



Internship Report on AK TAJ GROUP

Prepared for,

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LETTER OF TRANSMITTAL

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MD. Tamzidul Islam
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Subject: Internship Report.

Dear Sir,

I would like to thank you for supervising and helping me throughout the semester. With due respect I am submitting a copy of intern report for your appreciation.

I have given my best effort to prepare the report with relevant information that I have collected from an onsite production department which belongs to a group of company and from other sources during my accomplishment of the course. I have the immense pleasure to have the opportunity to study on **the marketing practices of AK TAJ Group**. There is no doubt that the knowledge I have gathered during the study will help me in real life.

For your kind consideration I would like to mention that there might be some errors and mistakes due to limitations of my knowledge. I expect that you will forgive me considering that I am still a learner and in the process of learning.

Thanking for your time and reviews.

Yours faithfully

Masrur M. A. Hoque
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Acknowledgement

The successful completion of this internship might not be possible in time without the help some person whose suggestion and inspiration made it happen. First of all I want to thank my Course Instructor MD. Tamzidul Islam for guiding me during the course. Without his help this report would not have been accomplished.

Then I would like to thank to the assistant manager of AK Taj group's, Sabnaum Akhter Dina and the chief marketing officer Muhammad Ashraf for helping me to complete my internship. Without them the report of the case would have been very difficult.

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Introduction to the Report

I have done my MBA in Marketing and HR. For internship purpose I have prepared this report on the basis of my practical experience. The topic of the report is **the marketing strategies and practices of AK Taj Group**. AK Taj group operates its business for more than past 30 years. Their core business process is import different type of products from different countries, like China, India, Malaysia, Pakistan, and Singapore. Products like Utensils, show pieces, toys and many kinds of electronic products.

Objective of the study

General objective:

The main objective of this report is to understand the marketing practices and strategies of AK Taj Group. I have also tried to learn all the systems and procedures of this type of organizations including its challenges, competitor analysis process and HR practices.

Specific objective:

- Understand the marketing strategies, process and branding techniques.
- Understand the operations of the DEALERSHIP business.
- Recommendations on how to improve the business by using modern marketing tools.

Company Overview

AK Taj Group is a renowned group of company in Bangladesh with seven different wings. It has a fixed customer segment in the market and a big potential market for their product. Their main SUB's are;

- Bright metal
- Taj Hurricane
- Taj melamine
- Taj electrics
- Taj housing
- Sagoon community center
- IBN SINA Diagnostic center

In 1975, Bright Metal was founded by Mr. Noor Islam in Nobabgonz Old Dhaka. It was an ornament polishing industry which mainly makes gold plated ornaments. Along with this, they produce nice pipe for umbrella.

In 1979, Mr. Noor Islam made a partnership with Mr. Kalam Ahmed and establishes a new business of hurricane. Together they named the company as The New TAJ KING Industries Pvt. Ltd.

In 2000, Taj melamine was established by Mr. Noor Islam and Mr. Kalam Ahmed. In 2004 Mr. Kalam Ahmed established the New TAJ Housing Ltd.

In 2008, Bright Metal, The New Taj King Industries Pvt Ltd, Taj Melamine Ltd and Taj Housing Ltd merged together in the name of AK TAJ Group of Companies LTD.

Sagoon community center was established in 2009. And in the year of 2012, IBN SINA came into this family.

In the year of 2012, Taj electric was also established.

Beside these, AK Taj Group has other two sister concerns named Globe Plastic Industries and Asia Plastic industries. But those are still under construction.

The acting chairman of AK Taj Group is Mr. Noor Islam and acting managing director is Md. Kamal Ahmed. Beside this, there are eight directors in this group of companies.

The corporate office of AK Taj Group is in Taj Bhaban, Road 2, Dhanmondi, Dhaka. The second corporate office is in Midford Old Dhaka. Beside this, it has its regional office in six districts and showroom in every Jela of Bangladesh.;

Strategic business units of AK Taj Group

The current subs are

- Bright metal
- Taj Hurricane
- Taj melamine
- Taj electrics
- Taj housing
- Sagoon community center
- IBN SINA Diagnostic center

A short description of these SUB's are given bellow;

Bright Metal;

AK Taj Group starts its operation with Bright Metal. Initially it was an industry producing imitation jewelry and gold plated jewelry.

They also involve in producing still rods for umbrella. 'Shorif Chata" is the main customer for their umbrella goods. Infact Bright Metal work as a backstage supplier for this kind of goods.

Bright Metal also produces stoves and kerosene ovens. They have a huge demand for these products. Sometimes they often face the challenge to supply as per demand.

They collect their necessary raw materials from China. But most raw materials are available in Bangladesh. Ship breaking yards plays the role of main supplier in this case.

Taj Hurricane;

Taj hurricane was established in 1979. Though electricity is almost avail in all over the country and China made Electric Lamps are cost effective, but Taj Hurricane still holds its position. It is surprising that, their annual production capacity is 2.5 million and they often get a positive

production variance and yet, they often fail to meet the demand. In terms of price, durability and other factors of consumer choice, Taj Hurricane is the first choice in the consumers mind.

This year, Taj Hurricane took the initiative to double its production capacity as they have specific order from BRAC and they found a new market in Myanmar.

Taj Melamine;

Taj melamine is the strongest SUB's of AK Taj Group, it was established in 2000. Right now, their yearly mark up is almost 60 core tk. Under this company, they produce all type of melamine products like spoon, plate, glass, mug, etc. they have strong distributor channel for this products too all over the country. They have the second largest plant for this type of product in this country with full automated machine.

Taj electrics;

Taj Electrics is the newest wing of AK Taj Group. It was established in 2012. Their main products are Electric Ceiling fan, Regulator, Electric switch, electric cable, etc..Though they are still in market follower, they are in the process of market challenger in this sector.

Taj Housing;

Taj housing was initially established in the name of Taj king housing ltd. In 2007 it was merged with AK Taj Group and named as Taj Housing Pvt. Ltd. They have their finished project in Dhanmondi, Lalbagh, Uttara and Banani and ongoing project in Dhanmondi, Lalbagh, Mohammadpur, Banani ,Mohakhali DOHS and Cocks Bazar. They prove themselves as a giant in this sector.

Sagoon Community Center and IBN SINA Diagnostic center;

Sagoon Community center is one of the most aristocratic community center in Bangladesh. It is situated in Lalbagh in a four stored building.

IBN Sina Diagnostic Center is also situated in lalbagh. AK Taj Group took the franchisee from Modina Medical Services in 2011. People can get quality service in a reasonable cost in this hospital.



Marketing strategies

Marketing strategy is the fundamental goal of increasing sales and achieving a sustainable competitive advantage. This process begins with analyzing the internal and external environment and finding the weakness, opportunities and threats, and ultimately the area of strength and uses it to achieve the final goal.

In my close observation, I found that when AKTaj Group launch a new product, they adopt the diversification strategy. As we know that there are four different type of diversification strategy;

Leader

Market leader is the company that holds the major share of the market. As per my analysis, AK Taj Group has no product in their product line that may put them in the market leader sector. Though they have opportunities, technical knowhow and physical machineries support, they carefully avoid themselves to become the market leader. But in respect to the metal industry, their business wing BRIGHT METAL is treated as the pioneer.

In terms of Sagoon Community Centre, they play the leading role in Old Dhaka.

Challenger

As per definition, market challenger aggressively tries to expand its market share by attacking the market leader. Right now, AK Taj Group is holding the second position in melamine exporting sector in perspective of market share. Using their strong SUBs, they aggressively bidding for more market share and playing along with competitors. Generally they don't attack the leader directly rather they prefer to attack other challengers and followers. By doing this, they try to sustain their market share.



Follower

Market follower is a runner-up firm that chooses not to rock the boat, fearing that it stands to lose more than it might gain. They just try to adopt the market practices by the leader. Generally they don't want to disturb the market leader.

Nicer

Generally AK Taj Group introduce a product as a follower and ended up as nicer or challenger. A nicer is specialized for specified market segment. In terms of Taj Electrics and Taj Housing, they are in the market nicer position.





Marketing mix

Marketing Mix contains the four P's of marketing i.e. Product, Price, Place and Promotion and the appropriate combination of those to maximize the profit. Infact, AK Taj Group diversified its business in so many different type sectors that it become easier for them to make their own marketing mix. Right now they are financially in such a condition that, if one of their wing fail to give expected result, they will not moved that much. Even in the last political unrest, they face some challenges but overcome it quickly and smoothly.

Marketing Mix



Product;

Product is the main area of strength of AK Taj Group. For their different type of product, they took product diversification strategy. Therefore, they make different type of product for all class and price.

Taj Electric, Taj Melamine and Bright Metal produces quick profit. It helps to total industry to go on. On the other hand, Taj Housing generates slow but bulk profit. Again, as AK Taj Group never compromises with their product quality, it helps to build a strong positive reputation in the customers mind. Therefore, they have loyal customer group and strong brand image.

Price;

They took different pricing strategy for their different kind of product. They took odd even pricing for their electronics and product line pricing for their melamine.

In case of electric goods, it is quite impossible to compromise with the quality. Again good quality product require good cost. Therefore odd even pricing helps to maintain the reasonable impact in the customers mind. In perspective of melamine good, people who buy a plate also buy a mug or glass and other products like rice bowl or jug and spoon of different types. Therefore line pricing strategy helps to increase the sales volume.

Again for their Housing business, they use the market skimming strategy as their target customers are the top class people of this country.

Place;

AK Taj Group uses place marketing for their Sagoon Community Center and IBN Sina Medical services.

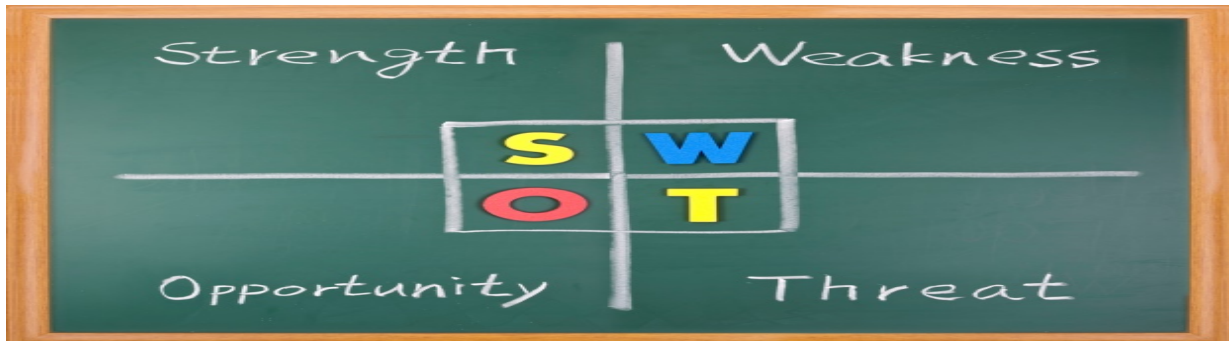
Promotion;

They took push based promotional activity for their electric and melamine wing. For Taj housing, they took market skimming strategy.

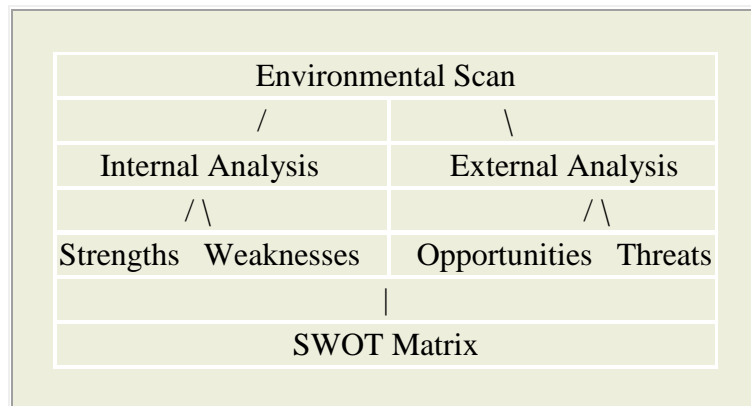


SOWT Analysis

A SWOT analysis (alternatively SWOT matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.



In a business context, the SWOT analysis enables organizations to identify both internal and external influences. Outside of business, other organizations have found much use in the method's guiding principles. Community health and development, education, and other groups have used the analysis. SWOT's primary objective is to help organizations develop a full awareness of all the factors, positive and negative, that may affect strategic planning and decision-making. This goal can be applied to almost any aspect of industry.



In case of AK Taj Group, I found some problems for conducting the SWOT Analysis as it is difficult for a diversified business organization like AK Taj Group.

However, an overall SWOT analysis on AK Taj Group is given below;

Strength;

AK Taj Group's main strengths are its resources and capabilities that they use to achieve their competitive advantage over other organizations. Their strengths include:

- AK Taj Group has their strong brand names
- There is a good reputation among customers
- They have the cost advantages from proprietary know-how
- They also have a full automated factory
- distribution networks of AK Taj Group is very much effective and efficient and their main focus on creating relations with customers.
- AK Taj Group has a strong PR network in both Govt. and non govt. sector.

Weakness

The absence of certain strengths may be viewed as a weakness. AK Taj Group has some weakness too. In my findings, the major weaknesses are;

- They do not take sufficient initiative for their patent protection
- They have some weak SUB's in their business like Asia Plastic and Globe Plastic.
- Though they have a strong brand name, in perspective of plastic industry, those are weak.
- For their specific SUB's, they have poor reputation among customers
- They use high cost structure for all their plants
- Their unit cost of production is bit higher than their rivals
- They do not have sufficient access to the best natural resources
- They have lack of access to key distribution channels in perspective of plastic industry.

Opportunities

The external environmental analysis may reveal certain new opportunities for profit and growth. In perspective of AK Taj Group, these opportunities are;

- an unfulfilled customer need
- Introducing different and diversified business wings
- Adopting the new technologies
- Tailoring regulations
- Tailoring against international trade barriers

Threats

Changes in the external environment also may present threats to the AK Taj Group. Some examples of such threats include:

- Continuous political unrest is the biggest threat for AK Taj Group. During the last political unrest, all of the production units work normally and the demand of the market was also sustainable but the major challenge was the delivery of the products. As a result, they faced problems with huge inventory.
-
- They also faced the problem of shifts in consumer tastes away from the industry products as they were not available in the market
- In perspective of Taj Malamine and Taj Electrics, they faced the problem of emergence of substitute products
- new regulations from the govt. may impose at any time.
- increased trade barriers

Tea Melamine Tabelware

WASHER
P.3



Channels used by AK Taj Group:

A number of alternate 'channels' of distribution may be available:

- Selling direct, such as via mail order, Internet and telephone sales
- Agent, who typically sells direct on behalf of the producer
- Distributor (also called wholesaler), who sells to retailers
- Retailer (also called dealer or reseller), who sells to end customers
- Advertisement typically used for consumption goods.

First the products are supplied from the factory to the main dealer at Babubazar. Then the main dealer supplies the products to the sub-dealers at 54 districts. These sub-dealers control the total distribution channel within the districts. The products are supplied from sub-dealers to the retailers. The customers can purchase either from the sub-dealer or from the retailers. The company has more than 100 retail shop all over the Bangladesh totally owned by the company.

Conclusion

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The four marketing mix elements are interrelated, decisions in one area affects the action in another. Design a marketing mix is certainly affected by whether a firm chooses to compete on the basis of price or on one or more other elements. When a firm relies on prices as its primary competitive tool, the other elements must be designed to support aggressive pricing. For example, the firms competing on the basis of price their promotional campaign likely will be built around a theme of "Low Price". In non-price competition, however, product, distribution, and/or promotional strategies come to the forefront. For instance, the product must have feature worthy of higher price, and promotion must create a high quality image for the product.

The AK Taj Group has set a combination of all the marketing mix elements. The company is trying to supply export quality products at a cheap rate than its competitors. So it is competing both on the basis of quality and price. The company is also enhancing its promotional activities to raise its sales volume and maximize profit. The company uses a short vertical distribution channel to distribute its products. At a glance to compete in a competitive market, where both domestic and international competition is present, the strategies took by AK Taj Group is a successful one.

Dealers Information

The distributor channel used by AK Taj Group is given below;

Division	District	Thana/Upazila	Total
	<u>Dhaka District</u>	1. <u>Dhamrai Upazila</u> 2. <u>Dohar Upazila</u> 3. <u>Keraniganj Upazila</u> 4. <u>Nawabganj Upazila</u> 5. <u>Savar Upazila</u>	5
	<u>Faridpur District</u>	1. <u>Alfadanga Upazila</u> 2. <u>Bhanga Upazila</u> 3. <u>Boalmari Upazila</u> 4. <u>Charbhadrasan Upazila</u> 5. <u>Faridpur Sadar Upazila</u> 6. <u>Madhukhali Upazila</u> 7. <u>Nagarkanda Upazila</u> 8. <u>Sadarpur Upazila</u> 9. <u>Saltha Upazila</u>	9

	<p><u>Gazipur District</u></p>	<ol style="list-style-type: none"> 1. <u>Gazipur Sadar Upazila</u> 2. <u>Kaliakair Upazila</u> 3. <u>Kaliganj Upazila</u> 4. <u>Kapasial Upazila</u> 5. <u>Tongi Upazila</u> 6. <u>Sreepur Upazila</u> 	<p>6</p>
	<p><u>Gopalganj District</u></p>	<ol style="list-style-type: none"> 1. <u>Gopalganj Sadar Upazila</u> 2. <u>Kashiani Upazila</u> 3. <u>Kotalipara Upazila</u> 4. <u>Muksudpur Upazila</u> 5. <u>Tungipara Upazila</u> 	<p>5</p>
	<p><u>Jamalpur District</u></p>	<ol style="list-style-type: none"> 1. <u>Baksiganj Upazila</u> 2. <u>Dewanganj Upazila</u> 3. <u>Islampur Upazila</u> 4. <u>Jamalpur Sadar Upazila</u> 5. <u>Madarganj Upazila</u> 6. <u>Melandaha Upazila</u> 7. <u>Sarishabari Upazila</u> 	<p>7</p>
	<p><u>Kishoreganj District</u></p>	<ol style="list-style-type: none"> 1. <u>Astagram Upazila</u> 2. <u>Bajitpur Upazila</u> 3. <u>Bhairab Upazila</u> 4. <u>Hossainpur Upazila</u> 5. <u>Itna Upazila</u> 6. <u>Karimganj Upazila</u> 7. <u>Katiadi Upazila</u> 8. <u>Kishoreganj Sadar Upazila</u> 9. <u>Kuliarchar Upazila</u> 	<p>13</p>

		<ul style="list-style-type: none"> 10. <u>Mithamain Upazila</u> 11. <u>Nikli Upazila</u> 12. <u>Pakundia Upazila</u> 13. <u>Tarail Upazila</u> 	
	<u>Madaripur District</u>	<ul style="list-style-type: none"> 1. <u>Rajoir Upazila</u> 2. <u>Madaripur Sadar Upazila</u> 3. <u>Kalkini Upazila</u> 4. <u>Shibchar Upazil</u> 	4
	<u>Manikganj District</u>	<ul style="list-style-type: none"> 1. <u>Daulatpur Upazila</u> 2. <u>Ghior Upazila</u> 3. <u>Harirampur Upazila</u> 4. <u>Manikgonj Sadar Upazila</u> 5. <u>Saturia Upazila</u> 6. <u>Shivalaya Upazila</u> 7. <u>Singair Upazila</u> 	7
	<u>Munshiganj District</u>	<ul style="list-style-type: none"> 1. <u>Gazaria Upazila</u> 2. <u>Lohaganj Upazila</u> 3. <u>Munshiganj Sadar Upazila</u> 4. <u>Sirajdikhan Upazila</u> 5. <u>Sreenagar Upazila</u> 6. <u>Tongibari Upazila</u> 	6
	<u>Mymensingh District</u>	<ul style="list-style-type: none"> 1. <u>Bhaluka Upazila</u> 2. <u>Dhobaura Upazila</u> 3. <u>Fulbaria Upazila</u> 4. <u>Gaffargaon Upazila</u> 5. <u>Gauripur Upazila</u> 6. <u>Haluaghat Upazila</u> 7. <u>Ishwarganj Upazila</u> 	

		8. <u>Mymensingh Sadar Upazila</u> 9. <u>Muktagachha Upazila</u> 10. <u>Nandail Upazila</u> 11. <u>Phulpur Upazila</u> 12. <u>Trishal Upazila</u>	12
	<u>Narayanganj District</u>	1. <u>Araihazar Upazila</u> 2. <u>Bandar Upazila</u> 3. <u>Narayanganj Sadar Upazila</u> 4. <u>Rupganj Upazila</u> 5. <u>Sonargaon Upazila</u> 6. <u>Fatullah Upazila</u> 7. <u>Siddhirganj Upazila</u>	
	<u>Narsingdi District</u>	1. <u>Belabo Upazila</u> 2. <u>Monohardi Upazila</u> 3. <u>Narsingdi Sadar Upazila</u> 4. <u>Palash Upazila</u> 5. <u>Raipura Upazila, Narsingdi</u> 6. <u>Shibpur Upazila</u>	
	<u>Netrokona District</u>	1. <u>Atpara Upazila</u> 2. <u>Barhatta Upazila</u> 3. <u>Durgapur Upazila</u> 4. <u>Khaliajuri Upazila</u> 5. <u>Kalmakanda Upazila</u> 6. <u>Kendua Upazila</u> 7. <u>Madan Upazila</u> 8. <u>Mohanganj Upazila</u> 9. <u>Netrokona Sadar Upazila</u>	

		10. <u>Purbadhala Upazila</u>	
	<u>Rajbari District</u>	<ol style="list-style-type: none"> 1. <u>Baliakandi Upazila</u> 2. <u>Goalandaghat Upazila</u> 3. <u>Pangsha Upazila</u> 4. <u>Rajbari Sadar Upazila</u> 5. <u>Kalukhali</u> 	
	<u>Shariatpur District</u>	<ol style="list-style-type: none"> 1. <u>Bhedarganj Upazila</u> 2. <u>Damudya Upazila</u> 3. <u>Gosairhat Upazila</u> 4. <u>Naria Upazila</u> 5. <u>Shariatpur Sadar Upazila</u> 6. <u>Zanjira Upazila</u> 7. <u>Sakhipur Upazila</u> 	
	<u>Sherpur District</u>	<ol style="list-style-type: none"> 1. <u>Jhenaigati Upazila</u> 2. <u>Nakla Upazila</u> 3. <u>Nalitabari Upazila</u> 4. <u>Sherpur Sadar Upazila</u> 5. <u>Sreebardi Upazila</u> 	
	<u>Tangail</u>	<ol style="list-style-type: none"> 1. <u>Gopalpur Upazila</u> 2. <u>Basail Upazila</u> 3. <u>Bhuapur Upazila</u> 4. <u>Delduar Upazila</u> 	

	<u>District</u>	<ol style="list-style-type: none"> 5. <u>Ghatail Upazila</u> 6. <u>Kalihati Upazila</u> 7. <u>Madhupur Upazila</u> 8. <u>Mirzapur Upazila</u> 9. <u>Nagarpur Upazila</u> 10. <u>Sakhipur Upazila</u> 11. <u>Dhonbari Upazila</u> 12. <u>Tangail Sadar Upazila</u> 	
<u>Rajshahi Division</u>	<u>Bogra District</u>	<ol style="list-style-type: none"> 1. <u>Adamdighi Upazila</u> 2. <u>Bogra Sadar Upazila</u> 3. <u>Dhunat Upazila</u> 4. <u>Dupchanchia Upazila</u> 5. <u>Gabtali Upazila</u> 6. <u>Kahaloo Upazila</u> 7. <u>Nandigram Upazila</u> 8. <u>Sariakandi Upazila</u> 9. <u>Sahajanpur Upazila</u> 10. <u>Sherpur Upazila</u> 11. <u>Shibganj Upazila</u> 12. <u>Sonatala Upazila</u> 	
	<u>Joypurhat District</u>	<ol style="list-style-type: none"> 1. <u>Akkelpur Upazila</u> 2. <u>Joypurhat Sadar Upazila</u> 3. <u>Kalai Upazila</u> 4. <u>Khetlal Upazila</u> 5. <u>Panchbibi Upazila</u> 	

	<u>Naogaon District</u>	<ol style="list-style-type: none"> 1. <u>Atrai Upazila</u> 2. <u>Badalgachhi Upazila</u> 3. <u>Manda Upazila</u> 4. <u>Dhamoirhat Upazilla</u> 5. <u>Mahadevpur Upazila</u> 6. <u>Naogaon Sadar Upazila</u> 7. <u>Niamatpur Upazila</u> 8. <u>Patnitala Upazila</u> 9. <u>Porsha Upazila</u> 10. <u>Raninagar Upazila</u> 11. <u>Sapahar Upazila</u> 	
	<u>Natore District</u>	<ol style="list-style-type: none"> 1. <u>Bagatipara Upazila</u> 2. <u>Baraigram Upazila</u> 3. <u>Gurudaspur Upazila</u> 4. <u>Lalpur Upazila</u> 5. <u>Natore Sadar Upazila</u> 6. <u>Singra Upazila</u> 	
	<u>Nawabganj District</u>	<ol style="list-style-type: none"> 1. <u>Bholahat Upazila</u> 2. <u>Gomastapur Upazila</u> 3. <u>Nachole Upazila</u> 4. <u>Nawabganj Sadar Upazila</u> 5. <u>Shibganj Upazila, Nawabganj</u> 	
	<u>Pabna District</u>	<ol style="list-style-type: none"> 1. <u>Atgharia Upazila</u> 2. <u>Bera Upazila</u> 3. <u>Bhangura Upazila</u> 4. <u>Chatmohar Upazila</u> 5. <u>Faridpur Upazila</u> 	

		<ol style="list-style-type: none"> 6. <u>Ishwardi Upazila</u> 7. <u>Pabna Sadar Upazila</u> 8. <u>Santhia Upazila</u> 9. <u>Sujanagar Upazila</u> 	
	<p><u>Rajshahi District</u></p>	<ol style="list-style-type: none"> 1. <u>Bagha Upazila</u> 2. <u>Bagmara Upazila</u> 3. <u>Charghat Upazila</u> 4. <u>Durgapur Upazila</u> 5. <u>Godagari Upazila</u> 6. <u>Mohanpur Upazila</u> 7. <u>Paba Upazila</u> 8. <u>Puthia Upazila</u> 9. <u>Tanore Upazila</u> 	
	<p><u>Sirajgonj District</u></p>	<ol style="list-style-type: none"> 1. <u>Belkuchi Upazila</u> 2. <u>Chauhali Upazila</u> 3. <u>Kamarkhanda Upazila</u> 4. <u>Kazipur Upazila</u> 5. <u>Raiganj Upazila</u> 6. <u>Shahjadpur Upazila</u> 7. <u>Sirajgonj Sadar Upazila</u> 8. <u>Tarash Upazila</u> 9. <u>Ullahpara Upazila</u> 	

<u>Rangpur Division</u>	<u>Dinajpur District</u>	<ol style="list-style-type: none"> 1. <u>Birampur Upazila</u> 2. <u>Birganj Upazila</u> 3. <u>Biral Upazila</u> 4. <u>Bochaganj Upazila</u> 5. <u>Chirirbandar Upazila</u> 6. <u>Phulbari Upazila, Dinajpur</u> 7. <u>Ghoraghat Upazila</u> 8. <u>Hakimpur Upazila</u> 9. <u>Kaharole Upazila</u> 10. <u>Khansama Upazila</u> 11. <u>Dinajpur Sadar Upazila</u> 12. <u>Nawabganj Upazila, Dinajpur</u> 13. <u>Parbatipur Upazila</u> 14. <u>Manmathapur Upazila</u> 	
	<u>Gaibandha District</u>	<ol style="list-style-type: none"> 1. <u>Phulchhari Upazila</u> 2. <u>Gaibandha Sadar Upazila</u> 3. <u>Gobindaganj Upazila</u> 4. <u>Palashbari Upazila</u> 5. <u>Sadullapur Upazila</u> 6. <u>Sughatta Upazila</u> 7. <u>Sundarganj Upazila</u> 	
	<u>Kurigram District</u>	<ol style="list-style-type: none"> 1. <u>Bhurungamari Upazila</u> 2. <u>Char Rajibpur Upazila</u> 3. <u>Chilmari Upazila</u> 4. <u>Phulbari Upazila, Kurigram</u> 5. <u>Kurigram Sadar Upazila</u> 6. <u>Nageshwari Upazila</u> 7. <u>Rajarhat Upazila</u> 8. <u>Raomari Upazila</u> 9. <u>Ulipur Upazila</u> 	

	<p><u>Lalmonirhat District</u></p>	<ol style="list-style-type: none"> 1. <u>Aditmari Upazila</u> 2. <u>Hatibandha Upazila</u> 3. <u>Kaliganj, Tushbhandar</u> 4. <u>Lalmonirhat Sadar Upazila</u> 5. <u>Patgram Upazila</u> 	
	<p><u>Nilphamari District</u></p>	<ol style="list-style-type: none"> 1. <u>Dimla Upazila</u> 2. <u>Domar Upazila</u> 3. <u>Jaldhaka Upazila</u> 4. <u>Kishoreganj Upazila</u> 5. <u>Nilphamari Sadar Upazila</u> 6. <u>Saidpur Upazila</u> 	
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		<ol style="list-style-type: none"> 8. <u>Mirsharai Upazila</u> 9. <u>Patiya Upazila</u> 10. <u>Rangunia Upazila</u> 11. <u>Raozan Upazila</u> 12. <u>Sandwip Upazila</u> 13. <u>Satkania Upazila</u> 14. <u>Sitakunda Upazila</u> 	
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