



Sales strategy and marketing policy of Butterfly Marketing Ltd.

Md Adnan Sk

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SK, MD ADNAN

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Abstract

A corporation may benefit from a sales and marketing plan. Probably, integrating leads and closing sales requires marketing assistance for sellers. The investigator has to bring both to this task. Successful companies prioritize long-term objectives above strategic marketing and sales. Companies that understand this act accordingly. The company benefits from knowing how sales and marketing will collaborate to reach objectives. Engagement with customers, value-based selling, and salespeople are all influenced by sales models and goals. Increase sale in retail and corporate sector and use this information to assess the competitors. Electronics and home appliances are LG's bread and butter. The brand has achieved global success. Butterfly Marketing Limited caters to trend-conscious consumers by selling LG products. Those who switched, 34% preferred LG. LG has been at the forefront of consumer electronics and mobile phone innovation for 60 years. You may get LG ECO+ at Butterfly Marketing Limited. Bangladesh was introduced to Butterfly products by Butterfly Marketing Limited. Televisions, refrigerators, arts and crafts, and motorbikes were on display. Butterfly Marketing Limited is involved in a number of projects. More products designed with children in mind will be available soon. This impression will last for both groups. Knowing their market may help a company win. The company need strategic sales targets to set operational goals. Operating objectives establish consumer norms. Business gets proper management and automated outcomes. Strategy execution will be monitored. Review and update business climate strategy yearly that includes future enhancements.

Keywords/tags (subjects)

Sales strategy, Marketing policy, Electronics market in Bangladesh, Strategic plan, SWOT Analysis

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1 Introduction

A marketing strategy is a comprehensive plan devised by a firm to enable the exchange of its goods or services. Sales tactics mostly center on cultivating relationships and doing through research on the target market. These approaches have a beneficial influence on customer retention, as they enable organizations to accurately identify prospective customers and establish meaningful connections with them.

Developing a sales and marketing plan may provide several advantages for a firm. There is a substantial probability of this occurrence. To achieve this objective, it is essential to effectively assist the smooth integration of leads from the marketing department to the sales department, while also equipping the sales personnel with the necessary tools to successfully finalize transactions. Both are necessary for the investigator to do this task. Successful organizations recognize the significance of a well-crafted sales and marketing strategy, placing it as the second most important aspect after the company's long-term goal. Companies that are cognizant of this fact adopt this position. By doing this, it contributes to the organization's future and performance by delineating the approach through which marketing and sales will collaborate to accomplish the crucial business objectives. The effectiveness of salespeople is indirectly influenced by sales models and priority, which in turn affect customer orientation and value-based selling. The findings of these research have practical significance for the implementation of sales strategies in corporate shopping environments and also learning for other competitors in the market. LG primarily generates revenue from the electronics industry. The brand has achieved significant worldwide success. Butterfly Marketing Limited provides support for the distribution of LG products in Bangladesh. Butterfly marketing limited (BML) provides LG home goods to fashionable and top-notch enthusiasts. As customer preferences shifted, LG has emerged as the leading brand and selected by 34% of switchers. LG has been at the forefront of mobile phone and consumer electronics research and development for over six decades. Butterfly marketing limited provides LG's ECO+ product line. The introduction of Butterfly products to Bangladesh was facilitated by Butterfly marketing limited. These items included televisions, refrigerators, handicrafts, and motorbikes. Butterfly marketing limited is responsible for a variety of responsibilities. They have plan to develop items suitable for children in near future. The industry alone engages in the nationwide distribution of goods. The domain of marketing, also known as public policy and marketing, is distinguished and structured by an expanding corpus of knowledge that aids in the description and categorization of the discipline. The phenomenon has attained a magnitude of impact that permeates all continents. Due to the investigator's enough time for examination, they

have taken a step back to either evaluate or enjoy the many components that constitute this conceptual and tactical pyramid. Academics would prioritize leveraging our achievements rather than downplaying them, notwithstanding the argument that the investigator may not fully comprehend or value the larger context. Originally, this theoretical framework placed significant emphasis on the study of locations, people, and objects. Instead of making decisions on the eligibility of individuals to engage in trade, the company establishes the specific types of transactions and the way they are carried out. As a result, a considerable proportion of scholars in the field of marketing have embraced a managerial realism or consumerist perspective. The individual has been engaging in extensive research into the impact of goods and persuasive arguments on customer behavior, as well as their use of these components to establish and maintain professional relationships. Each case serves as an illustration of how this strategy has directed scholars towards different domains. Both concepts may be explored in future study. One drawback of this is that it drives marketers to prioritize the desires and ambitions of the wealthy people in the developed countries, who make up a significant portion of the population. The current abundance of marketing tools has reached its peak, which raises the fear that consumers may be influenced to make less satisfactory decisions. The first one illuminates this potential threat. The second situation, characterized by differentiation tactics leading to an inexhaustible availability of comparable goods, has the potential to induce feelings of anxiety and tension. These procedures enable the investigator to get an unlimited quantity of identical goods. In the last thirty years, Butterfly marketing limited has not released any written content pertaining to customers with limited financial resources. This phenomenon persists even when the task at hand is crucial. To differentiate oneself from other possibilities, it is essential for a corporation to create a compelling and fascinating story for its product or company. The narrative will serve to differentiate the product or company from its competitors. A story has the potential to captivate readers and elicit an emotional response if it is both thrilling and engaging. Over time, this will lead to an augmentation in reader engagement levels. The company has the ability to create a lasting impact on both the employees and customers of the organization, as they demonstrate competence in crafting highly effective sales proposals that adhere to the principles of storytelling. Both groups will be left with this perception. Having a clear understanding of the specific demographic they want to recruit as clients may greatly facilitate a company's ability to sustain a competitive edge over their rivals throughout their commercial activities. Conversely, there exists a higher likelihood of leads being lost in a market that is both large and expansive in a comprehensive manner. This phenomenon may be attributed to the large and wide-ranging nature of the market. Moreover, the optimal method would include sequentially targeting certain market segments until the company identifies

the niche that best aligns with its offering. This approach would provide the highest level of efficiency. This strategy would be the most economically efficient. Implementing this line of action would represent the most beneficial decision that could be undertaken. Given that this business is likely evaluating its items in relation to its competitors, it is essential to promptly reach out to the leads originating from this corporation. This task must be completed expeditiously. This task must be completed expeditiously to the best of human capability. For this corporation to maintain its business, must promptly decide on these leads. During the organization's presentation to potential customers, it is crucial to address the investigator's concerns and demonstrate the significance of the product. This organization need to provide support to other persons. The establishment of trust between the firm and its customers may be achieved by the cultivation of a personal rapport, along with the provision of pertinent information. This task should be executed with utmost reverence. While individuals may not make any purchases from the investigator, they will be emotionally affected and may even advocate for others to become aware of the investigator's organization. This is due to their coercion. Consequently, the individuals will undergo relocation inside the investigative organization. One of the factors contributing to this phenomenon is the impending move. Based on the firm's performance, it has been assigned a rating. Below is a compilation of the leads: The use of lead scoring, a numerical scale ranging from one to 10, enables the assessment of potential customers who are currently inside the sales funnel. This enables the investigator to assign a numerical value to these people. Following The firm has arranged the client's qualities in descending order of significance, as determined by the investigator. The last phase involves assigning a numerical value to each of these characteristics that the investigator has provided. The evaluation scale would provide a rating of four or five to a team manager, whereas an executive, such as the chief executive officer of a corporation, would assign a rating of 10. Conversely, an executive would get a score of 10. The marketing department employs a strategic approach to effectively develop a sales plan. Primarily, it is important to conduct an inquiry into the initial conditions that precipitated the formation of this organization. The first step is engaging in a conversation with both existing customer segments and prospective consumers who express interest in adopting the product. After careful consideration, an assessment is conducted to analyze the impact on both the firm and its goods and services. This evaluation will be conducted subsequent to the completion of all necessary tasks and activities. The investigator has the exclusive responsibility for ensuring the attainment of the strategic sales objectives.

Objectives of the Strategic Plan: This industry aims to gather further information on the specific tasks that must regularly do within the designated timeframe. The establishment of operational objectives is contingent upon the strategic sales goals, necessitating the investigator's determination of such objectives. The obligation of defining these goals is with the investigator. The precise measurements created for each of the many recognized client groups are established with the aid of the stated operational objectives. The findings are delivered to this company in the form of a management report, and an automated summary of the outcomes is generated. The findings are communicated to the firm under investigation. The responsibility of overseeing and monitoring the execution of the strategy will be assigned after the plan has been developed. It is recommended that the strategy undergo an annual evaluation and be adjusted to account for any changes in the business environment. This is done to account for any prospective alterations that may arise.



Figure 1. Sales strategy development way by Eggert & Haas, 1015.

This is because a CEO who has been converted has increased purchasing the investigator and influence, allowing them to participate in marketing this product line. This is the reason why this is the case. The reason why things take place in the way that they do is because of this. The investigator may improve the investigator sales presentation and prioritize prospects by using lead scoring, which enables the investigator to do both. It also allows us to adjust the presentation offering. Because of this, this company can engage in modifications of this sort.

It would be best if this company ensured the investigator remembers all the actions listed below. The most efficient way to generate sales is to constantly follow a lead and change it into a hot one. This is the most successful strategy. This is an essential step to achieve maximum sales. If the investigator does not get a firm "no," This company should continue to engage with the executives of these businesses and aid them while acquiring the company. Continued communication of this kind is recommended.

It is of the highest significance that this company incorporates the practice of acquiring customer references for every lead that is effectively closed within the scope of its sales plan. All the leads that are completed are referred to as references. This results in qualified leads with a reasonable opinion of the firm and the product it provides being brought in. Because of this, the reach continues to expand, and qualified leads are brought in. Communicating with the investigator clients and consumers is essential to get feedback from them.

Knowing what the consumers think of the product one the investigator after acquiring it is a piece of information that is highly important and provides a great deal of value to the business. The method begins with gathering genuine feedback from clients who have used the investigator online organization or social media networks. This is a vital phase in the process. If this organization uses constructive criticism in the form of helpful guidance, the items and sales approach it utilizes can be increased.

Examples of sales strategies that might be geared toward the audience that is already there include upsells and cross-sells, both of which are examples of types of sales. Many businesses have said that the revenue generated by repeat customers is more than that caused by new customers. Several businesses have made this assertion. It has been shown that their companies have recorded this fact. Because they are more prepared to try out new goods and services, customers who are already familiar with the investigator brand and its products and services are more likely to experiment with new products and services.

This is because they are more ready to try new products and services. Because of this, they will be more open to trying out new products and services, increasing willingness. To maintain the company's existing consumers as prospective customers, the investigator should ensure they know the most recent products and services provide and present them with special discounts exclusive to them.

The use of an analysis of the findings may increase this sales potential. An evaluation of the sales methods that the company utilizes can be carried out by collecting data from a wide variety of sources, including customer relationship management (CRM) and OKR (objectives and key results) systems, digital advertising platforms, social media business analytics, and various other sources.

This evaluation can be carried out to determine the effectiveness of the sales methods that the company utilizes. It will be possible to assess due to this step. This company will be able to have peace of mind that attempts to sell products or services will result to build a procedure that can be performed several times.

The marketing academy can arrive at judgments on the relevance of the results after taking into consideration all of the data that is currently accessible. While developing our thoughts and beliefs, the investigator disregard most individuals who live on our planet. The investigator began with the concept that marketers are only interested in fifteen percent of the world's population, seven billion individuals. This was our starting point. In the second place, and most crucially, this limited viewpoint has the potential to dehumanize people. When the investigator talks about "customer value," the investigator devalue people because the investigator reduce them to purchase prices rather than their complicated human characteristics. This is true regardless of whether the objects in question positively or negatively influence the individual's life. For another thing, trade theories ignore the structural truths, and the daily problems people face.

Regrettably, extensions such as marketing's stakeholder theory sometimes fail to consider the dynamic character of the critical spheres of influence and the interconnection of these spheres. As a result of this primary reason, expansion often includes adding more workers. When measuring success, marketing professionals tend to utilize more complex measures. This is because their reductionist perspective inhibits them from considering the subtleties of human behavior. The total sales, the market share, and the return on investment (ROI) are all common key performance indicators (KPIs).

When it comes to do anything useful, the groups and people most influenced by the acts and words of marketers could be more interested in doing something. This is the case when one considers the objects that fall within the umbrella of this category. During the college football combine, prospective players demonstrate their strength and agility by competing in time trials and attempting to break a particular right in the bench press during the combine. The focus here is quite like the exercises used at the combine for college football. On the other hand, many players need to develop the

skills necessary for winning games. In addition to being used for several reasons inside the company, these tactics may also be utilized for other objectives.

Some examples of the consequences that might occur because of such goals include changes in stock prices, opening and closing facilities and distribution centers, introducing new products and their removal from the market, and the rewards and penalties given to employees. There is no concern about this impact on the individuals involved.

Considering this situation and the predicted and unforeseen repercussions, the investigator needs new conceptual frameworks to direct our thinking about the confluence of public policy and marketing. The models that the investigator use should serve as a guide for our thinking. If this company wants the creative strategies to be effective, the investigator needs to develop ideas that are as revolutionary as the situation requires them to be.

As a result of the fact that marketers stand to benefit both financially and socially by taking into consideration the perspectives of individuals whose lives are influenced by the larger bioeconomic footprint that marketing leaves behind, doing so is of the highest significance. Increased duty is a consequence of having the ability to run a firm, and this obligation is on par with, if not more significant than, any personal goal frameworks that marketers could have. A market may only succeed if these requirements are considered carefully.

If the audience people choose to ignore these commitments, the investigator face the risk of being a part of a market that has collapsed. Since this is the case, success indicators must consider not just the activities undertaken by marketers but also the ones they did not take. In this manner, society can comprehend the whole spectrum of marketers' influence rather than only focusing on specific groups. This is of the utmost importance for the public to understand how marketers impact their choices. The area of marketing as an academic discipline must undergo a significant shift to ensure that future generations will inherit a society that places a high value on everyone. Despite being the last feature, this one is of tremendous significance. This corporation may develop a successful sales plan if a comprehensive outline of these company components is finished.

Find out who the investigator trying to reach by comparing customers with the target demographic.

Finding out who buys this company's wares requires an examination of the present sales tactics used by the enterprise. The investigator company may benefit greatly from developing a detailed client persona with the data provided here. This stage is crucial for new company introductions

when implementing sales strategy. Market demographics gathered from many sources allow this organization first to build its sales approaches; nevertheless, the customer profile of this firm is made up solely of individuals who purchase the products the company offers.

Gaining insight into this company's corporate position requires thorough understanding its SWOT (Strengths, Weakness, Opportunities, and Threats). If the investigator wants to get into this company's position, the investigator needs this knowledge. Since this will include information on vulnerabilities and dangers, it will be a massive help while carrying out the sales strategy. For the sake of argument, imagine that this company's sales team excels at generating leads but needs to be more accurate at converting those leads into paying clients. That being the case, the company's sales presentation, product, or client persona may all be improved by this business.

The third step is creating a more unified system incorporating sales and marketing.

Many businesses need better-coordinated sales and marketing teams or have poorly defined roles. Sales and marketing must drive the company's operations. Hence, these two departments must work together and coordinate their efforts. The sales team can provide valuable insights about customer interactions, which the marketing team might use to their advantage. At the same time, the marketing group may give the sales group the resources they need to approach prospective clients. This alignment has the dual benefit of sending a strong and consistent message to the firm's customers and increasing the company's revenue.

The Next Stage: Choose the method of closing the deal the company will use for this order.

A sales process may be described as "a series of processes that a company's sales staff goes through to steer a lead from the stage of awareness to the stage of conversion." This service covers every transaction step, from finding potential customers to following up with them. Most sales teams dislike the idea of a sales process because they believe closing the transaction is more important than the specific method they utilize. They reason that they don't see the need for such a procedure. The sales strategy of this company must have a sales process to be fully implemented. After refining its sales strategy, this firm will find it easier to reproduce its success and close more business. Furthermore, this organization may instruct newcomers to the sales industry on the finer points of effective sales techniques.

Phase five involves assembling the right sales team. Careers in sales are known to be quite stressful, what with setting and meeting goals, dealing with internal and external rivalry, and dealing with

customer rejection. When this kind of event happens, a solid corporate culture that backs up the sales force is a requirement for the company in question. Selecting the necessary skills for this company is integral to interviewing and recruiting new sales reps. Subsequently, it is critical to include incentives like bonuses and relaxation time. As a sixth stage, the investigator must construct sales funnels for this company.

A sales funnel is the series of events that begin when a potential buyer learns about a product or service and ends with their purchase. To determine responsibility for each kind of lead, the company's sales and marketing department must ensure the funnel is correctly aligned with its operations. The investigator could shorten the time it takes to turn browsers into buyers by enhancing this business's sales funnel. Use sales the investigator solutions to finish the seventh stage.

The investigator may help this company improve its sales performance by combining technologies like OKR and customer relationship management (CRM) software. Automating processes, creating goals, nurturing leads, providing customer service, analyzing data, and much more are all within the realm of possibility with these tools. Thanks to these people's help, the staff at this company can focus on building connections with customers instead of entering data entirely by hand.

Showing that the investigator knows how to reply to critiques is the eighth step.

Implementing this company's sales strategy relies on closely watching and documenting the responses of the company's purchasers to its presentations. During a sales presentation, potential customers may voice concerns such as the following: constraints on funds (the buyer can't afford to buy the goods this company offers), urgency (the buyer doesn't think this company's product is a top priority right now), lack of familiarity with the brand or company, lack of perceived value in buying the product, and lack of trust (the buyer has no idea what this company is like).

Naturally, customers will express their misgivings in various ways, from courteously disregarding the offer to vocally criticizing the company. Salespeople in this company need excellent listening and empathy skills and the ability to follow up with clients correctly to maximize the impact of every interaction.



Figure 2. Sales strategy by Storbacka et al., 2009.

Since the thesis is controversial, the remainder of the article is organized to analyze these ideas and the reasons behind them. Some companies know this fact, and it is essential to emphasize this point. The dehumanization of trading partners, the reduction of market consideration, and the correction of structural defects are our key topics, which the investigator shall first discuss. One of the effects discussed later is the alienation of the market, which is connected to social actors and trading partners.

In addition, unethical managerial practices and errors in performance appraisal are among the consequences. The following parts must include further information on our bioeconomic footprint, how the investigator might completely embrace our humanity and the educational imperatives the field should impose. This company has high hopes that this explanation will not only inspire novel concepts that have the potential to enhance both theory and practice but will also kick off a meaningful conversation about the future of this company's field.

1.1 Background

In 1987, the Bangladeshi business Butterfly Marketing Limited opened its first three retail stores. Therefore, quality and after-sale assistance are the company's top priorities. Its rapid expansion in Bangladesh directly results from this, with 516 dealers and 204 showrooms now operating under its brand. Butterfly only does business in Bangladesh. Due to its merger with LG, its product offerings now include Korean and Chinese manufacturers. Butterfly sells various competitive things, including televisions, generators, motorbikes, refrigerators, deep freezers, and kitchen appliances. When shopping for a television, computer, air conditioner, or refrigerator, go no further than Butterfly.

LG may be abbreviated as "Life's Good." For a long time, this company has been involved in manufacturing various home appliances. The company has shown optimistic and rising yearly development since its 1987 founding with just four employees. Like every year before it, 2007 saw LG achieve new heights.

Year after year, LG produces and sells home appliances that elevate people's quality of life. These items are improving the lives of individuals. They also have a rapidly expanding business and various products and services. The launch of LG's activities was made possible by the cooperation of the investigator LG and LG- Butterfly marketing ltd. M.A. Mannan was the one who first started this company.

LG was founded on the Korean Peninsula. On top of that, the Bangladeshi market is very intriguing. Just in Bangladesh, LG made 1,500,000,000 BDT in sales last year. In Bangladesh, the investigator can find 125 LG showrooms. By itself, Dhaka is home to thirty showrooms, the vast majority running the investigator. The number of LG showrooms is set to grow in the foreseeable future. In a current joint venture, LG and Butterfly work together in Bangladesh. LG placed fourth among all organizations in Bangladesh that paid taxes last year. Consequently, LG is operating as a very profitable business that is accountable for maintaining the standards set by the Bangladeshi government.

Butterfly Marketing Limited is the authorized distributor of LG Electronics in Bangladesh. From humble beginnings in 1987 with a single shop, the company has grown to include over 516 dealer networks and 204 locations throughout Bangladesh. Butterfly Manufacturing Co. Ltd. produces air conditioners and refrigerators, while Butterfly Industries Ltd. makes LED TVs. Eco+ Products have now been the company's focus.

Serving the patrons who helped establish our brand as a Bangladeshi home appliance and electronics production leader has been an honor. After 30 years in the market, "Butterfly" has become synonymous with the product among Bangladeshi customers. The legendary Korean consumer electronics and home appliance maker LG collaborated on development.

Given their openness to new ideas and the fact that they still have a way to go, they must recognize the presence of new problems so that they may find chances and fortify their will to keep going. They are determined to seek new employment prospects for the benefit of their nation. They believe switching careers helps the economy grow, satisfies basic needs, and ultimately brings in more consumers. Even when new challenges arise, they can tackle them as a team.

1.2 Significance

Butterfly Group established Butterfly Marketing Limited in 1987. With three stores, Butterfly was famed for its sewing machine, which characterized the 1980s "emerging middle class." Butterfly altered considerably in 1995 when LG became an affiliate and obtained distribution rights. When it became public, the company expanded tremendously. The company's customer buying behavior and decision-making research demonstrate that many consumers desire daily technological breakthroughs but need help. Hire-purchase's success boosted customer growth. Butterfly has topped Bangladesh's consumer electronics since 2001.

Butterfly Marketing Ltd. became Butterfly Limited, Butterfly Manufacturing Ltd., and Butterfly Industries Ltd. in 2012 via backward integration. Selling consumer gadgets was its past business. LG and Hisense, two of the world's investigator firms, built these cutting-edge plants. These factories produce many LED TVs, fridges, and AC models for these firms.

"Butterfly" outperforms national electronica musicians. Since 1987, the Group has changed the industry with its increasing distribution network and the investigator all-known brands. This cooperation lets Butterfly provide a variety of electrical products to customers. Butterfly has sold LG products exclusively in Bangladesh since 1995. The butterfly symbolizes LG in Bangladesh following years of relationship. Later, it added recognized brands, Hisense, and Eco+.

Today, customers know the group's successful business model. With the tagline "Committed to Care," Butterfly invests in long-term partnerships with top firms, recruits friendly, competent employees, and makes its products widely available.

Butterfly has outsold all multi-product consumer durables competitors for 18 months. Refrigerators, freezers, AC units, washers, microwaves, and more are covered in this session.

1.3 Objectives of this research

- To reach, engage, and convert potential consumers into lucrative clients.
- To increase brand awareness.

The customer analysis and field survey are the most essential parts of this study. In this sector, many analyses (SWOT analysis, Porter's Five Forces, 4P) can provide all this data about this market and company. All kinds of primary and secondary information are used for this study. A Google survey was created, and many questions the investigator are included about this research. Then, an interview session will be arranged, including many customers and staff.

The sales procedure of Butterfly marketing limited will also be covered. Anyone interested in learning more about Butterfly marketing limited's operations, strategies, and partnerships with LG and ECO+ goods may find the information they need in this report.

The showroom business of Butterfly Marketing Limited is essential. Profits the investigator are generated via retail, dealer, and corporate activities. To succeed as LG's official distributor, Butterfly Marketing Limited must establish lasting customer connections. Butterfly Marketing Limited has become closer to customers and clients thanks to its top-notch business process service. Because they can get what they need, customers benefit more from Butterfly Marketing Limited. Butterfly Marketing Limited is modernizing its business and retail procedures to boost consumer engagement.

To conclude, the retail, dealer, and corporate operations of Butterfly Marketing Limited are the investigator organized. Butterfly Marketing Limited manages operations outside of South Korea. A growing number of loyal customers are driving up the income for Butterfly Marketing Limited. Butterfly Marketing Limited (BML) has an irresistible offer that customers can't accept. When customers are happy with a product, Butterfly Marketing Limited can maintain partnerships with retailers, dealers, and corporations.

2 Literature Review

In contrast to studies that just focus on advertising and price promotion, very few studies examine how the whole marketing mix affects the long-term profitability of established organizations. Companies are requesting more data so they can monitor the effectiveness of their marketing strategies over time. By considering the marketing mix and its extensive effects on many other sectors, the writers are able to build upon previous efforts. This mix includes ads, sales, items, and places. Their results are based on a five-year analysis of advertising data including twenty-five product categories and seventy brands, as well as scanning data from four major French retail chains. Based on the multivariate dynamic linear transfer function model, the product elasticity is 1.37 in both the short and long term, and the distribution has 74 parameters. Advertising has. Even though there are thirteen total elasticities, discounting has a significant influence. The hypothesis that ads and price promotions are connected does not hold up in our research. One research looks at sales strategy and how it affects the sales force and the company overall. Several sales channels, relationship goals, sales models, client segmentation, targeting, and prioritization are all components of a marketing strategy (Ataman et al., 2009). In response to transformational leadership, customer solution orientation, and demand unpredictability, the sales strategy-performance relationship is adjusted by the resource-based view (RBV) and industrial organization theory (IOT).

Sales strategy improves performance, but transformational leadership, customer solution orientation, and demand uncertainty attenuate this connection across 170 organizations. The study has significant implications. Marketing researchers empirically operationalize sales strategy and show that RBV and IOT viewpoints explain performance implications. Managers should use transformational leadership, monitor demand shifts, and measure client solution demand to maximize sales tactics. Research shows that price cuts promote brand sales differently across brands, categories, retail chains, and locations. Research shows that promotional price elasticities are often connected to market plans (Panagopoulos & Avlonitis, n.d.). Two methods broaden this investigation. In addition, the investigator examines marketing policy and baseline sales. The investigator then discusses a multi-segment market response model to investigate marketing policy, promotional price elasticities, and baseline sales.

Most marketing mix components that increase promotional price reactions have baseline sales. This trend is only broken by national advertising share of voice. National advertising boosts promotional

price response and baseline sales. Toyota Japan procedures support lean. Companies in all sectors employ these approaches to improve quality, cost, and productivity. Poor firms' procurement and sourcing methods suggest that winning their business requires primary sales strategy and practice changes. Traditional sales organizations need help to satisfy lean customers who value transparency and skill above cost. Organizational redesign moves beyond operations to sales as providers become too skinny to sell to lean enterprises. This document outlines the sales strategy and method adjustments needed for slight organization conversion. Future sales force analysis focuses on its shift from sales-push to marketing-oriented (Zenor et al., 1998). Occasionally, prices will go through "sales" when they drop significantly for a short time before returning to their original level. For businesses that deal with clients who are price sensitive in different ways, this study builds a sales-based macroeconomic model, regardless of whether the monetary policy significantly influences strategic choices, such as a decline in the number of businesses with sales, firms may only change sales if they pay for it. Price flexibility at the micro level due to sales does not translate to flexibility at the macro level. Upper management gives the analytical function of sales top priority in today's corporate markets. The field of business-to-business marketing needs to pay more attention to sales strategy. Despite sales strategy's critical significance in company success, more is required to know about its effective execution and influence on performance. This research uses multilevel structural equation modeling to analyze data from a large sample of 816 salespeople and directors from 30 sales firms. Findings from the research indicate that sales strategy has indirect and direct effects on market success and sales associate performance. The study shows that the performance of salespeople is affected differently by each component of sales strategies. If the investigator look at the three aspects of sales strategy, only segmentation influences the efficiency with which salespeople sell (Piercy & Rich, 2015). Prioritization and sales models indirectly impact salespeople's performance via their effects on value-based selling and client orientation. When applied to commercial markets, these results have real-world implications for sales strategy implementation. Research has shown that marketing strategies fail due to poor execution, but no one has yet figured out the complexities or found a solution. Crucial for the implementation of marketing plans across organizational hierarchies, the writers use multi-level qualitative data to investigate cross-functional dynamics (Simms, 2011). To get our data, the investigator interviewed 48 sales-marketing persons from eight companies, spanning senior, midrange, and frontline roles. According to studies, implementation is impeded by specific inter-functional activities brought about by the various forms of self-interest among sales and marketing workers. The results show that as obstacles move up the sales-marketing interface hierarchy, they increasingly influence strategies, with effects occurring across levels

and within functions (Guimaraes & Sheedy, 2008). The authors suggest prescriptive solutions incorporated within informal organizations to stabilize implementation. This extensive study contributes to the marketing literature by providing a theory of the sales-marketing interface's role in executing marketing strategies. The salesforce may provide insightful market information and efficient execution of the marketing strategy. Sales and marketing are formerly considered to be two independent departments in some companies. Merging sales and marketing is something that many companies are feeling because of the positive effects it has on company growth (Olefrenko & Shevliuga, 2018).

This research examines how B2B companies may boost their success by integrating their sales and marketing efforts. It looks at how well new strategies can be developed and implemented in response to changes in the market and whether or not integrating various activities helps with that (Terho et al., n.d.). According to the results of a preliminary study, sales and marketing teams must work together to collect market data and formulate strategic responses to fluctuating consumer preferences and industry trends. The essence of invention commercialization management is explored in this article. Creating tangible value today requires effective innovation commercialization. It shifts the focus from production to management, introduces new methods of capital substitution, boosts the profitability of innovations, and generates market demand (Malshe et al., 2021). Organizations are always looking for new ways to remain competitive, driven by many trends and circumstances. According to studies, cutting-edge tech is required to maximize development and profitability by channeling investments to areas with higher rates of productivity and profitability. An investigator requires a sales policy to ensure the smooth running of operations and the flourishing of the investigation organization. The inventive activity of industrial enterprises is significantly affected by the features of sales policies. Depending on the sales policy instrument, the dynamics of the company's activities could be positively or negatively affected.

Advertising is a strategy that involves selling items or services and disseminating information about those products or services to consumers or users via various advertising strategies. Regarding enterprises, advertising is a strategy that incorporates such activities. An approach like this is used to market items or services. Magazines, newspapers, radio and television commercials, radio and television advertising, outdoor advertisements, direct mail, and the usage of text messaging are some advertisements included in this category.

When it comes to growing markets, competing for market share, and delivering economic benefits, it is hard to ignore or minimize the significance of the role that advertising plays in the process. This

is because advertising is involved in every one of these procedures. This is because advertising is one of the main components included in the competitive strategy of establishments. This is the reason why investigation is needed in this case. Analysis of qualitative data and analysis of quantitative data are the two primary methods of study used in advertising research. This research uses qualitative and quantitative approaches to data collection and organization (Malshe et al., 2021). It is of the highest significance to bridge the gap the investigator qualitative specialists and quantitative experts to achieve the objective of doing research that has the potential to be of the most excellent possible value. In addition to the possibility that the development of this study may be sped up with the aid of qualitative insights, there is also a possibility that qualitative insights could be used to enhance empirical analysis in interesting new areas (Purnomo, 2023).

Over the many decades that have passed, there has been substantial growth in the disciplines of study that are associated with advertising, which has also become more thorough. Zhao and Ma explored the dynamics and implications of the paradigm as part of their investigation into a cooperative advertising model that they are examining. These two individuals brought up this topic at some point throughout their talk. The authors were able to correctly identify four separate equilibrium locations by using the theory of nonlinear dynamic systems. Thanks to the writers' achievements, this was made possible. In addition to this, they presented the conditions that it is necessary to fulfill for these points to be present.

A number of factors influencing the stability of the positive Nash equilibrium point were also considered. It was also completed, together with the previous item. Additionally, they demonstrated that two distinct bifurcations are possible when the positive Nash equilibrium point begins to tremble. They proved it by producing proof of it. Our approach is based on differential game theory and offers a way to predict how pricing and advertising will settle into long-term equilibrium. As an alternate strategy, this is being proposed. In order to find a middle ground, the activity will center on determining the necessary values. The optimal control for uncertain stochastic dynamic systems was considered in the inquiry, which originated in probability theory. The inquiry was conducted out by us. The use of the dynamic programming method made it feasible to present the idea of optimality to the audience. At the same time as an examination of a problem with advertising is carried out as an application, the most effective pricing policies and advertising approaches that are relevant to the issue are provided. Researchers Chenavaz, Feichtinger, and investigated the dynamic link that exists the investigator price, advertising, and quality within the setting of an optimal control

model. Their findings the investigator is published in the journal *Marketing Science*. It was quite lately that the results of this investigation the investigator are made public. These findings the investigator presented in the research paper that was written about this experiment before it was published (Barman et al., 2022). The data that the investigator obtained provide evidence that a generalization of the Dorfman-Steiner condition exists within the context of a dynamic environment. This generalization includes the findings that the investigator achieved.

Additionally, the models and methodology of advertising research have been the subject of a significant number of publications, which may be downloaded in significant numbers. These papers can be found in a variety of formats. On the internet, the investigator may read some of these articles or articles. The artificial neural network technique, the tourist advertising effects model, the advertising capital model with analytical and numerical research, and a vast number of other examples are only some of the many examples that are available. There are a huge number of additional examples as the investigator (Ivanova et al., 2022). A considerable number of continuous time dynamic optimization models and differential game models in a variety of mathematical forms have been included in the dynamic advertising literature over the course of the last few decades. These models have been included in the literature because they have been included in the literature. These models have been included into the existing body of research. These models have been included into the corpus of research that has already been conducted. The use of these tactics could make it possible to triumph over a broad range of difficulties that are related with advertising. Within the context of the process of examining the challenges that are related with advertising, a substantial number of classic models and their extensions are used. Models such as the Nerlove-Arrow model and the Vidale-Wolfe model are examples of the kinds of models that fall under this category. Nevertheless, this category encompasses a significant number of other models in addition to those already mentioned. When it comes to describing the bulk of these continuous time differential game models, linear differential equations are the solution of choice. On the other hand, linear differential equations are the solution of choice. It is possible to simplify and simplify the process of theoretical analysis by making use of a linear differential advertising model, which offers a clear and realistic portrayal of advertising in the real world. It should come as no surprise that this model is an outstanding example of some kind of advertisement.

A significant portion of the promotional mix is made up of sales promotion, which is primarily used for the purpose of promoting sales during the period that is deemed to be transitory. It is feasible to exert influence on the pulse of the market, which may be accomplished via the implementation

of this strategy. There are three different types of people who may be targeted by promotional activities in the field of sales: the client (also known as consumer sales promotion), the members of the distribution channel (also known as trade promotion), or the sales staff (also known as sales force promotion). It is possible to carry out each of these acts. The following are some examples of some methods that are often employed with the intention of generating sales to customers: Promotional activities come in a wide variety of forms, some of which include contests and the investigator, branded giveaways, bonus-size packaging, limited-time discounts, rebates, coupons, free trials, demonstrations, and point-accumulation systems. These are just few examples of the many various sorts of promotional activities (Rollins et al., 2023).

The management of the company has acknowledged the significance of sales promotion and has implemented it as a result of this recognition. One of the reasons why it has been introduced is because it has the potential to increase product sales in a very short amount of time. This is one of the reasons why it have been adopted. A substantial number of theoretical study results on sales promotion have been accumulated at a huge level over the course of the last several years to a major degree. Data analysis and quality analysis are the most essential methods that are used in the first study that was carried out in order to examine the function of sales promotion (Chatterjee & Vrontis, 2022).

This research was used to investigate the function of sales promotion. Additionally, there are other approaches that are used in addition to those techniques. For example, the study evaluated whether or if an array of sales promotions, in combination with hedonic buying incentive (value shopping) and pleasant affect, are the characteristics that inspire consumers to make impulsive purchases. In order to accomplish the goal of carrying out empirical research, this specific line of inquiry was carried out. In addition to this, the piece of research investigated the moderating effect that trait constructions have on the tendency to make impulsive purchases. To be more specific, the paper focused on the inclination to make impulsive purchases as well as those who are prone to engage in bargaining practices. An investigation on the effects of cannibalization was carried who looked at the effects of two typical price reductions that the investigator are carried out across large, medium, and small stores. In order to conduct an analysis of the effects of cannibalization, they made use of the data that they gathered from the scanners in supermarkets and the marketing campaigns for pound cake (Nowlin et al., 2022).

Over the course of three different seasons, the procedure of collecting data was carried out to acquire information. As stated by Almendros, a study was carried out with the purpose of determining

which kind of online promotional incentive is the most successful in terms of achieving the objective of getting the intention to buy airline tickets. The experiment aimed to determine which kind of incentive is the most effective in terms of influencing behavior. The study was based on the participant's level of Internet experience, which, depending on the user's profile, might be classified as either beginner or expert regarding the Internet. At this point in time, there are just a few quantitative research data that are accessible to be retrieved on the subject of sales marketing. An additional component of the research project was the creation and analysis of a linear advertising competition model that included sales promotion. When the study was being carried out, this model was included into it. It is difficult to ensure that the change in sales volume will be positive since this sales promotion strategy is formed of two separate components. This makes it quite difficult to guarantee that the change will be positive (Ling et al., 2022).

Since the two components are connected to one another, this is the expected result. According to what was said earlier in this paragraph, linear differential equations are used in the process of defining most advertising models. To conduct an efficient investigation into the complex process of change that takes place in advertising, it is advised that nonlinear differential equations be included into advertising models. This will allow for the successful completion of the investigation. It will be possible to conduct an effective analysis of the difficult process of change because of this.

A nonlinear differential equation and a single parameter sales promotion approach are both included into an advertising model that is being researched as part of this inquiry. Both elements are included within the scope of this study. Following careful examination of the information that has been presented in this article, this action has been taken. Within the confines of this research, several significant topics of investigation are included in the scope of the investigation. A few examples of these include the intricate dynamics of this model, as the impact that sales promotion has on the overall number of sales and financial gain. The goal of this article is to study the impact that different the investigator balance arrangements, bundling alternatives, and promotional efforts have on the overall profit of the supply chain throughout the process of product bundling in a duopoly supply chain network. Specifically, the research will focus on the implications that these actions have on the total profit. In particular, the focus of the research will be on the manner in which these factors have an impact on the overall profit that is generated by the supply chain (Yannan et al., 2022).

It is necessary to construct mathematical models to be able to capture the influence of bundling policy and marketing strategy under three balance configurations. These arrangements are known as Manufacturer Stackelberg, Retailer Stackelberg, and Vertical Nash. These models are designed

with the intention of capturing the impression. This step is conducted to achieve the objective that was mentioned earlier in the sentence. There is a single merchant that stocks these models particularly, in addition to the two different manufacturers that produce them. The findings of the research, which the investigator derived from game theory models and numerical examples, indicate that the total profit of the supply chain does not differ the investigation the manufacturer Stackelberg scenario and the Vertical Nash scenario in the context of the manufacturer bundling strategy and the retailer bundling strategy. This is the conclusion that can be drawn from the findings of the research. The conclusion that can be derived from the conclusion that the research was based on is that this is the conclusion that.

When the manufacturer bundles the goods, on the other hand, the profit that is produced across the supply chain is far more than the profit that is earned when the retailer bundles the products in Retailer Stackelberg and Vertical Nash. This is shown by the fact that the manufacturer's profit is significantly higher. This is because the maker is the particular entity that is accountable for the product bundles. This is always the case, regardless of whether the size of the market, the price elasticity, or the advertising elasticity that is being analyzed is taken into consideration. It does not make a difference. When the investigator compares the bundling that is done by retailers to the bundling that is done by manufacturers that the advertising effort has a far bigger influence on the bundling that is done by manufacturers. This is because the bundling that is done by retailers is created by retailers.

The present body of work that focuses on the junction of supply chain and marketing is expanded upon by this research, which is an addition to the existing body of work. our relationship is the focal point of our inquiry and investigation. This contribution will be supplied via the research of bundling policy and advertising strategy simultaneously for homogeneous commodities, under a variety of balance arrangements, and price competition. This will be the manner by which this contribution will be delivered. In the course of its inquiry, research often concentrates on the question of the influence that advertising has on sales as its principal area of attention (Ilyas & Mustafa, 2022).

As a result of the fact that brand advertising is the kind of advertising that is most often employed, the bulk of this literature is centered on brand advertising. It is supported by informal empirical study, which gives evidence in favor of this premise, that brand advertising is the most popular kind of advertising. This assumption is supported by the findings of this research. To get things started, the investigator will provide additional information on the advantages of generic advertising that

are not as often shared. This is because the investigator will be taking this into consideration. Following the completion of this work, the investigator will be in a better position to take into consideration the proper management choices regarding budgeting and the distribution of brand advertising as compared to generic advertising. This will provide us with a better opportunity to make informed decisions (Enterprises, 2022).

Because it attracts a bigger number of consumers, increases the quantity of the product that is consumed on a per capita basis, and extends the product's life cycle, generic advertising can increase the primary demand for a product. This is because it increases the amount of the product that is consumed. Every one of these factors is associated with a rise in income, and there is a link between them. Over the course of the many decades that have passed, there has been a change in both the viewpoint and strategy that is taken toward marketing. In modern times, marketing is more accurately understood as an umbrella word that encompasses a collection of concepts and practices that are implemented across the board by every department in a company, rather than only being seen as an activity that takes place inside the company itself. This adjustment in viewpoint has resulted in a dramatic alteration that has become apparent. The expansion of marketing over the course of the last four decades has directly resulted in the development of breakthroughs in technology, which in turn have brought about this shift in viewpoint. Marketing is not something that should be overlooked since it is an essential component of the process of connecting customers with the goods and services that companies provide. The straightforward explanation for this is that marketing is an essential component of it (Azimovna et al., 2022).

Not only is it ostensibly beneficial to the bottom lines of businesses, but it is also beneficial to the inventive goods that are manufactured by the different subsidiaries of bigger firms. Although it is believed to have a good influence, the fact of the matter is that this is also the truth. When it comes to Porter's five forces, there are five unique components. The investigator of customers, the investigator of suppliers, the strength of consumers, the danger of alternative products, the threat of new entrants, and the competitiveness among competitors are all included in this collection of elements. In comparison to the other five forces, each of these five forces is distinguished from the others by a variety of factors. There are five components that make up the whole, with the fifth component being the competition amongst the contestants (Lali & Chakor, 2023).

When deciding, the amount of competition that exists the firms should be taken into consideration initially. When it comes to this topic, the number of competitors that the company faces and the characteristics that they present are evaluated in a manner that is proportional. It is possible that

the firm may be able to win new customers if the competition is really strong if they undertake significant price reductions and high-impact marketing efforts. The investigator may want to give some consideration to this option. There is a high probability that the firm will be highly strong and lucrative when there is not a great deal of fierce rivalry. On the other hand, when there is a little amount of fierce competition. This is because there is a greater possibility that the company will be successful. Because of the relatively low level of strong competition, this is something that takes place. A further possible danger that might materialize is the introduction of new rivals in the market environment. A consideration that the corporation must give attention to is how easy it is for rivals to join the market. Because of the high probability that the company's position will be affected by the capacity of competitors to enter the market, this is the reason why this is the case.

Competitors may readily enter the battlefield and harm the firm's position if the business does not sufficiently defend its significant ideas or if entering the market and competing successfully does not involve a lot of effort. Both scenarios are possible. Each of these scenarios presents the possibility that the firm may be overtaken by rivals in the market. Because the organization's position is susceptible to being destroyed, this is the consequence. Furthermore, if the company's ideas are not sufficiently secured, the company's image would suffer as a whole consequence. It is the contrary that is true if the company has significant and long-lasting barriers to entry; this will enable the company to keep its privileged position and exploit it in a fair manner. One of the reasons for this is because the barriers to entry are very expensive and persistent. As a following possible risk, the options that are available to the individual need to be carefully analyzed and evaluated. There is a possibility that it is possible for alternatives to fulfill the same function as the primary components, but in a different way. The following is what would take place in the event if it was discovered that replacements are necessary. To restate, it is a measurement of the likelihood that consumers will find an alternative way to do the duties that are traditionally performed by the organization. Given its capacity to examine the environment, the Porter Five Forces model stands alone as the gold standard of environmental scanning as it relates to competitiveness. This is because the model incorporates every variable that determines competitiveness.

The length of this one side is substantially bigger than the others. The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and the PESTEL (Political, Economic, Social, Technological, Environmental, and Legal) analysis are two examples of methodologies used to undertake an investigation of the external environment. To fulfill the purpose of performing an assessment of the

external environment, both tools are employed. It is vital to employ both techniques when examining the external world. Many things may be achieved using these strategies.

Some examples include thinking out how a corporation can survive in business if there's a lot of competition, or how to retain or expand their market share. Due diligence of the surrounding competitive environment must be done considering the intricacy of the topic at hand. Thus, it's extremely possible that this will severely affect the five forces' adoption and continued utilization in Bangladesh. Given the ever-changing nature of the Bangladeshi electronics business, this research set out to investigate the use of Porter's Five Forces model of competitive analysis inside the market. The ever-changing nature of environmental dynamics necessitated this action. The study's central argument was that company's low performance is due to their inability or unwillingness to fully employ as well as marketing policy of the five components. The issue that was raised was this.

Unfortunately, yet another problem arose while doing this investigation. A problem like the one stated before was raised. The research set out to assess the Five Forces Model's applicability in the electronics industry of Bangladesh by looking at its pros and cons and trying to figure out how it fits better with the current competitive landscape. These are the domains that the investigator probed to ascertain the immutability of the subject. By providing a critical and contextual evaluation of the sales strategy and marketing policy and adding to the existing body of knowledge on Porter's five forces model, this research would greatly benefit the field and lead to important discoveries. Furthermore, the electronics business in Bangladesh will be review in a pertinent and contextual light by this study. The research would lead to the accomplishment of both of these goals (Benti et al., 2022). To achieve both of these objectives, one must make substantial contributions to the professional community. A research style that combines qualitative and quantitative methodologies, known as triangulation, was used in this specific examination. Another approach that was used was a descriptive survey design.

A total of 52 individuals the investigator chosen at random from a stratified target group that included top, middle, and operational level managers employed by the Butterfly marketing Ltd. To choose the best possible candidates, this was done. Once it was over, surveys sent to the individuals indicated before. The data was processed using SPSS, and it was also run through quantitative and qualitative analyses. Afterwards, this was executed with the previously described procedures. Emphasis was placed on the facts and developing themes that addressed the research objectives, in

addition to the provided, review, and evaluated outcomes of the regression and correlation analyses. Along with accomplishing the research goals, this was also done. This was executed simultaneously (Th, 2022).

To guarantee the research's success, this step was essential. The researchers utilized a mixed-method approach, drawing from descriptive and inferential statistics, to identify the relationships between the independent and dependent variables. To find out whether the connections are there, this was done. With that in mind, it became possible to set up the required connections. BML's performance is positively correlated with Porter's Five Forces model, according to this study's results. There is a noteworthy correlation here. This connection is robust. The fact that the R-value of 0.8 indicates that the correlation is statistically significant and has a positive direction gives more evidence of this. Based on the results of the research that was carried out specifically for this study, this conclusion was reached.

In addition, it comes to the conclusion that the effects of substitutes should not be disregarded; competitors play a significant role in benchmarking, keeping management on their toes, and increasing efficiency and effectiveness, which ultimately contributes to success and the achievement of a competitive edge through innovation; the bargaining power of buyers within the electronics industry is essential in terms of understanding the company's buyers and successfully meeting their demands as a means of retaining them and achieving high customer satisfaction for repeat sales; the When it comes to the electronics business, the bargaining strength of sellers was an issue that needed to be monitored since a rise in the cost of their services leads to an increase in the cost of services supplied by the company, as well as an increase in the quality of their services, which includes things like guarantee and warranty. The recommendations of the study emphasized the need of putting precautionary measures into effect, and the findings of the research indicated that the electronics sector was susceptible to the threat posed by new entrants. After the study effort was finished, the outcomes and conclusions are derived from the findings. A decline in profit can occur if the risk of replacement is very great. This might happen. To rub salt in the wound, the impact of suppliers is the fourth consideration. The relative ease with which the company's suppliers may raise prices is the single most important factor in this regard.

Companies that provide other businesses with products or services might increase their own profits by charging higher prices, reducing the quality of their goods or services, or by making their collaborators pay more for their operations. Each of these options is a practical substitute.

It will be simpler and more transparent for the organization to complete a transfer when more options are available to them. The business will have more options to choose from, which is why this is happening.

The significance of marketing has been the subject of a great deal of research, although much of this research has concentrated on big companies (Wu & Chen, 2022). It seems, from the outside, that big organizations' marketing decision-making processes are more institutionalized than smaller ones.

Among the many positive outcomes, the investigator can see that many people have found work in their local economies, that many have had the chance to learn about business and entrepreneurship, and that rural areas have seen their economies grow. These are but a few of instances.

The traditional four components of the marketing mix have been the subject of much research in the past with the aim of developing marketing strategies employing them. Products, prices, promotions, and venues all have a role (Report, 2021). A strategy for promoting the service or product is the end goal of this research. Included in this are all five of the Ps: people, places, things, and personnel. For the sake of clarity, let's say there are nine separate Ps that make up the marketing mix. The product, price, marketing, place, people, planning, partners, presentation, and passion are the nine pillars that make up the nine Ps. Every company needs these nine Ps to succeed. The investigator talks about the six Ps when the investigator talk about the process and approach, and the nine Ps when the investigator talk about the marketing mix. The seven Ps stand for tangible proof, the eight Ps for efficiency and excellence, and the nine Ps for the promotional toolkit.

As part of our research, the investigator attempted to develop a marketing plan that would consider both the marketing mix's nine elements and Porter's five forces. The purpose of this was to formulate a plan for advertising. To meet the requirements of the investigation, these steps the are required. The Porter Five Forces Model is one of the most well-known and widely used management tools available today. To assess the current attractiveness and profitability of a sector, this model is a great management tool to use. The development of an outwardly directed mindset is crucial to the success of this endeavor. The economics of industrial organization provides the framework for the five factors that impact the competitive intensity of an industry and, via extension, the attractiveness of a specific firm in terms of its profitability. These elements contribute to the level of competition, and these variables in turn affect the level of competition. Consider the following dynamics that shape the framework: the threat of new entrants, supplier, customer strength, alternative risk,

and intra-sector rivalry. By combining these five criteria, the investigator find that a sector is "unattractive" if it reduces the total profitability of the industry or sector in question. The phrase is used to describe the sector exclusively in this context. There has been a great deal of discussion and implementation of the concept of Porter's Five Forces in many different industries.

A case study was conducted to show how the tactics work in practice with the purpose of demonstrating the implementation of the explicitly proposed tactics. These days, the investigator can buy just about anything on the market without worrying. Due to the exponential growth of the company's rivals, it became necessary to investigate the shifts that had occurred over time. This inquiry was conducted in response to a necessity to meet the standards. When developing their marketing strategies, Butterfly marketing limited (BML) face several challenges. The investigator could utilize a broad range of methods to classify the difficulties they're encountering. Identifying a target market, setting reasonable prices, developing an effective distribution plan, and working with other stakeholders are all examples of problems that fall under this category. On top of everything else, the owner is under intense pressure to increase marketing efforts to meet client demands and compete with larger enterprises.

3 Methodology

This study uses many methods that can give sound analysis and determine the target audience, target audience demand, and their competitor.

3.1 Primary method

To explain the concept of fundamental method and its philosophy, examples from different fields of measurements and materials are used (Mcfarlane, 2002). When doing primary research, as opposed to relying on data samples that have already been obtained, it is necessary to go directly to the source of information. This kind of research is beneficial when the information obtained needs to be adapted to the environment in which it is being collected. Primary measurement techniques are regarded as the most accurate and reliable and can be stated in terms of the units used in the SI system (Greenberg et al., 2011). Primitive research refers to data gathered straight from the source. In this instance, the researcher might conduct the study themselves or hire an outside party (Quinn, 1997). Primary research collects information directly from the source instead of using existing data samples.

3.2 Secondary method

The information that has previously been gathered and examined by other people may be gained via secondary research, which is a helpful method of gathering information. Investigations of this kind are of great value. Not only does it have the ability to save us time and money, but it also allows us to increase our comprehension of the subject matter that we are presently studying so that we can make better decisions (Giannakis et al., 2015). A research study has been carried out to explore the perspectives and attitudes of educators responsible for teaching content-area courses. A better knowledge of why teachers have yet to embrace the ideas presented as part of literacy coursework is the goal of this research, which aims to get a better grasp of those causes. When doing secondary analysis of qualitative data, it is essential to use information obtained in the past. This is done to get answers to research questions distinct from those investigated in the first study (Long-Sutehall & Addington-Hall, 2010). The core of secondary research, often desk research, is gathering pre-existing material from several sources. Sources are considered here from within and outside the organization, including internal research and official statistics, trade organizations and the web (Draper, 2002).

3.3 Campaign

Businesses often use sales campaigns to help them quickly expand their consumer base and boost revenue. Sales campaigns may be a terrific way to get people interested in and buying a product or service. A deeper understanding of creating a sales campaign will help make more effective ones. Setting objectives and using compelling sales techniques may achieve this. Marketing campaigns are initiatives that aim to promote a particular company's purpose. Gathering customer feedback on an upcoming product is one example of such an objective. Typically, they include various media, including email, print, pay-per-click, social media, and broadcast media. Researchers working in marketing have often carried out surveys and focus groups to understand how customers feel about specific products and services (Sim, 2015). These writers evaluate customer-centric sales methods' relational and financial benefits by performing field experiments in two businesses catering to business-to-business customers. Anecdotal data shows that putting the customer first is the most effective strategy (Kumar et al., 2008). Most of the time, they must know they provide a package deal to every customer. In addition, sales campaigns have the potential to offer better ideas that are financially beneficial to the company and increase customer satisfaction by taking into consideration consumer behavior, such as the conditions in which individuals seek goods.

3.4 Advertisement

Advertising, which can convince people to acquire a new product, is one of the most successful marketing tactics managers use. Managers have many options available to them (Li, 2016). This company explores models that regard ads as a kind of competition that is not based on price, models that determine the quantities of advertising depending on the market, and models that indicate how advertisements impact critical parts of the market structure. All these models are discussed in this article. There is a focus on the areas in which the present body of literature is deficient and on prospective avenues upon which future research may be undertaken (Krishnan & Jain, 2006). This is done to emphasize the areas of absence. According to the model described, the control parameterization technique and the constraint transcription method are used to get a numerical solution to the investment issue (Belch & Belch, n.d.). The proposed issue is transformed into a series of concerns on the optimum parameter selection to achieve this goal. A sector of the economy that formerly attracted customers searching for a specific item or service. Commercials, public service announcements, and other forms of mass communication that aim to raise consumer interest in and demand for a particular product or service are collectively known as advertising.

Promoting a product and getting the word out to potential buyers are two of advertising's primary benefits. Advertising has the ability to increase brand identification by 80%, according to studies. Bringing attention to the products emphasizes their unique qualities in contrast to those of rivals in the market. To increase sales, you need to tell potential customers all they need to know about your service or product. Customers need to know about service updates, new products, special offers, and improvements, so please let them know. Give an example of a measurable step that customers may do, such promoting a visit to your store or online, or a deadline for redeeming a discount code.



Figure 3. Advertisement benefits by Preko, 2012.

3.5 7P method

A marketing mix is a collection of marketing tools comprising several separate areas of emphasis that may be merged to build an all-encompassing strategy (Rafiq & Ahmed, 2014). The word "marketing mix" refers to this collection of marketing tools (Jain, 2013). The marketing mix is a very effective notion (Ivy, 2015). In the first place, it gives the impression that marketing is simple to manage. Secondly, it makes it possible to separate marketing from other company activities and delegate marketing work to professionals (Hashim & Hamzah, 2014). Thirdly, the elements that make up the marketing mix can alter a firm's competitive position. In a general sense, the marketing mix is made up of four components that are considered to be traditional (Mohammad, 2021). The requirements and expectations of man serve as the starting point for actions associated with marketing (Ravangard et al., 2020). By participating in these activities, individuals can participate in exchanges and share products via their desire to acquire stuff. One of the most essential notions in marketing theory is the marketing mix concept, also known as the marketing mix. Since then, the theory has undergone additional development, which has resulted in the formation of what are now referred to as the seven P's." Some components that comprise the product include the product itself, the price, the promotion, the place, the people, the packaging, and the process (Diah et al., 2014). With the aid of the 7Ps, businesses can investigate and recognize significant issues that affect the marketing of their products and services (also known as "marketing concerns"). It is possible to

describe a more comprehensive definition of marketing as a strategic and competitive plan followed by top management, which is supported by a set of functional activities carried out by line managers and an orientation that is customer-driven and accepted by the whole organization (Khorshed et al., 2020). This specific interpretation of marketing is what is meant when we talk about “marketing” to form a relationship that is advantageous to all parties involved. A significant number of studies in customer satisfaction have been repeated in the current body of literature. Studies that use concepts not part of the 7Ps marketing mix have been brought up.

3.6 SWOT Analysis

A SWOT analysis—an acronym for strengths, weaknesses, opportunities, and threats—aims to identify and analyze internal and external opportunities and threats, as well as internal and external strengths and weaknesses (Leigh, 2010). Using this approach may help define strategic objectives and impact both ongoing and future endeavors. The four elements of a situation that may be shortened to "SWOT" are the following: opportunities, threats, vulnerabilities, and strengths (Sammut-bonnici, 2017).

Analysis is the foundational step in dealing with threats to achieve the desired alignment of organizational aspects or problems. It guides the analysis to maximize its strengths, fix weaknesses, grab new opportunities, and minimize risks (Benzaghta, 2021). A well-executed SWOT analysis allows a stakeholder group to do two things: (a) determine which internal and external factors have the potential to hinder or improve performance and (b) assess the characteristics in question according to their estimated impact on the organization's performance. When used correctly, a SWOT analysis is a tool for recognizing internal and external factors (c) determining the best course of action moving forward concerning such factors after factoring in their contributions to the net value and best estimates of their manageability (Helms & Nixon, 2010). By doing an internal analysis, a business may better understand its strengths, weaknesses, opportunities, and threats in the market. When doing external research to find opportunities and dangers in the market, it is essential to consider rivals' resources, the industry's environment, and the environment overall (Kangas et al., 2001). Even now, professionals need help to agree on how to use SWOT analysis (Ghazinoory et al., 2007). Regarding strategy extraction, the SWOT (or TOWS) matrix is considered a crucial instrument in the strategic planning framework. The reason is that the SWOT analysis highlights the positives, negatives, possibilities, and dangers (Jackson et al., 2003). SWOT analysis helps firms to classify both internal and

external influences. In this report, the primary objective of a SWOT analysis is to know BML's development in full awareness of all the factors. By doing a SWOT analysis, I will identify the key areas where BML performed at a high level or areas that needed work. SWOT analysis focuses entirely on the four fundamentals, allowing BML to identify the forces influencing a strategy, action, or initiative. It is essential to locate SWOT because they can notify later steps in planning to attain the goal. SWOT analysis of Sales of LG & Eco+ home appliances and Butterfly Marketing Limited will show both internal and external influences, positive and negative. It is the most significant building block for expansion to take place.

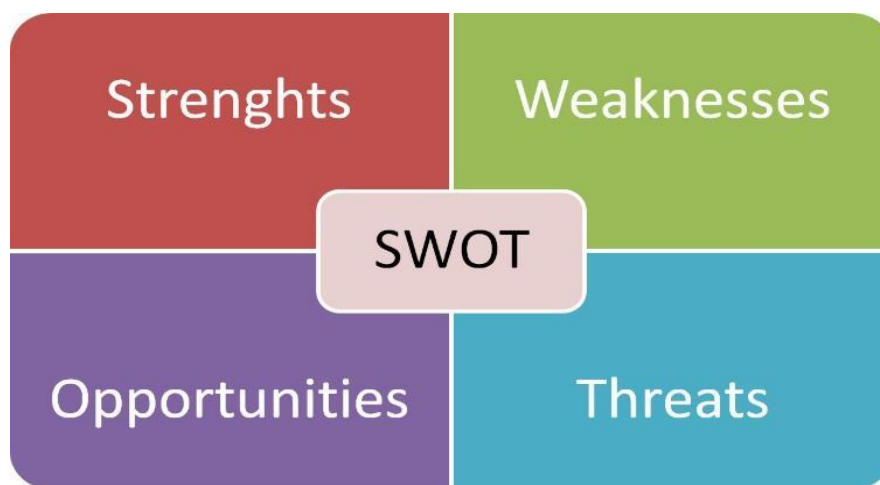


Figure 4. SWOT Analysis

3.6.1 Strengths:

- Best hardware parts and consumer electronics
- Good innovation and design
- Focus on environment.
- Largest market share in Electronics industries in Bangladesh
- Ability to market the brand.
- LG Sales Force Automation excellence in engineering and producing
- Covered almost 70 percent market as a distributor.
- Outlets of LG Electronics by BML

- Holds best employee for field market.

3.6.2 Weaknesses:

- Patent infringement.
- Low-profit margin
- Largest buyers of LG competitors
- Lack of OS and software
- Focused on too many products.
- Not as renowned as Samsung or other brands
- Only sales distributor of the LG brand.

3.6.3 Opportunities:

- The Electronics Market, especially the Refrigerator and TV market, is growing in Bangladesh
- Growing home appliances advertising industry
- Growing demand for quality application processors
- Growth of Linear Inverter market
- Obtaining patents through acquisition
- BML has many plans to spread their own business.

3.6.4 Threats:

- Rapid technological change
- Decline margins on hardware production.
- Price wars
- Distributor selling local or other brands for a high profit margin
- Chinese and other local brand distributors try to capture the Bangladesh market.

3.7 Five Forces Model

One powerful and easy-to-understand approach for determining who has the upper hand in a corporate scenario is Porter's Five Forces analysis (Karagiannopoulos et al., 2005). One way to assess the attractiveness, competitiveness, and investment potential of a sector is to use the Five Forces Model. According to Khurram et al. (2020), Porter's Five Forces Analysis takes into account supplier competition, buyer power, replacement risk, and new entrants. Although Michael Porter's five forces model is a must-have for business school students, it may not have caught on with real-world managers outside of MBA schools and a few electives. There is no shortage of models for strategic management; nonetheless, among the most well-known is the five forces model (Irfan et al., 2019). One of the most competitive ways to scan the environment is using Porter's Five Forces model. To get a clearer sense of a sector's desirability, this study should include factors such as supplier power, customer power, rival competitiveness, new entrant risk, and access to alternative goods. When a company knows how strong its present competitive position is and how strong the one it is contemplating moving into is, it can make an informed decision. In most cases, the instrument is used to ascertain if novel offerings from companies, goods, or services may prove to be beneficial (Indiatsy et al., 2014). Many sectors rely on Porter's Five Forces Model to inform their strategy development processes. In order to help identify BML's strengths and areas for improvement, this model classifies and assesses five competing factors (Lee et al., 2012).



Figure 5. Five Forces Model

3.7.1 Buyer Power

Companies have many choices because the bargaining power of buyers is high for Butterfly Marketing Limited. In the meantime, companies will make decisions and pick the higher buyer. Some other companies like Singer, Transcom, etc. also distribute the latest technology home appliances. As a result, BML covers more than 70% of the market by distributing LG Electronics goods throughout the country. Customers shopping for Sales Force Automation may have other options, such as LG. If BML's product service is not up to pace, they will quickly take their business elsewhere. As a result, in pursuit of new and returning customers, the company follows the buyers.

3.7.2 Supplier Power

Butterfly Marketing Limited accounts for more than 70% of the market, and the national electronics company BML is famous in this nation. LG is in a good position to meet consumer demand. Their offering is completely unique in the service industry. In addition, their supply processing is top-notch when compared to others. Because of this, the suppliers of Butterfly Marketing Limited are powerless in any discussions.

3.7.3 Threat of New Entry

As more and more businesses enter a market and compete for customers, the level of competition is certain to rise. By limiting new entrants, established companies may protect their market share. When entry barriers are low or high, the threat of new entrants increases accordingly. A strong reliance on entry barriers is therefore crucial to the threat of new entrants. In the BML market, new entrants pose little threat. The result was that almost all prospective clients could be reached by Butterfly Marketing Limited. We need your help to break into the established distribution market as soon as possible. Due to the widespread popularity of LG home appliances, the brand has committed customers in Bangladesh. Consequently, commodities from China and India are making their way into the Bangladeshi electronics industry. These products provide higher quality, lower prices, and stronger marketing than their local counterparts. No easy task, but LG has established a benchmark that will serve it well as it continues to climb the corporate ladder.

3.7.4 Threat of Substitution

The danger of competing goods is significant in the modern day. Eco+ is only one of several sales force automation solutions offered by various Bangladeshi businesses that compete with Eco+. These brands include Marcel, Walton, Vision, and many more. Products like this pose a serious threat to Eco+ and BML since they are inexpensive and provide the same characteristics.

3.7.5 Competitive Rivalry

In our nation, the distribution sector is still in its early stages of development. Therefore, BML faces rather high levels of competitiveness among competing enterprises. In this distribution industry, you may find a great number of distributors. In order to run their firm and maintain control of the market, each corporation has a unique strategy. It would be a huge setback for BML, Eco+, and LG if consumer allegiance shifted to competitors.

4 Data Collection

Customer analysis is the central part of the proper data. An interview session will be arranged where the company can identify the target audience and their demand. The customer and the staff are also included in this interview section, and all information and analysis will be collected. In this investigation, many analyses were conducted according to this intern-

4.1 Showrooms Analysis

Table 1. Total showroom survey of Bangladesh

Category	Quality	Percentage
Diamond	25	0.15
Platinum	26	0.254
Gold	33	0.365
Silver	18	0.78
Bronze	56	0.125
Copper	57	0.15
No Category	10	0.25648
Total	225	2.08048

4.2 Showrooms for Rajshahi Division

Table 2. Showrooms survey of Rajshahi division

Category	Quality	Percentage (%)
Diamond	4	17%
Platinum	6	25%
Gold	3	13%
Silver	2	8%
Bronze	3	13%
Copper	5	21%
No Category	1	4%
Total	24	100%

Table 3. Showroom survey of the Chittagong division

Category	Quality	Percentage (%)
Diamond	3	10%
Platinum	3	10%
Gold	2	7%
Silver	7	23%
Bronze	2	7%
Copper	10	33%
No Category	3	10%
Total	30	100%

Table 4. Showroom survey of Khulna division

Category	Quality	Percentage (%)
Diamond	0	0%
Platinum	0	0%
Gold	1	11%
Silver	1	11%
Bronze	3	33%
Copper	3	33%
No Category	1	11%
Category	Quality	Percentage (%)

Table 5. Showroom survey of Rangpur division

Category	Quality	Percentage (%)
Diamond	2	8%
Platinum	3	13%
Gold	7	29%
Silver	3	13%
Bronze	2	8%
Copper	6	25%
No Category	1	4%
Total	24	100%

4.3 Factors to consider when setting prices:

It is essential to formulate a product strategy before settling on a choice about the product's pricing. If the organization has conducted adequate research on its target market and positioning, the pricing component of the marketing mix ought to be simple to comprehend and practical to put into action. The corporation may be able to pursue other objectives in the meantime. The process of calculating prices is made considerably simpler when a company has a clear understanding of the objectives it wishes to achieve. Pricing is one of the many marketing mix tactics a company uses to accomplish its marketing goals. Other strategies include advertising, public relations, and social media. The choices about pricing, product design, distribution, and promotion need to be coordinated for a marketing plan to be successful and consistent. This is important to achieve the desired results.

4.4 Pricing of Microwave oven:

In the case of the microwave oven product, Butterfly Marketing Ltd. has adopted the following price based on the following formula.

$$\text{Selling price} = \text{Landed cost (LC)} + \text{Administrative cost} + \text{Transportation cost} + \text{Warehousing cost} + \text{VAT} + \text{Profit margin.}$$

Table 6. Different brands, different sizes and different prices

Brand name	Size (Liter)	Types	Price
Sharp	27	convection	19000
Sharp	41	convection	25000
Sharp	27	Grill	15500
whirlpool	20	Grill	7100
whirlpool	30	convection	15990
Walton	17	convection	8600
Walton	23	convection	14800
Walton	30	convection	15700
Konka	25	convection	10500
Konka	30	convection	11500

Table 7. Different models and prices of LG microwave oven

Brand name	Types	Model	Size (Liter)	Price	Sale system
LG	Grill	604A	28	13490	Cash & Installment
LG	Grill	5644B	27	13390	Cash & Installment
LG	Convection	808WAR	30	15990	Cash & Installment
LG	Convection	767W	28	14990	Cash & Installment
LG	Convection	7645B	30	19990	Cash & Installment
BUTTERFLY	Convection	900ESL30R	28	10990	Cash & Installment

Market prices are determined by the interplay between supply and demand and reflect the best available information about product and service offerings at any time. The term "market price" describes the going rate for a product or service in a particular market. There are many reasons why market price swings are significant. Among these factors is that changes in the price of a product or service on the market tell manufacturers whether they should crank out more or fewer units. One of the reasons market movement is significant is because of this. When a product's price increases, it's a sure sign that producers must pour more of it into the market.

In most cases, producers are incentivized to work more and create more when their profits are higher because of the positive relationship between the two variables (profit). Since, on average, producers' incentives rise in proportion to their incomes, they will react to this signal. Producers will respond to this signal. Conversely, reductions in profitability are typical when it comes to filing prices. With this strategy, the market tells manufacturers they need to cut down on production.

Presented below is an examination of how price affects consumption: Among the many factors determining how much of a good or service we buy, the price is one of the most crucial. We will talk about the periodic fluctuations in the quantity of demand in the following paragraphs, and this part will explain why such changes occur. Here is an overview of the rule that might be mentioned:

Wages and salaries are a means of subsistence for most people because of most people's work. This might happen. Contrarily, individuals can create wealth by their initiative in various contexts. Some such sources are employment, savings, retirement plans, state benefits, ownership of real estate or stock, ownership of a company, or other forms of business ownership. The amount of money people have is proportionate to the market demand. There has been a lot of study and documentation of

this well-known truth. Considering this, one can reason that market prices will rise in a manner commensurate to the level of demand. Demand falls due to decreasing wages, which causes prices to fall. Another apparent way to take this thinking is that reduced prices result from decreased wages.

Products and services that people want often have prices that are so high that they can't afford to buy them even with a month's salary. Something like this occurs frequently. This is the current situation regarding the pricing of certain commodities and services. This worries me since the root of many problems is that credit isn't always easily accessible.

The demand from businesses to produce a product or service will increase in proportion to its price increase. If its price drops, companies will have less incentive to provide a product or service. This is because the price of goods or services has also dropped. This section provides a detailed analysis of the factors that influence the supply and demand for a product or service, affecting the price level. The following paragraphs will provide this analysis.

The price drop is because supply has increased, which has caused prices to fall. A direct relationship exists between a decrease in supply and a price rise. Changes to production costs: Companies are less likely to be creative when faced with higher operating expenses, which reduces their profit margins and, in turn, their incentive to innovate new products. There may be less supply available if most firms in the industry are affected in the same way. Companies are incentivized to produce more when they realize that cutting costs leads to higher profits. This, in turn, encourages them to generate more. A rise in the product supply is anticipated if the majority of firms working within the industry respond in the same way.

Table 8. Monthly sales percentage:

Total units to be sold			20000										
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
% of prediction	1%	3%	15%	15%	16%	18%	15%	5%	5%	4%	2%	1%	100%
Unit	200	600	3000	3000	3200	3600	3000	1000	1000	800	400	200	20000

The previously indicated technique may be used as an example of how the objects need to be categorized when they are made available for allocation. The stores in Dhaka that fall within the diamond category had the highest sales volumes. I feel obligated to bring this to your attention. This is on top of the fact that it differs among regions according to several factors. Take the RAC and Smart TV allocation process as an example. Most grantees were able to

Priority and precedence will be granted to Platinum dealerships located within the greater Dhaka metropolitan region throughout the application process. Our global economy is growing at an exponential rate, driven by rising incomes and populations throughout the globe. Additionally, remember that consumers' buying power is far higher for refrigerators (REF) or LED televisions than retail appliances (RAC) at these showrooms. However, this is something that needs serious consideration. The company's responsible for guaranteeing that the produced goods are sent out in a way that matches the promised timelines and meets the specified criteria. Several other factors were considered when this assumption was initially implemented at the outset of its development. Developing a precise estimate about which items will be given to which individuals and in what quantities is challenging since Butterfly has 206 stores. The reason for this is because Butterfly has a high concentration of showrooms. This may be because Butterfly has so many retail locations and showrooms. An abbreviation that means "Life's Good" is LG, which means "Life's Good." The corporation has been responsible for producing a wide range of household appliances for a considerable time, spanning many years. The firm has been showing stable and encouraging growth year after year since its 1987 founding with just four workers. The business has shown this advancement. Since its inception, the company has been seeing this growth. This has been the case despite occasional fluctuations since the company's inception. Like previous years, 2007 saw LG presenting new challenges to overcome—the company LG is making waves in the consumer electronics industry with its innovative and life-changing home appliances. The lives of individuals are being elevated from excellent to exceptional by these items. As a natural byproduct of being in the world, these items improve people's lives. In addition to the goods and services they provide, it's interesting that their company is growing steadily. There is no question that the collaboration between LG and Butterfly marketing limited was a crucial factor in the launch of LG's first business endeavors. The person responsible for initiating the launch of this firm was M.A. Mannan. From the start, this task was entrusted to him.

LG's goods are made in Korea, which is also their location of origin. On top of that, it has just expanded into the exciting market of Bangladesh. In the previous year that LG was operational, sales

in Bangladesh alone exceeded BDT 1500 crore. Only the government of Bangladesh is authorized to use this data. You may find one of the 125 LG outlets all around Bangladesh. You may find these stores throughout. Thirty showrooms are operational inside Dhaka's sprawling metropolis, Bangladesh's capital. Every one of these showrooms is running like clockwork. The city proper is home to the showrooms mentioned above. LG plans to increase the number of showrooms it operates shortly. The business is interested in doing this. In a current joint venture initiative, Butterfly and LG are collaborating in Bangladesh. This very second, the partnership is taking place. LG was ranked #4 out of all Bangladeshi organizations obligated to pay taxes in the specified period. Therefore, LG is operating as a very successful business responsible for adhering to the standards and norms established by the government of Bangladesh via its laws and regulations. This is the situation right now, regardless of what happens.

5 Result and Discussion

5.1 Market share

One innovative Bangladeshi business that distributes and promotes LG products is Butterfly Marketing Limited. As a nationwide distributor, it accounts for 90% of the company's revenue, making it a major player. More than 700 million BDT were generated by the project's first phase, BML, in 2014. The monthly sales capacity is 100 billion BDT at the moment, and by the end of the year, the sales objective will have reached 2000 billion BDT. Overall, BML captured 20% of the market in the last year. So, in our country's total cellular market, BML was first in terms of net value and second in terms of device unit. With projected revenues of 2000 Crore by 2025, BML has had a meteoric rise and has significantly increased its footprint inside the nation. The ideal number of consumers making the transfer from competing brands to LG and Eco+ is 34%.

5.1.1 Incompletion plan:

The process of implementing a plan involves all managers, irrespective of their status. To put the plan into action, it is only fair that upper-level management spearhead it, with support from middle- and lower-level managers. This contributes to the successful execution of the strategy. After then, to finish the job, it has to be broken down into smaller, more manageable pieces. Under the present conditions, a procurement manager is crucial to the success of this situation. He would benefit from being able to bargain with the supplier for a cheaper price on the inputs. On top of that, businesses might decide to establish a centralized R&D department to make their R&D efforts more efficient and cost-effective. Participation in the implementation process is also coming from the R&D team. Managers in charge of R&D have an obligation to encourage their employees to think outside the box and be efficient with their work if they want to save expenses.

The plan's implementation is the purview of the marketing department manager, who will likewise be held accountable for the outcome. He needs to research unique concepts if he wants to attract clients.

5.1.2 Contingency plan:

It is very difficult to make accurate predictions about anything that occurs in our surroundings. When a corporation tries to expand its growth, there is always the potential that nothing will work out as planned. When this is taken into mind, it is very necessary for the company to have a backup plan.

There is a significant segment of the Asian consumer market that would be hesitant to purchase Butterfly products because to the historically low per capita incomes that are prevalent in the area. Because Butterfly wants to attract clients with lower means, the company may consider manufacturing a version of its goods that is more affordable. This is a piece of content that is aimed at those who have lesser wages. It is possible that this economic version might be of assistance to those living in low-income areas everywhere, not only in Asia. When it comes to this matter, there are other locations that are also affected.

The government nevertheless can ignore the laws and regulations that influence the foreign market, despite the fact that the international market is fundamentally unpredictable. In this circumstance, they can request assistance from the government in order to compel the government of the host country to conform to international standards. It is the responsibility of the parent firm to convince important members of the community to take on advocacy responsibilities in the government. It is essential that you get travel insurance before to departing from your home country if these methods do not prove to be effective.

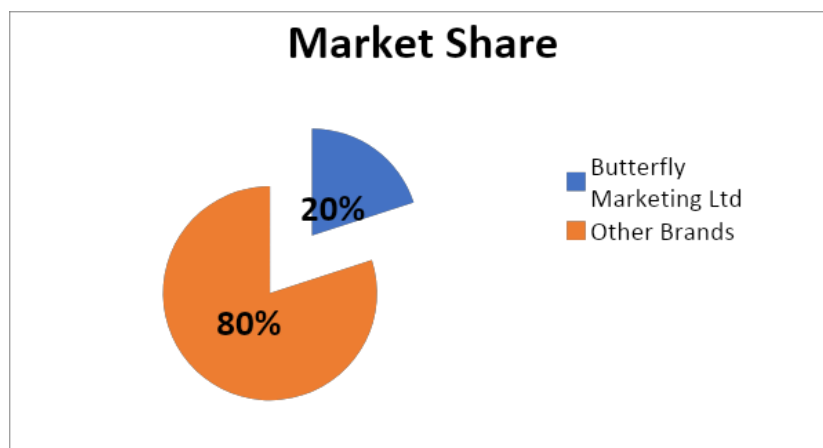


Figure 6. Market Share

Major participants of the industry:

The companies who are performing well and have maximum market share of the industry are as follows:

Global brand:

- LG-Butterfly
- Sharp
- Whirlpool
- Panasonic

The comparison of this part-

Table 9. Market Share Analysis of Industry for global brand : (Sales Volume)

Company Name	Market Share %
LG	49.44
Panasonic	34.61
Sharp	6.04
Whirlpool	8.78

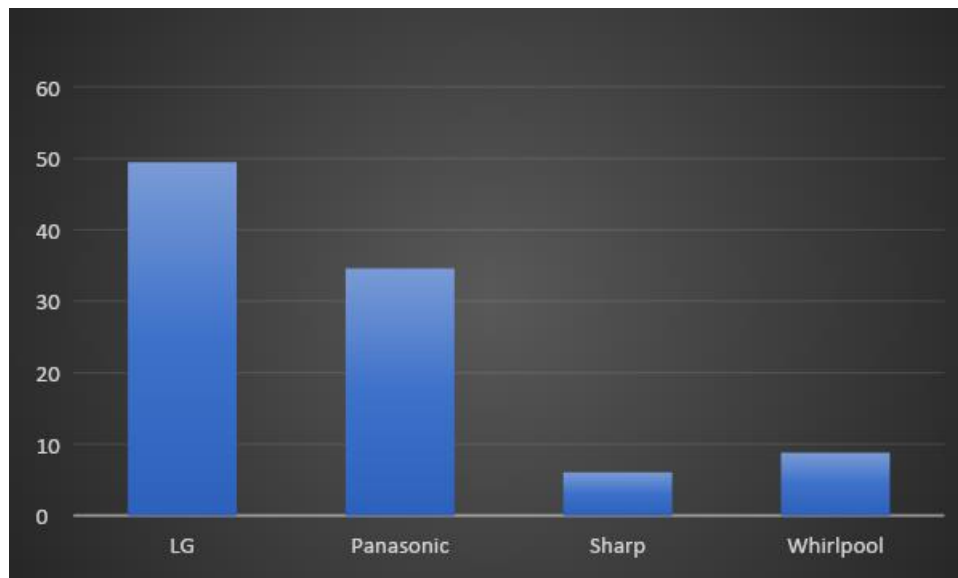


Figure 7. Market share analysis

Major participants of the industry:

Non brand:

- Butterfly
- Golanz
- Superaristion
- Konka
- Walton
- Nova
- Noka .

Table 10. Market Share Analysis of Industry for Non brand: (Sales Volume)

Company Name	Market Share %
Butterfly	1.72
Golanz	6.9
Superaristion	12.07
Konka	22.41
Walton	24.14
Nova	17.24
Noka	15.52

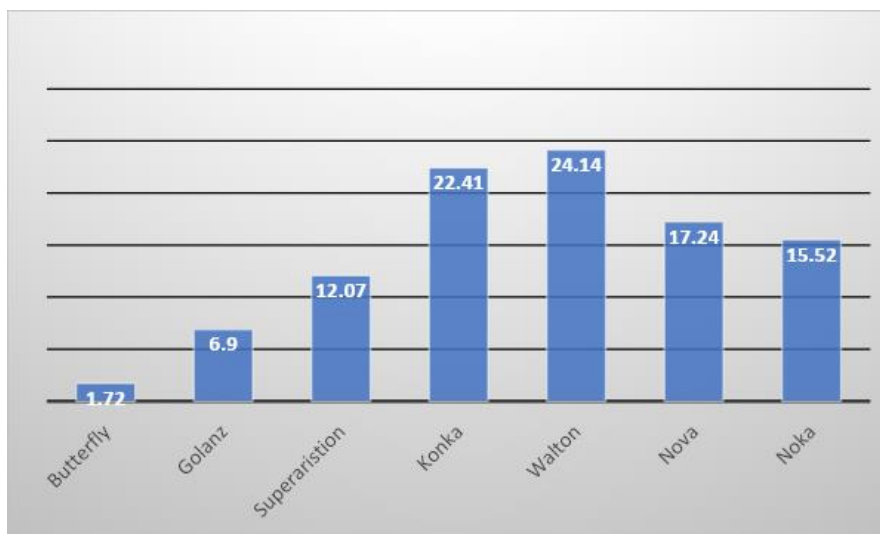


Figure 8. Market Share Analysis of Industry for Non brand

5.2 Retail Business, Dealer Business and Corporate Business

These appealing retail business themes might be perfect for corporate websites, e-commerce platforms, marketing campaigns, online promotions, new ventures, and even medium-sized enterprises. This responsive theme has fully functioning client, service, project, and testimonial sections. Having a standard operating procedure is crucial for the seamless operation of the dealer firm. A corporation's methods of doing business may change from time to time. In a similar vein, the majority of companies still use dealer business development. Typically, the corporate business team structure is set up with corporate clients. Butterfly Distribution Ltd. also deals with a wide variety of other types of organizations, including employees, real estate agents, government agencies, embassies, banks, corporate houses, hotels, universities, and government offices.

5.3 Total showrooms analysis in Bangladesh

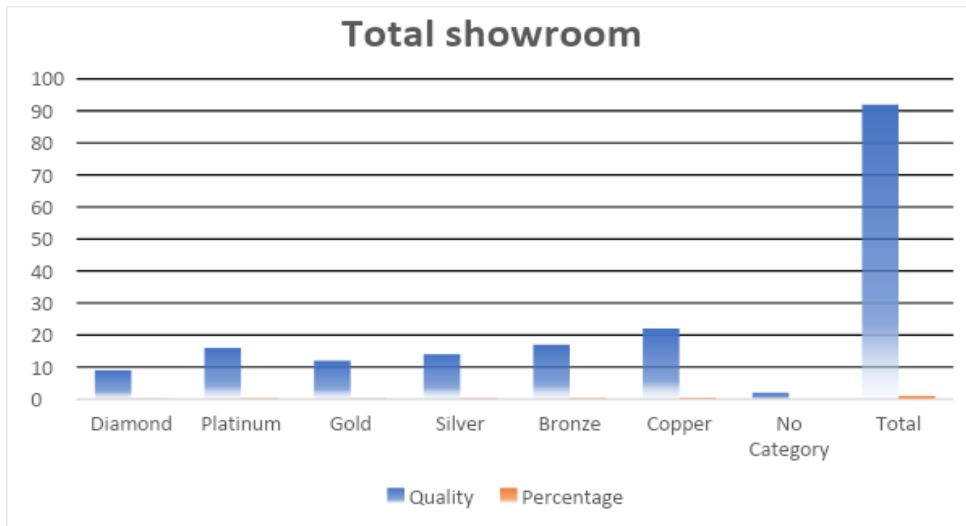


Figure 9. Total Showrooms

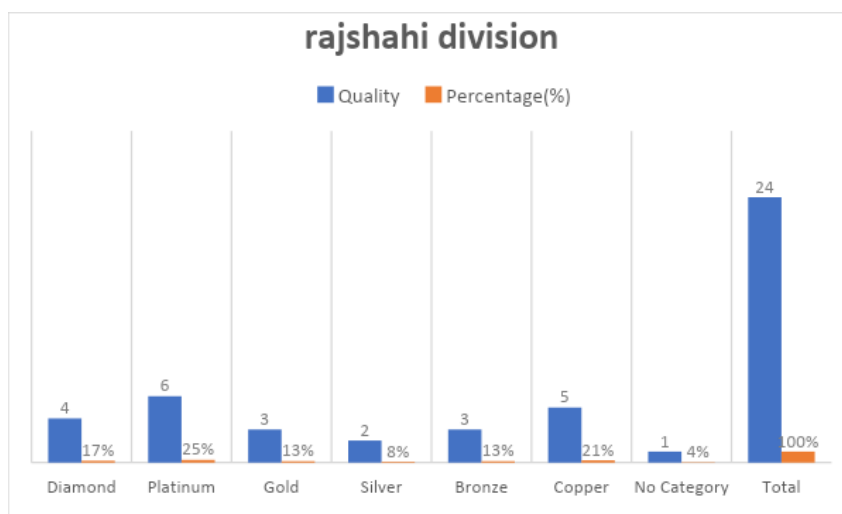


Figure 10. Rajshahi Division showrooms

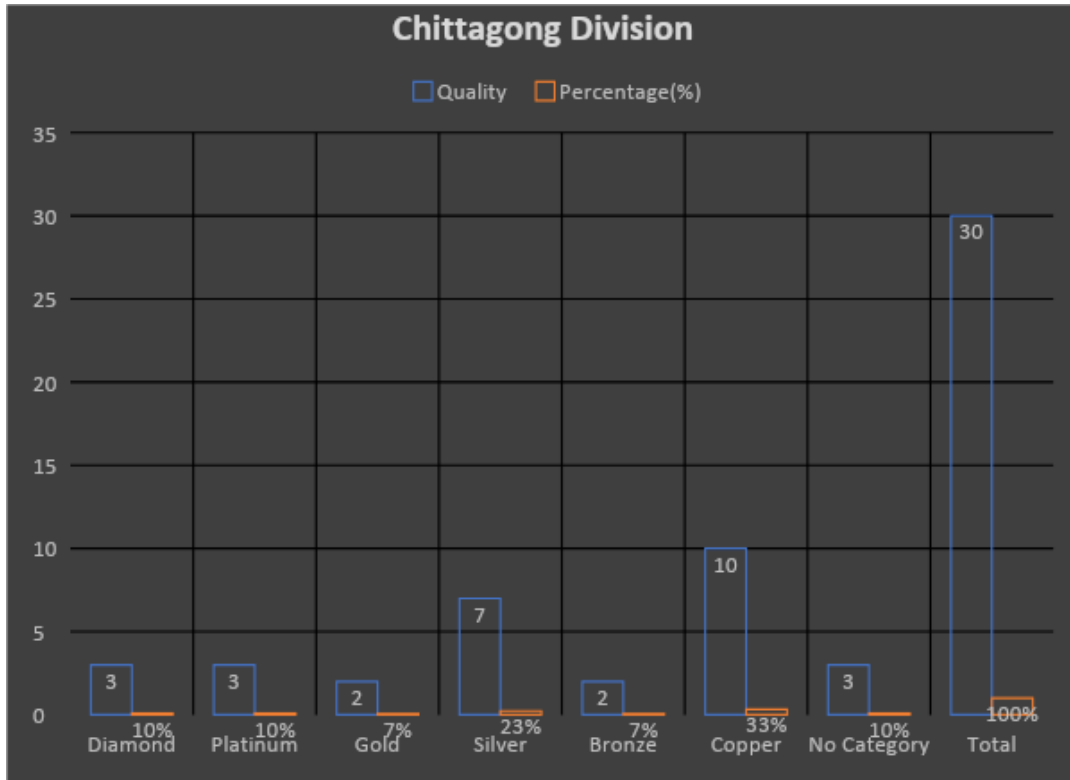


Figure 11. Chittagong Division showrooms.

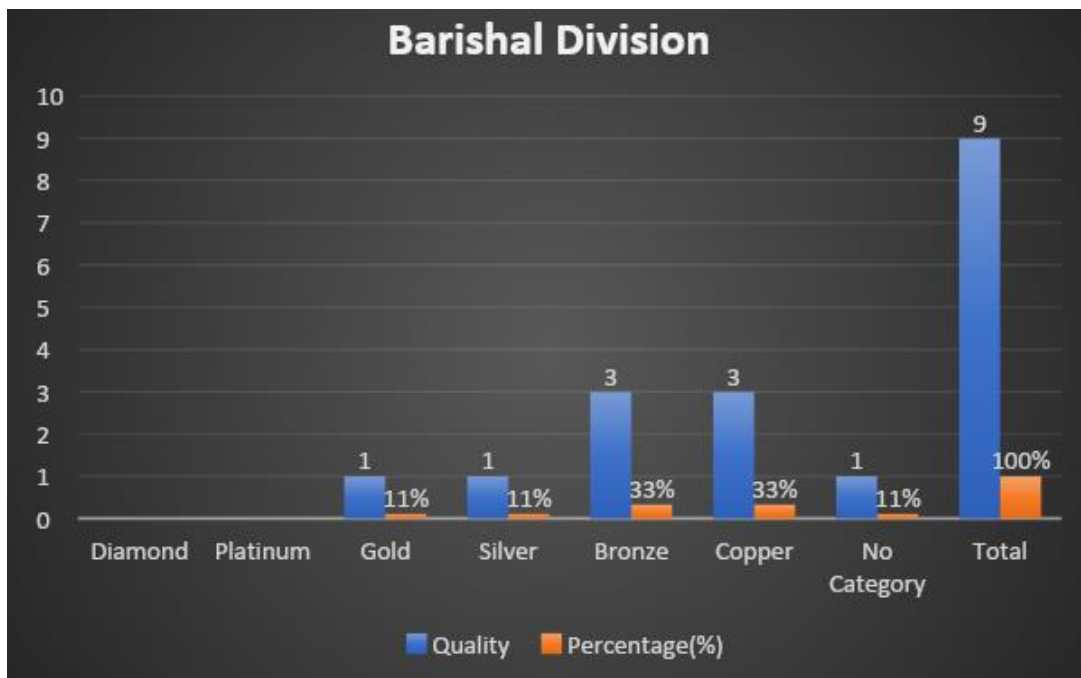


Figure 12. Barishal Division showrooms.

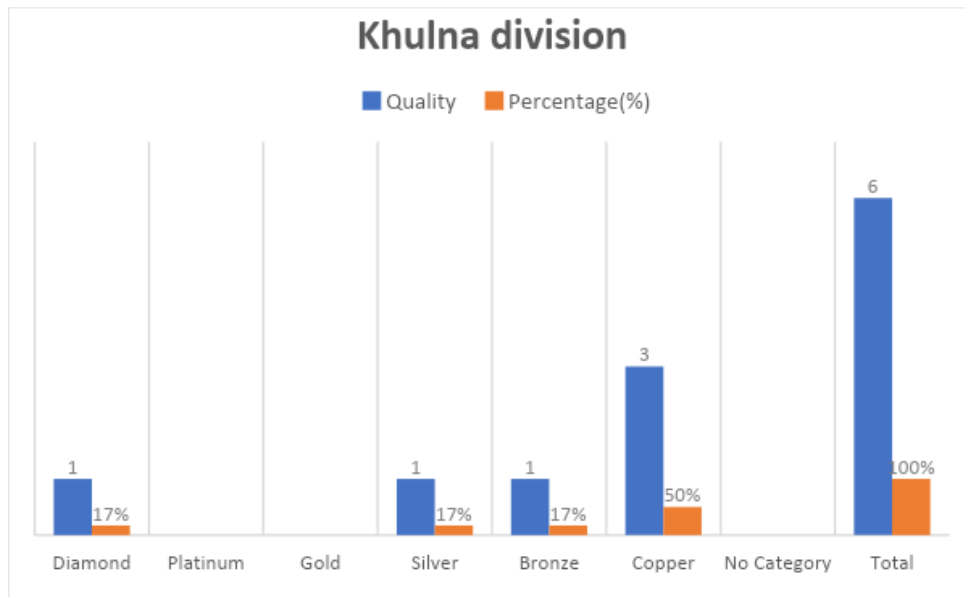


Figure 13. Khulna Division showrooms.



Figure 14. Rangpur Division showrooms.

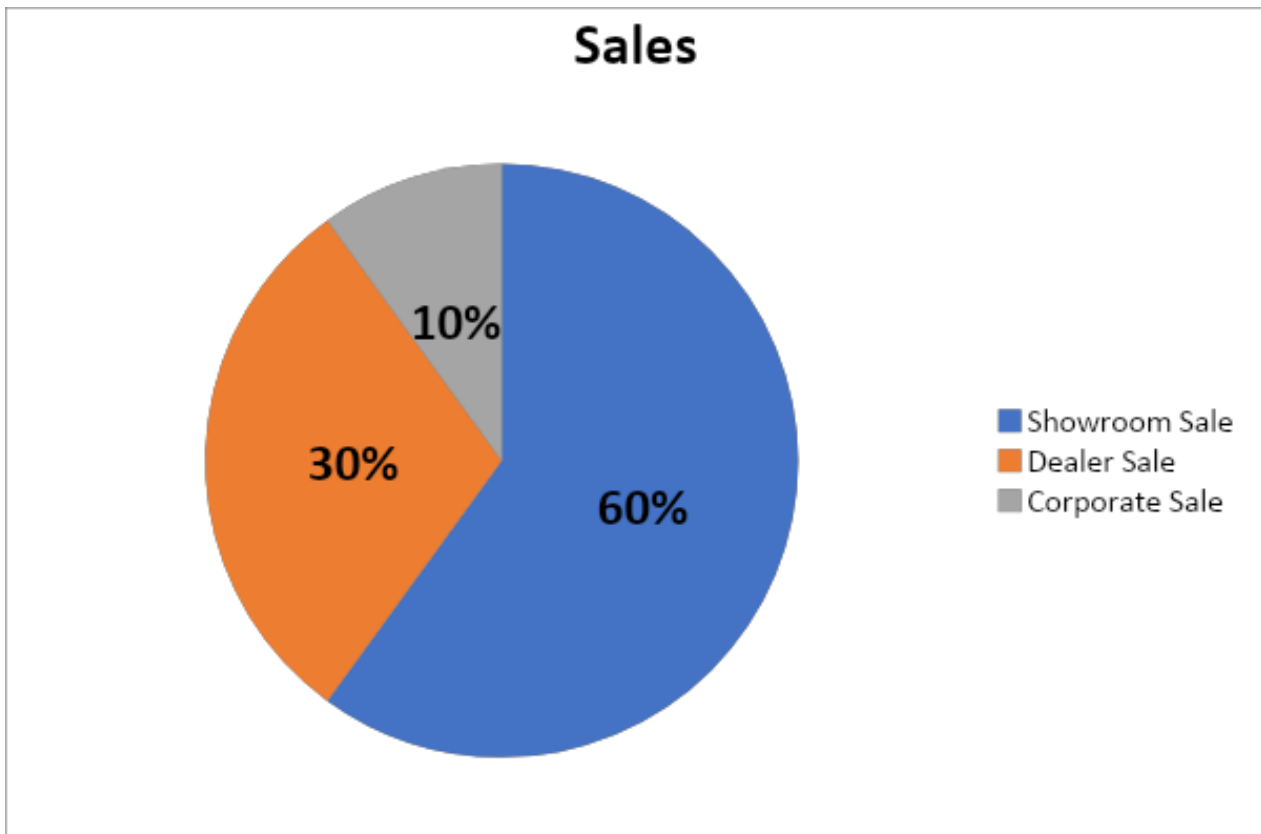


Figure 15. Sales.

5.4 Core Business Process

A company's success is proportional to the strength of its separate departments and the degree to which their activities are interdependent in performing the core tasks of the business, as stated in the Value Chain. The company's distinctive abilities were developed via managing and integrating BML's core business processes. It also includes creating multidisciplinary teams to deal with specific procedures and redesigning workflows. Collaboration, of which BML is a component, is a fantastic way to increase production on both the individual and team levels and to speed up the distribution of information throughout a company. They collaborate as a firm by establishing interdisciplinary teams to manage core business processes and coordinate the efforts of several divisions.

BML follows five core business activities that involve the work of cross-functional teams:

Market Sensing Process

Market-sensing means the activities that help gather market data or intelligence, circulate data within an organization, and act on collected data. Through this disseminated data, the business controls its future course of action, which could be new business speculation, new product formation, or any other move-reaping.

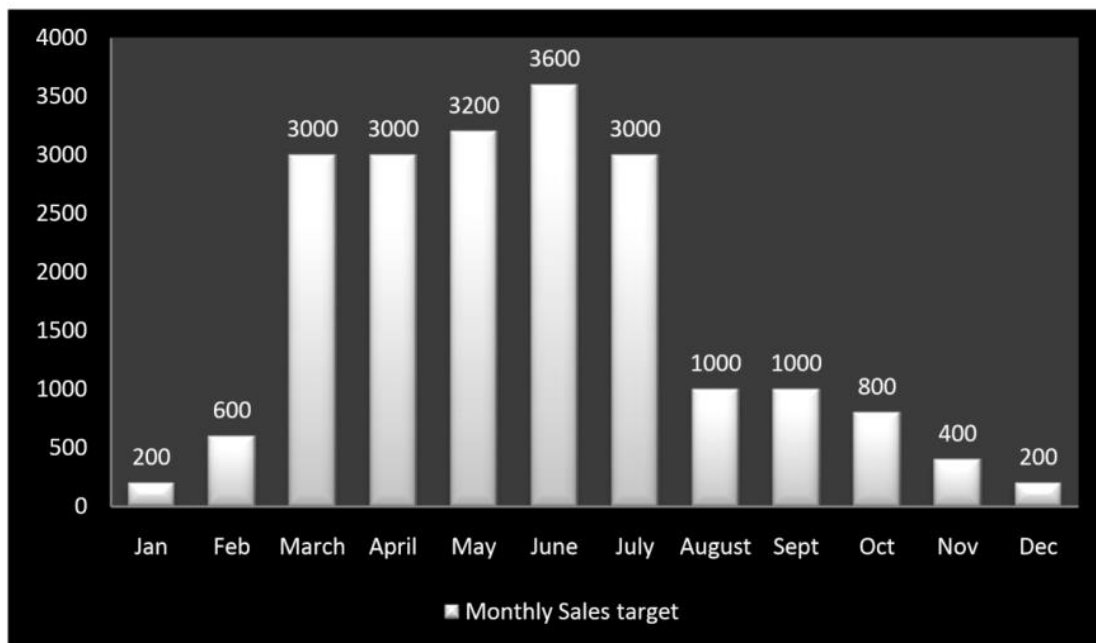


Figure 16. Monthly sales

Money saved over time. When it comes to identifying and analyzing the requirements and wishes of consumers across all categories, BML has a deep understanding of customer behavior. It also involves looking into the people who don't buy a product or use a service and trying to figure out why they don't. Additionally, market sensing may facilitate seamless consumer communication and represent an organization's commitment to continual development. Measuring consumer sentiment is a top priority for companies in the modern day. Delivering value-added services and products requires gathering customer needs and translating them into several dimensions. Market sensing is useful for a lot of things, including finding current consumers and learning about rivals and external variables that can impact a company down the road. In order to avoid making

assumptions about its consumers' wants and requirements, BML uses market sensing to acquire a clearer picture of the market. This aids in the discovery of possible BML market prospects. After doing market sensing, BML was able to zero in on more promising prospects for development and expansion. Using consumer psychology and social behavior as its foundation, BML seeks to understand how product value influences the buying habits of potential consumers.

New Offering Realization Process

The new offering realization process involved researching, developing, and launching new high-quality offerings quickly and within budget. In this process, a company offers goods in an itemized budget within a limited period. Usually, a company manufactures such goods owing to sudden market demand for the product.

As part of the process of bringing new services to life, we researched, created, and released new, high-quality offers quickly and under budget. Within this time limit, the company offers its products at a discounted price. When the market demands certain items at an unusually high rate, manufacturers typically respond by producing more of them. The procedure is finished when new essential products and services are created, expanding the market's offers, and products are introduced to consumers. The distribution channel that gets the job done when it comes to LG home appliances in Bangladesh is BML. BML's new line of freezers and energy-efficient dual inverter technology are driving sales. Businesses may learn from BML's example and adopt this fair strategy. Sales of BML items kept going up as the company displayed LG's newest inventions and smart ultra-high-definition TVs, which had their own unique characteristics and personality features.



Figure 17. Business Process of Butterfly Marketing Ltd.

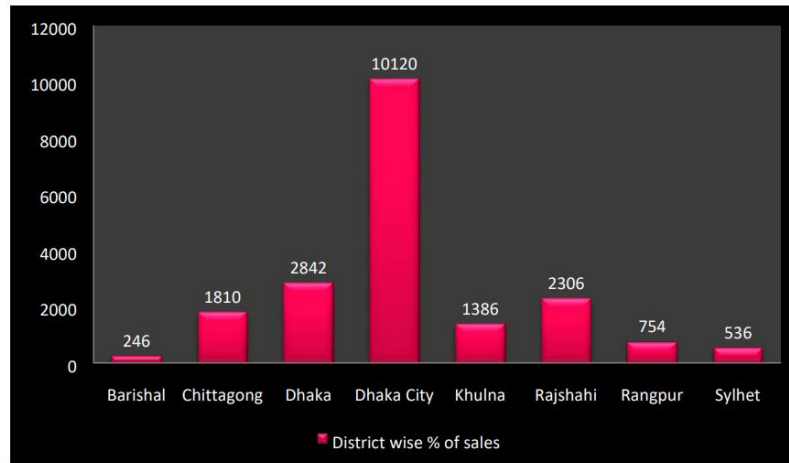


Figure 18. Division wise sales prediction percentage.

Table 11. Division wise sales prediction percentage

Total units to be sold			20000						
Divisions	BSL	CTG	DHK	DHK City	KHL	RAJ	RNG	SYL	Total
% of prediction	1.23%	9.05%	14.21%	50.60%	6.93%	11.53%	3.77%	2.68%	100.00%
Unit	246	1810	2842	10120	1386	2306	754	536	20000

Customer Acquisition Process: Customer acquisition requires defining target markets and prospecting for new customers. Customer acquisition is the crucial challenge that most organizations face. Hence, it is significant to classify critical approaches to improve the customer acquisition process, including acquiring more quality customers at a low cost. In the customer acquisition process, many different customer acquisition strategies are used. Some customer acquisition methods are more active with specific types of clients, but a few basic steps are included in any customer acquisition plan.

The first step is to classify quality potential customers. Reaching out to potential customers through call centers and mailing lists is one of the customer acquisition strategies. These customer acquisition approaches allow companies to decide which individuals and businesses express interest in or

already use products like the company's. Many customer acquisition platforms then comprise launching a relationship with scenarios to recognize their needs and determine how the products offered relate to those needs. In this case, BML attempts to identify unstated needs based on data provided by ongoing conversations and interactions with the customers. They also focus on identifying clients' additional needs and offering other products, so they see a more excellent value in purchasing the products they are already considering.

With business quickening and agile competitors becoming more aggressive than ever, marketing must be the frontrunner, almost certainly having to obtain new customers and facing a phenomenon to restrain customer migration. Building a comprehensive relationship with the customer is essential to acquiring a customer, but it depends on how effectively the organization can do it. BML delivers a Data-Driven Marketing Execution that helps modern marketers automatically and intelligently leverage their content to drive pipeline growth across channels.

Below are some actions to be taken in this process: Direct content marketing investments based on actual demand signals.

Capturing new buyers at the lowest cost per buyer – and before starting competition. We are leveraging existing content and developing data-driven content roadmaps for future investments. We optimize and manage hundreds of campaigns across search, social, and advertising channels. Knowing precisely what the competitors are up to – and neutralizing their messaging. I am accessing deep analytics on the performance of every piece of content.

Customer Relationship Management Process

In a B2B environment, customer relationship management is the supply chain management process that delivers the structure for developing and maintaining customer relationships. This process includes building more profound understanding, relationships, and offerings to individual customers, etc. This process provides the structure for how customer relationships should be developed and maintained. This process aims to segment customers based on their value over time and increase customer loyalty by providing customized products and services.

Naturally, large amounts of money are spent to attract new customers, yet management doesn't become annoyed about nurturing existing customers to build and strengthen relationships with them. In contrast, for most companies, existing customers symbolize the best opportunities for prof-

itable growth. There are direct and strong relationships among profit growth, customer loyalty, customer satisfaction, and the value of goods delivered to customers. Relationship marketing is mainly concerned with attracting, developing, and retaining customer relationships. As a part of the organization's business mission, management categorizes vital customers and customer groups to be targeted. The decision regarding who represents key customers requires an evaluation of the profitability and potential profitability of individual customers. BML operates B2B through this customer relationship management process as they understand the customer needs and offer the best categorized LG to maintain their relationship in the future. BML grows its business daily by keeping the customer relationship management process in the corporate business section. Thus, they gained popularity in every demographic area of Bangladesh by distributing LG features, smart UHD TVs, Dual Inverter ACs, and Lenier Inverter Refrigerators.

Fulfillment Management Process: Here are the activities involved in receiving and approving orders, shipping the goods, and collecting payment. This process happens in a business when an order is received-the "fulfillment" of the order. This includes warehousing, finding the item ordered, packaging and shipping it to the correct address.

The company doesn't care about them; however, if the order gets the product out in time, personalized, or meets a vital deadline such as a birthday or holiday, there is a high chance for clients to come back for more orders. Thus, a good fulfillment management process becomes crucial to any business.

For instance, Eco+ Refrigerator is distributed through BML Retail Business in the fulfillment management. FDL takes care of the customers' needs and interactions by providing products on time in Bangladesh. The interactions between clients and BML have become renowned daily due to good service in the projected reaching time. Eco+ is getting more attention and making more money from the clients through a worthy fulfillment management process.

6 Conclusion and Recommendations

LG has an unequalled market share in Bangladesh when it comes to refrigerators designed for residential usage. LG is well-known for being a corporation that places a strong emphasis on people and strives to provide benefits to both its workers and its consumers. An ideal situation is created because of the use of intelligent technology, which enables the provision of individualized products and new solutions.

Customers' lives in harmony. The brand recognition of LG in Bangladesh is rather poor as compared to that of other countries. Therefore, rather of engaging in aggressive sales methods, LG is now concentrating its efforts into brand development projects in order to boost the awareness of its brand. LG is the company that has put into practice the ERRC philosophy, which stands for eliminate, reduce, raise, and create. In order to use the blue ocean approach, it is necessary to eliminate unnecessary elements, raise existing standards to a level that is comparable to or higher than what the industry wants, and develop something that is completely original. As a result of its partnership with BML in Valuka, the company has established a facility that will have a substantial influence on the economy of Bangladesh while simultaneously supplying clients with things that are more affordable and adapted to their specific needs. Simply said, LG's prospects in Bangladesh are more promising than they were in the past. In the course of their investigation into the competitive market for microwave ovens, researchers came to the realization that Butterfly Marketing Company Ltd.'s business methods are very typical. In order to conquer the market, the firm need to establish policies and programs that are forward-thinking in order to take advantage of the constantly shifting demands of customers. It is possible that integrated marketing may be beneficial to us in this regard. An increase in the level of competition is almost certain to occur because of the success of Butterfly's strategy shift to the global market. At this point in their life cycles, most Butterfly products have reached the mature stage. The greatest firms in the market are continually purchasing smaller ones to take advantage of economies of scale, which are made possible by the extensive range of goods that are available. There are certain rivals that have robust distribution networks, and clients are very loyal to brands owned by these competitors. Alterations in customer preferences are causing the industry to go through a period of upheaval. Now, there is a great deal of competition in the market for household appliances between well-known names and generic equivalents. More than any other aspect, the demand is being driven by the decreasing costs of items that are not brand names.

As a result of the negative features of advertising, consumers are not acquainted with the goods that LG and Butterfly provide themselves. The use of marketing is one of the most significant methods that Konka is able to significantly boost its sales. All the unbranded items, including Nova and a few others, are selling like hotcakes. Many Konka and Walton items may be found on the gray market due to the fact that they are sold at low rates, have appealing ensembles, and provide guarantee periods. The fact that there is a growing demand for microwave ovens is a positive sign for LG. On the black market, customers mostly search for microwave ovens based on price, but they also take into consideration their devotion to the brand and the quality of the product.

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8 Appendix

Table 1. Total showroom survey of Bangladesh

Category	Quality	Percentage
Diamond	25	0.15
Platinum	26	0.254
Gold	33	0.365
Silver	18	0.78
Bronze	56	0.125
Copper	57	0.15
No Category	10	0.25648
Total	225	2.08048

Table 10. Market Share Analysis of Industry for Non brand: (Sales Volume)

Company Name	Market Share %
Butterfly	1.72
Golanz	6.9
Superaristion	12.07
Konka	22.41
Walton	24.14
Nova	17.24
Noka	15.52

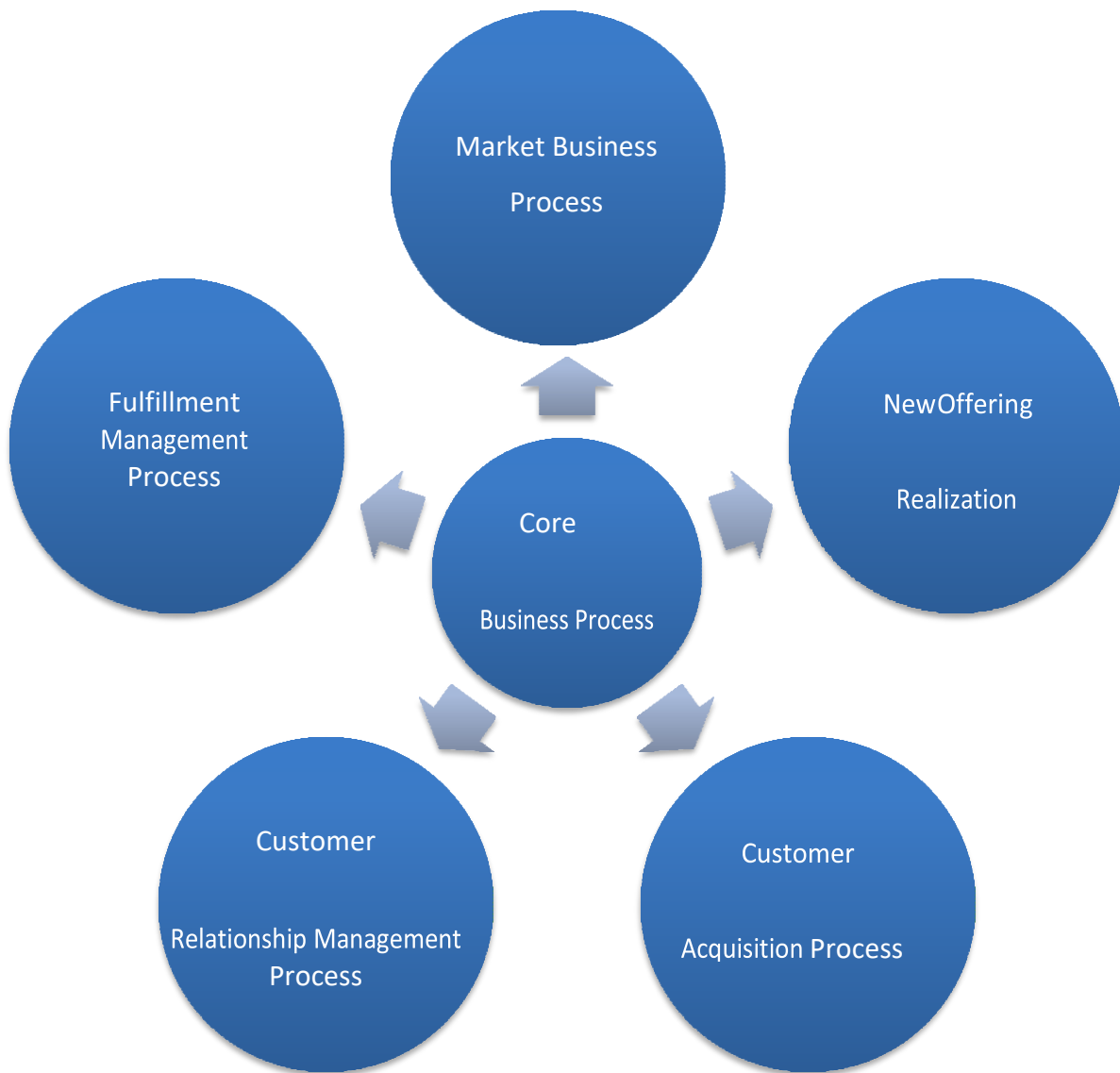


Figure 17. Business Process of Butterfly Marketing Ltd.

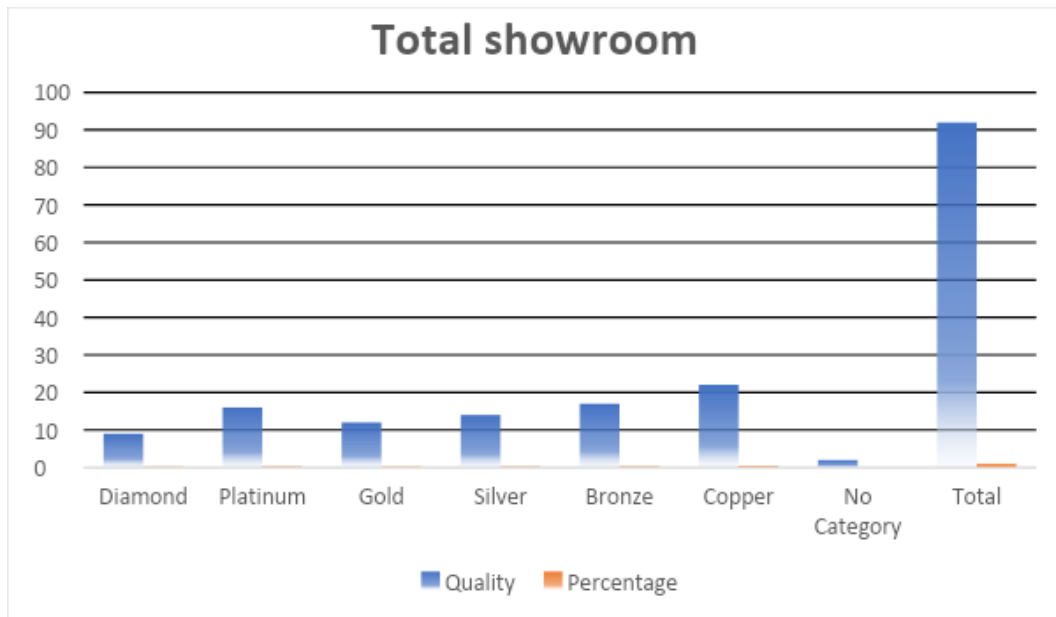


Figure 9. Total Showrooms

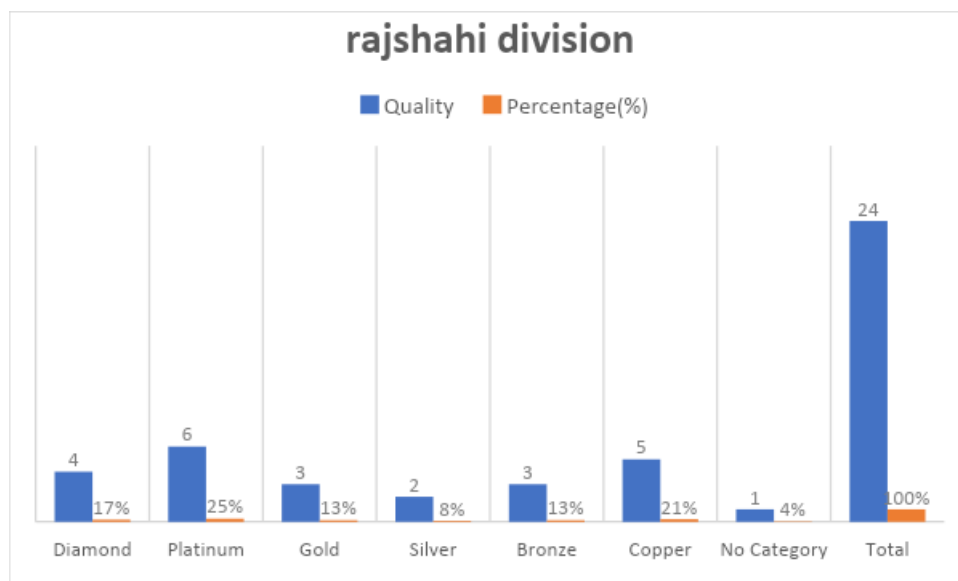


Figure 10. Rajshahi Division showrooms

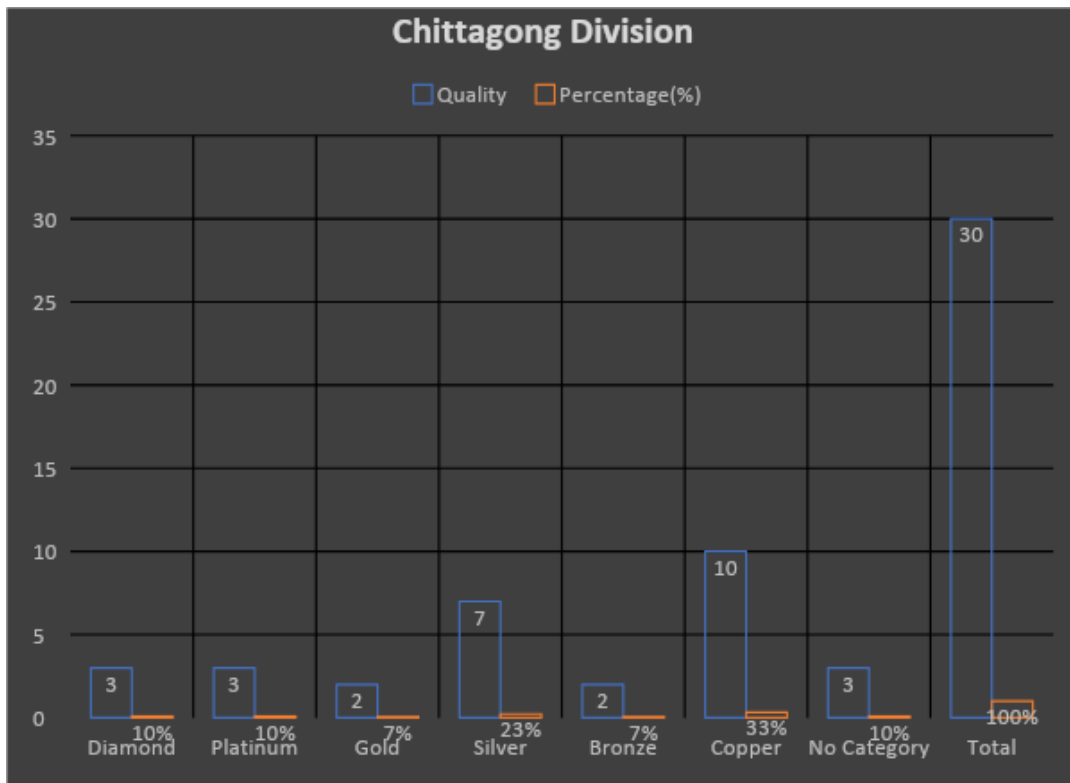


Figure 11. Chittagong Division showrooms.

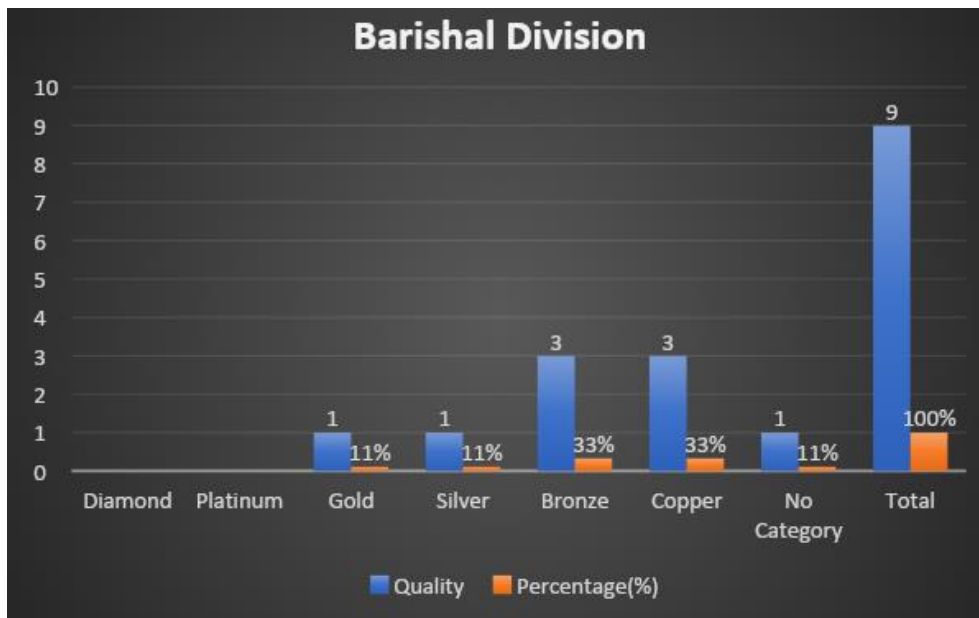


Figure 12. Barishal Division showrooms.



Figure 14. Rangpur Division showrooms.

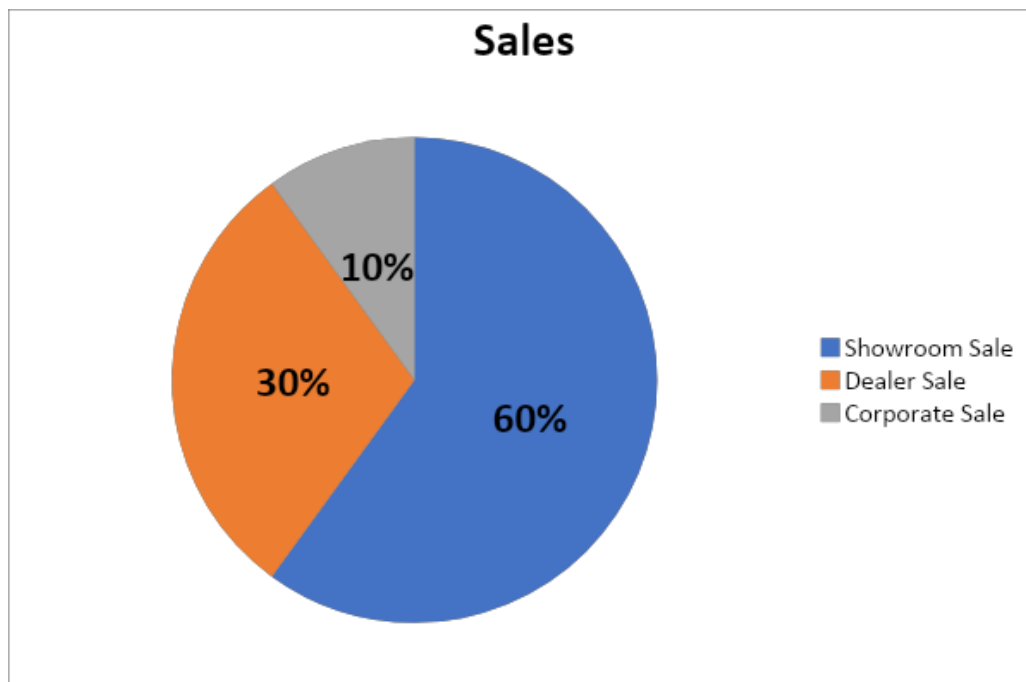


Figure 15. Sales.