



Inspiring Excellence

INTERNSHIP REPORT ON

“Marketing Functions of  
SUPER STAR GROUP”

Submitted To  
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Submitted By  
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Date of Submission: 6<sup>th</sup> May 2017

## **Letter of Transmittal**

6<sup>th</sup> May 2017

Mr. Feihan Ahsan

Senior Lecturer  
BRAC Business School

66, Mohakhali, Dhaka

### **Subject: Submission of Internship Report.**

Dear Sir,

I am very glad to submit the internship report on marketing functions of Super Star Group. This report is an outcome of BBA program has undergone by me. It gives me immense pleasure to complete my Internship successfully and submit this report on the analysis I have conducted during this period. I am thankful to you for giving me challenging opportunity, which will help me prove my capability. This opportunity will also allowed me to do some real task, which has increased my experience.

It would be very kind of you to examine my report work and give me further suggestions to enhance my clarification.

Sincerely yours,

---

Tapas Das

ID:12204123  
BRAC Business School

## Approval

This report has been submitted for examination with the approval of supervisor.

On site Supervisor Md. AlifRahamanRiday

Signature

Date:

Academic Supervisor Feihan Ahsan

Signature

Date

## **DECLARATION**

I hereby declared that this Internship or any part of it has not been submitted elsewhere for the award of any degree or diploma.

Tapas Das

ID: 122014123

Signature:Date:

## Acknowledgement

I am grateful to my parents who guided me through the entire studies and had helped me morally and spiritually. Expression of thanks to the people, to the company and others who have made invaluable contribution to the completion of this report, I would like to express my sincere gratitude and appreciation to my supervisor **Feihan Ahsan**, Senior Lecturer, BRAC Business School, BRAC University, Dhaka, Bangladesh. His magnanimous help, excellent guidance, constant encouragement and incessant assistance were available at all stages of my report. I am extremely grateful to him for his earnest feeling and help in matters concerning my dissertation.

I would like to extend my warmest gratitude to my colleague Mr. B. M. Tahasin Ahmed, Mr. SaifullahGalib, Mr. Sifat, Mr. Anik Das and my office supervisor Md. AlifRahaman, Deputy Manager, Super Star Group, for their cooperation, stimulation and help during my work.

## Contents

CHAPTER ONE: .....	1
1.0 INTRODUCTION.....	1
1.1 Background of the Report.....	1
1.2 Origin of the Report.....	1
1.3 Objectives of the Report .....	1
1.3.1 Broad objective:.....	1
1.3.2 Specific objectives:.....	2
CHAPTER TWO: .....	3
2.0 METHODOLOGY .....	3
2.1 Methodology of the Report.....	3
2.2 Scope of the Report.....	4
2.3 Limitations of the Report.....	4
CHAPTER THREE:.....	5
3.0 OVERVIEW OF SUPER STAR GROUP LIMITED (SSG).....	5
3.1 Company Overview .....	5
3.2 Awards & Achievements .....	6
3.3 Vision Statement: .....	10
3.4 Mission Statement: .....	10
3.5 Company Values: .....	10
3.6 Factory Overview:.....	10
3.7 The MARKETING & BUSINESS DEVELOPMENT of SSG:.....	11
3.8 Wings of SSG MBD:.....	11
3.9 The Hierarchical Manpower Chart:.....	12
CHAPTER FOUR: 4.0 Analysis & Findings of Super Star Fan.....	13
4.1 All kind of fan .....	13
4.1.1 Ceiling fan:.....	13
4.1.2 Specification of Ceiling fan:.....	15
4.1.3 Table fan: .....	16
4.1.4 Specification of Table fan: .....	16
4.1.5 Rechargeable pedestal fan & Wall fan:.....	17
4.1.6 Specification of Rechargeable Pedestal & wall fan:.....	17
4.1.7 Pedestal fan: .....	18

4.1.8 Specification of Pedestal fan: .....	18
4.2 All fan price list:.....	19
4.3 Analysis of Super Star fan: .....	20
4.3.1 Use of super star fan: .....	20
4.3.2 Fan type:.....	20
4.3.3 Fan warranty:.....	21
4.3.4 Facing problems: .....	21
4.3.5 Providing service: .....	22
4.3.6 Service quality: .....	22
4.3.7 Future use: .....	23
4.3.8 Suggest to others:.....	23
4.3.9 Using Others Brand:.....	24
4.3.10 Better performer: .....	24
4.3.11 Price condition:.....	25
4.4 SWOT analysis of super star fan:.....	26
4.5 Distribution Process:.....	27
4.6 Findings: .....	29
CHAPTER FIVE: .....	31
5.0 CONCLUSIN AND RECOMMENDATION .....	31
5.1 Conclusion: .....	31
5.2 Recommendations: .....	32
Bibliography: .....	33

## CHAPTER ONE:

### 1.0 INTRODUCTION

#### 1.1 Background of the Report

As a student of Bachelor of Business Administration (BBA) everyone has to conduct a practical orientation in any organization for fulfilling the requirements of the 3 months of Internship Program. The main purpose of the program is to expose the student to the real world situation. This report is done as a partial requirement of the internship program for the BBA students. This report is prepared for the internship program consisting of a major in-depth study about the Marketing & Business Development department of Super Star Group (SSG) and how it is implementing the Marketing activities. Practical knowledge is fundamental for the application of theoretical intelligence. Bearing this in mind and an internship program was being included in the BBA curriculum. The goal of this analysis is to expose the student in the organizational work situation and also to provide an opportunity for applying classroom learning in practice. There is some difference between theories and practice.

#### 1.2 Origin of the Report

This report is done as a partial requirement of the 3 months internship program for the BBA students of BRAC University, Bangladesh. During my internship period I joined Super Star Group Ltd. at Corporate Office, Segunbagicha. The chairperson of the Internship and Placement Committee advised to prepare reports on our assigned jobs after the completion of the Internship in the respective organizations.

#### 1.3 Objectives of the Report

##### 1.3.1 Broad objective:

The staple objective of this report is to provide an insight of the internship program of SSG MBD and the learning of an intern by performing practically in a corporate field just at the end of the academic curriculum. This report will also assist to get a clear overview about the marketing & business development department of Super Star Group (SSG) and how it is implementing the marketing activities.



### 1.3.2 Specific objectives:

- To get insight about how SSG MBD operates their official activities.
- To find out how SSG MBD implements marketing activities and their promotional activities.
- To analyze the drawbacks of marketing activities and find out the probable effective solutions to minimize them.

## CHAPTER TWO:

### 2.0 METHODOLOGY

#### 2.1 Methodology of the Report

This report is an individual production of the report writer. However, preparing such a report is not that easy for one's own brain only. So I had to take help from different sources of information. I used two kinds of sources-

- a) Primary sources and
- b) Secondary sources.

**a) Primary Data:** The primary data has been gathered through following sources

- Face to face discussion with my supervisor and
- Colleagues Telephone discussion

**b) Secondary Data:** Mostly used to find out basic information about the organization. The secondary data has been collected through following sources.

- Annual Reports
- Office Record
- Annual Reports
- Internet

## 2.2 Scope of the Report

This study will help me to rethink about the lacking in my performance and good realization about what and how I should improve myself from the lessons or learning. It is also helpful for me to enhance my writing competencies. It will also help me to flourish my critical thinking and analytical ability. This report may help the other potential future interns who want to do their internship in SSG or the same type of organization or industry. This may be found as a necessary informative document for SSG to get the insights about the intern's feedback or perspective about their internship programs, supports and working environment. Thus this will help both the interns and the organization to work on their areas of improvements.

## 2.3 Limitations of the Report

I have tried my best to prepare a good, informative and insightful report. Nevertheless, in spite of my eagerness and enthusiasm, I had to face some limitations while working on this report which are mentioned below-

- Information needed related to my topic were not so available, I had to do brainstorming a lot and collect information and necessary data from day to day work.
- Time to work on the report was very less in internship and job period as responsibilities were huge.
- As I was working as intern, many confidential information were not disclosed to me.

## CHAPTER THREE:

### 3.0 OVERVIEW OF SUPER STAR GROUP LIMITED (SSG)

#### 3.1 Company Overview

SSG is a leading and successful manufacturer, importer and marketer of electrical accessories and equipment for last two decades under the brand name of “**SUPERSTAR**”. The company started its journey in 1994 by establishing its first venture through an Incandescent lamp plant located at Narayanganj. SSG provides wider range of lighting and other electrical solutions for residential, commercial, and other special needs. The group offers high quality lighting solution to its wide range of customers that made SSG number one in lighting sector of Bangladesh. Compact Fluorescent Lamp (CFL), incandescent lamp (GLS), Light Emitting Diode (LED), fluorescent tube light, switches & sockets, fan, fluorescent lighting fixture, PVC Insulating tape, electronic ballast, and distribution board.

In addition, the group is the exclusive distributor of Kawamura Electric Inc. of Japan and Federal Electric of Turkey for marketing of their Circuit Breaker and other electrical safety related products in Bangladesh. In addition, having their own fan products with brand name “Super Star Fan”, they became the exclusive distributor of Khaitan Fan of India in Bangladesh. The quality of these products is guaranteed and its durability is unquestionable. All these products have got both intrinsic and aesthetic value for which SSG is proud of and find itself truly satisfied in supplying the quality goods to their valued and prospective buyers and consumers.

SSG started a new concern named **Super Star Engineering Ltd.** (SSEngL) in 2012, and proved its ability to manufacture, supply, installation, testing and commissioning of electrical sub-stations, elevator & generator as well as complete electrical solutions on turnkey basis as one of the leading and popular brand in Bangladesh. SSG entered into renewable energy business under the name of **Super Star Renewable Energy Ltd.** (SSREL) in 2013. Using the brand name “**Super Star Solar**”, this company designs and develops innovative renewable energy related products that are best suited for customer needs. To meet the accelerated demand of city dwellers, SSG expanded its activities in real estate sector under the name of **Super Star Properties Ltd.** in 2011, to provide

High quality comfortable living and commercial space that will deliver the highest value for money of the customers.

Besides above, SSG is exploring to add few more new products which will add the image of SSG in many folds and establish as a diversified conglomerate.

A team of experienced and highly skilled professionals having good corporate culture are keeping contributions in the growth of SSG. All the products that are manufactured by SSG are mostly designed by their own professionals and all the product designs are kept under copyright laws so that no one can copy their product design. SSG has a reputation of being involved in a good number of Corporate Social Responsibility (CSR) activities and maintains a very good credit rating with banks and other financial institutions.

### 3.2 Awards & Achievements

#### ▪ Global Marketing Excellence Award 2016

SSG (Super Star Group) has been won Global Marketing Excellence Awards 2016 for 'Future is bright' Corporate Marketing campaign.

FIGURE:1  
GLOBAL MARKETING EXCELLENCE AWARD 2016



Source: www.ssgbd.com (Annual Report 2016)

▪ **TheGoldenGlobeTigers Summit Awards 2015**

SSG(SuperStarGroup)hasbeenawarded“TheGoldenGlobeTigersSummitAwards2015”for Excellence&Leadershipin Brandingand Marketing.

FIGURE: 2  
THE GOLDEN GLOBE AWARD



Source:www.ssgbd.com(Annual Report2015)

## ▪Global Marketing ExcellenceAward

SSG(SuperStarGroup)hasbeenawardedtheGlobalMarketing Excellence AwardinBrand Leadershipcategory fromthe WorldMarketing CongressinassociationofCMOCouncil, THOUGHTLEADERSand World Federation ofMarketingProfessionals.

FIGURE:3

### GLOBAL MARKETINGEXCELLENCE AWARD



Source:[www.ssgbd.com](http://www.ssgbd.com)(Annual Report2015)

▪ **TheGlobal LeapAward**

Global LEAP Awards Outstanding Off-Grid LED Room Lighting Appliance Competition recognizes the SSG (Super Star Group) as a winner in two categories: 12 VDC LED bulb 5W and T5 tube at the 5th Clean Energy Ministerial in Seoul, Korea, on 12 May 2014. The Global LEAP Awards off-grid LED appliance competition seeks to identify and promote the world's highest quality, most energy-efficient, and affordable off-grid LED lighting appliances. The Global LEAP Awards is an initiative of the Clean Energy Ministerial Global Lighting and Energy Access Partnership, and is co-sponsored by the U.S. Department of Energy and the Climate Works Foundation.

FIGURE 4  
THE GLOBAL LEAP AWARD



Source: www.ssgbd.com (Annual Report 2014)



## ▪SSG(SuperStar Group) is ISO certified

SSG recently achieved ISO 9000 & ISO 14000 certificate for significant performance in quality management and environment management. SSG never compromises with quality of its products. It always tries to provide best quality products to give out most satisfaction to valued customers. This organization also concerns for environment. So that it produces environment friendly products by following proper production guideline.

### 3.3 Vision Statement:

To be the most contemporary conglomerate-locally and globally.

### 3.4 Mission Statement:

We provide innovative products and solutions that offer customer's delight.

### 3.5 Company Values:

We're Bold

We're Responsive

We're Innovative

We're Global

We're Humane

We're Techsavvy

We're BRIGHT, because we believe our future is bright.

### 3.6 Factory Overview:

SSG is enriched with six different factories for the production and assembling of its diversified products from its various product lines. The factories are named below with their location:

1. I. R. Bulb Company Ltd. (I. R. Bulb factory)-Bhuighor, Narayanganj

2. Super Star Electrical Accessories Ltd. (SSEALfactory)-Fatullah, Narayanganj
3. Super Star Electronics Ltd. (CFLfactory)-Shiddhirganj, Narayanganj
4. Super Star Fan Ltd.(Fanfactory)-Kachpur
5. Super Star Engineering Ltd. (SSEngLfactory)-Munshiganj
6. Supreme Electronics Ltd.-Savar

### 3.7 The MARKETING & BUSINESS DEVELOPMENT of SSG:

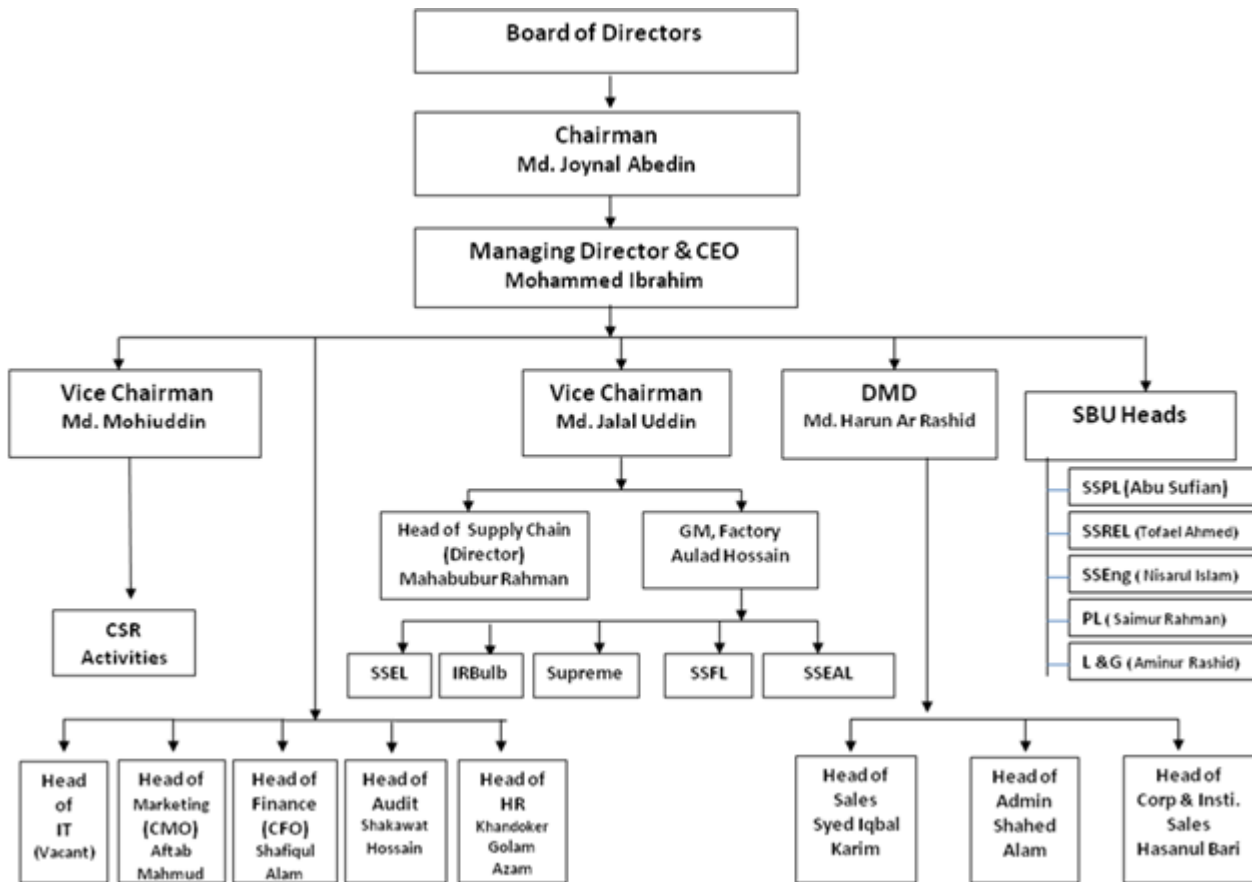
SSGMBD believes that the human resource is the most important resource amongst all and that is why it is trying to empower its employees from every possible aspect and it is working relentlessly to keep employees motivated, to ensure the best output from this resource with a strong vision to provide the best return on investment (ROI) for the overall profitability of the business.

### 3.8 Wings of SSGMBD:

The MBD department of SSG is consisting of dedicated and hardworking members who are to support the marketing and accomplishing all the related tasks of the whole corporate body and factories.

### 3.9 The Hierarchical Manpower Chart:

The following hierarchical chart represents the approved manpower chart of SSGMBD.



## CHAPTER FOUR:

### 4.0 Analysis & Findings of Super Star Fan

#### 4.1 All kind of fan

##### 4.1.1 Ceiling fan:



**ECO SWIFT (Milky White)**



**Golden Art**



**Supreme**

#### 4.1.2 Specification of Ceiling fan:

CEILING FAN								
Size	56''				48''		36''	24''
Parameter	Classic	Premium	Golden Art	Eco-Swift	Classic	Premium	Premium	Premium
<b>Voltage (V)</b>	220	220	220	220	220	220	220	220
<b>Watt</b>	78	78	78	85	62	62	57	58
<b>Frequency (Hz)</b>	50	50	50	50	50	50	50	50
<b>Air Delivery (m<sup>3</sup>/min)</b>	275	275	275	275	170	170	145	87
<b>Service Value (m<sup>3</sup>/min/watt)</b>	3.53	3.53	3.53	3.24	2.74	2.74	2.54	1.5
<b>RPM</b>	325	325	325	320	405	405	450	890
<b>Insulation Class</b>	E	E	E	E	E	E	E	E
<b>Power Factor</b>	0.98	0.98	0.98	0.96	0.98	0.98	0.98	0.98
<b>Weight (kg)</b>	5.4	5.45	5.9	4.52	4.4	4.5	3.9	4.3

**Table 02: Specification of Ceiling fan**

#### 4.1.3 Table fan:



#### 4.1.4 Specification of Table fan:

<b>Table Fan</b>			
<b>Model</b>	<b>TF-06</b>	<b>TF-07</b>	<b>TF-08</b>
<b>Specification</b>			
<b>Size</b>	16"	16"	16"
<b>Watt</b>	65	60	60
<b>RPM</b>	1176	1058	1070
<b>Controller</b>	3 Speed Rotated Control	3 Speed Rotated Control	3 Speed Rotated Control
<b>Blades</b>	5 Banana	5 Banana	5 Banana
<b>Timer</b>	2 hour	2 hour	1 hour
<b>Color</b>	Pink, White & Green	Pink, White & Green	Golden & Gray

**Table 03: Specification of Table fan**

4.1.5 Rechargeable pedestal fan & Wall fan:



4.1.6 Specification of Rechargeable Pedestal & wall fan:

Rechargeable Pedestal & Wall Fan		
Model	RP-01	WF-03
Specification		Remote Control
Size	16"	16"
Voltage	220v AC/12v DC	
watt		55
RPM	1300	1256
Power	14w	
Blades	5 Banana	3 Regular
Air Delivery	50 m <sup>3</sup> /min	
Service Value	3.57m <sup>3</sup> /min/watt	
Battery Backup	2 hour	
Color	Blue & Gray	

Table 04: Specification of Rechargeable pedestal & Wall fan



#### 4.1.7 Pedestal fan:



#### 4.1.8 Specification of Pedestal fan:

Pedestal Fan				
Model	PF-06	PF-07	PF-08	PF-09
Specification	Remote Control			
Size	18"	18"	16"	16"
Watt	60	60	55	55
RPM	1388	1379	1400	1360
Controller	3 Speed Rotated Control	3 Speed Rotated Control	3 Speed Rotated Control	3 Speed Rotated Control
Blades	5 Banana	5 Banana	5 Banana	3 Regular
Timer	7.5 hour	2 hour	2 hour	2 hour

**Table 05: Specification of Pedestal fan**

#### 4.2 All fan price list:

<b>Fan Price</b>		
<b>SL</b>	<b>Product Name</b>	<b>MRP (TK.)</b>
<b>1</b>	SS CEILING FAN PREMIUM 56"	3335
<b>2</b>	SS CEILING FAN CLASSIC 56"	3220
<b>3</b>	SS CEILING FAN G.ART 56"	3795
<b>4</b>	SS CEILING FAN PREMIUM 48"	3160
<b>5</b>	SS CEILING FAN CLASSIC 48"	2990
<b>6</b>	SS CEILING FAN PREMIUM 36"	2650
<b>7</b>	SS CEILING FAN PREMIUM 24"	2650
<b>8</b>	SS CEILING FAN Eco-Swift 56"	2420
<b>9</b>	SS TABLE FAN 16" (ASH), TF-08	2650
<b>10</b>	SS TABLE FAN 16" (GOLDEN), TF-08	2650
<b>11</b>	SS WALL FAN 16" (REMOTE) WF-03	3750
<b>12</b>	SS TABLE FAN 16" MIXED COLOR (BANANA) TF 06	2760
<b>13</b>	SS TABLE FAN 16" MIXED COLOR (REGULAR) TF 07	2530
<b>14</b>	SS PEDESTAL FAN 16" (MECHANICAL WHITE) PF-08	3100
<b>15</b>	SS PEDESTAL FAN 16" (MECHANICAL BLUE) PF-09	3100
<b>16</b>	SS PEDESTAL REMOT FAN 18" (WHITE) PF-06	3700
<b>17</b>	SS PEDESTAL FAN 18" (MECHANICAL BLACK) PF-07	3350

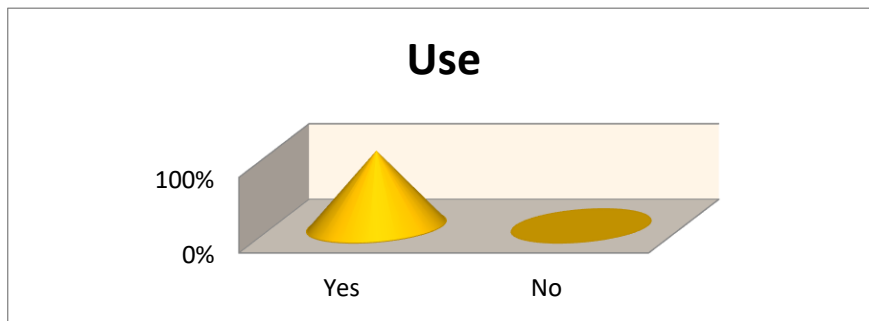
**Table 06: All fan price**

### 4.3 Analysis of Super Star fan:

In the given below I discuss about those question who is included in the questionnaire. I try to my best to show the present condition of super star fan.

#### 4.3.1 Use of super star fan:

Here I try to say that those people who are using super star fan. In the given below I try to find out that and explain that by line chart.

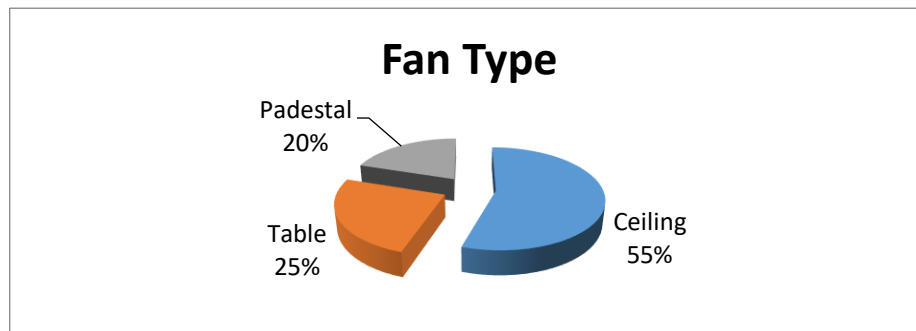


**Figure 03: Use of super star fan**

In this survey, 100% people are using super star fan. They use in different type of super star fan.

#### 4.3.2 Fan type:

There are many types of fan in super star group. Here I explain that the fan type of super star fan.

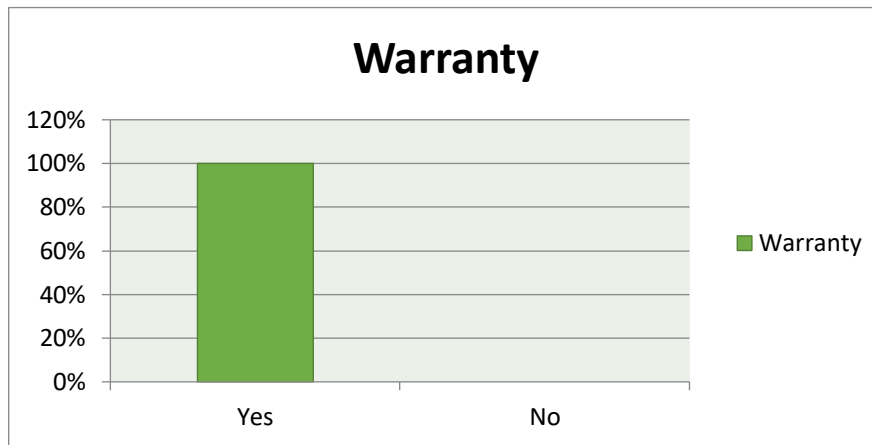


**Figure 04: Fan type**

Super star has many types of fan like ceiling, table, pedestal and wall fan. In this graph 55% percent people using ceiling fan and it is the highest using fan. Only 20% people are using pedestal fan and the last is table fan. 25% people are using table fan.

### 4.3.3 Fan warranty:

In super star fan gallery has many kind of fan and they provide some warranty for those fan.

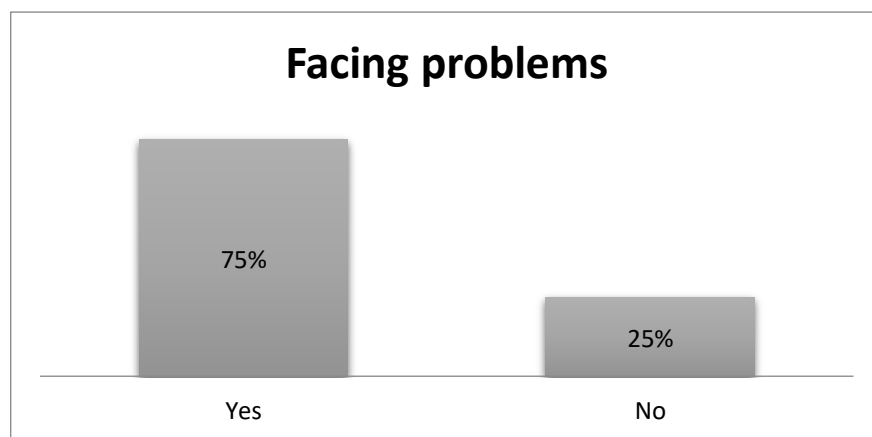


**Figure 05: Fan Warranty**

All of the people who using super star fan, they get warranty. A single person doesn't say that they didn't get any kind of guarantee. Because the company always focusing on customer satisfaction.

### 4.3.4 Facing problems:

At this topic I try to say that when consumer use this fan, maybe they face some problem. I try to find out what is the percentage of those problem facing people.

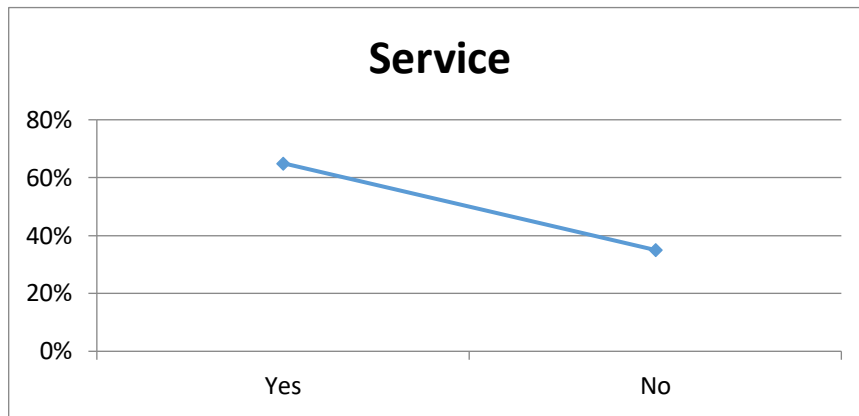


**Figure 06: Facing problems**

Here 75% people face problem for using super star fan. And 25% people don't face any kind of big problem. Those are simple problem which they faced.

#### 4.3.5 Providing service:

If the company give warranty the company maybe provide service.

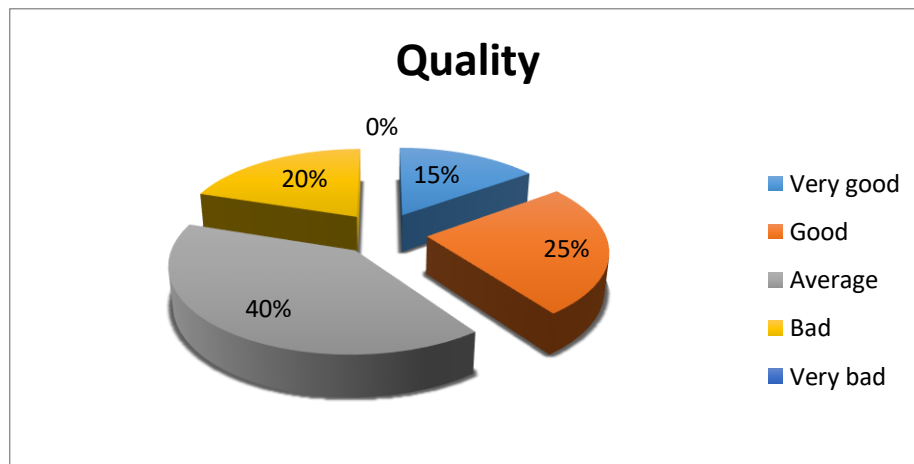


**Figure 07: Providing service**

When they facing problem 65 percent consumer says that, they get proper service by the company. 25 percent consumer says that, they don't get proper service by them.

#### 4.3.6 Service quality:

If the company provide service its important to know there service quality that they provide.



**Figure 08: Service quality**

Highest consumer is saying that the company service quality is average. A single person cannot say that the service quality is very low. 25 percent consumer says the service quality is good, 20 percent consumer says its bad and only 15 percent consumer says that the service quality is very good.

#### 4.3.7 Future use:

I try to know that the consumer will use this company fan in future. There I get some idea by this question which I include in below.

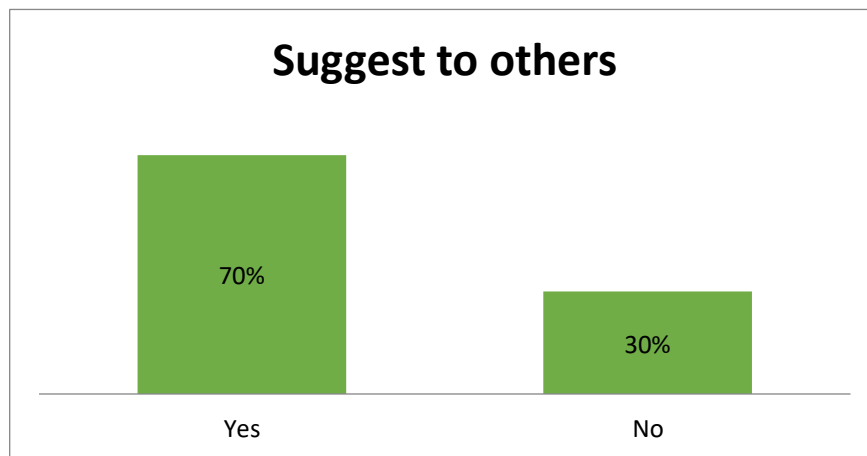
Frequency		Percent	Valid Percent
Yes	13	65.0	65.0
No	7	35.0	35.0
Total	20	100.0	100.0

**Table 07: Future use**

Here 65 percent people who says that, they use super star fan in future. Because they are satisfy to use it. 35 percent people who are no use this company fan in future.

#### 4.3.8 Suggest to others:

Here I try to find out how much consumer suggest to others to use this fan.

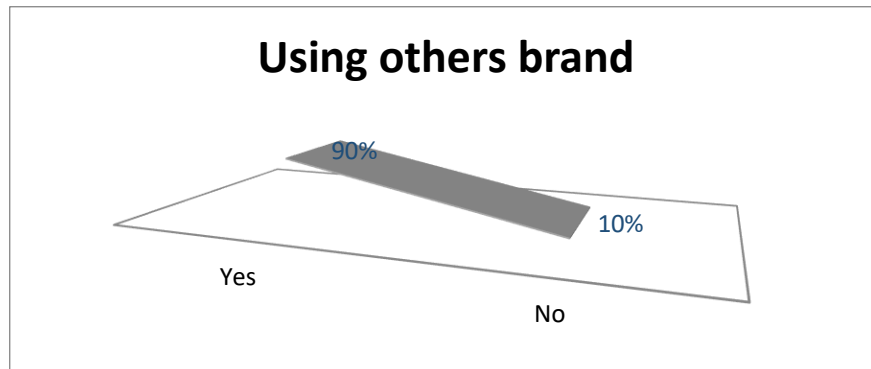


**Figure 09: Suggest to others**

There are 70 percent of people who suggest to others to use this company fan. And there are 30 percent people who don't inspired to others to use this company fan. Because they are not satisfied after use this company fan.

#### 4.3.9 Using Others Brand:

There have some consumer who also use others brand fan. For this survey I try to find what the percentage of that is.



**Figure 10: Using others brand**

Here this graph shows that 90 percent of consumer who use others company fan and only 10 percent consumer use others company fan. Those consumer use others company table, pedestal or wall fan.

#### 4.3.10 Better performer:

A consumer use both super star fan and also others company fan. Which fan is better I try to find out that.

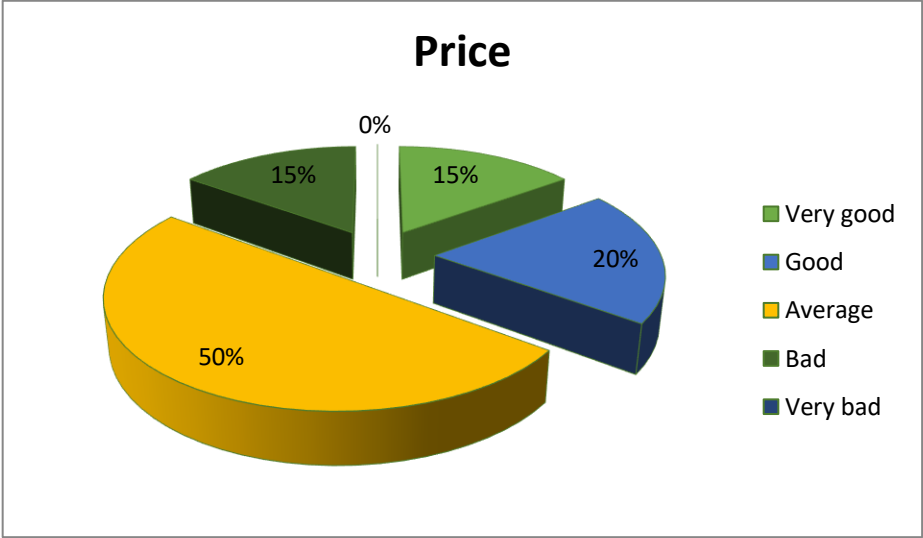
	Frequency	Percent	Valid percent
Yes	11	55	55
No	9	45	45
<b>Total</b>	20	100	100

**Table 08: Better Performer**

55 percent people who say that superstar fan performance is good to others fan performance. Ceiling fan and pedestal performance is very good. 45 percent says that others company fan performance is better than super star fan.

4.3.11 Price condition:

All company fan price are not same. I try to understand by this topic that which fan company price consumer most like. Which one is perfect for them.



**Figure 11: Price condition**

50 percent people who says the pricing condition of super star fan is average. 20 percent people say the price is good and 15 percent people say this fan is very good and others 15 percent say its bad.



#### 4.4 SWOT analysis of super star fan:

##### **Strengths:**

- Largest number of distribution channel for fan
- Large local market for fan
- Well trained and skilled sales force
- Super Star R&D

##### **Weakness:**

- Absence of fan laboratory
- Lack of product availability depends of market demand
- Lack of training facilities for field forces
- Lack of consumer related marketing activities

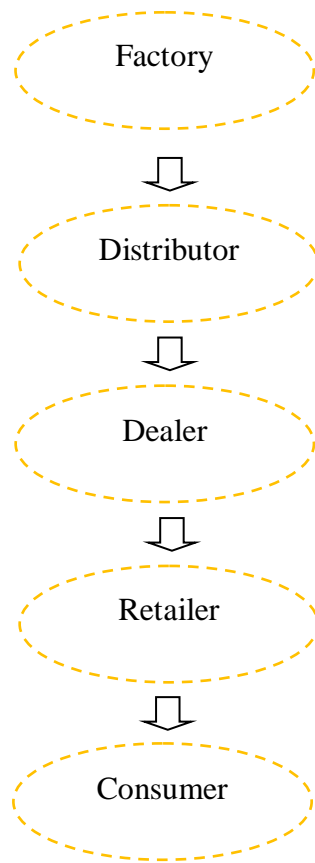
##### **Opportunities:**

- High potentials in export market for fan
- Create more consumer awareness regarding our brand
- Large market size in corporate industries
- Seasonal high demand of the product

##### **Threats:**

- Availability of cheap imported fan
- Aggressive competitive activities in others fan company
- Changes in customer preferences that affect buying habits
- The appearance of new or stronger competitors

#### 4.5 Distribution Process:



**Figure 12: Distribution process**

#### **Factory:**

In the factory all kind of the ceiling fan are made in. Fan blade, body, canopy and also others things which are made in the factory. The factory location is Gajaria, Munshigang. After completing this all of the product are reserved in our central store which location is Narayanganj.

#### **Distributor:**

After completing this process all of the product are distributed by our transportation and ship in whole country.

**Dealer:**

When distributor get the product they distribute those product basis on the memo by dealer. Those dealer who order those product get it in the meantime.

**Retailer:**

Retailer comes to the dealer and buy those product for their market needs. Sometime dealer also sale those product directly for consumer.

**Consumer:**

After completing all kind of processing consumer finally get the product in market. And the product always are available the market.

#### 4.6 Findings:

- Generally marketers put focus on product quality.
- Consumers always want highest quality products in lowest prices.
- Pricing strategy changes with time and circumstances.
- Distribution policy is too much lengthy.
- There usually is a trade-off between product quality and price.
- Service quality not much better.
- Some product has not any kind of warranty in long term.
- Do not provide much offer for consumer.

## CHAPTER FIVE:

### 5.0 CONCLUSION AND RECOMMENDATION

#### 5.1 Conclusion:

This study is an attempt to know the consumer perception on fan product in Dhaka city. With the help of the study result Super Star fan can make better arrangements to enter the market. Market size is huge in Dhaka and demand of fan product in different sector is always high here. So Super Star fans has huge opportunity to enter the market and satisfy fan product customers. The study shows that people are more highly loyal towards their present brand. The companies like Click, Vision, GFC and Other Brand etc. are there and they have huge market share with big customer base. The most important factors which customers consider while purchasing any fan products are quality and price. As per Super Star is concern they should more focus on price with good quality. Company also needs a proper distribution channel network for availability of the product at the customers nearest place.

## 5.2 Recommendations:

- Try to increase product quality if though current quality is good.
- Price range might be lower because consumer wants best quality for lower price.
- Try to reduce distribution lengthy process. Also try to keep in the market full of product. That's means available product in the market. When the consumer wants they must get the product at this time.
- Provide different kind of offer for consumer. It increases our company reputation and also product identification. Others consumer knows about our company and our products.
- The Organization can try to provide best quality service then others. If we satisfy the consumer they buy our product and tell others to motivate those people who are not using our product. It is one kind of word of mouth communication which is very important for our company.
- Provide long time warranty for all kind of product. It inspired to consumer buy this product.

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