

**INTERNSHIP REPORT**  
**On**  
**AN ANALYSIS OF PROMOTIONAL ACTIVITIES OF GADGET &  
GEAR LTD.**

**Submitted to**  
**Controller of Examinations**  
National University  
Gazipur – 1704

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**National University, Bangladesh**  
**Date of Submission: November 10<sup>th</sup>, 2022**

## LETTER OF TRANSMITTAL

Date: November 10, 2022

Controller of Examinations

National University

Gazipur – 1704

Subject: **Submission of Internship Report**

Dear Sir,

With due respect, I would like to submit my internship report on **An Analysis of Promotional Activities of Gadget & Gear Ltd.** I am glad to work under your supervision and I think it has been a great achievement for me.

This report discusses about the AN Analysis of Promotional Activities of Gadget & Gear Ltd and the impact on Promotional Activities of Company.

I hope you find this report adequate and give your valuable feedback so that I can utilize your judgment prospects.

Sincerely yours,

---

Nur MD Saiful Islam

Registration: 18601000569

MBA Program

Major in HRM

Daffodil Institute of IT

## **Student's Declaration**

I, Nur MD Saiful Islam, student of Master of Business Administration (MBA) program, under National University (NU) at Daffodil Institute of IT declaring that the work presented in this Internship Report has been carried out by me and has not been previously submitted to any other University or Organization.

The work I have presented does not branch any existing copy right and no portion of this report is copied from any work done earlier from a degree or otherwise.

I also declared that the Internship Report has been prepared as partial requirement of the fulfillment of the MBA degree under National University.

---

Nur MD Saiful Islam

Registration: 18601000569

MBA Program

Major in HRM

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## **CERTIFICATE OF SUPERVISOR**

This is certified that Nur MD Saiful Islam Registration: 18601000569, Academic Session: 2018 - 19, Major in HRM, is a regular student of final semester of MBA Program, Department of Business Administration, Daffodil Institute of IT, under the National University of Bangladesh. He has completed an internship program on Analysis of promotional Activities of Gadget & Gear Ltd. under my supervision which is fulfillment of partial requirement of obtaining MBA degree.

---

**Sanjida Islam**  
**Lecturer**  
**BBA program, DIIT**

## ACKNOWLEDGEMENT

At first, I would like to thank Almighty Allah for giving me the opportunity to complete my project paper. I also want to thank all the people who have given their support and assistance. I am extremely grateful to all of them for the completion of the report successfully.

Preparing this report was exciting and hard work at the same time. It is for the first time that I have been able to gather real life experience through working on a report.

I would like to convey my heartiest gratitude to Sanjida Islam, Daffodil Institute of IT. My report supervisor for her kind concern, valuable time, advice, endless endeavor and guidance throughout the intern period and making of the report. I am also grateful to **Nure Alam Shimu, CEO** of Gadget & Gear Ltd, who has kindly provided me the opportunity to work his Organization. Without their help, I could not continue my task.

Thanks are due to my dearest parents, Brothers and friends for giving courage to me all along to carry on my study.

At last my heartfelt appreciation is also due to all people of Gadget & Gear Ltd, who lend their helping hand by rendering information, data and personal views.

## EXECUTIVE SUMMARY

Basically, in my internship report I talked about how Gadget & Gear Ltd does their Advertising and promotional activities and their functions in my report. I also discussed that how this advertising and promotional activities influencing on overall organization and working towards the success and the betterment of the company.

Gadget & Gear Ltd have been at good position for 10 Years and behind the success of Advertising and Promotional department always plays a vital role and, in my report I tried to denote that.

In month of working period at Gadget & Gear Ltd I found some but mostly what I written much in my report was how Advertising and Promotion department are important for the company. How they have been motivating their employees to work harder, how they have providing them and the training to become even more efficient which ultimately will help the company end of the day. And the drawbacks that I found, I also tried to give the solution I would like to say that my report is going to be very helpful for those who want to know about the Advertising and Promotional function of Gadget & Gear Ltd.

In this report first chapter disclose introduction then second chapter focus organizational profile and third chapter I describe the all theoretical aspect of promotion then four chapter create SWOT Analysis of chapter five. The most important chapter of this report in this chapter I represent Analysis of promotional activities of Gadget & Gear Ltd.

Lastly in chapter six some findings based on the overall study are drawn with some recommendations. The recommendation is given in light of the findings and conclusion also get point in this chapter.

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# **Chapter 01**

## **Introduction**

## **Chapter 2**

# **The Company Profile**

## **Chapter 03**

# **Theoretical Aspect of Promotion**

## **Chapter 04**

# **Promotional Activities of Gadget & Gear Ltd**

## **Chapter 05**

# **SWOT Analysis**

## **Chapter 06**

# **Findings, Recommendations & Conclusion**

## 1.1 Origin of the Report:

As a part of our MBA program I have to accomplish my Internship from an organization. And in this process I have completed 3 months of internship in Gadget & Gear Ltd. Gadget & Gear is one of the largest organizations of the Smartphone sector in Bangladesh. And I work in the marketing department of this company. The report mainly concentrates on the Promotional Activities in the market place of this Company.

## 1.2 Objectives of the Report:

The study attempted to explore and examine the present market situation of the Marketing promotion in the Smartphone sector. Specially, the objectives of the study are as follows:

### 1.2.1 Primary Objective

- ❖ The primary objective of my study is to give a recommendation of Gadget & Gear Ltd.

### 1.2.2 Secondary Objectives

- ❖ Analysis of the promotional activities of Gadget & Gear Ltd.
- ❖ To fulfill the partial requirements of the MBA Program
- ❖ To know the present scenario of the Promotion of Gadget & Gear Ltd.
- ❖ To identify the promotional activities of Gadget & Gear Ltd.

## 1.3 Methodology of the Report:

I have used both primary and secondary data for preparing this report. But most of the data are collected from primary sources. I observed various activities of Gadget & Gear Ltd. My practical experience in Gadget & Gear Ltd (Head Office) was a great source of information.

### (A) Primary source of Data:

1. Primary data is collected through unstructured personal interviews with officials of Gadget & Gear Ltd.
2. Day to day desk job (Informal conversation with the Consumers)

### (B) Secondary source of Data:

1. Published journals and articles on the Smartphone market in Bangladesh.
2. Some of the data are collected from the internet.



## **1.4 Scope of the Report:**

This study will help the students, researchers in future if they want to know about the practical issues, strategies, overall promotional activities process of Gadget & Gear Ltd. It will also help the Gadget & Gear Ltd authority to solve the internal problems and factors they need to develop. It will help them to adopt suitable policies and take initiative.

## **1.5 Limitations of the report:**

The limitations of the report including the following:

- ❖ One of the major limitations of the study was limited time. For the scarcity of time I could not communicate largely with concern persons and authority, which would be very helpful for preparing, the report could be made much more comprehensive.
- ❖ Another major problem every private company maintains some secrecy of its information and Gadget & Gear Ltd was not expected in this regard. The authority kept much information as secret.
- ❖ There was lack of necessary information what I was needed.
- ❖ Information is not updated.
- ❖ Some Lack of knowledge about Smartphone sectors.
- ❖ Lack of self-knowledge concerning report preparation, was also a limiting factor in preparing a better report.

## 2.1 Overview and History:



**Gadget & Gear Ltd.**

**Gadget & Gear Ltd.** is the most premium & multi-branded omnichannel retail in Bangladesh. The journey started with a single outlet in the year 2011, and now in a 10-years timeframe, there are 23 premium outlets of G&G, all over Dhaka City. It's a renowned name to all, for their authenticity & top-notch quality. In 2017, Gadget & Gear started working as Apple Authorised Reseller.

It has a wide range of international premium brands gadgets & accessories collections, starting from Apple, Samsung, OnePlus, Xiaomi, Vivo, Oppo, Huawei, Skull Candy, JBL, Bose, Edifier, DJI, Amazfit, Belkin, Spigen, SwitchEasy, etc.

G&G is a Hybrid now, as we are operating through a fully functioning e-commerce site, as well as the other online social media platforms: Facebook, WhatsApp, Instagram & LinkedIn.

At present, In this sector G&G has turned into a trusted platform among tech-savvy people owing to different attributes, such as trusted online and offline shopping platform, wide range of international brands, fast delivery service, genuine products only, and an official warranty facility, which ultimately ensures a phenomenal & premium experience.

## 2.2 Company Mission:

To provide a high quality standard of product that needed to all the Customer. And also to give the customer a good services.

## 2.3 Company Vision:

To recognize this business all over the world. And also to make all the customer happy and have more fun.

## 2.4 Company Present Profile:

<b>Gadget &amp; Gear Ltd</b>	
Corporate Head Office	Gadget & Gear Ltd, Unit No. C, 14 <sup>th</sup> Floor, Tower-2, Police Plaza Concord, Gulshan-1, Dhaka-1212, Bangladesh
Number of Outlets	23 premium outlets, all over Dhaka City
Listing Status	Private Limited Company
Business Line	Importing and Marketing of different brands smartphone, gadgets and premium quality accessories
Number of Corporate Employees	200
Number of Sales Employees	500

## 2.5 Brand Value:

Customer feedback and quality service are two key assets of G&G. And also G & G serve authentic product to the customers with a smart way. And their after sales service are too good. So, In this way G&G create their own brand value to the customers.

## 2.6 Customers:

### Customer is the king

G&G tries to respond promptly to any customer complaint as it believes what it has achieved so far is just because of its customers. It makes sure that it follows the distributors' price policy and provides reward points or gifts to the customers. This is helping it build a pull of repeat customers.

The Company CEO Nure said about their customers:

"As we believe that our customers are our asset, we share our profits with them using different strategies and try to take care of them,"

## 2.7: Products

Phone, Tablet, Speaker, True wireless, Memory card, Hard drive, Pendrive, Screen protector, Gimble, Action camera, AI security system, Charger, Adapter, Power Bank, Smart tracker - Gadget & Gear has it all.

And also It has a wide range of international premium brands gadgets & accessories collections, starting from Apple, Samsung, OnePlus, Xiaomi, Vivo, Oppo, Huawei, Skull Candy, JBL, Bose, Edifier, DJI, Amazfit, Belkin, Spigen, SwitchEasy, etc. Spigen is a certified accessories brand of Flagship Smartphone like Apple, Samsung and more. G&G is the only distributor of spigen Product of Bangladesh.



Spigen Back Cover



Spigen Glass Protector



Spigen Camara Lens



Apple Products



Samsung Products



Belkin Products



JBL Product



Bose Products



Amazfit Products

## 2.8 Company Outlets & Picture View:

<b>Outlet Number</b>	<b>Location</b>
1	Bashundhara City, Level-1
2	Bashundhara City, Level-1
3	Bashundhara City, Level-6
4	Bashundhara City, Level-6
5	99 Gulshan Avenue
6	Banani 11
7	North Tower Uttara
8	RAK Tower Uttara
9	Gareeb-e-Newaz Uttara
10	Jamuna Future Park, Level-4
11	Jamuna Future Park, Level-4
12	Dhanmondi Satmosjid Road
13	Dhanmondi Satmosjid Road
14	Pokice Plaza Concord
15	127 Motijhil
16	Shahid Baki Road, Khilgaon
17	Al-Razi Complex, Purana Palton
18	Tokyo Square, Mohammadpur
19	2 Bailey Road
20	Jamuna Future Park, Level-5
21	Bashundhara R/A
22	Mirpur 11
23	41 Rankin Street, Wari



Figure: Uttara RAK Tower G&G Outlet



Figure: Jamuna Future Park G&G Outlet



## **2.9 Management Structure:**

The company is operating through a well defined management structure headed by a chief Executive Officer under whom there are various departmental heads and according to hierarchy, various senior and mid level management staffs. The chief executives officer and departmental heads meet at regular interval.

## **2.10 Functional Department of Company:**

Gadget & Gear Ltd. is one of the structured organization. All the responsibilities of the company are divided to Eight different departments. The Department looks after total Sales Marketing Operations. It has a number of sections and each sections and each section has definite responsibility.

1. Marketing and Sales
2. Planning, Commercial & Marketing
3. Computer Department
4. Finance and Accounts
5. Management Information Department
6. Human Resource Development
7. Marketing Research
8. Development & Sales imported products

### 3.1 Definition of Promotion:

Promotion refers to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and include to buy the product in preference over others.

### 3.2 Characteristic of Promotion

#### ➤ **Intended Audience:** Mass vs. Targeted

**Mass:** Mass promotions are delivered to a large number of people, the actual number that fall within the marketer's target market be small.

**Targeted:** Marketers are turning to newer techniques designed to focus promotional delivery to only those with a high probability of being in the marketer's target market.

#### ➤ **Payment Model:** Paid vs. Non-Paid

**Paid:** Most efforts to promote products require marketers to make direct payment to the medium that delivers the message. For instance, a company must pay a magazine publisher to advertise in the magazine.

**Non-Paid:** There are several forms of promotion that do not involve direct payment in order to distribute a promotional message. While not necessarily "free" since there may be direct costs involved, the ability to have a product promoted without making direct payment to the medium can be a viable alternative to expensive promotion options.

#### ➤ **Message Flow:** One-Way vs. Two-Way

**One-Way:** Most efforts at mass promotion, such as television advertising, offer only a one-way information flow that does not allow for easy response by the message receiver.

**Two-Way:** Many targeted promotions, such as using a sales force to promote products, allow message to respond immediately to information from the message sender.

#### ➤ **Interaction Type:** Personal vs. Non-Personal

**Personal:** Promotions involving real people communicating with other people is considered personal promotion. While salespeople are a common and well understood type of personal promotion, another type of promotion, controlled word-of-mouth promotion has as a form of personal promotion.

**Non-Personal:** One key advantage personal promotion have in the ability for the message sender to adjust the message as they gain feedback from message receivers two-way communication. So, if a customer does not understand something in the initial message the person delivering the message can adjust the promotion to address question or concerns.

➤ **Message Control: Total vs. Minimal**

**Total:** Most promotions are controlled by the marketer, who encodes the message and then pays to have the message delivered. However, no marketer can totally control how the news media, customers, or others talk about a company or its products. **Minimal:** Reporters for magazines, newspaper and news websites, as well as those posting comments on social media, internet forums and online retailers, may discuss a company's products in ways that can benefit or hinder a company or its products.

➤ **Message Credibility: High vs. Low**

**High:** Many customers viewing a comparative advertisement in which a product is shown to be superior to a competitor's product may be skeptical about the claims since the company with the superior product is paying for the advertisement. **Low:** The same comparison the superior is mentioned its newspaper article it may be the more favorably viewed since readers may perceive the author of the story as being unbiased in his/her point of view.

➤ **Cost Assessment: Exposure vs. Action**

**Exposure:** One method called cost-per-mille (CPM), relates to how many are exposed to a promotion in relation to the cost of the promotion. CPM is a commonly used promotional measurement for the mass media outlets, such as print and broadcast markets, although in the online advertising industry it is also used, through it is sometimes referred to- cost- per impression.

**Action:** An even more effective way to evaluate promotional costs is through the cost-per-action (CPA) metric, With CPA, the marketer evaluates how many people

actually respond to a promotion. Response may be measured by examining purchase activity, website, traffic, taps on smartphone advertisements, number of phone inquiries, and other means within a short time after promotional message is delivered.

### **3.3 Types of Promotion:**

#### **Advertising**

Advertising means to advertise a product, service or a company with the help of television, radio or social media. It helps in spreading awareness about the company, product or service. Advertising is communicated through various mass media, including media such as newspapers, magazine, television, radio, outdoor advertising or direct mail; and now media such as search results, blogs, social media, websites or text messages.

#### **Direct Marketing**

Direct marketing consists of any marketing that relies on direct communication or distribution to individual consumers, rather than through a third party such as mass media. Mail, email, social media, and texting campaigns are among the delivery systems used. It is called direct marketing because it generally eliminates the middleman, such as advertising media.

#### **Sales Promotion**

Sales promotion is a set of marketing technologies aimed to stimulate the demand in particular products and increase brand awareness. Limited in time, it creates a feeling of time-sensitiveness, generates new leads and keeps existing customers engaged.

#### **Public Relation**

Public relations is a valuable tool in the promotional mix. Unlike paid marketing programs such as advertising your business, public relations is focused on earned media and can take advantage of unpaid communication channels. Public relations is about managing perceptions – how people think about your business.

## **Product Placement**

Product placement is a modern merchandising strategy for brands to reach their target audiences without using overt traditional advertising. Embedded marketing is another term for product placement since the product is embedded in another form of media.

## **Endorsement**

Endorsements are a form of advertising that uses famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people. Such people advertise for a product lending their names or images to promote a product or service.

## **Guerilla Marketing**

Guerrilla marketing is the creating use of novel or unconventional methods in order to boost sales or attract interest in a brand or business. These methods are often low- or no-cost and involve the widespread use of more personal interactions or through viral social media messaging.

## **General Advertising**

General advertising is a marketing campaign companies use to inform consumers about products. Unlike directional advertising, the general form typically has universal appeal and does not focus on a singular demographic.

## **Sponsorship**

As a general rule, sponsorship marketing occurs when two brands decide to work together professionally. Basically, one brand will sponsor the other brand in some form, such as resources, funding, or services. Some examples of sponsorship marketing include.

### **3.4: Different Promotional Tools:**

Following are the ways of promotional Tools in Marketing:

#### **1. Advertising**

The masses of customers dispersed geographically can be reached with the Promotional Tools of advertising, which can be repeated for a number of times. The popularity, size and success of the selling organization are enhanced by the large scale advertising. The customers consider the advertising products as most legitimate due to the public nature.

#### **2. Personal Selling**

At Certain stages of the buying process, personal selling is the most effective promotion tool in creating customer's preferences, convictions and actions. In personal selling, personal interactions between two or more people take place that can allow both parties to understand the characteristics and needs of one another and take immediate adjustments.

#### **3. Sales Promotion**

These Promotional tools include sales promotion which further contains a board assortment elements like

- Coupons
- Cent-off Deals
- Premiums
- Other Tools

The tools of sets promotion are applied to boost sagging by the attracting the customers and offerings of distinct incentives of purchase.

#### **4. Public Relations**

Public relations are much different from the ads and they are more influential than these ads. Public relations consist of news stories, events and features that are considered as more real and therefore the readers also consider them more believable.

Many prospects avoid advertisements and personal selling, but they can also be influenced by public relations. The real message in public relations is considered to be “news” by the customers rather than as a sales centered communication.

#### **5. Direct Marketing**

Direct marketing may take the following forms.

- Telemarketing
- Electronic Marketing
- Online Marketing
- Direct Mail

Direct marketing is customized and immediate, which means that the message can be fitted to the specific requirements of the customer and they are developing very quickly.

### **3.5 Advantages of Promotional Tools:**

1. Good for building awareness effective at reaching a wide audience repetition of main brand and product positioning helps build customer trust.
2. Highly interactive – lots of communication between the buyer and seller excellent for communicating complex / detailed product information and features relationship can be built up – important if closing the sale may take a long time.
3. Can stimulate quick increases in sales by targeting promotional incentives on particular products good short term tactical tools.

4. Often seen as more “credible”- since the message seems to be coming from a third party. Cheap way of reaching many customers – if the publicity is achieved through the right media.

### **3.6 Disadvantage of Promotional Tools:**

1. Impersonal – cannot all a customer’s questions not good at getting customers to make a final purchasing decision.
2. Costly – employing a sales force has many hidden costs in addition to wages not suitable if there are important buyers.
3. If used over the long- term, customers may get used to the effect too much promotion may damage the brand image.
4. Risk of losing control – cannot always control what other people write or say about your product.

### **3.7 The Role that Promotion Plays in Marketing:**

#### **Brand Awareness**

Brand awareness refers to the familiarity of consumers with a particular product or service. A brand awareness campaign seeks to familiarize the public with a new or revised product and differentiate it from the competition. Social media has become an important new tool in brand awareness marketing.

#### **Provide Information**

Small companies also use promotions to provide information, notes know this, a popular online business reference site. Marketers may run press releases to apprise consumers that their products can help certain elements. A small consumer products manufacturer may use displays and pamphlets to describe the benefits of a new health food. Promotions can inform people during all stages of the buying process, Including their initial search.



### **Customer Traffic**

A frequency program promotion is designed to reward people the more they visit and spend with a retailer. Most retailers start their frequency programs by having customers fill out an application. They then issue cards for customers to use each time they make a purchase. The cards contain magnetic strips that track purchases through registers and computers. Frequency card promotions are designed primarily to attract traffic among current customers.

### **Build Sales and Profits**

The primary objective is using promotions such as advertising, sales promotions and public relations is to build sales. Promotions are designed to get people to try products and services. Promoting high-quality product or service aims to get customers to return and spend more money based, which leads to greater sales and profits.

## **3.8 Target Marketing:**

The process of evaluating each market segment's attractiveness and selecting one or more segments to enter. A company should target segments in which it can profitably generate the greatest customer value and sustain it over time.

## 4.1 Promotional Methods:

Promotional method that is basically used for specific product or a group of product. In the overseas market the company promotes its product by- E-mail, International Fairs, Brochure, Online Promotion, Sponsored, and Magazine.

### **E-mail:**

Gadget & Gear Ltd. does E-mail promotion. Avoid the gray area of E-mail marketing. They know, that space where they aren't really sure if the email sending will end up in the inbox or a spam folder. Send them only to the buyers who have explicitly requested them and consistently engage with their emails.

### **International Fair:**

Trade fairs and exhibitions play an import role not only in domestic markets but in international marketing too by bringing potential buyers and suppliers/ manufacturers in contact and imparting information about the relevant developments around the world. Gadget & Gear Ltd display their goods in international fairs. Generally, goods are not offered for sale, they are displayed but very often consumer goods of small value are sold there on cash term.

### **Brochure:**

Brochures are used by many companies to promote their products and services and this marketing tool is especially useful and important businesses operating at small scale. Gadget & Gear Ltd. Use the brochure promotion, in brochures they give a lot of information about the company and the product in comparison.

**Online Promotion:**

Gadget & Gear Ltd. Does Internet promotion mainly by social networking site. They post about their companies information and their goods and services. They provide information about their product details. They have website where they post about their recent updates, all over information about their company and their products.

**Public Relation Activities of Gadget & Gear Ltd**

Public relations consist of news stories, events and features that are considered as more real and therefore the readers also consider them more believable. Gadget & Gear Ltd. Is knowledgeable about PR; they always get involved with their clients. Gadget & Gear Ltd has sponsored JBL Bluetooth Speaker in Bangladeshi Traditional Music Show.

**Magazine:**

Magazine has become an inseparable element of the publishing world and their growth is particularly noticeable. Gadget & Gear Ltd. Published magazine, the goal is to attract their targeted audience.

## **5.1 SWOT Analysis:**

The SWOT analysis having identified the company's Promotional activities strength and weakness as well as external opportunity and threats. We need to concenter by previous Promotional activities and other related analysis of Gadget & Gear Ltd. A SWOT analysis shown below:

## **5.2 Strengths of Gadget & Gear Ltd:**

- Effective ideas for promotion.
- Competitive Pricing.
- A well-known reputed brand name.
- Brand loyalty at mass level.
- Strong distribution channel.
- Sound promotional skills.
- Good material promotional system.
- Efficient Promotional activities.

## **5.3 Weakness of Gadget & Gear Ltd:**

- Promotional activities are not sufficient.
- Less competitive price due to high cost structure.
- Low budget for promotion.
- Promotion department manpower not sufficient.

## **5.4 Opportunities of Gadget & Gear Ltd:**

- New advertising channel like Facebook & Youtube.
- Idea tied up with several new channel.

- There is a good opportunity for promoting more production in future.
- More conception results in more promotion for products.
- Increasing number of subscribers.
- Camping and advertising activities are good response from clients.
- Very competitive national and international market.

### **5.5 Threats of Gadget & Gear Ltd:**

- Many new companies are coming in front with new port and new technology.
- Many neighboring companies are in more advance Promotional activities. ·

National and international yearn market is always Fluctuating. · Increasing cost of promotion.

## 6.1 Findings of Gadget & Gear Ltd.

- More focus on consumer feedback.
- Gadget & Gear Ltd. Need more effective promotional activity to raise their sales.
- In Promotion department manpower are not sufficient.
- In term of marketing penetration pricing Gadget & Gear Ltd. Is doing better than company because they introducing their company within a really affordable price point.
- Lack of Promotional tactics.
- Gadget & Gear Ltd. Distributes its products to targeted buyers.
- Some lack of online Promotion.
- Some lack of customer service.
- They don't have their own magazine to promote their company.

## 6.2 Recommendations

- Ensure proper division of manpower.
- They should take customer feedback with proper importance.
- Gadget & Gear Ltd. have to apply effective promotional activities to rise their sales.
- Increase the manpower of promotional department.
- Increase training programs for organization.
- Follow the latest promotional strategy, which will provide satisfaction for the valuable customer.
- Providing good customer price.
- Gadget & Gear Ltd. Purchase different type of product, it should increase the number of product category.
- They should increase their online Promotion.
- Gadget & Gear Ltd. should increase their promotional tactics.

## 6.3 Conclusion

Internship Program is an Obligatory part of completion of Bachelor of Business Administration. Gadget & Gear Ltd. Gave me such opportunity to complete my internship program in their organization. Gadget & Gear Ltd. Start their journey at 2011 and now its 2022, in these years the company have faced lot of challenges and have got lot of experience. At present, the company have golden time to make their brand revolutionary in the smartphone and gadget sector in Bangladesh. It is the appropriate time when we should think about our future organization policy newly.

Keeping these things mind I have tried and designed my report on Gadget & Gear Ltd. It is not only my course requirement of MBA but also a step towards my professional career. I always believe that it will definitely add some values in my future goals.

It was a great pleasure for me do my internship program in esteemed organization like Gadget & Gear Ltd. I think it provides me a wide range of scope to observe the Smartphone Industry.

In this report I tried to figure out the problems and strength of Gadget & Gear Ltd. It was a great experience as working as an intern in Gadget & Gear Ltd. The working environment was good and my co-worker helped a lot in my journey of internship.



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