

Marketing Research (MKT- 426)

Section: 001

Research Report

On

Apex fails to become a market leader in Bangladesh

Submitted to

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Letter of Transmittal

30th December, 2012

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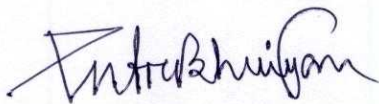
Dear Sir,

With great gratification we submit our research report that you have assigned to us as an important requirement of Marketing Research (MKT426) course.

Please see enclosed here with our research report on 'Apex fails to become a market leader in Bangladesh'. This is a great pleasure for us to submit this paper that you have assigned us. This paper was worthwhile experience for us. We have truly enjoyed our time attachment with the preparation of this report.

We have tried to make the report comprehensive one within the time. Any short of suggestion regarding the paper would be greatly acknowledge and we would feel gratified if our paper serves its purposes.

Sincerely yours,



Md. Firozar Rahman Bhuiyan

ID# 09204010



Soad Rahman

ID#09204077

Acknowledgement

Nothing can be accomplished alone. Without the help of the number of persons the success remains silent. First and foremost, we want to thank Almighty Allah for giving us the ability to conduct our regularities and complete the report within the due time period. Without His grace and sympathy, all our tasks would have been impossible to complete.

Secondly, we thank our respected course instructor **Dr. Md. Tareque Aziz** for giving an overall concept on the process of preparation of the report. Also we are really acknowledged to you as without your instruction any of our endeavors couldn't be possible. The guidance he has been providing us throughout the semester has been enlightening and very helpful.

We are also deeply thankful to all the respondent of the questioner. Last but certainly not least, we thank each other in the group because all of us came together as one in helping each other out in times of stress and beyond.

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Chapter # 01

Introduction

Introduction

Introduction

This chapter talks about the background of our study, problem statement and the objective of our research project. Also we describe the key terms in our research report and the significance of our report in this chapter.

Background of the study

History of footwear

Footwear is estimated to have started its long history of human use during the Ice Age some 5million years ago. Unkind weather conditions are said to have created the necessity for footwear. Other evidences show that footwear came to use at the end of the Paleolithic Period, at about the same time the early humans learned the art of leather tanning. Early pieces of footwear were made of wrappings, usually made of leather or dried grasses. Later on pieces were developed from an oval piece of leather which is bound by a piece of strong leather thongs. Sandals, which are the first crafted footwear, are the successors to these wrappings.

In Egyptian funeral chambers, paintings show the different stages in the preparation of leather and footwear. The images also show that in Egypt, footwear depicted power and class. The Pharaohs sandals were distinguished by the turned up toes, a characteristic which is missing in the commoner's footwear. Egyptian sandals were crafted using straw, papyrus, or palm fiber. Later on, Egyptian women adorned their footwear with precious stones and jewels.

Material evidences showed that the Greeks loved and took good care of their feet by using different footwear for different activities. Greek women began wearing sandals to signify their social class. Their footwear signified beauty, elegance, refinement, and extravagance. It has been said that Greek women of bad reputation attracted men by wearing elevated sandals. The sandals create a clacking sound when the wearer moves, and this sound was considered as a symbolic flaunting of sexual charms. In Mesopotamia, leather wrappings are tied to the feet by as trip of the same material.

Romans, on the other hand, created durable leather thongs so their legions can travel to places on foot. It is also believed that foot fetishes began with the Romans when Senator Lucius Vitellus frequently kissed the shoe of his mistress which was hidden in his tunic. In Rome, footwear also exhibited social class. The

consuls wore white shoes, the senators wore brown shoes, and the uniform footwear for the rest of the region was a short pair of boots that uncovered the toes.

But in all of these early civilizations, footwear indicated social status. Footwear consists of garments that are worn over the feet. They are worn mainly for protection and hygiene, but also for fashion and adornment. Footwear items come from a wide range of materials including leather, rubber, canvass, wood, and plastic. But early pieces were made from available material like straw, leather, cowhide, and grasses. When footwear is assembled, the main components are adhesive, cushion, counter fort, heel, hook, insole, laces, sole, steel shank, tack, toe puff, tread, and welt. Generally, footwear is classified into: boots, industrial footwear, shoes, and sandals.

Boots are available as cowboy boots, galoshes, ski boots, thigh length boots, and so on. Industrial footwear includes plastic boots and rubber loafers which are used in laboratories, constructionists, and production lines.

Shoes include athletic shoes (or running shoes), climbing shoes, clogs, high heels, marry jam, moccasins, mules, loafers, tap shoes, and cross-training shoes. Sandals, on the other hand, include espadrilles, flip-flops or thongs, slide-on, and slippers.

Footwear is considered an extension of one's personality. Well-maintained footwear says things about the owner, with cleanliness as the most important concern. Although the intricacy of this craft may have been lost to modernization, their influences are still present in shoes today. The moccasins worn in early times by people in cold countries are still being worn there, while the sandal patterned after the Egyptians' creation is still frequently used in hotter countries.

Bangladesh footwear industry

Leather processing is an old manufacturing sub-sector in Bangladesh with a long heritage of over six decades. The Footwear Industry in Bangladesh has started since the colonial era, although its modernization took place only in the late 1980s. Availability of indigenous raw material (hides and skins) facilitated the setting up of the industry in early 1940s in the then east Bengal. During Pakistan period (1947-1971), the industry was dominated by non-Bengali migrants from India, who had the knowledge and the know-how of leather processing industry. At that time, leather processing was limited to the production of wet blue leather (semi-processed tanned leather) and

the non-Bengali traders exported a large part of the produce to West Pakistan for further processing and production of leather goods. A few small tanning units belonged to Bengali entrepreneurs who processed leather mainly for the domestic market.

After the independence of Bangladesh, the government took over the tannery industry abandoned by the departing non-Bengali entrepreneurs but had limited success in operating them under the public sector. Export of processed leather consisted almost entirely of wet blue leather till 1980-81. After 1981, a number of policy support measures aimed at raising the level of value addition in the industry provided incentive for new private investment in leather industry. The ban on export of wet blue leather in June 1990 led to the setting up of modern leather tanning units for the production of crust leather (tanned leather after further processing of wet blue leather) and finished leather and this was followed by new investment in leather goods industry, particularly leather footwear.

When Bata Shoe Company established its manufacturing plant at Tongi in 1962, it was the first manufacturing plant to produce shoes on a large scale in erstwhile East Pakistan. In 1967, Eastern Progressive Shoe Industries (EPSI) established its production plant. It began exporting footwear to Former USSR, Former Czechoslovakia and England. Both Bata and EPSI held major shares in the local footwear market.

The footwear industry suffered a major setback during the war of liberation but was rehabilitated after independence. Currently, the local market is dominated by small-scale retail manufacturers, none of which have significant market shares. Only the organized retail manufacturer and distributor such as Bata (22%) and Apex Adelchi (6%) can boast of sizeable market shares. Among the major exporters are Apex Footwear, Jennys Shoes, Landmark Footwear, Leatherex Footwear, Bay Footwear, etc.

Since the small-scale retailers are the dominant force in the market, combined they outperform the growth of big manufacturers. However, as none of this micro-manufacturer has any substantial market share, their individual growth is negligible. Many of these companies get stuck in the same production level for a long period because of the lack of capital and eventually exit the market. The local footwear industry is experiencing an annual growth rate of 21% annually, according to Leather Goods and Footwear Manufacturers and Exporters Association of Bangladesh (LGFMEAB). However, to continue the trend, the present level of growth has not

only to be attained; it also has to be taken to a still higher level, if Bangladesh is to match the success of its immediate competitor, Vietnam.

The Bangladesh market for footwear includes all producers of non-cleared, rubber and plastic footwear designed in style or for use. The industry is a collection of smaller, segmented, yet often overlapping markets, defined by both the price and the purpose of the shoes.

For instance, there are mini-markets for shoes designed for each of many sports and other purposes: basketball, running, walking, tennis, and casual wear. The greatest overlap between these categories is between performance shoes and casual wear. Therefore, there is some degree of overlap between most segments. The industry is dominated by a few large firms. These firms fight for market share through non-price competition, on strategies such as strengthening brand image and increasing product proliferation. The success of each firm is greatly dependent upon its marketing campaigns. The brand image of the major firms is created by extensive marketing campaigns and celebrity endorsements. Consumers associate themselves with a particular brand and tend to stick with the brand with which they are comfortable. Entry to the industry is difficult as brand loyalties are high.

According to statistics from the Export Promotion Bureau of Bangladesh, footwear export receipts from the country grew from USD 170 million in 2007-08 to USD 187 million in 2008-09, recording a growth of 10.22% despite the decreased demand in the foreign markets due to global recession. Meanwhile, the footwear export is making a comeback. Footwear export recorded around 30 percent growth in the July-December period of the current fiscal year compared to the same period last year, Export Promotion Bureau (EPB) data shows. The Growth in exports is due to the low production cost in Bangladesh compared to its neighboring countries: China, India and Vietnam, who also have a very well entrenched leather and footwear export industry.

Problem statement

The problem statement of our research project is “Apex fails to become a market leader in Bangladesh”

When Apex started its journey in Bangladesh, their motive was to become a market leader within a short time. They believe that their different products line and its resources lead them to gain their position. However, from the very beginning they would compete with other footwear brands. It is therefore, Competition was so intense that they wouldn't keep pace with other competitors due to their existing resources. Gradually, they were failure to ascend the market leader.

Research objectives

Less customer demand: Apex is one of the top most footwear brands in Bangladesh. There have different attributes like product quality, durability and stylish shoes. Although they have strong brand value for their shoes, they couldn't maintain that value for a longer period. Day by day Consumers are getting lose their trustworthiness towards the Apex footwear brand. There have reasons behind losing their trustworthiness. This are-

- I. Product benefits are not as much as expected to the consumers.
- II. Outlets of Apex Gallery are not conveniently accessible in various parts of the country.
- III. Apex are not keeping pass with the other competitors with the increasing demand of the consumers.
- IV. They are not taking steps to build up their brand awareness

Less product variety: There are innumerable designs in the Apex shoes product line from which consumers can chose the best one. Nevertheless, manufacturers are not giving importance on the design variation of Gents, ladies & kids footwear. Furthermore, they are not keeping latest & most up to date shoes with the demand of consumers. Therefore, Apex is getting failure to create a brand identity of those particular products.

Not competitive price: From the very beginning, Apex shoes were being charged at a premium price. However, general people are becoming price conscious day by day. In now days,

competitors are charging footwear's price based on the purchasing capacity of consumers. On the other hand, Apex could not reduce their prices in accordance with the purchasing capacity of consumers. It is therefore, Consumers could not afford to purchase Apex footwear brand at a high price. Hence, targeted consumers are turning down their eagerness to purchase shoes from the Gallery Apex. So, Apex Footwear Company should follow a competitive pricing strategy in order to take over the market leading position.

Definition of key terms

AAFL = Apex Adelchi Footwear Limited

BRACU = BRAC University

TVC = Television Commercial

3PL = Third Party Logistics

Significance of the study

The footwear industry is getting dynamic and competitive day by day. It is hard for a footwear company to run & even survive in a fast paced, growing and uncertain world if it cannot keep tracks with the go of business dynamism. But it is a matter of concern that the no detailed data and marketing research analysis will not that much available to help the footwear company to evaluate the leading-edge opportunities critical to the success of the footwear market in Bangladesh. For this reason marketing research in this sector is very essential.

We already have known that Apex footwear is one of the top most footwear brands in Bangladesh. After the liberation war there had been established a few number of footwear industries in Bangladesh. Day by day those industries are extending its operation not only in our country but also throughout the world. As a result, they are competing with the international footwear brand. Among the local competitive footwear brands we are focusing on Apex Adelchi Ltd. A few years back Apex was not as much competitive as others. In recent times, Apex is more concerned on its shoes than the other portfolios. But they don't have any resources to improvise its strategy. However, Consumers are considered as a brain of the Apex because, they concern on their shoes and its attributes. They have highly expectation from the Apex Adelchi

ltd. For the high expectation of consumers it needs to have marketing research on potential consumers that leads to the footwear market leader in Bangladesh. For this reason, for the first time we got opportunity to research on Apex footwear shoes. Any other marketing research report on Apex footwear shoes was not prepared in earlier time in Bangladesh. In our research report our sample size was 100 respondents and we have tried our level best to collect the accurate data. That will help us to take the appropriate marketing strategy for Apex to become a market leader. In our survey respondents mentioned their problems and its suggestions towards the Apex footwear company. These suggestions are-

- ✓ Reducing price
- ✓ Increasing Promotional activities
- ✓ Improving sales service
- ✓ Increasing outlets and its interior decoration
- ✓ Improving Quality and
- ✓ Product and its design variation

Moreover, the expectation of consumers on Apex footwear has been focused. It is therefore, Apex Footwear Company will get advantaged to improvise its marketing strategy for its potential consumers through this marketing research report. Besides, they can find out its Strength, Weakness, Opportunity and Threat from our research report to become the market leader. Furthermore, there are innumerable footwear industries in Bangladesh. But a very few number of industries cannot execute their marketing strategy properly. Hence, they are losing their target consumers, company profit as well. In our research report we have tried to focus on that strategy because by following our marketing research report as a guideline, our footwear industries can dominate the footwear market world.

Chapter # 02

Literature Review

Literature Review

Introduction: This chapter describes the details about the Apex adelchi footwear limited and their mission, vision and their product portfolios.

Brief descriptions on all the terms:



About Apex:

Apex Adelchi Footwear Limited (AAFL), formerly Apex Footwear Limited is the leading manufacturer and exporter of leather footwear from Bangladesh to major shoe retailers in Europe, North America and Japan.

AAFL was incorporated on January 04, 1990. Mr. Syed Manzur Elahi, the chairman of Apex group started a new venture known as Apex Footwear. In the same year it went into commercial production with an installed capacity of 1000 pairs per day and 350 employees. Today the company is producing 20000 pairs of shoes per day, employing over 8000 people.

AAFL pioneered the export of value added finished products in the leather sector of Bangladesh and today exports almost 4 million pairs of shoes to 127 footwear brands and retailers in 30 countries. AAFL's major customers include Gallus, ABC Mart and Macys in Germany, Japan and USA with projected export revenues of 100 million US dollars for 2010.

The company has revenues of USD 100 million in 2010. AAFL pioneered the export of value added finished products export in the leather sector of Bangladesh and is also involved in the local footwear retail business with the second largest shoe retail network in the country. AAFL has strategic, technical and marketing alliances with Italy. Public listed and traded since 1993; AAFL is professionally managed, currently employs 8000 persons and is in full compliance with

Corporate Governance Compliance Report under Section 2CC of the Securities Exchange Commission Notification Order

AAFL is also committed to the domestic footwear market and today has the fastest growing shoe retail network in the country, trading as Gallerie Apex. The local retail wing was established in 1997, with the vision of presenting the Bangladeshi consumers with the opportunity to experience quality leather footwear designed according to the latest market trends and technology from Europe. At the same time its product range is tailored to deliver value for money for different price segments in the local market.

The response from the local market has been phenomenal, and the company is proud to be able to provide its consumers with a wider range of products than before. While the company has earned its reputation predominantly through its men's shoes and sandals, it has recently expanded its ladies and kids product range as well. Gallerie Apex currently has more than 146 retail outlets throughout the country in addition to over 275 authorized retail sales distributors (RSDs) to ensure nationwide coverage of its footwear.

Gallerie Apex has recently launched the School Smart and Twinkler brands in its stores to cater to the kids segment. The company is also in the process of launching a number of new brands tailored specifically for the local market. Through all its activities, AAFL is committed to productivity and quality to attain its objective of being a leading footwear manufacturer of Asia through its mission of "**Honest Growth**".

Company Profile

Company details:

- Official Name : APEX ADELCHI FOOTWEAR LIMITED
- Type of Company : Public Limited Company
- Date of Commencement of Business : January 04, 1990, as APEX FOOTWEAR LIMITED
- Name Changed December 27, 2006 to : APEX ADELCHI FOOTWEAR LIMITED
- **Vision:** “The vision of Gallerie Apex is to offer the Bangladeshi consumer the opportunity to experience quality leather footwear designed according to the latest market trends and technology from Europe”.
- **Mission: “Honest Growth”** At the end of the day we are working continuously to provide world class footwear choices at competitive price to the Bangladeshi consumer

Corporate directory:

BOARD OF DIRECTORS

Syed Manzur Elahi	: Chairman
Syed Nasim Manzur	: Managing Director
Munize Manzur Khasru	: Director
Syed Gias Hussain	: Additional Managing Director (AMD)
Adelchi Sergio	: Director
Golam Mainuddin	: Independent Director

Management team:

Syed Nasim Manzur	: Managing Director
Syed Gias Hussain	: Additional Managing Director
Abdul Momen Bhuiyan	: Deputy Managing Director
S A M Yousuf	: Executive Director

Dilip Kajuri	: Chief Financial Officer
S.M. Shahjahan	: Company Secretary
Md. Mominul Ahsan	: Head of Human Resources
Atiqul Islam	: General Manager
Syed Md. Mustaque	: General Manager
Pradip Kanti Saha	: General Manager
Md. Azam Khan	: General Manager
Razya Rahim Chowdhury	: General Manager
Syed Masud Nizam	: General Manager
Khandker Swanan Shahriar	: General Manager

Registered office:

House No. 06, Road No. 137 Block - SE(D), Gulshan-1 Dhaka-1212, Bangladesh

Email:info@apexadelchi.com

Factory:

Chandra, P.S. Kaliakoir Dist. Gazipur Bangladesh

Find Apex Gallerie:

Total Outlets 146

Gallerie Apex :: Dhaka North

Gallerie Apex :: Dhaka South

Gallerie Apex :: Dhaka Central

Gallerie Apex :: Comilla

Gallerie Apex :: Mymensing

Gallerie Apex :: Chittagong

Gallerie Apex :: South Bengal

Gallerie Apex :: North Bengal

Gallerie Apex :: Sylhet

Products:

- ❖ **Product Line** – Ago cemented Leather shoe

Specification:

- ❖ **Upper** : Leather (Cow / Buffalo / Goat / Sheep)
- ❖ **Lining** : Leather/synthetic/ textile
- ❖ **Outsole** : TPR /PU/Rubber



PRODUCT CATEGORY

A. Men's

- ❖ Dress & Formal
- ❖ Casual & Lifestyle
- ❖ Boots
- ❖ Sandals

B. Ladies

- ❖ Boots
- ❖ Long Boots

C. Children's

- ❖ Dress
- ❖ Boots
- ❖ Sandals

D. Moccasins

- ❖ Men's & women's

Chapter # 03

Methodologies

Methodologies

Introduction

This chapter describes the details of the procedures and tools that were used in research project.

Research design

A research design is a set of advance decisions that help us to makes up the master plan specifying the methods and procedures for collecting and analyzing the needed information.

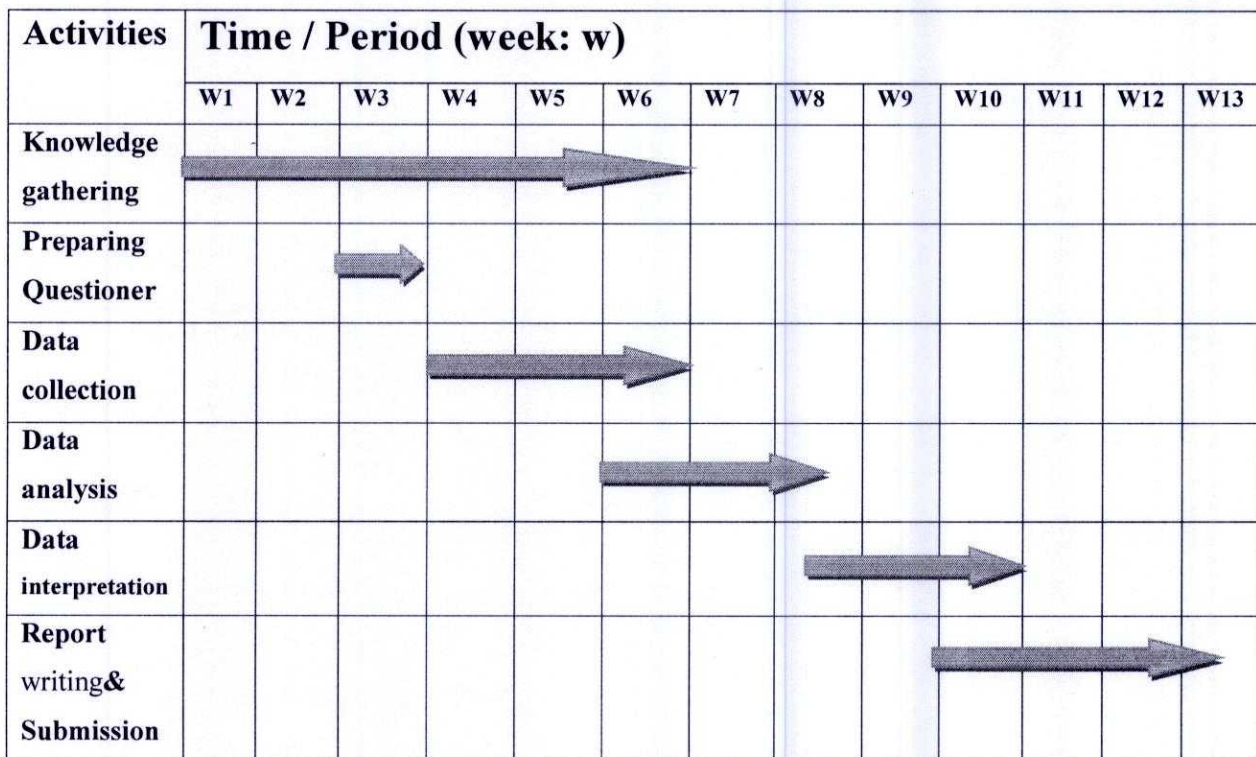


Figure: Gantt chart

In week-1 to week-6 we gather knowledge about the activities of the marketing research form our respectable teacher Dr. Md. Tareque Aziz. As the requirement of the course he assigns us to make a marketing research on Apex. Then we define the problem and establish the research

objective. After that in week-3 we prepare a questioner and approved by our course instructor. Then we determine the sample plan and size for the requirement of our survey.

In week-4 to week-6 we collect the data from our respondent and also analyze the data from week-6 to week-8. After analyzing the data we started to interpretation the data from week-8 to week-10. Then we started to write our research report and we submit within week-13

Measurement rationale

In our research we choose both the three basic question response formats. These are open ended, closed ended and scaled response questions formats. But mostly we use closed ended question for our question.

Closed ended response format questions: Most of the case we choose closed ended question because it lists response options on the questionnaire that can be answered quickly and easily. For two reason options we used dichotomous closed ended question and more than two responses we use multiple category closed ended question. We choose both because they facilitate the answering process as well as data entry. It also standardizes the question response options on the questionnaire.

Scaled response questions: In some case we use scaled response question to measure the respondent attributes, feeling, judgment, perception etc. It helps the respondent to allow for degree of intensity or feeling to be expressed. Under the scaled response question we use both the unlabeled scaled response format (numerical) and labeled scaled response format (agree, disagree).

Open ended response format questions: We use one open ended question that is responded suggestion and comments. Because its allow respondent to use his or her own words. Through these respondent elicits complete answer.

Study population

Population: We do our research on Apex shoes in Bangladesh and it is under the footwear industry. As a result everybody who is the customer of footwear in Bangladesh is our population.

Sample size: A subset of the population that should represent the entire group. For our research purpose we take 100 footwear customers in Bangladesh.

Sample unit: The sample unit pertains to the basic level of investigation. Each and every footwear customer in between 100 footwear customers is our sample unit.

Sampling

In our research we take 100 footwear customer rather than the total footwear customer in Bangladesh. That is why our sample size for this research is 100 footwear customers in Bangladesh. There are many reasons behind this.

Firstly, there are practical considerations such as cost and population size that make a sample more desirable than a census. A census requires information from everyone in the population. So, taking a sample is less expensive than taking a census.

Secondly, most of the time researcher cannot analyze the huge amounts of data generated by a census.

Thirdly, sample can produce sound result if proper rules are following for the draw for example - very specific population.

Data collection procedure

Surveys involve interviews with a large number of respondents using a predesigned questionnaire. Through questionnaire we collect the respondent data for our survey. We collect our data from three different locations.

Data Collection Procedures	Time / Period		
	Week- 4	Week-5	Week-6
Travelling to Mohakhali			
Travelling to Mirpur			
Travelling to Faridpur			

Figure: Gantt chart

We started our data collection from week-4 to week-6. At first we collected our 60% data from the Mohakhali area in week-4. Then in week-5 we collect our next 20% data from Mirpur area and the rest of the 20% data we collected from Faridpur in the week-6. Through these procedures we collect our survey data in three different areas.

Survey approaches

A variety of non-sampling errors can occur during data collection in the survey. That is why in our survey we try to our level best to minimize the non-sampling errors through effective survey approach. For our survey we use person administered surveys. A person administered survey is one in which we can take face to face interview to the respondent and able to record his or her answers. We choose person administered survey to make our data more accurate because without a personal interviewer present, respondents may fail to understand survey questions. And also we are able to see the body language of our respondents.

In our survey we don't leading our respondent answer through wording, voice inflection or body language to get accurate. By filling up our questionnaire we provide some incentives like-chocolates to motivate our respondents.

Data analysis

For analysis the data we use Microsoft excel and basically percentage method. We also use pie charts and column charts to interpretation the data that we are finding in our survey.

We use pie charts because when we want to illustrate the relative sizes or proportions of one component versus others, pie charts are useful. The pie chart is a circle divided into sections. Each section represents a percentage of the total area of the circle associated with one component. Through these pie charts we can easily show our survey findings. We also use column charts that help us to compare values across categories.

Chapter # 04

Findings

Findings

Introduction

This chapter talks about Overview of data collected, Profile of the respondents and their results based on the sub categories.

Overview of data collected

Data collection is the most vital elements of any research. For this reason, Data collection is considered as blood of the research. Research objective gaining is impossible, if the data is corrupted. So, Researchers must give importance on the proper data collection.

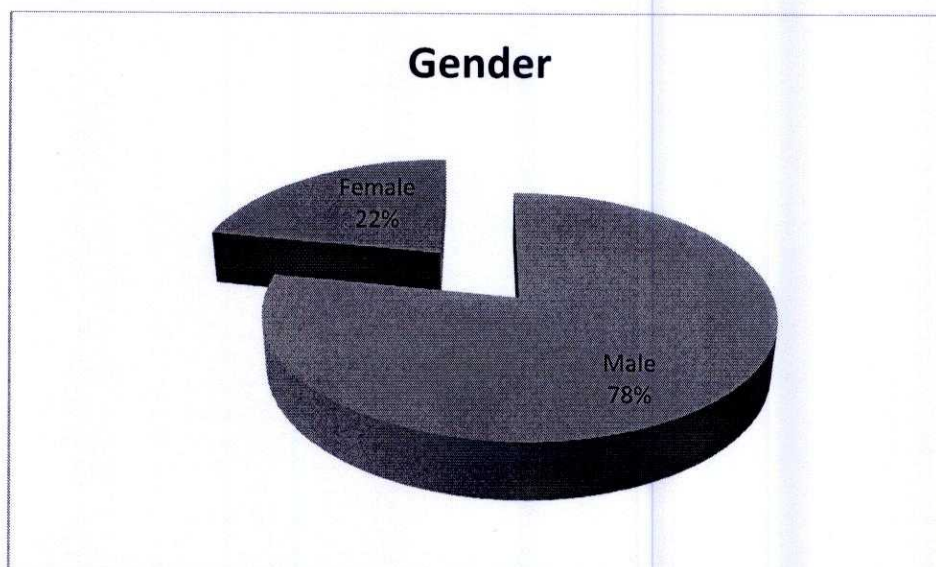
In our survey our sample size was 100 footwear consumers as the representative of the population (Total Footwear Consumers in Bangladesh). We prepared question papers for our sample size to collect data. This sample size is called respondents and we are the interviewer. Most of our respondents were students especially in BRAC University and our friends and relatives as well as our family members. To gather data accurately, we gave them instruction to fill up the question papers and they tried their level best to response their opinions accurately.

Profile of the respondents

The parameter around which we have defined out target group is “demographic characteristics.” The questions asked reflected the different demographic, psychographic and socio economic factors characteristics of the target market. Demographics or demographic data are the characteristics of a human population. Commonly used demographics include sex, race, age, income. This section has been discussed depending on the result of survey that we have on 100 people. As we have time limitation, we did most of survey among our friends, relative and colleagues.

1. Gender:

Dividing the target market into different groups in terms of gender is called gender segmentation. Most of the products are designed to target specific group of customer to clearly understand the sensitivity and the choice of color pattern between the male and female respondents we have divided our total sample in two groups- male and female.



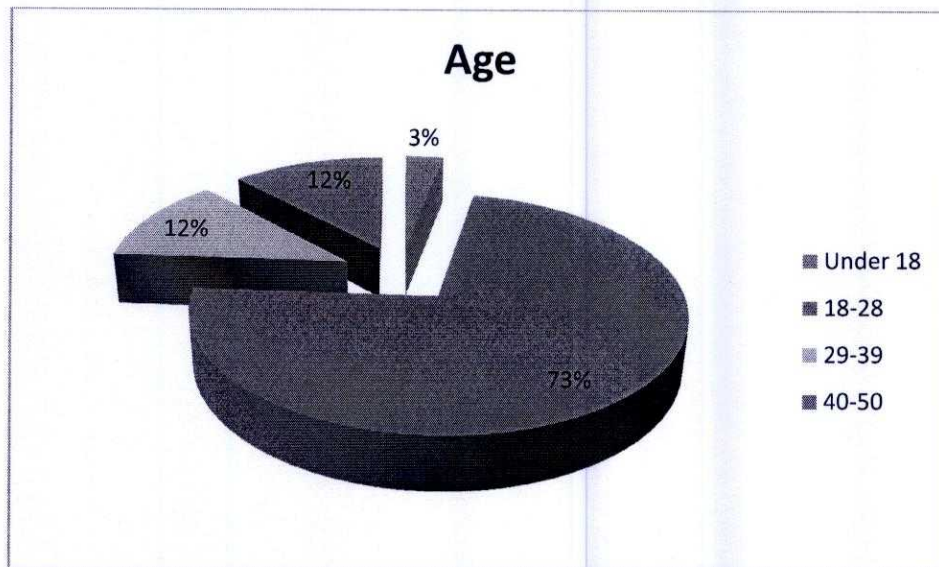
From the above pie chart it can be evident that the majority of the respondents in our survey on Apex are male, that is 78% and female are 22%.

Interpretation:

From the findings of the survey result we can analyze the highest & lowest percentages of answers.

- ❑ **Male:** The probable cause of random sampling and we can relate this to our cultural aspects. According to Bangladeshi culture, male basically preferred for the purchasing decision so here also our respondents were mostly male.
- ❑ **Female:** Most of the respondents were known with us, like friends and family. Among those, a very few number of respondents were female who were our either friends or relatives. As our data was collected through random sampling, we got them whenever they would agree with us.

2. Age:



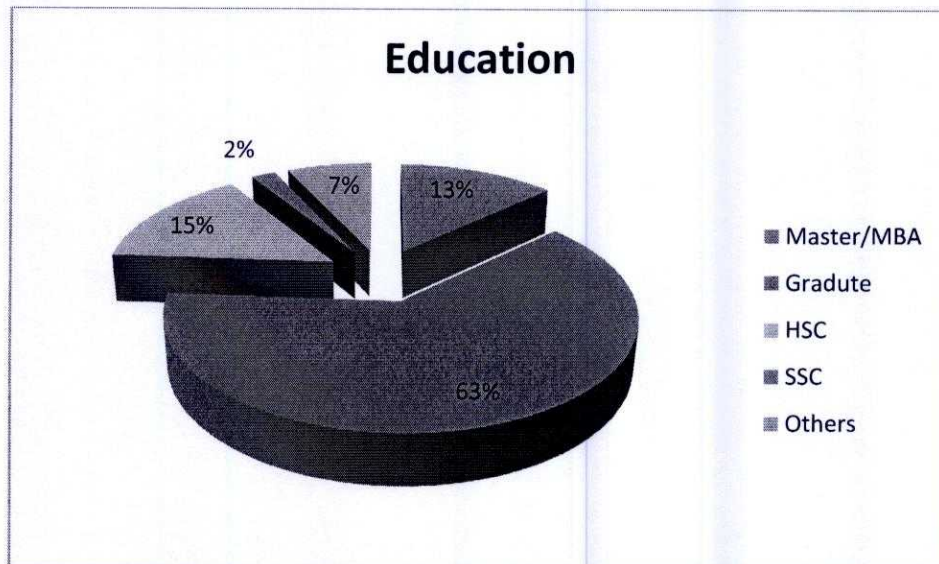
Dividing the target market into different groups based on age is called age segmentation. Age can play very important role for choosing products. In our survey 73% people were in age group of 18-28. On the other hand, both 29-39 and 40-50 years age group are 12% and under 18 years age group are only 3% .

Interpretation:

From the findings of the survey, we can interpret the highest & lowest percentages of answers.

- ❏ **18-28:** Observation shows that the larger percentage of 73% was of the 18-28 years. This is due to the fact that most of the data was collected among the university students (BRACU), office employee and businessmen.
- ❏ **Under 18:** Lower sample percentage of under 18 year was due to the fact that only an incremental amount of sample from that age group was readily available to survey.

3. Education:



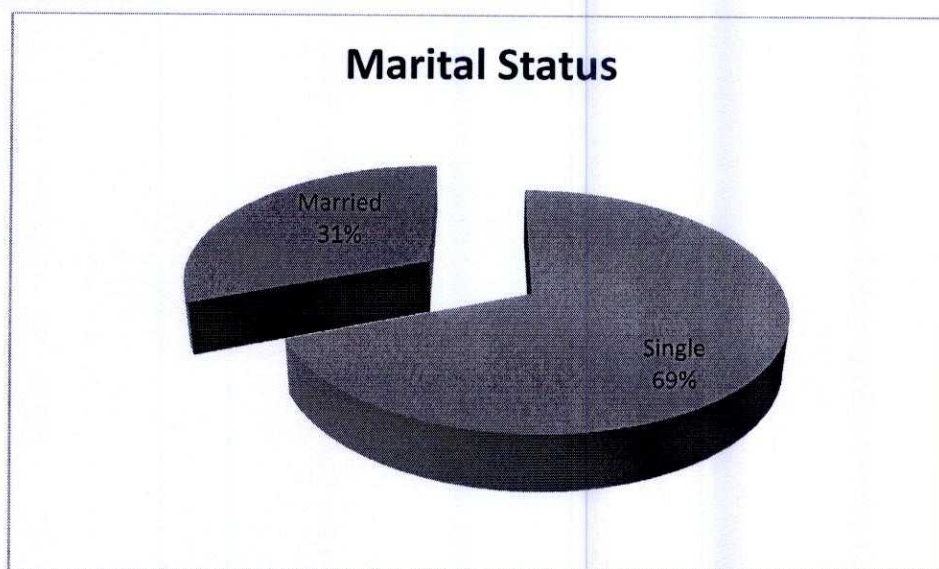
Level of education plays a very vital role in purchasing behavior of consumers in recent years which have also been seen in our survey. It says that, educated people are more aware of brands. We have found that, 63% people are Graduate, 15% HSC, 13% Master/MBA, 7% others and 2% are SSC.

Interpretation:

From the findings of the survey, we can interpret the highest & lowest percentages of answers.

- ❏ **Graduate:** Due to fact that a higher portion of survey was carried among the MBA students of BRAC University & various other institutions.
- ❏ **SSC:** Lower SSC sample data of 2% due to the fact that the respondents were of a larger age group than the one undergoing SSC.

4. Marital Status:

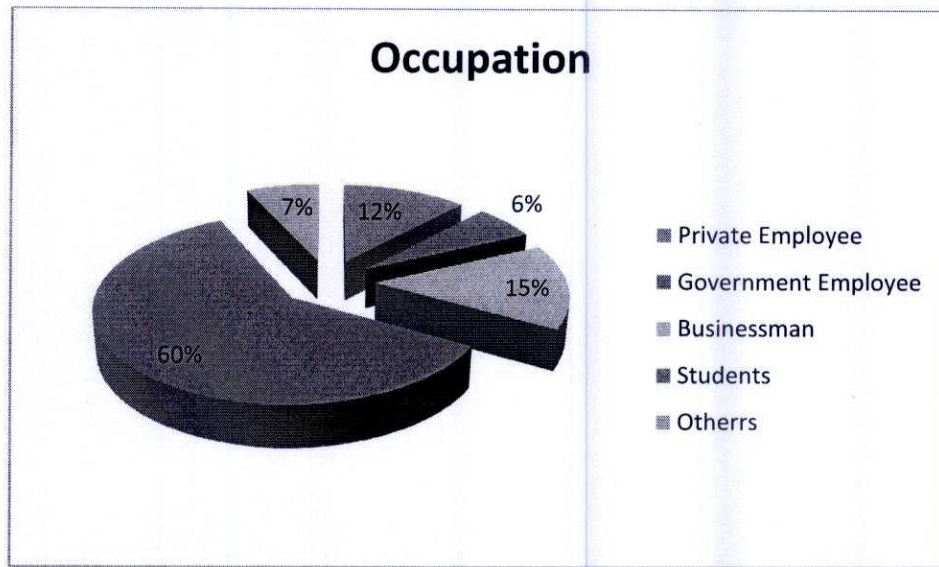


From the above pie chart it can be evident that the majority of the respondents in our survey are single, that is 69% and married are 31%.

Interpretation:

- ❏ **Single:** Reasons for the higher single respondents of 69% were unmarried because most of the sample data were collected from students who are currently studying. Therefore, they have not got married yet.
- ❏ **Married:** A very little number of respondents like 31% respondents were married. Those respondents who were service holders, businessmen and family members were married. Both husbands and wives filled up our questionnaires.

5. Occupation:

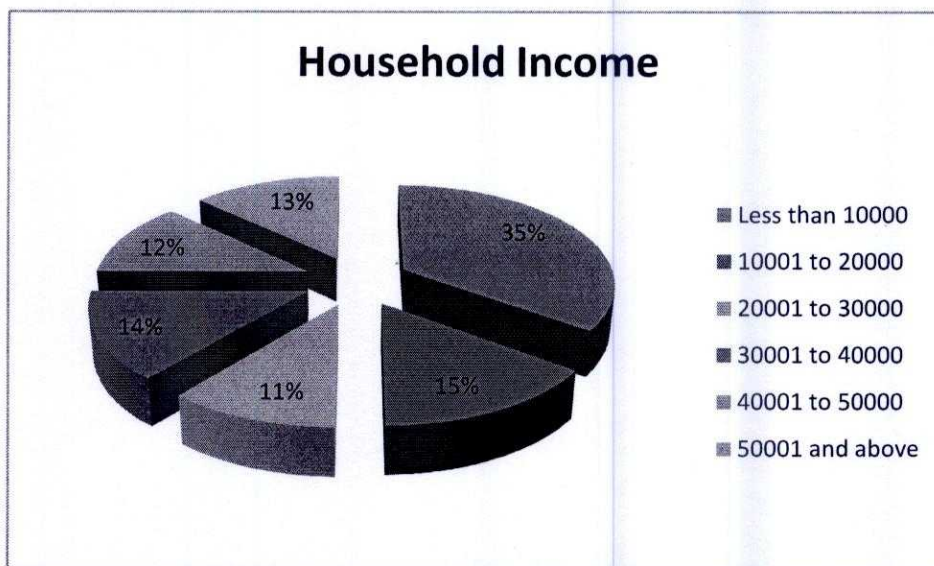


Above pie chart indicates that the higher respondents of 60% was of the student while the lower respondents of 6% was of the government employee.

Interpretation:

- ❑ **Students:** Reasons justifiable for the higher student sample data was due to the fact that most of the sample data were collected from students at BRAC University.
- ❑ **Government Employee:** Government employee respondents were very few because of unfamiliarity with government employees and higher number of familiar students.

6. Household Income:



Most of the occupation is predetermining the household income level. Observation indicates that the higher sample of 35% was of the less than 10000 sample data while the lowest sample of 11% was of the 20000 to 30000 sample data.

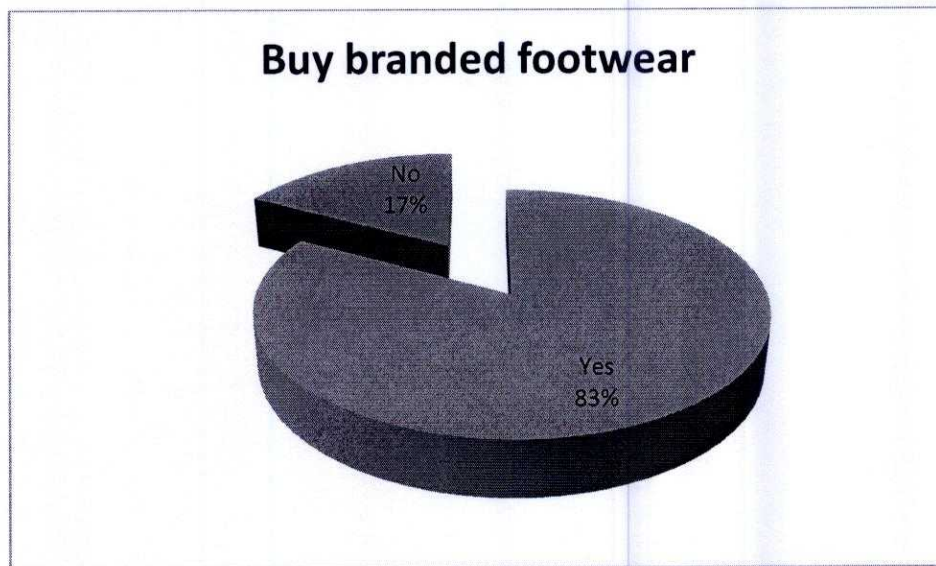
Interpretation:

From the findings of the survey, we can interpret the highest & lowest percentages of answers.

- ❏ **Less than 100000:** Reasons justifiable for the higher sample data was due to the fact that most of the respondents were students who didn't any job. Furthermore, some of the respondents were working as a part-time job holder besides their study in different organizations. Therefore, they didn't get opportunity to earn more than 10000.
- ❏ **20001-30000:** A very few number of respondents who were fresh graduate, worked in different organizations. Generally, their pay scale range in between 20001 to 30000.

Results (question and sub category wise)

7. Do you buy branded footwear:



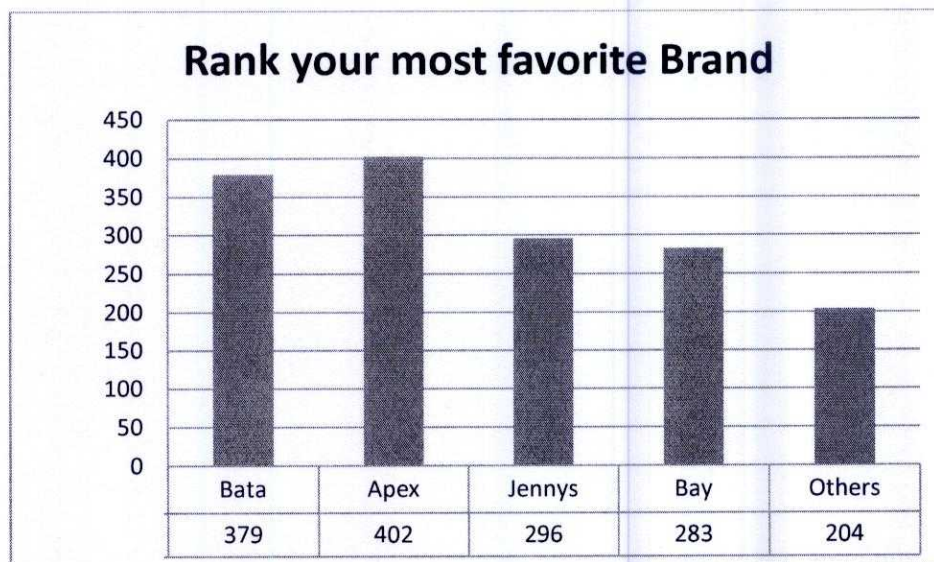
According to the survey, we can see that a large number of respondents like 83% buy branded footwear and 17% respondents are unable to purchase branded footwear.

Interpretation:

From the findings of the survey we can analyze the highest and lowest percentages of answers.

- ❏ **Yes:** There have certain number of branded footwear shops in Bangladesh like- Apex, Bata, Jennys, Bay Emporium and so on. As we earlier have mentioned that our maximum respondents were students who came from upper class and upper middle class family. Normally, those types of families have the ability to purchase from local or international branded footwear shops.
- ❏ **No:** A small number of respondents who think that price of the local branded footwear is very high. Moreover, they assume purchasing branded footwear mean wasting money. Even though they have indifference towards their shoes and its attributes. Hence, they purchase shoes once in a year.

8. Rank your most favorite “Brand”



According to the survey result, we can see respondents put their points on Apex 402 out of 500 points, Bata got 379 points, Jenny got 296, Bay got 283 and others footwear brand got 204 points out of 500 points.

Calculation:

To calculate the total points we assume that Excellent=5, Very Good=4, Good=3, Moderate=2, Poor=1

Formula: Total points = (Ranking value * Number of Respondents out of 100)

For Example:

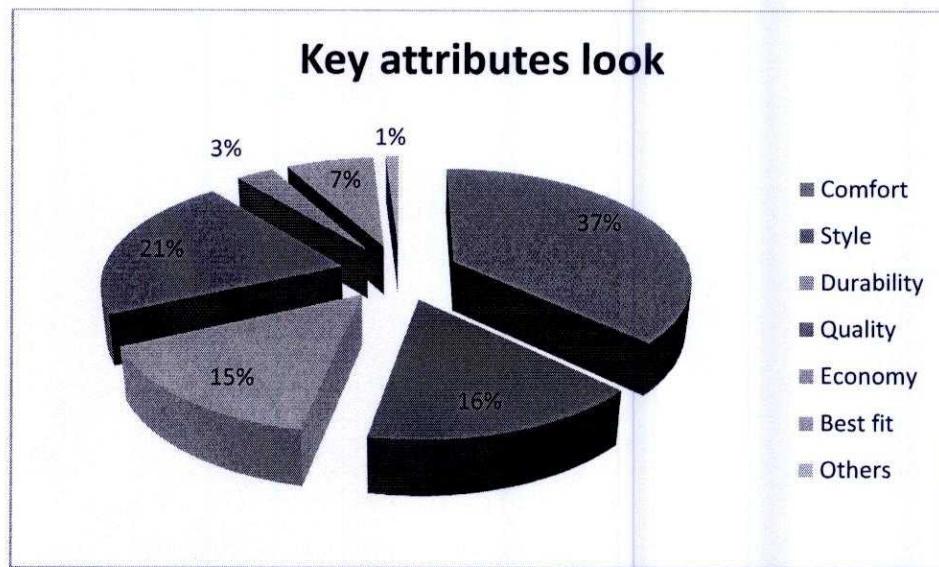
$$\begin{aligned} \text{Apex total points} &= (5 \times 46) + (4 \times 26) + (3 \times 16) + (2 \times 8) + (1 \times 4) \\ &= 402 \text{ points} \end{aligned}$$

Interpretation:

- ❑ **Apex:** Apex footwear brand got the highest points because most of the respondents prefer the shoe's attributes like quality of leather, durability and social status.
- ❑ **Others:** There are a very few number of respondents who purchase others footwear brand like Nike, Rebook and so on. Moreover, in some cases respondents purchase shoes

from none branded footwear's and other branded footwear shop due to the quality & price. It is therefore, they are unfamiliar with the local footwear brands.

9. Key attributes look for in a shoe:



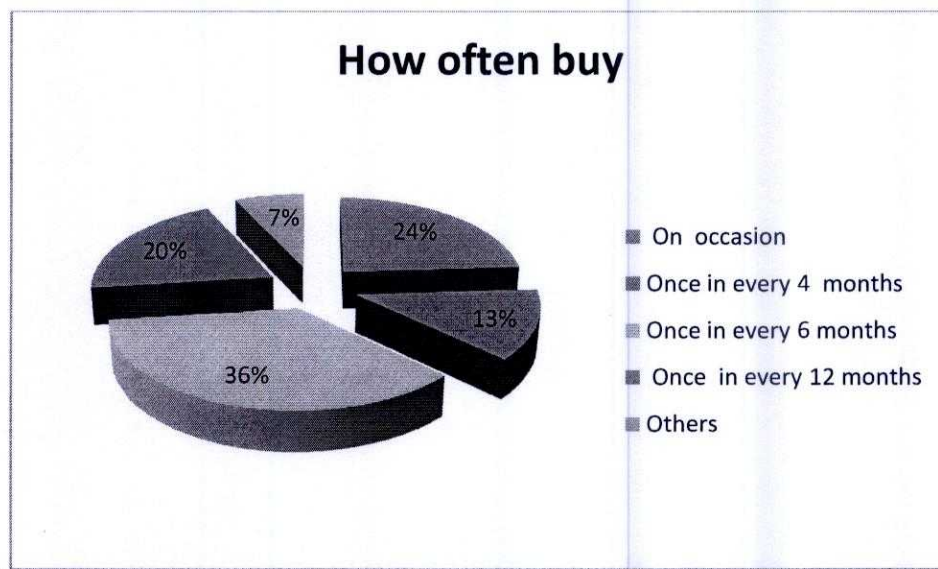
According to the survey result, 37% of our respondents look for in a shoe for getting comfort which is a large number, 16% respondents are looking for style, 15% durability, 21% quality, 3% economy, 7% respondents are looking for the best fit and 1% of respondent is finding others attributes to look for in a shoe.

Interpretation:

From the findings of the survey, we can analyze the highest & lowest percentages of answers.

- ❑ **Comfort:** 37% of the respondents are looking for comfortable shoes. So, people generally look for such a kind of shoes that are more feasible to put up. As majority of our respondents are university students so, they try to find out such a key attributes like-comfort that helps them for passing a long time in their campus.
- ❑ **Others:** 1% of respondent fined others attributes to look for in a shoe. Probably, they try to find out the attributes of the footwear leather which is made from cow, sheep's or buffalo.

10. Frequency of buying a new pair of shoes:

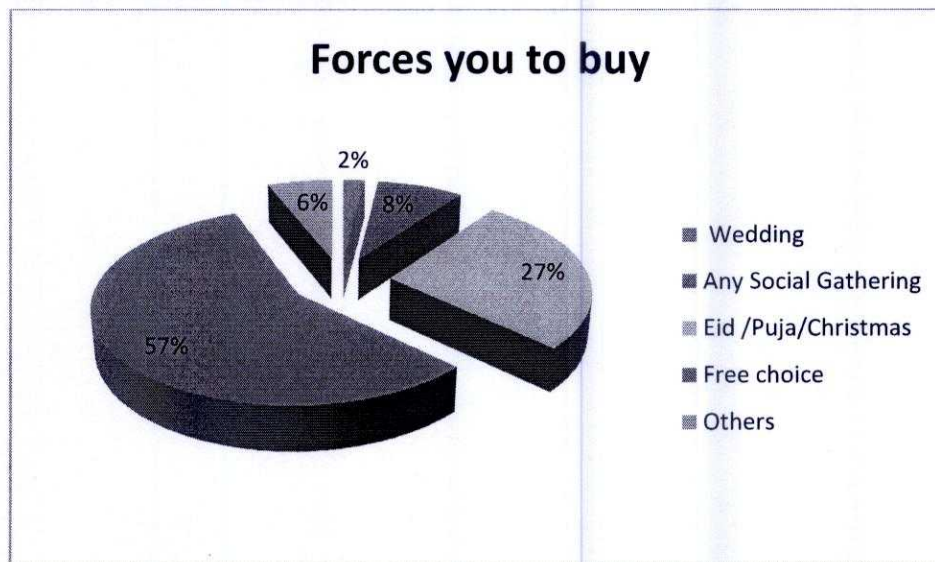


According to the survey result, 36% of our respondents buy shoes once in every 6 months which is a large number, 24% on occasion, 20% once in a year and 7% respondents buy a new pair of shoes in others time.

Interpretation:

- ❏ **Once in every 6 months:** Once people find a comfortable pair of walking shoes that support their feet right, it is hard to part with them. But walking and running shoes have a limited life span. With each step, people are breaking down their cushioning and support. Therefore, most shoes are dead and need to be recycled or saved for non-exercise purposes. So, a new pair of shoes is bought once in every 6 months.
- ❏ **Others:** In now a day's respondents are more fashionable & meticulous than earlier about their footwear. It however, shoes are being designed and modified in frequent time. Whenever new shoes are being designed, respondents rush to purchase a new pair of shoes.

11. Forces to buy a new pair of shoes:

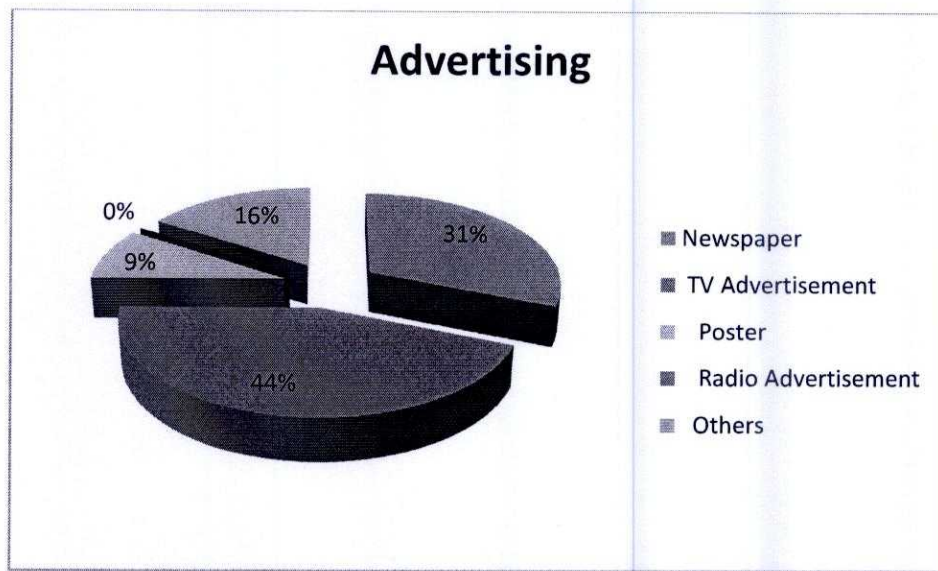


According to the survey 57% of respondents force to buy a new pair of shoes on free choice that is a large number, 27% are on occasion like Eid/Puja/Christmas, 8% are on social gathering and 2% respondents force to buy a new pair of shoes on wedding.

Interpretation:

- ❏ **Free choice:** Generally, respondents purchase a new pair of shoes whenever they need. Moreover, they go to shoe's shop and select the best one from the different categories of shoes willingly.
- ❏ **Wedding:** Especially a few numbers of respondents purchase a new pair of shoes for the wedding purpose. In Bangladesh respondents are price sensitive. They aren't getting used to purchase a new pair of shoes for a particular occasion like wedding ceremony. They purchase such a kind of shoes that is suitable for using in any kind of occasion.

12. Preferable sources of Advertising:

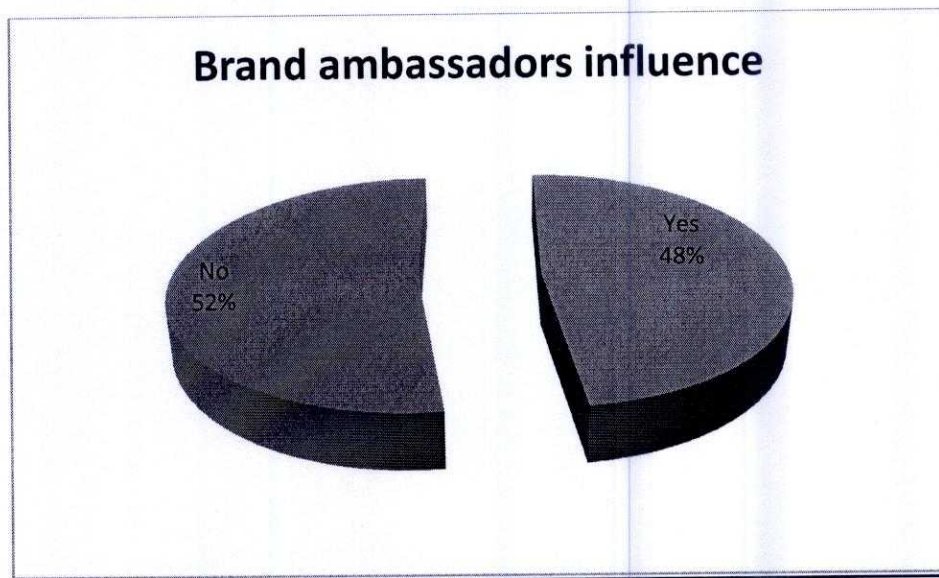


According to the survey result we can see, 44% of the respondents prefer TVC (Television Commercial) which is a large number, 31% prefer Newspaper. 16% others and 9% prefer poster or Billboard.

Interpretation:

- ❏ **Television Advertising:** TVC is the most popular and most easy way to communicate the customer. As a result most of the respondent of our survey belief that Television commercial is used as promotional tools of shoe's advertising. It is therefore, people generally watch TV advertising for any kind of branded shoes. It creates a process of communication between Consumers & Products. Moreover, it is easy to get the shoe's quality, features, colors, price, and models as well by watching TV advertisement of any shoes.
- ❏ **Poster/Billboard:** In Bangladesh a very few number of shoe's companies are promoting their products through billboard or posters. However, it is limited to the metropolitan city, VIP area and highway. It is therefore, A large number of people who are living beyond the city are unfamiliar with billboard. Moreover, some respondents don't prefer billboard promotion for shoes. Because, it is not an easy way for getting the available information on shoes.

13. Brand ambassadors influence purchase decision:



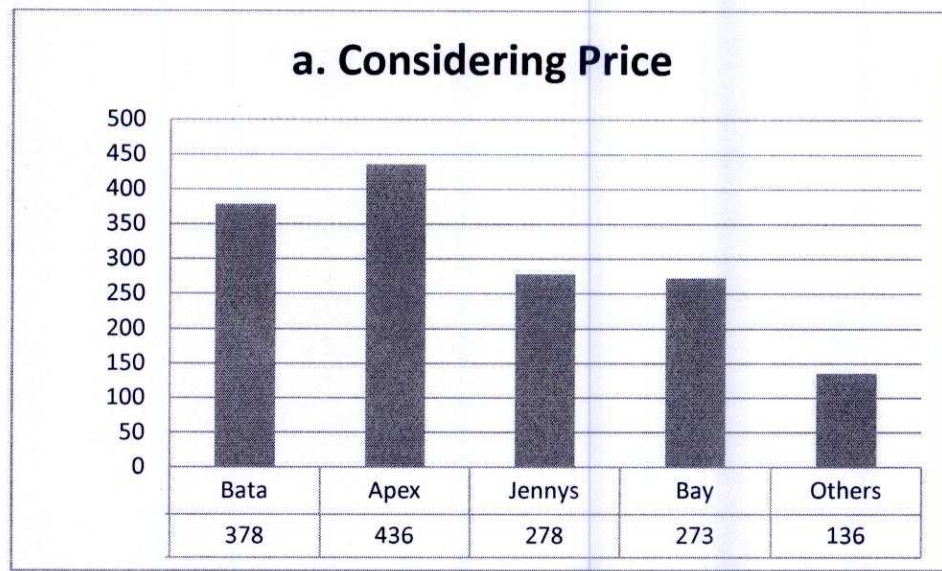
According to the survey result, 52% of respondents aren't influenced by brand ambassadors and 48% respondents are influenced which is closer to non influenced respondents.

Interpretation:

- ❏ **No:** As respondents purchase shoes on their free choice, they don't need to be influenced by ambassadors. Shoe is a necessary product for every consumer. So, they go to shoe's market whenever they need and purchase the favorite branded footwear from the different categories of shoes kept on the showcase.
- ❏ **Yes:** From the TV advertisement brand ambassadors are exposed for promoting the shoes. Brand ambassadors are like actor or actress, model. It is therefore, respondents purchase whimsically shoes matching with their favorite model what they put on.

14. Belief of the different attitudes:

I. Considering price



According to the survey result, we can see respondents put their points on Apex 436 out of 500, Bata got 378, Jenny is 278, Bay is 273 and others got 136 points out of 500.

Calculation:

To calculate the total points we assume that

High	5	4	3	2	1	Low
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Formula: Total points = (Ranking value * Number of Respondents out of 100)

For Example:

Apex total points = $(5*50) + (4*40) + (3*6) + (2*4) + (1*0)$

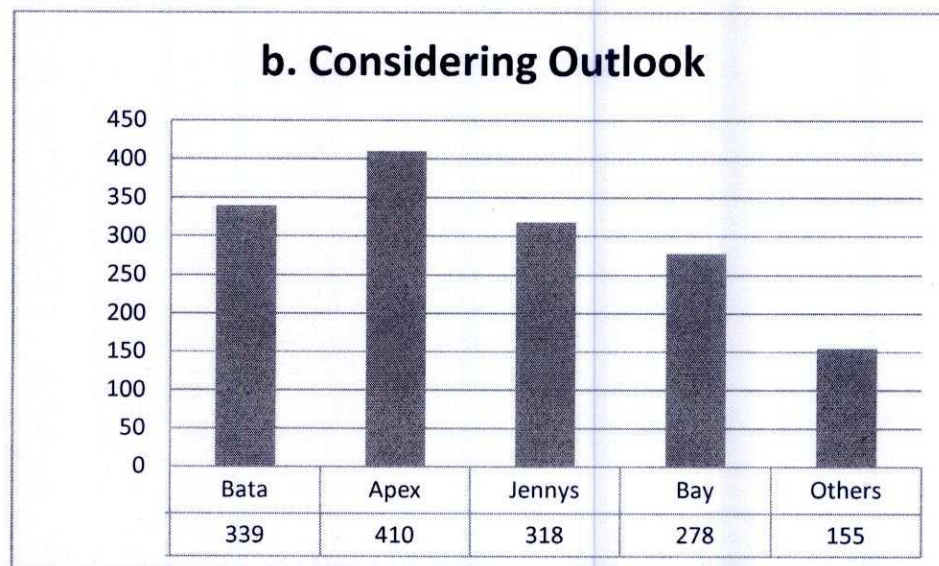
=436 points

Interpretation:

From the findings of the survey we can analysis the highest and lowest point of answers.

- ❑ **Apex:** Apex is one of the top most footwear brands in Bangladesh. However, Due to the high price a large number of respondents consider it as an expensive one that is not affordable to all respondents. It is therefore, High price is considered as vital criteria for Apex shoes.
- ❑ **Others:** A very few number of respondents purchase others local footwear brands that are affordable to all respondents. They are price sensitive. They think no matter the footwear attributes; ultimately price can be critical factors. Hence, respondents purchase others footwear brand in a cost effective way rather than Apex shoes.

II. Considering Outlook



According to the survey, we can see respondents put their points on Apex 410 out of the 500 points, Bata got 339, Jennys is 318, Bay got 278 and Others 155 points out of 500 points.

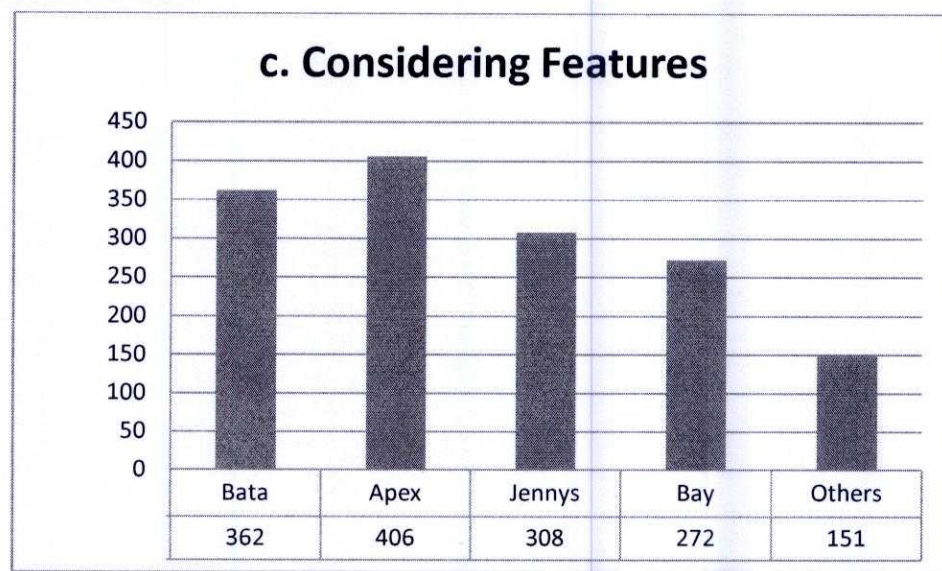
Interpretation:

- ❑ **Apex:** In now a day, Respondents are choosing their shoes meticulously. They try to select such a kind of shoes that reflect their personality. There are different types of shoes under the Apex product line. Like Sandals, Boots, Formal shoes, and Running shoes.

consider the footwear outlook like its colors, soles and so on. Apex Company changes its products outlook with the demand of its consumers.

- ❑ **Others:** A few numbers of respondents purchase others branded footwear like Nike, Reebok, and Adidas as well as so on popular brand. Those shoes are very attractive to our respondents. Moreover, many of the respondents don't know well about their local footwear brand. As a result, local footwear brands are unseen to them.

III. Considering Features

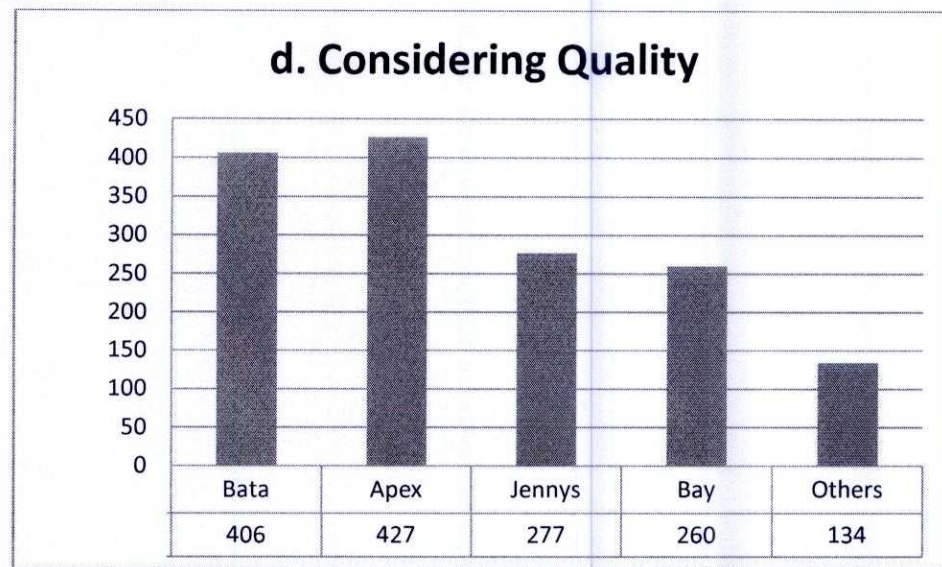


According to the survey, we can see respondents put their points on Apex 406 out of the 500 points, Bata got 362, Jennys is 308, Bay got 272 and Others 151 points out of 500 points.

Interpretation:

- ❑ **Apex:** There are different types shoes kept on shelf in Apex show room. Some shoes are designed for casual like sandals, some are athletes or running shoes, some are school shoes and the others are formal shoes in different colors and sizes. Respondents choose their shoes from that particular features and purchase it
- ❑ **Others:** A few numbers of respondents are bound to purchase shoes from the non branded or local footwear shops due to the high price. These shoe's features are limited & obsolete. It is therefore, though they have unwillingness to purchase those shoes, they have to purchase it in a less price.

IV. Considering Quality

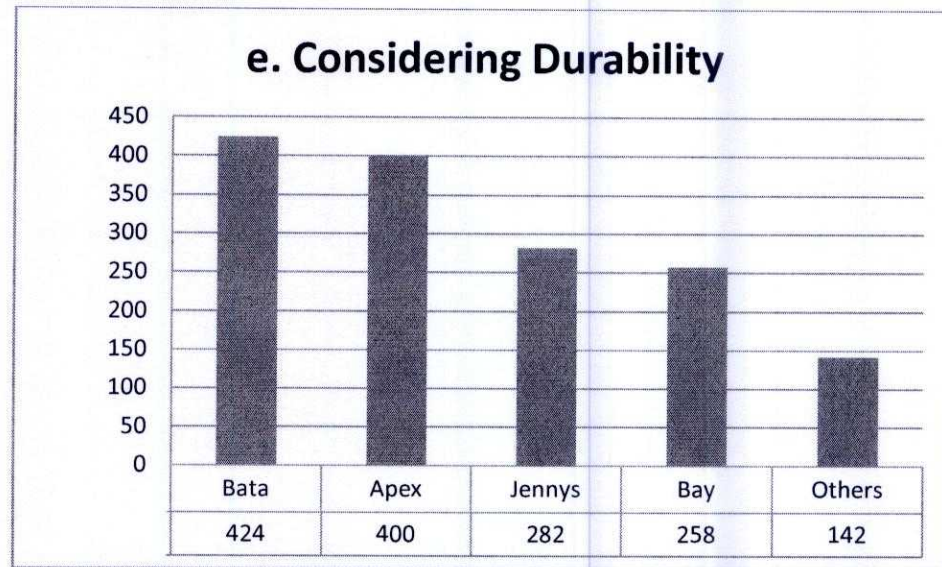


According to the survey, we can see respondents put their points on Apex 427 out of the 500 points, Bata got 406, Jennys is 277, Bay got 260 and Others 134 points out of 500 points.

Interpretation:

- ❑ **Apex:** Apex is one of the top most local footwear brands in Bangladesh. Apex footwear leathers are imported from foreign countries so; their shoe's leathers are more sophisticated than any other local branded shoes. As a result, respondents are ensured to provide better quality shoes to create their brand value. Hence, respondents prefer Apex footwear's quality rather than the others.
- ❑ **Others:** A very few number of respondents purchase their shoes from non branded footwear shops. They make believe price is the only factor that hedge their better quality shoe's purchasing.

V. Considering Durability

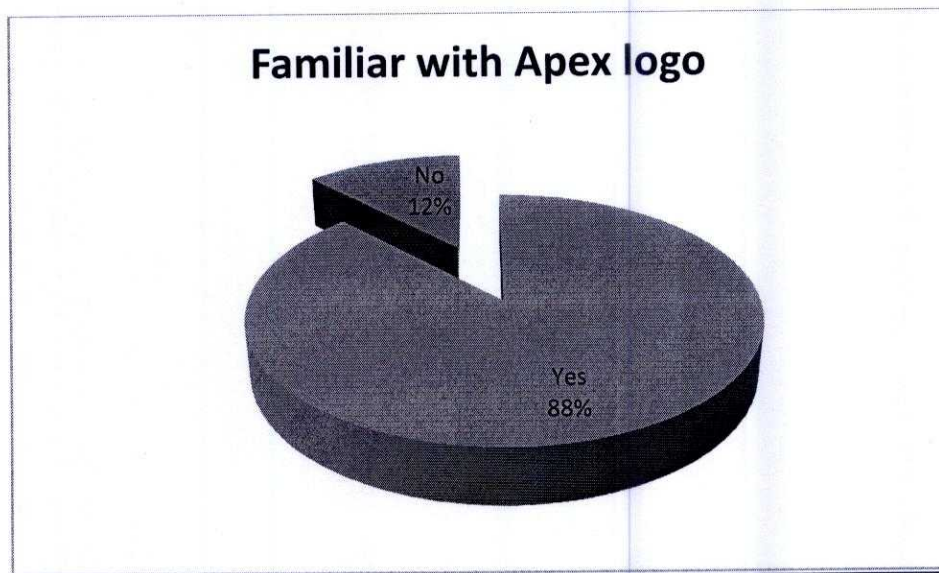


According to the survey, we can see respondents put their points on Apex 400 out of the 500 points, Bata got 424 which is a large number, Jennys is 282, Bay got 258 and Others 142 points out of 500 points.

Interpretation:

- ❑ **Bata:** From the very beginning Bata holds its popularity for footwear industry in Bangladesh. Respondents have likings for its flexible soles and lays, colors as well because in any kind of circumstances, Bata make it such a kind of shoes that soles won't wipe out and colors won't change. As a result, Footwear lasts for a longer period.
- ❑ **Others:** Some of the respondents purchase others foreign footwear brands like Nike, Addidas and so on. They are not aware of the local footwear brands. Furthermore, they make believe that foreign shoe's leather quality, design and overall shoes procurement are the key factors for making durable shoes.

15. Familiarity of Apex brand logo:

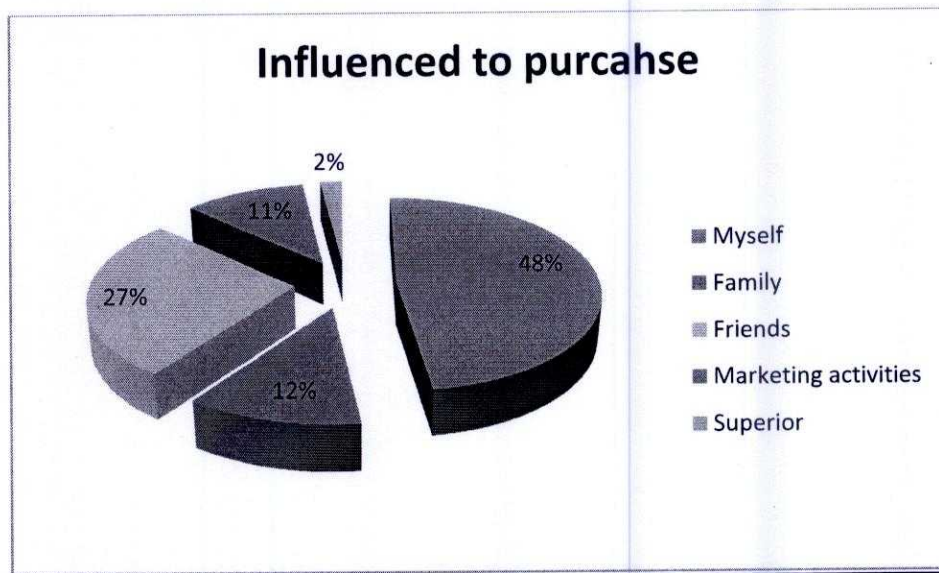


According to the survey 88% of respondents are familiar with Apex brand logo which is a large number and 12% respondents are unfamiliar with Apex brand logo.

Interpretation:

- ❑ **Yes:** Apex footwear has a great popularity in Bangladesh. Specially, it creates a different value to our respondent's mind for its quality & durability. It is therefore; about 88% respondents are familiar with the red logo of Apex brand. The colorful logo & its core quality value create respondents a good perception about the Apex brand logo.
- ❑ **No:** A very few number of respondents are unfamiliar with the Apex brand logo. Some respondents use foreign footwear brands. They don't need to purchase from a local footwear gallery. Moreover, the price of Apex footwear is very high. A few number of respondents purchase from the non branded footwear's shop. Hence, Logo is unseen to them due to high price.

16. Influential Person while purchasing Apex:



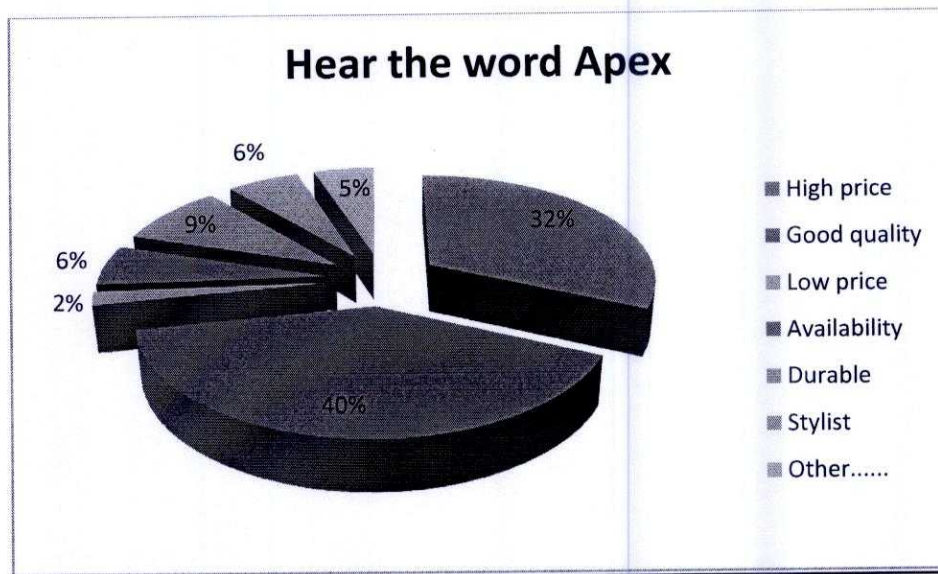
According to the survey we can see 48% of respondents are influenced by own selves, 27% are influenced by their friends, 12% are family and 2% are superior.

Interpretation:

From the findings of the survey result we can analyze the highest & lowest percentages of answers.

- ❏ **Myself:** Apex is one of the top most footwear brands in Bangladesh. Respondents, who know about Apex footwear brand and purchase regularly own selves whenever they need don't need think too much while purchasing Apex. Quality & Durability are considered as vital attributes to purchase Apex shoes.
- ❏ **Superior:** There are a few numbers of respondents who don't know about the shoe's brand in Bangladesh. Hence, they are bound to come up with the superior decision. In a nut shell we can say, superior is a one kind of opinion leader that leads to respondents making belief on Apex footwear brand.

17. Coming into the mind when hearing the word “Apex”:

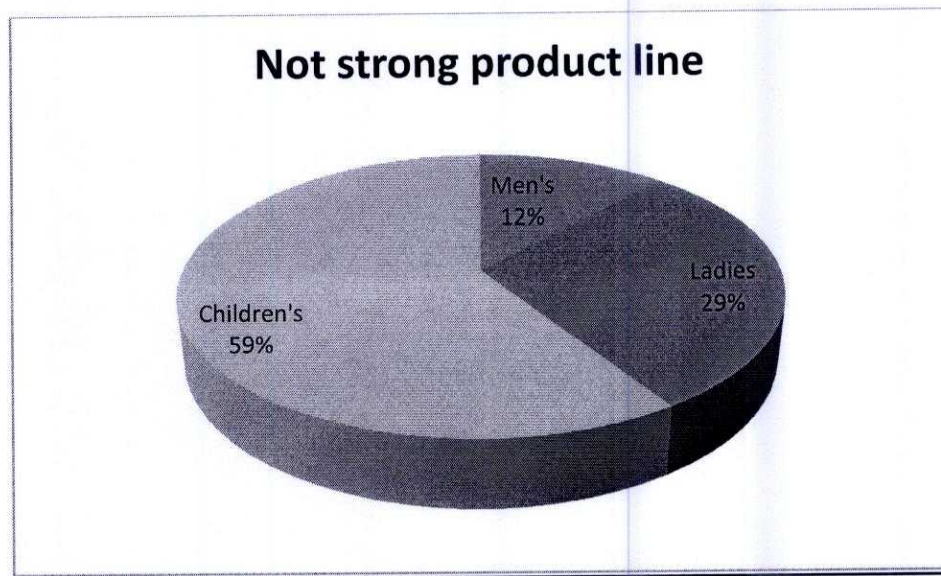


According to the survey we can see 40% of respondents supported Apex shoes means good quality, 32% are high prices, 9% support durable, 2% are low price which is a minimum number of respondents.

Interpretation:

- ❏ **Good quality:** About 40% of our respondents supported that Apex footwear brand means a good quality. There are some reasons behind the keep maintaining the good quality product. These are product durability, features like its design and size, outlook like keeping shoes based on the personalities as well as its colorful logo.
- ❏ **Low Price:** A very few near about 2% respondents considered it as allow price. Some respondents who generally use expensive foreign brands like Nike, Addidas etc compare with the local footwear brand like Apex. Apex is low priced footwear compared to the foreign exclusive brands.

18. Product categories are not strong in Apex:

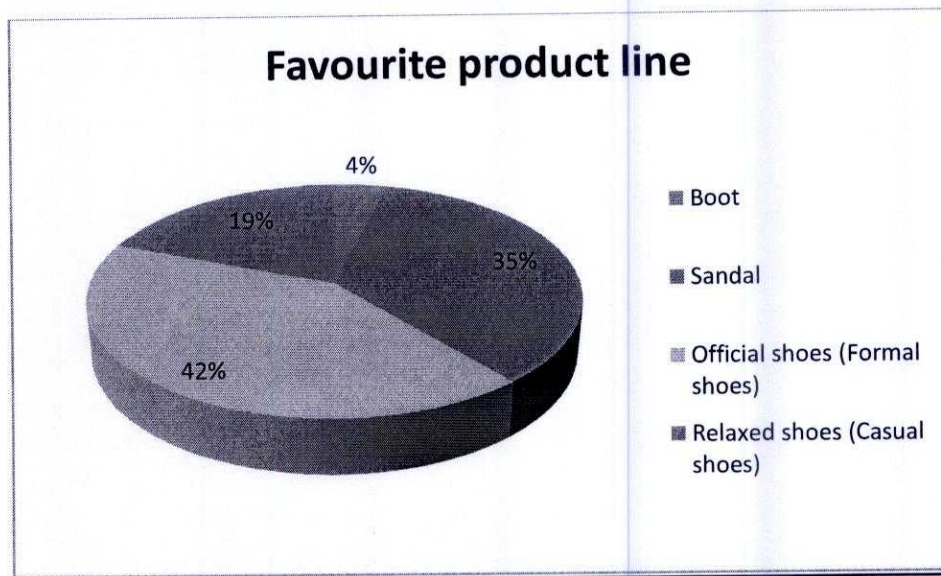


According to the survey we can see 59% of respondents supported children's categories are not strong enough, 29% are ladies and 12% supported for men's footwear.

Interpretation:

- ❏ **Children's category:** Kids footwear brands are unavailable in each show room to draw the attention toward the kids. Generally respondents who have kids prefer various colors shoes like red, yellow, brown rather than black that it has. Moreover, Kids have naturally attraction for different cartoon pictures like miciky mouse or doremon. Those types of cartoon are not designed or depicted on kid's footwear.
- ❏ **Men's category:** There are different sizes and colors shoes for gents. However, comparing to the other product categories men's shoes is far better. New colors and design shoes for gents should be more increased.

19. Favorite product line in Apex:



According to the survey we can see 42% of respondent's favorite product line is formal shoes, 35% are sandals and 4% respondents go for boots.

Interpretation:

- ❏ **Formal shoes:** Respondents specially service holders or businessmen have likings for formal shoes in Apex because, it's design, color variation and specially its sole made from foreign leathers that look shiny are very lucrative and sophisticated. It is therefore, Apex created its brand value by dint of the formal shoe's variation.
- ❏ **Boot:** Boot is a rare and exclusive collection in Apex footwear brand. It is large shaped and heavy weighted shoes. As a result, a very few number of respondents put up boots during a particular time. Generally, respondents are not getting used to put up boots due to the weather condition like the temperature of Bangladesh is high. Therefore, respondents don't feel comfort to up boots in that type of circumstances.

20. Satisfied with Apex discount offers on different occasion

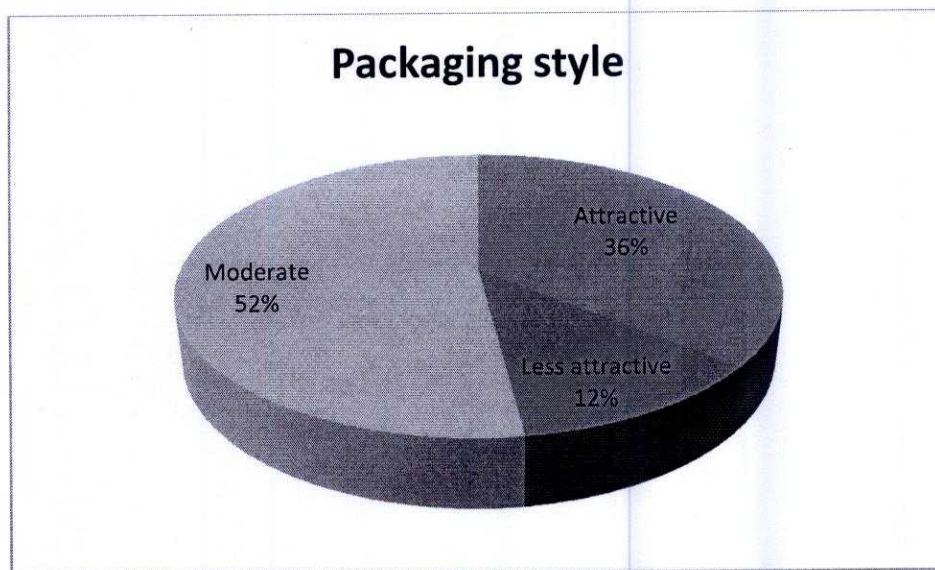


According to the survey result, 43% respondent are agree with the Apex discounts offers on different occasions which is a large number, 27% disagree, 21% neutral, 5% strongly disagree and only 4% strongly agree the discounts offers of Apex.

Interpretation:

- ❏ **Agree:** 43% respondents are agreeing with Apex discounts offers. As Apex follow different discount offers on different occasions similar to its competitor to attract the customer. That is why respondent are agree with Apex discount offer.
- ❏ **Strongly agree:** 4% respondents strongly agree with Apex discount offer. As apex is a renowned footwear brand in Bangladesh and their shoes price are high according to our survey. At the same time majority of our respondent are students and they may or may not have any income. Thus in discounts offer they can able to purchase the same product in low cost.

21. The packaging styles of the Apex shoes:

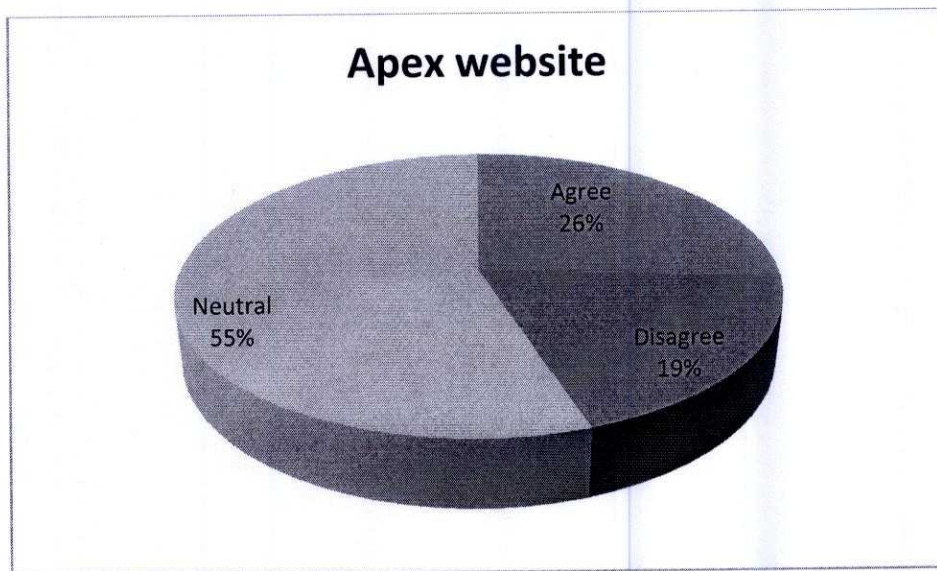


In our survey result on the packaging style of the Apex shoes we found 52% respondent are put moderate, 36% are attractive and 12% are less attractive.

Interpretation:

- ❏ **Moderate:** 52% respondent belief that the packaging styles of the Apex shoes are moderate. Consumer wants to get good quality shoes from apex and they are not that much concern about the packaging style. As apex use their own white shoes box to deliver their product. That is why consumer thinks that it is ok.
- ❏ **Less attractive:** Apex use white shoes box for their customer. Which is not that much attractive and colorful. In fact most of the young customers are really fond of attractive, colorful and stylist packaging for their product. That is why 12% respondent belief that Apex packaging style is less attractive.

22. Apex website provides sufficient information about their products updates:



According to our survey result we found that 55% respondent put neutral, 26% agree and 19% disagree about the sufficient information on Apex website.

Interpretation:

- ❏ **Neutral:** As internet is not highly accessible and people do not have enough interest to visit in the company website before purchasing any footwear brand in our country. As a result 55% respondents do not have any idea about the Apex website. That is why they do not have the idea about Apex website.
- ❏ **Disagree:** As majority of the respondent of our survey are university student. Some of them are very much fond of accessing different company website before purchasing any footwear brand like-Apex. But when they visit the company site regularly they found that it does not prove sufficient information about the product. That is why 19% respondent of our survey disagrees on Apex website information.

23. Satisfied with Apex showroom decoration:

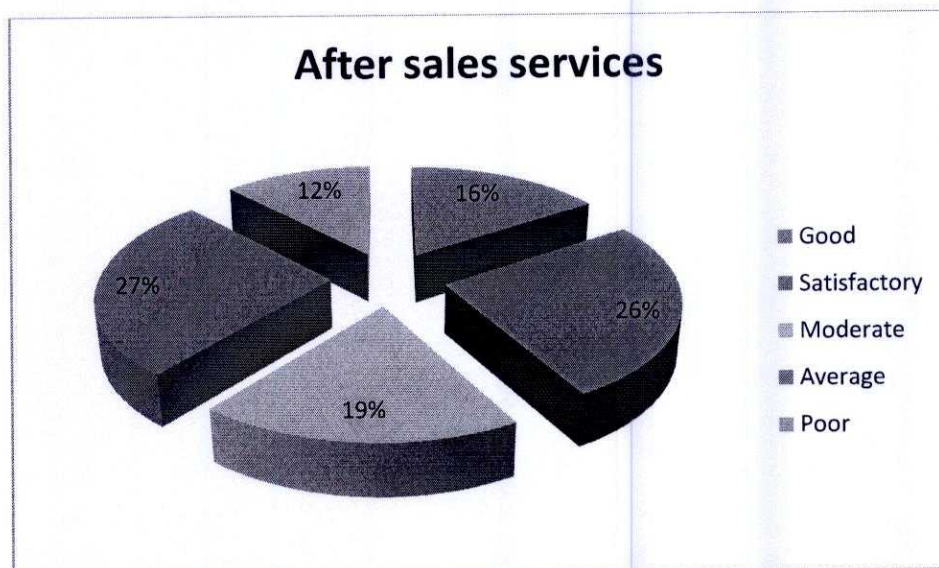


According to our survey result 82% respondent are satisfied with the showroom decoration of the Apex. On the other hand 18% respondents are not satisfied with the showroom decoration.

Interpretation:

- ❑ **Yes:** Apex showrooms are very nicely decorated. There are different self for different product line. Consumer can easily able to get their desire product and choose the best one according to their demand. Also there is good arrangement to trial shoes. For these reason 82% respondents are satisfied with Apex showroom decoration.
- ❑ **No:** Although Apex showrooms are nicely decorated. But their showroom size is not much big like other branded shoes. As a result 18% of our respondents are not satisfied with the Apex showroom decoration.

24. After sales service of Apex:

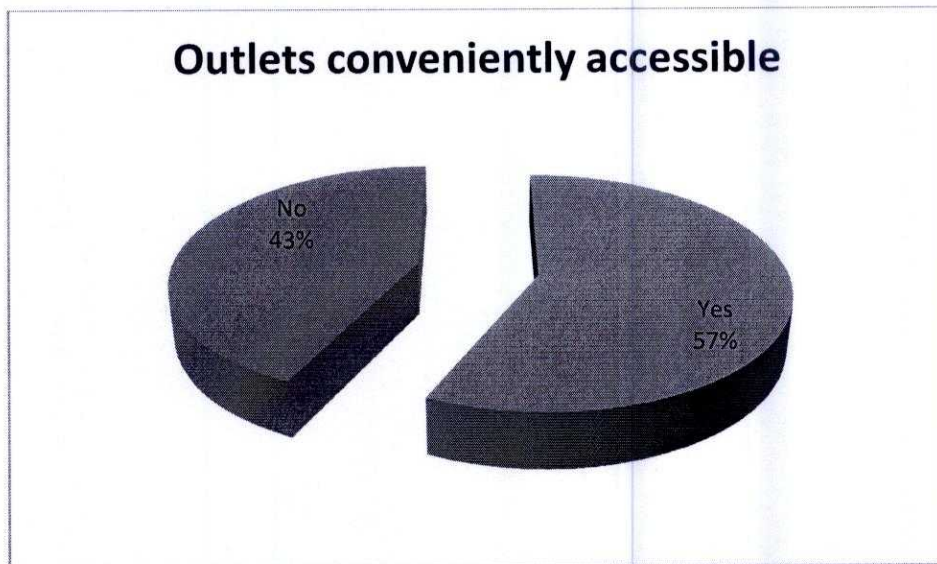


In our survey we found that 27% responded are put average, 26% satisfactory, 19% moderate, 16% good and 12% put poor about the after sales services of Apex.

Interpretation:

- ❑ **Average:** Apex follow traditional sales services because it belief that it has a good brand value in the market. Its sales person do not motivate consumer that much too purchasing decision. That is why 27% of our respondent belief that Apex sales service is average not up to the mark.
- ❑ **Poor:** Apex sale person sometimes do not able to give appropriate information about the product. Also all products are not available in different outlet. As a result 12% respondent think Apex sales service is poor.

25. Apex outlets conveniently accessible in various parts of the country:



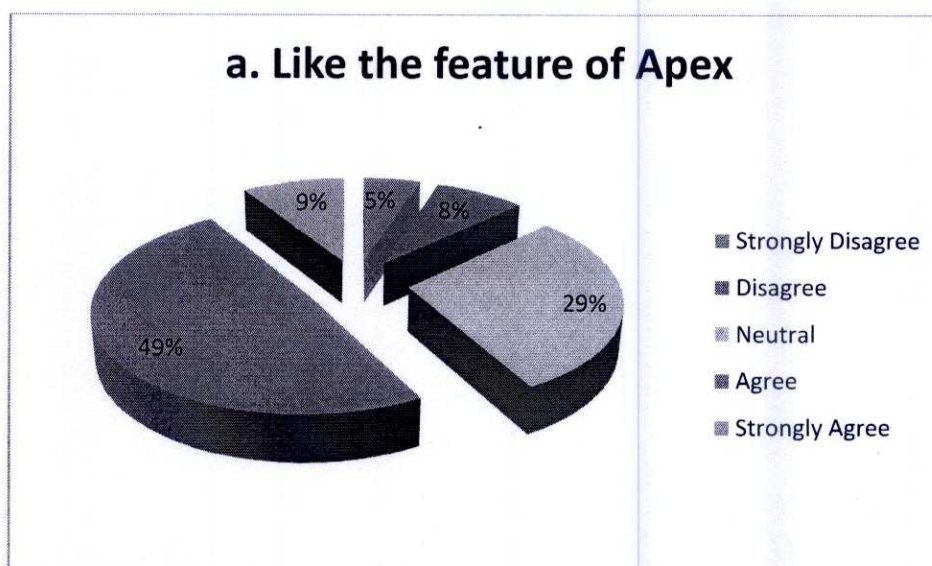
According to our survey findings, 57% respondent thinks that Apex outlets conveniently accessible and 43% thinks that Apex outlets are not conveniently accessible in various parts of the country.

Interpretation:

- ❑ **Yes:** In different parts of our country. As most of our respondent live in the Dhaka city that is why Apex showrooms are seen central point of the town or area. At present Apex is going to increase their showroom 57% respondent think that Apex outlets conveniently accessible in various parts of the country.
- ❑ **No:** On the other hand Apex showroom is not that much easily accessible in various parts of our country like other establish footwear brand in Bangladesh. Compare to the other brand outlets 43% of our respondent think that Apex outlets are not conveniently accessible.

26. Place your level of argument with the statement:

a. Like the features of Apex:

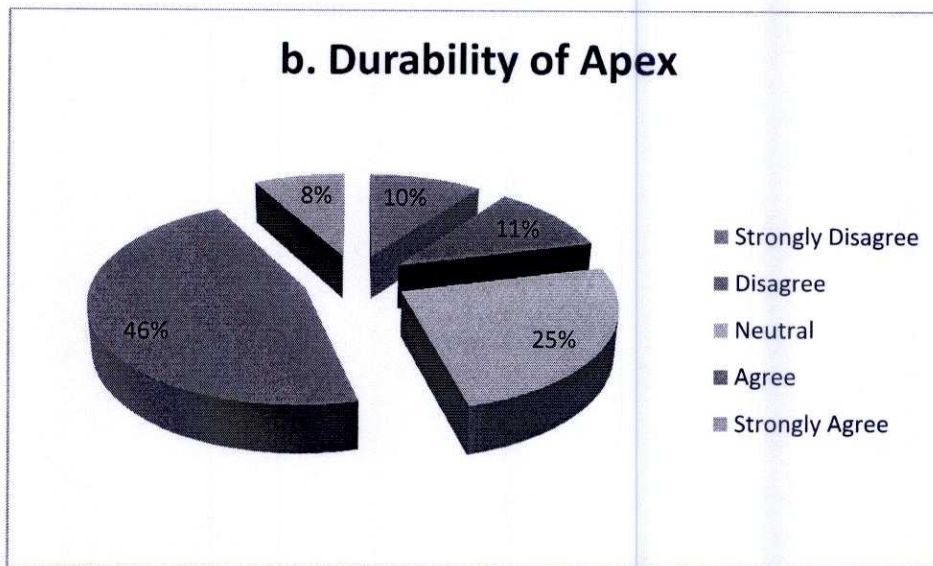


According to our survey result we found 49% agree, 29% neutral, 9% strongly agree, 8% disagree and 5% strongly disagree.

Interpretation:

- ❏ **Agree:** There are different types shoes kept on shelf in Apex show room. Some shoes are designed for casual like sandals, some are athletes or running shoes, some are school shoes and the others are formal shoes in different colors and sizes. Respondents choose their shoes from that particular feature and purchase it. As a result 49% respondents like the feature of Apex shoes.
- ❏ **Strongly agree:** Apex has different types of shoes but in different types of shoes the sub segment such as Cades, ladies sandals are not that much strong and less product variety. That is why 5% respondent did not like features of Apex shoes.

b. Durability of Apex:

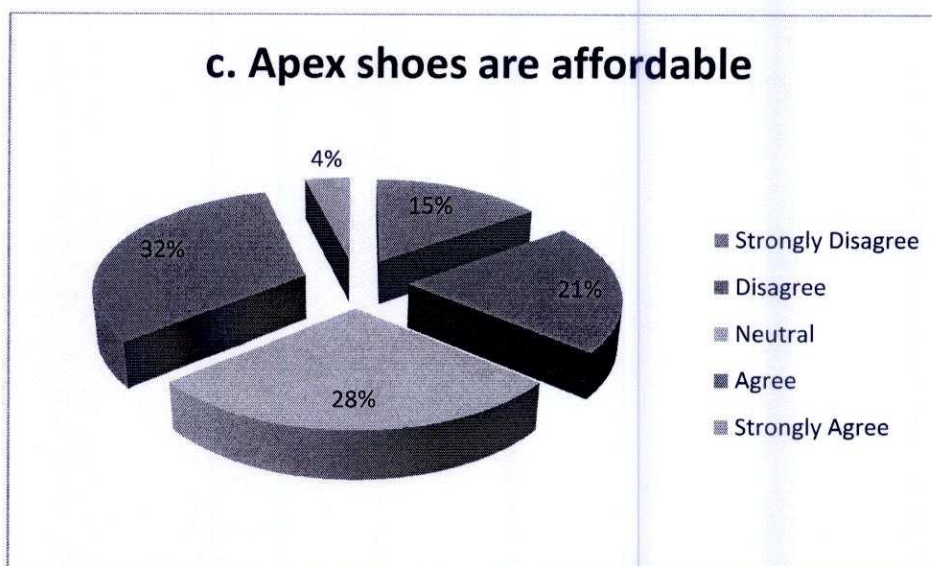


In our survey we found that 46% respondent agree with the durability of Apex shoes, 25% neutral, 11% disagree, 10% strongly disagree and 8% strongly agree.

Interpretation:

- ❑ **Agree:** Mainly Apex is famous for its leather because, this leather imported from foreign countries. As a result, due to the high quality leather, Apex footwear's durability is much stronger than the others.
- ❑ **Strongly Agree:** A very few number of respondents who are the loyal consumers of Apex footwear company make believe that these shoes are more sophisticated and high quality product.

c. Apex shoes are affordable:

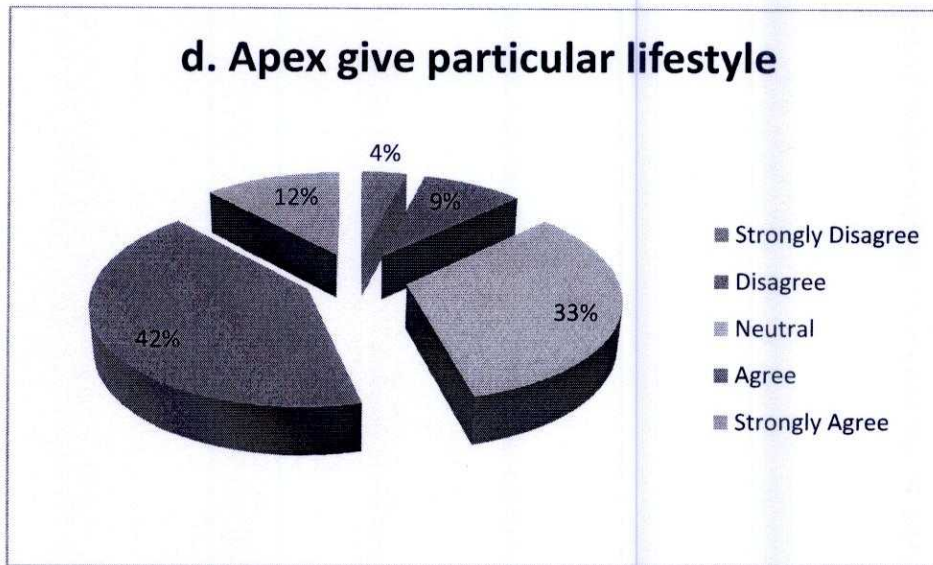


In our survey we found that 32% of our respondents agree Apex shoes are affordable, 21% of respondents disagree, 15% strongly disagree and a few number of respondents like 4% respondents strongly agree.

Interpretation:

- ❏ **Agree:** Majority of our respondents is upper middle class and they believe that Apex price are affordable.
- ❏ **Strongly agree:** Some of our respondents are form upper class and businessman who is the loyal customer of Apex shoes. Their purchasing capacity is high so that they can easily purchase the Apex shoes.

d. Apex give particular lifestyle:

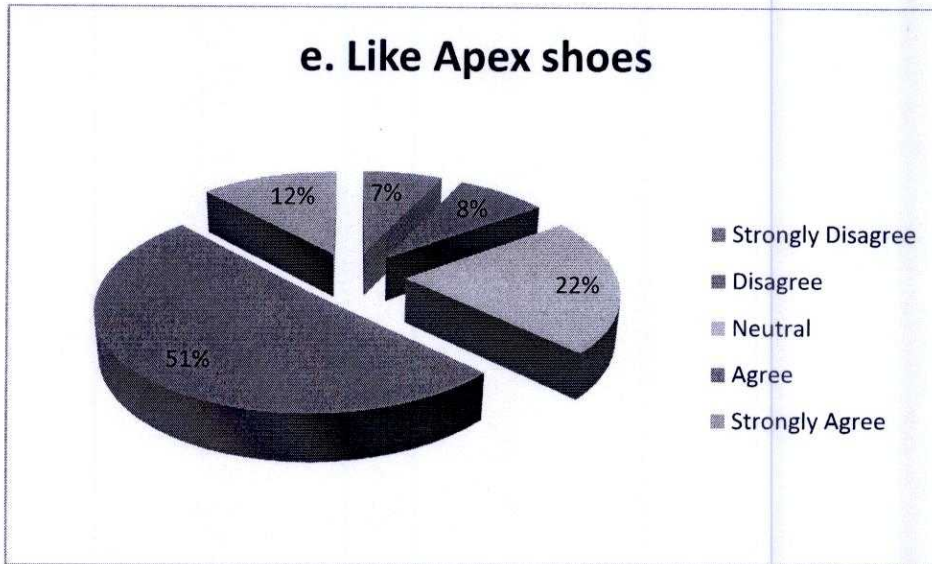


If we see the graph we can easily get it a large number of respondents 42% agree that apex footwear reflects their life style, 33% are neutral, and 4% strongly disagree.

Interpretation:

- ❑ **Agree:** Apex shoes reflect the respondent personality because the colors of Apex shoes like- black: it resemble the aristocracy and the design gives them a particular life style.
- ❑ **Strongly disagree:** Some of the respondent of our survey belief that shoes don't create any particular lifestyle.

e. Likings of Apex shoes:



If we see the graph we can get it that a massive number of respondents like 51% have a likings for Apex shoes, 22% were neutral, 7% were strongly agree that small number.

Interpretation:

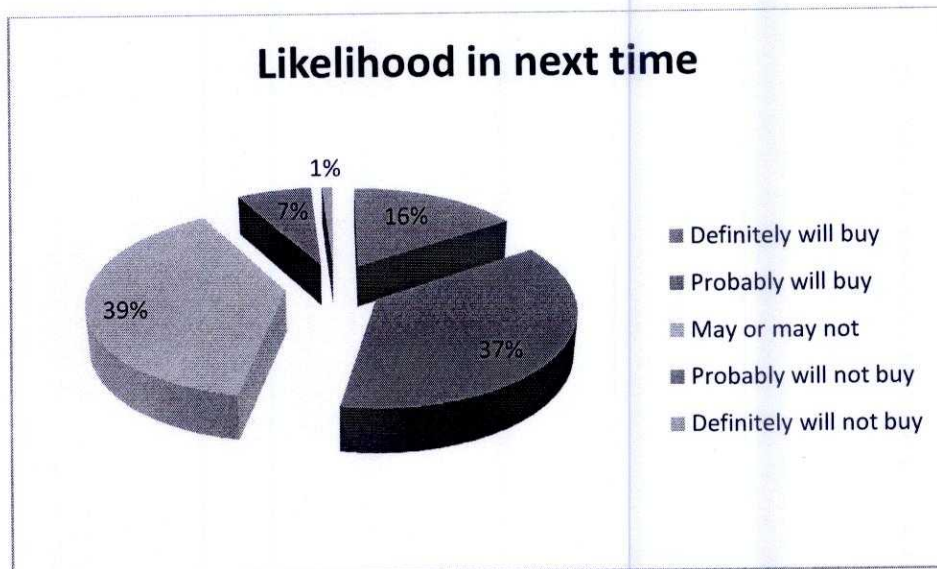
- ❑ **Agree:** Majority of the respondent like Apex feature, durability, package, showroom etc. that is why 51% respondent likes the Apex shoes.
- ❑ **Strongly disagree:** A very few number of respondent beliefs that Apex do not have enough product variety and they are not satisfied with Apex brand style. That is why 7% of respondents unsatisfied with its brand.

27. Suggestion or comments for Apex shoes

Interpretation: In our survey questionnaire there is an open-ended question for our respondents. In these question respondents gave some suggestions and comments for Apex shoes. To interpret our respondent's opinion, we divided these opinions into four ways. These are following below.

- ❑ **Price:** Most of the respondents of our survey consider that Apex price is too high to purchase it. So, they should reduce the shoes price.
- ❑ **Promotion:** Some of our respondents believe that Apex shoes should follow more promotional tools and strategies. In this way, they can promote their brand and take the attention on consumers.
- ❑ **Outlets:** Majority of our respondents consider that Apex footwear's outlets are not those much accessible throughout the different areas of our country.
- ❑ **Quality:** Although the price of the Apex shoes is very high, respondent believe that its attributes especially in quality and durability of Apex formal shoes is far better than the others brand.

28. Likelihood buying Apex shoes next time:



In our survey we found that in future 39% of our respondents may or may not buy Apex shoes, 37% probably will buy, 16% definitely will buy, 7% probably will not buy and 1% definitely will not buy.

Interpretation: From the findings of the survey we can analyze the highest and lowest percentages of answers.

- ❏ **May or may not:** In the next time 39% of our respondents may or may not buy the Apex shoes. Most of the female respondent of our survey belief that Apex Ladies and Children product categories are not that much strong. At the same time there is no product style variation in the women segment but they charge high price.
- ❏ **Definitely will not buy:** 1% of our respondent is a loyal customer of the other well known footwear brand available in our country. That is why he/she definitely will not buy Apex shoes in the next time.

Chapter # 05

Discussion & conclusion

Discussion & Conclusion

Introduction

This chapter includes in contribution of our research, limitation and future research direction and conclusion.

Contribution of the research

Apex is one of the most popular brands in the footwear industries of Bangladesh. They are competing with international and local brand. For this reason they need to follow highly competitive marketing strategy that leads to be the market leader of footwear industries in Bangladesh. But there have some obstacles to become the market leader. For wiping out the obstacles we have done a marketing research on “Apex fails to become market leader in Bangladesh”. We chose 100 respondents to fill up the questionnaires. Every respondents response and mentioned their opinions and feelings on the response paper about the Apex footwear. From the perspective of respondents we have built some strategies for the Apex footwear ltd. to become the market leader in Bangladesh. There are no alternative guidelines to be the market leader. These are following below-

Reduce Price: Most of the respondents mentioned that the price of the Apex shoes is extremely high. They compel to purchase beyond their capacity. It is therefore, they suggested that Apex Footwear Company should focus on their shoe's price so that respondents can afford it.

To reduce the price of Apex footwear we come up with some steps. Like-

- ❖ **Third party logistics:** There are two ways; we can add value of our products. One is changing form and another is changing location. Changing location means availability of product from one area to another area. As we know that transportation cost impacts on product pricing significantly, to reduce transportation cost Apex footwear ltd. should use third party logistics. Therefore, they can able to reduce their product cost.

Increase the promotional activities: Some of our respondents mentioned that Apex footwear couldn't execute its promotional tools effectively to push them. A very few promotional tools like TVC, Newspapers, Radio were the mainstream tools used by Apex. Respondents suggested that Apex should focus not only mainstream promotional tool but also some other tools such as- advertisement of social networking sites like facebook, twitter and so on should be used. Moreover several steps can be taken to improve the promotional tools. Like-

- ❖ **Billboard:** A few number of respondents preferred the billboard because, billboard is the only cheap but effective promotional tools that can be used. Hence, the cost of the promotional tools can be reduced. Moreover, majority of the respondents are not influenced by the brand ambassadors in terms of shoes. It is therefore, Apex footwear ltd. can avoid highly paid brand ambassadors to minimize its promotional cost.
- ❖ **Face book Marketing:** In now days, the meaning of promotional tools is not only television commercial but also social networking sites. "How many people are getting the television commercial?" "Are they really connected with the television commercial?" It is a burning question to all. Each day and moments has been changed. Therefore, the taste and feelings also be changed. For changing the promotional tools or capturing the young generation Social network marketing is necessary. As a result lots of potential consumers will get connected and updated their products easily via these tools.
- ❖ **Updated website:** A very few number of respondents know very well about its web-site. However, the information and the contents of web-site are not well developed. It is therefore, Consumers can not get available information like its design, variation and so on through web-site. We-site should be improvised to make know the consumers.
- ❖ **Programmed sponsorship:** Any kind of academic events like seminars, case competition may be arranged through the sponsorship of Apex adelchi ltd. Moreover, social events like shoe's fashion show, corporate branding like Apex footwear ltd. Can provide a special card of discount for employees of different organization.

Discount offer: Discount offer is one kind of marketing strategy to pull the potential consumers. Apex footwear ltd. provides such a kind of discount offer for consumers that consumers bound to purchase from the Apex outlets. To pull the potential consumers Apex footwear ltd. may follow some discount offer strategies. These are following below-

- ❖ **Family packages:** Apex footwear ltd. sometimes can offer a family package. A family package mean product for husband, wife and their children. For instance, if a family member like husband purchase shoes for his wife and kids, they may be offered special family discounts.
- ❖ **Special discount for students:** As our majority respondents were students, they don't want to purchase a new pair of shoes beyond their capacity. So, Apex footwear ltd. should be offered a special discount during the special events for students so that they are able to purchase Apex footwear brand easily and cheaply.

Increase outlets and improve its decoration: Respondents remarked that there are a large number of outlets in the metropolitan city like Dhaka and Chittagong. However, some of the affluent and potential respondents who live beyond that city like rural area couldn't purchase Apex footwear. Insufficient outlets influence them to avoid purchasing. Furthermore, Apex should focus on its interior decoration. Due to congested space many respondents are unwilling to purchase from The Gallarie Apex.

Improve sales service: Respondents mentioned that Apex would improve its sales service in two ways. Like- Firstly, Sales person should know- how their product so that consumers will be influenced. Secondly, Availability of the product like, if a consumer chooses a shoe in New Market's outlet; he can get that same type of shoe in Mirpur's outlet in a same way. Products should have kept available in different outlets for the consumers.

Importance on ladies and kids footwear: Ladies& Kids footwear brands are unavailable in each show room to draw the attention towards ladies& kids. Moreover, their designed products are kept in specific show rooms. As a result, under this particular brand Apex footwear limited is failure to pull up its targeted consumers i.e. ladies& kids.

Limitations and future research directions

Limitations

Research has always been a very complex task as it incorporated various aspects which need careful consideration and attention. Starting from a management decision problem to hypothesis, questionnaires, survey, data analysis, data interpretation – all steps are very crucial to the success of the research as a slight mistake can manipulate the whole result in any step. So maintaining accuracy is must. While conducting the research we faced several limitations. They were –

- First time to conduct in research work
- Time limitations.
- Extensive pressure of other courses.
- Small respondent group to represent the target population.
- Small geographic area to conduct the research
- Lack of proper skill in questionnaire development
- No knowledge about the modern research software like – SPSS

Finally, as this is our first time while conducting any Marketing research project, we did many mistakes in various steps of the research work due to our limitation of knowledge and practice.

Future research directions

In our research we have tried to find out the reasons and possible solutions of Apex failure to become a market leader in Bangladesh and also we tried to cover the overall present position of Apex in the footwear industry in Bangladesh. We covered all the steps in brief. Apex can take each step for their future research purpose.

The marketing department of Apex also works about the research of footwear market. If there have any scopes that can be applied for the development of product and market, this department also investigates that.

Brand Development, a brand is an art of corner stone of marketing. It is a name, term, sign and symbol or combination of them intended to identify the goods or services of one seller and to differentiate them from those of competitors. Marketing department also make a research how to enlarge this brand.

Apex have sought out and developed new and better sources of raw materials. They have identified new markets and segments where they have huge potential for growth.

On the domestic front they are reinforcing their retail format with new formats in the wholesale space.

As Apex the global markets emerge slowly, from recession they are ready to take full advantage of the new opportunities that emerge.

Conclusion

Marketing research report of footwear brand is helpful in assessing the overall market position and its potential consumers of a concern. This is done through the data collection to respondents. After collecting the data we analyzed and interpreted their response to prepare our research report. This helps to evaluate the trend and condition of the market. From small to big footwear industries this report helps a great deal in decision making process of preparing marketing strategy. As it helps to give idea about the market condition, it helps in future marketing projection and decision making process of any business. Apex adelchi footwear ltd. is leading edge Footwear Company in Bangladesh. It is competing with the other brand to be the market leader of footwear industries. No business stays at the top if it doesn't maintain its performance. Thus it is very important to fulfill the demand of the consumers through competitive advantage. We firm believe that our research report will be helpful to take an effective marketing strategy for the footwear industries.

Chapter # 06

References

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Book:

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Web- sites and other sources:

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Chapter # 07

Appendices

Appendices

Appendix 1: Questionnaire

Dear Sir /Madam,

NAME:

We are the students of BRAC University; BRAC Business School and presently doing a project on “Marketing Research”. We request you to kindly fill the questionnaire below and assure you that the data generated shall be kept confidential.

1. Gender. (Tick one)

- ☐ Male
- ☐ Female

2. Age.

- ☐ Under18
- ☐ 18-28
- ☐ 29-39
- ☐ 40-50

3. Education

- ☐ Master/MBA
- ☐ Graduate
- ☐ HSC
- ☐ SSC
- ☐ Others

4. Marital Status:

- ☐ Single
- ☐ Married

5. Occupation.

- ☐ Private employee
- ☐ Government Employee
- ☐ Businessman
- ☐ Student
- ☐ Others

6. What is your monthly household income (tk.)?

- ☐ Less than 10,000
- ☐ 10,001 to 20,000
- ☐ 20,001 to 30,000
- ☐ 30,001 to 40,000
- ☐ 40,001 to 50,000
- ☐ 50,001 and above

7. Do you buy branded footwear?

- ☐ Yes
- ☐ No

8. Rank your most favorite "Brand" (A,B,C ,D,E), A=Excellent ,B=Very good, C=Good, D=Moderate, E= Poor

- ☐ Bata
- ☐ Apex
- ☐ Jenny
- ☐ Bay
- ☐ Others specify

9. What key attributes do you look for in a shoe?

- ☐ Comfort
- ☐ Style
- ☐ Durability
- ☐ Quality
- ☐ Economy
- ☐ Best fit
- ☐ Others (please specify).....

10. How often do you buy a new pair of shoes?

- ☐ On occasion
- ☐ Once in every 4 months
- ☐ Once in every 6 months
- ☐ Once in every 12 months
- ☐ Others (please specify).....

11. What forces you to buy a new pair of shoes?

- ☐ Wedding
- ☐ Any Social Gathering
- ☐ Eid /Puja/Christmas
- ☐ Free choice
- ☐ Others (please specify).....

12. Which source do you prefer most for the shoes brand advertising?

- ☐ Newspaper
- ☐ TV Advertisement
- ☐ Poster
- ☐ Radio Advertisement
- ☐ Others (Please specify)

13. Do you think brand ambassadors influence you're the purchase decision?

☐ Yes

☐ No

14. Place your belief of the different attributes of Bata(B), Apex(A), Jennys(J), Bay(Y) and Others(O) in the below box:

I. Considering Price: 5 4 3 2 1

High Low

II. Considering Outlook:

Good Poor

III. Considering Features:

High Low

IV. Considering Quality:

High Low

V. Considering Durability:

High Low

15. Are you familiar with Apex brand logo?

- ☐ Yes
- ☐ No

16. Who's influenced you while purchasing apex?

- ☐ Myself
- ☐ Family
- ☐ Friends
- ☐ Marketing activities
- ☐ Superior

17. What comes in your mind when you hear the word "Apex"?

- ☐ High price
- ☐ Good quality
- ☐ Low price
- ☐ Availability
- ☐ Durable
- ☐ Stylist
- ☐ Other.....

18. Which product categories are not strong in Apex?

- ☐ Men's
- ☐ Ladies
- ☐ Children's

19. What is your favorite product line in apex?

- ☐ Boot (long & short)
- ☐ Sandal
- ☐ Official shoes (Formal shoes)
- ☐ Relaxed shoes (Casual shoes)

20. I am satisfied with Apex discount offers in different occasions?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ Neutral

21. The packaging style of the Apex shoes is:

- ☐ Attractive
- ☐ Less attractive
- ☐ Moderate

22. Apex website provides you sufficient information about their products updates.

- ☐ Agree
- ☐ Disagree
- ☐ Neutral

23. Are you satisfied with Apex showroom decoration?

- ☐ Yes
- ☐ No

24. What do you think about the after sales services of Apex?

- ☐ Good
- ☐ Satisfactory
- ☐ Moderate
- ☐ Average
- ☐ Poor

25. Apex outlets conveniently accessible in various parts of the country.

- ☐ Yes
- ☐ No

26. Place your level of argument with the statement below by placing a (✓) mark:

Arguments	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I like the features of Apex shoes					
I am satisfied with the durability of Apex shoes					
“Apex shoes” are affordable					
Apex shoes give a particular lifestyle to the user.					
I like apex shoes					

27. Any suggestions or comments for apex shoes (English or Bengali)

.....

28. What is the likelihood you will buy Apex shoes next time when you purchase a shoes?

- ☐ Definitely will buy
- ☐ Probably will buy
- ☐ May or may not
- ☐ Probably will not buy
- ☐ Definitely will not buy

“Thank you for your co-operation in completing this questionnaire”

Appendix 2: Output of the Excel sheets

1	Gender	Number
	Male	78
	Female	22

2	Age	Number
	Under 18	3
	18-28	73
	29-39	12
	40-50	12

3	Education	Number
	Master/MBA	13
	Graduate	63
	HSC	15
	SSC	2
	Others	7

4	Marital Status	Number
	Single	69
	Married	31

5	Occupation	Number
	Private Employee	12
	Government Employee	6
	Businessman	15
	Students	60
	Others	7

6	Household Income	Number
	Less than 10000	35
	10001 to 20000	15
	20001 to 30000	11
	30001 to 40000	14
	40001 to 50000	12
	50001 and above	13
7	Do you buy branded footwear	Number
	Yes	83
	No	17

8	Rank your most favorite "Brand"	Excellent = 5	Very good = 4	Good = 3	Moderate = 2	Poor = 1	Total Point
	Bata	34	30	23	7	6	379
	Apex	46	26	16	8	4	402
	Jennys	5	29	30	29	7	296
	Bay	6	18	37	31	8	283
	Others	5	9	12	33	41	204

9	What key attributes do you look for in a shoe?	Number
	Comfort	37
	Style	16
	Durability	15
	Quality	21
	Economy	3
	Best fit	7
	Others	1

10	How often do you buy a new pair of shoes?	Number
	On occasion	24
	Once in every 4 months	13
	Once in every 6 months	36
	Once in every 12 months	20
	Others	7

11	What forces you to buy a new pair of shoes?	Number
	Wedding	2
	Any Social Gathering	8
	Eid /Puja/Christmas	27
	Free choice	57
	Others	6

12	Which source do you prefer most for the shoes brand advertising?	Number
	Newspaper	31
	TV Advertisement	44
	Poster	9
	Radio Advertisement	
	Others	16

13	Do you think brand ambassadors influence your purchase decision?	Number
	Yes	48
	No	52

14	Place your belief of the different attributes						
	a. Considering Price						
	Scale	5	4	3	2	1	Total
	Bata	31	36	17	12	4	378
	Apex	50	40	6	4	0	436
	Jennys	4	14	43	34	5	278
	Bay	8	10	32	47	3	273
	Others	7	1	1	3	88	136
	b. Considering Outlook						
	Scale	5	4	3	2	1	Total
	Bata	23	27	24	18	8	339
	Apex	44	32	15	8	1	410
	Jennys	15	21	34	27	3	318
	Bay	8	18	24	44	6	278
	Others	9	2	5	3	81	155
	c. Considering Features						
	Scale	5	4	3	2	1	Total
	Bata	29	37	9	17	8	362
	Apex	44	28	19	8	1	406
	Jennys	11	22	36	26	5	308
	Bay	7	13	32	41	7	272
	Others	8	1	4	8	79	151
	d. Considering Quality						
	Scale	5	4	3	2	1	Total
	Bata	46	29	12	11	2	406
	Apex	43	48	4	3	2	427
	Jennys	1	13	53	28	5	277
	Bay	8	8	26	52	6	260
	Others	3	2	5	6	84	134

e. Considering Durability						
Scale	5	4	3	2	1	<i>Total</i>
Bata	59	18	14	6	3	424
Apex	30	55	4	7	4	400
Jennys	0	19	49	27	5	282
Bay	9	6	27	50	8	258
Others	3	3	6	9	79	142

15	Are you familiar with Apex brand logo?	Number
	Yes	88
	No	12

16	Who has influenced you while purchasing apex?	Number
	Myself	48
	Family	12
	Friends	27
	Marketing activities	11
	Superior	2

17	What comes into your mind when you hear the word "Apex"?	Number
	High price	32
	Good quality	40
	Low price	2
	Availability	6
	Durable	9
	Stylist	6
	Other.....	5

18	Which Product categories are not strong in Apex?	Number
	Men's	12
	Ladies	29
	Children's	59
19	What is your favorite product line in Apex?	Number
	Boot	4
	Sandal	35
	Official shoes (Formal shoes)	42
	Relaxed shoes (Casual shoes)	19
20	I am satisfied with Apex discount offers on different occasions?	Number
	Strongly Agree	4
	Agree	43
	Disagree	27
	Strongly disagree	5
	Neutral	21
21	The packaging styles of the Apex shoes are:	Number
	Attractive	36
	Less attractive	12
	Moderate	52

22	Apex website provides you sufficient information about their products updates.	Number
	Agree	26
	Disagree	19
	Neutral	55
23	Are you satisfied with Apex showroom decoration?	Number
	Yes	82
	No	18
24	What do you think about the after sales services of Apex?	Number
	Good	16
	Satisfactory	26
	Moderate	19
	Average	27
	Poor	12
25	Apex Outlets conveniently accessible in various parts of the country.	Number
	Yes	57
	No	43

26	Place your level of argument					
	Arguments	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	a) I like the feature of Apex shoes	5	8	29	49	9
	b) I am satisfied with the durability of Apex shoes	10	11	25	46	8
	c) Apex shoes are affordable	15	21	28	32	4
	d) Apex shoes give a particular lifestyle to the user	4	9	33	42	12
	e) I like Apex shoes	7	8	22	51	12

27	Any suggestions or comments for apex shoes
	Please see the word documents(below)

28	What is the likelihood you will buy Apex shoes next time when you purchase a shoe?	Number
	Definitely will buy	16
	Probably will buy	37
	May or may not	39
	Probably will not buy	7
	Definitely will not buy	1

27. Any suggestions or comments for Apex shoes:

Q. No	Suggestions or Comments
1	Customer service is not so good. Apex shoes should be updated their showroom
2	It should increase their branch
3	Product price is very high
4	The design of the shoes should be increase
5	They should increase their collection in women line
6	Make shoes more comfortable
7	Increase the children product line and price should be affordable
8	I like Apex shoes due to quality and durability. Apex should concerted on design
9	If the price will get low many people can purchase it
10	They can bring on some style in their boots section and Chinese Nike and Re-book
11	Apex shoes should frequently offer discount for students
12	Price should be affordable
13	Decrease price and increase outlet
14	I hope Apex shoes will be more durability in future
15	It is good
16	Price is too much higher comparatively to Bata but quality is same for both brands
17	Apex maintain the quality but the design of their shoes are not stylist enough but still I buy from Apex because of durability
18	Durability should be improved, want more variation of quality products
19	Apex shoes are charging more price
20	No
21	Less promotional activities
22	Apex footwear company is a largest footwear company and I like Apex shoes a lot
23	Price is not affordable, variety of products should be increased
24	Product are good but price is high
25	Quality and durability is good but the price is higher than others
26	Product differentiation needed

27	Not everyone is aware of Apex, still even in Dhaka. So try to work on that
28	No
29	I don't like Apex shoes because the shoes are not stylist and comfortable
30	Need to decrease the price and increase durability
31	They should improve their quality of their goods
32	Good footwear and durable should have been more comfortable
33	The Apex shoes should be comfortable and the company should give the importance about quality
34	I belief if they consider/reduce their price then they will get more responds from customers
35	Apex shoes is one of the most popular shoes in Bangladesh but it is so costly
36	Price high, medium durability, sell as low price, use good row materials
37	Price is very high
38	No
39	Good
40	Quality is not good
41	Price is very high
42	Apex should come up with new features
43	Apex does not have variation in their designs
44	No
45	They should introduce shoes that is more durable and price sensitive
46	I want to buy Apex shoes at a lower price with more attractive design
47	Insure the product quality and develop the shoes sole with affordable price
48	Should be more concerned about styles in casual shoes
49	Improve the style and feature
50	I like Apex shoes but it is expensive
51	More Varity in the children's products and reduce price.
52	Probably it will better
53	Apex is already good brand but there is also some lacking such as the price to consider middle class people.

54	Low price considering.
55	The quality of the shoes is really good & comfortable. Go ahead!!!
56	No
57	Apex should bring new varieties in product.
58	No
59	The style of the shoes & sandals are not to the standard. They should focus on it.
60	No
61	Make more stylish shoes.
62	No
63	Apex shoes are very good. I like apex shoes, but one problem is unavailable showroom. I think apex showroom increase in Bangladesh.
64	Apex is the best for its design and durability, but due to the high price many consumers are unable to purchase Apex shoes.
65	The apex shoes needed to be durable, comfortable & the company should also give importance to quality as well.
66	No
67	Apex shoes are good but price is high.
68	In one category there could be more styles.
69	After sales service is not good.
70	No
71	Price is very much high, but the quality is good.
72	Price is very high and these shoes are not affordable to all class of people.
73	Less variety of ladies products.
74	It will be better to reduce its price and last longer time.
75	As I don't buy anything from Apex, I don't have any idea about apex!
76	No
77	We know Apex is a brand company of shoes but if the price of these product some low, it is better for everyone.
78	Apex is a good brand of shoes. I like to have formal shoes from Apex.
79	Increase showroom.

80	They should include more design in their collection.
81	I like Apex shoes but market price is very high.
82	No
83	No
84	Advertising must be increased manifolds in keeping with company product volume and strategy. Open door show room is highly recommended.
85	Price is higher than Bata. Reduce price through maintaining quality.
86	Price should be standard.
87	Apex shoes is very good shoes in our country, but it is very costly for our country people to buy it.
88	They should come up with more fashionable Converse.
89	Apex shoes is good but always I like Bata shoes is more attractive
90	No
91	Increase the varieties of the ladies sandal
92	Go ahead
93	Need to reduce price & increase showrooms in Bangladesh
94	Make it more durable & cheap
95	I don't like Apex shoes
96	They will make better for the betterment of people
97	Apex shoes are durable
98	Ladies & kids footwear should be available and price should be reasonable
99	Price is sometimes too high, price should be made more affordable so that more people can have it
100	There should be more variety of shoes at more rescannable prices