

B2B Marketing Mix Impact On Asia Pacific Region

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Abstracts: Business to business marketing primarily refers to trade dealings between two businesses. This business can be between manufacturers and wholesalers or between wholesaler and retailers. Business-to-business marketing is currently one of the fastest-growing areas of marketing in Asia Pacific region as well as all over the world. As technology brings more businesses together, companies are beginning to court each other far more aggressively. Business-to-business marketers target only other companies; they have significantly more targeted businesses than customer marketers. Even when marketing vary specific products for a fairly small subset of individuals, the latter type of marketer has a far larger audience than the former. However, b2b transaction is growing in Asia Pacific region very rapidly. Especially it's transaction through internet is noticeable; it is higher than the past situation. The marketing mix of b2b is very much different than consumer marketing. In marketing mix you have to understand the cross-culture issue for any product. When you are going to segment your b2b market, you have to understand the several type's b2b buyer's nature and mind. Target market segmentation is especially important in B2B markets, as there is often little to differentiate one product from another. Future of B2b is promising but there are some ongoing and upcoming challenges. But if we could overcome them, B2b will remain the ultimate form of trade transactions as current and future prediction.

Index Terms: Principle of b2b, characteristics of b2b, supply chain of b2b, b2b transaction through internet, b2b impact on Asia Pacific region, Marketing mix for b2b, b2b market segmentation for Asia Pacific region, target market segmentation of b2b.

1. INTRODUCTION

BUSINESSmarketing is the practice of organizations facilitating the sale of their products or services to other companies or organizations. Electronic components shops in Guangzhou, China. There is a whole area mostly taken over by these shops that supply local companies that assemble various electronic products. Business marketing is the practice of individuals, or organizations, including commercial businesses, governments and institutions, facilitating the sale of their products or services to other companies or organizations that in turn resell them, use them as components in products or services they offer, or use them to support their operations. Also known as industrial marketing, business marketing is also called business-to-business marketing, or B2B marketing, for short. [1] In the broadest sense, the practice of one purveyor of goods doing trade with another is as old as commerce itself. As a niche in the field of marketing as we know it today, however, its history is more recent. Business markets have a derived demand. This means that a demand in business markets exists only because of another demand somewhere in The consumer market. In other words, business markets do not exist in isolation. For example, the demand for restaurant furniture is based on the consumer demand for more restaurants.[1] However, its history is more recent.

In his introduction to Fundamentals of Business Marketing Research, J. David Lichtenthal, professor of marketing at the City University of New York's Zicklin School of Business, notes that industrial marketing has been around since the mid-19th century, although the bulk of research on the discipline of business marketing has come about in the last 25 years. Morris, Pitt and Honeycutt, 2001, point out that for many years business marketing took a back seat to consumer marketing, which entailed providers of goods or services selling directly to households through mass media and retail channels. This began to change in middle to late 1970s. A variety of academic periodicals, such as the Journal of Business-to-Business Marketing and the Journal of Business & Industrial Marketing, now publish studies on the subject regularly, and professional conferences on business-to-business marketing are held every year. What's more, business marketing courses are commonplace at many universities today. In fact, Dwyer and Tanner (2006) point out that more marketing majors begin their careers in business marketing today than in consumer marketing. For example, Hero Honda was actually two companies. Hero was Indian Bicycle Company and Honda was a Japanese Motor Cycle company. In 1980's Honda wanted to launch their business in India. But they were not well known in Indian Market. They had no reputation and goodwill here. That is why it was not easy to launch the business because it was risky of losing big amount of money. Here in India Hero was the no.1 Bicycle Company. They had reputation in Indian market. So they made a deal. Hero gave the goodwill to Honda and Honda gave quality products to Hero. This is B2B marketing. [7] Key point about B to B is,

- Relationship driven
- Maximize the value of the relationship
- Small, focused target market
- Multi-step buying process, longer sales cycle
- Brand identity created on personal relationship
- Educational and awareness building activities
- Rational buying decision based on business value

Although the goal of B2B marketing is to convert prospects into customers, the process is longer and more involved. A B2B company needs to focus on relationship building and communication using marketing activities that generate leads that can be nurtured during the sales cycle. B2B companies

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use marketing to educate various players in the target audience because the decision to purchase is usually a multi-step process involving more than one person.[2]

2. SOME CHARACTERISTICS OF B2B

2.1 B2B Buyers Are Longer-Term Buyers

The long-term products and services required by businesses are more likely to require service back-up from the supplier than is the case in consumer markets. A computer network, a new item of machinery, a photocopier or a fleet of vehicles usually require far more extensive after sales service than a house or the single vehicle purchased by a consumer. Businesses’ repeat purchases (machine parts, office consumables, for example) will also require ongoing expertise and services in terms of delivery, implementation/installation advice etc. that are less likely to be demanded by consumers. [3] For example, 1.China import oil from Russia, Sudan, Iran, and Saudi Arabia and become a long time buyer. [4] 2. Alibaba is the world's largest B2B marketplace, providing global trade services for importers and exporters. There are more than 200 countries and territories represented on Alibaba with local companies supplying a wide range of products and services. In Asia pacific countries such as Australia, Indonesia, New Zealand, Thailand, China, Iran, Pakistan, Taiwan, Hong Kong, Japan, Philippines, South Korea, India, Malaysia, Singapore and VietnamAlibaba doing B2B business from a long time.

2.2 Personal Relationships Are More Important In B2B Markets

An important distinguishing feature of business-to-business markets is the importance of the personal relationship. The importance of personal relationships is particularly pronounced in emerging markets such as China and Russia, which have little culture of free information, historic quality problems with local suppliers, and – in markets where the concept of branding is still emerging – little other than their trust in the salesperson on which they can judge the provenance of the product or service they are buying. [3] For example,SMEDA (smeda.org.pk) - Small and Medium Enterprise Development Authority.That focus of the SME (small and medium enterprise) sector for prompting B2B personal relationship.The Small and Medium Enterprise Development Authority, SMEDA was established in October 1998 to take on the challenge of developing and increase the relationship among Small & Medium Enterprises (SMEs) B2B business in Pakistan. SMEDA is relatively a new organization with a futuristic structure and focus on providing business development services to small and medium enterprises. SMEDA is not only an SME policy-advisory body for the government of Pakistan but also acts as a one-stop-shop for its SME clients

2.3 Business Transaction

Business-to-Business (B2B) marketing describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. B2B transactions often involve a large sum of money, and so are often longer processes than a simple business-to-consumer transaction. Trade shows are popular ways for companies to engage each other in doing business and are an important part of B2B selling. [5] Trade shows are a common way to conduct B2B transactions. When you are

involved in B2B marketing, it means that you own a business and you want to sell your products to other businesses, rather than selling them to the end user. [6] For example, Adcom make ads for Robi mobile network in Bangladesh. Their Last Campaign was Dosh-Premik. Robi giving ads order to Adcom ltd and they making ads from them. Business to business refers to business that is conducted between companies, rather than between a company and individual consumers. This is in contrast to business to consumer (B2C) and business to government (B2G). [8]



Figure 1 – B2B marketing

For example,Metal-junction and Tata steel become a joint venture of the steel Authority of India and has become a largest e-marketing for steel in the world, selling about 15000 tons of steel per month on an average and is patronized by 5400 steel buyers.

3. SUPPLY CHAIN OF B2B BUSINESS

A typical supply chain involves multiple business to business transactions, as companies purchase components and other raw materials for use in its manufacturing processes. The finished product can then be sold to individuals via business to consumer transactions. [4] Take the example of the simple shirts that we buy. They do not reach your destination in the shops by accident. There is a value chain of huge complexity that begins with cotton or some other fiber that must then be woven into cloth, which in turn is machined into a garment, packed and distributed through various levels until finally we pick it from the shelf. This is illustrated in the diagram below. Businesses sell cotton to merchants who sell it to spinners who sell it to weavers who sell it to garment makers and so on. None of the businesses buy the products for pure indulgence. They buy them with the ultimate aim of adding value in order that they can move the products down the chain until they finally reach us, the general public. [3]

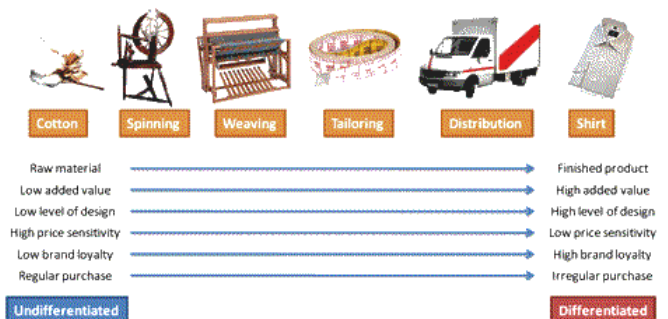


Figure 2 - The Chain of Derived Demand

Marketing is therefore about meeting the needs of other businesses, though ultimately the demand for the products made by these businesses is likely to be driven by consumers in their homes. [3]

3.1 Distribution Channels-B2B goods

Most producers use intermediaries to bring their products to market. They try to develop a distribution channel (marketing channel) to do this. A distribution channel is a set of interdependent organizations that help make a product available for use or consumption by the consumer or business user. Channel intermediaries are firms or individuals such as wholesalers, agents, brokers, or retailers who help move a product from the producer to the consumer or business user. A company's channel decisions directly affect every other marketing decision. Place decisions, for example, affect pricing. Marketers that distribute products through mass merchandisers such as Wal-Mart will have different pricing objectives and strategies than will those that sell to specialty stores. Distribution decisions can sometimes give a product a distinct position in the market. The choice of retailers and other intermediaries is strongly tied to the product itself. Manufacturers select mass merchandisers to sell mid-price-range products while they distribute top-of-the-line products through high-end department and specialty stores. The firm's sales force and communications decisions depend on how much persuasion, training, motivation, and support its channel partners need. Whether a company develops or acquires certain new products may depend on how well those products fit the capabilities of its channel members. Some companies pay too little attention to their distribution channels. Others, such as FedEx, Dell Computer, and Charles Schwab have used imaginative distribution systems to gain a competitive advantage. [9]

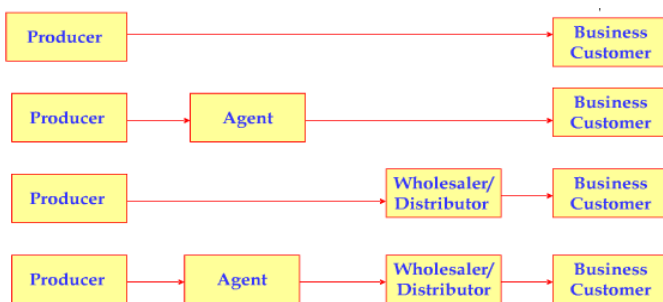


Figure 3 – Distribution Channels-B2B goods

4. Some Transaction That's Driving Growth In B2b Marketing

Technology is changing at an unprecedented pace, and these changes are speeding up the pace of new product and service development. A large part of that has to do with the Internet. Technology and business strategy go hand in hand. Both are correlated. While technology supports forming organization strategy, the business strategy is also helpful in technology development. For example, at present social network (Facebook, LinkedIn, and twitter) b2b are heavily growing. If your company makes software and you want to show it to the Microsoft then you can easily do this by internet, social network.

4.1 B2B transaction through the internet

Businesses to business or electronic commerce (e-commerce) transaction through the internet are gaining increasing in the Asia Pacific region. One of the key drivers of e-commerce is the penetration of internet usage. All the Asia Pacific region countries are registering a rapid growth of internet usage, although the number of penetration and the number of users vary in each country. [10] According to estimate, in Bangladesh there are 8,054,190 about (8million) internet users and a penetration level of 5.0% of the population. Pakistan has a higher level of internet penetration 15.3% with about 29,128,970 (29.1) million users and Sri Lanka has an estimated population of 3,222,200 (3.2) million users and a penetration level of 15.0% of the population. India, on the other hand, has an internet penetration of 11.4% of the population with an estimated 137,000,000 (137) million internet users. [24] This information gives a clear picture about the future of B2B marketing through internet. Doing marketing in Internet is becomes very effective. Even it is not just a place for marketing, now in Asia b2b transaction through the internet is increasing because it is very much cost effective. For Example, IndiaMART.com is India's largest online B2B marketplace for Small & Medium Size Businesses, connecting global buyers with suppliers. The company offers a platform & tools to over 1.2 million suppliers to generate business leads from over 6.5 million buyers, who use the platform to find reliable & competitive suppliers.

5. B2B IMPACT ON ASIA PACIFIC REGION

B2B market is to help other business. There is less relation with customer. That's why you have to give all the facilities that other business need. So you should know that what actually a buyer or other business need. As they have to fulfill the promises that they give to their customers, so they need speed delivery, good quality and low price. For example, Pepsi-Cola commonly called Pepsi, is a soft drink produced & manufactured by PepsiCo. It is sold worldwide in stores, restaurants and vending machines. Pepsi gained popularity following the introduction in 1934 of a 12ounce bottle. Initially priced at 10 cents, sales were slow, but when the price was slashed to 5 cents picked up. PepsiCo gained entry to India by creating a joint venture with the Punjab government owned Punjab Agora Industrial Corporation (PAIC) and Voltas India Limited. This joint venture marked and sold Lehar Pepsi until 1991 when the use of foreign brand was allowed: Pepsi bought out its partners & ended the Joint venture in 1994. The strategy used for Pepsi is one of communication Adaptation & product Extension. Product Extension manifests itself in the form of Pepsi being marketed in US and Europeans as a side drink to go with pizza or lunches, In East Asia it is associated with being hip and cool and thus there is the use of local pop and sports stars. In India Pepsi is marketed more in terms of being a thirst quencher and being a drink that provides a lot of fizz. The advertising in East Asia India is always in the local languages. In India, Sachin Tendulkar, Amitabh Bachchan and Sharukh Khan have endorsed Pepsi. This is an approach that East Asian consumers appreciate and respond to. There is also the movement towards standardization of advertising by using celebrities that are recognizable worldwide such as soccer stars and Hollywood actors. There is also a use of personal selling across all the four markets but this is not so prevalent except for in the use of new product that are introduced in market. Pepsi also provides 26 sponsorship to

cricket team of Pakistan and sponsors major cricket tournaments in the sub continents. Sales promotions are used across the 4 markets but there is the major prevalent scheme of —Pepsi Stuff. Pepsi Stuff refers to a landmark marketing strategy and global integrated campaign launched by PepsiCo, first in North America and then around the world, in the 1990s and continuing into the 2000s featuring merchandise that could be purchased with Pepsi Points. There are two way to acquire Pepsi Point:

- Collect Points from specially marked Pepsi packages and fountain cups.
- Purchase supplemental Points on the Pepsi Points redemption order form, for 10cents per Point. This sales promotion scheme though is more prevalent in North America [11] [26]

6. MARKETING MIX FOR B2B

The term “marketing mix” Was started in the 1940s; James Culliton described the position of marketing manager as someone who is a “mixer of ingredients.” More than a decade later, Neil H. Borden published an article The Concept of the Marketing Mix, which was an adaptation of James Culliton’s original theory, who in 1948 described the role of the marketing manager as a “mixer of ingredients”; one who sometimes follows recipes prepared by others, sometimes prepares his own recipe as he goes along, sometimes adapts a recipe from immediately available ingredients, and at other times invents new ingredients no one else has tried. The marketing mix included product pricing, planning, branding, distribution channels, advertising, promotions, personal selling, packaging, display, servicing, physical handling, and fact finding and analysis. It wasn’t until E. Jerome McCarthy grouped each aspect into four categories, or the 4 P’s of marketing. [12][13][25]

6.1 MARKETING FOUR P (4P) FOR B2B BUSINESS

6.1.1 Product (or Service)

Buyers are always looking for good product or those products in which have no fault. To get the business buyer and to have a long relation with the company must provide the product correspondent with the sample or description they want. Those who produced consumer product they have to change their product in shape, color, qualities and so on. On the other hand those who produced industrial product they can only make any change in color, size, qualities and so on based on how their buyer want. There has been a huge growth in the packaging of consumer products in recent years, as marketers seek not only to protect and preserve their products, but also to use the packaging as a vehicle through which aspirations and desires are transmitted to the customer. Consumers being less rational than business-to-business buyers, this approach has proved enormously successful at adding perceived value to products. The implications for business-to-business marketers are clear – packaging, like product, plays a primarily functional role. Resources are far better directed towards developing relationships and expertise. [3] If the product isn’t being sold successfully elsewhere or is only being sold successfully by companies with a very different company profile from yours you need to make a realistic assessment of the extra marketing and sales costs that are likely to be incurred before your new product can become profitable. You also need to carry out some “consultative research” with your

existing customers to find out whether they would buy your new product. If they wouldn’t, you need to understand why. [14] For example, Chanel fashion house cannot lunch those women dresses in Bangladesh such dresses they lunched in America. Because Bangladeshi people are more conservatives and they don’t ware open dresses.

6.1.2 Pricing

In business market you have to know how to structure your pricing and payment terms well. Here you have to pay premium price more frequently than the consumer market. This premium price would particularly achievable if you will able to support it with a strong brand. If you are doing b2b and your customer are only industrial or business customer or buyers than you have to be very careful about the price. In b2c you have to consider per unit price. The price needs to make comfortable to the target customer because they will buy few at a time. For example mobile, cloth, car and so on. But in the case of b2b in general there is no bargaining of unit price. Buyers are buying a mass unit of product so they always want special offers in price. For example, Bangladesh Mashroom firm buy plastic neck, plastic paper, rubber at a large bulk every month from where they get at cheapest rate. If your product is consumer product than you have to have a good strategy for both customers and business buyers. For example Bangladeshi brand Speed energy drink offering a fixed price per unit for the customers For example, Tata Motors, maker of the world’s cheapest car, is turning to China to buy auto-parts unavailable in India. Because, china offering them auto-parts in very cheapest rate. Chairman Ratan Tata said. The maker of trucks, sedans and utility vehicles may benefit from “unbelievable” prices at Chinese component makers. [15] While developing your B2B pricing strategy, it is important to remember that there is an implicit relationship between price, value and volume. In developing your pricing strategy, it is also essential to recognize the dynamic market relationships between price, perceived value and volume, or quantity. [16]

6.1.3 Place (Sales and Distribution)

It could be very critical in the business market about the importance of knowledgeable, experienced and effective direct sales force. But if you want to be successful, your success is highly depending on their success. You have to look after the distributors. Because they do invest in your product, buy it from the company. They place your product in the right place. That’s why they are exclusive for the company. What you have to do is to give them the right direction about the placement of the product. There are some differences between b2b distributions for industrial product and consumer product. Industrial product means product means producers produced those product which are only used by the other product or being a part of a product. And those product finally used by the consumer.

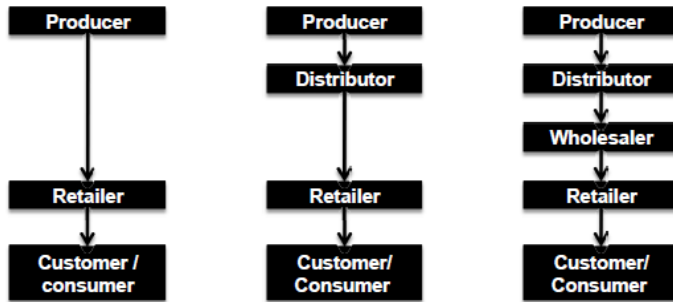


Figure 1 – B2B distribution for consumer product^[17]

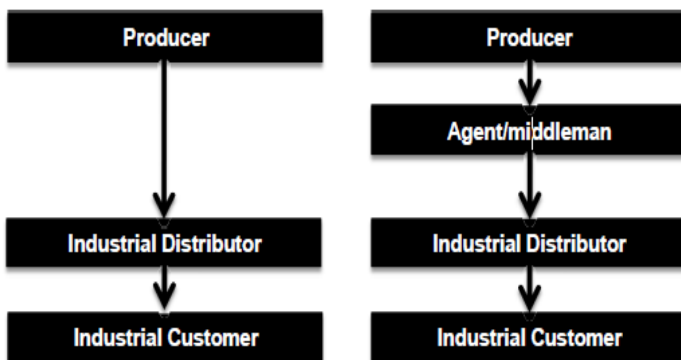


Figure 2 – B2B distribution for industrial product^[17]

Those who directly sell product to the company or usually the company buyers are come to buy product from you. They always look for a very good communication facility. They will look for how quickly the transportation is possible and mostly they prefer near to the company.

6.1.4 Promotion

A good promotion planning for business market is not a less important than b2c. To achieve success you need to create your brand. However, it could be relatively easy when you know tools to promote your business.

6.1.4 B2B marketing tools to promote business

A brand name communicates your business distinctively. A strong brand is not less important to the B2B marketing. In B2B markets, brand will only help you be considered, not necessarily chosen. Business buyers are using more rational thought when selecting a product or service for their company. They are motivated by saving money, increasing productivity or raising profitability.

A distinctive logo that you can use on all your marketing materials that will serve as a graphic symbol of your brand. Don't settle for a cheap one because this is one of the most important symbols of your business as a whole. The good logo is important for b2b marketing. For example, Apple, Nike, Nissan, Volvo.



Direct mail is regaining favor as a b2b marketing tool because it can be highly targeted. Standard envelopes often get trashed, but simple postcards will typically get scanned by the recipient, and "lumpy mail" will usually get opened. One of the best uses of direct mail is to generate interest among potential b2b customers in visiting your website, where they can learn much more, and find an online contact form to let you know of their interests. [18]

Newspaper advertising can be effective in building name awareness and generating some inquiries from prospects, although it can also be expensive. Even a small ad can run several hundred dollars per insertion. This is one B2B marketing tool that you can try in various forms to see what works best.

Yellow pages are a mixed bag. The majority of people who are searching for a business services provider in the Yellow Pages have little money and ultimately do not become profitable customers. Obviously plumbers and insurance companies get business from the Yellow Pages because they run tons of ads in the phone book. [18]

Email newsletters are a great way to convert traffic to your website into a growing group of potential customers. Email newsletters require someone who is a skilled writer and who has the time and interest to produce it. Even a monthly email newsletter can be a great way to keep people informed about what you're doing, offer helpful information, build your reputation as an expert, and keep "top of mind" awareness for your company and its services.

Trade shows are proven winners for B-to-B marketing, especially if you have a product to sell. In many industries, trade shows are highly effective for concentrating potential buyers from across the country in one place (International Trade-Fair-in-Bangladesh).

Radio and TV are generally not cost-effective B-to-B marketing tools. That's because the vast majority of the audience you are paying for are not potential customers - not business owners and decision-makers. If you do want to try broadcast advertising, consider Cable TV. It is surprisingly cost-effective and lets you select a cluster of channels that are more likely to be viewed by business people than some others. [18]

7. B2B MARKET SEGMENTATION FOR ASIA PACIFIC REGION

Regarding consumer needs, demands and behavior, it is rare to find only one type of customer. Every customer is unique. It is financially and time wise ineffective to develop specially tailored offers for every single customer. For the variety of tasks connected to marketing management it is useful to assort customers to certain market segments (Kotler, Keller 2009; Lošťáková 2005). Segmentation variables represent the

criteria which influence the behavior of buying companies in some way, and are also in the frame of their behavior significantly different. According to (Lošťáková 2005) these criteria can be split into so called firmographic variables such as end use segment or customers' company size, situational variables such as preferred benefits and production variables such as customers' sales volume or competitive position of customer. [19]

7.1 Companies can consider several different variables in their segmentations.

- Behavior
- Profitability / Lifetime Customer Value
- Benefit / Attribute [Conjoint Analysis]
- Use or Application
- Product Class
- Price/Quality Demands
- Competitor

In Low-involvement product offerings, companies can consider researching usage behavior, buyer behavior, price elasticity / sensitivity and brand loyalty, among others. For high and medium involvement products, businesses can consider researching their customers' comprehensive needs, buyer types, business' buying behavior and core values, among many others. [20]

7.3 Some point for b2b market segmentation

To segment your market you have to keep in mind about the nature of the buyers. Those are,

7.2.1 B2B buyers are more 'rational'

The view that b2b buyers are more rational than consumer buyers is perhaps controversial, but we believe true. Would the consumer who spends \$3,000 on a leather jacket that is less warm and durable than the \$300 jacket next-door make a similar decision in the workplace? Consumers tend to buy what they want; b2b buyers generally buy what they need. [22] For example, a customer may need a good jacket, but due to lack of many he wanted to buy a normal jacket. On the other hand, a b2b buyer will buy what is needed to support his product not what is he want.

7.2.2 B2B target market are smaller than consumer target market

Almost all b2b markets exhibit a customer distribution that confirms the Pareto Principle. A small number of customers dominate the sales ledger. Nor are we talking thousands and millions of customers. It is not unusual, even in the largest b2b companies, to have 100 or fewer customers that really make a difference to sales. One implication is that b2b markets generally have fewer needs-based segments than consumer segments – the volume of data is such that achieving enough granularities for more than 3 or 4 segments is often impossible. [21]

7.2.3 B2B markets have fewer behavioral And Needs-Based Segments

It is noticeable that the behavioral and needs-based segments that emerge in b2b markets are frequently similar across different industries. Needs-based segments in a typical business-to-business market often resemble the following:

- **A price-focused segment**, which has a transactional outlook to doing business and does not seek any 'extras'. Companies in this segment are often small, working to low margins and regard the product/service in question as of low strategic importance to their business.
- **A quality and brand-focused segment**, which wants the best possible product and is prepared to pay for it. Companies in this segment often work to high margins, are medium-sized or large, and regard the product/service as of high strategic importance.
- **A service-focused segment**, which has high requirements in terms of product quality and range, but also in terms of after sales, delivery, etc. These companies tend to work in time-critical industries and can be small, medium or large. They are usually purchasing relatively high volumes.
- **A partnership-focused segment**, usually consisting of key accounts, which seeks trust and reliability and regards the supplier as a strategic partner. Such companies tend to be large, operate on relatively high margins, and regard the product or service in question as strategically important[22]

8. TARGET MARKET SEGMENTATION OF B2B

Target market segmentation is especially important in B2B markets, as there is often little to differentiate one product from another. Target market segmentation is closely linked with the positioning strategy of a company. Considerations in the positioning strategy are subsequently taken into account in the design of inbound marketing campaigns.[23] Target markets are grouped by common measures such as:

1. **Geographic Target Market Segmentation** — for instance, a target audience that does business in a particular language, city, state/province, or country
2. **Firmographic Target Marketing Segmentation** — a company's number of employees, industry or income bracket can define a target audience
3. **Psychographic Target Market Segmentation** — this kind of target market segmentation is especially useful for repeat clients, who may be drawn to anything from the price range, quality levels or the delivery terms
4. **Need-Driven Target Market Segmentation** - this can be the most difficult target audience to assess, but also one of the most fruitful. Ask, what is the motive behind a purchasing decision? What factors play into a company's decision-making? [23]

The target market for a business product or service is smaller and has more specialized needs reflective of a specific industry or niche.[3] A B2B niche, a segment of the market, can be described in terms of firmographics which requires marketers to have good business intelligence in order to increase response rates. Regardless of the size of the target market, the business customer is making an organizational purchase decision and the dynamics of this, both procedurally and in terms of how they value what they are buying from you.[3] For example, In Bangladesh, BKash is a subsidiary of BRAC Bank Limited, and is authorized by the Bangladesh

Bank to provide mobile financial services. BKash target the mobile phone network company and they have contacted with Grameenphone, Banglalink, and Robi. Now anyone can send money through these mobile operators. Anyone can get the money through bkash. Bkash target these mobile operators because these are the most popular company in Bangladesh and most of the people are using their service. B 2 B market segmentation – that means identifying distinct segments that are quite similar in wants and needs For example, an auto company may identify four broad segments: car buyers who are primarily seeking transport or high performance or luxury or safety. [22]

CONCLUSION

B2B transactions are considered as the modern foundation of trade affairs as the magnitude of such transactions surpasses any other forms. In the 21st century, the B2b transactions play a significant role in modern trade and commerce. Now a days, In the Asia Pacific region it is notable as most of the world's leading productions are taking place in here to do b2b. B2b has a bright future. Any investment in this project is absolutely risk free and profits come in big numbers. It is true that there are challenges but so as the opportunities. B2B marketers are showing significantly greater levels of maturity in lead generation and qualification than overall funnel optimization. There is a short window of time for marketers to capitalize on this trend, get ahead of the curve, and establish their companies and themselves as industry leaders. By gaining maturity in funnel optimization strategies, marketers will be able to accelerate sales pipeline performance. They will become true contributors to their organization's success, leaders in the industry, and champions over the competition. Future of B2b is promising but there are some ongoing and upcoming challenges. But if we could overcome them, B2b will remain the ultimate form of trade transactions as current and future prediction suggests that.

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