





Internship Report

On

Factors Influencing the Retail Marketing of Partex Furniture Limited

BUS-400

Submitted To:

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## Letter of Transmittal

Dr.Md. Fazley Elahi Chowdhury

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of internship report on “Factors influencing the retail marketing of Partex Furniture Limited ”

Dear Sir,

I, hereby, submit you working report on “Factors of retail market of Partex Furniture Limited” which has been prepared as a partial fulfillment of the requirements for the degree Bachelor of Business Administration. I tried to put in all my knowledge that was gathered through the period of my graduation in order to complete this report. However, all the internship and report completion period was a learning experience for me. The report might fail to notice any important condition. I hope that you would disregard my mistakes considering my limitation.

Hence, I would be wondering if you go through my report and give your assessment to my work considering my limitation.

Yours sincerely,

Momshadul Alam

Id- 09304074

## Acknowledgement

First of all, I would like to express my deep gratitude to ALLAH for fruitfully preparing this Internship Report.

It was a great pleasure to prepare this project paper on Partex Furniture Industries Limited. I would like to thank and convey my gratitude to honorable Supervisor Dr. Md. Fazley Elahi Chowdhury, Brac Business School, BRAC University, for letting me to prepare this report. I would also like to express my sincere appreciation for his support and guidance and comprehensive feedback.

I am also grateful to the management of Partex Furniture Limited for offering me the Internship Report. My special thanks to, Mr. Atul Prasad Sarker (Manager, sales), Mir Mozaffer Ali (Senior Officer), and many more.

Finally, I would like to thank all those people who have shared their views about my work, provided me with necessary information, criticized me, and congratulated me. This acknowledgment is not enough to tell them how profound the impact of their opinion is on this report, how indebted I am to them. I express my heartiest gratitude to all of them.

This report is not free from limitations. There might still be some minor mistakes such as typing errors despite my utmost care. I apologize for this.

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## Executive Summery

After getting the four years theoretical knowledge in BBA it is very interesting to match with the practical experience. And this Understanding practical implications and applications is the next step in the learning process after studying the theoretical concepts of a particular topic. This report is on a well-known business organization “Partex Furniture” which is one of the largest local Companies in Bangladesh. In writing this report I came to know about different facets of Retail business and creating the brand equity about the Brand “Partex”. In recent years, discussions on the growing economic importance of experience-based consumption have become a dominant theme in literature where consumer preferences are of concern. An increased focus on experiences is also evident in the retail sector of Partex as it has been suggested that it is important to create emotionally engaging experiences for in-store consumers. Several research articles concerned with “experiential retailing”, “entertaining experiences” “entertaining and shopping entertainment” have also been published in recent years. However, whereas the focus on experiences is widely spread, in practice as well as in theory, knowledge about how to induce the experiences referred to is rarer.

In our country, only a handful of organizations have proper concern about Retail market and most of them are multinational organizations. Among the few organizations, Partex is alleged to have one of the most outstanding and modern methods for Retail as a local brand.

I tried to know about the existing established policies, methods and actions of Partex specially their actions oriented to different marketing activities and approaches to establish themselves as a renowned brand locally and internationally.

## Introduction

### 1.1 Introduction

During the past century most Companies were small and knew their customer first hand. Managers picked up marketing information by being around people, observing them and asking questions. During this century, however, many factors have increase of the need for more and better information. As companies become nation or international in scope, they need more information or larger, more distant markets. As sellers use more complex marketing approaches and face and more competition, they need information of the effectiveness of their marketing tools. Managers need more up-to-date information to make timely decision.

In crying out marketing analysis, strategies, planning, implementation and control marketing managers need information at almost every turn They need information about customers, compactors and other forces in the market place. One marketing executive put it this way “To manage a business well is to manage future and to manage the future is to manage information” .Increasingly marketers are viewing information net just as input for making better decision. But also as an important strategic asset and marketing tools.

Since the real life business is always very complex and competitive, every business has to face the interns competition and those who can successfully operate within this critical situation can become and brand awareness is very important.

## 1.2 Objectives of the study

The objective of the internship program is to be familiarized me with the real market situation and compares it with bookish concept. The main objectives of this report are to have an assessment about the situation in addition the study seeks to achieve the following objectives:

- To find out the overall pictures of the company.
- To find out the influential factor of the company.
- To recommend action that may be necessary to redesign strategy of the company.

## 1.3 Purpose of the report

My corporate purpose is state that to succeed the problem and pattern statement of partex furniture .But the whole information about partex furniture as like what is working system and etc .are not clearly given on its website.

## 1.4 About the Company

Partex Furniture is leading manufacturing furniture, brought revolutionary changes in the furniture market in our country since its start 2000 and owned by Mr .**Aziz** Al Kaiser. First it had started in a small scale, but today partex furniture is fully equipped with latest technologies.

In 1928, the signature of the Red Line Agreement and the confirmation of the shareholding participations of the Turkish Petroleum Company (TPC) marked the consolidation of CalousteGulbenkian’s firm involvement in the oil industry in the region. TPC then changed its name to Iraq Petroleum Company.



A decade later, in June 1938, CalousteGulbenkian decided to incorporate his assets in the oil business in a Company that he created in Panama: Participations and Explorations Corporation. The name of the Group – PARTEX – originates from the name of this Company.

Since CalousteGulbenkian’s death, in 1955, the Middle East oil industry and, as a result, the Group’s holdings have changed significantly. These changes particularly affected the concessions held by the Iraq Petroleum Company which were nationalized in 1973.

As a result of the strategic decisions and business requirements of Partex, new companies have been created over the years. In March 1998, almost 60 years after the first company was created, a holding company was incorporated in Cayman Island – Partex Oil and Gas (Holdings) Corporation – owned 100% by the CalousteGulbenkian Foundation. It became the holder of the Gulbenkian participations in the oil and gas business and, directly or indirectly, the only shareholder of all the Group Companies.

## 1.5 Organization and Structure

The Partex Oil and Gas Group is organized basically by geographical areas and holds interests in concessions and joint ventures engaged in upstream activities related to the oil and gas industry, namely, exploration, development, production and sales.

The Group is structured in sub-holding companies, management units, concession companies and service companies that provide to the joint ventures and operating companies in which the Group participates all the necessary advice and financial, technical, management and human resources support that they require, in accordance with the strategy and guidelines defined by the Holding.

Partex Group is among the large Bangladesh private sector manufacturing and service based enterprises, owning and operating over twenty units giving value for money to all customers. The group started modestly in 1959 in tobacco trading and with prudent

entrepreneurship of our Founder Chairman Mr. M.A, Hashem today we have a stake in tobacco, food, water, soft drinks, steel container, edible oil, wooden board, furniture, cotton yarn and the IT sector. After Bangladesh was established our Chairman set up M/S Hashem Corporation (Pvt) Ltd, in Chittagong city meeting the large demand of food and materials needed for sustaining the needs of a new nation through imports. From importing to import substitution was the next logical step and the stepping stone into the manufacturing sector, which has matured to the multimillion dollar diverse investment of the Partex Group today. A dedicated work force and committed board members led by our Chairman and backed by a market oriented corporate strategy has been the cornerstone of our success. Today the group has over twenty family owned private limited companies with a sizable turnover. Ours is a dynamic organization always exploring new ideas and avenues to expand and grow further,

<p><b>Group Management</b> <b>Mr. M. A, Hashem</b> Chairman</p>
<p><b>Mr. Aziz Al-Kaiser</b> Vice Chairman</p>
<p><b>Mrs. Sultana Hashem</b> Director</p>
<p><b>Mr. Aziz Al-Mahmood</b> Director</p>

**Corporate Office:**

Santa Western Tower (13 th. Floor),  
186 Tejgaon, Dhaka, Bangladesh,

## 1.6 Product

### **The total number of existing products in the market today**

- House hold Furniture (Wooden)
- House hold Furniture (Laminated Board)
- Mini bar (Wooden)
- Computer Furniture
- Kitchen Cabinets
- Office Furniture
- Work Stations
- Chair
- Doors

### **Types of products:**

Partex Furniture is one of the standard is one of the standard quality furniture companies. For their quality products they are becoming more popular furniture company name in customer mind.

### **Office Furniture:**

- Conference Room Chair
- Conference table
- Visitor chair
- Executive chair
- Sr. Executive chair
- File cabinet(Metal and wooden)
- All kinds of table
- Working top
- Workstation
- Computer table

- Imported table
- Imported wooden floor

#### **Home Furniture:**

- Almeria
- Bed with bed side table
- Built in cabinet
- Dressing table
- Dining table(Metal and wooden)
- Dining chair(Metal and wooden)
- Kitchen Accessories
- Kitchen Cabinet
- Multipurpose display cabinet
- TV trolley
- Wall paneling
- Sofa sets

## **1.7 Mission and Vision**

To be the most consumer-focused, competitive, efficient, innovative and environmentally responsible and quality concerned leading market oriented furniture manufacturer, sales and distributor of Bangladesh.

We are the leading furniture solution provider in Bangladesh achieving our business vision through growth in market reach, increasing operation size, international distribution, total service and consistent branding activities by the being most customers focused & Innovative, cost effective & efficient, environmentally responsible & quality concerned company in the business.

## Job Description

### 2.1 Working Experience

Partex furniture Limited is one of the leading furniture companies in Bangladesh. Partex Furniture Limited has the factory at Narayanganj and Corporate head office at Tejgaon, Dhaka. I was more than excited at the opportunity to join their internship program. Being able to work in this Organization I find myself lucky. I worked at the retail at Baridhara, Dhaka. The working environment of Partex Furniture Limited was really nice. The experience that I collect in three months that is very effective for me. I do my internship under Mr. Atul Prasad Sarker(Manager,Sales) Partex Furniture Limited.

### 2.2 Responsibilities

During my internship I worked in Retail department. That is a great opportunity for me. At first I worked with Senior officer for 2 months and then with Assistant Officer for 1 month. It was a great experience for me to work in this department. In that time my Responsibilities was:-

- Help Senior officer for doing task.
- Scan signature card and photograph.
- Fill up different important form.
- Had to rearrange all the retail files.
- Printing, typing and photocopying documents.

## 2.3 Critical observation and Recommendation

A good chain of command is always followed. Work load of finance department was more than compared to the number of working employees.

- There has not any chance of job rotation.
- To motivate employees it is much needed.
- To increase the rate of Work they need faster computer with user friendly operating system.

## Project Description

### 3.1 Origin of the Report

Internship Program brings a student closer to the real life situation and thereby helps to launch a career with some prior experience. It is also a part of our education. In our university we learn only theoretical knowledge but to collect practical knowledge we have to do intern. One of the main objectives of the BBA program is to create skilled professional for various sectors. This program is designed to meet the needs of each student who want to develop their career as executives in the field of different business areas as well as teaching and research positions in different institutions. BRAC University offered an opportunity to do intern. For the competition of this internship program, the author of the study was placed in “Partex Furniture Limited”. My paper topic is Factors of a retail market of Partex Furniture Limited. My internship was at the retail office, Partex Furniture Limited, Dhaka. During my internship, I had to prepare a report under the supervision of Dr. Md. Fazley Elahi Chowdhury (Assistant Professor), BRAC University.

## 3.2 Methodology

For preparing this paper, I used both Secondary and Primary data.

### **Collection of Primary Data:**

- Many of the data and information were collected from my practical experience
- Queries from the executives while doing my internship at Partex Furniture Limited
- Collect data by overview the organization and interviewing staffs

### **Collection of Secondary Data:**

- Brochures, Manuals and Publication of the Organization.
- Internet and websites.

## 3.3 Limitations of the study

- Data are not available in a systematic way.
- The duration of the internship is only 3 months (12 weeks) is not enough for the study
- The authorities were unwilling to provide data because of confidentiality of the organization.

## 3.4 Sampling Plan

### **Population:**

Customer of the Partex Furniture Industries Ltd who have used their product.

### **Sample element:**

The sample element is the individual customer/clients of Partex Furniture Industries Ltd.

**Sampling procedure:**

Non-probability convenience sampling procedure has been used in the survey.

**Sample size:**

The total sample size 20 respondent was taken and the study is based on the findings from this sample size.

**Data analysis and reporting:**

Data analysis has been done by using different types of computer application programs such as MS Excel, MS word.



## Experiential Retail

### 4.1 The nature of the retail experience

While researchers have studied the retail experience at the level of individual components, the practitioners and academics that developed the concept designed it to function as a holistic mechanism. For example, Pine and Gilmore (1999) identified that retail experiences consist of holistic realms (aesthetic, entertainment, education, escapist), which allow flow between the various static and dynamic elements within the experiential environment. It is the flow between static and dynamic elements that helps the consumer to become immersed and engaged within the retail event for these reason experiential elements do not work in isolation; they function as a holistic mechanism driving the customer's retail experience. Each of these elements will now be discussed.

Static design elements are the cold, hard, tangible features of the store that facilitate the functional characteristics of the product(s), and the sensual and psychological benefits that emanate from the store's hard design features. These benefits include sensory pleasures such as sights and sounds, and feelings of status, privacy and security. Schmitt (2003) describes static elements as aesthetic qualities that include:

1. The physical goods (its functional attributes)
2. The look and feel of the store, which includes the logos and signage, packaging, brochures and advertising that help to establish the store's identity and brand experience.
3. The experiential theme/message. In addition, static design elements are represented by the atmospheric/ambient conditions of the store (visual, aural, olfactory and tactile cues), which can be used to increase a consumer's rate of consumption, and influence customer product evaluations and purchase behavior.

## 4.2 Insight of Partex

At Partex the brand essence resonates in every function performed, and the emphasis on reliability, creativity and perfection is visible. As a consequence of keeping this promise alive, Partex can proudly claim a 70% share of the branded furniture market in the country.

Some of the new concepts that have been implemented in order to make the Partex experience distinct and unique are the simulated interview for new recruits, the induction and as well as training. In our path towards reaching excellence in all that we do at Partex, as monotony and dullness are two concepts that are non-existent in Partex vocabulary.

Partex is a company that firmly believes in the power of teamwork, and the “we” culture that upholds this belief. It is remarkable how despite the size of the company, we are all dependent on each other, and the relationship between departments is one of the dedication, loyalty, sincerity and cooperation, allowing the company’s day to day activities to take place fluidly.

## Factors of a Retail Market

### 5.1 Location

If a company is choosing a city or state to locate retail store, they need to research the area thoroughly before making a final decision. Company needs to read the local papers and speak with the local businessman in the area. Obtain location demographics from the local library, chamber of commerce or the census bureau. Any of those should have the information on the area's population, income and age. A company should know who their customer is. So they need to set up their retail in a location where people live, shop and work.

In case of Partex Furniture they have their retail in Gulshan, Mirpur, Monipuripara, Baridhara,Uttara, Panthapath and Moghbazar. Among all the retails their Baridhara retail is not in a good condition. This retail is not main road facing and a interesting fact about this retail is that, most of the people of Baridhara and Bashundhara don't know that there is a partex furniture showroom which is located in this area.

If we talk about the visibility of this store it cannot be seen from the main flow of traffic. There is no sign of partex furniture which can be easily seen. As this retail is situated in a narrow road so there is no adequate parking facilities. Everyday five to six visitors visit this retail. As this area is served well by the public transportation but still this retail got a very less amount of visitors every day. Retailers want to be located where there are many shoppers but only if that shopper meets the definition of their target market. Small retail stores may benefit from the traffic of nearby larger Stores. But in case of partex furniture baridhara retail it's not possible. The management made a wrong decision choosing the retail in a area where it has no visibility.

A retail shop may require special considerations. I would like to suggest some of the unique characteristics of a retail that may need to be addressed.

-Will the retail require special lighting, fixtures or other hardware installed?

-Are restrooms for customers and staff available?

-Is there adequate fire and police protection for the area?

-Does the parking lot and building exterior have adequate lighting?

-what is the crime rate of the area

## 5.2 Marketing Activities

No retail can be truly successful without the guidance of a marketing plan. There are any number of retailers who do quite well generating sales revenue and profit. But, what they fail to realize is that, without a marketing plan, they lose money to competitors. There has to be an up-front realization that most small retailers cannot afford to spend heavily on marketing support. But, even a limited marketing budget should be invested according to the dictates of a strategic action plan.

Partex has vertically integrated in to the furniture industry. Partex had the upper hand in producing the particle board which is the raw material to produce furniture and they used to supply this particle board to other furniture making companies to produce furniture .But the corporate manager decided that they could vertically integrated in to the furniture industry since they would be producing their own raw material .they also came up with an innovative idea of making use of the unused part of the log which they use for making particle board. Partex also has a widespread distribution network which it can use for the furniture as well.

It may be added that partex has vertically integrated in other businesses as well apart from the furniture industry .For example, under complex 1-partex had Danish condensed Milk (BD) Ltd. Danish Food product, Danish milk mills Ltd .Then partex vertically integrated and came up with Danish Distribution Network Ltd.

If I talk about the marketing strategy for partex basically they don't follow any rules for their marketing. They only go for the newspaper advertisement. They made huge amount of leaflets and brochures but there is nobody to make sure that these things will go to the right hand. For their Baridhara retail they don't have any particular plan. Even Baridhara retail don't have any billboards or signboards. Partex has a very complex structure. Thus their bureaucratic cost is very high. So this could be one of the reasons that they don't spend too much on marketing.

### 5.3 Customer Service

Customer service creates a bond and sense of loyalty. This loyalty means that they are more likely to shop with you even if a competitor offers a lower price. Also, while there are many factors that are beyond your control, customer service is one area that you have absolute control over.

By training your staff to treat each customer the way that you and they would like to be treated, you will ensure that every customer leaves with a smile.

Excellent customer service is important in any industry. In the retail industry it's especially important because of the fierce competition and abundance of options available to customers and potential customers. After all, in today's competitive environment, there is little difference between product and service--what separates one company from another is the relationship with the customer and this is where stellar service comes in.

In today's markets, you can find almost anything being sold by multiple retailers and with competition the way it is, pricing is also similar, so what sets one apart from another is the service you receive not only at the time of the sale but in the follow up interactions as well.

Partex Furniture limited is providing a excellent service to their customers. If any customers buy any product they delivered it to the proper address. They didn't charge anything for this service. Moreover if any customer complained about anything immediate actions are taken as soon as possible. They sent a fitter man and sort out the problem. They provide life time guaranty for their product. Moreover they always keep in touch with their customers. To

notify the customer about discount or any other offers they send text message or call directly to the customers.

## 5.4 [Online shopping](#)

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

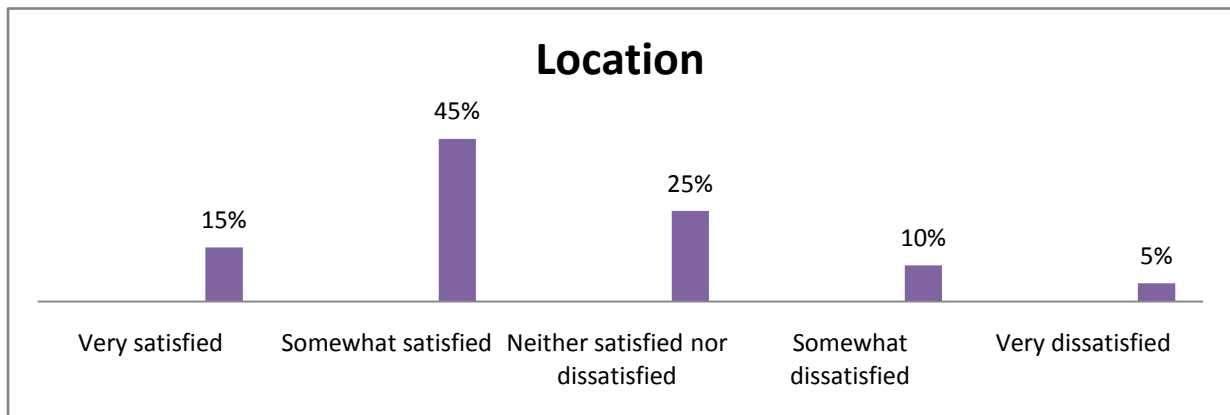
Online shopping hasn't yet made shopping malls and storefronts obsolete, but it has had an impact on how retailers sell products. Of course, many retailers -- from small to large -- operate websites on which consumers can purchase products. However, online retailers are increasingly adding customer support to their websites in the form of online chat. Additionally, online retailers frequently offer customer ways to track past purchases and shipping, while making recommendations based on past purchases.

Partex Furniture has not started this type of service yet. Even their website not contains all the pictures of their furniture. They are planning to start ERP software system from May 2014 and they also have a plan to develop their website so that people can have a look of their furniture design before going to buy it. Right now if a customer wants to buy furniture

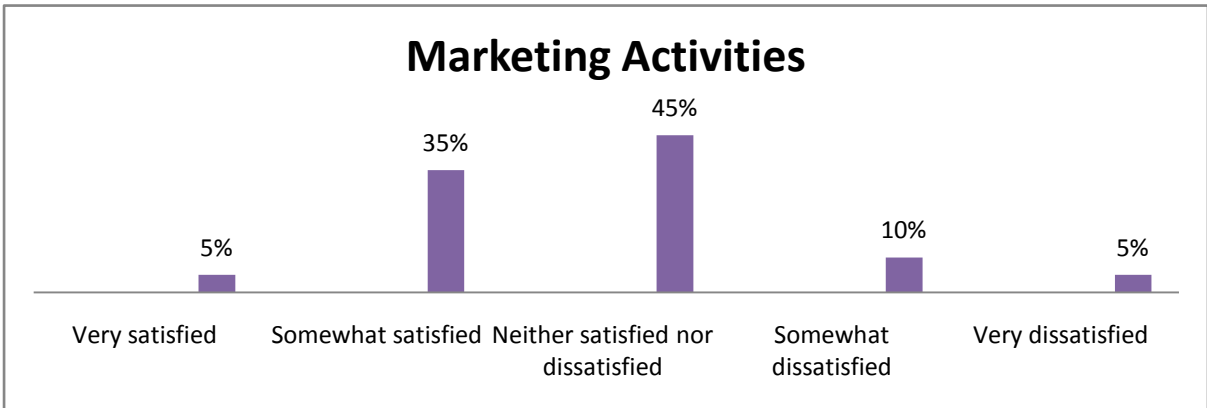
they have to go to their retails directly. If partex started this type of services it will be an added advantage for the company.

## Analysis and Findings

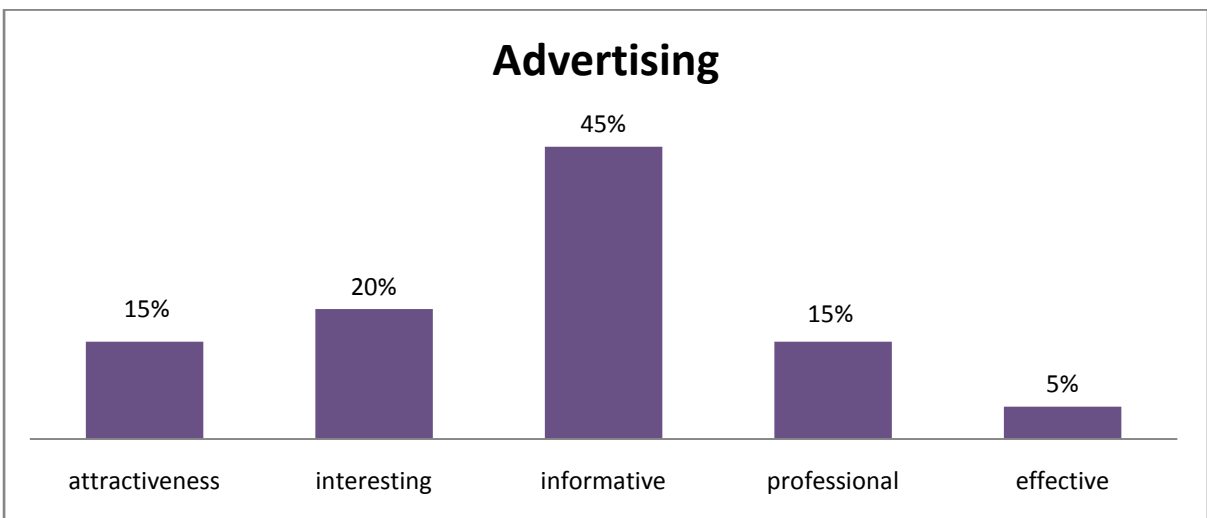
In every survey, it is essential to analyze the survey results and follow the findings as a guideline of development of the project. The survey results of competitive performance analysis is represented by tables and highlighted by graphical representation in percentage basis.



From the graph , it is seen that 15% of the respondent are very satisfied and 45% of respondent are somewhat satisfied and 25% of the respondent are neither satisfied and nor dissatisfied but 10% of the respondent are somewhat dissatisfied and 5% of the respondent are very dissatisfied with the location. Here most of the customers are satisfied about the location.

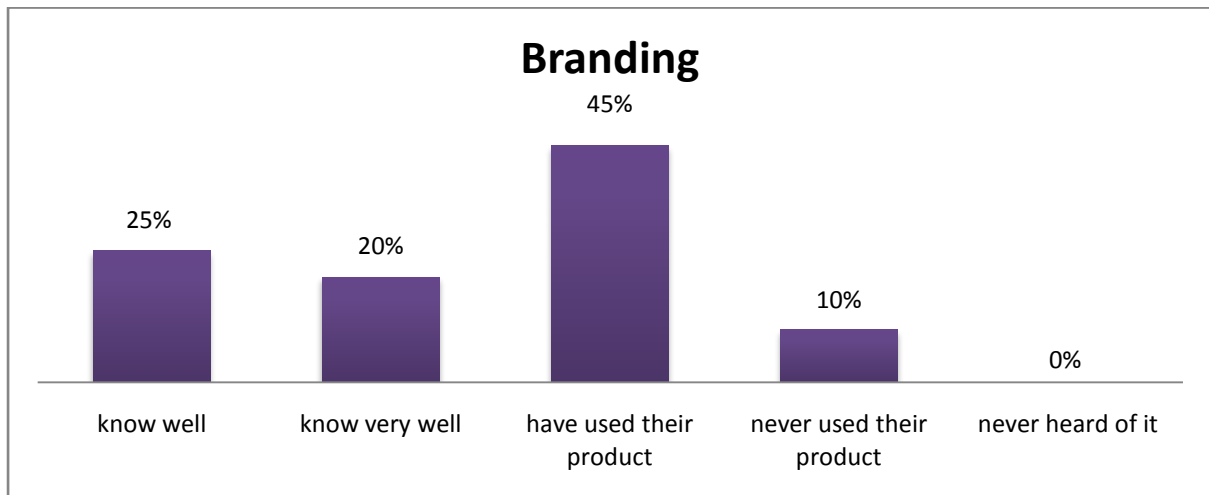


From the graph , it is seen that 5% of the respondent are very satisfied and 35% of respondent are somewhat satisfied and 45% of the respondent are neither satisfied and nor dissatisfied but 10% of the respondent are somewhat dissatisfied and 5% of the respondent are very dissatisfied. Most of the customers are unable to see any patex furniture banner or billboards so here 45% customers are neither satisfied nor dissatisfied.

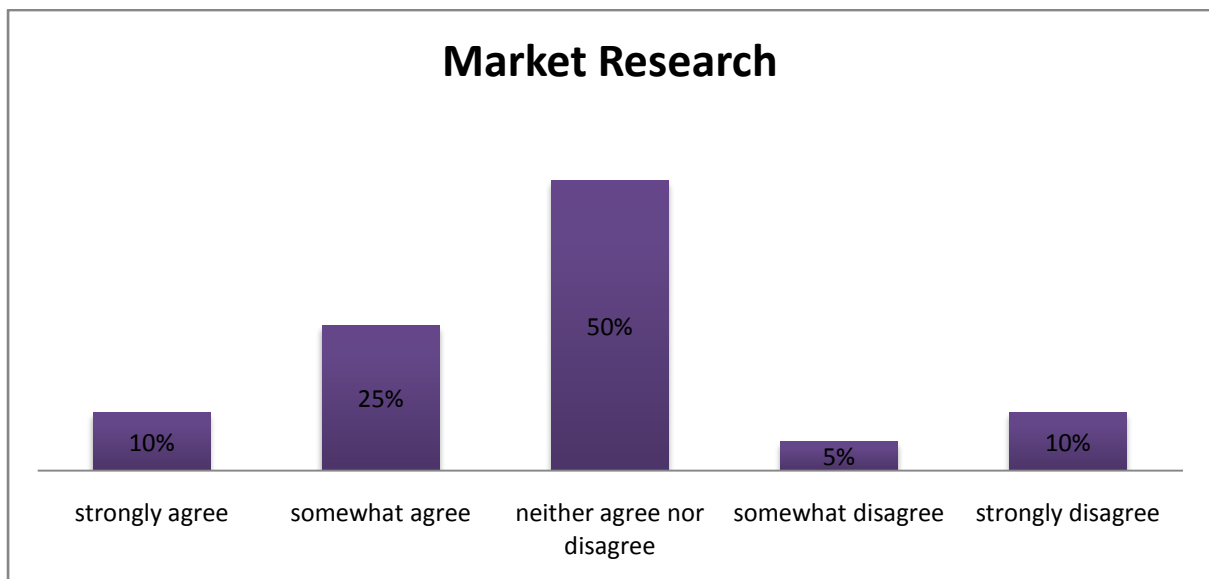




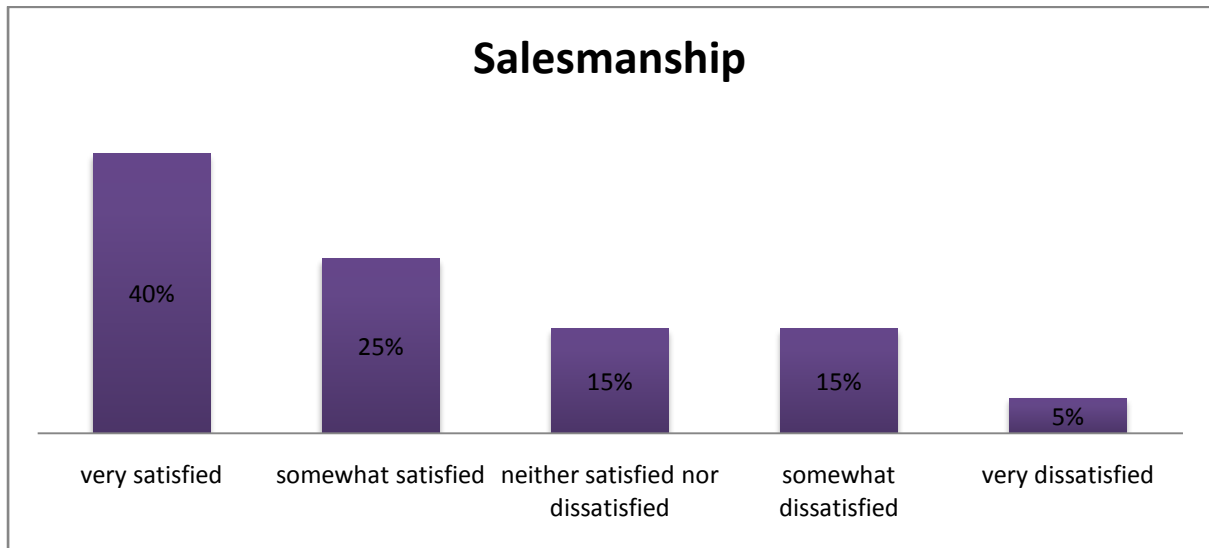
From the graph , it is seen that 15% of the respondent think that their advertising is attractive and professional and 20% of respondent think that their advertisement is interesting and 45% of the respondent think that advertisement is informative and 5% of the respondent think that their advertisement is effective. Most of the customer think that their advertisement is informative.



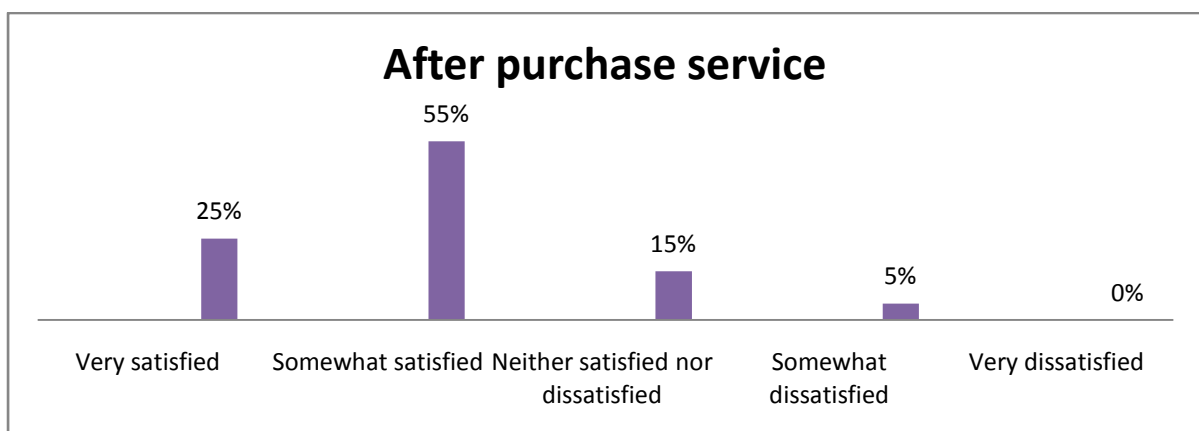
From the graph , it is seen that 25% of the respondent know well about the branding and 20% of respondent know very well about the branding and 45% of the respondent have used their product but 10% of the respondent never used their product and 0% of the respondent never heard of it. Most of the customers have used their product and they are satisfied with the branding.



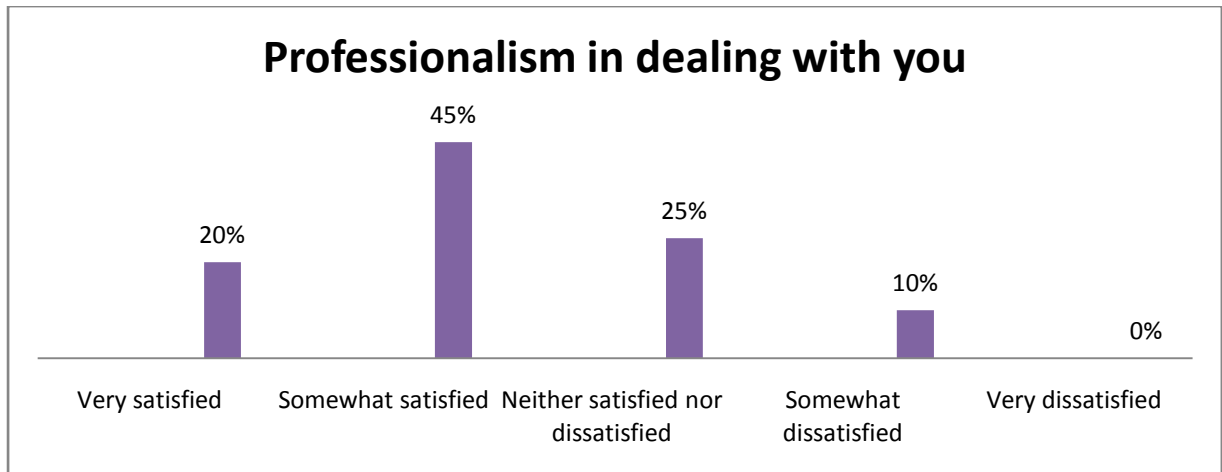
From this graph, it is seen that 10% of the respondent strongly agree and 25% of the respondent somewhat agree and 50% of the respondent neither agree nor disagree and 5% of the respondent somewhat disagree and 10% respondent strongly disagree that Partex furniture is doing their market research properly. Here we see most of the customer neither agree nor disagree that partex is doing the market research properly.



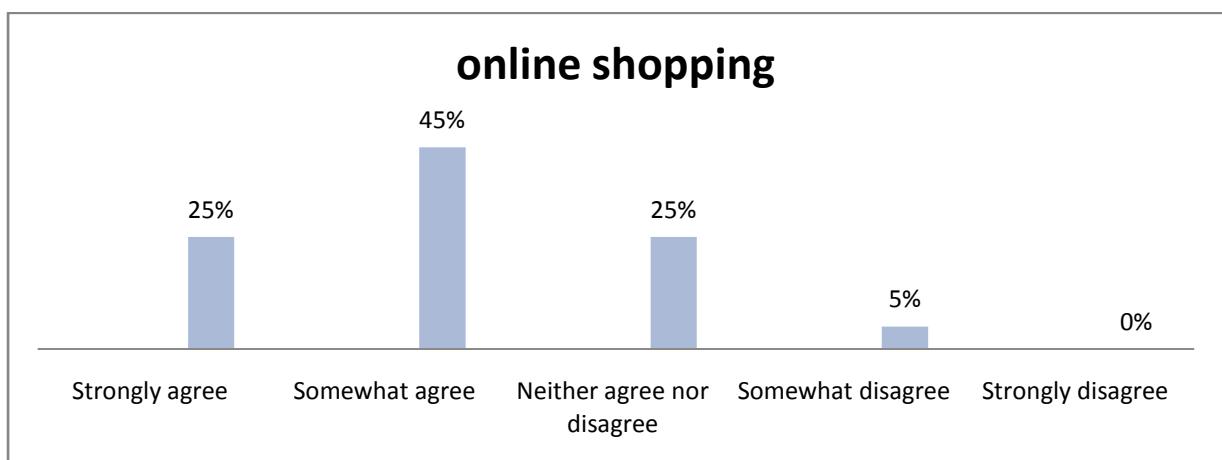
From the graph , it is seen that 40% of the respondent are very satisfied and 25% of respondent are somewhat satisfied and 15% of the respondent are neither satisfied and nor dissatisfied but 15% of the respondent are somewhat dissatisfied and 5% of the respondent are very dissatisfied. Most of the customer are satisfied but here is some dissatisfaction.



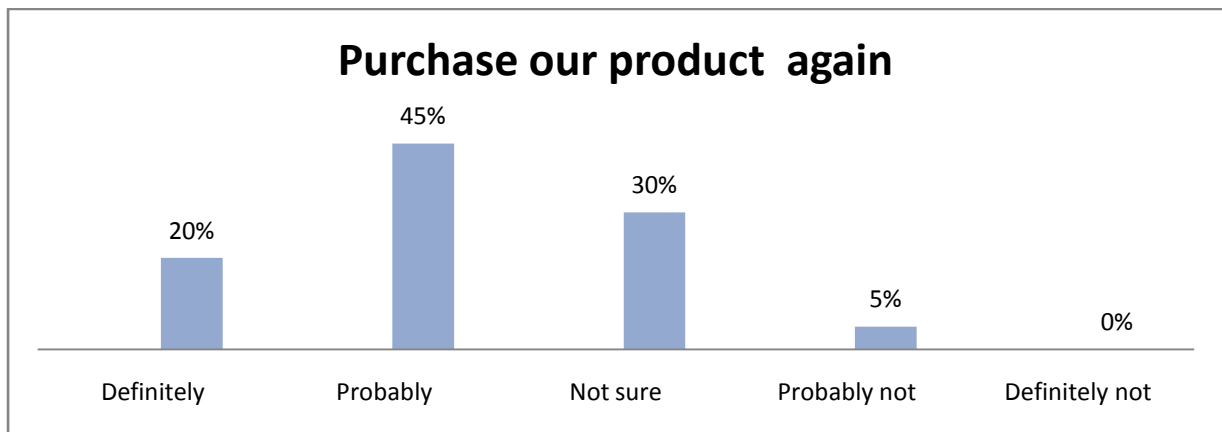
From the graph , it is seen that 25% of the respondent are very satisfied and 55% of respondent are somewhat satisfied and 15% of the respondent are neither satisfied and nor dissatisfied but 5% of the respondent are somewhat dissatisfied and 0% of the respondent are very dissatisfied. Most of the customers are satisfied for after sales service and large number of customer are very satisfied.



From the graph , it is seen that 20% of the respondent are very satisfied and 45% of respondent are somewhat satisfied and 25% of the respondent are neither satisfied and nor dissatisfied but 10% of the respondent are somewhat dissatisfied and 0% of the respondent are very dissatisfied. Here most of the customer are satisfied for the professionalism on the dealing.



From this graph, it is seen that 25% of the respondent strongly agree and 45% of the respondent somewhat agree and 25% of the respondent neither agree nor disagree and 5% of the respondent somewhat disagree. Here we see most of the customer want that partex should start their online shopping services.



From this graph, it is seen that 20% of the respondent are definitely purchase and 45% of the respondent probably purchase and 30% of the respondent not sure about the purchase and 5% of the respondent probably not purchase again. Most of the customer are interested to again purchase.

### Findings

- ✓ Most of the customers are very much satisfied with the location.
- ✓ Most of the customers are happy with marketing activities of partex furniture limited.
- ✓ Most of the customer are satisfied with the after purchase service. Customers get all kind of after purchase service properly.
- ✓ Most of the customers are somewhat satisfied about responsiveness he/she get.
- ✓ Most of the customer thinks that partex should start their online shopping services/

- ✓ Most of the customer is going to purchase our product again.
- ✓ They should emphasize on their marketing and branding.
- ✓ They need to do the market research properly.

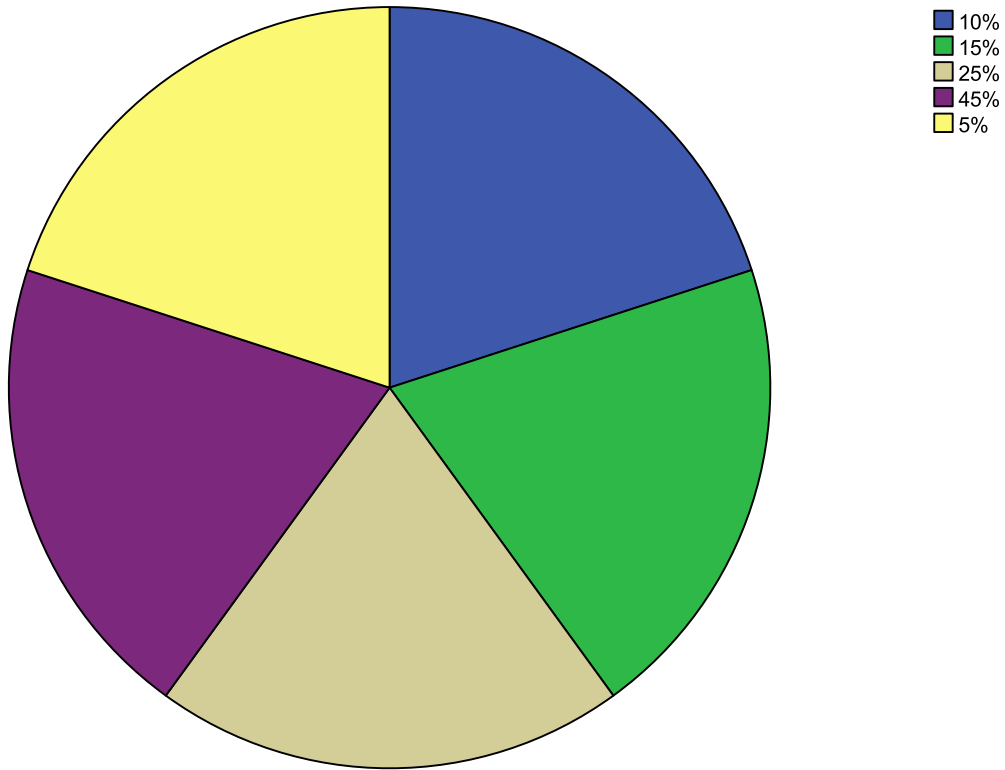
## Tables and Figures from SPSS

**Tables and Figures derived by the help of SPSS:**

**Location:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	15%	1	20.0	20.0	20.0
	Somewhat Satisfied	45%	1	20.0	20.0	40.0
	Neither Satisfied nor Dissatisfied	25%	1	20.0	20.0	60.0
	Very Dissatisfied	10%	1	20.0	20.0	80.0
	Somewhat Dissatisfied	5%	1	20.0	20.0	100.0
Total			5	100.0	100.0	

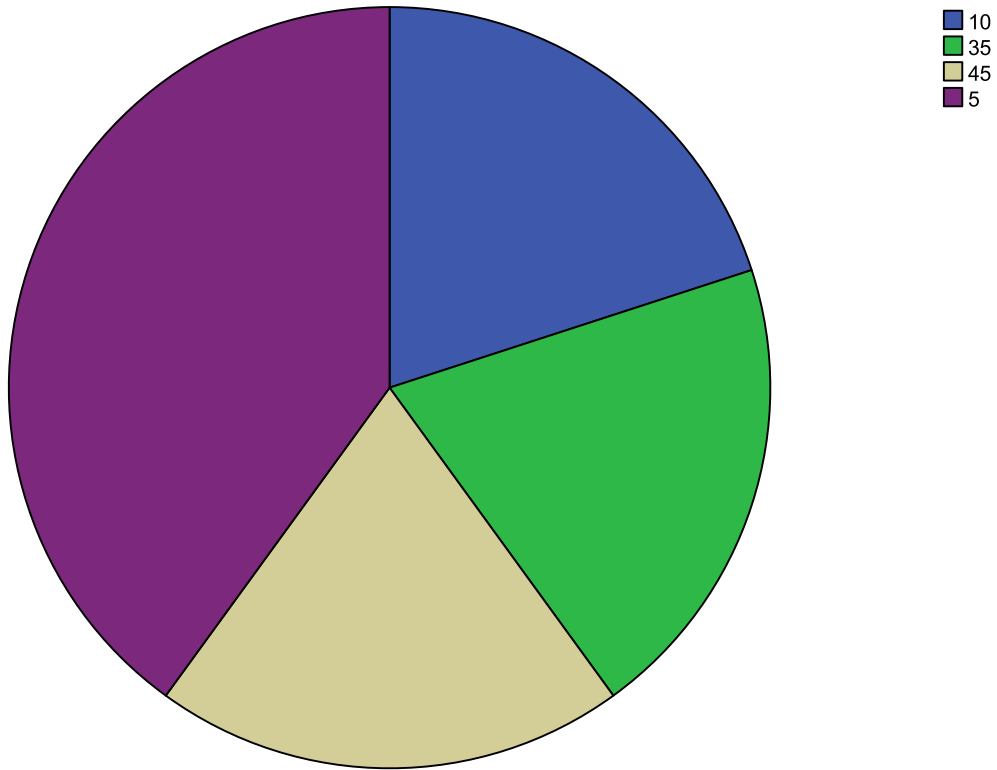
**Location**



**Marketing Activities:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	5%	1	20.0	20.0	20.0
	Somewhat Satisfied	35%	1	20.0	20.0	40.0
	Neither Satisfied nor Dissatisfied	45%	1	20.0	20.0	60.0
	Very Dissatisfied	10%	1	20.0	20.0	100.0
	Somewhat Dissatisfied	5%	1	20.0	20.0	
Total			5	100.0	100.0	

**Marketing**

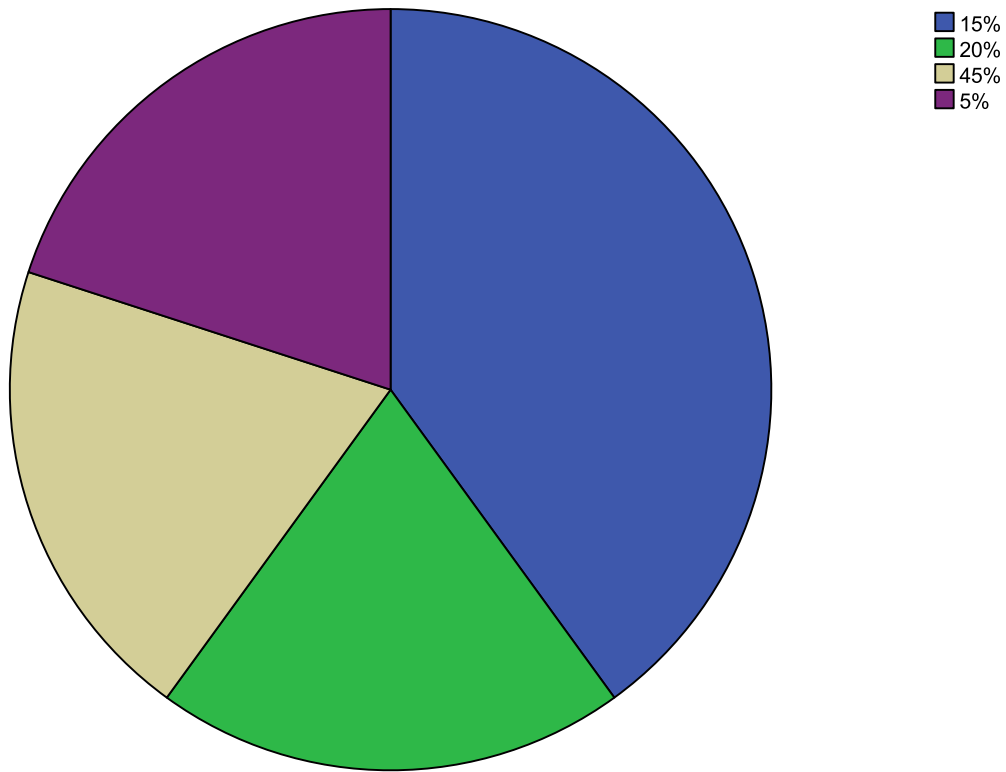


**Advertising:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractiveness	15%	1	20.0	20.0	20.0
	Interesting	20%	1	20.0	20.0	40.0
	Informative	45%	1	20.0	20.0	60.0
	Professional	15%	1	20.0	20.0	100.0
	Effective	5%	1	20.0	20.0	
Total			5	100.0	100.0	



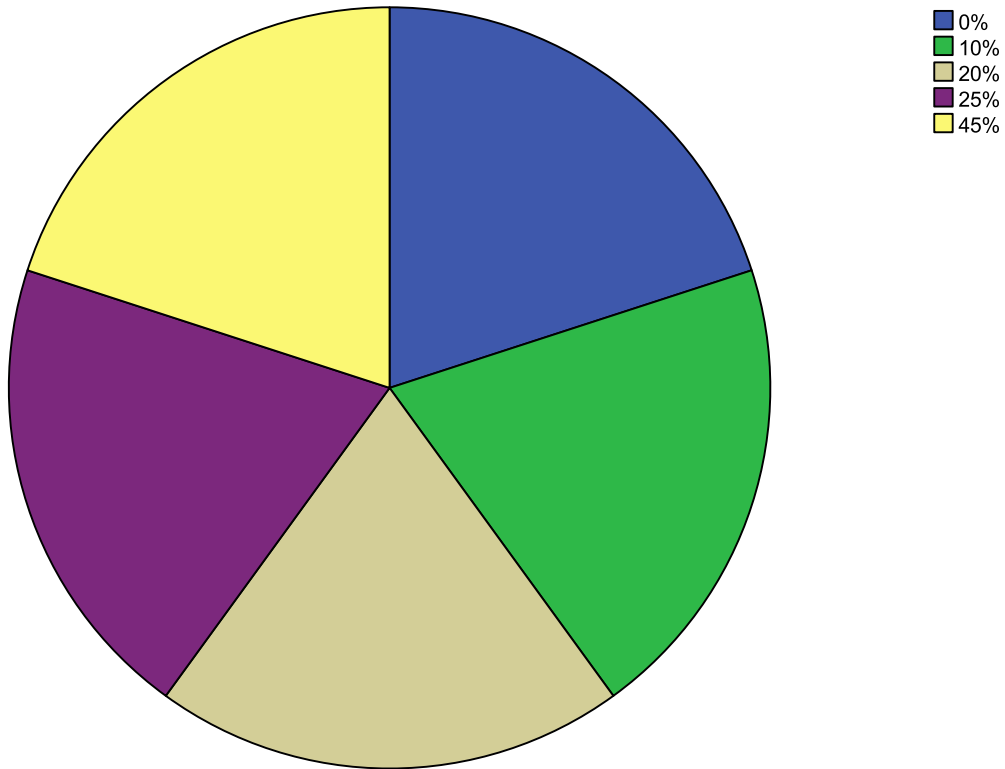
**Advertising**



**Branding:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Know well	25%	1	20.0	20.0	20.0
	Know very well	20%	1	20.0	20.0	40.0
	Have used their product	45%	1	20.0	20.0	60.0
	Never used their product	10%	1	20.0	20.0	80.0
	Never heard of it	0%	1	20.0	20.0	100.0
Total			5	100.0	100.0	

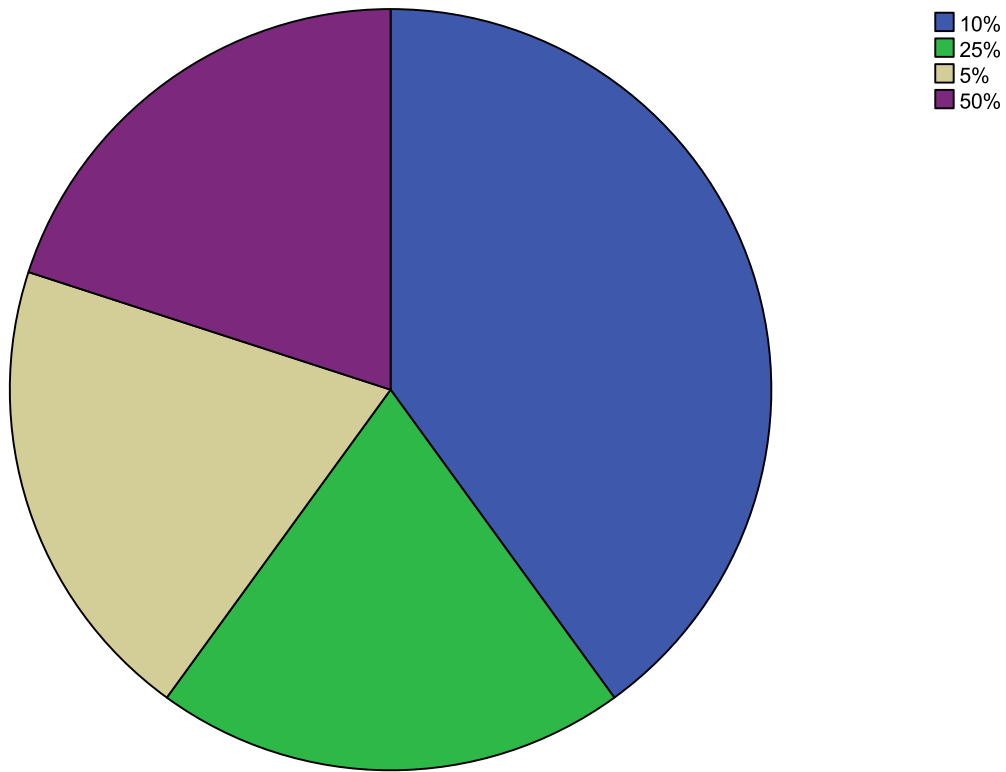
**Branding**



**Market Research:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree and strongly disagree	10%	2	40.0	40.0	40.0
	Somewhat agree	25%	1	20.0	20.0	60.0
	Neither agree nor disagree	50%	1	20.0	20.0	80.0
	Somewhat disagree	5%	1	20.0	20.0	100.0
Total			5	100.0	100.0	

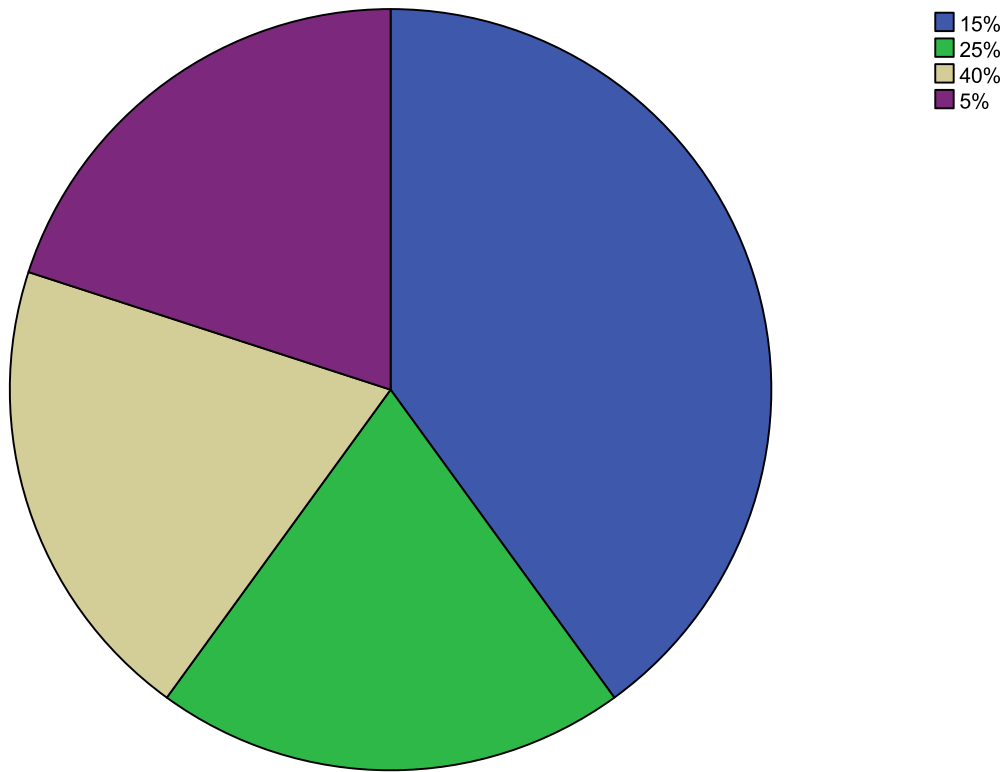
**Research**



**Salesmanship:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	40%	2	40.0	40.0	40.0
	Somewhat satisfied	25%	1	20.0	20.0	60.0
	Neither satisfied nor dissatisfied and somewhat dissatisfied	15%	1	20.0	20.0	80.0
	Very dissatisfied	5%	1	20.0	20.0	100.0
Total			5	100.0	100.0	

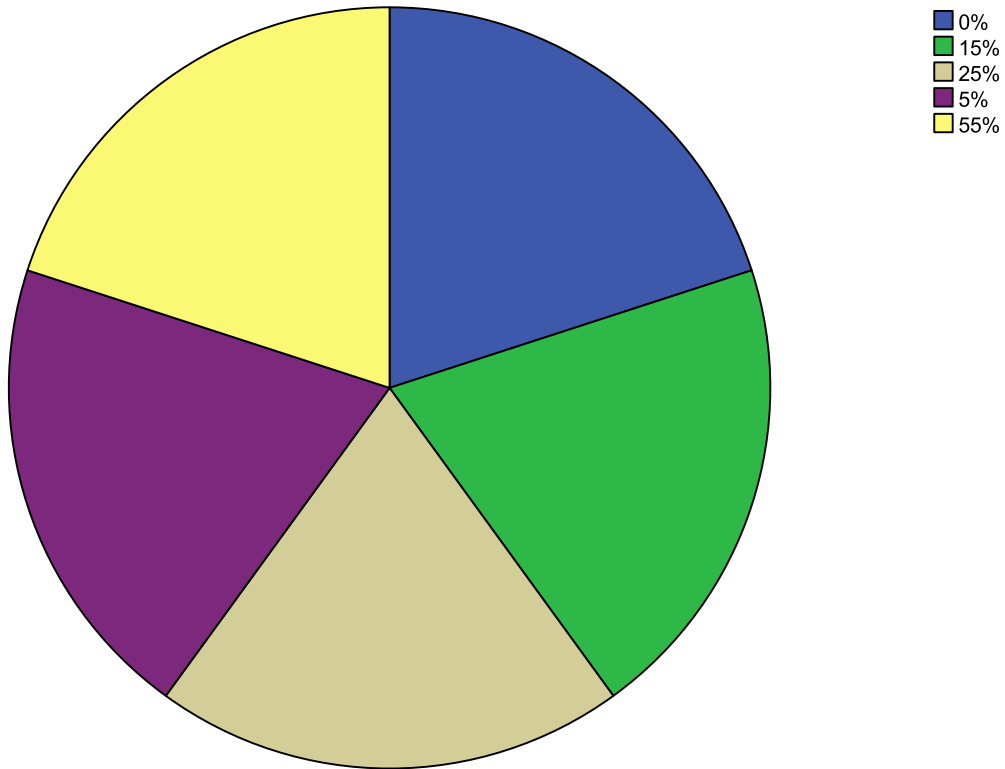
**Salesmanship**



**After Purchase Services:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	25%	1	20.0	20.0	20.0
	Somewhat Satisfied	55%	1	20.0	20.0	40.0
	Neither Satisfied nor Dissatisfied	15%	1	20.0	20.0	60.0
	Very Dissatisfied	5%	1	20.0	20.0	80.0
	Somewhat Dissatisfied	0%	1	20.0	20.0	100.0
<b>Total</b>			5	100.0	100.0	

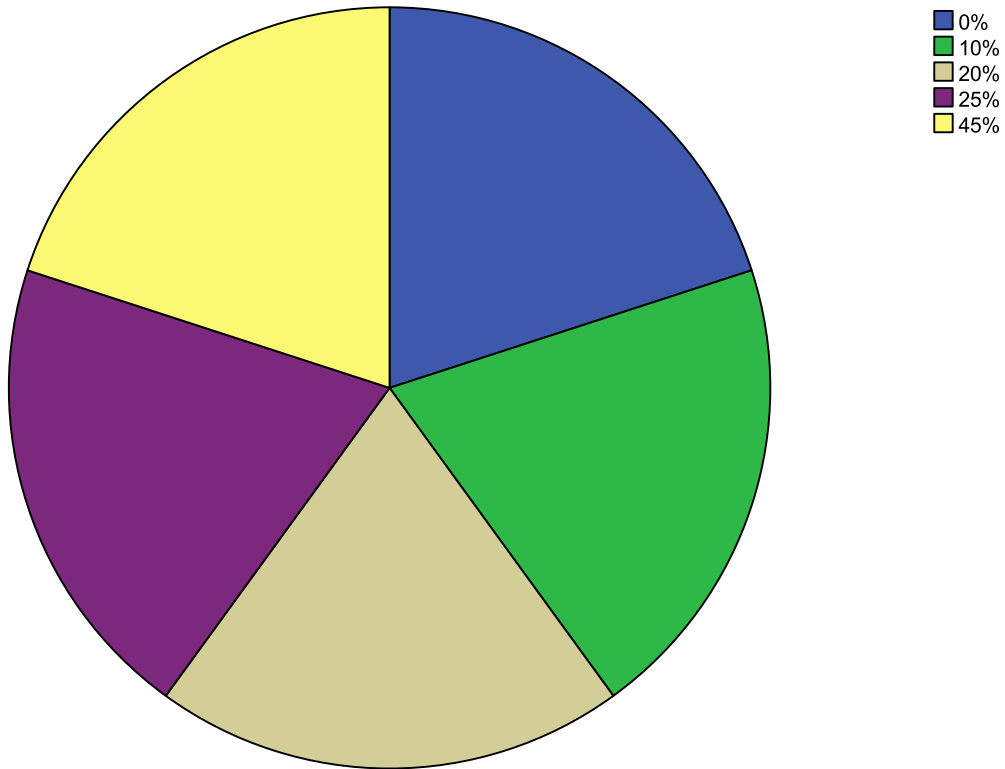
**services**



**Professionalism in dealing:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	25%	1	20.0	20.0	20.0
	Somewhat Satisfied	55%	1	20.0	20.0	40.0
	Neither Satisfied nor Dissatisfied	15%	1	20.0	20.0	60.0
	Very Dissatisfied	5%	1	20.0	20.0	80.0
	Somewhat Dissatisfied	0%	1	20.0	20.0	100.0
<b>Total</b>			<b>5</b>	<b>100.0</b>	<b>100.0</b>	

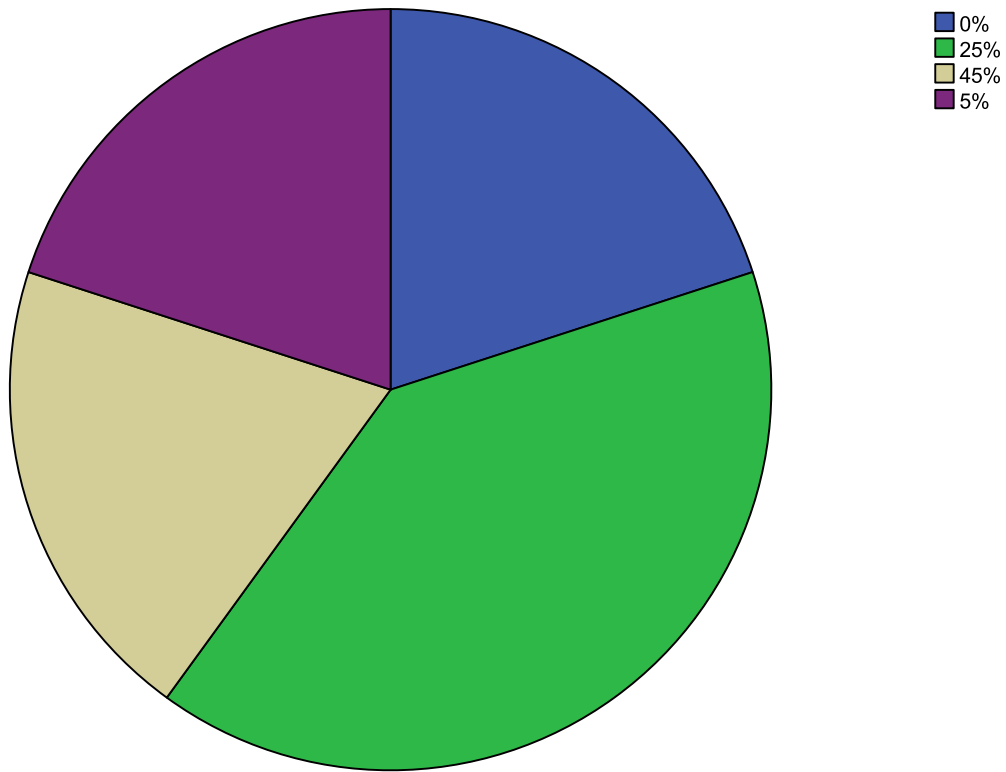
**Professionalism**



**Online Shopping:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree and neither agree or disagree	25%	2	40.0	40.0	40.0
	Somewhat agree	45%	1	20.0	20.0	60.0
	Somewhat disagree	5%	1	20.0	20.0	80.0
	Strongly Disagree	0%	1	20.0	20.0	100.0
Total			5	100.0	100.0	

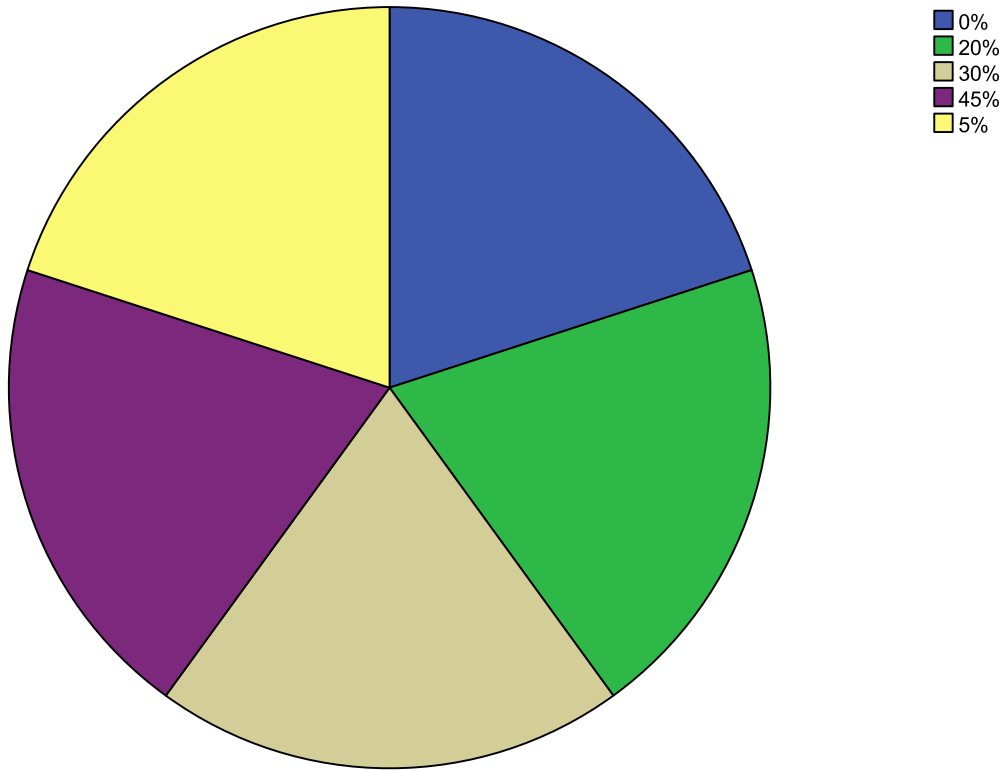
**Onlineshopping**



**Purchase our product again:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	20%	1	20.0	20.0	20.0
	Probably	45%	1	20.0	20.0	40.0
	Not sure	30%	1	20.0	20.0	60.0
	Probably not	5%	1	20.0	20.0	80.0
	Definitely not	0%	1	20.0	20.0	100.0
Total			5	100.0	100.0	

**Purchaseproductagain**





## Factor Analysis

### Communalities

	Initial	Extraction
Location	1.000	.907
Marketing	1.000	.941
Advertising	1.000	.943
Branding	1.000	.783
Research	1.000	.970
Salesmanship	1.000	.549
Purchase services	1.000	.978
Professionalism	1.000	.990
Online shopping	1.000	.998
Purchase product again	1.000	.994

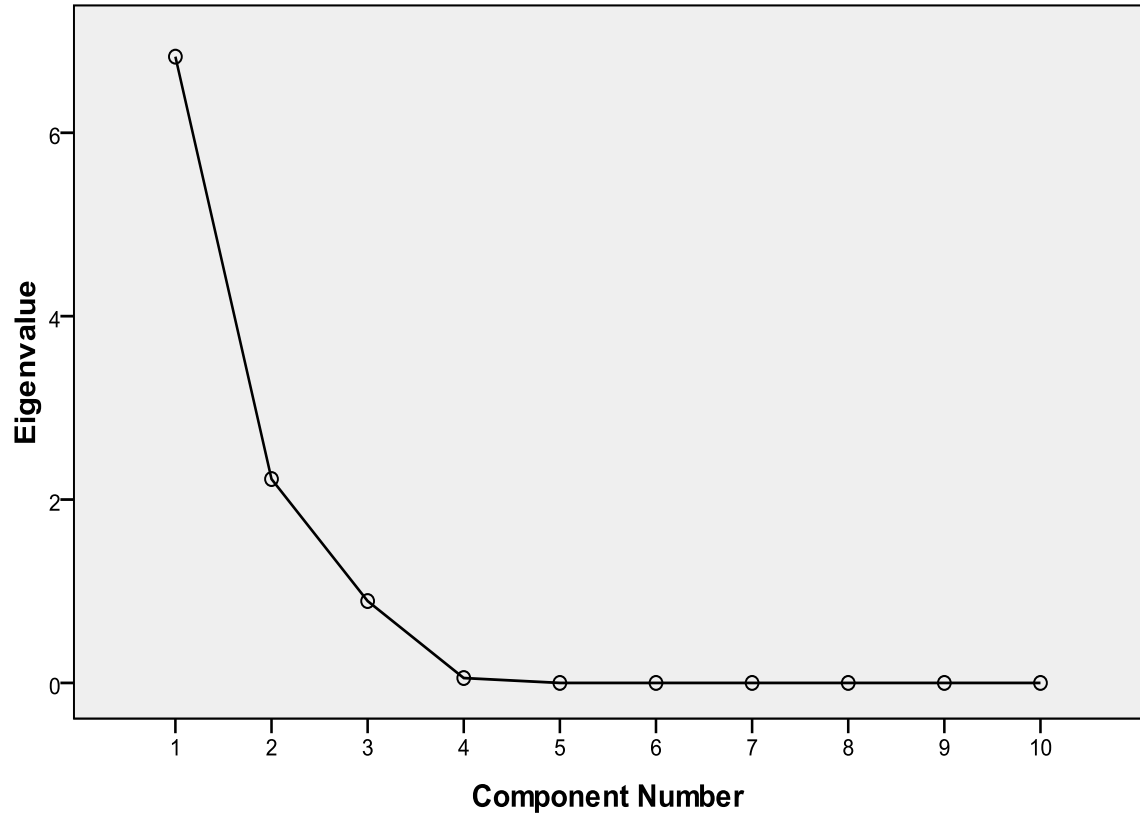
Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigen values			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	6.830	68.300	68.300	6.830	68.300	68.300	4.765	47.649	47.649
2	2.224	22.236	90.536	2.224	22.236	90.536	4.289	42.887	90.536
3	.893	8.930	99.467						
4	.053	.533	100.000						
5	1.457E-16	1.457E-15	100.000						
6	9.388E-17	9.388E-16	100.000						
7	-1.996E-17	-1.996E-16	100.000						
8	-4.382E-17	-4.382E-16	100.000						
9	-1.014E-16	-1.014E-15	100.000						
10	-2.089E-16	-2.089E-15	100.000						

**Extraction Method: Principal Component Analysis**

### Scree Plot



**Component Matrix<sup>a</sup>**

	Component	
	1	2
location	.924	-.231
Marketing	.857	.455
Advertising	.709	.663
Branding	.766	.443
Research	.746	.644
Salesmanship	.419	-.612
Purchaseservices	.813	-.563
Professionalism	.954	-.282
Onlineshopping	.940	-.338
Purchaseproductagain	.983	-.169

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

**Rotated Component Matrix<sup>a</sup>**

	Component	
	1	2
location	.841	.447
Marketing	.332	.911
Advertising	.083	.968
Branding	.272	.842
Research	.123	.977
Salesmanship	.720	-.174
Purchaseservices	.981	.126
Professionalism	.897	.429
Onlineshopping	.925	.379
Purchaseproductagain	.843	.533

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

**Rotated Component Matrix<sup>a</sup>**

	Component	
	1	2
location	.841	.447
Marketing	.332	.911
Advertising	.083	.968
Branding	.272	.842
Research	.123	.977
Salesmanship	.720	-.174
Purchaseservices	.981	.126
Professionalism	.897	.429
Onlineshopping	.925	.379
Purchaseproductagain	.843	.533

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 3 iterations.

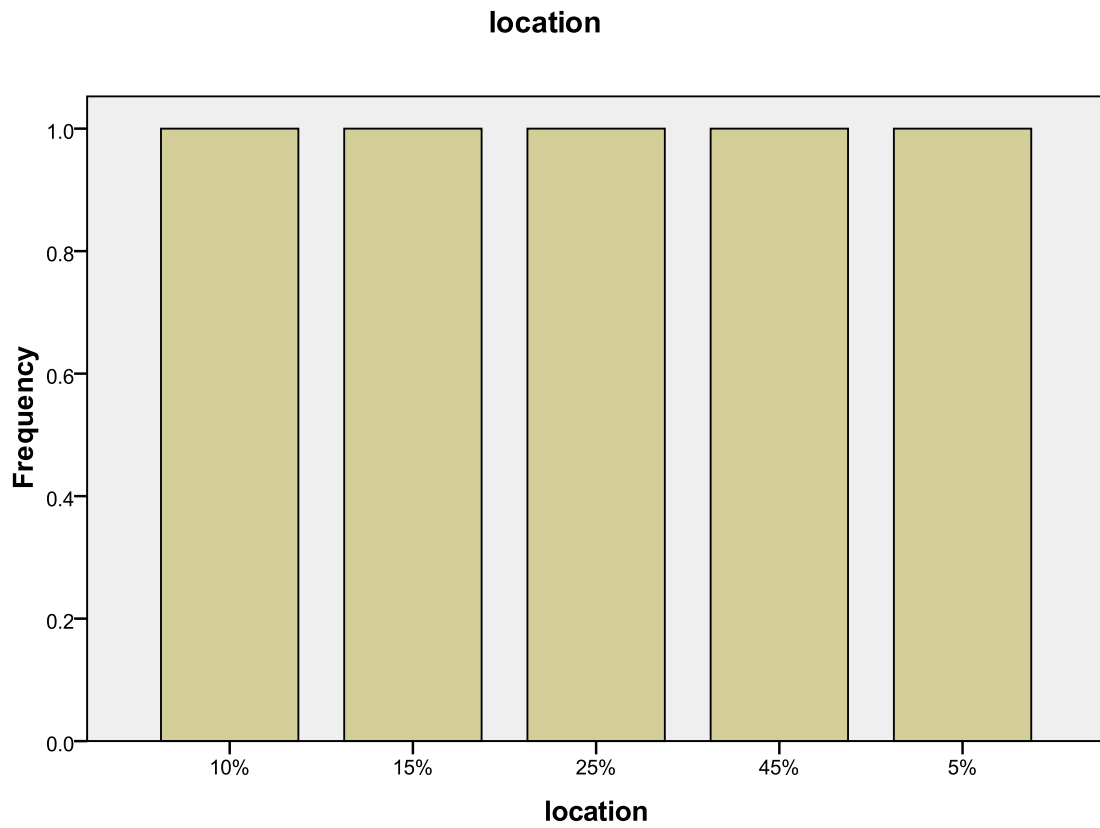
## Correlation

### Correlation between the level of influential factor and location:

The Dependant variable is level of influential factor. The variable is correlated with independent variables like location, marketing, online shopping of the partex furniture. To measure the level of influential factor in the view of these aspects individually. Figures and tables are derived with the help of SPSS by the process of Cross Tabulation.

**Level of influential factor \* Location Cross tabulation**

		Location					Total
		10%	15%	25%	45%	5%	
Level of influential factor	Very satisfied	Count 0	Count 0	Count 1	Count 0	Count 0	Count 1
	% within Level of influential factor	.0%	.0%	100.0%	.0%	.0%	100.0%
	Somewhat satisfied	Count 0	Count 0	Count 0	Count 1	Count 0	Count 1
	% within Level of influential factor	.0%	.0%	.0%	100.0%	.0%	100.0%
	Neither satisfied nor dissatisfied	Count 1	Count 0	Count 0	Count 0	Count 0	Count 1
% within Level of influential factor	100.0%	.0%	.0%	.0%	.0%	100.0%	
Somewhat dissatisfied	Count 0	Count 0	Count 0	Count 0	Count 1	Count 1	
% within Level of influential factor	.0%	.0%	.0%	.0%	100.0%	100.0%	
Very dissatisfied	Count 0	Count 1	Count 0	Count 0	Count 0	Count 1	
% within Level of influential factor	.0%	100.0%	.0%	.0%	.0%	100.0%	
Total	Count	1	1	1	1	1	5
% within Level of influential factor		20.0%	20.0%	20.0%	20.0%	20.0%	100.0%



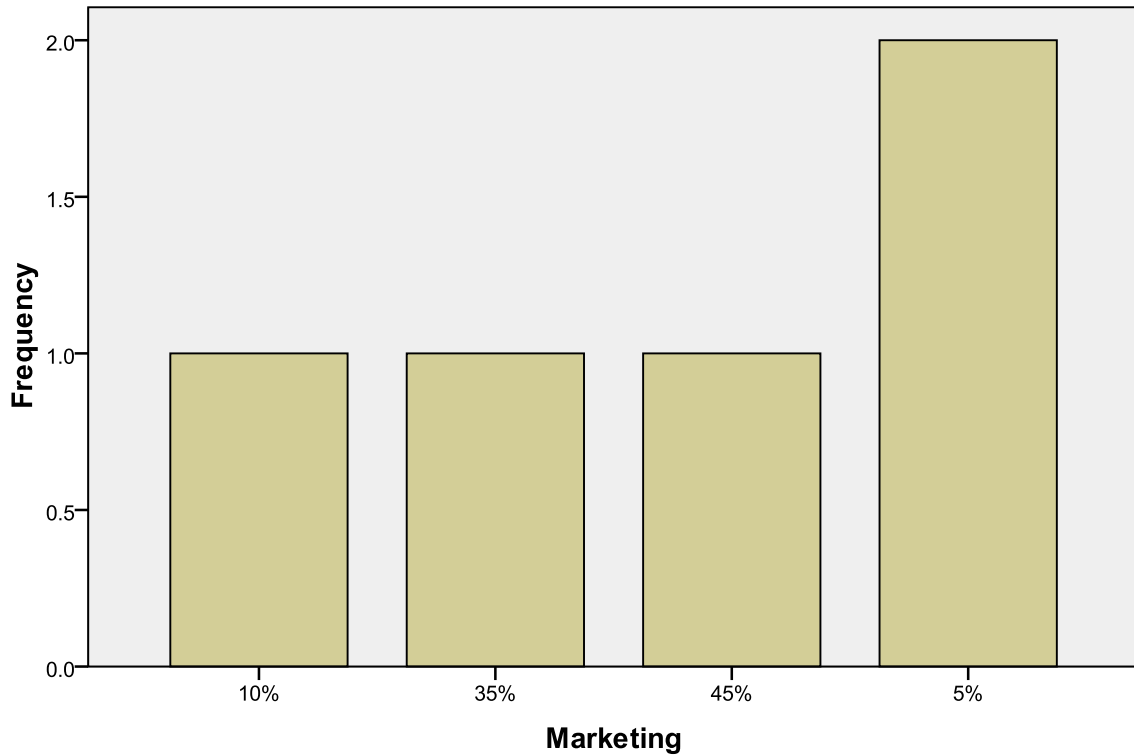
From the graph , it is seen that 15% of the respondent are very satisfied and 45% of respondent are somewhat satisfied and 25% of the respondent are neither satisfied and nor dissatisfied but 10% of the respondent are somewhat dissatisfied and 5% of the respondent are very dissatisfied with the location. Here most of the customers are satisfied about the location.

**Correlation between the influential factor and marketing:**

**Level of influential factor \* marketing Cross tabulation**

		marketing				Total
		10%	35%	45%	5%	
Level o influential factor	Very satisfied	Count 0	Count 0	Count 1	Count 0	Count 1
	% within level of influential factor	.0%	.0%	100.0%	.0%	100.0%
	Somewhat satisfied	Count 0	Count 1	Count 0	Count 0	Count 1
	% within level of influential factor	.0%	100.0%	.0%	.0%	100.0%
	Neither satisfied nor dissatisfied	Count 1	Count 0	Count 0	Count 0	Count 1
	% within level of influential factor	100.0%	.0%	.0%	.0%	100.0%
Total	Somewhat dissatisfied	Count 0	Count 0	Count 0	Count 1	Count 1
	% within level of influential factor	.0%	.0%	.0%	100.0%	100.0%
	Very dissatisfied	Count 0	Count 0	Count 0	Count 1	Count 1
	% within level of influential factor	.0%	.0%	.0%	100.0%	100.0%
	Count	1	1	1	2	5
	% within level of influential factor	20.0%	20.0%	20.0%	40.0%	100.0%

**Marketing**



From the graph , it is seen that 5% of the respondent are very satisfied and 35% of respondent are somewhat satisfied and 45% of the respondent are neither satisfied and nor dissatisfied but 10% of the respondent are somewhat dissatisfied and 5% of the respondent are very dissatisfied. Most of the customers are unable to see any patex furniture banner or billboards so here 45% customers are neither satisfied nor dissatisfied.

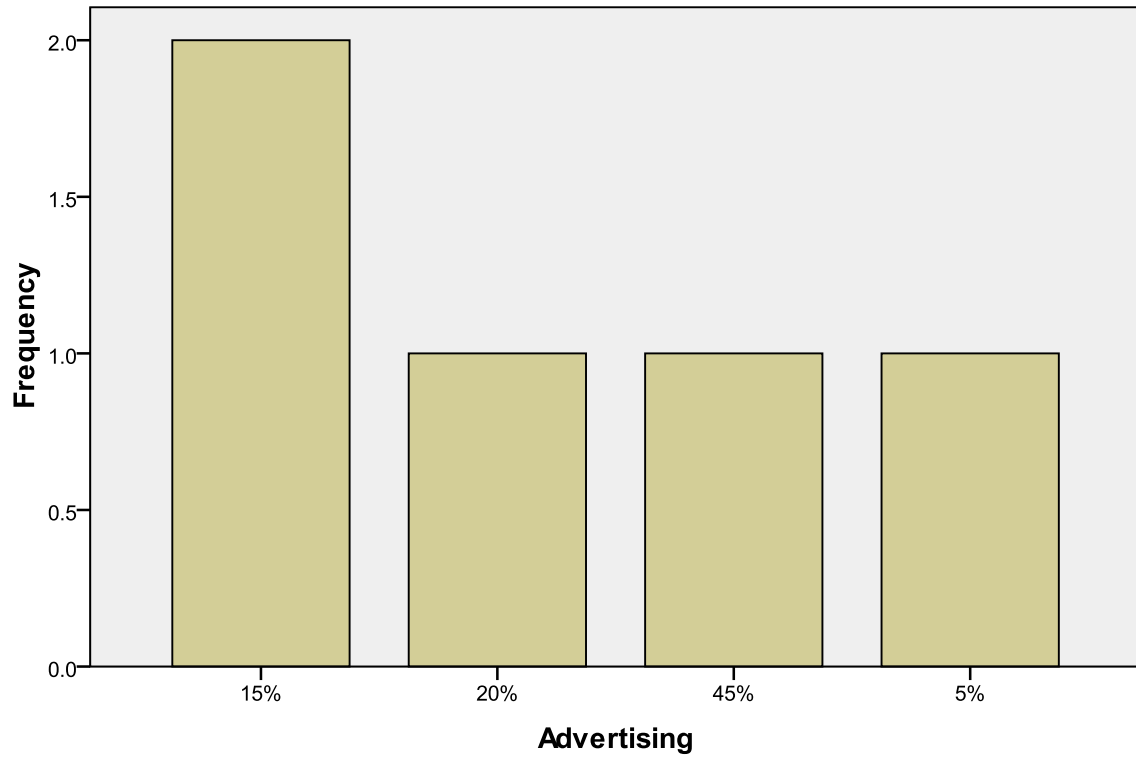


**Correlation between the influential factor and Advertising:**

**Level of influential factor \* Advertising Cross tabulation**

		Advertising				Total	
		15%	20%	45%	5%		
Level of influential factor	attractiveness	Count	0	0	1	0	1
		% within level of influential factor	.0%	.0%	100.0%	.0%	100.0%
Level of influential factor	interesting	Count	0	1	0	0	1
		% within level of influential factor	.0%	100.0%	.0%	.0%	100.0%
Level of influential factor	informative	Count	1	0	0	0	1
		% within level of influential factor	100.0%	.0%	.0%	.0%	100.0%
Level of influential factor	professionalism	Count	0	0	0	1	1
		% within level of influential factor	.0%	.0%	.0%	100.0%	100.0%
Level of influential factor	effective	Count	1	0	0	0	1
		% within level of influential factor	100.0%	.0%	.0%	.0%	100.0%
Total		Count	2	1	1	1	5
		% within level of influential factor	40.0%	20.0%	20.0%	20.0%	100.0%

### Advertising



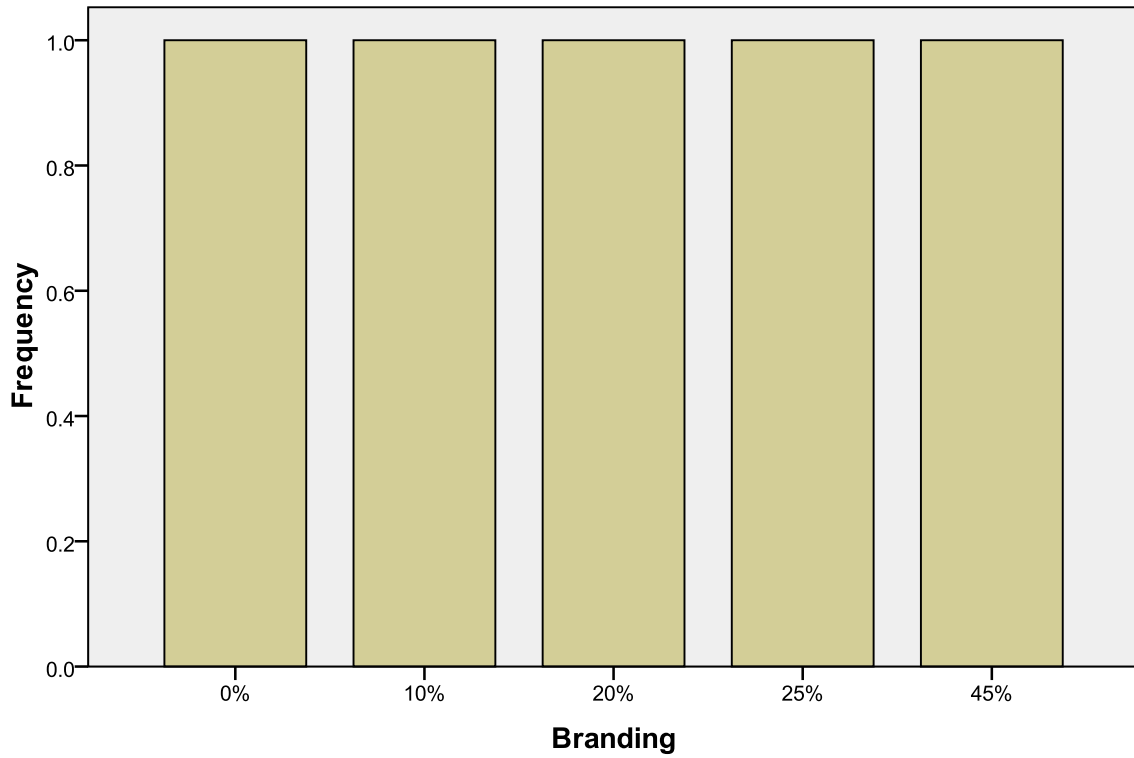
From the graph , it is seen that 15% of the respondent think that their advertising is attractive and professional and 20% of respondent think that their advertisement is interesting and 45% of the respondent think that advertisement is informative and 5% of the respondent think that their advertisement is effective. Most of the customer think that their advertisement is informative.

**Correlation between the level of influential factor and Branding:**

**Level of influential factor \* Branding Cross tabulation**

			Branding					Total
			0%	10%	20%	25%	45%	
Level of influential factor	Know well	Count	0	0	0	0	1	1
		% within level of influential factor	.0%	.0%	.0%	.0%	100.0%	100.0%
	Know very well	Count	0	0	1	0	0	1
		% within level of influential factor	.0%	.0%	100.0%	.0%	.0%	100.0%
	Have used their product	Count	0	1	0	0	0	1
		% within level of influential factor	.0%	100.0%	.0%	.0%	.0%	100.0%
Never used their product	Count	1	0	0	0	0	1	
	% within level of influential factor	100.0%	.0%	.0%	.0%	.0%	100.0%	
Never heard of it	Count	0	0	0	1	0	1	
	% within level of influential factor	.0%	.0%	.0%	100.0%	.0%	100.0%	
Total	Count	1	1	1	1	1	5	
	% within level of influential factor	20.0%	20.0%	20.0%	20.0%	20.0%	100.0%	

### Branding



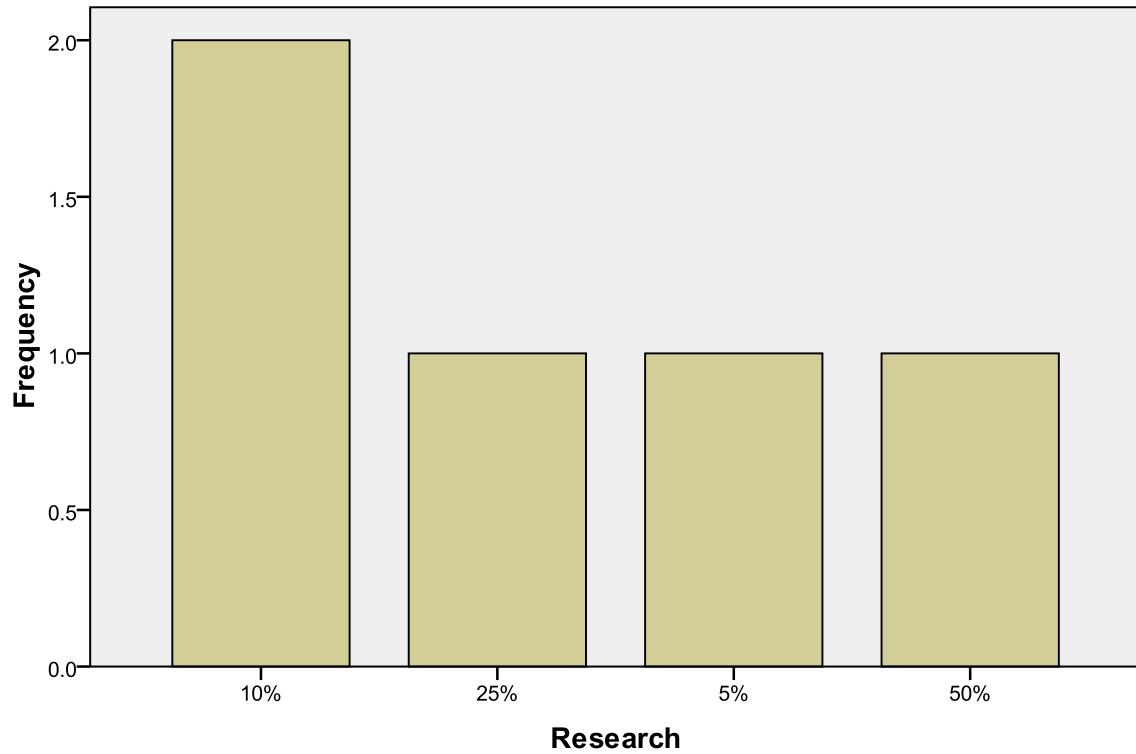
From the graph , it is seen that 25% of the respondent know well about the branding and 20% of respondent know very well about the branding and 45% of the respondent have used their product but 10% of the respondent never used their product and 0% of the respondent never heard of it. Most of the customers have used their product and they are satisfied with the branding.

**Correlation between the level of influential factor and market research:**

**Level of influential factor \* research Cross tabulation**

		research				Total	
		10%	25%	5%	50%		
Level of influential factor	Strongly agree	Count	0	0	0	1	1
	% within level of influential factor		.0%	.0%	.0%	100.0%	100.0%
Somewhat agree	Count	0	1	0	0	1	1
	% within level of influential factor		.0%	100.0%	.0%	.0%	100.0%
Neither agree nor disagreed	Count	0	0	1	0	1	1
	% within level of influential factor		.0%	.0%	100.0%	.0%	100.0%
Somewhat disagree	Count	1	0	0	0	1	1
	% within level of influential factor		100.0%	.0%	.0%	.0%	100.0%
Strongly disagree	Count	1	0	0	0	1	1
	% within level of influential factor		100.0%	.0%	.0%	.0%	100.0%
Total	Count	2	1	1	1	5	5
	% within level of influential factor		40.0%	20.0%	20.0%	20.0%	100.0%

### Research



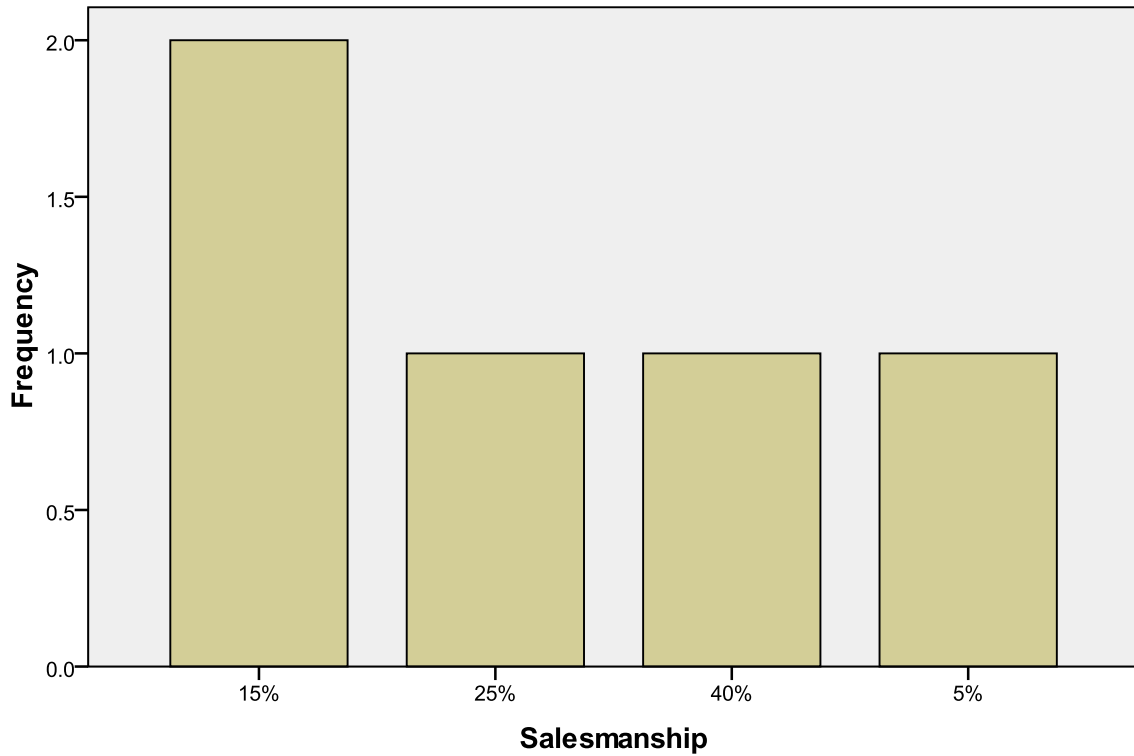
From this graph, it is seen that 10% of the respondent strongly agree and 25% of the respondent somewhat agree and 50% of the respondent neither agree nor disagree and 5% of the respondent somewhat disagree and 10% respondent strongly disagree that Partex furniture is doing their market research properly. Here we see most of the customer neither agree nor disagree that partex is doing the market research properly.

**Correlation between the level of influential factor and Salesmanship:**

**Level of influential factor \* Salesmanship Cross tabulation**

		Salesmanship				Total
		15%	25%	40%	5%	
Level of influential factor	Very satisfied	Count 1	Count 0	Count 0	Count 0	Count 1
	% within level of influential factor	100.0%	.0%	.0%	.0%	100.0%
Somewhat satisfied	Count	Count 0	Count 1	Count 0	Count 0	Count 1
	% within level of influential factor	.0%	100.0%	.0%	.0%	100.0%
Neither satisfied nor dissatisfied	Count	Count 1	Count 0	Count 0	Count 0	Count 1
	% within level of influential factor	100.0%	.0%	.0%	.0%	100.0%
Somewhat dissatisfied	Count	Count 0	Count 0	Count 0	Count 1	Count 1
	% within level of influential factor	.0%	.0%	.0%	100.0%	100.0%
Very dissatisfied	Count	Count 0	Count 0	Count 1	Count 0	Count 1
	% within level of influential factor	.0%	.0%	100.0%	.0%	100.0%
Total	Count	2	1	1	1	5
	% within level of influential factor	40.0%	20.0%	20.0%	20.0%	100.0%

### Salesmanship



From the graph , it is seen that 40% of the respondent are very satisfied and 25% of respondent are somewhat satisfied and 15% of the respondent are neither satisfied and nor dissatisfied but 15% of the respondent are somewhat dissatisfied and 5% of the respondent are very dissatisfied. Most of the customer are satisfied but here is some dissatisfaction.

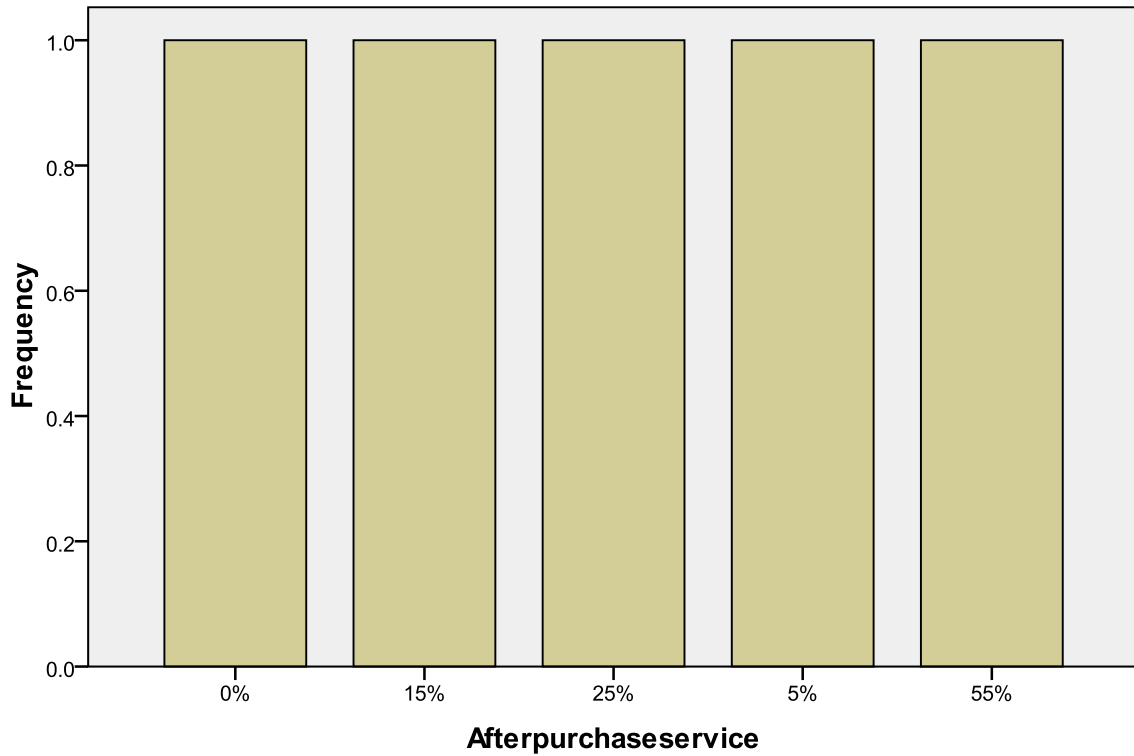


**Correlation between the level of influential factor and after purchase service:**

**Level of influential factor \* After Purchase Service Cross tabulation**

		AfterPurchaseService					Total
		0%	15%	25%	5%	55%	
Level of influential factor	Very satisfied	0	1	0	0	0	1
	Count % within level of influential factor	.0%	100.0%	.0%	.0%	.0%	100.0%
Somewhat satisfied	Count	0	0	0	0	1	1
	% within level of influential factor	.0%	.0%	.0%	.0%	100.0%	100.0%
Neither satisfied nor dissatisfied	Count	0	0	0	1	0	1
	% within level of influential factor	.0%	.0%	.0%	100.0%	.0%	100.0%
Somewhat dissatisfied	Count	1	0	0	0	0	1
	% within level of influential factor	100.0%	.0%	.0%	.0%	.0%	100.0%
Very dissatisfied	Count	0	0	1	0	0	1
	% within level of influential factor	.0%	.0%	100.0%	.0%	.0%	100.0%
Total	Count	1	1	1	1	1	5
	% within level of influential factor	20.0%	20.0%	20.0%	20.0%	20.0%	100.0%

**Afterpurchaseservice**



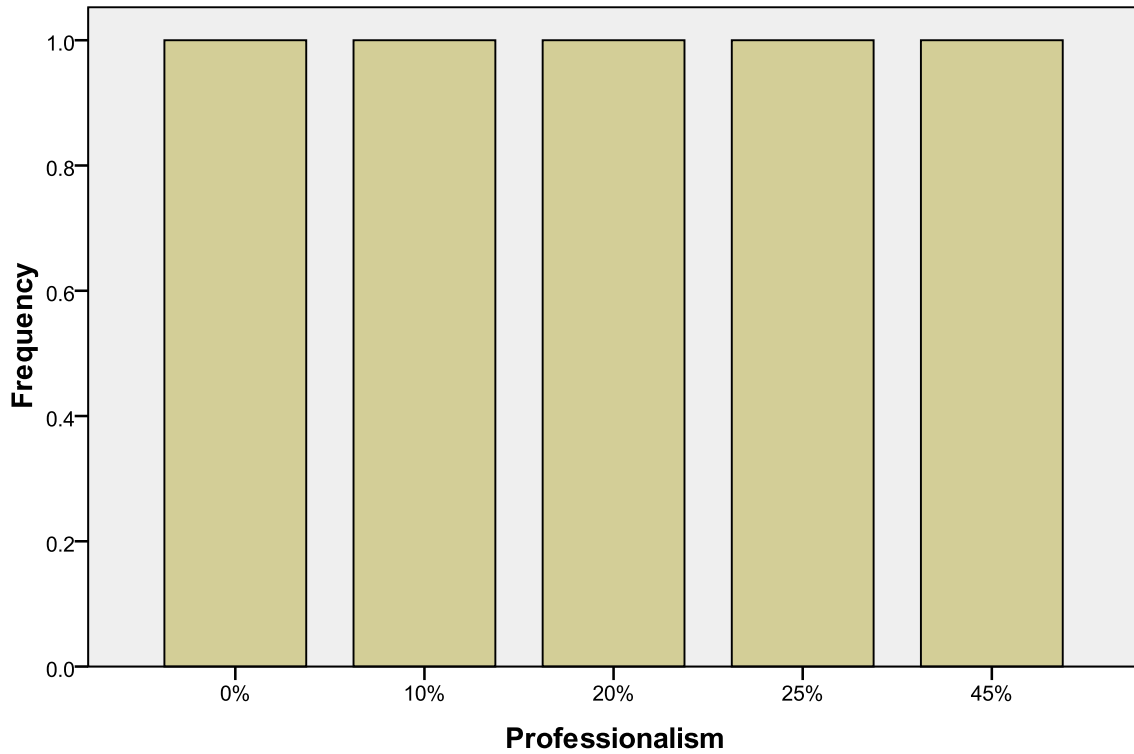
From the graph , it is seen that 25% of the respondent are very satisfied and 55% of respondent are somewhat satisfied and 15% of the respondent are neither satisfied and nor dissatisfied but 5% of the respondent are somewhat dissatisfied and 0% of the respondent are very dissatisfied. Most of the customers are satisfied for after sales service and large number of customer are very satisfied.

**Correlation between the level of influential factor and professionalism:**

**Level of influential factor \* Professionalism Cross tabulation**

		Professionalism					Total	
		0%	10%	20%	25%	45%		
Level of influential factor	Very satisfied	Count	0	0	0	1	0	1
	% within level of influential factor		.0%	.0%	.0%	100.0%	.0%	100.0%
Somewhat satisfied	Count	0	0	0	0	0	1	1
	% within level of influential factor		.0%	.0%	.0%	.0%	100.0%	100.0%
Neither satisfied nor dissatisfied	Count	0	1	0	0	0	0	1
	% within level of influential factor		.0%	100.0%	.0%	.0%	.0%	100.0%
Somewhat dissatisfied	Count	1	0	0	0	0	0	1
	% within level of influential factor		100.0%	.0%	.0%	.0%	.0%	100.0%
Very dissatisfied	Count	0	0	1	0	0	0	1
	% within level of influential factor		.0%	.0%	100.0%	.0%	.0%	100.0%
Total	Count	1	1	1	1	1	1	5
	% within level of influential factor		20.0%	20.0%	20.0%	20.0%	20.0%	100.0%

**Professionalism**



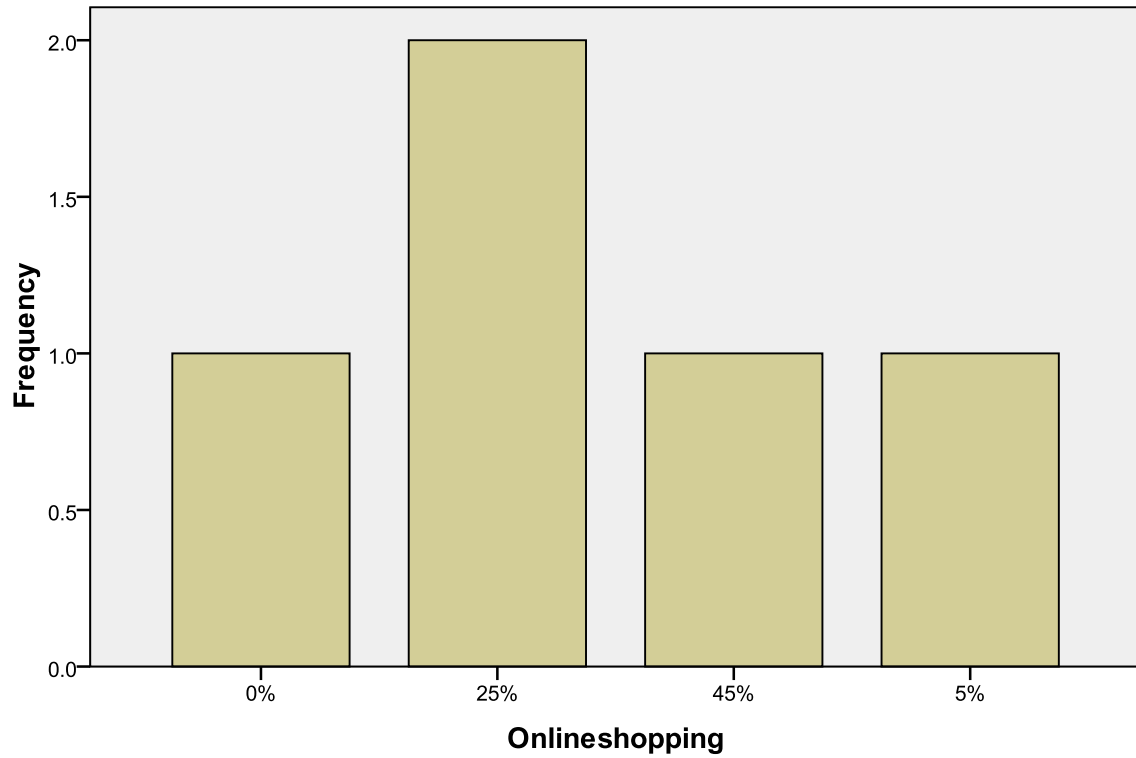
From the graph , it is seen that 20% of the respondent are very satisfied and 45% of respondent are somewhat satisfied and 25% of the respondent are neither satisfied and nor dissatisfied but 10% of the respondent are somewhat dissatisfied and 0% of the respondent are very dissatisfied. Here most of the customer are satisfied for the professionalism on the dealing.

**Correlation between the level of influential factor and online shopping:**

**Level of influential factor \* online shopping Cross tabulation**

		Online shopping				Total	
		0%	25%	45%	5%		
Level of influential factor	Strongly agree	Count	0	1	0	0	1
	% within level of influential factor		.0%	100.0%	.0%	.0%	100.0%
Somewhat agree	Count	0	0	1	0	1	
	% within level of influential factor		.0%	.0%	100.0%	.0%	100.0%
Neither agree nor disagree	Count	0	0	0	1	1	
	% within level of influential factor		.0%	.0%	.0%	100.0%	100.0%
Somewhat disagree	Count	1	0	0	0	1	
	% within level of influential factor		100.0%	.0%	.0%	.0%	100.0%
Strongly disagree	Count	0	1	0	0	1	
	% within level of influential factor		.0%	100.0%	.0%	.0%	100.0%
Total	Count	1	2	1	1	5	
	% within level of influential factor		20.0%	40.0%	20.0%	20.0%	100.0%

### Onlineshopping



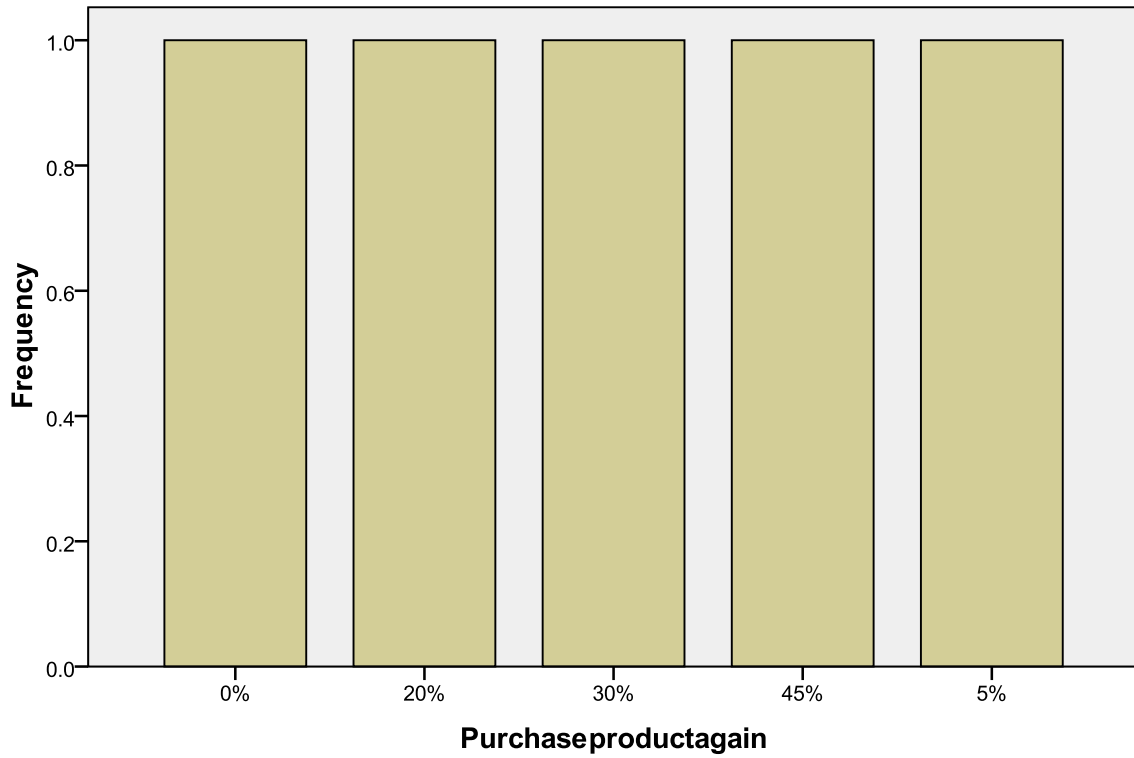
From this graph, it is seen that 25% of the respondent strongly agree and 45% of the respondent somewhat agree and 25% of the respondent neither agree nor disagree and 5% of the respondent somewhat disagree. Here we see most of the customer want that partex should start their online shopping services.

**Correlation between the level of influential factor and purchase our product again:**

**Level of influential factor \* Purchase product Cross tabulation**

		Purchase product					Total
		0%	20%	30%	45%	5%	
Level of influential factor	definitel y	Count 0	0	1	0	0	1
	% within level of influential factor	.0%	.0%	100.0%	.0%	.0%	100.0%
y	probabl y	Count 0	0	0	1	0	1
	% within level of influential factor	.0%	.0%	.0%	100.0%	.0%	100.0%
Not sure	Count 0	0	0	0	0	1	1
	% within level of influential factor	.0%	.0%	.0%	.0%	100.0%	100.0%
Probabl y not	Count 1	0	0	0	0	0	1
	% within level of influential factor	100.0%	.0%	.0%	.0%	.0%	100.0%
Definitel y not	Count 0	1	0	0	0	0	1
	% within level of influential factor	.0%	100.0%	.0%	.0%	.0%	100.0%
Total	Count	1	1	1	1	1	5
	% within level of influential factor	20.0%	20.0%	20.0%	20.0%	20.0%	100.0%

**Purchaseproductagain**



From this graph, it is seen that 20% of the respondent are definitely purchase and 45% of the respondent probably purchase and 30% of the respondent not sure about the purchase and 5% of the respondent probably not purchase again. Most of the customer are interested to again purchase.



## Barriers of Retail market

### 6.1 Distribution process:

Product distribution is one of the four elements of the marketing mix. Distribution is the process of making a product or service available for use or consumption by a consumer or business user, using direct means, or using indirect means within term diaries. Distribution of products takes place by means of channels. Channels are sets of interdependent organizations involved in making the product available for consumption. Merchants are intermediaries that buy and resell products. Agents and brokers are intermediaries that act on behalf of the producer but do not take title to the products. A firm can design any number of channels. Channels are classified by the number of intermediaries between producer and consumer. A level zero channel has no intermediaries. This is typical of direct marketing. A level one channel has a single intermediary. This flow is typically from manufacturer to retailer to consumer. In practice, many organizations use a mix of different channels; in particular, they may complement a direct sales-force who typically calls on larger customers with agents who cover the smaller customers and prospects.

In case of Partex furniture they have only one distributor. F.Karim are the distributor of Partex furniture limited. After giving the requisition of any product F.karim delivered the product to the retails within in three days. If any product is not available they sent the requisition to the factory and the factory made the product within seven working days. In case of any political unstable situation product delivery to the retail hampered. Most of the delivery process happens during the night time.

Partex furniture actually follows the intensive distribution process. The products are stored majority in the outlets. To motivate intermediaries Partex furniture use positive actions, such as offering higher margins to the intermediary, special deals, premiums and allowances for advertising or display. On the other hand they also take negative actions, such as threatening to cut back on margin, or hold back delivery of product.

## 6.2 Physical Challenges

Employees in every position of the retail operation need physical tools to do their job well. Ladders, mops, brooms, pens, pencils (with erasers), rubber bands, forms, ink, computer paper, receipt paper, and toilet paper are examples. When physical supplies are missing or not easily accessible to the employees who need them, it creates hassles, time delays, and substandard execution with tasks.

### **Examples of Physical Challenges**

- Forms or templates are outdated and require workarounds
- System glitches, slowdowns, malfunctions, complications
- Equipment is broken or inadequate
- Cleaning or office supplies don't exist or are frequently out of stock
- Supplies aren't easily accessible when and where needed
- Don't have the right tool for the right job (hammering with shoes, opening boxes with keys, box cutters as screwdrivers)

In case of ParTex furniture all of their retail contains these physical tools and these tools are also stock in retail in good amount. These tools are supplied from their sales office every month.

## 6.3 Time Challenges

There always seem to be more tasks than time in a retail operation, but lack of time is not always the result of unmotivated or slow-moving employees. Inefficient processes, antiquated procedures, competing priorities, and time-wasting activities are legitimate time-eating barriers that can and should be eliminated.

### **Examples of Time Barriers**

(Not enough time to get all duties completed or done well)

- Distractions and constant interruptions
- Conflicting priorities
- Cumbersome and inefficient processes
- Overcomplicated Procedures
- Busy work
- Too many duties assigned
- No guidelines about which tasks can wait

In case of ParTex furniture some of their retail contains lack of employee and sometimes they are totally mess with their work. They don't get enough time to finish their work and as a result of these products delivery to the customers hampers.

## 6.4 Logistical Challenges

When your expectations require an employee to be in two different places at the same time, or to do two different tasks at the same time, there is a logistical barrier. “They’re just going to have to figure out how to get it all done,” is an unworkable management strategy that sets employees up for failure.

### **Examples of Logistical Barriers**

(Being in two places at one time, doing two different jobs at the same time)

- Answering inbound phone calls while running the cash register
- Walking with customers to find merchandise while stocking shelves
- Assisting customers to their car with purchases when you can’t leave the store/register unattended
- Monitoring dressing rooms while working the sales floor
- Cleaning restrooms and anything else
- Paperwork and anything else

In case of ParTex furniture their Baridhara retail contains lack of employee. So the present employees have to do different tasks at the same time. At the time of product delivery from the distributor they leave the retail and at that time only one security guard is there to maintain everything.

## 6.5 Knowledge Challenges

Lack of knowledge is an insurmountable barrier. Employees simply can't do what they don't know how to do. And more often than not, they don't even know what they don't know until someone is screaming at them for not knowing it.

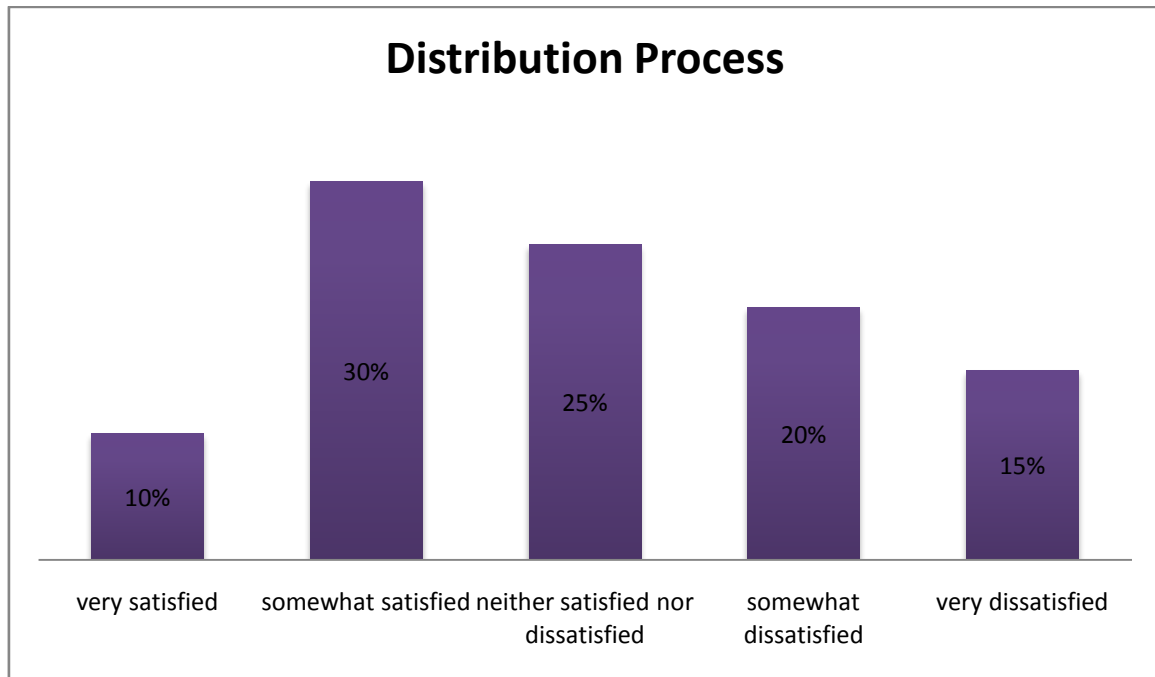
Lack of training, reference materials, cheat sheets, or access to experts will create incompetence and render employees incapable of doing their job well, no matter how willing they are to succeed.

### **Examples of Knowledge Barriers** (Lack of training or reference materials)

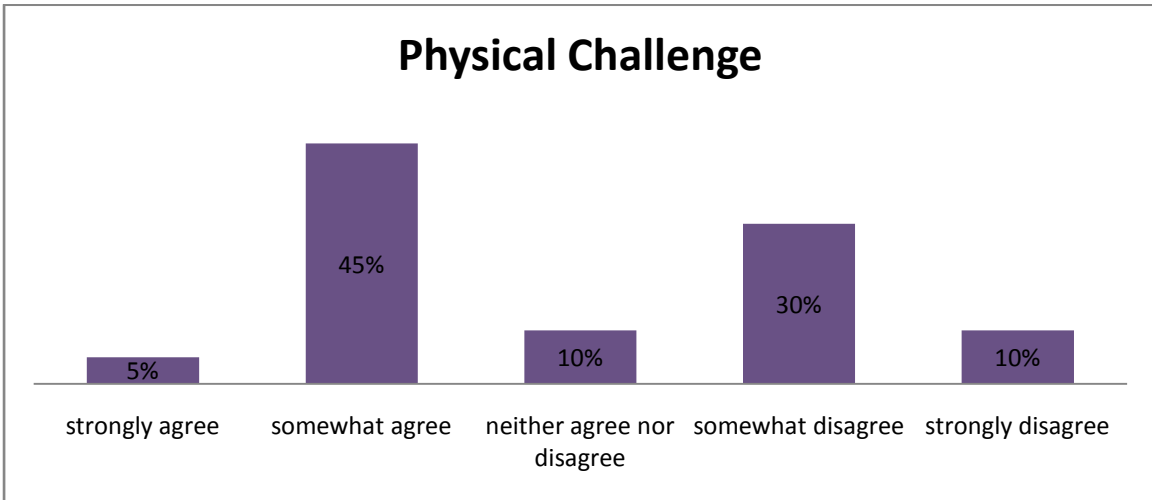
- No telephone book, mall directory, street map, or GPS to give directions assistance
- No "cheat sheets" for unusual transactions
- No FAQ's documented with accurate, up-to-date answers
- No helpline, or emergency contact numbers easily available
- No on-call staff, or negative consequences for utilizing them
- No employee contact information to clarify specific transactions
- No system for capturing and documenting the knowledge and experience of senior employees

In case of ParTex Furniture some of their employees don't even know the proper description of the product. These things happen because of lack training and knowledge. Some of their employees don't have the ability to handle a critical situation.

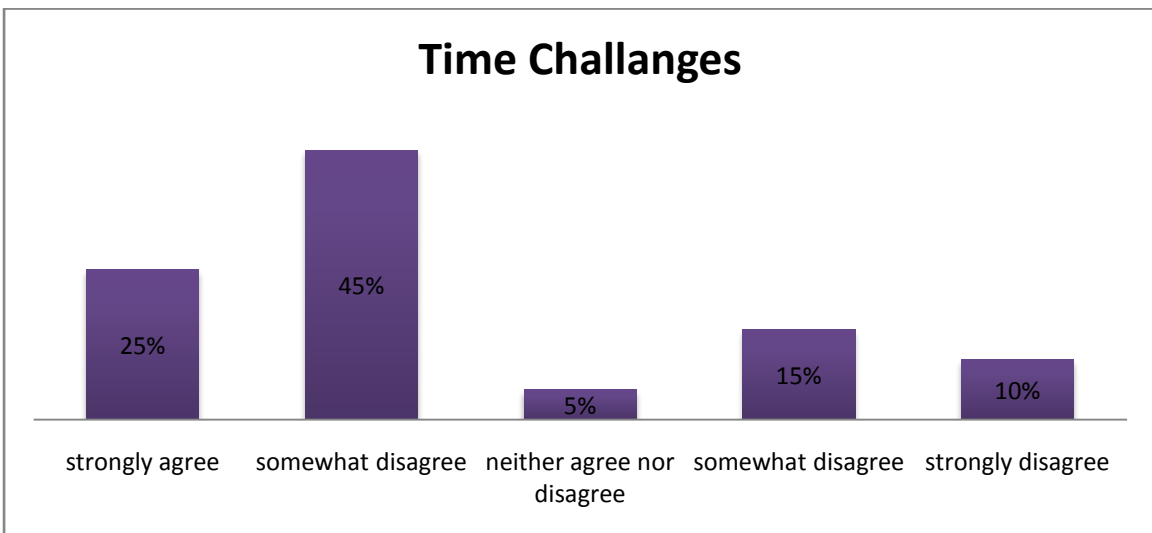
## Findings and Analysis



From the graph , it is seen that 10% of the respondent are very satisfied and 30% of respondent are somewhat satisfied and 25% of the respondent are neither satisfied and nor dissatisfied but 20% of the respondent are somewhat dissatisfied and 15% of the respondent are very dissatisfied. Here most of the customer are satisfied of the distribution process.

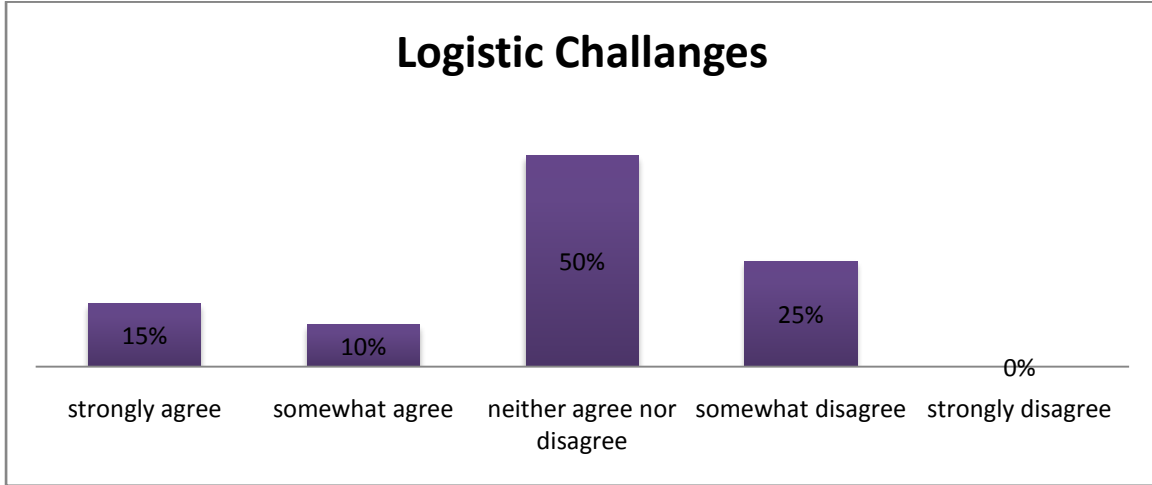


From this graph, it is seen that 5% of the respondent strongly agree and 45% of the respondent somewhat agree and 10% of the respondent neither agree nor disagree and 30% of the respondent somewhat disagree and 10% of the respondent strongly disagree. Here we see most of the customer somewhat agree that they are carefully handling the physical challenges.

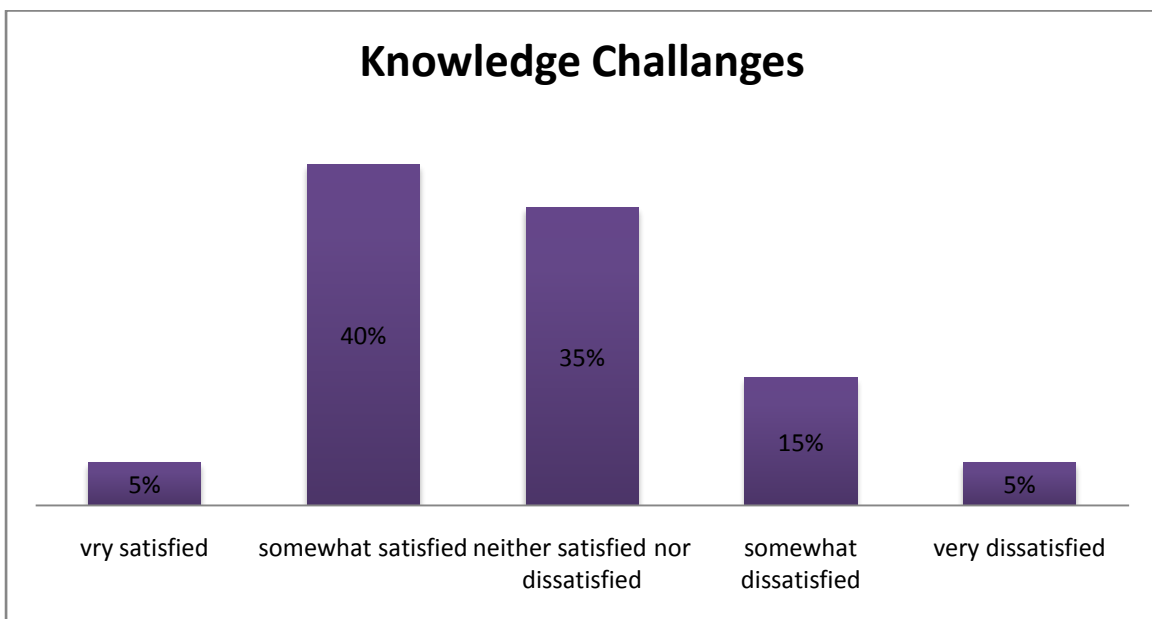


From this graph, it is seen that 25% of the respondent strongly agree and 45% of the respondent somewhat agree and 5% of the respondent neither agree nor disagree and 15% of the respondent somewhat disagree and 10% of the respondent strongly disagree.

30% of the respondent somewhat disagree and 10% of the respondent strongly disagree. Here we see most of the customer somewhat agree that they are carefully handling the physical challenges.



From this graph, it is seen that 15% of the respondent strongly agree and 10% of the respondent somewhat agree and 50% of the respondent neither agree nor disagree and 25% of the respondent somewhat disagree and 0% of the respondent strongly disagree. Here we see most of the customer neither agree nor disagree about the logistic challenges.



From the graph , it is seen that 5% of the respondent are very satisfied and 40% of respondent are somewhat satisfied and 35% of the respondent are neither satisfied and nor



dissatisfied but 15% of the respondent are somewhat dissatisfied and 5% of the respondent are very dissatisfied. Here most of the customer are somewhat satisfied.

## Findings

- ✓ Most of the customers are very much satisfied with the distribution process..
- ✓ Most of the customers are happy the way partex furniture limited is handling their physical challenges
- ✓ Most of the customers are satisfied with the time management.
- ✓ Most of the customer is happy the way they face their logistic challenges.
- ✓ Most of the customer thinks that they have adequate knowledge about the product.

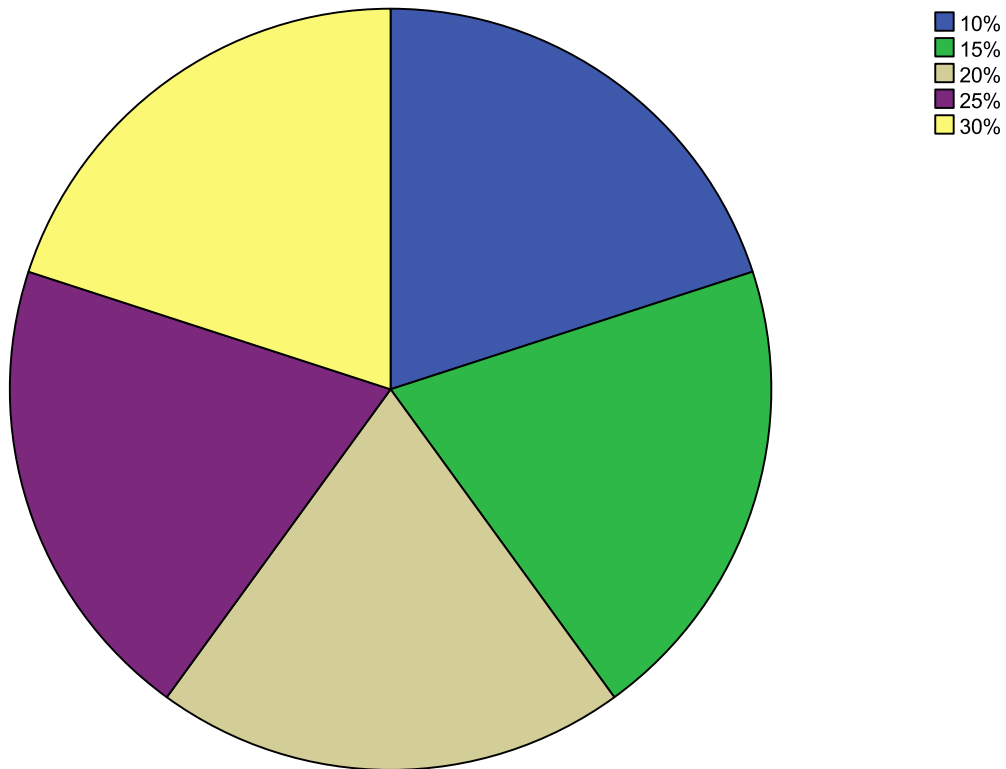
## Tables and Figures from SPSS

**Tables and Figures derived by the help of SPSS:**

**Distribution:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	10%	1	20.0	20.0	20.0
	Somewhat Satisfied	15%	1	20.0	20.0	40.0
	Neither Satisfied nor Dissatisfied	20%	1	20.0	20.0	60.0
	Very Dissatisfied	25%	1	20.0	20.0	80.0
	Somewhat Dissatisfied	30%	1	20.0	20.0	100.0
Total			5	100.0	100.0	

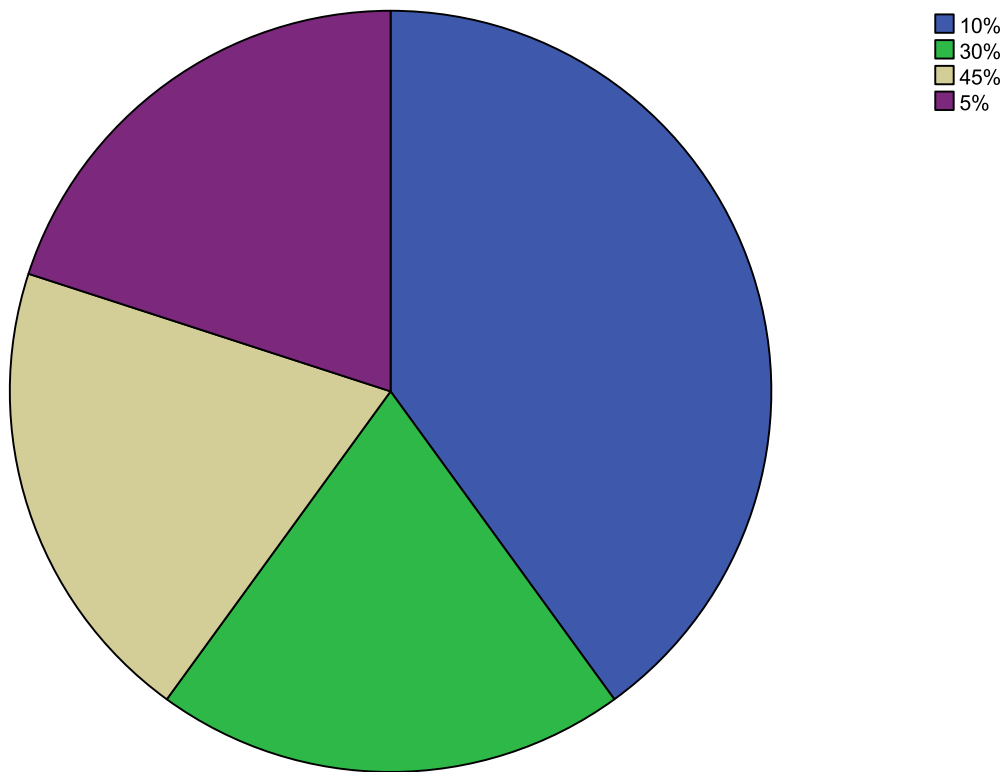
**Distribution**



**Physical Challenge:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5%	1	20.0	20.0	20.0
	Somewhat agree	45%	1	20.0	20.0	40.0
	Neither agree nor disagree	10%	1	20.0	20.0	60.0
	Somewhat disagree	30%	1	20.0	20.0	80.0
	Strongly disagree	10%	1	20.0	20	100.0
Total			5	100.0	100.0	

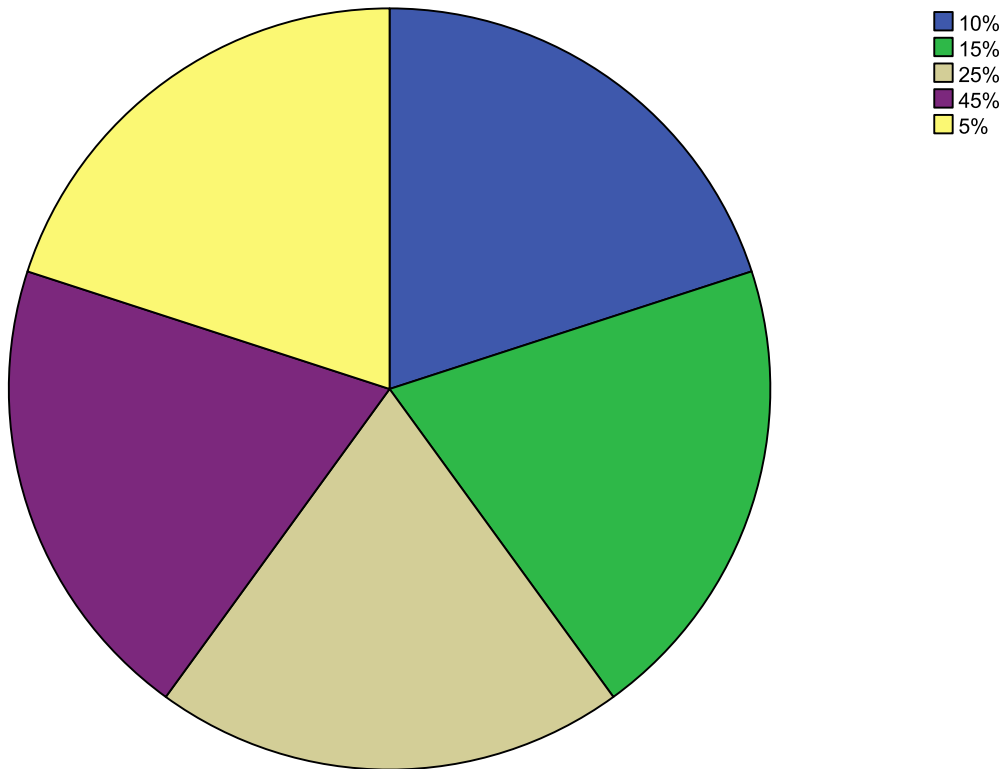
**Physicalchallenge**



**Time Challenge:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	10%	1	20.0	20.0	20.0
	Somewhat agree	15%	1	20.0	20.0	40.0
	Neither agree nor disagree	25%	1	20.0	20.0	60.0
	Somewhat disagree	45%	1	20.0	20.0	80.0
	Strongly disagree	5%	1	20.0	20	100.0
Total			5	100.0	100.0	

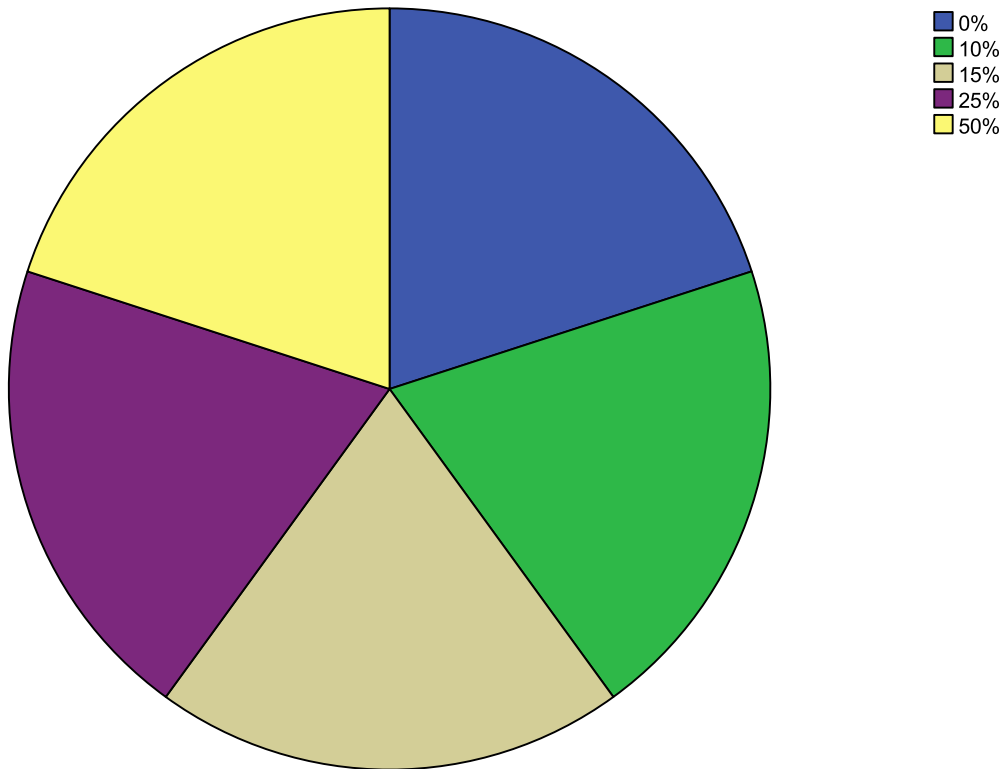
**Timechallenges**



**Logistic:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	15%	1	20.0	20.0	20.0
	Somewhat agree	10%	1	20.0	20.0	40.0
	Neither agree nor disagree	50%	1	20.0	20.0	60.0
	Somewhat disagree	25%	1	20.0	20.0	80.0
	Strongly disagree	0%	1	20.0	20	100.0
Total			5	100.0	100.0	

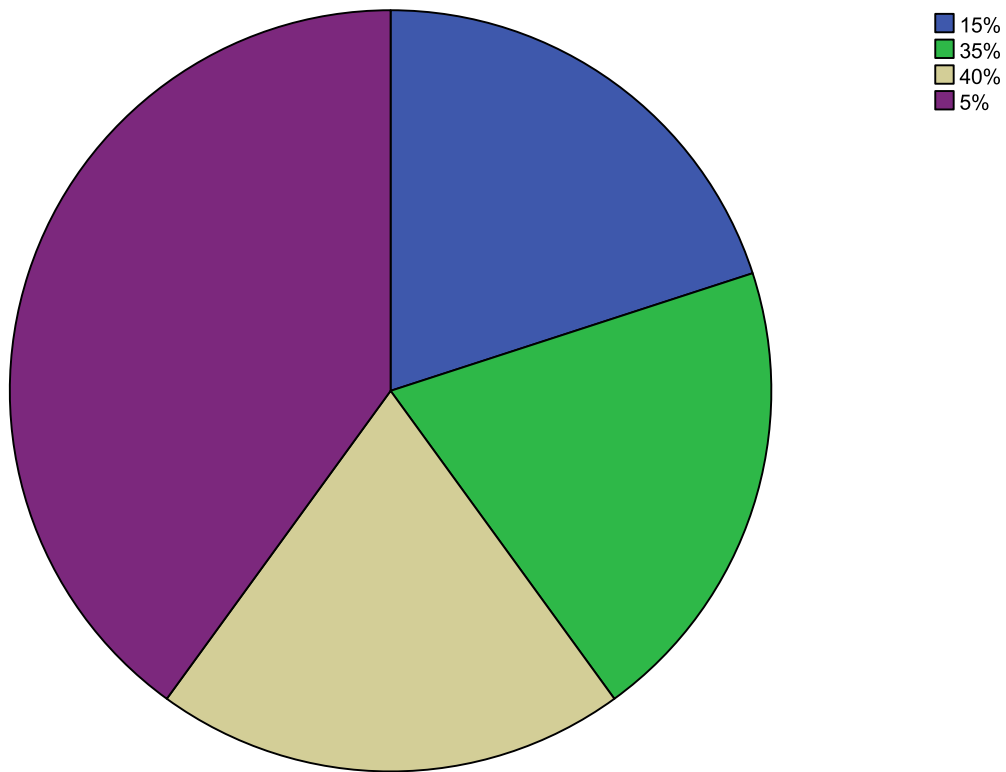
**Logisticchallanges**



**Knowledge:**

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	5%	1	20.0	20.0	20.0
	Somewhat Satisfied	40%	1	20.0	20.0	40.0
	Neither Satisfied nor Dissatisfied	35%	1	20.0	20.0	60.0
	Very Dissatisfied	15%	1	20.0	20.0	80.0
	Somewhat Dissatisfied	5%	1	20.0	20.0	100.0
Total			5	100.0	100.0	

**Knowledgechallenges**



## Factor Analysis

### Communalities

	Initial	Extraction
Distribution process	1.000	.955
Physical challenges	1.000	.882
Time challenges	1.000	.853
Logistic challenges	1.000	.916
Knowledge challenges	1.000	.959

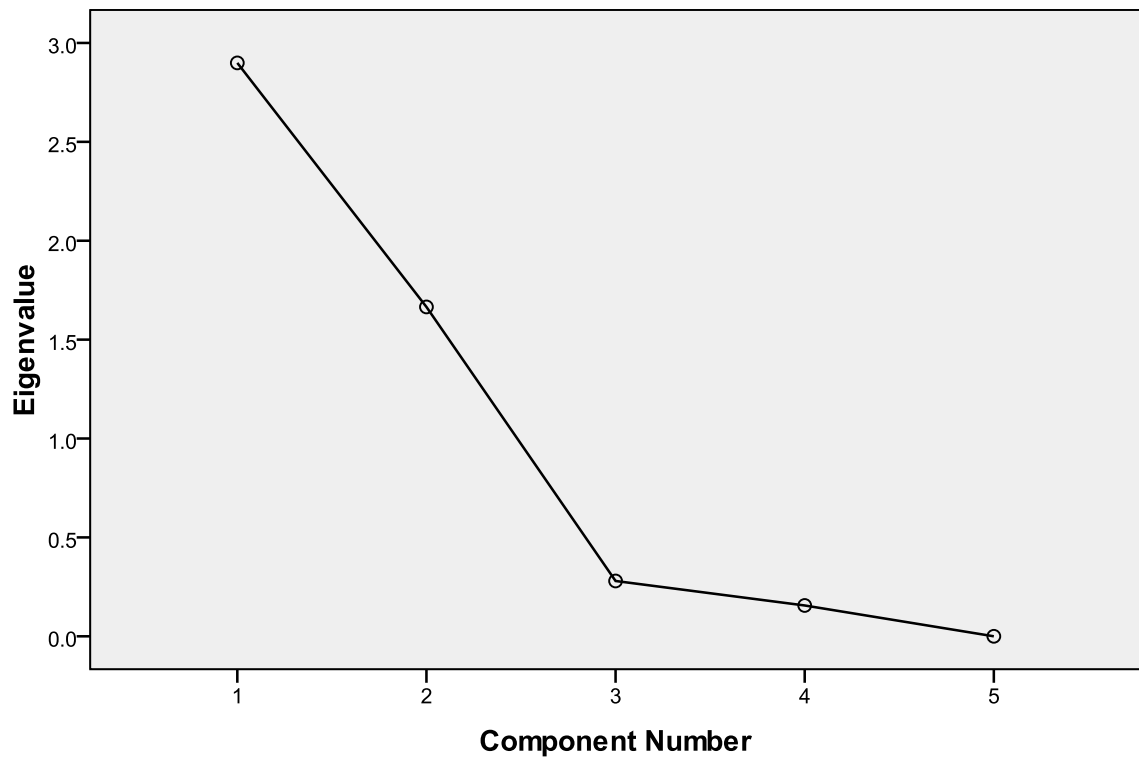
Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigen values			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	%of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	2.899	57.982	57.982	2.899	57.982	57.982	2.747	54.939	54.939
2	1.665	33.306	91.288	1.665	33.306	91.288	1.817	36.349	91.288
3	.280	5.594	96.882						
4	.156	3.118	100.000						
5	5.028E-17	1.006E-15	100.000						

**Extraction Method: Principal Component Analysis**

**Scree Plot**



**Component Matrix<sup>a</sup>**

	Component	
	1	2
Distribution process	.943	.255
Physical challenges	.874	-.343
Time challenges	.628	-.677
Logistic challenges	.161	.943



Knowledge challenges	.908	.366
----------------------	------	------

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

**Rotated Component Matrix<sup>a</sup>**

	Component	
	1	2
Distribution process	.973	.092
Physical challenges	.698	.628
Time challenges	.350	.855
Logistic challenges	.482	-.827
Knowledge challenges	.979	-.024

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 3 iterations.

**Component Transformation**

**Matrix**

Component	1	2
1	.936	.351
2	.351	-.936

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with

Kaiser Normalization.

## Correlation

### Correlation between the level of barriers and distribution process:

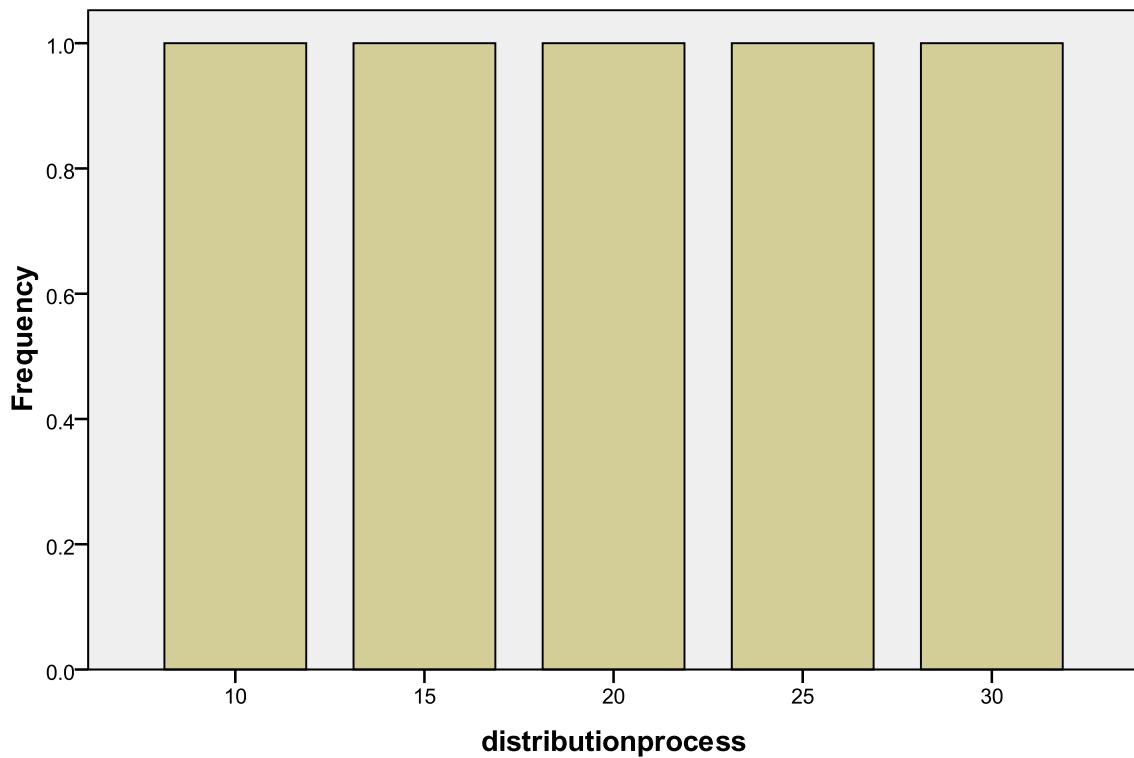
The Dependant variable is level of barriers. The variable is correlated with independent variables like distribution, physical challenges, and time challenges of the partex furniture. To measure the level of barriers in the view of these aspects individually. Figures and tables are derived with the help of SPSS by the process of Cross Tabulation.

**Level of barriers \* Distribution process Cross tabulation**

			Distribution process					Total
			10%	15%	20%	25%	30%	
Level of barriers	Very effective	Count % within level of barriers	0 .0%	0 .0%	0 .0%	1 1.0E2%	0 .0%	1 1.0E2%
	Somewhat effective	Count % within level of barriers	0 .0%	0 .0%	0 .0%	0 .0%	1 1.0E2%	1 1.0E2%
	Neither effective nor ineffective	Count % within level of barriers	0 .0%	1 1.0E2%	0 .0%	0 .0%	0 .0%	1 1.0E2%
	Somewhat ineffective	Count % within level of barriers	0 .0%	0 .0%	1 1.0E2%	0 .0%	0 .0%	1 1.0E2%

Very ineffective	Count	1	0	0	0	0	1
	% within level of barriers	100.0%	.0%	.0%	.0%	.0%	1.0E2%
Total	Count	1	1	1	1	1	5
	% within level of barriers	20.0%	20.0%	20.0%	2.0E1%	2.0E1%	1.0E2%

**distributionprocess**



From the graph , it is seen that 10% of the respondent think that their distribution process is very effective and 15% of respondent think that somewhat effective and 20% of the

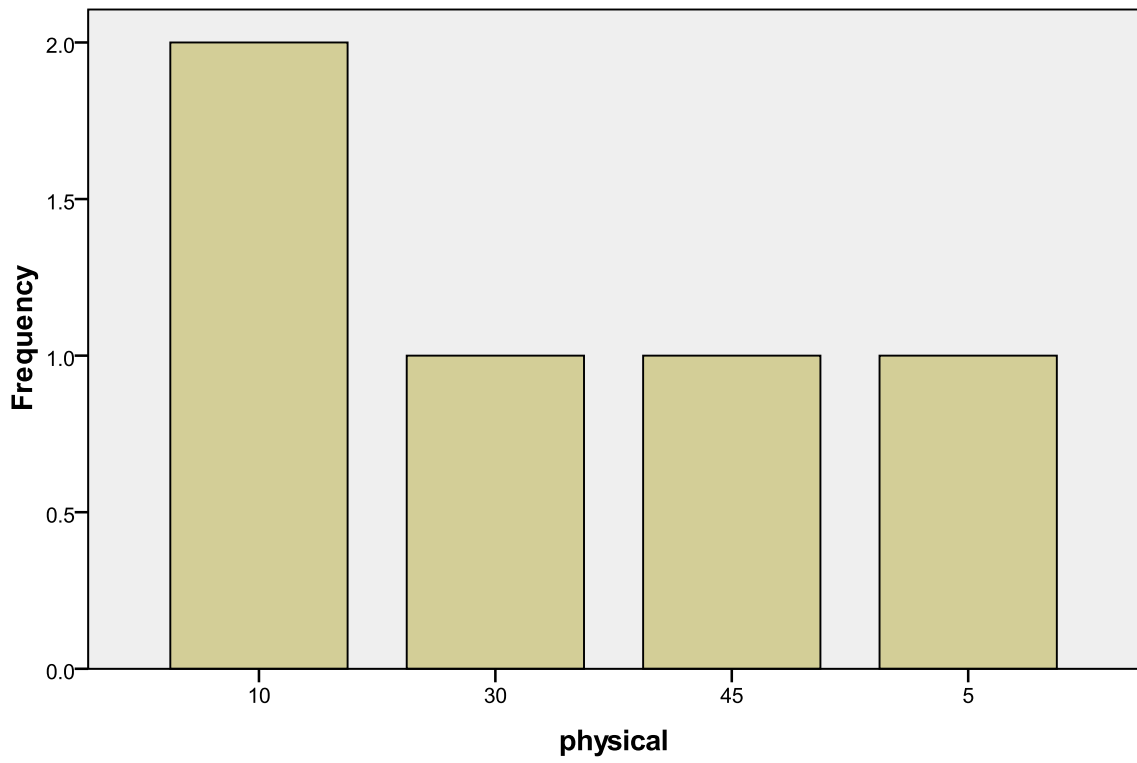
respondent think that neither effective and nor ineffective but 25% of the respondent think somewhat ineffective and 30% of the respondent think that very ineffective.

**Correlation between the level of barriers and physical challenges:**

**Level of barriers \* Physical challenges Cross tabulation**

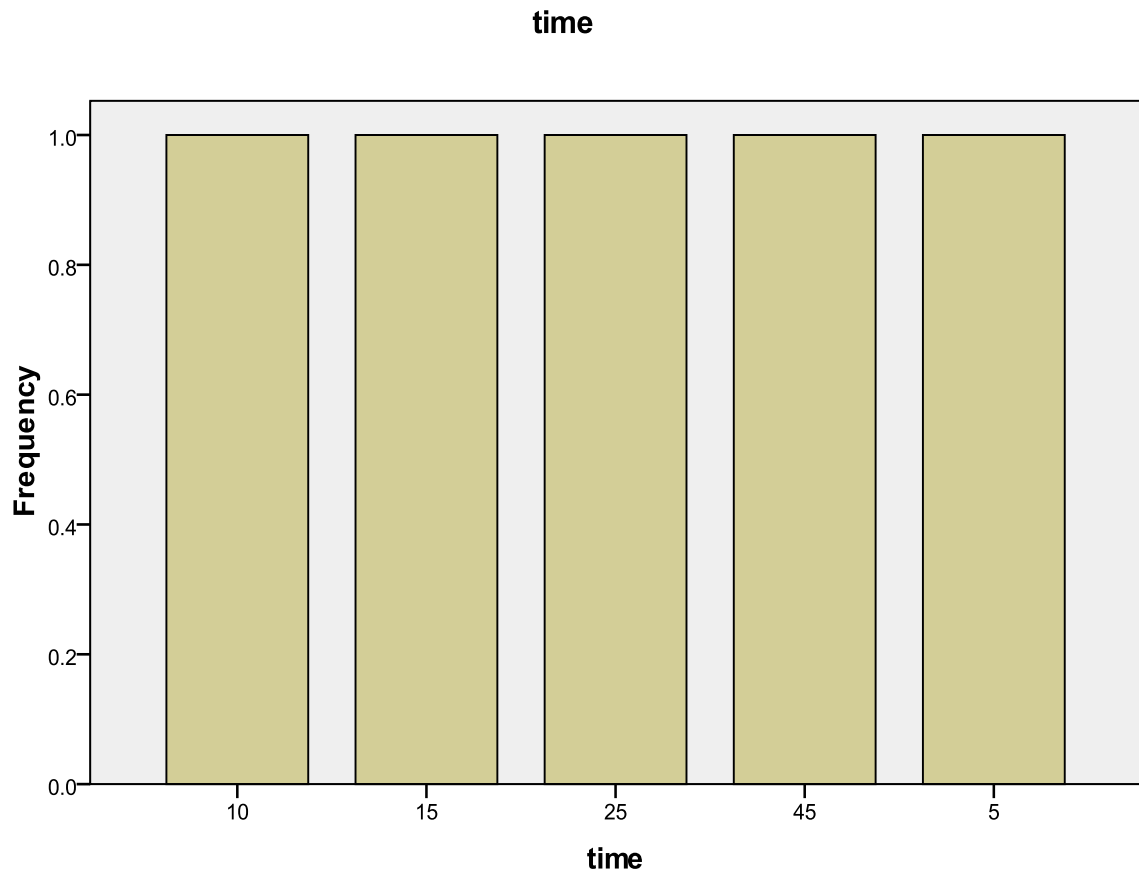
		Physical challenges				Total	
		10%	30%	45%	5%		
Level of barriers	Strongly agree	Count	1	0	0	0	1
	% within level of barriers		100.0%	.0%	.0%	.0%	100.0%
Somewhat agree	Count	0	0	1	0	1	
	% within level of barriers		.0%	.0%	100.0%	.0%	100.0%
Neither agree nor disagree	Count	1	0	0	0	1	
	% within level of barriers		100.0%	.0%	.0%	.0%	100.0%
Somewhat disagree	Count	0	1	0	0	1	
	% within level of barriers		.0%	100.0%	.0%	.0%	100.0%
Strongly disagree	Count	0	0	0	1	1	
	% within level of barriers		.0%	.0%	.0%	100.0%	100.0%
Total	Count	2	1	1	1	5	
	% within level of barriers		40.0%	20.0%	20.0%	20.0%	100.0%

**physical**



From this graph, it is seen that 5% of the respondent strongly agree and 45% of the respondent somewhat agree and 10% of the respondent neither agree nor disagree and 30% of the respondent somewhat disagree and 10% respondent strongly disagree that Partex furniture is carefully handling the physical challenges.





From this graph, it is seen that 25% of the respondent strongly agree and 45% of the respondent somewhat agree and 5% of the respondent neither agree nor disagree and 15% of the respondent somewhat disagree and 10% respondent strongly disagree that Partex furniture is maintaining the time management properly.

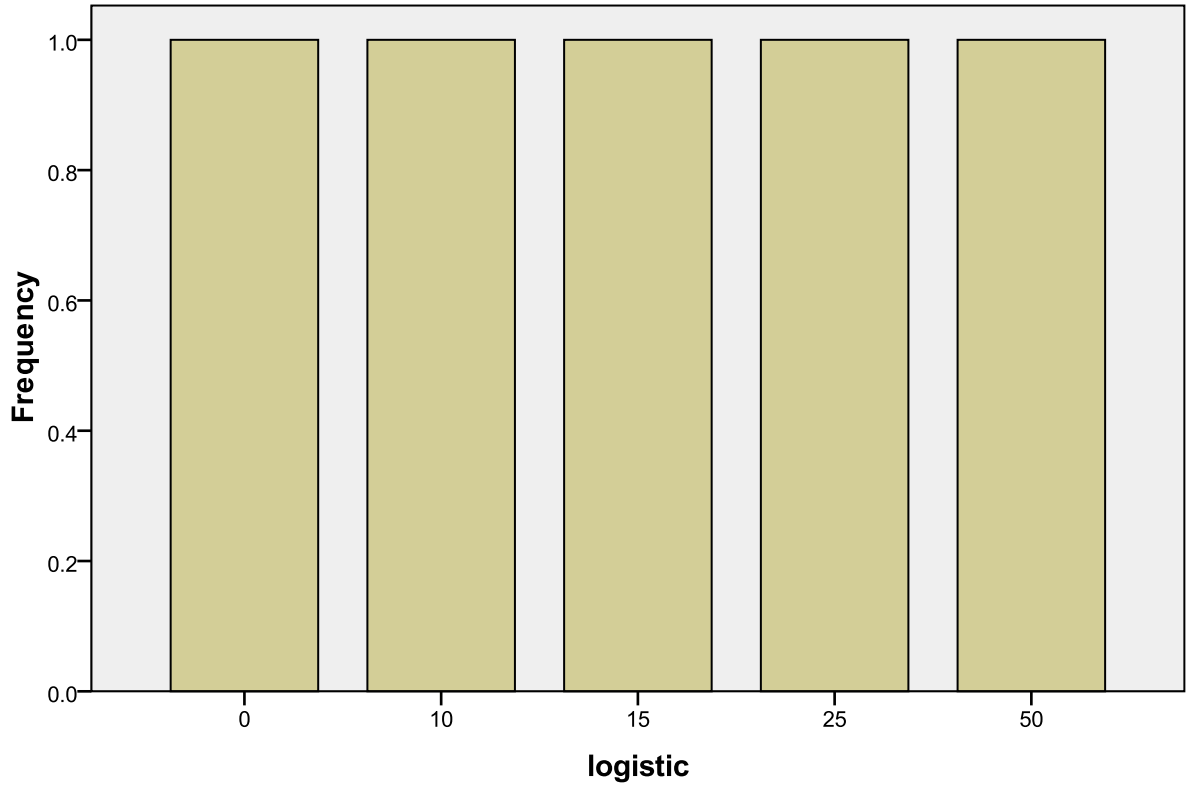


**Correlation between the level of barriers and logistic challenges:**

**Level of barriers \* Logistic challenges Cross tabulation**

		Logistic challenges					Total	
		0%	10%	15%	25%	50%		
Level of barriers	Strongly agree	Count	0	0	0	0	1	1
	% within level of barriers		.0%	.0%	.0%	.0%	1.0E2%	1.0E2%
Somewhat agree	Count	0	1	0	0	0	0	1
	% within level of barriers		.0%	1.0E2%	.0%	.0%	.0%	1.0E2%
Neither agree nor disagree	Count	1	0	0	0	0	0	1
	% within level of barriers		1.0E2%	.0%	.0%	.0%	.0%	1.0E2%
Somewhat disagreed	Count	0	0	0	1	0	0	1
	% within level of barriers		.0%	.0%	.0%	1.0E2%	.0%	1.0E2%
Strongly disagreed	Count	0	0	1	0	0	0	1
	% within level of barriers		.0%	.0%	1.0E2%	.0%	.0%	1.0E2%
Total	Count	1	1	1	1	1	1	5
	% within level of barriers		20.0%	20.0%	20.0%	20.0%	20.0%	1.0E2%

**logistic**

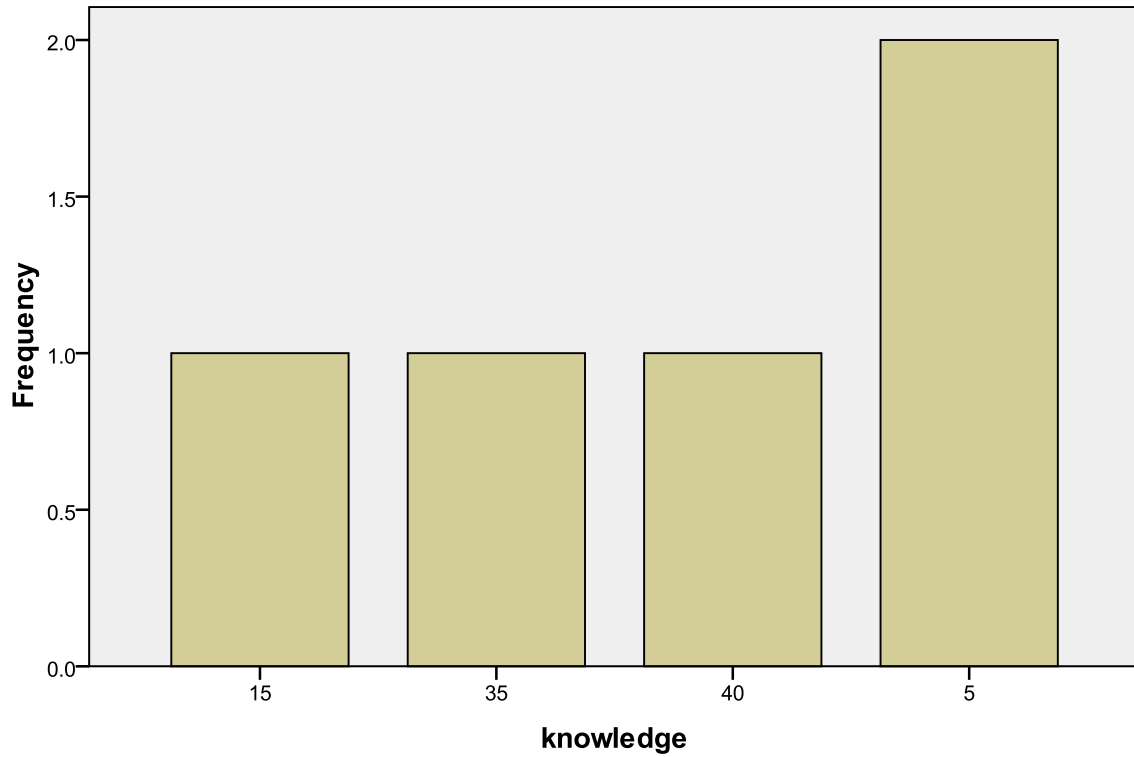


From this graph, it is seen that 15% of the respondent strongly agree and 10% of the respondent somewhat agree and 50% of the respondent neither agree nor disagree and 25% of the respondent somewhat disagree and 0% respondent strongly disagree that Partex furniture is capable of solving the logistic challenges.

**Correlation between the level of barriers and knowledge challenges:**

			Knowledge challenges				Total
			15%	35%	40%	5%	
Level of barriers	Very satisfied	Count	0	1	0	0	1
		% within level of barriers	.0%	100.0%	.0%	.0%	100.0%
	Somewhat satisfied	Count	0	0	1	0	1
		% within level of barriers	.0%	.0%	100.0%	.0%	100.0%
	Neither satisfied nor dissatisfied	Count	0	0	0	1	1
	% within level of barriers	.0%	.0%	.0%	100.0%	100.0%	
	Somewhat dissatisfied	Count	1	0	0	0	1
	% within level of barriers	100.0%	.0%	.0%	.0%	100.0%	
	Very dissatisfied	Count	0	0	0	1	1
	% within level of barriers	.0%	.0%	.0%	100.0%	100.0%	
Total	Count	1	1	1	2	5	
	% within level of barriers	20.0%	20.0%	20.0%	40.0%	100.0%	

**knowledge**



From the graph , it is seen that 5% of the respondent are very satisfied and 40% of respondent are somewhat satisfied and 35% of the respondent are neither satisfied and nor dissatisfied but 15% of the respondent are somewhat dissatisfied and 5% of the respondent are very dissatisfied.

## Recommendation

Though ParTex is a giant company in our country and try to enter the worldwide competition it has some deficiencies with their customer support. As I have worked here since I have seen some problem inside it. Those are:

- a. Foreign customers living in Bangladesh are one of the target markets for ParTex, who seek information from ParTex group web page. Since for getting a good experience current web page do not provide enough information about product category, cross selling option or online booking system. So ParTex should take immediate action to redesign their webpage to meet customers demand.
- b. Slow delivery process: Since ParTex do not have enough vehicles to delivery products to customer mailing address and often hire third party to make delivery process fulfill. Delivery process is slower, because of hiring third party takes time and they often are not serious to deliver the product to customer mailing address on time. Even for improper monitoring we face many odd situations in front of the customers. So ParTex should use their own vehicle or to talk with third party about the problem of delivery process for giving a good experience to the customer.
- c. Production Limitation: Manufacturing process vastly depends on receiving order from customers and getting raw materials from suppliers. Since ParTex follow manufacturing world class furniture but do not implement just in time process in their manufacturing plant, which is very important part of logistics in manufacturing industry. Absence of JIT in this competitive market create delay in manufacturing products, result lose of potential and existing customers.
- d. Lack of showroom storage: There are 7 outlets inside the Dhaka city. But all outlets don't have enough storage. For this reason we can't deliver instantly from all our showrooms. So storage capacity should increase immediately for deliver the product to the customer's end as soon as possible.

## Conclusion

It is impossible to have a clear-cut idea of a big company within a short time. But according to my observation this company is suffering from a tremendous problem in following areas, which are the main obstacle for the company optimum growth:

- There is a clear gap between Production and Marketing.
- Company sales and marketing people have a package of their action plan.
- Company do not giving its effort in marketing research, market development, product development, product positioning, un-trapped market, business plan, marketing plan, product planning, and an effective advertising and promotional planning.
- Company did much promotional campaign but never try to figure out the reason for success and failure.
- Individual job responsibility should be very specific.

Now Partex Furniture Industries Ltd. is in developing stage. Gradually it is trying to figure out its system fall and week corner. In spite of many problems, it is the pioneer in furniture industry in our country. Hope it will be a systemic and standard organization.

**Reference:**

1. <http://www.partextargroup.com>
2. Partex gallery,munipuripara
3. <http://www.integratedretailing.com/?p=131>
4. [http://www.sciencedirect.com/science?\\_ob=ArticleListURL&\\_method=list&\\_ArticleListID=1298604835&\\_sort=r&\\_view=c&\\_acct=C000047400&\\_version=1&\\_urlVersion=0&\\_userid=8610850&md5=fa7ac74a3e19f40817ac0873bb154da4](http://www.sciencedirect.com/science?_ob=ArticleListURL&_method=list&_ArticleListID=1298604835&_sort=r&_view=c&_acct=C000047400&_version=1&_urlVersion=0&_userid=8610850&md5=fa7ac74a3e19f40817ac0873bb154da4)
5. [http://www.sciencedirect.com/science?\\_ob=ArticleListURL&\\_method=list&\\_ArticleListID=1298604835&\\_sort=r&\\_view=c&\\_acct=C000047400&\\_version=1&\\_urlVersion=0&\\_userid=8610850&md5=fa7ac74a3e19f40817ac0873bb154da4](http://www.sciencedirect.com/science?_ob=ArticleListURL&_method=list&_ArticleListID=1298604835&_sort=r&_view=c&_acct=C000047400&_version=1&_urlVersion=0&_userid=8610850&md5=fa7ac74a3e19f40817ac0873bb154da4)

## Appendix

Dear Respondent,

I am a student of Brac University and I want to collect information on your insights and opinions on the status of Partex Furniture Industries Ltd. as per requirement of my internship report. I will appreciate your valuable time and support in answering the questions. All the information collected will keep strictly confidential and shall use for only report purpose.

1. How satisfied are you with the location of partex furniture limited?

- a. very satisfied
- b. somewhat satisfied
- c. neither satisfied nor dissatisfied
- d. somewhat dissatisfied
- e. very dissatisfied

2. Are you satisfied with the marketing activities of partex furniture limited?

- a. very satisfied
- b. somewhat satisfied
- c. neither satisfied nor dissatisfied
- d. somewhat dissatisfied
- e. very dissatisfied

3. Are you satisfied with the after purchase services of partex furniture?

- a. very satisfied
- b. somewhat satisfied
- c. neither satisfied nor dissatisfied
- d. somewhat dissatisfied
- e. very dissatisfied

4. Did they show professionalism in dealing with u?



- a. very satisfied
  - b. somewhat satisfied
  - c. neither satisfied nor dissatisfied
  - d. somewhat dissatisfied
  - e. very dissatisfied
6. Do you think partex furniture should start their online shopping services?
- a. strongly agree
  - b. somewhat agree
  - c. neither agree nor disagree
  - d. somewhat disagree
  - e. strongly disagree
7. Are you going to purchase our product again?
- a. Definitely
  - b. Probably
  - c. Not sure
  - d. Probably not
  - e. Definitely not
8. You like Partex furniture advertisement because of its-
- a. attractiveness
  - b. interesting
  - c. informative
  - d. professional
  - e. effective
- 9.. How well do you know about Partex furniture brand?
- a. know something
  - b. know very well
  - c. have used their product
  - d. never used their product

e. never heard of it

10. Do you think that Partex Furniture Ltd. Is doing their market research properly?

a. strongly agree

b. somewhat agree

c. neither agree nor disagree

d. somewhat disagree

e. strongly disagree

11. How satisfied are you with the salesmanship of partex furniture limited? (Responsiveness in dealing with u)

a. very satisfied

b. somewhat satisfied

c. neither satisfied nor dissatisfied

d. somewhat dissatisfied

e. very dissatisfied

12. Do you think that Partex furniture distribution process is effective?

a. very effective

b. somewhat effective

c. neither effective nor ineffective

d. somewhat ineffective

e. very ineffective

13. Do you think that Partex furniture handling physical challenges carefully?

a. strongly agree

b. somewhat agree

c. neither agree nor disagree

d. somewhat disagree

e. strongly disagree

14. Do you think that Partex furniture maintain time management properly?

- a. strongly agree
- b. somewhat agree
- c. neither agree nor disagree
- d. strongly disagree
- e. strongly disagree

15. Do you think that partex furniture is capable to solve their logistic challenges?

- a. strongly agree
- b. somewhat agree
- c. neither agree nor disagree
- d. somewhat disagree
- e. strongly disagree

16. Do you think every employee of partex furniture have adequate knowledge about products?

- a. very satisfied
- b. somewhat satisfied
- c. neither satisfied nor dissatisfied
- d. somewhat dissatisfied
- e. very dissatisfied