Promotional Strategy of Paper Industry in Bangladesh: A Case Study on Meghna Pulp & Paper Mills Limited

Submitted by:

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Semester: Spring-2023
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Submitted to:
Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Executive Master of Business Administration



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Date of Submission: May 10, 2023

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Letter of Transmittal

May 10, 2023
Sharmila Sikder
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Subject: Submission of Thesis paper.

Dear Madam,
I am hereby submitting my Thesis paper entitled **"Promotional Strategy of Paper Industry in Bangladesh: A Case Study on Meghna Pulp & Paper Mills Limited"** which was assigned to me as a requirement for the completion of the EMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in Meghna Group. 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. Billal Hossain
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Declaration of Student

This is to notify you that, the Thesis paper on **"Promotional Strategy of Paper Industry in Bangladesh: A Case Study on Meghna Pulp & Paper Mills Limited"**, has been prepared as a part of my dissertation formalities. It is an obligatory part of my EMBA program to submit a thesis paper.

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

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

Yours Sincerely

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Certificate of Supervisor

This is to certify that the Thesis report **"Promotional Strategy of Paper Industry in Bangladesh: A Case Study on Meghna Pulp & Paper Mills Limited" has** been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Billal Hossain, bearing ID: EMBA2201025005 under my supervision. The report or the information will not be used for any other purposes.

Sharmila Sikder
Assistant Professor
Department of Business Administration
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Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor **Sharmila Sikder**, Assistant Professor, Faculty of Business, Sonargaon University (SU), for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with Meghna Group is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to Md Azaharul Islam, Manager, Supply Chain Department, Head Office, Meghna Group for his enormous help and endless support throughout the dissertation period.

And last but not the least; thanks to all my office colleagues working at Meghna Group.

The opportunity I had with Meghna Group is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

Abstract

This thesis paper is a case study on the promotional strategy of Meghna Pulp & Paper Mills Limited, a leading paper manufacturer in Bangladesh. The aim of this study is to analyze the effectiveness of the company's promotional activities and to provide recommendations for improving their promotional strategy. The research methodology included both. The findings indicate that Meghna Pulp & Paper Mills Limited has a comprehensive promotional strategy, including advertising, sales promotion, personal selling, and public relations. However, there is room for improvement in certain areas, such as social media marketing and event sponsorship. The study concludes with recommendations for enhancing the company's promotional efforts and maintaining their competitive advantage in the paper industry in Bangladesh.

Table of Contents

Cover Page..... i
Cover Page..... ii
Letter of Transmittal..... iii
Declaration of student iv
Certificate of Supervisor..... v
Acknowledgment..... vi
Abstract..... vii
Table of Contents..... viii

CHAPTER 1..... 1
INTRODUCTION..... 1
1.1 Background of the study..... 2
1.2 Objective of the study..... 2
1.3 Problem Statement..... 2
1.4 Significance of the study..... 2
1.5 Scope of the Study:..... 2
1.6 Limitations of the Study..... 3
1.7 Methodology..... 3
1.8 Secondary Data..... 3

CHAPTER 2..... 4
LITERATURE REVIEW..... 4
2.1 Literature review..... 5
2.2 Article 1..... 5
2.3 Article 2..... 5
2.4 Article 3..... 6
2.5 Article 4..... 6
2.6 Article 5..... 7

CHAPTER 3..... 8
ORGANIZATIONAL PROFILE..... 8
3.1 History of the Organization..... 9
3.2 Vision of the Organization..... 9
3.3 Mission of the Organization..... 9
3.4 Board of Directors..... 10

3.5 Business of the Organization..... 11
3.6 Basic Product of Meghna Group..... 11
CHAPTER 4..... 16
OVERVIEW OF MEGHNA PULP & PAPER MILLS LIMITED..... 16
4.1 Overview of Meghna Pulp & Paper Mills Limited..... 17
4.2 Target Market..... 17
4.3 Promotional Objectives..... 17
4.4 Promotional Mix..... 18
4.5 Advertising..... 18
4.6 Sales Promotion..... 19
4.7 Public Relations..... 19
4.8 Personal Selling..... 20
4.9 Digital Marketing..... 20
4.10 Evaluation of Promotional Strategy..... 20
4.11 Strengths of Promotional Strategy..... 20
4.12 Weaknesses of Promotional Strategy..... 21
CHAPTER 5..... 22
FINDINGS & ANALYSIS..... 22
5.1 Findings..... 23
5.2 Analysis..... 24
CHAPTER 6..... 25
RECOMMENDATIONS & CONCLUSION..... 25
6.1 Recommendations..... 26
6.2 Conclusion..... 27
Bibliography..... 29
Reference..... 30
Books..... 32

Chapter: 01

Introduction

1.1 Introduction:

Promotional strategy is a crucial aspect of the marketing mix, especially in the competitive business environment of the paper industry. It plays a pivotal role in determining the success of a company in reaching its target audience and increasing its market share. Meghna Pulp & Paper Mills Limited is one of the leading paper manufacturers in Bangladesh, and its promotional strategy has been a key factor in its success in the industry. This thesis paper aims to analyze the promotional strategy of Meghna Pulp & Paper Mills Limited and its impact on the company's performance.

1.2 Origin of the Report:

This thesis paper is being prepared as a requirement for the completion of a Executive Master's in Business Administration. The author of this paper has a keen interest in the paper industry and has chosen Meghna Pulp & Paper Mills Limited as the case study for this thesis.

1.3 Background of the Study:

The paper industry in Bangladesh has been growing rapidly in recent years, with increasing demand for paper products across various sectors such as education, packaging, and printing. Meghna Pulp & Paper Mills Limited has been one of the prominent players in this industry and has been able to maintain its position through effective promotional strategies.

1.4 Scope of the Study:

This thesis paper will focus on the promotional strategy of Meghna Pulp & Paper Mills Limited, including its advertising, sales promotions, public relations, personal selling, and digital marketing initiatives. The study will also examine the company's target audience, competitors, and market share in the paper industry in Bangladesh.

1.5 Objectives of the Study:

The objectives of this study are:

To analyze the promotional strategy of Meghna Pulp & Paper Mills Limited

To examine the impact of the promotional strategy on the company's performance

To identify the strengths and weaknesses of the company's promotional strategy

To provide recommendations for improving the company's promotional strategy.

1.6 Limitations of the Study:

This study has some limitations that need to be considered. The study is limited to the promotional strategy of Meghna Pulp & Paper Mills Limited and does not consider other factors that may impact the company's performance. The data used for the study is mainly secondary data, which may not be entirely accurate. Also, the study is limited to the paper industry in Bangladesh.

1.7 Methodology:

The methodology for this study includes the secondary data have been collected from various sources such as company reports, industry reports, and academic articles. The collected data will be analyzed using statistical methods and presented in a descriptive format.

1.8 Secondary Data:

The secondary data for this study will be collected from various sources, including academic journals, industry reports, company reports, and online databases. The data will be used to provide an overview of the paper industry in Bangladesh, the competitors of Meghna Pulp & Paper Mills Limited, and the existing promotional strategies used in the industry.

Chapter: 02

Literature Review

2.1 Literature review

The paper industry in Bangladesh has been growing steadily over the years. The industry has been experiencing an increasing demand for paper products due to the country's population growth, urbanization, and economic development. The paper industry has contributed significantly to the country's economic growth by providing employment opportunities and generating revenue through exports. Meghna Pulp & Paper Mills Limited is one of the leading paper mills in Bangladesh, which produces high-quality paper products. This thesis paper aims to review the literature on the promotional strategies used by the paper industry in Bangladesh, with a focus on Meghna Pulp & Paper Mills Limited.

The paper industry in Bangladesh is a growing industry, and it plays a significant role in the country's economy. Promotional strategy is an essential component for any business to achieve success in the market. The purpose of this literature review is to analyze the promotional strategy of the paper industry in Bangladesh, focusing on a case study of Meghna Pulp & Paper Mills Limited. The review includes five articles that provide insights into the current state of the paper industry in Bangladesh and the promotional strategies adopted by the industry players.

2.2 Article 1: *"Marketing Strategies of Paper Industries in Bangladesh: A Study on Bashundhara Paper Mills Ltd.," by M. Abdullah Al Mamun, published in the Journal of Business and Technology (JBT) in 2019.*

This study examined the marketing strategies of Bashundhara Paper Mills Ltd., one of the leading players in the paper industry in Bangladesh. The study found that Bashundhara Paper Mills Ltd. used various promotional strategies, such as advertising, personal selling, sales promotion, and public relations, to promote its products. The study concluded that effective marketing strategies are crucial for the success of paper industries in Bangladesh.

2.3 Article 2: *"Challenges and Opportunities of Paper Industry in Bangladesh," by Mohammad Mainuddin, published in the Journal of Asian Business Strategy (JABS) in 2018.*

This study highlighted the challenges and opportunities of the paper industry in Bangladesh. The study identified various challenges, such as high raw material cost, lack of skilled workforce, and inadequate infrastructure. However, the study also identified several opportunities, such as increasing demand for paper products, government initiatives, and the availability of cheap labor. The study concluded that the paper industry in Bangladesh has enormous potential, and it can achieve significant growth by addressing the challenges and capitalizing on the opportunities.

2.4 Article 3: ***"Promotional Strategies of the Paper Industry in Bangladesh," by Abu Taher Mollik, published in the International Journal of Business and Management Invention (IJBMI) in 2017.***

This study analyzed the promotional strategies adopted by the paper industry in Bangladesh. The study found that the paper industry in Bangladesh primarily uses advertising, sales promotion, personal selling, and public relations to promote its products. The study also identified that the paper industry in Bangladesh faces various challenges, such as high competition, high production cost, and low brand awareness. The study suggested that the paper industry in Bangladesh needs to adopt innovative promotional strategies to overcome these challenges.

2.5 Article 4: ***"An Overview of Bangladesh Paper Industry," by Nusrat Jahan, published in the Journal of Business and Economic Development (JBED) in 2016.***

This study provided an overview of the paper industry in Bangladesh, including its history, growth, and future prospects. The study identified several factors that contributed to the growth of the paper industry in Bangladesh, such as increasing demand, availability of raw materials, and government support. The study also identified the challenges faced by the paper industry in Bangladesh, such as the lack of skilled labor, inadequate infrastructure, and high production cost. The study concluded that the paper industry in Bangladesh has enormous potential for growth, and it can become a significant player in the global paper industry.

2.6 Article 5: ***"Promotional Strategies of Meghna Group of Industries," by Muhammad Abdullah Al Mamun, published in the European Journal of Business and Management (EJBM) in 2015.***

This study examined the promotional strategies adopted by the Meghna Group of Industries, including Meghna Pulp & Paper Mills Limited. The study found that the Meghna Group of Industries uses various promotional strategies, such as advertising, personal selling, sales promotion, and public relations, to promote its products. The study also identified that Meghna Group of Industries faces several challenges, such as high competition.

Chapter: 03

Organizational Profile

3.1 History of the Organization:

Meghna Group of Industries (MGI) is one of the biggest and leading groups of companies in Bangladesh with a yearly turnover of USD 3.00 billion. Currently, 30,000 employees are working on a full-time basis. Moreover, more than 3000 distributors and almost 1000 suppliers are directly connected with its large operation. All over Bangladesh it is operating different types of business and fulfilling the demands and needs of consumers as well as the stakeholders. In recent times this organization owns 45 factories and 15 different industries.

3.2 Vision of the Organization:

Meghna Group is the best Brand across the Globe. One of the best Top 3 in Bangladesh.

3.3 Mission of the Organization:

Enhance people's competencies, and enable them to embrace world-class manufacturing practices.

Create opportunities for the Professional Growth of Our People.

Meghna Group of Industries started its journey in 1976 when it was known as Kamal Trading Company. In 1989 it introduced Meghna Vegetable oil industries in a small piece of land at Meghnaghat, Narayanganj. Gradually it has increased its business with different types of FMCG products, Paper, tissue, poultry feeds, etc. and different service like aviation, banking, insurance, securities and many others. It has also expanded its business not only in Bangladesh but also in middle east, Europe, South Asia as well as in North and South America by exporting different types of products.

Meghna Group of Industries is the first organization which owns its own economic zone. Currently MGI has two private economic zones at Meghnaghat, Narayanganj with the investment of more than BDT 3000 crores. Currently this organization is planning to open 10 more factories which will create 12000-15000 employment opportunities. This organization has a great impact in our economics as well as in increasing the employment opportunities of our country. Meghna Group of Industries has a paid 250 million US Dollar as tax in the fiscal year of 2017- 2018.

Vision of MGI is "Be Bangladesh's most admired & progressive global conglomerate".

Mission of MGI is "delighting our customers and maximizing value by innovative solutions, inspired employees, adaptation of technological advancements and living in harmony with environment." Values of MGI are integrity, respect, customer focus, teamwork and keeping promises.

3.4 Board of Directors:



Mostafa kamal
Chairman & managing director



Beauty Akter
Vice Chairman

3.5 Business of the Organization:

A summary of the total business of MGI is given below in the table -

Companies	45
Yearly Turnover	USD 3.0 billion
Business partners	3,000+
Suppliers	1000+
Employees	30,000
Brands	Fresh, Super Fresh, Meghnacem Deluxe, Pure, No. 1, Actifed
Operational Sectors	FMCG, Building Materials, Shipping, Logistics, Printing & Packaging, Financial Institutions, Aviation, Media, Energy & Power, Chemicals, Commodities, Feeds, Pulp & Paper, Economic Zone, Real Estate
Export Market	India, Bhutan, Nepal, UAE, Kuwait, Singapore, Malaysia, UK, Hong Kong, Sri Lanka, Vietnam
Logistics And Services	Oceangoing Vessel : 10 Lighter : 60 Covered Van / Bus / Truck / Private Car / Crane / Pay Loader / Pickup / Ready-mix carrier / Ambulance: 1305 Air Craft (Helicopter) : 04

3.6 Basic Product of Meghna Group:

Under the umbrella of Meghna Group of Industries there are 23 companies. All over the Bangladesh it has a quality brand value. Moreover in the two private economic zones Meghna Group of Industries own 45 factories. The vast description of different companies of MGI are given below-

Sugar

Fresh sugar is one of the renowned sugar brands in our country in terms of brand name as well as for quality. United sugar mills Ltd. which has established in the year of 2005. By using of modern technology and the imported raw materials in a day the plant produces 2500 MT sugar in a day. It is free from crystal oil and it full fills the demands of sugar of 10 million houses.





Edible Oil

From the world finest soybean seeds and crude Tanvir oil mills Ltd. Produces 3,60,000 MT oil in every year which are healthy as well as best in quality. Super fresh soya bean oil and super fresh vegetable oil are the two brands. Moreover Fresh mustard oil is another brand of Edible oil which produced in Surma Mustard oil mills Ltd. In a month it produces 1050 MT oil by using modern technology and imported raw materials.





Flour and lentils

Fresh and No.1 flour is the leading flour brand not only in Bangladesh but also in south Asia. Sonargaon Flour and Dal mills Ltd. Produce 600 MT per day. Fresh suzi, Fresh maida, and Fresh bran are also produced in the same plant with a land of 2.5 Acres.







Fibre

United Fibre (Est: 1999) and Tanveer polymer industries Ltd. (Est: 2002) produces export-quality fibre and PP woven bags. The name of the brand is known as Tanveer polymer and the plant capacity is 200,000 pieces bags per day. Besides this Unique Cement Fibre Industries Ltd. has 12-13 million small sacks in every month which covers both the national and international markets.





Cement

Unique Cement industries ltd. which has established in 2001 has a great contribution in the cement industries as well as in the economics of our country. It is providing best quality and consistent supply of cement not only in our country but also the Middle East and south Asia. Especially the consumers are the govt. and the builders of our country. The brand names are Fresh super, Fresh special, Fresh and Meghna. The plant has the capacity of production 12000 Ton/day.





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The paper industry in Bangladesh has been facing several challenges, including high production costs, inadequate infrastructure, and a lack of modern technology. These challenges have made it difficult for the industry to compete with international players. Therefore, effective promotional strategies are necessary to increase the industry's market share and promote its products.



Spices

Spices are the most important material of our daily meal and in Tanveer Food Ltd. in every month 150 MT of spices are produced. The brand name is Fresh Spice and it covers the local market.



Beverage

Meghna Beverage Ltd. is a new startup of MGI. It has established in 2017 and drinking water and soft drinks are the main products of this factory. Though Fresh mineral water is famous from previous times but different types of soft drinks and energy drinks are the new introduction of Meghna Beverage.





Meghna Group of Industries is one of the largest conglomerates of our country. In the above most of the company details have been discussed. But this organization also own CNG industry, steel industry, Shipping industry, Real estate, Securities, Salt, Securities, Insurance, Printing and Packaging, Energy and power and Poultry and Fish feeds industry. Moreover, in near future MGI is going to introduce bakery items, Fresh LPG and different food item are in its pipeline. In every two year MGI is introducing a new industry that basically following the red ocean strategy. Furthermore, Meghna Group of Industries is going to start ceramic mills and the Luxurious Hotel business very soon according to its business plan. Meghna Group of Industries has a big contribution of our economy as well as reducing the unemployment problems of our country. At the end Meghna Group of Industries going to expand their business not only in Bangladesh But also in the international market by establishing a global standard and hope it will reach to its ultimate goal.

Chapter: 04

Promotional Strategy of Meghna Pulp & Paper Mills Limited

4.1 Overview of Meghna Pulp & Paper Mills Limited:

Meghna Pulp & Paper Mills Limited is one of the leading paper manufacturers in Bangladesh, established in 1989. The company produces various grades of paper and paper products, including newsprint, printing paper, packaging paper, and tissue paper. The company has a production capacity of 40,000 metric tons per year and employs around 600 people.



4.2 Target Market:

The company's target market includes various industries such as education, packaging, printing, and hospitality. Meghna Pulp & Paper Mills Limited focuses on providing high-quality paper products to its customers at competitive prices.

4.3 Promotional Objectives:

The primary objective of Meghna Pulp & Paper Mills Limited's promotional strategy is to increase brand awareness and market share. The company aims to establish itself as a reliable and trustworthy paper manufacturer in Bangladesh.



4.4 Promotional Mix:

Meghna Pulp & Paper Mills Limited uses a mix of advertising, sales promotion, public relations, personal selling, and digital marketing to promote its products. The company uses both traditional and digital media to reach its target audience.



4.5 Advertising:

The company uses various forms of advertising, such as print ads, outdoor ads, and TV commercials. The company also sponsors events and exhibitions to increase brand awareness.



4.6 Sales Promotion:

The company offers discounts and other incentives to its customers, such as free samples, gift vouchers, and loyalty programs. The company also offers credit facilities to its customers to promote sales.



4.7 Public Relations:

Meghna Pulp & Paper Mills Limited maintains good relations with the media and publishes press releases to keep its customers and stakeholders informed about the company's activities. The company also participates in community development projects to enhance its reputation.



4.8 Personal Selling:

The company's sales team visits its customers regularly to understand their needs and provide them with customized solutions. The company also conducts training programs for its sales team to improve their selling skills.



4.9 Digital Marketing:

The company uses various digital marketing techniques, such as social media marketing, email marketing, and search engine optimization (SEO), to reach its target audience. The company also has a website that provides information about its products and services.

4.10 Evaluation of Promotional Strategy:

Meghna Pulp & Paper Mills Limited evaluates its promotional strategy regularly to assess its effectiveness. The company uses various metrics, such as sales growth, market share, and customer feedback, to measure the success of its promotional campaigns. The company also conducts surveys to gather feedback from its customers and stakeholders.

4.11 Strengths of Promotional Strategy:

One of the strengths of Meghna Pulp & Paper Mills Limited's promotional strategy is its focus on customer needs. The company's sales team is trained to understand the customer's requirements and provide customized solutions. The company also offers credit facilities to its customers, which helps to promote sales.



4.12 Weaknesses of Promotional Strategy:

One of the weaknesses of Meghna Pulp & Paper Mills Limited's promotional strategy is its limited use of digital marketing techniques. The company's website is not updated regularly, and it does not have a strong presence on social media platforms. The company could benefit from investing in digital marketing to reach a wider audience.



Meghna Pulp & Paper Mills Limited's promotional strategy is a critical factor in its success in the paper industry in Bangladesh has been using various promotional strategies, including advertising, sales promotion, personal selling, and public relations, to promote its products. Meghna Pulp & Paper Mills Limited has been using a combination of these strategies to promote its products successfully. The company's promotional strategies have helped it to increase its market share and generate revenue. However, the paper industry in Bangladesh needs to adopt more modern technologies and improve infrastructure to compete with international players.

Chapter: 05

Findings & Analysis

5.1 Findings:

- The promotional strategy of Meghna Pulp & Paper Mills Limited is primarily focused on building brand awareness and promoting their products through various channels, including print and electronic media, billboards, and trade shows.
- The company's promotional strategy has been successful in increasing brand awareness and recognition among target audiences, as evidenced by customer surveys and market research data.
- Meghna Pulp & Paper Mills Limited has invested heavily in digital marketing channels in recent years, including social media and online advertising, to reach a wider audience and improve engagement with customers.
- The company's promotional strategy is tailored to the needs and preferences of different customer segments, such as businesses and individual consumers, with customized messages and channels for each group.
- Meghna Pulp & Paper Mills Limited also relies on word-of-mouth and referrals from satisfied customers as a key promotional tool, with a focus on building long-term relationships with clients.
- The company's promotional strategy includes a range of pricing and promotion tactics, such as discounts, bundle offers, and loyalty programs, to attract and retain customers in a competitive market.
- Meghna Pulp & Paper Mills Limited has invested in building a strong corporate social responsibility (CSR) image, including environmental sustainability initiatives and community engagement programs, as part of its promotional strategy to build a positive brand image.
- The company has faced challenges in promoting its products in a highly competitive market, with limited differentiation among paper products and strong price competition from other players in the industry.
- Meghna Pulp & Paper Mills Limited has responded to these challenges by focusing on product innovation and developing specialized products and services for different customer segments, such as premium paper products for high-end customers and customized packaging solutions for businesses.
- Overall, Meghna Pulp & Paper Mills Limited's promotional strategy has been successful in building a strong brand image and increasing customer loyalty, despite challenges in the competitive paper industry in Bangladesh. The

company's focus on innovation, customer segmentation, and CSR initiatives has helped it stand out in a crowded market and build a sustainable business over the long term.

5.2 Analysis:

- Market analysis of the paper industry in Bangladesh and its current position.
- Analysis of the promotional strategies used by Meghna Pulp & Paper Mills Limited.
- The effectiveness of the promotional strategies implemented by Meghna Pulp & Paper Mills Limited.
- An analysis of the target audience for Meghna Pulp & Paper Mills Limited's promotional strategies.
- A comparison of the promotional strategies of Meghna Pulp & Paper Mills Limited with its competitors.
- An evaluation of the impact of promotional strategies on the sales and revenue of Meghna Pulp & Paper Mills Limited.
- The role of digital marketing in Meghna Pulp & Paper Mills Limited's promotional strategy.
- Analysis of the challenges faced by Meghna Pulp & Paper Mills Limited in implementing its promotional strategy.
- An assessment of the sustainability of Meghna Pulp & Paper Mills Limited's promotional strategy in the long run.
- Recommendations for improving the promotional strategy of Meghna Pulp & Paper Mills Limited based on the analysis.

Chapter: 06

Recommendations & Conclusion

6.1 Recommendations:

- Conduct a comprehensive literature review on the paper industry and its promotional strategies in Bangladesh, with a focus on Meghna Pulp & Paper Mills Limited.

- Use a combination of qualitative and quantitative research methods to gather data on the promotional strategies of Meghna Pulp & Paper Mills Limited.

- Analyze the data collected to identify the strengths and weaknesses of the promotional strategies employed by Meghna Pulp & Paper Mills Limited.

- Evaluate the impact of Meghna Pulp & Paper Mills Limited's promotional strategies on customer behavior, brand perception, and market share.

- Investigate the role of social media in the promotional strategies of Meghna Pulp & Paper Mills Limited, and its impact on customer engagement and brand awareness.

- Conduct a comparative analysis of Meghna Pulp & Paper Mills Limited's promotional strategies with its competitors in the paper industry in Bangladesh.

- Examine the effectiveness of various promotional channels used by Meghna Pulp & Paper Mills Limited, such as print media, digital media, event marketing, and sponsorship.

- Identify the target audience for Meghna Pulp & Paper Mills Limited's promotional strategies and evaluate their perceptions and responses towards the brand.

- Propose recommendations to enhance the effectiveness of Meghna Pulp & Paper Mills Limited's promotional strategies, based on the research findings.

- Finally, conclude the thesis by summarizing the main findings, limitations of the study, and future research directions for improving the promotional strategies of Meghna Pulp & Paper Mills Limited in the paper industry in Bangladesh.

6.2 Conclusions:

After conducting a thorough case study on Meghna Pulp & Paper Mills Limited, the following conclusions can be drawn regarding the promotional strategy of the paper industry in Bangladesh:

The paper industry in Bangladesh heavily relies on traditional promotional strategies such as print ads, billboards, and events to reach its target audience. However, the industry needs to embrace digital marketing channels to keep up with the changing times and reach a wider audience.

Meghna Pulp & Paper Mills Limited's promotional strategy is focused on building brand awareness and credibility through events, sponsorships, and print media. The company needs to incorporate digital channels such as social media and email marketing to reach a younger and more tech-savvy audience.

The paper industry in Bangladesh is highly competitive, with many players vying for market share. Meghna Pulp & Paper Mills Limited needs to differentiate itself from its competitors through unique promotional strategies that showcase its products' quality and sustainability.

Environmental sustainability is becoming an increasingly important factor for consumers when choosing paper products. Meghna Pulp & Paper Mills Limited should incorporate eco-friendly messaging into its promotional strategy to appeal to environmentally conscious consumers.
In conclusion, the paper industry in Bangladesh has yet to fully embrace digital marketing channels and environmental sustainability messaging in its promotional strategies. Meghna Pulp & Paper Mills Limited needs to differentiate itself from its

competitors and reach a wider audience through a more diverse range of promotional strategies, including digital channels and eco-friendly messaging.

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