



## **INTERNSHIP REPORT ON**

**FACTORS INFLUENCING THE CUSTOMERS FOR NOT AVAILING  
ILLUSIONS FROM HOME DÉCOR**



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FACTORS INFLUENCING THE CUSTOMERS FOR NOT AVAILING  
ILLUSIONS FROM HOME DÉCOR**

**COURSE ID: BUS 400**

**PREPARED FOR**

**TAHSAN RAHMAN KHAN**

**SENIOR LECTURER**

**BRAC BUSINESS SCHOOL**

**BRAC UNIVERSITY**

**PREPARED BY**

**MUSAD-AL-SHEHAB**

**ID: 10304100**

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## **Letter of Transmittal**

24<sup>th</sup>September, 2014

To,

Tahsan Rahman Khan

Senior Lecturer

BRAC Business School

BRAC University

**Subject: Submission of Internship report on “factors influencing the customers for not availing illusions from Home Decor” of Berger Paints Bangladesh Ltd.**

Dear Sir,

I would like to inform you that I have completed the internship report on “factors influencing the customers for not availing illusions from Home Decor” of Berger Paints Bangladesh Ltd. This paper has provided me the opportunity to relate theories with the real-world operation. It was a great experience to be a part of a rich organizational culture that offered me the opportunity to learn and excel.

In these regard, I have done my ample best to complete the report with the quality of your expectation. It would be my immense pleasure if you find this report useful and informative to have an apparent viewpoint on the subject.

Sincerely Yours,

Musad- Al- Shehab

ID: 10304100

Brac Business School

## **Acknowledgement**

First of all, I wish to express my gratitude to the almighty ALLAH for me giving me the strength to perform my responsibilities as an intern and complete the report with so much effort and dedication. Secondly, I am deeply indebted to my Advisor Mr. TahsanRahman Khan, Senior Lecturer, BRAC Business School for his supervision during my organizational attachment period. In every phase from topic selection to data collection and data analysis, his supervision has shaped the report.

I would like to convey my outmost gratitude to Miss Reina Ashfin Khan, Manager of Market research and Consumer insights. Throughout the internship period she was the person who gave me chance to have an outstanding and enduring practical working involvement, to go out of my comfort region and learn to be more original, challenging and self-possessed. She was an also a very helpful hand in making of these report by providing me very important details.

I would also like to express my gratitude to my Berger Paints Bangladesh Ltd. fellow seniors and colleagues who gave me good suggestion, advice, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with lot of things.

## Executive Summary

Berger is one of the oldest names in the world paint industry with a heritage of more than 249 years of paint business. In 1970, Berger Paints Bangladesh Limited (BPBL), erstwhile Jenson & Nicholson, had set up its first factory in Chittagong to manufacture products locally for Bangladesh market. Over the decades, BPBL has become the leading paint solutions provider in Bangladesh. Berger has invested more than any other manufacturer in this industry in terms of research & development and advanced technologies like establishment of powder coating plant and emulsion plant. It sources raw materials from some of the best suppliers in the world.

The report starts with a general outline of the current scenario of the paint industry in Bangladesh. It follows up by the background information of Berger Paints Bangladesh Limited and the mission, vision, purpose, corporate objective, corporate strategy of the organization.

The report commences by providing information about different services and products offered by BPBL, as well as it display the information of the corporate social responsibility of the organization. It gives an overall view of the different divisions of BPBL. The different roles of the marketing department and the organizational structure have been described very briefly to the point. One of the major parts of the report is the part which contains information about the internship experience. It was a 3 month experience and all the job details that were done by me have been presented in the report. The main topic that has been enlightened in the report is **“factors influencing the customers for not availing illusions from Home Decor”** of Berger Paints Bangladesh Ltd. This is a research report which starts with the description about Home Décor services. The Home Decor office acts as an intermediary between the company and all its clients. It provides all kinds of color related solutions to its customers. The unique feature about home decor is that it gives the opportunity to its clients to interact directly with the color consultants & seek for any color based advice. After that, description of how the research is conducted has been discussed- research design, questionnaire, interview techniques, sampling method, data collection method and a lot more. Major findings from the output of the report were discussed in details with the help of tables and graphical demonstration. The findings includes the major flaws and drawbacks of the different parameters used in the research. Then a critical judgment is given on the main

factors that are actually influencing the customers for not availing illusions from Home Décor. The next part of the report is about the Mystery shopping. Mystery Shopping is the art of evaluating customer services discreetly and professionally by disguising as customers. The technique is applied to judge the actual service quality of 10 different dealers operating in Dhaka city. Description of all the 10 different dealers' feedback is described in the report to add value to the quality of the report paper & finally the major findings from the dealer's mystery shopping was outlined for an in-depth understanding. To conclude some recommendations were given for the fulfillment of the paper.

## Table of contents

Contents	Page Number
Chapter 1: Introduction of the report	
1.1 Background of the study-----	2
1.2 Origin of the report -----	2
1.3 Objective of the study-----	3
1.4 Scope of the report -----	4
1.5 Methodology-----	4
1.6 Limitations-----	5
Chapter 2: Overview of Berger paints Bangladesh Ltd.	
2.1 Overview of the paint industry in Bangladesh-----	7
2.2 History of Berger paints Bangladesh Ltd. -----	8
2.3 Vision-----	10
2.4 Mission-----	10
2.5 Corporate Objective-----	10
2.6 Corporate Spirit -----	10
2.7 Corporate Strategy-----	11
2.8 Organizational Structure-----	11
2.9 Products and Services Offered by BPBL.-----	13
2.10 Product development & diversification-----	17
2.11 Achievements of BPBL.-----	19
2.12 CSR and other miscellaneous activities of BPBL-----	20

<b>Contents</b>	<b>Page Number</b>
<b>Chapter 3: Internship activities &amp; Research work</b>	
3.1. Work Experience & Job Description at Berger Paints Bd. Ltd-----	24
3.2 Overview of the Sales & Marketing department -----	25
3.3 Berger home decor services at a glance-----	26
3.4 Research design-----	27
3.5 Sampling Technique-----	29
3.6 Sample Size Determination-----	29
3.7 Field plan-----	30
3.8 Interpretation & analysis of research-----	30
 <b>Chapter 4: Mystery Shopping</b>	
4.1 Mystery Shopping for determining the effectiveness of dealers-----	61
4.2 Rongmela, sector 11, Uttara-----	61
4.3 Munta hardware, Puranapaltan-----	62
4.4 Shagor paints, Senparaparbata, Mirpur-10-----	63
4.5 Shobkichu, Amir complex, sector-3, Uttara-----	64
4.6 Shariatpur hardware, Bns tower, Uttara-----	65
4.7 Janata hardware, Azampurrailgate, Uttara -----	66
4.8 Jelani color bank, Dhakeshwari road, Lalbagh-----	66
4.9 Amazonous hardware, gulshan-2 circle, Gulshan-----	67
4.10 Colors & colors, Banasree, Rampura-----	68
4.11 Asma trading, Moghbazar circle, Dhaka-----	69
4.12 Major findings from the mystery shopping-----	70
 <b>Chapter 5: Critical analysis &amp; Recommendations</b>	
5.1 Critical Analysis on the reasons for not availing the illusions from Home Décor-----	72
5.2 Recommendations-----	75
5.3 Appendix-----	79
5.4 References-----	85



## CHAPTER ONE

# INTRODUCTION

### ***CONTENTS OF THE CHAPTER***

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*1.1 Background of the study*

*1.2 Origin of the report*

*1.3 Objective of the study*

*1.4 Scope of the report*

*1.5 Methodology*

*1.6 Limitations*

## **1.1 BACKGROUND OF THE STUDY**

To sustain the highest quality of customer service and maintain the leading position in the paint industry, Berger Paints Bangladesh Ltd.(BPBL) have always been the pioneer in introducing innovative, eco-friendly paint products and services in the market. One of its greatest innovations is the premium designer paint services called Illusions. BPBL puts great emphasis on the Research and developments of its products and services. On that note Berger paints has decided to conduct a consumer research on Illusions. The consumer research on home décor services of Berger paints Bangladesh Ltd is conducted to gain an understanding on the behavior of customers. The research work focuses on **'the factors influencing the customers for not availing Illusions from home décor office'**. This work will eventually show the various factors and their relations that will vividly state the logics behind the behavior of the consumers towards the overall service of the home décor. Furthermore the research will help us to explore the insights of its clients, to find out the customer service gap and help to attempt necessary service recovery. The results from the research will eventually lead us to accomplish long term relationship with its potential customers.

## **1.2 ORIGIN OF THE REPORT**

This report is a requirement of the internship program which plays a vital role in the completion of my under graduation. The main purpose of internship is to train the students and prepare themselves for the real life in job markets. I have prepared this internship report as a partial requirement to acquire the Bachelor of Business Administration (BBA) degree under the supervision of my adviser Senior Lecturer Mr.TahsanRahman Khan. His coordination and supervision is highly appreciable. This report is the outcome of the three months long internship program at the Marketing department of Berger Paints Bangladesh Limited. I have completed the Research report which is done on Berger Illusions under the direct supervision of the Manager of Market research and consumer insight, Reina Ashfin Khan. She has guided me throughout the internship period at the corporate office of Berger Paints Bangladesh Ltd, her guidance and supervision has helped me enormously to complete this research report.

### 1.3 OBJECTIVE OF THE REPORT

#### General Objective:

- **Mind-mapping of visiting/lapsed customers:** To find the factors due to which the customers are not availing illusions service from Home Décor.
- **Dealer reference attitude:** To explore to what extent the dealers are spontaneously referring illusions and Home Décor to the customers.

#### Specific Objective:

The specific objectives of this report are as follow:

- ✦ To find the various factors and their relations that will state the logics behind the behavior of the consumers towards the overall service of the home décor.
- ✦ To explore the insights of its clients and find out the customer service gap and help to attempt necessary service recovery.
- ✦ To understand the ongoing customer preferences and tastes on designer paint services.
- ✦ To recognize the efficiency & level of commitment of the dealers operating at different major points of the city.
- ✦ To find out the alternative services and service providers that customer are choosing instead of availing similar service.
- ✦ To identify the perception that customer holds towards the different parameters associated with the overall service delivery mechanisms.
- ✦ To accomplish long term relationship with the potential customers.

## 1.4 SCOPE OF THE REPORT

The report consists of some orientation of the paint industry. In the organization part, detail information about the organization is provided. The scope of this report is to identify the underlying factors that influence the customers purchase decision regarding Illusions.

- ✦ The geographic scope of this report is limited to Dhaka city. Zones have been divided into three parts for survey purpose and have been discussed in detail in later sections.
- ✦ Clients who visited Home Décor offices of Dhanmondi, Uttara and Banani in 2014 for illusions service will be covered under the study. Contacts of the visitors are used from the logs maintained by Home décor offices. Primarily the clients who have visited Home Decor office for illusions but not taken the service will be approached and then the clients who have already availed the illusions service.
- ✦ The dealer shops for mystery shopping are fixed in consultation with Décor Manager, considering importance and experience of referral in recent periods.

## 1.5 METHODOLOGY:

Initially, the three Home Décor Offices in Dhaka were visited. Observations were made during visits by customers, focusing on their requirements and interaction with color consultants.

- ✦ A semi-structured questionnaire has been developed to collect information from the selected respondents. Respondents are contacted over phone to get appointment for face to face interviews. If the respondents are not interested to give time for face to face interviews then telephone interview are attempted. If the respondent is not found interested, then questionnaires were sent to respondents by e-mail for response.
- ✦ Non-Probability sampling method was used. From the list maintained by Home Décor offices in Dhaka, at least 60 respondents were initially targeted to be covered. The respondents were selected according to geographic and month-wise ratio of turnout.

- ✦ A discussion guide was developed to conduct mystery shopping in the dealer visits. The top ten dealers from the Dhaka zone were selected to gain a practical insight on how the dealers are approaching and serving the customers based on different aspects like attitude, accuracy of information and interest to refer Home Décor for illusion service. The discussion guide is attached in the appendix.

## 1.6 LIMITATIONS

**The followings are the main limitations encountered during the research work:**

- ✦ The busy schedule of the respondents was a major obstacle in data collection and gathering knowledge.
- ✦ Non response or non-cooperation from the respondents made the total number of responses in-adequate.
- ✦ Unavailability of adequate client's information from the banana home décor eventually lead to less number of surveys conducted in that area.
- ✦ Since the survey was conducted the month of Ramadan, a number of potential respondent's couldn't manage time for survey in the last two weeks of Ramadan.
- ✦ Other limitations were fewer experiences in this market and wrong information.
- ✦ To main confidentiality, the organization didn't allow to reveal the classified information of the project like financial benefit analysis, formulation details of the special products that are used for Berger illusions, costing details etc. which would have showed very effective in preparing the report.
  
- ✦ As a major part of this report is based totally on personal observation, personal bias might have hampered the findings. I might have involuntarily missed any important point that I should have covered in my project work.

## CHAPTER TWO

# OVERVIEW OF BERGER PAINTS BD.LTD

### ***CONTENTS OF THE CHAPTER***

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*2.1 Overview of the paint industry in Bangladesh*

*2.2 History of Berger paints Bangladesh Ltd.*

*2.3 Vision*

*2.4 Mission*

*2.5 Corporate Objective*

*2.6 Corporate Spirit*

*2.7 Corporate Strategy*

*2.8 Organizational Structure*

*2.9 Products and Services Offered by BPBL.*

*2.10 Product development & diversification*

*2.11 Achievements of BPBL.*

*2.12 CSR and other miscellaneous activities of BPBL.*

## **2.1 OVERVIEW OF THE PAINT INDUSTRY IN BANGLADESH**

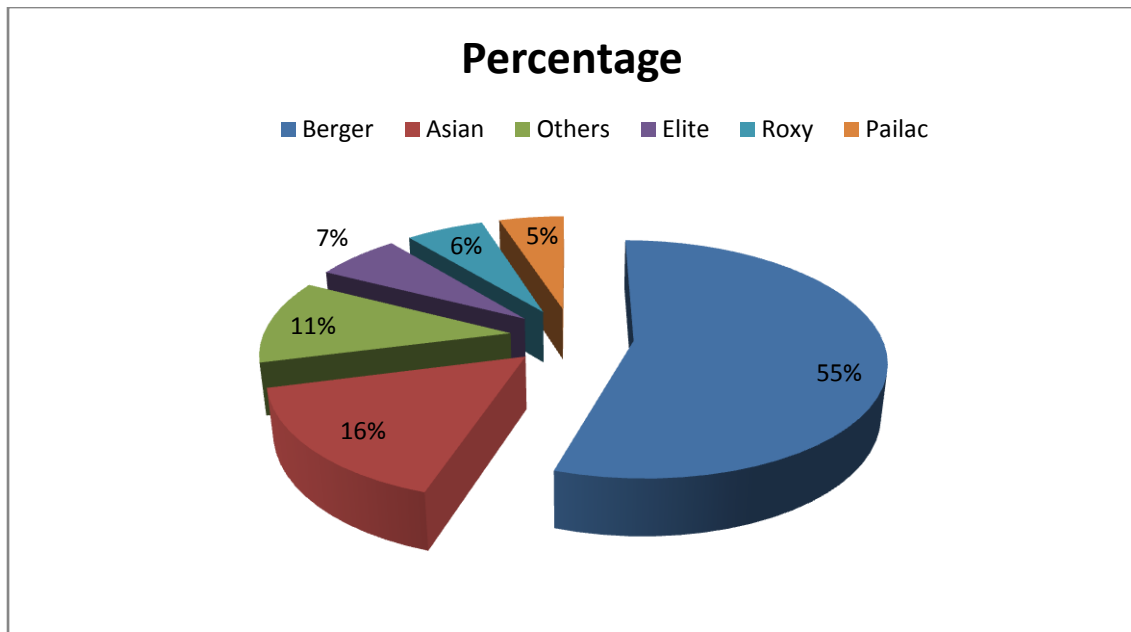
The Bangladeshi paint industry is binuclear in nature, with paint manufacturing centered chiefly on Chittagong and Dhaka. This industry has virtually grown more than doubled in size over the last ten years, providing employment for thousands of people today. Such growth echoes the ongoing urbanization, which is currently spreading at more than 6%. Considering the population of Bangladesh as 145 million, the annual per capita paint consumption in Bangladesh is around 357- 400 grams, which in value is Tk. 30.25 equivalent to US\$ 0.44.

According to Bangladesh Paint Manufacturers' Association the Bangladesh market provides high potential for growth as well as good opportunities for paint manufacturers to upgrade and expand their hold on the market. Currently, the paint industry is growing at an exponential rate of around 10% every year. One of the outcomes of such growth in paint industry market, according to the Real Estate and Housing Association of Bangladesh, has been the entry of local and foreign investments in the country's paint industry.

The paint market in Bangladesh is highly competitive with more than 200 companies operating in the industry. However, only fifteen of them are national players with the rest operating only on a regional basis. Out of these players, only two are multinational companies including Berger Paints Bangladesh Ltd (BPBL).

The picture of the paint industry was a bit different until Asian Paints, an Indian Giant, entered with style in Bangladesh in 2002. For the first time in Bangladesh, the company introduced the concept of multiple shade choice to the customer in most of its emulsion paints. Such varieties in color shades were not offered by paint companies previously. Asian Paints' invasion has shaken up a domestic market, competing with the Berger Paints Bangladesh Ltd, which was long seen as dominating the Bangladesh paint market. The fierce rivalry with the Indian giant has forced UK-based Berger Paints to hone its marketing strategy by introducing Color Bank, offering more than 5,000 shades in just 5 minutes.

As a leading company in the paint industry, BPBL is more customer-oriented and continuously investing in its manufacturing process to keep its supreme product quality and reliability compared to that of its competitors. BPBL is able to lead the market since the last twenty years in the decorative sector.



**Exhibit 2.1: Market Share of different paint companies in Bangladesh**

At present Bangladesh paint industry has 5 companies who have significant market share. BPBL is operating by far as the market leader and enjoying 55% of the national paint market share according to the retail audit. The nearest competitor is Asian Paints who resides far below the market leader in aspect of the market share.

BPBL holds the lion's share of the market in the paint industry in Bangladesh with a strong and very wide distribution network all over the country. With the development of the economy and its burgeoning population, the Bangladeshi paint market presents a threshold of opportunity and great potential. As the market has huge growth prospects, other multinational companies may wish to venture into the Bangladesh market and competition may get fiercer, in future.

## **2.2 HISTORY OF BERGER PAINTS BANGLADESH LIMITED**

Berger is one of the oldest names in the world paint industry with a heritage of more than 249 years of paint business. In 1970, Berger Paints Bangladesh Limited (BPBL), erstwhile Jenson & Nicholson, had set up its first factory in Chittagong to manufacture products locally for Bangladesh market.



Over the decades, Berger Paints has become the leading paint solutions provider in Bangladesh. Berger has invested more than any other manufacturer in this industry in terms of research & development and advanced technologies like establishment of powder coating plant and emulsion plant. It sources raw materials from some of the best suppliers in the world. The superior quality of Berger's products has been ensured through strict quality control equal to international standards and through state-of-the-art plants at the factories in Dhaka and Chittagong.

With its strong distribution network, Berger has reached almost every corner of Bangladesh. The nationwide dealer network, supported by eleven sales depots strategically located at Dhaka, Chittagong, Rajshahi, Khulna, Bogra, Sylhet, Comilla, Barisal, Mymensingh, Rangpur and Feni has enabled Berger to cater to all parts of the country.

The product range of Berger Paints includes Decorative Coatings, High Build Industrial Coatings, Marine Coatings, Powder Coatings & Pretreatment Chemicals, Adhesives, Wood Coatings, Vehicle Refinishes, Textile Emulsions, Construction Chemicals and Paint Accessories.

Berger Paints has collaborated with some of the world's leading companies to introduce globally superior product ranges such as Innova - complete wood coating solutions and vehicle refinish brands like Bilux, Nexa Auto Color and V-Fleet.

Berger Paints and Becker Industrial Coatings Holding AB, Sweden, have jointly formed a new company, Berger Becker Bangladesh Limited, which is manufacturing coil coatings for the first time in Bangladesh.

One of the prime objectives of the company is to provide best customer support through Berger Home Decor service. Berger Paints is the first company in Bangladesh to offer a wide range of designer painting schemes for wall, inspiring imagination through Berger illusions.

Berger Paints has taken a drive towards complete product offerings that are lead free and health and environment friendly. The company's newly launched products include Breathe Easy Eco Series: Water Based Enamel, Breath Easy Interior Emulsion, Sealer & Putty.

In recognition to its standard process management in all departments, Berger has achieved the ISO 9001:2008 Certification.

## **MISSION & VISION OF THE ORGANIZATION:**

The vision and mission of Berger Paints Bangladesh Ltd. (BPBL) is very transparent and tangible. Berger emphasize highly on the ethical commitment to produce benchmark quality product. The vision and mission statement of the company are:

### **2.3 VISION:**

**‘To be the most preferred brand in the industry ensuring consumer delight.’**

Being an innovative and technology driven Company consistently delivering world-class products ensuring best consumer satisfaction through continuous value added services provided by highly professional and committed team.

### **2.4 MISSION:**

**‘We shall increase our turnover by 100 percent in every five years. We shall remain socially committed ethical company.’**

Berger paints not only seeks for profit to retain the leading position in the industry but also cares about the environmental and the ethical aspects that a good organization should follow.

### **2.5 CORPORATE OBJECTIVE:**

**‘Our aim is to add value to life, to outperform the peers in terms of longevity, customer service, revenue growth, earnings and cash generation. We will be the employer of choice for all existing and future employees.’**

As part of their corporate objective, BPBL strongly believes that the employees are the heart of an organization. It’s their responsibility to provide the people of the organization with the best working environment and make them feel part of the family.

### **2.6 COMPANY SPIRIT:**

**‘Our customers are our partners, our people are our strength. Our shareholders are our foundations. We proudly bring inspiration, strength and color to communities through affiliation with our customers.’**

The company’s spirit is based not only on the customers but also to paint traders and to other associates and finally to the community in which they work.

## **2.7 COMPANY STRATEGY:**

**‘Our strategy is to build long-term partnerships with the customers/consumers. With their support, we aim to maximize the potential of our business- through a combination of enhanced quality of product, service, creative marketing, competitive pricing and cost efficiency.’**

The core strategy of the company is to focus on sustaining long term relationship with its consumers by the providing the best quality products at a competitive price.

## **2.8 ORGANIZATION STRUCTURE OF BERGER PAINTS BANGLADESH LIMITED**

Berger Paints Bangladesh Limited, BPBL has a conventional organization structure. Generally six board meeting are called in BPBL during a year where chairman of the board of Directors presided over the meeting .In BPBL several committees like the Audit committee, Risk committee, Remuneration committee, Executive committee and the Purchase committee are formed along with Managing Director (MD) and other Executive & non-Executive Directors. These committees sit at least once a month to approve various proposals brought by the management prior to implementation. All the proposals are initiated by the mid- level managers and then forwarded to the Managing Director (MD) through the head of the divisions or departments. The company has also a legal problems faced by the company and external auditors to conduct audit activities of BPBL.

There are four Non-Executive Directors, two Executive Director and ten Managers work under the Managing Director (MD) of the company. Among the ten managers three directly report to the Executive directors and other report to the Managing Director. The Managers of each department monitor the work activities of subordinates, convey top management decisions and provide necessary feedback to reach organizational goals and objectives. In response the bottom level managers perform their responsibilities sincerely and report regularly to their immediate superiors.



Exhibit 2.2: Hierarchy of Berger paints Bd.Ltd

**OWNERSHIP OF THE COMPANY:**

In 1970, Berger Paints Bangladesh Limited (BPBL), erstwhile Jenson & Nicholson, had set up its paint factory in Chittagong. The shareholders were Jenson & Nicholson (J & N), Duncan Macneil I & Co. Limited and Dada Group. Duncan Macneil subsequently sold their shares to the majority shareholder J & N Group. The Dada Group's share was ultimately vested with the Government of the Peoples' Republic of Bangladesh after the independence of the country in 1971. The name of the company was changed from J & N (Bangladesh) Limited to Berger Paints Bangladesh Limited on January 1, 1980. In August 2000, J & N Investment (Asia) Limited purchased the Government shareholding. In December 2005, the company issued 5% shares to the public and listed with Dhaka Stock Exchange (DSE) and Chittagong Stock Exchange (CSE).

### **Distribution of share:**

- ✦ 95% belongs to the Jenson & Nicholson ( J & N)
- ✦ 5% belongs to the public

## **2.9 PRODUCT OFFERINGS OF BERGER PAINT BANGLADESH LIMITED**

Production of paints and coatings is the core business of Berger paints. Besides the exceptional quality of Berger Paints products, BPBL is also well-known for its diversified range of paint products manufactured for various purposes including decorative/architectural paints, industrial coatings, marine paints and powder coatings.

The product range includes specialized outdoor paints to protect against adverse weather conditions, Color Bank, superior Marine Paints, Textured Coatings, Heat Resistant Paints, Roofing Compounds and Epoxies, in each of these product categories, Berger has been the pioneer. Berger also provides customer support connecting consumers to technology through specialized Home Décor service giving free technical advice on surface preparation, color consultancy, special color schemes etc. To bolster customer satisfaction, Berger has recently launched Illusion – the first designer paint solution. Berger Paints has collaborated with some of the world’s leading companies to introduce globally superior product ranges such as Innova -complete wood coating solutions and vehicle refinish brands like Bilux, Nexa Auto Color and V-Fleet.

The Product and Service range of Berger Paints Bangladesh Ltd. are as follows:

- ✦ Regular Coatings
- ✦ Industrial Paints
- ✦ Marine Paints
- ✦ Outdoor Paints Protective
- ✦ Color Bank
- ✦ Textured Coatings
- ✦ Heat Resistant Paints
- ✦ Roofing Compounds and Epoxies
- ✦ Powder Coatings
- ✦ Auto Refinish and Textile
- ✦ Home Décor

Paint can be divided into various types by considering different aspects. The three main categories of paint that BPBL manufactures are shown below:

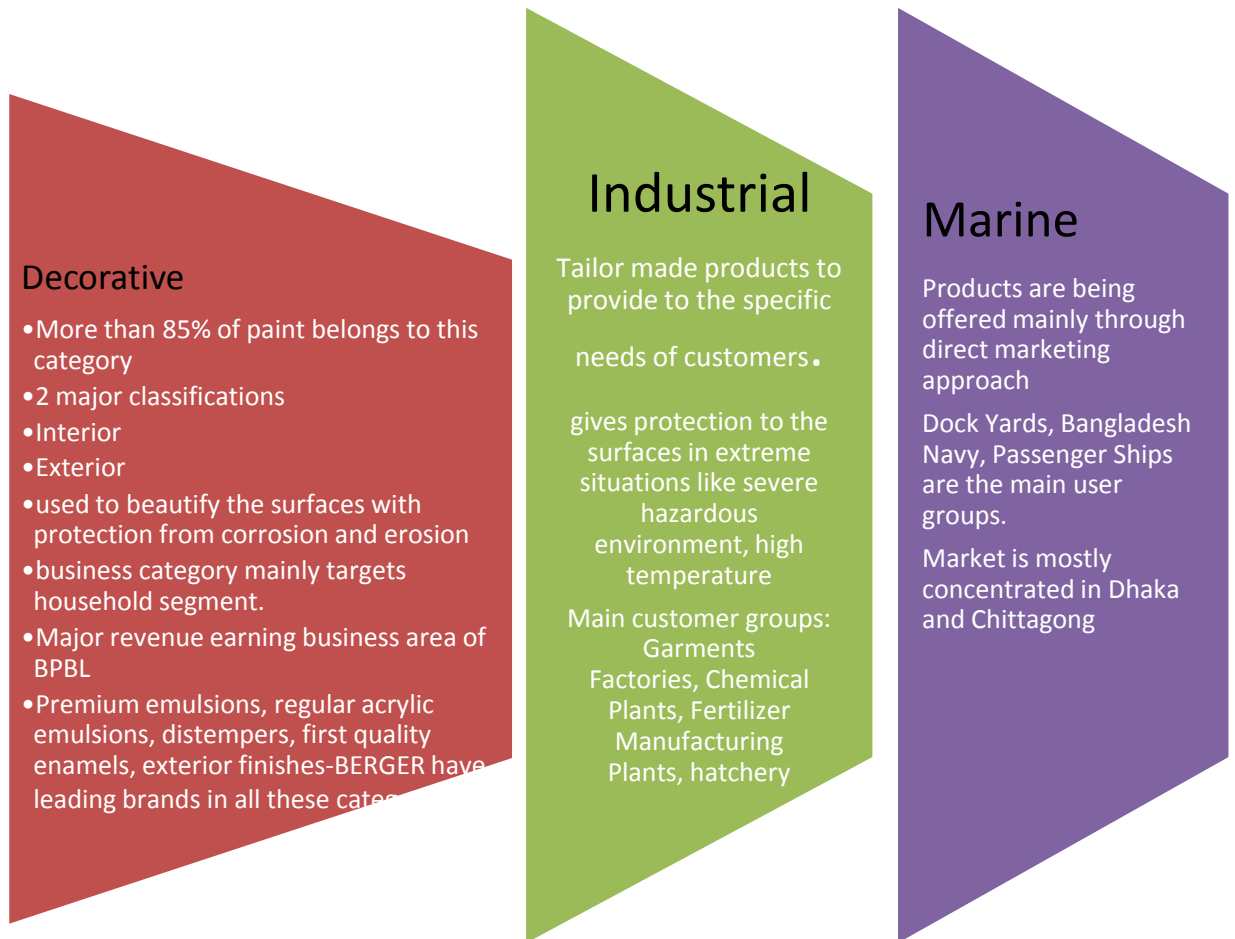


Exhibit 2.2: The three main categories of paint that BPBL manufactures

Types of Decorative Paints (According to usage)	Product Categories
Interior	Water Based Paints Solvent Based Paints/Oil Based Paints
Exterior	Cement Based Coating Emulsion

The list of Category Wise Brands (Decorative Paints) are mentioned below:

Type	Product Category	Product Names
Interior	Water Based Paints	<p><u>Robbialac Acrylic Plastic Emulsion (RAPE) and RAPE Class (Color Bank)</u> - Standard emulsion paint formulated with acrylicbased washable distemper for elegant, smooth, durable and matt finish.</p> <p><u>Radiance Acrylic Interior Emulsion</u>-Medium category plastic paint.</p>
		<p><u>Robbialac Easy Clean</u>-Expensive but high quality full paint, which can clean dust and spot very easily.</p> <p><u>Luxury Silk Emulsion (LSE) and LSE Splendour (Color Bank)</u>-A marvel of international emulsion technology combines the best of aesthetic appeal with best functional properties.</p> <p><u>BreatheEasy</u>- Product with low volatile organic compound which confirms it is environment friendly. The product is also stain free.</p>
		<p><u>Robbialac Acrylic Distemper (SPD) and SPD Super(Color Bank)</u>- Specially formulated acrylic copolymer emulsion</p>
Both Interior and Exterior	Solvent Based Paints	<p><u>Robbialac Super Gloss Synthetic Enamel(RSE) and RSE Gold (Color bank)</u>-Hardworking, premium quality synthetic enamel formulated to retain its gloss and film integrity in the face of extreme climatic variations.</p> <p><u>Jhilik Synthetic Enamel</u>-is economy synthetic enamel formulated for interior and exterior</p>

			application to give a glossy durable surface.
		Oil Based	<u>Wood Keeper</u> - Newly added for wooden and bamboo
Exterior	Cement Based		<u>Durocem</u> - An exceptional formulation based on selected raw materials and specially treated white cement that makes it ideal for both indoor and outdoor applications
	Water Based Exterior Emulsions		<u>Radiance Exterior Emulsion</u> -One type of water based medium category exterior wall finish <u>WeatherCoat Smooth and WCS Classic (color bank)</u> - Super exterior wall finish formulated to give exceptional durability in adverse climatic conditions. <u>Weather Coat Longlife</u> - The highest quality water based exterior wall finish with 7 years warranty. <u>Weather Coat LonglifeAntiDirt</u> - New Premium very high quality product with nano additive which has heat, dirt, U/V, fade registrant power

#### Others Decorative Products:

- ✦ **Illusions:**Berger '*illusions*' is not just a paint it's a whole new lifestyle for walls. It is a premier brand for fashion and design for walls which is offered by Home décor. It has a range of designer wear for walls with thousands of color options.
- ✦ **RobbialacAluminium Paint:**RobbialacAluminium Paint is a superior 2- pack aluminum paint with a brilliant silver-like luster. It is ideal for application on the exteriors of storage tanks for water, petrol, oil.



- ✦ **Robbialac Damp Stop:** This specially formulated two-pack compound is based on selected binder system incorporated with inert pigments' and fillers, which seals the surface by eliminating the permeability of moisture and water that actually cause dampness.
- ✦ **Rust Blaster:**Very effective liquid which can able to clean Rust from any Metal Elements.
- ✦ **Power Bond:**This product is basically the Glue which is use for join the wood and ceramic based product.

Besides Berger has different wall putty, primer, sealer, damp stop ,stainer , roofing compounds, etc of Robbialac and Breathe Easy for internal and external wall and paint care. According to thinner/ solvent usage paints can be divided into two categories:

- ✦ Water-based
- ✦ Solvent-based

## 2.10 PRODUCT DEVELOPMENT& DIVERSIFICATION

### Interior Product Development:

Keeping in line with other developed countries, Berger uses the latest technologies to fulfill consumer demands over the years, which have always strived to be environmentally friendly. It always emphasized on the consumer's needs and desires, thus creating a product range that is completely consumer centric. As the world is tackling various issues on climate changes, Berger too has been an earnest participant towards this cause, solemnly vowing to stop the environmental degradation so that they can give the next generation a decent place to live. Rooting from the same thought, Berger introduces a new interior emulsion 'Breathe Easy'.

### Product Details-

Breathe Easy is a unique paint and the first of its kind in Bangladesh that will completely change customers impression towards paints. Breathe Easy will provide houses with a healthy environment with a touch of nature for walls. Breathe Easy Emulsion is a specially formulated environmentally friendly low VOC (Volatile Organic compound) interior paint.

It's especially VOC free resin control minimum air pollutant and has an extremely low /nil odors during application and drying. Rooms painted with Breathe Easy Emulsion can be used within couple of hours without any lingering smell usually associated with freshly painted rooms using conventional paint. Its characteristic additives improve its clean ability & provide water repellency which helps cleaning of all sorts of stains and dirt from the wall and gives the walls evergreen appearances rich & shiny look. Breathe Easy Series of paints contains:

- Breathe Easy Sealer
- Breathe Easy Putty
- Breathe Easy Emulsion Paint
- Breathe Easy Enamel

### **Product diversification**

Berger Paints (BD) Limited, the absolute market leader in Bangladesh Paint Industry with more than 50% market share, has been maintaining the leadership resulting from diversified conventional and technology driven offerings, relentless efforts for product diversification, strategic alliance with world reputed organizations in different areas, investment in infrastructure development, wide distribution network to reach every nook & corner of the country and commitment to the stakeholders. As a part of diversification plan, Berger has signed an agreement with PPG Industries, USA for exclusive distributorship of PPG products in Bangladesh. This accord has inspired and opened up a great opportunity for the vehicle owners and users to experience world class Auto colors.

PPG Industries is a leader in its markets; is a streamlined, efficient manufacturer; and operates on the leading edge of new technologies and solutions. PPG enables the uncompromising collision center to gain competitive advantage in its local market by implementing state-of-the-art repair process solutions that incorporate innovative technology and repair processes, support services and tools.

### **Features/Benefits:**

- Repair process excellence - fast cycle times

- Superb product and color consistency
- Color leadership
- Global benchmark in technical training & process expertise
- Universal toners for basecoat/single layer
- Fast, simple compact system
- Spectral grey undercoats
- Engine bay repair Process
- Minor repair system

### **Recent Developments and Extensions of BPBL**

Constant innovation and diversification into different sectors have been a priority for Berger Paints in recent years. The company has introduced textile printing binder and finishing agents under the brand name of Texbond. Construction chemical is another new avenue in which Berger has come forward, products include: Mr. Expert 3 in 1 Rust Blaster, Salt Safe, Water Barrier, Crack Filler, Latex Plus, Tile Grout, Cement Mix. Berger Paints and Becker Industrial Coatings Holding AB, Sweden, have jointly formed a new company, Berger Becker Bangladesh Limited, which is manufacturing coil coatings for the first time in Bangladesh.

### **2.11 ACHIEVEMENTS OF BERGER PAINTS BD LTD.**

- ✦ Berger was honored with **“The Top Tax Payers Award”** in 2003 and 2011 by the Income Tax Authorities of the Government of Bangladesh.
- ✦ Additionally, the company received the **“Channel-I Performance Award 2004”** for its efforts in promoting the young painters and architects of the country through the Berger Young Painters’ Art Competition and Berger Young Architects’ Award. This award recognizes the role of BPBL as a Responsible Corporate Citizen.

- ✚ In 2011 Berger achieved “**Best Paint Brand Award**” arranged by Bangladesh Brand Forum and Nielson. In 2012 Berger Paints achieved “ICMAB Best Corporate Performance Award”.

#### **2.12 CSR & MISCELLANEOUS ACTIVITIES OF BERGER PAINTS BD LTD.**

- ✚ In the increasingly conscience-focused market places of the 21st century, the demand for more ethical business processes and actions is increasing day by day. Berger Paints Bangladesh Limited marked out CSR policies that ensure business operations that follow ethical standards. They just do not strive for making money but do business in keeping the 3 Ps in mind -people, planet and profit.
- ✚ Berger Paints Bangladesh Limited has been patronizing art for more than a decade. In continuance of its commitment, Berger Paints has been organizing Young Painters' Art Competition (BYPAC) since 1996. This particular initiative of Berger Paints has highly encouraged the young aspiring artists of Bangladesh. For the past two years Berger Paints has also been giving Lifetime Achievement Award to venerated artists for their enormous contribution and influence in the field of art of Bangladesh.

#### **Contribution in the field of Architecture**

Berger Paints Bangladesh Limited contributes in the field of Architecture by arranging Berger Award for Excellence in Architecture. Berger introduced the Berger Young Architects' Award back in 2003, the first of its kind in Bangladesh. To widen the horizon, in 2007, the award was classified into two categories, namely "Berger Award for Excellence in Architecture" and "Berger Young Architects' Award", so that the award can inspire the mature as well as the young architects. The winners are selected by a jury board with eminent architects as its members. The event is arranged bi-annually. Berger Paints also arranges exhibitions showcasing the projects submitted in the competition.

## **Scholarship program for BUET students**

As part of its corporate social responsibility, Berger Paints introduced Berger Award Programme for the Students of Architecture BUET (BASAB) in 2006, in collaboration with the Department of Architecture, BUET to promote the young architects, to give them a real life experience and inspire them to go further. Awards are given in four categories, these are:

- ✦ Berger Best Design Award
- ✦ Berger Best Portfolio Award
- ✦ Promising Designer Award
- ✦ Berger Travel Grant

## **Scholarship Programme for Khulna University**

From 2011, Berger Paints provides scholarship for the students of Architecture Discipline of Khulna University. Besides, Berger will also contribute to the KUAD-BERGER Resource Corner of Khulna University where all the latest learning resources of architecture will be added.

## **Aid in Natural calamities**

In an effort to contribute to the infrastructure restoration of the Sidr affected area of MajherChor, Berger Paints had provided free paints. Berger Paints also contributed TK. 10 lakhs in the government fund in 2007 for flood affected victims to help rebuild lives.

## **Social work for Autistic Children**

In Bangladesh, an approximate of 10percent of the population suffers from various disabilities. Amid them, a large number of children are autistic. Being committed to the society, Berger Paints Bangladesh Limited (BPBL) contributes to the well-being of the physically and mentally challenged people of Bangladesh giving focus on autistic children. Recently BPBL has selected some organizations namely as SEID Trust, Autism Welfare Foundation (AWF), Society for the Welfare of Autistic Children (SWAC), Scholars Special

School, Tauri Foundation, Deepalay etc. who are working with autistic children to facilitate them with better infrastructural support.

### **Contribution in ProthomAlo Fund for Acid victims**

Berger Paints has provided a donation of Taka Three Lakhs to the ProthomAlo Trust for Assistance of Acid Victims, as a part of the company's corporate social responsibility. The Daily ProthomAlo, the leading national daily newspaper, has founded the trust as an initiative for support and assistance for women who have been victims of acid violence.

## CHAPTER THREE

# INTERNSHIP ACTIVITIES & RESEARCH WORK

### ***CONTENTS OF THE CHAPTER***

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*3.1. Work Experience & Job Description at Berger Paints Bd. Ltd*

*3.2 Overview of the Sales & Marketing department*

*3.3 Berger home decor services at a glance*

*3.4 Research design*

*3.5 Sampling Technique*

*3.6 Sample Size Determination*

*3.7 Field plan*

*3.8 Interpretation & analysis of research*

### **3.1 WORK EXPERIENCE & JOB DESCRIPTION AT BERGER PAINTS BD. LTD**

Being an Intern I worked at the Marketing department of Berger Paints Bangladesh Ltd. (BPBL). To be more specific, I have been assigned to submit a research report on the premium brand of Berger Paints, Illusions under the supervision of the Manager of Market research and Consumer insights, Reina Ashfin Khan. I really enjoyed the job during my internship program. I had to conduct respondent survey, field visit and conducting mystery shopping with the dealers of Berger Paints. I also got the opportunity to know about the different services provided by the home décor offices in Dhanmondi, Uttara and Banani. I have spent the first week of my internship observing the clients-consultants interaction closely. I got to witness very closely how the consultants deal with the clients and assist them to avail the Illusions service from home décor. I got an accurate picture of how the home décor is actually generating business for Berger Paints Bangladesh Ltd. I had to maintain a consistent communication with my supervisor to keep her updated about the progress of the work and provide her with the weekly reports. A questionnaire was developed to gain an in-depth understanding of customer's preferences on designer paint services. Conducting the surveys was the most challenging task in the overall research work. I received the respondent's lists and contact number from the respective home décor offices of Dhanmondi, Uttara, Banani and then contacted the respondents over telephone to fix appointments' to conduct the survey. The different methods used to conduct interviews & collect data from respondents are: face-to-face, telephone, mail. Fixing and conducting the face-to-face survey was the most problematic task in the overall research work. It requires great communication & persuasive skill to fix appointments with skeptical and busy respondents. This task has eventually improved my negotiation and communication skills. After data collection I had to conduct a mystery shopping with the dealers. This job was really interesting; it created the opportunity to explore the underlying factors associated the different dealer's efficiency. The outcome of this job- identified the dealers which are actually serving the clients and keeping its commitment and which ones are not. I found it to be one of the most effective tools to figure out the real market scenario going on in the organization or around it. Then finally at the end of the report some time is spent to establish the data analysis, interpretation, major findings and research paper preparation.



### **Purposes:**

Theoretical knowledge gets perfection with real life implication. The primary reason of the job is to gather a practical experience on the basis of four years study of BBA. I tried my best to combine my theoretical knowledge with practical implementation of that.

### **Core Functions in my job:**

- ✦ The key function of my job was to prepare a comprehensive report-identifying the factors influencing the purchase decision of Illusions customers.
- ✦ Maintain consistent communication with the supervisor.
- ✦ Construct an appropriate questionnaire for conducting surveys.
- ✦ Collect data by conducting interviews in the form of face-to-face, telephone, mail.
- ✦ Understand the major customer's complaints, preferences regarding the designer paint service.
- ✦ Highlight the company's positive aspects to ensure to provide better customer service in the future.
- ✦ Conduct mystery shopping to gain a practical insight on how the dealers are approaching and serving the customers based on different aspects.

## **3.2 OVERVIEW OF THE SALES AND MARKETING DEPARTMENT OF BPBL**

Berger paints Bangladesh Limited has a very well organized Sales & Marketing department which plays a key role in the overall organizations success. The department since its inception has come up with innovative ideas to brand and promote diversified products using different functional activities. Because of the vast product line of Berger Paints, the different managers from time to time have come up with specialized set of promotional activities to create a need in the market for the target customers. **Sales** of BPBL can be categorized into two parts:

- ✦ **Projects:** Handling different projects to boost up the sales

- ✦ Pro links: Maintaining liaison with the outside customers like interior designer company, architectural firm, real-estate companies and etc.

The **Marketing** aspect of BPBL actually works as a support function for the company. The very basic function of the Marketing team is to perform brand building activities, and assist in sales promotion. The other major functions are given below:

- ✦ Explore market potentials.
- ✦ Perform trend analysis.
- ✦ Tracking Sales.
- ✦ Analysis of Sales data.
- ✦ Understand the market prospect.
- ✦ Perform regular functional activities.

### **3.3 BERGER HOME DECOR SERVICES AT A GLANCE**

The Berger home decor services is a vital unit of the Berger Paints Bangladesh Limited. It's primarily involved in generating business for the company by offering a wide range of color based services to its clients. The home decor services acts as an intermediary between the company and all its clients. It provides all kinds of color related solutions to its customers. The unique feature about home decor is that it gives the opportunity to its clients to interact directly with the color consultants & seek for any color based advice. The experienced color consultants guide the customers to give their dream a shape. They provide important information about the right color, shades & designs for their client's home. The consultants also assist the customers in choosing the desired design, paint from a diversified range of colors, shades for the illusion. Their customized color bank software helps the customer to choose from over a thousand of different color shades. The home decor deals with all sorts of customer complaints and inquires. It focuses on long term customer relationship by sustaining not only the existing customers but also attracts the new customers of the market segment. Each home décor branch is monitored by a branch manager who is in

charge of regulating & evaluating the overall performance of the branch. The color consultants, senior color consultants are all liable to report directly to the respective branch manager. On getting started with the job, the color consultants had to go through an on the job training program where they get to learn about the latest imaginative mix of colors, textures, shades, techniques and application. The Illusions service of home décor is spread throughout the country across the key districts i.e.- Dhaka, Chittagong, Sylhet, Rajshahi, Khulna, Bogra, Comilla and their latest addition is in Cox's bazar.

**The core services of Berger home décor are:**

- ✦ Advice on surface preparation
- ✦ Right paint selection
- ✦ Color scheme
- ✦ Dealer selection
- ✦ Experienced painter

### 3.4 RESEARCH DESIGN

**Main Research Instruments:**

- ✦ **Questionnaire-** In any research, questionnaire plays a very crucial in the accomplishment of the overall report paper. It is designed to explore all the underlying facts behind the objective of the report.
  - ❖ No of question:the questionnaire is composed of 18 questions.
  - ❖ Questionnaire format: Both structured and unstructured.
  - ❖ Question type:Mostly close and open ended questions for better qualitative analysis.
  - ❖ Required time to complete answers of questionnaire: an average of 15 minutes per survey.
- ✦ **Observation-** This method has been used at different stages throughout the entire research process and contributed intensely in the qualitative analysis of the report.
- ✦ **Interview-** Interviews are productive than any other techniques which have applied to understand a system. It provided face-to-face communication and

gathering of sample data. Some interviews have conducted at BPBL for informal data collection at different times through the internship periods. On the other hand formal interviews of the potential customers are taken to collect primary data aligned with the questionnaire.

✦ **Document Review-** Documents represent formal information flow within the functional departments of the organization. The purpose of the document review is to examine information that has been recorded about the system and the users. While working here I have reviewed several documents like annual report of the organization, company profile and etc. Source: [www.bergerbd.com](http://www.bergerbd.com)

### Survey Research and Rationale

The type of survey research used for the majority of the respondents was household survey. Household surveys give depth of information. Since the questionnaire required both qualitative and quantitative judgments from the respondents it took a long time for the respondents to answer. A large number of respondents couldn't manage to give time at their households, in those cases; survey was conducted in their office, work space. The questionnaire contained questions that require adequate attention from the respondents' part and household surveys made it easy for them to think deeply before answering any question.

DATE	DESCRIPTION OF WORK
10-16 June 2014	Visit of Home Décor offices at Dhanmondi, Banani&Uttara for observation and gather knowledge about client service issues.
17-23 June 2014	Finalization of objectives and scope of and preparation of research framework.
24-30 June 2014	Preparation of questionnaire, Dealer discussion guide and updating of visitor lists by Home Décor Offices
1-8 July 2014	Data collection from Dhanmondi Home Décor visitors

9-14 July 2014	Data collection from Uttara Home Décor visitors
15-31st July 2014	Data collection from Dealers through mystery shopping
1- 15 <sup>th</sup> Aug 2014	Data collection from Banani Home Décor visitors
16th Aug – 10th Sep 2014	Data interpretation, analysis & report preparation.

Exhibit 3.1: Timeline of the Research

### **3.5 Sampling Technique**

The technique of sampling that was used in this research is non-probability sampling. The reason for this is that there was no known or equal chance that every person of the population will be picked. There was no sampling frame available of the population and its sub-groups.

The different zones were based on the qualitative study, whereby consultants gave an idea about the proportions of clients from different areas or zones. The client's lists are collected from the three home decor branches in Dhaka city i.e- Banani, Uttara and Dhanmondi. Usually majority of the respondents reside around these areas.

#### **Type of non-probability sampling**

The type of non-probability sampling that has been used in this research is "Area based Sampling" primarily where members of the population were chosen based on their zones. In a particular zone, the method of choosing a client was by 'Convenience Sampling', where members are chosen based on their relative ease of access.

### **3.6 Sample Size Determination**

Since the type of sampling used is non-probability sampling, the sample size has been determined in terms of the time availability. Initially a total of 60 respondents were estimated for conducting the surveys. But due to unavailability and of respondents and lack of client data, only 40 respondents were surveyed and the report is done based on that outcome of those surveys.

### 3.7 Field Plan

Area wise sampling has been used for this research. The detail addresses and other required information have been collected from Berger Home Décor branches. Each consultant maintains their own collection of clients' information but there is no organized client database. After collecting the client's contact information, the data were sorted and filtered according to different areas as per convenience. Amongst these, during the process of the research, many of the contacts were found to have contact numbers which were unreachable or not in use. However effectively, only those clients can be contacted, whose contact numbers are available.

Some clients were also unwilling to do the research or were unable to spare the time. The population of interest is the entire customer database of Berger Illusions from the Home Décor.

The area wise sample distribution of the actual survey is shown below:

### 3.8 INTERPRETATION & ANALYSIS OF RESEARCH

<b>Sex</b>		
Male/Female	Number of Respondents	As a % of Total Respondents
Male	33	82.50%
Female	7	17.50%
<b>Total</b>	40	100.00%

Exhibit3.2: Demographic profile of respondent showing the % of sex

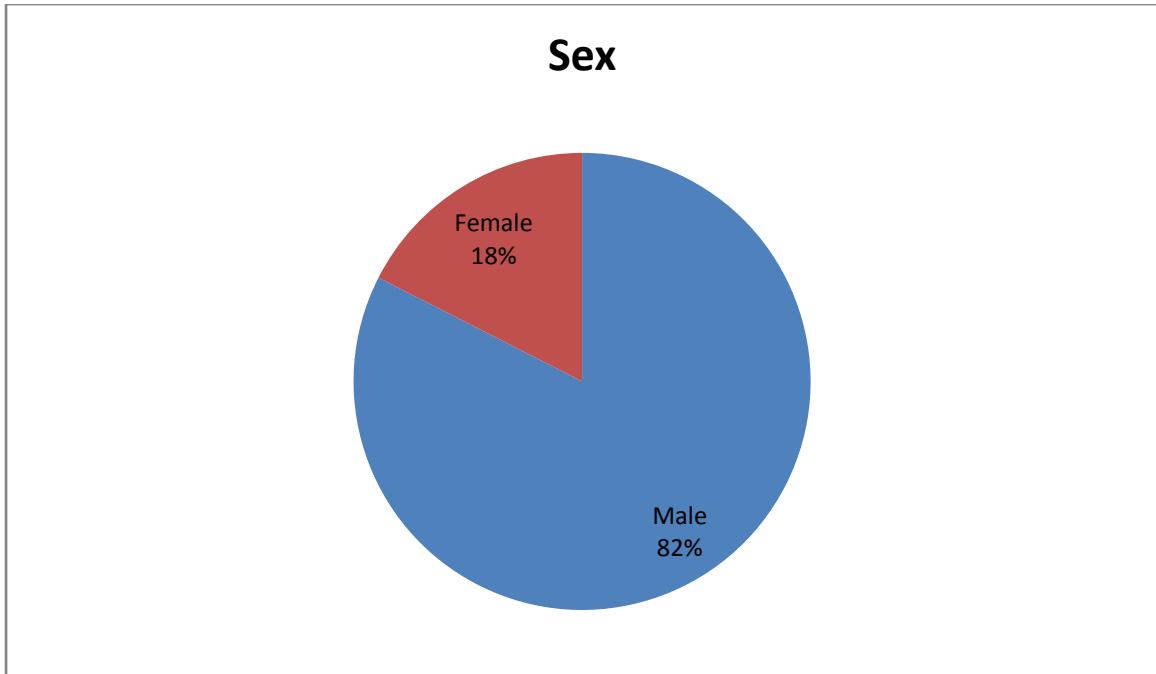


Exhibit3.3: Demographic profile of respondent showing the % of sex

- The percentage of male respondent is 82.50% and the female is 17.50%. So, the male respondents have more active participation than the female ones in choosing designer paint brand for their home.

Zone	Number of Respondents	As a % of Total Respondents
Banani/Dhanmondi/Uttara		
Banani	8	20.00%
Dhanmondi	15	37.50%
Uttara	17	42.50%
<b>Total</b>	40	100.00%

Exhibit 3.4: No. of respondents from the 3 zones

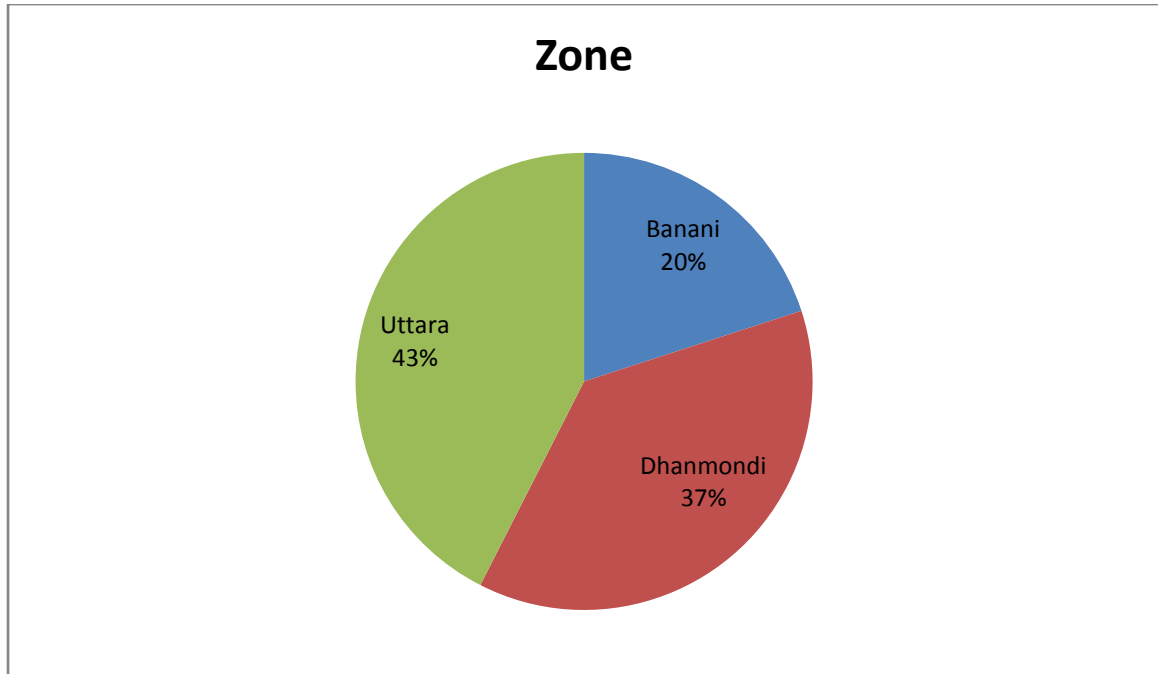


Exhibit3.5:No. of respondents from the 3 zones

- The majority of the respondents are from Uttara area, 42.50 %
- Moderate numbers of respondents are from Dhanmondi area, 37.50 %
- The least number of respondents are from Banani area which is 20%

Age Group	Number of Respondents	As a % of Total Respondents
22-26/27-30/31-34/35 and above		
22-26	1	2.50%
27-30	6	15.00%
31-34	15	37.50%
35 and above	18	45.00%
<b>Total</b>	40	100.00%

Exhibit3.6: Distribution of different age group



### Interpretation of the Age group of respondents

- A highest of 45% of the respondent's belonging to the age category of 35 years and above. This trend in the age category signifies that the head or elder members of the household are the ones who make the decision regarding the beautification of home.

<b>Household Nature</b>		
Owned/Rented	Number of Respondents	As a % of Total Respondents
Owned	35	87.50%
Rented	5	12.50%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

Exhibit3.7: Percentage of household nature

### Interpretation of the Household nature of respondents

- 87.5% of the respondent's house is owned which means that a majority of the respondents have their own house or own at least an apartment.

<b>Monthly Income Level</b>		
Range	Number of Respondents	As a % of Total Respondents
40,000-60,000	12	30.00%
60,000-80,000	3	7.50%
80,000-100,000	7	17.50%
100,000 and above	13	32.50%
Didn't answer	2	5.00%
N/A	3	7.50%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

Exhibit3.8: Average monthly income of the respondents

### Interpretation of the average monthly income of respondents

- 32.5% of the respondents have a monthly income of more than 100,000 taka which is the among the highest income level categories. It tells us that a large of respondents is affluent.

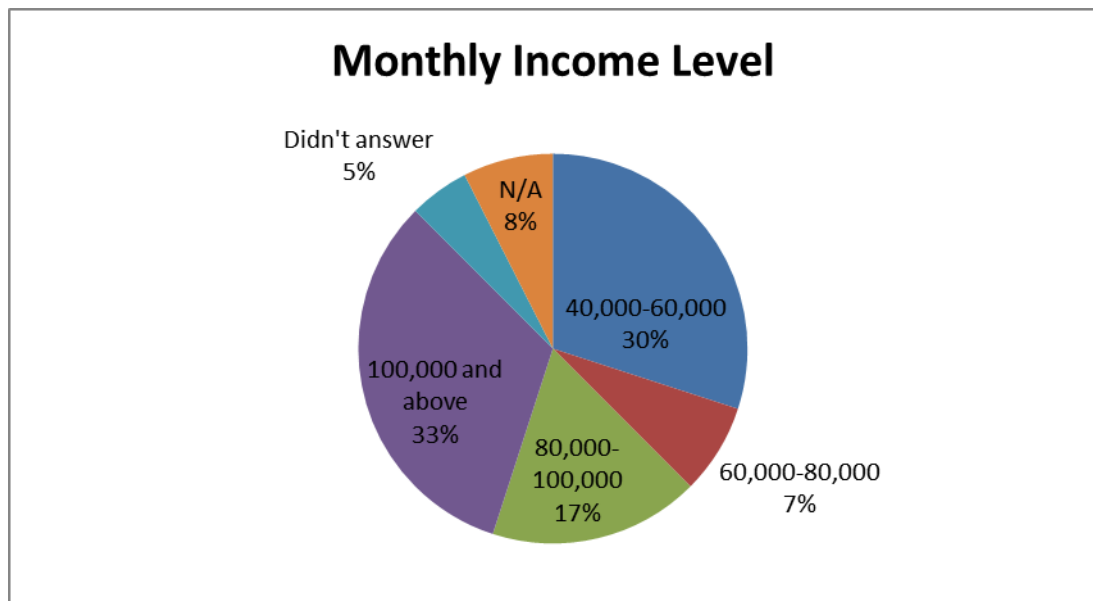


Exhibit3.9: Average monthly income of the respondents

### Illusions as a Designer Paint Brand

Factors	% of People who expressed					Total
	Very high	High	Moderate	Low	Very Low	
Uniqueness	20.5%	38.5%	28.2%	10.3%	2.6%	100%
Eye-catching	15.4%	48.7%	35.9%	0.0%	0.0%	100%
Aesthetic/Beautiful	33.3%	43.6%	20.5%	2.6%	0.0%	100%
Personality	17.9%	48.7%	23.1%	7.7%	2.6%	100%
Ambience	20.5%	59.0%	17.9%	2.6%	0.0%	100%
Variety	12.8%	23.1%	46.2%	12.8%	5.1%	100%
Shade Combination	20.5%	35.9%	38.5%	5.1%	0.0%	100%
Availability	33.3%	41.0%	20.5%	5.1%	0.0%	100%

Exhibit3.10: Factors considered in evaluating illusions as a designer paint brand

### Interpretations on Illusions as a Designer Paint Brand

- Since a higher percentage of respondents were either satisfied or highly satisfied, it can be inevitably said that a large proportion of customers consider Illusions as unique.

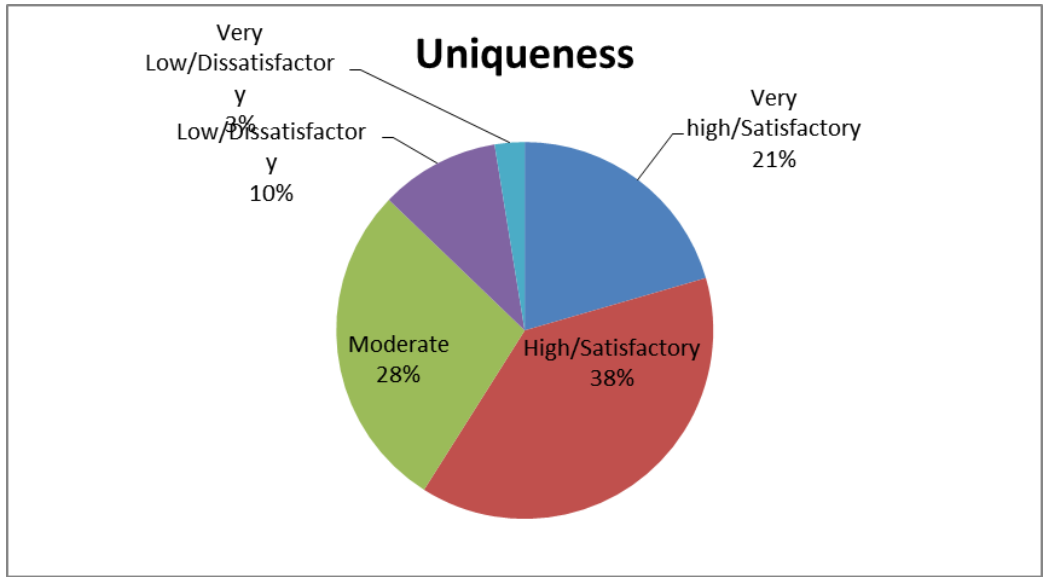


Exhibit3.11: Uniqueness feature of illusions

- 48.7 % of the respondents were satisfied & 35.9 % of them had moderate perception with the Eye-catching feature of Illusions, this trend indicates that majority of the respondents were quite satisfied with this feature.

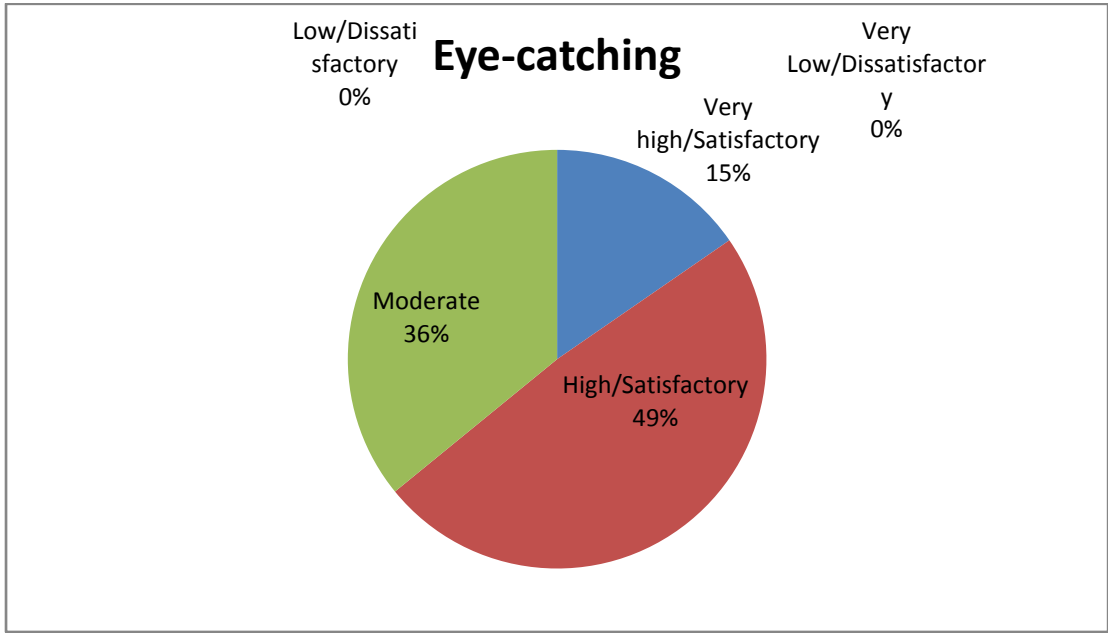


Exhibit3.12: Eye-catching factor of illusions

- 43.6% of the respondents were satisfied & 33.3 % were highly satisfied with the Beauty of Illusions which signifies that the Illusions designs were decent enough to be called beautiful.

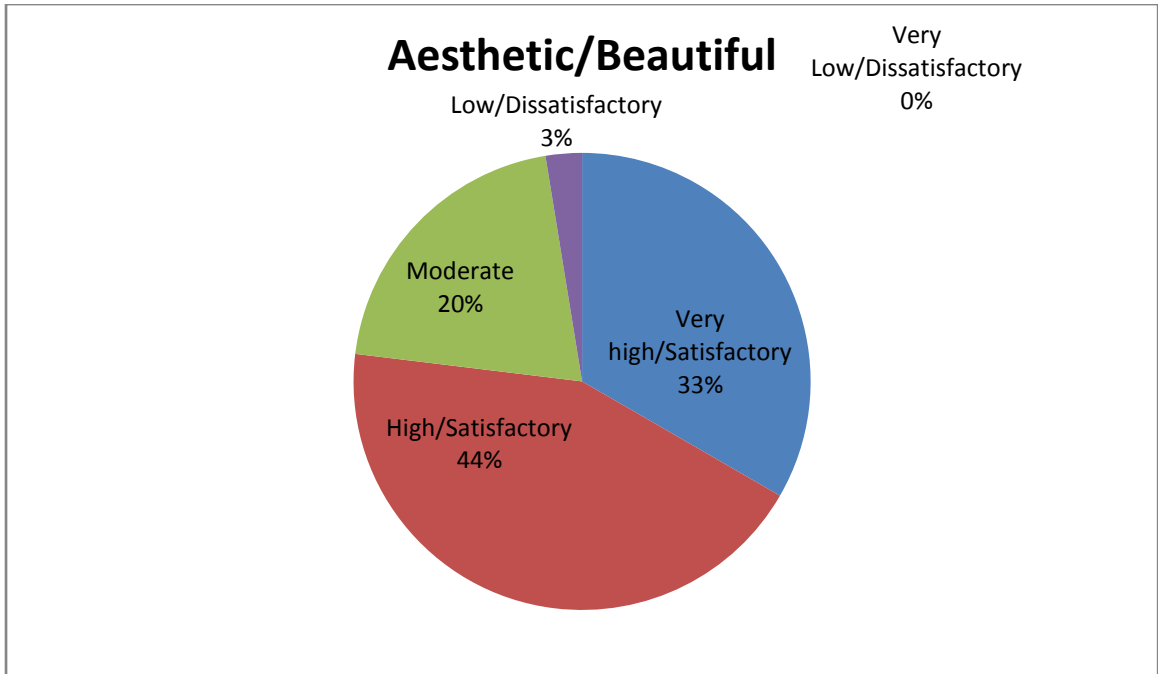


Exhibit 3.13: beautiful feature of illusions

- The Illusions is quite capable to reflect the customer's personality by means of the designer art as 48.7% of the respondents were satisfied & 23.1% had moderate perception towards this feature.

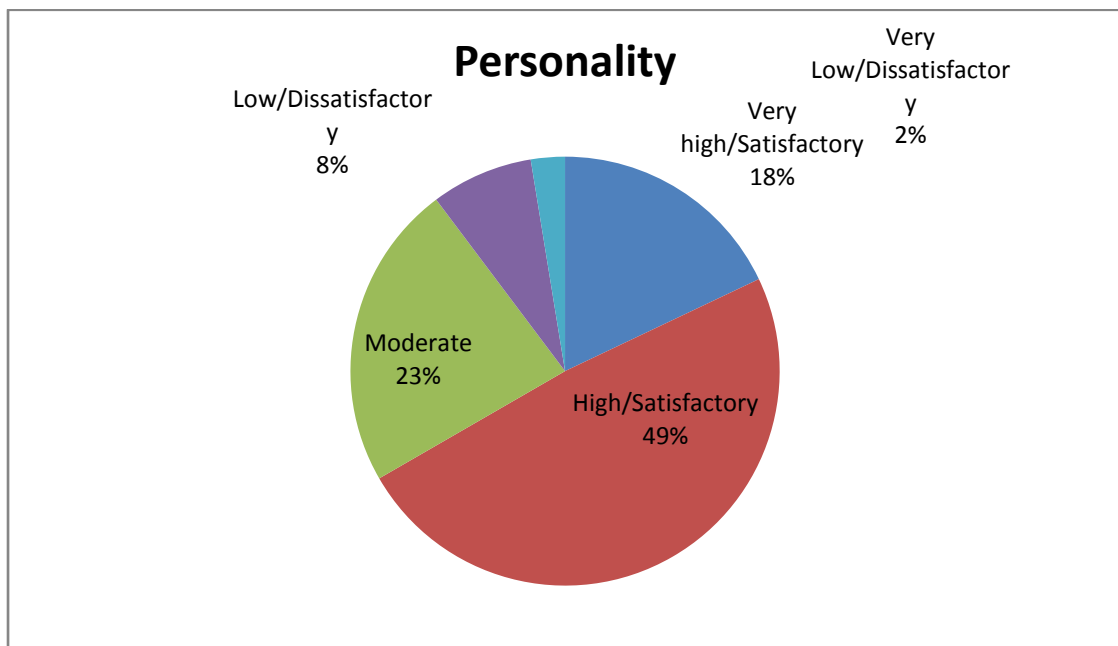


Exhibit3.14: Personality reflection ability of illusions

59% of the respondents were satisfied & 20% were highly satisfied with the Ambience of Illusions which clearly means that the Illusions designs can actually create a cozy atmosphere in their home.

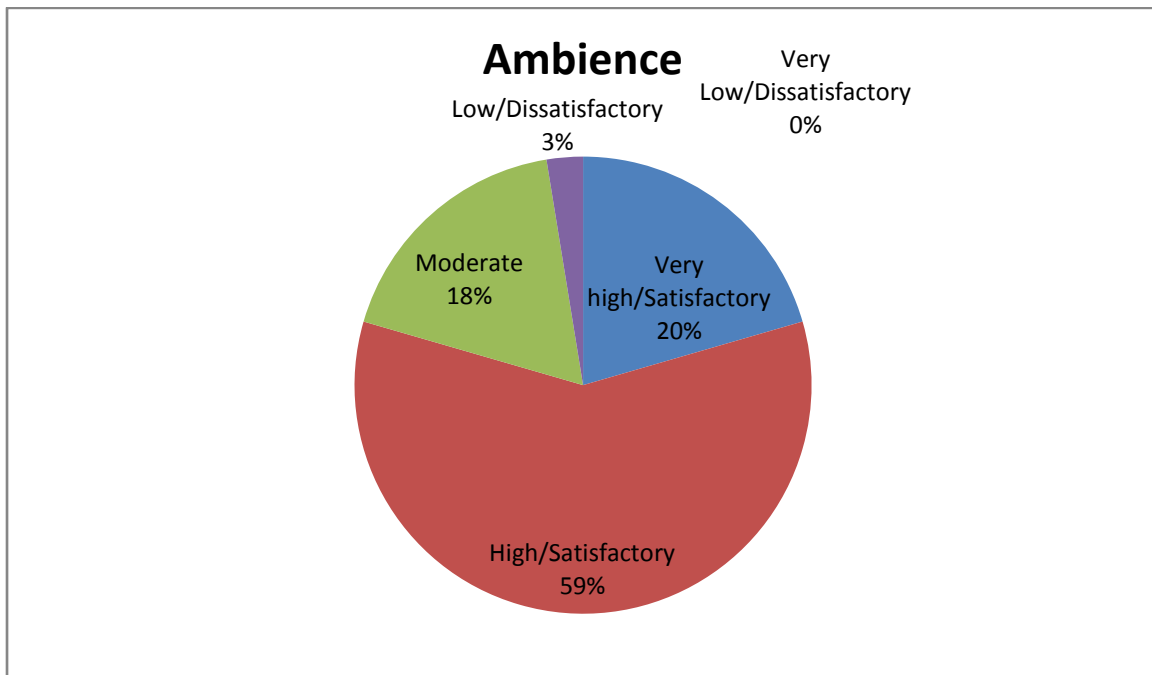


Exhibit3.15: Ambience feature of illusions

- The highest percentage, 46.2% of the respondents hold moderate perception towards the variety of Illusions which means that there is a significant scope to enhance variation of the Illusions designs.

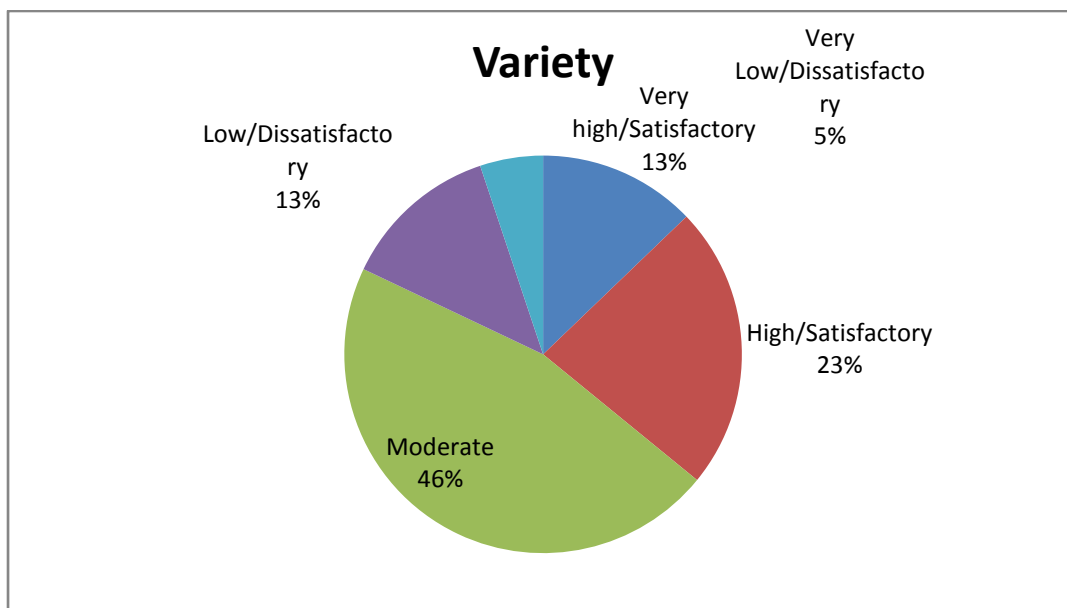


Exhibit3.16: Variation of designs in illusions

- 38.5% of the respondents hold moderate perception & 35.9 % were satisfied about the shade combination of Illusions which means that the customers holds mixed perception towards this issue and improvements can be made to make it look more striking to the customers.

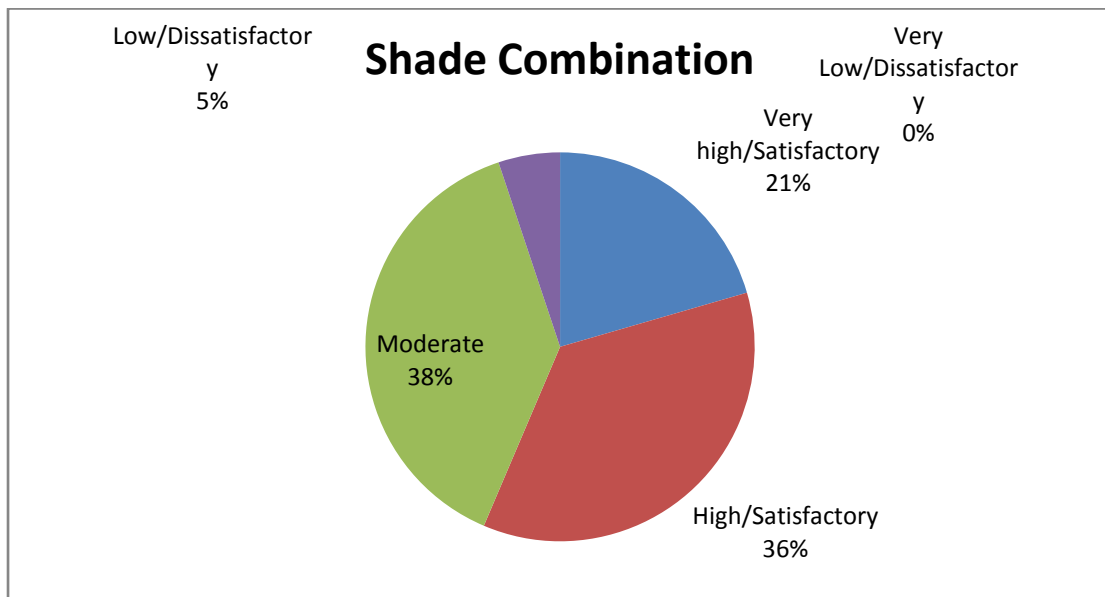


Exhibit3.17: Shade combination of illusions

- 41 % of the respondents were satisfied with the Availability of Illusions in various paint products. It means that the customers get to avail their preferred colors for Illusions service.

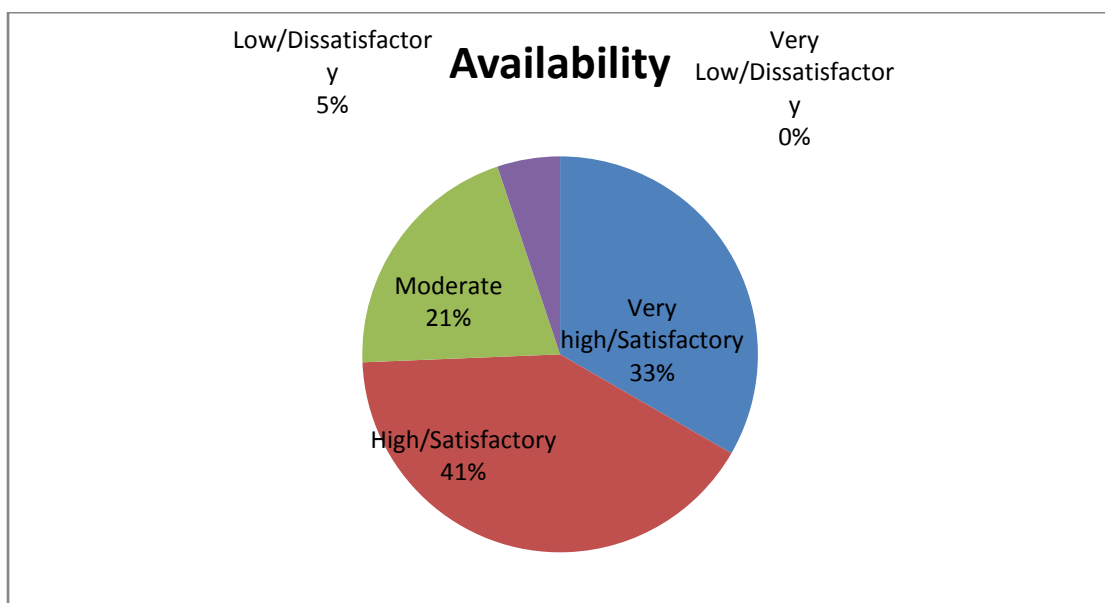


Exhibit3.18: Availability of illusions

## SERVICE DELIVERY FACTORS

Factors	% of People who expressed					Total
	Very high	High	Moderate	Low	Very Low	
Length of Time	31%	38%	23%	5%	3%	100%
Payment Method	10%	21%	33%	26%	10%	100%
Series of Steps	29%	42%	16%	11%	3%	100%
Professionalism of Consultants	15%	41%	26%	10%	8%	100%
Others	8%	44%	46%	3%	0%	100%

Exhibit3.19: The % of different service delivery factors

### Interpretation of Service Delivery Factors

- Since a higher percentage of respondents were either satisfied(38%) or highly satisfied(31%) with the Length of time required to complete the work. This means that the average time needed to complete an Illusions work is justified to a large segment of customers.

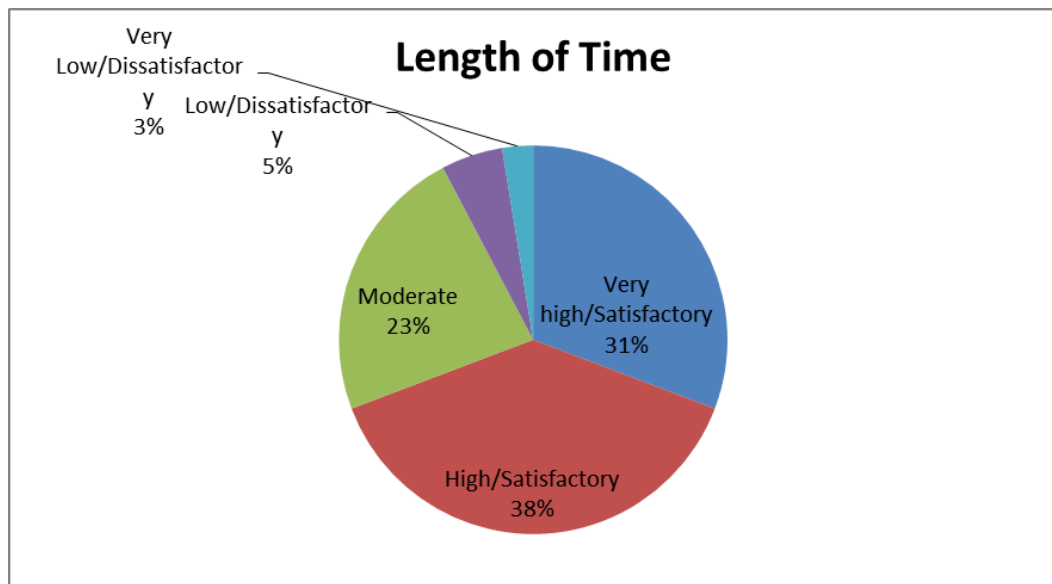


Exhibit 3.20 : Length of time required in the service delivery mechanisms

### Interpretation of the Payment method

The highest percentage, 33% of the respondents holds moderate perception towards the payment method of Illusions which indicates that respondents' want flexibility in the payment method. They anticipate paying partial advance amount instead of the full amount to retain the bargaining power.

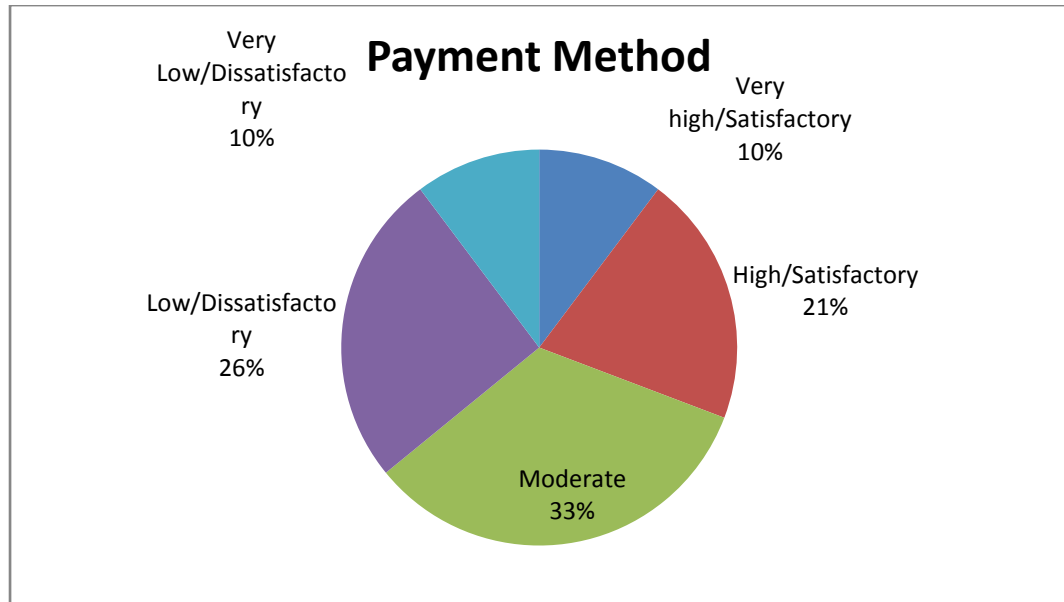


Exhibit3.21 : Payment method

### Interpretation of the series of steps

42% of the respondents were satisfied & 29 % of them were highly satisfied with the Series of steps followed in Illusions. So, the actual service delivery mechanisms followed are acceptable to the customers.



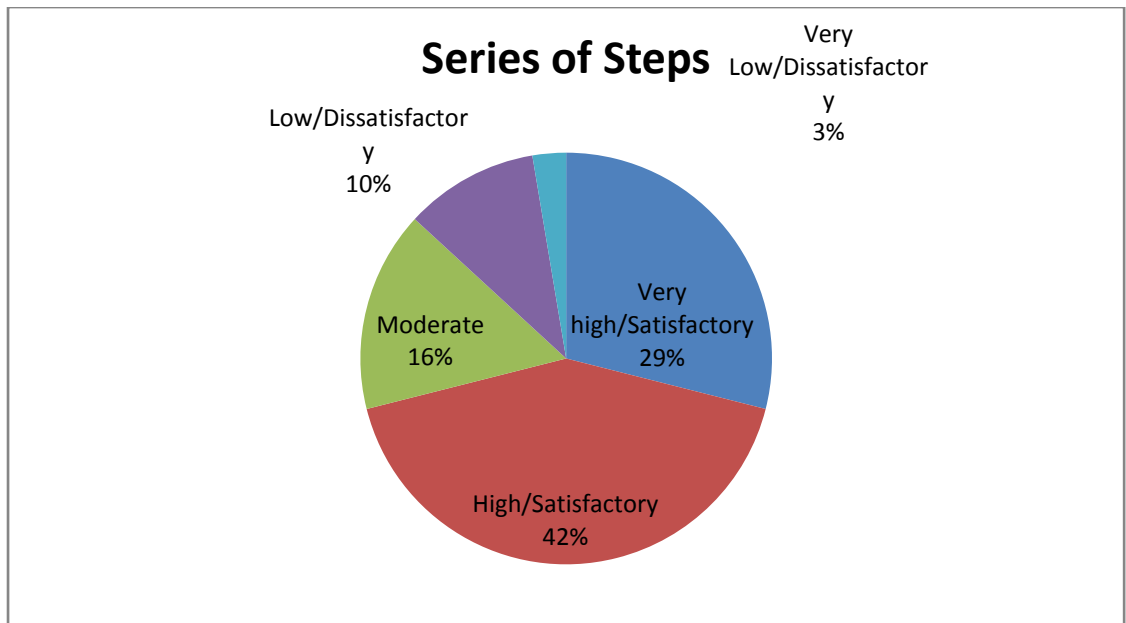


Exhibit 3.22: Series of steps involved

**Interpretation on the professionalism of consultants**

41% of the respondents were satisfied with the professionalism of consultants which leads to the point that the color consultants have delivered admirable customer service.

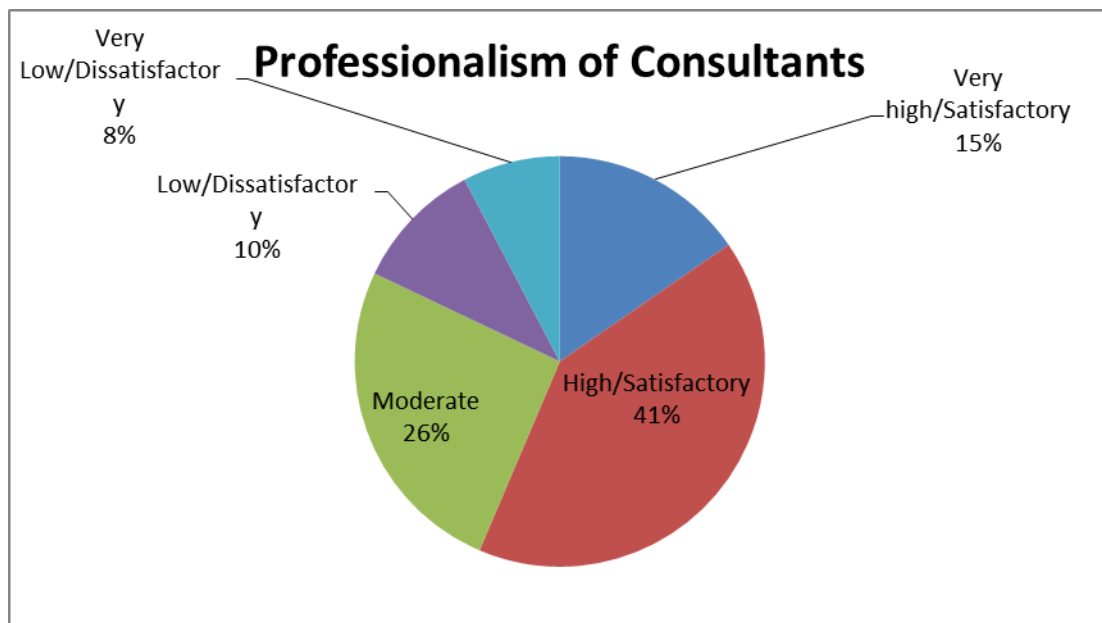


Exhibit 3.33: professionalism of consultants

### Interpretation on the other factors of Illusions

The highest percentage, 46% of the respondents' holds moderate perception towards the other features of Illusions that states that the other service delivery factors need to be taken into consideration.

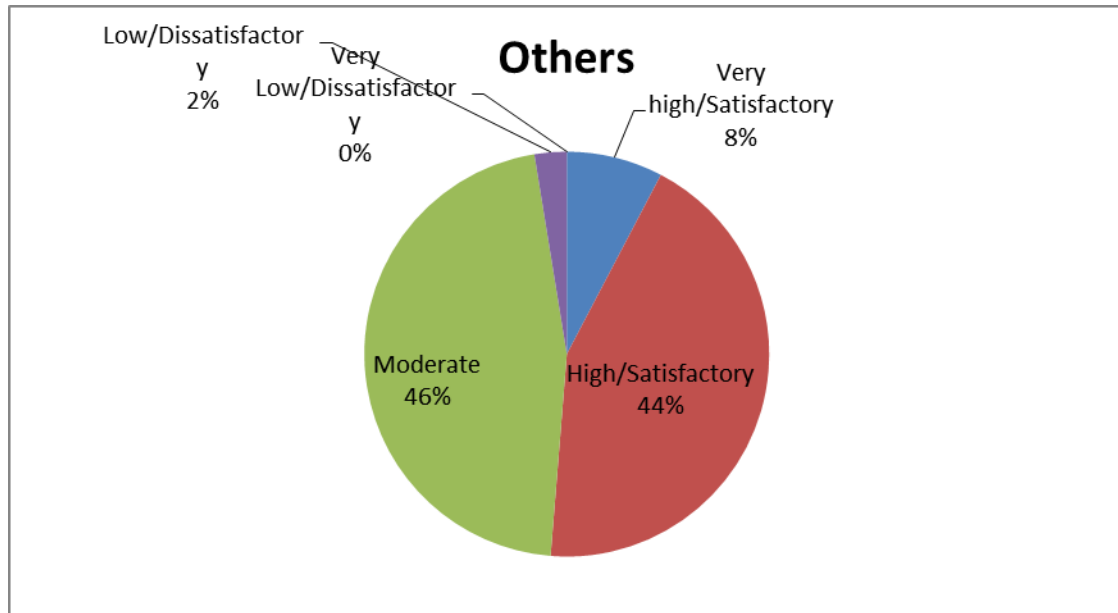


Exhibit 3.34: Other factors of illusions as a designer paint brand

### ENVIRONMENT OF HOME DÉCOR PREMISE

Factors	% of People who expressed					Total
	Very high	High	Moderate	Low	Very Low	
Interior Decoration	10%	44%	33%	13%	0%	100%
Office Space & Layout	10%	36%	44%	5%	5%	100%
Display of Paint Products	13%	51%	26%	8%	3%	100%
Illusions Catalogue	24%	32%	32%	13%	0%	100%
Greeting at The office	23%	41%	26%	3%	8%	100%
Sitting Arrangement	18%	26%	41%	13%	3%	100%
Color Variation& Shaded Display	26%	36%	36%	3%	0%	100%

Exhibit 3.35: The different factors of home décor office

### Interpretation on the Interior Decoration

Since a higher percentage of respondents were either satisfied(44%) or holds moderate perception (33%)with the interior decoration of the home décor office it means that the home décor office looks quite striking to the customers.

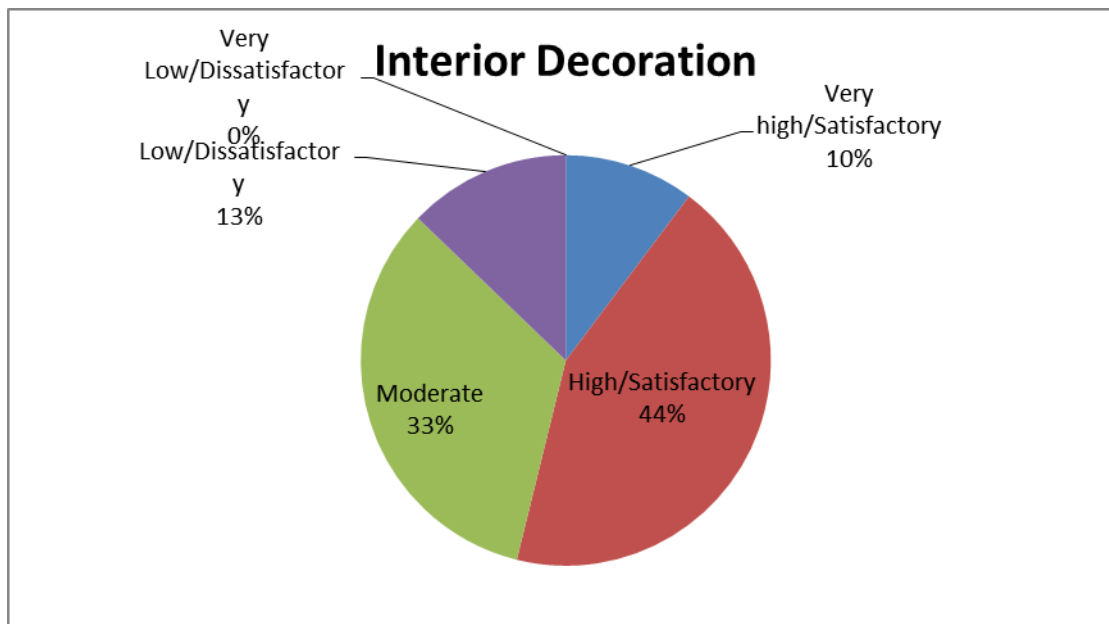


Exhibit 3.36: Interior decoration of home décor office

### Interpretation on space and layout of office

44% of the respondents hold moderate perception towards the space and layout of the office which indicates that the office space should be more structured, vibrant and colorful.

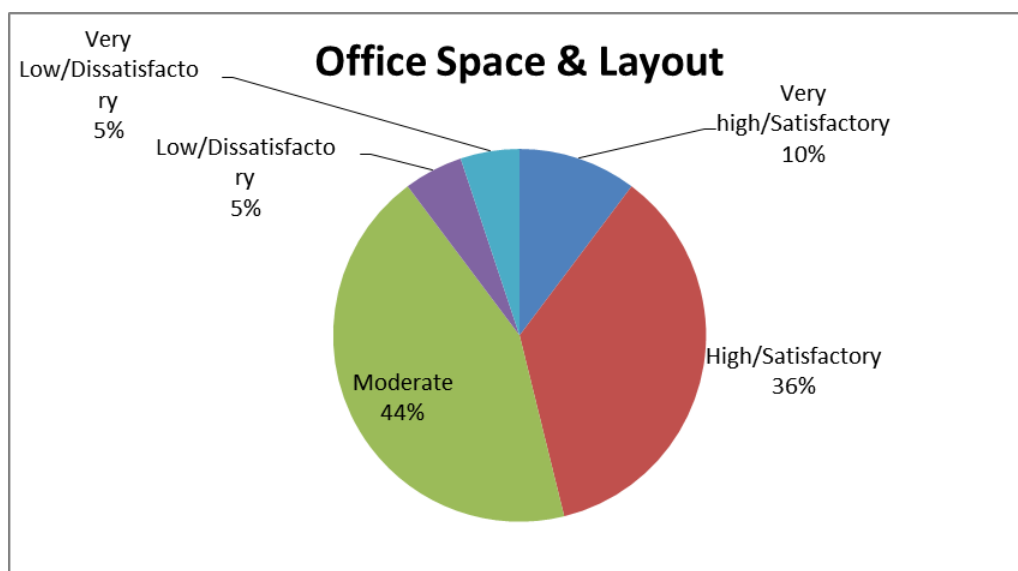


Exhibit 3.37: Space and layout of home décor

### Interpretation on display of paint products

51% of the respondents were satisfied & also 26% of them had moderate perception with the display of the paint products at home décor office. This means that that the company's paint products were properly used to display in the office.

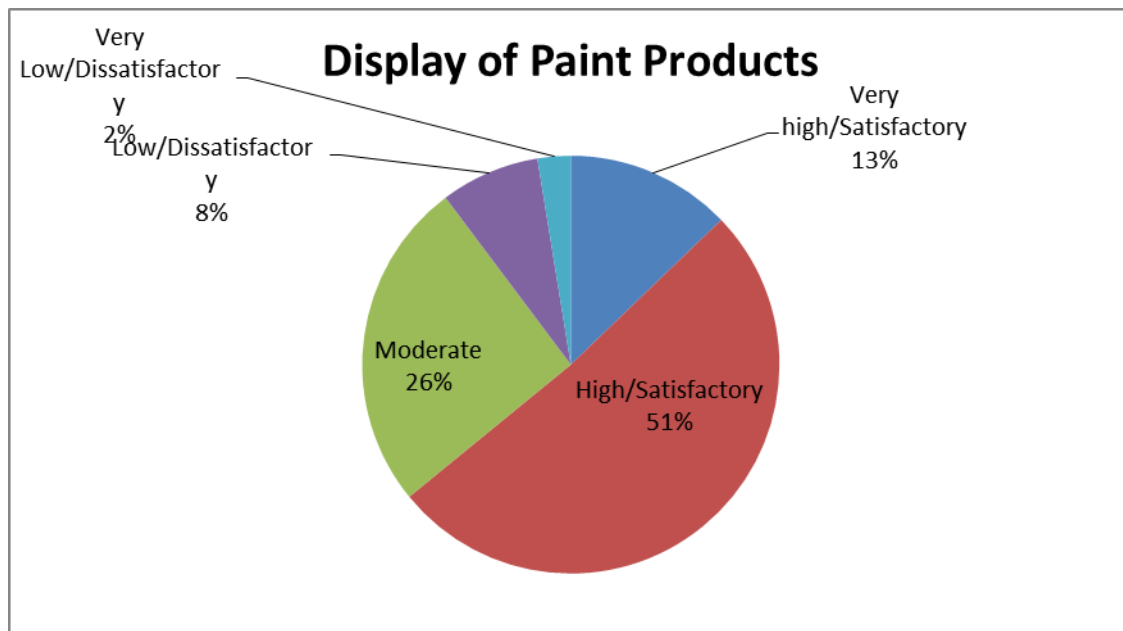


Exhibit 3.38: Display of paint products in home décor

### Interpretation on Illusions catalogue

32% of the respondents hold moderate perception towards the Illusions catalogue of home décor which clearly states that more new & innovative designs can be included in the catalogue to meet the customer's expectation level.

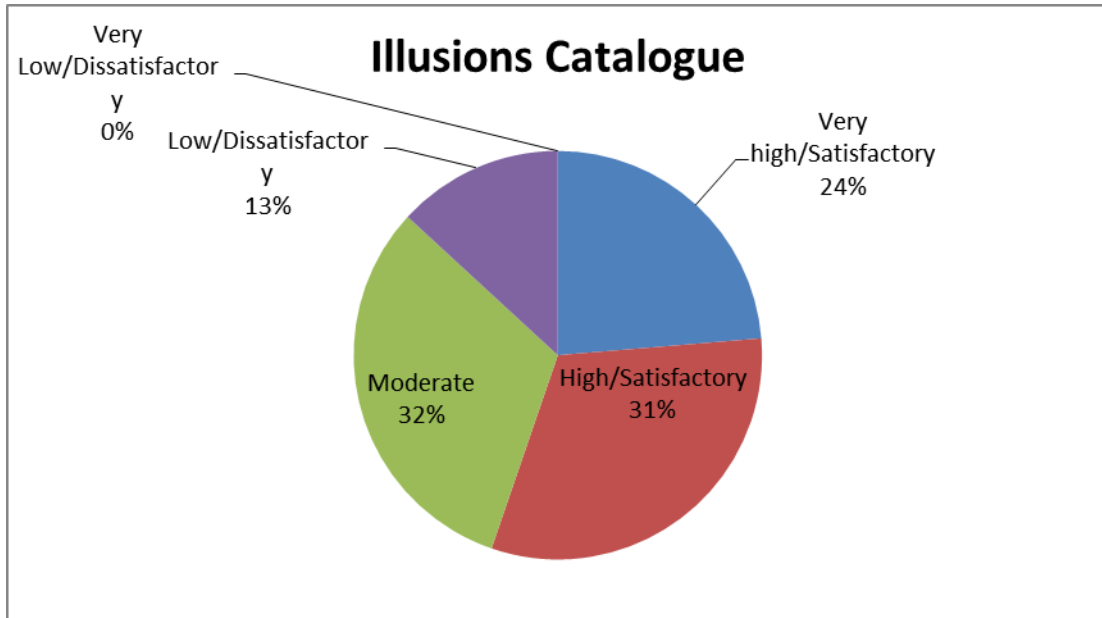


Exhibit 3.39: Illusion catalogue of Home Décor

**Interpretation on the greeting at the office**

The respondents were quite well served by the employees at the contact point of home décor since 41% of the respondents were satisfied & 26% had neutral perception with the greetings at the home décor office.

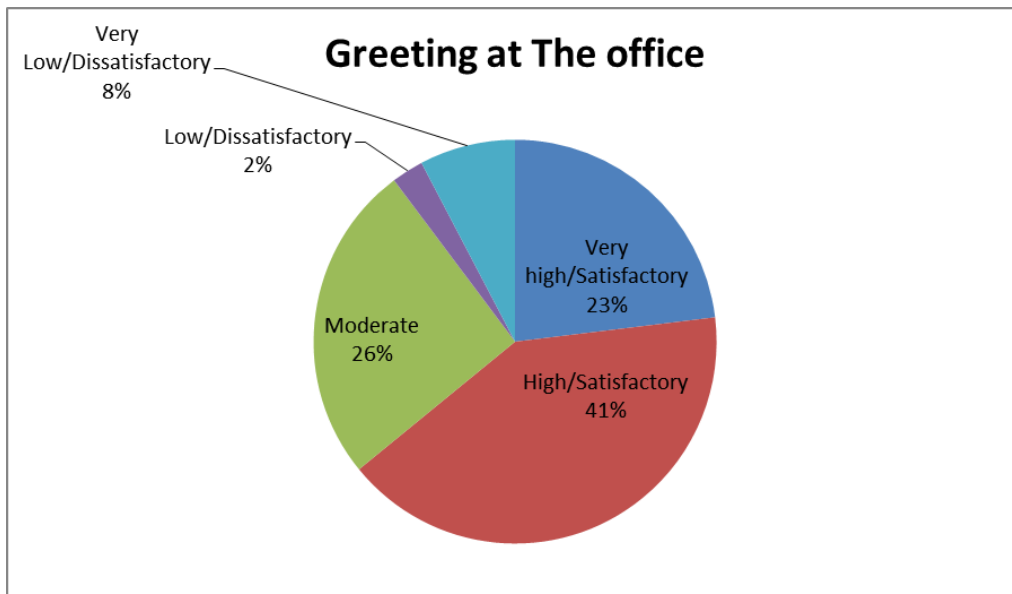


Exhibit 3.40: Greeting at the Home Décor office

### Interpretation on the sitting arrangement

41% of the respondents have neutral perception towards the sitting arrangement of home décor premise. This number signifies that the sitting arrangements need to be improved to give the customers a comfortable experience.

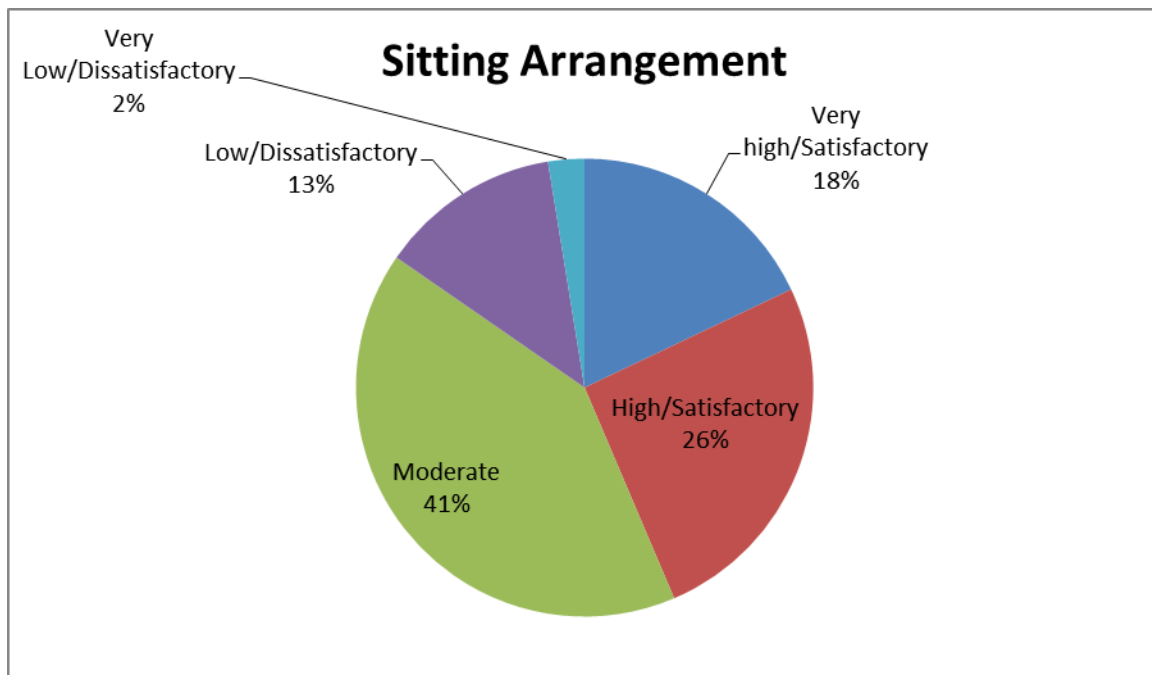


Exhibit 3.41: sitting arrangement of home décor

### Interpretation on the shaded display of Home Decor

36% of the respondents are satisfied and also have moderate perception towards the shaded display. This value illustrates that some customization in the display could make the office environment more lively and colorful.

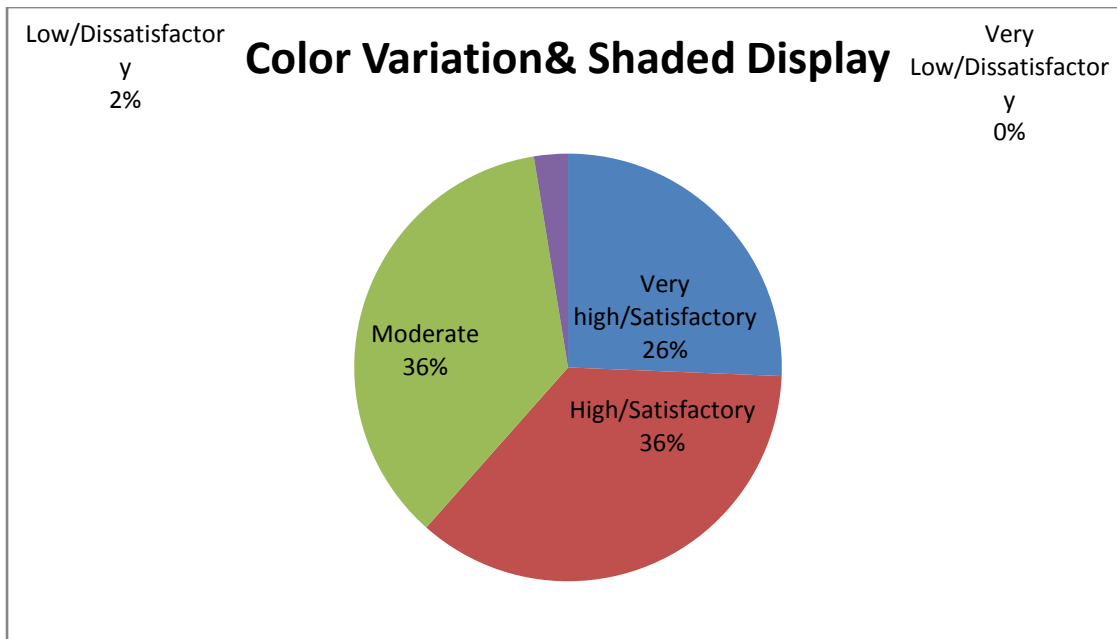


Exhibit 3.42: Color variation and shaded display of home décor

### COLOR CONSULTANTS OF HOME DÉCOR

Factors	% of People who expressed					Total
	Very high	High	Moderate	Low	Very Low	
Behavior	35%	38%	23%	3%	3%	100%
Effectiveness of Information	28%	40%	25%	8%	0%	100%
Inquiry Handling Capability	21%	49%	28%	3%	0%	100%
Cooperative Attitude	30%	35%	23%	8%	5%	100%
Interest in Customer Problems	23%	31%	26%	15%	5%	100%
Information providing capability	25%	43%	28%	5%	0%	100%
Follow-up Visit	8%	28%	3%	13%	49%	100%
Information on Premium Products	18%	13%	13%	18%	38%	100%

Exhibit 3.43: The different aspects of the color consultants of Home Decor

### Interpretations on the behavior of consultants

Since the highest percentages of respondents are either satisfied or highly satisfied (38% & 35%) with the behavior of the consultants which means that the consultants are actually well behaved with the customers.

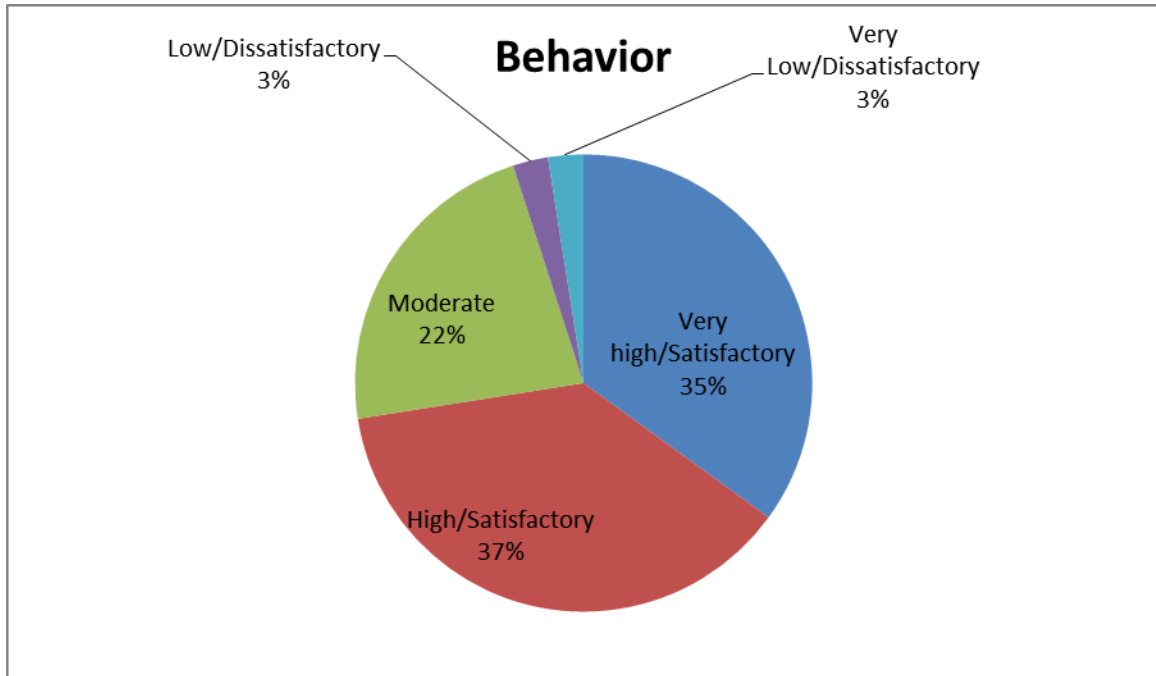


Exhibit 3.44: Behavior of consultants

**Interpretation on the Effectiveness of information of the consultants**

Again because greatest percentages belong to the highly satisfied or satisfied category, it can be concluded that the respondents are quite capable to provide accurate information to the customers.

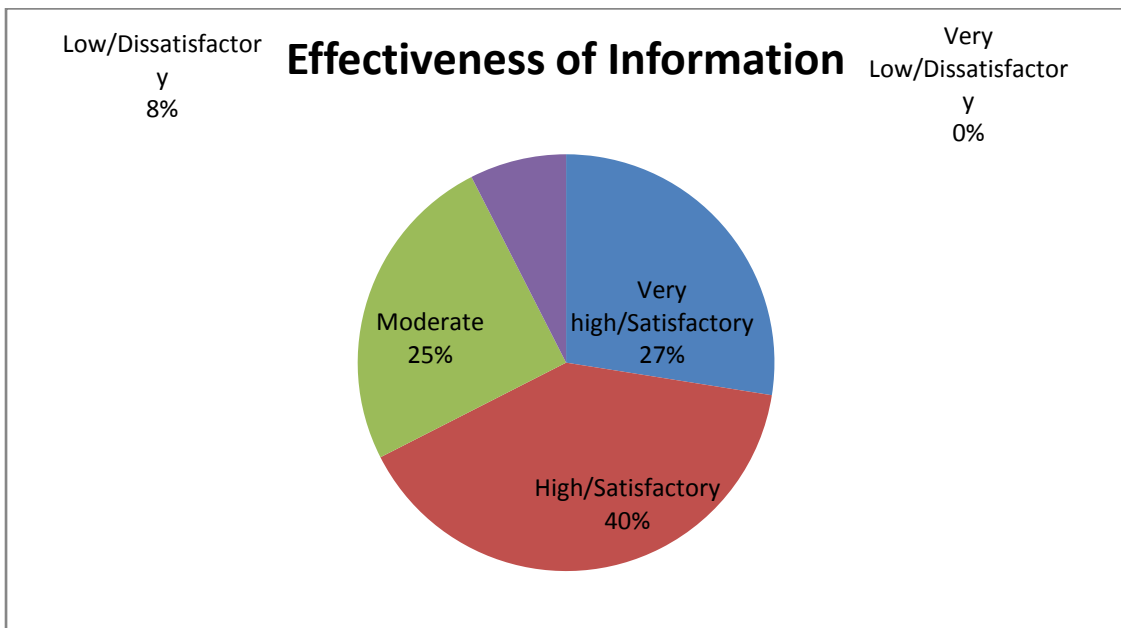


Exhibit 3.45: Effectiveness of information



### Interpretation on the cooperative attitude of the consultants

35% of the respondents are satisfied & 30% are highly satisfied with the cooperative attitude of the consultants. It means that the consultants were actually helpful to the respondents.

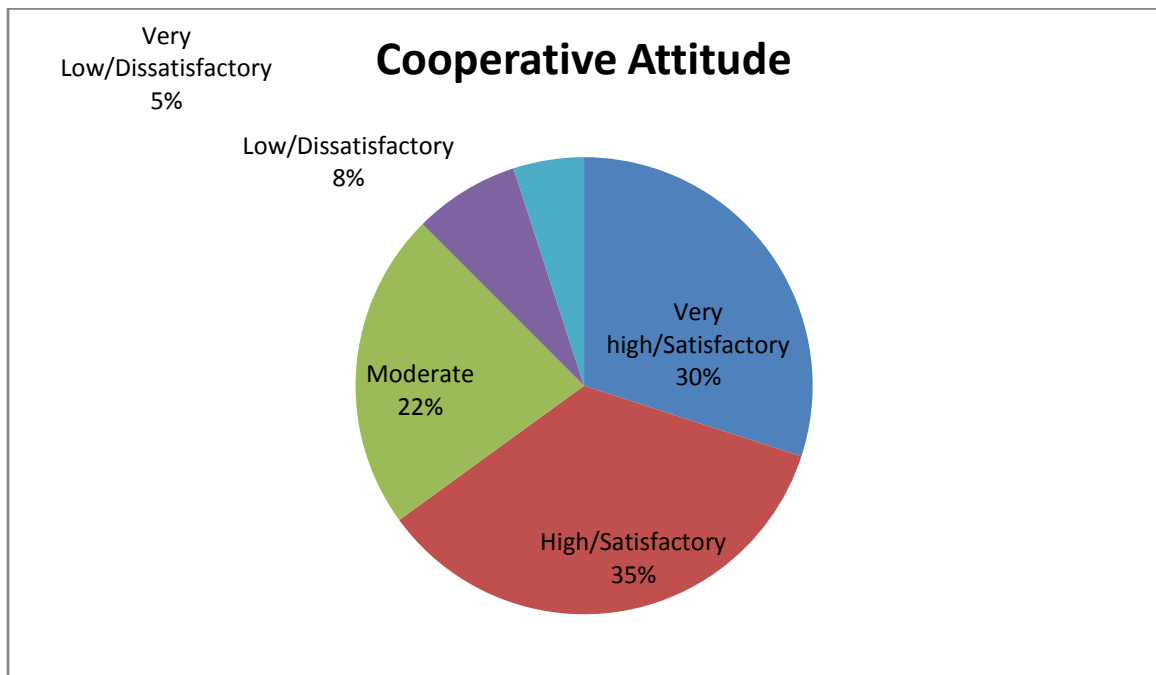


Exhibit 3.46: Cooperative attitude of consultants

### Interpretation on interest in customer problems

31% of the respondents are satisfied with the consultants' genuine interest in customers' problems while 15% of the respondents were not satisfied about this issue. Therefore the consultants should be seriously concerned about the customer problems.

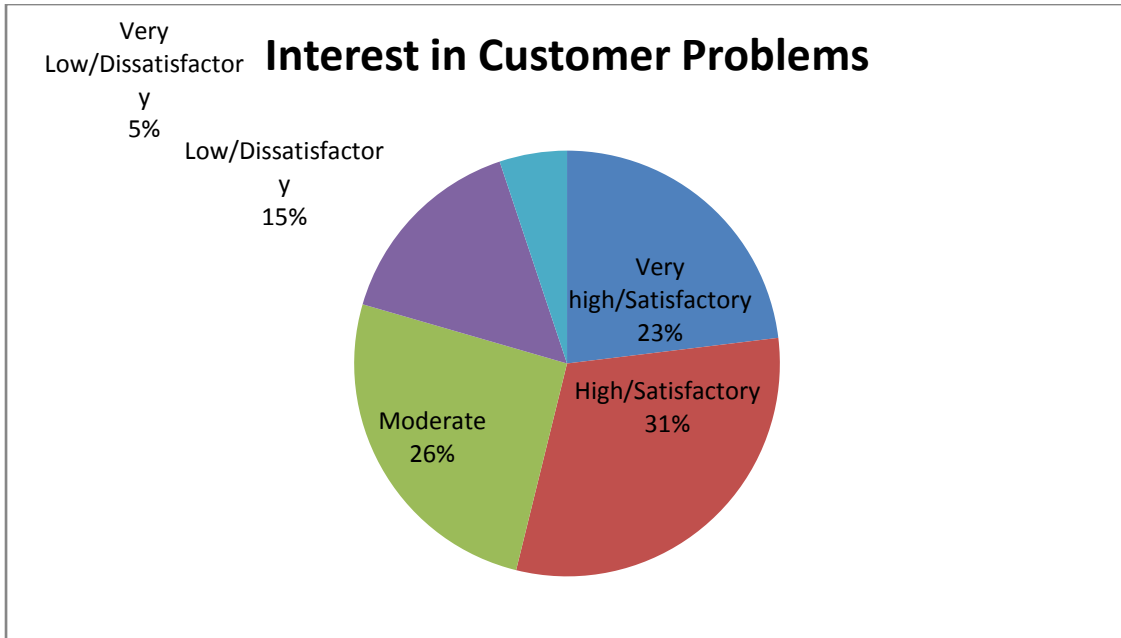


Exhibit 3.47: Interest in customer problems

**Information providing capability**

43% of the respondents said that they were satisfied with the ability of the consultants to provide clear information about color and shades.

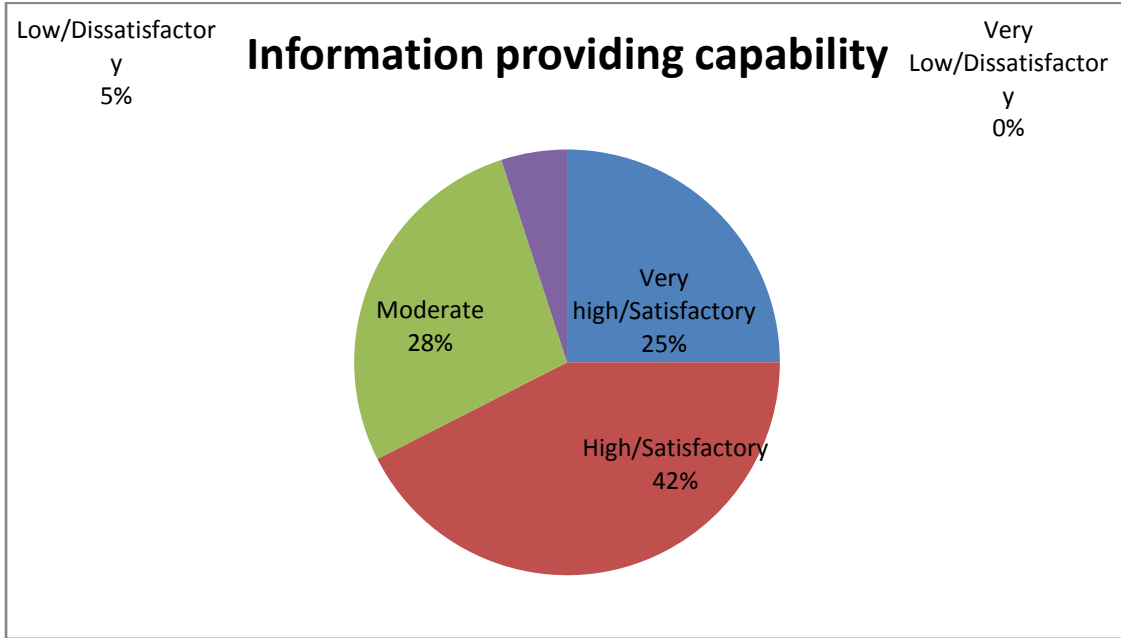


Exhibit 3.48: Information providing capability

### Follow-up Visit

49% of the respondents were unsatisfied with the follow-up factor of the color consultants. Hence the respondents should be aware about making follow up calls and visit.

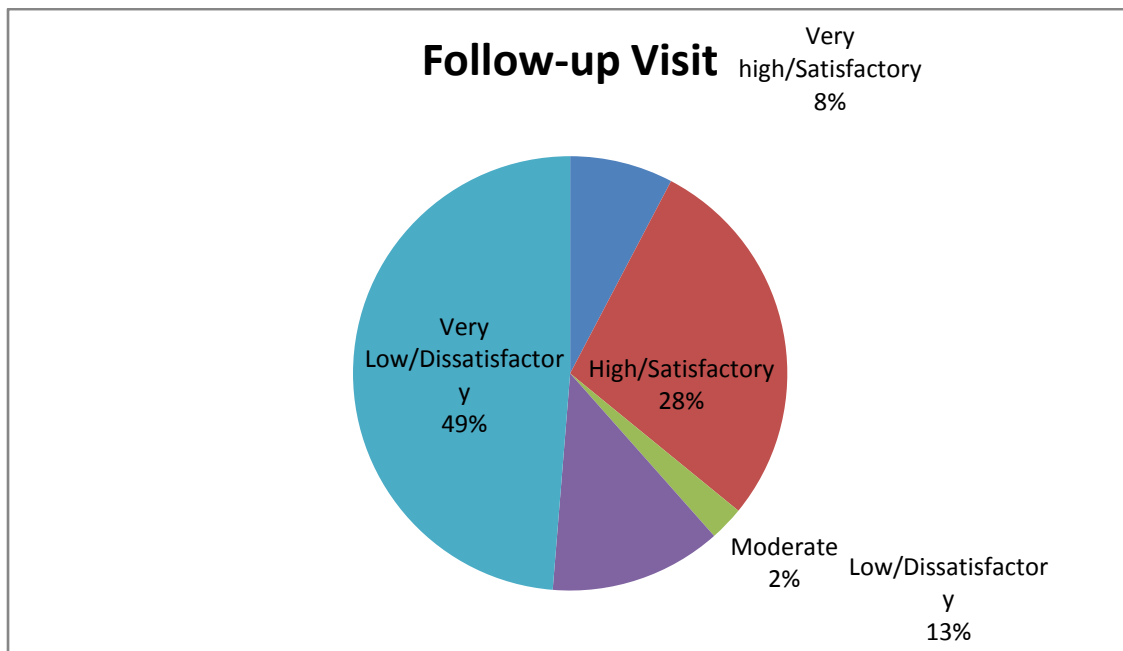


Exhibit 3.49: Follow-up Visit of consultants

### Information on Premium Products

38% of the respondents were unsatisfied with the ability of consultants to provide information about premium products. So, the consultants should be more concerned to brief about the company's premium products to the customers.

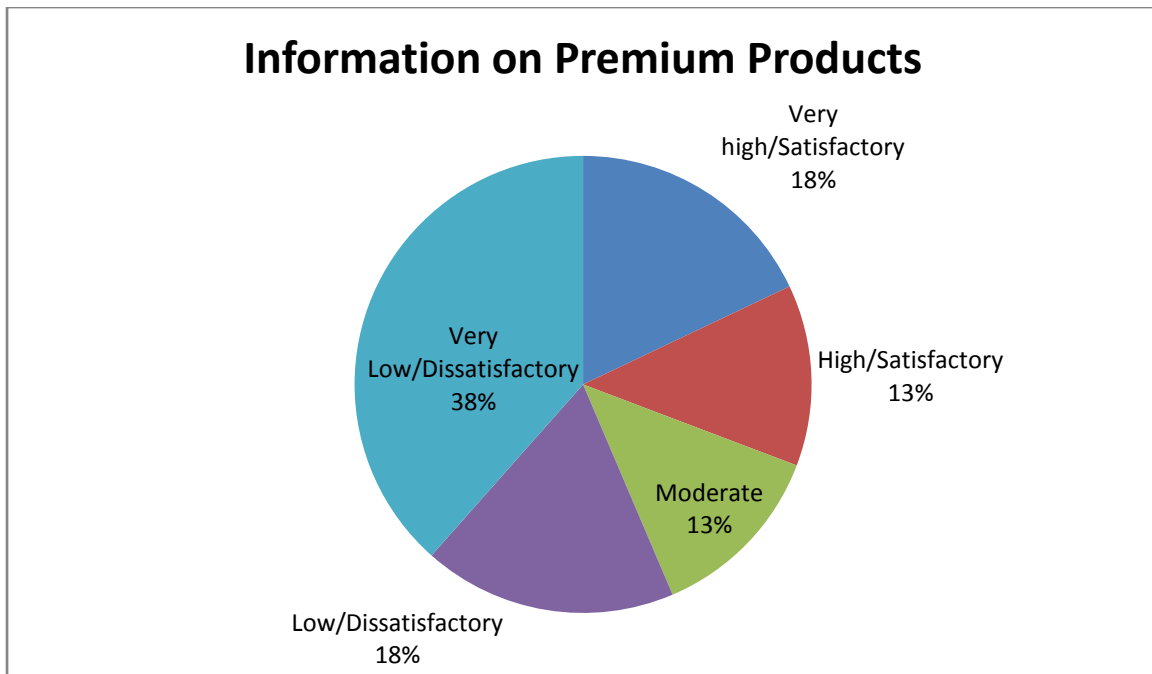


Exhibit 3.50: Information on Premium Products

## INTERPRETATION ON EFFICIENCY OF DEALERS

### Accuracy of Information

The respondent was satisfied with Accuracy of information provided by the dealer.

### Information on Home Décor

The respondent has neutral perception towards the Information provided on Home Décor by the dealer. Therefore the dealer must have adequate idea on home décor to share with customers.

### Information on Illusions

The respondent was unsatisfied with the Information provided on Illusions. Hence the dealer must have in-depth idea about the Illusions service.

### Interest to Refer Home Décor

The respondent was unsatisfied with dealer's interest to refer Home Décor. So, the dealer need to be more interested in referring home décor for Illusions to the customers.

### Attitude on other Companies

The respondent was unsatisfied with the dealer's attitude on other Companies.

### Availability of Illusions of Brochures

The respondent was unsatisfied with the dealer's attitude on other Companies.

### Information about Premium Products

The respondent was completely unsatisfied with the ability of dealer to provide information about premium products. Therefore the dealers should be more enthusiastic to provide information about the premium products.

### INTERPRETATION ON TYPE OF SERVICE RESPONDENTS PLAN TO AVAIL FROM HOME DÉCOR

Name of Service	Number of Respondents Planning to Avail	As a % of Total Respondents
Color Consultancy	1	2.50%
Color Scheming and Color Selection	0	0.00%
Information about Designer Paints (illusions)	38	95.00%
Dealer Selection	0	0.00%
Problem Solving	1	2.50%
Paint/Brand Selection	0	0.00%
<b>Total</b>	40	100.00%

Exhibit 3.51: the different types of services respondents plan to avail from home décor

### Color Consultancy

95% of the respondents went to home décor to avail information about designer paint or illusions. So, Illusions was the priority to the majority of the respondents.

**NUMBER OF PEOPLE AVAILED SERVICE AND DIDN'T AVAIL ILLUSIONS SERVICE**

		<b>As a % of Total Respondents</b>
Number of People Who Aailed Service	9	22.50%
Number of People Who Didn't Avail Service	31	77.50%
<b>Total</b>	40	100.00%

Exhibit 3.52: Number of respondent who aailed and didn't avail the illusions

22.5% of the respondents have already taken the service from home décor and 77.5% of the respondents are yet to avail the designer paint service.

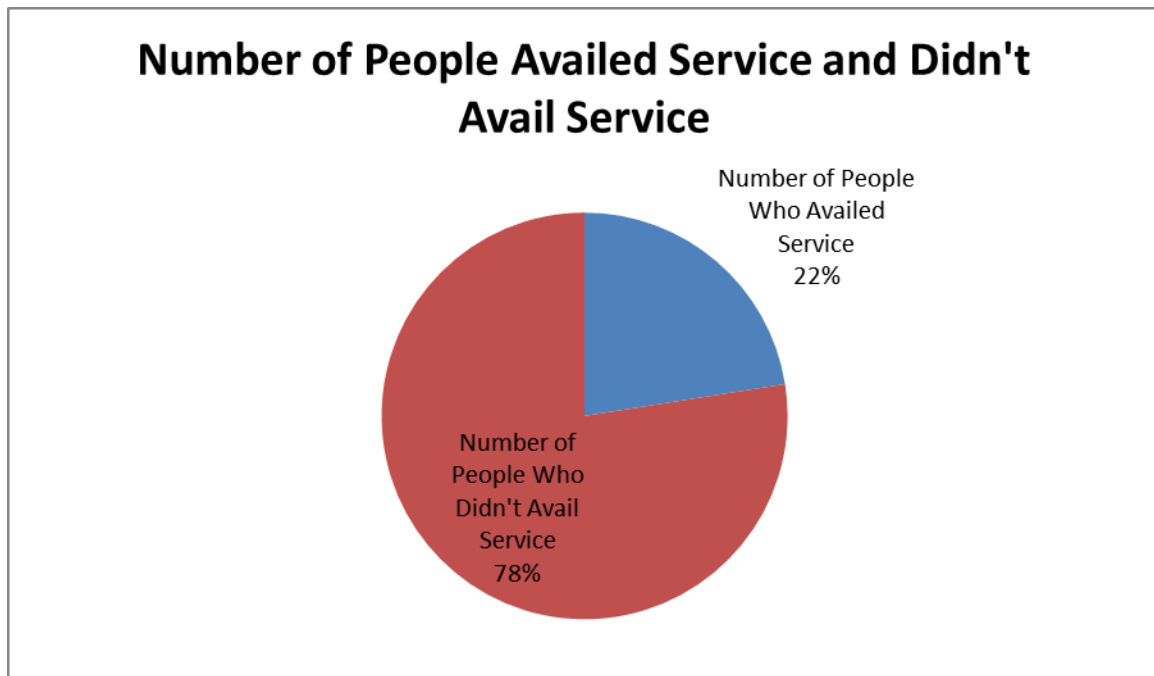


Exhibit 3.53: Service status of respondents

### CURRENT PLAN REGARDING AVAILING DESIGNER PAINT SERVICES

32.5 % of the respondents are yet to avail the designer paint from Illusions. The main reason behind the delay of work is either their house or apartment isn't yet prepared for painting or else they have personal issues.

Plan	Number of Respondents	As a % of Total Respondents
Already availed illusions	8	20.00%
To Avail the Sevice	13	32.50%
Not to Avail Any Designer Service	2	5.00%
Already Taken Similar Service	6	15.00%
To Avail the Sevice from Others	1	2.50%
To avail the Service Later	10	25.00%
<b>Total</b>	40	100.00%

Exhibit 3.54: The different plan of respondents regarding designer paint services

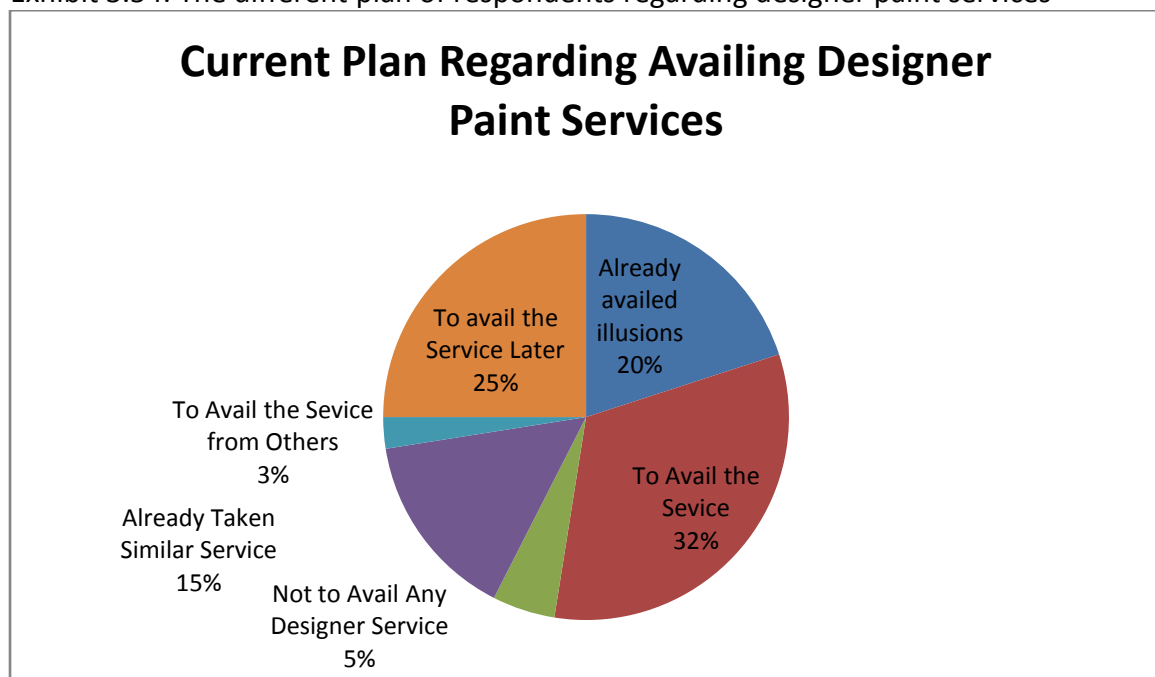


Exhibit 3.55: Current plan of availing illusions service

## FACTORS INFLUENCING RESPONDENTS' PURCHASE DECISION

The major factor that influences the respondent's purchase decision is getting similar service at a discounted price, 35% of the respondents have responded to this factor. Thus pricing plays a vital role in the purchase decision process and a discounted would lead to an increased positive purchase decision.

Factor	Number of Respondents	As a % of Total Respondents
Paying in Installments	9	22.50%
After Sales Benefits	12	30.00%
Getting Similar Service at a Discount	14	35.00%
Having a Perception that Illusion is the Best	5	12.50%
<b>Total</b>	40	100.00%

Exhibit 3.56: The different factors that influence respondents' purchase decision

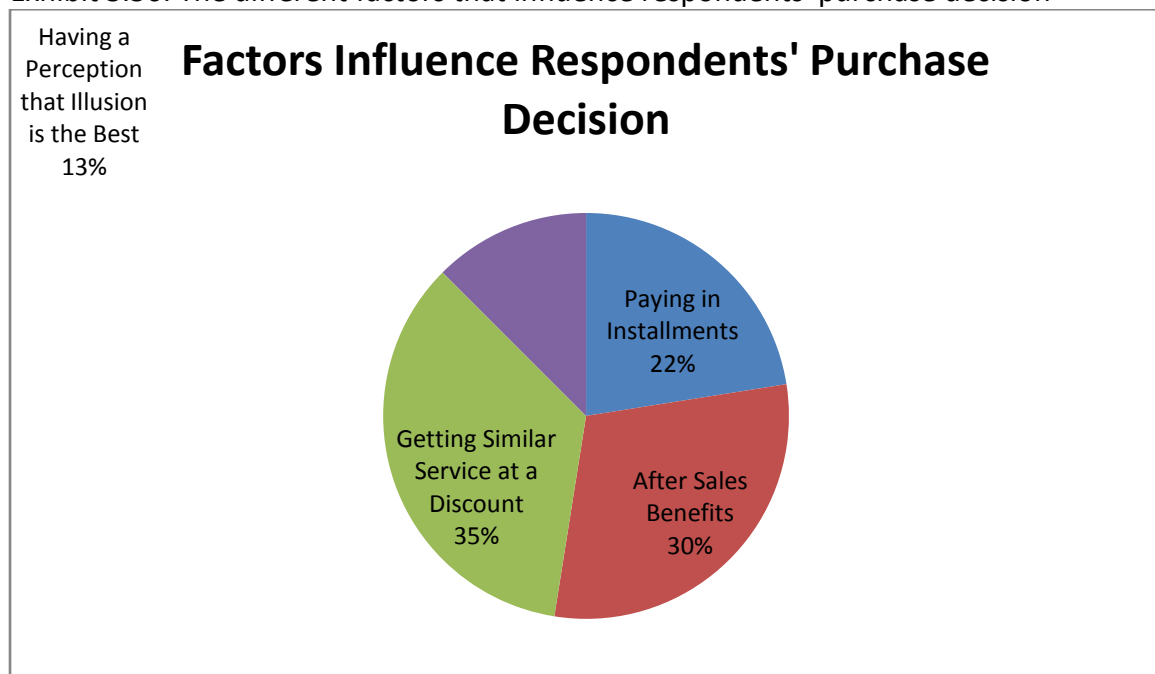


Exhibit 3.57: factors influencing respondents' purchase decision



## RESPONDENTS' BELIEF ON THE WORTHINESS OF ILLUSION SERVICE

44.74% of the respondents think that the service charge of Illusions would give them a good value for money. So they find it worthy to avail such designer service.

	Number of Respondents	As a % of Total Respondents
Strongly Agree	11	28.95%
Agree	17	44.74%
Neutral	4	10.53%
Disagree	5	13.16%
Strongly Disagree	1	2.63%
<b>Total</b>	<b>38</b>	<b>100.00%</b>

Exhibit 3.58: Respondents' belief on the worthiness of illusion service

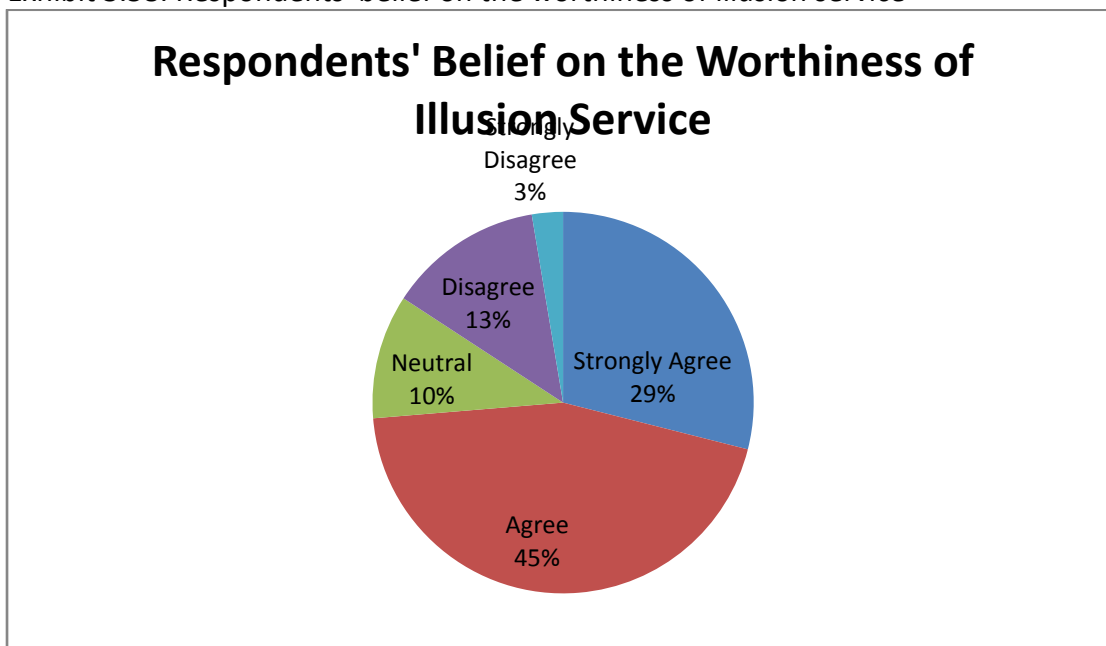


Exhibit 3.59: Respondents' belief on the worthiness of illusion service

## CONVENIENT PAYMENT METHOD FOR RESPONDENTS'

Payment Method	Number of Respondents	As a % of Total Respondents
Cash	16	40.00%
Cheque	14	35.00%
Debit Card	3	7.50%
Credit Card	7	17.50%
Mobile Money Transfer	0	0.00%
<b>Total</b>	<b>40</b>	<b>100.00%</b>

Exhibit 3.60: The different payment method of respondents

A total of 40% of the respondents have chosen cash as the most convenient method of payment and also according to the respondent, cheque should be included in the payment method to make it easier & flexible.

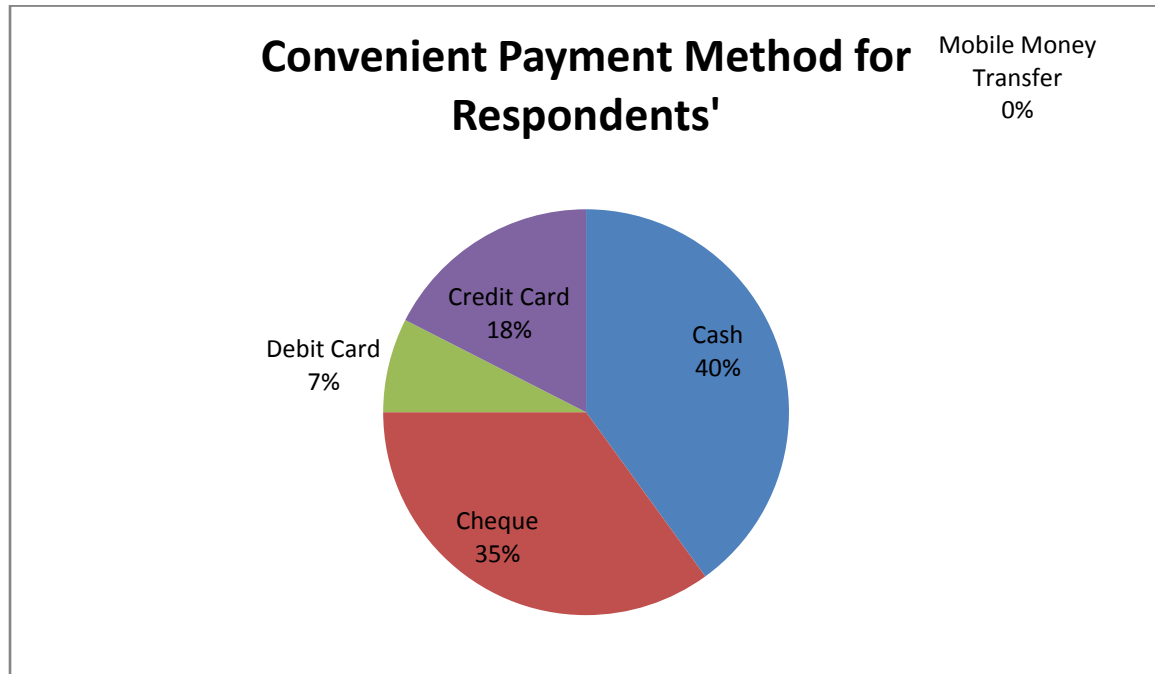


Exhibit 3.61: Convenient payment method of respondents'

### RESPONDENTS' VISIT TO DEALER POINTS

A majority of 62.5% of the respondents said that they didn't visit any dealer shop in Dhaka city and 37.5% of the respondents did visit dealer shop in the city.

Factors	% of People who expressed					Total
	Very high	High	Moderate	Low	Very Low	
Accuracy of Information	100%	0%	0%	0%	0%	100%
Information on Home Decor	0%	0%	100%	0%	0%	100%
Information on Home Illusions	0%	0%	0%	100%	0%	100%
Interest to Refer Home Décor	0%	0%	0%	100%	0%	100%
Attitude on other Companies	0%	0%	0%	100%	0%	100%
Availability of Illusions of Brochures	0%	0%	0%	0%	100%	100%
Information about Premium Products	0%	0%	0%	0%	100%	100%

Exhibit 3.62: Respondents' visit to dealer points

## Respondents' Visit to Dealer Points



Exhibit 3.63: Respondents' visit to dealer points

## RESPONDENTS' INQUIRY ON HOME DÉCOR OR ILLUSIONS

A total of 97.5% of the respondents didn't make any inquiry about home décor from the dealer shops. Therefore they came to know about Illusions through personal referral, company's marketing or from the official website.

Number of  
People Who  
Inquired  
2%

## Respondents' Inquiry on Home Décor or Illusions

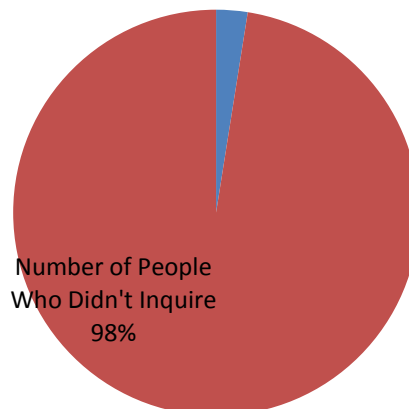


Exhibit 3.64: Respondents' inquiry on home décor or illusions

## CHAPTER FOUR

# MYSTERY SHOPPING

### ***CONTENTS OF THE CHAPTER***

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*4.1 Mystery Shopping for determining the effectiveness of dealers*

*4.2 Rongmela, sector 11, Uttara*

*4.3 Munta hardware, Puranapaltan*

*4.4 Shagor paints, Senparaparbata, Mirpur-10*

*4.5 Shobkichu, Amir complex, sector-3, Uttara*

*4.6 Shariatpur hardware, Bns tower, Uttara*

*4.7 Janata hardware, Azampur railgate, Uttara*

*4.8 Jelani color bank, Dhakeshwari road, Lalbagh*

*4.9 Amazonous hardware, gulshan-2 circle, Gulshan*

*4.10 Colors & colors, Banasree, Rampura*

*4.11 Asma trading, Moghbazar circle, Dhaka*

*4.12 Major findings from the mystery shopping*

## **4.1 MYSTERY SHOPPING FOR DETERMINING THE EFFECTIVENESS OF DEALERS**

**Mystery Shopping** is the art of evaluating customer services discreetly and professionally by disguising as customers. The technique is used to observe the actual customer service and sales staff behavior in a service or retail location. The top ten dealers from the Dhaka zone were selected to gain a practical insight on how the dealers are approaching and serving the customers based on different aspects like attitude, accuracy of information, and interest to refer Home Décor for illusion service. A discussion guide was developed to conduct mystery shopping in the dealer visits. The report below is based on the mystery shopping conducted in **10** different dealer shops in Dhaka city.

### **4.2 RONGMELA, SECTOR 11, UTTARA**

- The dealer has the option to avail designer paint service.
- The dealer recommended Berger Illusions for designer paint but no sample designs were found in the shop for display.
- The entire shop was only occupied with Berger products
- The shopkeeper also provided the small Illusions catalogue and gave a detailed briefing of how the work is performed and said that the designs can be done in any other color options as well.
- The dealer has certain level of idea about the price, color designs, shades of Illusions. He said depending on the design; the price varies from 55-120 taka per square feet.

- According to the dealer Illusions is the best designer paint in the market, he gave estimation of the time required to complete the Illusions work.
- The dealer was very informative and showed actual interest in customer problems. The dealer noted the customers (mystery shopper) name and address and contacted the Uttara home décor consultants instantly to share his concern. He referred him to visit the Uttara home décor office.
- It can be suggested that the dealer has adequate, proper knowledge about the Illusions work and has good sense about customer service. He seemed to be a sincere and keen dealer.

#### **4.3 MUNTA HARDWARE, PURANA PALTAN**

- Munta hardware has the option to avail designer paint service.
- The dealer recommended Asian paints first and later on Illusions for designer paint service but no sample designs of Berger Illusions were found in the shop for display apart from that of Asian's Royale Play.
- The entire shop was only surrounded with Asian Paint's products, designs and promotional banners.
- The dealer couldn't demonstrate the Illusions catalogue since it was not available at that time and said that the designs can be done in any desired color options.
- The dealer said that they can perform the designer paint of both Berger and Asian Paints by the help of their expert painter.

- The dealer insisted to provide the customer's name (mystery shopper), contact number & home address so that they can send the painter with the designer paint's catalogue.
- The dealer expressed mixed perception towards both the designer paint brands by conveying positive messages.
- The dealer failed to provide the proper estimation of the time required to complete the designer work.
- The dealer didn't retain adequate idea about designer paint price, designs, length of time. They need to be more accurate, knowledgeable about Illusions services and maintain loyalty in the distributorship business.

#### **4.4 SHAGOR PAINTS, SENPARA PARBATA, MIRPUR-10**

- Shagor paints have the option to avail designer paint service.
- The dealer recommended both Royale Play and Illusions for designer paint service but no sample designs of Berger Illusions were found in the wall or ceiling for display apart from two small circular samples attached on a board.
- The shop was occupied with both Berger & Asian Paint's products, but one side of the shop was completely occupied with Asian's products and promotional banners.
- The dealer can get the customer with both the designer paint services of Berger and Asian Paints by the help of their trained official painter who works for both the companies.

- The dealer asked for the customer's name (mystery shopper), contact number & home address so that they can send the painter with the designer paint's catalogue.
- They demonstrated the Royale Play's catalogue first and then later that of Illusions upon request.
- The dealer suggested that the Illusions work would last at least 5 years after the completion of the work.
- The dealer has inadequate level of knowledge about designer paint; they should be properly trained and informed about the various product & services offerings to the customers.

#### **4.5 SHOBKICHU, AMIR COMPLEX, SECTOR-3, UTTARA**

- The dealer has the option to avail designer paint service.
- The dealer recommended Berger Illusions for designer paint but no sample designs were found in the shop for display.
- The shop was mostly occupied with hardware products and a handful number of Berger paint products were in display.
- The shopkeeper also demonstrated the small Illusions catalogue and gave a very brief description of how the work is performed and said that the designs can be done in any other color options as well.
- The dealer failed to provide the proper estimation of the price range of the Illusions designs.



- The dealer was not informative about the designer paint service and didn't seem interested in handling customer inquiries.
- The shop representative referred Uttara home décor several times for detailed information and better demonstration of designs.
- The dealer should be properly informed about designer paint services and must retain good sense about customer service.

#### **4.6 SHARIATPUR HARDWARE, BNS TOWER, UTTARA**

- The dealer has the option to avail designer paint service.
- The dealer recommended Illusions for designer paint service but no sample designs of Berger Illusions were found in the shop for display.
- The dealer shop lacks in the number of sales representative to handle the ongoing customers.
- The entire shop was occupied with Berger Paint's products.
- The dealer couldn't demonstrate the Illusions catalogue since it was not available at that time and also didn't seem interested in handling customer inquiries.
- The dealer was not at all informative and helpful; he just seemed to cut the conversation and provided the customer (mystery shopper) with a painter's visiting card for further inquiry.
- The dealer failed to provide the proper estimation of time & price required to complete the designer work.
- The dealer must be trained to handle customer's inquiries and retain adequate idea about designer paint price, designs, length of time & others.

#### **4.7 JANATA HARDWARE, AZAMPUR RAILGATE, UTTARA**

- The dealer has the option to avail designer paint service.
- The dealer recommended Berger Illusions for designer paint but no sample designs were found in the shop for display.
- The entire shop was quite occupied with Berger Paints products.
- The shopkeeper also demonstrated the small Illusions catalogue and said that the designs can be done in any other color options as well.
- The dealer holds inappropriate idea about the price Illusions. He said that depending on the design; the price varies from 70-200 taka per square feet.
- According to the dealer Illusions is the best designer paint in the market, he gave an approximate idea of the time required to complete the Illusions work.
- The dealer was very informative and showed actual interest in customer problems. He referred the customer to visit Uttara home décor office for in depth information.
- The dealer has inadequate level of knowledge about designer paint; he should be properly trained and informed about the various product & services offerings to the customers.

#### **4.8 JELANI COLOR BANK, DHAKESHWARI ROAD, LALBAGH**

- The dealer has the option to avail designer paint service.
- The dealer recommended Berger Illusions for designer paint but there was no sample display painted in the ceiling for demonstration.
- The salesman described the small Illusions catalogue and also offered the designs in any other color options as well.

- The entire shop was occupied with only Berger Paint's products and promotional banners.
- The dealer has inadequate level of idea about the price, color designs, shades of Illusions. He suggested that the price varies from 80-150 taka per square feet depending on the Illusions design.
- The salesman didn't offer to avail the Illusion design by their personal painter even after the customer's request.
- According to the dealer, Illusions is the best designer paint in the market, the estimated time required to complete an Illusions work ranges from three to five days depending on the nature of the surface.
- The dealer didn't give any reference of Home décor to know more about the service.

To conclude, it can be suggested that the dealer need to be more accurate, knowledgeable about Illusions services and its premium products but they were loyal and helpful to the customers.

#### **4.9 AMAZONOUS HARDWARE, GULSHAN-2 CIRCLE, GULSHAN**

- Amazonous hardware has the option to avail designer paint service.
- The dealer recommended Royale Play for designer paint service and presented their catalogue for better idea and later showed the Illusions catalogue on request. They were found to recommend Asian paints to other customers for interior home paintings.
- No sample designs of Berger Illusions were found in the wall or ceiling for display.

- The shop was mostly occupied with Asian Paint's products and less number of Berger Paint's products.
- The salesman suggested that the price varies from roughly 80-120 taka per square feet depending on the Illusions design.
- The dealer can get the customer with both the designer paint services of Berger and Asian Paints by the help of their trained official painter who works for both the companies.
- The dealer asked for the customer's name (mystery shopper), contact number & home address so that they can send the painter for measurement and estimation.
- The dealer has certain level of knowledge about designer paint services. They should be properly trained, informed and also maintain loyalty in the distributorship business and attempt to keep its commitment.

#### **4.10 COLORS & COLORS, BANASREE, RAMPURA**

- The dealer has the option to avail designer paint service.
- The dealer recommended only Berger Illusions for designer paint service and there were a number of sample designs found in the ceiling and wall for display. The sample display looked bright and vibrant.
- The entire shop was only occupied with only Berger products.
- In one side of the shop, there was a small space for handling inquiries regarding Illusions.

- The shopkeeper demonstrated the Illusions catalogue and gave an accurate briefing of how the work is performed and said that the designs can be done in any other color options as well.
- The dealer has vast idea about the price, color designs, shades of Illusions. He said depending on the design; the price varies from 55-120 taka per square feet.
- According to the dealer, Illusions is the best designer paint in the market, he gave correct estimation of the time required to complete the Illusions work.
- The dealer's overall service is highly appreciable and demonstrated excellent sense about customer service. The dealer noted the customers (mystery shopper) name and address for maintaining customer profile.

#### **4.11 ASMA TRADING, MOGHBAZAR CIRCLE, DHAKA**

- The dealer has the option to avail designer paint service.
- The dealer recommended Berger Illusions for designer paint and demonstrated the sample display painted in the ceiling. The Illusions display seemed old and gloomy.
- He described the small Illusions catalogue and gave a short briefing of how the work is performed and said that the designs can be done in any other color options as well.
- The dealer has inadequate level of idea about the price, color designs, shades of Illusions. He suggested that the price varies from 80-100 taka per square feet but if there is budget constraint, then it is feasible to avail the similar service unofficially from the painters of Berger at a cost of 40-60 taka per square feet.
- The salesman also offered to avail the displayed Illusion design by their personal painter which would fit within the customer's budget.

- According to the dealer Illusions is the best designer paint in the market, he couldn't give any appropriate estimation of the time required to complete the Illusions work.
- The dealer didn't give any reference of Home décor to know more about the service.

To conclude, it can be suggested that the dealers need to be more accurate, knowledgeable about Illusions services and maintain loyalty in the distributorship business and attempt to keep its commitment

#### **4.12 MAJOR FINDINGS FROM THE MYSTERY SHOPPING**

- ✦ Out of ten, only 2 dealers have shown significant presence in all parameters. Thus the overall effectiveness of the dealer is a serious concern for Berger Paints Bangladesh Ltd. These 2 dealers are actually serving the company perfectly.
- ✦ Only three dealers, have the sample designs painted in their shop for customer display.
- ✦ 8 of the dealers don't have accurate idea about the price designs, length of time required for the completion of the work.
- ✦ 5 of the respondent hold positive perception towards Berger paints, while the rest have either negative or mixed perception.
- ✦ 4 out of 10 respondents have demonstrated genuine interest to serve the customer problems, while 4 have average and the remaining 2 didn't show interest at all.
- ✦ The number of dealers who have displayed the Illusions design book to the customers is 7.
- ✦ A quarter of the dealers maintain a high level of commitment towards the company while the rest maintains moderate or low level of commitment.

## CHAPTER FIVE

# CRITICAL ANALYSIS & RECOMMENDATIONS

### ***CONTENTS OF THE CHAPTER***

---

*5.1 Critical Analysis on the reasons for not availing the illusions from  
Home Décor*

*5.2 Recommendations*

*5.3 Appendix*

*5.4 References*

## **5.1 CRITICAL ANALYSIS ON THE REASONS FOR NOT AVAILING THE ILLUSIONS FROM HOME DÉCOR:**

Berger's Home Decor services acts as an intermediary between the company and all its clients. It provides all kinds of color related solutions to its customers and most importantly it offers the premium service of BPBL, Illusions. BPBL has already invested huge amount of money for product development, innovation & research on market and consumers to identify the underlying facts and reasons. After conducting the surveys on the respondents, a lot of interesting and important facts came up which actually explains the customers are not availing the illusions from home décor. The key reasons that influenced the consumers purchase decision for illusions are:

- **PRICE**
- **DESIGN**
- **WORK ELIGIBILITY**
- **INCOMPLETION OF THE RESPONDENT'S CONSTRUCTION WORK**
- **PROFESSIONALISM OF THE CONSULTANTS**

### **PRICE**

The survey was conducted on two categories of respondents. First category is those respondents who didn't avail the Illusions & the second one is the category of customers who did avail the services from Home Décor office. Among those who didn't avail the illusions, one of the major reasons is the service charge of Illusions. More than majority of the client were concerned about the service charge of illusions. They think that Home Décor's services are priced out of their range. However it must be kept in mind that 'Service charge' is not their top most priority for services such as this. People who are interested in availing illusions for their home interiors well are usually willing to consider the budget range, for a good product or service. In fact, respondents who have said that the service charge is very high also hold positive perception towards the worthiness of the designer service. Still the price factor cannot be avoided since a huge number of respondents have shown concern regarding this issue. Likely reason for the respondents to make this kind of comment is that other competitors like Asian, Roxy, and Aqua are offering similar services at a competitive price. Therefore some clients might decide to avail the services for the large price difference, because it would mean that they would be able to get illusions in more rooms in the same budget.



## **DESIGN**

The illusions design book contains a total of 75 designs from 7 different categories. Yet a large number of respondents have marked the designs to be a key factor for not availing the service. Respondent's think that there should be more diversity in the designs because the design lacks proper variation and uniqueness. In fact, after conducting the survey some respondents said that designs aren't impressive enough to be painted in their house. There should be innovation in terms of designs that could resemble with the client's taste.

## **WORK ELIGIBILITY**

After conducting the survey, one of the major factors that have been revealed is the problem with the minimum requirement in terms of size of the wall for illusions design which is 100 square feet. A lot of customers anticipate flexibility in this case. Sometimes the wall is smaller in size than the assigned size, but the respondent still want their wall to be painted with illusions.

## **INCOMPLETION OF THE RESPONDENT'S CONSTRUCTION WORK**

One of the major reasons behind not availing the illusions is the fulfillment of the construction work. The respondents couldn't avail the services because of either their apartment was not yet ready to be handed over or the respondent's house is not suitable for applying illusions. These respondents have shown interest to avail the service from Home Décor in the future. So this is not actually a drawback for the company, it's rather an opportunity for the company to persuade such types of respondents to avail the service from illusions.

## **PROFESSIONALISM OF THE CONSULTANTS**

Selling a service is far more complicated than selling a product because service is intangible and it requires an extensive presentation, demonstration of the company's service to the targeted customers. On that note, the color consultants of Home Décor have a big role to play in communicating, presenting the service to the respondents. But a large number of respondents are not quite content with the standard of service provided by the color consultants. According to them, the consultants are not active and enthusiastic enough to

guide the customers about colors, shades and designs. The salesman attitude in the consultants was missing. In addition, a huge number of respondents felt that the respondents were not being imaginative about colors, lacks in-depth knowledge about colors & designs. In numerous cases, the customers said that they were not persuaded with the way consultants presented the designer service to them and in some cases they were being too inconsiderate towards the respondent's concern which eventually made them switch to other options instead of illusions.

## **OTHER REASONS**

### **HOME DÉCOR OFFICE**

The only source by which the customers get to interact directly with the organization is the Home Décor, a premium brand of Berger Paints Bd. Ltd that is involved in generating business for the company. The three Home Décor offices somehow has a number of flaws in terms of different aspects. The arrangement of the office space especially that of Uttara and Banani branch looks like a maze to a lot of respondents. It's not properly structured. The office also doesn't look vibrant, bright and colorful to a number of respondents who went to visit the offices. The illusions catalogue shown for demonstration doesn't contain adequate designs to meet up the expectation level of majority of the respondents. The most interesting concern about Home Décor office environment is the gap in the method of delivering service.

### **CUSTOMIZABILITY**

Some respondents anticipated the customization option to be included while availing the illusions service from Home Décor. The respondents wanted to get their own imagination reflected in their walls through illusions but since BPBL doesn't have the option to do customized design, some respondents had to go for other options.

## **PAYMENT SYSTEM**

Flexibility in the payment system plays a vital role in the overall service delivery mechanism for the customers in any service. A majority of the respondents have issues with the full advance payment system. Respondents want the system to be made more flexible in terms of payment. A partial or half advance payment of the total would be more convenient for the respondents since according to them it would let them retain the bargaining power till the completion of the designer work.

## **BRAND PRESENCE**

A large pool of respondents have complained about the branding of illusions stating that they didn't come to know much about the illusions service through the mainstream marketing channels, promotional activities or any other possible sources like television commercial or print media sources or other above the line marketing activities. The more frequent the advertisements of a brand, the more familiarity the brand gains. Familiarity creates an impression that everybody knows about the paint and the paint has high demand in the market

## **5.2 RECOMMENDATIONS**

### **PRICE**

As a solution to the price problem, Berger could apply different pricing techniques such as occasional discount coupons and programs which give discounts to regular clients, to give their sales a lift. Alternative pricing for regular clients would also encourage those clients who come for repeat service. Another probable solution to this problem could be the demonstrating the transparency in the pricing of illusions. This would make it more meaningful and acceptable to the potential clients, I.e.-breakdown of price: Cost of paint, Service charge Cost of painting tools, Materials used in the painting process.

## **DESIGN**

From the data analysis section of the report, it is found that majority of the respondents holds average perception towards the variation in the illusions designs which visibly suggests that they are not contempt with the existing designs being offered by Home Decor. There is a significant scope to introduce new designs in the catalogue. According to the respondents the existing designs lacks innovation, attractiveness and therefore new designs based on unique themes, concepts should be introduced to meet the expectations of the client segment base that remained unexplored.

## **PROFESSIONALISM OF THE CONSULTANTS:**

The color consultancy service of Home Décor must be enriched to retain the existing clients and also attract the new clients. The consultants should be extensively trained before starting with the job to provide them with in-depth knowledge about colors which would enable them to solve any sort of color related problems. The consultants need to be more enthusiastic and passionate about solving the clients' inquiries. They should have the ability to understand customer's individual preferences and suggest appropriate designs, shades. It is suggested that the consultants lacks motivation to present the Home Décor services to the customers. In all the consultants are required to have adequate ideas about customer service, time management, professionalism and keen to show genuine interest in customer problems.

## **WORKMANSHIP OF PAINTER'S**

The outcome of the face to face interviews with the respondent's and discussion about the overall experience is a number of underlying factors have come up in the process. According to the respondents, the painters of the company are offering the customers of Home Décor to perform the same illusions work unofficially at an economic package. Such act is hampering the goodwill of the company and results in losing potential clients. Therefore performance of the painters should be strictly monitored and measurable actions need to be taken to avoid such disruptions. The painters plays a very crucial role in the overall

service delivery mechanism. A state-of-art service provided by the painter's results to customer satisfaction whereas an inappropriate service can lead to customer dissatisfaction creating a negative impact on the overall brand. Among those respondents who have already availed the illusions are concerned with the proper finishing of the illusions work. Others have also complaint about the cleanliness, time management and quality of work performed by the painter's. Hence, Berger Paints Bd. Ltd has the scope to bring a lot of positive changes to their painter's.

### **HOME DÉCOR OFFICE**

Respondents think that the consultants can make the best use of advanced digital tools like 3D animation, use of projectors to give the customers more enhanced, clear demonstration of the designs available in the Home Décor offices. The entire office can be restructured to give it a new look which would be more convenient for the clients to easily access the different services offered by Home Décor. If necessary new furniture's can be also be used instead of the old ones to make it look more presentable and enhance the sitting area for the clients to give them a cozy atmosphere.

### **INCREASE BRAND PRESENCE**

It is suggested that advertisements for Illusions are to be telecasted more often in the popular local channels. These advertisements indirectly influence the buyers to perceive the brand as a quality product. The promotional and marketing activities of illusions are far lacked behind.

### **Third party marketing**

Berger Illusions can carry out co-marketing arrangements with other companies such as Real Estate Developers, Interior designer firms through which they can co-brand Illusions or Home Décor. Both companies will promote a joint offer, which will be mutually beneficial. If required Berger Paints could provide incentives or special benefits to the third parties to influence them in promoting and branding illusions to the potential clients.

## **Brand Development in Key Locations**

Illusions stations, booths can be placed in different mega shopping malls like Bashundhara City, Jamuna Future Park, Pink city, Mascot Plaza, Shimanto Square where interested clients would have access to free illusions or color consultancy services from trained color consultants. Free design catalogue, leaflets, fliers can also be handed over to the clients for better exposure of home Décor services. Illusions samples can be conducted for interior walls of key locations, where the target customers of Berger Illusions are likely to visit frequently. A few suggested places, where Illusions designs can be carried out are:

- ATM booths
- Waiting areas of English Medium Schools
- Popular superstores such as Almas, Agora, Meena Bazar and Swapno
- Reception area and lobby of major hotels
- Tile and sanitary ware shops
- Reception areas of major developers

## **REDESIGNING THE WEBSITE:**

At present, the website is very basic and the information on Home Décor is provided in a detailed manner. The website just has a very brief and vague description of Home Décor and the address is provided. More information & visual elements can be added in the website for enhanced demonstration of the illusions designs available. There is no mention of Illusions or the details of any other Home Décor services. The current Home Décor page should be redesigned, giving an idea about Home Décor, its services and the addresses of Home Décor in the different cities.

### 5.3 APPENDIX:

#### **5.3 Questionnaire: Visitors of Home Décor**

You have visited our Home Décor office at Uttara/Banani/Dhanmondi branch and we would like to know about your experience at Home Décor to enhance the level of customer service.

**For the following questions, please tick (✓) your answer according to your agreement.**

**1. What sort of service did you plan to avail from Home Décor?**

- a. Color consultancy    b. Color Scheming and color selection    c. Information about designer paints (illusions).    d. Dealer selection    e. Problem solving  
f. Paint/brand selection.

**2. From the above, have you taken any of the Home Décor services?**

Yes     No

**If yes, then mention which service you have taken** \_\_\_\_\_

**3. What is your current plan of availing designer paint services or similar painting services? (Please type “yes” beside the selected answer)**

- a) Planning to avail the service.  
b) Not planning to avail any designer service.  
c) Already taken similar service. If yes, please mention the name of the company:

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d) Planning to avail the service from others (painters, interior designer firm, and other paint companies). If yes, please mention its name:

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If your response is **yes** for either **c** or **d**, then please state the reason for choosing other paint service provider over Berger illusions.

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e) Planning to avail the service but not at recent times.

**4. If you are planning to avail the service, then which of the following factor/factors might influence you to avail the service from Home Décor? Please give your opinion briefly.**

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**Please tick (√) your answer according to your agreement.**

- a) Make the payments in installments
- b) Promise to deliver after sales benefits
- c) Offer similar services at a discounted price
- d) Make you believe that illusions is the best in designer service

**5. Which factors do you think are influencing you from not availing the illusions services? Discuss briefly.**

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**6. What is your comment about the service charge of Berger illusions?**

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**7. Do you think that the illusions service of Home Décor gives you a good value for money?**

- a. Strongly agree   b. Agree   c. Neutral   d. Disagree   e. Strongly Disagree

**8. What could be the most convenient method of payment for illusions customers?**

- a. Cash   b. Cheque   c. Debit card   d. Credit card   e. Mobile money transfer.

**9. How do you evaluate illusions as a designer paint product? Put a tick or circle at your preferable option. (Very high / satisfactory:5, high/ satisfactory: 4, moderate: 3, low/ unsatisfactory: 2, Very low/ unsatisfactory: 1)**

**(Type the rating that you chose from above :)**

<b>Factors</b>	<b>Rating Scale</b>
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<b>Uniqueness</b>					
<b>Eye-catching</b>					
<b>Aesthetic / Beautiful</b>					
<b>Reflects your personality</b>					
<b>Ambience</b>					
<b>Illusions design option/ Variety</b>					
<b>Shade combination</b>					
<b>Availability of illusions in various paint products</b>					

**10. What do you think about the following service delivery factors of illusions? Put a tick or circle at your preferable option. (very high-5, high-4, moderate-3, low-2, very low-1)**

**(Type the rating that you chose from above:)**

<b>Factors</b>	<b>Rating Scale</b>				
<b>Length of time for work</b>					
<b>Payment method</b>					
<b>Series of steps involved</b>					
<b>Professionalism of consultants</b>					
<b>Others</b>					

**11. Which of the Home Décor branch did you visit?**

- a. Uttara   b. Banani   c. Dhanmondi

**12. How do you rate each of the following factors based on the experience of the environment at Home Décor premise. Put a tick or circle at your preferable option. (highly satisfied-5, satisfied-4, somehow satisfied-3, not satisfied-2, completely unsatisfied-1)**

**(Type the rating that you chose from above :)**

<b>Factors</b>	<b>Rating Scale</b>				
<b>Interior decoration</b>					
<b>Space and layout of the office</b>					
<b>Display of paint products</b>					
<b>illusions catalogue</b>					
<b>Greeting at the office</b>					
<b>Sitting arrangement for customers</b>					
<b>Color variation and shaded display</b>					

**13. Please rate the Color Consultants of Home Décor based on the following aspects. Put a tick or circle at your preferable option. (Highly satisfied-5, satisfied-4, somehow satisfied-3, not satisfied-4, completely unsatisfied-1).**

**(Type the rating that you chose from above:)**

<b>Factors</b>	<b>Rating scale</b>				
<b>Behavior</b>					
<b>Effectiveness of information</b>					
<b>Inquiry handling capability</b>					
<b>Cooperative attitude</b>					
<b>Genuine interests in customer's problems</b>					
<b>Ability to provide clear, in depth information about color &amp; shades</b>					
<b>Follow up visit</b>					
<b>Information about premium</b>					

<b>products ( Breathe Easy, Luxury Silk Emulsion, Easy Clean )</b>					
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**14. What are the changes that can be made to enhance the effectiveness of color consultancy services?**

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**15. Did you visit any of the paint dealer shops in Dhaka city?**  Yes  
 No

**16. If yes, then mention the location and name of the dealer.**

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**17. Have you asked the dealer about a.illusions/designer paints or b. Home Décor?**  Yes (to any of a or b) No

**18.If answer is Yes in Q17, then please state to what extent, the dealer has managed to brief the customer about the following factors. Put a tick or circle at your preferable option. (Properly briefed-5, briefed-4, somehow briefed-3, badly briefed-2, didn't brief at all-1)**

**(Type the rating that you chose from above :)**

<b>Factors</b>	<b>Rating Scale</b>				
<b>Accuracy of the information</b>					
<b>In-depth information about home decor</b>					
<b>In-depth information about illusions</b>					
<b>Interest to refer Home Décor for illusion services</b>					
<b>Attitude about other companies for designer painting services</b>					

<b>Availability of brochures related to Home Décor &amp; illusions</b>					
<b>Information about premium products of Berger (Breathe Easy, Luxury Silk Emulsion, Easy Clean).</b>					

## Respondent's Profile

**Name:**

**Sex:**

**Age category:** 22-26  27-30  31-34  35 and above

**Relationship with the household head:**

**Address (Home/ Office):**

**E-mail address:**

**Occupation:**

**Household nature (Owned/Rented):**

**Monthly income range (Approx.):** 40,000-60,000  60,000-80,000  80,000-  
100,000  100,000 and above

### 5.4 REFERENCES:

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