



UTTARA UNIVERSITY
An Internship Report
On
Marketing Strategy & Process of Naturub
Accessories BD Pvt Ltd.

Submitted To:
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Submitted By:
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ID: 2192061019
Batch: 49, Section: A
MBA for BBA Program
Major in Marketing

Date of Submission:
May 16, 2020

Letter of Transmittal

Mohammad Sharif Hossain
Assistant Professor
Dept. of Business Administration
Uttara University

Subject: Submission of Internship Report.

Dear Sir,

It is my pleasure to submit herewith the Internship Report for the partial fulfillment and compulsory requirement to fulfill the degree MBA in Human Resource and Management under Uttara University, I am grateful to have an opportunity to work under your supervision.

I have completed my internship program at Naturub Accessories BD Pvt Ltd. for three months. I got huge amount of support and information for preparing my report during this time.

I have strong belief that the report will fulfill your expectation and I have tried to give my best effort so that I can prepare a concrete report as per your instruction. I would be very grateful if you accept my report. Your kind consideration and cooperation will be highly appreciated.

Sincerely Yours,

Md Shahedul Haque
ID: 2192061019
Batch: 49, Section: A
MBA for BBA Program
Major in Marketing

Student's declaration

This internship report entitled “**Marketing Strategy & Process of Naturub Accessories BD Pvt Ltd.**” Submitted by Md Shahedul Haque in partial fulfillment of the requirement for the degree of MBA for BBA Program Major in Marketing. This internship report is made under supervision of Mr. Gishan S. Thomas- Business development Manager and, Mohammad Sharif Hossain, Assistant Professor, Dept. of Business Administration, Uttara University. I have learned some official experience from this internship programs. I got idea about the corporate culture. I am enough fortunate that I have got an opportunity to work in Naturub Accessories BD Pvt. Ltd.

During the Internship period we received co-operation & association from the authority to found all Marketing materials so appreciable working condition. All stuff and office services & devoted their duties to achieve their goal. Special Thanks to those whom we are so grateful---

Mr. Nishantha Fernedo (Sr Marketing Manager), Nur Md. Raqibul islam Chowdhury (Key account Manager), All the Marketing executive of Naturub Accessories BD Pvt. Ltd.

All other personnel who helped me a lot to learn so many things.

Sincerely Yours,

Md. Shahedul Haque
ID: 2192061019
Batch: 49, Section: A
MBA for BBA Program
Major in Marketing.

Supervisors Declaration

This is certifying that Md Shahedul Haque a student of Uttara University, ID: 2192061019, successfully completed her Internship Program on “Marketing Strategy & Process of Naturub Accessories BD Pvt Ltd.”

The student is found to be sincere, hardworking, self-motivated and she has put a lot of work brought her own views and ideas these are being studied for implementation at appropriate place at suitable time.

He has done her job according to my supervision and guidance. She has tried her best to do this successfully. I think this program will help her in the future to build up her career.

I wish his success and prosperity in life.

.....
Mohammad Sharif Hossain
Assistant Professor
Department of Business Administration
Uttara University

Acknowledgement

I would like to express my deepest gratitude to Naturub Accessories BD Pvt Ltd and Uttara University for giving me the opportunity to be a part of their team through my internship. I would also like to thank the whole my mates of 49th batch of Uttara University for their support.

I would also like to say thank you to Mohammad Sharif Hossain, Assistant Professor, my academic supervisor to take responsibility of my internship report preparation and to provide wonderful clear guideline to prepare the internship report smoothly. Also, he provided time to me when I needed.

I would also like to show my gratitude to Naturub, my Marketing team & Mohammad Sharif Hossain sir, He is one of the best mentors and leaders I have met, who provided me full support to complete my MBA and also provided me guideline, shared his valuable experience from this Marketing field to prepare this report. I also learned adoption with working environment, working culture, and dealing with colleagues and top managements under his leadership.

I acknowledge the generous support of the others department of Naturub Accessories BD Pvt Ltd for providing me required help and data.

Executive Summary

This study is the result of my internship program ran for the past three months placed at the Naturub BD Ltd. The purpose of this study is to understand the marketing strategy & process reason I had to gain the practical area of responsibilities of the employees so that I could interact with them directly to understand their views and their relation with their organization. Marketing Process describes how content an individual knowledge to perform in the market. This study shows that Marketing Strategy and Process largely depends on job promotions, training programs, career development opportunity, feedback from supervisor, relationship with senior management, flexibility to balance between work and home etc. Printed questionnaires were distributed among 35 respondents and all the questionnaires have been collected and taken as the data for the study. The data has been analyzed by MS Excel. In this study, some results were satisfactory, which proved that the items of questionnaires are appropriate with this study. Despite differences in opinions made by the employees of the organization on what the study was conducted, the study shows that market scenario in business perspective.

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PART-1

Introduction

Background of the study:

Naturub, a brand name synonymous with excellence and reliability, commenced its operations in 1977 as a tiny rubber balloon manufacturing outfit in Western province in Sri-Lanka. Tissa Eleperuma the visionary leader and Founder Chairman/Managing Director of Naturub Group of Companies, is an old boy of Sri Sumangala College, Panadura.

Objectives of the study:

- To know the reasons how the marketers, achieve their target.
- To know the reasons behind the job satisfaction of the employees by using the strategies.

Limitations:

- Relatively price is high in the competitive market.
- Sample & bulk lead-time is high.
- Lack of experienced R&D department.

PART-2

Company Profile

An Overview of Naturub Limited:

Tissa Eleperuma the visionary leader and Founder Chairman/Managing Director of Naturub Group of Companies, is an old boy of Sri Sumangala College, Panadura as well Bangladesh. Naturub saw its establishment on 7 July 2009 manufacturing balloons at the initiative of Tissa Eleperuma with the cooperation of his two friends. The long expedition they embarked on accounts for its well-defined character as it has championed the international market as the establishment of a company in Bangladesh reveals. Two major factories of Naturub Group of Companies Ltd. are found in Panadura Industrial Park. Their marketing offices are located in Bangladesh, India and Britain.

Historical Background:

Naturub, a brand name synonymous with excellence and reliability, commenced its operations in 1977 as a tiny rubber balloon manufacturing outfit in Western province in Sri-Lanka. Tissa Eleperuma the visionary leader and Founder Chairman/Managing Director of Naturub Group of Companies, is an old boy of Sri Sumangala College, Panadura. Naturub saw its establishment on 7 July 2009 manufacturing balloons at the initiative of Tissa Eleperuma with the cooperation of his two friends. The long expedition they embarked on accounts for its well-defined character as it has championed the international market as the establishment of a company in Bangladesh reveals. Two major factories of Naturub Group of Companies Ltd. are found in Panadura Industrial Park. Their marketing offices are located in Bangladesh, India and Britain.

Objectives of NATURUB:

- To know the reasons how the marketers, achieve their target.
- To know the reasons behind the job satisfaction of the employees by using the strategies.
- To ensure safety of the customers assets on sells.
- To advise on marketing matter.

Mission:

Globally and locally at competitive prices with the assurance of timely deliveries to customer's doorstep

Vision:

To be the preferred apparel accessories supplier to world renowned, branded apparel manufacturers.

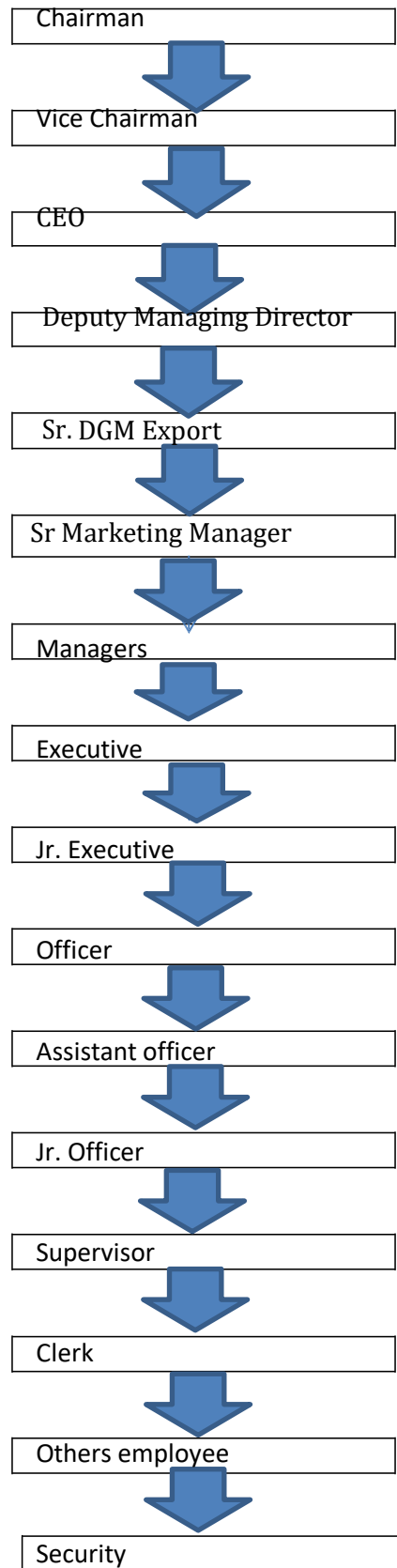
Values:

Endurance, integrity, Collaboration

Board of Directors:

No. List of Directors	Designation
01. Mr. Tissa Elluperuma	Chairman
02. Mr. Yasith Elluperuma	Vice- Chairman
03. Mr. Dinesh D silva	CEO
04. Mr. Manjula	Sr DGM Marketing
05. Mr. Indika Rathnayke	Sr. DGM Export
06. Mr. Nishantha Fernando	Sr. Marketing Manager

NATURUB' S Organizational Structure:



Products and Services of Naturub:

Naturub Products:

- All kind of elastic
- Drawcord
- Elastic cord
- Any kinds of tape
- Smoking/Elastic thread
- Sewing thread

SME Marketing:

- Door to door marketing
- Branding
- Promotions
- Price benefits

Services:

- NATURUB quality services
- Price offer
- Door to Door delivery
- Extra effort to the urgency
- Taking liabilities of damages
- Taking air shipment cost due to delay

NATURUB Securities & Financial Service:

PFD, Loan for the employee, Motor vehicle loan, other services

Marketing Strategies of NATURUB:

- 4ps (Product, price, place, promotion)
- Identifying key customers
- Maintain Customer wise KPI's
- COO (country of origin) Strategy which is Aligned with main customer's Growth Strategy
- Responded with Fast and Flexible Deliveries.
- Get the recognition from the brand as a Strategic Partner for Growth.
- Implemented speed programs for key customers by reducing lead time.
- Compliance improvement through audits
- R&I capability for quick samples response.
- Introducing innovative products using new yarns and trends.

Description of internship work-related

This report is originated to fulfill the requirement of the assign project internship report on "Marketing Strategy and Process at Naturub Ltd". Since Marketing is my concentration of study and I will like to work in this field in future, preparation of this report will help me in my line of work. I have worked in the Marketing Department of Naturub and the task I had carried out mentioned below:

PART-3

Data Collection AND Processing

Sources of data collection:

- Annual report 2017,2018,2019
- Websites of Naturub
- Conducted survey through questionnaire.
- Google

Methods of data collection:

For collecting all information's, I used only one method which is a quantitative data collection method.

PART-4

Discussion on the study objectives

Objectives are:

- To know the marketing strategy & process of the employees.

Question:1

The work is assigned me to work according to my skills and qualification using the strategies

Question:2

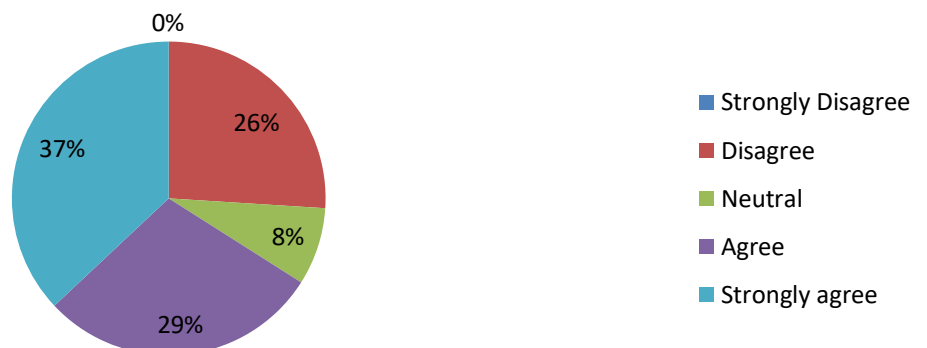
My position allows me to make Independent Decisions in marketing

Question:3

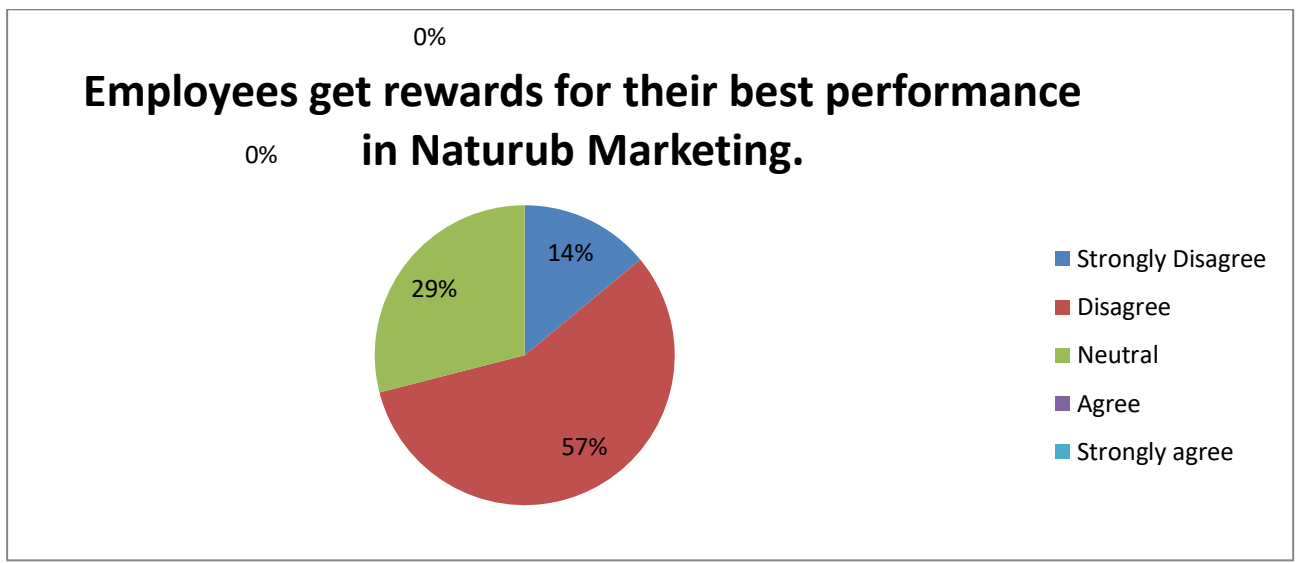
Generational differences are recognized, respected and celebrated in market.

Question:4

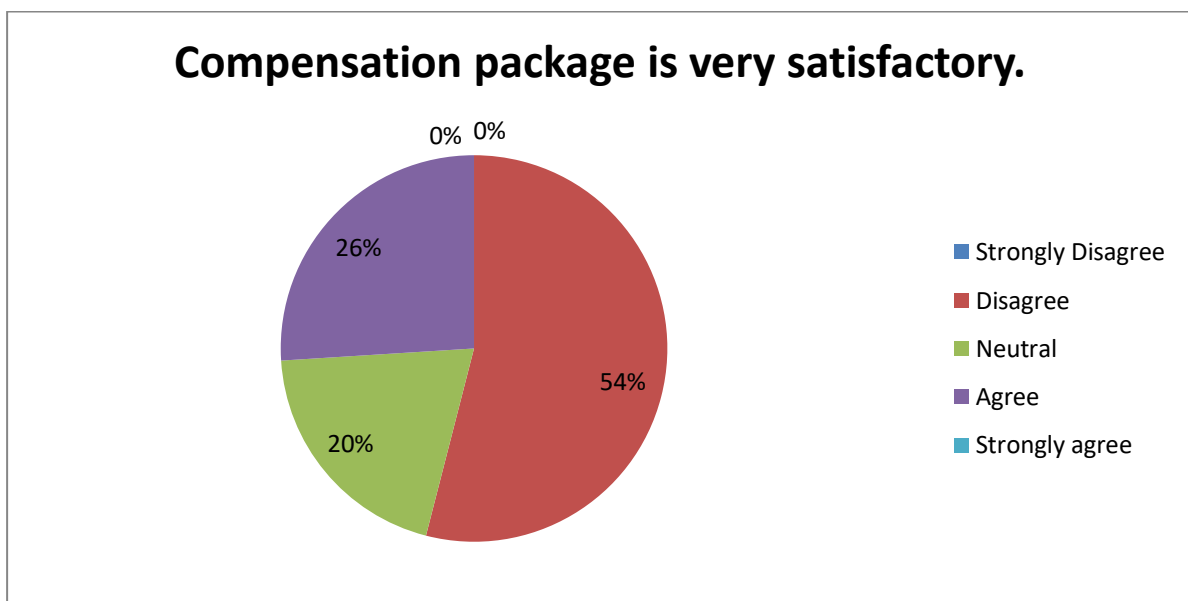
Naturub environmental force for a marketers by following the methods



Question:5

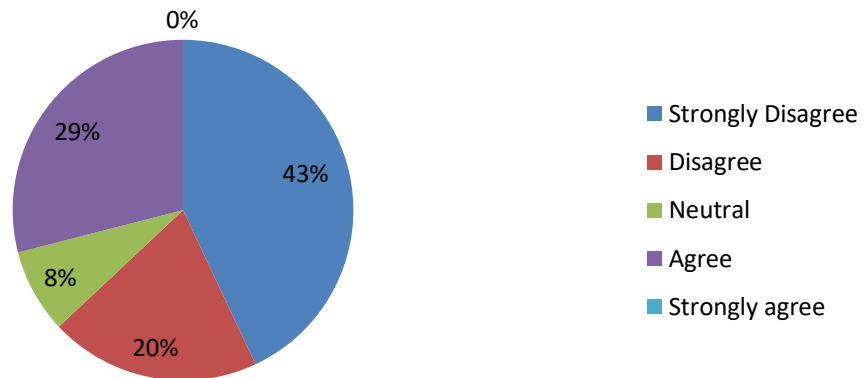


Question:6



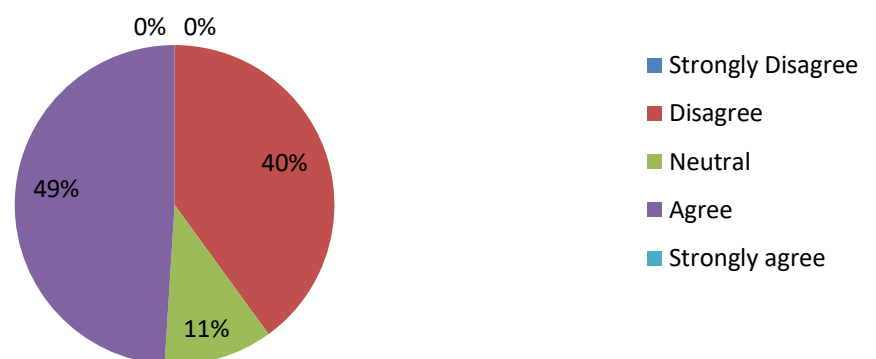
Question:7

I am pleased that I have the opportunities to apply my marketing techniques & strategies and expertise in Naturub



Question:8

My overall experiences regarding this organization are very delighted



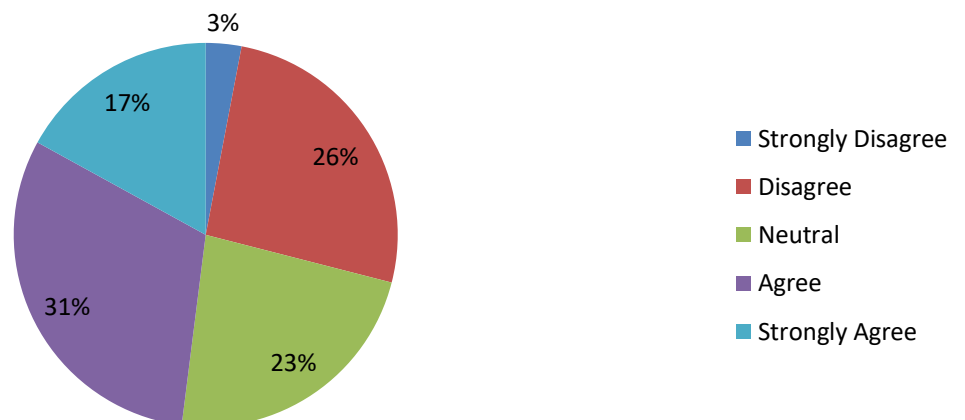
Question:9

My overall performance regarding my current organization are very satisfied in marketing segment.

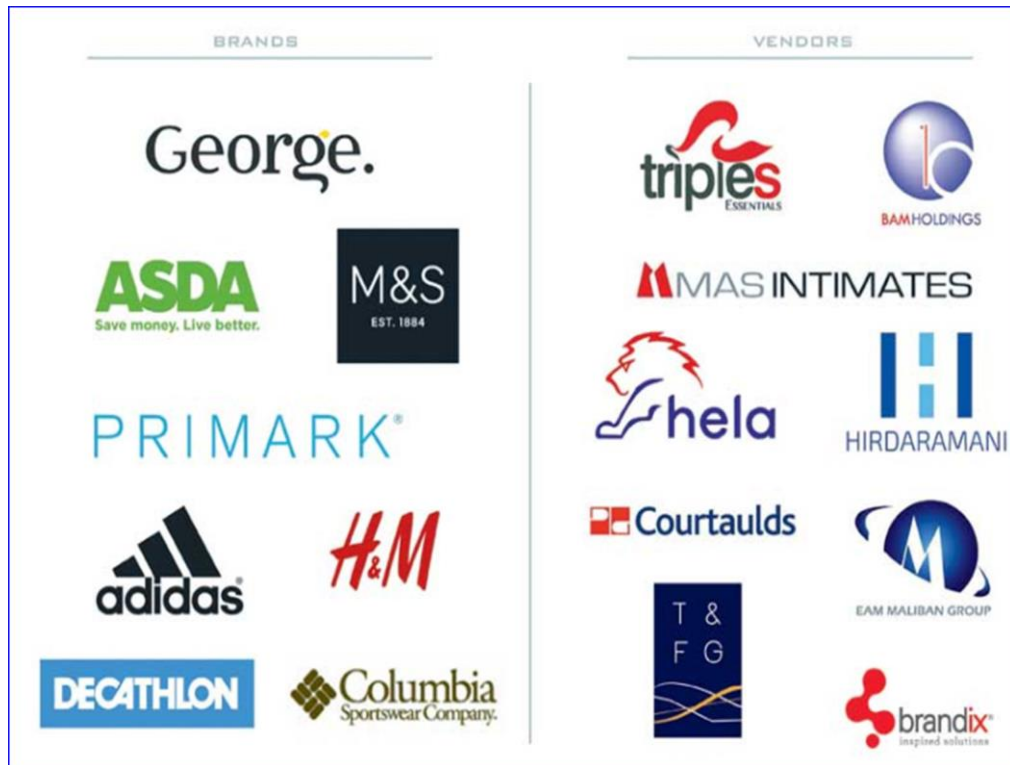


Question:10

Job Promotions in this department within the company are fair and reasonable



Brands & Vendors working with Naturub



PART-5

Recommendations & Conclusions

Recommendation & Conclusion:

Explanation of important outcomes: To know about the market situations in garment manufactured place.

Special Notes: To work in Naturub Market is quite challenging so people should take challenge positively & to overcome the situation people should encourage the customer by motivating with their own capacities.

- Ask as many questions as possible.
- Don't try to be over smart try to be quick learner.
- Be punctual.
- Learn as many things as possible.
- Be polite with the customers.

PART-6

Internship Experience

Internship Experience

- As an employee of Naturub Accessories BD Pvt. Ltd I have faced physically selling the Naturub product is quite tough in the competitive market, so you should apply some different techniques, such as motivate the customer, offering price benefits etc.
- Visiting customer first & foremost things which is compulsory to grave the business.
- Customer may cancel the order which is really unpleasant so that liability employee has to take.

Official Work-Related Experience:

- Managing mails related to customers.
- Printing out internal mails.
- Contacting higher officials through mail.
- Working efficiently during rush hours, it includes the beginning and end of any month.

PART-7

References And Appendices

Reference

- www.naturub.com.bd
- Annual report (2017,2018,2019), Naturub Accessories BD Pvt Ltd
- www.naturubmarketing.com.bd
- www.naturubmarketing.com.
- www.google.com

Appendix

General Profile of Respondent

1. Gender:

☐ Male ☐ Female

2. Age (Years):

☐ 8- 22 ☐ 23- 27 ☐ 28- 32 ☐ 33- 37 38- 42 ☐ 43- 50 ☒ 51- 60 ☐
☐ Above 60

3. Highest Level of Education:

☐ Masters or Above ☐ Graduation ☐ HSC/ A- Level ☐ SSC/ O- Level

4. Job Experience (Years):

☐ Less than 4 ☐ 4- 7 ☐ 8- 12 ☐ 13- 18 ☐ 19- 25
☐ Above 25

5. Managerial Level you are currently working at:

☐ Bottom Level ☐ Mid- Level ☐ Top- Level ☐ Student/ Unemployed/ Not Applicable

Thank You