

**Distribution Process, Challenges and ways to overcome such challenges for
Domestic Category of
Laugfs Gas Bangladesh Ltd**



Inspiring Excellence

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LETTER OF TRANSMITTAL

13th December, 2018

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Subject: Submission of internship report on “Distribution Process, Challenges and ways to overcome such challenges for Domestic Category of Laugfs Gas Bangladesh Ltd”

Dear Sir,

It is an immense pleasure for me to submit you this internship report titled “Distribution Process, Challenges and ways to overcome such challenges for Domestic Category of Laugfs Gas Bangladesh Ltd”. I have been working at Laugfs Gas Bangladesh Ltd as Territory Officer since June, 2017.

I have tried my level best to fulfill all my requirements of this course and tried to follow my supervisor’s instructions while preparing this report. This report helped me understand the field in which I have been working.

It would be a profound pleasure for me if the report can attain its objective. I, therefore, would like to request you to accept my report and oblige me thereby. I would be available in any time to clarify you any queries if feel needed.

Sincerely Yours,

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ACKNOWLEDGEMENT

At the very inception, I would like to express my gratitude to Almighty Allah. I sincerely thank my honorable supervisor Mr. Md. Shamim Ahmed, Lecturer of Finance & Assistant Coordinator (BBA Program), BRAC Business School, BRAC University, who helped me from the very beginning of my report. From time to time my honorable supervisor has given me appointment and suggested me by exemplifying to prepare this report that finally made me possible to complete this report which is a partial requirement of MBA program.

I also sincerely thank Laugfs Gas Bangladesh Limited and our honorable CEO sir Mr. Saidul Islam, my colleagues at Laugfs who helped me to complete this report by providing their valuable time and resources.

Executive Summary

LAUGFS Gas Bangladesh is one of the largest LPG Player who is doing LPG Importing, Storing, Bottling, Marketing, Distributing and sales across the Bangladesh. Being the only 100% owned international entity, it has entered the local LPG downstream industry in 2001 with the brand name of Kleenheat Gas. They have grown rapidly over the years, establishing an expansive distribution network across the country.

Laugfs has four different product lines which are consumer, commercial, industrial and auto gas. In this report I mainly work with distribution process, its challenges and ways out about consumer segment. Such segment consist of 12kg gas for household.

This report, consist up with five individual parts. In the first chapter I discussed about the background of my report. I also explained origin of the report, objective of my report in terms of Broad and Specific Objective, the scope of my study. Like all study, this report has also certain limitations which were in some cases unavoidable. The second chapter is about the industry overview, defining LPG, uses of LPG, company overview such as mission, vision and goal along with their product line and business model of Distribution. Here I have discussed about business model since my report mainly focused on distribution challenges and ways out. Such business model assist to realize the distribution process of LPG industry. The third chapter, is methodology of study which mainly discuss about Data Collection, Sources of Data, Number and types of respondents, Statistical application, questionnaire to collect data. In this report I have used Likert Scale. Questionnaire is also designed on the basis of scale. In the fourth chapter, I have tried to analysis and interpretation of collected data. Fifth and sixth chapter findings and recommendations to overcome distribution problem. And finally end with conclusion.

This is all about my internship report which mainly focuses on Distribution Problem and ways to overcome such problems. The key limitations of this report are, short period of time, adequate research experience, limited information about the ICT industry, and confidentiality of some information. Though this report has some limitation, it will help me to fulfill my degree and Laugfs Gas Bangladesh Ltd may find their positive as well as negative sides of their activities.

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Chapter 1

Introduction to the Report

1.1 INTRODUCTION

LP gas has become an essential part of our daily life. This is not a luxury product anymore due to technological advancement, innovation and advancement of way of life. In Bangladesh LPG industry is showing a positive growth trend. Various international brands and local bands are widely available and meet customer needs of fuel for cooking. Laugfs Gas Bangladesh Lts, one of new company, is founded with the aim of enhancing all aspects of LP Gas uses for the customers with powerful brands, reliable products and services. LGBL is working in Bangladesh for last 17 years which commenced with brand name Kleenheat and already made a strong brand image in LPG industry. It has entered in the market when in such a time when big LPG companies like Jamuna Gas, Bashundhara Gas, Total Gas and Government Gas ruling the LPG industry. But in this tough time, LGBL managed to grab a significant resellers of this industry. "Distribution Process and its challenges" is the topic of my report. This study helps me to learn practical knowledge of distribution process of a LPG company like Laugfs Gas Bangladesh Ltd as well as LPG industry in Bangladesh.

1.2 Origin of the Report

This report is prepared as a part of completion for Masters of Business Administration (MBA) program.

1.3 Objectives

Broad objective

To determine the distribution challenges and ways out of such challenges of Laugfs Gas Bangladesh Ltd.

Specific objectives

1. To give an overview of Laugfs Gas Bangladesh Ltd, products and their business model.
2. To analyze the performance of LPG industry in Bangladesh.
3. To study the current Distribution Process of Laugfs.
4. Collect data from Distributors of different companies.

5. Find out major challenges through interpretation of data.
6. Recommend ways out of such challenges.

1.4 Scope of the Study

This study is done for academic purpose and study is limited within the territorial boundary of Bangladesh where LGBL conducts its operation. The main focus of the study is to find out distribution challenges of LGBL. The study explores the present market scenario of LPG industry and future market growth prospects of Bangladesh.

1.5 Limitation of the Study

Comprehensive research is a difficult task. Lots of consideration needs to take in to account to conduct a pragmatic research. Many tools and techniques are needed to take into account for proper analysis.

To prepare this research many constrains are faced. Such as-

- Hidden information: There is some hidden information which is not supposed to provide.
- Time consuming: Time consuming is the limitation of the report. The allocated time is not sufficient to know about the Distribution Challenges of LGBL.
- Limitation of the information: The reports were done only for the academic purpose. For this, it is very difficult to collect all information.
- Insufficient data: The data that seems insufficient may be suffering from lack of reliability to some extent.

Chapter 2

Industry and Company Overview

2.1 Industry Overview

Liquefied natural gas (LPG) is a green and clean hydrocarbon fuel. LPG emits the lowest carbon footprint compared to traditional fuels (e.g. wood, teak, kerosene) when burned for energy. The demand for LPG in Bangladesh is growing exponentially. The current demand of LPG in the country is around 600,000 MT which will be more than 1,400,000 MT by 2022.

The growth in the local LPG industry has been driven by the increasing use of LPG in household, industry and real estate sectors. Semi-urban and rural households have already moved away from traditional fuels (wood/ teak) and are rapidly adopting LPG. It offers portability and convenience which traditional fuels cannot deliver. Burning of wood causes serious health hazards such as pneumonia, emphysema, lung cancer, bronchitis, cardiovascular diseases, etc., which can be prevented through the use of LPG.

The Energy and Mineral Resources Division of the Government of Bangladesh have already announced to shift supply of natural gas to productive sectors only (Power plants, Economic Zones etc.) & offer LPG to households. In addition, newly developed townships such as Dia Bari & Uttara Third Phase do not have connection with the national gas grid. LPG offers the best cooking gas solutions for these residential areas.

Due to dwindling reserve of natural gas local industries are gradually shifting towards LPG for uninterrupted gas supply. LPG also enables expansion of industries in the areas where there is no access or poor access to natural gas.

2.2 Industry Analysis through Porter's 5-forces model

Porter's Five Forces Framework is a tool for analyzing competition of a business. It draws from industrial organization (IO) economics to derive five forces that determine the competitive intensity and, therefore, the attractiveness (or lack of it) of an industry in terms of its profitability.

1. Bargaining Power of Suppliers

Bargaining power of suppliers is relatively high, because:

- a. In the era of globalization manufacturer can supply his products any country on his choice.

- b. As this sector is booming, manufacturers can choose their distributors and in this case big established companies always have an upper hand than newcomers.
- c. As a developing nation, poor logistics support, infrastructures and poor port handling sometimes play a vital role.

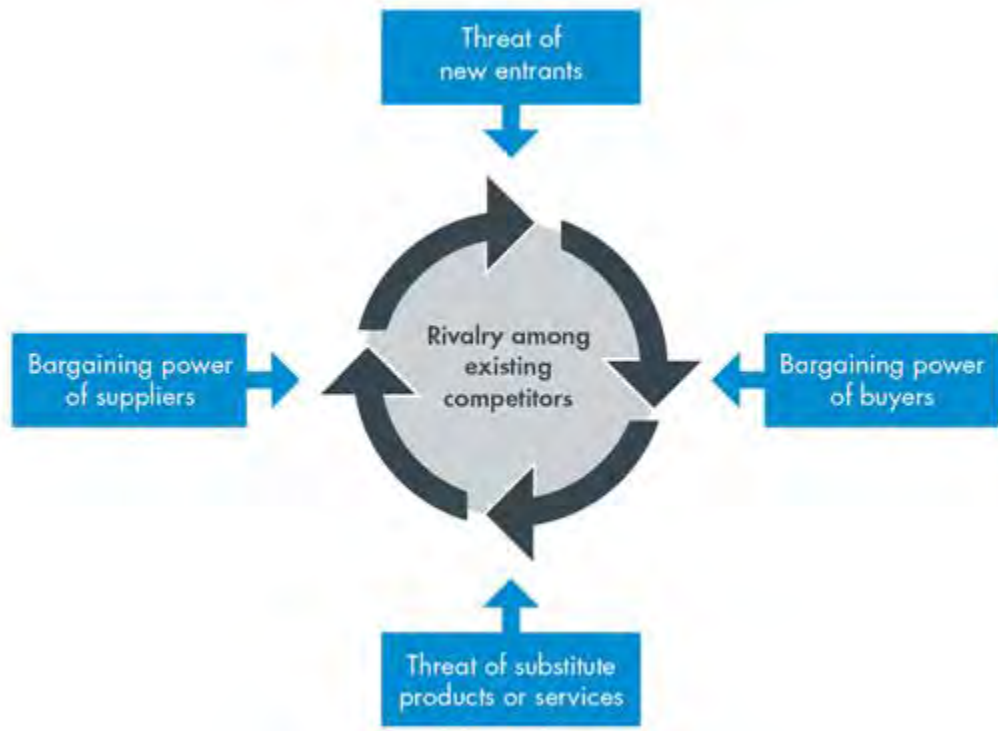


Fig: Porter's Five Forces Model

2. Bargaining Power of Buyers

Bargaining power of buyers is comparatively low under open market scenario:

- a. Customers have relatively low bargaining power because of the high cost and have to rely for spare parts and other help like after sell service.
- b. In Bangladesh, LPG sector is almost 100% import oriented.

3. Threats of new entry:

Entry in this sector is relatively low, because

- a. High Investment
- b. As a developing nation, end users are price sensitive and they will switch from one brand to another if they get a better price offer. Which also encourage new entrepreneurs to step into this market

4. Threat of substitute products or service:

- a. For any distributor, threat of substitute products is very real
- b. Technology is changing rapidly.
- c. Though customers are price sensitive, brand loyalty is not that strong.

5. Rivalry among existing competitors

- a. “Bangladesh LPG Association” is not active as it should be, so the lack of governance sometimes hurt the industry.
- b. Companies offer different incentive policy and change over night which hurt the market a lot.

2.3 Defining LPG

Liquefied petroleum gas or liquid petroleum gas (LPG or LP gas), also referred to as simply propane or butane, are flammable mixtures of hydrocarbon gases used as fuel in heating appliances, cooking equipment, and vehicles.

2.4 Uses of LPG

1. Food Industry

LPG is widely-used in the Food Industry by Hotels, Restaurants, Bakeries, Canteens, Resorts etc.

2. Glass & Ceramic

The manufacture of glass / ceramic products is complicated by a number of chemical reactions which occur during the process. The use of a clean fuel like LPG enhances the product quality and reduces technical problems related to the manufacturing process. LPG being a gaseous fuel gets easily regulated and compliments the heating process.

3. Building/Cement Industry

LPG being a premium gaseous fuel makes it ideal for usage in the Cement manufacturing process. The ease in regulation and soft quality of the LPG flame and low sulphur content are the key advantages both with regard to cement quality and kiln operability.

4. Metal Industry

The metal industry is indeed one of the most important consumers of energy. The quality of LPG helps to improve the cost of operation and strikes an economic balance between fuel price and quality of the end product. The application is basically for cutting, heating and melting. Both ferrous and non-ferrous metals are frequently cast into shapes by melting and injection or

pouring into suitable patterns and moulds. LPG in the instant case is an ideal fuel for meeting the requirement of temperature regulation and desired

5. Steam Generation

Coal, Furnace Oil, and Natural Gas are the most economical fuels for this application. Coal and furnace oil are known to cause significant pollution to the environment. Natural gas, although a gaseous fuel, requires big investments in pipelines to bring the product to the factory. LPG's balance of cleanliness and ease of use makes it a viable alternative.

6. Aerosol Industry

Aerosol formulation is a blend of an active ingredient with a propellant. LPG, being environment-friendly, has replaced the Ozone-depleting CFC gases which were earlier used by the aerosol industry.

2.5 Company Overview

LAUGFS Gas PLC is a public quoted company listed in the Colombo Stock Exchange (CSE). Under the guidance chairman Mr. W.K.H. Wegapitiya and Managing Director Mr. U. K. Thilak De Silva, LAUGFS Gas PLC has grown from strength to strength touching lives of Sri Lankans as a subsidiary of the strong business legend LAUGFS Holdings. LAUGFS Gas PLC is based in Colombo, Sri Lanka.

Their strategy seeks to reinforce their position as a leader in the LPG distribution, Emission testing, In LPG down streaming (link) distribution emphasis remains on sustained cash generation from their existing assets and selective investments in growing markets. In doing so they are focusing on resetting regional filling and warehousing facilities in order to facilitate cost effective distribution in the regional network.

LAUGFS Gas Bangladesh is the subsidiary of LAUGFS Gas PLC which is one of the largest LPG Player in LPG Importing, Storing, Bottling, Marketing, Distributing and sales across the Bangladesh. Being the only 100% owned international entity, it has entered the local LPG downstream industry in 2001 with the brand name of Kleenheat Gas. We have grown rapidly over the years, establishing an expansive distribution network across the country.

LAUGFS presently operates a world-class LPG import, bottling and distribution facility in Mongla Port with a storage capacity of 2,000 MT and in the process to extend a further 3000 MT by upgrading the storage size of Terminal & setting up satellite filling stations in different parts of the country. LGBL

distribute LPG for domestic, commercial and industrial customers with an extensive nationwide cylinder distribution network under the brand name of LAUGFS, PETREGAZ & KLEENHEAT. LAUGFS is also the pioneer to introduce Autogas to Bangladesh, supplies LPG to service stations across the country.

2.5.1 Vision

Laugfs Gas Bangladesh Ltd (LGBL) is a 100% owned foreign company with a vision to serve and reach every corner of the country with quality LPG products.

2.5.2 Mission

- To be the leader in the market segments we operate in.
- Introduce latest innovations, technology and solutions to add value to the consumer.
- Promote a 'Safety' culture, encompassing people, products and process.
- Ensure fair returns to all our stakeholders.
- Lead by example as an exemplary Sri Lankan entity.

2.5.3 Values

- Customer Centricity
- Innovativeness.
- Teamwork
- Integrity
- Responsible Corporate Citizen.

2.6 Product Portfolio

Laugfs offer 4 different product to market::

1. Consumer

12 Kg cylinders are designed under international quality standards, incorporating special safety features. This is a safe and highly convenient option for domestic use with its portable design, which is easy to carry, transport and store.



Image: 12 Kg LPG of Laugfs

2. Commercial

The 45 Kg cylinder is especially designed for high-volume users of LPG such as commercial restaurants. Our cylinder reticulation system available across the country are built under strict international safety standards.



Image : 33 Kg and 45kg of Commercial Products of Laugfs

3. Industrial

Pioneering industrial LPG solutions, we provide safe and reliable bulk LPG storage facilities for industrial customers with large-volume LPG requirements.



Image: Industrial Bulk Gas Offering to Industrial Customer

4. Auto Gas

Having pioneered the Autogas industry in Bangladesh, with the country's first Autogas station opened in 2006, we currently operate 8 Autogas stations, serving over 1000 motorists.



Image: Laugfs Auto Gas

2.7 SWOT Analysis

<p><u>Strength</u></p> <ul style="list-style-type: none">• Experience• Skilled workforce• Competitive price structure• Good relationship with suppliers• Good contact with customer	<p><u>Weakness</u></p> <ul style="list-style-type: none">• Brand Image• Capital• Network coverage• Fewer staff• Lack of all type of accessories
<p>SWOT Analysis</p>	
<p><u>Opportunity</u></p> <ul style="list-style-type: none">• Advance technology• Current government policy towards LPG sector• Changing buying pattern of consumers• Growth of LPG sector	<p><u>Threats:</u></p> <ul style="list-style-type: none">• Imposed tax• Highly dependent on the suppliers• Threats of new entry• Poor port transport management

Fig: SWOT Analysis

2.8 Business Model Of Laugfs Gas

1. Import LP Gas

Liquefied petroleum gas or liquid petroleum gas (LPG or LP gas), also referred to as simply propane or butane, are flammable mixtures of hydrocarbon gases used as fuel in heating appliances, cooking equipment, and vehicles. Such LP gas imported from Middle East Countries. LPG Contract Price (CP), commonly called the “Saudi CP” is the primary driver of LPG pricing in the Far East including the Philippines. It is an international price benchmark set at the beginning of each month by Saudi Arabia’s state - owned oil company Saudi Aramco.

2. Transport

Laugfs has own vessels through those they transport LP gas to their State of Art Mongla Plant.

3. Unloading LP Gas

Laugfs has own plant at Mongla. After reaching vessels at Mongla they unload such liquid. They have highly experienced engineer team which continuously monitor such whole process.

4. Storage

Laugfs has already 1800MT spare to store LP gas. They now extend their storage capacity by 3200MT. Laugfs also share infrastructure with Total Gas. Laugfs use Total Gas plant to expand their business at Chittagong Region.

5. Bottling or Refilling

Daily production capacity of Laugfs Bottling plant is 16000pcs of 12kg cylinders. They also refill bulk capsule for their auto gas and industrial customers.

6. Distribution

LAUGFS GAS (BANGLADESH) LIMITED has an extensive distributor network across the country with more than 1000 distributors serving customers with fast and efficient service. LPG is distributed from LAUGFS's state-of-the-art plant in Mongla and five modern regional distribution centres in Dhaka, Comilla, Bogra, Barisal and Jhinadah with a capacity to provide 3000 cylinders per day from each distribution centre. LAUGFS's vehicle fleet include 4 Bulk Road Tankers that serve Autogas stations and industrial customers across the country.



Image: Business Model of Laugfs Gas

Chapter 3

Methodology of the Study

3.1 Methodology of the study

The data are collected based on two sources such as primary and secondary sources. Majority of the information is collected while doing work at market. In addition, the secondary data, those data are not classified, analyzed, interpreted in the report. The sources are:

3.1.1 Primary Sources:

- Personal Interview
- Personal observation
- Practical market work
- Face to face conversation with the respective employees of other companies
- Regular briefing of my supervisor at office

3.1.2 Secondary sources

- Different publications
- News letters
- Official website
- Different business report
- Different book and journal

3.2 Instruments:

Research instruments: Research instruments were mainly the information gathered for the above mentioned sources. In this report I have mainly used followings:

3.2.1 Likert Scale

The Likert Scale is a 5- or 7-point scale that offers a range of answer options — from one extreme attitude to another, like “extremely likely” to “not at all likely.” Typically, they include a moderate or neutral midpoint.

3.2.2 Questionnaire

<u>Questionnaire</u>					
<u>Major distribution challenges</u>					
Name:			Distribution of:		
Location:					
Scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral 4=Agree, 5=Strongly Agree					
Statement	1	2	3	4	5
High distribution is cost obstacle for large sales call					
2. Sizing cylinder increase cost					
3. High investment for cylinder hamper coverage					
4. Fluctuation of CP hamper distribution					
5. Unaware about brand affect secondary sales					
6. Cross area selling also destroy market for distributor					
7. Lack of government monitoring in terms of cylinder safety affect customer decision					
8. Lack of government monitoring in terms of explosive policy create challenge for distribution					
9. Excess market supply is challenge for distributor					
10. Different price and incentive policy increase both distribution cost for coverage and challenge					

3.3 Mechanical Instruments:

Microsoft word is used to prepare the report

3.4 Number of Respondent: 25

Types of Respondent:

1. 25 Distributor of Different brand

Chapter 4

Analysis, Interpretation of the Data

4.1 Respondents are response in following ways:

<u>Questionnaire</u>					
<u>Major distribution challenges</u>					
Name:					
Distribution of:					
Location:					
Scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral 4=Agree, 5=Strongly Agree					
Statement	1	2	3	4	5
1.High distribution is cost obstacle for large sales call					25
2. Sizing cylinder increase cost	3		2		21
3. High investment for cylinder hamper coverage					25
4. Fluctuation of CP hamper distribution	10				15
5. Unaware about brand affect secondary sales	5				20
6. Cross area selling also destroy market for distributor					25
7.Lack of government monitoring in terms of cylinder safety affect customer decision	5				20
8. Low rate of ROI reduce Distributor attention					25
9. Excess market supply is challenge for distributor					25
10.Different price and incentive policy increase both distribution cost for coverage and challenge					25

4.2 Analysis and Interpretation of Data

1. 25 respondents are Strongly Agree that High distribution is cost obstacle for large sales call.
2. 21 respondents are Strongly Agree, 3 respondents are Strongly Disagree and 2 respondents are Neutral about Sizing cylinder increase cost .
3. 25 respondents are Strongly Agree that High investment for cylinder hamper coverage.
4. 15 respondents are Strongly Agree and 10 respondents are Strongly Disagree that Fluctuation of CP hamper distribution.
5. 20 respondents are Strongly Agree and 5 respondents are Strongly Disagree about Unaware about brand affect secondary sales.
6. 25 respondents are Strongly Agree that Cross area selling also destroy market for distributor.
7. 20 respondents are Strongly Agree and 5 respondents are Strongly Disagree that Lack of government monitoring in terms of cylinder safety affect customer decision.
8. 25 respondents are Strongly Agree that Low rate of ROI reduce Distributor attention.
9. 25 respondents are Strongly Agree that Excess market supply is challenge for distributor.
10. 25 respondents are Strongly Agree that Different price and incentive policy increase both distribution cost for coverage and challenge.

Chapter 5

Findings

1. High distribution cost obstacle for large sales call

For LPG business distribution cost mainly depend on Vehicle, Manpower, Warehouse, load unload cost, shop rent etc. To increase sales call they also need to move more and more vehicle rotation in the market. For that their operation cost increase which lead to increase wholesale price of product. Due to that their ultimate sales fall.

2. Sizing cylinder increase cost

Each successful sales call lead sizing one's cylinder from the retail point. Some distributor sales such cylinder to other market. Due to that distributor continuously invest on cylinder which increase their distribution cost. Because retail points are not always agree to purchase cylinder from distributor.

3. High investment for cylinder hamper coverage

Cylinder price is quiet high which is Tk.1500 for each. But both retail point and consumers are not always purchase cylinder. Due to that their gas price increase. But market is not ready for such extra payment of gas. Consequence is distribution hamper for distributor.

4. Fluctuation of CP hamper distribution

LPG is completely import from middle east countries. By first week of each month CP is declared. Based on that market price of LPG is determined. But distributors are not mostly aware about that. They think that its just a result of syndicate of LPG companies. Such continuously fluctuation of LPG is one of major challenge for distribution.

5. Unaware about brand affect secondary sales

Most of consumers are unaware about LPG Brand name. LPG companies invest merely to build strong brand equity. For such distributor face challenge to distribute one's product.

6. Cross area selling also destroy market for distributor

None of distributor only limited within his own area as per area demarcation. When they collect product from RDC they sold other market on the way to RDC to their point. Such cross selling limited other market.

7. Lack of government monitoring in terms of cylinder safety affect customer decision

Each cylinder has an expiry date. Usually a cylinder is used for 10 years. After that such cylinder should re-test. But majority of Companies do not regularly re-test their cylinder. Because establishment of Requalification center is very expensive for any organization. Due to that several accident happen in household level. For that a large portion of consumer are afraid to consume LPG. Rather LPG they prefer tradition of fuel for cooking.

8. Low rate of ROI

ROI interms of investment, operation cost and effort for LPG business is very low. Now a days distributors face lot of difficulties to maintain tk.20 margin on each cylinder.

9. Excess market supply is challenge for distributor

For last few years 12companies enter into the market which result excess 60000MT LPG supply in the market. But yet market is not ready for such extra supply of LPG. Due to that distributor face additional challenge to sell their product.

10. Different price and incentive policy increase both distribution cost for coverage and challenge

LPG companies are differ in terms of Price and Incentive Policies. Prices of major LPG players are

Company	DO price	Price after calculating incentive
Laugfs	1005	940
Jamuna	995	920
Bashundhara	1005	925
Omera	1010	950
G-gas	995	930
Orion	980	930
Navana	995	945
Petromax	980	910
Beximco	980	940

presented below:

Due to such price differ distributor loss margin from several sales call which lead to lose in some cases.

Chapter 6

Recommendations

1. Area Demarcation should be done in such a way so that distribution cost is reduced. Not only that sales people of distributor should be trained by company people to ensure more successful sales call.
2. Distributors of any specific area should develop and maintain a society for LPG distributors. So that cylinder of specific region should not sold to other region. And, they also exchange cylinder among them. Such initiative assist them to reduce investment on cylinder.
3. Government should provide subsidy on cylinder import. They should also reduce tariff on raw materials of cylinders to produce cylinder in local market. Such initiative assist to reduce price of cylinder in market.
4. Government should fix up CP for LPG for a specific time period.
5. LPG companies should increase investment on brand building activity.
6. Companies should not provide any incentive for Transport. Others cross selling interms of area do not stop. They should also strictly monitor their distributor so that one could not sell product to another market.
7. Consumers still afraid to use LPG cylinder in their house as primary form of fuel. Government should strictly monitor the market so that no single piece of expired cylinder exist in the market. Such initiative assist to increase demand of LPG obviously.
8. Distributor should do their business in more effective and smart way to reduce cost. Which result in boosting their ROI.
9. Government should restrict to license new LPG companies. Because market is already hampered by over supply. All capsule plan should immediately banned by government.
10. Government should set MRP for LPG. Otherwise company, distributor and consumers are all hampered.

Conclusion

From very beginning Laugfs Gas Bangladesh Ltd made a unique space in their distributors and customers mind. From the very beginning they were able to understand the needs of local market and provide high quality product in a competitive price. In a highly challenging business environment, LGBL is dedicated to introducing new value proposition for its customers and continuously improving the quality standard to mark its position in the industry. LGBL is committed providing the best to its customers thus helping them to build a loyal and dedicated customer group throughout the country. Tech republic work as a value added distributor. TRL acts as a brand developer of LPG products in Bangladesh with its finely tuned in-house and third party marketing departments.

Profit maximization is one of the prime objective of any organization. Sales generate revenue which is the biggest source of income for a company. LGBL has countrywide distribution channel through that they reach every corner of the country.

In this report I have mainly focused on distribution challenge. I have found some major distribution challenges like high distribution cost, cross selling, lack of brand awareness, low ROI, Lack of Government initiative in terms of cylinder safety and so on.

Against all such challenges I have also recommended some initiatives to overcome such distribution challenges to smoothen the distribution process which was ultimate objective of this report.

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