

**Internship Report**  
**on**  
**Market Development Strategy of Symphony Mobile**

**Submitted by:**

Name: Pranto Saha

ID: BBA1703012006

Program: Bachelor of Business Administration

Major in Marketing

Semester: Summer 2021

**Submitted to:**

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Bachelor of Business  
Administration



**Sonargaon University (SU)**

Dhaka- 1215

*Date of Submission: September 28, 2021*

**Internship Report  
on  
Market Development Strategy of Symphony Mobile**

**Submitted by:**

Name: Pranto Saha

ID: BBA1703012006

Program: Bachelor of Business Administration

Major in Marketing

Semester: Summer 2021

**Submitted to:**

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Bachelor of Business  
Administration



**Sonargaon University (SU)**

Dhaka- 1215

*Date of Submission: September 28, 2021*

## Letter of Transmittal

September 28, 2021  
Sharmila Sikder  
Lecturer  
Department of Business Administration  
Sonargaon University (SU)

Subject: Submission of Internship report

Dear Madam,

With humble honor and respect, I am submitting my internship report on “Market Development Strategy of Symphony Mobile”. As per partial accomplishment of the requirements for the BBA degree, I have completed internship from “Edison Group (Symphony Mobile)” [As per partial accomplishment of the requirements for the BBA degree, this report has been carried out] under the supervision of you.

This report is an integral part of our academic courses in completion of the BBA program which has given me the opportunity to have an insight into the (Market Development Strategy). I hope this report reflects on the contemporary issues on the (Marketing) that are being practiced by organizations in our country.

In completing the report, I tried my best to blend all my knowledge and imparted every available detail and also attempted to avoid unnecessary amplification of the report.

I humbly request you to accept this report for your kind evaluation.

Sincerely,

---

Pranto Saha  
ID: BBA1703012006  
Department of Business Administration

## **Certificate of Supervisor**

This is to certify that the internship report “Market Development Strategy of Symphony Mobile” has been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by Pranto Saha, bearing ID: 1703012006 under my supervision. The report or the information will not be used for any other purposes.

.....

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

## Student's Declaration

I am Pranto saha, a student of Bachelor of Business Administration, ID: BBA1703012006 from Sonargaon University would like to solemnly declare here that this report on "Market development services of Symphony Mobile" has been authentically prepared by me. While preparing this report, I didn't breach any copyright act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

Sincerely Yours

-----

Pranto Saha

ID: BBA1703012006

Program: BBA

Major: Marketing

Semester: Summer-21

## Letter of Authorization

Certified that this project report titled “Market Development Strategy of Symphony Mobile” is the Bonafede work of Pranto Saha, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....  
Sharmila Sikder  
Lecturer  
Department of Business Administration  
Sonargaon University (SU)

## **Acknowledgement**

I wish to extend my gratitude to all the people who helped me accomplish my report title, “Market Development Strategy of Symphony Mobile” at Edison Group. At the very beginning, I want to thank my faculty advisor and internship supervisor in Sonargaon University, Miss Sharmila Sikder. She has given me precious guidance from her busy schedule. I am very grateful for all her advice in order to make my report more effective.

Secondly, I am grateful to Md.Taosif Farik Huda , Senior Manager of Edison Group (Symphony Mobile) in Marketing department for being my internship supervisor. He has shown me how to get things done easily and helped me a lot. I am thankful to Md. Tarikul Islam, Marketing Department Head of Edison Group (Symphony Mobile) for granting my internship in his department. I want to express my sincere gratitude to Mr.Rifath Hossain, Executive of Marketing department for his cordial cooperation and encouragement.

## **Executive Summary**

Edison Group of Company is the parental company of Symphony Mobile. This company has 12 affiliates. Symphony Mobile is one of them. Symphony started its journey in 2008 when there were hardly any other limited companies in the market. The strong statement needs of the people stimulated the brand to firstly set base in the market with feature phones. Smartphones were ultimately presented in 2012 and it was extensively accepted and improved by the mass people of the country. Symphony gave lots of users their first experience of smart phones and this development carried about a radical transformation in education, trade & commerce, social networking and entertainment inside and beyond the country.

In this report, I would like to do the brief discussion of market development of Symphony Mobile. The most important thing for a company to rise to the top is market development. Without it, no matter how good a company is, it will not last long in the market. So, every company should always capture their current market and fix the market development strategy to determine what will be the demand of its customers in the future.

This is all about my internship report which mainly concentrate on Market development service and various kinds way of market development strategy of Symphony Mobile. I am going to show my internship report that how a mobile company can develop its market.

There have some limitations of this report are, inadequate time for internship, inadequate research experience, and Symphony Mobile does not provide their private and confidential information. However, this report has some restrictions, it will help me complete my degree, help other students to make their reports and finally Symphony may establish their own well- planned strategy for market development and unsuccessful policy for their careers.



## Table of Content

<b>Particulars</b>		<b>Page No</b>
Cover Page		1
Inner Page		2
Letter of Transmittal		3
Certificate of supervisor		4
Student Declaration		5
Letter of authorization		6
Acknowledgement		7
Executive Summary		8
Table of contents		9
<b>Chapter-1</b>	<b>Background of the Study</b>	10
1.1	Introduction	11
1.2	Origin Of a report	12
1.3	Objective	12
1.4	Scope of Study	12
1.5	Methodology of the Study	13
1.6	Limitation of the Study	14
<b>Chapter-2</b>	<b>Literature Review</b>	15
<b>Chapter-3</b>	<b>Organizational Overview</b>	17
3.1	Edison Group	18
3.2	Brand and Wings:	19
3.3	Overview of Symphony	20
3.4	Products	20
3.5	New Products of Symphony	21
<b>Chapter-4</b>	<b>Mobile Phone Industry in Bangladesh</b>	22
4.1	The Mobile Phone Industry in Bangladesh	23
4.2	Mobile Handset Sales Status in 2021	23
4.3	Domestic Mobile Manufacturers Status	24
4.4	The Growth of Mobile Handsets Market in Bangladesh	25
4.5	Major Players	27
<b>Chapter-5</b>	<b>Market Development Strategy</b>	28
5.1	Business Model of Symphony	29
5.2	Distribution Network and Channel	29
5.3	Market Development Strategy	30
5.4	How to work Market Audit and Development department	40
<b>Chapter-6</b>	<b>Finding &amp; Analysis</b>	42
<b>Chapter-7</b>	<b>Recommendation &amp; Conclusion</b>	45
7.1	Recommendations	46
7.2	Conclusion	47
<b>Bibliography</b>		

# **Chapter 1**

## Background of the Study

## **1.1 Introduction:**

The cell phone has become an integral part of our daily lives. This is not a luxury and is due to industrial developments and new technologies. In Bangladesh business communications introduce a trend of positive growth. Many local mobile handset companies work well in global markets and products. Local mobile products are slowly winning people's minds due to lower cost and better-quality performance.

EDISON Group, one of the most innovative and evolving business groups, was established with the aim of improving all aspects of life of customers with strong brands, products and reliable services. The group has increased investment in telecommunications, energy, technology, electronics, Real Estate and Value-Added Service in Bangladesh.

Market Access Provider Limited (MAPL) is a marketing company that works for Edison Group in the development of Symphony Mobile. Symphony has been working in Bangladesh for a long time, 12 years. It has reached the market at such a time when the world's largest companies such as Nokia, Samsung, Motorola, Sony and others dominate the telecommunications industry. Within just two years of beginning, Symphony achieved the market leader position and since 2011, the brand is holding the heading for being the 'Number 1 handset brand' in Bangladesh till today. Even just a few years ago, the mobile device industry was frequently ambitious by Nokia, a few other global players and a huge segment of illegally smuggled brands.

Competitive pricing strategy, revision of leading-edge modernization and the largest nationwide distribution of over 17,000 outlets have contributed overdue the success of Symphony. At that moment, the brand grips 29% of total market share and 23% of the smartphone market share in the country.

To offer the core of the modern technological innovation at an inexpensive price, Symphony has usually directed its communications towards the teenagers and the ambitious middle-income youth. Symphony has thereby positioned itself exclusively as the general people's local brand, a characteristic which even its worldwide competitors cannot quiver

## **1.2 Origin of a report:**

This report has been prepared as part of the finalization of the Bachelor of Business Administration (BBA) program.

## **1.3 Objective:**

### **Broad Objective:**

Determining services to develop Symphony mobile market for one year (January 2019 – December 2019)

### **Specific Objectives:**

- To give an overview of EDISON Group, Market Access Providers Ltd. And Symphony Mobile
- To study the current market development strategies of Symphony Mobile.
- To analyze the SWOT for the purpose of determining of its strengths, weakness, opportunities, and threats
- To suggest a market development strategy of Symphony Mobile
- To the suggest necessary recommendations to overcome the shortcomings of Symphony Mobile.

## **1.4 Scope of Study:**

This course is designed for educational purpose and homework is limited within the Bangladesh regional border where Symphony operates. The main focus of this study is to develop a strategy to develop the Symphony Mobile market. The various types of handsets currently operating in Bangladesh are considered to formulate policies. International brands such as Samsung, Realme, Xiaomi, Huawei, Oppo etc. are rated and this study is limited to the mobile phone segment of EDISON Group. One of their product lines and other SKUs are not considered. All announced policies are for the mobile phone and not just other microelectronic devices. The study finds the current state of the leading industrial market and predictions of Bangladesh's future market growth.

## **1.5 Methodology of the Study:**

The entire data are collected based on two sources such as primary and secondary data sources. Some of the information is collected although doing work at office. In adding, the secondary data are not confidential, investigated, interpreted in the report. Some graphical apparatuses are used in this statement for explaining data more exactly. Some recommendations are also made for the purpose of making Market Development Services of Symphony Mobile.

The sources are:

### **Primary Sources:**

- Personal Interview.
- Personal observation.
- Regular desk work.
- Person to person conversation with the respective employees at office.
- Regular briefing of my supervisor at office.

### **Secondary sources:**

- Different publications regarding mobile phone industry.
- Newspaper.
- Official website.
- Different business report.
- Different book and journal

## 1.6 Limitation of the Study:

Extensive research is hard work. Many considerations need to be addressed in the management of effective research. More tools and strategies are needed to process the appropriate analysis. Preparation for this study has faced many challenges.

As-

- a) **Hidden information:** There are certain confidential information that should not be given.
- b) **Improper combination:** Appears between different departments.
- c) **Time consuming:** Time consumption is the limitation of this report. Time allocated is not enough to know about Symphony Mobile market development services.
- d) **Limitation of the information:** This report is made only for learning purposes. For this reason, it is very difficult to collect all the information throughout the office.
- e) **Insufficient data:** Data that appears to be inadequate may suffer from a lack of dependability.
- f) **Extract Information:** The executives and officers were very busy with their normal duties. Therefore, it was very difficult to get the details out of them.

# **Chapter-2**

## Literature Review

**Philip T. Kotler (1997)** “the selection of target markets, the marketing mix and the marketing expenditure levels” ..... “The marketing strategy is the way in which the marketing function organizes its activities to achieve a profitable growth in sales at a marketing mix level” .....

“A marketing strategy may be defined as a plan (usually long term) to achieve the organization’s objectives as follows...”

- a) By specifying what resources should be allocated to marketing.
- b) By specifying how these resources should be used to take advantage of opportunities which are expected to arise in the future.

“a marketing strategy would consist of the following:

- a) Identifying markets and customers’ needs in those markets.
- b) Planning products which will satisfy the needs of these markets.
- c) Organizing marketing resources, so as to match products with customers in the most efficient and effective way possible, i.e., so as to maximize customer satisfaction and the organizations profits or sales revenue. (Or whatever its objectives are!) at the same time”

**Drucker (1973)** “Strategic marketing as seen as a process consisting of: analyzing environmental, market competitive and business factors affecting the corporation and its business units, identifying market opportunities and threats and forecasting future trends in business areas of interest for the enterprise, and participating in setting objectives and formulating corporate and business unit strategies. Selecting market target strategies for the product-markets in each business unit, establishing marketing objectives as well as developing, implementing and managing the marketing program positioning strategies in order to meet market target needs”.



# Chapter-3

## Organizational Overview

SYMPHONY

SIEMENS

**EDISON**<sup>®</sup>  
GROUP



### **3.1 Edison Group:**

EDISON Group, one of the dynamic and developing business groups, is founded with the aim of enhancing all aspects of life for the customers with powerful brands, reliable products and services. Edison group is the most encouraging inspiring and constantly growing business entity in Bangladesh for brands symphony mobile is the most popular and the highest selling brand in Bangladesh market. They wish to be number one in all other segments that they operate like properties power communication logistics and electronics area in near future.

Edison group has started its journey in 2009 in short period of time it has become one of the biggest groups in Bangladesh. Their vision is to establish a company which is respectful responsible their main business symphony has been market leaders since 2011 and they want to continue these leadership in the next upcoming years. They want to launch new models with good quality and nice design and also, they want to introduce innovative technology and all this should be done within the customers purchasing power.

#### **Vision:**

To be a responsible, respectable and prominent company.

#### **Mission:**

Delivering difference to be the best in every market they serve, to the benefit of their customers and their stakeholders.

### 3.2 Brands And Wings:

<b>SB TEL Enterprises Limited: Symphony</b>
<b>BOSCH Home Appliances</b>
<b>EDISON Properties Ltd.</b>
<b>EDISON Power Bangladesh Ltd.</b>
<b>EDISON Express Ltd.</b>
<b>E2E Logistics Bangladesh Ltd.</b>
<b>EDISON Technologies Ltd.</b>
<b>Edison Accessories</b>
<b>MoMagic Bangladesh Ltd.</b>
<b>EDISON Footwear Ltd.</b>
<b>PINK Creative Ltd.</b>
<b>PETELCO</b>
<b>HEXAGON</b>
<b>EDISON Logistics Ltd.</b>
<b>EDISON Electronics</b>

### 3.3 Overview of Symphony:

Whether they've been around for decades or were launched in the last seven years, some brands just have a bit of magical when it comes to grabbing attention and establishing themselves as fan favorites. Of course, that "magical" doesn't just happen by itself. Within short period of time subsequently its overview at the end of 2008, the brand Symphony has established as the fastest growing & important mobile handset brand in Bangladesh market. Symphony, a brand of EDISON Group is gratified to enjoy the leading position in smart phone mobile handset industry, Symphony became the market leader in the handset segment in 2010. Modern features, elegance, aggressive pricing strategy, global quality build and a durable distribution network have contributed to make Symphony Mobile the favored choice of Bangladeshi customers. The core focus of the company is to constantly provide outstanding and satisfying customer service as it continues to explore new prospects to deliver newer and better solutions to its most valued premium asset, its customers.

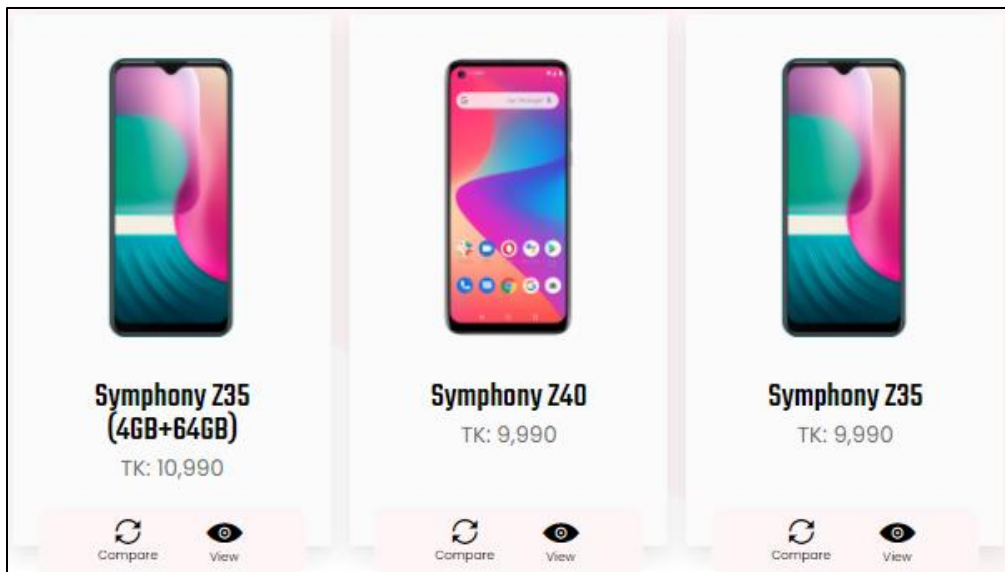
### 3.4 Products:

Symphony products can be divided into two categories.

This is given below:

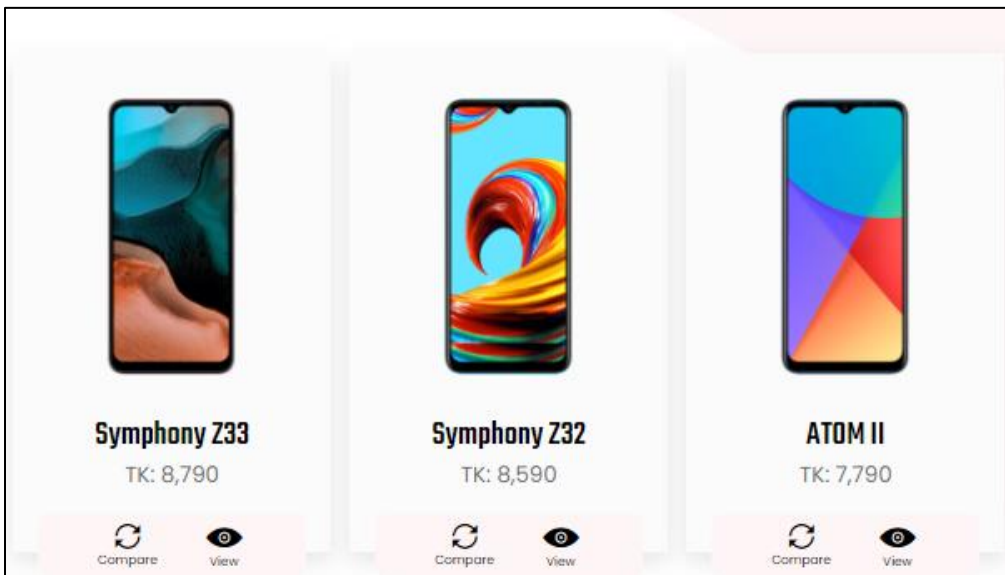
<b>Handset</b>	<b>Accessories</b>
Smart Phone	Battery
	Charger
	Headphone
Feature Phone	Memory Card
	Pen drive
	Flip Cover
	Power Bank

### 3.5 New Product of Symphony:



This section displays two product cards. The first card on the left features a smartphone with a colorful abstract wallpaper. Below the phone, the text reads "Symphony Z35 (4GB+64GB)" and "TK: 10,990". The second card on the right features a smartphone with a similar colorful abstract wallpaper. Below the phone, the text reads "Symphony Z40" and "TK: 9,990". Both cards have a "Compare" icon (two circular arrows) and a "View" icon (an eye) at the bottom.

Model	Price (TK)
Symphony Z35 (4GB+64GB)	10,990
Symphony Z40	9,990



This section displays three product cards. The first card on the left features a smartphone with a blue and orange abstract wallpaper. Below the phone, the text reads "Symphony Z33" and "TK: 8,790". The second card in the middle features a smartphone with a colorful swirling abstract wallpaper. Below the phone, the text reads "Symphony Z32" and "TK: 8,590". The third card on the right features a smartphone with a colorful geometric abstract wallpaper. Below the phone, the text reads "ATOM II" and "TK: 7,790". All three cards have a "Compare" icon (two circular arrows) and a "View" icon (an eye) at the bottom.

Model	Price (TK)
Symphony Z33	8,790
Symphony Z32	8,590
ATOM II	7,790

# **Chapter-4**

## Mobile Phone Industry in Bangladesh

## 4.1 The Mobile Phone Industry in Bangladesh:

Over the previous years, Bangladesh has experienced unprecedented growth in mobile phone penetration. According to BTRC, the country has over 165.57 million mobile phone subscribers and growing. Bangladesh has reached 100 million in internet subscribers in the March, according to the data published by the Bangladesh Telecommunication Regulatory Commission (BTRC). As per BTRC's database for March 2020, the total number of internet user now stands at 103.253 million. In there, 94.236 million are mobile internet users, 5.743 million are broadband internet (ISP + PSTN) users, and the rest are WiMax users. The total number of internet subscribers in Bangladesh in February 2020 was 99.984 million. Although feature-phone or button phone dominates the overall usage but the country has also been seeing an extraordinary smartphone growth. For this reason, we may give thanks to cheap Chinese handset.

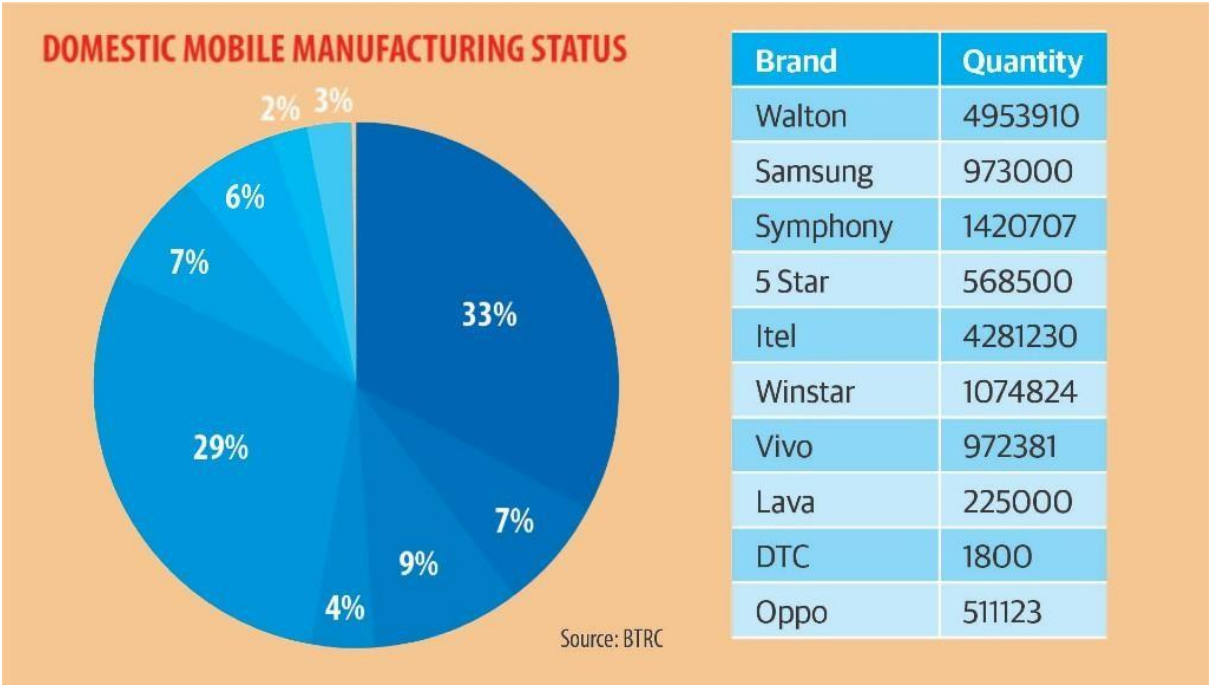
## 4.2 Mobile Handset Sales Status in 2020:



Relying heavily on imports, Bangladesh is on the verge of becoming a self-sufficient producer of the smartphone, which already has a huge market share of 82% and localization just three years after its inception. Manufacturers, regardless of existing settings, are now starting to ship smartphones over the next two years, with continued government support. The country's Smartphone manufacturers have praised the tremendous rise in government-led policies that have provided attractive incentives and a better investment environment to ensure growth in the sector. They also recommended high staff flexibility that improved growth. Contrary to the annual

demand for 6.82 million smartphone units in 2019-20FY, Bangladesh produced and integrated about 5.58 million smartphones, which translates to 81.81% of all market demand. The presentation of the Bangladesh Telecommunication Regulatory Commission (BTRC), the total number of mobile phones or mobile phones made and imported in 2019-20FY was 29.48 million units. Of those 14.98 million units - 51% - produced in the country by ten local companies and 14.50 million - 49% - were to be imported. It should also be noted that of the total number of mobile phones used in the country, only 92% feature phones and only 8% are Smartphones. At FY20, the country sold 6.82 million smartphones, of which 5.58 million - 81.81% - units were produced locally or assembled and another 1.23 million - 7.19% - were imported. When it comes to telephones or buttons, Bangladesh relies heavily on other countries. In FY20 it imported 13.26 million units of feature phones, while local manufacturers produced 9.40 million units.

**4.3 Mobile Handset Sales Status In 2020:**





## 4.4 The Growth of Mobile Handsets Market in Bangladesh:

In terms of brands, Samsung has been a strong and leading leader. Samsung exports have grown by 203% YoY, helping it hold the top spot for the first time in Bangladesh. It is a market share that has grown by 22%, while the former market leader, Symphony has only a market share of 16%. Symphony, a former market leader, is now the second smartphone brand in Bangladesh. The new introduction and boost in local production was the reason for Samsung's growth. The Samsung Galaxy J2 Core was its fire model. Expanding its portfolio has also helped Samsung, as the newly launched A-series smartphones have their own price bands. Xiaomi's smartphone exports have grown by 165% YoY. The product had a market share of 7% and was among the top five smartphone products during Q1 2019. vivo grew by a staggering 1,133% YoY with new launches like Y91C, Y91i. Huawei has seen a resurgence in shipping, which has grown by 7% QoQ due to its Y series variants. Huawei also offers discounts to customers by purchasing mobile phones from retailers or stores approved by Huawei. Customers who buy Smartphones from Robi-shop (an e-commerce platform from Telecom Operator Robi Axiata Limited) can also get a lot of Robi and Airtel. Symphony, Walton and Maximus were among the top five smartphone products in terms of market share.

Exhibit 1: Bangladesh Smartphone Market Share – Q1 2019

Bangladesh Smartphone Shipment Market Share (%)	Q1 2018	Q1 2019
SAMSUNG	10%	22%
SYMPHONY	21%	16%
TRANSSION	12%	9%
WALTON	15%	9%
XIAOMI	4%	7%
OTHERS	38%	37%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

Source: Counterpoint Research Market Monitor

**Market summary:**

- Symphony is ranked second in the market share, with the decline in sales of the best-selling V98.
- Exports declined 19% QoQ but registered 2% growth of YoY.
- The US \$ 75-US \$ 100 price band has grown by 74% QoQ, driven by the Samsung Galaxy J2 Core.
- Transmission of phones with a 15.00-19.99-megapixel (MP) camera has increased by 203% QoQ, driven by Samsung models.
- Samsung Galaxy A30 holds 79% shipping share during this phase.
- Exports of devices with  $\geq 4$ GB of RAM increased by 76% QoQ. This was run by Samsung, which provided 62% of shipments at this stage.
- Exports of 64GB internal memory devices increased by 90% QoQ and 197% YoY, driven by Samsung models.
- Exports of 4001-5000mAh battery-powered devices with 88% QoQ, powered by vivo, OPPO, and Samsung

#### 4.5 Major Players:

A few years ago, the local Symphony brand controlled part of the volume with its low-end smartphones while Samsung took the lead. But now it's dying! Once it was the market leader in Bangladesh. Now in 2020, Symphony has 1.92% market share in Bangladesh. Decreasing from 2.866% last year. Symphony was really doing outstanding in Bangladesh, but in recent couple of years Symphony's market share fall extremely. It was for the sudden growth of Xiaomi and Realme in Bangladesh market. Symphony is continuously failing to bring quality full, customer oriented and value oriented mobile phones

### Mobile Phone Brands Market Share in Bangladesh

No.	Brand	Market Share
10	Lava	1.55%
9	Itel	1.62%
8	Nokia	1.9%
7	Symphony	1.92%
6	Apple	2.36%
5	Mobicel	4.29%
4	Oppo	5.85%
3	Huawei	10.4%
2	Xiaomi	16.02%
1	Samsung	33.09%

# **Chapter-5**

## Market Development Strategy

## **5.1 Business Model of Symphony:**

Symphony creates a brand-new era in Bangladesh's mobile industry; they make history of selling more than 6.5 mobile phones set across Bangladesh per year. Their business strategies are very successful and work well in taking over the mobile market share in Bangladesh, annually. Symphony is a product of a company called the Edison group. In the year, 2008 they started launching a product called Symphony. Their main business was moving over time; introduced mobile accessories and mobile app under the Symphony brand as a supporting business.

People have made a symphony on Bangladesh's leading brand. Four main reasons for the success of Symphony are given bellow:

- a) Providing High Quality smart phone.
- b) After sales service such as Guaranty-Warranty and customer care services.
- c) Offering a lower price in the market.
- d) Providing support products for mobiles.

## **5.2 Distribution Network and Channel:**

Symphony currently has around 120 distributors and more over 150 Brand Outlet around the Bangladesh. Additionally, Symphony has over 800 employees all over the Bangladesh and some are permanent and some are contractual. Their executives are partitioned into three gatherings engineer workers, the executive's workers and advertising workers. Designer representatives are two sorts first sort is that, who create or plan the versatile equipment framework and second sort build up the portable programming or application framework. The executives labor forces are for deal with their office, call focus, client care and dissemination the board framework. Advertising workers are for deals the board and advancement the executives.

### 5.3 Market Development Strategy:

Symphony initially takes various kinds of market development services. Some initiatives are internal and some initiatives are external.

#### A. Internal:

- a) Highlight Company's Overall Strategy.
- b) SWOT Analysis.
- c) Competitor Analysis

#### B. External:

- a) Identify their User.
- b) Perfect place of development.
- c) Decide go-to-market strategy.
- d) High quality product development.
- e) Collect Customer review.
- f) Market Audit and Development.
- g) Control the Dealer and Retailer for doing any malpractice.

#### A. Internal:

- a) **Highlight Company's Overall Strategy:** Edison company's general system incorporates their main goal, vision, objectives, and targets. Consider this a drawn-out technique, they need to build up a drawn-out system which causes them to coordinate the organization's general methodologies.
- b) **SWOT Analysis:**



❖ **Strength:**

- i. Strong vendor channel- Our sellers are significant expert and experience player inside the country.
- ii. Coverage Market- Directly covering 64 regions by 119 merchants who are covering 525 thana's.
- iii. Operationally Exclusivity- 112 out of 117 accomplices.
- iv. Everybody works inside the guidance of deals group and keeping up equivalent cost over the country which is momentous in BD.
- v. 119 Distribution managers are working with 40 ZSO's for quality distribution.

❖ **Opportunities:**

- i. Increasing demand and expansion to a new target segment- As innovation advances and PDAs get less expensive Symphony will draw in buyers and get Smart telephone clients to move up to Symphony.
- ii. Upgradeable- Symphony programming permits new energizing highlights to be gotten which exploit the touch screen capacity. Future forms will likewise be equipment upgradeable.
- iii. Partnerships- Symphony can work together with numerous incredible chief brands let cell phone to flood the market with Symphony, which diminishes costs in promoting and builds income through long haul arrangement bargains.

❖ **Weakness:**

- i) Brand Image- The Symphony brand isn't focused towards financial specialists and doesn't have a standing as being viable with the corporate world.
- ii) Price- Symphony doesn't yet offer lower estimated models for more cost cognizant customers.
- iii) User Interface- Touch screen interfaces experience the ill effects of the issue of "gorilla arm". \*\*\* [Gorilla arm is a side-effect that humans face when using touch screens for

long times as humans are not built to hold their arms at waist or head-height, making small and precise motions. After a short period of time, cramp may begin to set in, and arm movement becomes painful and clumsy. This is now considered a classic cautionary tale to human-factors designers.]

- iv) **Quality-** Recently Symphony handset developed their products quality like Multinational Brand Xiaomi, Oppo, Vivo, Samsung, Nokia.

➤ **Threats:**

- i) Increased rivalry- Smart telephones are simpler to make now like never before. More organizations may enter the market, and contenders or even Symphony contractual workers can move around licenses to make comparative gadgets.
- ii) Downward valuing pressure- The Symphony is showcased as a top-of-the-line smartphone; however, smartphone's costs are very likely going to fall when different organizations undercut the cost of Symphony.
- iii) Servicing- Symphony should increase hand set servicing gave.
- iv) Political Violence- Impact political brutality in Bangladesh for hand set Import and deals in nearby market.
- v) Competition (Palm)- Palm has the longest history in PDA market and has experience-creating programming for cell phones. It is additionally a notable brand for financial specialists. Existing programming is grounded and viable with numerous items for this market. The market knows about Palm items; huge exchanging costs are engaged with going to a Symphony. Palm can add numerous comparative abilities to their items that coordinate the Symphony and extend to a more extensive market through lower cost and higher-power items.
- vi) Competitor in Local Market- New coming rival in nearby market with low spending mobile handset dining like-Xiaomi, Walton, Realme, Samsung and so on is consider a danger for Symphony. Ensemble first discover the opponent rival in nearby market Samsung versatile.



Finding the circumstance for the business takes in extraordinary discernments for the chiefs. What more beneficial approach to look at the business climate that SWOT investigation? SWOT represents Strength, Weakness, Opportunity, and Threat. Strength and shortcoming are inner elements like incomes, asset pool, the aptitude of designers and so on While opportunity and danger are outer variables like rivalry, request and so on Dissect the capitals at the removal – cash, time, individuals and how they can use them viably.

### **C. Competitor Analysis:**

For any organization contender examination is most imperative instruments. In the event that the organizations can't separate themselves, at that point they won't have a potential for success against their rivals. They need to do an appropriate exploration on all the item that exist for a similar reason as theirs. This way an organization will understand what they are actually facing. The key experiences they need to record

**are:**

- a) What my rival is progressing admirably?
- b) What are the weaknesses of my rivals?
- c) What would they say they are not doing by any stretch of the imagination?

### **B. External:**

a. Identify their User:



When if any organization needs to build up their center item as a market chief, from the start, they need to distinguish their center use, who will purchase their item and spread the standing. It is vital and significant things to recognize the correct utilization of the specific item.

b. Decide go-to-market strategy:



A go-to-advertise technique (GTM) is the basic arrangement for focusing on the correct point with the correct deals and promoting strategy, so an organization can develop their business at the best movement. When effectively executed, the GTM technique will adjust all partners and make a course of events to affirm every partner meets the all-around characterized achievements and results, making a feasible way to advertise achievement. Edison organization make a GTM methodology for their new model cell phone with another component. Like AI triple camera, Finger lock, face lock and so on. Generally speaking, Symphony versatile set up the go-to-showcase techniques are utilized to make the accompanying advantages:

- i. A plainly characterized plan and heading for all partners.
- ii. Reduced time to showcase for items and administrations.
- iii. Increased odds of an effective item or administration dispatch.
- iv. Reduced probability of additional costs created by bombed item or administration dispatches.
- v. Enhanced capacity to respond to changes and client wants.
- vi. Improved the board of difficulties.

- vii. A set up way for development.
- viii. Ensured making of a compelling client experience.
- ix. Guaranteed administrative consistence.

**C. High quality product development:**

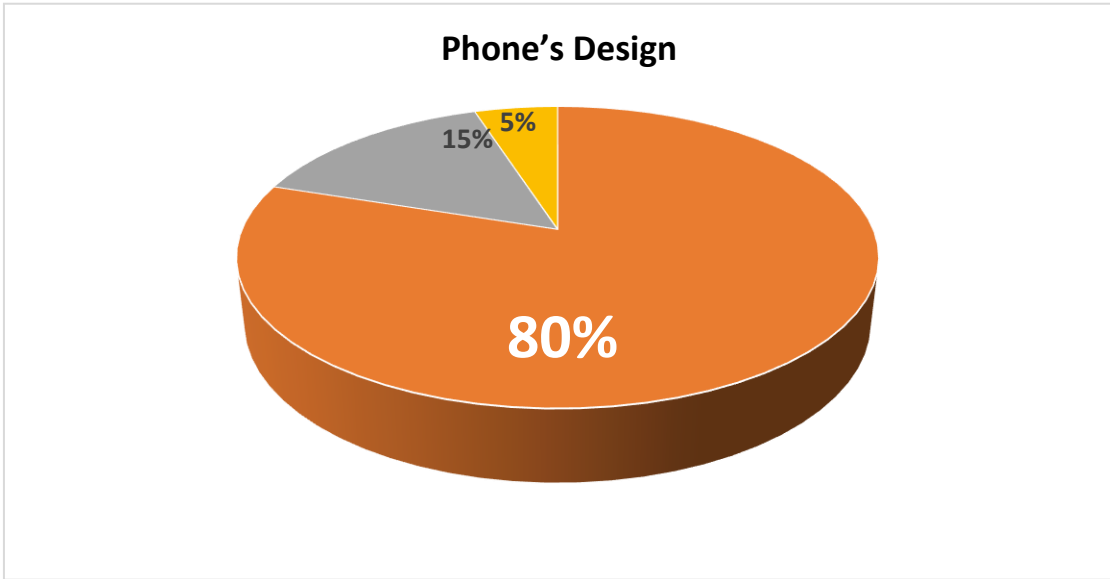
Symphony attempt to create some top-notch items with low reach spending plan. Since Symphony accept that quality item is more powerful than making a decent item. Item execution and client care are firmly connected in any quality program; the more prominent the regard for item quality underway, the less the requests on the client support activity to address resulting issues. Quality is basic to fulfilling the clients and holding their steadfastness so they keep on purchasing from Symphony later on. Quality items make a fundamental association to long-standing returns and benefit

**D. Collect Customer review:**

Symphony consistently attempt to build up their item as indicated by their client input. Along these lines, they gather client survey time to time. Directing normal consumer loyalty studies and test bunch meetings to follow client and noncustomer view of the nature of its own and its rivals' items and administrations. This is likewise a piece of market and retail review officials. Some examples are given bellow.

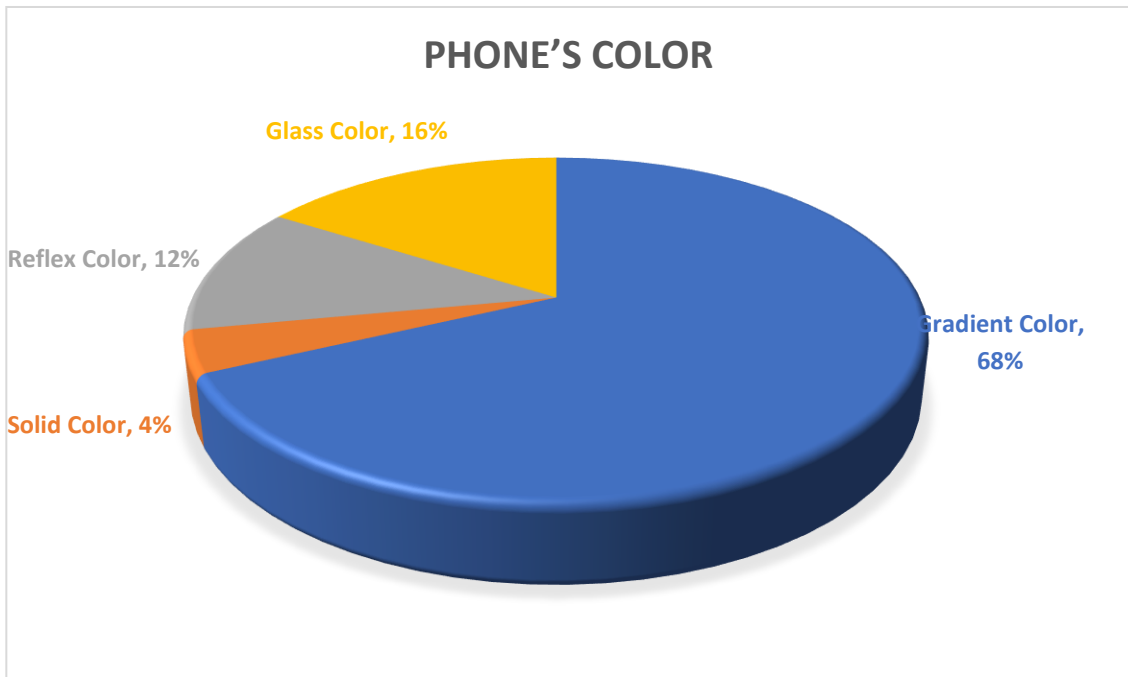
- Product design: Before launching the new product, Symphony always try to get feedback from their valuable customer.

Phone's Design	Yes	No	No Comments
Curved	80%	15%	5%



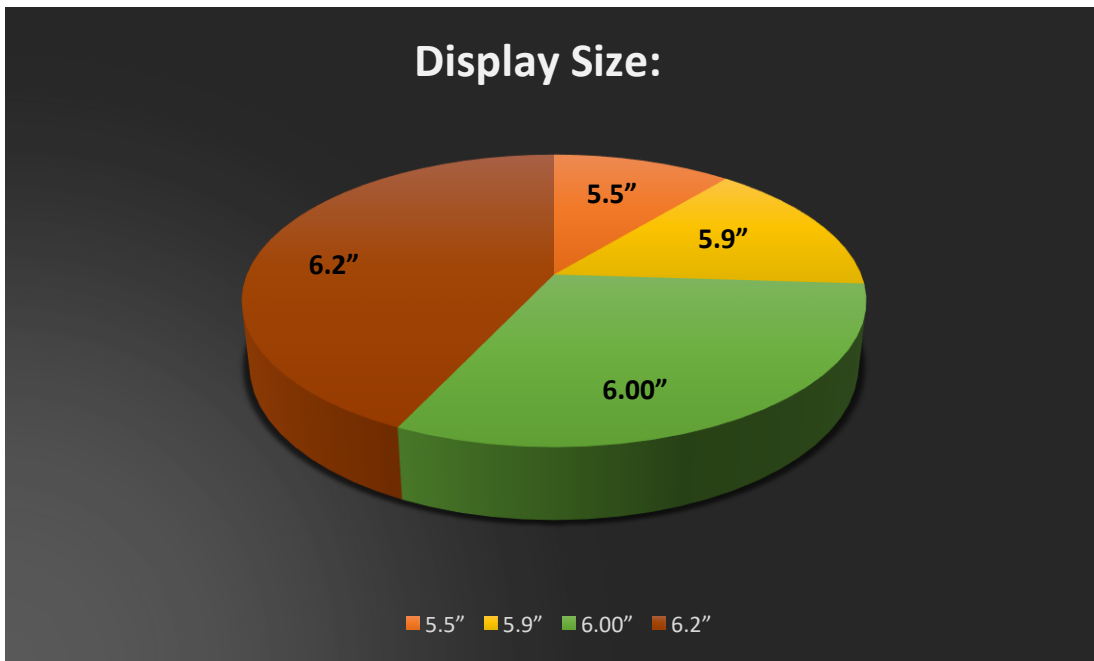
Phone's Color:

Gradient Color	Solid Color	Reflex Color	Glass Color
68%	4%	12%	16%



□ Display Size:

5.5"	5.9"	6.00"	6.2"
11%	15%	31%	43%



**E. Market Audit and Development:**

Market audit and development review is an exhaustive audit of the market audit plan, destinations, methodologies, and the current exercises being executed in orchestra's business. The objective is to perceive what's working and what isn't so the Symphony can recognize zones for development. A fruitful promoting review will help to the pinpoint market audit qualities and shortcomings, so Symphony can settle on strong choices about where to place the assets later on. There has different explanation behind making market review. Those are given bellow.

- i. Realign the marketing activities with goals: Symphony is so worried about executing the everyday duties of maintaining their business that it might dismiss the higher perspective and the business' drawn-out objectives. It tends to be hard to review why a particular marketing methodology was actualized or decide whether the business is executing it effectively. A marketing review

is an approach to make a stride back, re-visitation of the strategy and the advertising plan, and guarantee that the day-by-day exercises are executing support Symphony's business objectives.

- i. See What Isn't Working: A marketing audit review serves to the Symphony to investigate the entirety of the advertising exercises right now being executed while assessing if those exercises are effective. This is an opportunity to look with a goal eye, outfitted with realities and information accumulated from research. It's an occasion to settle on choice decisions on promoting zones where Symphony is disillusioning. At that point Symphony can settle on educated choices about how to improve exercises or utilize new strategies to make more noteworthy progress in marketing endeavors.
- ii. Gain Exposure to New Ideas and Different Strategies: A marketing audit needs a significant measure of examination just as outer components. Despite the fact that it may not be a chief purpose behind coordinating a review, the exploration cycle can be a splendid method to find novel plans to attempt in business. For instance, in exploration, Symphony may find that their opposition is accomplishing something that never considered doing. With a couple of changes to make the methodology their own, they can grow new market audit exercises that have huge potential.
- iii. Get In-Depth Insight into the Competition: Successful advertising requires an inside and out comprehension of a few elements, including the market, target crowd, and contender. An advertising review is an extraordinary method to discover that who is the enormous contender is. By investigating the qualities and shortcomings of the contenders, Symphony can improve the way that approach of crowd. Understanding what they're doing admirably will help the arrangement how to improve, so Symphony's business will ascend to the top.
- iv. Save Time and Money in the Long Run: Without this sort of daily checking, the organization might be unwittingly burning through their time and cash on market audit activities that are making lacking outcomes. Guiding a market audit review as often as possible assists with amplifying the advertising venture by serving to

the attention on exercises that turn out best for Symphony's business.

- v. Control the Dealer and Retailer for doing any malpractice: Symphony always try to run their business smoothly and hassle free. Symphony consistently attempt to run their activities easily and bother free. They attempt to keep a basic and practical business ground on the lookout. Thus, Symphony is very worry to do any negligence from the retailer and seller end. Market and Dealer review is helpful now. Market review office checked vendor's receipt, money notice, stock and so on for guaranteeing that they may not doing any unapproved selling and any breakdown.
- vi. Unauthorized selling and product cross territory: Many organizations do some unapproved selling for meet their selling objective. Be that as it may, it is anything but a decent practice for reasonable and since quite a while ago run business. Cross domain is another issue. It reasons for meet deals target and catch the market. Market review and seller review forestall the cross domain selling and serves to the vendor for spreading their business.
- vii. Analyze the Customer Journey diagram: Customer venture arranging is an inordinate strategy to imagine the client experience that underpins while producing impending advertising methodologies. A client venture plan is generally a degree of the client experience. It designs the stepping stools the client takes while engaging with an organization. The more follow realities the correspondence has the more intricate the arrangement may turn into.

**Its uses:**

- a. To classify the key communications the customer has with a company.
- b. To know the user's feelings, inspirations and expectations.
- c. To create a summary of the customer involvement.
- d. To classify opportunities to improve the customer experience.

## 5.4 How to work Market Audit and Development department:

- a. Visit points of various distributors on a regular interval and report to management about their performance. Symphony mobile have a regional market Audit department whose main task evaluate the dealer performance time to time.



- b. Inform management about inactive and irregular distributors. Every dealer's performance is important for the business growth. So, it's very much important to perform equally
- c. Ensure that distributors are not making misappropriations on product storage, stock maintenance, delivery management etc.
- d. Check and verify between stock register/report and physical stock. Check and verify order, sales, and delivery register.
- e. Random verification of distributors claims like: rebate claims, damage claims etc.
- f. Measure that whether or not promotional programs are implemented properly.
- g. Random verification of field forces about their memo, route chart, attendance, market relation, target achievement record etc.
- h. Prepare audit and control reports about market by collecting, & analyzing overall market.
- i. Verify market inclusion of concerned ASM/RSM/ZSM whether they visit those focuses consistently, stretch out appropriate headings to their particular colleagues, keep up great relations with the merchants and so on.





j. Check the all-merchandising materials are display correctly.



k. Perform other analytical jobs as given by management.

# **Chapter-6**

## Finding & Analysis

## **Symphony Journey to The Top:**

Within just two years of inception, Symphony achieved the market leader position and since 2011, the brand is holding the title for being the 'Number 1 handset brand' in Bangladesh till today. Even just a few years back, the mobile device industry was mostly driven by Nokia, a few other international players and a huge segment of illegally imported brand. Competitive pricing strategy, adaptation of cutting-edge innovation and the largest nationwide distribution of over 17,000 outlets have contributed behind the success of Symphony. At the moment, the brand holds 29% of total market share and 23% of the smartphone market share in the country. To offer the essence of the latest technological innovation at an economical price, Symphony has generally directed its communications towards the youngsters and the aspiring middle-income youth. Symphony has thereby positioned itself uniquely as the general people's local brand, a trait which even its international competitors cannot shake.

## **Symphony has Towards new possibilities:**

Symphony currently has its first assembling plant, a 57,000 sq. feet establishment at Ashulia, up and running already. Very recently, Bangladesh Hi-Tech Park Authority has facilitated Symphony by allocating another six acres of land at Gazipur for setting up the second plant.



## **Findings & Analysis:**

- Product quality not up to the mark, Symphony Mobile hardly need to develop product quality.
- Low brand visibility in market, Increase brand visibility in market.
- All low budget smartphone in market, need to drive high price segment product like 4GB+128GB / 6GB+128GB smartphone in market.
- Increase brand image in customer mind.
- Product box quality very down grade as compare with competitors brand packaging.
- Consumer promotion needed for customer engagement.
- Symphony has no Fan club group, create minimum 1 community group.

# **Chapter-7**

## Recommendation & Conclusion

## 7.1 Recommendation:

A portion of the market improvement methodologies needed to limit the shortcoming and keep away from dangers with the assistance of utilizing openings and strength. These are given here:

➤ **Improve Product Quality:**

Symphony has given the great quality mobiles previously yet they should zero in on improving their item quality in the event that they need to get current and dynamic market. The greater part of their items doesn't have that excellent presentation which we can see from their rival's item similar to Xiaomi, Itel, Vivo or Oppo. They ought to likewise improve their item includes. As they have prevailing to get an enormous market, they should now zero in on bringing more elite mobiles with better quality to get different sections into the market.

➤ **More Billboards:**

Symphony should rise the quantity of their boards as they have not many bulletins which are really less attractive. Along these lines, in the event that they need to make their advancement more viable, they should zero in on this fragment.

➤ **More TV Commercials:**

They should zero in additional on current TV advertisements and Web adds on the off chance that they need to make their special action more forceful. Their rivals as of now have various TV and web advertisements and still they are dispatching new ones to connect with the purchasers. Along these lines, to counter their rivals, they should concentrate more in TV and web advertisements.

➤ **Increase the Number of Service Center:**

Administration focus is essential to expand consumer loyalty through the huge number of customer care. Be that as it may, Symphony doesn't have a enough number of customer care or customer service center. Thus, they should expand their client place to give better their clients better insight and better assistance.

➤ **Training and Make Coordination:**

It is exceptionally fundamental to give the best possible preparing to make the root workers productive. On the hand, synchronization is likewise essential which is needed to make among developments to build deals and piece of the overall industry.

## **7.2 Conclusion:**

SB Tel Enterprise Ltd., first organization of EDISON Group begins its activity in versatile handsets business with the brand name Symphony. From the earliest starting point, they can comprehend the need of individuals and the individual's moderateness. Giving all the most recent component at extremely minimal effort, they can infiltrate the market effectively. They are offering both advanced cell and highlight telephone. It is matter of remarkable that the improvement of portable industry in Bangladesh is high. Moreover, Symphony gets the best brand grant threefold and just as maintains most noteworthy number of offers being a neighborhood brand. It will be an extraordinary test for them to keep up their image according to their client necessities as like today and acquiring piece of the overall industry. Therefore, they need to make a solid brand arranging and furthermore need to making important market advancement system and execute those methodology appropriately.

# Bibliography

## Books:

- (1) Philip Kotler, Marketing Management 15<sup>th</sup> Edition, Inc, USA,2016.
- (2) Philip Kotler, Principles of Marketing 13<sup>th</sup> Edition, Inc, USA,2005.

## References:

### Source:

1. <https://www.dhakatribune.com/bangladesh/2020/09/23/82-of-bangladesh-smartphone-demand-met-from-domestic-manufacturing>
- <https://www.counterpointresearch.com/smartphone-market-bangladesh-grew45-yoy-q1-2019/>
3. <https://www.symphony-mobile.com/lk/company-overview.php>
4. <https://www.symphony-mobile.com/about>
5. <https://gs.statcounter.com/vendor-market-share/mobile/bangladesh>
6. <https://www.symphony-mobile.com/products>