Product and Promotion Strategy of Textile Industry in Bangladesh. A Case Study on Shovon Knitwear Limited

Submitted by:

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ID: RMBA2102023003
Program: RMBA
Major: Marketing
Semester: Fall-2022
Sonargaon University (SU)

Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Masters of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1205, Bangladesh.

Date of Submission: January 10, 2023

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Date of Submission: January 10, 2023

Letter of Transmittal

January 10, 2023

Sharmila Sikder
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Department of Business Administration
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Subject: Submission of Thesis paper.

Dear Sir,
I am hereby submitting my Thesis paper entitled **"Product and Promotion Strategy of Textile Industry in Bangladesh. A Case Study on Shovon Knitwear Limited."** which was assigned to me as a requirement for the completion of the RMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

Md Fazle Rabbi
ID: RMBA2102023003
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Certificate of Supervisor

This is to certify that the Thesis report **"Product and Promotion Strategy of Textile Industry in Bangladesh. A Case Study on Shovon Knitwear Limited."** has been prepared as a part of completion of the RMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md Fazle Rabbi, bearing ID: RMBA2102023003 under my supervision. The report or the information will not be used for any other purposes.

_____

Sharmila Sikder
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Declaration of student

This is to notify you that, the Thesis paper on **"Product and Promotion Strategy of Textile Industry in Bangladesh. A Case Study on Shovon Knitwear Limited."** has been prepared as a part of my dissertation formalities. It is an obligatory part of my RMBA program to submit a Thesis paper.

Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Assistant Professor, Faculty of Business, Sonargaon University.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

_____

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Letter of Authorization

Certified that this Thesis paper titled **"Product and Promotion Strategy of Textile Industry in Bangladesh. A Case Study on Shovon Knitwear Limited."** is the work of Md Fazle Rabbi, bearing ID: RMBA2102023003 under my supervision. Certified further that in the best of my knowledge the work reported here in dose not from part of any other Thesis Paper or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

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Acknowledgment

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Abstract

The core objective of the Dissertation is to fulfill the requirement of the in RMBA program as prescribed by the Sonargaon University. The study has practical implications for the entrepreneurs, investors, policymakers, industry experts, media, and domain experts to discuss and create unified voice for textile industries production and marketing in Bangladesh. The purposes of the study are to explore and to analyze the use or application of 4Ps model of McCarthy—product, price, place and promotion as controllable tactical marketing tools for the effective marketing of brand like Shovon Knitwear limited in Bangladesh, especially in Dhaka city. I have found out that Shovon Knitwear limited uses different mixtures of 4Ps: product, price, place (distribution), promotion as controllable tactical marketing tools to target and position its different consumer segments creating brand loyalty to Shovon Knitwear limited. The company should ensure the eco- friendly and wellbeing of the consumers ensuring the highest quality of its brand, differentiate its pricing strategy, penetrate its brand into the rural markets with its business partners to boost up its market share, develop alternative channels of distribution (online distribution) and set up a research department to get feedback of the customers following customer-oriented marketing strategies. The study will help to originate the value to both the tissue paper marketers and consumerist effective and efficient mixtures of 4Ps can be utilized more rigorously for creating better brand loyalty of the segmented markets. Asa result, eco- friendly and hygienic tissue paper marketers can incorporate the convenient 4Ps infrastructure to provide an insight for the tissue paper industry to evaluate the effectiveness of their marketing strategies.

List of Acronyms

B2B: Business to Business
BANT: Budget, Authority, Need, Timeline
CX: Customer Experience
KPI: Key Performance Indicators
MAP: Marketing Automation Platform
NPS: Net Promoter Score
ROI: Return on Investment
SMART: Specific, Measurable, Attainable, Realistic, Time-Bound
BR: Bounce Rate
CTA: Call to Action
CAN-SPAM: Controlling the Assault of Non-Solicited Pornography and Marketing
CMS: Content Management System
CPC: Cost Per Click
CRM: Customer Relationship Management
CTR: Click-Through Rate
CR: Conversion Rate:
GA: Google Analytics
GDD: Growth-Driven Design
HTML: Hypertext Markup Language
PPC: Pay Per Click
PR: Page Rank
PV: Page View
QS: Quality Score
SaaS: Software as a Service
SEO: Search Engine Optimization

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