

**Report on**  
**Marketing scenario on what influence does shelf space has on the customer's buying decision in B2C situation.**

By

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**18104288**

An internship report submitted to the BRAC BUSINESS SCHOOL in partial Fulfillment of the Requirements for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

**BRAC Business School**

**BRAC UNIVERSITY**

June 2022

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## Declaration

It is now officially announced that-

1. The internship report submitted is my original work while completing my degree at BRAC University.
2. The document doesn't include anything previously published or authored by a third party, except when appropriately credited and referenced.
3. The report does not contain material that has been accepted or submitted for any other degree or diploma at a university or other institution.
4. I have expressed gratitude to all significant sources of assistance.

### Student's Full Name & Signature:

Tokey Tahmid

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Tokey Tahmid  
Student ID: 18104288

### Supervisor's Full Name & Signature:



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**Ummul Wara Adrita**

Lecturer, BRAC Business School

Program Coordinator, উদ্যমীআমি - Venture Maestras

BRAC University

## Letter of Transmittal

Ms. Ummul Wara Adrita  
Lecturer and Program Coordinator  
BRAC University  
66 Mohakhali, Dhaka 1212

Dear Ms. Ummul Wara Adrita

Within the attached report, you will find information on the marketing scenario on what influence does shelf space has on the customer's buying decision in B2C situation.

My analysis included researching the principal cause on why does shelf space is and effective tool to influence buyer's decision. Based on this research responses, it was concluded that shelf space does have sufficient influence on a buyer's cognitive mind and influences the buying pattern or decision of a buyer to a great extent.

Thank you for letting me represent this market research. I appreciate your supervision and looking forward to your feedback on the paper.

Sincerely,

Tokey Tahmid

ID: 18104288

BRAC Business School

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## Overview of the internship:

### Student information

Name: Tokey Tahmid

ID: 18104288

Program: BBA, Major: Marketing

### Internship information

Internship period: 3rd April to 3rd July

Company name: Berger Paints Bangladesh Limited.

Department: Market Research

Address: House 8, Road 2, Sector 3, Uttara

### Company supervisor's information

Name: Md Abdullah Ass Salam

Position: Category Manager

### Job scope:

The main duties for this internship position required collecting first hand data from different geopolitical locations around Dhaka and interpreting these data to understand the current market scenario of the given product and possible scope for product expansion of Berger. My duties required multiple field visits around the city and gathering business data such as sales volume, shelf space, product price and corresponding volume size on each and every adhesive based products. I had to later compile and format this data to understand the current market trends and how the market of adhesive is evolving, what share does Power Bond (Berger's adhesive product line) has in the current market, and which new products the company should bring to this market scenario to capture their desired market share.

### Internship outcomes:

I have contributed in gathering a total number of 111 respondents around the city. These responses were later evaluated, sent to the Zonal officers to execute possible sales opportunity. Furthermore, the data were analyzed by me to identify current market trends and possible correlation among shelf-space and sales volume of adhesive of different companies including Berger Paints Bangladesh Limited. The company is currently working on specific product expansion process with the research and development team based on the data gathered and analysis given after evaluation.

### Benefits to the students:

Specific benefits given by the company includes an introduction on how B2B products are developed and marketwised, how to identify possible business scope in both B2B and B2C sectors, allowance of 7000 BDT per month, transport conveyance from the company during the field visits were made.

### Problems faced:

the company hired me as an intern even though their office space was full and thus no seating facilities could be arranged for me. I had to do all the office work sitting on the guest sofa which was really depressing that I even considered leaving the job at some point. Such treatment from the company made me feel different and isolated from other employees and the whole office culture. I was given a workstation which was not built or meant to work on and I faced this struggle every single day. Another, concern that came up was that, among all the 3 newly hired intern I was the one who followed all the sufficient directions given by the company and came up with very good results, as a response they froze the work of other two interns and assigned me all of their field work unnoticed. This was almost an impossible task for me. In other words the company is simply unable to recruit people who will get their job done for them, so other employees have to take that extra work load which brings us to the second concern of this setting, unrealistic goals for an employee. Such lacking of professionalism was not expected from one of the oldest companies of People's Republic of Bangladesh.

### Recommendations:

I would directly recommended NOT to apply for any future internship opportunities to any of my fellow young graduates. An internship period is the most important timeline for a graduate's carrier. Their new steps into the business world has to be guided with sufficient knowledge and experience from the company. I had none of that, no self-improvement was done during this internship period of mine. Thus, I full heartedly suggest any If my young fellow graduates to spare their internship opportunity in Berger Paints Bangladesh Limited.

### Company Introduction:

Berger Paints Bangladesh Limited is a paint based oldest existing company of the country. The initial introduction of this multinational company can be traced back to 250 years, the company saw its first day of light in England under the ownership of Louis Berger and Sons Ltd. The company began its operations in Bangladesh during 1970 and from that moment onward it has become the leading paint manufacturing company of the country. In the last few decades Berger was able to extend its product line outside their default product line of exterior and interior paints and now has entered and flourished under in newer product segmentations of enamel coatings, PU coating, adhesive and acrylic based color. The company have seen sufficient growth in each of these segmentations and captured satisfactory market share around the country.

### Management Practices:

Berger operates in a participative leadership style. Most of the decision making process are done by the managers inviting their whole team and hearing out each of their proposition to solving the problem. Doing so, the management gets an overview from all sort of perspectives and concerns included to run that particular business structure. This brings a holistic solution on the table, which is in most cases realistic and assessed thoroughly. Thus, achieving goals for the Company becomes easier as the business strategy is set with interpretation of the people who will be directly involved in achieving the business goal.

Berger plans its Human Resource Planning Process with accordance to its product line. Which means employees are hired on the basis of newer product expansion or geographical expansion of the any current product. The company doesn't directly offer a new employee any permanent position. They put them through a apprenticeship period, where the employee will get sufficient training on the job he has applied for. Several apprentice can compete over a single permanent position job title. After the interview and selection process is done, only the most capable and suitable apprentice is selected for that position while the rest will be still competing for a future possible opportunity. The compensation procedure is adjusted with respect to each department. A performance bonus is elected for a one particular employee of each department. Festival bonuses are only applicable for permanent employees and increment overview is done quarterly. The training and development Initiatives are handled by the training recruitment officers. They execute all necessary measures for training and developing an employee for a selective role. Performance appraisal system is almost non-existent but the quarterly increment overview process helps to adjust the imbalance in such scenarios.

### Marketing practices:

Berger is a multinational company and consists of a large full blown marketing department.

### Marketing strategy:

Berger's marketing approach includes both B2B and B2C marketing. The company runs a variety of product line. Each product line is handled by a certain marketing team selected only for that particular product line marketing. The target customers are mainly real estate developers, industries such as garment sectors, furniture, vehicle paint etc. Along with these B2B channels many B2C channels are also operative under Berger Paints. The differentiation between these channels are simple made by the product themselves. If the product is develop for an Industrial use the target market and the marketing of such products are done by competing for the right price and quality over other suppliers, raw material produced by Berger are cheaper than the imported ones and this is the main selling point for Berger in B2B channels. On the other hand if the product is being sold to an individual customers the company follows step by step analysis to customer background, buying motive, price willing to pay and customer



attraction. These matrixes are then applied with accordance of the product developed and the possible customer segmentation.

#### Targeting Customers:

The segmentation is done on the basis of customer demand. Customers have different demands when it comes to using paint for an exteriorly or interior purpose. These demands are evaluated and being used while developing and marketing a product. Each demand is being identified by targeting a certain group of customers. The accurate targeting capability of the company made it very possible to identity such demand and turn them into a full grown product at the end of the process.

#### Marketing Channels:

Marketing channels for Berger Paints includes physical shops, Berger experience zones and different B2B institutions where a customer can get thier maximum exposure to the products sold by Berger.

#### Branding Activities:

The current Branding scheme of Berger paints includes both digital and physical activities. The digital activities are segmented into different categories with respect to the product variations whereas, the physical branding approaches includes the Berger Experience Zones where any customer can get a demo of the available paints offered by Berger, paint a wall by themselves on spot and even make a purchase there and then.

#### Advertising and Promotion Strategies:

The promotional channels for Berger includes TVC, Digital marketing such as Facebook Marketing and creative outlets of the experience zones. Berger's TVC are known to the masses as a very nostalgic and touchy. Their prime focus remains expressing human emotions with colors and. Such emotional approach towards advertising helped the company a lot to build on the image they have today. The digital platform of Facebook has also helped Berger to continue such advertising strategy. Vlogs developed by Berger are the prime example of this. In these vlogs celebrities show their own households and how they were able to pull off such decorative style

with the help of the products developed by Berger. The experience zone is another addition where anyone can directly experience all the new items by themselves and this works as the best interactive market strategy for the company.

## Management system:

The types of management system which are observed in Berger Paints Limited are mentioned below-

Executive Support System: in this stage a five year sales forecasting plan is made. This is done with respect to each product category. The budget forecasting follows to identify a profit planning margin.

Management Information System: a regional sales analysis is done in this stage. Annual Budgeting and cost analysis also follows. The capital that will be invested in each product category is also evaluated according to the sales goal. The contractual cost analysis with different law material distributors are also evaluated in this segment.

Knowledge Work System: different types of workstations fall under this section, engineering plan and workstations are evaluated in this part. A structure and plan is set here. Along with this, a graphics workstation is also controlled and overlooked from this part. The management workstation is evaluated here as well. How the management and HR committee will take their future approach to employees are evaluated here.

Transaction Processing System: many activities such as order tracking, plant scheduling, training and development are evaluated in this part. Accounts payable and receivable is evaluated in this managerial level. Most of the employee record keep activities are also done in this stage. A new joiner or new refinement notification are sent and distributed from this stage.

## Industry and Competitive advantage:

### SWOT:

A detailed SWOT Analysis on Berger Paints Bangladesh Limited is given below-

**Strength:** Berger is the first mover company in Bangladesh paint industry. The company had a relatively easy entry to this industry as they found a much unsaturated market in the newly formed nation of People's Republic of Bangladesh in 1971. Thus, people have a very trustworthy mentality towards them. Also, the Company was able to ensure easy availability of raw materials for their production. This gave them an upper hand on any other painting based company active in the country. Also, foreign endorsement and stock value helps them to always stay on top of their competition and operate in a more proficient business manner than others.

**Weakness:** currently Berger is trying to expand its product line, many of its product lines are in such markets where the market leader is another well-developed company. Now these saturated market competitions are something Berger is currently facing resistance with.

**Opportunities:** Berger is one of the leading brands in the country in terms of executing opportunities in newer markets. The product variety of Berger is ever so growing and each year the company is entering a new segmentation of products. Right now the company is trying to establish more stable market share in the adhesive based product market, along with that the company is also trying to enter the car paint industry. Other than this, Berger is also trying to promote Carpentry as an art through various competitions of selling adhesives and such products. To do so, Berger may enter the furniture industry in the future.

**Threats:** new entries in the paint industry can be a threat for Berger. Along with that, competitors' imitation of Berger's lead selling product is also another concern for the company. The company also has to liaise over many working level people, such as painters and carpenters. Many of Berger's competitors are trying to build

### Porter's Five Forces:

A Porter's five forces model analysis on Berger Paints Limited is given below-

Customer bargaining power: being a well-known and established company Berger holds a very premium customer base with a high level business profile. Thus customers have very less bargaining power with Berger. Most of the products are sold at a fixed rate all over the country. The rates are updated quarterly and the new price list is delivered to shops by the company's Zonal Officers. Thus the customer's bargaining power remains at a minimum with Berger's product.

Threat of new entrants: the threat of new entrants in this industry is moderate. In the past few decades many paint-based companies have entered the market and competed with Berger paints. But Berger's strategic decisions made it hard for them to capture enough market share. That being said, the threat of new entrants still remains at a moderate position because of the immense demand for paint and the price hike of Berger's product.

Supplier's bargaining power: the raw material used in Berger's production makes them stand out in the market compared to other companies. However, Berger is known to get their raw materials from very trustworthy and close connections. Thus it enables them to keep the influence over their buyer's pricing scheme. Thus the supplier's bargaining power is moderately low when it comes to the paint industry and Berger paints.

Internal Competition: the internal competition in the paint industry of Bangladesh is very alive. Many multinational companies are trying to be the market leader of the paint-based industry of Bangladesh. Berger, for their first-mover's advantage, takes the lead very easily, but the competition is ever-growing. Companies like Asian Paints and Rak Paints are trying their best to catch up to Berger every day. To do so they try to manipulate the market with similar product offerings at a lower price point.

Threat of substitute: the threat of substitute in this industry is relatively high. Whenever Berger increases the price of a well-sold product, the market share falls down a bit for the company.

This is due to the easy replacement a customer can find from Berger's competitors at a lower price point. This shows how the threat of substitute is high inside the industry.

## Financial Performance:

Statement of Financial position for year 2020-21 is given below:

### Berger Paints Bangladesh Limited Statement of Financial Position

In Thousands Taka	Note (s)	As at 31 March	
		2021	2020
Property, plant and equipment	3	4,310,486	3,865,251
Capital work-in-progress	4	639,820	563,035
Right-of-use assets	5	572,586	629,221
Intangible assets	6	51,003	56,749
		<b>5,573,895</b>	<b>5,114,256</b>
Term deposit	11	100,000	-
Investment - at cost	7	157,943	93,343
<b>Total non-current assets</b>		<b>5,831,837</b>	<b>5,207,599</b>
Inventories	8	3,125,809	2,287,580
Trade and other receivables	9	1,712,435	1,619,002
Advances, deposits and prepayments	10	338,164	252,080
Cash and cash equivalents	12	4,099,907	3,373,100
Inter - company receivables	13	191,885	190,150
<b>Total current assets</b>		<b>9,468,201</b>	<b>7,721,912</b>
<b>Total assets</b>		<b>15,300,038</b>	<b>12,929,511</b>
Share capital	14	463,779	463,779
Retained earnings	15	9,426,987	8,244,378
<b>Equity attributable to the Company's equity holders</b>		<b>9,890,766</b>	<b>8,708,157</b>
Deferred tax liabilities	16	187,490	227,958
Lease obligations - non current portion	5	491,497	509,889
<b>Total non-current liabilities</b>		<b>678,987</b>	<b>737,847</b>
Lease obligations - current portion	5	76,420	61,816
Trade and other payables	17	4,008,948	2,797,815
Provision for royalty	18	296,768	285,397
Provision for current tax	19	338,522	325,941
Provision for employees' retirement gratuity	20	(2,540)	2,566
Unclaimed dividend	21	12,020	9,825
Liability for unclaimed IPO application money	22	147	147
<b>Total current liabilities</b>		<b>4,730,285</b>	<b>3,483,507</b>
<b>Total liabilities</b>		<b>5,409,272</b>	<b>4,221,354</b>
<b>Total equity and liabilities</b>		<b>15,300,038</b>	<b>12,929,511</b>
Contingent liabilities	23	1,292,471	767,550
Net asset value per share (Taka)	41	213.26	187.77

The accompanying notes 1 to 43 and Annexure-A form an integral part of these financial statements.

## Liquidity Ratio for 2021:

(In Thousand)

=Current Assets/Current Liabilities

=9468201/4730285

=2 thousand BDT

Liquidity Ratio for 2020:

(In Thousand)

=Current Assets/Current Liabilities

=7721912/3483507

=2.21 thousand BDT

#### 41 Cash flows from operating activities under indirect method

In Thousands Taka	Note (s)	For the year ended 31 March	
		2021	2020
<b>Net profit for the year</b>		2,548,788	2,292,448
Tax expenses		923,574	800,019
<b>Profit before tax</b>		3,472,362	3,092,467
<b>Non cash items:</b>			
Depreciation		613,554	516,213
Amortization of intangible assets	6.1	27,578	29,958
Actuarial gain/(loss) on defined benefit plans		2,540	-
		<b>643,672</b>	<b>546,171</b>

Solvency Ratio for 2021:

(In Thousand)

= (Net income + Depreciation)/Current Liabilities

= (2548788 + 613551)/ 4730285

=0.66 thousand BDT

Solvency Ratio for 2020:

(In Thousand)

= (Net income + Depreciation)/Current Liabilities

= (2292448 + 516213)/ 3483507

= 0.72 thousand BDT

<b>25</b>	<b>Cost of sales</b>		
	Opening stock of finished goods - notes 8 and 25.4		
	Own manufactured items	633,374	624,438
	Imported items	81,304	102,770
		<b>714,678</b>	<b>727,208</b>
	Purchases - imported - note 25.4	<b>120,546</b>	<b>145,804</b>
		<b>835,224</b>	<b>873,012</b>
	Cost of production		
	Material consumed - notes 25.1, 25.5 and 25.6	8,895,187	8,849,345
	Manufacturing overheads - note 25.3	1,015,450	970,719
		<b>9,910,637</b>	<b>9,820,064</b>
	<b>Cost of finished goods available for sale</b>	<b>10,745,861</b>	<b>10,693,076</b>
	Closing stock of finished goods - notes 8 and 25.4		
	Own manufactured items	(647,902)	(633,374)
	Imported items	(60,519)	(81,304)
		<b>(708,421)</b>	<b>(714,678)</b>
	<b>Cost of sales</b>	<b>10,037,440</b>	<b>9,978,398</b>

Solvency Ratio for 2021:

(In Thousand)

= Net income/ Net Sales

= 2548788/ 10037440

=0.25 thousand BDT

Solvency Ratio for 2020:

(In Thousand)

= Net income/ Net Sales

=2292448 / 9978398

=0.22 thousand BDT

## Research Paper:

### Abstract

Shelf-space is one of the major factors for any B2C scenario. In most cases the amount of product a vendor's shop showcases can bring in an indirect influence over the buyer's decision. This can cause the buyer to decide his buying decision in favor of the product that has most shelf space and exposure towards his vision. The both marketing and cognitive reasons of such decision making in any B2C sector are evaluated in this section of the research. This should be mentioned that the shelf space factors were one of the minor concerns that were examined by the company during this first hand research was done but this factor is chosen for this particular paper for a rather easy and clear understanding on the B2C scenario.



### Introduction:

The main goal of this paper is to establish a relationship between shelf space and sales volume of products in B2C scenario. During multiple market visits done on adhesive based products a co-relation between these two factors were established. To prove the research point the sales volume from different areas around the city was collected and evaluated. During these visits the shelf space of products for each company (adhesive based) was noted and matched with the volume sold. The result shows a strong- co relation between these two.

### Literature Review:

#### Shelf-space it's competition

Shelf space is one of the oldest factors that is fully able to influence buyer's decision. Especially in a market that has a well and established competition among companies (**Keith K. Cox**). This shelf space competition is observed around the world in many different channels and ever on E-commerce sectors.

#### Subjective shelf-space scenario

However the relationship among shelf space and unit sold of different products is not always uniform and can vary from market to market and product segmentation (**Ronald C. Curhan**). In most cases the shelf space influences the buyer's direct vision on what product he or she will select when looking though a shop.

#### Influence of shelf-space

Also, shelf space put the buyer into an understanding that the most sold company's product is supposed to take most of the shelf-space in a shop. This idea can directly let the customer select their desirable product of the company that is mostly visible in a store (**Taoufik Benkaraache**).

### Objectives:

#### Research Objectives:

#### Broad Objective:

- Identify the effect of shelf-space on buyer's decision in B2C scenario.

Specific Objectives:

- Identify shelf-space variable for adhesive based vendors in Dhaka city
- Identify what effect it may have on a live market situation.
- Identify the effect shelf-space has on customer's buying decision.

Research Question:

Broad Research Question:

- Does shelf space influence customer's buying decision?

Specific Research Questions:

- What are the signs and signifiers that shelf space influence buyer's decision?
- Does shelf space has a significant impact on sales volume?
- Can shelf space be identified as an important factor for capturing market share?

Methodology:

The Methodology selected for this research is a Descriptive approach. The main cause for selecting such approach was to figure out the a strong correlation between shelf-space and buyers decision making process as a whole and what effect it may cause to the market share or sales unit scenario in B2C sector. The initial idea was to establish this a connection between sales unit and how much shelf space are the most sold products are given in a single vendor's shop. This method is selected to be descriptive because of the limitation to mass data and variety of result in research data. A subjective approach can eliminate more non-considerable factors around shelf-space and bring out a suitable research result.

### Findings and analysis:

The followings are the findings of a single day market visit around Badda area of Dhaka city. The Market visit was made to all adhesive based shop who either use or sell adhesive based products on a daily basis.

#### **Shop no: 1**

Area: Ga-2/1 Shahjhadpur, Gulshan

Shop name: Meghna Enterprise

Shopkeeper's name: Kamal Uddin

Phone: 01911360991, 01677477005

#### **Product Portfolio:**

##### **1. Glass Silicone**

Most sold: OCI 103 (Original)

Cause: Good quality product, has heavy demand among other glass silicones.

Last visitor from Berger: None

Future visit: If the visit will profit him

Satisfaction level with Berger: None

Reason to Dissatisfaction: None

Suggestions: None

#### **Shop no: 2**

Area: Ka-52 ,Progoti Sharani,Shahjadpur

Shop name: Shakil Enterprise

Shopkeeper's name: Rasadul Islam Ripon

Phone: 01733754039, 01611363064

## **Product Portfolio:**

### **1. Economy SH**

Most used: Fevicol

Cause: Best quality adhesive and has a very high demand among workers (carpenters).

1. Fevicol

Pack Size	Price in BDT
1 kg	280
2 kg	520
5 kg	1150
10 kg	2550

Amount used: over 50 kg per month on an average, most sold size is 5 kg.

### **2. Economy SR**

Most sold: Fevicol 998

Cause: High quality product, has high demand among workers and customers.

1. Fevicol 998

Pack size	Price in BDT
500 ml	315
1 L	580
2 L	1125
5 L	2460

Amount used: Around 40 to 50 L per month on an average, most sold sizes are 1 and 2 L.

Last visitor from Berger: None

Future visit: Interested

Satisfaction level with Berger: None

Reason to Dissatisfaction: None

Suggestions: Improved quality product of SH and SR based can lead the market under current scenario.

Note: This is a plywood shop that sells SH and SR of Fevicol, according to the owner they might get interested in Power Bond if the demand increases among carpenters.

### **Shop no: 3**

Area: Ko-53, Progoti Sharani, Shahjadpur

Shop name: Mesar's Bengal Enterprise

Shopkeeper's name: Bodiul Alam Chowdhury

Phone: 01712681124, 01742710704

### **Product Portfolio:**

#### **1. Economy SH**

Most sold: Fevicol

Cause: On demand sale makes it easy to sell Fevicol, quality is always constant and assured.

1. Fevicol

Pack size	Price in BDT
1 kg	295
2 kg	580
5 kg	1450
15 kg	6930

30 kg 11450

Amount sold: Around 80-90 kg per month on average, most sold sizes are 5 kg and 15 kg.

## 2. Economy SR

Most sold: Fevicol 998

Cause: On demand sale makes it easy to sell Fevicol, quality is always constant and assured.

### 1. Fevicol 998

Pack size	Price in BDT
100 ml	75
500 ml	305
1 L	585
2 L	1120
5 L	2500
15 L	6930

Amount sold: Around 60-70 L per month, most sold sizes are 1, 2 and 5 L.

### 2. Da-co

Pack Size	Price in BDT
100 ml	45
200 ml	80
500 ml	160
1 L	300
2 L	410

Amount sold: around 20 L per month, most sold size is 500 ml

## 3. GP-Putty

Most sold: M-seal

Cause: Pidilite brand, so people identify this as a good value for money, price is reasonable

1. M-seal

Pack Size	Price in BDT
50 gm	30

Amount sold: 15 pieces on an average per month

#### **4. Wood Preservative**

Most sold: Finis

Cause: good quality , preferred by most carpenters.

1. Finis

Pack Size	Price in BDT
200 ml	60
500 ml	130

Amount sold: around 10-15 L per month, most sold sizes are both mentioned above.

#### **5. Glass Silicone**

Most sold: OCI 103 (copy)

Cause: High Demand in market, fast drying technology

1. OCI 103 (copy)

Pack Size	Price in BDT
OCI 103 (copy)	180

Amount sold: around 30-40 pieces on an average.

Last visitor from Berger: None

Future visit: interested, sells interior paint by Berger

Satisfaction level with Berger: Moderately Satisfied

Reason to Dissatisfaction: Delivery service is slow

Suggestions: improve delivery services and rate needs to go down.

#### **Shop no: 4**

Area: Ka-53, Progoti Shoroni, Shahjadpur

Shop name: Mesar's Bengal Hardware and Paint

Shopkeeper's name: Biplop

Phone: 01712681125, 01919681125

#### **Product Portfolio:**

##### **1. Economy SH**

Most sold: Fevicol & Power Bond

Cause: fevicol: high demand easy to sell, power-bond: quality product, has high demand among factories.

##### 1. Fevicol

Pack size	Price in BDT
1 kg	290
2 kg	580
5 kg	1430
10 kg	2700

Amount sold: around 200 kg per month, most sold sizes are 5 and 10 kg.

##### 2. Power- bond



Pack size	Price in BDT
2 kg	540
5 kg	1090
15 kg	3065
30 kg	5780

Amount sold: around 200 kg per month on average, most sold sizes are 15 and 30 kg.

## 2. Economy SR

Most sold: Fevicol 998

Cause: high demand and quality product, been the market leader in the SR segment for a very long time.

### 1. Fevicol

Pack size	Price in BDT
100 ml	90
200 ml	130
500 ml	290
1 L	580
2 L	1130
5 L	2400

Amount sold: around 150 L per month, most sold sizes are 1,2 and 5 L.

### 2. Da-Co

Pack Size	Price in BDT
1 L	280

3 L 750

15 L 3600

Amount sold: around 100 L per month, most sold sizes are 1 and 3 L.

### 3. Wood Preservative

Most sold: Finis

Cause: low rate but very good quality , also has a high demand.

1. Finis

Pack size	Price in BDT
200 ml	75
500 ml	120
1 L	220

Amount sold: around 50 L per month on average, most sold size is 1 L.

### 4. PVC/UPVC Solvent Cement

Most sold: Da-co

Cause: very good quality and strong bonding ability

1. Da-co

Pack Size	Price in BDT
400 ml	Costing -240, selling – 300 and above

Amount sold : around 20 L per month.

### 5. Glass Silicone

Most sold: OCI 103 (copy)

Cause: high demand , brand awareness is very high

1. OCI 103 (copy)

Pack Size	Price in BDT
300 ml	230

Amount sold: around 48 pieces on an average per month.

## 2. Kai

Pack Size	Price in BDT
300 ml	240

Amount sold : around 40 pieces per month on average.

Last visitor from Berger: ZO-shishir on 20-4-22

Future visit: very interested

Satisfaction level with Berger: very satisfied

Reason to Dissatisfaction: none

Suggestions: None

## **Shop no: 5**

Area: cho-97, Progoti Sharani, Uttor Badda

Shop name: Mesar's Akash Glass House

Shopkeeper's name: Faruk Ahmed

Phone: 01710899230, 01823329788

## **Product Portfolio:**

### **1. Glass Silicone**

Most sold: Si-Lock

Cause: higher quality at a lower rate, original product unlike OCI

1. OCI 103 (Original)

Pack size	Price in BDT
300 ml	310

Amount sold: 2-3 carton per month, 48 to 72 pieces.

## 2. Si-Lock

Pack size	Price in BDT
300 ml	220

Amount sold: around 8 -10 cartons per month, 192-240 pieces.

Last visitor from Berger: None

Future visit: interested

Satisfaction level with Berger: None

Reason to Dissatisfaction: none

Suggestions: None

## **Shop no: 6**

Area: 85/2 Uttor Badda

Shop name: Siddika Hardware

Shopkeeper's name: Kabirul Islam Kabir

Phone: 01712628401, 01715343898

## **Product Portfolio:**

### **1. Economy SH**

Most Sold: Fevicol

Cause: quality is constant and high, easy to sell as demand is always high around the year.

1. Fevicol

Pack Size	Price in BDT
50 gm	26
125 gm	58
250 gm	85
500 gm	158
1 kg	290
2 kg	570
5 kg	1420
10 kg	2760

Amount sold: around 80-90 kg per month, most sold sizes are 1 ,2 and 5 kg.

## **2. Economy SR**

Most sold: Fevicol 998

Cause: quality is constant and high, easy to sell as demand is always high around the year.

### 1. Fevicol 998

Pack size	Price in BDT
100 ml	78
200 ml	135
500 ml	310
1 L	590
2 L	1125
5 L	2480

Amount sold: around 30 L per month, most sold sizes are 500 ml and 1 L.

## **3. Wood Preservative**

Most sold: Finis

Cause: best quality wood preservative in the market

#### 1. Finis

Pack size	Price in BDT
200 ml	90
500 ml	180
1 L	260
4 L	700

Amount sold: around 7-8 L per month, most sold size is 200 ml and 500 ml.

#### 2. Terminator

Pack size	Price in BDT
200 ml	60
500 ml	115
1 L	210
4 L	640

Amount sold: around 2 L per month, most sold size is 200 ml

### **4. Glass Silicone**

Most sold : Gum King

Cause: less rate but good quality

#### 1. Gum-King

Pack size	Price in BDT
300 ml	200

Amount sold: around 48 pieces per month

## 2. OCI 103 (copy)

Pack size	Price in BDT
300 ml	220

Amount sold: around 20 pieces per month

Last visitor from Berger: ZO-Shishir – 1 month ago

Future visit: interested , used to sell Power Bond adhesive previously.

Satisfaction level with Berger: moderate

Reason to Dissatisfaction: Power-bond products are very hard to sell, Rate is very high, smaller sizes of SH consists of a thin glue comparing to the larger sizes, less incentives and gifts are given this year.

Suggestions: increase brand awareness and improve quality of SH based products.

### **Shop no: 7**

Area: Bagan Bari, Shadhinata Sharoni, Uttor Badda

Shop name: Joshim Lacquer and Hardware

Shopkeeper's name: Joshim Uddin

Phone: 01830174635, 01781474558

### **Product Portfolio:**

#### **1. Economy SH**

Most sold: Gum –King

Cause: lower rate makes the product very demandable among workers.

##### 1. Gum-King

Pack Size	Price in BDT
-----------	--------------

1 kg	180
5 kg	850
15 kg	2170
30 kg	4200

Amount sold: around 120 kg per month, most sold sizes are 5 and 15 kg.

## 2. Power Bond

Pack size	Price in BDT
5 kg	1090
15 kg	3075
30 kg	5790

Amount sold: around 90 kg per month, most sold sizes are 15 and 30 kg.

## 3. Diamond

Pack size	Price in BDT
500 gm	90
1 kg	180
2 kg	350
4 kg	650
15 kg	2780
30 kg	5250-5300

Amount sold: around 20 kg per month, most sold sizes are 1 and 4 kg.

## 4. Fast

Pack size	Price in BDT
-----------	--------------



500 gm	150
--------	-----

1 kg	250
------	-----

Amount sold: around 5-10 kg per month, most sold size is 500 gm

## 2. Economy SR

Most sold: Gum-King

Cause: lower rate makes the product very demandable among workers, quality is also good.

### 1. Gum-King

Pack Size	Price in BDT
500 ml	155
1 L	260
3 L	750

Amount sold: around 20-30 L per month, most sold size is 1 L

### 2. Diamond-ol

Pack Size	Price in BDT
500 ml	120
1 L	240
3 L	580

Amount sold: around 10-15 L per month, most sold size is 500 ml and 1 L

Last visitor from Berger: Zo- Shishir-23 or 22 of april , 2022

Future visit: interested

Satisfaction level with Berger: moderate

Reason to Dissatisfaction: rate is higher , thickness of lower volume packages is very low comparing to the higher volume packages.

Suggestions: rate needs to go down or adjust with the economy grade market.

**Shop no: 8**

Area: uttor badda, shashinota shoroni, bagan bari

Shop name: Best Lacquer and Hardware

Shopkeeper's name: Imdad Ullah

Phone: 01793572316, 01811484758

**Product Portfolio:**

**1. Economy SH**

Most sold -Gum-King

Cause: good quality product at a lower rate

1. Gum King

Pack size	Price in BDT
1 kg	200
5 kg	950
15 kg	2300
30 kg	4300

Amount sold: around 150 kg per month, most sold sizes are 30 and 15 kg.

2. Fast

Pack size	Price in BDT
1 kg	220
5 kg	1040

30 kg 4383

Amount sold: around 120 kg per month, most sold sizes are 5 and 30 kg.

## 2. Economy SR

Most sold: Diamond-ol

Cause: new in market but very good in quality

### 1. Diamond-ol

Pack size	Price in BDT
500 ml	140
1 L	240
3 L	572

Amount sold: around 100 L per month, most sold size is 1 L

## 3. Wood Preservative

Most sold: Da-Co

Cause: Good quality , trustworthy brand

### 1. Da-Co

Pack size	Price in BDT
500 ml	100
1 L	180

Amount sold: around 1-2 L per month, most sold size is 500 ml

Last visitor from Berger: ZO-Shishir- 8-5-22

Future visit: interested

Satisfaction level with Berger: moderate

Reason to Dissatisfaction: rate is high

Suggestions: rate has to be considered

Note: this shop used to sell Power Bond SH before but moved it's primary focus to selling Gum-King after the rate of Power Bond has increased.

**Shop no: 9**

Area: 393-Shadhinata Shoroni Road, Uttor Badda

Shop name: Shahara Hardware , Sanitary and Paint

Shopkeeper's name: Abul Bashar

Phone: 01960108033, 01725475045

**Product Portfolio:**

**1. Economy SH**

Most sold: Fevicol

Cause: constant demand and greater quality than other adhesives in the market.

1. Fevicol

Pack size	Price in BDT
50 gm	32
125 gm	60
250 gm	87
500 gm	170
1 kg	306
2 kg	565

Amount sold : around 30-40 kg per month, most sold sizes are 500 gm and 1 kg.

2. Fast

Pack size	Price in BDT
250 gm	78
500 gm	156
1 kg	270
2 kg	500

Amount sold : around 10 kg per month, most sold size is 500 gm

## 2. Economy SR

Most sold: Fevicol 998

Cause: constant demand and greater quality than other adhesives in the market.

1. Fevicol 998

Pack size	Price in BDT
100 ml	90
200 ml	145
500 ml	330
1 L	590
2 L	1110

Amount sold: around 15 L per month , most sold sizes are 200 ml , 500 ml and 1 L.

## 3. GP-Putty

Most sold: M-seal

Cause: high brand value and very good quality product

1. M-seal

Pack size	Price in BDT
-----------	--------------

50 gm

35-selling, 27- buying

Amount sold: around 40-50 pieces per month.

#### **4. PVC/UPVC solvent cement**

Most sold: Faltex

Cause: imported high quality product, best quality assured

1. Faltex

Pack size

Price in BDT

500 ml

350 and above

Amount sold: 10 L per month on an average

#### **5. Glass Silicone**

Most sold: Gum-king

Cause: correct amount of silicone gel is provided, low rate but good quality

1. Gum-King

Pack size

Price in BDT

300 ml

180

Amount sold: around 20 pieces per month.

Last visitor from Berger: None

Future visit: interested

Satisfaction level with Berger: moderate

Reason to Dissatisfaction: rate is high , credit money deposit system is not there anymore.

Suggestions: decrease rate and bring more brand value to the market.

Note: used to sell Power Bond Product but found it very hard to clear this stock.

**Shop no: 10**

Area: 235-hossainabag mor, shatarkul road,uttor badda

Shop name: Tinni Hardware and Paint

Shopkeeper's name: Monir Hossain

Phone: 01912021236

**Product Portfolio:****1. Economy SH**

Most sold: Power Bond

Cause: good quality and people seem to rebuy the product on a regular basis.

## 1. Power Bond

Pack size	Price in BDT
500 gm	140
1 kg	275
2 kg	550
5 kg	1100
15 kg	3075
30 kg	5780

Amount sold: over 100 kg per month, most sold sizes are 30 and 5 kg.

## 2. Fevicol

Pack size	Price in BDT
500 gm	160
1 kg	300

2 kg	570
5 kg	1300
10 kg	2800
30 kg	6900

Amount sold: around 60 kg per month, most sold size is 5 kg.

## 2. Wood Preservative

Most sold: Finis

Cause: good quality product , demand is high during winter.

### 1. Finis

Pack size	Price in BDT
500 ml	140
1 L	225

Amount sold: around 12 L on an average per month, during winter this value may rise up to 40 L. both of the sizes mentioned above are most sold.

### 2. Terminator

Pack size	Price in BDT
500 ml	120

Amount sold: around 2 L per month.

Last visitor from Berger: Zo- Shishir- last month

Future visit: interested

Satisfaction level with Berger: very satisfied

Reason to Dissatisfaction: none

Suggestions: rate needs to go down for Power Bond, wants incentives and gifts.



**Shop no: 11**

Area: 462/764 Uttar Badda, Shatarkul Road

Shop name: New Dipe Lacquer Center

Shopkeeper's name: Shuvo

Phone: 01671133666, 01730433300

**Product Portfolio:****1. Economy SH**

Most sold: Fevicol

Cause: easy to sell, demand and quality never falls

## 1. Fevicol

Pack size	Price in BDT
500 gm	150
1 kg	280
2 kg	570
5 kg	1360
10 kg	2740
30 kg	6910

Amount sold: around 800 kg on an average per month , most sold size are 5 ,10 and 30 kg

## 2. Power Bond

Pack size	Price in BDT
1 kg	280

2 kg	540
5 kg	1095
30 kg	5780

Amount sold: around 600 kg on an average per month, most sold size is 30 kg.

### 3. Gum-King

Pack size	Price in BDT
1 kg	210
5 kg	830
15 kg	2200
30 kg	4250

Amount sold: around 400 kg per month on an average, most sold size is 15 and 30 kg.

## 2. Economy SR

Most sold: Fevicol 998

Cause: easy to sell, demand and quality never falls

### 1. Fevicol 998

Pack size	Price in BDT
100 ml	80
200 ml	140
500 ml	320
1 L	580
2 L	1145
5 L	2470

Amount sold: around 200 L on an average per month, most sold sizes are 1 and 2 L.

### 3. Wood Preservative

Most sold: Finis

Cause: market leader for this particular segment of product, quality is better than any competitor product.

#### 1. Finis

Pack size	Price in BDT
1 L	190
2 L	340
3 L	530
4 L	650

Amount sold: around 120-150 L per month, most sold sizes are 1, 2 and 3 L.

#### 2. Terminator

Pack size	Price in BDT
500 ml	115
1 L	210

Amount sold: around 45-50 L per month, most sold sizes are both mentioned above.

### 4. Glass Silicone

Most sold: Bikas

Cause: quality product, user review is very good.

#### 1. Bikas

Pack size	Price in BDT
300 ml	230

Amount sold: 48 pieces on an average per month.

Last visitor from Berger: ZO-shishir- last month around 20-22 of april,2022

Future visit: interested

Satisfaction level with Berger: very satisfied

Reason to Dissatisfaction: none

Suggestions: Rate of Power Bond is can be made more favorable

### **Shop no: 12**

Area: 204, shatarkul road, Uttor Badda

Shop name: Mayer Doya Hardware and Lacquer Center

Shopkeeper's name: Shumon Shikder

Phone: 01719489877, 01761951189

### **Product Portfolio:**

#### **1. Economy SH**

Most sold: Power Bond & Gum-king

Cause: Power Bond – quality is very good, existing demand. Gum-King- rate is very low, easy to sell to local carpenters

#### **1. Power Bond**

Pack size	Price in BDT
50 gm	25
125 gm	50
250 gm	80
500 gm	145

1 kg	280
2 kg	540
5 kg	1090
15 kg	3065
30 kg	5780

Amount sold: around 600 kg per month on an average , most sold size is 15 and 30 kg.

## 2. Gum-King

Pack size	Price in BDT
1 kg	230
5 kg	865
15 kg	2240
30 kg	4300

Amount sold: around 600 kg per month on an average , most sold size is 15 and 30 kg.

## 2. Economy SR

Most sold: Fevicol 998

Cause: demand is high, product is very good , has less stable competitors in this sector.

### 1. Fevicol 998

Pack size	Price in BDT
200 ml	130
500 ml	320
1 L	592
2 L	1150

5 L 2490

Amount sold: around 120 L per month, most sold sizes are 500 ml , 1 L and 5 L

### 3. Wood preservative

Most sold: RFL

Cause: quality is good, brand value is high, easily available

#### 1. RFL

Pack size	Price in BDT
500 ml	120
1 L	230

Amount sold: around 60 L per month, on an average. Most sold sizes are both mentioned above

#### 2. Gum- King

Pack size	Price in BDT
500 ml	112
1 L	225

Amount sold: around 20-25 L per month. Most sold sizes are both mentioned above

Last visitor from Berger: ZO-shihir- couldn't recall time but somewhere around last month.

Future visit: interested

Satisfaction level with Berger: moderate

Reason to Dissatisfaction: rate is high

Suggestions: rate needs to be fixed

### Shop no: 13

Area: 354- Ali nagar, shatarkul road, Uttor Badda

Shop name: Toba Hardware Lacquer and Electronics.

Shopkeeper's name: Rakib

Phone: 01750554848, 01645995266

### **Product Portfolio:**

#### **1. Economy SH**

Most sold: Power Bond

Cause: quality product, very good review from carpenters.

##### 1. Power Bond

Pack size	Price in BDT
5 kg	1090
15 kg	3070
30 kg	5780

Amount sold: around 250 kg per month, most sold sizes are 15 and 30 kg.

##### 2. Fevicol

Pack size	Price in BDT
5 kg	1430
10 kg	2755
30 kg	6930

Amount sold: around 100 kg per month, most sold size is 10 kg.

##### 3. Sam-Bond

Pack size	Price in BDT
1 kg	200

2 kg 440

5 kg 830

Amount sold: around 20 kg per month, most sold sizes are 1 and 2 kg.

## 2. Economy SR

Most sold: Diamond-ol

Cause: rate is low but product quality is good

Pack size	Price in BDT
500 ml	130
1 L	240
2 L	460

Amount sold: around 20-30 L per month, most sold sizes are all three mentioned above

Last visitor from Berger: Zo –Shishir –Last month

Future visit: interested

Satisfaction level with Berger: not satisfied

Reason to Dissatisfaction: rate is very high

Suggestions: rate needs to go down

Note: this shop previously used to sell power bond product but recently shifted towards Gum-King as rate is very low.

### Shop no: 14

Area: shatarkul road, uttor badda

Shop name: Shuchona Timber

Shopkeeper's name: Abir



Phone: 01911617032

## **Product Portfolio:**

### **1. Economy SH**

Most used : Power Bond

Cause: quality is very satisfying.

#### 1. Power Bond

Pack size	Price in BDT
30 kg	Couldn't recall

Amount used 120 kg on an average per month.

Last visitor from Berger: Zo-Shishir-last month around 20<sup>th</sup> April.

Future visit: interested

Satisfaction level with Berger: very satisfied

Reason to Dissatisfaction: none

Suggestions: none

The findings from this particular market visit suggests that the most sold product around this area of adhesive kind is Fevicol SH. Which did have the most shelf-space and exposure in each and every shop. The second most sold SH is Berger's Power Bond and this adhesive based product is often the most sold product in such shops where Fevicol's product is not sold or overlooked. In these particular shops Power Bond is also given the most exposure to shelf space. This takes us to the second part where these data mentioned above are ran for a direct co-relation in the SPSS software, let's see what the result of this co- relation is:

### Co-relation& Regression :

For running a correlation between the shelf-space and sales amount, Fevciol has been rated as “4”, whereas Power Bond is rated as “1”, following by Star Having “2” and Da-Co having “3”. A total of 15 inputs were taken and their sales amount was recorded. Column G refers to the most shelf space given to each company, if a shop has more fevicol is its shelf the shelf-space cell is recorded as 4, in case of power bond the cell is given a 1. The following column as in column H refers to the sales volume of Fevicol. Afterwards a regression is run among column G and column H. The result is shown below-

Dependent Variable: Volume of Fevicol Sold

Independent Variable: Shelf Space

Power Bond	1
Star	2
Da-co	3
Fevicol	4

C	D	E	F	G	H
Shop Name	Zone/ Area	Address	Phone	shelf space	volume sold of Fevicol
Popular Paint and Hardware	Mohammadpur	15/12 Sher shashuri Road, Mohar	01749898345	4	1400
Mesar's Monowar Paint Supply	Mohammadpur	15/14 Sher shashuri Road, Mohar	01711203978	4	1300
Mehnaz Hardware	Mohammadpur	15/15 Sher shashuri Road, Mohar	01912857504	4	1000
Boishakh Hardware AndPaints	Mohammadpur	15/17 Sher Shashuri Road, Moha	01961228133	1	70
Bikrampur variety Store	Mohammadpur	17/30 Sher Shahuri Road, moHan	01619128671	1	60
Mesar's Beauty Hardware	Mohammadpur	57/2 Town hall, Mohammadpur	01986636288	4	2000
Sumon Paint and Hardware	Mohammadpur	118 town hall , Mohammadpur	01720095987	1	100
Sijan Enterprise	Mohammadpur	137 town hall , Mohammadpur	01712747101	1	25
Bengal Paint Supply	Mohammadpur	137/1 Sher shashuri raod, Mohar	01711167430	4	790
Imran Paint and Hardware	Mohammadpur	29- Townhall, Mohammadpur	01735179233	1	50
Faysal Enterprise	Mohammadpur	88/A Sher shashuri Road, Mohan	01631785685	4	300
Nur Hardware	Mohammadpur	27/5 Sher shashuri Road	01919603627	4	900
Al-Amin Hardware	Mohammadpur	38/8 Sher shashuri road	01739797868	4	1200
Shafiq Paints	Mohammadpur	Sherktek raod 2 , Mohammadpur	01715448224	1	80
Dina Hardware and Paints	Mohammadpur	Shekterek, road 2 , mohammadp	01967367085	4	1400

	A	B	C	D	E	F
1	SUMMARY OUTPUT					
2						
3	<i>Regression Statistics</i>					
4	Multiple R	0.835565				
5	R Square	0.698169				
6	Adjusted R Square	0.674951				
7	Standard Error	373.3961				
8	Observations	15				
9						
10	ANOVA					
11		<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
12	Regression	1	4192562.5	4192562.5	30.07045	0.000105025
13	Residual	13	1812520.833	139424.6795		
14	Total	14	6005083.333			
15						

The result shows a strong Moderately Strong regression value among shelf space and volume sold. With a R square value of 0.70 it shows that in 70 percent cases where Fevicol has more shelf space their product were sold more, following by a Multiple of R value which is the Co-relation CO-efficient, the multiple of R being 0.80 shows that the factor of volume sold for a company is very closely related to the shelf space is given to that company's product.

From this, we can conclude that Shelf space does influence the factors related to making rational customer decision and this may result to a purchase of the product which is more visible around the shop in any b2c scenario.

#### Limitations & Suggestions:

Though, a strong co-relation between shelf space and sales volume is visible but the regression value is only a 70 percent, this is because there are a few other factors which come into play when we consider the sales volume. The market demand- a company is supposed to have more shelf space and volume sold if the demand for their product is high, the consistency in quality is another factor that identifies why demand is rising and falling and effects the factors around shelf space being high or low. These are some of the limitations of this subjective business scenario.

The suggestions to Power- Bond would be to rather promoting their product to the customers or carpenters, they should promote carpentry and thus can attract more carpenters than ever. This will lead them to unlocking a huge demand in the market for their product.

Another thing is that, the company is currently trying to operate on a share based business scheme where its competitor Fevicol is operating is a product based and value based business. Berger should try to build a good adhesive based product portfolio first if they want to fully compete with fevicol and move their focus from capture more revenue form the market towards serving the best quality adhesive to the market.

### Summary and Conclusions:

To sum up the this whole report it can be stated that, shelf space is an important factor that companies should consider when it comes to accruing sufficient sales number. The factor keep a good amount of influence on customer's mind in B2C situations and can cause an instant buying decision while the customers is there. We can conclude this relationship between the shelf- space and sales unit by the first hand data collected and evaluated above. An extract proof between these two factors prove that the company with maximum shelf space may cause a maximum buying pattern for customers on the spot. The on the spot buying motive is simply motivated by what the customers see as most sold during their short stay in the market.

### Recommendation:

As Berger is currently trying to take over a portion of Fevicol's market share, the best recommendations for them would be to establish suitable relationship with the carpenters who are the direct buyers of Synthetic Resin based product. If they can cause a demand among the carpenters, the vendors will find it profitable to store more of Power Bond's product. As the result the shelf space for Power Bond will see an increase and the sales in B2C segment will automatically find a increase in revenue.

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