video clips and upload short promotional video in YouTube and social media which will include our activities.

Leaflets and banners in schools, taking part or sponsoring for Teacher-parents meeting in schools will result in additional promotion.

**5.6 Logo:**



Here, the curved “BRIDGE” word and having brick color indicates a bridge. On the left side, a person with deep green color indicates parent and on the right, smaller light green people shape indicates as a child. Both are spreading their hands and helping each other for making a bridge between them.

**5.7 Mission: “F R I E N D”**

**F- Friendship:** Our motto is Making better friendship among parents and children.

**R- Realistic:** The next generation is smarter. So our target is to make parents more realistic so that they can cope up with smart children.

**I- Illustrate:** We illustrate the family relationship and define the factors which make a family relationship stronger, smoother, sustainable.

**E-Empathy:** There exists some parents whose children aren’t normal, or the children don’t listen to their parents, or they frequently do bad in education, or parents aren’t satisfied with their children’s behavioristic. As a result, parents feel frustrated; since all parents love their children. We’re sympathized with that parents. We’re here to council those parents, to discuss the positive & negative things and to-do steps.

**N- Nurture:** We reeducate the parents. Maybe parents know everything. But sometimes they don’t know that they know it. We’re here to let them conscious about this.

**D- Distance Clipping:** Nowadays mental distance between parents and children is increasing. We hear the problems from parents and try to suggest the best solution so that their distance might be clipped.

**5.8 Mission Statement:** “Make yourself perfect to guide the next generation”

**5.9 Vision:** Makingparents more practical, realistic, smarter, technology friendly by reeducating them so that they can guide the next generation more perfectly.

**5.10 Slogan:** “Our children; our responsibility”, "সন্তান আমার; দায়িত্ব আমার।"

1. **Marketing Plan**

**6.1 Marketing campaign:**

At first, we will introduce our service in rural and countryside areas as NGO. We’ll go to primary and high schools and arrange free seminars for parents. We’ll provide info about our service and reeducate them according to our content. We’ll capture videos and publish them in social media and YouTube. This will help us promoting our brand and service.

Our very first target customers are parents in high income city areas. Maximum parents attending school events or programs like parent teachers meeting, sports day, father’s and mother’s day.

Therefore, we are likely to represent us to them by setting projectors beside the classroom corridors or seeking help from teachers through our media. A session will be held for 15-30 minutes presenting videos or delivering speech. At end of the session snacks will be provided along with registration form to interested parents for further queries. Beside that questionnaire sample will be given to unattainable parents to know their feedback about us. Being sponsors during prize giving ceremony through famous brands. Secondly, we will focus on clubs like Gulshan, Dhanmondi or Uttara. As mostly highlighted occasions both male and female dominants are noticed with their peers. Hence, they can be easily segmented among friends and relatives. Parks can be categorized into health conscious parents especially morning to evening goers. They hardly find time to make their and children living much better. We can organize a seminar by hiring psychotherapists or counselors to discuss activities after knowing their point of view towards child care. We will raise funds from these two demographics. Our main aim is not to pressurize parents but understanding their children mentality according to their age. Thirdly, with those funds we will move to rural areas to make people aware about us. Mainly underprivileged children who are being neglected by their parents and other sides. In addition, we will make themselves concern through public relations and government forces. However, time will be needed to make it possible minimum one week. Lastly, newly wedded couple planning to conceive a baby in future. It can be reached through social media, local newspaper advertising and being in touch with hospitals.

**6.2 Creating brand value:** For creating a strong brand value and strong positioning, we’ll follow the following marketing tools:

1. **Public Relation:** To make Awareness, we’ll arrange seminars in rural and countryside areas and reeducate them for free.
2. **Direct marketing:** We’ll be sponsor in various programs like as teachers-parents meeting, annual sports day, mother’s day/father’s day in schools of our target areas and describe them what we are. On spot registration will be available.
3. **Personal selling**: For interest creating, well send emails and texts to our target customers. We’ll collect the number based on our survey data and the data found from schools and some hospitals.
4. **Sales promotion:** To create a trail, we’ll offer free registration (in this case, one has to pay only 1000 for entire course). We can also offer “Pay for one; attend both” system. In this case both father and mother can attend a course paying for one person only.
5. **SWOT Analysis**
6. **Strengths:** We are unique and indistinguishable than other business to compete with our service. As a result, parents are less likely to hesitate to take our service. Moreover, we are hiring experienced counselors to handle any kind of parents so no push marketing. Though, services will be offered to parents on weekends with flexible timing in selective locations. High income parents are targeted which covers our cost and meet profit margins.
7. **Weaknesses:** One of our biggest challenges is we are small business. Therefore, it could be hard for us to make parents know we exist as well as building trust among ourselves. On other hand, we are financially weak to expand our business as limited resource in hand.
8. **Opportunities:** Majority of young generation are educated and concerned about their child future betterment. At the same time, they are the one to be active in social media and other sites seeking for help. Modern parents are more likely to be sharing their views to others through messages and videos. In addition, trained counselors are creating awareness among parents through surveys and contact number. Our service is unique with no competitors. Hence, we can create a new market to do business. Nowadays, parents are more proactive and less reactive while taking decision of their child.
9. **Threats:** Cognitive dissonance can take place among parents after knowing us. Narrow mentality people are an obstacle for our business. They may dislike us for interfering about their personal matters. However, our culture is less likely to show interest and share their opinion to us.
10. **Product Life Cycle (PLC)**
11. **Development:** At this stage, we are going to rethink our business plan is worth to fit the market. We are likely to investigate from many sources as possible: friends, family or any business specialist we may have access to. Moreover, set a lifespan to operate constantly with available resources. Hire workers, rent office or seeking for investment through loans.
12. **Introduction:** We will make parents aware about our service in urban areas by distributing pamphlets, advertisement or other social sites. Adaptability is a key here, and much of our time will be spent tweaking our services based on the initial feedback of our first parent. Interacting with parents personally through our median and setting questionnaire sample.
13. **Growth:** Our services are now going to reach among middle income parents. Hiring smart people with complementary skill sets to handle any kind of behavior. Announcing in public about our NGO and showing past results while conducting other parents.
14. **Maturity:** We will add rural areas to gain a new market. Surveys will be done to make them understand about our motto. In addition, time schedule and days to be extended to make parents comfortable to us. On other hand, presenting videos of parents and children communication after receiving our service. Keeping touch and contact number for any future queries.
15. **Decline:** Laggards are targeted especially those who are ashamed of taking our service. Somehow got distracted from us and they feel low before society. As a result, we will charge low price for them and make them satisfy of our service.
16. **Feasibility and cost breakdown:**

**One Time investment/ sunk cost:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Quantity** | **Price** | **Total** |
| Content development | 2000 man hours | 125 | 2,50,000 |
| Technological Materials | 4 units | 50,000 | 2,00,000 |
| Office, room booking | 2 | 3,00,000 | 6,00,000 |
| **Total** |  |  | **10,50,000 BDT** |

**Monthly expenditure:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Quantity** | **Price** | **Total** |
| Campaigns in rural area | 3 | 10,000 | 30,000 |
| Promotion in 2 targeting schools | 4 | 10,000 | 40,000 |
| People | 5 | 10,000-25,000 | 1,00,000 |
| Others |  |  | 30,000 |
| **Total** |  |  | **2,00,000 BDT** |

**Monthly revenue:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Month(s)** | **Estimated Customer(s)** | **Price** | **Revenue** |
| 3 | 200 | 1200 | 2,40,000 |
| 3 | 300 | 1200 | 3,60,000 |
| 3 | 400 | 1500 | 6,00,000 |
| 3 | 500 | 1500 | 7,50,000 |
| 6 | 1300 | 1500 | 15,60,000 |
| 6 | 1500 | 1500 | 22,50,000 |
| **Total: 24 M** |  |  | **57,60,000 BDT** |

1. **Attachments:**
2. **Field survey form demo:**
3. ***Age:***

|  |  |
| --- | --- |
| **Husband** | **Wife** |
|  |  |

1. ***Occupation:***

|  |  |
| --- | --- |
| **Husband** | **Wife** |
|  |  |

1. ***Marriage age:***

|  |  |
| --- | --- |
| **Husband** | **Wife** |
|  |  |

1. ***Children:***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Age** | **Educational qualification** | **Occupation** | **Married?** |
| **1** |  |  |  |  |
| **2** |  |  |  |  |
| **3** |  |  |  |  |
| **4** |  |  |  |  |
| **5** |  |  |  |  |

1. ***Yearly Income (Approximate):***

|  |  |  |
| --- | --- | --- |
| **Husband** | **Wife** | **Child** |
|  |  |  |

1. ***Any long term disease?***

|  |  |  |
| --- | --- | --- |
| **Husband** | **Wife** | **Child** |
|  |  |  |

1. ***Education:***

|  |  |
| --- | --- |
| **Husband** | **Wife** |
|  |  |

1. ***Residence:***

|  |  |
| --- | --- |
| **Present** | **Permanent** |
|  |  |

1. ***Family History (any divorce & reason):***

|  |  |
| --- | --- |
| **Husband** | **Wife** |
|  |  |

1. ***Comment:***
2. **References:**
3. [**https://en.wikipedia.org/wiki/Bangladesh**](https://en.wikipedia.org/wiki/Bangladesh)
4. [**https://en.wikipedia.org/wiki/Economy\_of\_Bangladesh**](https://en.wikipedia.org/wiki/Economy_of_Bangladesh)
5. [**https://www.worldbank.org/en/country/bangladesh**](https://www.worldbank.org/en/country/bangladesh)
6. [**https://bangladesh.gov.bd/index.php**](https://bangladesh.gov.bd/index.php)

**Thank You**