



INTERNSHIP REPORT

ON

“CUSTOMER LOYALTY OF SUPER THAI PLASTIC LTD”



Prepared by:

Reaz Rahman

ID:13164111

MBA

Prepared for:

Mr. Showvonick Datta

Lecturer

BRAC Business School

August 30th 2015



LETTER OF TRANSMITTAL

August 30th 2015

Mr. Showvonick Datta

Lecturer

BRAC Business School

BRAC University

Subject: *Request for approval of Internship Report*

Dear Sir,

With due respect, I would like to inform you that it is a pleasure for me to submit the internship report on the topic "*Customer Loyalty of Super Thai Plastic Ltd*" as part of Masters of Business Administration (MBA) program requirement, summer 2015.

I firmly believe that this report will meet your appreciation. I would be willing to make further corrections where you think it is necessary and submit this paper for your valuable evaluation & recommendations.

Thanking You.

Sincerely Yours

.....
Reaz Rahman

ID: 131 64 111

MBA, summer 2015

Major in Human Resource Management

BRAC Business School

BRAC University



ACKNOWLEDGEMENT

As part of 4 credit internship course I managed to work for “*Super Thai Plastic Ltd (STPL)*” as an intern (from May 2nd to August 1st, 2015). The purpose of this internship program was to gain practical knowledge of working in real corporate world. Working as intern for three months has provided me with massive knowledge and exposure to real life situations. During this period, I was significantly helped by those who were present at the time of this regard.

Firstly, I express my gratitude and acknowledge my gratitude to my respected faculty **Mr. Showvonick Datta** for his overall co-operation, guidance and advice.

I am thankful to Mr. Shafikul Islam (Assistant Manager, Accounts) and my colleagues, for their co-operation, valuable guidance and generous support providing me with necessary information, without which my efforts would have been hardly possible.



EXECUTIVE SUMMARY

I have managed to work for “*Super Thai Plastic Ltd (STPL)*” as an intern (from May 2nd to August 1st, 2015). The purpose of this internship program was to gain practical knowledge of working in real corporate world. Working as intern for three months has provided me with massive knowledge and exposure to real life situations. During the internship period I had to prepare a report on customer loyalty of STPL. During this research I have gathered immense knowledge about the company and also have learned a lot about real life work experience.

From the analysis above, we can assume that STPL has a huge customer base and they have been holding on to a strong customer base over the past 15 years and more. From the analysis around 50% of STPL customers are satisfied with the quality, price, communication and replacements provided by STPL, 30 % approved that they are extremely satisfied with the product quality and services and 20% have neutral opinion about it. 20% of respondents believe that STPL focus on long term relationship with customers ahead of anything else.

60% respondents have or have been repurchasing from STPL over the years, 20% have revealed that they have a good chance of repurchasing or ordering. 10% have neutral opinion about repurchasing from STPL. From the analysis, we could also see that 50% of the customers are willing to recommend or refer to other firms.

From a broader perspective of the analysis, it is very clear that the customer base and loyalty is highly appreciable and it would be even stronger if STPL can combine latest technology along with their superior customer loyalty and service to boost up their business through reduction in price and fast delivery and production.

STPL has always been renowned for quality and services since it started its operations in 1989. It has been serving clients all over that country, from major cities like Dhaka, Chittagong, Sylhet and many other districts and divisions of the country. The major problem that arises is lack of communication with parties operating outside Dhaka city. Sometimes problems regarding quality cannot be verified and replacements have to be provided based on faith. In this regard STPL should focus on improving communication through direct contact and regular visits with clients.

Collection of payment and approach to clients is slightly casual. Regular payment period and collection approach should be discussed with clients to ensure working capital of the business and would reduce pressure of the procurement department.

STPL must emphasize on updating machineries and technology to enhance their goodwill in the market.

In order to ensure superior marketing, STPL must reduce their cost of production to maintain competitive prices and not rely totally on customer loyalty.



Table of Contents

THE ORGANISATION (Summary)	7
Introduction & History	7
List of Products (Industrial Packaging for the following items):	8
COMPANY INFORMATION	8
FACTORY	9
Sister Concern of Super Thai Plastic Ltd : Thai Poly Shawn Bd Ltd.	11
SERVICES & PRODUCTS	12
OPERATIONAL NETWORK ORGANOGRAM: Head Office	13
OPERATIONAL NETWORK ORGANOGRAM: Factory/ Plant	14
Job (10%): Description/ nature of the job	15
Critical observations and recommendations:	15
PROJECT (60%).....	16
Summary	16
DESCRIPTION OF THE PROJECT	16
OBJECTIVES OF THE STUDY:	16
SIGNIFICANCE OF THE STUDY	17
HYPOTHESIS	17
METHODOLOGY	17
LIMITATIONS OF THE STUDY:	17
SUPER THAI PLASTIC LTD (BEST BUYERS over 10 years)	18
ANALYSIS.....	23
Question 1: On a scale of 1 to 5 where 5 represents “Extremely Satisfied” and 1 represents “Extremely Dissatisfied,” how would you rate your level of overall satisfaction with Super Thai Plastic Ltd (STPL)	23
Question 2:	24
How likely are you to recommend STPL to a businesses/friend/relative? Would you say the chances are	24
Question 3: How likely are you to repurchase products and services from STPL? Would you say the chances are	25
Question 4: In total, how long have you been a customer of STPL?	26
Question 5: I believe STPL deserves my loyalty	27
Question 6: Over the past year, my loyalty to STPL has grown stronger	28
Question 7: Super Thai Plastic Ltd values people and relationships ahead of short-term goals... ..	29



CONCLUSION	30
RECOMMENDATIONS	30
ATTACHMENTS: QUESTIONNAIRE.....	32
Super Thai Plastic Ltd. Customer Survey.....	32





THE ORGANISATION (SUMMARY)

Introduction & History

Super Thai Plastic Ltd. (STPL) is one of the largest industrial plastic packaging manufacturing companies in Bangladesh. It is a Bangladesh and Thailand joint venture and was incorporated as a private limited company in 1989.

Awards/Certification: ISO 9001, 2000 Certified & Intertek

Raw Materials: We only use certified imported "Food Grade" colors and raw materials from Taiwan, Bangkok, Saudia Arab and other countries. No unhygienic/ recycled raw materials are used!

Clients/Buyers: We have been supplying City Group (Teer), Pran RFL, Shaad Atta/Maida, T.K Group, Meghna Group, Ifad Group, Molla Salt Ind, Fresh, Ananda Bakery, Banoful and many other companies for years.

The industry produces Polypropylene (PP), High Density Polyethylene (HDPE), Linear Low Density Polyethylene (LLDPE) & Low Density Polyethylene (LDPE) based packing materials and its mixes. It can print up to 8 colors and can satisfy almost all sort of packaging needs of the buyers.



Registration/Incorporation: Incorporated with the Registrar of Joint Stock Companies, Bangladesh as a Private Limited Company on 14th January 1989.

Management Team: The management of the company is supported jointly by Bangladesh and Thailand .This management has also established a 100% export oriented flexible plastic packaging company, named Thai Poly Shawn Bd Ltd. in the year 1997 and now exporting around 30 containers per month of plastic bags to different countries of the world.



List of Products (Industrial Packaging for the following items):

Salt, Atta, Maida, Suji, Bread, Biscuits, Chanachur, Thread, Ice Pack, Textile Poly, Absorbent Cotton Poly, Sanitary Poly, Syringe, Poly, Oral Saline Poly, Laccha Shemai, Semai Poly, Tea, Rice, Soap, Toilet Paper, Napkin, Detergent, Candy, Laundry, Hosiery, Surgical, Mineral Water, Courier Services, Shari, Mosquito Coil, Sugar Poly, Tyre poly, Cables Poly, Auto parts poly, Beverage, Poly, Spices poly, Napkin Poly, Dal Poly, Adhesive Poly, Muri Poly, Milk Poly, Fisheries Poly etc.



COMPANY INFORMATION

Name: SUPER THAI PLASTIC LTD
This is an ISO 9001, 2000 Certified.

Registration/Incorporation

Incorporated with the Registrar of Joint Stock Companies, Bangladesh as a Private Limited Company on 14th January 1989

Authorized Capital - BDT 30,000,000/-
Sponsors/Owners Equity - BDT 6,686,000/-

Head Office

Rubel Mansion (2nd Floor)
14, RAJUK (DIT) AVENUE, MOTIJHEEL C/A
DHAKA-1000
BANGLADESH
Tel: 88 02 9557825, 88 02 9565541, 88 02 9571287
Fax: 88 02 9565540

Factory

Tatki, Tarabo, Rupganj, Narayanganj, Bangladesh
Tel: 880 6725 8064



FACTORY

Introduction:

STPL is well equipped manufacturer of flexible plastic packages and wrappings of different sizes, colors and thickness.

The factory is equipped with Taiwanese, Singaporean and Thai technology to produce high quality flexible plastic products covering wide range of packaging.

Factory Space: 3,035 square meter

Worker and working hour:

The company has employed more than 200 workers in the factory and 25 employees in the management and sales team. The factory is working 3 (three) shifts a day (per shift of 8 hours) powered by its on gas generator to provide non stop operation for 24 hours. Total working days 360.

Machineries

Sl.	Item of machinery with specification	No. of Units	Country of origin
1.	HDPE Blowing machine	8	Thailand & Taiwan
2.	PP Blowing machine	2	Thailand
3.	LLD Blowing machine/LD Blowing m/c	3	Taiwan
4.	8 color printing machine	1	Thailand
5.	6 color printing machine	2	Thailand
6.	4 color printing machine	2	Thailand & Malaysia
7.	Cutting and Sealing machine	15	Thailand

Power supply

The project has its own power plant (937 KVA Gas Generator, brand Waukesha from U.S.A) for uninterrupted power supply to produce the best quality products and supply within delivery dates.

Gas Generator - 2 Nos.

750 KW Gas Generator (prime use) from USA

900 KW Gas Generator (prime use) from USA

It has also a 500v Govt. Electric line.



MACHINERIES:





SISTER CONCERN OF SUPER THAI PLASTIC LTD : THAI POLY SHAWN BD LTD.

Profile in Brief

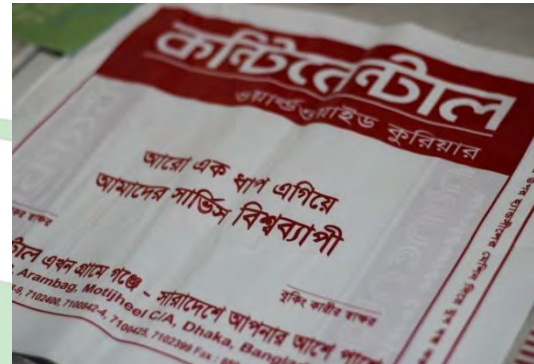
Thai Poly Shawn (BD) Ltd. (TPSL) is a joint venture company consists of three successful enterprise; each from Bangladesh, Singapore & Thailand. TPSL was registered with the registrar of joint stock companies Bangladesh as a Private Limited Company.

Name	: Thai Poly Shawn (BD) Ltd. (TPSL)
Established	: April 1997
Address	: Head Office: Rubel Mansion (2nd floor), 14 Rajuk (DIT) Avenue, Dhaka, Bangladesh. Factory: Plot No. 99, 100, 101 & 279 Tatki, Tarabo, Rupgonj Narayangonj, Bangladesh.
Telephone	: +8802-9565541, 9557825, 9571287.
Fax	: +8802-9565540
Authorized Capital	: Tk. 250 million
Paid up Capital	: Tk. 18.8 million (both foreign & Local)
Factory Area	: 49,268 sft (4579 meters)
Production Team	: 350 employees
Management Team	: 12 employees



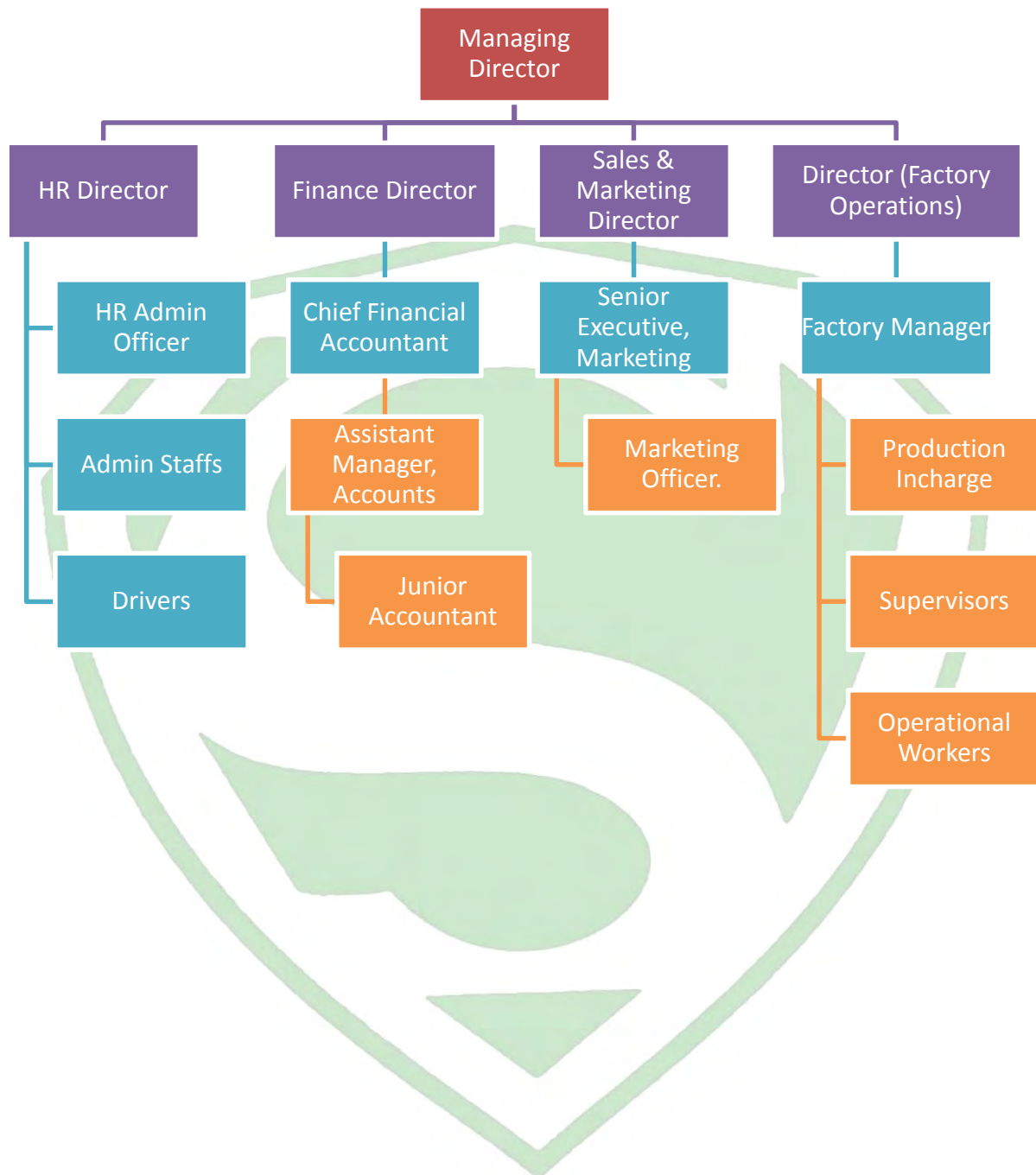
SERVICES & PRODUCTS

The industry produces Polypropylene (PP), High Density Polyethylene (HDPE), Linear Low Density Polyethylene (LLDPE) & Low Density Polyethylene (LDPE) based packing materials. It can print up to 8 colors and can satisfy almost all sort of packaging needs of the buyers.



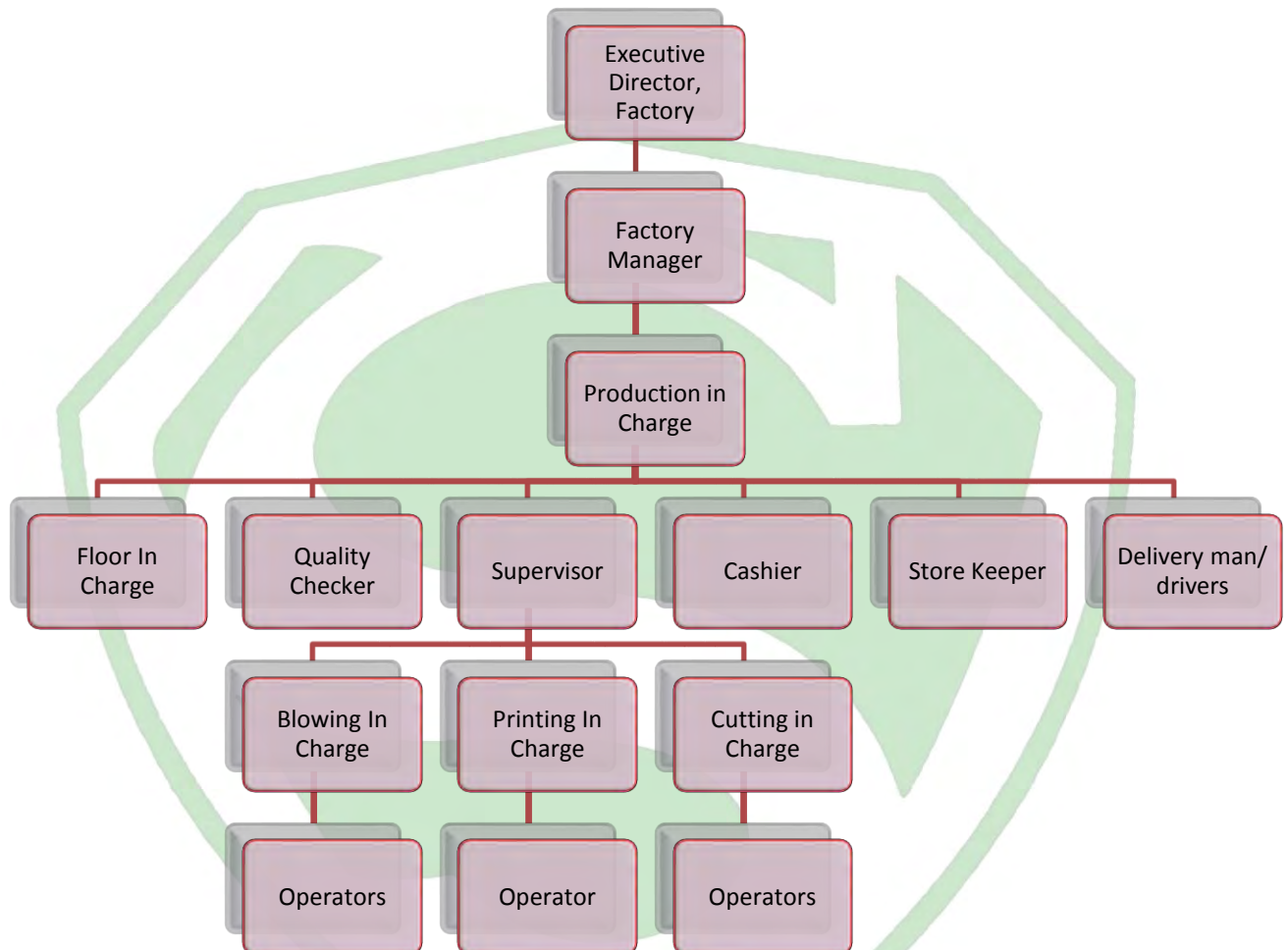


OPERATIONAL NETWORK ORGANOGRAM: Head Office





OPERATIONAL NETWORK ORGANOGRAM: Factory/ Plant



VISIONS FOR THE FUTURE

Super Thai Plastic Ltd (STPL) was the pioneer of industrial plastic packaging and wrappings. With time and emergence of new technology, STPL plans to implement faster printing machines and high speed production capacity to meet with regular demands and reduction of wastage. STPL also plans to implement high technology lamination packaging and centre sealing machines which around 90% of the products are using for food products packaing.



JOB (10%): DESCRIPTION/ NATURE OF THE JOB

Job Title: Senior Executive

Department: Marketing & Sales.

Reports to: Director, Marketing & Sales

The following positions report to this position:

- Accounts Executive
- Production in Charge &
- Executives, Marketing & Sales.

Summary of Position:

Seek for new clients and offer price quotations and communicate with existing clients for marketing and pitching orders or pricing purposes. Ensure collections are steady from trade debtors and deliveries of goods are made as per client's requirement. Seek for customer feedback and develop relationship. Notify director if major problems regarding payment from clients occur. Forecast sales, ensure forecasted collection & supervise the preparation of weekly & monthly bills and delivery.

Duties & Responsibilities:

- Set objectives: Plan, organize, direct and control sales staff to meet their objectives.
- At the beginning of each month counsel with sales staff to obtain realistic sales objectives for the month and action plan.
- Achieve forecasted sales objectives according to the plan.
- Monitor each sales person's performance and compare with monthly objective.
- Review financial data that affects your department's profits.
- Manage Sales Department:
 - Make every effort to maximize both present and long term sales and gross profit.
 - Make face to face contact with clients and ensure proper inventory is maintained based on current financial position.
- Confront new clients, provide them idea about the technology used, understand clients requirement, budget, order quantity and provide appropriate price quotation.
- Communicate and pitch Purchase Orders through regular telecommunication and e-mails.
- Maintain Purchase order files, client's files, delivery sheets and monthly bill files.

Critical observations and recommendations:

- Clients outside Dhaka mostly are the biggest defaulters in terms of payment since some of the clients have long business relationship and with the company and do not pay 50% advance payment for orders but gradually pay after delivery is made. Thus these companies create a problem in forecasting monthly collection.
- Most clients from outside Dhaka claim that some portion of the goods delivered were damaged or unusable. In such cases instantly quality checking impossible and hence payments from clients are delayed or has to be compromised.



PROJECT (60%)

Summary

For an analysis of my internship report I chose to make a report on “Customers loyalty, satisfaction regarding service and product”. This would include face to face interaction, telecommunication and online survey of major clients to retrieve information about our services and products.

Super Thai Plastic Ltd has started its operations in 1989 and has been serving the major brands and industries of the country like City Group, Molla Salt Ind, ACI Ltd, PRAN RFL, Fresh Atta/Maida, Pusti Atta/Maida, Muskan Atta/Maida, Kallol Ind, SA Group, Continental Courier Services, Banoful Bakery, Ananda Bakery and many more. These companies account for over 3 crore of monthly sale and having good relationship and providing goods and services according to their requirement. Such loyalty and satisfaction has created massive good will of Super Thai Plastic Ltd Company over 25 years in the packaging industry.

Based on my analysis I would like to prove that the customer loyalty is very strong and is the main driving force of the company through superior customer feedback and service.

DESCRIPTION OF THE PROJECT

The internship report has been prepared as a requirement for the completion of the Masters of Business Administration (MBA) program of the BRAC University. After the completion of 60 credits of MBA program, I started to work on “Customer Loyalty” of Super Thai Plastic Ltd for the internship program in the marketing and sales department. My organizational supervisor was Mr F.K. Kamal, Director, Sales and Marketing Department.

OBJECTIVES OF THE STUDY:

The objective of this report is to focus on two broad issues:

1. To study the level of customer loyalty satisfaction regarding sales of industrial packaging of HDPE, LDPE, LLDPE and PP.

The other objectives can be enlisted as follows:

- The Mission, vision, Goals and Objectives of the concerned organization
- Find out strength, weaknesses, opportunities and threats of the organization
- Extract suggestion for further improvement and development.



SIGNIFICANCE OF THE STUDY

The significance of this report is multi-dimensional. This kind of research is pretty much applicable for all. The basic study was conducted to determine the level of acceptance or satisfaction of a relatively Super Thai Plastics industrial packaging of HDPE, PP, LDPE, LLDPE, PP form of tube bags and industrial rolls. This would also engage me in conversation with corporate of giant companies like ACI, Pran RFL, City Group etc. This would definitely improvise on my interaction capability that is of so much importance to any business graduate. This research will also help the host company as they can take my findings into account and assume their current standing. Altogether, anybody interested in this corporate field would find immense interest in my study.

HYPOTHESIS

As major portion of research is about the satisfactory level of sales, marketing and quality of Super Thai Plastic Ltd for which their clients are highly loyal over huge period of time.

Hence the hypothesis is:

“Clients of Super Thai Plastic are satisfied with the quality hence their loyalty is very high over a long period of time.”

Alternative Hypothesis:

“Clients of Super Thai Plastic not are satisfied with the quality hence their loyalty is very high over a long period of time.”

METHODOLOGY

The methodology that would be used for this research would be through questionnaires prepared for a survey on client satisfaction and loyalty and analysis would be made utilizing the findings and also previous sales figure of the past.

Primary Data:

Primary data is mandatory for any study or research that needs to be conducted. Interviews will be conducted on the executives/managers of the company for insights and clarification. A survey will be conducted on the target group that is buyers/clients/companies, to find out problems directly related to my research. I plan to supply them questionnaire to be filled out as well as read them out whenever needed and explain if any clarification is required.

Secondary Data:

For the organization part of the report, a lot of secondary resources will also be used. Sales figure and value of various clients would be collected and compiled from the Tally Software that has been maintained by the company over 5 years.

LIMITATIONS OF THE STUDY:

The collection of primary data is always a difficult thing because it is hard to ensure the authenticity of the data. People might answer the questions but might not be expressing what they actually do or feel. The time constraint is also a big issue since it is highly difficult to



travel to various places for conducting a survey. Hence both financial and physical attributes are a huge constraint.

SUPER THAI PLASTIC LTD (BEST BUYERS OVER 10 YEARS)

SALES figure form January 2013- July 2015

	From January to December		From Jan to July
Party Name	2013 (TK)	2014 (TK)	2015 (TK)
ACI PURE FLOUR	3,913,644.00	1,203,156.00	854,714.00
ACI SALT LTD	15,763,919.00	25,106,409.00	14,947,930.00
BASHUNDHARA GROUP	14,929,838.00	11,963,309.00	17,735,177.00
CITY PET IND	14,748,439.00	17,184,172.00	8,549,550.00
DUTCH BANGLA PACK	5,383,922.00	2,306,216.00	1,204,116.00
HASAN FLOUR MILLS (CITY GROUP)	43,065,252.00	46,530,210.00	27,580,919.00
HASHEM FOODS LTD (SAJEEB GROUP)	16,175,731.00	14,209,235.00	9,509,384.00
HASHEM AGRO PROCESSING LTD	-	-	2,121,162.00
HASHEM FLOUR MILLS LTD	-	-	1,307,320.00
IFAD MULTI PRODUCTS LTD	12,011,580.00	17,084,931.00	5,653,440.00
JANATA FLOUR MILLS (FRESH BRAND)	32,596,811.00	15,558,595.00	-
KALLOL IND LTD	3,041,432.00	3,045,428.00	2,015,892.00
LAILA FOODS LTD (SA GROUP)	7,409,635.00	2,900,118.00	3,022,028.00
MOLLA SALT IND	56,345,326.00	47,905,254.00	28,419,592.00
MOLLA SALT TRIPLE LTD	17,696,655.00	15,272,512.00	9,798,148.00
NORTHERN FLOUR MILLS (SHAAD BRAND)	6,283,187.00	8,396,367.00	5,287,520.00
PRAN RFL GROUP	21,457,166.00	36,263,081.00	18,614,644.00
PRAN RFL (MYMENSINGH AGRO)	-	1,994,174.00	681,375.00
PUBALI SALT IND	4,927,455.00	3,369,767.00	1,402,597.00
PREMIER 1888 LTD	3,361,172.00	6,188,895.00	5,423,823.00
QUALITEX IND LTD	4,925,085.00	7,507,750.00	7,202,125.00
SHABNAM VEG OIL LTD (TK GROUP)	27,587,277.00	27,934,481.00	-
SINOBANGLA IND LTD	3,807,007.00	2,984,172.00	1,769,518.00
TOTAL SALES	315,430,533.00	314,908,232.00	173,100,974.00



STPL has over 50 clients who are actively purchasing and acquiring services of industrial wrappings and packaging over the past 25 years of service. Below is the graphical representation of sales revenue from some of the major buyers who have been loyal to the company for over 10 years and running.

**SALES FIGURE OF SOME OF THE MAJOR LOYAL CLIENTS
(FROM JANUARY 2013- JULY 31ST 2015)**

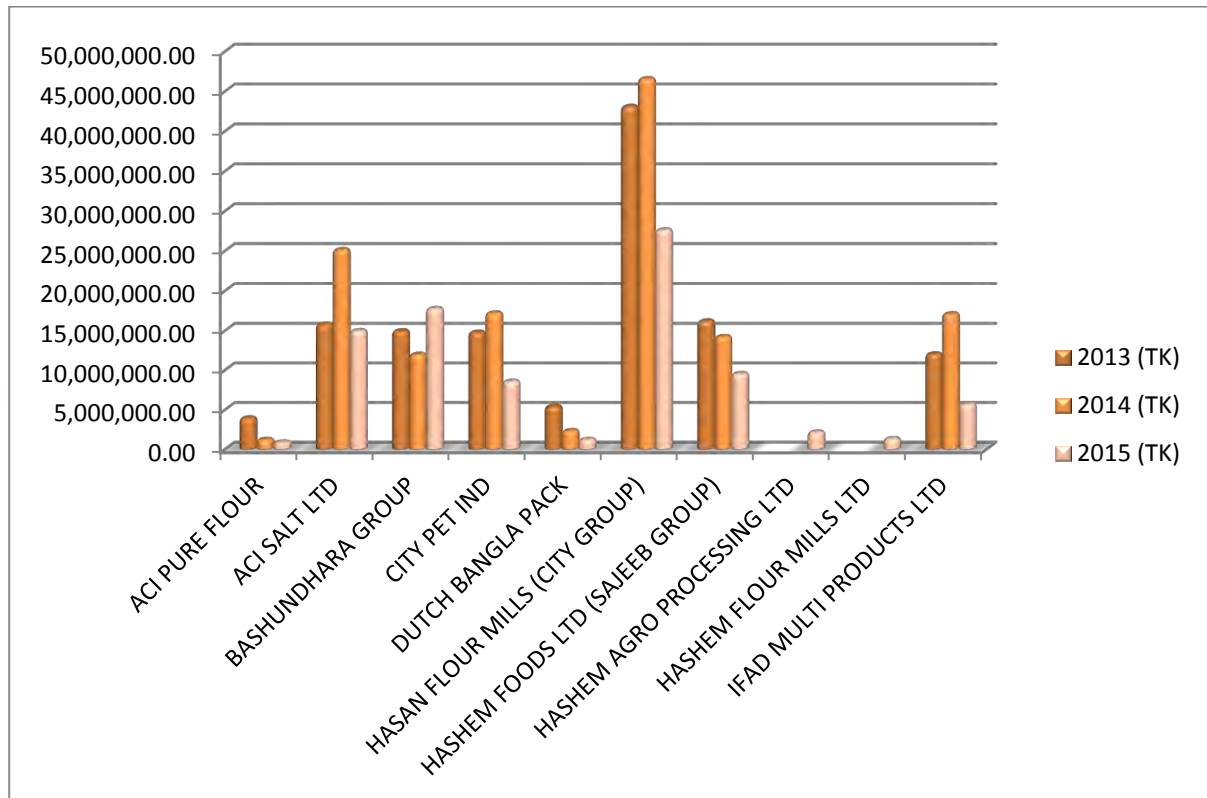


Figure 1

From Figure 1 above, we can see that Super Thai Plastic Ltd (STPL) experienced increased sales revenue in most cases particularly in 2014 despite going through tough economical and political conditions throughout the year. There has been noticeable rise in sales for certain parties, and other sister concern companies of Sajeeb Group (Hashem Flour and Agro Ltd) has also joined in as a major customer. Gong through half of the year in 2015, STPL is expecting to cross previous year's sales revenue as we can see in the graph that in most cases it is half way above 2014.



**SALES FIGURE OF SOME OF THE MAJOR LOYAL CLIENTS
(FROM JANUARY 2013- JULY 31ST 2015)**

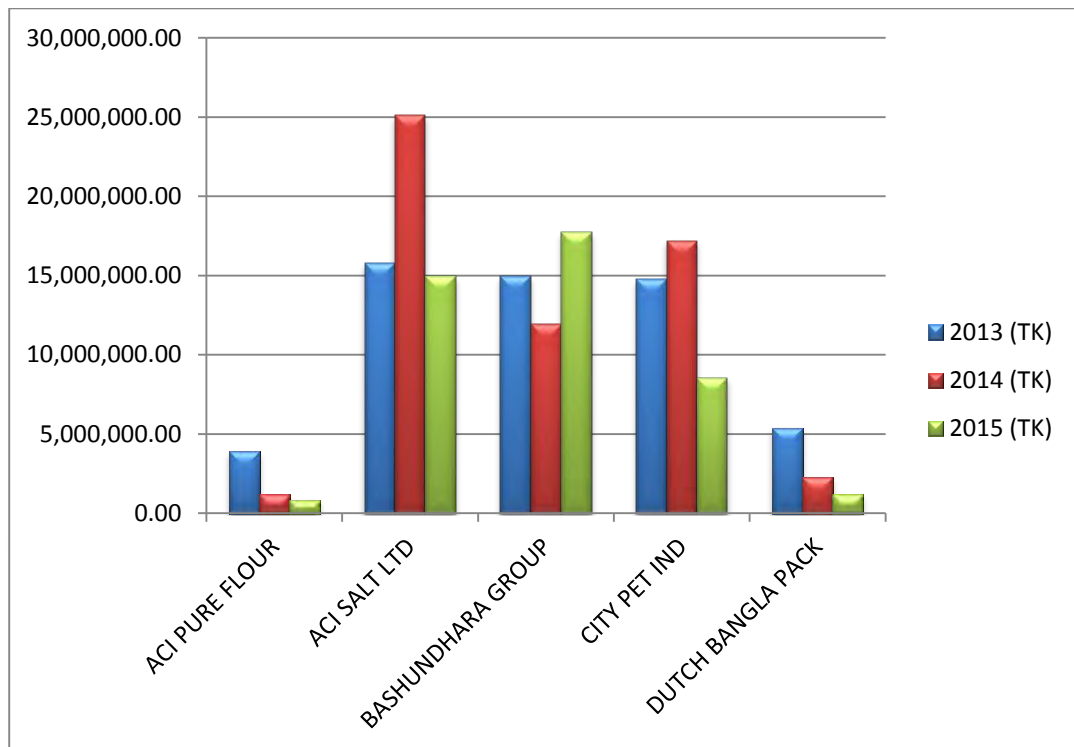


Figure 2

From Figure 2 above, we can see that Super Thai Plastic Ltd (STPL) experienced increased sales revenue in most cases particularly in 2014 despite going through tough economical and political conditions throughout the year. There has been noticeable rise in sales for certain parties such as Bashundhara group whose sales figure has gone way above previous years already through half of 2015. Going through half of the year in 2015, STPL is expecting to cross previous year's sales revenue as we can see in the graph that in most cases (ACI Salt Ind) it is half way above 2014.



**SALES FIGURE OF SOME OF THE MAJOR LOYAL CLIENTS
(FROM JANUARY 2013- JULY 31ST 2015)**

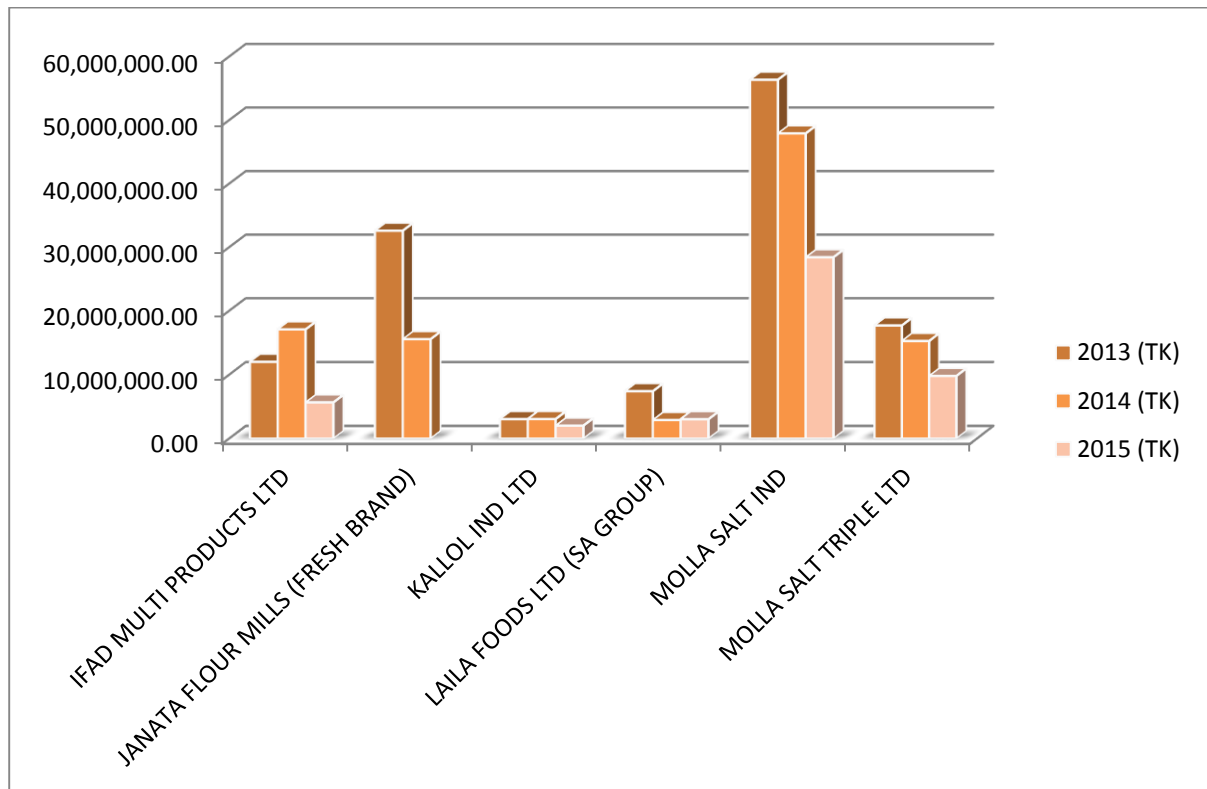


Figure 3

From Figure 3 above, we can see that Super Thai Plastic Ltd (STPL) experienced increased sales revenue in most cases particularly in 2014 despite going through tough economical and political conditions throughout the year. Some parties like Janata have left do you demand of a different type of packaging supply. Other than that, regular clients such as Molla Salt Ind, Kallol and others have been placing regular orders and as a result have always been a steady driving force of the company.



**SALES FIGURE OF SOME OF THE MAJOR LOYAL CLIENTS
(FROM JANUARY 2013- JULY 31ST 2015)**

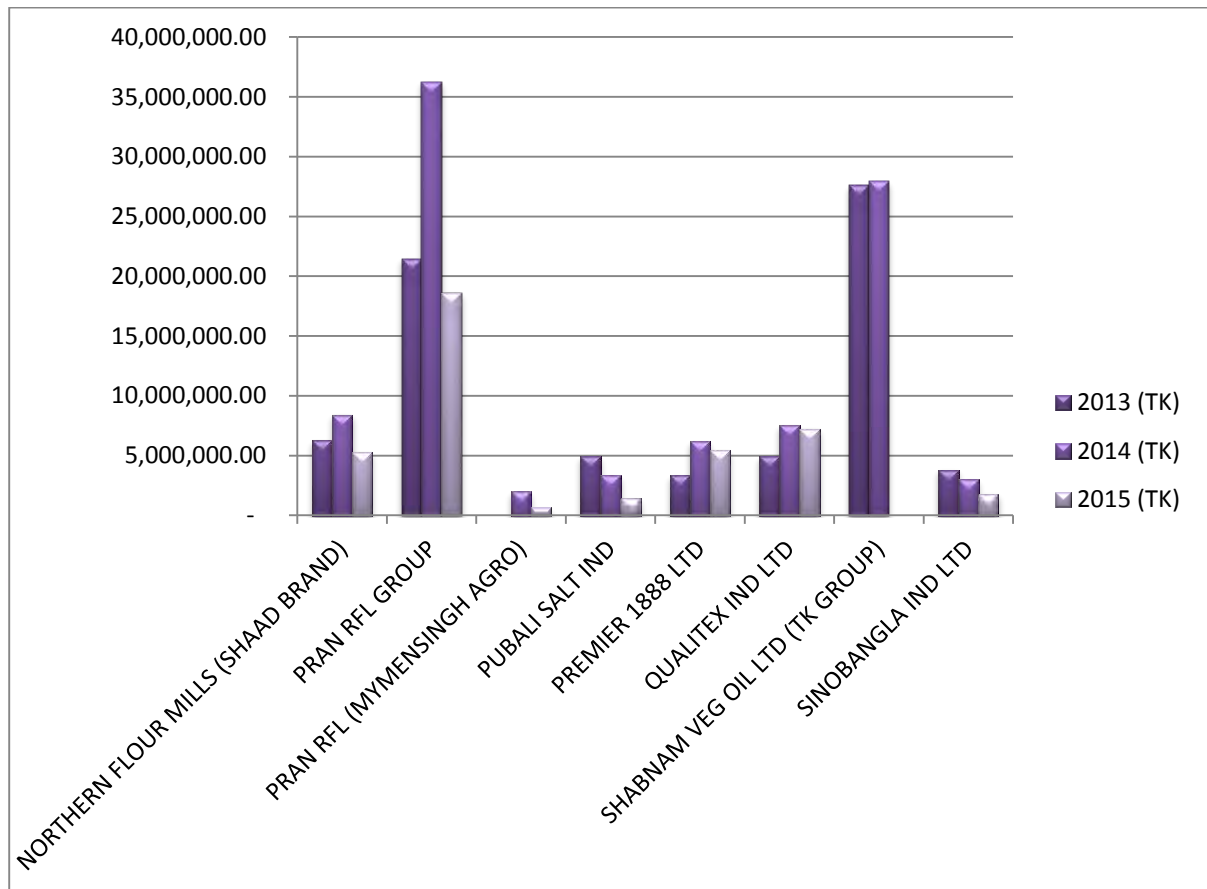


Figure 4

From Figure 4 above, we can see that Super Thai Plastic Ltd (STPL) experienced increased sales revenue in most cases particularly in 2014 despite going through tough economical and political conditions throughout the year. Some parties like Janata have left do you demand of a different type of packaging supply. Other than that, regular clients such as Molla Salt Ind, Kallol and others have been placing regular orders and as a result have always been a steady driving force of the company.



ANALYSIS

Summary from responses from questionnaires and Interviews (Based on 20 responses).

Question 1: On a scale of 1 to 5 where 5 represents “Extremely Satisfied” and 1 represents “Extremely Dissatisfied,” how would you rate your level of overall satisfaction with Super Thai Plastic Ltd (STPL)

On a scale of 1 to 5 where 5 represents “Extremely Satisfied” and 1 represents “Extremely Dissatisfied,” how would you rate your level of overall satisfaction with Super Thai Plastic Ltd (STPL) *

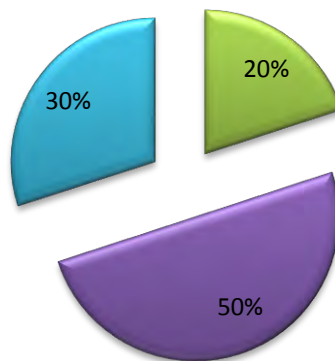
Satisfaction regarding quality, price, communication, replacements etc

1 2 3 4 5

Extremely Dissatisfied ☐ ☐ ☐ ☐ ☐ Extremely Satisfied

Responses

■ Extremely Dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Extremely Satisfied



From the figure above we can see that the respondents to the question account for 50% to be satisfied with the quality, price, communication and replacements provided by STPL, 30 % approved that they are extremely satisfied with the product quality and services and 20% have neutral opinion about it. Thus we can understand from the pie chart that STPL has been able to please 70% and above customers, which ensures that customers are bound to be loyal to their services.

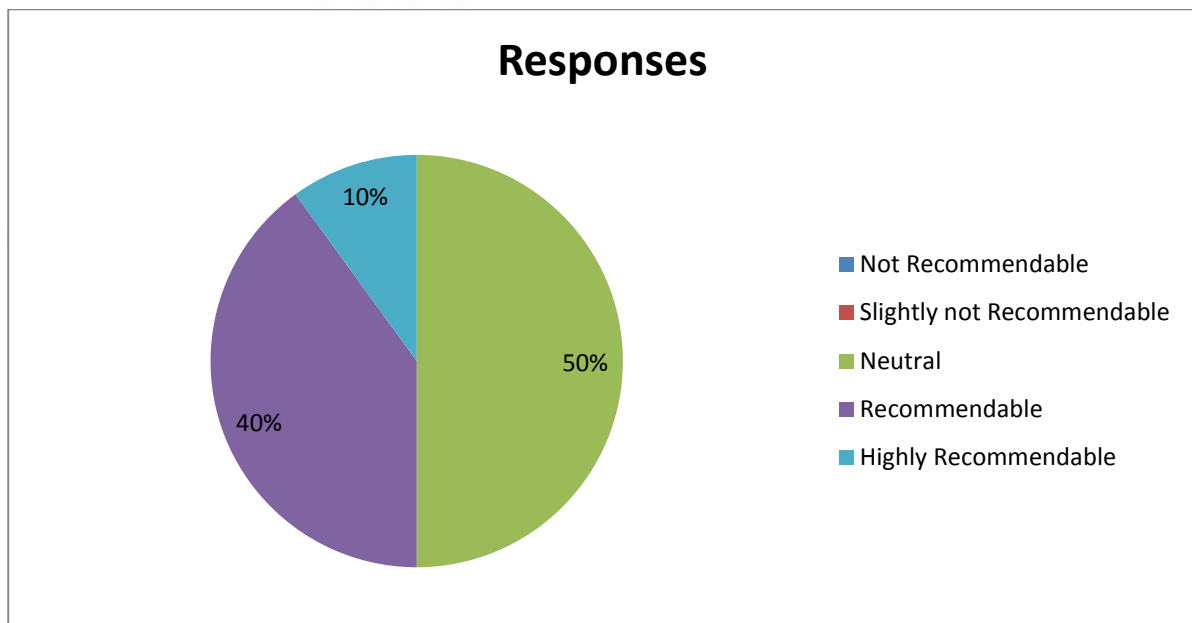
**Question 2:**

How likely are you to recommend STPL to a business's/friend/relative? Would you say the chances are ...

How likely are you to recommend STPL to a businesses/friend/relative? Would you say the chances are ... *

1 2 3 4 5

Not Recommendable ☐ ☐ ☐ ☐ ☐ Highly Recommendable



From the figure above we can see that the respondents to the question account for 50% respondents are neutral about recommending STPL, 40% agree that they would recommend STPL to other business, friends and relatives if they are looking for similar product and services. 10% agree that they would highly recommend STPL which shows that in all 50% of the customers are willing to recommend or refer to other firms.

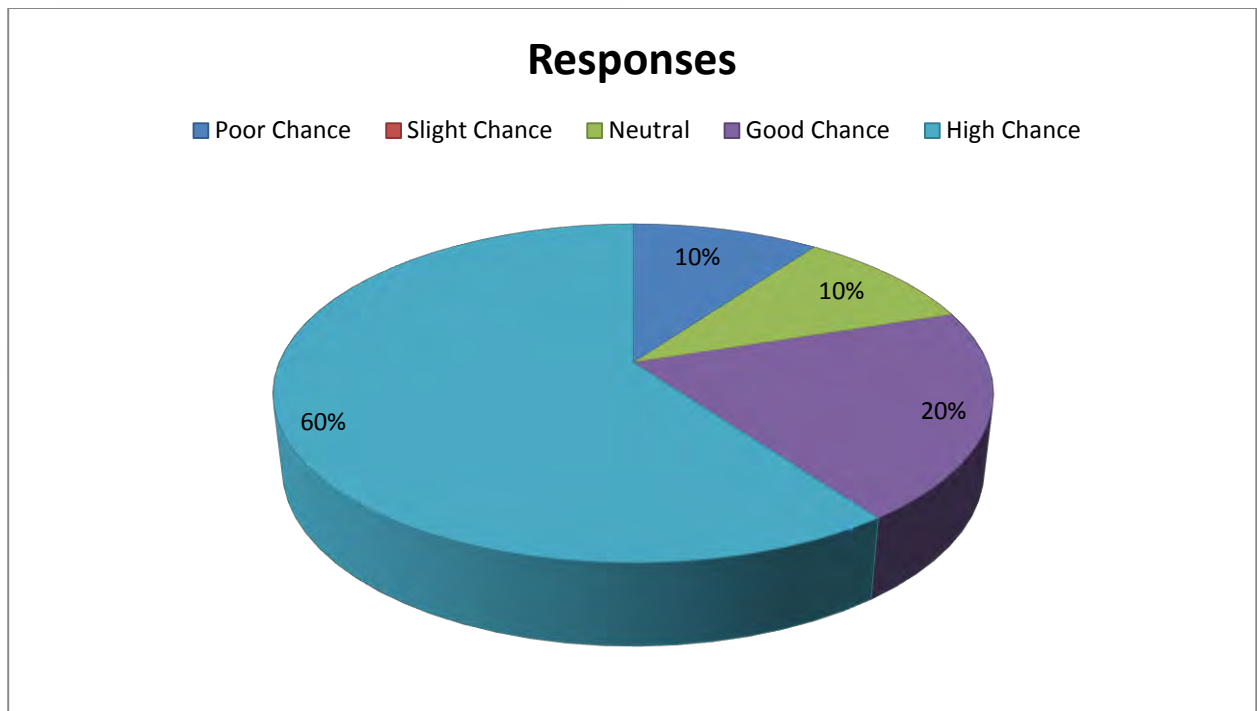


Question 3: How likely are you to repurchase products and services from STPL? Would you say the chances are...

How likely are you to repurchase products and services from STPL? Would you say the chances are ...*

1 2 3 4 5

Poor Chance ☐ ☐ ☐ ☐ ☐ High Chance

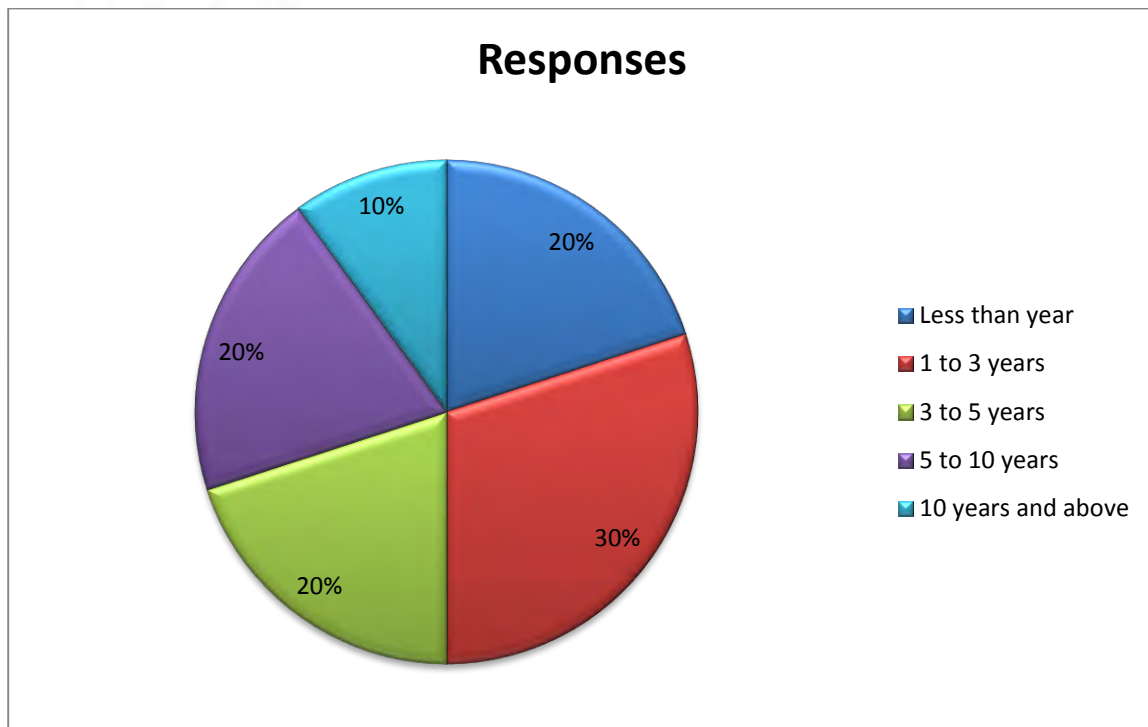


From the figure above we can see that the respondents to the question account for 60% respondents have or have been repurchasing from STPL over the years, 20% have revealed that they have a good chance of repurchasing or ordering. 10% have neutral opinion about repurchasing from STPL. Thus around 80% of customers have agreed that they are willing to repurchase from STPL. This signifies a major point that around 80% of the major customers are willing to repurchase and are loyal.

**Question 4: In total, how long have you been a customer of STPL?**

In total, how long have you been a customer of STPL? *

- ☐ Less than one year
- ☐ 1 to 3 years
- ☐ 3 to 5 years
- ☐ 5 to 10 years
- ☐ 10 years and above



From the figure above we can see that the respondents to the question account for 30% respondents are regular customers of STPL over 1 to 3 years, 40% of the customer base is around 3 to 10 years. 10% have neutral opinion about repurchasing from STPL over 10 years and beyond. Thus this again proves that around 50% of the customers of STPL have been loyal to around 3 to 10 years and beyond. These figures signify that the customer loyalty is very strong for STPL and is one of the major factors behind the success of the company.



Question 5: I believe STPL deserves my loyalty

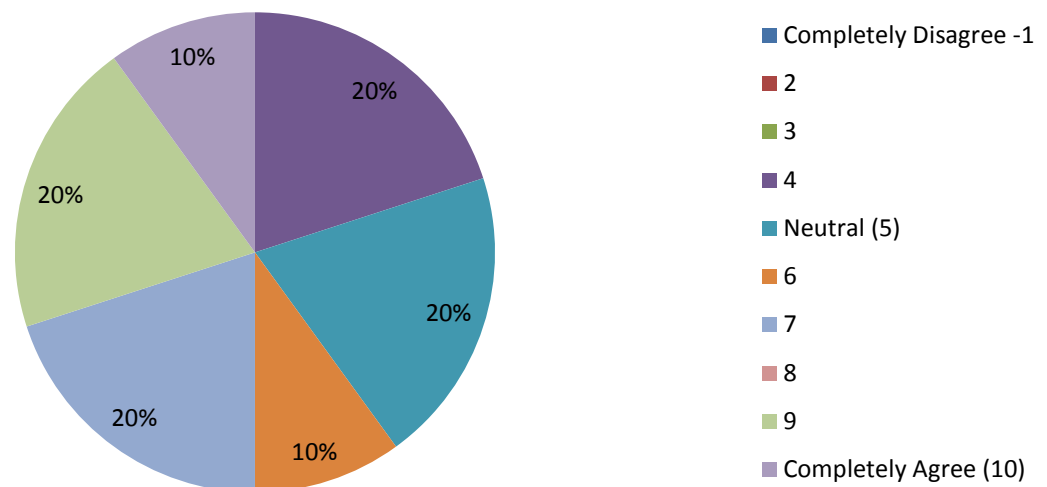
I believe STPL deserves my loyalty *

Please rate your level of agreement with the following statements (10-1 scale with 10 being completely agree, 5 being neutral, and 1 being completely disagree)

1 2 3 4 5 6 7 8 9 10

Completely Disagree 1 2 3 4 5 6 7 8 9 10 Completely Agree

Responses on a scale of 1 to 10



From the above figure we can see that 20% of respondents have voted 9/10 to mark their loyalty level to STPL. 20% have voted 7/10, 10% have voted 6/10, again another 30% have voted significantly low which is around 6 or lower out of a scale of 10. This point signifies that recently due to stiff competition in the market, few clients may consider opting to cheaper sources. Hence STPL has to look in to the fact that they cannot totally rely on their existing customers but also have to look out for new customer base.

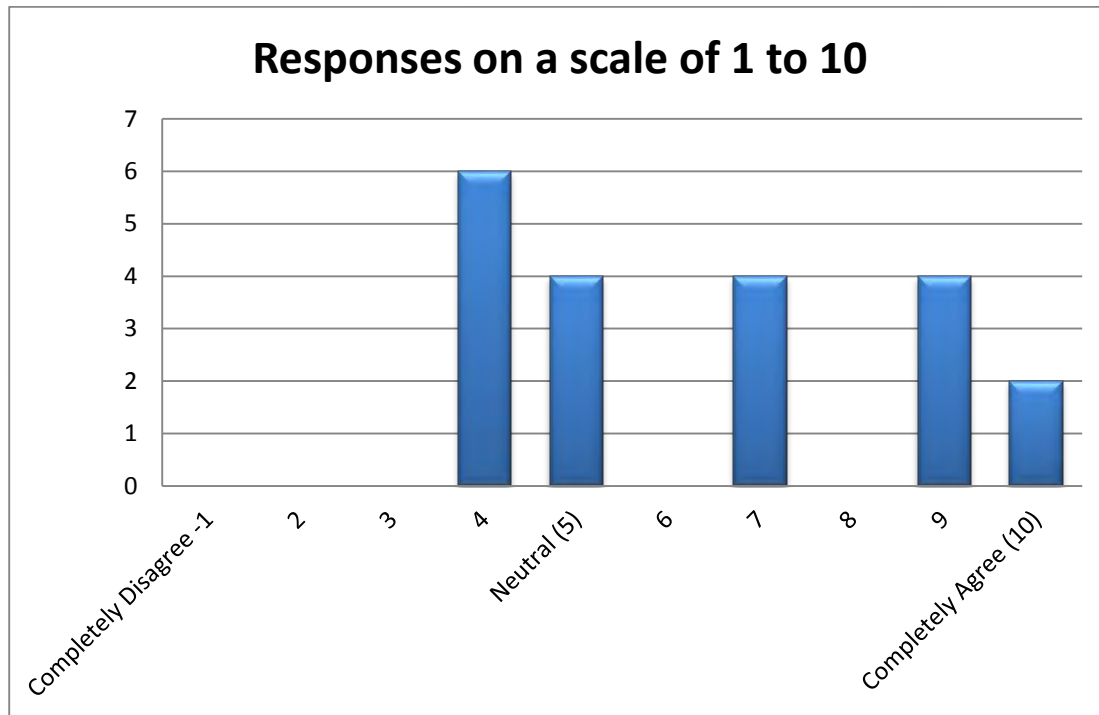
**Question 6: Over the past year, my loyalty to STPL has grown stronger**

Over the past year, my loyalty to STPL has grown stronger *

Please rate your level of agreement with the following statements (10-1 scale with 10 being completely agree, 5 being neutral, and 1 being completely disagree)

1 2 3 4 5 6 7 8 9 10

Completely Disagree ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Completely Agree



From the figure above we can see that out of 20 respondents only 2 have voted that their loyalty towards STPL is 10/10, 4 have voted (9/10), 4 voted for (7/10), and another 4 have voted for (5/10). The figure points out the fact the customer base is strong and is willing to stick to the current products and services, but since all businesses are looking to reduce cost of production it is like that they might shift to other suppliers for the sake of business. Thus as the figure show 6 out of 20 respondents voted 4/10, it is a matter of concern for STPL to tactically provide them with their requirement.



Question 7: Super Thai Plastic Ltd values people and relationships ahead of short-term goals

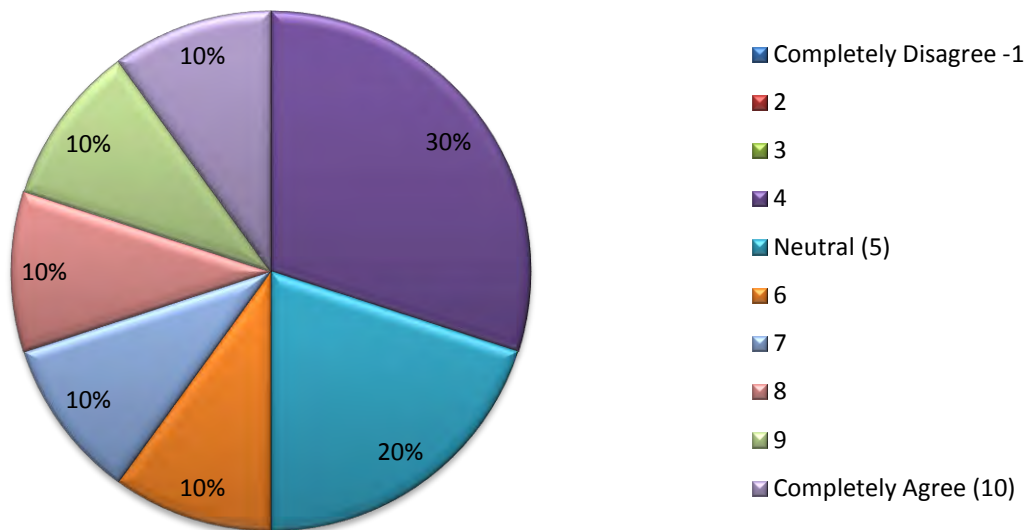
Super Thai Plastic Ltd values people and relationships ahead of short-term goals *

Please rate your level of agreement with the following statements (10-1 scale with 10 being completely agree, 5 being neutral, and 1 being completely disagree)

1 2 3 4 5 6 7 8 9 10

Completely Disagree 1 2 3 4 5 6 7 8 9 10 Completely Agree

Responses on a scale of 1 to 10



The above figure shows that 20% of respondents believe that STPL focus on long term relationship with customers ahead of anything else. 40% have voted from 7 to 9 on scale of 10. This is a huge portion thus signifying the fact the STPL have been able to establish a name and goodwill for their long term services for the customers. Thus it is one of the strongest points for STPL to utilize further and bring new ranges of services, quality and superior pricing to meet customer demands.



CONCLUSION

From the analysis above, we can assume that STPL has a huge customer base and they have been holding on to a strong customer base over the past 15 years and more. From the analysis around 50% of STPL customers are satisfied with the quality, price, communication and replacements provided by STPL, 30 % approved that they are extremely satisfied with the product quality and services and 20% have neutral opinion about it. 20% of respondents believe that STPL focus on long term relationship with customers ahead of anything else.

It is a matter of concern for STPL to tactically provide them with their requirement, out of 20 respondents only 2 have voted that their loyalty towards STPL is 10/10, 4 have voted (9/10), 4 voted for (7/10), and another 4 have voted for (5/10). The figure points out the fact the customer base is strong and is willing to stick to the current products and services, but since all businesses are looking to reduce cost of production it is like that they might shift to other suppliers for the sake of business.

60% respondents have or have been repurchasing from STPL over the years, 20% have revealed that they have a good chance of repurchasing or ordering. 10% have neutral opinion about repurchasing from STPL. From the analysis, we could also see that 50% of the customers are willing to recommend or refer to other firms.

From a broader perspective of the analysis, it is very clear that the customer base and loyalty is highly appreciable and it would be even stronger if STPL can combine latest technology along with their superior customer loyalty and service to boost up their business through reduction and in price and fast delivery and production.

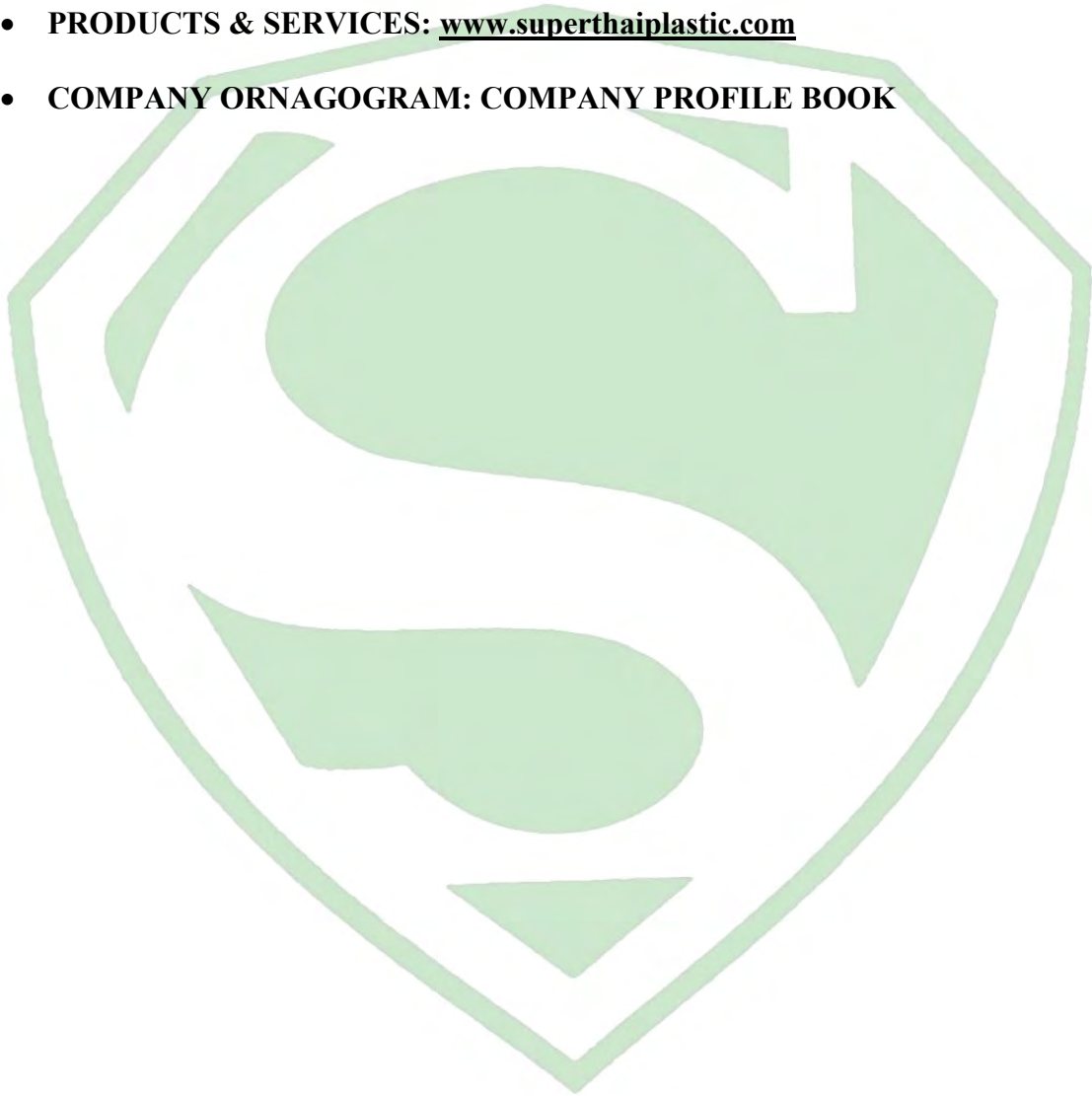
RECOMMENDATIONS

- STPL has always been renowned for quality and services since it started its operations in 1989. It has been serving clients all over that country, from major cities like Dhaka, Chittagong, Sylhet and many other districts and divisions of the country. The major problem that arises is lack of communication with parties operating outside Dhaka city. Sometimes problems regarding quality cannot be verified and replacements have to be provided based on faith. In this regard STPL should focus on improving communication through direct contact and regular visits with clients.
- Collection of payment and approach to clients is slightly casual. Regular payment period and collection approach should be discussed with clients to ensure working capital of the business and would reduce pressure of the procurement department.
- STPL must emphasize on updating machineries and technology to enhance their goodwill in the market.
- In order to ensure superior marketing, STPL must reduce their cost of production to maintain competitive prices and not rely totally on customer loyalty.



REFERENCES:

- **MONTHLY SALES REPORT: SALES TURNOVER JAN TO JULY 2015**
- **ANNUAL SALES REPORT: SALES TURNOVER JAN 2013- DEC 2014**
- **COMPANY HISTORY: www.superthaiplastic.com**
- **PRODUCTS & SERVICES: www.superthaiplastic.com**
- **COMPANY ORNAGOGRAM: COMPANY PROFILE BOOK**





ATTACHMENTS: QUESTIONNAIRE

SUPER THAI PLASTIC LTD. CUSTOMER SURVEY

Good Day Sir/Madam, we would like to hear about your precious opinion regarding our service and product. Thanks.

*** Required**

On a scale of 1 to 5 where 5 represents “Extremely Satisfied” and 1 represents “Extremely Dissatisfied,” how would you rate your level of overall satisfaction with Super Thai Plastic Ltd (STPL) *

Satisfaction regarding quality, price, communication, replacements etc

	1	2	3	4	5	
Extremely Dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely Satisfied

How likely are you to recommend STPL to a businesses/friend/relative? Would you say the chances are ... *

	1	2	3	4	5	
Not Recommendable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Highly Recommendable

How likely are you to repurchase products and services from STPL? Would you say the chances are ... *

	1	2	3	4	5	
Poor Chance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	High Chance

In total, how long have you been a customer of STPL? *

- ☐ Less than one year
- ☐ 1 to 3 years
- ☐ 3 to 5 years
- ☐ 5 to 10 years
- ☐ 10 years and above

I believe STPL deserves my loyalty *

Please rate your level of agreement with the following statements (10-1 scale with 10 being completely agree, 5 being neutral, and 1 being completely disagree)

	1	2	3	4	5	6	7	8	9	10	
Completely Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely Agree

Over the past year, my loyalty to STPL has grown stronger *

Please rate your level of agreement with the following statements (10-1 scale with 10 being completely agree, 5 being neutral, and 1 being completely disagree)



1 2 3 4 5 6 7 8 9 10

Completely
Disagree

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Completely
Agree

Super Thai Plastic Ltd values people and relationships ahead of short-term goals *

Please rate your level of agreement with the following statements (10-1 scale with 10 being completely agree, 5 being neutral, and 1 being completely disagree)

1 2 3 4 5 6 7 8 9 10

Completely
Disagree

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Completely
Agree

