

Report On

Improving Trade Sales Performance of Asian Paints Bangladesh  
Limited – Old Dhaka Area

By

Dibakar Das  
Student ID: 17104098

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

## **Declaration**

It is at this moment declared that

1. This internship report, which I presented as part of my degree at BRAC University, is my unique work.
2. The study does not include any previously published or written content by a third party unless it is appropriately credited with complete and correct referencing.
3. This report does not include any content approved or presented for any university or other institute's degree or certificate.
4. I have acknowledged all significant sources of assistance.

**Student's Full Name & Signature:**

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**Dibakar Das**  
Student ID: 17104098

**Supervisor's Full Name & Signature:**

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**Mahreen Mamoon**  
Assistant Professor, BBS Department  
BRAC University

## Letter of Transmittal

Mahreen Mamoon  
Assistant Professor  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report titled “Improving Trade Sales Performance of Asian Paints Bangladesh Ltd. – Old Dhaka.”

Dear Madam,

It is a pleasure to submit the internship report " Improving Trade Sales Performance of Asian Paints Bangladesh Ltd. – Old Dhaka." under your supervision as a part of the BUS 400 course required to complete a BBA degree at BRAC Business School.

I have tried my hardest to complete the report with the necessary data and the proposed suggestion in the most meaningful, compact, and thorough manner.

I am confident that the internship report will meet my expectations.

Sincerely yours,

---

Dibakar Das  
Student ID: 17104098  
BRAC Business School  
BRAC University  
Date: June 14, 2022

## **Non-Disclosure Agreement**

This agreement is between Asian Paints Bangladesh Ltd. and the undersigned Student, Dibakar Das, at BRAC University.

Confidentiality Agreement:

- Both parties agreed that the report, whether in the type of a copy or a final version, is not a classified document. Furthermore, the university supervisor will keep a copy of the paper for one year before deciding whether or not to destroy it.
- • All documents and data offered by the organization to the student during the internship will stay on the Company's property. Still, the university supervisor and the student will not view them as personal data unless the Company expressly asks for it.
- If the data is now open, all parties involved are not restricted from exchanging it throughout the internship.

## **Acknowledgment**

My gratitude begins with Mahreen Mamoon, Assistant Professor, BRAC Business School, who offered advice for writing my Final Internship report and a structure to write and prepare the entire report. I want to express my gratitude to Miss for his gracious collaboration and consistent monitoring, which has given me great confidence in the success of my internship project. I thank Asian Paints Bangladesh Ltd.'s Marketing Team and Trade Sales Department for their excellent service. Without the assistance of someone whose encouragement and suggestions made it more accessible, who has supplied me with a wealth of knowledge, and enough data, and who eventually collaborated with me to ensure the effective implementation of this paper, it would never have been feasible on time. First and foremost, I want to express my gratitude to Assistant Manager Md. Golam Sarwar, to whom I used to report regularly. Then there were my coworkers, who assisted me by giving me helpful advice over three months. I was close with them throughout my internship, and this task would have been impossible without them.

## **Executive Summary**

This report is titled “Improving Trade Sales Performance of Asian Paints Bangladesh Ltd. – Old Dhaka” and is for finding the sales improvement strategy of one of the biggest paint companies in Bangladesh. This report has covered almost all the processes of Asian Paints Bangladesh Ltd for marketing strategies and sales of its products. It also includes the background of the Company. Know the Company's plan; it also consists of the company’s product categories. In my report, I have tried to find the strategies for improvement of the trade sales of APBL. I have used both primary and secondary sources of data. The data has been collected through some structural questionnaires. The limitations to getting the correct information were time barriers, Intension to not disclose the information, rules, regulations, etc. The Company's vision is to remain the benchmark in the Paint industry. It is an innovative and technology-driven company consistently delivering world-class products ensuring the best consumer satisfaction through continuous value-added services provided by a highly professional and committed team.

Production of paints and coatings is the core business of Asian Paints. Asian Paints produce various colors, including decorative architectural paints, industrial coatings, marine paints, and powder coatings. Asian Paints Bangladesh Ltd operates its business in a competitive environment with local and multinational organizations. It's indicated that Asian Paints Bangladesh Ltd is in the leading position among all other competitors in the paints industry. The primary participant in the paint industry is; Berger Paints, Nerolac Paint, Jotun Paint, Nippon Paints, Elite Paints, Romana Paints, Roxy Paints, Polac Paints, Al- Karim Paints, etc. Among these companies, only Asian Paints are multinational, and the others are local producers. As an intern, I worked as a trade sales intern at Asian Paints BD Ltd. I enjoyed the job during my internship program. I had to conduct a market survey, field visit, and deal with the dealers of Asian Paints Bangladesh Ltd.

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## List of Acronyms

|      |                                       |
|------|---------------------------------------|
| MNC  | Multinational Corporation             |
| CD   | Critical Dealer                       |
| Ltd. | Limited                               |
| HRM  | Human Resource Management             |
| BPL  | Bangladesh Premier League             |
| IT   | Information Technology                |
| USS  | Utsab Super Sever Emulsion            |
| APSC | Apcolite Premium Smart Clean Emulsion |
| APBL | Asain Paints Bangladesh Limited       |
| BD   | Bangladesh                            |
| TSI  | Trade Sales In-charge                 |
| KPI  | Key Performance Indicator             |
| B2B  | Business to Business                  |
| MEZ  | Mirsarai Economic Zone                |
| USD  | United States Dollars                 |
| UAE  | United Arab Emirates                  |

# Chapter 1: Overview of Internship

## 1.1 Student Information

|                             |  |
|-----------------------------|--|
| <b>Name</b>                 | Dibakar Das                              |
| <b>Student ID</b>           | 17104098                                 |
| <b>Program</b>              | Bachelor of Business Administration      |
| <b>Major/Specialization</b> | Double Major in Marketing and E-Business |

## 1.2 Internship Information

### 1.2.1 Company Information

|                     |  |
|---------------------|--|
| <b>Period</b>       | March 01, 2022, to May 31, 2022  |
| <b>Company Name</b> | Asian Paints Bangladesh Ltd.   |
| <b>Logo</b>         |  |
| <b>Department</b>   | Trade Sales  |
| <b>Address</b>      | Asian Paints Demra Depot,<br>Plot No. 21, 35, Demra, Dhaka 1310                      |

### 1.2.2 Internship Company Supervisor's Information

|                 |   |
|-----------------|---|
| <b>Name</b>     | Md. Golam Sarwar                          |
| <b>Position</b> | Assistant Manager, Trade Sales Department |
| <b>Email</b>    | golam.sarwar@asianpaints.com              |

### **1.2.3 Job Scope – Job Description**

In Asian Paints Bangladesh Ltd., I have worked as a Trade Sales Intern in the Sales Department. As a trade sales intern, my workings are with the Territory Sales In-charge (TSI) of five territories of the Old Dhaka area. Chittagong Road, Fatullah, Jatrabari, Keranigonj, and Old Dhaka are the territories of the Old Dhaka area. There are five territory sales in charge of these five territories, and they report to the Assistant manager of trade sales, called the area manager of the Old Dhaka area. The area is under Demra Depot. My key responsibilities are that I had to work with the territory sales in-charges, and there was a tracker for daily and weekly which mentioned the KPI. According to this tracker, I had to fulfill all the duties by working as a shadow of territory sales in-charge.

In the tracker, I have given twenty-four critical dealers of five territories, and I had to brief them on product proposition and sales techniques with them and the shop boys. There were seven focused products: interior, exterior, and metal paints. I have to upgrade customers by training shop boys. Moreover, to prepare the monthly report, I have to visit contractor sites and the SPS site every week to gain consumer understanding of the price-value equation, proposition testing, application system, etc. Besides, I had to ensure contractors that they were briefed through the painter meet program and the training session on focus products to take the lead. Also, I had to secure our selling point of selling materials and collaterals are deployed or not in the points.

Moreover, taking orders of products of 300 liters per week had been added to my daily and weekly tracker. Precisely there were my essential duties during my internship. Also, I gave support to our territory sales in-charge team and worked as a shadow with them.

## **1.3 Internship Outcome**

### **1.3.1 Student's Contribution to the Company**

While entering the business world, undergraduates participate in an internship program to gain knowledge and experience. A student can learn about the Company's natural environment and culture, gain real-world market knowledge and affect the Company's success. Apart from that, Asian Paints Bangladesh Ltd. allows me to contribute my skills to their sales development. I have learned the sales techniques, market understanding, product knowledge, marketing of products, understanding dealers, convincing ability, and relation buildup more and more in the three-month flagship internship program. I have contributed to the Company with my learning like product pitching, gathering information from site visits, gaining customers' understanding of price-value equation, proposition testing for the Company, and application system. This field information helped my Company develop our marketing and sales development. During this three-month internship, I was assigned the following sales activities for Asian Paints Bangladesh Ltd.

- I observed the market and collected data from Critical dealers. Brief them about our product proposition with demo tools.
- Besides, Upgrade walk-in customers by training shop boys.
- Visited contractor sites and gained consumer understanding of price-value equation, proposition testing, application system, etc.
- Lead painter training session briefed them about products.
- Collect information from dealers about our point of selling materials.

### **1.3.2 Benefits of the Student**

The internship program enables students to gain various skills they would not be able to get via textbooks or bookish knowledge. Students get actual core competencies and understand the business world and market. A student receives several distinct advantages.

Like,

- It allows students to build a professional network.
- Students may advance and practice industry and market skills in this period.
- Internships assist students in developing soft corporate skills, including managing time, professionalism, and communications.
- This training gives new graduates an edge in the job market and expands their portfolios.
- It can receive a solid reference for a student for future employment, future studies, and scholarships.

### **1.3.3 Problems and Difficulties**

If I talked about my problems, I could say these are rare. The environment is impressive because Asian Paints Bangladesh Ltd. has a vast working network. I have to face so much pressure and challenges, but difficulties are every day I have to give an exam to show my performance and acquire challenges. My job was not flexible in terms of transport and every day for market visits I had to go to different locations, especially out of town. My supervisor helped me a lot by training me, treating me very well, and taking updates from me every hour as I work with territory sales in charge, so their support was outstanding. Though they were busy, they tried to teach me every strategy they followed to increase

sales and promotion. They have supported me in my tracker as well. During this three-month internship program, I never faced any complications because of the proper assistance from the Company's marketing and sales team and my supervisor. Their advice and guidelines helped me immensely; the sessions they organized for the interns helped. So, by referencing all these facts, I never faced any difficulties or problems during my internship program.

### **1.3.4 Recommendations**

Internships are a fantastic way to learn once you've completed your courses. It is an essential component of a student's working life. There are a few recommendations I like to share,

- A person's first experience of the business world is to get the most out of this significant period and must take concrete action.
- Several students struggle to combine their professional lives because it is their first time. So, seriousness, dedication, and acquiring knowledge must be taken.
- Nevertheless, an intern should balance their job and personal obligations.
- The upcoming intern will receive a wide range of abilities through this internship program. So, students must be creative and intelligent by doing this internship program.
- We all know that acquiring knowledge is a never-ending cycle in which you may obtain many exciting experiences each day.
- Developing the required skills will help you bring up a lot of doors and boost your confidence.

## **Chapter 2: Organizational Part**

### **2.1 Introduction**

#### **2.1.1 Primary Objective**

My internship report is focused on what I learned from my four years as an undergraduate and exploring and executing the principles and fundamentals of marketing at Asian Paints Bangladesh Ltd. in these three months.

#### **2.1.2 Secondary Objective**

My secondary objective is to complete the duties and work assigned to me through KPI and a tracker. Those objectives are:

- Completing daily tasks helps the Company and sales team to develop more to achieve their goals.
- The report conveys the sales techniques and analysis of the Company's performance.
- The experience journey by graduating and work experience have described in the report as to how I have implemented my knowledge and acquired skills in my education career.

#### **2.1.3 Limitations**

Although the flagship internship program of Asian Paints Bangladesh Ltd. has been designed for three months to get proper knowledge and train me with techniques and information, this is not enough for me to know all marketing and sales techniques processes. If I had more time, I might understand sales techniques and the B2B Business process. The work pressure was very high as there was a sales team, and I had to work and communicate with them to complete my daily task. Moreover, as this internship is 100% fieldwork, I must visit Dhaka and outside Dhaka town. Though I have got support by availing transport alliance, this was very hard to move as the dealer points are far from each other.

## **2.2 Overview of the Company**

### **2.2.1 Introduction to the paint Industry**

Paint is a chemical compound that protects surfaces while also appearing attractive. A set of emulsions in a liquid media used as a decorative or protective covering is paint. Nowadays, paints and coatings are made up of a compound that has been specially developed to meet the diverse needs of thousands of applications. Paint is an essential term that people use to beautify and preserve their houses. Client satisfaction has a favorable influence on businesses. We may acquire critical info about the firm's consumers by assessing customer happiness and can utilize the result to improve an organization and its offerings. Customer satisfaction should be measured on a routine basis as part of continuous practice. Asian paints have a 39 percent market share, standing in the number one position in India, and are the leading Company in decorative paints. Asian paints hold 18% in Bangladesh, and Berger has 48% of the Bangladesh Paint Manufacturing industry leaders to the paint manufacture association report 2020.

Asian Paints Bangladesh ltd., a company of Asian Paints, is Bangladesh's second-largest paint and coating company, with an 18 percent market share. Gazipur is home to the Company's cutting-edge manufacturing facility. Asian Paints began building on its 2nd new production site in Bangladesh early in 2022 in Chattogram's Mirsarai Economic Zone (MEZ). Asian Paints will invest \$20 million in the new facility, which will open in June 2021. The new facility will first produce 30,000 tons of paint and related items. The facility will be built on a 20-acre plot and outfitted with contemporary amenities.

Asian Paints had made great strides from its founding in 1942 into becoming Asia's third-biggest paint firm, with a revenue of over USD 2.6 billion. They have operations in 15 countries and 27 production locations worldwide, serving customers over 65 nations.

Asian Paints Bangladesh Ltd. began operations in 2002 as a joint venture with Confidence Cement to develop a high-quality paint line for Bangladesh's discriminating clientele. With its knowledge and cutting-edge equipment, the firm is now producing and selling a comprehensive range of high-performance ornamental, maritime, and commercial paint products to meet all Bangladesh's painting demands.

### **2.2.2: History of Asian Paints Bangladesh Ltd.**

Asian Paints Bangladesh Limited has grown into Bangladesh's second-biggest paint manufacturer from its early roots. We are ideally positioned to service the painting needs of all categories of customers in Bangladesh, with a business in regions and a 1,400-plus supported dealer network. We serve our service through strategically positioned depots in Demra, Turag, Chittagong, Sylhet, Comilla, Khulna, Bogra, Barishal, and Mymensingh; we serve (serve) our clients. The Company's goal is to offer excellent products to customers in the most critical categories. Aside from a diverse choice of decorative paints, the Bangladesh paint industry has seen the emergence of various consumer industrial goods. Asian Paints has also sparked interest in the Bangladesh market by introducing several unique concepts and activities that have become industry benchmarks presently. Work on improving the retail environment in paint stores through attractive shop makeovers in select outlets using exciting points of selling materials and tools to help clients experience products, services, and color more effectively. Besides, it helps promote the idea of signature walls through the commercial introduction of Royale Play Special Effect Paints, steady work on contractor learning and skill improvement, etc. Royale Play, Royale Luxury

Silk Emulsion, Apex Ultima, Apcolite, and Decora are some international brands widely acknowledged in Bangladesh today. In the country today, there are over 850 Color Worlds outlets with automatic color dispensing machines that offer a wide range of colors in minutes, ensuring the best service to customers.

Asian Paints has also been accorded a "Superbrand" designation in Bangladesh since 2009 and is regarded as one of the most renowned business institutions in the country.

### **Mission**

Asian paints commit to supplying paint for the market according to the demand. Therefore, they clarify that their customers get the quality product and service they expect by being the most prominent decorative paint manufacturer.

### **Vision**

“Clear goals for a clear future”

Using its experience in relatively highly developing countries, Asian Paints wants to become one of the top five decorative paint firms globally. Meanwhile, the Company plans to create long-term value in the industrial coatings market by forming collaborations with well-known worldwide partners.

### **2.2.3 International Presence of Asian Paints Bangladesh Ltd.**

The Asian Paints group now has operations in 15 countries and is the largest paint firm in eleven of them. Through its six corporate brands, Asian Paints, Asian Paints Berger, SCIB Paints, Apco Coatings, Taubmans, Causeway Paints, and Kadisco, the group works in five areas across the world: Asia, the Middle East, the South Pacific, and Africa. The Company is known as:

- ❖ Asian Paints in India, Bangladesh, Nepal, Sri Lanka, and Indonesia (Asia)

- ❖ SCIB Paints in Egypt (Middle East)
- ❖ Asian Paints Berger in UAE, Bahrain, and Oman (Middle East)
- ❖ Apco Coatings in Fiji, Tonga, Solomon Islands, and Vanuatu (South Pacific)
- ❖ Kadisco Asian Paints in Ethiopia (Africa)
- ❖ Taubmans in Fiji and Samoa (South Pacific)
- ❖ Causeway Paints in Sri Lanka (Asia)



Figure 1: International Presence

#### 2.2.4: Group of Subsidiaries:

|   |  |
|---|--|
| <p><b>Asian PPG Industries Private Ltd.</b></p>  | <p><b>Joint Venture of Asian PPG Industries</b></p>  |
| <p><b>Sleek Kitchens Fittings</b></p>            | <p><b>ESS-ESS Bath Fittings and Accessories</b></p>  |

Table 1: Group of Subsidiaries

## 2.2.5: Employees and Job Environment

Asian Paints Bangladesh Ltd. designed a flagship internship program for Trade Sales Department. Their friendly environment always keeps recruits' accurate information by arranging Inductions for all departments and factories. By doing these sessions, newcomers pursue a lot of information about the Company's insides. Asian paints allow individuals to share informative information and opinions no matter their position. Every employee gives floor and space to feel comfortable for newcomers. As a trade sales intern, I got a lot of opportunities and created good bonding with my superiors.

Moreover, our HR and Marketing team always communicate with us for our updates and is supportive. I have joined this Company as a Trade Sales Intern, and my reporting boss is the Assistant Manager of Trade Sales. Under her supervision Old Dhaka area, there are five Territory Sales In-charge, and my work is being a shadow within five territories at different times.



*Figure 2: Trade Sales Interns of Asian Paints Bangladesh Ltd.*

## 2.2.6: Product list

|  |  |
|--|--|
| <p><b>1. Under Coats (Interior)</b></p> <ul style="list-style-type: none"> <li>• TruCare Interior Wall Primer Sealer (WB)</li> <li>• Royal Wall Basecoat</li> <li>• TruCare Acrylic Wall Putty</li> <li>• TruCare Wall Primer Sealer (ST)</li> </ul> | <p><b>2. Under Coats (Exterior)</b></p> <ul style="list-style-type: none"> <li>• TruCare Exterior Wall Primer Sealer</li> <li>• TruCare Wall Putty (Exterior &amp; Interior)</li> </ul>  |
| <p><b>3. Finishes for wood/wall/metal Surfaces</b></p> <ul style="list-style-type: none"> <li>• Apcolite Premium Gloss Enamel</li> <li>• Apcolite Premium Matt Enamel</li> <li>• Decora Synthetic Enamel</li> </ul>                                  | <p><b>4. Finishes for Interior Walls</b></p> <ul style="list-style-type: none"> <li>• Royale Health Shield</li> <li>• Royale Aspira</li> <li>• Royale Luxury Emulsion- Shyne</li> <li>• Royale Luxury Emulsion- Silk</li> <li>• Royale Glitter</li> <li>• Royale Play Metallics</li> <li>• Royale Play</li> <li>• Apcolite Smart Clean Premium Emulsion</li> <li>• Apcolite Premium Emulsion</li> <li>• Utshob Super Saver Emulsion</li> <li>• Tractor Emulsion</li> <li>• Asian Paints Acrylic Distemper</li> </ul> |

|  |   |
|--|---|
| <p><b>5. Finishes for Exterior Walls</b></p> <ul style="list-style-type: none"> <li>• Apex Ultima</li> <li>• Apex</li> <li>• Apex Ultima Protek</li> <li>• Apcolite Exterior</li> <li>• Silicon Coating</li> </ul> | <p><b>6. Waterproofing (interior)</b></p> <ul style="list-style-type: none"> <li>• SmartCare Vitalia</li> <li>• Salt Shield</li> <li>• SmartCare Damp Proof Silicon Ceramic</li> <li>• SmartCare Damp Block 2K</li> <li>• SmartCare Damp Proof</li> <li>• SmartCare Crack Seal</li> </ul> |
| <p><b>7. Waterproofing (Exterior)</b></p> <ul style="list-style-type: none"> <li>• Roofing Compound</li> </ul>   |   |

*Table 2: Product List*

**Interior Paint:**

**Royale Luxury Emulsion:** Royale Luxury Silk Emulsion is an exquisite emulsion paint that provides a luxury and a silky finish to the wall.

**Apcolite Premium Emulsion:** Asian paint’s premium Emulsion provides a rich matte finish to the wall due to its super-acrylic quality

**Tractor Emulsion:** Asian Paints Tractor Emulsion gives a slight finish to the wall.

**Acrylic Distemper:** Tractor Acrylic distemper is water-based interior wall paint. It is the best quality acrylic distemper, giving the walls a delightful smooth matt finish that lasts ages.

**Exterior Paint:**

**Apex ultima:** Apex Ultima Advanced Anti-Algal Weather Proof is a water-based, modified acrylic smooth emulsion with silicon additives that offers an anti-algal and high-performance exterior wall finish.

**Apex Weatherproof Exterior Emulsion:** Asian Paints Apex Weatherproof Exterior Emulsion is a smooth water-based, modified acrylic exterior wall finish with silicon additives.

**Apex Ultima Protek:** Asian Paints Apex Ultima Protek is an Ultra Durable exterior emulsion paint formulated with engineered pure acrylics latex-based nanotechnology. Its unique surface cross-linking feature and organic-inorganic nanocomposite-based architecture contribute to its outstanding mechanical and anti-carbonation properties and long-lasting durability.

**Ace Exterior Emulsion:** Ace Exterior Emulsion is a water-based exterior wall paint suitable for dry to moderately humid climatic conditions.

**Other Products:**

**TruCare Exterior Wall Primer Sealer:** Asian Paints TruCare Exterior Wall Primer Sealer is a water-based wall coating suitable for exteriors as an undercoat to exterior emulsions.

**TruCare Wall Putty Exterior & Interior:** Asian Paints Trucare Wall Putty provides a smooth finish for rough plaster

**Apcolite Premium Gloss Enamel:** Asian Paints Apcolite Premium Gloss Enamel is solvent-based paint that imparts a shiny look to the surface. The paint forms a tough film that is durable, resistant to stains and provides long-term protection to the painted surface.



Figure 3: Product Variants

## 2.2.7: Organizational Chat

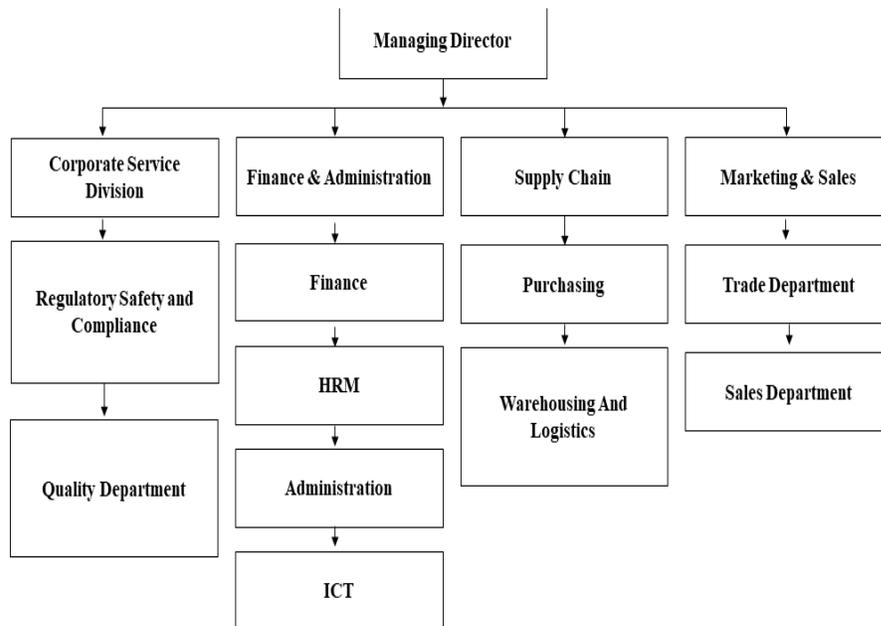


Figure 4: Organizational Chat

Asian Paints Bangladesh Ltd has a horizontal organizational culture, with the managing director overseeing corporate services, finance and administration, supply chain, marketing, and sales. The regulatory safety and quality department is under the direction of corporate operations. The Finance administration department oversees HRM, Administration, and ICT. The supply chain department is in the cost of procurement and logistics. The marketing team is separated into two categories: trade and sales.

## **2.3 Management Practices**

### **2.3.1 Democratic Organizational Leadership Style**

Asian Paints Bangladesh Limited is a subsidiary of Asian Paints that follows a democratic organizational leadership style. They ensure their team members' full encouragement and participation by following the class. Moreover, the department leaders empower the teams with work direction to work with complete dedication. It is about collaboration, delegation, and decisions in the proper discussion. According to the Department of Trade Sales, where I am working, I have much encouragement and push to participate from my supervisor. Their collaboration and leadership styles are very effective. In the future, I think their democratic leadership style brings talents from team members. Besides, the hierarchy, power, and influence are well managed.

### **2.3.2 Human Resource Planning Process**

Asian Paints uses both an internally and externally recruitment strategy to fill positions. Through an internal recruitment procedure, workers are promoted or reassigned if a role requires fresh people. They have participated in external processes. Recruiters use the job

requirements to locate appropriate applicants. They also provide job offers via social networks. Sometimes they recruit fresh graduates too.

The following are the functions of Asian Paints Bangladesh Ltd.:

- Employment analyzing and deciding.
- Explaining the position description.
- Making a job offer through newspaper advertising or social media advertisement.
- Candidates are screened and short-listed.
- Writing examination.
- We are conducting interviews with the applicants that have been chosen.
- Medical examination.
- We are providing appointment letters to the ultimate applicants who have been chosen.
- We are organizing the Induction of different departments for new employees.
- New recruited positioning.
- Six months, a follow-up is carried out.

### **2.3.3: Training and Development Initiatives**

Asian Bangladesh Ltd. has a development program in place for staff. They create these activities depending on the needs of the workforce. For example, international training: The organization exclusively arranges high-ranking officials to participate in foreign programs. This type of training is usually conducted in the head office of APL, India. In addition, new senior management hires are placed on an induction program to learn how Asian Paints operates in other regions.

Personalized Training: Benefit and development of their current supervisors, the Company organizes a unique training guided by highly qualified instructors.

In-House Training: They offer a six-week in-house curriculum for newly hired personnel. Social and IT training, management, depot, and painter orientation are included.

### **2.3.4 Performance Appraisal System**

The Company uses HR IT software to track annual performance evaluations. Each department line manager has a meeting with each worker at a specific time and is required to offer a score following the discussion. The calendar year runs from April to March. End of the year, the score is entered into the program, feedback on the score, and achieved goals. The line manager then follows a template and enters all the facts about the member's performance, grade, and purposes before handing everything over to HR. HR, therefore, isolated the rating into its document and kept the following information as a reference. The evaluation documents are subsequently shared with the management department by HR. According to the Company's policy, the performers get incentives with salary.

## **2.4 Marketing Practices**

### **2.4.1 Marketing Strategy**

Asian Paints Bangladesh Ltd. offers customers various products in terms of pricing. They are targeting customers in terms of other income groups. They segmented their market based on demographic and geographic factors. These factors depend on location, income level, etc.; they target customers with specific products by these particular levels. From

entry-level, low-priced, premium paints are suited for different positions and needs. The effective use of traditional and digital media marketing is used for their marketing proposition. Asia Paints marketing in competitions with influencers and brand ambassadors on the digital market. The allrounder Shakib Al Hasan is the brand ambassador of Asian Paints Bangladesh Ltd. In the figure video, two OVC of Asian Paints Smart care for damp wall solutions. This OVC says "Shag Diye Mach Dhaka" is their tag line for this product. In figure video three, Asian paints introduce Apex Glaze by the tagline "Puran Dhakai Notun Glaze." So, these are the critical marketing segments of Asian Paints Bangladesh.

"Ghar o Golpo Bole" is a successful promotional step for Asian Paints. Throughout this TVC, it promotes Asian Paint as a brand of innovative painting solution to bring our homes alive through color. Asian Paint's Virtual Colors, Ezypaint service recognized and capitalized on customers' feelings about their homes and their desire to be proud of them. Home is our emotional attachment, and the campaign is very logical. On Ideas Engine, customers can explore unique decor ideas from our experts and share their ideas with others. A home can't "speak" without Asian Paints Digital Colors.



Figure 5: Asian Paints Ghar o Golpo Bole TVC

## 2.4.2 Digital Marketing

Digital marketing is a connection marketing style that enables businesses and non-profits to contact directly with customers via mobile messaging, email, interactive consumer websites, online display advertisements, flyers, catalog delivery, and outdoor advertising.

To urge the target company to place an order, Asian Paints uses direct marketing techniques such as email, official correspondence, and phone calls. Many building companies and builders accept orders by mail or phone.

## 2.4.2 Marketing mix of Asian Paints

A marketing mix is a set of techniques or activities a business uses to increase demand for its brand or product. The 4Ps comprise an essential marketing mix: Product, Price, Promotion, and Place.

**Product Strategy:** The core products of Asian Paints are decorative and industrial paints. Moreover, the Company provides Safe Paint Service (SPS) by their easy color world painters. Rather than using one homogeneous target group, the corporation employs a differentiated targeting approach to tailor specific items to distinct consumer categories, as seen below:

- Asian Paints Royale is aimed toward the high-end market.
- Apcolite, tractor emulsion, and tractor distemper are all aimed at the budget market.
- Protective coatings, undercoats, primers, and putties are the ready products of the Company. Therefore, Asian Paints offers their customers both painting and solutions.

**Pricing Strategy:** Asian Paints uses several pricing techniques depending on the target market. As previously stated, the Royale product line is targeted at high-income individuals and has a higher budget.

Asian Paints uses a merit-based pricing strategy for the medium and economic categories. The pricing changes depending on the product genre's unique qualities. Price selections are frequently impacted by the requirements to manufacture paints and rivals' costs. The Company's success can also be linked to the Company's generous dealer rewards. To summarize, Asian Paints has chosen a variable pricing approach.

**Promotion Strategy:** The corporation's central emphasis is on families and establishing psychological connections with clients. As a promotional activity, Sakib Al Hasan was selected as a brand ambassador of Asian Paints Bangladesh Ltd.

They employ offering incentives to their distribution network as a primary promotional technique. Currently, most of the promotion is done over social media.

**Place Strategy:** A very well and vast distribution system of Asian Paints is the Company's primary strategic advantage. The group targeted all semi-urban, rural, and metropolitan regions. Approaching retailers established an open attitude for dealers and developed a nationwide marketing and distribution operation. All development and delivery phases are managed by this network, which includes the area manager, territory manager, activation manager, and APEC. Depots in the Dhaka zone splint the places for distributions. There are two Depots, Demra and Turag. Under each Depot, there are three area managers and each of the controlling five territories. Through the territory managers, the Company approaches dealers.

## 2.5 Financial Performance and Accounting Practices

| Particulars                         | FY 2019-20<br>(Taka. Cr) | FY 2020-21<br>(Taka. Cr) |
|-------------------------------------|--------------------------|--------------------------|
| Revenue from sales                  | 361.62                   | 375.58                   |
| Cost of sales                       | (263.79)                 | (270.52)                 |
| Gross Profit                        | 97.82                    | 105.4                    |
| Operating profit                    | 9.33                     | 21.99                    |
| Net financial cost                  | (7.62)                   | (7.5)                    |
| Profit before tax                   | 1.62                     | 13.76                    |
| Income Tax                          | (7.66)                   | (11.77)                  |
| Profit (loss) of the year after tax | (6.04)                   | 1.98                     |

Table 3: Financial Performance

In this graph, we can see except for the net financial cost and profit (loss) for the year after tax, all the financial activities were increased in 2020-2021. The goals of improving the financial activities were fulfilled this year.

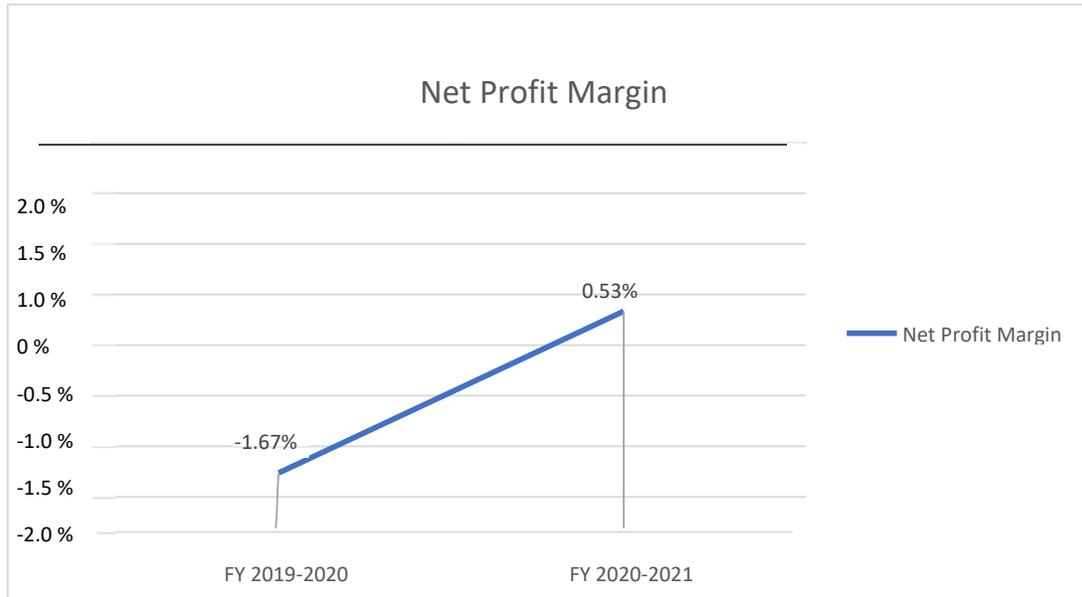
### Ratio Analysis:

- Net Profit Margin
- Operating Margin

$$\begin{aligned}\text{Net Profit Margin (2019-20): } & \frac{\text{Profit after tax}}{\text{Revenue from sales}} \\ & = \frac{-6.04}{361.62} \\ & = -0.0167 \text{ or, } -1.67\%\end{aligned}$$

$$\begin{aligned}\text{Net Profit Margin (2020-21): } & \frac{\text{Profit after tax}}{\text{Revenue from sales}} \\ & = \frac{1.98}{375.58}\end{aligned}$$

= 0.0053 or, 0.53%



*Equation 1: Net Profit Margin*

Here, the net profit margin for 2019-20 was -0.0167 or -1.67%, which is low than the 2020-21 because the net profit of 2020-21 was 0.0053 or 0.53%. It has increased from 2019-20 to 2020-21.

Operating Margin (2019-20):  $\frac{\text{Operating Profit}}{\text{Revenue from sales}}$

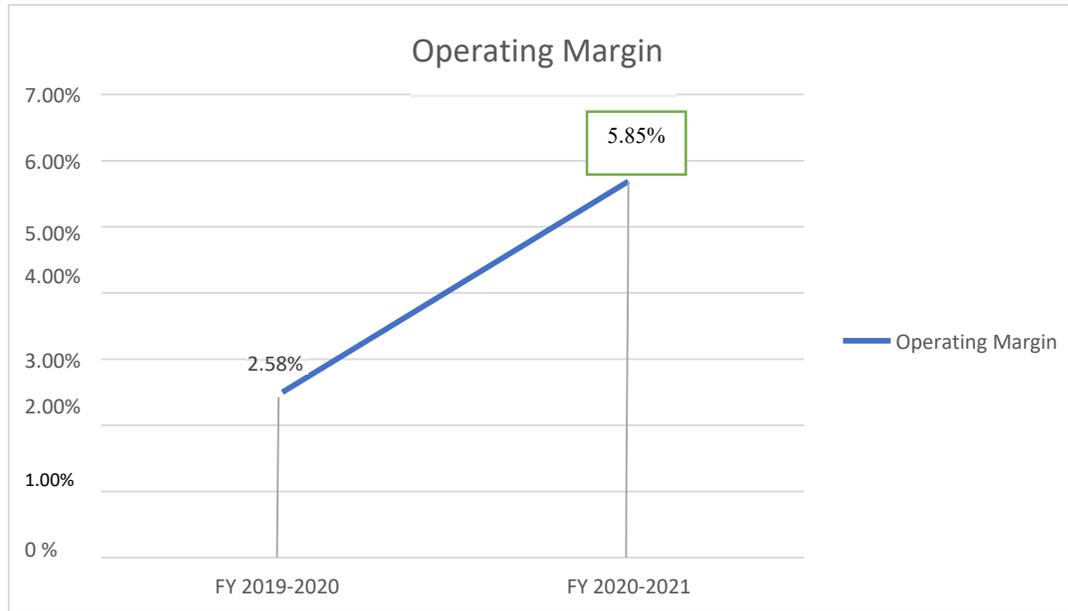
$$= \frac{9.33}{361.62}$$

= 0.0258 or, 2.58%

Operating Margin (2020-21):  $\frac{\text{Operating Profit}}{\text{Revenue from sales}}$

$$= \frac{21.99}{361.62}$$

= 0.0585 or, 5.85%



*Equation 2: Operating Margin*

And the operating margin cost is also increased from the year 2019-20, 0.0258 or 2.58%, to 2020-21, 0.0585 or 5.85%. The ratios are shown in the graph as well.

## **2.6 Operations Management and Information System Practices**

### **2.6.1 Operation Management System:**

Asian Paints Bangladesh Ltd. management is appropriately controlled. In the trade sales department, the management operating system practices are controlled by an app. With this app, our territory sales in-charge reports their daily tracker. Their daily visits must register through this app. By this system, Asian Paints ensures their employee's performance and takes reports on the market daily. On the other hand, Asian Paints Bangladesh Ltd. offers the "Colour with Asian Paints" app for customers who want to visualize their home with

different colors. This app helps you select the best color that suits your home and see what your home could look like, even before painting. This app is available for smartphone app stores. In this app, customers can visualize the entry range of wall colors, textures, and wallpaper design to premium segments by simply taking a photo of their wall. This app offers 2200+ shades, textures, stencils, and wallpaper to explore the latest techniques.

### **2.6.2 Information System Practices**

Asian Paints Bangladesh Ltd. uses the information system to store, collect, and process data to share information with the dealers and painters by maintaining a datasheet with the marketing team's access and the sales teams. Moreover, they share their knowledge easily accessible and standard manner. They are practicing this in both a databased and office management software-based manner. The sales team controls the databased sheet to organize and share with the dealer and a system-based app named "Asian Paints Progoti Club Painter app." The progoti club painter app is basically for the painters or contractors registered painters of Asian Paints. APBL brings this app for the painters to scan their tokens to get the points in their accounts. These tokens are collected from the product dram, gallon, or litter packs. The painters can avail the points by taking purchase approval from the dealers. With this app, they can see their purchase history, payment details, membership details, and avail of their gifts.

## **2.7 Industry and Competitive Analysis**

### **2.7.1 SWOT Analysis of Asian Paints Bangladesh**

SWOT analysis is a straightforward yet effective method for assessing the Company's current situation, market possibilities, and possible environment for its long-term viability.

It may use to develop both operational and market strategies. As a result, SWOT Analysis is an essential technique for scenario analysis that aids in identifying internal and external environmental elements.



*Figure 6: SWOT Analysis of APBL*

### **Strengths**

- Asian Paints Bangladesh Limited is customer-oriented and tries to maintain a personal relationship with consumers.
- Customer demands and satisfaction are highly observed
- Technological change and manufacturing process innovation
- Strong brand name
- Offering low prices for quality products
- Has very high skilled, energetic, hardworking, and motivated human resources
- Product and marketing innovation
- APBL has a solid client base among the paint companies; most of which are the giant local and multinational organization
- Easy access to distributor networks

### **Weaknesses**

- High cost of importing raw materials

- Low market share than other leading paint companies
- Price is not competitive
- Berger company, the pioneer of the painting industry in Bangladesh, is more familiar to people. Consumers find interest in their product compared to Asian Paints products.

### **Opportunities**

- The demand for painting is growing, and consequently painting industry
- The arrival of new technology innovation
- Consumers are more conscious about the brand value and quality of products, and the substantial value of Asian paints could quickly grab it.
- Introducing new products

### **Threats**

- Increasing competition in the paint market and easy accessibility in this industry
- Introducing a new competitor in the local market
- Innovation of competitors' products and service
- Consumers are interested in new companies and their product
- Competitors' superior access to the price

## **2.7.2 Porter's Five Forces Analysis**

Porter's five forces analysis is a tool developed by Harvard Corporate School's Michael E. Porter in 1979 to diagnose the principal competitive challenges in a marketplace and develop a business plan. According to Porter (1979), the strategist's goal is to understand

and manage a competitive market by looking closely at rivals or considering a more significant viewpoint that competes with the Company (Porter, 1979).



*Figure 7: Porter's Five Forces Analysis*

### **1. Buyers' bargaining strength**

Buyers' Negotiating Power means the capacity of buyers to reduce industry profitability via requesting price reductions, more accessible terms and conditions, or more products and services which drive up the cost of manufacturers. When goods become more expensive, sellers may devise strategies in which buyers are willing to pay a higher price for certain things.

Dealers, merchants, and commercial concerns are among the marketplaces for the painting business. In this business, there seem to be a lot of competitors that provide their services at different prices, with other quality and uniqueness. As a result, customers may easily swap between vendors. Because changing consumer costs are cheap, the paint business has a lot of negotiating influence with the client.

### **2. Suppliers' bargaining power**

The level to which market suppliers have enough negotiating ability to affect the terms of agreement of supplies in their favor determines whether they are effective or ineffective.

Due to their potential to adjust market players' pricing and reduce their possibilities to obtain the best value, suppliers with great negotiating power are a vital source of influence.

The paint business relies on raw ingredients, primarily imported from other countries and quite expensive. Colors, chemicals, solvents, polymers, and other essential materials fall into many categories. Tio<sub>2</sub>, among the most critical mineral used during the manufacture of paint, is now in low supply worldwide. Because the paint businesses see no choice except to import, the overseas suppliers' negotiating leverage is substantial.

### **3. Rivalry among competitors**

The present market growth rate may allow enough room for all of the paint industry's participants to expand. About 50 paint firms operate in this industry in Bangladesh, with Berger controlling nearly 58% of the total. Asian Paints, however, has just 18 %, led by Nippon, Jotun, Nerolak, Elite, Roxy, Polac, and others. Asian Paints holds the 2nd most prominent spot in the paint market, so there is competition among rivals. It would face stiff competition from Elite, Roxy, and other local industrial companies, instead of Berger Paints Bangladesh, which has a higher profit margin and greater control over Asian Paints.

### **4. Threat of substitute products**

When purchasers see the goods of two sectors as a maximum of 10 alternatives, firms inside one market are subject to the market pressure of manufacturers in a closely adjacent one. Substitutes may influence the essential product costs, lowering earnings. On the other hand, lower replacement prices can boost sales and bring more customers.

In this business, substitutes are few, but there is a wide range of items. There are many local paint manufacturing enterprises, all of which produce, meaning that most paint

products have several direct equivalents. On the other hand, many others prefer to utilize wallpaper instead of wall painting as a decorative choice for their walls. As a result, the Bangladesh Paint Industry has a relatively high availability of replacements.

### **5. Threat of new entrants**

New competitors in a sector pose a danger to competing businesses because they will battle ferociously for sales volume and the number of rival companies, therefore increasing the sector's manufacturing capacity. The threat of substitution frequently causes industry participants to decrease their pricing and take defensive measures to fend off newcomers. Moreover, new market entries can interrupt established organizations and directly impact the industry's competitive benefits. In businesses where existing firms are expected to fight with newcomers with steep price discounts and other tactics to make entrance unprofitable, the danger of entry is minimal. When entrance barriers are substantial, the threat of new entry is likewise low. Because of need for a specific commodity or service does not increase or decrease, an extra supply of products or services may reduce market players' gross margins.

Because the entry hurdles are low, newcomers to the paint sector pose a greater danger. Paint enterprises are found worldwide, and current players face a significant threat from foreign and local competitors. Because local brands do not improve product quality and instead sell items at low prices, they catch the eye of Bangladesh's middle and lower classes.

## **2.8 Summary and Conclusion**

Asian Paints Bangladesh Ltd. is the second-largest paint coating in Bangladesh, with better market growth and share. It serves the best services all over Bangladesh (Demra, Turag,

Chittagong, Sylhet, Comilla, Khulna, Bogra, Barishal, and Mymensingh). Asian paints promise to deliver paints to the market based on customer demand. Asian Paints Ltd. is one of the world's top five decorative paint companies. Meanwhile, the Company intends to build long-term partnerships with well-known global partners in the industrial coatings sector to produce long-term value. It has all the systems that precede all the procedures to serve the best their targeted consumers, such as management practices, marketing sources, marketing digitalization, ongoing campaigns, training and developing sections, financial performance, and accounting practices. This organization monitors its SWOT analysis and porters five forces to stay in the market by evaluating all the strengths, weaknesses, opportunities, threats, new entrants and subsidiaries, buyers' bargaining g, suppliers' bargaining power, and the rivals. It means Asian Paints Bangladesh Ltd has all the possible services to serve the best color coating in Bangladesh.

## **2.9 Recommendation**

- Improving digital marketing and increasing market visibility of products.
- The management information system and the TSI tracker software must be developed for IOS.
- Take more initiatives for training and development programs for painters besides dealers.
- Besides the painter meet program, the dealer meets program should be organized.
- Tracker for interns should be more developed. There can be a separate tracker for weekly reports.

## **Chapter 3 Project Part**

### **3.1 Introduction**

**Research Topic:** Improving Trade Sales Performance of Asian Paints Bangladesh Limited – Old Dhaka Area

#### **3.1.1 Background of this Report**

The internship report is prepared by following the BRAC University guidelines. In this report, I have described the experience and journey I get from Asian Paints Bangladesh Ltd. In this internship report, I have summarized my whole experiences and learning from my workplace. In this three-month journey, I have understood the market, daily dealer visits by briefing them about the product propositions, site visits to understand the product application techniques, leading training sessions, etc. In my training, my on-field supervisor boss, assistant manager of trade sales in the Old Dhaka area, assigned many duties like ensuring the point of selling materials are successfully deployed, providing an update on the territory's critical dealers lists, and conducting surveys, etc. For analyzing my research, Asian Paints Bangladesh Ltd. did not allow me to provide confidential data, but I have tried and collected as much as I could visit and survey the market. As a Multinational Corporation, Asian Paints allow me to gain a fundamental understanding of the market and how to use data to make a decision. So, in this report, I will share my finding and analyze my statement.

#### **3.1.2 Objectives**

**Broad Objective:** The primary objective is to find the strategies to improve the trade sales performance of the Old Dhaka area of Asian Paints Bangladesh Ltd.

**Specific Objective:**

- Find the target group, market visibility, and cost efficiency proposition of Distemper, Emulsion, and Premium Emulsion paint.
- Ensuring the profit margins of Distemper, Emulsion, and Premium Emulsion from the dealers.
- Ensuring the dealers and shop boys are known about product propositions, use of POSM (point of selling materials), and critical features of the segmented product.
- Ensuring AP Contractors about application process besides knowledgeable to the customers.
- Find the improvement scopes and problems and take suggestions from the dealers and painters.

**3.1.3 Significance**

The study's significance is finding the strategies to improve the trade sales performance of the Old Dhaka area of Asian Paints Bangladesh Ltd. After the Covid-19 outbreak, the paint market is being stabled. Asian Paints Bangladesh Ltd. created a good position as the second-largest paint company and held a significant market share. We all know that the industry's main dependency is the dealers, and the market is painter-driven. So, market analysis by organizing data from the dealers and contractors is a vital formula for making the sales department's decision. Furthermore, the market survey data will boost the company's performance as the management information system practices the data analysis collected from the market. After analysis, the decision will decide to get down the strategies to improve the sales performance of the areas or territories. Besides, the study will also

show how effective the findings are by contacting the pieces of information from the dealers and painters. Moreover, in this report, especially in the analysis part, the data I have used from the market survey is very confidential.

### **3.2 Methodology**

A researcher in his research argues that research is a standard method to a search for knowledge. It is a significant and systematic search of specific information for a particular topic. It is a literary technique for the investigation of exclusive fact. Research is conducted to discover the answers to specific questions in an effective manner. The study aims to gain familiarity to achieve new insights. From the basic types of research, there are two designs conducted by most researchers, and these are qualitative and quantitative. Quantitative research design is designed for quantity measurement. On the other hand, Qualitative research design investigates human behavior in general. (Kothari, 2004)

I have conducted two surveys for my report. When I consulted with my on-field supervisor, he helped me create questionnaires for conducting these two surveys. By then, I have been able to take the responses of dealers and painters about our specific three categories of paint, and the analysis helps our trade sales team to bring the strategies to improve their sales performance. Besides, it helps me to understand the market of these three categories of paint and the ultimate thoughts of our dealers and painters. So, for the qualitative research, I have taken face-to-face surveys to form thirteen dealers and thirteen painters. This survey was taken from the Old Dhaka area's five territories. Of the twenty-six critical dealers and Progoti Club painters, I was appointed for thirteen highest seller dealers and highest buyer painters. So, with the approval of my on-sight supervisor (area manager), I created twenty-five questionnaires and took a survey in two phases.

### 3.3 Findings and Analysis

In my findings and analysis part, I will summarize the findings I have collected throughout the survey from the market. As I have conducted my market survey in two phases so; in my first phase, I have taken the feedback from both dealers and paints from the market. Before that, I want to on, in the trade sales there are two types of deals, one is primary which is get from the dealers and the secondary which is get from the registered progoti club painters or contractors. That's why my market survey was taken from dealers and painters. So, in my first phase of the survey, I have chosen two categories of products: Distemper with primary low-category paint and Emulsion, which is entry-level plastic paint. For this market research, I have selected fourteen questions: three dealers and three painters, the best sellers and buyers of the distemper and emulsion in the Old Dhaka area (Utsab Super Saver Emulsion).

From my findings, according to the dealers and painters, the market is aware of USS, and the features and cost efficiency proposition are much developed. The economy user, especially the flat owners who give rents, the village side customers, and local shop owners are the general target group of distemper. From the market findings, 60% of customers and 40% of painters usually buy distemper, and both argue that 90% of customers are the primary influencers of purchasing distemper. The distemper application process is more straightforward than USS, the price is low, and the distemper is a known entry-level paint on the market. According to the dealers, Paints choose Distemper over USS because the paint's application process is straightforward and quick and can be painted without any primer, so painters can quickly finish in a short time. Dealers convince customers by awaiting that USS gives 25% more coverage though the price is a little bit higher, getting smooth plastic paint at distemper paint price, 2x more washable power than distemper does. Dealers ensure they have all the ready shades that distemper sells on the market. Furthermore, the profit margin of USS is 7-8% where selling distemper, dealers can avail 1%. They said that the product availability of USS gallon size

dramatically affects them. According to the dealers, Utsab Super Saver Emulsion needs more market awareness, and improved branding as the distemper has that popularity.

| USS MARKET VISIT QUESTIONNAIRE |           |            |                 |             |
|--------------------------------|-----------|------------|-----------------|-------------|
| Intern Name:                   | Debar Das | Territory: | Chittagong Road | Phone:      |
|                                |           |            |                 | 01956172737 |

(Please write in descriptive format. Add as much as possible info, numeric calculations, and points/logic if available. Add pictures where necessary.)

- Does the market properly aware of USS, its features & cost efficiency proposition?
  - = Yes. Both Dealers and Paints, especially the customers who are basically the distemper customer, come to buy distemper paint, are already aware of USS. Some customers are converted so are not but both are properly aware of USS in terms of its feature and cost efficiency proposition.
- What's the General Target Group of DISTEMPER?
  - = According to the dealers and painters that I am conducting the survey from, both acknowledge that the economy user, flat owners, who use to give their flat for rent are the general target group of Distemper. Precisely, village side area people are also general target group of Distemper. Moreover, the small shop owners and small local market owners also fall under the Distemper's targeted group.
- Who usually comes to the shop to buy the DISTEMPER (Customer/Painter) (N)? Who works as an influencer mostly while purchasing the DISTEMPER (Customer/Painter) (N)?
  - = Both both dealers argue that 60% of customers and 40% of painters came to shop to buy the Distemper. They added that 90% of customers are the main influencers in purchasing distemper just because of the low price point.
- What's DISTEMPER's core selling proposition that is absent on USS? Why DISTEMPER customers don't want to upgrade to USS (core reasons)?
  - = Painting the wall with distemper is very easy and quick. It can be directly painted on a cement wall without any primer. Also, it is much cheaper than other paint. Price is the main factor in not upgrading to USS. As, distemper is a very low-budget paint, quicker application process, and can be painted without primer so economy class customers do not want to upgrade to USS. Another reason is, that Distemper is a very acquainted paint in the market.
- Why painter chose DISTEMPER over USS? What are the reasons for them?
  - = According to the dealers, Paints choose Distemper over USS because the paint's application process is very easy and quick and can be painted without any primer so painters can quickly finish their work in a short time.
- How do you convince the customer/painter to buy USS instead of DISTEMPER?
  - = To a customer, I can convince by mentioning the selling points. First of all, I will convince a customer, as the USS gives 25% more coverage than distemper, though the price of USS is a little high ultimately, the customer is getting plastic finish to their wall by using USS instead of Distemper. Moreover, customers can wash their walls 2x more, than distemper does. Precisely, customers are getting a smooth emulsion finish on their walls and the cost will same as distemper. USS offers more color shades) and better coverage.
- What's the general practice of DISTEMPER usage? How much cost reduced (in general) if chalk mixed in DISTEMPER (calc detail)? After mixing chalk, what are the expected changes in DISTEMPER (if anything other than coverage/hiding)?
  - = From a painter, after sanding and washing the wall, interior walls uses water sealer than distemper 1<sup>st</sup> coat, 2<sup>nd</sup> coat. For exterior walls, use a weather coat then distemper 1<sup>st</sup> coat and 2<sup>nd</sup> coat. If chalk is mixed in distemper, as the painter mentioned, for a dram of distemper if 5kg of chalk is mixed, it gives more coverage but hiding remains the same. 1-dram size distemper price, 1700-1750 taka and 5 kg chalk 100taka. Total expense, 1850 taka. If this chalk mixed distemper is used in walls, he said they can save 300-400 taka of customers as the coverage increases. So, finally, he said coverage increases and hiding remains the same.
- Can we use chalk with USS like we do with the DISTEMPER? What's your/painter's experience on that? Was it better than DISTEMPER = chalk mixture?
  - = Yes, we can use chalk with USS as we do with the distemper. They do not have any experience of using chalk with USS but they mentioned that, by mixing chalk, finishing will be good and hiding are good in 2<sup>nd</sup> and 3<sup>rd</sup> coats. Also, they emphasized that both distemper and USS chalk mixed will be the same performer.
- What are the most common shades in DISTEMPER which moves fast? Does USS have those as ready shade?
  - = the most common shades of Distemper are, Crystal Green, off white, white, and Garden green. USS ready shades are Crystal green, off white, white, and probably garden green.
- USS Ready Shade vs CW Tinted Shade - is there any preference by the dealers? What's the reason?
  - = Dealers prefer CW Tinted Shade because it gives good color shade, brings accurate color, and the customer becomes happy.
- Does the dealer know about the higher profitability of USS than DISTEMPER? What's the reason of not upgrading even after having a higher profit margin in USS?
  - = Yes, both dealers know about the higher profitability of USS than Distemper. In Distemper Dealers' profit margin is not more than 1% on the other hand in USS dram size, the dealers' profit margin is 7 to 8%. They tried but distemper customers do not want to upgrade to USS.
- Is there any parameter/feature where DISTEMPER is doing better than USS? What to improve in USS?
  - = only they mentioned that distemper's price is low that's why they are doing better than USS. For improvement, need upgradation in terms of shine or glass.
- Any issues with the product availability? (Preferred pack size or preferred shade)
  - = one dealer mentions that sometimes he suffers from the availability of gallon size of USS. On the other hand, another dealer did not face any issues. They did not mention any preferred shade.
- Any recommendation/feedback/experience you want to share?
  - = In terms of giving recommendations, USS may need more branding and more awareness should be spread not only to the dealers or painters but also to the customer because customers only get aware when they come to by distemper because distemper has that popularity. We should be aware more customers about our Utsab Super Saver Emulsion.

| Sl. | Zipa  | Dealer Code/ Painter Code | Dealer Name/ Painter Name | Mobile      |
|-----|-------|---------------------------|---------------------------|-------------|
| 1   | Dhaka | BCR139                    | Md. Shabbir-Tahir         | 01793865947 |
| 2   | Dhaka | BCR10445                  | Md. Yabub-Rana            | 01711586103 |
| 3   | Dhaka | BCN8003762                | Md. Shahin                | 01746031901 |
| 4   | Dhaka | BC25620                   | Md. Emdad                 | 01713117711 |
| 5   | Dhaka | BC54069                   | Sabbir-Hossain            | 01948391849 |
| 6   | Dhaka | BCR3059                   | Md. Ferver                | 01729731393 |

Figure 8: Market Survey of USS

In the second phase of my market research on Premium Emulsion, I selected ten high sellers dealers, and big painters to conduct my survey. In this survey, I have taken the feedback of ten questions related to the market performance of Asian Paints Premium Emulsion paint, Apcolite Premium Smart Clean.

In my Findings, both dealers and painters said, mainly the high billing of premium emulsion dealers are selling apcolite premium smart clean. In our area, 24 dealers can bill and apcolite premium emulsion according to the previous year's performance. Both the dealers and painters talked about its washability and premium finishing feature. The targeted customers are Upper class, Upper middle class, and middle-class people who are mainly prominent businessmen and socially recognized high officials, flat or apartment owners. Feature-wise, dealers convince

painters and customers by knowledging bout its washability power, good satin finish, and high coverage. Also, knowledging them about the warranty and deep HD colors. From dealers and painters, emulsion customers rarely buy this premium emulsion paint for the pricing. On the other hand, with premium emulsion, customers buy smart clean as they think about the features and do not add too much money. But, price is the main factor for the premium emulsion customers not buying this paint. Painters argue that they are convincing customers to purchase smart clear as it offers extra premium features than any emulsion paint. Many more customers can buy premium smart, clean, but they do not want to invest more money on their home walls. Painters told about the pricing as it is hard to convert the customer; on the other hand, dealers talk about the market awareness of this product.

|  |   |                      |
|--|---|----------------------|
| Intern Name  | Dibakar Das   | Visited Dealer Codes |
| Area   | Old Dhaka   | BDR13018             |
| What type of dealers are billing APSC? (PE Dealers, RLE Dealers etc)                             | Both the dealers are billing but mostly PE dealers.   | BDR25617             |
| Exact which feature is liked the most by the dealers?  | washing ability feature and finishing.  | BDR11016             |
| Why? (Explain)   | Because, its satin finish and washability features are admirable  | BDR10672             |
| What type of consumers are buying APSC? (Income, Geography, demography, Ownership etc in detail) | Upper class, Upper middle class, middle class people who are the big businessmen or socially recognized figures in Narayangonj, Siddhirgonj areas. Most of them are the flat owners or apartment owners.  | BDR10514             |
| How the dealers are convincing the painters? (Feature wise explain)                              | washability, good satin finish, high coverage so that the paints being convinced as the more new features they get the more customers they can convinced and good satin finish and high coverage helps them to done their task in time besides customers are also became satisfied. | BDR10620             |
| How the dealers are convincing the customers? (Feature wise explain)                             | the unique washability features, easy to wash the wall, Satin finish, better coverage these, warranty, extra deep color for more highlighting homes.  | BDR10445             |
| Why PE customers are buying APSC?  | when the PE customer understood that by adding not too much money they are getting more premium features with their premium emulsion with more secured paint.   | BDR10856             |
| Why PE customers are avoiding APSC and still buying PE?  | because of price and most of the issue is the tradition to use and buy plastic paints. Most of the customers, though they can effort but still think of higher expense the the feature and experience they can have.  | BDR10428             |
| Is RLE customers are buying APSC? Why?   | No.   | BDR11086             |
| Remarks (Improvement Scopes, Problem, Suggestion etc)  | one of the dealer adviced that to focus on advertising. We have to aware more to not only the customers but also the prople who carries the massage.  |                      |

|  |  |                       |
|--|--|-----------------------|
| Intern Name  | Dibakar Das  | Visited Painter Codes |
| Area   | Old Dhaka  | BC13078               |
| What type of Painters are billing APSC? (PE Painters, RLE Painters etc)                          | Both PE and RLE painters   | BGNB930065            |
| Exact which feature is liked the most by the Painters?   | Good coverage and finishing than PEs   | BC12940               |
| Why? (Explain)   | They mention that better coverage saves time and energy and good finishing makes customers happy and they can finish their task within time easilly.   | BC21354               |
| What type of consumers are buying APSC? (Income, Geography, demography, Ownership etc in detail) | Upper middle-Class businessmen and public servants in the areas of Shiddhirgonj, Narayangonj, Chittagong Road, Noyapara, Sonir Akhra etc. Basically the owners of the houses or buildings or apartments.     | BGNB010076            |
| How the Painters are convincing the customers? (Feature wise explain)                            | Better quality than PE, better shining level, washability feature, warrenty.   | BGNB009554            |
| Why PE customers are buying APSC?  | If the customers are being motivated that, APSC is best product in terms of coverage, washability, durable, good finish and sometimes the painters motivation then customers are buying APSC than PE.        | BGNB020720            |
| Why PE customers are avoiding APSC and still buying PE?  | because, most of the customers do not want to spend more money. Though they have the ability but they are use of it and plastic paint is holding a big market of upper middle class and middle class people. | BC32764               |
| Is RLE customers are buying APSC? Why?   | No   | BC59232               |
| Remarks (Improvement Scopes, Problem, Suggestion etc)  | one of the painters talk about price as he said, hard to convince customers when the price discussed.  | BC39607               |

Figure 9: Apcolite Premium Smart Clean Market Survey

### 3.4 Summary and Conclusion

In this internship report, I have written by maintaining the guideline of BRAC University. This report is based on the outcomes I have pursued in my internship at Asian Paints Bangladesh Ltd. The report and the study help me find the strategies so that the company's trade sales performance can improve more. So, my study aims to improve the trade sales performance of Asian Paints Bangladesh Ltd. As I have worked in the Old Dhaka area so, my study is on that area as this is B2B Market, so my KPI and analysis on the Asian Paints Dealers and Painters. So, to achieve the goal, thirteen dealers and thirteen painters from my assigned critical dealers in the Old Dhaka area. I surveyed three categories of paint, Distemper, Emulsion, and Premium Emulsion, by getting the approval of my on-side supervisor, the area manager of trade sales. The primary goal of my qualitative research is to analyze the finding of the three product categories by my area manager; through the decision-making, strategies will create to improve

the trade sales performance of the Old Dhaka area. According to my study, I believe my manager and the company can develop new effective strategies to boost trade sales performance in that area.

### **3.5 Recommendations**

- Market awareness of emulsion paint (USS) and premium emulsion paint (APSC) should be increased
- Marketing team should focus more on the branding of this category, like advertising on billboards, TVC, OVC, etc.
- Point of selling materials (POSM) like dangler, bunting, leaflet, backlit dangler, etc. of this focus category should be more developed and deployed to every dealer point.
- Dealer meet program and painters meet program should organize every month.
- Dealers and shop boys are briefed on product propositions with weekly demo tools.
- Entry-level emulsion paint's application process needs to be more simplified.
- Painters should be awarded gifts on a certain amount of product conversion and by getting projects.
- Pricing strategy can be rephrased on market demand and existing rivalry.

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## Appendix

### Survey Questionnaires 1: Distemper and Emulsion (Utsab)

1. Does the market properly aware of USS, its features & cost efficiency proposition?
2. What's the General Target Group of DISTEMPER?
3. Who usually comes to the shop to buy the DISTEMPER (Customer/Painter) (%)? Who works as an influencer mostly while purchasing the DISTEMPER (Customer/Painter) (%)?
4. What's DISTEMPER's core selling proposition that is absent on USS? Why do DISTEMPER customers not want to upgrade to USS (core reasons)?
5. Why did the painter choose DISTEMPER over USS? What are the reasons for them?
6. How do you convince the customer/painter to buy USS instead of DISTEMPER?
7. What's the general practice of DISTEMPER usage? How much is cost reduced (in general) if chalk is mixed in DISTEMPER (Calc detail)? After mixing chalk, what are the expected changes in DISTEMPER (if anything other than coverage/hiding)?
8. Can we use chalk with USS as we do with the DISTEMPER? What's your/painter's experience on that? Was it better than DISTEMPER + chalk mixture?
9. What are the most common shades in DISTEMPER which move fast? Does USS have those as ready shade?
10. USS Ready Shade vs. CW Tinted Shade – is there any preference by the dealers? What's the reason?
11. Does the dealer know about the higher profitability of USS than DISTEMPER? What's the reason for not upgrading even after having a higher profit margin in USS?
12. Is there any parameter/feature where DISTEMPER is doing better than USS? What to improve in USS?

13. Any issues with the product availability? (Preferred pack size or preferred shade)
14. Any recommendation/feedback/experience you want to share?

### **Survey Questionaries 2: Premium Emulsion (Apolite Smart Clean)**

1. What type of dealers are billing APSC? (PE Dealers, RLE Dealers, etc.)
2. What type of Painters are billing APSC? (PE Painters, RLE Painters, etc.)
3. Exact which feature is liked the most by the dealers? Why? (Explain)
4. Exact which feature is liked the most by the painters? Why? (Explain)
5. What type of consumers are buying APSC? (Income, Geography, demography, Ownership, etc. in detail)
6. How do the dealers are convincing the painters? (Feature-wise explain)
7. How do the dealers are convincing the customers? (Feature-wise explain)
8. How do the painters convince the customers? (Feature-wise explain)
9. Why are PE customers buying APSC?
10. Why are PE customers avoiding APSC and still buying PE?
11. Is RLE customers buying APSC? Why?
12. Remarks (Improvement Scopes, Problem, Suggestions, etc.)