



Inspiring Excellence

**A study on Promoting and positioning The Super Star Brand (Fan,
Lights, Accessories) through their retailers**

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MAHREEN MAMOON

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Subject: Submission of my Internship Report

Dear Miss,

With great gratitude, I hereby am submitting My Internship Report on “A Study on Promoting and Positioning the Super Star Brand (Fan, Lights and Accessories) through their retailers. This report is mandatory for the completion of my graduation and I am very thankful to you for being a supportive supervisor for me. This opportunity gave me the scope to align my academic knowledge directly to the field experience. I have got the opportunity to visit 270 retail shops on various scattered places around the Dhaka Division which heightened my knowledge about how exactly a company’s marketing activities occur through their retailers. In addition to that, I have found much lacking from the company’s business perspective.

I tried my level best to visualize the real scenario of SSG’s effort to promote their brand through their retailers as it is mainly a B2B business, I have discussed about their competitors and necessary things which are the parts of my whole report. I hope that you will find my report as an effective one and I am really very thankful to you for all supports I have got from you

Yours sincerely,

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Mahreen Mamoon
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Acknowledgement

At first with grace of the almighty I would like to thank my academic supervisor MAHREEN MAMOON ma'am and the supervisor from superstar group Md. ALIF RAHMAN RIDOY, executive (trade marketing and business development). These two persons played the vital role mostly through their guidance through my entire internship program. Along with them the senior employees SHEIKH SADI ABDUL MOJID, (Management associate), ABDUL WAHID SAIF (Asst. Manager), MOHAMMAD ENAMUL HAQUE (executive-marketing), helped me a lot to cope up with a new environment ,provided necessary information and guided me to how to conduct my market visit properly. And special thanks to MD. SYED DELWARE RARMAN (Product Marketing Manager) for encouraging by showing interest in my Findings. At the end I want to thank all the faculty members of the internship committee for their full Support and in addition my gratitude are with my family members too who helped me to reach in this platform.

Executive summary

This whole report focuses how SSG's marketing efforts is being done to position the brand in the consumers mind. It also analyzed about their major competitors and some of the international research articles about marketing in B2B business and SSG's scopes to go further more from BD perspective. The report starts with Company background, porters five forces model for the company, SWOT and pestle analysis for the company. Over all this report represents the whole marketing activities in a miniature form. It also includes the company's marketing positions hierarchical chart. In addition this report also includes a quantitative research and recommendations for further improving the brand position to convert shallow customers to entrenched customers. The company is spending good amount of money for creating high exposures which is reflected in my research report. At the end of the report I have concluded so many recommendations for the company, overall findings, research objective and my job responsibilities as an intern and data analysis method. With all of this I have concluded my internship report which I pray and hope that you would find interesting.

Table of contents:

Introduction	01
Company profile	02-03
MBD department of SSG	04
Porters Five Forces Model for SSG	04-05
SWOT Analysis	06-07
PESTEL Analysis for SSG	08-09
Overall Marketing Strategy of SSG	09-10
My job description and responsibilities	11-14
Literature review	15-17
Positioning, Promoting activities from the perspective of Bangladesh	18
Related Brands and retailers	18-19
Research Gap, Research question	19
Research Objective	19-20
Research Methodology	20
Data Analysis, Findings & results	21-24
Overall Findings & Recommendations	25-27
Research related recommendations:	28
Limitations	29
Major Learning & Conclusion	30-31
Bibliography	31-32
Appendices	33-55

Introduction

Academic knowledge is best useful only when it is aligned with field experiences or real life scenarios. This internship program gave me the opportunity to boost up my knowledge while doing my job as an Intern at SSG. Super Star Group is a very renowned company Especially for The electrical sectors such as manufacturing lights, fans, accessories etc. They sell their products through retailers or resellers. Retailers play an important role in keeping the company's brand image and Sales. So, for this segment "SSG" conducts B2B business. They have to go through a lot of strategies and persuasive techniques to conduct business with numerous retail shops. As many retail shops have their own image, some of them are branded retail shops. SSG have to pursue those retail shops through their field officers to conduct business with them as they have many competitors in this segment such as TRANSTEC, CLICK, PHILIPS etc. they have segmented their retailers, they only sell all of their products through electrical and hardware shops whereas general stores are used too to sell their energy saving lights. Among all their products, energy saving lights is in the cash cow position in the BCG matrix. I have got the opportunity to visit around 270 retail shops in Dhaka division. Retailers help SSG through positive word of mouth, shelf branding, placing SSG shop signs etc. Field officers of Super Star Group played a vital role as a liaison between SSG and their retailers to position their brand through retail shops.

Company Profile

Super star Group is operating their business for two decades. Currently they are the market leader for their electronic items especially for their lights and accessories. They are involved in five business units which are super star pro light, super star solar, SSG Engineering, SSG Generator and elevator, and SSG proprieties. They have vast range of products which includes pro lightings, Super Star Lightings, Fans, Accessories, Tape, Solar, Engineering, generator and elevator etc. Some of the pictures of their product verities are given in the Appendices. They are the market leader because of their continuous innovation in the product line. Very recently they came up with a product which is researchable backup light that works for 2 hours without any energy. Most of the products of SSG are designed and produced in their own manufacturing factories under copyright law but Table fan, Stand fan and some of the sockets are being imported from china those are also standard quality products. They are involved in good number of CSR activities such as 27thJuly , 2015 SSG handed over reading materials to BRAC;23rd November,2014 SSG Organized Blood Donation campaign etc. Their office environment is really motivational and has their own dining room where all the employees go during lunch hour. Office provides snacks in the morning and afternoon and lunch too. They also provide transportation for their employees.

Company's vision:

Their vision is to be the most conglomerate- locally and globally.

Company mission:

“We provide innovative products and solutions that offer customer delight”

Company values:

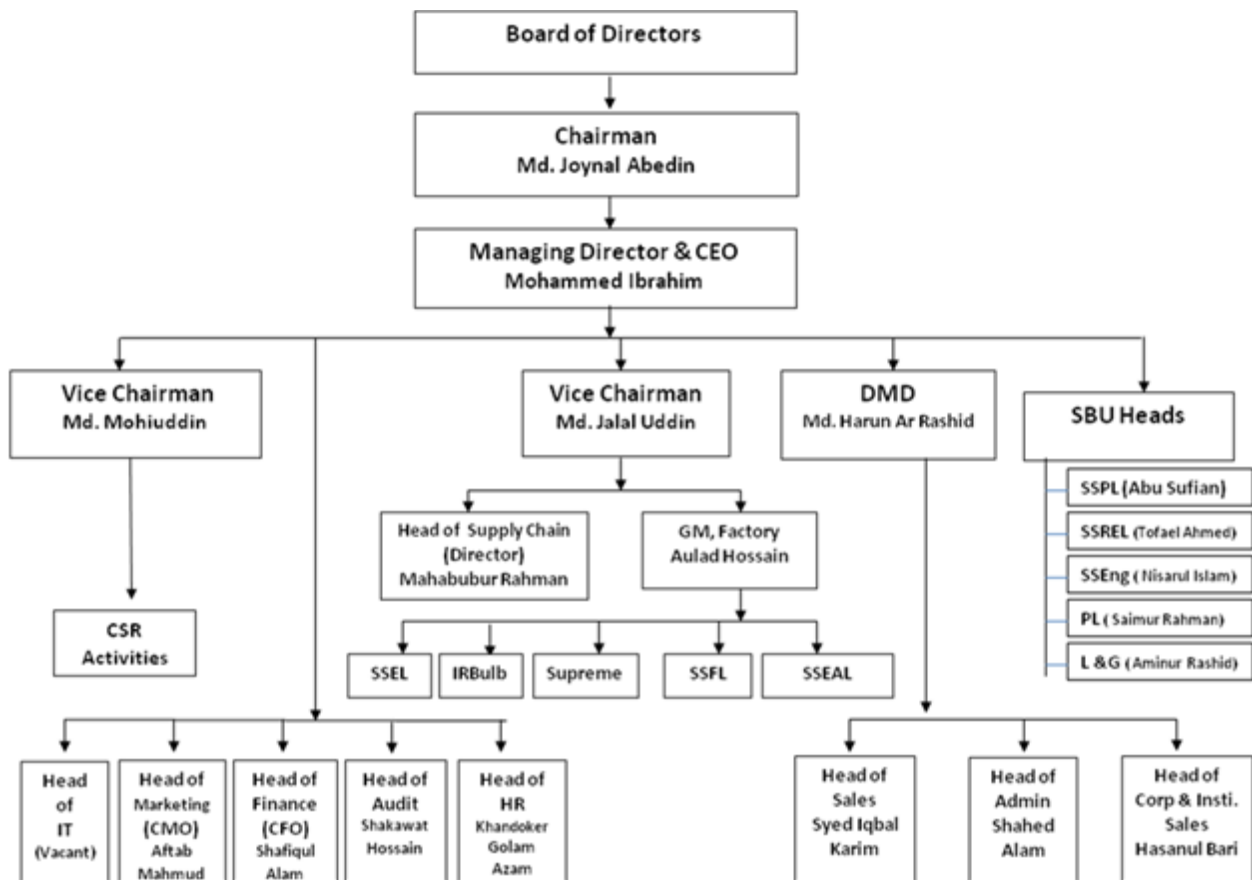
- “We are bold”

- “We are responsive”
- “We are Innovative”
- “We are global”
- “We are Human”
- “We are Tech Savvy”
- “We are Bright, because we believe our future is bright”

Achievements:

- Global marketing excellence Award 2016
- The golden globe tiger Summit Awards 2015
- The global leap Award
- SSG is ISO certified

The organogram of the company:



Marketing and Business Development department of SSG

The MBD department of SSG works under lots of pressure. The hierarchy of the department starts with the product marketing manager and ends with the SR. Executive & Executive level. There are three creative designers in the department. All the employees including the clerks call each other as brother even if he or she is in a senior post. Overall there are arrangements for prayer during the time of Salah with a permanent Imam.

Porter's Five Forces Model for SSG:

Competitive rivalry:

For SSG rivalry is high as there are many competitors selling the same products to the same retail stores. Some of them are offering high profit margins on the MRP so that some retailers are suggesting those competitor's products though the products are not globally standard products as ours. Such a direct competitor of SSG is Star Paradise. Some other direct competitors of SSG are CLICK, BLAZE, SPARKLE and ENERGYPACK. SSG is facing or competing with these competitors by collecting their information in various ways and aligning with the benefits of these competitors provided to the retailers, through training our field officers more by different seminars and providing huge amount of shop signs in retail shops to create high exposure or awareness.

Bargaining power of suppliers:

SSG have their own factories. They import the raw materials from china to make their finished products. As they import raw materials there are numerous raw materials supplier in china, in that case bargaining power of supplier is very low for SSG.

Bargaining power of Customers:

As they conduct B2B business their main customers are retailers or resellers. Though Super Star Group has a strong Brand image their retailers can easily switch to other brands. So they have to enforce through their field officers in making good relationship with the retailers, Continuous offers in various products and gifts from Company. Recently they have reduced the price of their led lights due to market pressure it also increased the sales of SSG LED lights. So here for SSG bargaining power of customer is high.

Threat of new entrants:

For SSG threat of new entrants is very low. Because SSG is operating for two decades other than the existing competitors setting up the whole mechanism for this electrical sector and getting clients who wouldn't likely prefer a completely unknown brand will be great obstacles for new entrants. Cost advantage, access to inputs, economies of scale, well recognized brands this will become a huge barrier for any new entrants in the industry.

Threat of substitute product:

For SSG this threat is also very low. Since all of their electrical product are focusing on energy saving electronics. So there are no potential Substitutes for these items.

SWOT Analysis

Strengths:

Production Facilities:

They have their own manufacturing and assembling factories Which are, I. R. Bulb Company Ltd. (I. R. Bulb factory)- BHUIGHOR, NARAYANGANJ; Super Star Electrical Accessories Ltd. (SSEAL factory)- FATULLAH, NARAYANGANJ; Super Star Electronics Ltd. (CFL factory)- SHIDHIRGANJ, NARAYANGANJ; Super Star Fan Ltd. (Fan factory)- KACHPUR: Super Star Engineering Ltd. (SSG ENGL factory)- MUNSHIGANJ; Supreme Electronics Ltd.- SAVAR. Recently they are building another factory with latest technology and machineries in RUPGONJ. As they produce their own products mostly they don't have to depend on others.

Nationwide distribution channel:

They have all division distribution channels in the 64 districts of Bangladesh. Products are delivered and distributed from each districts distribution point which makes distribution smoother and faster.

Skilled employees:

Their employees have years of experiences in their own field and more importantly their Creative Designers are so talented that makes sure innovation is everywhere wherever it's possible.

Weaknesses:

Maintaining huge number of employees:

As they have more than 6000 employees sometimes it becomes harder for them for ensuring better performance by each employee.

Slow responsiveness:

They take too much time to solve any matter rather than competitors. For example sometimes providing a shop sign to the shops takes too much time that in the meantime our competitors shop sign are placed there.

Opportunity

They have the opportunity or placed their foothold in the global market. Currently they are exporting their products in 3 to 4 countries. They are also building a factory in Malaysia. SSG is also exclusive marketing partner for Kawamura-japan, Federal-Turkey.

Threats

Our existing competitors who are producing or distributing similar products are a possible threat for us. Government rules and regulations and their taxation policy along with the stability in our country and in other countries as we are approaching globally could be a possible threat for us if those are not supportive for doing our business, this could be a possible threat for us.

PESTEL Analysis for SSG

Political Factors:

For Bangladesh for the time being political stability and legislation is quite favorable for SSG.

AS SSG achieving global recognition they get some supports from government. For example they are in the export sector too which earns foreign money which is favorable for the country.

Despite of that SSG get some political interferences; such as if SSG offers any distributorship to any district they have to give a person to the access of distributorship who doesn't have the qualification but just because that person is a relative of any current political leader he gets the distributorship.

Economic Factors:

The economic growth of Bangladesh and disposable income of our consumers is increasing.

Government taxation policy is also favorable for SSG. The countries where SSG exports their products inflation rate is low and exchange rate is quite flexible for them. The necessity electrical products offered by SSG is also affordable for our consumers though it's a Brand and ensures it's quality the price of our products are a little bit higher than some of our competitors.

Social Factors:

As our society is quite conscious about saving energy and SSG produces energy saving lights they get the favorable attitude from the society. Besides SSG is involved in good number of CSR activities.

Technological factors:

SSG have their own factories with updated technology and machineries which can be easily understandable through looking their numerous product varieties. They believe in continuous product innovation. Recently they have launched Emergency backup light which is not given by our competitors.

Environmental factors:

The factories of SSG has low pollution rate and carbon footprint. They evaluate the current consumption rate and try to reduce it wherever possible

Legal factors:

They ensure all the legal factors in the factory such as health and safety standards, standard wage rate for the workers etc. They also ensure consumer rights, such as replacing damaged guaranteed products and other Government rules and regulations.

Overall Marketing Strategy of SSG:

SSG goes for marketing directly from the company and also through their retailers. From the company they are involved in high PR activities. They have published numerous press releases

such as 8th march 2017 at PROTHOM ALO, 13th march 2017 on The Daily Bangladesh PROTIDIN Paper, 6th December on the financial express (housing and public works minister visits SSG booth at home fest Dhaka 2016) and other various press releases to maintain good PR relation.

They are involved in also making various TV commercials using various strategies Such as emotional appeal and other strategies. Some of Their successful TV commercials are , Super Star Lighting TVC, SSG corporate TVC, Super Star Led TVC, SSG Clock Branding at ATN News..

Moreover they are now emphasizing more on relationship marketing as they are in B2B business and their retailers or resellers are important factors in moving forward their business. All of the employees are focusing on giving more customer service on a fast response rate. They are using Many RM tools Such as providing free tube stand Box, Accessories Display Box, bulb tester, shop signs etc.

For global image they invite their foreign partners and clients to visit SSG office and provide gifts, for example for this April 14th, 2017; POHELA BOISHAKH they invited foreign partners and provided Traditional Panjabi and other dresses for POHELA BOISHAKH.

Very recently SSG has introduced E-Online marketing strategy for their buyers through understanding the emerging online shopping preferences of buyers.

According to my Job Description what I have done as an intern and my job responsibilities at Super Star Group

First Phase:

I have joined at Super Star Group at 27th January under Marketing and business development. At first my job was to conduct market audit or market visit.

I was given quite large no. of retail shop list in the DMC Territory with address who buys our product and visit those shops to analyze which things can be provided to create high exposers or can serve as accomplishing our marketing purpose through our retailers. For example I was given a number of promotional lists such as Accessories Display board, Bulb tester, Tube stand box, Shelf Branding option, Shop sign Light box and shop Sign Normal and other branding options such as side indicators of SSG.

I visited 270 retail shops of POLLOBI territory, GULSHAN territory, BADDA territory, RAMPURA territory, KERANIGONJ territory, KAMRANGIRCHOR territory. Those shops were in scattered places mostly. Most of the time I took help from the FOs to locate the shops but sometimes I had to locate retail shops on my own. More often I had to be in the field around 8p.m. or few moments more to cover a territory on my own.

I had to take photos of every visited shop and the surroundings of that shop to submit at the office.

During my market visit if I find anything important I informed Sheikh SADI Abdul MOJID, Management associate and my supervisor Md. ALIF RAHMAN RIDOY.

When my market visit was done i proactively submitted a report through E-mail about my findings and recommendation for the well-being of the company to Sheikh SADI Abdul MOJID, Management associate; my supervisor Md. ALIF RAHMAN RIDOY and Md. SYED DELWARE RARMAN; PRINCE MAHMUDUL- UI HASAN, senior Marketing executive.

Whenever I find something that might be used for the wellbeing for the company i have discussed that with my supervisor and MD. Md. ALIF RAHMAN RIDOY, Product Marketing manager mostly about major marketing related issues.

Even if any creative idea according to me came on my mind I have shared that with Engr. Md. SHAMSUL AREFIN RUBAB, PRINCE MAHMUDUL-UI HASAN, senior Marketing executive,; along with my supervisor Md. ALIF RAHMAN RIDOY.

My main task was to visit those numerous retail shops and observe the location and shop as a marketer's perspective. For example if a shop location is in a busy area or beside any main road where high exposure is available I had to note down or put a tick mark on the Shop sign light box and if a shop was located in a opposite manner I had to mark Normal shop sign for that shop.

For Shop Sign SSG puts there product's image in three options; shop sign where only their Light's image is visible, shop sign where only Accessories of SSG is visible and shop sign where Fans of SSG is visible. So for the Shop sign I had to decide which image of the given shop Sign should be given to any particular shop and whether light box shop sign or normal shop sign should be given to a particular retail shop considering many variables. For example who are our large sellers and dealers must be given Light box Shop sign.

My objective was to promote SSG brand (Lights, Fans, and Accessories). So in a same area who sell all of these three products I marked shop sign for light's image for one and fan and accessories image shop sign for another retail shop in that area so that all of our products get high exposure to get positioned in our consumers mind.

To satisfy our retailers who are doing business with us for a long run and also new retailers who plays as a vital media for our success, in order to make them happy who sell our Tube lights I listed tube stand box for those shops.

Pretty much all the retail shops sell our accessories items and lights so accessories display board, Bulb testers were listed for almost all the shops for giving those soon. Every item contains our logos, images and brand name so this will also help to create high visibility for SSG.

I had to visit 270 retail shops of SSG for near 2 months, I have talked with every shop owners and who were given shelf branding options I convinced them to give us the place of "Point of Display".

I along with field officer put Our "Customer Care Service No. Sticker" at numerous shops for their support from the company in time of need.

Second Phase:

- At the second phase I had to call all the nationwide distribution point or the TSM of each district to make sure that the provided promotional materials were enough to cover up all their areas or retail shops or not; after that I had to make a report and submit it to my supervisor. There were two categories of TSM and Filed Officers; one is for the

Lightings and another is for the accessories. In my report overall shortage was found for all the distribution points.

Third Phase:

- At the third Phase I had to call all of the nationwide TSMs and get the exact amount of Leaflet, sticker, dangler to cover up each TSM's whole area so that in future if we provide any promotional items like these, no shortage come up and all of our retails get the things.

Random tasks:

I had to call FOs and TSMs on various times and find out the shortage of our promotional tools of different products and make and submit report for various divisions, How many normal shop signs and light box shop signs are needed for various divisions and territory wise for each of the divisions, immediate response from a retailer's request to visit his shop and request for shop branding of the company, calling ADSMs, RSMs for various reason such emailing the conditions and images of our billboards at all divisions on 25th of each month.

Literature Review

A study suggests that (Sanjay k. Dhār and Stephen j. Hoch, 1997) for retailers Store Branding is an important issue for successful performance and keeping shop image. For much of the responsibilities are taken by retailers while store branding. Store branding helps retailers to differentiate them from others and grab more consumer attraction and trust. Number of store brands consistency, premium brand offerings, quality assurance these are the major factors that influence store brand performances. Store brands obtained higher market share when; quality relative to national brand was high, quality variability of store brand was low, the product category was large in absolute terms (\$sales), Percent gross margins were high, there are fewer national manufacturers operates in the category, National advertising expenditures were low (DHAR AND HOCH, why store brand penetration Varies by retailer).

Where retailers face lots of competitions in the same categories they should follow various tactics and promotional efforts to steal customers. Number of quality brands in categorized places for particular brands draws consumers to the retail shop. When competition is high advertising and creating high level of exposures from the manufacturer's side also helps retailers.

Another key issue is large retailers get advantage of cost minimization, for example it reduces holding costs leading to reduced unit cost. Retailers can also increase sells by category expertising. Several Studies shows that store brands are more likely attracted to stronger national brands that also draw attention.

Another study (SERDAR SAYMAN, Stephen j. Hoch & JAGMOHAN S. RAJU, 2002) suggests the store brand positioning factors. Store brand positioning get more successful results while they are focused on categorizing. If similar categories strong national brands are put side by side there

is a huge chance of cross price sensitivity completion. So for the success it's better to put similar categories brands in a little bit distance. If the perceived quality of the store brands products are weaker than high demand of National brands retailers can earn or maximize profit store brand products at the middle position of a shop. Retailers target brands for store branding that has high market share and high quality image so that the differentiation procedure become simple. Promotional activities are taken less for store branded products so that it creates an image of good quality in consumer's mind

Another study (Lauranne Buchanan, Carolyn J. Simmons & Barbara, 1999) has shown that though creating brand equity vastly depends on consistency and sequential activities of the marketing programs of brand the ultimate success is in the retailers hand through positioning of that brand in the store. The study implies that weather displays of brands are better in a intermixed display or better in displayed separately. Here consumer perceives that in a intermixed display of brands Retailers have high knowledge about each brands quality and can suggest them but this kinds of display wasn't perfect for a brand that have high equity where it is mixed with other unfamiliar brands. It depends on the retailers that weather to give precedence Brands with high equity or unfamiliar same categories brand to make profit. But consumers have expectations that better stores keep better brands thus retailers prefer brands with high equity. Consumers purchase decisions depends or positive more where brands with high equity are displayed separately and not in an intermixed brand way. Display features have significant impact on deciding which brand should be more preferable. Customers expect that retailer will give high precedence on strong brands therefore it helps them to choose a brand. According to the study as the ultimate brand equity depends on the positioning of the retail shops three

important factors plays here the major role; Display Structure, Display precedence and brand similarity interaction of a particular form.

Another study (Subramanian Balachander, Kannan Srinivasan; 1998) shows that there is a relationship between Quantity Discounts, Manufacturer and Channel profit maximization and the impact of retailers Heterogeneity. Quantity discount policy is more often profitable for both manufacturers and retailers. Here for the heterogeneous retailers the variables that need to be considered are high cost retailers, low cost retailers, demand and location of the retailers for successful quantity discount policy that add up channel profit maximization.. The quantity policy is not effective when the quantity discount is chosen by the retailers. The study shows that high cost retailers buy lower unit than low cost retailers with high. Therefore transfer pricing policy is best suitable or maximizes profit for the manufacturer as well as for the channel profit when it is appropriately designed for low cost retailers who buy larger quantities and for high cost retailers premium quantity pricing discount is more suitable. With retailers who select their own quantity the best option for the manufacturer is to impose attractive quantity discount pricing for channel profit maximization that leads to overall profit for the supplier.

Positioning and promoting activities from the perspective of Bangladesh

For positioning and promoting A brand co-ordinates All of its Marketing activities but most of the Larger companies often less considers the role of Retail Shops role in achieving the ultimate Brand equity, they put less focus on that. But store branding, positive word of mouth of retailers etc. play a vital role. Instead they spend on TVCs, and other PR activities which they think is enough for brand positioning. The companies who are allowed To BTL marketing activities are fully focused on positioning a Brand through Retailers. For example many cigarette Companies offer mobile phones secretly to their retailers for their support and tries to focus on store branding and point of display. Mostly For other brands do occasional price discounts and campaigns as promotional activities directly from the company

Related Brands and Retailers

For SSG the main competitors or related Brands are TRANSTEC, PHILIPS, STAR PARADISE, CLICK, Blaze and ENERGYPACK. Since they fall under same categories they also give importance to retailers for their Brand positioning. The Competitors of SSG are trying to promote their brands through retailers in various efforts. For Example for Dealership process Star Paradise take no security deposit from retailers and provides 20% discount on the MRP price for dealers, Click take six lakh to eight lakh taka as security deposit which depends on the shop location and from the deposit money they provide 40% product to sell without any advance payment for the products. Above all TRANSTEC became very Strong Competitors of SSG

because of their cost leadership and fast responsiveness strategy. SSG is holding their age old quality premium image but now they are also aligning with the promotional and marketing activities of their Competitors.

SSG along with the other related brands mentioned above choose electrical shops, hardware shops and some general stores as their resellers or retailers of the electrical household products. But there is a potential scope for SSG if they try to target many super shops through strong shelf branding and overall store branding.

Research Gap

Their main research gap was how effectively they could sustain and motivate their current and potential retailers through providing effective promotional materials and positioning the brand through innovative store branding.

Research Question

Our Basic Research question here was how many of our retailers are worth of getting Light box Shop Sign and how many are worth of getting normal Shop Sign along with other promotional tools with SSG name and image with each and every one of these tools which were accessories display board, bulb tester, tube stand box and shelf branding ?

Research objective

Our main research objective was to find which of our retailer shops are in a optimal location thus needed Shop Sign (light box) and who are in a less optimal position thus normal shop sign can be provided as high potential exposure is not there. And the other promotional things were listed to

be provided to satisfy our retailers as well as to serve the marketing purpose to some extent.

Some other research objectives are:

- Visiting the locations or the market place in person.
- Taking photos of the retail shops to understand it's present condition and the location of the shop along with surroundings of each shop.
- Understanding the attitude of the retailers toward SSG.
- Understanding what is going on in the market place and how active our FOs and their relationship with our retailers.

Research methodology

Here the research was quantitative research and the combination of observational & questionnaires methodology was used. Various variables were counted such as location, monthly amount of orders and sales volume by the retail shop, Dealer shops of SSG etc. I used survey papers where I put mark according to my observation, discussion with FOs and shop owners. In order to summarize my whole market visit which was 270 shops in the DMC territory I have selected a few no. of visited distribution area through simple random sampling for the simplification of the report paper which indicates our research result. For the research my absolute population and the threshold population was same for the whole DMC territory. For the result summarization the distribution areas through simple random sampling are Keranigonj & Badda. The whole survey is included in the Appendix and results are summarized in the next part using SPSS frequency distribution result.

Data Analysis, Findings & Results

Here we considered various variables as mentioned earlier such as the location and number of potential exposures through the retail shops, the loyal buyers who are conducting business with SSG for many years and purchasing huge amount of our products etc. to provide shop signs. Our ultimate goal of the research was how many and what kind of shop signs are needed along with our other promotional materials. The retail shops who are getting Light box shop signs also leads lead to a conclusion that what percentages of our retail shops are in optimal location and loyal buyers of SSG who buys large quantity of our products. The survey results are analyzed through using SPSS frequency distribution and are shown below:

Shop Sign

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Shop Sign Normal	22	27.8	27.8	27.8
Shop Sign Light Box	44	55.7	55.7	83.5
do not need shop sign	13	16.5	16.5	100.0
Total	79	100.0	100.0	

Interpretation: Here we can see in the table that 27.8% retailers need normal shop sign board thus we can conclude that those shops are not in the optimal location and 55.7% shops need light box thus indicates these percentage shops of SSG are in Optimal location and others do not need any shop sign.

Histogram:

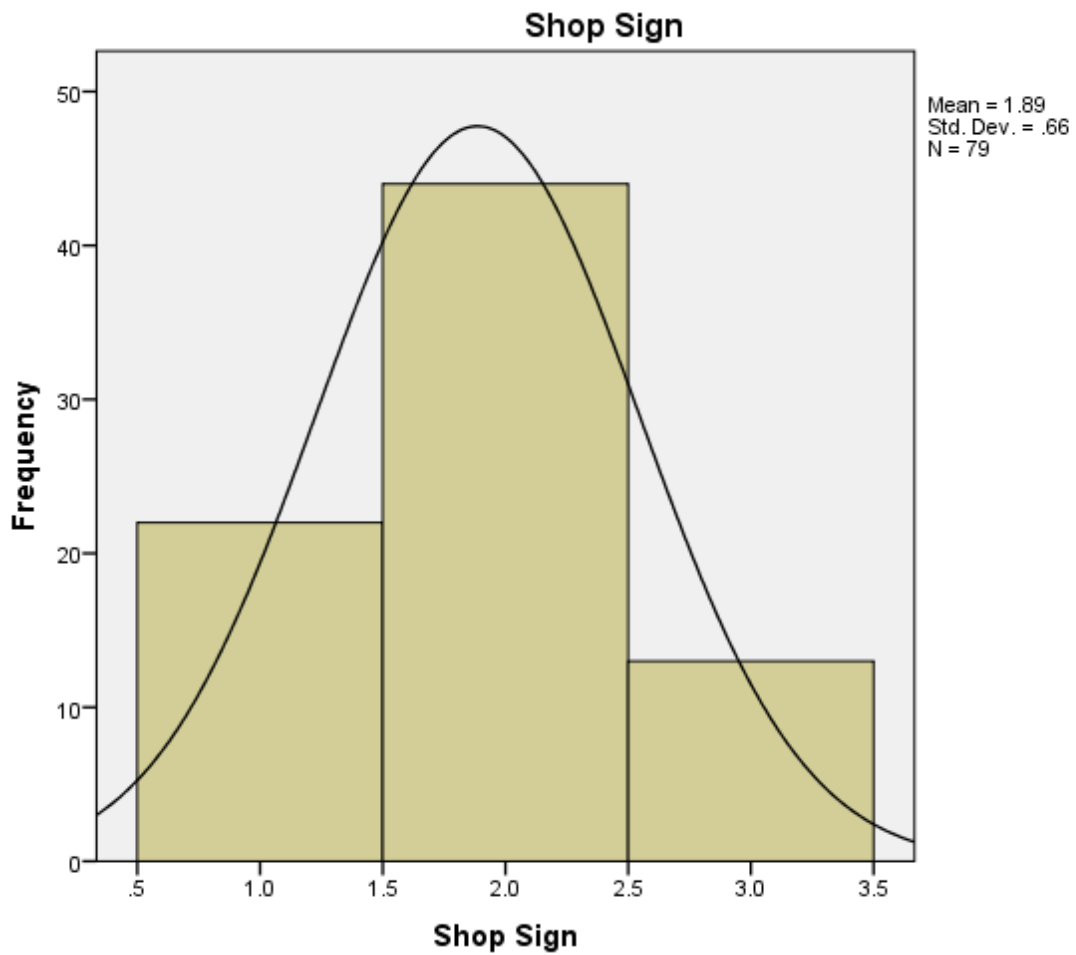


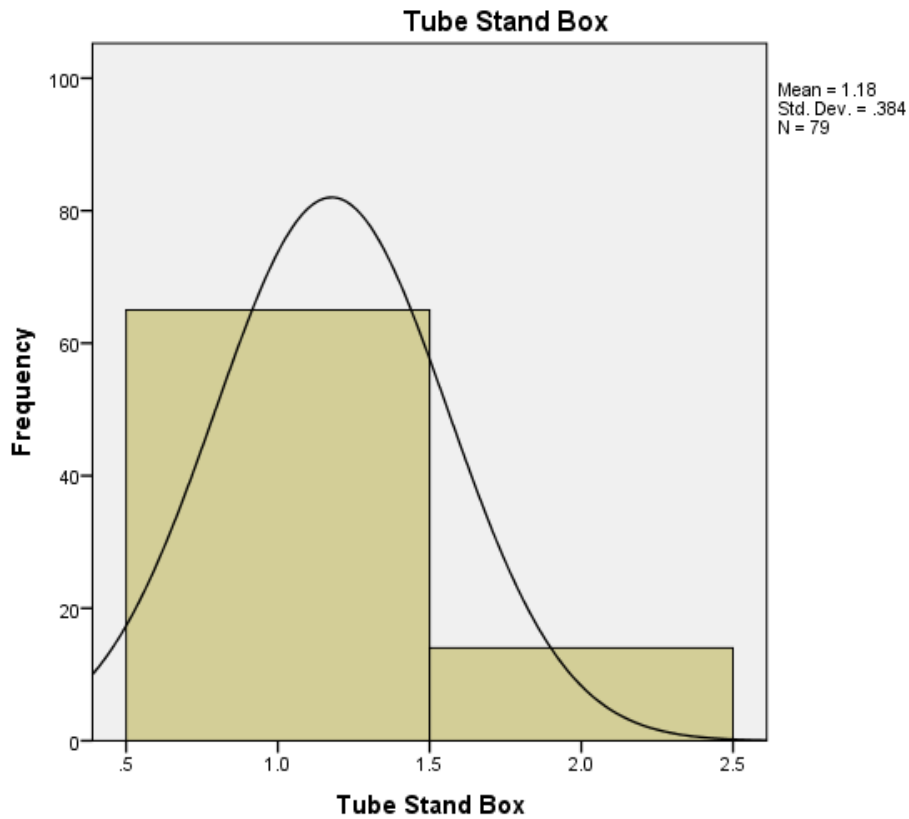
Figure: Histogram of the Shop Sign issues are shown here.

Tube Stand Box

	Frequency	Percent	Valid Percent	Cumulative Percent
Sell SSG Tube Lights	65	82.3	82.3	82.3
Do Not Sell SSG Tube Lights	14	17.7	17.7	100.0
Total	79	100.0	100.0	

Interpretation: Here 82.3% of SSG retail shops sell SSG tube lights thus tube stand boxes should be provided to them and others do not sell SSG tube lights.

Histogram:

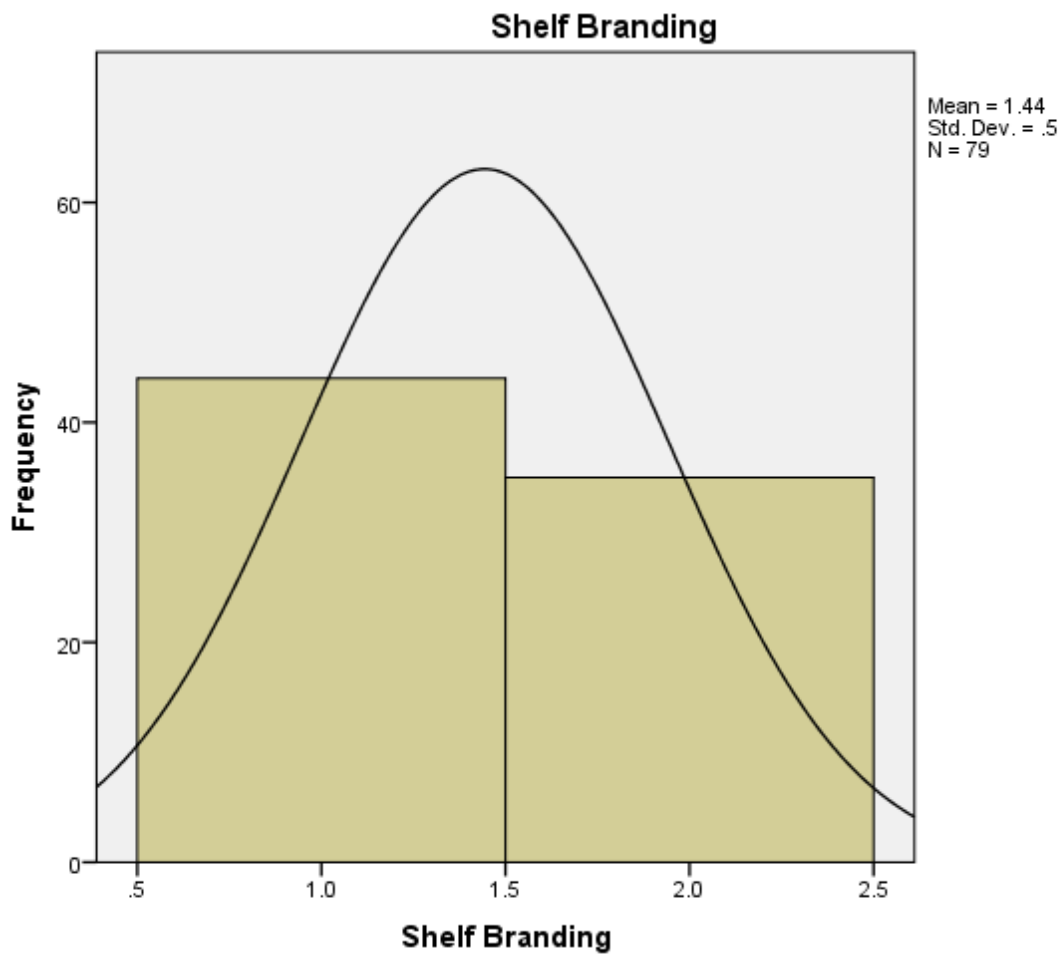


Shelf Branding

	Frequency	Percent	Valid Percent	Cumulative Percent
Needs shelf Branding	44	55.7	55.7	55.7
Valid Do not need Shelf Branding	35	44.3	44.3	100.0
Total	79	100.0	100.0	

Interpretation: Here shows that 55.7 of our retail shops need shelf Branding and others do not need shelf branding.

Histogram:



Overall findings and recommendations:

Findings from market visit for around 2 Months along with some other recommendations (PALLABI, RAMPURA, BADDA, WAISEGHAT, KERANIGONJ, KAMRANGIR CHOR etc.)

- Unsatisfied Technicians:

Some of the technicians of the retail shops said if everything is being provided to the shop owners why would they suggest SSG to the end consumers. When they were asked what they want, they asked for a bag of SSG to keep their equipment. T shirts of SSG can also be given because they will definitely wear it out and the name of SSG will spread out.

- Demands of our loyal customers or huge sellers of SSG :

Some of the retailers who sell huge volumes of SSG product said that they are selling SSG products worth of many lakhs taka years after years but they are not getting any diary or calendar from the company. So a special list of these types of huge resellers should be made along with some cost effective attractive or innovative gifts from the company yearly.

- Lack of proper service recovery:

One shop owner ordered some products for delivery for 4 days later and FO said with the permission of TSM that the product could be delivered on that day previously. But on the promised delivering date the product wasn't delivered, I was present there along with The FO, the TSM Said to the FO over phone that the product is not available right now. The shop owner was upset, but if someone in upper position from the FO would have called to say sorry through

discussing the problem the shop owner would have felt SSG care for them and he would have been happier and the service could be recovered to some extent.

- Responsiveness :

Our response time is very low. According to some shop owners employees of the company had taken the size of shop signs of different shops more than 40 times whereas our competitor's response rate is very fast. They are able to put their shop signs very quickly. Some of the retailers complained that if they get any damaged product from the purchased amount or for guaranteed products, FOs of SSG take list of the damaged product again and again but no sign of replacing where our competitor TRASTECH replaces damaged products on the spot. So this lacking or problem of SSG should be taken care of and the supply chain of SSG should be stronger in demand forecasting.

- Enforcement in Relationship marketing:

There are various RM tools that should be used because relation marketing is the most important thing in B2B business. It will help to create positive word of mouth from retailers to the customers.

- Demotivated FOs:

When any FO is given any target of selling for example worth of 10 lakhs taka products in a month but after giving full effort he could not sell 10 lakhs but very close to this amount he gets demotivated . So for special commissions there should be part by part targets from average to high. SSG always tries to give high targets to the FOs as they think the pressure will keep the FOs more active.

- Customer service number :

Our customer service no. should be different than others for example like other telecom companies for Bengali press 1 etc. There are only few major service related problems of SSG so specific Numbers should be provided for few major specific problems and one specific no. can be provided for other problems as many shop owners are always remain busy in handling customers or don't have the literacy level to understand the procedure.

- Highlighting our quality :

In our shop signs our USP should be highlighted so that it covers the high price comparable to our Competitors and positioning our specific quality in our end consumers mind.

- Low sales of Fan:

In comparison with our lights and accessories selling of our fan is very low. Much effort is needed to promote our Fan. Such as creative TVC, newspaper adds that focuses on our unique selling proposition and varieties of our Fan. We can also use celebrity or cartoon endorsement in a humorous way such as “Super Star Man” instead of superman flying from the strong air of our fan. We can also add some service such as free fittings by our technicians whenever someone buys our fan and ensuring quick guarantee support than our competitors.

- Visibility or high exposure of SSG brand of KAMRANGIR CHOR and KERANIGONJ:

These two areas have developed very much but there are low exposure of SSG from billboards and shop signs Perspective.

Research related recommendations:

- According to many Journals conducting a service quality index periodically is very important. SSG don't have any procedure to conduct an SQI that make sure how much effectively their business is going on through sufficiently satisfying their buyers or resells.
- Many field officers, TSM and other employees are switching jobs or leaving SSG. The head office doesn't have the exact report or Database on that who are leaving and why they are leaving. They should have done an employee leaving survey and thorough a research the companies where SSG's employees or specially field officers are switching what benefits they are getting there.
- FOs or Field officers are the key mediums from whom retailers take orders of products, who get new retail shops and through whom the ultimate sales occur. But SSG never conducted a survey on their FOs needs, satisfaction level with SSG, performance rating, variations in qualifications between FOs.
- They are going more or less through same old shop sign designs, size, putting SSG stickers on the shelves for shelf branding whereas they could go for more innovative retail marketing through conducting online research on going through various case studies around the world on retail marketing, store branding, and what should be the optimal quantity pricing policy for different variables Such as location, demand, high-cost retailers, low cost retailers, price demand elasticity etc.

Limitations

Pressure from both sides:

As it was a paid internship I had to follow the instructions from my supervisor and he was also more or less given pressure from the company, on the other hand it was a full time internship from 9.00 a.m. to 6 p.m. but sometimes I had to even work more and after reaching home got very little time for making the internship report.

Coping up with a new supervisor from the company:

At the beginning it was difficult to cope up with the new Supervisor. Because instructions were not clearly made and there were no proper sequence in the task. Moreover marketing doesn't follow any single concept so while providing shop signs with specific images sometimes our point of view hardly matched.

Biasness:

In reality sometimes personal issues were considered to make an intern under extra pressure.

Confidentiality:

Organizational confidentiality was there, that's why their overall production, source of raw materials or imported product's information and how they conduct their PR activities couldn't be collected properly.

Major learning:

What is important to retailers from a company?

Some retailers are more satisfied with different gifts or promotional things what they can use for example one retailer said he allowed RFL for shelf branding because RFL give them free tissue boxes, another retailer was upset because he wants diary and calendar from the company. And there were some other retailers who weren't bothered about these things they only care for extra free products, offers and price discounts. So in order to satisfy these retailers segmentation is of these two types were important as they are our ultimate seller of our products.

Conclusion:

The overall internship experience was an effective learning for me. More or less I understood how a company's internal culture works, various strategies to fight back with their competitors. The competitors of SSG are also quite strong enough that is why the entire MBD department became more active and facing pressures nationwide. As they are conducting their business nationwide successfully and have a foothold in the global market, they have the potential to get strong global recognition. Overall though I was an intern their I performed as an employee and worked hard for the wellbeing of the company and submitted many other the lacking to the management whenever I found any during market visit and formal recommendation through e-mail as a result the management gave me Phone as performance appraisal. Overall I am thankful to everyone, the entire internship committee including my supervisors and the senior

employees of my company for giving me the opportunity to have such an effective field experience though it was a very hard task.

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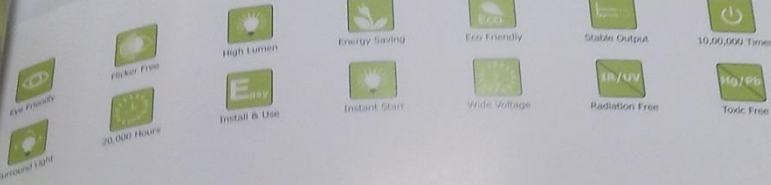
Appendices:

Some of SSG product Varieties:



LED LUX SERIES

LED



Features

- High Efficacy
- Heat Dissipating
- Damp & Dust Proof
- High Quality Component
- No Stroboscopic Lighting
- Electrical Shock Proof Body

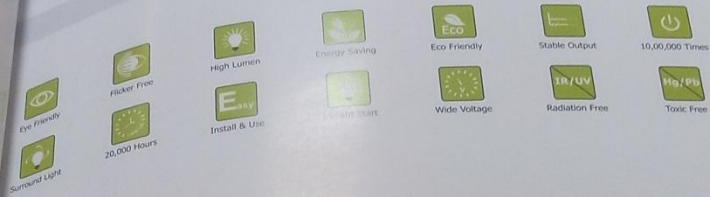


LED LUX Series (Bulb)

Watt	Type	Color	Lumen	Efficacy	Beam	PF	CRI	Lifetime	Cap	Frequency	Voltage
3	Bulb	Daylight	270	90	270°	0.5	>80	20,000 H	B22/E27	50/60 Hz	220~240V
3	Bulb	Warm Color	270	90	270°	0.5	>80	20,000 H	B22/E27	50/60 Hz	220~240V
5	Bulb	Daylight	450	90	270°	0.5	>80	20,000 H	B22/E27	50/60 Hz	220~240V
5	Bulb	Warm Color	450	90	270°	0.5	>80	20,000 H	B22/E27	50/60 Hz	220~240V
7	Bulb	Daylight	630	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
7	Bulb	Warm Color	630	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
9	Bulb	Daylight	810	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
9	Bulb	Warm Color	810	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
11	Bulb	Daylight	990	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
11	Bulb	Warm Color	990	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
12	Bulb	Daylight	1080	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
12	Bulb	Warm Color	1080	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
13	Bulb	Daylight	1170	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
13	Bulb	Warm Color	1170	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
15	Bulb	Daylight	1350	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
15	Bulb	Warm Color	1350	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
18	Bulb	Daylight	1620	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V
18	Bulb	Warm Color	1620	90	270°	0.9	>80	20,000 H	B22/E27	50/60 Hz	220~240V

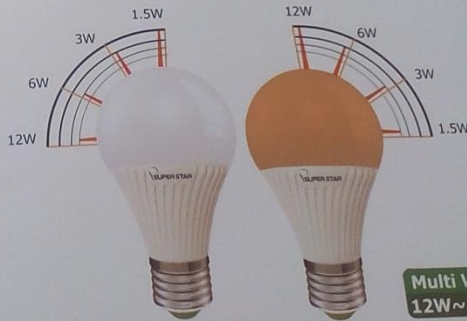
SMART LUX SERIES

LED



Features

- High Efficacy
- Heat Dissipating
- Damp & Dust Proof
- High Quality Component
- No Stroboscopic Lighting
- Electrical Shock Proof Body



SMART LUX Series (Multi Watt)

Watt	Type	Color	Lumen	Efficacy	Beam	PF	CRI	Lifetime	Cap	Frequency	Voltage
12	Bulb	Daylight	1102	99	320°	0.5	>80	20,000 H	B22/E27	50/60 Hz	220~240V
12	Bulb	Warm Color	1102	99	320°	0.5	>80	20,000 H	B22/E27	50/60 Hz	220~240V

Energy Rating





Switches & Sockets

Gang Switches & Sockets

COLOR SLIM SERIES (Yellow)

SUPER STAR
Accessories



Four Gang One Way
Model: SI-04
10A 250V



One Gang One Way
Model: SI-01
10A 250V



Two Gang One Way
Model: SI-03
10A 250V



Three Gang One Way
Model: SI-05
10A 250V



Four Gang One Way
Model: SI-06
10A 250V



2-Pin Socket
Model: SI-13
10A 250V



Bell Push
Model: SI-12
10A 250V



DP Switch with Neon
Model: SI-16
20A 250V



Fan Regulator
Model: SI-20
250W 250V



2-Pin Socket
Model: SI-13
10A 250V



3-Pin Universal Socket
Model: SI-19



3-Pin Universal Socket
Model: SI-07
13A 250V



3-Pin Round Socket
Model: SI-15
15A 250V



TV Socket
Model: SI-18



Telephone Socket
Model: SI-19

Fan
Gallery



Some of the survey sheets (Shop addresses are omitted for Confidentiality):

DMC - Gulshan Territory (Accessories, Fan)								
Name:								Date: DD/MM/YYYY
	Required Item							
Distribution Point/ Area Name	Retail Shop Name	Shop Sign (Normal)	Shop Sign (Lightbox)	Acc. Display Board	Bulb Tester	Tube Stand Box	Shelf Branding	Others Branding Way
Gulshan	Ahad electric and hardware		√acc,	√			√	
Gulshan	kader electric store		√acc,+fan	√	√		√	
Gulshan	Monir Electric	√acc,		√			√	
Gulshan	shuvo electric		√acc,+fan	√	√	√	√	
Gulshan	Abdullah Electric store		√acc,	√	√	√	√	
Gulshan	Mesars Khondokar traders	√acc,		√	√	√		
Gulshan	Moon Electric	√acc,			√			
Badda	Mayer doa electric and hardware	√acc,		√	√	√		
Badda	S.S Electric		√acc,	√	√	√	√	

Badda	Shumon electric and hardware		√acc,	√	√	√	√	
Badda	Hasibur electric and varities store		√acc,+f an	√	√	√	√	
Badda	priyjon music centre	√acc,		√	√	√	√	
Badda	Shampa electric	√acc+f an				√		
Badda	sinthia electric and hardware	√light		√		√		
Badda	Masum electric		√acc,	√		√	√	
Badda	shaown electrics		√acc,	√		√		
Badda	M/s toma trading	√acc,		√	√			
Badda	Mesars sanjim electric		√light	√	√			

DMC - Gulshan Territory (Accessories, Fan)								
Name: Aminul Islam.								Date: 12/02/17
Distributio n Point/Area Name	Retail Shop Name	Required Item						
		Shop Sign (Normal)	Shop Sign (Lightbox)	Acc. Displ Boar d	Bul b Test er	Tub e Sta nd Box	Shelf Brandi ng	Others Brandi ng Way
Gulshan	Ahad elec		√acc.	√			√	
Gulshan	kadar elec		√Fan+acc .	√	√		√	
Gulshan	Monir elec	√acc.		√			√	
Gulshan	Shovo Elec		√Fan+acc .	√	√	√	√	
Gulshan	Abdullah elec		√acc.	√	√	√	√	
Gulshan	M/S khondokar traders	√acc.		√	√	√		
Gulshan	Moon Elec	√acc.			√			
Gulshan	Jena Alam senatary& HARD		√acc.	√	√	√	√	

Gulshan	Royal elec	√Fan+acc		√			√	
		1 Pcs (Fan+Acc)	2 Pcs (Fan+Acc)	8 Pcs	6 Pcs	4 Pcs	7 Pcs	
		3 Pcs (Accessories)	3 Pcs (Accessories)					

DMC - Nawabpur Territory (Accessories)

Date:
8/03/17

Name: Aminul Islam.

Distributi on Point/Area Name	Retail Shop Name	Required Item						
		Shop Sign (Normal)	Shop Sign (Lightbox)	Acc. Displ ay Board	Bulb Test er	Tub e Stan d Box	Shelf Brandi ng	Others Brandi ng Way
Keraniga nj	Ma Electric		√ (Fan+Acc c.)	√	√	√	√	
Keraniga nj	Zahid Electric	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	√	√	√	
Keraniga nj	Sezan Electric		√ (Lighting s)	√	√		√	
Keraniga nj	Mojib Hardwar & Electric		√ (Lightings of corner of small)	√	√	√		

Keraniganj	New Momotahina Hardwar & Electric		√ (Fan+Acc.)	√	√	√	√	
Keraniganj	Chunkutiya Enterprise		√ (Lightings)	√	√	□	√	
Keraniganj	Bismillah Electric	√ (Acc.)		√			√	
Keraniganj	Mim Electric	□		√	√	√	√	
Keraniganj	Sohid Electric	√ (Acc.)		√	√	√	√	
Keraniganj	Ma Electric			□		√		
Keraniganj	Shamanta Electric	□		√	√	√	□	
Keraniganj	Ontor Electric			√	√	√		Side Indicator Sign
Keraniganj	Shanta Electric		√ (Fan+Acc.)	√	√	√		
Keraniganj	Mokka Elec. & Hard.		√ (Acc.)	√	√	√	√	
Keraniganj	Borak Bilders		√ (Acc.)	√	√	√	√	
Keraniganj	Ma Electric & sanetary		√ (Lightings of corner of small)	√	√	√		

Keraniganj	Alif Electric		√ (Lightings of corner of small)	√	√	√		
Keraniganj	Akram Electric			√	√	√	√	
Keraniganj	Eliyas Electric			√	√	√	√	
Keraniganj	Hazi Ataul Ele: &Electronics			√		√		
Keraniganj	Jononi Hard. & Electric			√	√	√	√	
Keraniganj	Shoma Electric	√ (Acc.)		√		√		
Keraniganj	Asgor Hardwar			√	√	√		
Keraniganj	Ma Electric		√ (Lightings of corner of small)	√	√	√	√	
Keraniganj	Zazira Electric		√ (Fan+Acc.)	√	√	√	√	
Keraniganj	Jononi Electric		√ (Lightings)	√	√	√		
Keraniganj	Moitri M.S. Traders			√	√	√		
Keraniganj	Mokles Electric		√ (Lightings)	√	√	√	√	
Keraniganj	Mayer Doya Electric	√ (Acc.)		√	√	√		

Keraniganj	Tanisha Electric		√ (Acc.+Fan corner of small)	√	√	√	√	
Keraniganj	Ohona Electric	√ (Lightings)		√	√	√		
Keraniganj	Saiful Hardwar & Electric	√ (Fan+Acc.)		√	√	√	√	
Keraniganj	Bikrompur Ele:Hard: & Paint		√ (Accessories of corner of small)	√	√	√		
Keraniganj	Eyaqub Electric		√ (Lightings of corner of small)	√	√	√		
Keraniganj	Reshma Elec.		√ (Lightings)	√		√		
Keraniganj	Riton Hard. & Elec.		√ (Lightings of corner of small)	√				
		1 Pcs (Fan+Acc.) 1 Pcs (Lightings) 4 Pcs (Accessories)	5 Pcs (Fan+Acc.) 11 Pcs (Lightings) 3 Pcs (Accessories)	34 Pcs	30 Pcs	32 Pcs	18 Shops	1 Shop

DMC - Nawabpur Territory (Lightings)

Date:
8/03/17

Name: Aminul Islam.

Distributio n Point/Area Name	Retail Shop Name	Required Item						
		Shop Sign (Normal)	Shop Sign (Lightbox)	Acc. Displa y Board	Bulb Teste r	Tube Stand Box	Shelf Brandin g	Others Brandin g Way
Keranigan j	Ma Electirc		√ (Fan+Acc.)	√	√	√	<input type="checkbox"/>	
Keranigan j	Bhai Bhai Electric	<input type="checkbox"/>	√ (Fan+Acc.)	√	√	√		
Keranigan j	Mollah Electric	<input type="checkbox"/>		√	√	√	√	
Keranigan j	Nur Hardware	√ (Acc.)	<input type="checkbox"/>	√	√	√	<input type="checkbox"/>	
Keranigan j	Imarat Electric & Hard.		√ (Acc.+Fan corner of small)	√	√	√	√	
Keranigan j	Sumaiya Electric		√ (Lightings)	√	√	√	√	
Keranigan j	Happy Electric		√ (Lightings of corner of small)	√	√	√	√	
Keranigan j	Zazira Electric	√ (Lightings)		√	√	√	√	
Keranigan j	Chistia Electric		√ (Lightings)	√	√	√	√	
Keranigan j	Usha Electric	√ (Lightings)		√	√	√		

Keranigan j	Ahad Hardware	√ (Lightings)		√	√	√		
Keranigan j	Bismillah Electric		√ (Acc.)	√		√	√	
Keranigan j	Media Electric		√ (Lightings)	√		√	√	
		3 Pcs (Lightings) 1 Pcs (Accessories)	3 Pcs (Fan+Acc.) 4 Pcs (Lightings) 1 Pcs (Accessories)	13 Pcs	11 Pcs	13 Pcs	8 Shops	

DMC - Mirpur Territory (Lightings & Accessories, Fan)

Name: Aminul Islam.

Date:
05/02/17

Distributi on Point/Area Name	Retail Shop Name	Required Item						
		Shop Sign (Normal)	Shop Sign (Lightbox)	Acc. Display Board	Bulb Tester	Tube Stand Box	Shelf Branding	Others Branding Way
Pallabi	Sujon Electric			√	√	√	√	
Pallabi	Faruk Electric	<input type="checkbox"/>	√	√	√	√		
Pallabi	Rahat Electric	<input type="checkbox"/>	√ (Lightings)	√	√	√	√	
Pallabi	Maa Electric		√ (Lightings)	√	√	√	<input type="checkbox"/>	
Pallabi	Faridpur Electric	√	<input type="checkbox"/>	√	√	√		

Pallabi	Master Electric Centre		√ (Lightings)	√	√	√		
Pallabi	Sumon Electric	√	□	√	√	√	√	
Pallabi	Munmun Electric	□		√	√	√	√	
Pallabi	Ahammed Electric		√ (Lightings)	√		√	√	
Pallabi	Manikgong Electric	□	√	√	√	□		
Pallabi	Ponchom Electric			√	√	√	√	
Pallabi	Faridpur Light House	□		√	√	√	√	
Pallabi	Talukder Electric			√	√	√		
Pallabi	Mollah Electric	□	√ (Lightings)	√	√	√	√	
Pallabi	Shanti Electric & hadwar		□	√	√	√		
Pallabi	Sinha Electric	√ (Lightings)		□	√	√	√	
Pallabi	Mojumder Brothers and Hard.		√ (Lightings)	□	√	√	√	
Pallabi	Vai vai senetary, hardware & electrics		□	√	√	√		

Pallabi	Modhumote ELECTRIC	√ (Lightings)		<input type="checkbox"/>	√	√	√	
Pallabi	Tip Top ELECTRIC	<input type="checkbox"/>	√ (Lightings)	√	√	√	√	
Pallabi	Vai Vai Sanetare, hardware & electric	<input type="checkbox"/>	<input type="checkbox"/>	√	√	√	√	
Pallabi	A RahamaneLECT RIC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	√	√	√	
Pallabi	Sathi Electric	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	√	√		
Pallabi	Maruf ELECTRIC			√	√	√	√	
Pallabi	Motlob ELECTRIC	<input type="checkbox"/>	√ (Lightings)	√	<input type="checkbox"/>	√	√	
Pallabi	Imran ELECTRIC	<input type="checkbox"/>		√	√	√	√	
Pallabi	Jibon Sathi Electric		√ (Lightings)	<input type="checkbox"/>		√	√	
Pallabi	Dimention Traders	<input type="checkbox"/>	<input type="checkbox"/>	√	√	√	√	
Pallabi	Maa recharge point and electric		√ (Lightings)	√	<input type="checkbox"/>	√	√	
Pallabi	Khan ELECTRIC	<input type="checkbox"/>		<input type="checkbox"/>	√	√	<input type="checkbox"/>	
Pallabi	Mayer Doya Electric & cookriz	√ (Lightings)		√	√	√		
Pallabi	Mostifaz Electric	<input type="checkbox"/>	√ (Lightings)	√	√	√	<input type="checkbox"/>	
Pallabi	Masum electric		√ (Lightings)	√	√	√	√	

Pallabi	Maa Enterperz		□	√	√	√	√	
Pallabi	Rafi Electric		√ (Lightings /Fan)	√	√	√	√	
Pallabi	M/s himu enterprize		□	√	√	√		
Pallabi	Shimul hardware					√	√	
Pallabi	Shohag electronics				√	√	√	
		3 Pcs (Lightings) 2 Pcs (Accessories)	1 Pcs (Fan/Lightings) 12 Pcs (Lightings) 2 Pcs (Accessories)	29 Pcs	33 Pcs	37 Pcs	25 Shops	----- --

DMC - Gulshan Territory (Lightings)

Name: Aminul Islam.

Date:
23/02/17

Distribution Point/Area Name	Retail Shop Name	Required Item							
		Shop Sign (Normal)	Shop Sign (Lightbox)	Acc. Display Board	Bulb Tester	Tube Stand Box	Shelf Branding	Others Branding Way	
Rampura	S.S Elec.			√	√	√	√		
Rampura	Zannatul tails		√ (Lightings)	√		√	√		
Rampura	Samim electric		√ (Lightings)	√	√	√	√		

Rampura	Fahad electric		√ (Lightings)	√	√	√	√	
Rampura	Rofiq electric			√	√	√	√	
Rampura	Chowdhury electric		√ (Lightings)	√	√	√	√	
Rampura	Al modina electric			√	√	√	√	
Rampura	Monir electric		√ (Fan+Acc.)	√	√	√		
Rampura	Ma electric		√ (Fan+Acc.)	√	√	√	√	
Rampura	Chowdhury electric			√	√	√	√	
Rampura	Nafisa electric	√ (Lightings)		√	√	√		
Rampura	Amin electric		√ (Fan+Acc.)	√	√	√	√	
Rampura	Jamalpur electric	√ (Lightings)		√	√	√		
Rampura	Fatima hardwer		√ (Lightings)	√		√		
Rampura	Asia electric		√ (Lightings)	√	√	√	√	
Rampura	Jakir electric		√ (Lightings)	√	√	√		
Rampura	Islam electric		√ (Fan+Acc.)	√	√	√		

Rampura	Faruk electric		√ (Lightings)	√	√	√		
Rampura	Taj electric			√	√	√	√	
Rampura	Sha ali Hardwer	√ (Lightings)			√			
Rampura	Sawkat electric			√	√	√	√	
Rampura	Josim enterprise			√	√	√	√	
Rampura	Zaman electric	√ (Fan+Acc.)		√	√	√	√	
Rampura	Bismillah electric		√ (Fan+Acc.)	√	√	√	√	
Rampura	Nur electric			√	√	√	√	
Rampura	Adnan electric			√	√			
Rampura	L.B. electric			√	√	√	√	
Rampura	Bikrampur hardwer		√ (Lightings)		√		√	
Rampura	Dewloar Elec.			√	√	√		
Rampura	Babul electric			√	√	√	√	

Rampura	Feni electric			√	√	√	√	
Rampura	Lokman Hardwer			√		√	√	
Rampura	Manik Hardwer		√ (Fan+Acc.)	√	√	√	√	
Rampura	Mannan Elec.		√ (Lightings) Urgent within 20 days	√	√	√	√	
Rampura	Motalab senetary		√ (Acc.)	√	√	√	√	
Rampura	Bosir hardwer	√ (Acc.)		√	√	√		
Rampura	Bismillah hardwer			√	√	√	√	
Rampura	Brothers electric		√ (Lightings)	√			√	
Rampura	G.S.electric		√ (Lightings)	√		√		
Rampura	Bismillah eletric	√ (Lightings)		√	√	√	√	
Rampura	Fair electric			√	√	√	√	
Rampura	Monir electric			√	√	√		

Rampura	Mayer doya hard. & elec.		√ (Acc.)	√			√	
Rampura	Mithu electric			√		√		
Rampura	Ma electric		√ (Lightings)		√		√	
Rampura	Srabon electric	√ (Fan+Acc.)		√	√	√	√	
Rampura	Jebin electric		√ (Acc.)	√		√		
Rampura	S.M.electric			√	√	√	√	
Rampura	Manikgonj electric			√	√	√	√	
Rampura	Kader electric		√ (Fan+Acc.) √ (Lightings of corner of small)	√	√	√	√	
Rampura	Mahima electric			√	√	√		
Rampura	Siyam electric			√	√	√	√	
Rampura	Jamal electric			√	√	√		
Rampura	Electric fair			√	√		√	
Rampura	Rofiq electric	√ (Fan+Acc.)		√	√	√		

Rampura	Chowdhury electric			√	√	√		
Rampura	Viyena electric			√	√	√	√	
Rampura	Nur electric		√ (Fan+Acc.)	√	√	√	√	
Rampura	Ma electric		√ (Fan+Acc.) Corner Shop Sign	√	√	√	√	
Rampura	Aman electric			√	√	√	√	
Rampura	Atifa electric		√ (Fan+Acc.)	√	√	√	√	
		3 Pcs (Fan+Acc.) 4 Pcs (Lightings) 1 Pcs (Accessories)	10 Pcs (Fan+Acc.) 1 Pcs (Fan+Acc.) Corner Shop Sign 12 Pcs (Lightings) 1 Pcs (Lightings) Corner Shop Sign 3 Pcs (Accessories)	58 Pcs	53 Pcs	54 Pcs	42 Shops	