



UTTARA UNIVERSITY

**Internship Report
On
Holistic Marketing Strategy of Racy fashion & Packing
Industries Ltd**

Submitted to-
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Submitted by-
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Letter of Transmittal

Date: 18 May 2020
Mohammad Sharif Hossain
Assistant Professor
Dept. of Business Administration
Uttara University

Subject: Submission of Internship Report

Dear Sir.

I have the pleasure to submit my Internship report on "Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd." as a partial fulfillment of the requirements for the degree Masters of Business Administration (MBA). You are aware that I have completed my internship program in Racy Fashion Packing & Industries Ltd. I feel most privileged to be associated with an experienced, efficient and professional team in one of the most reputed Accessories of Bangladesh. I strongly believe that this report will satisfy your requirements and expectations. I have tried my best to make this report as informative, practical, reliable and relevant as possible. In preparation of this report, I have reviewed few articles from internet, reviewed the website of Racy Fashion and the annual report of the Accessories in order to collect information for this research report.

I appreciate your kind advice, cooperation, patience and suggestions regarding this report, which will definitely help me to follow as a guideline in future endeavors and will be available for any further query and clarification regarding this report whenever necessary.

Sincerely Yours

Md Mehedi Hasan
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Student's Declaration

I am Md. Mehedi Hasan, a student of Master of Business Administration (MBA), under the Department of Business Administration (DBA) at Uttara University declare that this internship report on " Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. has only been prepared for the fulfillment of the course of Internship and for the partial requirement of the Master of Business Administration(MBA).

I hereby declare that this report has been solely prepared by me and to the best of my knowledge. It contains no material previously published or written by any other person who has been accepted for the degree at Uttara University of any other educational institution, except the quotations and reference which have been properly acknowledged.

It has not been prepared for any other purpose, reward or presentation.

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Acknowledgements

The potential thank goes to my helpful supervisor Mohammad Sharif Hossain, Assistant Professor, Dept of Business Administration, Uttara University. The supervision gave truly help the progression and smoothness of the internship program. The cooperation is much indeed appreciated

My grateful thanks also go to my supervisor Mohammed Sharif Hossain, HR Manager at Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. A big contribution and hard worked from you during the twelve week is very great indeed.

All projects and assignments during the program would be nothing without the enthusiasm and imagination from you. Besides, this internship program makes me realized the value of working together as a team and as a new experience in working at a corporate environment, which challenges me every minute. Not to forget, great appreciation goes to the rest of Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. staff that helped me from time to time during the project. The whole program really brought us together to appreciate the true value of friendship and respect of each other and it was a great pleasure to working with the team

Last but not least I would like to thank the authorities of Uttara University and Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd., for their co-operations in completing my internship program.

Executive Summary

Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. is a well-known Garments Accessories in Bangladesh. It established in Bangladesh on 20 April 2020. This internship report based on the three months long internship program that I have successfully completed in Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. under HR Department as a part of my internship program of Masters of Business Administration course requirement. As being completely new to practical, corporate world setting, every hour spent in the HR department gave me some amount of experience all the time all of which cannot be explained in words, but nevertheless, they were all useful for my career.

Most of the Accessories in Bangladesh are well known with the term Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd Accessories in Bangladesh. These things are totally familiar word in Bangladesh, especially in the Accessories industry. Very few Accessories in our country practice & think about this and operate their farm. Accessories is one of them. Now-a-days Accessories has opened a new door for our business sector. By adopting recherche in Accessories sector we will be able to open a new world.

This report focuses on Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. Accessories in Bangladesh has on the performance of Accessories sector as well as Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. day by day the competition is increasing and tourism industry faces competition a lot. This is because the products and services that banks provide are almost similar to each other. As a result the process of tourism might help Accessories to differentiate themselves with the competitors with their products and services.

The present research is a combination of both Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. For the theoretical foundation and analysis, the existing literatures were investigated. The existing literature includes published journals, periodicals, newspapers, related magazines, Internet etc. Most the statistical data have been collected from the related web pages. To analyze the collect data, different quantitative and qualitative measures have been taken.

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Introduction

A business may choose to use a Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. approach when they are under the strong belief that all aspects of its marketing strategy are interrelated. Development of marketing programs such as the marketing mix, the design of marketing campaigns, and the implementation of marketing processes are not isolated business functions under a Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. Instead, the business makes marketing decisions and implements campaigns based on reaching a common organizational objective.

The process of holistic marketing takes into account the considerations of stakeholders, customers, employees, suppliers, and the community as a whole when creating and implementing marketing strategies. Holistic marketing has gained in popularity due to the high saturation rate and increased competition in the marketplace. Businesses realize that they can set themselves apart through a Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. holistic marketing approach, while at the same time creating synergy among departments in the organization.

Although strategies for implementation differ from one company to the next, every Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. includes four main components: relationship marketing, integrated marketing, internal marketing, and societal marketing.

Background & description of the study topic:

The goal of relationship marketing is to build strong, long-lasting relationships with various stakeholders and other important parties connected to the business. Customers, employees, financing entities, suppliers, vendors, regulatory agencies, and competitive firms are all necessary partners for a business to have and keep. Each has a significant impact on the success or failure of the company. Relationship marketing focuses on establishing relationships with a stakeholder, and it also requires the retention and growth of each relationship over time.

- Businesses work towards making marketing decisions that create value for stakeholders through a clear, concise marketing message. All activities within integrated marketing,
 - Including advertising, public relations, direct marketing, online communications, and social media marketing,
- Work in sync with one another to ensure the company's customers and business partners have the same experience with and perception of the company.

Objectives of the study

Broad Objective

The main objective of the study is to explain Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd.

Specific Objectives

- To present the internal marketing of Racy Fashion Packing & Industries Ltd.
- To explain the relationship marketing of Racy Fashion Packing & Industries Ltd
- To describe the integrated marketing of Racy Fashion Packing & Industries Ltd
- To show the performance marketing of Racy Fashion Packing & Industries Ltd

Major Difficulties Faced/ Limitations

There were some problems while I have undergone the internship program. A wholehearted effort was applied to conduct the internship program and to bring a reliable and fruitful result. In spite of having the wholehearted effort, there exists some limitations, which acted as barrier. The following limitations are apparent in the report:

Lack of information: Adequate and in-depth well organized information is not available to access.

Time constraints: The specified time is hardly enough to know all the activities of the branch.

Confidentiality of Information: Some of the information needed to explore the current market scenario of the Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. may not be disclosed.

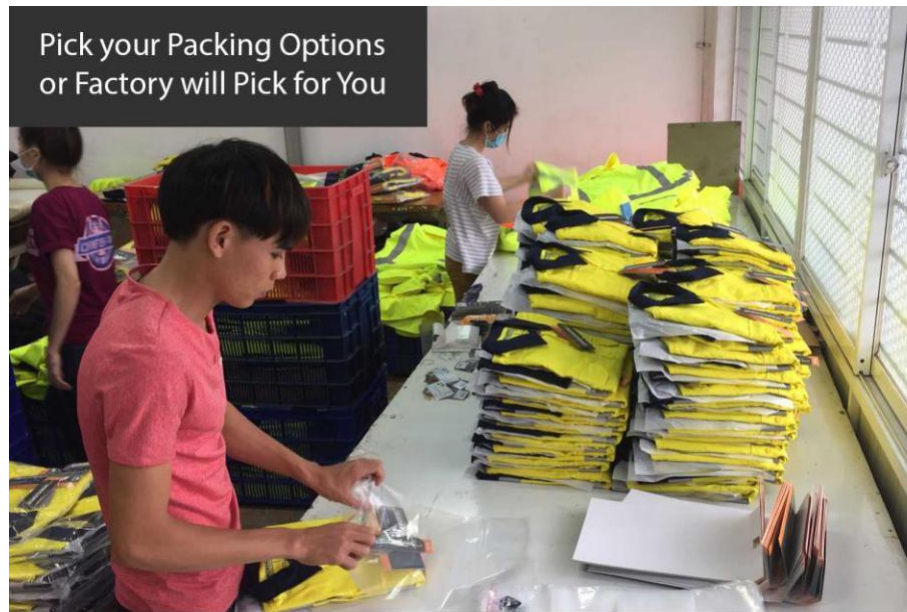
There were some other limitations which are stated below:

Getting relevant papers and documents may be strictly prohibited for an intern.

There is no previous study and written information on such topic is available.

It was very difficult to collect the information from various personnel for their job constrain

1. Company Profile





Brief description of the company



Holistic marketing refers to a marketing strategy that considers the whole of a business. And all the different marketing channels as a system. Under a this approach, a business with different departments comes together. As a result, departments collaborate in interconnected marketing activities.

Holistic marketing creates a united and positive business image. So it encourages customers to purchase a business's products or services rather than going to a competitor.

Do you own a small business or are you thinking about starting one. Then this strategy can increase efficiency and provide opportunities for growth.

Take a look what holistic marketing is. And decide whether your small business should use it.

Description of internship work-related section/department/ division

This program is an excellent way of adding immediately to staff and aids in identifying potential full-time employees for future positions. Interns are capable of offering a great deal of assistance to regular staff engineers while taking on many projects independently.

Student Eligibility:

Junior or senior status.

Completion of PKG 315, 322, 323 before the internship begins.

Students earn three credits for the internship experience. Grading is on a pass/no pass basis.

Average rate of pay for interns is just under \$20.00/hour. The range is \$25/hr to \$15/hr.

Employers typically cover travel expenses for the student to begin work and return to school afterward.

Finding and paying for housing is often the intern's responsibility, but we ask that

Employment Offers:

Offers are made directly to the students with a follow-up call to the program coordinator.

Employers should respond in writing to each student interviewed and try to make offers as quickly as possible after interviews are completed. Because students have leases and enrollment issues to settle, timely offers are important.

Internship Development:

Realize that interns return to school and talk about their internship experiences with other students. Work to assure that our on-campus "corporate image" as an employer is a good one. To this end, planning and organization is important:

Have a detailed job plan developed so that you and the student have common and clear goals and objectives to be met over the work period

Detail the intern's overall day-to-day responsibilities and larger projects.

Prepare your staff for the intern's arrival. Be sure staff members understand the intern's role and how s/he will fit into the department.

Provide support to the student in relocating and finding suitable housing.

Show that you expected and planned for the intern's arrival. Have someone meet him/her immediately upon arrival at your facility. Have the student's work station planned and adequately equipped and supplied.

During the Employment Period:

The student will complete a final evaluation of the position and submit a written project detailing their internship experiences. A copy of the student's evaluation of the internship is to be signed by both the employer and the student before mailing.

Midterm and final work performance evaluations will be sent to the student's supervisor for completion. These will be returned to the program coordinator to be used, in part, to assign the student a pass/no pass grade for the internship. Evaluations must be reviewed with the student and signed by both the supervisor and the student before being mailed.

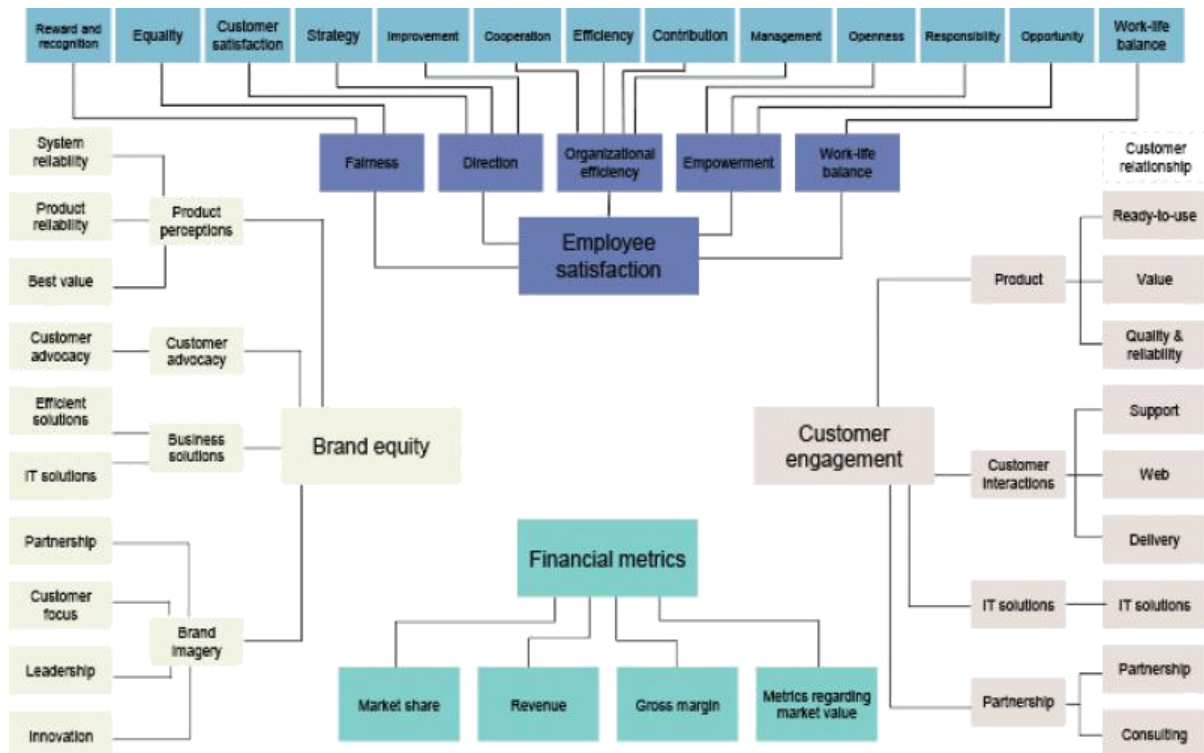
Chapter -02
Data Collection and Processing

2. Data Collection and Processing

Data description: Data source & variables.

Market researchers work in various industries with clients in a multitude of market segments. The one thing we all have in common is that we all have customers! They may be internal stakeholders in our organizations or external clients who have their own internal customers. Either way, we are regularly faced with the challenge of presenting market research findings in ways that enable clients to reach their business objectives.

Often, this involves integrating results from several sources into a unified package of action plans. Many pertinent findings may be evident among prior projects but not all are necessary to the main objective as this image illustrates.



Data collection methods

The researcher relied on the personal interview method in data collection, because it is more convenient to the circumstances of the Egyptian and Arab environment (Bazara'a, 1996), using a list of survey prepared by (Tushi, 2014), and the researcher modified this list, as the modified list included 29 items to measure the independent variable (the holistic marketing), and 10 items to measure the dependent variable

In general, the researcher has used (SPSS) program for introducing, scheduling, and analyzing data. analysis has been done at tow levels, namely: (a) descriptive statistics that consisted of frequencies, percentages, means, standard deviation, and variation coefficient, (b) analytical statistics that consisted of reliability and validity test, spearman rank correlation, multiple regression analysis

Data processing and presentation

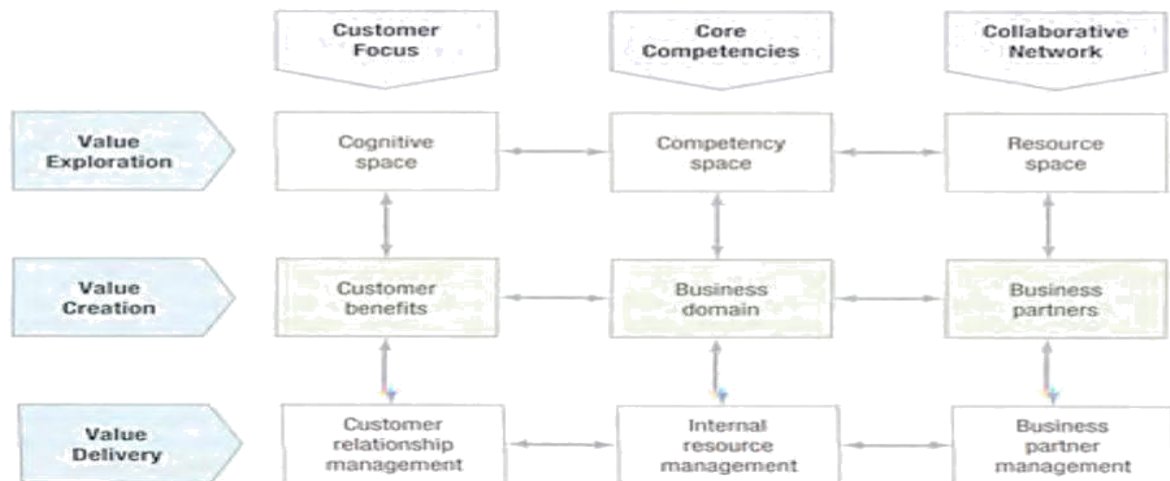
Data processing, presentation and the preparation of reports forms an extremely important part of our services and each of these services is tailored to suit each individual client's particular requirements. Although we are firm believers in standardization, we also understand that each client usually has particular preferences and we strive to meet them. Quality as well as content is taken into serious consideration in the preparation of any of our data processing, research or reporting services.

Our survey processing systems are networked to maximize usage of resources and facilities, including digitizing, printing and plotting. Our reporting styles and systems have been developed based on state-of-the-art technologies and software compatible with many of the proprietary systems in use today. Obviously we do not stop there and are constantly upgrading our methods and systems.

Holistic Marketing



A Holistic Marketing Orientation And Customer Value



3. Discussion on the Study Objectives (in the light of collected data/information and Main Bodywork experience)

Objective 1

Most companies put a lot of resources on external marketing, but only few of them place any focus on internal marketing.

External marketing is the standard form of marketing that is geared towards customers. Internal marketing, on the other hand, is geared towards the company's employees.

But why should a business market itself to its employees?

The simple answer is because the employees play a crucial role in marketing the organization and its products to the external customers.

The internal marketing approach requires that the organization's employees be treated as internal customers who need to be convinced of the organization's vision and mission.

Objective 2

The responsibility of the organization is not limited to its customers. It also extends to the society in which the organization operates.

Socially responsible marketing requires that all marketing decisions and activities should be guided by laws, business ethics, society, and respect to the environment.

Objective 3

According to a study, intangible assets made up 84% of the S&P 500 market value in 2015 as compared to 1975 where they made up only 17% of the S&P 500 market value.

The customers' mindset is changing. They believe in buying a brand and not the product alone.

Holistic marketing empowers the company to build a brand among all its stakeholders.

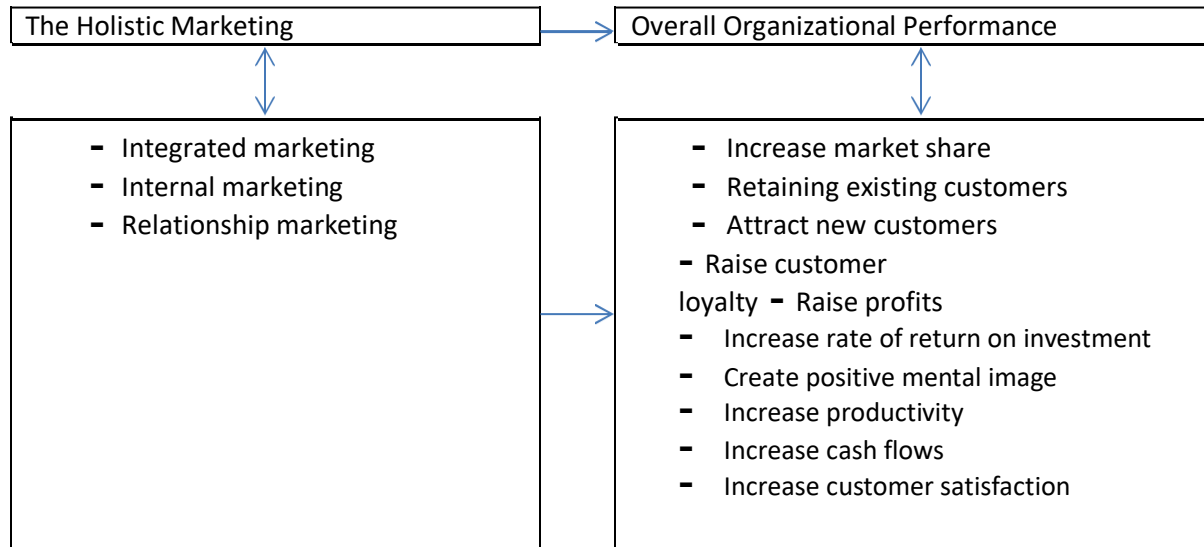
4. Conclusions & Recommendations

Conclusions Explanation of important outcome(s)

Conclusion

The holistic marketing Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. is the most updated concept of marketing. By using this concept organization and industries can ran their business very effective way. As it consists all the philosophy of marketing so it's very helpful for all types of organization. As it encloses all the information so the reliability of customers on the organization increases. Thus organizations can enlarge their business and make strong relationship with the customers. It helps to know the better demand of the customer and also to help in the services given by the management or an organization. It helps in achieving the needs and level of satisfaction of the customer and the company and a marketer helps them in providing them with those needs.

I light of the results of the current study, the researcher recommends the electrical appliances companies to adopt the proposed study model and modified in the light of the results of the study as shown in the following figure (1):

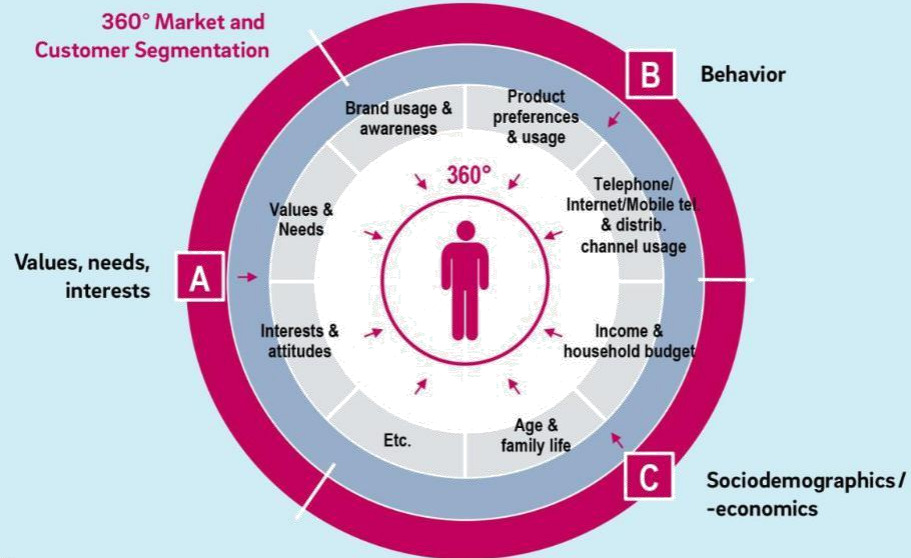


(b) Internship related special notes/recommendations:

The purpose of an internship is to develop professional skills in a hands-on environment. Because internships are a learning opportunity, it is important to evaluate the skills you have developed in your time with the company. In this article, we define the essential parts of an internship report and give you a template and example for writing your own Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd.

360° MARKET SEGMENTATION

Leverage your brand



Source Roland Berger

5. Internship Experience

This blog has been the hardest to write for me by far. In part, the challenge stems from trying to sum up months worth of experiences in just a few paragraphs. Even more challenging, this post marks the end of my internship here with Experience Inc. In the past few days, I have been preparing myself for my departure, all of the while brainstorming a blog that I could go out on. Well here goes...

My internship at Experience has taught me more than I could have imagined. As the Social Media/Web 2.0 Marketing Intern, I feel my duties were diverse, and ever-changing. Sometimes it's tough to recall everything I have taken in over the past months, but I feel that these are some of the most beneficial lessons I have learned.

Experience related to work, workflow and people met:

Customer experience implies customer involvement at different levels – such as rational, emotional, sensorial, physical, and spiritual.[3][need quotation to verify] Customers respond diversely to direct and indirect contact with a company.[4] Direct contact usually occurs when the purchase or use is initiated by the customer. Indirect contact often involves advertising, news reports, unplanned encounters with sales representatives, word-of-mouth recommendations or criticisms.[5]

Customer experience encompasses every aspect of a company's offering—the quality of customer care, but also advertising, packaging, product and service features, ease of use, and reliability.[6] Creating direct relationships in the place where customers buy, use and receive services by a business intended for customers such as instore or face to face contact with the customer which could be seen through interacting with the customer through the retail staff.[7][clarification needed] We then have indirect relationships which can take the form of unexpected interactions through a company's product representative

(b) Significant pleasant and/or unpleasant incidences with clients, company supervisor & colleagues

Think about it. Almost every company has that one worker who types like their fingers are hammers. Or who is a chatterbox. Or who's excruciatingly perky and chipper at all hours. Or who argues with their significant other on the phone loud enough for the entire floor to hear—daily.

Annoying co-workers are a fact of life. They mean no harm, but they can drive you batty, which can make doing your actual job a lot more difficult than it needs to be. Still, you have to push through the annoyance and get your work done. Interviewers want to know you won't let a little thing like a loud chewer sabotage your duties as an employee.

(c) Work-internship topic linkage (optional)

Internships differ from cooperative education; **internships** provide temporary employment with an emphasis toward on-the-job training, whereas cooperative education is a structured method of combining classroom-based education and practical work experience.

Appended Parts

6. References Appendices

[1] K.M. MONIRUL AFSAR Chief
Executive Officer House # 4,
Road # 8, Block # D, Vatolia,
Nishat Nagar, Uttara, Dhaka-
1230.

(1) Punctuality

Time perception research dates back to the late 18th century, according to Roeckelein (2000). His bibliography indicates that the research on subjective duration has dealt mostly with short time (seconds) or long time (days), but not so much with time periods of intermediate duration, among which travel times are usually included. Regarding the perceived durations of time intervals of the same objective length, applicable to, for example, a journey involving change of trains, Roeckelein (2000) presents Fraisee's principles:

A time interval divided in several parts is experienced as longer than a nondivided interval of the same duration.

More divisions make the interval to be experienced seem longer.

An evenly divided interval is experienced as longer than one which is irregularly divided.

(2) Discipline (adherence to rules, regulations and requirements):

disciplines as a team. Inter-departmental team spirit is not strong in most firms. Modern marketing department can be organized in a number of ways to realize a holistic

marketing department. Some companies are organized by functional specialization, while others focus on geography and regionalization. Still others emphasize product and brand management or market segment management. Some companies established a matrix organization consisting of both product and market management. Finally, some companies have strong corporate marketing, while others have limited corporate marketing, and still others place marketing only in the divisions

(7) Motivation to learn;

Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. helps with consistency because, by definition, it seamlessly links customer touch points. Your people are always singing from the same hymn sheet, with the same understanding of customer priorities, needs and motivations. At a communicative level, it means that you're consistently able to roll out an agreed messaging style, and, by working together, identify 'what works' at each stage of the buyer journey. This kind of scientific approach is missing in many businesses – according to Marketing Sherpa, as many as 68% of businesses don't even have an agreed funnel.

(8) Understanding of the current work,

Value exploration: Value exploration means how organizations can identify new value opportunities. This requires an understanding of customer's cognitive space, existing and latent needs and dimensions such as need for participation, stability, freedom and change.

Value creation: In Holistic Marketing Strategy of Racy Fashion Packing & Industries Ltd. must develop value-creation skills to exploit a value opportunity. Marketers must make efforts to recognize the new customer benefits from the customer's perspective, use key competencies from its business field and choose and manage business collaborators from its combined networks. Marketers must recognize the thinking of customer thinks. Marketers must also monitor who the customer admires, who they interact with and who influences them.

A marketing network comprises of the company and its supporting stake-holders customers, employees, suppliers, distributors, retailers, ad agencies, university scientists and the like with whom it has built mutually profitable business relationships.

The operating principle is very single and pure. Build an effective network of relationships with key stakeholders, and profits will follow. The development of stronger and longer relationships requires an understanding of both capabilities and resources of different groups, their needs, goals and desires

(9) Independence

The program which have advanced the country and diversified and augmented its production since independence are largely because of the man power produced by technical institution of the country. Technical education contributes substantially to the socio- economic development of the country ². The economic growth of a country largely depends on technological improvements and on its scientific and technical manpower. Technical education, therefore, has a crucial role in speeding up the country's industrial development.

(ability to work with minimum supervision) REPORT TOTAL Marks from the faculty supervisor on Report)