

**Internship Report: An Overall Snapshot Of  
Electronics Market**

# **Internship Report: An Overall Snapshot Of Electronics Market**

## **Prepared For**

To Whom It May Concern:  
MGB Department of BRAC University

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Date: 7th september, 2006

To

Mr. Asique Khan

Internship Supervisor & Faculty of MGB Department

BRAC University

Mohakhali,

Dhaka

Dear Sir:

I have the honor and pleasure to submit and present the internship paper "**An overall Snapshot Of Electronics Market**". At the same time, it is a great privilege and honor to have an opportunity to gathered knowledge about regarding any organization or business related electronics goods.

I hope you would accept our report. I am looking forward to helping you if you need any clarifications in this regard.

Thank you.

Yours sincerely,

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A.R.M Ridwanul Karim

## **Acknowledgement**

First of all we would like to thank Allah for everything. Then I am thankful to all my teachers, my advisors Ms. Farzana Choudhury, supervisor Mr. Ashique Khan and BRAC University authority for helping me to successfully accomplish my internship program. I also would like to thanks the Human Resource Department of Transcom Electronics limited for giving me the opportunity to work in this organization as an intern. It had been a great experience and learning for my future carrier. Special thanks goes to Mr. Ali Rayhan, the manager of Institution Business Department of TEL for giving us the opportunity to carry out studies on such an outstanding and realistic topic as “**An overall Snapshot Of Electronics Market**”. This opportunity has not only related my theoretical knowledge with the real life scenario but has also given me the opportunity to find out how a business organization competes in the real business world.

I am also very thankful to all the employees of Institution Business Department & TEL. All of them had been really helpful and friendly. I am grateful my friends and family who helped and actively motivated me to complete this work.

## **Abstract**

Electronic goods/appliances market in Bangladesh has an outstanding potentiality to grow. In domestic or households sector the electronic appliances has become a need rather than a want. With the acceleration of economic activities, the investment from local and abroad has enhanced greatly. As a result the number of business entities has increased to a great extent. Here TEL (Transcom Electronics Limited) comes to play with its products for business purpose. TEL's Institution Business Department is dedicated to those business house's needs for electronic appliances. TEL is operating in many different industries and serving different clients. These clients of corporate arena deserve some different treatment than that of the households. They are bulk buyers and demand for an extra something that will create a Win-Win deal for the both of the parties. Now, business houses buy electronics products for two basic reasons. One is for trade promotion. That counts consumer promotion campaign and dealer promotion both. The other one is for office, factory or other infrastructure facility use. When they buy it for trade promotion specially consumer promotion their motive is different than that of the office purpose purchase. Some cases they are extremely brand loyal, and to some cases they look for the cheapest product in the market. Thus it is a large growing market of more than five thousand crores taka. The evidence of economic performance shows that it could grow up to thousand crore by the next decade.

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**PART 1**  
**THE ORGANIZATION**

## **1.0 Introduction**

### **1.1 Transcom Group**

Originated with tea plantation in 1885 and its today one of the leading and fastest growing diversified business houses in Bangladesh. Employing over 5000 people .not many industrial groups in Bangladesh can claim a history of continuous business pursuits stretching back over 100 years. Initially tea and later jute formed the backbone of the family business. Although these are still part of the activities, they contribute marginally to the overall group turnover.

These early industrial ventures have moved over to businesses involved in high-tech manufacturing, international trading and distribution, forming strong ties with a host of blue chip multinational companies.

In recent years TRANSCOM has emerged as an increasingly significant media house in Bangladesh. Transcom Electronics is a business unit of TRANSCOM group, which is one of the largest business groups in Bangladesh. TRANSCOM is also Franchise of **PEPSI, Pizza Hut, Lays, and L'Oreal etc.** The group had also acquired **Smith Kline & French USA**, in 1990. The other associates of TRANSCOM are leading English newspaper **THE DAILY STAR** and the largest circulated daily newspaper in the country **PROTHOM ALO**. Besides Transcom has Distribution setup called **TRANSCOM DISTRIBUTION CO. LTD**, The largest independent distribution setup in Bangladesh with full infrastructural facilities country wide network of branch offices with warehouses and delivery vans.

### **1.2 SERVICE OFFERINGS**

#### **1.2.1 Bangladesh Lamps Ltd (BLL):**

BLL is the pre-eminent manufacturer of electric light bulbs in the country. The company has an exclusive licensing agreement with PHILIPS electronics N.V. Holland, under which it manufactures Phillips lighting products. BLL was incorporated in 1960 as a subsidiary of Philips Holland in March 1993, Philips sold its entire shares to Transcom.

### **1.2.2 Bangladesh Electrical Industries Ltd(BEL):**

BEIL is the official licensee of Philips electronics N.V. Holland. . The company was incorporated in 1960 as a subsidiary of Philips Holland .in march 1993; Philips sold its entire shares to Transcom.

### **1.2.3 Eskayef Bangladesh Ltd:**

The company which was incorporated in 1980 as a subsidiary of Smith Kline & French USA was acquired by Transcom in 1990

- Expert formulation development
- Exhaustive and valid testing
- Highest standard of manufacture
- Guarantee of quality
- Chain of trust from product development to prescription.

Since its inception in 2001, animal health & nutrition division runs with the same motto “exclusive through quality”

- Well equipped modern quality control laboratory
- Foreign collaboration for highly technical products
- Veterinary therapeutics and veterinary nutrition products for livestock, poultry and fish.

### **1.2.4 Transcom Distribution Co. Ltd (TDC)**

TDC has the largest independent distribution setup in Bangladesh with full infrastructural facilities provided by a countrywide network of branch offices with warehouses and delivery vans.

The company distributes quality pharmaceutical products manufactured by ORGANON, SERVIER, ESKAYEF and laboratory equipment and diagnostics reagents from BIOME’RIEUX and BECKMAN COULTER

TDC also markets and distributes color cosmetics, skin and hair care products from L’ORE’AL paris.MAYBELLINE New York and GARNIER .it also markets

professional products sold exclusively through hair saloons under the brand name L'Oreal PROFESSIONEEL.

TDC exclusively markets and distributes the world's no 1 potato chips LAYS and other salted snacks from Frito lay.

#### **1.2.5 Transfin Trading Ltd**

Transfin is the sole distributor of SANYO Japan, marketing refrigerators, freezers, microwave ovens, washing machines, air-conditioners, Televisions etc.



#### **1.2.6 Trinco Limited**

Trinco is the sole distributor of DAEWOO ELECTRONICS Korea. It markets DAEWOO televisions, washing machines, microwave ovens, audio and video equipments.

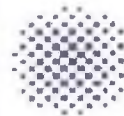


#### **1.2.7 Transcom Foods Ltd (TFL):**

TFL is the franchisee of pizza hut and KFC for Bangladesh, both being the most popular brands of YUMI international with over 30000 restaurants worldwide.

#### **1.2.8 Tea Holdings Ltd**

THL is an exporter of Tea, Jute goods and Petroleum products. It is also involved in warehousing, import and sales of agricultural commodities. It has been awarded the Presidents Export Trophy for outstanding export performance. The company markets and distributes phone and IT network components from KRONE Germany. The company represents VITOL Switzerland and Singapore for petroleum products.



**KRONE**  
JENOPTIK GROUP



#### **1.2.9 Transcom Beverages Limited (TBL):**

The company is the exclusive Pepsi franchisee for Bangladesh. TBL owns and operates modern plants in Dhaka, Chittagong and Bogra for bottling pepsi7up, Mountain dew Slice, Miranda and soda.

Beverage distribution limited is the distribution arm through which all Pepsi products are distributed all over Bangladesh.

#### 1.2.10 Media Star Ltd:

Prothom Alo the largest circulated daily newspaper in the country has established itself as an independent and respected voice in the field of journalism in Bangladesh.

Transcraft Ltd:

A high speed, modern printing and packaging facility

#### 1.2.11 Associations:

MEDIAWORLD Ltd

The daily star is the leading and most quoted English newspaper in Bangladesh. The company also published the Bengali Shaptahik2000 a quality political and current affairs weekly and Anondodhara the premier film and entertainment fortnightly.

Reliance insurances Ltd is also another associates of Transcom.

### 1.3 TRANSCOM ELECTRONICS LIMITED

*Official licensee of Philips Electronics, Holland*

**Sole Distributor of Whirlpool U.S.A.**

**Authorized Distributor of Changhong, China.**

The company is the successor of Philips Bangladesh Ltd. The Mother Company is TRANSCOM and the Group employs over 5600 people with a turnover in excess of 5000 million taka yearly and operating since 1885. Our associate in Asia Pacific employs more than 8600 personnel. Our Principal Philips Electronics N.V. with their Head Quarters at Eindhoven have high growth and net turnover as audited is over 70000 million Dutch Guilders.

TRANSCOM Electronics Ltd. (TEL) is also holding Company of two Manufacturing units called **Bangladesh Electrical Industries Ltd. (BEIL)** and **Bangladesh Lamps Ltd. (BLL)**. BEIL has the official license to Manufacture/Assemble

PHILIPS/CHANGHONG/WHIRLPOOL Products. BLL is the pre-eminent manufacturer of electric light bulbs in the country. The company has an exclusive licensing agreement with PHILIPS Electronics N.V Holland, under which it manufactures PHILIPS lighting products. Transcom electronics Ltd. as one of the leading Electronics company in Bangladesh. Over the past ten years, has been manufacturing and importing a comprehensive range of electrical and electronics items, starting from light bulbs to batteries to high end electronics items such as Television, Refrigerator and Air-conditions, and successfully marketing them through 100 plus strong dealers and outlets all over the country. To provide consumers with better value for money in terms of quality, price and services, the company has tied up with a host of blue-chip multinational brands like PHILIPS, WHIRLPOOL and CHANGHONG. We have also launched our home brand "TRANSTEC" in different products categories to meet changing consumer preferences. It is a professionally managed organization constituted by qualified engineers and technicians with extensive experience Sales and Marketing team as well as highly efficient service personnel to render prompt services to the valued customers.

Philips as a world leader in high end audio and visual items like PLASMA Monitor, Pixel Plus high definition Television, LCD Monitor and Projection Television take pride supply products to various international chain hotels in Asia and around the world including Singapore, Sri-lanka, Maldives, Cambodia etc.

### **1.3.1 PHILIPS:**

Koninklijke Philips Electronics N.V. (the 'Company' or 'Royal Philips Electronics') is the parent company of the Philips Group ('Philips' or the 'Group'). Its shares are listed on the stock markets of Euronext Amsterdam and the New York Stock Exchange. For over 110 years Philips has been improving people's lives with pioneering innovations.



In 1891 the Company was founded to manufacture cost-effective, reliable light bulbs. Today, Philips lights world-famous landmarks like the Pyramids of Giza, the Golden Gate Bridge and the Times Square New Year's Eve Ball. The Company produced test television signals in 1925 and demonstrated television to the public in 1928 21 years before the Dutch government officially introduced television to the public. In 1998,

Philips acquired ATL Ultrasound, marking the beginning of a three-year acquisition period that made the Company one of the largest medical technology companies in the world.

In 2003, Philips was awarded the No. 1 ranking in its market sector in the Dow Jones Sustainability Index. This reflects the Company's world-class leadership in social, economic and environmental responsibility. Today, Philips is committed to building upon this heritage to improve the quality of life in the 21st century. Philips engages from time to time in cooperative activities with other companies. The performance of unconsolidated companies has a major impact on the performance of the Philips Group. Strategic alliances are also important to Philips. In total, at the end of 2005, Philips had approximately 15 production sites in 2 countries, sales and service outlets in approximately 150 countries, and some 159,000 employees.

For over 110 years, since Philips's founding as a manufacturer of light bulbs in 1891, their technology has been simplifying and enriching people's lives. Philips's innovations have led to significant breakthroughs in, for example, medical imaging, television, lighting, optical technology and integrated circuits. Building upon this heritage, they remain committed to applying their understanding of how people interact with technology to deliver advanced yet user-friendly products and services that meet people's everyday needs.

The company is the official licensee of Philips electronics N.V. Holland for lighting products, radio and TV sets in Bangladesh. The lighting division distributes Philips lighting products to over 45,000 outlets all over the country through an exclusive dealer network. A separate professional lighting team handles energy saving, special applications and sports lighting. The consumer electronics division distributes Philips televisions, radios, music systems and domestic appliances.

### **1.3.2 WHIRLPOOL**

Since 1911, Whirlpool Corporation has grown from humble beginnings to a global enterprise with manufacturing locations on every major continent, 68,000 employees worldwide, and the leading brands in major home appliances. Whirlpool has grown to the leadership position within the global appliance industry thanks to a keen understanding of our customers' needs and a firm commitment to addressing those requirements through our superb brands, products and services.



Whirlpool Corporation arrived in the new century and millennium as the world's leading manufacturer and marketer of major home appliances. Today, Whirlpool's global platform provides our operations with resources and capabilities no other manufacturer can match and with brands that consumers trust.

Based on the continuing success of the company's global innovation process, which began in 1999, Whirlpool has introduced unique product innovations to consumers worldwide. Over the last three years, Whirlpool has built and embedded within its global enterprise the skills and capabilities required to discover, develop and rapidly bring to market true innovation. These innovations are giving the company's global brands a sustainable competitive advantage in the marketplace and creating value for customers, trade partners and shareholders.

Transcom is the authorized sole distributor in Bangladesh for whirlpool USA .the products includes refrigerators, freezers, washing machines, microwave ovens and other domestic's appliances.

### **1.3.3 CHANGHONG**

**Changhong** Founded in 1958, Changhong Group has developed into one of the world's most competitive consumer electronics solutions and services suppliers, with about 30 percent of its products exported to international markets. , Changhong has established an open and independent innovation system by coordinating its global advantageous resources and relying on the Changhong state-level technology center. The company fully integrates global information technology and upgrades its R&D capabilities to successfully establish a perfect global consumer electronics technology innovation platform. This has enabled Changhong to transform from a conventional home appliance manufacturer.

Service First, Credible Security. Changhong commit to create high-class products and high-qualityservice

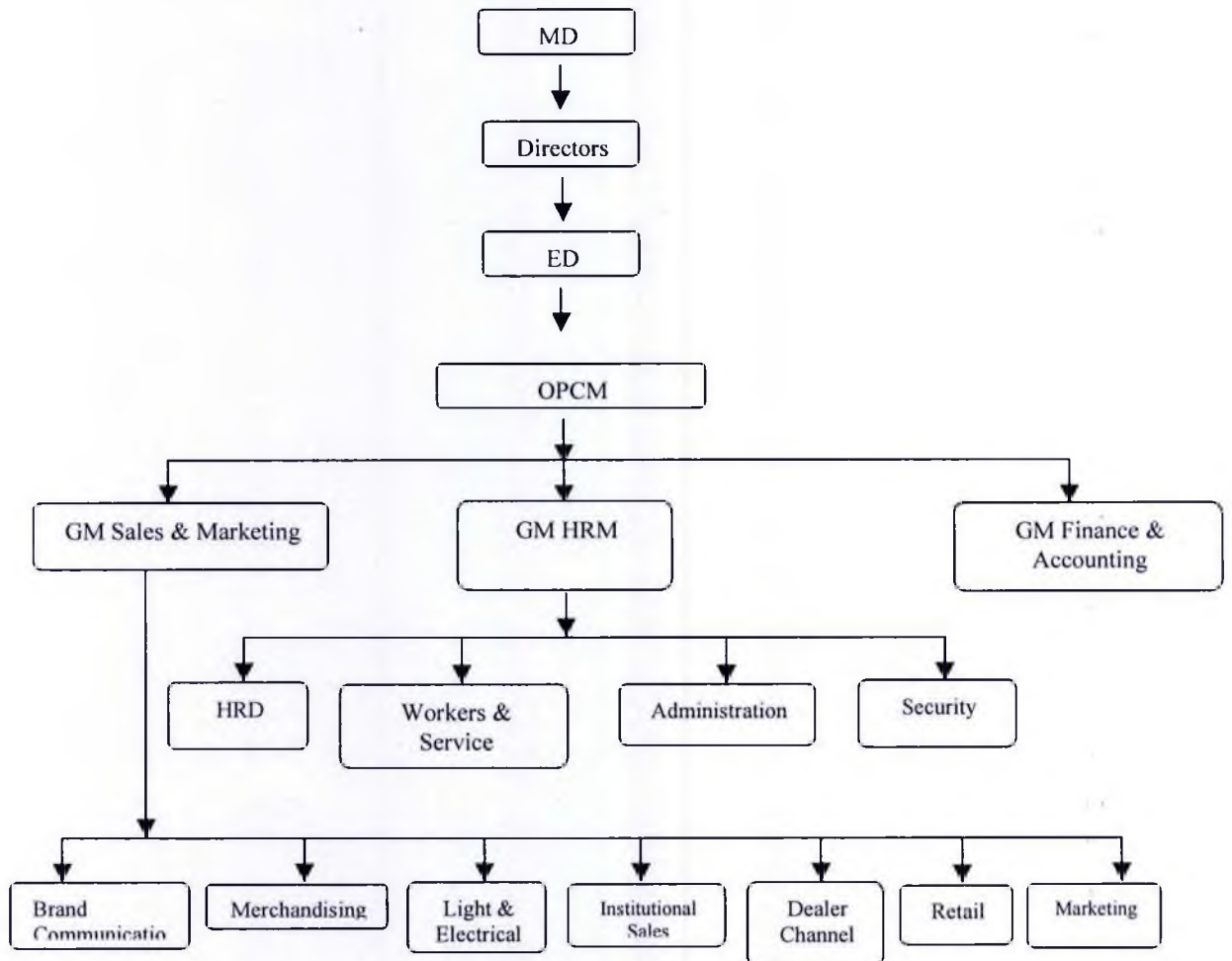
Commercial Reputation is the comprehensive reflection of their high-quality products, fast and efficient service, market size and high popularity. This is the whole impression of CHANGHONG on the customers. It is accumulated bit by bit and is the foundation of keeping the business forever.

Color television from china's largest manufacturer CHANGHONG is marketed TEL in Bangladesh.

**1.3.4 TRANSTEC:**

To meet changing consumer preferences and to supply quality products in different market segments. TEL launched a new brand TRANSTEC for the Bangladesh market, under which it is marketing light bulbs, flourcents tube lights, dry cells batteries and other electrical accessory items.

### 1.4 Operation network Organogram



## **1.5 VISION FOR THE FUTURE:**

### **Mission & vision**

The combination of consumer insights and technology know-how, Transcom electronics ltd is in well positioned to deliver the kinds of solutions that will delight consumers and secure leadership positions in these markets. They can also see tremendous potential for new product/service categories in the areas where the domains converge. Inspired by their mission to improve the quality of people's lives through the timely introduction of meaningful technological innovations, and resolved to exploit the potential outlined above, they have embarked upon a journey of transformation as fundamental as anything the company has experienced in its history.transcom– a focused, market-driven company geared to delivering sustained profitable growth. The company is all about unlocking synergies. The belief that by working together they can create more value than the sum of the parts that by working together they can achieve further growth. In essence, Transcom is a mindset and a way of working focused on maximizing value creation for the company and customers by leveraging their competencies and resources across the areas of healthcare, lifestyle and technology.

Understanding the markets and the needs of their customers is the starting point for innovation and entrepreneurship. And they are continuing to engage in partnerships in new fields and in new ways. It is their belief that socially and environmentally responsible behavior contributes to sustained profitable growth and value creation. Transcom engages from time to time in cooperative activities with other companies. The performance of unconsolidated companies has a major impact on the performance of the Transcom Group. Strategic alliances are also important to Transcom.

**PART 2**

**THE JOB**

## **2.0 Nature of the job:**

Every intern student in an organization is placed to a specific post for 8-12 weeks. During that time they accomplish specific objectives that will add value to the company's operation. Like others I, Ridwanul Karim, was placed in the Institution Business Department. The department looks over to the corporate business deals for Transcom Electronics Ltd. the focus of the department is to catch up the huge need for electronics goods in offices, factories and other large infrastructural facilities. I was placed under Mr. Ali Rayhan, the manager of the department as his assistant.

The nature of the job is two parted. One is to help the employees in their day to day job. Thus it becomes easier for an intern to comprehend the problems and tasks of a business firm. The second part is to conduct a research study on the electronic market of Bangladesh. This will help the organization for their future decision and understand the current situation.

### **2.1 Job Responsibilities:**

As i have mentioned earlier that the job job is two parted|(one is regular office work and other one is to conduct a research) the job responsibility is well diversified. the responsibilities under the first part are:

- ⇒ To help the employees to perform their day to day job. As for an example- checking and cross checking invoices of month's sales,
- ⇒ Check outstanding stocks for assessing the current stock situation on a day to day basis,
- ⇒ Making presentations for the employees on specific product or business operation
- ⇒ Benchmark for the IBD (Institution Business Department) products. that is finding out the price marks of the competitors and compare them with Transcom electronics' price.

The second part contained:

- ⇒ To find out the potential customers by analyzing the whole operating industries
- ⇒ To find out the aptitude of the clients. The job required to find out the psychological motivation factors of purchase
- ⇒ To find out the total size of the market for electronics goods in institution.
- ⇒ To find out brand preferences for electronic goods

Now, an intern's job is not limited within the department of its own. He/she should get involved in other department's job for own good. I was sometime involved with the **Brand Communication Department** and performed the following jobs:

- ⇒ Generated ideas on different promotional activities for different products
- ⇒ Made proposals on specific promotional activity
- ⇒ Follow-up the advertises of competitors and analyze them comparing with Transom's
- ⇒ Interviewed people on the department head's request for better understanding of the customer's psychology

**PART 3**  
**THE PROJECT**



### **3.0 Problem Statement:**

“Transcom Electronics Ltd” is such a company, which mainly distributes different branded products such as Philips, Whirlpool, Transtec and Changhong in the country. They also assemble the television parts in the country. The company has been doing business in the country for quite a while now but lately they have started a new segment in the business, which is Institution Business. The company has started this new venture about three years ago. Now it is down to the matter how large the market is? Is it likely to grow? What is the current situation?

### **3.1 Scope of the Study:**

In a developing country like Bangladesh, all the companies that are distributing the electronic products are equal players. But some are more equal than others. The term paper will be intended to provide background information on electronic industries in Bangladesh; the focus will be on the products Television, Air-conditioner, Refrigerator and light. The units or samples of the study will be taken from the basic industries TEL is currently operating.

### **3.2 Objective of the Project:**

**The broad objective is -**

“Overall snapshot of the electronics market”. This should be mentioned here that the research is based on Dhaka region only. Due to time and resource constraint analyzing the whole Bangladesh is not possible. To successfully satisfy the broad objective, some specific objectives should be carried out. These are small queries and aggregation of those will answer the whole or broad query. **The specific objectives are**

- To understand how institution business runs
- To understand the market in terms of competition and major players

- To understand the aptitude of buyers or the motivational factors that drive them most when buying a product
- To find out the position of Transcom products in the electronics market of institution business
- To find out the size of the market
- To find out the customers perception on transcom products
- To find out the potential market that is yet un-served by Transcom Group.

### **3.3 Research Design:**

To obtain the answer of questions, Descriptive Research Design has been selected. Descriptive Research has an important objective, gives description of something marketing characteristics of function (Malhotra, 2001) and also the description of phenomenon or characteristic associated with an object population (the who, what, when, where and how of a topic, Copper, 2001)

### **3.4 Sampling Method:**

Non-probability Sampling Procedure has been used. The sampling unit was selected through Judgmental Sampling where: the population element is purposely selected based on the judgment of the researcher (Malhotra, 2001) and Convenience Sampling where: the seclusion of the sampling unit is left primarily on the interviewer (Malhotra, 2001)

The reason behind choosing the Judgmental and Convenience Sampling are many but here most importantly, there are no appropriate structure or frameworks that can aid to select the sample. Further, these procedures are both time saving and inexpensive.

To investigate the seller (Dealer of Transcom Electronics Limited) the Probability Sampling has been used. The Probability Sampling procedure is one where: each element of the population has a fixed probabilistic chance of being selected for the sample (Malhotra, 2001). The sampling unit has been selected through Simple Random Sampling, a probability sampling technique in which each element in the population has a known and equal probability of selection (Malhotra, 2001).

The reason behind choosing the Simple Random Sampling is there is a complete and arranged list of dealer for Transom Electronic Limited.

### **3.5 Research Instruments:**

There was lack of secondary data to investigate the research questions. Questionnaire method was followed to collect the primary data. Two separate sets of questionnaire (provided and developed by the organization), One for the clients who use electronic products for office purpose and one for those who use these for trade promo.

I have also used some secondary data collected from different sources such as annual report, sales report, journal and textbook to explain the concept.

### **3.6 Sampling design:**

The report is basically two folded. One is concerned with those customers who are using the product for office purpose and those who are using it their trade promotions. So well represent sample had to taken to account. Here is the list :

For Office Purpose	30
For Trade Promo	30

Total 60 organizations' was examined.

### **3.7 Limitations:**

- ❖ As the non- random sampling method has been used, there is a possibility of sampling error.
- ❖ The sampling size and area are limited interims of this study.
- ❖ Unavailability of structured data regarding market, the researcher feel complicated to arrive at effective conclusions.
- ❖ Low response rate and often clients are reluctant to answer many question

### 3.8 The Project and analysis

#### 3.8.1 Chapter 1: Institution Business

##### 3.8.1.1 What is Institution Business

Unlike other types of business Institution Business has its own type and fashion of earning profit for an organization. The term Institution Business means the business deals that take place in the corporate sector. Or more precisely business to business deal. TEL has its own setup for Corporate Sales. The job of this department is to engage in the sales of electronic goods for business entities. As for an example, TEL Corporate Sales Department supplies its' electronic products to Unilever, Grameen Phone etc corporate houses. The concept of corporate sales are not as similar as kthose buys we often make for house holds. There are some significant characteristics. Like-

- **Large Buy:** the first concept of corporate sale is large buy or the clients buy the product/s in bulk amount. The numbers of buyers in this sector is way lower than the whole population of the country. But in monetary terms the amount of purchase is very large.
- **Buyer-supplier relationship:** this sort of business is heavily dependent on the relationship or the magnitude of bonding with the buyer. Close bonding with the buyer promises long term business as a result continuation of profit over the years. Reputation of the company also plays a vital factor in this issue.
- **Fluctuating demand or seasonal demand:** there are two reasons why business houses or large organizations buy electronics products. One is for their own use. That is known as **Office Equipment Purchase**. And the other one is called **Trade Promotion Purchase**. That is some companies (i.e- land properties) offer their customers as well as their dealer some sort of promotion. As for example during Eid many business companies offer their target group a promotion (i.e. - free electronic product for amount of purchase of the original product, scratch card, raffle draw). These electronic products are bought by the business firms from electronic appliances suppliers like TEL. but this demand might not be there in the market for all the year round.

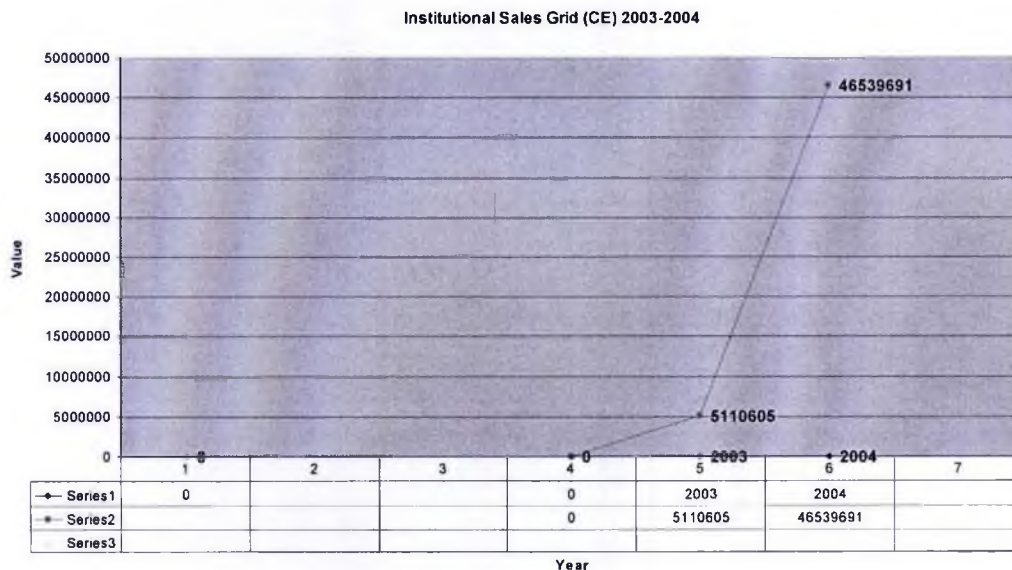
- **After sales service:** it's a very decisive concern of the B2B market. The buyer who is making a purchase of large amount of money sure demand for high-quality after sales service. After sales service means the warranty period, guaranty time & regulations, technical assistance availability etc.
- **Discount:** in general purchase (house holds, for limited numbers of items) we encounter the showroom price or retail price. But those who purchase those items in large amounts deserve special discounts. So the unit price of a corporate sale is significantly lower than the RSP. Sometimes when several companies fight for the same deal to a specific buyer, discount percentage becomes motivating factor for the actual purchase.
- **Inelastic Demand:** the need for electronic good is inelastic. A person who makes decision for households might not buy an electronic appliance if the price changes or might go for cheaper product (i.e. – low end TV instead of high-end). But for corporate buyers price change is not a factor. They will have to buy the electric appliances, for instance- lights, AC, for their business infrastructure. As for high end or expensive or high-tech products, corporate buyers are less concerned about price than quality. They will make the purchase if they realize the need for the product for the betterment of their business.

#### **3.8.1.2 Transcom Electronics' IBD:**

The history of Transcom electronics' Institution Business Department is not long stretched. It started only three years ago but already started to contribute up to 30% in the company's total sales revenue. It consists with 6 sales people who are responsible for yearly sales target and one manager to overlook them. Transcom has developed its own software that aids the process of sale to a great extent. It consist the Invoice window, the Stock situation, record of previous sales, total outstanding, amount paid and to be paid etc. the buy sell mechanism is like this.

1. The buyer company asks for quotations(price list with discount for a specific product)
2. The sales person submits a quotation checking his stock situation. He will offer the best available product at the best reduced price

3. Acceptance of the quotation and the sales person or engineer visits the sight for suggestion over the purchase.
4. the deal is signed with work order form
5. Start of work or installation of electronic goods and a basic down payment is done by the buyer.



Here are the products IBD (Institution Business Department) deals with:

### 3.8.1.3 Product Line Up

#### **PHILIPS**

- **Colour TV:** (14", 21", 21" Flat, 29" Flat 50Hz, 29" Flat 100 Hz, 29" Pixel Plus, 34" Pixel Plus, Projection TV, LCD TV, Plasma TV)
- **DVD Players & DVD Recorders**
- **Home Theater System**

- **Audio Players** (RCR, CD Micro System, VCD Mini System, DVD Mini System)
- **DAP** (Blenders, Sandwich Maker, Coffee Maker, Rice Cookers, Grill/Baking Ovens, Toasters, Iron, Vacuum Cleaners, Shavers, Hair Trimmer, Epilator, Infraphil Lamp)

### **Whirlpool**

- Refrigerator.
- Freezer (Chest & Upright).
- Washing Machine.
- Microwave Oven.
- Air Conditioner (Window & Split).
- Gas Cookers & Cooker Hoods.

### **Changhong**

- 14" CTV.
- 21" CTV.
- 21" Flat TV.
- 29" CTV.
- 29" Flat TV.
- 43" Projection TV.

### **Transtec**

- Air-condition:
- Refrigerator
- Ceiling Fan
- Table Fan
- Electric Bulb
- Battery.

#### **3.8.1.4 Critical observation:**

- The department is understaffed. If they want to catch up the bigger market or sustain in longer run they need more sales people for concentrating into the new segments of the market.
- Not enough information available to the employees. Internet access is limited so they have to heavily depend on the other sources of information. Sometimes the process is slow.
- Stock shortage. Often for reducing the overhead cost stocks are maintained to a minimal level. This might be dangerous because a they might loose business to other competitors. If a client is looking for 2 ton AC and does not find it in Transcom, he will leave and end up in buying other company's product. In long run it could be harmful. Slightly higher malignance cost is better than loosing a client.



### 3.9 CHAPTER 2:

#### 3.9.1 THE SURVEY

It has been said earlier that this report is two folded. To satisfy the objective of the study concentrating on the two basic markets of TEL was important. These two markets are those who buy products for office equipment and those who buy it for trade promo.

Two different sets of questionnaire had to be built to gather up information. The information was used to analyze the trend of competition, buying aptitude, transcom's position in the market and finally the market size.

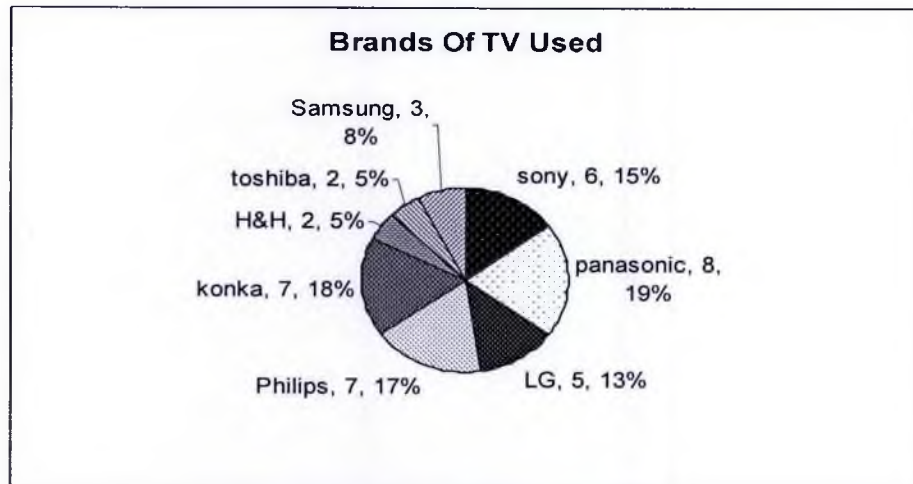
The first part was for those who make the purchase for office use. The most attractive & profitable industries were taken into account for the study. Firms were taken in a random basis. The people who are responsible for actual purchase decision were interviewed and were also given the questionnaire. Here are the numbers of firms :

Industries	Numbers of firms studied
Hotels & restaurants	25
Telecommunication	5
Financial institution	5
Others (FMCGs, NGO)	5

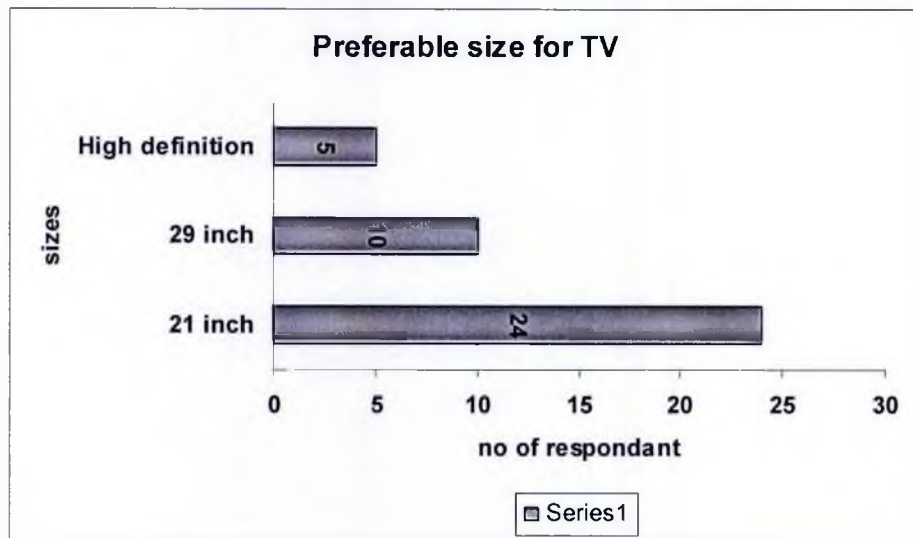
Total ----- 40

### 3.9.1.1 The result for the Questionnaire of OFFICE EQUIPMENT

**Figure 1: Here are the brands of TV currently being used in business organizations**

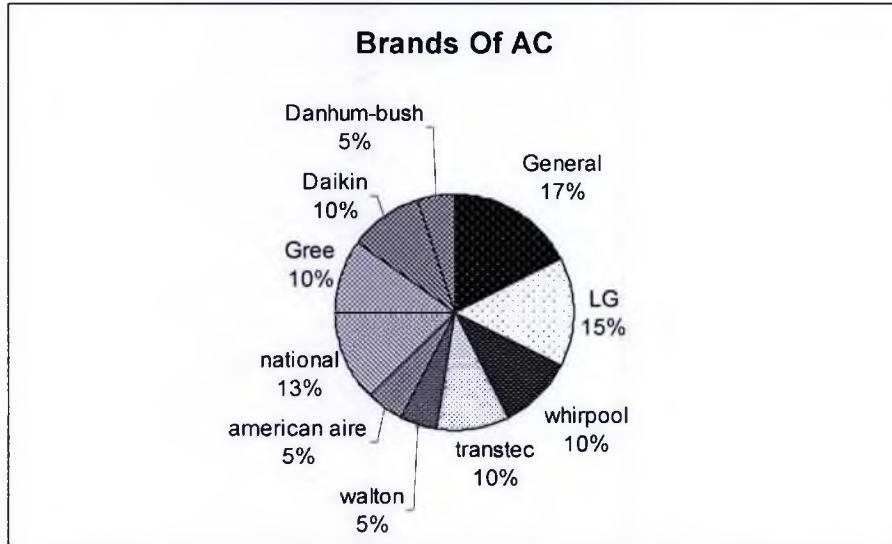


**Figure 2: Preferable Size For TV for Office use/guest room use.**

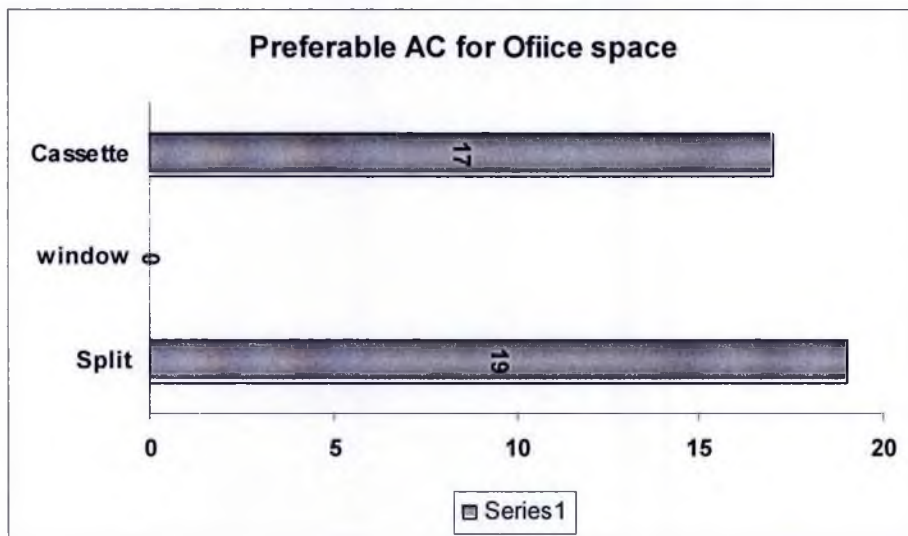


In the market of AC it's observed that the situation is sharp rivalry going on.

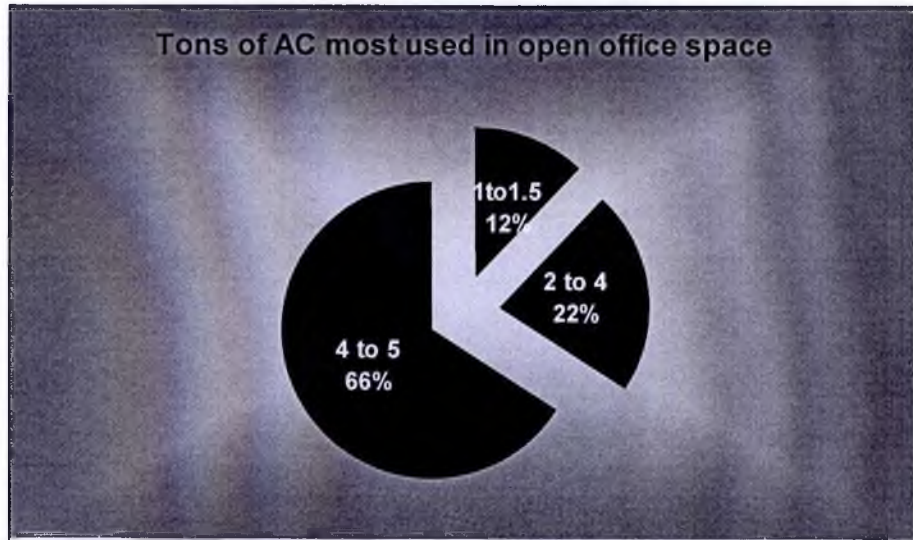
**Figure 3: Brands of AC currently used by the number of firms**



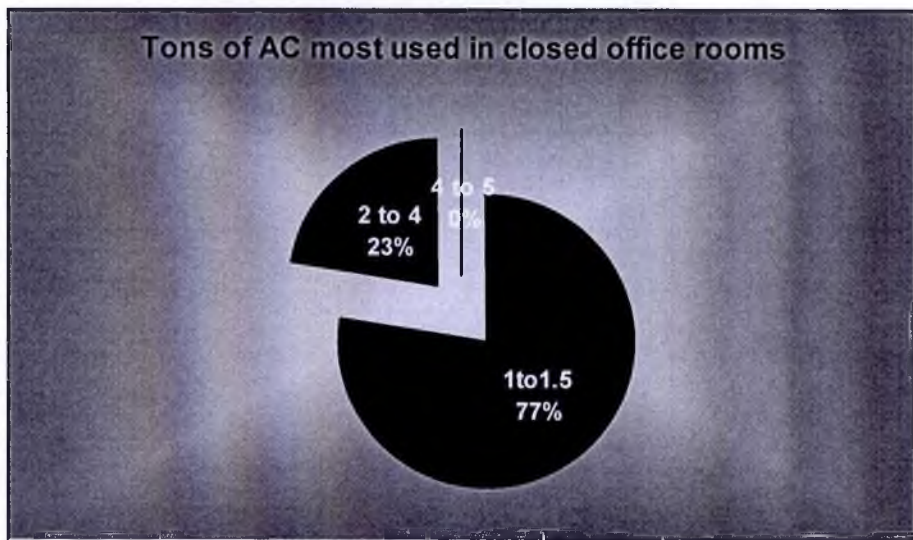
**Figure 4: Type of AC preferred for office by the executives**



**Figure 5: Tons of AC most used in open space office**



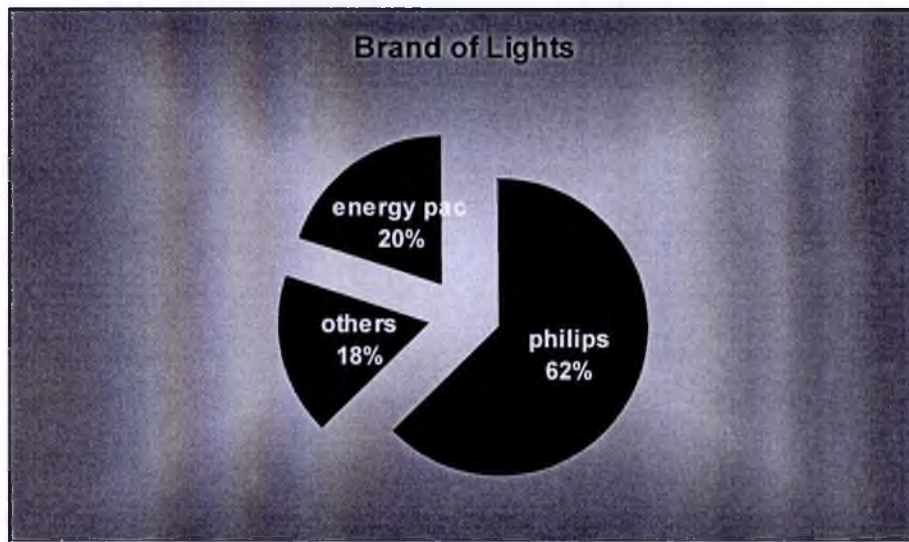
**Figure 6: Tons of AC most Used In closed room**



It suggest us that there should be constant stock of 1-1.5 tons and 4-5 tons AC all the time.

In the category of lights Philips is the market leader. The other brands are HRC, OSRAM and some local brands.

**Figure 7: Brands of lights (general / professional) currently used by the firms**

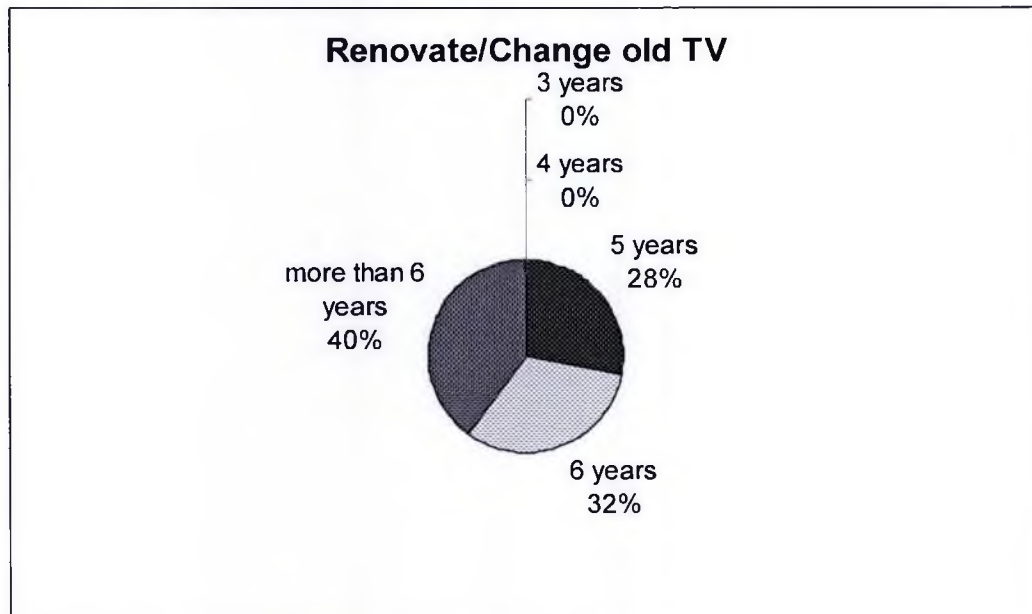


**Figure 8: “do you change your product only when its malfunctioning?”**



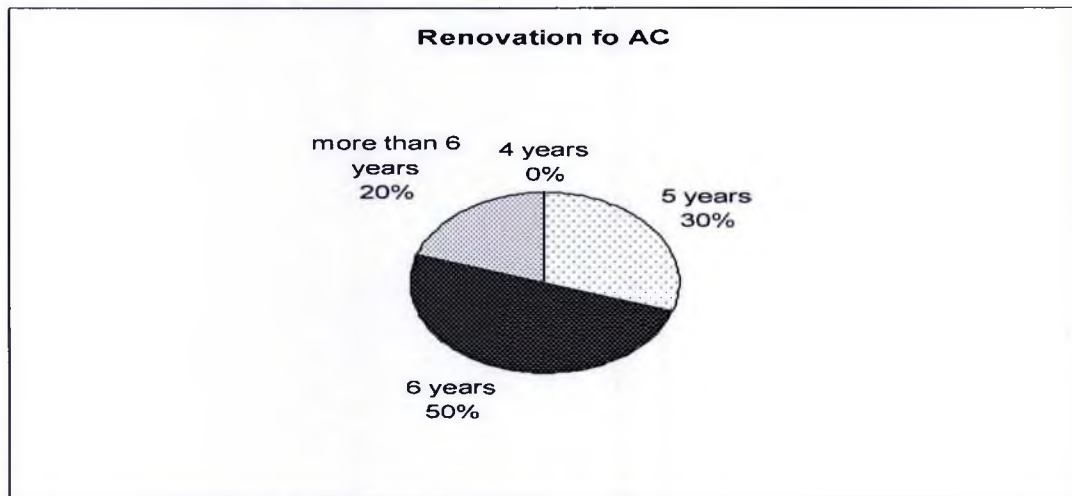
The question was “how often do you change you old TV?”. This question is specially important for clients like hotels and rest houses. Other business houses do not put much emphasis on TV. But some of the corporate houses answered they are ready to take any initiative needed to enhance their image and performance in the market.

**Figure 9: Renovate TV/Replace old TV**



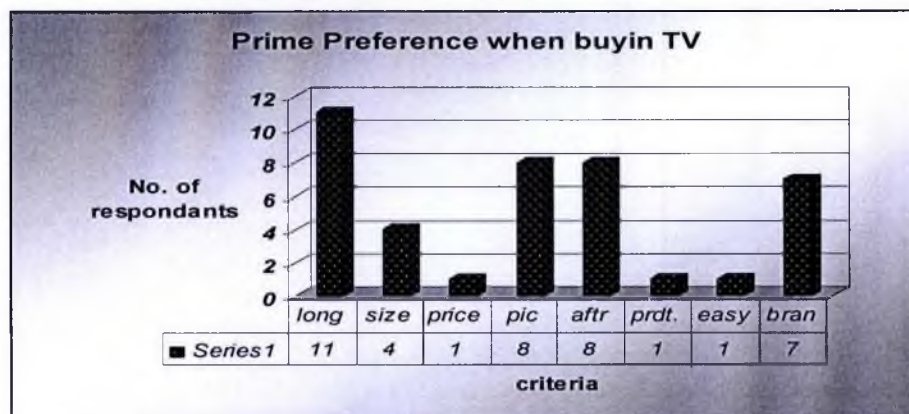
For AC there was the same question. Here a factor is important for AC buyers. Most of the respondent agreed the warranty of compressor is vital and that some times determine which company they are going to buy from.

**Figure 10: Renovation for AC**



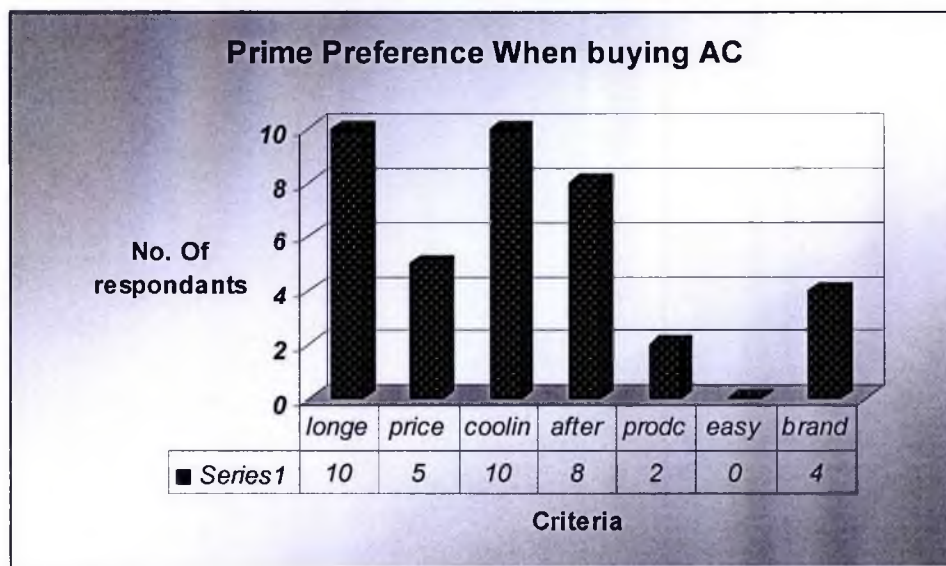
It is often important to know what is in our customer’s mind when they purchase a large amount of TV. Sometimes the characteristics they put most emphasis on becomes the dominant factor for purchasing. So questions was asked on “**what is the most important factor do you think you should consider when buying a TV?**”. The given factors were- longevity, size, price, picture quality, after sales service, product features, easy to use and brand image.

**Figure 11: Prime preference of the characteristics when buying a TV**



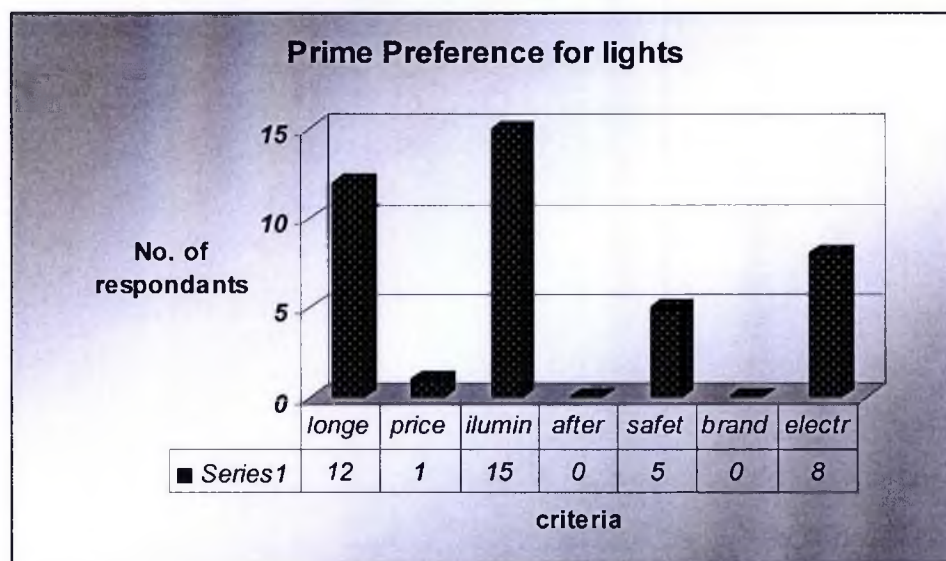
Similar question was asked as TV for AC. The criteria were longevity, price, cooling ability & electricity consumption, after sales service, easy to use, brand preference.

**Figure 12: Prime preference of the characteristics when buying an AC**



For lights the criteria to evaluate were electricity consumption, longevity, price, illumination ability safety, brand preference and after sales service.

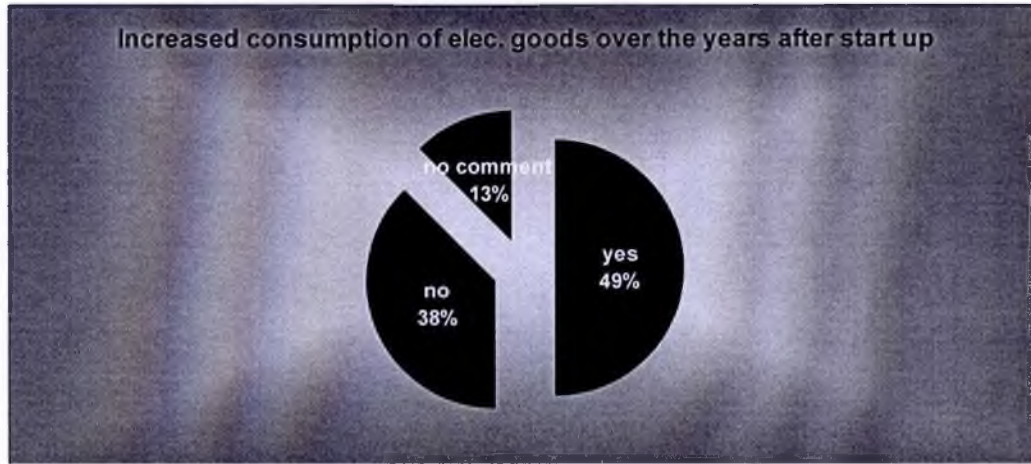
**Figure 13: Prime preference of the characteristics when purchasing lights**





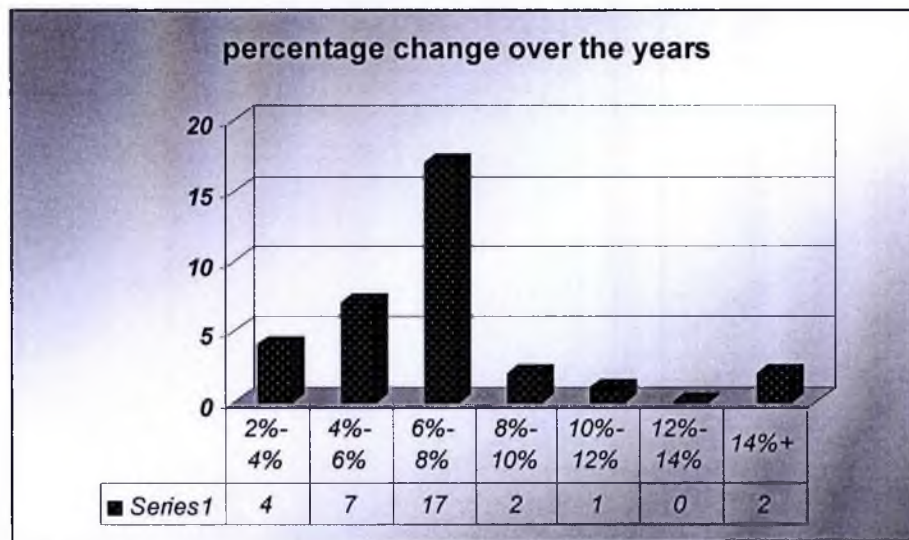
The question was asked to find out if they are spending regularly on electronic goods consumption.

**Figure 14: percentage of firms who's consumption expenditure increased after startup**

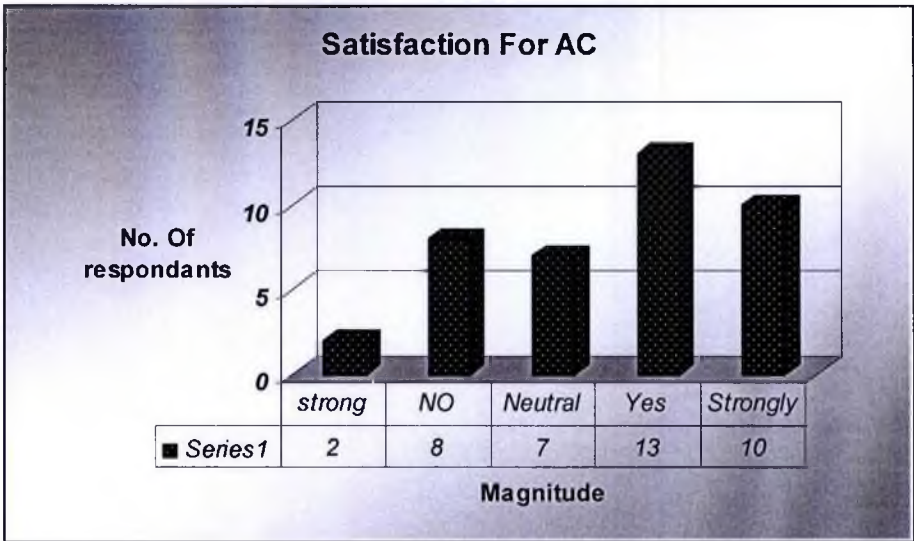


For those who said "Yes" to the previous question, the next question was "to what extent/percentage?"

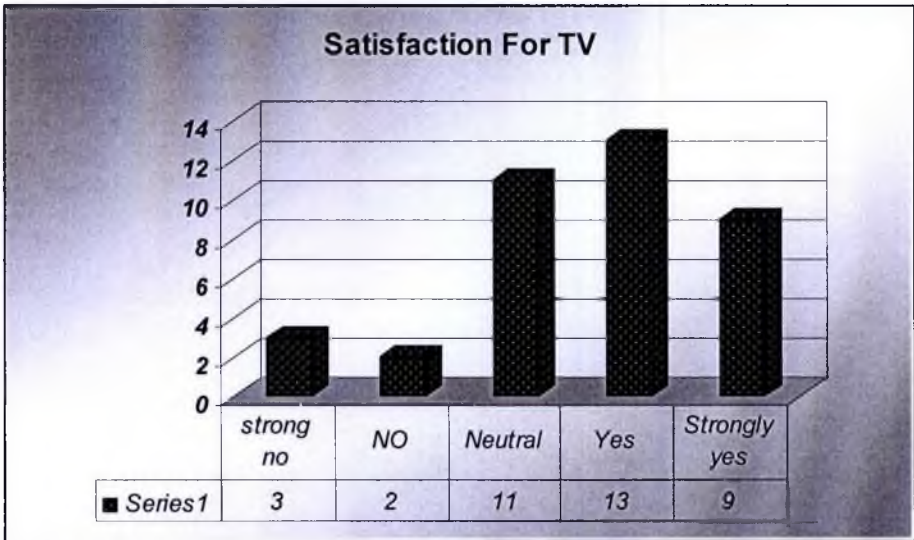
**Figure 15: electronic goods expenditure percentage change over the years**



**Figure 16: Satisfaction magnitude of customers for AC**

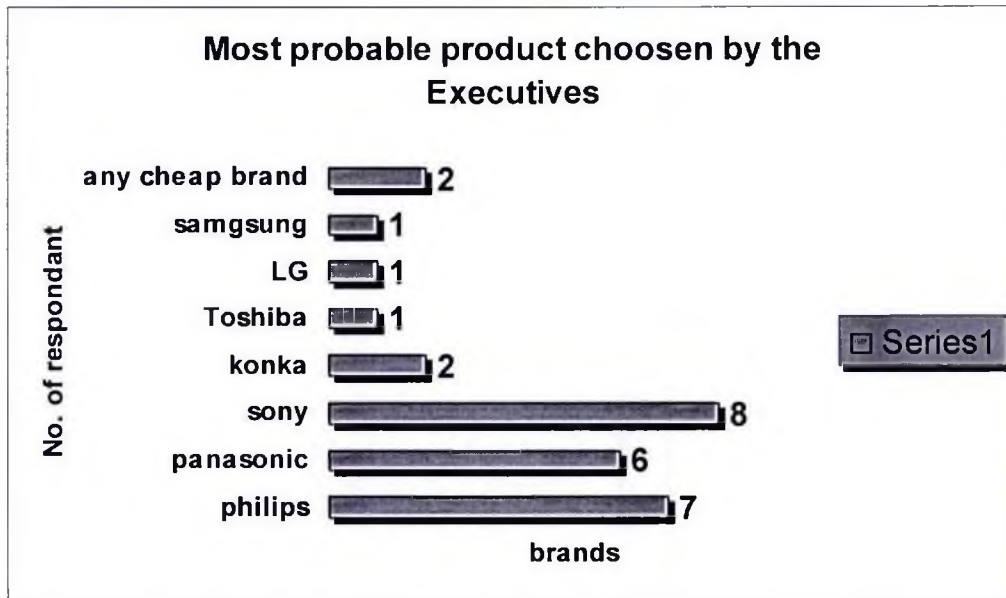


**Figure 17: Satisfaction magnitude of customers for TV**

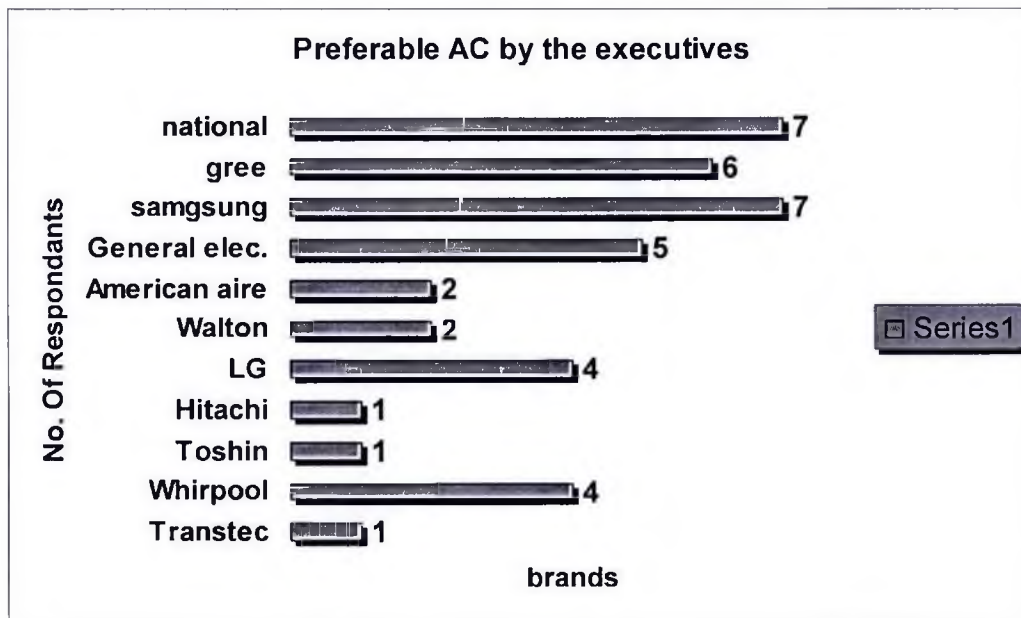


Though cheap brands are cutting a good piece from the market still Philips has its loyal customers & good image in the market

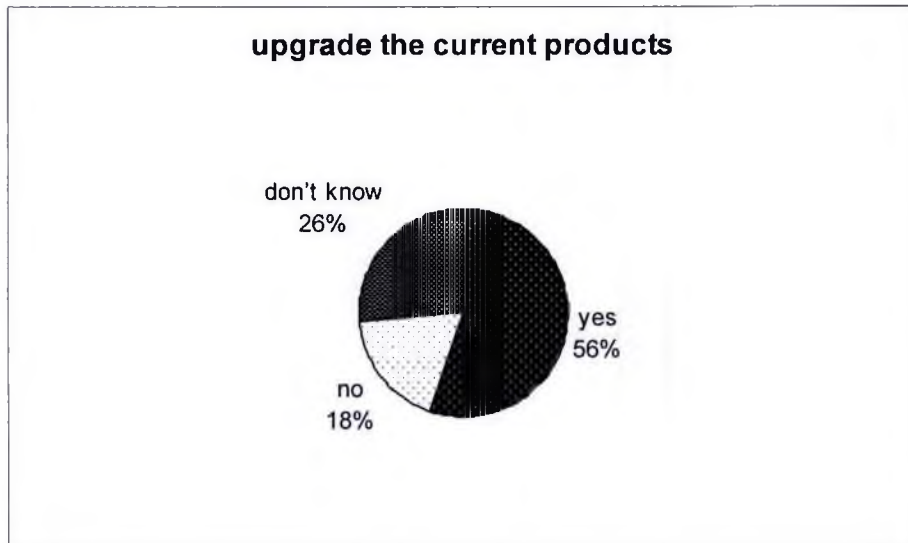
**Figure 18: Brand preference of the executives/purchase manager (for TV)**



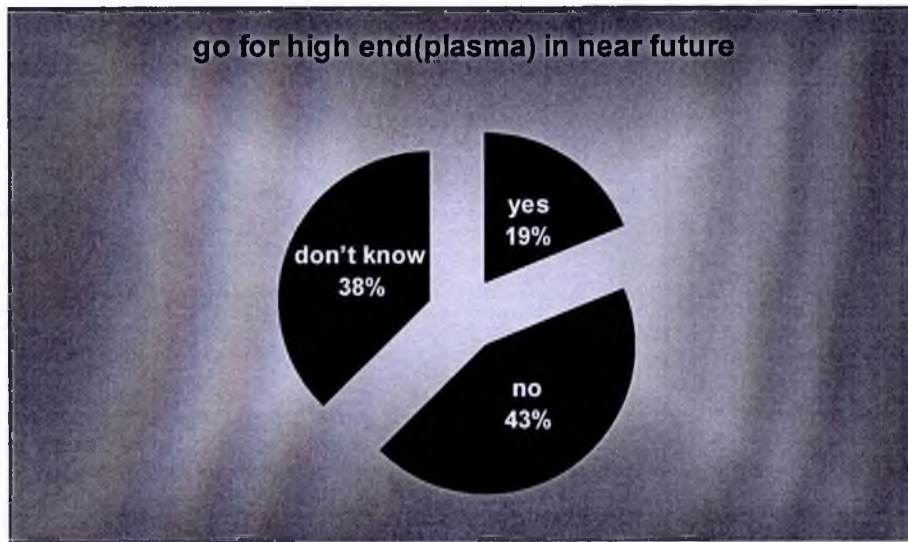
**Figure 19: Brand preference of the executives/purchase manager (for AC)**



**Figure 20: Upgrade the current product recently**



**Figure 21: Choose plasma TV in near future**



**3.9.1.2 Analysis from the result & discussion:**

⇒ Panasonic is undoubtedly the cutting larger piece from the market than any other competitors in the TV market. There is a reason of highly appraised by those who used Panasonic and suggest them to others. So here Panasonic earns a strong referral advantage and price is reasonably low.

- ⇒ In the TV market 21 inch is most popular because of its low price, high satisfaction and low risk factor. High end TV has not yet been very popular among the business entities. The high cost also attaches high risk with the purchase. The interviews during the questionnaire present the proof that some of the business organizations are actually waiting and watch others buy the product. They are more risk averse people who will wait to see the impact of High End TV in the market and among their customers. They will go for an actual purchase if they find it really lucrative decision.
- ⇒ The market of AC is very fierce. The impact of Chinese brands is very hefty in the current situation. Cost cutting is one objective of all business organizations. For low cost factor Chinese brands are often taking business away from Transcom.
- ⇒ For offices (open spaces) split and cassette type is most popular. For closed office there is huge demand for 1 to 2.5 tons of split ACs.
- ⇒ When comes to the matter of lights TEL has something to be happy about. Philips is undeniably the market leader and it has a very strong brand image among the customers. But TEL should be cautious about the competitors. Brands like OSRAM and Energy Pac has become really famous and in a very short span of time.
- ⇒ People don't usually change products like TV, AC in business organizations. It's because of the high cost involvement factor in the matter. For TV the average is 5-6 years and for AC its' 5 years. So, them who have purchased large amount of TV/AC are not likely to buy any of those within 3-5 years.
- ⇒ The buying behavior of Institutions is associated with some characteristics of the product. For TV longevity, picture quality, after sales service and brand reputation is most important. For AC its cooling ability & electricity consumption, longevity, and after sales is most important.. For both of the products longevity is important because of the same reason. For lights safety and longevity is most important. Its understandable that bulk amount of purchase deserves some extra security for buyers. That's why they ask for special after sales treatment, like 24 hours servicing. And that is also why for every purchase they look for more long lasting products.

- ⇒ A significant numbers of respondents have agreed the purchasing expenditure has increased. It shows that they have done some business expansion activity. if 50% of the respondents have expanded their business, it also indicates the other un served firms has also increased their expenditure on electronic product due to business expansion to keep up in the competition.
- ⇒ For future buying behavior most purchase managers has shown loyalty to SONY for TV. PANASONIC & PHILIPS is also in their list. For AC Natioal, Gree, General and Samsung has beaten Whirlpool by far.
- ⇒ Every one surveyed/interviewed is quite happy with the current product. It means they might stay with the old brand if the competitors do not offer any thing strong.
- ⇒ For high end TV large numbers of managers are confused and decent number of managers will not purchase recently (within 1 year). Its because they are not well attended with the product trend, feature, advantages etc.

### **3.9.2 Result for the questionnaire of “TRADE PROMOTION”**

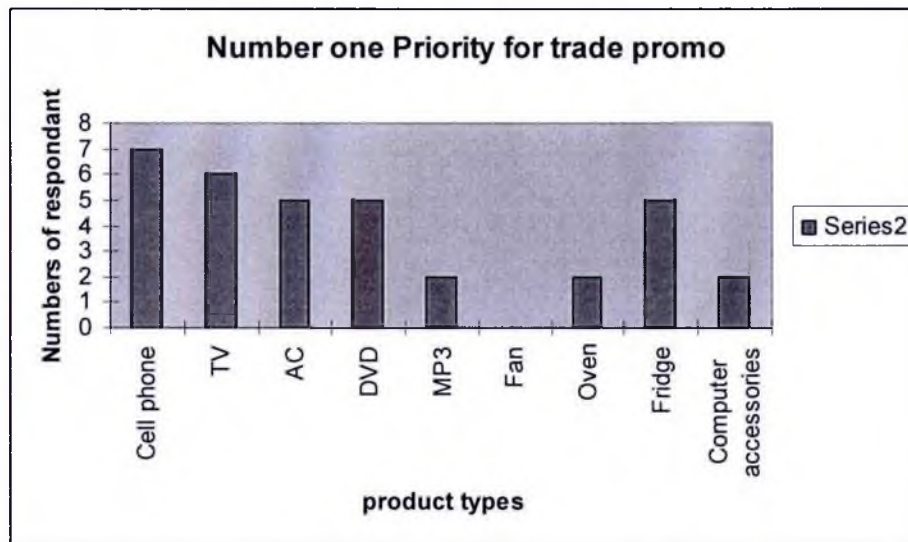
The trade promo is divided into two basic practices.

- ⇒ Consumer Promotion: The purchasing firms buy the electronic products for their consumers. They can distribute them in different manners like- scratch card gift, raffle draw, SMS contest, quiz contest etc.
- ⇒ Dealer Promotion: the purchasing firm buys the product for their dealers. Like British American Tobacco might buy AC to gift their loyal dealer.

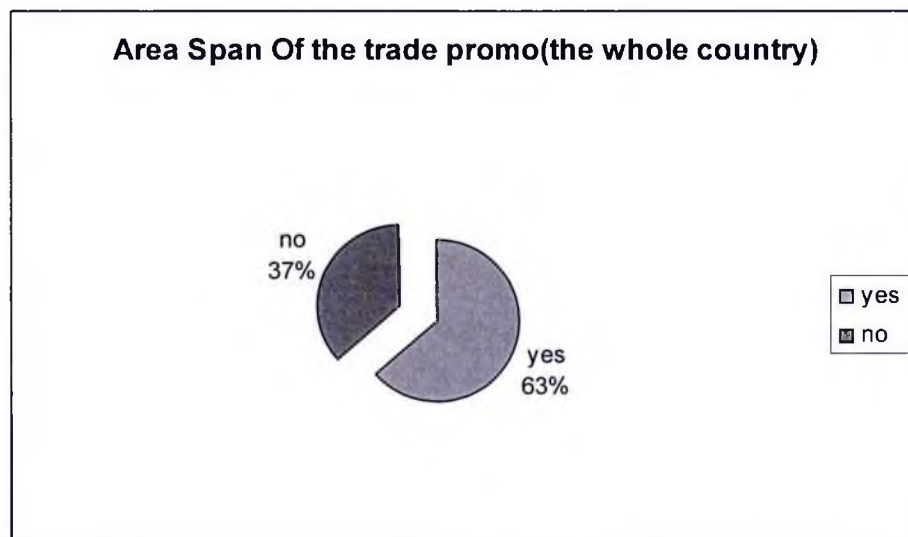
Here is the table for the number of firms surveyed under the consideration of Trade Promo

Name of the industries	Numbers of firm studied
Property development	9
FMCG	9
Others (telecom, media, electronics etc)	12

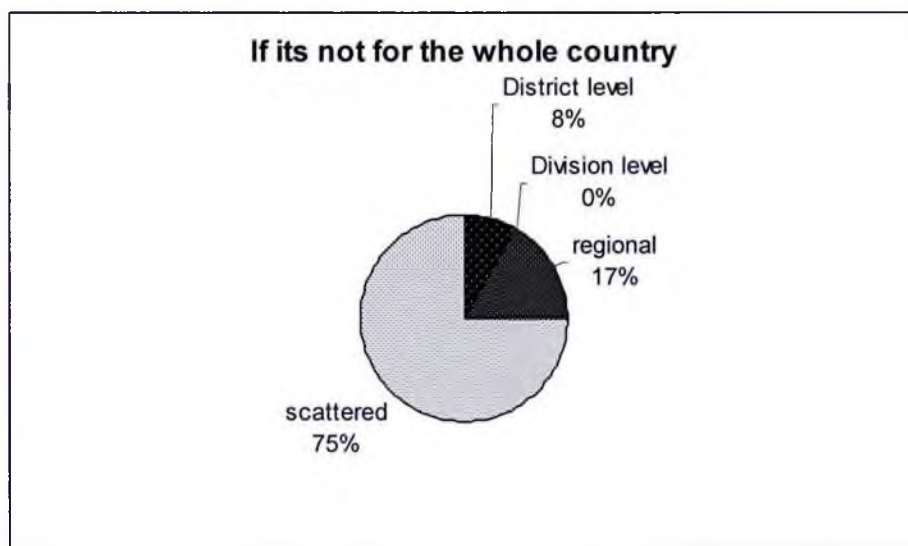
**Figure 22: type of product that gets most priority for trade promo among the clients**



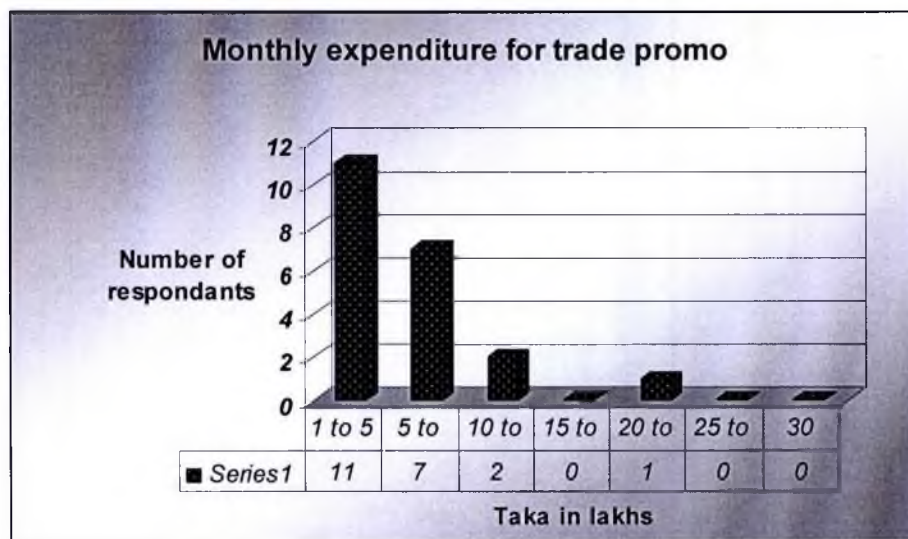
**Figure 23: percentage of firms whose trade promo is expanded over the whole country**



**Figure 24: Percentage of geographically scattered trade promotion among the firms**

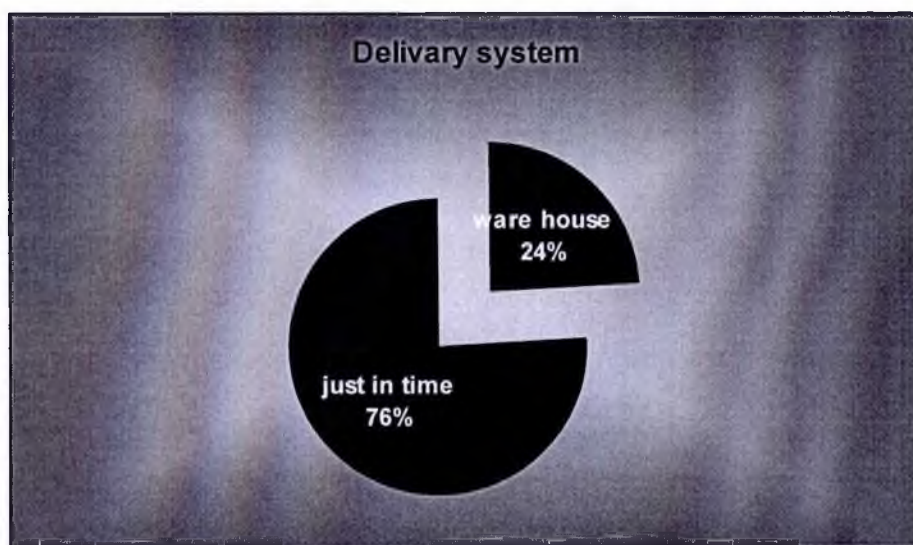


**Figure 25: Average expenditure of most firms on trade promo (monthly)**

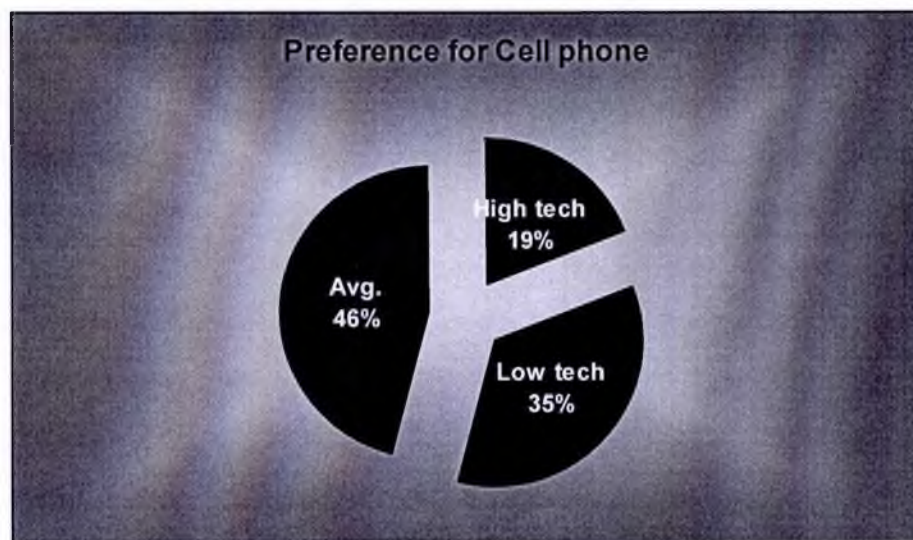




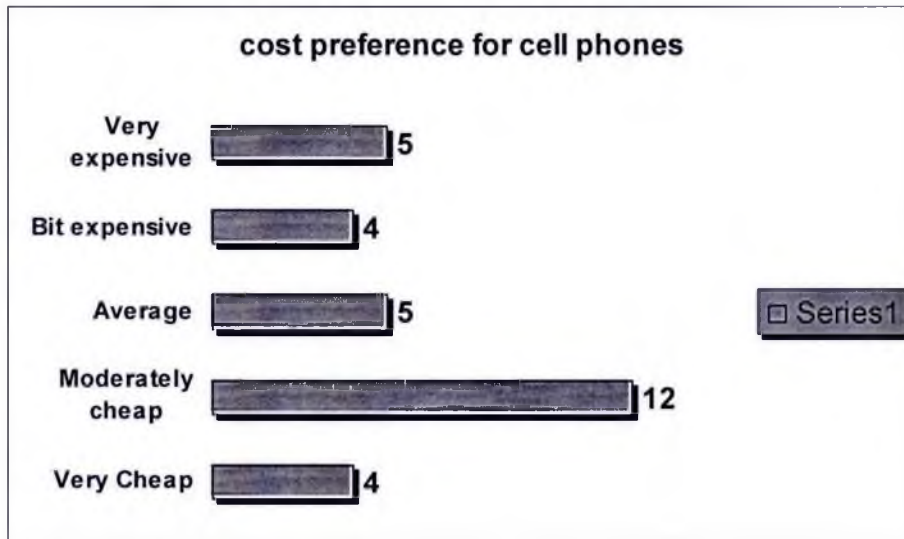
**Figure 26: dealing style/ delivery system**



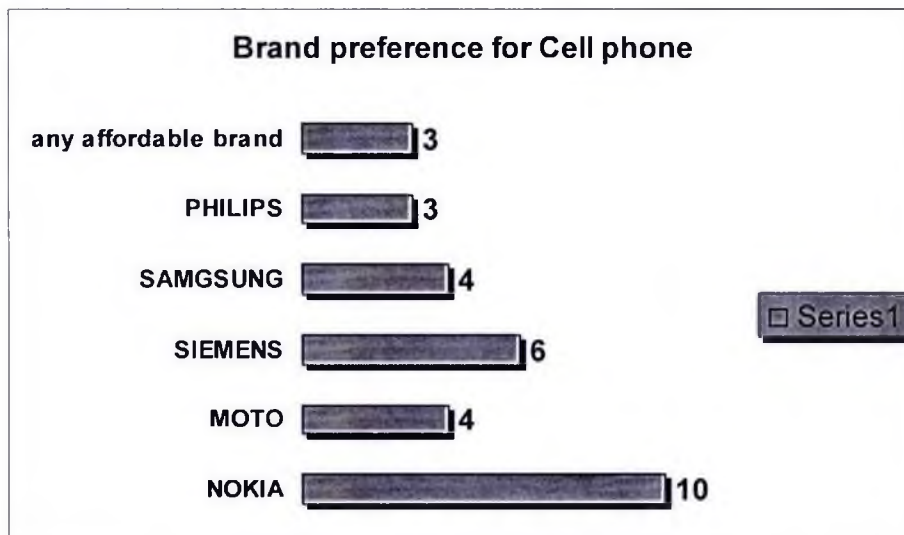
**Figure 27: preference for cell phone (type)**



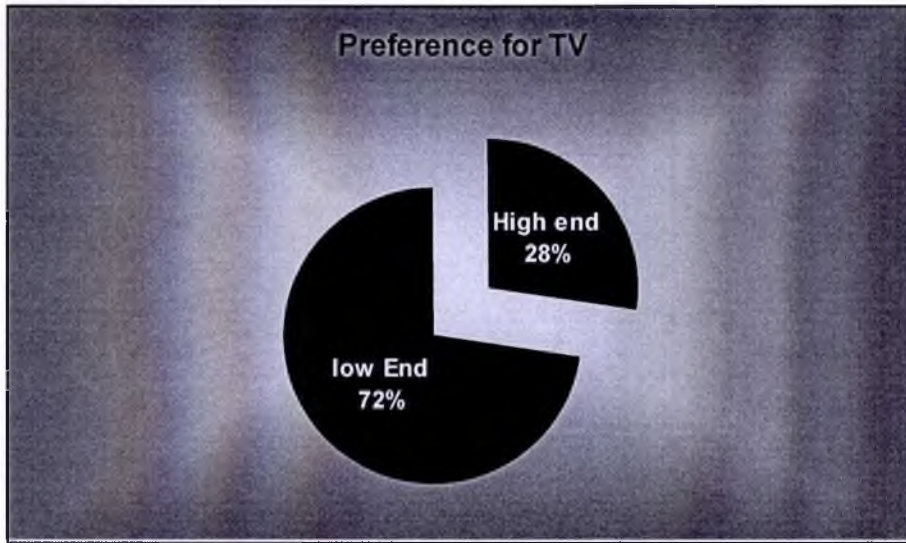
**Figure 28: Expense/quality preference for Cell phone**



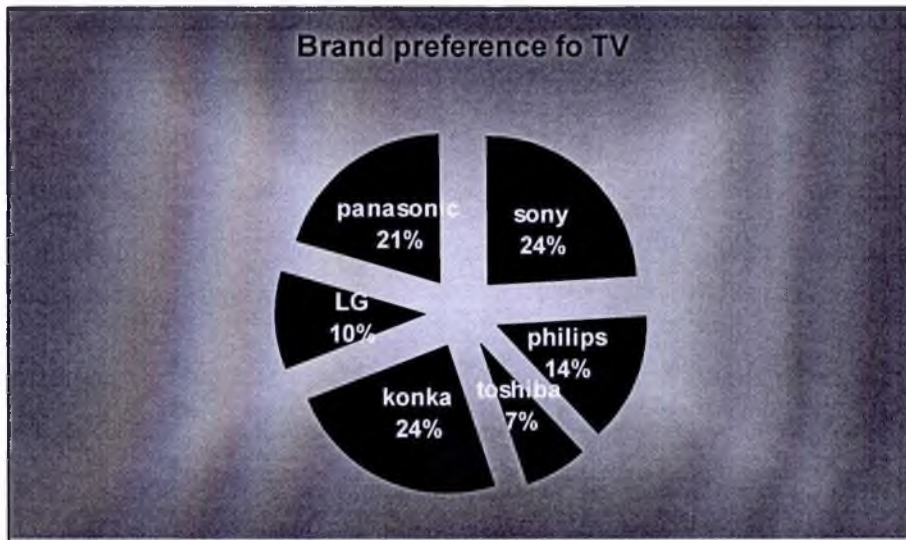
**Figure 29: Brand Preference for cell phone**



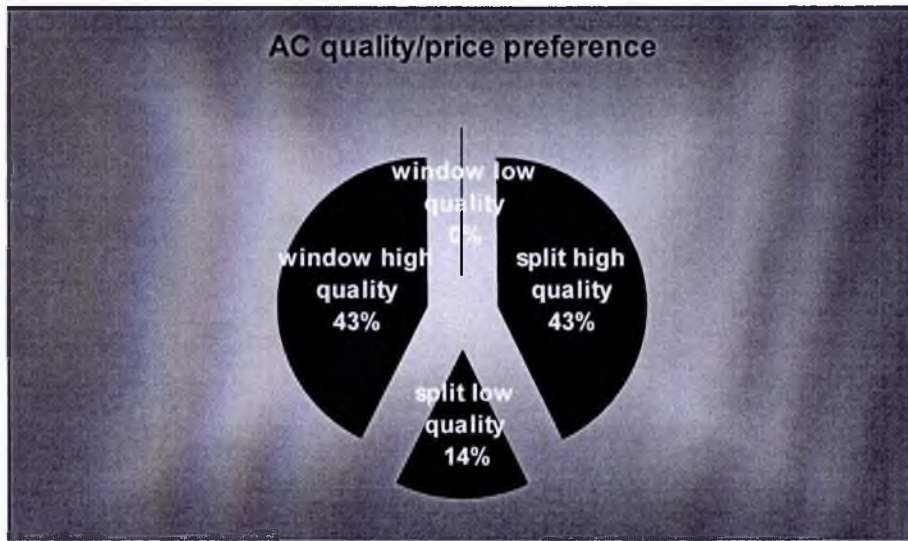
**Figure 30: type preference for TV**



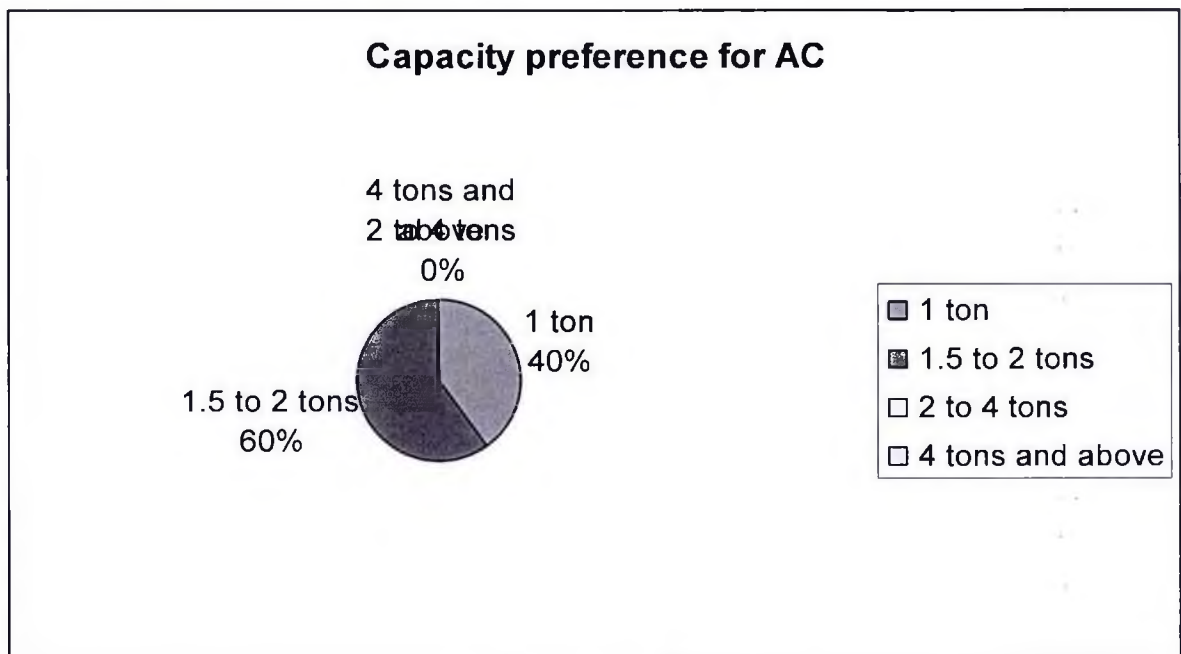
**Figure 31: Brand preference for TV**



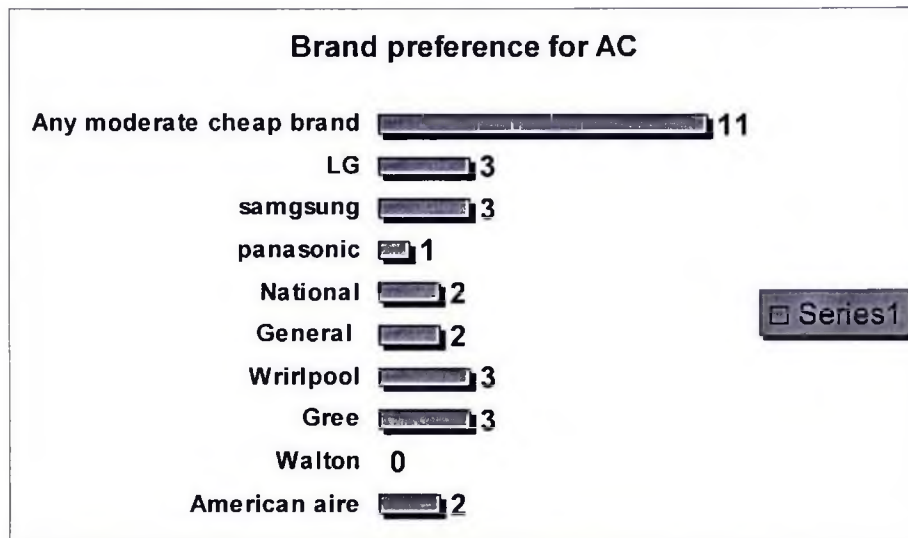
**Figure 31: quality/ price preference for AC**



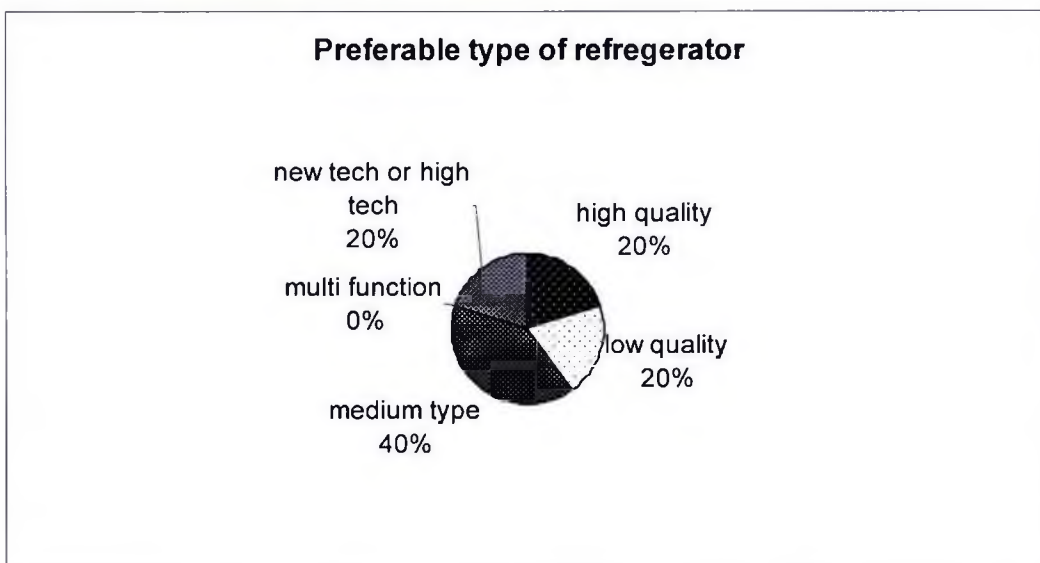
**Figure 32: Capacity preference for AC**



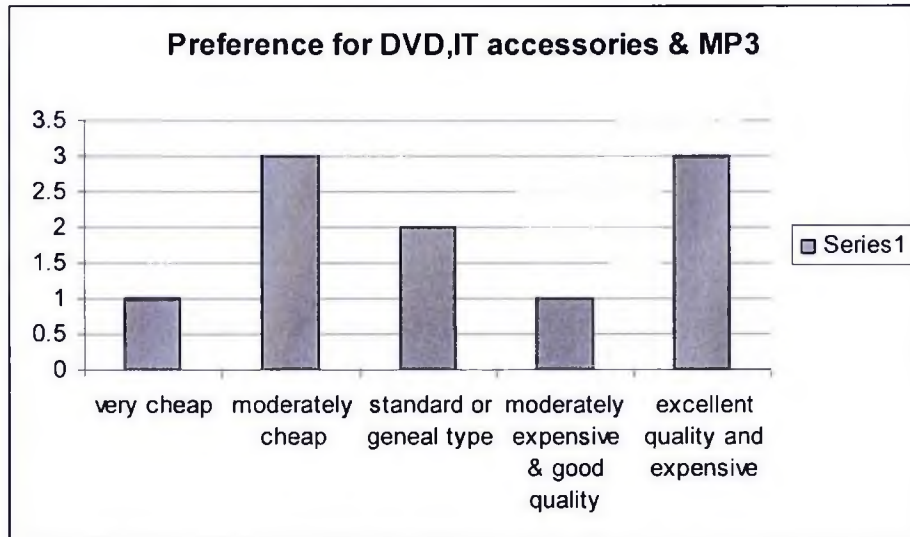
**Figure 33: brand preference for AC**



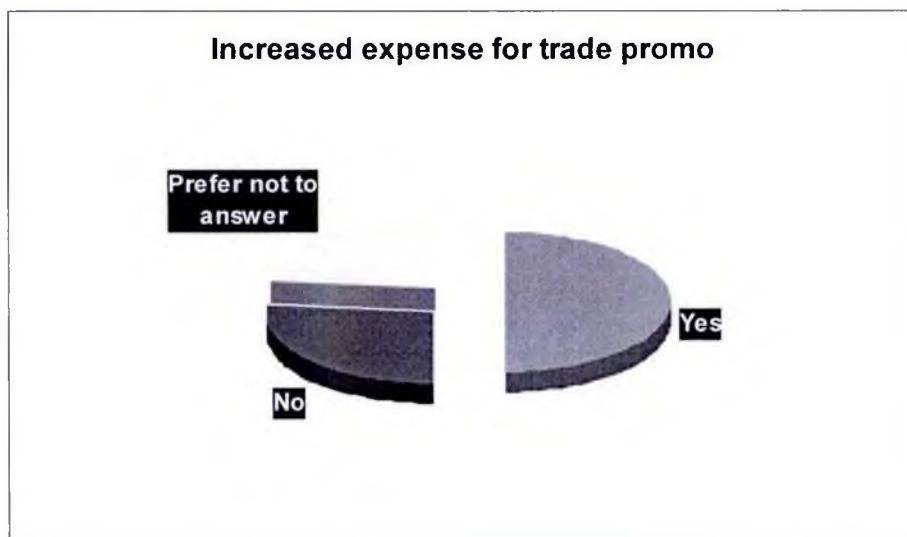
**Figure 34: preferable type of refrigerator**



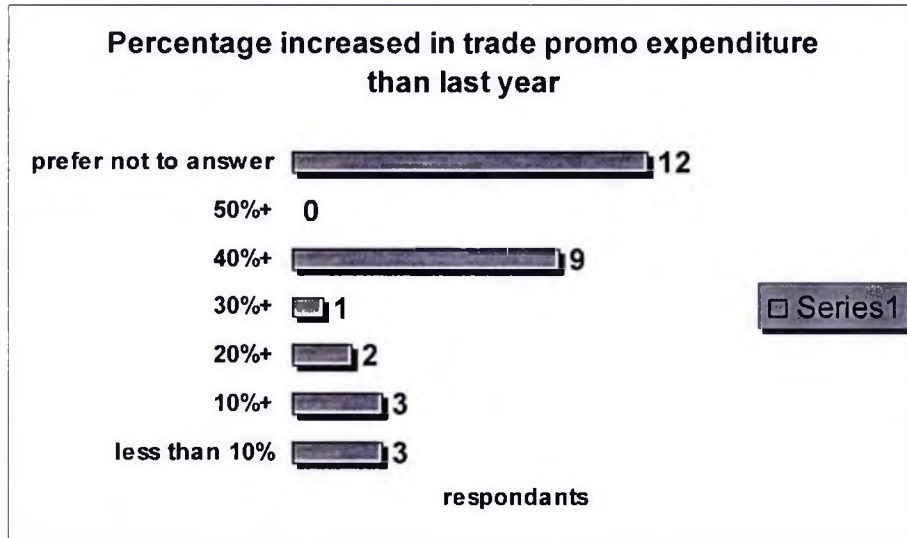
**Figure 35: quality/ price preference for DVD, MP3 & IT accessories**



**Figure 36: Percentage of firms increased budget on trade promo**



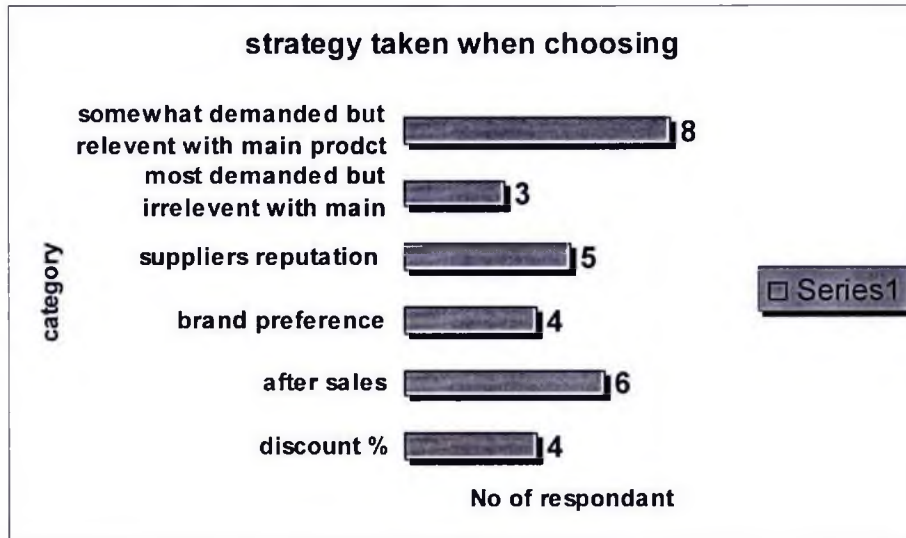
**Figure 37: percentage increase of the budget on trade promo**



**Figure 38: Last years expense on trade promo**



**Figure 39: the most practiced strategy in trade promo market**



**3.9.2.1 Analysis from the result & discussion**

- ⇒ From the interview it's understood that, consumer promotion and for dealer promotion both cell phone, TV, Fridge is most popular. AC is especially popular for dealer promotions.
- ⇒ Those who offer for trade promo is mostly for whole country. If not then its scattered. But if it is for the whole country they deal with more than 1.5 crore of the population in average. That is a huge market to be satisfied.
- ⇒ Most of the companies spend up to 5-lakh taka in average per month. This in turn cost them more than 50 lakhs a year. Some of the companies (like Bashundhara properties) spend more than 2 crore a year.
- ⇒ Most of them do this business on a just in time basis. That is they don't warehouse the trade promo products on their own but receives it through work order in a short period of time. So it's very crucial for Transcom to keep up with the current demand and keep their inventory ready for any short notice.
- ⇒ For cell phones moderately cheap, low-tech phone is most popular. Its because of the cost saving behavior of the business firms. But some of the firms (like- some firms in the media industry and telecom industry) like to offer their customers expensive & high tech phone. They want to build some



sort of good image among their customers. It's important to find which client look for prestige and who looks for cost efficiency. No matter what they want according to the characteristics, but most of the managers prefer NOKIA.

- ⇒ Low end TV is most famous in this industry. It's because of the same cost efficiency factor. For AC its surprisingly has to be good quality product. Its maybe they want to keep their dealers happy about them. 1-1.5 tons AC is mostly demanded.
- ⇒ When it comes down to refrigerator, there is some decent demand for high tech high quality product. But most of them want to go for average type less complex and high compressor warranted product
- ⇒ For IT, MP3 and DVD there is an equal demand for high quality-expensive and low quality-inexpensive products. This depends on the ability of the firm and as well as the firm's philosophy toward their customer. Those who are less capable also offer trade promo with less expensive product to keep up with the competition.
- ⇒ Most firms have spent 30-40 lakhs of taka on trade promo sector. And average firm's expenditure has increased up to 40%. This is the cause of fierce competition going on all around the economy. The more competition they face the more need for electronic goods in the market exist.
- ⇒ About the strategy for choosing trade promo most of the firms is determined to choose the most demanded or popular product.(i.e. apple iPOD). And the seasonal need is also a factor here. Like during Eid the demand for refrigerator increases.

### **3.10 CHAPTER 3**

#### **3.10.1 THE ELECTRONICS MARKET & TRANSCOM ELECTRONICS LIMITED**

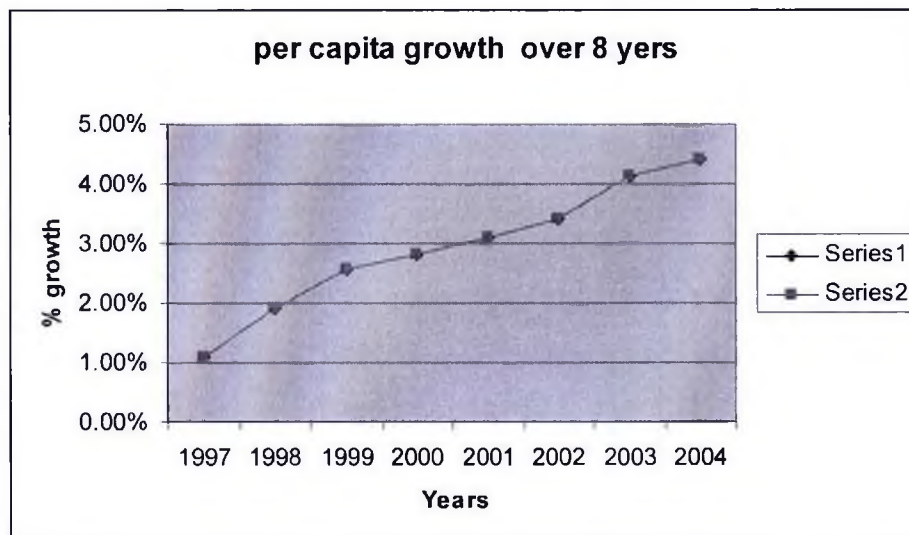
The electronics market in Bangladesh is an ever rising industry. The appropriate market size has never been determined as its ever changing. The whole market can be separated into several parts like:

- Semiconductor market
- Electronic appliances market
- Raw materials and spare parts market
- IT market

#### **3.10.2 The Market Size**

These again parted into two basic parts. The industrial market (that also counts the B2B and factory facilities), and households market. The income generation of Bangladesh over the year is rising. Currently, according to, world banks' "publication of statistical facts- Bangladesh 2005" states that the FDI and increased investment in the fast growing sector has reduced the rate of unemployment drastically over the years.

**Figure 41: Per capita growth of Bangladesh**



(World Bank publication of statistical facts-2005)

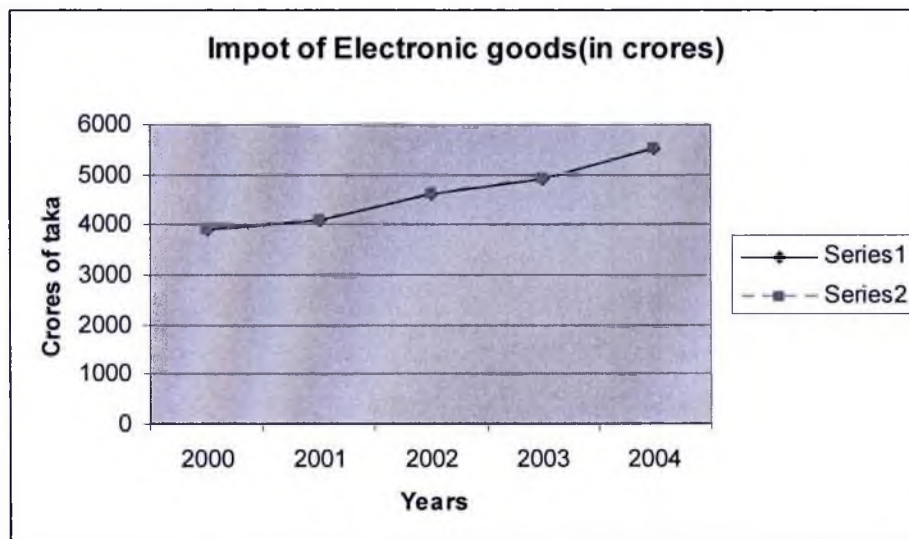
Per capita Growth over the Years

1997	1998	1999	2000	2001	2002	2003	2004
1.10%	1.92%	2.55%	2.80%	3.10%	3.40%	4.11%	4.41%

So it is clear that the per capita income is also rising.

This is an evident that the increased earning population has also an impact on the buying behavior. A middle and upper middle class has emerged and reached to a certain profitable level that it is attractive for the importers. Bangladesh Bank who is the governing bank of Bangladesh had the records of imports over the years. The import of electronic appliances has increased over the years and with the increment of total income generating population.

**Figure 40: import trend of electronics items (2000-2004)**



Import of Electronic Goods(Crores)

2000	2001	2002	2003	<b>2004</b>
3900	4100	4600	4900	<b>5500</b>

The amount imported of electronic goods also indicates the demand for this industry. It has steadily maintained average of 6% growth over the years and the evident of

statistical indicators show that it has the promise to grow up to **10,000** crores tk by the next decade. This is here our total probable market size for the electronics market. The electronics market might include all types of products and many of them are not the concern of TEL. the figure 5500 crore in 2004 also counts the types of products Transcom is dealing with. The certain percentage for TEL type product requires deeper study on the subject.

### **3.10.3 TEL's Operation over the Industries**

An industry analysis was done to find out the current situation of TEL's operation over the existing attractive industries. The process of analysis was as follows:

1. The whole economy was divided into 24 most attractive and profitable separate industries.
2. By using the rule of thumb theory firms were taken judging its market share, market performance, reputation, growth potential etc.
3. Each sales person's client base was thoroughly examined to make out the current client database.
4. the database contained "current client", "work in progress", and "discontinued business"
5. This database was compared with the whole industry's firm list.

Here is the percentage of the industries TEL is serving. The percentage has been found by dividing the numbers of organizations serving by the numbers of firms in that particular industry. The list of firms in any particular industry was done by the "rule of thumb" theory. That is the most growing and most potentially profitable firms are taken thinking from the point of view of TEL.

#### **Financial Institution:**

Total numbers of firms in the industry: 118

Currently serving: 12

Quotation/Work in process: 15

Business for short period: 10

Total number served by TEL: 37  
% Of currently serving by TEL: 10%

Health care/ hospitals:

Total numbers of firms in the industry: 42  
Currently serving: 3  
Quotation/Work in process: 5  
Business for short period: 5  
Total number served by TEL: 13  
% Of currently serving by TEL: 7 %

Pharmaceuticals:

Total numbers of firms in the industry: 44  
Currently serving: 10  
Quotation/Work in process: 7  
Business for short period: 6  
Total number served by TEL: 23  
% Of currently serving by TEL: 22%

FMCG:

Total numbers of firms in the industry: 58  
Currently serving: 9  
Quotation/Work in process: 7  
Business for short period: 3  
Total number served by TEL: 19  
% Of currently serving by TEL: 15%

Telecommunication:

Total numbers of firms in the industry: 17  
Currently serving: 2  
Quotation/Work in process: 0  
Business for short period: 6  
Total number served by TEL: 8  
% Of currently serving by TEL: 11%

Real estate/development

Total numbers of firms in the industry: 80

Currently serving: 11

Quotation/Work in process: 5

Business for short period: 6

Total number served by TEL: 22

% Of currently serving by TEL: 13%

Entertainment industry

Total numbers of firms in the industry: 27

Currently serving: 3

Quotation/Work in process: 0

Business for short period: 0

Total number served by TEL: 3

% Of currently serving by TEL: 11%

Hotels/resorts

Total numbers of firms in the industry: 56

Currently serving: 5

Quotation/Work in process: 4

Business for short period: 7

Total number served by TEL: 16

% Of currently serving by TEL: 8%

Education Institution

Total numbers of firms in the industry: 41

Currently serving: 6

Quotation/Work in process: 8

Business for short period: 11

Total number served by TEL: 25

% Of currently serving by TEL: 14%

Cement Industry:

Total numbers of firms in the industry: 23

Currently serving: 6

Quotation/Work in process: 3

Business for short period: 2

Total number served by TEL: 11

% Of currently serving by TEL: 26%

Media/ Ad Industry:

Total numbers of firms in the industry: 42

Currently serving: 6

Quotation/Work in process: 1

Business for short period: 5

Total number served by TEL: 12

% Of currently serving by TEL: 14%

Engineering Consultancies:

Total numbers of firms in the industry: 25

Currently serving: 2

Quotation/Work in process: 2

Business for short period: 6

Total number served by TEL: 10

% Of currently serving by TEL: 8%

Power/Energy:

Total numbers of firms in the industry: 39

Currently serving: 11

Quotation/Work in process: 11

Business for short period: 0

Total number served by TEL: 22

% Of currently serving by TEL: 28%

Paints Industry:

Total numbers of firms in the industry: 21

Currently serving: 2

Quotation/Work in process: 0

Business for short period: 1

Total number served by TEL: 3

% Of currently serving by TEL: 9.5 %

Garments/ Composite Industry:

Total numbers of firms in the industry: 197

Currently serving: 18

Quotation/Work in process: 19

Business for short period: 20

Total number served by TEL: 57

% Of currently serving by TEL: 9%

Ceramic:

Total numbers of firms in the industry: 12

Currently serving: 1

Quotation/Work in process: 1

Business for short period: 0

Total number served by TEL: 2

% Of currently serving by TEL: 8%

IT:

Total numbers of firms in the industry: 49

Currently serving: 4

Quotation/Work in process: 1

Business for short period: 16

Total number served by TEL: 21

% Of currently serving by TEL: 8%



Tobacco:

Total numbers of firms in the industry: 13

Currently serving: 1

Quotation/Work in process: 0

Business for short period: 1

Total number served by TEL: 2

% Of currently serving by TEL: 7%

Beverage:

Total numbers of firms in the industry: 32

Currently serving: 3

Quotation/Work in process:0

Business for short period: 2

Total number served by TEL: 5

% Of currently serving by TEL: 9%

Agro based:

Total numbers of firms in the industry: 146

Currently serving: 18

Quotation/Work in process: 6

Business for short period: 4

Total number served by TEL: 28

% Of currently serving by TEL: 12%

Steel and Glass industry:

Total numbers of firms in the industry: 31

Currently serving: 0

Quotation/Work in process: 1

Business for short period: 0

Total number served by TEL: 1

% Of currently serving by TEL:0%

Semi-govt and Govt.:

Total numbers of firms in the industry: 148

Currently serving: 29

Quotation/Work in process: 17

Business for short period: 9

Total number served by TEL: 55

% Of currently serving by TEL: 19 %

NGO/Development agencies:

Total numbers of firms in the industry: 91

Currently serving: 4

Quotation/Work in process: 10

Business for short period: 5

Total number served by TEL: 19

% Of currently serving by TEL: 4%

Group of industries:

Total numbers of firms in the industry: 156

Currently serving: 23

Quotation/Work in process: 13

Business for short period: 24

Total number served by TEL: 60

% Of currently serving by TEL: 14%

In total we have listed **1508** firms from all over the industries. And among those **189** firms are currently served by TEL. The numbers of firms, which are already given quotation by TEL, are 136 firms. And the businesses for short period were done with 149 firms.

So, the overall picture of TEL serving the industry would be like this:

- **Percentage of work in process/quotation: 9%**
- **Percentage of businesses for short period: 10%**
- **Percentage of currently serving firms: 12%**

**PART 4**  
**RECOMMENDATION &**  
**CONCLUSION**

## 4.0 Recommendations

### 4.1 Recommendation from the result of the questionnaire of “Office Purpose Purchase”:

Here are the recommendations for the questionnaire of “Office Purpose Purchase”

- ✓ A through study should be done on the success story on Panasonic TV. The reasons should be analyzed to find out the strength of **Panasonic** and find out the weaknesses of Philips.
- ✓ **21** inches are the most popular size of TV in the market. It is advisable that TEL should keep a good stock of 21 inches all the time.
- ✓ In the market of non-brand/ Chinese TV, Changhong will not have any hope if they are kept a low profile. It is strongly recommended that Changhong should be promoted to the target group as an “Affordable TV with excellent performance”. There should be extensive ad campaign dedicated only for CHANHONG.
- ✓ The recommendation for CHANGHONG is same for TEL’s AC Transtec. Transtec is a slow mover in the market and the mass population should immediately be informed about it. If it could put positive impact on the large population it will have its ultimate on the corporate sector too. Road banner, billboards, web site advertisement could do the trick.
- ✓ About Philips lights, the company should pay constant attention. Transcom has to realize that this particular is cash cow for them and they should try to do any thing required to retain the market share.
- ✓ TEL’s executives should constantly run an industry all-round the year to find out more new clients and to evaluate themselves with the current ratio of operation percentage. Its necessary because after a large buy most customers become inactive for a specific span of time. With keeping good relationship with them they also should seek new customer base in new unserved industries. The industry analysis will also help them to find out the clients who are planning for or already started the process of expansion.
- ✓ Since its an evident that for every type of product (be it AC, TV, Fridge, Lights) the 3 criteria are most important to the clients (longevity, after sales

service and quality), the ad campaigns and promotions taken by TEL should emphasize on these factors. The employees should be given extensive training on the product presentation regarding these factors and on Client Relationship Management (CRM).

- ✓ For high end TV there are numbers of recommendations. **One**, it should be promoted as a business necessity. It should be promoted in such a way that clients will find it a prestige product which is also necessary for being competitive now a days. **Two**, the appropriate client list should be made for Plasma TV. Every firm is not capable of buying those. Those customers should be attended personally and there should be a brief, professional presentation ready for the product. Follow up calls/meet up is really important after the first meeting. **Three**, to some extent product demonstration in a public place can help to get the customers attention.

#### **4.2 Here are the recommendations for the questionnaire “Trade Promotion Purchase”**

- ✓ It's found out in the process of survey that cell phone is one of the most popular products for trade promo. This is high time for Transcom to nourish its' Philips brand mobile set.
- ✓ Whirlpool refrigerator already has earned a known entity in the market because of the Indian ads shown in the cable channels. Institution Business Department should take initiative to introduce other unknown products of Philips&whirlpool and develop them as a strong product for Trade promotion. This could be done through the help of marketing campaign. If the products are targeted toward the mass population and created a demand in the general crowd, the corporate demand for the same product will be derived from the same population demand. If the organizations realize there is a want for the particular product from whirlpool or Philips, they will prefer the product for their consumer /dealer promotion.
- ✓ High end TV should be promoted as a “Most cherished desire by your customers”. Thus it would be able to attract it self for the trade promo.
- ✓ TEL could develop a channel network with their existing clients. Those who have taken their product already will refer others to take TELs' product. Thus the customers would become the temporary agent for TEL. In return, if the

client is able to bring an actual business, the firm will be awarded a certain amount price discount in their next deal with TEL. If they are able to bring several good deals for Transcom, they will become premium client and will be treated specially other than the regular customer (i.e.- life long servicing, gifts etc).

### **4.3 Conclusion**

The research has tried to concentrate on the basic of electronics market, the market size and potentiality. Coming in this far, I hope this is clearly visible that there is a thousand crore taka market is waiting out there. But it shall not come in cheap. TEL will have to fight for it and concentrate more on the long term profitability. There is also a concern of newly emerged cheap Asian brand who are proved to be very strong competitor. TEL Institution Business Department has to develop wise, brand image oriented strategies to tackle them.

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## **Appendices**

The questionnaires.

1. Basic purpose of use?

- Trade promo
- Office use
- Both
- Customer promo

2. For trade promo what are the types of products? ()

- Cell phone
- TV
- DVD
- MP3
- Fan
- Oven
- Fridge
- IT .....
- DAP.....

3. Do you cover the total distribution area you cover through out the country?

- Yes
- No

4. roughly how many customers fall in for the trade promo campaign?

- 1-5
- 5-10
- 10-15
- 15-20
- 20-25
- 25-30
- 30-35
- 35-40
- 40-45
- 45-50
- 50-55
- 55-60
- 60-70
- 70+

5. when you buy products for your trade promo how large the buy is at a time?

- less than 5
- less than 10
- less than 15

- less than 20
- higher than 20 less than 25
- higher than 25 less than 30
- higher than 30 less than 35
- higher than 35 less than 40
- higher than 40 less than 45
- 50+

6. For cell phone what do you prefer?

- High tech (cell phones with camera, Bluetooth, internet searching options and MP3 included )
- Low tech (non of the above options available)
- Medium (any one of the above options included)

7. in terms of price and quality what is your choice for cell phones?

- Cheap
- Medium cheap
- Standard price
- Expensive
- Very expensive

8. for cell phone what are the most likely choices?

- NOKIA
- Siemens
- Samsung
- Philips
- MOTO
- Others.....

9. for TV what are your preferences?

- High end (LCD, Plasma and above 29 inches)
- Low end (14 inches to 21 inches)

10. What is the most likely choice?

- Competitive quality, low price, low after sales service
- Competitive quality, medium price, some after sales service
- Competitive quality, high price, very good after sales service
- High quality, high price, high after sales service
- all low

11. brand preference?

- sony
- Toshiba
- konka
- Philips
- LG
- Panasonic
- Samsung

12. for IT accessories?(laptop, printer, other computer hardwares)

- brand
- non brand
- clone

13. possible products for IT?

- laptop
- palmtop
- printer
- scanner
- Pendrive
- PC

14. for these sort of product what is the possible option?

- Competitive quality, low price, low after sales service
- Competitive quality, medium price, some after sales service
- Competitive quality, high price, very good after sales service
- High quality, high price, high after sales service
- All low

15. for fridge what is the possible option?

- Competitive quality, low price, low after sales service
- Competitive quality, medium price, some after sales service
- Competitive quality, high price, very good after sales service
- High quality, high price, high after sales service
- All low

16. do you have any brand preference?

- LG
- Whirlpool
- Singer
- Samsung

.....

17. For DVD/MP3 do you look for....

- Many features, low price, low quality
- Many features, known brand and quality and medium price
- Many features, well known brand and excellent quality, expensive
- Low features, low quality low price
- Low features, high quality, low price
- Low features, high quality, high price

18. for domestic appliances what is the possible products?

- Iron
- Oven
- Fan
- Blender
- Electric kettle
- Vacuum cleaner
- Hair drier
- Juicer
- Toaster
- Rice cooker
- Sandwich maker
- beauty and health products
- Others.....

19. Since your firm is growing (assuming), to what extent your trade promo is increasing? (Per annum)

- Less than 10%
- More than 10%
- More than 15%
- More than 20%
- More than 25%
- More than 30%
- More than 35%
- More than 40%
- More than 50%

20. last year for trade promo your tentative expense was?

- 5-10
- 10-15
- 15-20

- 20-25
- 25-30
- 30-35
- 35-40
- 40-45
- 45-50
- 50-60
- 60-70
- 70-80
- 80-90
- More than a crore
- More than 2 crore

21. what are basic concerns when you buy for your trade promo?(1 is most important and 7 is least)

- Percentage of discount [   ]
- After sales service [   ]
- Suppliers accountability [   ]
- Brand preference [   ]
- The most demanded product in the market, which could be irrerevent with the main product/ service [   ]
- Relevant product with the main product [   ]
- Best demanded product that matches needs/wants of the target market [   ]

22. discussion on the industry and size of the market and distribution channels

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