

Internship Report

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POTENTIALITY OF PHILIPS DOMESTIC APPLIANCES PRODUCTS (DAP) IN BANGLADESH

Submitted To:

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September 7th, 2006

To

Ashique Khan

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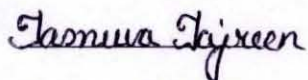
Subject: Submission of the Internship Report.

Dear Sir,

It is my privilege to submit the internship report on September 7th, 2006 on “*Potentiality of Philips Domestic Appliances in Bangladesh*” which was assigned to me as part of my internship requirement. This helped me to learn how to conduct a research in this field and also a lot to get a practical exposure of the field of Bangladesh Electronics market in a real business or corporate world.

I will be glad to furnish you with any clarification and provide any additional information if necessary.

Thank you,



Tasnuva Tajreen

Acknowledgement

First of all, I am thankful to all my teachers, my advisors **Ms. Farzana Choudhury**, faculty supervisor **Mr. Ashique Khan** for helping me to successfully accomplish my internship program. So I would like to thank them for their excellent guidance through precious and personal advice and support. Then my cordial thanks go to my supervisor in Transcom Electronics Limited **Mr. Rawnak F. Khan** for giving me this opportunity to work on such a motivating and organized corporation. While doing this term paper I actually had to explore and learn about the electronics market of Bangladesh. . Some time I was very confused about my plan but his idea showed me the way out to prepare my report and also to complete my other responsibilities as an intern. I would also thank to the other colleagues of the Marketing Department for providing their excellent advice and support in this twelve-week period of time.

Also I want to thank some of my fellow interns for their cooperation.

However, I thank All-Mighty Allah the most because he blessed me by making me what I am today.

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EXECUTIVE SUMMARY:

Success factors are those elements that determine whether a company succeeds or fails in a given industry. That varies greatly by industry. Some examples of possible success factors include quick response to market changes, a complete product line, fair prices, excellent product quality or performance, knowledgeable sales support, a good record for deliveries, solid financial standing, or a strong management team. The reason for identifying success factors is that it will help lead the organization to areas where it can establish competitive advantages. The first step is to determine whether or not the company possesses each success factor identified. The relentless pursuit for excellence, the urge to never stand still, to never slow down and to never stop thinking; Philips believes in constant innovation and progress. On the back of a strong product line-up, they accelerated growth and increased profitability. Philips which is a more focused group, able to deliver consistent performance while continuing its transformation into a market-driven lifestyle and technology company their innovative products enhance people's lives, giving them easy access to quality of life benefits. Doing this in a simple and straightforward way illustrates what their slogan mean by "sense and simplicity". In the growth initiatives of Philips, emerging markets and sustainability will be key focus elements because it both makes great business sense and because it perfectly fits with their mission "to improve the quality of people's lives". The company itself knows that it must create conditions where entrepreneurship, measured risk-taking and creativity all come together in a climate where everyone gives of their best. So for the company had been have been refining their approach to sustainable business and building new markets. This is in keeping with their commitment to improving the quality of people's lives with sustainability as a cornerstone of company's strategy. It's about creating value. So that why Philips always concentrating on new distribution channels and different business models where the latest technologies can spread fastest. Their determination to develop business in these markets – how to get people the products or services they need in a viable business model that also contributes to their economic growth. That why Philips decided to launch domestic appliances in 2003 in this promising Bangladeshi Electronic market where a great amount of potentiality has been required to meet with their

organization's policies and strategies in terms of creating value of their products. So they had launched the wave of their brand positioning campaign, giving the stakeholders a vision of how "sense and simplicity" is shaping their company as well as the future growth and success. The company itself have gained some good momentum and confident of meeting targets, which include embedding sustainability throughout the organization and also for Transcom Electronics Limited (TEL).

THE ORGANIZATION:

Transcom Group

Originated with tea plantation in 1885 and its today one of the leading and fastest growing diversified business houses in Bangladesh. Employing over 5000 people .not many industrial groups in Bangladesh can claim a history of continuous business pursuits stretching back over 100 years. Initially tea and later jute formed the backbone of the family business. Although these are still part of the activities, they contribute marginally to the overall group turnover.

These early industrial ventures have moved over to businesses involved in high-tech manufacturing, international trading and distribution, forming strong ties with a host of blue chip multinational companies.

In recent years TRANSCOM has emerged as an increasingly significant media house in Bangladesh.

TRANSCOM LTD

This is the flagship and holding company of the Transcom enterprise.

Transcom electronics ltd

PHILIPS

Koninklijke Philips Electronics N.V. (the 'Company' or 'Royal Philips Electronics') is the parent company of the Philips Group ('Philips' or the 'Group'). Its shares are listed on the stock markets of Euronext Amsterdam and the New York Stock Exchange. For over 110 years Philips has been improving people's lives with pioneering innovations.

In 1891 the Company was founded to manufacture cost-effective, reliable light bulbs. Today, Philips lights world-famous landmarks like the Pyramids of Giza, the Golden



Gate Bridge and the Times Square New Year's Eve Ball. The Company produced test television signals in 1925 and demonstrated television to the public in 1928 21 years

Before the Dutch government officially introduced television to the public. In 1998, Philips acquired ATL Ultrasound, marking the beginning of a three-year acquisition period that made the Company one of the largest medical technology companies in the world.

In 2003, Philips was awarded the No. 1 ranking in its market sector in the Dow Jones Sustainability Index. This reflects the Company's world-class leadership in social, economic and environmental responsibility. Today, Philips is committed to building upon this heritage to improve the quality of life in the 21st century. Philips engages from time to time in cooperative activities with other companies. The performance of unconsolidated companies has a major impact on the performance of the Philips Group. Strategic alliances are also important to Philips In total, at the end of 2005; Philips had approximately 15-production site in 2 countries, sales and service outlets in approximately 150 countries, and some 159,000 employees.

For over 110 years, since Philips's founding as a manufacturer of light bulbs in 1891, their technology has been simplifying and enriching people's lives. Philips's innovations have led to significant breakthroughs in, for example, medical imaging, television, lighting, optical technology and integrated circuits. Building upon this heritage, they remain committed to applying their understanding of how people interact with technology to deliver advanced yet user-friendly products and services that meet people's everyday needs.

The company is the official licensee of Philips electronics N.V. Holland for lighting products, radio and TV sets in Bangladesh. The lighting division distributes Philips lighting products to over 45,000 outlets all over the country through an exclusives dealer network .a separated professional lighting team handles energy saving, special applications and sports lighting. The consumer electronics division distributes Philips televisions, radios, music systems and domestic appliances.

WHIRLPOOL

Since 1911, Whirlpool Corporation has grown from humble beginnings to a global enterprise with manufacturing locations on every major continent, 68,000 employees worldwide, and the leading brands in major home appliances. Whirlpool has grown to the leadership position within the global appliance industry thanks to a keen understanding of our customers' needs and a firm commitment to addressing those requirements through our superb brands, products and services.

Whirlpool Corporation arrived in the new century and millennium as the world's leading manufacturer and marketer of major home appliances. Today, Whirlpool's global platform provides our operations with resources and capabilities no other manufacturer can match and with brands that consumers trust.

Based on the continuing success of the company's global innovation process, which began in 1999, Whirlpool has introduced unique product innovations to consumers worldwide. Over the last three years, Whirlpool has built and embedded within its global enterprise the skills and capabilities required to discover, develop and rapidly bring to market true innovation. These innovations are giving the company's global brands a sustainable competitive advantage in the marketplace and creating value for customers, trade partners and shareholders.

Transcom is the authorized sole distributor in Bangladesh for whirlpool USA .the products includes refrigerators, freezers, washing machines, microwave ovens and other domestic's appliances.

CHANGHONG

Changhong Founded in 1958, Changhong Group has developed into one of the world's most competitive consumer electronics solutions and services suppliers, with about 30 percent of its products exported to international markets. , Changhong has established an open and independent innovation system by coordinating its global advantageous resources and relying on the Changhong state-level technology center. The company fully

integrates global information technology and upgrades its R&D capabilities to successfully establish a perfect global consumer electronics technology innovation platform. This has enabled Changhong to transform from a conventional home appliance manufacturer.

Service First, Credible Security. Changhong commit to create high-class products and high-quality service

Commercial Reputation is the comprehensive reflection of their high-quality products, fast and efficient service, market size and high popularity. This is the whole impression of CHANGHONG on the customers. It is accumulated bit by bit and is the foundation of keeping the business forever.

Color television from china's largest manufacturer CHANGHONG is marketed TEL in Bangladesh.

TRANSTEC

To meet changing consumer preferences and to supply quality products in different market segments. TEL launched a new brand TRANSTEC for the Bangladesh market, under which it is marketing light bulbs, flourcents tube lights, dry cells batteries and other electrical accessory items.

SHOWROOMS:

The company has showrooms all over the country. There are a total of 20 showrooms in the country, among which 10 showrooms are in Dhaka. The locations of the showrooms are given below:

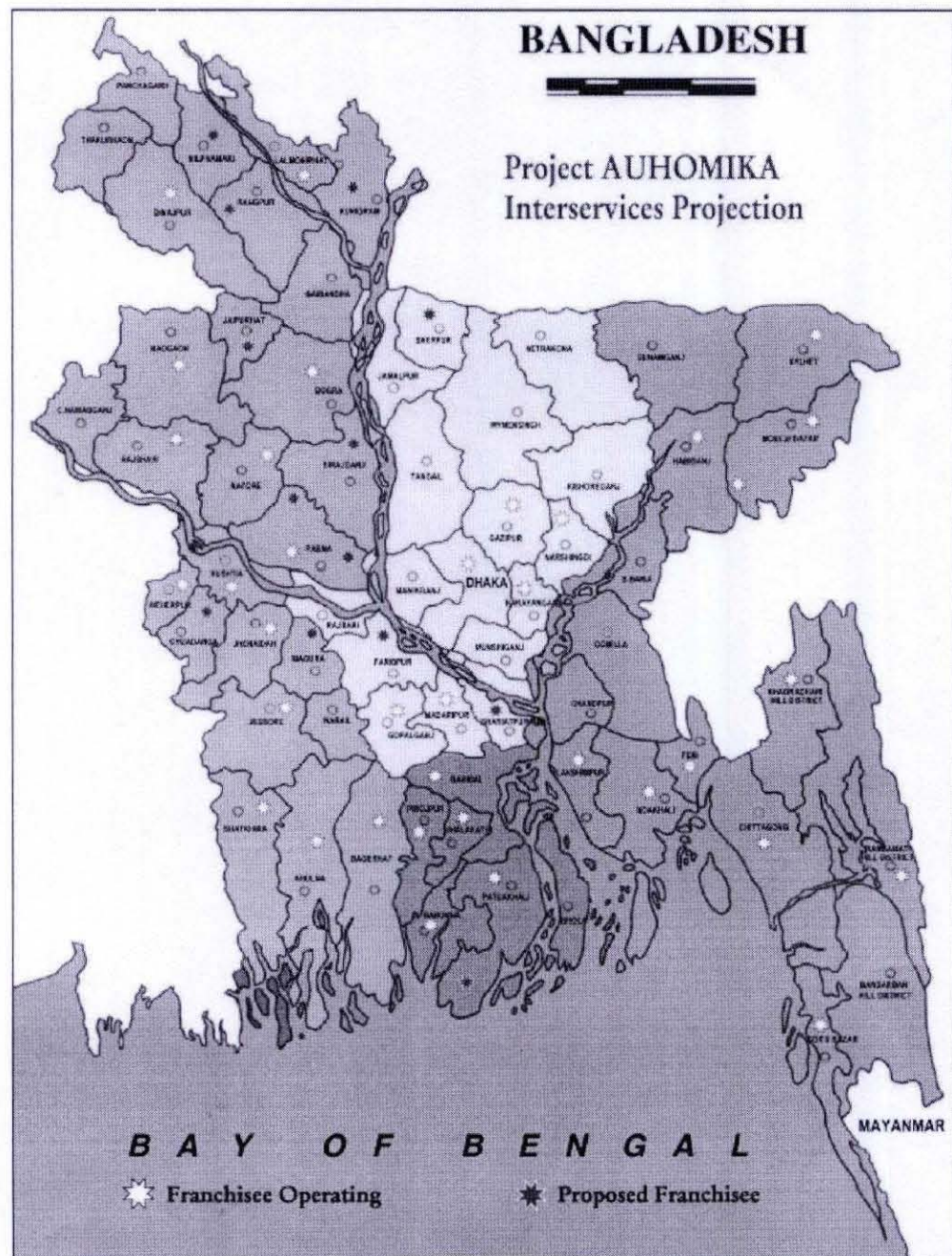
1. Kawran Bazaar
2. Gulshan(2 showrooms)
3. Dhanmondi
4. Badda
5. Mohakhali
6. Uttara
7. Gazipur

8. Savar
9. Rokeya Sharani
10. Jessore
11. Khulna
12. Chittagong (2 showrooms)
13. Bogra
14. Syedpur
15. Sylhet
16. Rajshahi
17. Moulovi Bazaar (under construction)
18. Comilla (under construction)

EMPLOYEES:

Transcom Electronics Limited (TEL) has about 153 officers and about 33 employees who are permanent in TEL. Other than these employees there are also contractual employees.

DISTRIBUTION NETWORK:



SERVICE OFFERINGS:

Bangladesh Lamps Ltd (BLL)

BLL is the pre-eminent manufacturer of electric light bulbs in the country. The company has an exclusive licensing agreement with PHILIPS electronics N.V. Holland, under which it manufactures Phillips lighting products. BLL was incorporated in 1960 as a subsidiary of Philips Holland in March 1993, Philips sold its entire shares to Transcom.

Bangladesh Electrical Industries Ltd (BEL)

BEIL is the official licensee of Philips electronics N.V. Holland. . The company was incorporated in 1960 as a subsidiary of Philips Holland .in march 1993; Philips sold its entire shares to Transcom.

Eskayef Bangladesh ltd

The company which was incorporated in 1980 as a subsidiary of smith Kline & French USA was acquired by Transcom in 1990

- Expert formulation development
- Exhaustive and valid testing
- Highest standard of manufacture
- Guarantee of quality
- Chain of trust from product development to prescription.

Since its inception in 2001, animal health & nutrition division runs with the same motto “exclusive through quality”

- Well equipped modern quality control laboratory
- Foreign collaboration for highly technical products
- Veterinary therapeutics and veterinary nutrition products for livestock, poultry and fish.

Transcom Distribution Co. Ltd (TDC)

TDC has the largest independent distribution setup in Bangladesh with full infra structural facilities provided by a countrywide network of branch offices with warehouses and delivery vans.

The company distributes quality pharmaceutical products manufactured by ORGANON, SERVIER, ESKAYEF and laboratory equipment and diagnostics reagents from BIOME'RIEUX and BECKMAN COULTER

TDC also markets and distributes color cosmetics, skin and hair care products from L'ORE'AL paris.MAYBELLINE New York and GARNIER .it also markets professional products sold exclusively through hair saloons under the brand name L'Oreal PROFESSIONEEL.

TDC exclusively markets and distributes the world's no 1 potato chips LAYS and other salted snacks from Frito lay.

Transfin Trading Ltd

Transfin is the sole distributor of SANYO Japan, marketing refrigerators, freezers, microwave ovens, washing machines, air-conditioners, Televisions etc.



Trinco Limited

Trinco is the sole distributor of DAEWOO ELECTRONICS Korea. It markets DAEWOO televisions, washing machines, microwave ovens, audio and video equipments.



Transcom Foods Ltd (TFL)

TFL is the franchisee of pizza hut and KFC for Bangladesh, both being the most popular brands of YUMI international with over 30000 restaurants worldwide.

Tea Holdings Ltd

THL is an exporter of Tea, Jute goods and Petroleum products. It is also involved in warehousing, import and sales of agricultural commodities. It has been awarded the Presidents Export Trophy for outstanding export performance. The company markets and distributes phone and IT network components from KRONE Germany. The company represents VITOL Switzerland and Singapore for petroleum products.



KRONE
JENOPTIK GROUP



Transcom Beverages Limited (TBL)

The company is the exclusive Pepsi franchisee for Bangladesh. TBL owns and operates modern plants in Dhaka, Chittagong and Bogra for bottling pepsi7up, Mountain dew Slice, Miranda and soda.

Beverage distribution limited is the distribution arm through which all Pepsi products are distributed all over Bangladesh.

Media Star Ltd

Prothom Alo the largest circulated daily newspaper in the country has established itself as an independent and respected voice in the field of journalism in Bangladesh.

Transcraft ltd

A high speed, modern printing and packaging facility

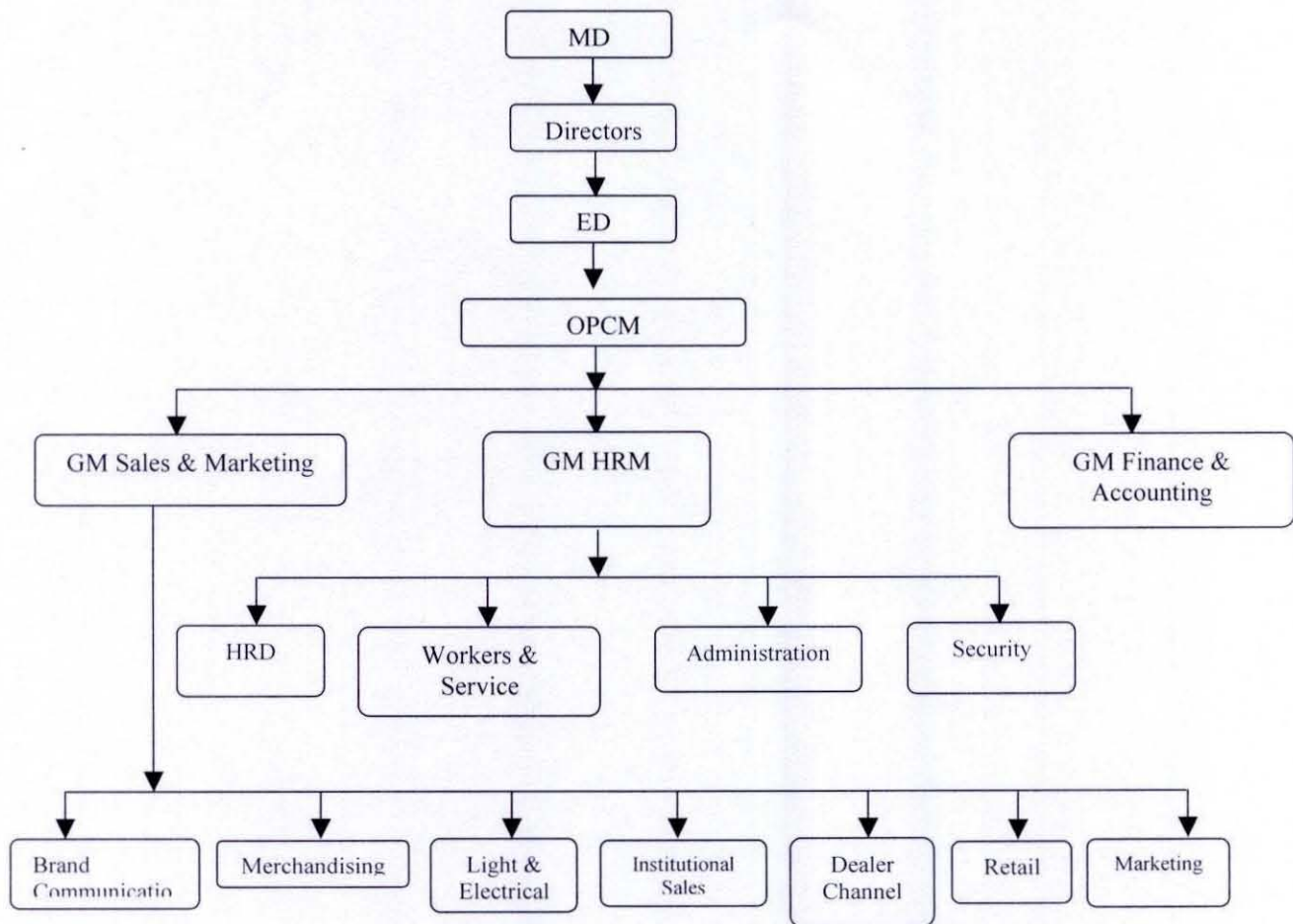
Associations

MEDIAWORLD ltd

The daily star is the leading and most quoted English newspaper in Bangladesh. The company also published the Bengali Shaptahik2000 a quality political and current affairs weekly and Anondodhara the premier film and entertainment fortnightly.

Reliance insurances Ltd is also another associates of Transcom.

Operation network Organogram:



VISION FOR THE FUTURE

The combination of consumer insights and technology know-how, Transcom electronics ltd is in well positioned to deliver the kinds of solutions that will delight consumers and secure leadership positions in these markets. They can also see tremendous potential for new product/service categories in the areas where the domains converge. Inspired by their mission to improve the quality of people's lives through the timely introduction of meaningful technological innovations, and resolved to exploit the potential outlined above, they have embarked upon a journey of transformation as fundamental as anything the company has experienced in its history.transcom– a focused, market-driven company geared to delivering sustained profitable growth. The company is all about unlocking synergies. The belief that by working together they can create more value than the sum of the parts that by working together they can achieve further growth. In essence, Transcom is a mindset and a way of working focused on maximizing value creation for the company and customers by leveraging their competencies and resources across the areas of healthcare, lifestyle and technology.

Understanding the markets and the needs of their customers is the starting point for innovation and entrepreneurship. And they are continuing to engage in partnerships in new fields and in new ways. It is their belief that socially and environmentally responsible behavior contributes to sustained profitable growth and value creation. Transcom engages from time to time in cooperative activities with other companies. The performance of unconsolidated companies has a major impact on the performance of the Transcom Group. Strategic alliances are also important to Transcom.

Job Details

Nature of the job

The internship program is a requirement to get BBA degree. As part of my internship program I was assigned to complete my organizational attachment at Transcom Electronics Ltd. I have started the internship there from June 01, 2006 and after 12 weeks of practical exposure, under the supervision of Mr. Rawnak F. Khan of Transcom Electronics Ltd and faculty supervisor Mr. Ashique Khan my attachment will be complete. I am posted under the Department of Brand Communication.

The Department of Brand Communication deals with the overall communication process and also branding their entire product lines towards their potential and regular customers, which includes various corporate institutions, as well as the single customer also. My primary job in this department is to conduct a research on one of their flagship brand Philips's domestic appliances (DAP) and also to find out some basic facts about the market of electronics in Dhaka.

Specific Responsibilities of the job:

My primary job was to be done with the assigned research within the deadline. But as it was the internship program where I have to be proverbial with some corporate dealings, so I had to do various official activities within the department which are as follows:

1) Media

- Sourcing
- PR
- Planning > Negotiating

2) PR Activities

- Press
- Electronic Channel
- Person/ Individuals

3) Outdoor

- Co-ordination
- Cost estimate
- Approval

4) Documentation

- Filing of Designs
- Filing of Approvals

5) Bill Clearing

- Checking Monthly newspaper Bills (Campaigns, regular ads, panels)
- Clearing Monthly Newspaper Bills
- Checking Wall painting Bills
- Clearing Bills
- Checking & Clearing all kinds of Newspaper advertisement bills sent from Marketing department

6) Newspaper Ads

- Planning insertions according to budget
- Negotiations and booking
- Planning monthly panel insertions.

As an intern the job is not limited within the department of its own. So I had got involved in other department's job for own good. I was sometime involved with the Institution Business department and performed various jobs

PROJECT:

Objective of the study

The objective of the internship program is to get acquainted with the real life organization and to understand and observe the applications of the theoretical learning acquired in the BBA program. In this regard, this study is conducted to observe the business and organization of Transcom electronics, and how various departments are interrelated to each other and help the company in operating smoothly. So to complete my assigned job I have some objectives to be fulfilled.

Broad Objective: Potentiality of Philips domestic appliances in Bangladesh

To successfully satisfy the broad objective, some specific objectives should be carried out. These are small queries and aggregation of those will answer the whole or broad query. The specific objectives are:

- To understand the market in terms of competition and major players
- To find out customer's opinion about Philips's domestic appliances products (DAP).
- To find out SWOT of Philips DAP items
- To analyze Philips's competitive position in domestic products market

Methodology

For this research, information is collected from both primary and secondary sources.

Empirical study

For collecting primary data, the following methods are

Visits & Observations

The renowned markets (e.g. new market, eastern plaza, elephant road), showrooms are being visited to understand when the free time of the potential customer is.

Further, the customer pattern, the peak and the off peak hours are also being identified for further analysis. Random sampling has been done to divide the whole customer base into different demography.

In-depth

The storeowners/retailers in the large markets, Showroom's Managers, Marketing Executives and Sales Managers are considered experts in their fields. One of the reasons for using depth interview is the unfamiliarity of the target audience regarding structured questionnaire.

A well-prepared and structured questionnaire is being used for gathering information from customers and competitors companies (i.e.: Singer, Samsung, and Siemens). Before arriving at final design of the instrument it had been pre-tested. After pre-testing the instrument necessary changes, if required were brought. Instrument of this study is included at the end of the proposal.

Further information about the lifestyles of the target audience (with particular notice to media habits & acquiring market knowledge regarding the benefits expected) can best be acquired through an unstructured depth interview with open ended questions which are attached with the questionnaire.

The following cautions are being exercised while conducting the in-depth Interview:

- Avoided appearing superior and put the respondent at ease.
- Asked questions in an informative manner
- Did not accept brief yes or no answers
- Probed the respondent.

The Secondary Resources

Some secondary information was used in understanding the media habits of the target audience. This information was supplemented with the primary research findings to generate a stronger base for the findings. As secondary sources reports, price lists, brochures, guarantor forms and other publications on the companies will be used.

Scope of the Study

Targeting the potential customers of Dhaka City is only operating the research. All background information related to the research and potential customers are a part of the study. Some implications of other marketing tools have become a part in relevance but they are not the core part of the report.

Limitations

- Accesses to all the information of my desire are not readily available and sometimes they are too sensitive to be gathered.
- In the pre-testing phase of the questionnaire, too much time is being taken to fill out the questionnaire. Sometime the respondents are so reluctant to give any information. So this created discomfort while doing the survey. Later on the methodology of the report had to be altered to a user-friendlier manner to gather crucial information.
- It was very difficult to analyze the unstructured information gathered.

CHAPTER 1

1.0: About Philips Domestic Appliances Products (DAP)

A major appliance is a large machine which accomplishes some routine housekeeping task, which includes purposes such as cooking, food preservation, or cleaning, whether in a household, institutional, commercial or industrial setting. An appliance is differentiated from a plumbing fixture because it uses an energy input for its operation other than water (generally, electricity). And this appliance has made the life of people of the whole world straightforward, time consuming as well as up to date. Among various manufacturing companies operating globally Philips is one of the most prominent “home maker” due to their product’s serviceability .now a days it has become as the brand parent company in the domestic appliances markets.

Technology exists to help make our lives easier and more productive. So why is it so often such a hassle, full of complexity and frustration? At Philips, we believe that technology should be as simple as the box it comes in. It's this very simplicity that transforms a task into an opportunity, a burden into a pleasure. This is why we are committed to delivering products and solutions that are easy to experience, designed around you and advanced

In Philips, Domestic Appliances and Personal Care employs approximately 8,200 people worldwide and operates in five business areas: Shaving & Beauty; Home Environment Care; Food & Beverage; Oral Healthcare and Consumer Health and Wellness. It maintains sales and service organizations in 60 countries and runs manufacturing operations in the Netherlands, Austria, Poland, the USA, Brazil, China and Singapore.

The development and production of innovative systems is necessary to Philips DAP in order to keep ahead of its advancing competitors. However, this must happen more rapidly and also better, because consumers constantly have more expectations. In order to achieve this it is essential to coordinate process and product development properly, but particularly in line with consumer requirements.

Strategic alliances are an important part of business at Philips. They enable Philips to bring new products to the market that the company would not have been able to develop on our own. Philips combines with a number of leading global companies to build advanced products and services that touch the lives of people everyday. At Philips they have over 30 partnerships with other market leaders in their fields. So in Bangladesh they gave the official licensee to Transcom electronics limited (TEL) to distribute their domestic appliances products (DAP) in this new emerging profitable market of Bangladesh. So to promote those products in this rapidly growing market TEL have taken some initiative to rearrange their mission, values and business strategies specifically for the domestic appliances product, which are as follows:

Mission

To improve the quality of people's lives through the timely introduction of meaningful technological innovations.

Values

- Delight customers
- Deliver on commitments
- Develop people
- Depend on each other

Brand promise

The brand promise is 'Sense and simplicity'. It encapsulates the commitment to delivering products and solutions that are advanced, easy to use, and designed to meet the needs of all users, wherever in the country they may be.

Strategy

- Increase profitability through re-allocation of capital towards opportunities offering more consistent and higher returns
- Leverage the Philips brand and their core competencies in lifestyle and technology to grow in selected categories and geographies
- Build partnerships with key customers and suppliers, both in the business-to-business and business-to-consumer areas
- Continue to invest in maintaining world-class innovation and leverage our strong intellectual property position
- Strengthen leadership competencies
- Drive productivity through business transformation and operational excellence

1.1: Products Offer in Bangladesh Market:

❖ **Philips Domestic Appliances**

Sandwich Maker 4 Slice (HD 2400)

- Auto clamping integrated in the handle
- High grade non-stick coated plates for easy cleaning

Mixer With Bowl (HR 1565) Cucina

- 3 Speed setting
- Beaters & dough hooks
- 350w power

Blender With Mill Attachment (HR 1791)

- Power: 500w
- Serrated stainless steel blade
- Circuit breaker for safety

Electric Rice Cooker (HD 4502/HD 4702)

- Non-stick coating inner pot
- Capacity 1.8 lit
- Steam function

Compact Toaster (HD 4815)

- Compact 2-slot toaster
- 7-position electronic timer
- Cancel function

Oven Toaster (HD 4458)

- Detachable grid for ease of cleaning
- Built in thermostat to regulate temperature
- Even heat distribution

Kettle (HD 4399) Comfort

- 900w cordless jug
- 0.8L capacity
- 3 level safety system

Dry Iron (GC 146)

- Dupont Silverstone Soleplate (Non stick)
- Pilot lamp for temperature setting
- Swivel for freedom of movement

Steam Iron (GC 1115)

- Dynaglide soleplate
- Steam output of 15g
- Spray function

Dry Iron (1172)

- Ultralight weight
- Corrosion-free

Compact Hair Dryer (HP 4812)

- 2 heat/speed settings
- 1000w

Infraphil Lamp-150w (HP 3616)

- Special incandescent element
- Stimulates blood circulation
- Warmth transmitting filter
- Practical positioning of the lamp

Daisy Handheld Vacuum Cleaner (FC 6047)

- LED charging indicator
- Turbo fan motor
- Light weight

Vacuum Cleaner (FC 8388)

- 350w suction power
- 1600w motor

❖ **Philips Personal Care**

Satinelle Epilator (HP 6459) Satin Ice Optima

- Original skin cooling system for pain relief
- New and additional skin cooling system for sensitive areas
- Exchangeable shaving head

Facial Aromatherapy (HP 5241) Visasauna

- Aroma diffuser for real aromatherapy
- Ergonomically shaped steaming mask

Waxing, Epicera Precise (HP 6510)

- Precision roller for perfect results
- Thermo control for constant wax temperature
- Wax cartridge filled with quality vitamin E wax to keep skin soft and supple

Philishave (HQ 40)

- Battery operated (2 x AA batteries)
- Unique micro groove
- Individual floating heads

Philishave (HQ 46)

- Up to 30 min cordless
- “Lift & cut” technology Floating heads

Face & Eyebrows Visashave Precise (HP 6390/00)

- Precision comb to shape brows
- Precision trimmer to trim off excess/unwanted hair

Hair Clipper (HQC 281)

- Rechargeable & mains use
- 50 minutes of cordless trimming
- LED charging indication

1.2: SWOT Analysis of Philips Domestic Appliances Products (DAP):

Every product is composed of some internal strengths and weaknesses and also has some external opportunities and threats in its whole life cycle. The following will briefly introduce the internal strengths and weaknesses, and external opportunities and threats of Philips DAP items available in the market in Bangladeshi context.

➤ Strength

Strong Brand Image

Philips itself established as a brand according to its name and contributions. So it has been enjoying a year long strong brand image in the Bangladeshi electronic market with its reliability and sustainability activities to their potential customers.

Specialist marketing expertise:

As Philips is the global multinational company so it must have the efficient marketing expertise that are well trained and also have high experience due to their technical know-how knowledge.

Quality:

As Philips is already an established brand in the global electronic market so its quality is undeniably maintain according to its company policy. Its products as well as the DAP are highly commended as the most steadfast brand in the market due to its quality assistance.

Distribution

TEL is maintaining a strong distribution network in the country. At present a highly experienced Distributors are engaged to market their DAP items.

Financial Strength:

Transcom Electronics Limited is a finally sound company backed by the enormous resource base of the mother concern Transcom Group. As a result customers feel comfortable in dealing with the company.

Efficient Management:

All the levels of the management of TEL are solely directed to maintain a culture of the betterment of the quality of the service and development of a corporate brand image in the market through organization wide term approach and open communication system

Dynamism:

TEL draws its strength from the adaptability and dynamism it possesses. It has quickly adapted to world class standard in terms of services.

➤ **Weakness**

High cost structure

As the products of domestic appliances are totally technology-based items so installation and logistic cost are very high. And their maintenances costs are pretty expensive as well. So, this is considered as their weakness.

Lack of promotion:

As today's business world has become so much competitive so the existing should have in their mind that more recognition of their products leads more sells. But in terms of promoting those Philips DAP in the market the products are not that much visible in the market because of lack of their marketing policies due to advertisements or doing other activities.

➤ **Opportunity**

Working people are increasing

Now in Bangladesh people are becoming more educated then before. Women also are going out besides men and they are doing different type of jobs. For this reason life style is getting faster; to cope with the fast life people are using those domestic appliances, which provides them saving their valuable time and energy.

Health conscious:

Recently people are very much concern about their health. To be fit they are having hygienic food maintained and also prepared in a hygienic ways these leads the people to choose home made food rather than having foods from outside. So these leads those DAP items to confine this opportunities to expand their market locally.

Increasing buying power:

At present more people are working out side and having different sort of job; so income level of the people are increasing. Life style of the people is upgrading as well as their taste is also changing. As their income level is going up, their willingness and ability of buying power is rapidly going high.

Expensive media cost:

The best way to promote a product is advertising. One of the easier ways to coverage a product through media. In our country there remains many private TV channel like, NTV, ATN, Channel I etc. These private channels have to pay tax towards Govt. So, advertising cost is becoming kind of expensive. So TEL should have taken these opportunities to promote their products easily as they have strong financial background.

➤ **Threat**

Other foreign companies/ the domestic competitors:

At present in Bangladesh there exist many foreign companies who provides high quality product in reasonable price. And there also remains some other domestic companies; like singer, siemens, black&decker etc who are their competitors. These foreign and domestic companies could be their threat.

Change of govt. regulation:

In Bangladesh the political environment is not stable. For economic fluctuations Govt. implements new rules and regulations. New regulations increases trade barriers.

Shifts in consumer choices:

People mind varies time to time. Most of the time people are looking for new innovation and also interested in change. For these reason consumer's choice might shift away from the firm's product.

Emergence of substitute products:

If some other companies enter in the market with variety of substitute quality product with reasonable price then it could be a threat for Philips and their market share might also goes down.

CHAPTER: 2

2.0: Potentiality in Bangladeshi Electronic Market

Industry analysis is a tool that facilitates a company's understanding of its position relative to other companies that produce similar products or services. Understanding the forces at work in the overall industry is an important component of effective strategic planning. Industry analysis enables small business owners to identify the threats and opportunities facing their businesses, and to focus their resources on developing unique capabilities that could lead to a competitive advantage.

Understanding the company's operating environment in this way can help the small business owner to formulate an effective strategy, position the company for success, and make the most efficient use of the limited resources of the small business. Once the forces affecting competition in an industry and their underlying causes have been diagnosed, the firm is in a position to identify its strengths and weaknesses relative to the industry.

2.1: Macro Environment Analysis:

DEMOGRAPHIC ENVIRONMENT

Population growth:

The population of Bangladesh is very high. And the growth rate of population is expanding day by day. So with the growing population of Bangladesh TEL has taken the largest segment of the population – urban middle class and upper middle class people as their target market. As we know that the explosive population growth has major implications for business, so TEL has taken it as their opportunities for gaining the highest market share in the domestic appliances manufacturing companies share in Bangladeshi market.

Household Patterns:

In Bangladesh there are different types of households and TEL with having this in mind, they have targeted their market with the people like working couples, single working people, chefs etc. Philips domestic appliances product, which is very much needed for the working couples for their limited time. This kind of products are also very much needed towards the Chefs of Bangladesh. With time peoples mind are also changing, now a days as the people have become more aware for their lifestyle and career so no one would like stay at home and spend most of their time in kitchen preparing food for their families. This doesn't mean that it would make faded the bonding in family; on the other hand these products will let them to have more time to spend with heir family.

Targeting mass market to micro market:

As the family pattern of our country is reducing day-by-day, nuclear family trends has been introducing to our culture so the size of family is shrinking. And this leads Philips to target their potential users from mass market to macro market

TECNOLOGICAL ENVIRONMENT

The pace of change:

In today's world the most dramatic forces shaping people's lives is technology .So with the help of higher technology and knowledgeable workers Philips have been marketing their product which already having a first-rate market responses due to its brand name and reliability towards their customers.

Openness towards innovation:

Before people were so much reluctant to buy those DAP items. They considered those products as the luxurious one. But in today's point of view their mind has changed due to his products utilities and servicibility. They welcomed these products as their helping hands in household's activities.

ECONOMIC ENVIRONMENT

Now a day in Bangladesh men as well as women are working in various kinds of jobs, by keeping this in mind Philips is launching new innovations for those working people. It has become easier for TEL to capture the target market because of the diversifying work force.

It has been found that income level of Bangladesh's people is increasing day by day as well as the expenses also. So it will become a factor for TEL to locate the Philips DAP users according to their income level as well as purchasing power. And for this reason Life style of the people is upgrading as well as their mind set up is also changing as their income level is going up.

POLITICAL – LEGAL ENVIRONMENT

In Bangladesh there always occurs political instability which is taken one of threat for TEL, but government rules and regulation are very much suitable for the Transcom Ltd, so that Philips was very much eager to authorize the licensee opportunity to Transcom in Bangladesh.

According to the laws of government for manufacturing goods and services, they are maintaining all the regulation of govt. for packaging, maintaining the quality policy, and also putting warranties like-hologram

Government also helping TEL for not to be copy by me too product, its help them by giving the facilities for sued them.

2.2: BCG Matrix of DAP:

BCG Matrix

If we look at the industry from the perspective of the BCG Matrix Model to figure out the position of the overall industry, in terms of Relative Market Share and Product Sales Growth Rate, we will find that among the four quadrants (namely Dogs, Cash Cows, Stars, and Question Marks), TEL falls under Question Marks quadrant because of its high growth rate but relatively low market share, where as their main opponent Siemens falls under Stars quadrant because of its high market share and also high growth rate. But as a whole, the industry falls under the Stars Quadrant, which is the most anticipated position.

		High	Low
Product Sales Growth Rate	High	Stars	Question Marks
	Low	Cash Cows	Dogs

BCG Matrix Model

2.3: Purpose of the Survey:

Successful businesses have extensive knowledge about their customers and their competitors. Acquiring accurate and specific information about your customers and competitors is a critical first step in market investigation and development of a marketing plan. Accurate market assessment and development of an effective plan is critical to the success of both new and existing businesses. The market impacts and directs all aspects of the company's activities and ultimately will lead to success or failure of the business. In developing a market plan, your primary functions are to understand the needs and desires of your customer select or develop a product or service that will meet customer needs, develop promotional material that will make the customer aware and ensure product or service delivery.

To find out the potentiality of Philips domestic appliances in Bangladeshi market I have done an survey on the people of Dhaka city specially the working parents or couples, single working people, housewives to find out about their lifestyle, demographic position and most importantly their buying behavior like what are the main factors which drive them to purchase any kind of home appliances.

Possibly the most challenging concept in marketing deals with understanding why buyers do what they do (or don't do). But such knowledge is critical for marketers since having a strong understanding of buyer behavior will help shed light on what is important to the customer and also suggest the important influences on customer decision-making. Using this information, marketers can create marketing programs that they believe will be of interest to customers. Factors affecting how customers make decisions are extremely complex. Buyer behavior is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. Since every person in the world is different, it is impossible to have simple rules that explain how buying decisions are made.

International brand products have been popular and received good interest from consumers in Asian countries such as Bangladesh due to the rapid changing in countries' external and internal environment. This can be attributed to the government's policies and the continuing development of the country. Bangladesh is being characterized as the free market economy. According to the changing environment and being more open to foreign investors, the new generation of Bangladeshi consumers has higher purchasing power than their previous generations. They are gradually changing their buying behavior and are more willingly adopting international brand products ever than before.

The objectives of this survey are two-fold: (1) to learn about perceptions and decision making behavior towards buying international brand products of Bangladeshi consumers, (2) to discover factors influencing Bangladeshi consumers toward buying international brand products.

And after finishing this survey I have found that Purchasing decisions of Bangladeshi customers include many factors which involved five steps in nearly every purchase made: need recognition, information search, evaluation of alternatives, purchase decision, and finally post purchase behavior. Even the simplest purchases can include any or all of these steps. Purchases are further influenced by such things as personal, psychological, and social issues.

2.4: How Consumers Make Buying Decisions:

Sales people and in-store materials were identified as very common sources of information for consumer buying decisions, 32% and 25% respectively. Shoppers used a variety of methods to collect information about products before they buy. But when the consumer has little or no time to do extensive research on products, these two resources become extremely valuable. Such findings underscore the need for effective showroom displays and retailer expertise on the benefit of energy efficient products.

The most common reason for purchasing a new product was that an existing appliance failed, with nearly 45 percent of respondents indicating this reason. This reinforces the need to focus on retailer activities, including salesperson training and point of-purchase materials. When an appliance fails, the consumer is most likely far more concerned with getting a replacement quickly than with properly researching the purchase. Other reasons for replacement were moving to a new house (25%), and upgrades to an existing appliance that still worked (15%). Remodeling accounted for only 6.3% of new purchases.

2.4.1: Other Influential Factors in Decision Making

The survey indicates that 78% of consumers rate energy efficiency as “extremely important” or “important” to their purchase decision. Of consumers who purchased an energy efficient product, energy efficiency is the most important criteria, followed by size, warranty, brand, premium features, price, and color. However, among those who did not purchase an energy efficient product, energy efficiency ranked fifth, behind size, price, brand, and warranty. That is, even though it was often listed as important, it was less important than many other factors.

Sixty-five percent of consumers rely on manufacturer reputation in making appliance purchase decisions. With purchase decisions often being made quickly, manufacturer production and labeling of energy efficient products is critical. With more appliance manufacturers supporting Philips DAP, consumers will increasingly associate manufacturer reputation not only with product reliability and quality, but also with efficient designs and money saving operation.

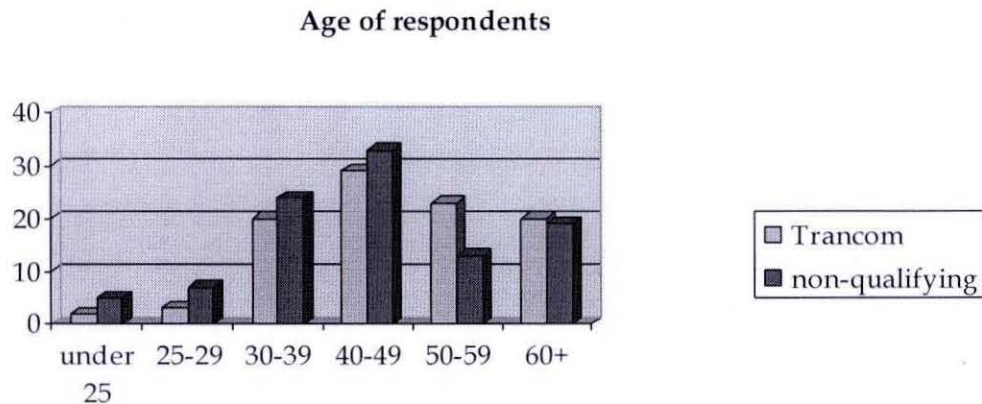
The Role of Rebates in Buying Decisions

Approximately 20% of survey respondents received a rebate for the appliance they purchased. Most of these were for qualified products. Of these, 71% said the rebate was important to their decision to buy that particular model. Price is one of the top criteria for many consumers, so for those who did not purchase an energy efficient product, rebates could help in the decision to buy. A higher proportion of respondents who received a rebate recognized the Philips's logo (56%). The average respondent who received a rebate was slightly younger than the consumer profile (30-50 years old) and more educated (62% college degree, 35% graduate degree).

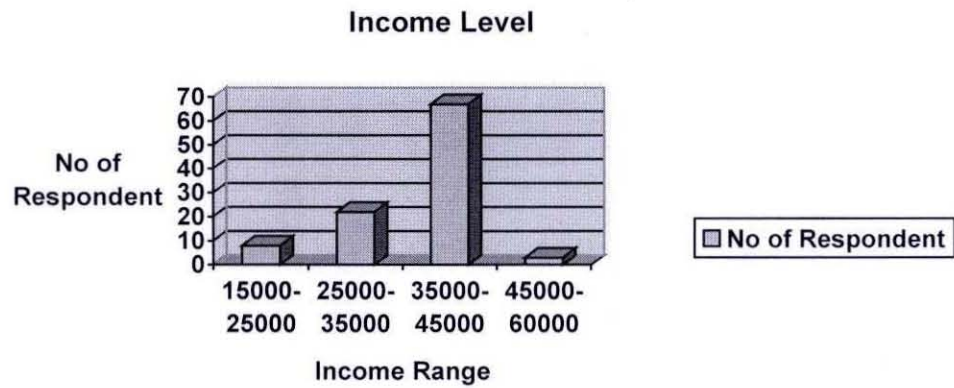
2.5: Profile of Survey Respondents

The following demographic information collected from survey respondents constitutes a baseline, a reference point, for learning about what kinds of people buy Philips's DAP appliances, compared to appliance purchasers in general. Overall, demographic characteristics were fairly similar between the two groups, with a few differences.

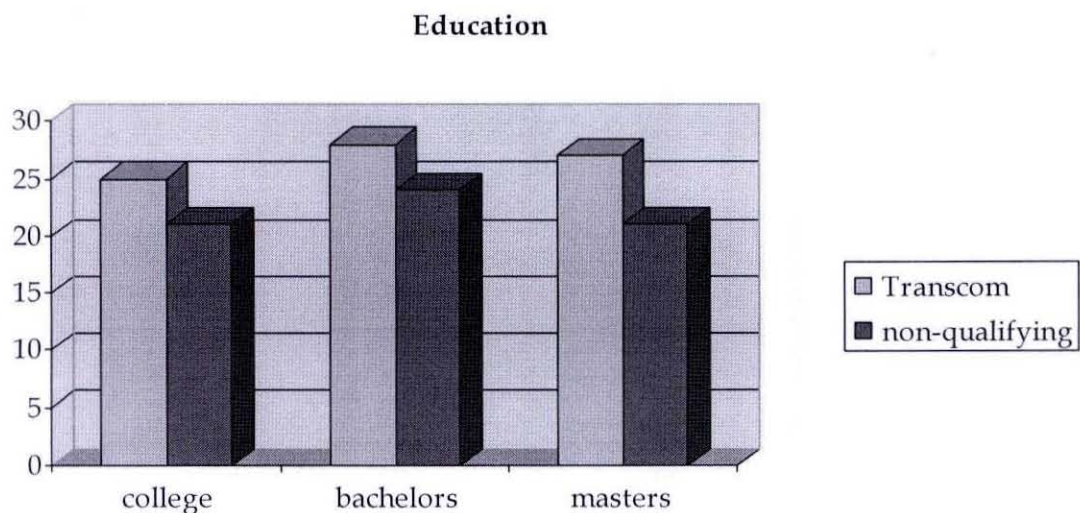
The median age group of the survey respondents was 40-49 years old. Compared to purchasers of non-qualified products, appliance purchasers tended to be slightly older, and slightly more educated. However, survey respondents who purchased Philips's DAP products tended to be older, with nearly twice as many respondents in the 50-59 age groups purchasing qualified model.



The median income of survey respondents was TK30, 000 up to TK60, 000 with the distribution of incomes fairly consistent between purchasers of Philips's DAP. 67% falls under 35,000 to 45,000 category

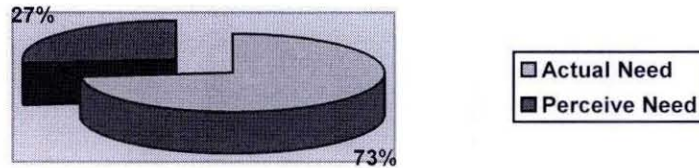


The response pool was highly educated, with 64 percent overall having a college or graduate degree. Somewhat more people from the sample had graduate or professional degrees.



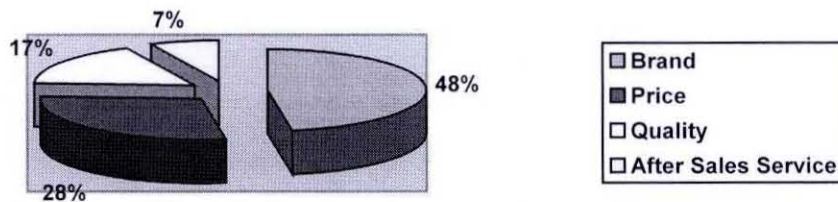
The **basic purpose** of purchasing domestic appliances is on the basis of actual need (52%) and other 19% with perceive need. but no one buy these types of product on the trial basis.

Basic Purpose



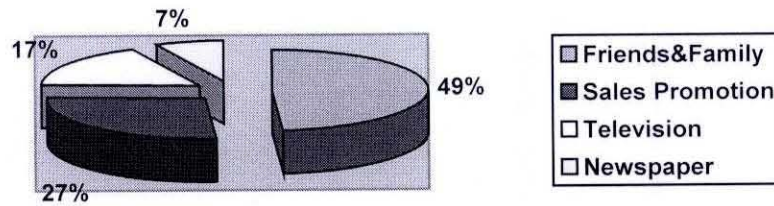
When buying any domestic appliances the **most important characteristics** any consumer considered at first is the brand itself, 47% of the total respondents give this opinion and then comes the other 28% with the pricing factor and then 17% with quality of the product and 7% with after sales service.

Most Important Characteristics



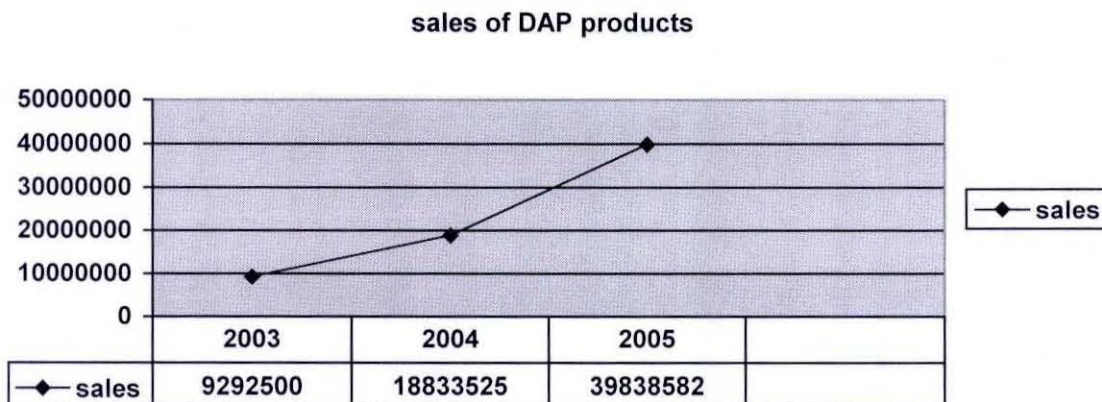
Media influence to buy these types of products are 42% is the reference of their friends and family, 23% with the sales promotions offered buy the companies and 15% with television ads and only 6% with the newspaper ads.

Media Influence



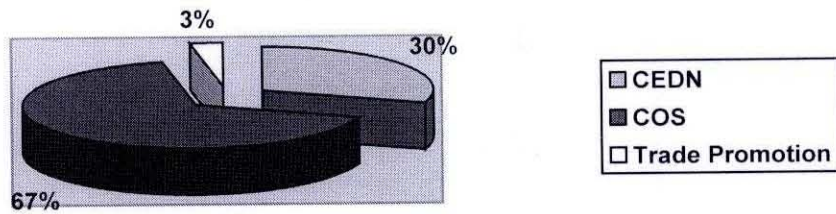
3.0: Statistical Analysis of Potentiality of Philips DAP

For Philips domestic appliances product's Bangladesh has been commence as an emerging rapidly growing market which have high potentiality for these types of products due to the country's macro economical analysis .The most importantly the demographical analysis, lifestyle and also the buying behavior of the potential consumers of the country have been found out that these factors are well thought-out as the constructive contemplation for the future expansion in this prospective market.



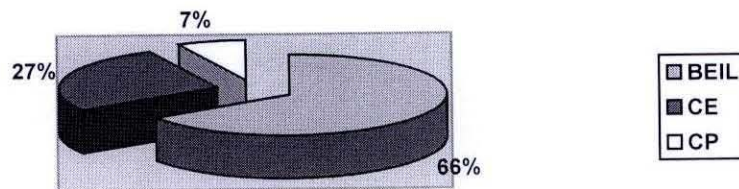
From the above analysis it has been found that for Philips dap which has been started their marketing since 2003 having a steady growth in the following years 2004 and 2005 .

Division Chanel of Earning



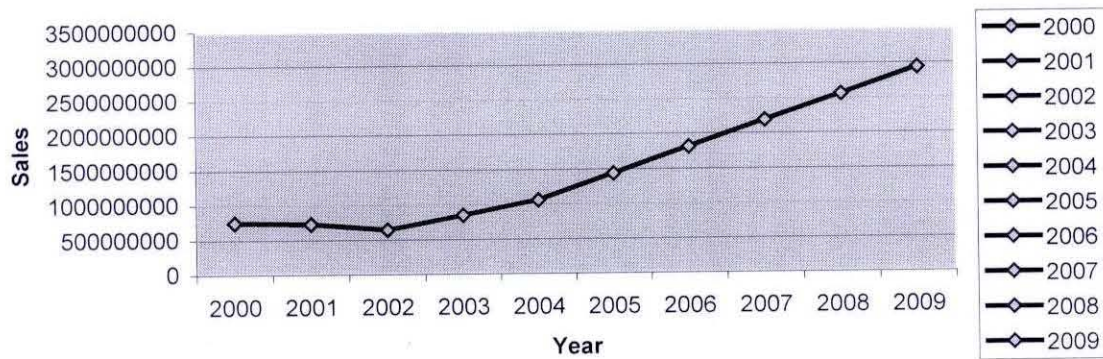
For Philips DAP the percentage of income come from the three divisional channel .the highest came from COS (67%), from CEDN (30%) and lastly 3% from trade promotions.

%Revenue Of Total Sale



67% of the total revenue comes from the BLL channel, and then 27% from consumer electronics and 7% came from the sales of consumer products.

Sales forecasting



So in the summary it can be said that from the upper sales forecasting of TEL it has been found that there is an up growing possibility of Philips DAP in this market. Transcom Electronics Ltd. showed an increase of 137% in sales compared with the previous fiscal year.

CHAPTER 4

4.0: An Empirical Study of the Competitors

For any business to succeed, the company needs to know almost as much about their competitors as about the own company and customers. Unfortunately, many business owners make the mistake of waiting until a competitor has opened up shop across the street and is cutting into profits to find out who and what they're up against.

A competitive analysis allows the company to identify their competitors and evaluate their respective strengths and weaknesses. By knowing the actions of the competitors, it will have a better understanding of what products or services the company should offer, how can they market them effectively, and how can one position the business.

For TEL competitive analysis is an ongoing process. They are always trying to gather information about their priority competitors. By monitoring at their Web sites, reading their product literature and brochures, Getting hands on their products, And by talking to TEL's customers to see how they feel about competitive products or services, they (TEL) get follow up with the help of their research team. TEL always believe in fair competition and understand that every business has competitors, and they need to take the time to discern who their customers can approach to get a product or service that fills the same need as they does. Even if the product or services are truly innovative, TEL need to look at what else their customers would purchase to accomplish this task

So for my survey purpose by looking at primary competitors to find out who are the market leaders, the companies who currently dominate this market. Next, I had to look for secondary and indirect competitors. These are the businesses who may not go head-to-head with Philips, but who are targeting the same general market. So for these reason my first study is to find out the main potential customer of Philips DAP in Bangladesh and regarding my cram for Philips there are mainly four primary competitors in performance in this market who are as follows:

- Siemens
- Black&decker
- Samsung
- Singer

So there are some analyses of these four competitors concerning their operation in Bangladesh.

▪ **Siemens:**

- Operating six years in Bangladesh
- Three types of selling channel; retail, corporate and dealer
- For corporate business, which is their most prior customer, they give them various discount offers regarding their margin, which is 10%-12%
- Siemen's products are guaranteed by Germany where their parent company holds is. They have five types of appliances for their customers
 - Fridge appliances
 - Laundry appliances
 - Cooking appliances
 - Small appliances
 - Built-in appliances
- Their target market is the upper class people so their products prices are 35%higher than other competitors
- Quality, technology and services are the three basic ways to market their products
- Products are manufactured in Germany but only marketed in Bangladesh
- The company has 6-8 cr taka sells in last year
- In corporate growth rate is 8% and in retail is 5%

▪ **Samsung**

- Korean based company
- 10 years in Bangladesh market
- Three types of selling channel; retail, corporate and dealer
- Product authorized dealer is Electra international and offers three types of products
 - Consumer electronics
 - Home entertainment
 - Kitchen appliances
- All level or class people are their customer mainly is middle class and upper middle class
- Their pricing strategy is to have comparison with the recent market rate by comparing with competitors
- Quality and service are the two basic ways to market their products
- They assemble and market their product in Bangladesh
- Growth rates are moderate in the market.

▪ **Black & Decker:**

- USA based company
- Operating for three years in Bangladesh
- Retail and dealer based marketing only
- Target market is upper middle and upper class people
- Only domestic appliances are available as their product line
- Products mainly marketed in Bangladesh

▪ **Singer:**

- USA based company
- Operating from 1910 in Bangladesh
- Three types of selling channel; retail, corporate and dealer
- All level or class people are their customer mainly is middle class and upper middle class
- Offers three types of products
 - Consumer electronics
 - Home entertainment
 - Kitchen appliances
- Mainly manufactured and market their products in Bangladesh because of their long term business operations
- Growth rates are moderate in the market.

CHAPTER 5

5.0: Competitive Analysis

Marketing is much more than just a sales or advertising program. But manufacturers who limit their thinking about marketing risk putting their companies in a position that is not defensible against their competitors. Manufacturers can gain a deeper understanding of external markets using Market Intelligence, a system to collect and analyze external information from the marketplace. One important Market Intelligence tool is Competitive Analysis, which gives companies a more complete picture of their competitors so they can differentiate their businesses and positions themselves intelligently in the marketplace.

Competitive Analysis is vital to keep the company from flying blind against competitors. Investing the time and resources to develop competitive intelligence puts the company in an active, rather than reactive mode. "Anything and everything can be done to develop intelligence on a competitor is essential to the company's success and growth

A competitive analysis allows the company to identify their competitors and evaluate their respective strengths and weaknesses. By knowing the actions of the competitors, they will have a better understanding of what products or services they should offer, how can market them effectively, and how can position their business.

Once I had figure out what Philips's dap competitors' strengths and weaknesses are, I need to determine where to position Philips company vis-à-vis the competition. Some of this may be obvious from the results of the analysis, but it also pays to take a hard look at how TEL's business operates. Once there is a clear understanding of where competitors are positioned in the marketplace, it becomes much easier to take strategic action for Philips's.

One of the most effective ways to do this is to create a strengths/weaknesses opportunities/threats analysis of the running business. Rank the company in the same categories that I had ranked their competitors. This will give an even clearer picture of where the business fits in the competitive environment. It will also help to determine what areas need to improve, and what characteristics of this business TEL should take advantage of to gain more customers.

For doing the comparisons various factors has been chosen which are considered as a vital one to be in the market competition. These factors are brand image, pricing policy, quality, reliability, durability and serviceability of those companies' products, promotional activities, and lastly after sales services provided by those companies.

5.1: Price Benchmark

IRON

Price Range	Philips	Singer	Siemens	Black&Decker	Konka
500					
	GC135 740/-	SHD7710 650/-			
	HD1172 895/-				
1000					
	GC1110 1295/-			F150 1200/-	
				F300 1350/-	
1500					
				X605 1650/-	
			HB22101 1700/-		
	GC1620 1850/-			X700 1850/-	
2000					
				X775 2100/-	
			HB21150 2250/-		
	GC2110 2450/-				
2500					
	GC2130 2600/-				
3000					

BLENDER

Price Range	Philips	Singer	Siemens	Black&Decker
500				
1000				
1500				
2000		SIN4710 1700/-		
	HI1701 1800/-			
2500			H2009 2200/-	BX400 2200/-
				BX300 2350/-
			H2339 2450/-	
	HR1791 2500/-			BX250 2550/-
3000				BX350 2600/-
			H3151 2890/-	
	HR1741 2900/-			

HAIR DRYER

Price Range	Philips	Singer	Siemens	Black&Decker
500				
	HP4812 550/-			
1000				
	HP4819 950/-			
			hb4319 1230/-	
				PX9 1300/-

Potentiality of Philips Domestic Appliances Products in Bangladesh

1500	HP4859 1490/-			PX3 1400/-
2000				PX12 1650/-
2500			hb1460 2340/-	
				PX12 2400/-
3000	HP4891 2800/-			
			hb6068 2900/-	

TOASTER

Price Range	Philips	Singer	Siemens	Black&Decker
500				
1000				
1500		SAS1262 1200/-		
	HD4815 1490/-			
2000				ET35 1700/-
	HD2521 1990/-			
2500				ET55 2150/-
	HD4845 2390/-			
3000			H44201 2500/-	
			H22009 2700/-	

**COFFEE
MAKER**

Price Range	Philips	Siemens	Black&Decker
2000			CBMC 1550/-
		tc24010 2075/-	DCM55B 2000/-
3000		tc11201 2500/-	DCM75B 2400/-
	HP7525 2790/-	tc40109 2750/-	
4000		tc11201 3950/-	

JUICER

Price Range	Philips	Singer	Black&Decker
2000			
3000			JE60 2900/-
4000	HR1843 3500/-		
		SG147 3600/-	
			JBG55 3750/-
5000			
6000			
	HR1861 7800/-		

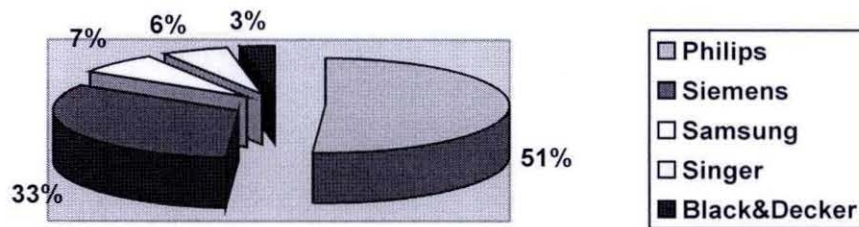
**VACUUM
CLEANER**

Price Range	Philips	Singer	Siemens
2000			
3000			SH2432 2150/-
	FC6047 2390/-		
4000		HC4701 3990/-	
5000			
	FC8334 4990/-		
6000			
	FC8388 5990/-		
		HC2301 6571/-	

➤ Brand image

For brand image, 51% of the respondents think that Philips has the highest brand equity than others. And then comes Siemens with 33%, Samsung with 7% and Singer with 6% and lastly black& Decker with 3%. This has proven that Philips has huge brand reputation in the markets in terms of brand equity.

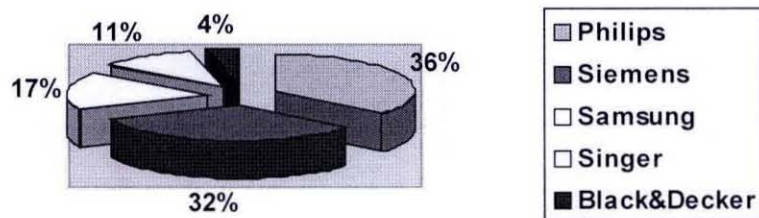
Brand Image



➤ Quality

For quality, 36% of the respondents think that Philips has the better quality than others. And then comes Siemens with 32%, Samsung with 17% and Singer with 11% and lastly black& Decker with 4%. This has proven that Philips has huge status in the markets in terms of quality.

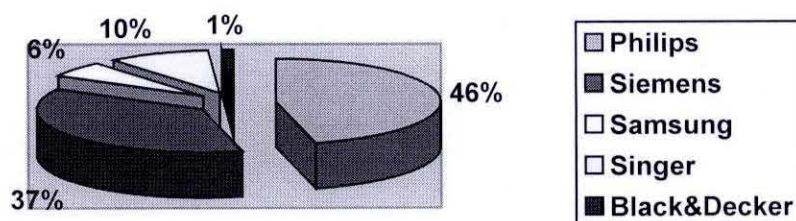
Quality



➤ Reliability

For reliability, 46% of the respondents think that Philips has more reliability than others. And then comes Siemens with 37%, Singer with 10% and Samsung with 6% and lastly black& Decker with 1%. This has proven that Philips has huge status in the markets in terms of reliability

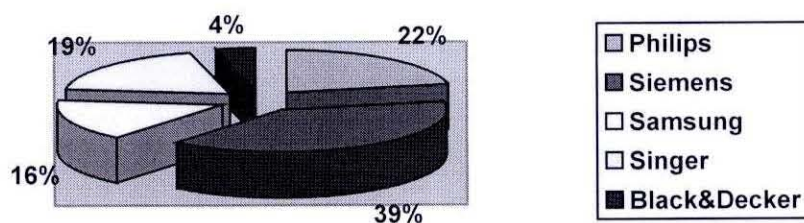
Reliability



➤ Durability

For durability, 39% of the respondents think that Siemens has the better volatility than others. And then comes Philips with 22%, Singer with 19% and Samsung with 16% and lastly black& Decker with 4%. This has established that Siemens have huge site in the markets in terms of durability

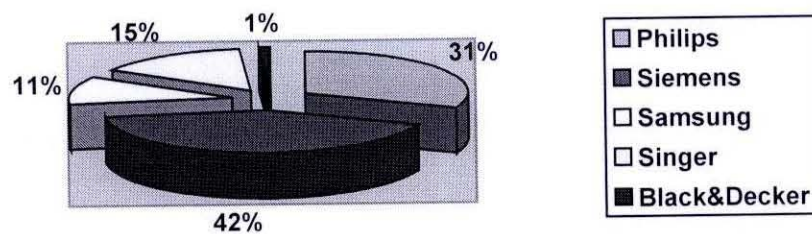
Durability



➤ Serviceability

For serviceability, 42% of the respondents think that Siemens has the better service ability than others. And then comes Philips with 31 %, Singer with 15% and Samsung with 11% and lastly black& Decker with 1%. This has demonstrated that Siemens have massive arrangement in the markets in terms of serviceability.

Serviceability



➤ **Promotional activities**

Company name	Promotional strategies/activities
Philips	○ Sales their products mainly in own showrooms or retail shops ○ They also have door-to-door selling process. For this they have to do mapping for prospective areas ○ Special campaign regarding special occasion ○ Point-of-sells (banner, billboard, wall-painting, festoons etc) ○ Sales-promotion (free-gifts, discounts, scratch card offer) ○ Attending corporate fair ○ Ads-in-print medias (newspaper, magazine)
Siemens	○ Door-to-door selling ○ Own showrooms ○ Club based activities (product demonstration) ○ Special campaign regarding special occasion. ○ Sales-promotion (free-gifts, discounts).

Singer	○ Own showrooms ○ Special campaign regarding special occasion ○ Offer products in installment basis ○ Sales-promotion (free-gifts, discounts). ○ Newspaper and TV ads ○ Running billboard
Samsung	○ Own showrooms ○ Sales-promotion (free-gifts, discounts). ○ Ads-in-print medias (newspaper, magazine) ○ Special offers
Black&decker	○ Ads-in-print medias (newspaper) ○ Own showrooms ○ Billboards.

➤ After sales services

Company name	After sales services
Philips	○ 1yr warranty. Parts change. ○ Replacement if parts not available ○ Service charge +inspection charge ○ No home services for DAP items
Siemens	○ Siemens have own after sales services for every products and also have legal guarantee by Germany. Warranty for all products is 1 yr.if parts are not available then they replace the product .the uniqueness of their provided services is to give services to that products which have been damaged due to voltage fluctuation because of the country's frequent voltage problem.
Singer	○ 1yr warranty. No replacement ○ Iron (SHD7710) have no warranty ○ Have extended warranty plan (to extend the given warranty by giving a limited amount of money from 1to 3 yrs. ○ Customer protection plan (installment

	protection plan from unwanted occurrences like fire or natural calamities)
Samsung	○ 1yr warranty. Parts change. No replacement.
Black&decker	○ 2yrs of warranty with product replacement offer

Thus, we can see from the research analysis that in Bangladesh electronics market, Transcom products have the potentially to grow. Given the proper promotional activities taken by the company, the products are going to have a detonation in the market because of the brand image, quality and reliability purposes and also because the Philips DAP products have a reputation to provide an eminence after sales service to the customers.

In the competitive market, to run with the other competitors in the market, the company can use its benevolence; promote their product in a more appealing way. By using their extensive distribution channel it would not be much of a trouble for a huge company as Transcom Electronics limited.

CHAPTER 6

6.0: Recommendation

So from the finding part it has been found that Philips dap itself is a brand which have high potentiality in Bangladeshi market with its unique success factors .so based on these factors some recommendation have been given to TEL in terms of Philips's DAP are as follows:

- Increasing the brand image of Philips DAP through more promotional activities. For example: giving TV ads for more exposure, organizing some social activities, participating in trade shows or fairs, have affiliation with various super malls of Dhaka city to demonstrate their products assistance and having a perceptible corner to display their items. The most important think for any products to a place in the consumer's mind is to have exposure of their promoted brand and so it is very much needed for Philips's products like: Then it must develop congruent advertisements that display the message most apparently. There should be billboards in important points of the city, more eye-catching point-of-purchase displays. In doing these they should consider the help of professionals.
- Differentiation should not be only in terms of product features or other product qualities; proper influence should be given towards services and personnel differentiation. Because the product offered by TEL is more or less a standardized one, there is not much scope of differentiation by product variation. Service variation is a place where almost all other companies in the field lack any initiative. There is much room for improvement in those differentiation aspects.

For these the company must hire some proficient personnel who are much more efficient to deal with the customer in a very apposite manner. And also the visibility of service offices should be better enhancing and as well as be

more operational to keep their potential customer more convenience about the brand itself as well as its serviceability.

- Introducing low priced models in the current product line in order to capture the new segment of population.
- Launching new trade promotion to attract sellers in order to increase sales volume. Like: giving them some extra commission to meet the projection sales, or also can give some recognition in the company by motivating them with their success.
- Launching some new campaign for only Philips DAP items regarding with various occasions .Can also increase associations with other reknowned institution to promote those items as their trade promotional products.
- Regarding high cost structure, TEL can reduce duplication across national organizations in manufacturing by centralizing manufacturing and also by account profitability to be the central criteria for evaluating performance.
- To reduce the risk of emergence of new competitors, can gain economies of scale by centralizing production facilities.
- To avoid technological changes, TEL can centralize marketing policies and R & D facilities of the major product lines.

APPENDIX

- Siemens

5. Are you using any Philips domestic appliances, which are available in the market?

(Yes)

(No)

6. What are the products of Philips you are using now?

- Microwave oven
- Vacuum cleaner
- Mixer
- Blender
- Sandwich maker
- Toaster/oven toaster
- Iron
- Hair dryer
- Personal care products

7. For how long you are using those products?

- 2 months
- 3-6 months
- 7-9 months
- More than 9 months

8. Why do you choose Philips domestic appliances (most important is 1 and so on)

- ☐ longevity
- ☐ Size/shape
- ☐ price
- ☐ product quality
- ☐ service (warranty, after sales)
- ☐ product features
- ☐ easy to use
- ☐ Brand preference

9. Are you satisfied enough with the product services?

(Yes) (No)

10. Are you aware about Philips's after sales service facilities?

(Yes) (No)

11. Have you ever taken this type of services? (If "yes" then please mention the showroom's location)

(Yes) (No)

..... showroom

12. Are you satisfied with their after sales service facilities?

(Yes) (No)

13 do you think their products are worth enough according to its value (pricing)?

(Yes) (No)

14. If the question#12 is "No" then please mention the product name which you think is not reasonable enough according to its pricing?

.....

15. Do you use other company's appliances for your household?

(Yes)

(No)

16. Which company's product are you using?

- Sony
- Samsung
- LG
- Siemens
- Others.....

17. For what specific features are you using those companies's product?

.....

18. What are the additional features are can you suggest for Philips appliances?

- Microwave oven
- Vacuum cleaner
- Mixer
- Blender
- Sandwich maker
- Toaster/oven toaster
- Iron
- Hair dryer
- Personal care products

PERSONAL INFORMATION

Age of the Interviewee: ____ Years

Gender: Male / Female

Profession

Income level:

- below 10,000tk
- 10,000tk-15,000tk
- 18,000tk-25,000tk
- 30,000tk-40,000tk
- above 40,000

How do you spend your leisure time (most important is 1 and so on)

- Watching television
- Reading magazines/newspapers
- Internet browsing.

THANKS FOR YOUR CO-OPERATION

This questionnaire is strictly for the use of educational purpose and will not be disclosed to any third party. The identity of the interviewee will be anonymous.

1. What are the ranges of domestic appliances that you have?

- Microwave oven
- Vacuum cleaner
- Mixer
- Blender
- Sandwich maker
- Toaster/oven toaster
- Iron
- Hair dryer
- Personal care products
- Others

2. Why do you think your product is superior than others (choose any four according to importance)

- ☐ longevity
- ☐ price
- ☐ product quality
- ☐ service (warranty, after sales)
- ☐ product features
- ☐ easy to use/handle
- ☐ Brand preference

3. What are the distribution channels you use for Dhaka's institution business?

- Retailers
- Agents
- Wholesalers
- Self presentation
- Sales executives

4. For other districts how do you reach to your customers?

- Retailers
- Agents
- Sales executives

5. What are the service packages that you offer for your products?

-years warranty
- replacement
- Other offers.....

6. If you are interested for an alliance, who would you prefer

- Sony
- Siemens
- Philips
- Samsung
- LG

7. How do you do your promotional activities for Institution Business? (most important is 1 and so on)

- Advertisements
- Executive promotion
- Sales promotions
- Sponsorship

8. Who do you think is your potential customers? (most important is 1 and so on)

- Housewives
- Working parents
- Hotels/restaurants
- Students