

**Internship
Report
On
Decision on Location: Real Estate Bata**

Submitted By:

Faiyaz Ahmed Khan

ID:

17104130

BRAC Business School, BRAC University.

An Internship Report submitted to the BRAC Business School Department in partial fulfillment of the requirements for the degree of Under-Graduation for BBA.

BRAC Business School

BRAC University

October, 2021.

© 2021, BRAC University

All rights reserved.

Declaration

It is here to declare that,

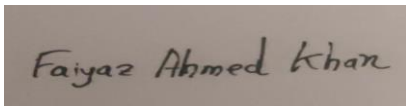
This Internship Report is my own original work during the completion of under graduate degree in BRAC Business School, BRAC University.

The report does not carry any information being issued earlier and it is properly cited with precise reference.

The report does not contain any content which was used in any other degree or diploma of a university or institution.

I have acknowledged all main sources of help.

Students Full Name:

A rectangular box containing a handwritten signature in black ink that reads "Faiyaz Ahmed Khan".

Faiyaz Ahmed Khan

Supervisors Full Name:

A large, empty rectangular box with a thin black border, intended for the supervisor's full name.

Ms. Ummul Wara Adrita

Lecturer, BRAC Business School,

BRAC University.

Letter of Transmittal

7th October 2021

Ms. Ummul Wara Adrita

Supervisor, BUS400

BRAC Business School

66 Mohakhali, Dhaka.

Subject: Submission of Internship Report

Sir,

With all due respect I am submitting my report on the “Decision on Location: Real Estate Bata” under your supervision for the partial completion of the internship course of our BBA Program.

In this report I have mentioned about the process by which the Bata Real Estate department chooses their onsite stores. Throughout this period I have worked intensively under the supervision of my division head to make this report constructive. I am also very grateful to you for your guidance and permission to work on this interesting topic that gave me immense knowledge on understanding proper marketing.

I am hoping for your valuable feedback to improve the quality of this report and hopeful that it will exceed your expectation and increase my knowledge as well.

Sincerely Yours,

Faiyaz Ahmed Khan

17104130

BRAC Business School, BRAC University.

Non-Disclosure Agreement

I am hereby declaring that this Internship report over “Decision on Location: Real Estate Bata” will not disclose any confidential content of the organization which will decrease the stature of the company and hamper the corporate relationship with my university, BRAC University.

This Non-Disclosure agreement is between me and Bata Shoe Company (Bangladesh) Limited that any of the information in this report will not be disclosed and it will be stored in the BRAC University’s Library Server. And this report will not hamper any competitive advantage or brand equity of the company Bata Shoe Company (Bangladesh) Limited.

Acknowledgement

I want to start my acknowledgement by my gratitude toward the Almighty ALLAH as I could complete the report with all the appropriate content and to overcome all the difficulties along the way. There are many people whom I would like to thank and mention all the people who guided and helped me to complete this report.

Firstly, I would like to mention my supervisor Ms. Ummul Wara Adrita, Lecturer, BRAC Business School, BRAC University with respect for helping me to find an appropriate topic for my report and support me all the way till the end. I would also like to mention my co-supervisor Ms. Tanzin Khan, Lecturer, BRAC Business School, BRAC University for providing the necessary information and insights.

Secondly, I want to thank Bata Shoe Company (Bangladesh) Limited and Real Estate department Bata for giving me the chance to do internship in this renowned organization for 3 months. There are many people who helped me to do my work properly and guided me in this short journey.

I would like to thank my onsite supervisor Sadia Afroz Shimu, Senior officer-Real Estate for directing me towards the correct direction and helping me every day in work.

I would also like to thank my department head Md. Gias Uddin Biswas, Head of Business Development / Real Estate at Bata Shoe Company (Bangladesh) Limited for teaching me new techniques for analyzing the new market growth. Your awareness and perception towards the activities of a company in an executive level will be a great learning for me in the future.

Lastly, I would like to thank and show my gratitude from my heart to all the people who helped me, instructed me, gave suggestions to complete my internship and report in a smooth way.

Executive Summary

Bata is multinational footwear company which is one of the oldest company in Bangladesh. This company is very well known to the people of Bangladesh. The company has a deep impact in the footwear industry by having 260 stores across Bangladesh. A detailed analysis has been done on Bata Shoe, Company (Bangladesh) Limited and the topic is “Decision on Location: Real Estate Bata”. In this report the first the information regarding the internships is given and an overview of it. In chapter 2 the organization part there we can see that origin of the company, the services it provides, mission and vision and lastly the about the proactive departments. The hierarchy of the company is also discussed here. In brief an overview of the departments are given mainly the human resource, marketing, finance and operations department. They are also known as the main four departments of the company. The marketing department has a lot of work and connects the other departments. Furthermore, there are some room for improvement too which are discussed. Lastly, there is the literature review where the topic of the report is analyzed by some specific methodology, a survey is done in an extensive process to support the analysis. This is the overall discussion that has been done in the whole report.

Table of Contents

Contents

Declaration	1
Letter of Transmittal	2
Non-Disclosure Agreement	3
Acknowledgement	4
Executive Summary	5
Table of Contents	6
List of Figures	8
Chapter 1: Overview of Internship	9
1.1 Student Information:	9
1.2 Internship Information:	9
1.2.1: Organization Information:	9
1.2.2: Internship Company Supervisor’s Information:	10
1.2.3: Job Scope – Job Description/ Duties/ Responsibilities:	10
1.3 Internship Outcomes:	11
1.3.1: Student’s Contribution to the company:	11
1.3.2: Benefits to the student:	12
1.3.3: Problems / Difficulties (faced during the internship period):	13
1.3.4: Recommendations (to the company on future internships):	14
2.1 Introduction	15
2.2 Company Overview	16
2.2.1 Origin	16
2.2.2 Missions and Visions	17
2.2.3 Services Provided by Bata	18

2.2.4 Departments of BATA.....	19
2.3.1 Human Resource Department of Bata:	20
2.4 Marketing Practices.....	22
2.4.1 Marketing Department of Bata:	22
2.4.2 Advertising and Promotion Activities:.....	23
2.4.3 Brands Associated with Bata:.....	24
2.5 Financial Performance and Accounting Practices.....	24
2.5.1 Finance Department and Analysis of Bata:	24
2.6 Operations Management and Information Practices:	26
2.7 Industry Analysis.....	26
SWOT Analysis of Bata:	26
Porter’s Five Force Model of Bata	28
2.8 Summary and Conclusions.....	29
2.9 Recommendations/ Implications	29
Chapter 3.0.....	29
3.1.1 Literature Review	29
3.1.2 Objectives	30
3.1.3 Significance	31
3.2 Methodology	32
3.2.1 Data Analysis and Collection:	32
3.3 Finding and Analysis.....	34
3.4 Summary and Conclusions:.....	47
3.5 Recommendations / Implications:.....	47
4.0 References:	48
5.0 Appendix:	49

List of Figures

1. Figure 1: Age group of the people responded to this survey.....	35
2. Figure: 2 Gender of the participants.....	36
3. Figure: 3 Profession of the participants.....	37
4. Figure: 4 Residents of the participants.....	38
5. Figure: 5 Recognition of renowned footwear companies.....	39
6. Figure: 6 Preference for famous footwear companies.....	40
7. Figure: 7 Awareness about Bata.....	41
8. Figure: 8 Knowledge about Bata.....	41
9. Figure: 9 Marketing media of Bata.....	42
10. Figure: 10 Product categories of Bata.....	43
11. Figure: 11 Ambassadors of the Bata.....	44
12. Figure: 12 Influence to buy Bata footwear.....	45
13. Figure: 13 Evaluation of Bata.....	46
14. Figure: 14 Recommendation for Bata.....	47

Chapter 1: Overview of Internship

1.1 Student Information:

Name: Faiyaz Ahmed Khan

ID: 17104130

Program: BBA

Major: Finance and Marketing

Department: BRAC Business School.

University: BRAC University

1.2 Internship Information:

1.2.1: Organization Information:

Organization Name: Bata Shoe Company (Bangladesh) Limited

Division / Department: Real Estate Department

Address: Tongi, Gazipur – 1710, Bangladesh

Phone: +88 02 9810501-5, Ext-251\

Fax: +88 02 9816782

Internship Period: 1st June, 2021 to 31st August, 2021 (3 months only)

1.2.2: Internship Company Supervisor's Information:

Name: Sadia Afroz Shimu

Position: Senior officer-Real Estate

Contact: sadia.afroz@bata.com

1.2.3: Job Scope – Job Description/ Duties/ Responsibilities:

Job Description:

- To make plans and check the feasibility of investments for the current stores and new stores.
- Good communication with the landlords, district managers, store managers and internal employees for many reasons.
- To draft letters and send them to the designated persons by keeping proper track of it.
- To update the database so that software can run smoothly.
- To manage files and documents in proper way.
- To attend the landlords in the office.
- To plan and execute the tasks on rental distribution.
- To draft legal agreements as per protocol and get it checked by the legal department.
- To collect legal documents from the landlords.
- To get aligned and collect data on profitability analysis from the finance department.

1.3 Internship Outcomes:

1.3.1: Student's Contribution to the company:

My job in the company was to under the line of work at the first month. The departments in Bata had all different building across the huge area they have, to find where the building are and in which building the departments are situated. Then I was taken by my supervisor to get myself introduced to all the departments as very few interns are taken every quarter at Bata. I was the only intern at my department. Then after getting the place to know better I was assigned task in most of the department as the real estate department has ties and functions will all other department. At first in the morning I was given to sort the files that are need for the meeting that very day. I have also given the task to analyze the stock given by the logistic department and if the there is any problem found, with permission of the supervisor I had to solve it consulting with the logistic department. The closest department the real estate department has to work with the store design team, because after all the process is done of selected the store then the design team gets to work on designing the store as per requirement set by the real estate department. So I had to communicate with them too. One of the important task was to communicate with land owners of the building or site where the stores exists. Before Covid-19 the communications were done in person but now the communications are done through letters, mobile phone, WhatsApp, emails. I was given the task for drafting letters for the land owners, to communicate with them through mobile phone and WhatsApp. Sometimes, I needed to draft email for our landowners who lives overseas. Lastly for the selection of store some major works are done which will be discussed by me later in the report.

1.3.2: Benefits to the student:

The internship program at Bata Shoe Company (Bangladesh) Limited is a great opportunity for the students who want to do an internship in a reputed multinational company. The benefits that a student can have from this internship program in Bata Shoe Company (Bangladesh) Limited are given below:

- The workplace is a wonderful place with the wide area, all the factories and the processes are done here. The place has a good green environment with a lot of space and designated slots for everything.
- I got real life work experience. All the years that I have studied in this area or sector and the real experience was different. The knowledge that I gained and the implication of them in real time has a big difference.
- I got the opportunity to speak with the managing director of Bata and got his insights on many business related topics.
- I also learned how the other departments work and the systematic way how the works are done from A to Z.
- As our department worked in profitability analysis. I learned many new things in excel which will benefit me in the long run.
- Most of the landowners prefer the local language so I gained proper knowledge how to draft letters and legal documents in local language.
- The most important thing that benefited me was to be punctual. At Bata everything is done on time for the satisfaction of the customers and employee. This good trait benefited me in my personal life too.
- At Bata we had to maintain the dress code which was a great change for me. I learned the work culture, the way to dress formally and talk to other employees.

- At Bata everyone is given proper and equal respect. I learned that and followed it from my heart.
- The most important thing was to always work for customer satisfaction, the landowners were our customers too. So, I learned the techniques how to satisfy them for the sake of the company.

1.3.3: Problems / Difficulties (faced during the internship period):

The internship program provided by Bata Shoe Company (Bangladesh) Limited is a great scope for the students to express their learnings and to learn new things. But with every new possibilities there comes challenges too. The problems and difficulties that I faced during my internship is given below:

- The office of Bata is a bit outside of Dhaka that is in Tongi. There was no Uber facilities there, so I had to use the public transport and the roads were not well constructed which gave caused a lot of traffic jam every day. To avoid this I had to get up early to reach there on time.
- There is no foot over bridge in front of Bata, so I had to cross the road which was very risky as the overpass construction is going on and many busses and trucks uses that road.
- Another challenge was to communicate with the other departments, as the area is very big it becomes hard to find someone or a department.
- Many of the documentation is done in local language which was a problem for me at first to adapt with it.
- During the internship I was also doing a per time job which made me difficult to balance both the job.
- The most important challenge was to keep myself sanitized every time as the internship was during Covid-19. I had to wear the mask all the time. I had to go with all the protocols set by Bata Shoe Company (Bangladesh) Limited for our safety.

- One of the issue that I faced was as there was no other interns everyone had a lot of expectation from me. So, I was under constant pressure that the work that is given to me needs to done on time and perfectly.
- During my internship there a one month lockdown for that the first few days it was difficult to go to the office. Then when the office was closed and shifted to online it had other challenges as it was the first time I did a full time job online.

1.3.4: Recommendations (to the company on future internships):

I had a wonderful internship at Bata Shoe Company (Bangladesh) Limited. Though the internship has a lot of benefit but there is room for improvement too. Those recommendations are given below.

- They have a very simple internship recruitment process. They should shift it to a program so that it gets better recognition.
- They should hire more interns and in every department so that young talent can diversify their work place.
- So they provide some more facilities to the interns besides giving the salary so that the internship gets enriched.
- They should also think to give merchandise to the new interns which will motivate the company in a positive way to the interns and they will feel welcomed.
- They should also take the interns in field visit which will be a great learning for the interns in the near future.
- They should also help the interns more effectively in their reports with some diversified and untouched topics which can benefit them in their existing business model.
- Lastly they should also have a proper guideline for the interns. In this way a systematic process for the interns work can be done in an organized way.

2.1 Introduction

In this portion of the report some key insights will be given about the origin of the company, missions and visions, services provided by Bata, departments of Bata and their functions and at the end the industry analysis.



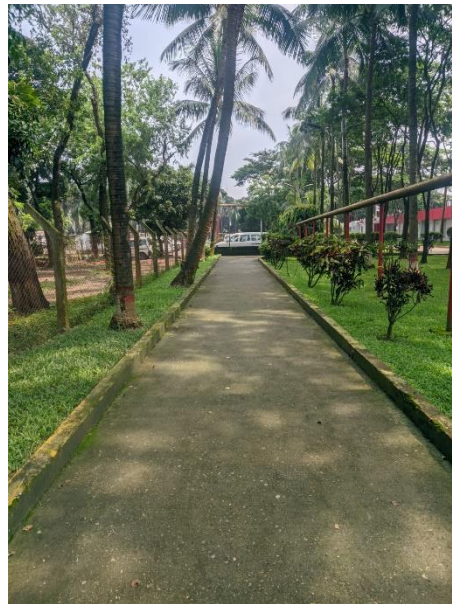
Figure: Bata Showroom Bashundhara

2.2 Company Overview

2.2.1 Origin

Bata is one of the prominent manufacturing and retailing Shoe Company in Bangladesh. It has been innovating advanced design with comfortable style shoes successfully since its foundation in 1894. This organization was founded by Tomas Bata and his family. Just within a year, this show making business was flourished and was able to move the operating building near Zlin's railway station, Czechoslovakia. And now it is operating with almost 5000 retail stores in more than 70 countries worldwide, including Paris, Toronto, Singapore, Mexico and so on. It has the headquarter in Lausanne, Switzerland. The Bata shoe business grew steadily, and by 1912, it employed 600 full-time employees, plus a few hundred more who worked from their homes in nearby towns. Today Bata has the capability of serving 1 million customers per day with the help of 30 thousand employees.

Following the outburst of World War, 1 in 1914, Bata gained a huge raise when it was awarded a



contract to manufacture boots for the Austro-Hungarian army. After that it led to the immense success and started the journey of being trust worthy institution to everyone. At present, Bata is operating worldwide by dividing in 5 five regions – Africa, Asia Pacific, Latin America, South Asia and Europe. Bangladesh remains in the ‘South Asia’ operating zone.

Bata was introduced in 1962 here in Bangladesh and currently manufacturing goods in two major places – Tongi and Dhamrai. Having a worldwide reach, Bata still aims to give people the feel of local brand by fulfilling the needs and demands of local consumers. Now in Bangladesh there are many other MNC companies of retailing and manufacturing shoes and bags but Bata still remains one of the top choices of people. It has the capacity of manufacturing 160,000 pairs of shoes daily and serving people of Bangladesh. Bata Bangladesh has a lavishing store at Bashundhara city shopping mall, which is said to be the largest store of Bata in the world. Now, Bata Bangladesh has earned total revenue of 2170.69 million taka. Whereas, it had the revenue of 412 million taka in 2020. Though it faced slight mishap in last year but it has been successfully covered innovative plans and services.

2.2.2 Missions and Visions

Bata Shoe Company was established many years ago with motive of delivering the best quality product to people. With the passing years, they evolved their motive and set various goals but their foremost priority remains serving customer with their best quality. Bata has set its vision very specifically which is ‘To make great shoes accessible to everyone.’ On the other hand, it has some well driven mission to serve their customer and make them satisfied. They are –

- To help people and feel good
- To be the customer’s destination of choice
- To attract and retain the best people
- To remain the most respected footwear company

Bata has the concern about every individual's choice and comfort. Hence, it designs the service according to the needs and keeping their missions in mind. Also, they have been concerned about the purchasing capacity of consumers across the world.

2.2.3 Services Provided by Bata

Bata has been manufacturing shoes for a very long time but they have evolved their service and products a lot during the passing years. Now, they just not manufacture shoes but also introduced various sections and other accessories.

Manufacturing: Bata is manufacturing shoes and accessories for men, women and children on a large scale in our country. It has the manufacturing factory in Tongi and Dhamrai. Actually, Mr. Tomas Bata, had a distinct mindset from the beginning of his firm, which was to put the shoemaking sector on top of all other businesses in the world, and from that standpoint, Tomas is a very successful guy today. His elevated thinking and high hope had a crucial role in his achievement, which we must accept. Bata manufactures shoes, bags and that too in various sections designated for different style and age group. For kids, they have



different section dedicated to girls and boys and totally different sector for sneakers and school shoes. Different style of heels and men shoes are also manufactured by Bata Shoe Company.

Retailing: Bata also retails shoes by thoroughly understanding customer's need, lifestyle, demand, income, purchasing capacity. Besides of manufacturing quality shoes, Bata retails shoes of renowned brands and make them available for sale to people, at a lower cost. Bata decided to use multi retails approach to do good in this sector. Bata retails some of the famous brand which are Adidas, Power, Marie Claire, North Star, Nike, Scholl and many more. They get more advantage and focus by starting this retails sector as people can get access to high quality branded shoes easily. Retailing decision has fueled its sales and introduced cash sales, which was mainly focused by Bata. People all over the country is liking this concept of retailing since it gives a new essence to this brand.

2.2.4 Departments of BATA

Bata being one of the largest MNC Company in our country, holds very strong and friendly organizational culture with proper hierarchy maintenance. It has 10 different departments designated to specified work so that the company can operate every task smoothly. The 10 different departments are –

- Human Resource Department
- Finance department
- Retails Department
- Non-Retail Department
- Supply Chain Department
- Product Development
- Internal Audit Department
- Management Information System
- E-commerce
- Merchandising Department



Every department is important and holds equal importance to the growth of this company. But the Retail department is the largest among them.

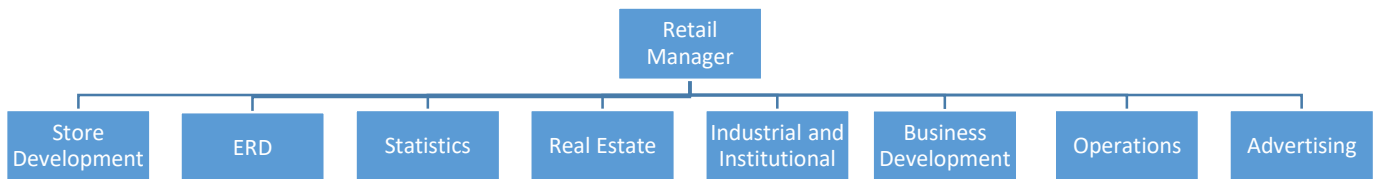


Figure: Hierarchy of Bata

2.3 Management Practices

2.3.1 Human Resource Department of Bata:

The department is an important in Bata. The department has many sets of activities. Those activities are given below:

- The department plans on the manpower needed in overall activities in Bata, such as workers needed the factories and store, then staffs needed in the stores and employees needed in various department of Bata.
- They also handle the recruitment and retention of the employees. If any employee who was an intern or in their provision period and has been asked by the designated department to retain them then the process is conducted by the human resource department.
- They also does many planning like talent development program to hunt new talents for the stores staffs. They also makes policies inside Bata in form of SOP (Standard Operating Procedure).

- The payroll and the compensation department works on the bonuses of the workers, employees and staffs of the store. This department fall under the direct supervision of human resource department.



- Lastly they also conducts training program for the stores staffs mostly as they will represent Bata to the customer. Furthermore, some new training programs are also done for the employees time to time. The fire safety drill, health and environment are also conducted by this department.

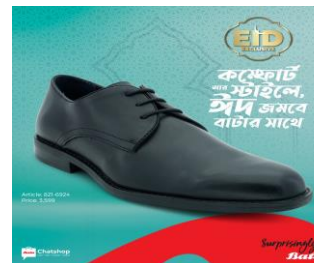
2.4 Marketing Practices

2.4.1 Marketing Department of Bata:

The marketing of Bata is known as the mother department of Bata. Bata has many marketing strategy among them some noteworthy strategies are to pursue customer with affordable price, to bring new product categories and designs and to do promote the company in a different way.

One of the main strategy of Bata is their product line. They have shoes for all types of age group. The categories of footwear they have on market are given below:

- Men Casual Shoes
- Men Formal Shoes
- Men Sandal
- Men Sports
- Ladies Heel
- Ladies Sandals
- Ladies Sports Shoes
- Ladies Casual and Formal Closed Shoes
- Lastly for Children



The photos were taken and edited by the marketing department of Bata. They have a team who works on the digital posters, banner and pictures of the footwear.

2.4.2 Advertising and Promotion Activities:

They have chosen correct and appropriate ambassadors for their brand time to time. The current brand ambassador of Bata Bangladesh is Mehazabien Chowdhury. She is one of the top actresses in Bangladesh and influences a lot of people. Some other celebrities who were associated with Bata was Siam Ahmed and Shakib Al Hasan. They are one of the top celebrities in their profession of work. Shakib Al Hasan is the no 1 all-rounder in the world and the best cricketer of Bangladesh.



2.4.3 Brands Associated with Bata:

There are many other brands that are associated with Bata. Those brands gave Bata a chance to diversify their market and reach more people. This other brands gave them a growth boost in the market growth. Some noteworthy brands are given below:

- Hush Puppies
- Comfit
- Weinbrenner
- Power
- North Star
- Marie Claire
- Nike
- Adidas



2.5 Financial Performance and Accounting Practices

2.5.1 Finance Department and Analysis of Bata:

The finance department of Bata has an immense effect on the company. They have a very big finance team as there are total 260 stores of Bata spread around 63 cities of Bangladesh. Bata is doing business in Bangladesh for a long time. For the first time in 50 years Bata has experienced a great loss due the Covid-19 pandemic. They had a loss of 1.32 billion at the end of year 2020 whereas they had a profit of 494 million. The stock price has fallen down to BDT 96.24 per share for that year which had a great negative impact. The main reason for this loss was not able to do business during the major festivals of 2020 that is Eid-ul-Fitr, Eid-ul-Azha, Durga Puja, and

Pahela Boishakh. In his period of festivals they have 25 to 30 percent more sale than any time in the year, but during this festivals all the retail stores were closed. The business of the company has gone down by 41% and for that the cash dividend has decreased to 25 percent from 125 percent which is a huge difference.



But now times are changing, many school colleges has already opened after the post pandemic affect. Bata has already stated to sell more product compared to last year. This year 2021 during the Eid-ul-Azha, stores were open and during Durga Puja the stores will be open. Bata is seeing this prospects as opportunity to turn them back to the profitable state they once was. The finance department of Bata also have some key activities. Those are given below:

- They work on the shareholders so that they have maximum interest towards the company.
- They always have strict and proper plan so that the cost of the things get minimized and the profit of the company gets maximized.
- They ensure that the financial condition of the company is in a good health even in the worst situation.

- They maintain balance among the employees of the company with appropriate salaries and bonuses.
- They also forecast the profitability analysis for new project, new stores, products and others.

2.6 Operations Management and Information Practices:

The operations management of Bata looks into the supply chain department, logistic department and the operations department. They are one of the proactive department of Bata. They conduct their work in a discipline way. Bata has their factories inside the Bata office compound which is a huge area. They are total five stages a shoe has to go through in the process of making. There worker of two shift times. They start working from the morning till night. After the product are made and ready they are then shifted to the logistic department were they are packed according the zones they will be delivered. The Bata compound is the one of the largest compounds in Bangladesh. In the logistic warehouse the product are packed very carefully and then shifted to trucks from there it is dispersed across the Bangladesh. All this processes happens under the supervision of the supply chain department.

2.7 Industry Analysis

SWOT Analysis of Bata:

This section determines the strengths, weaknesses, opportunities and threats of Bata Shoe Company as a brand.

Strengths: Strengths are company's internal indicator of being strong in market with values and some unique attributes. Bata has some strength of –

- It has a global reach and fame with an essence of local flavor. Now the company is operating and having manufacturing facilities in more than 70 countries worldwide.

- It has a great brand value with quality products. For around 150 years, it has made a presence with trust and quality among people that they can easily trust Bata as a reliable brand.
- It has wide collection of shoes and variety in products. Likewise, Bata has shoes and accessories collection for almost every age group, gender so that almost every people from its target group can select as well as can have scope to make choice among collections.
- Bata shoes are long lasting but fashionable but the best part of it is not being too costly. People can easily afford most of Bata's collection.
- In almost every city and town of Bangladesh Bata has easily accessible outlets. Even, its showroom in Bashundhara City shopping mall is considered as the biggest store in the world. Apart from that, Bata showroom is found nearly in every city and now even in small towns.
- Many renowned and famous brands are associated with Bata, hence it is cherished for making world famous brand's products available with efficiency.
- Bata is the oldest shoe company now in our country so having a wide range of market growth is surely the biggest strength of this MNC.

Weaknesses: Things that can be proved as obstacle for internal growth and can be considered to improve is the weakness part for a company.

- When all other companies were shifting toward digitalization from the beginning of the pandemic, Covid19, Bata was too late to join the club. It realized the matter of digitalization to manage the work smoothly in today's era lately.
- In 2019, when they are managing a great profit margin and notable sale, Bata did not think ahead to improve their design and bring variety to collection. As a result, the company faced decreasing sale in year 2020.

Opportunities: This is outward factor that represents scope to prosper for a company.

- Bata can move forward to make their own high-end products in shoes and accessories rather than being reliable on the famous associated brand with it.
- It can launch a product line which can be eco-friendly, leaving low waste to the nature which is upgrade the brand image to the customer.
- There is a huge hype for sports in our country but sports footwear is very expensive for many people to afford. Bata can launch a sports line to make it accessible easily, cricket footwear to mention precisely.

Threats: This section indicates the challenges that a company has to overcome or have some plans to confront the external obstacles which is basically created outside of the company.

- In Bangladesh, Bata has many tough competitors to get their place of trust and dominate their sales. Some strong competitors are Apex, Lotto, Orion, Fortuna to mention.
- Bata's marketing tactics and product alignment are copied most of the times by its competitors. To mention specifically, Apex sometimes follow and copy the strategies of Bata shoe Company.

Porter's Five Force Model of Bata

This five-force model can help observing market positioning, operation tactics of the company Bata. The five significant indicators of this models help to understand the company's target market, scope to grow better.

- **Threat of New Entrants:** The brands that already are associated with Bata, if they individually introduced themselves in the market of our country, Bata will have declining market share. Though Bata already captures a lot of customers in existing market, a lot of people rely on the corresponding brands of Bata. If they individually enter the market, it will be a threat to the sale of Bata.
- **Competitive Rivalry:** Bata has lot more competitions present in the market like Lotto, Apex footwear, Fortuna who are constantly trying to get better market sale and somewhat copying Bata's strategy. There can be relationship of rivalry which can lead to declining of profit margin if Bata does not diversify strategies. For example, Lotto started its journey by introducing sports footwear where no other companies were in this thread. So, they found a gap and established a brand but now they tons of diversified options for people to choose from.
- **Threat of Substitute:** Generally, Bata's threat rate to the substitute of its product is quite low unless some famous brands introduce cheaper substitute products. Since Bata holds a great place of trust and reliability among the buyers, people buying from this company, do not really want to shift from it. Loyal customers are bound with the psychological traits in aspect of Bata's quality and durability, this threat is comparatively low.
- **Power of Buyers:** Here in case of Bata Shoe Company, customers hold high power of witching. First of all, it is not that much costly as many other brands are already available in market. Many loyal customers stay by side of Bata because of the quality and comfort. So, if someone wants variety of choice, they can easily shift to other rival brands of Bata. Here, buyers have he high power of bargaining.
- **Power of Suppliers:** As we know Bata has worldwide reach and the manufacturing facility is really wide so they need lots of raw material and supplies. But here interesting fact is suppliers hold low power in term of bargaining here. Since Bata needs huge amount of supplies, their switching cost for suppliers is really low. Also, to elaborate more, suppliers do not have much differences in raw materials so everyone can offer almost the same material. This is disadvantage for the suppliers and barrier to hold greater power since there is huge chance for Bata of switching supplier with options swiftly.

2.8 Summary and Conclusions

So from the above discussion we can see that the company Bata has a very old history in Bangladesh. The services they provide sets them apart from other companies. They have become more close to the people than their competitors. We have also seen the function of the other departments of the Bata. All of the department has a huge contribution. Lastly we have also discussed the industry analysis which gives us a clear view of the company overall.

2.9 Recommendations/ Implications

There are also some room for improvements among all the good things. Those are given below:

- The departments of Bata individually works very well but more alignment is need among the departments so that the works can be done in a more efficient way.
- They are still lacking behind in digital marketing which they should adapt quickly as the competitors are gaining the upper hand.
- The company should hire more employees locally in executive level so that the other employees has a good bond with the upper management and business can run more smoothly as it will be known domain for them .

Chapter 3.0

3.1.1 Literature Review

Bata is one of the oldest companies in the world who greatly focuses on choosing their locations for their stores which is done under the Real Estate Department. The department focuses on new site selection for increasing the value of retail turnover. The selection of site where the products will be sold more is very important for any company. Bata Shoe, Company (Bangladesh) Limited focus a lot in their location choosing strategy. The attractive location for any store benefits the

store in many ways. In the selection of store if any managerial or executive person is involved than the choosing for any appropriate location becomes much easier. The higher management gives a good insights on the financial analysis the store from that location can provide in the upcoming years which will benefit he company financially and will help them to grow their market in that area . Furthermore, the previous data of any store in that area or a survey will be a great help to the people who are involved in choosing the store in that area. Again, while choosing the store the most important thing is to analyze the product category and the demand of the product in that area. As the selection of store is very important for a company who wants to diversify in selling their products in their own way needs to have designated department for the precise and flawless selection of a store in a area which is the Real Estate Department. The department not only works in the selection of the store but also deals with the surroundings too. Many stores are not directly acquired by the company itself, rather they are taken on rent which involves the land owners and their conditions which are solved by this department. Lastly, while selecting a store a important aspect is kept in mind which is the consumer and their behavior towards the location. The consumer is a key ingredient in this whole process because the store needs to be in an easy and attractive place for them as the business totally depends on their buying of the products. (Turhan, G., Akalin, M., & Zehir, C. 2013).

3.1.2 Objectives

The Real Estate department of Bata needs to do extensive research before selecting a place. Before selecting the place they sends a team there to observe the place and do a market search. According to the report the report the store size, budget allocation, staffs, product category and stocks are determined. A pilot business is set up for the first 3 months then according to the customer buying behavior all the rest of the plan are placed. The extensive study is done on the

Real Estate department on choosing their location for Bata stores. The study provides some key insights and objectives those are:

1. They are always looking of the potential market prospect to expand their business.
2. They also encourages franchise business.
3. They prepare the profitability analysis for any proposed location.

4. They negotiate effectively to ensure less expenses through rental with the onsite store in charge or land owners.
5. They maintain proper documentation like renewal, rental papers and dispatch of cheques.
6. Lastly they do retail mapping for every year and try to execute them accordingly.

3.1.3 Significance

We can say that the real estate department of Bata is called the father department. All the department depends on this department activities. This the thread that connects Bata with the market. This department has a great significance in the overall process of Bata. Those are given below:

- First of all after selection of a store is very important for the other departments to plan and overcast in the future.
- The selection of the store directly affects the finance department and marketing department.
- There is budget allocation for all the existing stores and new stores by the finance department and selection of the store prior to this helps them to organize the budget in that way.
- The selection of the place of the store helps the marketing team to design products and to hire ambassador. They also gets help in their advertisement and digital marketing.
- Lastly the store selection also helps the human resource department to plan the staffs needed for the works to be conducted in that store. They also provide appropriate training to the staffs according to the zone that is selected.

Therefore we can conclude by saying that the real estate department on choosing the location of the store plays a significant part for Bata Shoe, Company (Bangladesh) Limited to conduct their business.

3.2 Methodology

3.2.1 Data Analysis and Collection:

Data analysis and collection has a great importance in this report and it gives a good combination of qualitative and quantitative analysis of the report topic. This will give a more understanding and clear idea of the report. In this report data were collected from 2 sources, those are given below:

- Primary Sources
- Secondary Sources

Primary Data:

We have collected data primarily through a survey form online. The survey was targeted in three areas mainly. Those are Farmgate, Mirpur and Uttara. The survey was done to see if the perception of Bata for choosing the locations were the same as the people who lives there. We have got 50 responses and the data was collection online mainly through email and Facebook. Some data were also collected from different department of Bata which helped a lot to make the questionnaire.

Secondary Data:

Many of the information were also collected from the online articles and journals. The online information were also helpful in the literature review. The financial reports from Bata and other reports on different topics were also collected from Bata which was beneficial for the report.

Limitations:

There were many limitations for conducting the survey and collecting the data, those are given below:

- The main method for the survey was online. It was done online due to the pandemic.
- In Uttara some survey was done on the stores with many challenges like to maintain Covid protocol and people keeping their distance for it.
- Another limitations was not enough data was collected from the company as the 2nd month of the internship was from home which is home office.
- Lastly, as there is a confidentiality issues, many information and categories were not disclosed.

3.3 Finding and Analysis

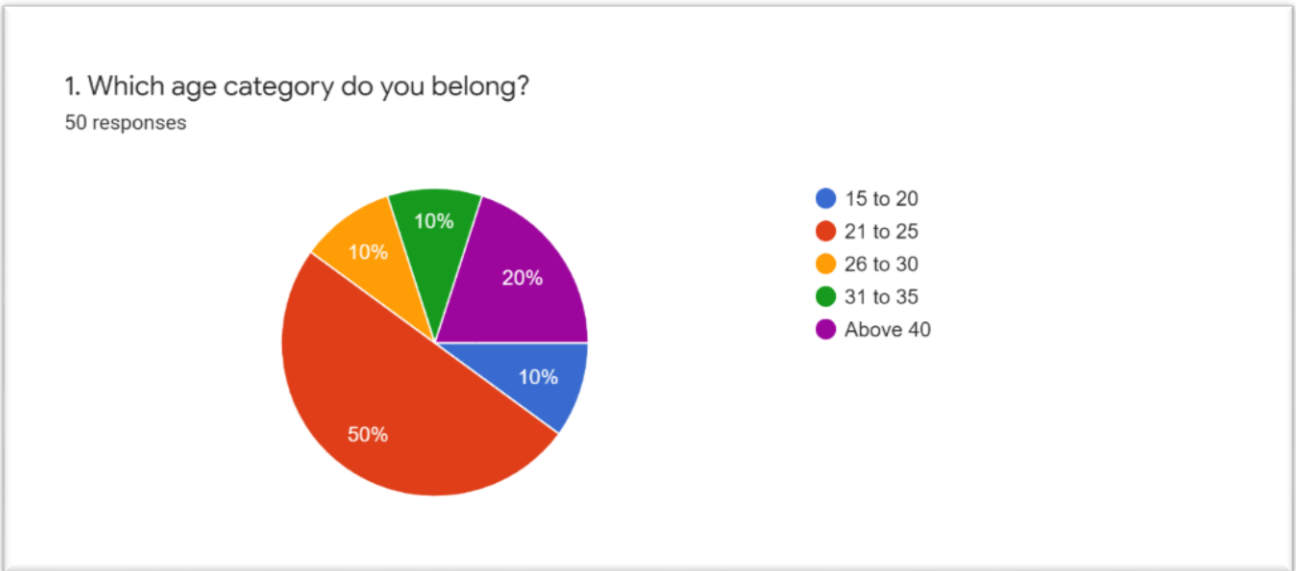


Figure 1: Age group of the people responded to this survey

As per the survey we can see that we can see that there are 5 categories of age group those are 15 to 20, 21 to 25, 26 to 30, and 31 to 35 and above 40. According to the survey the highest age group was 21 to 25, second was above 40, and third was jointly 15 to 20, 26 to 30 and 31 to 35. They have actively participated in this survey.

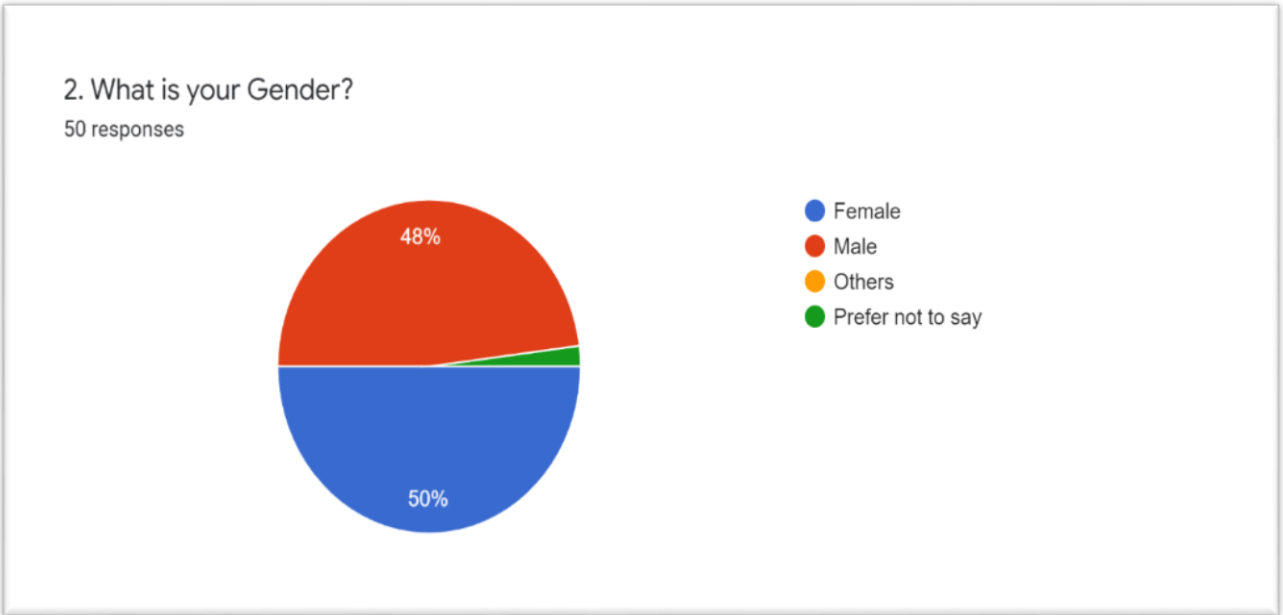


Figure: 2 Gender of the participants

Secondly there was survey on the gender where we can see that there we 50 responses and among them 50% was female, 48% was male and 2% preferred not to say. The genders of the participants plays an important role in this survey. The location are selected on the basis of the genders too.

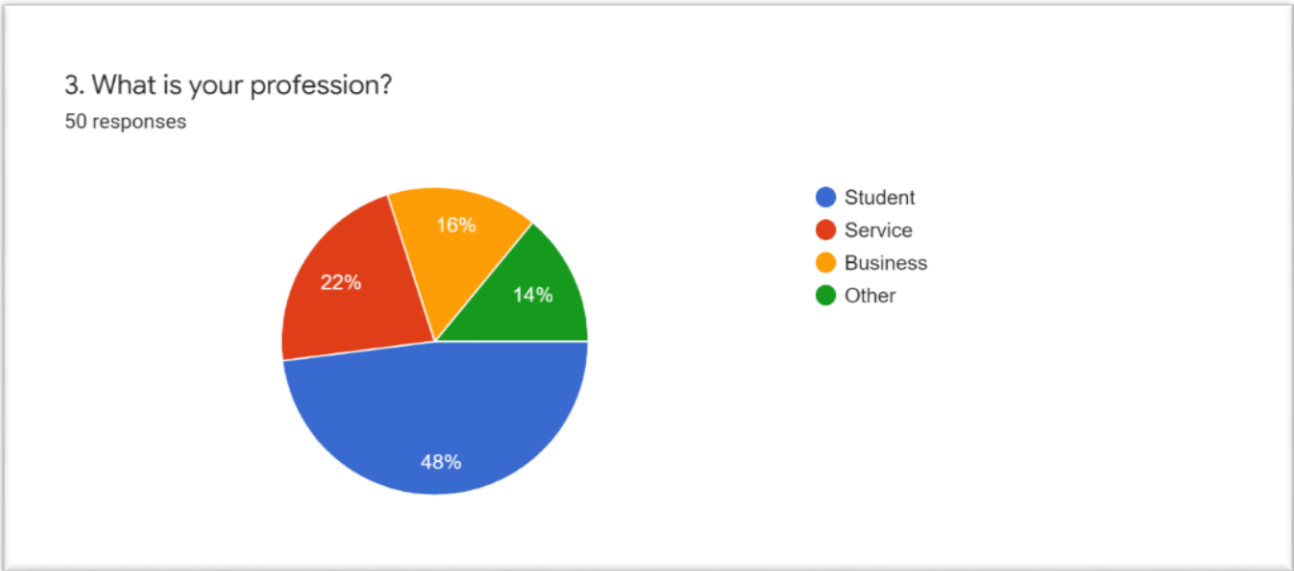


Figure: 3 Profession of the participants

Furthermore there was question where the profession of the participants were asked among the categories which are student, service, business and others. As per the survey we can see that the highest category was students with 48%, then second category was service with 22%, third was business with 16% and lastly 14% of the participants chose others.

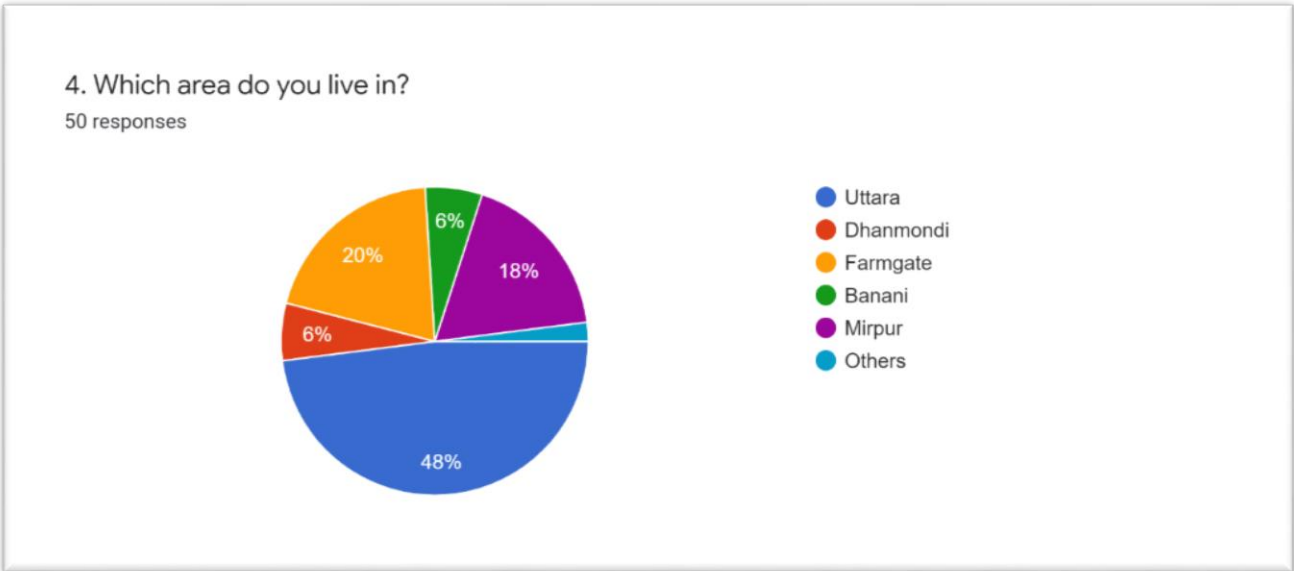


Figure: 4 Residents of the participants

As per the survey we can see that the participants live in many areas in Dhaka. 48% of the participants live in Uttara, secondly 20% lives in Farmgate or close to it, thirdly 18% live in Mirpur, lastly 6% in Banani and 6% in Dhanmondi. In this survey the main target was to get more participants from Uttara, Farmgate and Mirpur, as the stores of Bata in these areas were chosen. The survey was a successful in this category.

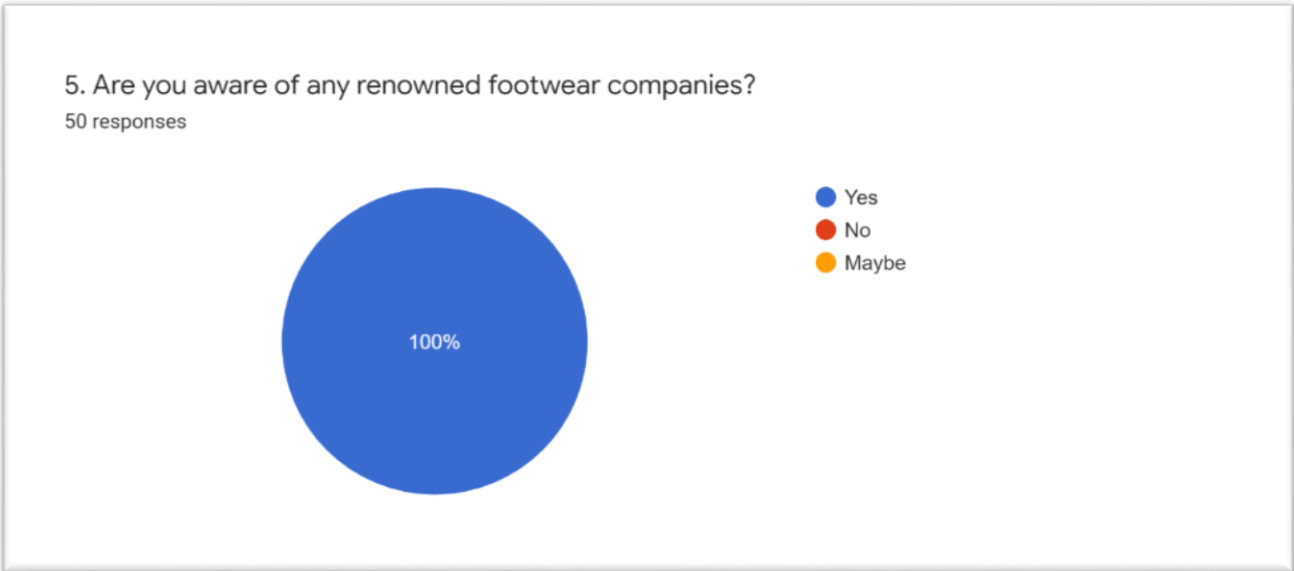


Figure: 5 Recognition of renowned footwear companies.

There was a general question regarding the recognition of famous footwear companies and all of the participants chose the option "Yes". This indicates all the participants had knowledge about the brands of footwear.

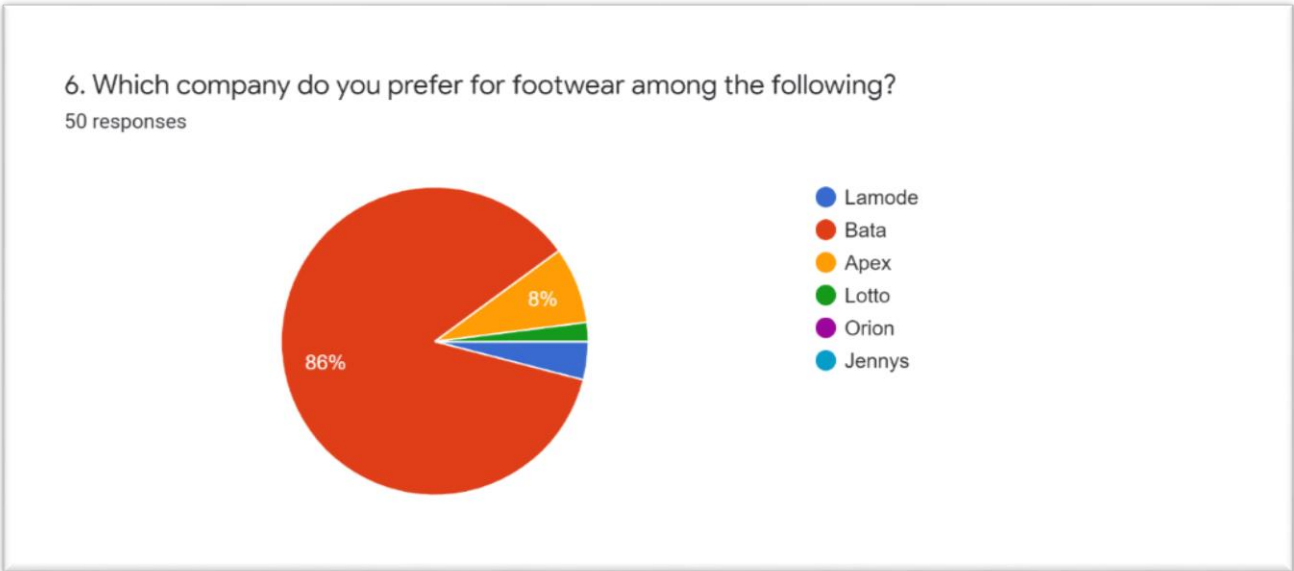


Figure: 6 Preference for famous footwear companies

One of the most important question in the survey was which company they prefer among the following brand which were 1. Lamode, 2. Bata, 3. Apex, 4. Lotto, 5. Orion, 6. Jennys. As per the result we can see that 86% have chosen Bata as the first choice, second was Apex which was chosen by 8% of the total participants, 4% chose Lotto and 2% chose Lamonde. This shows that Bata is very famous among the most of the participants and for their footwear they rely mostly on Bata. In the market share Bata is the most dominant company among all.

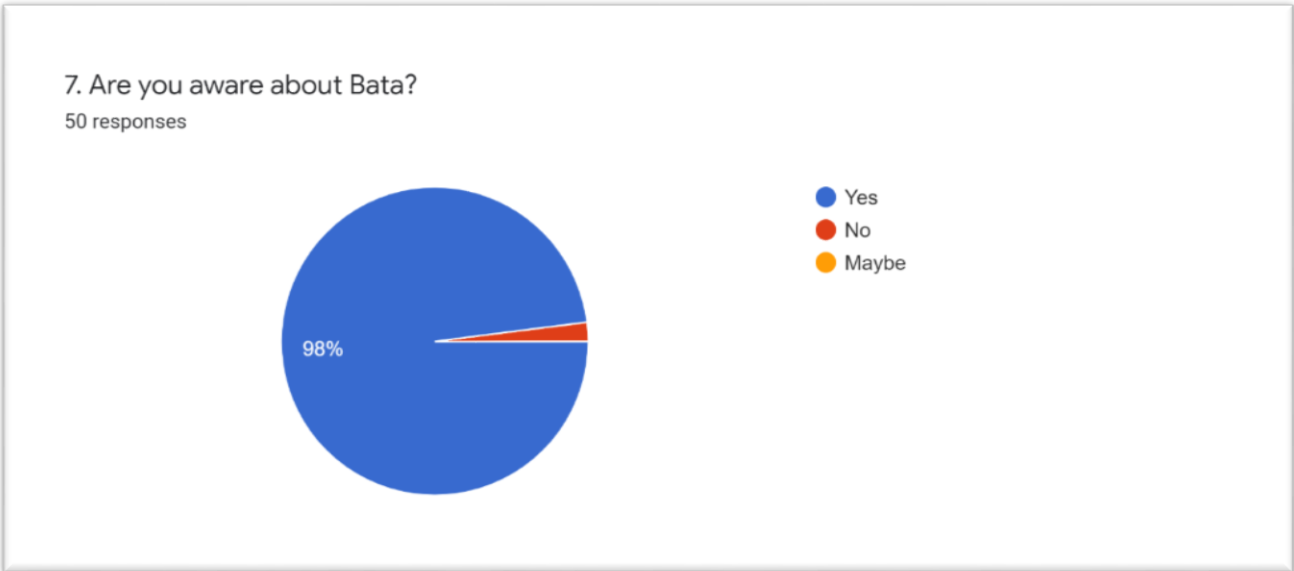


Figure: 7 Awareness about Bata

This survey question was about the awareness of Bata company among the people and we can see that maximum people chose "Yes" that they are aware of it which is 98% of them.

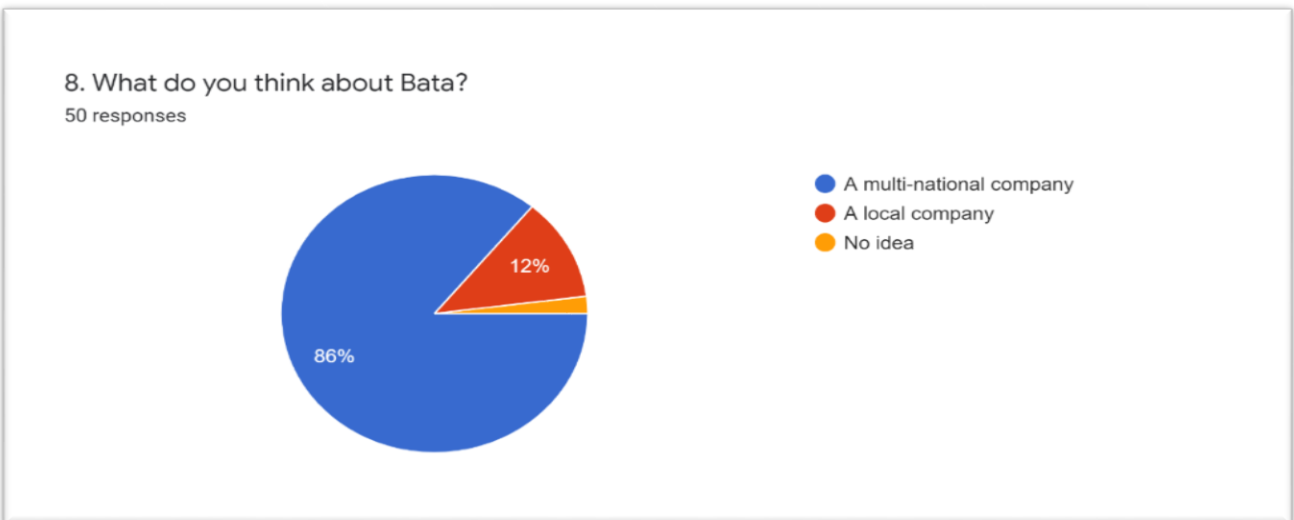


Figure: 8 Knowledge about Bata

This question in the survey represents a basic knowledge about Bata. Most of the participants chose the correct answer that it is a multi-national company. Only 12% of them chose local company and 1% had no idea about this.

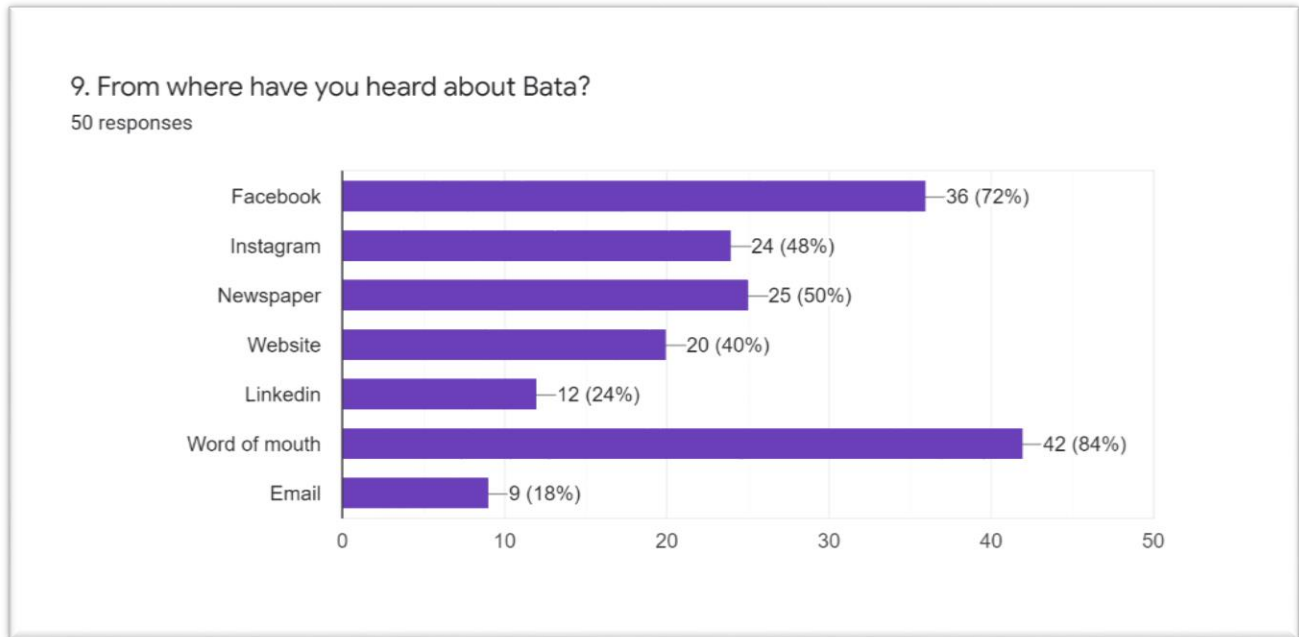


Figure: 9 Marketing media of Bata

In this question we tried to find out that through which medium Bata has the most effective marketing and reach most of the customer. As we can see that the word of mouth (84%) has the highest percentage among all the medium. We all know that Bata is a very old company in footwear in Bangladesh, many previous generations has seen the growth of Bata which ultimate led them to talk about Bata to others. Second and third was Facebook (72%) and Instagram (48%). This is a digitalization era. In this era people are more depended in social sites and Bata has used the most of it. They have reached many people through these mediums. Lastly there is newspaper (50%), website (40%),

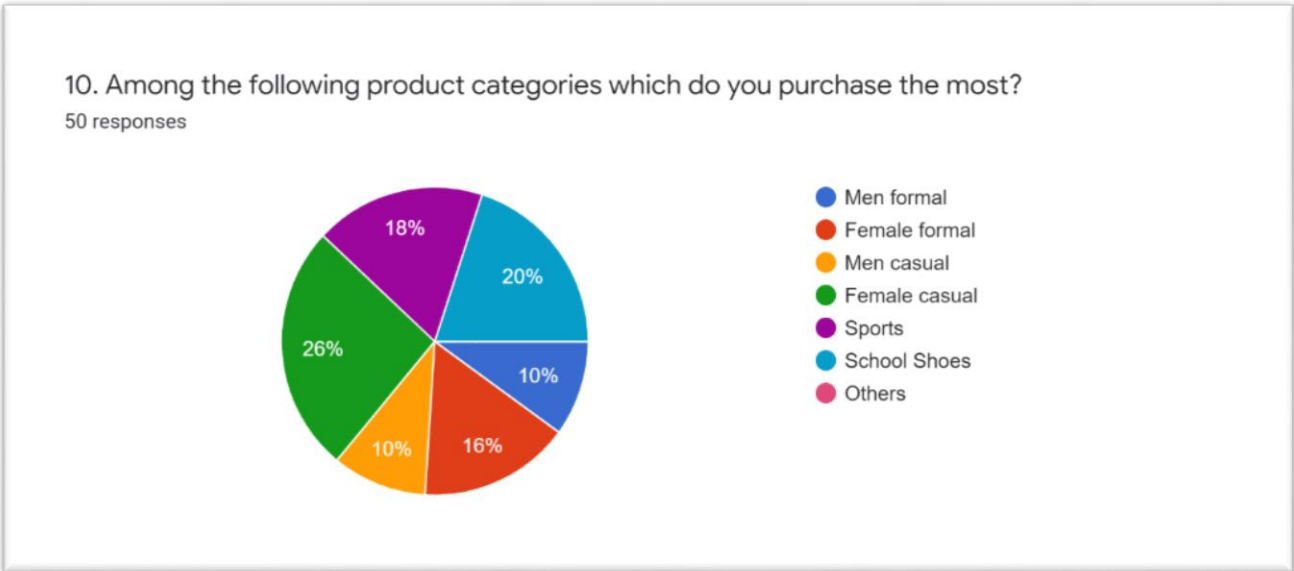


Figure: 10 Product categories of Bata

There are many product category of Bata and a question was asked according to where they live and which category of products they want the most. Those categories are 1. Men formal, 2. Female formal. 3. Men casual, 4. Female casual, 5. Sports, 6. School shoes, 7. Others. The survey was first done to the Farmgate area and from there most of the people chose school shoes, the reason behind is that most of the schools are there around farmgate and people buy this category the most. The second stage of survey was given to Mirpur place and we have seen that people have chosen sports category from there. The reason behind is that there are many sports academy and our national cricket stadium there, many athletes, players buys a lot of sportswear from Bata and they maintained their quality too with updated designs every year. Lastly, the survey was done in Uttara, in there the most sold category was the female category which is female formal and casual. According to the statistics of Bata they have a huge number of female customer and female category of products were sold in this area every year. They try to bring more elegant and comfortable product for the female category every year. Thus the survey gave us a good insights of the most products sold in some specific areas.

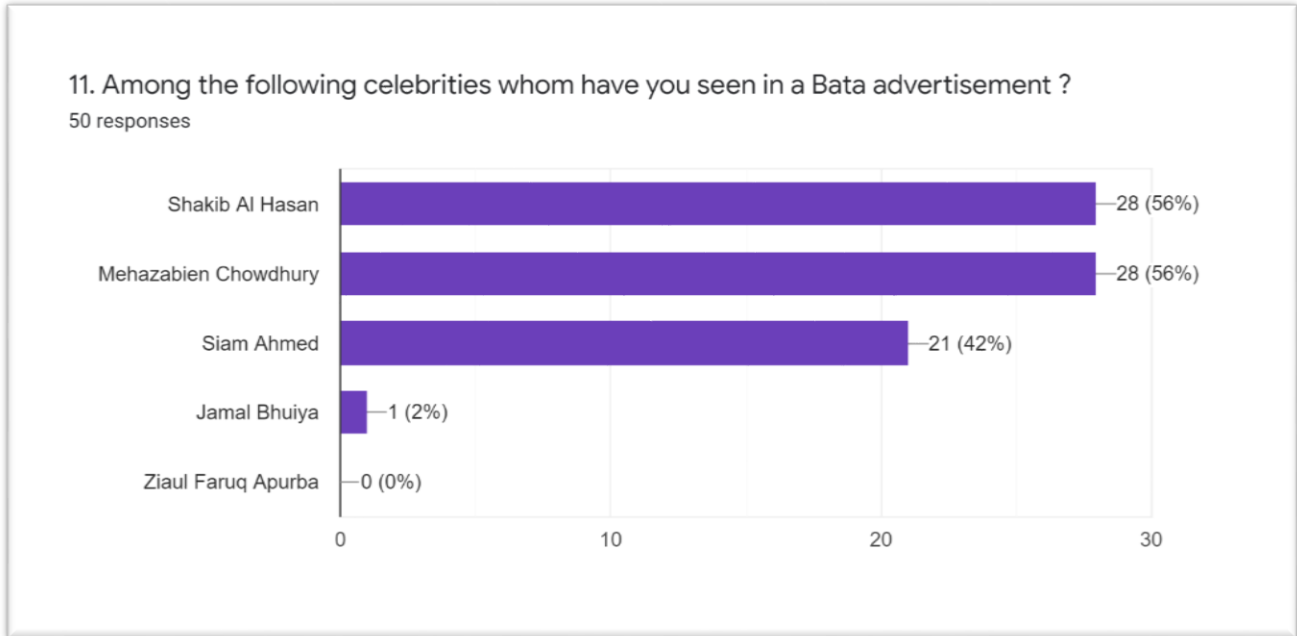


Figure: 11 Ambassadors of the Bata

Like many other companies Bata also had brand ambassadors time to time. We asked question to the people among the celebrities list whom have they seen in a Bata advertisement. They have chosen Shakib Al Hasn and Mehazabien Chowdhury the most and second Siam Ahmed. These there renowned celebrities in Bangladesh and they were the brand ambassadors of Bata from time to time. As Shakib Al Hasn has done endorsement for sports and school shoes categories mainly and Mehazabien Chowdhury had done endorsement for female categories which let a huge sell of the these particular categories and also shows the most product category chosen by the participants of this survey. This gives us a clear idea that Bata has chosen the right ambassadors from time to time to keep their sales high.

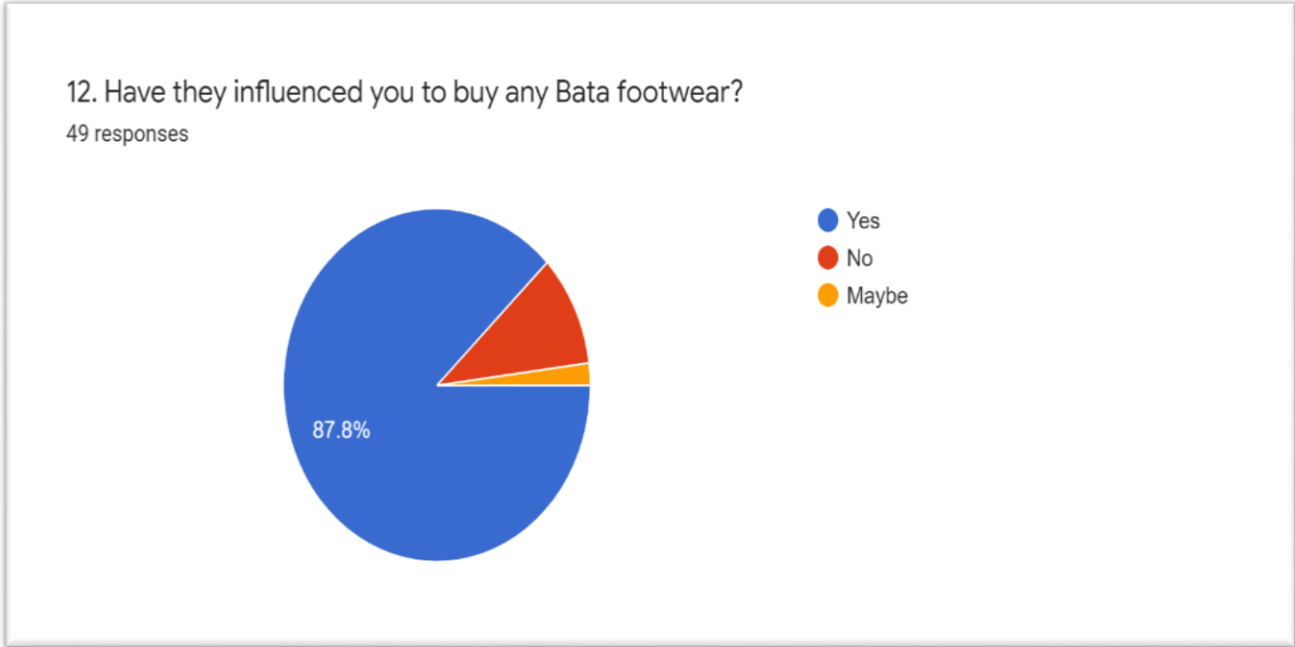


Figure: 12 Influence to buy Bata footwear

This was a following question of the above one that if they were influenced by any celebrity and the 87.8 % people have chosen that they have were influenced by them which is a very good sign for the marketing of Bata and strategies.

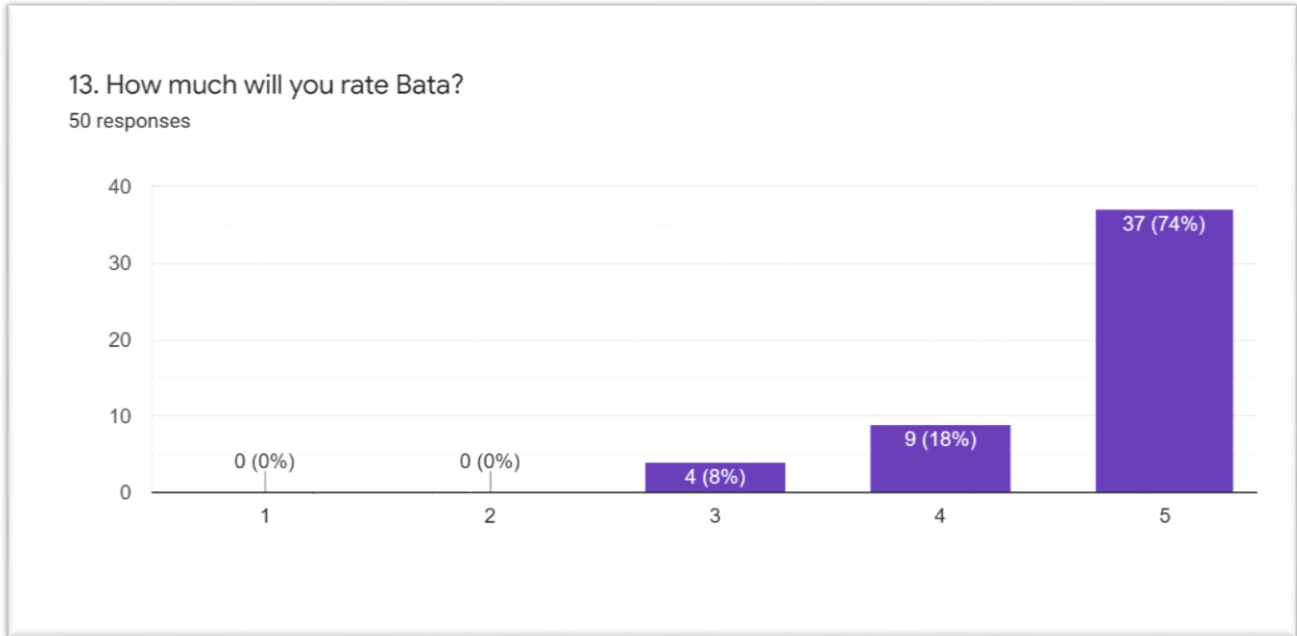


Figure: 13 Evaluation of Bata

In this question the participants were asked to rate Bata and 74% have given rating 5, 18% gave rating 4 and the rest 8% gave rating 3. So the overall rating of Bata is very good but there is still room for improvement.

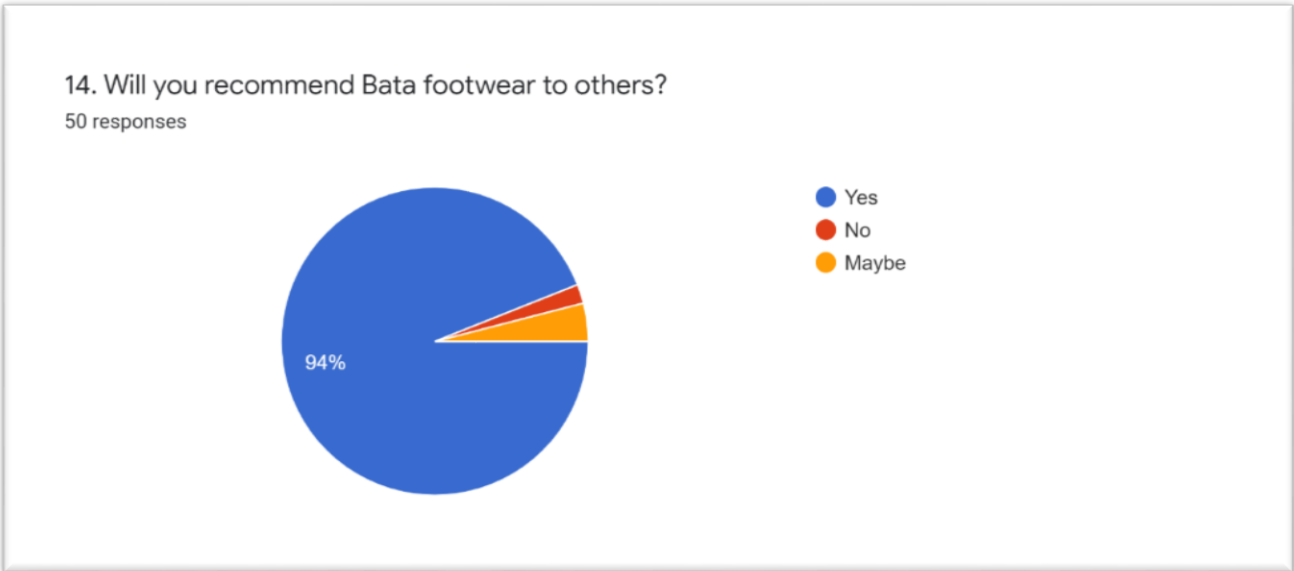


Figure: 14 Recommendation for Bata

A final question was asked to the participants that will they recommend Bata footwear to others and 94% said that they will recommend Bata to others. This shows the trust people have towards Bata which Bata need to keep in the following years with their commitment to satisfy the people with their products and services.

3.4 Summary and Conclusions:

As per all the survey questions and their responses we can see that the point they were proving was that some definite locations were chosen by Bata for some definite reasons. For instance, we can see that Bata chose Farmgate mainly for the school shoes products as there were many schools around there and it was successful for them. Again, they chose Mirpur for sports category products and their perceptions regarding that was also spot on. Lastly, they have chosen Uttara for mainly targeting the female customer and they were successful as well. So the analysis of Bata and their control over the consumer behavior through their products was correctly forecasted. For these reason they hold maximum of the market share and aiming for new market growth. Thus we can say that selection process done by Bata on those places has given them a positive response.

3.5 Recommendations / Implications:

The survey gave clear idea about the selection process of Bata. It also supported the analysis and market research done by Bata. But with some positive response there were some gaps which can still filled up by some strategy changes and planning by Bata. The recommendations for filling up those gaps are given:

- Bata should also do more extensive planning as there are more scope in some prominent areas.
- All the landowners' documentation can be kept under a application from where both company and the owners will have access from.
- Bata can invest more in their research and development sector where new products can attract more customers.
- They should also make shoes and sandals more affordable for the people living in the rural areas which can be huge potential market for them.
- Lastly they should open sectors like business development and recruit new talents and young people to diversify their planning and execution

4.0 References:

1. Emerald.com. 2021. STORE LOCATION: PROBLEMS AND METHODS 3: Choosing the right site | Emerald Insight. [online] Available at: <<https://www.emerald.com/insight/content/doi/10.1108/eb018261/full/html>> [Accessed 10 October 2021].
2. batabd. 2021. Surprisingly Bata. [online] Available at: <<https://www.batabd.com/>> [Accessed 10 October 2021].
3. 2021. [Blog] Available at: <<https://www.tandfonline.com/doi/abs/10.1080/10835547.1994.12090037>> [Accessed 10 October 2021].
4. Turhan, G., Akalın, M., & Zehir, C. (2013). Literature review on selection criteria of store location based on performance measures. *Procedia-Social and Behavioral Sciences*, 99, 391-402.
5. Factors Affecting Shoppers' Brand Preference Towards Choosing Retail Stores - ProQuest. (2021). Retrieved 10 October 2021, from <https://www.proquest.com/openview/ed313b07289781e1b4cd1c0d4de9d5b1/1?pq-origsite=gscholar&cbl=2029986>
6. Alam, S. M. (2019). Performance Analysis of Bata Shoe Co. Bangladesh Limited.
7. Factors Affecting Shoppers' Brand Preference Towards Choosing Retail Stores - ProQuest. (2021). Retrieved 10 October 2021, from <https://www.proquest.com/openview/ed313b07289781e1b4cd1c0d4de9d5b1/1?pq-origsite=gscholar&cbl=2029986>
8. Bata: Strategic Choices - Jawaid Abdul Ghani, 2004. (2021). Retrieved 10 October 2021, from <https://journals.sagepub.com/doi/10.1177/097282010400100107>
9. Bata: Strategic Choices - Jawaid Abdul Ghani, 2004. (2021). Retrieved 10 October 2021, from <https://journals.sagepub.com/doi/10.1177/097282010400100107>
10. Bata to keep expanding in Bangladesh. (2021). Retrieved 10 October 2021, from <https://www.thedailystar.net/business/news/bata-keep-expanding-bangladesh-1828879>

5.0 Appendix:

Location Selection by Bata Shoe Company (Bangladesh) Limited for their product categories.

Thank you so much for your participation. The following survey is to collect your opinion over the Bata Shoe Company (Bangladesh) Limited.

1. Which age category do you belong?

- 15 to 20
- 21 to 25
- 26 to 30
- 31 to 35
- Above 40



2. What is your Gender?

- Female
- Male
- Others
- Prefer not to say

3. What is your profession?

- Student
- Service
- Business
- Other



4. Which area do you live in?

- Uttara
- Dhanmondi
- Farmgate
- Banani
- Mirpur
- Others

5. Are you aware of any renowned footwear companies?

- Yes
- No
- Maybe

6. Which company do you prefer for footwear among the following?

Lamode

Bata

Apex

Lotto

Orion

Jennys

7. Are you aware about Bata?

Yes

No

Maybe

8. What do you think about Bata?

- A multi-national company
- A local company
- No idea

9. From where have you heard about Bata?

- Facebook
- Instagram
- Newspaper
- Website
- LinkedIn
- Word of mouth
- Email



10. Among the following product categories which do you purchase the most?

- Men formal
- Female formal
- Men casual
- Female casual
- Sports
- School Shoes
- Others



11. Among the following celebrities whom have you seen in a Bata advertisement ?

- Shakib Al Hasan
 - Mehazabien Chowdhury
 - Siam Ahmed
 - Jamal Bhuiya
 - Ziaul Faruq Apurba
-

12. Have they influenced you to buy any Bata footwear?

- Yes
- No
- Maybe



13. How much will you rate Bata?

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

14. Will you recommend Bata footwear to others?

- Yes
- No
- Maybe