

“Market analysis Based on Product of i) Talcom Powder, ii) Calcium Carbonate
and iii) Dolomite powder”

Prepared for

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MBA PROGRAM

BRAC BUSINESS SCHOOL

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LETTER OF TRANSMITTAL

Date: July, 06 2014

Mr. Mahmudul Haq
Professor
BRAC Business School
BRAC University

Subject: Submission of Internship Paper on “Market analysis Based on Product of i) Talcom Powder, ii) Calsium Carbonate and iii) Dolomite powder”

Dear Sir,

It gives me immense pleasure to submit the Internship Paper on “Market analysis Based on Product of i) Talcom Powder, ii) Calsium Carbonate and iii) Dolomite powder” a requirement of the MBA program.

Apart from the academic knowledge gained from this report and preparation of report has given me the opportunity to acquaint myself with the prospects of issues of market analysis. I believe that the experience I have acquired from this study will be an invaluable asset.

It expresses my gratitude to you for providing me the opportunity to learn about the market analysis. In spite of various shortcomings, I have been devoted to find out the core information from different aspects. I hope you will appreciate my endeavor and find the report up to your expectation.

It has to be mentioned further that without your expert advice and guidance it would not have been possible to complete this Internship Paper.

Thanking you.

Qazi Mahmudul Hasan
MBA Program
BRAC University

SUPERVISOR'S CERTIFICATE

This is to certify that the Internship Report on “Market analysis Based on Product of i) Talcom Powder, ii) Calcium Carbonate and iii) Dolomite powder” in the bona fide record at the report is done by Qazi Mahmudul Hasan, of MBA as a partial fulfillment of the requirement of Masters of Business Administration (MBA) degree from the BRAC University.

The Report has been prepared under my guidance and is a record of the bona fide work carried out successfully.

.....

Mr. Mahmudul Haq
Professor
MBA Program
BRAC University

.....

Date

DECLARATION

I do hereby solemnly declare that the work presented in this Internship Report has been carried out by me and has not been previously submitted to any other University/College/Organization for an academic qualification/certificate/diploma or degree.

The work I have presented does not breach any existing copyright and no portion of this report is copied from any work done earlier for a degree or otherwise.

I further undertake to indemnify the Department against any loss or damage arising from breach of the foregoing obligations.

.....

Qazi Mahmudul Hasan

ID No.:06264017

MBA Program

BRAC University

.....

Date

ACKNOWLEDGMENT

First of all I have to thank Almighty Allah for blessing me to complete the Internship paper on safe and sound mind.

A great deal of gratitude to my honorable supervisor Mr. Mahmudul Haq , Professor, BRAC Business School , BRAC University. He offered us continuous guidance and many significant and constructive observations throughout the study. Basically his support, encouragement and availability to discuss ideas and problems have contributed much in completing this report. He also advises me how to write a good report by expending his valuable time.

I am also thankful to my beloved wife & friends for their inspiration, valuable suggestions and co-operation to make this report.

Author

July 06, 2014

EXECUTIVE SUMMARY

This report has been prepared as a requirement of the Internship program for the MBA student of BRAC University. This internship program was conducted at Dutch Chemical Works Limited. The task was to conduct a survey on the “Market analysis Based on Product of i) Talcom Powder, ii) Calcium Carbonate and iii) Dolomite powder” Analysis of qualitative data was made on sample that was selected by judgmental way from Dhaka Metropolitan area and different industries were visited and data was collected from list of customers. In addition, an overview on the organization is also given.

DCWL is a well-reputed company for chemical business in our country.

In Bangladesh, the plant is located in Srimil Kachpur, Narayanganj for chemicals of paper and textile industries. And head office is located in Dhaka and branch office is in Chittagong.

Dutch Chemical works Ltd is leading chemical company as well as Bangladesh. DCWL products have it all – brand name, high quality, affordable price range. Many industries believe DCWL products are good because their products ensure high quality

First of this report contain project where the specific objective are clearly identified. Then contain the description of the organization. Then come the report findings, recommendation and conclusion.

From my survey I try to find out the market analysis of i) Talcom Powder, ii) Calcium Carbonate and iii) Dolomite Powder and . I also try to understand the product and compare who is the leader of the market, which product is being preferred by industries. I have gone to industries that purchase product, and understand what the market analysis of these product.

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1.1 PURPOSE OF THE REPORT

As partial requirement of MBA program of BRAC University, a student has to complete internship program in an organization at the end of regular academic courses. On completion of internship, the students are required to write reports on their internship work.

I was assigned to do my internship in Dutch Chemicals Work Limited for great emphasis on the value of practical work experience. Completion of this program not only resulted in fulfilling the requirement of my MBA program but also enriched my knowledge and experience with applying the theoretical learning in reality.

1.2 OBJECTIVES OF THE REPORT

- To apply theoretical knowledge in the practical field.
- To know about the products and services of Dutch chemical works ltd
- To find out what are the uses of Talcom Powder, calsium carbonate and Dolomite powder.
- To find out who are the users of Talcom Powder, calsium carbonate and Dolomite powder.
- To fulfill the partial requirement of MBA Program.

1.3 METHODOLOGY OF THE REPORT

1.3.1 SOURCE OF INFORMATION

For the purpose of the report data was collected by using the primary and secondary data/source.

i. Primary data/ source:-

Primary data collected through face to face interview which is outside the organization.

ii. Secondary data/ source:-

The secondary data was collected from company record book and sales person of the company.

1.3.2 SAMPLING PROCEDURE

The category of the external primary data is non probability and snowball sampling. It is only conversational and free judgmental.

1.3.3 SAMPLE SIZE

Dutch Chemical works ltd did not identify the target number of interviewee. So size was determined by me. Sample was selected by judgmental way from Dhaka metropolitan area.

1 . 4 S C O P E

This research was conducted only in Dhaka metropolitan area. It is assumed that the organizations of Dhaka will represent the other organizations of the country and those will cover the targeted population.

1 . 5 L I M I T A T I O N S

- The data / information in a greater extent have not been got in the up to date and proper form.
- The interviewees are mostly busy in their profession. So the data collection by interviewing them was a very tuff task for me.
- This survey heavily relied on personal judgment and observation.
- It was a very difficult tusk and for this reason time was a great limitation for me. If I had more time I would have cover most of the user of the sample.

In spite of all these limitations I have tried to put the best effort as far as possible.

2 . 1 C O M P A N Y P R O F I L E

Name of the organization:

DUTCH CHEMICAL WORKS LIMITED

Location:

Head Office Dhaka: 50/E (1st Floor),
VIP Road Nayapulton , Dhaka - 1000
Bangladesh

Branch Office Chittagong: Hasina Villa, 1137 East Nasirabad,
CDA Avenue, P.O. Box:974, Chittagong
Bangladesh

Factory Narayangonj: Srimril Kachpur ,Narayangonj

Business line:

Manufacturer: Paper and paint chemicals.

Intending business: Chemicals for industries of textile, plastic, pharmaceutical, cosmetics and toiletries, paint, printing, agriculture etc.

Firm Type:

Private Limited Company

Financial Year :

The financial year is the calendar year.

2 . 2 D U T C H C H E M I C A L W O R K S L T D .

Dutch Chemical Works Limited was established in the year of 2008-09 with the vision of achieving its goals of being one of the leaders in the industry. Our product range comprises of Textile Dyeing Chemicals, Textile Printing Chemicals, Pigment Emulsion etc. We are pleased to say that we have been capable in fulfilling the demands of reputed clients who never look for less than best. Needless to say, we are in the process of creating saga of our achievements and success by offering wide range of products serving various industries taking minimum of distribution time.

Presently we have made our presence not only in Bangladesh but in Pakistan and India as well. As we reorganize the market demands and the mind sets of clients who have a

preference to choose manufacturers, suppliers and traders, who in return are stable in their promises when it comes to quality, cost, delivery, and service as these are our pillars to stay in the market. Moreover we have created an environment to foster the growth of our employees which helps them in building an attitude of perfectionism not for the benefits of company but for clients as well

2 . 3 D C W L ' S L O G O



2.4 RESEARCH AND DEVELOPMENT

Dutch Chemical works ltd consider R&D to be a key element in ensuring the long-term success of product. Dutch Chemical works ltd's R&D activities are focused in two areas: the manufacturing processes, and product development. Within the process development area, Dutch seek to improve existing manufacturing processes, and also to develop new cost-effective manufacturing alternatives. Within the product development area, Dutch chemical works ltd seek to work together with customers in order to develop innovative new products and improvements to Dutch's existing products. By working with customers from the start, Dutch chemical works ltd can ensure that the results of Dutch's efforts are marketable.

2.5 STRATEGIC TASK ANALYSIS

2.5.1 MISSION

Dutch Chemical works ltd (DCWL) offers intelligent solutions based on innovative products and tailor-made services. Dutch Chemical works ltd create opportunities for success through trusted and reliable partnerships.

2.5.2 VISION

DCWL's Vision describes the path that the Company will take in the coming years. It clearly defines the goals that set out to achieve. All strategic decisions are based on this Vision.

- DCWL's are "The Chemical Company" successfully operating in all major markets.
- DCWL's customers view DCWL as their partner of choice.
- DCWL generate a high return on assets.
- DCWL strive for Sustainable Development.
- DCWL welcome change as an opportunity.
- The employees of DCWL together ensure the success.

2.5.3 LONG-TERM OBJECTIVE

DCWL's goal is to achieve long-term success together with customers. As a reliable partner to customers, DCWL seek competition and see it as an opportunity to constantly improve products and services.

2.5.4 SHORT-TERM OBJECTIVE

Form the best team in industry, develop and introduce new global personnel tools to support DCWL's strategic guideline. Four strategic guidelines describe DCWL's path to the future:

- ❑ Earn a premium on cost of capital
- ❑ Help customers to be more successful
- ❑ Form the best team in industry
- ❑ Ensure sustainable development

2.6 CORPORATE STRATEGY

DCWL's success depends on the determined implementation of strategy DCWL and its four guidelines:

- ❑ Earn a premium on cost of capital
- ❑ Help customers to be more successful
- ❑ Form the best team in industry
- ❑ Ensure sustainable development

2.7 DCWL QUALITY STATEMENT

Quality is at the heart of everything DCWL do from the discovery of the molecule, through product development, manufacture, supply and sale and is vital to all the services that support out business performance.

2.7.1 QUALITY MANAGEMENT

The department "Global Procurement and Logistics" has the mandate to supply DCWL with technical equipment, raw materials, basic materials, auxiliaries and operating materials as well as services economically, in the correct quantity and on time, the factor "quality" has the same importance as the other success factors in procurement. This

applies both to ensuring the quality of the items to be procured and to the quality of its own work. The QM regulations that apply to the "Global Procurement and Logistics" are the basis on which DCWL implement this quality concept. DCWL want to avoid mistakes rather than correct them subsequently. Each employee at his/her workplace is required – without losing sight of the overall scheme of things – to make a committed contribution to the constant optimization of quality and thus ensure the success of “procurement”.

2.7.2 COMMITMENT

As a reliable partner to virtually all industries, intelligent solutions and high-value products help customers to be more successful.

2.7.3 RESPONSIBILITY FOR THE FUTURE

DCWL’s goal is to make a positive contribution to a future worth living. For us, acting responsibly means improving safety, health and environmental protection and fostering awareness for these issues among employees, customers and suppliers. In this way, DCWL contribute to DCWL’s sustainable success. DCWL develop new technologies and use them to open up additional market opportunities. DCWL combine economic success with environmental protection and social responsibility. This is the contribution to a better future for us and for coming generations.

2.8 DESCRIPTION OF BUSINESS

Dutch chemical works ltd is a private Limited company in Bangladesh. It produces paper and paint chemicals and operates intending business of chemicals for leather, textile, plastic, pharmaceutical, cosmetics and toiletries, paint, printing, agriculture etc.

2.8.1 PRODUCTS BY SEGMENT

Principally, DCWL . operates business in 8 types of industrial areas:

- Paper
- Plastic
- Pharmaceutical
- Cosmetics and Toiletries
- Paint
- Printing
- Leather
- Textile

2.9 MARKETING AND SALES

The **Marketing/Sales** Division represents the interface between company and market. DCWL's organization is aligned to react quickly and efficiently to rapidly changing market requirements. DCWL marketing departments prepare market analyses, develop strategies, plan and control all marketing activities for the respective area of work. Regional marketing is task of the country divisions: DCWL are responsible for regional sales and production, and distribute the products into the regional markets. The operative marketing units are supplemented by marketing consultancy and market research. Advertising specialists, competition analysts and marketing information system specialists realize projects on behalf of the marketing units.

DCWL align DCWL's business models to the needs of customers. Standard products have to be supplied in a defined quality, reliably and at an appropriate price. With

specialties, DCWL offer customers tailor-made solutions for their problems. DCWL focus is on mutual success. DCWL want to achieve this not only by cooperating with customers at an early phase of development, but also by working with them to constantly improve existing products, applications and processes.

2.9.1 MARKETING STRATEGY OF DCWL

DCWL first focus on customer needs depending on market environment. This process is done by marketing & sales group. Then DCWL product specialties provide solution with standard products.

2.9.2 MARKETING CHANNEL OF DTCH CHEMICAL WORKS LTD.

DCWL Marketing channel of distribution is done through: -

- a) **Direct marketing channel**
- b) **Indirect marketing channel**

DCWL widely uses direct marketing channel. Most of the customer who uses large scale of chemical, DCWL uses direct marketing channel. There also has little use of indirect marketing channel. Wholesaler is used as intermediary in this channel.

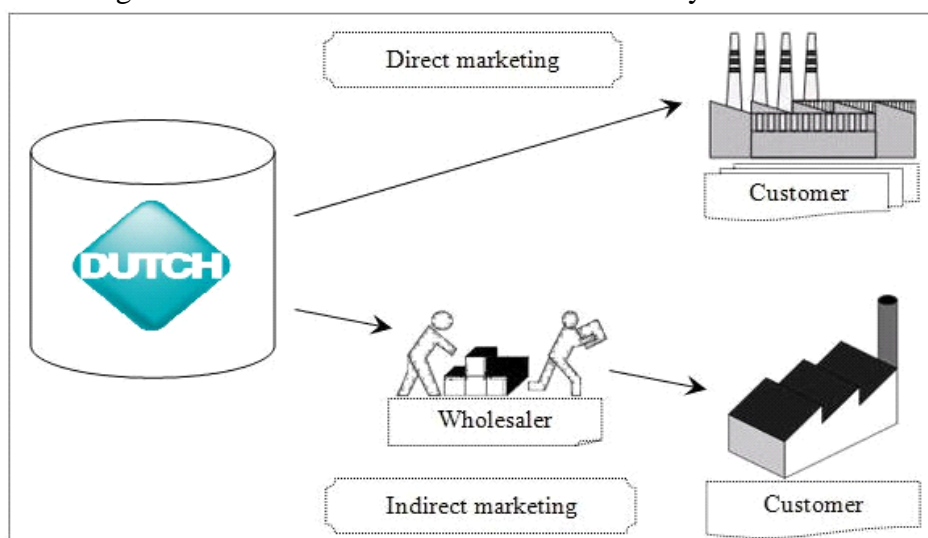


Figure – 01 : Marketing channel of DCWL .

2.9.3 DCWL PROCUREMENT

DCWL Procurement and Logistics is responsible for the reliable and on time supply of raw materials and technical goods and services. DCWL hereby meet high quality

requirements and maximize the advantages of technological progress, social and environmental requirements also play a paramount role in procurement. The international scope of activities in raw materials procurement as well as in technical procurement provides us with extensive expertise and a high level of competence in all important supply markets.

2.10 SWOT ANALYSIS

To analyze the internal condition of the company and the external environment simultaneously, I have done a SWOT analysis. The strength and weakness are the result of the internal analysis, while the opportunity and threat comes from the external analysis.

2.10.1 STRENGTHS

DCWL is the number 1 chemical company in the country.

- The basic strength is state-of-the art technology. DCWL products meet rigorous standards determined by international standard.
- DCWL strive the best for achieving excellence in each and every step in production, marketing, distribution and technical support in order to ensure highest customer-satisfaction.
- DCWL strength is a well-trained, highly qualified and dedicated workforce who cares for highest values.

2.10.2 WEAKNESS

- ❑ Higher overall unit costs relative to key rivals.
- ❑ Lead-time/ delivery time is too long.
- ❑ So many existing competitors and make the customer reliable with the brand and attain customer satisfaction.

2.10.3 OPPORTUNITIES

- ❑ Transferring company skills or technological know how to new products.
- ❑ To expand their business in the whole country.
- ❑ Distributor to be appointed in vacant areas.

2.10.4 THREATS

- ❑ Slow downs in market growth.
- ❑ Adverse shifts in foreign exchange rates and trade policies of governments.
- ❑ Increasing threats from local/Foreign competitors.

3 . 1 I n t r o d u c t i o n

I have completed total three different product's market analysis. At first of all, I started market analysis of Talcom Powder. Talcom Powder mainly uses for the production of paper , limited uses in Paint. DCWL target paper producers for the market of Talcom powder. When this project is given to me by my supervisor then I first gathered knowledge about Talcom Powder then I started field work. The interviewees for the Talcom Powder were:-

- 1) Lina Paper & Board mills ltd
- 2) Pearl paper & Board mills Limited
- 3) Gazi Paper & Board Mills Ltd.
- 4) Papertech Industries Ltd

After completed the market analysis of Talcom Powder, my supervisor gave me the market analysis of Calsium Carbonate and Dolomite Powder are important raw materials for mfg Detergent and Pastic Product . That is why I started field work for these products together. The interviewees for calsium carbonate and Dolomite Powder were:-

- 1) Reckitt Benkiser (BD) Ltd
- 2) ACI Limited.
- 3) Pran-RFL Industries Ltd.
- 4) Quazi Enterprise Limited
- 5) ACI Fourmulation Limited

3.2 Talcom powder

3.2.1 About Product: talcom powder

3.2.1.1 IDENTIFICATION

Chemical Name: Hydrated Magnesium Silicate

3.2.1.2 ANALYTICAL TEST REPORT

Product: Talcum Powder

Material : Powder

Parameters	Limit
Description	A Dreadfully Fine, white powder, free grittiness, groveling to feel, unscented.
Solubility	Insoluble in water, dilute mineral and dilute solution of the alkali hydroxides
Brightness	70– 97 %
Moisture Content	<1.0%
Iron Content	<350ppm(Spectrophotometrically)
Bulk Density(g/ ml)	0.4-0.6
Acidity or Alkalinity	Not more than 0.1 ml titrate with N/10 HCl solution
Loss on Ignition	Not more than 5.0 % w/w
Carbonates test	No sparkle is formed with Hydrochloric acid

Table-1:Analysis report of talcom powder

3.2.1.3 USES

For the production of paper industry, paint industry, ceramic industry, Pharmaceutical industry, and soap industry .

3.2.1.4 TARGET MARKET

- Paper Industry.
- Soap Industry
- paint Industry

3.2.1.5 GRADES

- Cosmetic grade
- Paint grade
- paper grade
- Pharma Grade

3.2.1.6 PACKAGING / DELIVERY

If stored in a cool dry place talcom powder can be kept for years. As a result of water absorption and pressure the product can cake and thus become hard without undergoing any change in chemical properties. If the product is stored in a cool, dry place, it will remain free-flowing for the production.

3.2.1.7 SAFETY

Harmful if swallowed. Irritates the eyes. Do not breathe in dust. During the handling of these products the data and reference in the safety data sheet are to be considered. In addition the necessary caution and good industrial hygiene while handling chemicals have to be kept.

3.3 MARKET ANALYSIS OF CALSIUM CARBONATE

3.3.1 Market Analysis Of Calsium Carbonate

3.3.1.1 IDENTIFICATION

Chemical Name: Calsium Carbonate

3.3.1.2 ANALYTICAL TEST REPORT

Product : Calcium Carbonate

Material : Powder

Chemical Composition:

Calcium Carbonate 96%

Magnesium Carbonate 1.5%

Iron as % FeO₂ <0.1%

Quartz 0.1 - 1.0%

Moisture <1.0%

Parameters	Limit	Results
Description	A Fine, white powder Natural Ground Calcium Carbonate to match standard	Complied
Calcium Carbonate (CaCo ₃)	Min 95.0%	97.00%
Brightness	96.50% – 98.50 %	96%
Moisture Content (%)	Max 1.0	0.7
Bulk Density(g/ ml)	1.0 – 1.2	1.1
Particle Size : Pass on 200 mesh net	Min 95%	96.5%
Retention on 80 mesh net	Nil	Nil

Table-2: Analysis of Calsium Carbonate for Detergent & Paper

3.3.1.3 USES

For the production of paper industry, paint industry, ceramic industry, Pharmaceutical industry ,Plastic industry and soap industry .

3.3.1.4 TARGET MARKET

- Paper Industry.
- Soap Industry

3.3.1.5 GRADES

- Cosmetic Grade
- Paint Grade
- paper Grade
- Pharma Grade
- Plastic Grade

3.3.1.6 PACKAGING / DELIVERY

If stored in a cool dry place calcium Carbonate can be kept for years. As a result of water absorption and pressure the product can cake and thus become hard without undergoing any change in chemical properties. If the product is stored in a cool, dry place, it will remain free-flowing for the production.

3.3.1.7 SAFETY

- Harmful if swallowed. Irritates the eyes. Do not breathe in dust. During the handling of these products the data and reference in the safety data sheet are to be considered. In addition the necessary caution and good industrial hygiene while handling chemicals have to be kept.

3.4 MARKET ANALYSIS OF DOLOMITE POWDER

3.4.1 Market Analysis Of DOLOMITE POWDER

3.4.1.1 IDENTIFICATION:

The Dolomite Powder is a double carbonate rock comprising of CaCO_3 and MgCO_3 .

3.4.1.2 ANALYTICAL TEST REPORT

Product : Dolomite

Material : Powder

Chemical Composition:

- CaCO_3 : 50.94%
- MgCO_3 : 43.06%

Parameters	Limit
Description	powder is often pink, and can be colorless, white, yellow, gray or even brown or black when iron is present in the crystal.
Calcium Oxide (CaO)	32.11%
Magnesium oxide (MgO)	20.59%
Silica (SiO_2)	0.25%
Aluminum Oxide (Al_2O_3)	0.14%
Ferric Oxide (Fe_2O_3)	0.5%
Loss on Ignition	44.87%

Table-3: Analysis report for Detergent

3.4.1.3 APPLICATIONS :

- Used as an additive for Thermoplastic applications
- Detergent applications
- Glass Industry
- Used as a hardening agent for Rubber industry
- Powder Coating, Paints and Ceramic industry
- Reinforced Polyester glass fiber
- Leather cloth and Flooring applications

3.4.1.4 USES :

- Reducing the acidity of soil
- For manufacturing cement
- Source for magnesium oxide
- As an ornamental stone
- As an impurity remover for smelting of iron & steel
- Horticulture, home & container gardening

Fillers in detergents, paints and ceramics as refractors and flux in steel industry and used as agricultural lime

3.4.1.5 TARGET MARKET

- Paint Industry.
- Detergent Industry
- Mesquite's Coil

3.4.1.6 PACKAGING / DELIVERY

- If stored in a cool dry place dolomite powder can be kept for years. As a result of water absorption and pressure the product can cake and thus become hard without undergoing any change in chemical properties. If the product is stored in a cool, dry place, it will remain free-flowing for the production.

3.4.1.7 SAFETY

- Harmful if swallowed. Irritates the eyes. Do not breathe in dust. During the handling of these products the data and reference in the safety data sheet are to be considered. In addition the necessary caution and good industrial hygiene while handling chemicals have to be kept.

4. MAJOR FINDINGS

4.1 MAJOR FINDINGS

- DCWL product price is too high.
- These high-value products do not attract all customers.
- Delivery time/ lead-time are poor.

Survey findings from Talcom powder

- Most of the customers who need large amount of chemicals in a regular basis, they interest to direct import by themselves.

Survey findings from Clasiu Carbonate and Dolomite powder

- Regular customers are not satisfied with the service provided by DCWL
- Only the industries who have large amount of sales, they prefers DCWL products for ensure quality maintain.

4.2 Recommendations

I think the following suggestions should be adopted:

- High price is a main factor for DCWL products. So price should be controlled to attract all customers.
- Ensure the supplies in regular basis (ready stock supply) then sale must be increased.
- Within the minimum time the purchase procedure have to be completed.
- Distributor/ dealer/ agents should be authorized for sales increase and whole Bangladesh coverage.
- Sales center also can be open in different districts where important industrial areas have. But it will not be effective or enforce the sales as distributor/ dealer/ agents can.
- Service and after sales service should be developed for customer relationship.

4.3 Conclusion

At the end of this report, I would like to say that Dutch Chemical Works h Ltd. has a very bright opportunity in chemical business. They play a important role in industrial areas by providing better quality chemicals as a raw material of products. As Bangladesh is developing in industrial sector day by day, DCWL has a great opportunity in chemical business. More over, Bangladesh is dealing a great export business in garments sector and investment for this sector is increasing rapidly. So there has a great opportunity for manufacturing as well as indenting business in garments sector . They can also increase business by setup production plants of chemicals for leather, textile, plastic, pharmaceutical, cosmetics and toiletries, paint, printing, agriculture etc. and participate for development of Bangladesh. But future of the chemical business in Bangladesh still looks promising and challenging. Because competitors of DCWL are very much aggressive.