

Internship Report
on
Sales & Marketing Practices in the Bag Manufacturing
Industry: A Case Study on 4X Limited (4X Bags)

Submitted by

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Program: Bachelor of Business Administration (BBA)

Major: Marketing

Semester: Fall 2025

Submitted to

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Sonargaon University (SU)

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Date of Submission: January 03, 2026

Letter of Transmittal

January 03, 2026

To,

Shakila Yesmin

Lecturer

Department of Business Administration

Sonargaon University.

Subject: Submission of internship report on “Sales & Marketing Practices in the Bag Manufacturing Industry: A Case Study on 4X Limited (4X Bags)”

Dear Ma'am,

With due respect, I would like to inform you that it is indeed a great pleasure to have the opportunity for submitting the internship report according to your instructions entitled on "Sales & Marketing Practices in the Bag Manufacturing Industry: A Case Study on 4X Limited" which was assigned to me as a partial requirement for the completion of BBA program. Throughout the study I have tried the best to accommodate as much as information and relevant issues as possible and tried to followed the instructions that you have suggested. There might be some errors through oversight in the report, I sincerely apologies for such unintentional errors. I would be grateful to you if you kindly consider my unintentional mistakes.

I am grateful to you for your kind guidance and cooperation at every step of my endeavor during the preparation of this report. It would be a great help for if you kindly take some time to go through the report and evaluate this.

Sincerely Yours

Abdullah Al Noman

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Student's Declaration

This is Abdullah Al Noman, a student of Bachelor of Business Administration, ID No: BBA 2201025048 from Sonargaon University (SU) would like to solemnly declare that this internship report titled as "Sales & Marketing Practices in the Bag Manufacturing Industry: A Case Study on 4X Limited" has been authentically prepared by me under supervisor of Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University.

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.

Abdullah Al Noman
ID: BBA2201025048
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Letter of Authorization

This is to certify that Abdullah Al Noman ID: BBA2201025048, Department of Business Administration, has completed his internship report entitled as "Sales & Marketing Practices in the Bag Manufacturing Industry: A Case Study on 4X Limited" under my supervision as a part of partial requirement for obtaining Bachelor of Business Administration (BBA) degree in Marketing major. This report can be accepted for evaluation. To the best of my knowledge, the above mentioned work has been conducted by the student himself. Any option or suggestion made in this study are entirely that of the author of this internship report.

I wish him every success in life.

Shakila Yesmin

Lecturer

Department of Business Administration

Sonargaon University (SU).

Acknowledgement

Nothing can be accomplished alone. Without the help of the number of persons the success remains silent. I am very much fortunate to get the sincere guidance and supervision from a number of people. First of all, I am very much grateful of Almighty Allah who gave blessings, courage and ability to prepare this report.

I am very much grateful to Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University (SU) for guiding me to complete my internship report. I am also highly indebted to her for the scholarly and constructive suggestion, which was of much assistance to prepare this thesis paper on "Sales & Marketing Practices in the Bag Manufacturing Industry: A Case Study on 4X Limited". I am deeply grateful to all concerned persons who provide valuable guidance, suggestions and advice in collecting information, analyzing and preparing the internship report. I am particularly indebted to those whose efforts and cordial cooperation contributed significantly to the successful completion of this report.

I would like to thank all the employees of 4X Limited for the unconditional love and support they have shown to me. They always treat me as a member of their team.

I am also grateful to high officials and all the officials and staffs and officers, for their friendly behavior, heartiest cooperation and other services during my internship.

Executive Summary

This report is based on real field practices at 4X Limited, emphasizing Sales and Marketing practices in the bag manufacturing industry. In the rapidly growing consumer goods market of Bangladesh, effective sales and marketing strategies play a vital role in achieving business success. 4X Limited is one of the few Bangladeshi bag manufacturing companies with a clear vision to become a global brand. The company manufactures a wide range of products including school bags, backpacks, laptop bags, travel bags, cross body bags, waist bags, shoulder bags, and office bags. The company currently operates with 30+ machines across 2 production lines and produces over 400 bags daily, reaching 10,000+ bags monthly. With 60+ unique models and 150+ SKUs, 4X Limited serves both retail customers and corporate clients across 22 districts in Bangladesh through more than 100 retail partners. To ensure long-term marketing success, the company should focus on strengthening its Sales Force Management and Customer Relationship strategies. This includes training sales representatives, improving retail partner relationships, and creating strong brand awareness campaigns. The company should also establish a dedicated Market Research Unit to monitor customer preferences, competitor activities, and emerging trends in the bag industry. Furthermore, 4X Limited should invest more in digital marketing channels such as social media, e-commerce platforms, and online advertising to reach younger consumers. Building a strong online presence will help the company expand beyond its current retail network and attract customers from across Bangladesh and eventually international markets. By implementing these recommendations, 4X Limited can achieve sustainable brand growth, increase market share, and fulfill its vision of becoming Bangladesh's first truly global bag brand.

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List of Acronyms

Symbol/Abbreviation	Description
B2B	Business to Business
B2C	Business to Consumer
BBA	Bachelor of Business Administration
CBO	Chief Business Officer
CEO	Chief Executive Officer
COO	Chief Operating Officer
CCO	Chief Compliance Officer
CRM	Customer Relationship Management
KPI	Key Performance Indicator
MNE	Multinational Enterprise
ROI	Return on Investment
SKU	Stock Keeping Unit
SME	Small and Medium Enterprise
SU	Sonargaon University
SWOT	Strengths, Weaknesses, Opportunities, Threats
UI/UX	User Interface / User Experience
B2B	Business to Business
B2C	Business to Consumer
BBA	Bachelor of Business Administration
CBO	Chief Business Officer

Chapter One: Introduction

1.1 Introduction

In today's competitive business world, the bag manufacturing industry in Bangladesh is growing rapidly. Bags have become essential products for people of all ages – from school students to working professionals and travelers. As consumer needs continue to change, companies must adapt their sales and marketing strategies to reach customers effectively and build strong brand recognition.

4X Limited is a Bangladeshi bag manufacturing company that was founded with the vision of creating a world-class brand that represents "Made in Bangladesh" on the global stage. The company produces a wide variety of bags including school bags, backpacks, laptop bags, travel bags, crossbody bags, waist bags, shoulder bags, and office bags. With modern production facilities and a dedicated team, 4X Limited has positioned itself as a quality manufacturer serving both retail customers and corporate clients.

Sales and marketing management plays a crucial role in the success of any manufacturing business. For 4X Limited, effective marketing helps create brand awareness among potential customers, while strong sales strategies ensure that products reach the right markets at the right time. The company uses a combination of traditional and modern marketing approaches – including retail partnerships, corporate sales, and growing digital presence through social media platforms.

This internship report focuses on how 4X Limited manages its sales and marketing activities to achieve business growth. It explores the company's marketing strategies, sales channels, customer engagement methods, and the challenges faced in promoting a local bag brand in Bangladesh's competitive market. Through this study, I aim to understand the practical application of sales and marketing principles in a real manufacturing business environment and how these practices contribute to building a sustainable brand.

Understanding the sales and marketing practices of 4X Limited will provide valuable insights into how local manufacturers can compete with international brands, create customer loyalty, and expand their market presence. This knowledge will be beneficial for students, business professionals, and entrepreneurs who are interested in the manufacturing and retail sectors of Bangladesh.

1.2 Background of the Study

The bag manufacturing industry in Bangladesh has grown significantly in recent years. With increasing urbanization, rising education levels, and growing purchasing power, the demand for quality bags has expanded across different customer segments. Students need school bags and backpacks, professionals require laptop bags and office bags, and travelers look for durable travel bags and duffels. This growing market has created opportunities for local manufacturers to establish their brands and compete with imported products.

Traditionally, the Bangladeshi bag market has been dominated by imported brands and unorganized local manufacturers. Many consumers believed that foreign brands offered better quality and designs. However, this perception is gradually changing as local companies invest in modern production technology, quality materials, and professional marketing. Today, several Bangladeshi bag manufacturers are working to build strong brands that can compete with international products in terms of quality, design, and pricing.

4X Limited was established with the specific goal of creating a premium Bangladeshi bag brand. The company was founded by four friends who shared a common vision – to prove that Bangladesh can produce world-class bags that meet international standards. Starting with a small production setup, 4X Limited has grown into a company with 30+ machines, 2 production lines, and the capacity to produce over 10,000 bags monthly.

The company follows a business-to-business (B2B) focused approach, partnering with retail stores, educational institutions, and corporate clients to distribute its products. Currently, 4X Limited operates across 22 districts in Bangladesh through more than 100 retail partners. The company has also started building its presence on social media platforms like Facebook, Instagram, LinkedIn, and Pinterest to reach customers directly and build brand awareness.

In the competitive bag manufacturing industry, success depends heavily on effective sales and marketing management. Companies must understand customer needs, create attractive product designs, set competitive prices, build strong distribution networks, and communicate effectively with target audiences. For a relatively new brand like 4X Limited, these marketing challenges are particularly important as the company works to establish its identity and gain customer trust.

This study focuses on examining how 4X Limited manages its sales and marketing operations to achieve business growth in Bangladesh's evolving bag market. By analyzing the company's strategies, practices, and challenges, this report aims to provide insights into the practical aspects of marketing management in the local manufacturing sector.

1.3 Objectives of the Study

The main purpose of this study is to understand and analyze the sales and marketing management practices of 4X Limited and how these practices help the company achieve its business goals in the bag manufacturing industry of Bangladesh.

Main Objective:

- To analyze the sales and marketing management practices of 4X Limited and their impact on business performance and brand development.

Specific Objectives:

- To identify the major sales channels and marketing strategies used by 4X Limited to promote its products.
- To study how the company plans, implements, and monitors its sales and marketing activities.
- To examine the effectiveness of retail partnerships and B2B relationships in expanding market reach.
- To understand the challenges faced by the company in competing with established bag brands in Bangladesh.
- To explore how 4X Limited builds brand awareness and customer loyalty through its marketing efforts.
- To suggest possible improvements for enhancing the company's sales and marketing performance.

By achieving these objectives, this study will provide a comprehensive understanding of how a local bag manufacturing company manages its marketing operations and works toward becoming a recognized brand in Bangladesh's competitive market.

1.4 Methodology of the Study

The methodology explains how this research was conducted to understand the sales and marketing management practices of 4X Limited. It describes the sources of information, methods of data collection, and how the collected information was analyzed to prepare this report.

1.4.1 Nature of the Study

This study is mainly descriptive and analytical in nature. It focuses on observing, describing, and analyzing the existing sales and marketing practices at 4X Limited. The goal is to understand how the company uses different marketing strategies and sales techniques to achieve its business objectives.

1.4.2 Sources of Data

Both **primary** and **secondary** data have been used in this study.

Primary Data:

Primary information was collected directly from the company through the following methods:

- Personal observation during the internship period
- Informal interviews and discussions with the management team, sales staff, and marketing personnel
- Direct involvement in day-to-day sales and marketing activities
- Conversations with retail partners and corporate clients

The internship experience at 4X Limited provided firsthand knowledge about how the sales and marketing department operates and manages various activities.

Secondary Data:

Secondary information was gathered from the following sources:

- Company profile, brochures, and internal documents
- Official website and social media pages (Facebook, Instagram, LinkedIn, Pinterest)
- Sales reports, product catalogs, and marketing materials
- Industry reports and articles about the bag manufacturing sector in Bangladesh
- Academic journals, textbooks, and research papers on sales and marketing management
- Online resources and business publications

1.4.3 Data Collection Methods

The following methods were used to collect data for this study:

Direct Observation:

- Daily observation of sales and marketing activities at the company office and factory
- Monitoring how the team handles customer inquiries, retail partner communications, and corporate deals

Informal Interviews:

- Regular conversations with the Managing Director & CBO about sales strategies
- Discussions with the CEO and COO about business vision and operational challenges
- Talks with sales team members about their experiences with customers and market feedback.

Document Review:

- Analysis of company profile and product catalogs
- Study of sales data and market coverage information
- Review of promotional materials and brand communication.

1.5 Significance of the Study

This study holds importance for several reasons, making it valuable for different groups including students, business professionals, entrepreneurs, and the academic community interested in marketing management and Bangladesh's manufacturing sector.

- **Understanding Local Manufacturing Marketing Strategy**

This study provides insights into how a Bangladeshi manufacturing company builds its brand and markets its products in a competitive environment. Bangladesh is well-known for its garment industry, but other manufacturing sectors like bags, shoes, and accessories are still developing.

Understanding how local companies like 4X Limited approach marketing can help other manufacturers learn effective strategies for brand building and market expansion.

- **Practical Application of Marketing Theories**

For business students, this report serves as a bridge between classroom theories and real-world practice. Marketing concepts such as market segmentation, distribution channels, pricing strategies, brand positioning, and customer relationship management are discussed in textbooks, but this study shows how these concepts are actually applied in a real manufacturing business. This practical perspective helps students better understand how marketing works in Bangladesh's business environment.

- **Supporting Local Brand Development**

Bangladesh needs strong local brands that can compete with international products and eventually expand globally. This study documents the journey and efforts of 4X Limited in building a "Made in Bangladesh" brand. The challenges faced and strategies used by the company can serve as valuable lessons for other entrepreneurs who want to establish local brands in various product categories.

- **Industry-Specific Marketing Insights**

The bag manufacturing industry has unique characteristics – it serves multiple customer segments (students, professionals, travelers), deals with fashion and functionality, and faces strong competition from imported products. This study provides specific insights into how marketing works in this industry, which can be useful for anyone interested in entering or understanding the bag and accessories market in Bangladesh.

- **B2B Marketing Understanding**

4X Limited primarily follows a business-to-business (B2B) model, working with retail partners and corporate clients rather than selling directly to end consumers. This study explains how B2B marketing differs from business-to-consumer (B2C) marketing, how companies build relationships with retail partners, and how they manage corporate sales. This knowledge is valuable because B2B marketing is often less discussed in academic courses compared to consumer marketing.

- **Insights for Retail Partners**

Retail store owners who sell bags or are considering adding bag products to their inventory can benefit from this study. Understanding how manufacturers like 4X Limited support their retail partners, what kind of products are in demand, and how pricing and margins work can help retailers make better business decisions.

- **Guidance for New Entrepreneurs**

For aspiring entrepreneurs who want to start manufacturing businesses, this study provides realistic insights into the challenges and opportunities in the industry. It shows what it takes to build a brand

from scratch, how to approach marketing with limited resources, and what strategies can be effective in gaining market share.

- **Academic Contribution**

This report adds to the limited academic literature on Bangladesh's bag manufacturing industry. While there are many studies on the garment sector, research on other manufacturing industries is relatively scarce. This study can serve as a reference for future researchers interested in manufacturing marketing, local brand development, or industry-specific marketing practices.

- **Policy and Development Implications**

The study can be useful for policymakers and industry associations working to promote local manufacturing and brand development in Bangladesh. Understanding the marketing challenges faced by local manufacturers can help in designing better support policies, training programs, and promotional initiatives.

- **Personal Professional Development**

For me as an intern and marketing student, this study represents a significant learning opportunity. It has helped me develop practical skills in business analysis, marketing observation, report writing, and professional communication. The experience of working closely with company leadership and understanding business operations will be valuable throughout my career.

- **Encouraging "Made in Bangladesh" Pride**

Finally, this study contributes to the growing movement of taking pride in Bangladeshi products. By documenting how local companies are working to build quality brands, the study encourages consumers to consider locally-made products and supports the vision of making Bangladesh known for quality manufacturing, not just low-cost production.

In summary, this study is significant because it provides practical, industry-specific insights into sales and marketing management in Bangladesh's evolving manufacturing sector. It serves multiple purposes – educational, practical, and inspirational – making it valuable for a diverse audience interested in business, marketing, and local brand development.

1.6 Limitations of the Study

Every research study faces certain challenges and restrictions that may affect the depth and scope of analysis. This internship report on 4X Limited also encountered several limitations during its preparation. Understanding these limitations is important for properly interpreting the findings presented in this report.

➤ **Limited Time Period**

The internship duration was three months, which is a relatively short time to observe all aspects of sales and marketing activities. Many marketing strategies show results over longer periods, and seasonal variations in the bag business could not be fully captured. For example, school bag sales increase significantly before the start of the academic year, but this peak season was not observed during my internship period.

➤ **Access to Confidential Information**

Some important business information was confidential and could not be included in this report. This includes:

- Detailed sales figures and revenue data
- Specific profit margins and pricing calculations
- Confidential agreements with corporate clients
- Future expansion plans and strategic decisions
- Complete cost breakdowns and supplier information

This limitation prevented a deeper financial analysis of marketing effectiveness and return on investment (ROI) calculations.

➤ **Limited Geographic Coverage**

While 4X Limited operates across 22 districts through 100+ retail partners, most of my observations were made at the company's head office and factory in Dhaka. I had limited opportunities to visit retail stores in other districts or meet customers directly in different regions. This geographic limitation means the findings primarily reflect the Dhaka-based operations.

➤ **Limited Focus Area**

This study focused specifically on sales and marketing management practices. Other important business areas such as:

- Detailed production processes and quality control systems
- Financial management and accounting practices
- Supply chain and logistics management
- Human resource development and training programs

These areas were not covered in detail, even though they indirectly affect marketing success.

➤ **Lack of Competitor Analysis Data**

While the study mentions competition in the bag manufacturing industry, detailed comparative analysis with specific competitor brands was not possible due to lack of access to competitor information. A more comprehensive competitor analysis would have strengthened the findings.

➤ **New Company Status**

4X Limited is a relatively new company still building its brand presence. Long-term marketing results, customer retention rates, and brand loyalty measurements were not available for analysis. The company is still in its growth phase, so some marketing practices are evolving and may change in the future.

➤ **Language and Communication Barriers**

Some retail partners and customers primarily communicate in Bengali. While I am fluent in Bengali, translating certain business terms and concepts between English and Bengali for this academic report may have resulted in minor interpretation differences.

➤ **Rapidly Changing Market Conditions**

The bag manufacturing industry and consumer preferences change quickly due to fashion trends, economic conditions, and competitive activities. Marketing strategies that are effective today may need adjustment tomorrow. Some observations made during the internship period may become less relevant as market conditions evolve.

➤ **Personal Experience Level**

As an undergraduate intern with limited prior professional experience, my analysis and interpretations are based on entry-level understanding of business operations. More experienced researchers might identify additional insights or interpret findings differently.

Despite these limitations, sincere efforts were made to ensure the accuracy and reliability of all information presented in this report. The study provides valuable practical insights into sales and marketing management in Bangladesh's bag manufacturing industry based on real-world observations at 4X Limited.

Chapter Two: Organizational Overview

2.1 Background of the Company

4X Limited is a bag manufacturing company based in Dhaka, Bangladesh, dedicated to producing high-quality bags across multiple categories. The company operates with a clear vision to establish itself as Bangladesh's first truly global bag brand – a brand that not only serves domestic customers but also proudly represents "Made in Bangladesh" in international markets.

The company was founded with the mission to change the common perception that quality bags must be imported from China, India, or other countries. The founders believed that with proper investment in quality materials, modern production technology, skilled workforce, and professional management, Bangladesh could produce bags that match or exceed international quality standards while remaining affordable for local consumers.

4X Limited was established in 2024 by four friends who shared entrepreneurial passion and complementary skills. What started as a conversation among friends about business opportunities evolved into a concrete plan to build a manufacturing company focused on bags- a product category with growing demand across multiple customer segments in Bangladesh.

2.2 Brand Origin Story

The brand “4X” was founded by four friends who shared a common vision of building Bangladesh’s first global bag brand. The idea originated from discussions on the lack of internationally recognized Bangladeshi consumer brands despite the country’s strong manufacturing capabilities.

The name “4X” represents the four founders and symbolizes the multiplication of their combined skills and strengths. From the beginning, the founders emphasized long-term growth, quality manufacturing, and brand development rather than short-term profit.

The Name "4X":

The company name "4X" was chosen deliberately:

- "4" represents the four founders and their friendship
- "X" represents the multiplication factor – the idea that together, they could multiply their individual capabilities
- The name also suggests "4 times" – implying superior performance and quality
- Short, memorable, and easy to brand internationally

The name reflects the core belief that collaboration and friendship can multiply individual strengths to create something greater than the sum of parts.

The "Made in Bangladesh" Mission:

From the very beginning, the founders were clear that they weren't just starting another bag manufacturing business. Their mission was bigger: to create a brand that would make Bangladeshis proud and show the world that Bangladesh can produce quality branded products, not just manufacture for foreign brands.

This mission was deeply personal to all four founders. They had seen Bangladesh's manufacturing capabilities while working in various industries, and they believed the country deserved recognition beyond being a "cheap manufacturing destination."

2.3 Vision and Mission

Vision of 4X Limited

- Become Bangladesh's first truly global bag brand
- Serve millions of customers across the country
- Represent Bangladesh internationally with the "Made in Bangladesh" label
- Lead with high-quality products meeting global standards
- Inspire a pioneering and ambitious culture within the company

Mission of 4X Limited

- Deliver high-quality, durable bags with consistent quality control
- Keep products affordable and value-driven for Bangladeshi consumers
- Serve diverse bag categories: school, professional, travel, fashion, and specialized use
- Build a reliable B2B ecosystem with retailers and corporate clients
- Drive continuous innovation in design, materials, and functionality
- Achieve international standards and promote "Made in Bangladesh" globally

2.4 Business and Operations – 4X Limited

Business Model:

- Integrated manufacturing + marketing, primarily B2B, selective B2C
- **Revenue channels:**
 - Retail partnerships (100+ stores in 22 districts)
 - Corporate bulk orders (schools, corporates, events)
 - Direct consumer engagement via social media and e-commerce

Manufacturing & Production:

- Factory in Badda, Dhaka; organized workflow: materials → cutting → sewing → quality → packaging
- Daily capacity: 400+ bags, scalable with additional shifts
- In-house design and innovation for trends, functionality, and corporate customization

Quality Assurance:

- Premium materials (durable fabrics, zippers, buckles)
- Multi-stage quality control and feedback-driven improvement

Retail & Corporate Operations:

- Partner recruitment, training, marketing support, and sales monitoring
- Corporate sales with bulk pricing, branding, and long-term relationship building

Supply Chain & Technology:

- Multiple suppliers, inventory management, logistics support
- Current: production machines, basic inventory, digital communication
- Future: ERP, CRM, e-commerce, data analytics

Sustainability:

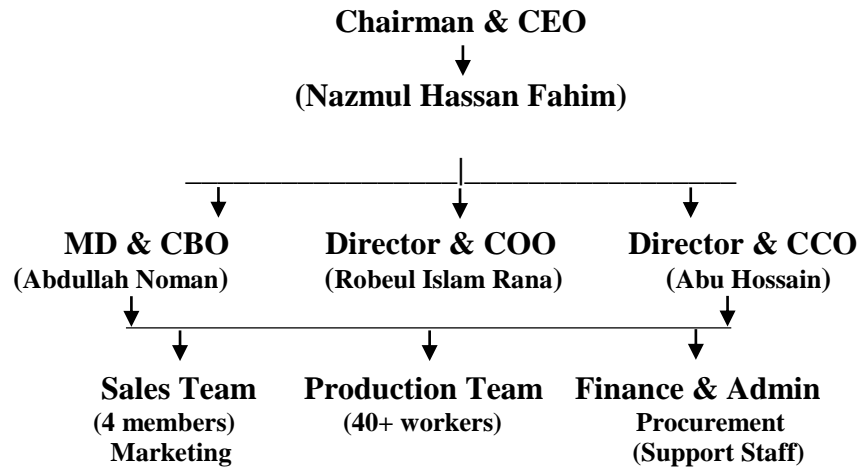
- Waste reduction, durable products, local employment, ethical labor practices

Growth Strategy:

- **Short-term:** Expand districts, product variety, e-commerce, capacity
- **Medium-term:** Regional expansion, premium lines, brand recognition
- **Long-term:** Global expansion, leading Bangladeshi bag brand, new product categories

2.5 Organizational Structure

4X Limited follows a functional organizational structure that ensures clear authority, accountability, and smooth coordination.



2.6 SWOT Analysis

Strengths

- Strong manufacturing capability
- Competitive pricing with good quality
- Skilled workforce

Weaknesses

- Limited brand awareness
- Dependence on wholesale channels

Opportunities

- Growing domestic demand
- Expansion into e-commerce
- Export potential

Threats

- Imported brands
- Intense market competition
- Price sensitivity

2.7 Corporate Clients

4X Limited supplies bags to schools, colleges, corporate organizations, and institutions for bulk orders. The company offers customization and branding services for corporate clients, helping to build long-term business relationships. Major clients are-

- Brac
- Friendship
- Islamic Relief
- DBL Group
- Squire Group
- Brac University
- Rajshahi University
- Ancor cement

Chapter Three: Internship Position & Duties

3.1 Internship position and duties learning point

Internship Position

Position Title: Sales Executive at 4X Limited (4X Bags)

Department: Sales & Marketing

Duration: 6 Months

Reporting To: CEO

Work Type: Hybrid (Head Office in Dhaka)

Internship Objectives:

- Gain practical experience in sales, marketing, and retail operations for bag manufacturing.
- Support brand visibility, retailer engagement, and customer acquisition campaigns.
- Learn B2B and B2C marketing strategies in the bag industry.

3.2 Duties Performed

- Managed social media accounts (Facebook, Instagram) to promote 4X Bags.
- Coordinated with retail partners to ensure proper stock and display.
- Created promotional content for seasonal campaigns (e.g., school season, Eid, New Year).
- Assisted in bulk order management for corporate clients and schools.
- Conducted competitor research to benchmark pricing, designs, and promotions.
- Prepared weekly performance reports on sales trends, customer inquiries, and retail feedback.
- Supported team brainstorming sessions for new bag designs and seasonal collections.

3.3 Difficulties Faced during Internship

- Adjusting to Fast-Paced Retail & Manufacturing Environment
- Limited Experience with B2B Sales Practices
- Coordination Challenges with Design & Production Teams
- Data Interpretation for Sales & Marketing Reports
- Time Management across Multiple Responsibilities

3.4 Learning Outcomes

- Improved communication and coordination skills.
- Learned real-world sales & marketing application in a manufacturing context.
- Developed problem-solving, planning, and teamwork capabilities.
- Learned the importance of consistent brand communication, product quality, and customer engagement.
- Gained practical insights into retail marketing, B2B sales, and social media strategy in the bag manufacturing sector.

Chapter Four: Analysis & Findings

4.1 Major Finding

- 4X Limited holds a stable position in the bag manufacturing industry by focusing on affordable, mid-range products that meet the needs of school, travel, and casual users.
- The company offers a wide variety of bags with greater emphasis on durability and functionality rather than premium design or customization.
- Pricing at 4X Limited is mainly cost-based and competitive, allowing the company to attract price-sensitive customers and retailers.
- Sales distribution is largely dependent on traditional channels such as wholesalers and retailers, with limited involvement in online platforms.
- Promotional activities rely heavily on offline marketing tools, while digital and social media marketing remain underutilized.
- Sales performance is driven primarily by strong dealer relationships, regular market visits by sales representatives, and incentive-based motivation.
- Customer relationship management is informal and relationship-based, lacking structured systems or digital record-keeping.
- The bag manufacturing market is highly competitive, where 4X Limited competes mainly through price advantages and product availability.
- The company faces challenges such as rising raw material costs, limited brand visibility, and dependence on intermediaries.
- There are significant opportunities for 4X Limited to grow by adopting digital marketing, expanding online sales, and strengthening brand positioning.

Chapter Five: Recommendations & Conclusion

5.1 Recommendations

The following recommendations can help the company to improve its digital reach, engagement, and long-term business impact.

- 4X Limited should strengthen its brand positioning by investing in consistent and targeted promotional activities to improve brand visibility and customer awareness.
- The company should gradually expand into digital marketing and social media platforms to reach younger customers and compete with digitally active brands.
- Introducing online sales channels and partnerships with e-commerce platforms would help reduce dependence on traditional distributors and increase direct customer reach.
- 4X Limited should consider developing a premium or semi-premium product line with improved design and limited customization to attract higher-value customers.
- Implementing a structured customer relationship management (CRM) system would help the company track dealer performance, customer feedback, and sales trends more effectively.
- The company should conduct regular market research to understand changing consumer preferences, competitor strategies, and emerging fashion trends in the bag industry.
- To address rising raw material costs, 4X Limited should explore cost optimization strategies, alternative suppliers, and efficient inventory management practices.
- Sales training programs and performance-based incentives should be enhanced to further improve the effectiveness and motivation of the sales force.
- Strengthening long-term relationships with key distributors and retailers through loyalty programs and exclusive offers can help maintain competitive advantage.
- A clear long-term marketing and sales strategy should be developed to ensure sustainable growth and improved market competitiveness.

5.2 Conclusion

The study on Sales and Marketing Practices in the Bag Manufacturing Industry with reference to 4X Limited reveals that the company has established a stable market position by offering affordable, durable, and functional products that meet the needs of price-sensitive customers. The findings indicate that 4X Limited relies heavily on traditional sales and distribution channels, supported by strong dealer relationships and cost-competitive pricing strategies.

However, limited use of digital marketing, informal customer relationship management, and low brand visibility restrict the company's growth potential in an increasingly competitive market. Despite these challenges, significant opportunities exist for 4X Limited to enhance its market performance through digital transformation, improved branding, structured CRM systems, and product diversification. Overall, with strategic improvements in sales and marketing practices, 4X Limited can strengthen its competitive position and achieve sustainable growth in the bag manufacturing industry.

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