

Report On

**"The Impact & Importance of Sompoko Program on Painters of
Bangladesh: A Case Study on Berger Paints Bangladesh"**

By

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An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Faria Hossain Sanjida
Student ID - 17204098

Supervisor's Full Name & Signature:

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Letter of Transmittal

Sohana Wadud Ahmad
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

With due respect I would like to inform you that I have successfully completed my Internship Report entitled “The impact and importance of Sompoko Program on Painters of Bangladesh: A Case Study on Berger Paints Bangladesh”. Now, I am placing my Internship Report for your kind evaluation. I am grateful to you and to the Internship Management Committee for the guidance and the opportunity to have internship experience. I have tried my best to cover the topic effectively, and wish that this report meets your expected standard. I will be available at any time convenient to you for clarification of any point of this report.

I trust that the report will meet the desires.

Sincerely yours,

Faria Hossain Sanjida
Student ID 17204098
BRAC Business School
BRAC University
Date: January 12, 2020

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Berger Paints Bangladesh and the undersigned student at BRAC University Faria Hossain Sanjida, ID:17204098

Acknowledgement

Most importantly, I would like to express my heartiest gratitude to almighty Allah for keeping me in good health and giving me the strength, ability and opportunity to accomplish the report within the scheduled time successfully. I convey my deepest appreciations to my Academic Supervisor Ms. Sohana Wadud Ahmad, Lecturer, BRAC University for her valuable suggestions, advice, support and important guidance while preparing this report. For sure, I am appreciative of all the Faculty Members of BRAC University from whom I have been inspired and learned from in different courses. Additionally, my graceful admiration goes to Md. Azizullah, Regional Sales Manager- Berger Paints Bangladesh who has provided me his generous guidance. The experience I have gained here will be a privilege for my future career. A special word of appreciation goes to all the staffs of Unilever for their generous cooperation and assistance during my entire period of internship. I would like to thank my family members for their constant support and love in my life that always pushes me forward. Lastly, I am really thankful to them who have shared their views about my work, provided me with necessary information, criticized my work and motivated me. This page is not enough to tell them how important their opinions are on this report, how indebted I am to them.

Executive Summary

The four years of journey with this university has been ending with the submission of this final report. The only thing I had understood that the knowledge that we learned during the university days need to be implemented in the actual job world for the better understanding of the knowledge. The internship has been one of the important parts of the university life as it gives us the opportunity of the actual business world. Berger Bangladesh is considered as one of the largest multinational company of Bangladesh in the Paint industry of Bangladesh. I considered myself lucky enough to get the opportunity to work in their marketing & sales department during my internship period. During this period, I have learned that Berger not only serves their customer by offering best quality paints to their customers but also, they serve their related parties: Painters & Dealers to retain their stand in the industry. There I learned about the program called “ Shomporko Program” which is given to the painters in the various districts of Bangladesh. The program is itself unique and serves the painters in the best way possible for the best interest of the company. The paper mainly focuses on the uniqueness, impact Y& importance of the program for the painters.

Keywords: Berger Bangladesh, Paint Industry, Shomporko Program, Painters, Final Report

Table of Contents

<i>Declaration</i>	<i>ii</i>
<i>Letter of Transmittal</i>	<i>iii</i>
<i>Non-Disclosure Agreement</i>	<i>iv</i>
<i>Acknowledgement</i>	<i>v</i>
<i>Executive Summary</i>	<i>vi</i>
<i>Table of Contents</i>	<i>vii</i>
<i>List of Figures</i>	<i>xi</i>
<i>List of Acronyms</i>	<i>xii</i>
<i>Chapter 1: Overview of Internship</i>	<i>1</i>
1.1 Student Information:	1
1.2 Internship Information	1
1.2.1 Company Name: Berger Bangladesh	1
1.2.2 Internship Company Supervisor’s Information	1
1.2.3 Job Scope	1
1.3 Internship Outcome	2
1.3.1 My Contribution to the Berger Bangladesh	2
1.3.2 Benefits to the Students:	3
1.3.3 Difficulties During Internship Period	3
<i>Chapter 2 Organization Part: Overview, Operations and a Strategic Unit</i>	<i>4</i>

2.1 Introduction	4
2.1.1 Objective:	4
2.1.2 Methodology	4
2.1.3 Scope of the Report:	5
2.1.4 Limitation of the Study	6
2.1.5 Significance of the Study	6
2.2 Overview of the Company	7
2.2.1 About Berger Bangladesh	7
2.2.2 History of the Berger	7
2.2.3 Tagline of Berger	8
2.2.4 Vision	8
2.2.4 Mission Statement	8
2.2.5 Objectives	9
2.2.6 Corporate Social Responsibilities (CSR)	9
2.3 Management Practices	10
2.3.1 Organization Structure:	10
2.3.2 Core Management Practices	13
2.4 Berger Bangladesh Marketing Practices	14
2.4.1 Berger Bangladesh Product and Brand Offering	14
2.4.2 Berger Bangladesh Marketing Mix	15
2.5 Operation & Distribution Process of Berger Bangladesh	17

2.6 Financial & Accounting Practices	19
2.6.1 Financial Practices:	19
2.6.2 Accounting Practices	20
2.7 Berger paints Bangladesh Industry & Competitive Analysis.....	21
2.7.2 SWOT Analysis	23
<i>Chapter -3 "The impact and importance of Sompoko Program on painters of Bangladesh: a case study on Berger Paints Bangladesh"</i>	25
3.1 Introduction	25
3.1.1 Background.....	25
Objectives of The Study	25
3.1.2 Significance of the study:.....	26
3.2 Methodology:	26
3.2.1 Sample Size	27
3.2.2 Measurements	27
3.3 Findings & Analysis:	27
3.3.1 Introduction of Somporko Program	27
3.3.2 4P's of Somporko Program:	28
3.3.3 Challenges of Somporko Program	29
3.3.4 Impacts of Somporko Program	29
3.3.5 Analyzing Painters Satisfaction Level:	30
3.3.6 Survey Information	30

3.3.7 Major Findings from Analyzing the Results:	33
3.3.8 Limitations:	33
3.4 Summary & Conclusions	34
3.5 Recommendations	35
<i>References</i>	36
<i>Appendix</i>	37

List of Figures

Figure 1:- Organization Structure of Berger	12
Figure 2:- Strategic Depots of Berger Bangladesh.....	18
Figure 3:- Distribution Network of Berger Bangladesh.....	18
Figure 4:- Porter’s Five Forces	21
Figure 5:- SWOT Analysis	23
Figure 6:-Age of Respondents.....	30
Figure 7:-SR Tendency to Come	31
Figure 8:- Percentage of Somporko Coupon Received.....	31
Figure 9:-Painters Satisfaction Level	32
Figure 10:-Painters Facing Issues.....	32

List of Acronyms

ZO	Zonal Officer
TO	Territory Officer
CSR	Corporate Social Responsibility

Chapter 1: Overview of Internship

1.1 Student Information:

Name: Faria Hossain Sanjida

ID: 17204098

Program: Bachelors of Business Administration

Major: Marketing & Human Resource Management

1.2 Internship Information

1.2.1 Company Name: Berger Bangladesh

Department: Marketing

Address: 273-276, Tejgaon Industrial Area, Dhaka-1208, Bangladesh

1.2.2 Internship Company Supervisor's Information

Name: Md. Azizullah

Position: Regional Sales Manager, Berger Bangladesh

1.2.3 Job Scope

Berger Paints Bangladesh is a very well-known brand to the people of Bangladesh. It is considered one of the largest multinational companies in Bangladesh. I am very much honored to work for the largest painting brand in Bangladesh. The job responsibility of an intern of this company is very much challenging and unique in its way. The primary responsibility of myself is to assist the marketing department in every way possible under my supervisor's supervision. I was adequately groomed before assigning any responsibility to the company to perform the tasks in the best possible way for the company. I was asked to maintain the communication between the vendor, dealer, and supplier of the company whether there is any scope for improvement on the company's side so that they can feel better about the company. This was

the most challenging phase of my internship period as I was assigned around six Bangladesh districts. My responsibility was to communicate and listen to them. I was instructed to listen to them and convey their message to the company to feel better about the company. The company was facing various difficulties in some of the districts. With the instructions and supervision of my supervisor, I pulled off the task. I conveyed essential findings to the company to better serve the suppliers and dealers and contribute more to the company's journey to become the number one painting brand in Bangladesh.

1.3 Internship Outcome

1.3.1 My Contribution to the Berger Bangladesh

Berger Bangladesh is considered one of the largest multinational companies in Bangladesh. They have an excellent and good reputation in the painting industry of Bangladesh. They maintain excellent communication between the other related parties like Suppliers, Painters & Dealers, and the company to maintain their stand in the industry. I was lucky enough to become a part of this process of the company. I was involved in communication with them to know their satisfaction and areas to improve to feel better regarding the company. I was assigned to communicate with the six districts of Bangladesh to know their company's journey experience. I was able to find some essential findings while communicating with them. I found out that the company gave some facilities to the painters were taken by the dealers, so they were very much dissatisfied with the company. It has to be told that the company has an excellent reputation in various districts, but in some of the districts, the company faces various problems. They felt good while talking to me because they feel more connected to the company at that moment. They also told me how the company has changed their life and how they feel loyal to the company. I was able to provide some valuable insights into the higher authority in a presentable way, and the company was very much delighted with the insights given by me. They had worked on my insights and improved the relationships with the other related parties of the company. I was very much fortunate enough to become a part of the journey as I can contribute significantly to improve the relationship with the related parties of the company and contribute to the company's revenue in the different districts of Bangladesh.

1.3.2 Benefits to the Students:

The students who will read this paper will be benefitted in various ways as working for Berger Bangladesh, I learned a lot of things, and I can pass my learnings to the readers so that they can also learn and implement it in their lives. The learnings are given below:

- ❖ **Understanding Corporate Culture:** From my internship report, a student can easily understand the workplace's corporate culture in Bangladesh and implement these learnings to their future job opportunities. For example, a student can learn the corporate job world's work ethics and behavioral aspects through this internship report.
- ❖ **Understanding of Communication Skill:** Communication skill is an integral part of the corporate world. Through this skill, one can achieve great heights in one career. Through my internship, I was very much required to do the excellent skill of communication skill, and I have described my experience of the internship through this report so one student can easily read this paper and learn the importance of the communication skill and how it can change the career of themselves. The communication skill was one of the most integral parts of the marketing jobs in Bangladesh or worldwide.

1.3.3 Difficulties During Internship Period

Berger Bangladesh is one of the well-known brands in Bangladesh. The Coronavirus has made life difficult and unsafe during this time. However, Berger Bangladesh has taken all the precautionary measures to prevent any employees and interns from getting infected with this virus. But the spread of this virus is such that it makes everyone worried while doing physical office. The challenge was to keep me safe from this virus as I had to attend the office in person while completing the company's internship. However, the precautionary measure taken by the company relieved me from the infecting of this virus. This was the most challenging part of my internship with this company. I learned a lot while doing an internship with this company. But attending offices during this time is the most challenging part for any person in Bangladesh.

Chapter 2 Organization Part: Overview, Operations and a Strategic Unit

2.1 Introduction

2.1.1 Objective:

My purpose is to examine the marketing planning and operation aspects of Berger Paint Bangladesh. The study will help us identify how the marketing department of Berger Bangladesh functions and how they follow the traditional marketing department, and how they are holding their stand in the market with proper communication and leadership in the marketing department. The objectives are given below:

- The study will help us to understand the marketing department function of Berger Bangladesh. This study will give us a clear picture of the different activities and strategies undertaken by Berger Bangladesh.
- The study will also help us identify different problems and ways of improving them in the company's marketing and sales function. And also, how they can facilitate their functions and activities of the marketing department. The study will also reveal how the company has the edge over its competitors and maintains its number one position in the market.

There are also other objectives that a reader can easily understand by going through this report and can implement those learnings in their report and corporate life.

2.1.2 Methodology

The term refers to the source or the process of collecting information for any study. It can be divided into two types: Primary data, which is collecting information directly from the source, and Secondary data, which refers to collecting information indirectly from the sources. More detailed information regarding the methodology of this report is given below:

- **Primary Source:** For this study, I have collected information from my supervisor, and I can only obtain information from other employees of the company as the internal information of the company from them. The information that I got from them was very

crucial for the findings of my report. I have collected information for my report by observing and talking with the employees of the company.

- **Secondary Source:** For my report, I have also collected information from the journal and articles related to my topic of the report of Berger Bangladesh. I have also looked at the articles and journals of the competitor brands to understand the company better so that I can utilize that information in my writings of the report. I have collected most of my information from secondary sources as the primary sources don't reveal much of the information as they maintain their privacy of the company.

2.1.3 Scope of the Report:

From my report, one can get a clear picture of the company's marketing & sales function as with proper planning and strategies of marketing department they are maintaining their position in the painting industry. The study will help us identify how the marketing department of Berger Bangladesh functions and how they follow the traditional marketing department, and how they are holding their stand in the market with proper communication and leadership in the marketing department. The study will also help us identify different problems and ways of improving them in the company's marketing and sales function. And also how they can facilitate their functions and activities of the marketing department. The study will also reveal how the company has the edge over its competitors and maintains its number one position in the market. This report's scope is very much broad, and students and readers can implement the learnings from this report into their academic and corporate life.

2.1.4 Limitation of the Study

During completing this study, I have faced many difficulties, which limits my study to an extent. The limitations of the study are given below:

- Berger Bangladesh has a strict privacy policy, which limits me to provide various information about the company. They are also very much reluctant to provide answers to some questions related to their various functions of different departments.
- The period for preparing the report was concise. So, it is challenging for me to incorporate various information about the company, which has limited my study.
- As I needed to attend the official work of Berger Bangladesh at the same time as preparing this report, it was very challenging to complete this internship report while attending to the company's official work.

2.1.5 Significance of the Study

Berger Paints Bangladesh is a very well-known company in Bangladesh. From the very start of the company, it has seen remarkable success in Bangladesh's painting industry. This study of the company will have a meaningful insight to the readers regarding their marketing function and how it has successfully held its stand in the industry with proper planning and strategies. As a company, Berger prefers to keep its profile low and do the best in the background. They hold a large percentage of the market and have a strong relationship with the other related parties like Painters, Suppliers, and Dealers. In this 21st century, this company utilizes the traditional marketing technique to capture the market rather than the modern technique, and they are very much successful in their attempt. The study's significance is to know the company in a clear picture and know about their planning and strategies to make their stand in the industry above its competitors. The company's marketing and sales team work day and night to fulfill the desired performance. The sales team always listens to related parties and consumers' problems and solves those issues quickly. From this report, one will understand the importance of communication in this business world. From this study, students will know more about the painting industry in Bangladesh and how they function. This knowledge will give the students the edge in their corporate life and implement those learnings in their corporate life.

2.2 Overview of the Company

2.2.1 About Berger Bangladesh

Berger is a very well-known brand not only in Bangladesh but also worldwide. Berger started their journey in India. The company is mainly an Indian company, and its head office is in Kolkata, India. However, they are located in Nepal, Russia, Poland, Bangladesh, and many other countries. The company is prime, and the only industry is the painting industry. Through the hard work and implantation of their marketing strategies, they have the edge over their competitors and retain their number one position in the painting industry. The company has more than 250 years' experience in the painting industry. In Bangladesh, the company has seen remarkable results in the painting industry of Bangladesh. The company has been rewarded six years in a row as the best painting brand in Bangladesh. The company is regarded as one of the best multinational companies in Bangladesh. They have their head office in Dhaka; they have also had two factories situated in Dhaka and Chittagong. The company has several dealers above 3000 nationwide.

2.2.2 History of the Berger

The journey started in the extended back for Berger paints. It was the year 1770 when a man named Louis Steigenberger had moved from Frankfurt to London. He shifted because he wanted to distribute blue color. The unique thing was the formula of the painting was prepared by him. After some time, he had been renamed Lewis Berger because of some reasons. Then he formed the company named Berger in 1870. In the same year, the company started to sell 19 different colors. After some years, he died, and after his death, his sons started to move ahead with the business. However, in 1900, an American company acquired the company. In 1923 a man named Mr. Hadfield started a small paint company. In 1947, British Paints had purchased Hadfield's paint company, which resulted in the company being a part of India. After some years, they constructed their sales offices in Delhi and Mumbai, and a depo was opened at Guwahati. In 1969, a UK based company purchased the company. It was the starting point of Berger's in India. In the year 1973, the company experienced the launching of new products. From this start, the company has not looked back. The company experienced enormous success in different regions and became the number one brand in the painting industry.

2.2.3 Tagline of Berger

The company nowadays is more popular than its actual name. Instead, they are famous for their tagline. This company is considered the number one brand in the painting industry in Bangladesh. They take the most pride in their products and services because they offered the best quality products to their consumers. Their tagline is “Trusted Worldwide.” This tagline has been used all over the world. This tagline resembles that they offer supreme quality paint. They are always ready to serve their consumers in the best possible ways. They are believed to be a trusted brand in Bangladesh. They are retaining their tagline by the continuous effort of the employees.

2.2.4 Vision

Berger has been considered as one of the largest multinational companies worldwide. Its vision drives every company globally because it is the vision by which every company achieves its long-term goals. Berger is no exception in this case. The vision or long-term goal is to become the most preferred brand in the painting industry by ensuring customer satisfaction. They are continuously giving their effort to offer the most unique and best quality paint to their customer. The primary purpose has been turning the regular customer into loyal customers and becoming the most preferred brand in the painting industry. The company has been highly successful in this regard, and they are maintaining its number one position in the painting industry of Bangladesh. Through their excellent leadership and strategies, the employees have contributed to their achievement of the company's long-term plan.

2.2.4 Mission Statement

It refers to short term goals to support the long-term vision of the company. Every company is driven by these two types of goals, which are long-term goals and short-term goals. Berger is also no exception in this case. As it already described that their long-term goal is to become the most trusted brand in Bangladesh. Their short-term goals also support this goal: increasing their new turnover by 100% every five years. However, one of their prime goals is to do business while achieving their every goal ethically. From here, we can see that the company's commitment to society and the country is praiseworthy, and they believe in doing business in the right way. It increases their value as the company in the market. It is very profitable for the

youths in terms of employment because of their strong work ethics and determination to serve society and themselves in the best possible way.

2.2.5 Objectives

The objectives of the Berger reflect their long-term goals and short-term goals. They want to become the most trustworthy brand by offering the best products and services, earning revenue, and becoming the best employer brand among the youths. The company's main objective is to give back to society in the form of CSR activities so that they can raise awareness in society while doing business in Bangladesh.

2.2.6 Corporate Social Responsibilities (CSR)

The company is considered the largest multinational company in this country. They always want to serve their best quality products to their customer. They are always concerned about their customer's wellbeing as they care so much about their customers, so they planned to undertake CSR activity for society. That kind of activity can enhance the brand image of the company. They aim to run their business without harming the environment as well as society. To ensure it, they engage with some social activities, like arranging competition within different universities and women education programs. The company undertakes various activities for the well-being of the painters, dealers, and suppliers, such as financial aid, health benefits program, self-employment program. Here, the company can first understand the relevance of the young mind in the recent business field. So, young talented mind they initiate the university students-based competition program. Through a robust competitive stage, they prepare their future generations' employees. Second, they are also working on women's education. Women can play a vital role in developing a society. By keeping it in mind, they introduced a different scholarship program for the rural women to be dropped out because of money shortage. Third, they are aware of the importance of trees in the environment. To maintain the ecological balance and make the people aware of trees' importance, they are running some tree plantation programs in different corners of the country. Lastly, they are working on organizing some motivational programs through webinars or seminars. They noticed that people are suffering from frustration, anxiety, and they lose their interest in living or work for several reasons. This characteristic is often seen in women. So, to boost their

confidence level, the company is organizing some motivational programs. However, overall, this company is doing a perfect activity in this country and addresses some significant problems in society besides the intent to solve it. That's why the reputation of the company is increasing day by day. They are also helping young individuals build up their painting shop, which will sell the company's paint. It will help the individual to earn his/her livelihood, and in the other way, it will generate revenue for the company. It is also establishing schools in rural areas to access education, and no one is deprived of education. They also hold different painting competitions in various parts of the country so that the children today can enjoy their childhood and the company being part it took the pride to give back to the society in the most effective way.

2.3 Management Practices

2.3.1 Organization Structure:

Every company is recognized for its unique organizational structure. However, this company kept its organizational structure conventional yet straightforward to manage its workforce in the best possible way. The company holds six board meetings yearly to inform them about the company's growth and success and whether the company is going in the right direction. There are directors of the various department in charge of the various committee like sales, audit, remuneration, and purchase. They also attend every company's meeting to describe best the company's growth and success in the given year. The middle managers generally make the proposals, and they are proposed in every general meeting to get it approved by the senior management. They are presented to the MD of the company, and the MD presents it to the higher authority to the management's approval. The outside auditors are given the authority to audit the company every year as they have to keep themselves transparent as they are enlisted in the Stock Exchange. There are also other hard above the directors who are called Non-executive president and vice president.

The managers of each department are given the authority to oversee the respective departments and review every department's performance. They are the people who generally do performance appraisals. Under them, there are low-level managers. Their primary responsibility is to report back to their managers to assess their employees best and report back to their management. They have kept their organizational structure simple so that there is

clarity in the management. No employee is confused regarding the structure and performance to know what the company wants from them and how they should perform so that they have their career growth in the company. The company highly values the employees, and they take pride in them. The company does all the needful to groom their employee and give them opportunities to them to best suit in their role and perform accordingly so that they can relate more to the company and give their best to their given tasks. In this way, the employee will feel it is their company and give their best performance. In this way, the employee and the company will achieve its desired goal in the market. The organization structure itself talks about the company and how they operate in the market. For simplicity, the company structure is given below for a better understanding of the readers.

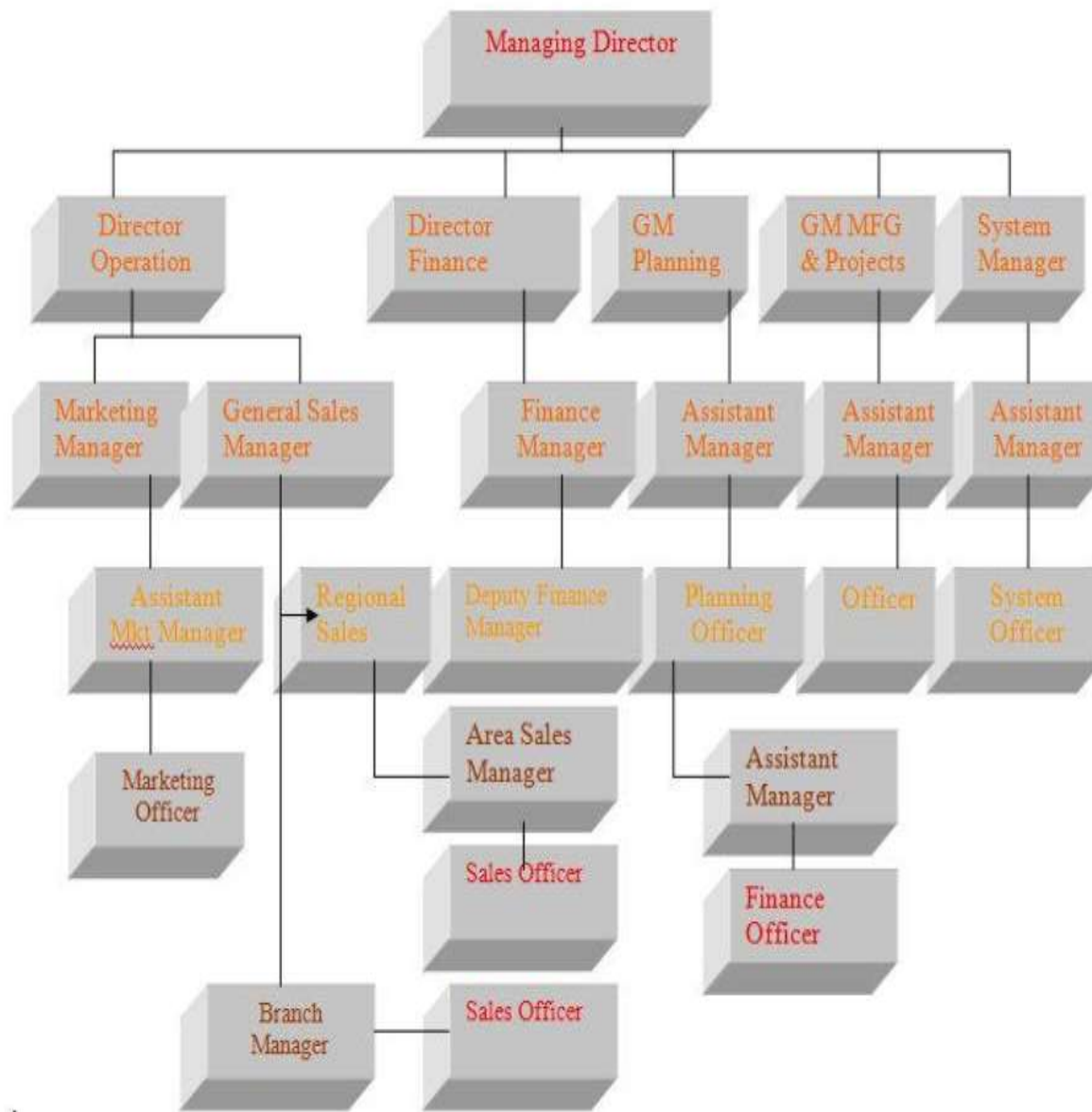


Figure 1:- Organization Structure of Berger

2.3.2 Core Management Practices

There is various function that a company undertakes to have a smooth operation in the market. However, among the various functions, some core management activities are the essential function of the company. This company mainly earn their revenue by generating sales in the various parts of Bangladesh. So, their core functions will and always been based on their sales team and their operation. Firstly, they need to make a national sales budget that will carry the information about sales unit, value and most importantly the sales growth into six months and 12 months and prepare the list of sales in charge in different regions and their performance and evaluate them an effective way.

Secondly, they need to sort the sales are and the performance according to the areas and evaluate the problems and comes to the solutions so that it can be best performed in all-region. Thirdly, they need to prepare various strategies to achieve the desired result in the various areas so that they can best assess the performance of the different regions. Fourthly, they need to hear the different problems of the various regions like problems of the painters, dealers, and suppliers and give solutions to their problems and maintain a good relationship with them for the company's best interest. Also, they need to provide them effective bonus programs so that they feel motivated to work for the company's best interest. They also need to adjust their strategies according to the environment's changes and inform their superiors for practical guidance to adapt to the various situations. Every year, they need to arrange a yearly review presentation to assess the various employees of various regions' performance. They need to monitor the employees' performance continually and provide the appropriate rewards to the employees so that they feel motivated to work for the company. The company does all the needful to groom their employee and give them opportunities to them to best suit in their role and perform accordingly so that they can relate more to the company and give their best to their given tasks. The primary function is to assess and groom every employee in the salesforce for the company's best interest.

2.4 Berger Bangladesh Marketing Practices

Berger is a very well-known brand to the people of Bangladesh. Their marketing and offerings of the best products at the best price make themselves different from the other competitors. Their unique marketing campaigns and practices are something that every company follows. Their prime purpose is to reach their target customers and other related parties to better serve and maintain their stand in the industry. The marketing practices of the company is given below:

2.4.1 Berger Bangladesh Product and Brand Offering

Berger is considered one of the largest multinational companies in Bangladesh. They are committed to offering the best products and attain customer satisfaction. Their variety of products keep them apart from the other competitors in the paint industry of Bangladesh. The product categories of the company are given below:

- Interiors
- Exteriors
- Metal Finishes
- Wood Finishes
- Waterproofing Solutions
- Home Hygiene and Safety
- Do It Yourself

Apart from these categories, the company also divides its customers into various ways to better serve each customer in the best way possible. They divide their customers into three categories. They are given below:

- **Luxury:** They are considered as the most top tier customer of the company. They achieve this status by their continued loyalty to the company and buying a bulk of products from the company. In return, they get the best offers and service from the company.

- **Premium:** They are the second-tier customer of the company. They also get the best service and offers from the company. However, luxury and premium customers are mostly large organizations in Bangladesh.
- **Economy:** These types of customers are known as third-tier customers. These are mainly small retailers and dealers. They also get a large number of offers and price from the company.

2.4.2 Berger Bangladesh Marketing Mix

The marketing mix is a perfect medium through which a company can quickly identify its competitive market strength or position in the market. It includes the 4ps of the market: Product, Price, Place, and Promotion. Through this four marketing mix, we can quickly evaluate the company in the paint industry of Bangladesh. The marketing mix of the company are given below:

- **Berger's Product Mix:** This mainly refers to the variety of products offered by a company. Berger, as the company, highly believes in offering a variety of products. They offer not only a variety of products but also divide the customer segment into different categories. Their strategies regarding the product mix make themselves different from the other competitors in the market. Their variety of products is challenging to imitate by the other competitors. To better understand the company's product mix, please go through the company's product and brand offering of the report.
- **Berger's Price Mix:** In today's world, only the variety of products is not enough to make a stand in the market. It requires offering the best possible price to make the company apart from its competitors. Berger also undertakes various strategies to offer the best price in the market. They frequently oversee the price range of the other competitors in the markets and sets their prices close to them by maintaining the profit range. However, they charge a premium price in the market for specific categories of products because they believe that they offer those products in the best way than the other competitors in the market.

- **Berger's Place or Distribution in Marketing Mix:** In this 21st century, the most effective tool to reach their customers is to plan and implement marketing strategies in the right place to reach the customers in the best possible way. Berger undertakes a lot of strategies so that they can always have the edge over the competitors. The company delivers their paints to the dealers directly, and from them, the painters and retail sales get the company's product. However, sometimes the company directly sells their paints to the retail customers and sometimes directly to the customers to have a better approach to the consumers. They have recently started a program to renovate real-life customers' homes and promote their various paints to the customers through their YouTube channels. They talk about their connection to the company and the different paints they like about the company.

- **Berger's Promotion Mix:** In today's business world, everything needs to be marketed to customers. If the company doesn't market their product to the customers, it is considered the customers' backfoot strategy. Berger also undertakes various strategies to reach customers best. They promote their products, both online and offline. By inline, we mean that through different social media and YouTube page. They have recently started a program where they renovate real-life customers' homes and promote their various paints to the customers through their YouTube channels. They talk about their connection to the company and the different paints they like about the company. Through offline, they undertake various traditional ways to create awareness of their brand to the customer and other related parties, making them different from the other competitors in the market.

2.5 Operation & Distribution Process of Berger Bangladesh

In this 21st century, every organization largely depends on the operation network of the company. Because it is the company's operational network that makes a company useful and efficient in the industry they operate. The company with a robust chain of operation network is most likely to have the edge over the other competitors. Berger is no exception in this case. Being one of the largest multinational companies in Bangladesh, they hold a strong operation network in Bangladesh. They hold the most effective operation network among the other competitors in Bangladesh in the paint industry. They currently have two warehouses in Bangladesh: Chittagong and Dhaka. The products or paints are kept in these warehouses as storage, and from here, the paints are supplied to the other sales offices located in Dhaka and Chittagong. They also hold five depots in Bangladesh, which makes them efficient while operating in Bangladesh. From these depots, the company mainly distributes their paints in the retail shops to directly reach their customers. The company's number of dealers in this country has been outstanding, reaching 900 this year. The company delivers their paints to these dealers directly, and from them, the painters and retail sales get the company's product. However, sometimes the company directly sells their paints to the retail customers and sometimes directly to the customers to have a better approach to the consumers. However, in recent years, they are very reluctant to sell their paints directly to the customers because it increases their offices' operation load and has a high risk of increasing their storage cost. To better know about their operation process in Bangladesh, a picture is given below the Berger Bangladesh.



Figure 2:- Strategic Depots of Berger Bangladesh

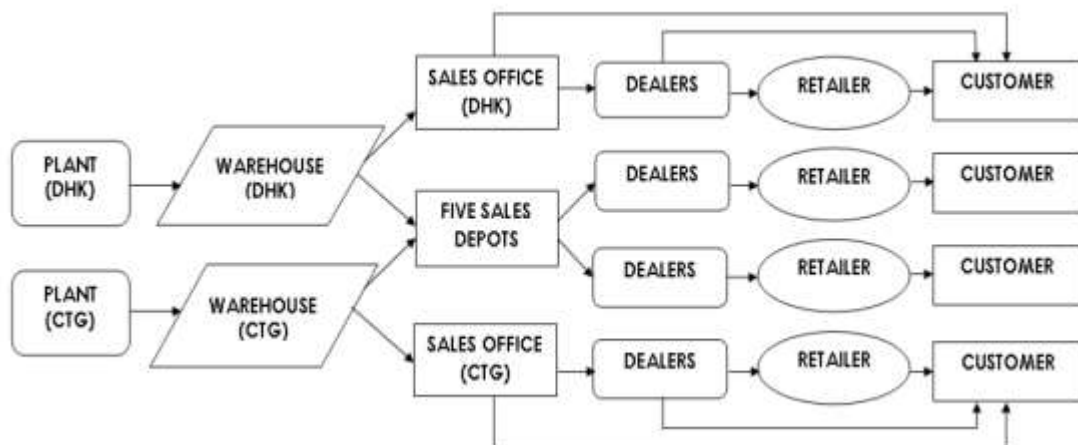


Figure 3:- Distribution Network of Berger Bangladesh

2.6 Financial & Accounting Practices

Every organization is driven to its desired goals by planning and implementing the strategies and financial and accounting practices that made their desired goals easier. It is said that the company with adequate financial and accounting practices always had an edge over the other competitors in the industry. Berger Bangladesh has effective financial and accounting practices, which makes them unique in the industry. Their financial and accounting practices are given below:

2.6.1 Financial Practices:

All financial practices of Berger Bangladesh are not known or published as journal or articles because of their confidentiality issues. I was an intern in the marketing department's company has not had the authority to know about their financial practices. However, for preparing the reports, the supervisor of mine described some of the financial practices that are very much common in all organizations. The company is always accountable to its shareholders to let them know about the industry's company growth rate. The company experienced a significant growth rate in the paint industry of Bangladesh. Their current growth rate is 16.84% in the paint industry of Bangladesh, making them the number one company in this industry. They have achieved this with strategic planning and setting attainable and measurable goals to have a significant growth rate in the industry. The company also measures their customer loyalty rate, which means how many consumers of the company are purchasing paints from their company continuously and how they will reward them in return and how the company will serve the three tiers of customers: Luxury, Premium & Economy. They implement this practice to know how many customers are loyal to the company and how to serve them in the best way so that they only purchase paints from them. The budget allotment is one of the practices that they follow to determine whether the all-related teams to the company are getting their desired budgets so that they can better implement their strategies for the company's betterment. The budget is one of the leading financial practices that the company effectively does. All the company departments get the desired funds for implementing their planning and strategies to action to better the company. On the part of confidentiality, the company maintains the privacy of their financial practices so that they are not exposed to the industry of paints in Bangladesh.

2.6.2 Accounting Practices

Along with the financial practices, every organization follows some core accounting practices for the smooth operation of their daily operation, necessary for every organization's success. Berger Bangladesh is no exception in this case. The company follows core accounting practices always to have the edge over the other competitors in Bangladesh's paint industry. The company follows a strict privacy policy to not expose the company's accounting practices in the market. They want to make their accounting practices private because they believe the competitors are always ready to take advantage of the company's internal information. All accounting practices of Berger Bangladesh are not known or published as journal or articles because of their confidentiality issues. I was an intern in the marketing department company has not had the authority to know about all the practices. However, for preparing the reports, the supervisor of mine described some of the financial practices that are very much common in all organizations.

In this 21st century, the company highly believes in keeping the accounts digitally because they believe that digital data is the need time to be analyzed to better the company. It helps the company to decrease the discrepancy of the data. They keep the data on the salaries of the employee, daily transactions, and daily orders of the customers to keep the data as effectively as possible. It records the data effectively and saves much time while doing the company's daily transactions. The company also believes in digitally doing daily transactions. It means that they encourage big customers to pay digitally using cheques for a large amount. It helps not only the customers but also the company while doing large transactions. It helps the company to record the daily transactions effectively. The company also believes in digitally serving their loyal customers while doing the transactions because the company believes in mutual trust among the customers and the company. Apart from this, the company cannot disclose any accounting practices to be publicly available. However, their annual reports are highly available in the market as they are listed companies. The company's accounting practices are unique, and they are effectively used to attain the goals and the best interest of the company.

2.7 Berger paints Bangladesh Industry & Competitive Analysis

Berger paints Bangladesh's industry, and competitive analysis is given below to determine the market's competitive strengths and opportunities.

2.7.1 Porter's Five Forces: The five forces of Porter's five of the company is given below:

- **The Threat of New Entrants:** The threat of new entrants is low. As in the paint industry, it requires lots of investment and human resources, so it will not be easy for someone to start a new business. So, the threat of new entrants is shallow, which makes the journey for Berger less competitive.



Figure 4:- Porter's Five Forces

- **The Threat of Substitutes:** This is the first forces of this. There are many substitute products of Berger paints, and there are many competitors of Berger who provide a similar kind of products. For example, there are Asian paints, Roxy paints, Neuralac paints. These companies almost sell similar types of paints related products. There is higher availability of substitutes. So, the threat of substitutes is High in Berger paints.

- **Rivalry Among Existing Firms:** The rivalry between Berger and other paints is very intense as almost every paint company sells similar products. Also, every company wants to lead in the market, which makes the competition more challenging. Also, every paint company needs a considerable amount of investment to operate their journey and the market. Almost every paint company has enough resources to operate their journey and overcome the fixed cost. This journey makes the competition more competitive. This is the reason why the rivalry or competition is very intense in the market. To sum up, I can say that the rivalry among existing firms is very intense.

- **Bargaining Power of Suppliers:** Suppliers' bargaining power is very low as the Supplier concentration means many suppliers can provide a similar type of raw material needed for the production process. Also, Sometimes Berger outsources the raw material from outside of the country. The number of quality suppliers is also very high. Many suppliers provide the best products to do the work with Berger. So, the supplier has less bargaining power. Switching cost is also low or hassles free, which means if Berger wants to switch from one supplier to another or change the suppliers, that cost is low. The threat of forwarding integration is also very low as the suppliers will not come forward to start these types of businesses. As in the paints industry, it takes vast money and technology to run a business. Overall, I can say that the suppliers have lower powers. So, the bargaining power of suppliers is very low.

- **Bargaining Power of Buyers:** There are higher the number of buyers, as most of the people need to buy paints for their houses, surroundings, building. Construction companies are also more significant customers, so there are lower the bargaining power of buyers. There are also lots of individual buyers who are interested in availing of their services. So, the bargaining power of the buyer is low. Also, every painting is fixed priced, and if one person is in huge quantities, they get a discount on the price, so people cannot bargain in their products. There is less chance for backward integration, which means the buyer cannot start a painting business to sell paints as it requires a considerable investment to start a new business. So, the bargaining power of the buyer is low.

Considering Porter's Five Forces Model, it can conclude by saying that their business is quite attractive and Has a high potential to succeed.

2.7.2 SWOT Analysis



Figure 5:- SWOT Analysis

The SWOT analysis represents the Strength, weaknesses, opportunity and threats. The strengths and weakness part in from the internal environment and the other two are from the internal environment. this four-part of Berger are given below:

- **Strengths:** Berger is considered as the one of the largest multinational companies in Bangladesh. Through their unique strategies and implementation of those strategies they have been maintaining their number one position in the paint industry of Bangladesh. They are offering various types of paints in more than 8 categories: Interiors, Exteriors, Metal Finishes, Wood Finishes, Waterproofing Solutions, Home Hygiene and Safety & Do It Yourself. The company is the single largest company to offer products at these categories in these categories. The company also divided the customers in three categories such as luxury, premium & economy. They plan and implement various strategies for the different segments of the customers. So, these unique planning and strategies make the company different in the paint industry of Bangladesh.
- **Weakness:** Weakness is the area in which the company is lacking, but there is room for improvement, and they can turn their weakness into a strength. First of all, they have Imitable products. Any organization can imitate their products and bring a similar type of products in the market. The competitors of the company like Asian Paints easily imitate the product offering and capture a large number of shares in the market. The company do not largely invest in the research and development as a result although having a variety of products they are not able to utilize this to capture the market share in the market. Secondly,

they largely depend for the sells of the paints on the dealers & painters and less to the retailers. Recently the competitor companies are spending a large sum of money to capturing the dealers and painters to utilize their stand in the market. So, some major dealers and painters are selling the competitor's painters more than the paints of the Berger. The company is finding it difficult to retain their own dealers and painters to retain their stand in the market.

- **Opportunities:** This part focus on the external environment that means the opportunity which any company gets from its external environment. There are many opportunities for Berger Paints as a brand in Bangladesh. The paints industry in Bangladesh recently observing booms as many people are interested to paint their house and interiors in a different or unique way. Berger has the right variety of products and brands of paints to serve this new demand for the paints. The new technologies are the opportunities for the Berger Bangladesh as with the help of the new technology they can produce more variety of paints to offer their customers. As the government regulations is not that much in this paint industry so it is the opportunity for the Berger to expand more in the country and make their position strong in this paint industry of Bangladesh. The company can also acquire or merge with the small-scale paint company to expand more in the market as many small-scale companies are entering the market and Berger can go for merger or acquisition to use this opportunity to expand more in the market because they have those required financial backing and resources.

- **Threats:** A company like Berger has both opportunities and threats. Their biggest threat is their competitors who have a similar range of products. Also, their rivalry among competitors is very intense. Secondly, their products can be easily limited, which is a threat to them as well. They need to be always aware of their competitor's strategy and offerings and bring changes to their strategy as well. The price war always remain threat for the company. The competitors always increase / decrease the price of the paints by looking at the price of the other companies. So, it is very much challenging for the Berger to effectively retain their quality of their paints by indulging in the price war with the other companies. The new tax regulation of the Bangladesh has added problem to the price war. They need to set the price keeping the new tax rate and keeping the price at a certain amount so that the company gets the required profit as well as the customers or dealers or painters remain loyal to the company.

Chapter -3 "The impact and importance of Sompoko Program on painters of Bangladesh: a case study on Berger Paints Bangladesh"

3.1 Introduction

3.1.1 Background

In this world is everywhere, in everything there is competition. Being one of the largest paint company, Berger, has led in the competition by providing the best quality and best technology products. Initially, Berger started their distribution journey with Dealers and sub-dealers. The dealers and sub-dealers mainly brought paints from Berger and sell by them. In recent years they launched the Home décor service from which people can directly buy paints from them. There are many categories in paints, and the painters have the proper knowledge of that. If any person wants to paint their house, office, school, surroundings and many more, they need to hire a painter. A painter is a person with proper knowledge about paints and which products need to use. So, Berger chooses painters as their target customers as the customers don't have the proper technical knowledge, so Berger prefers direct approaches to reach their target customers.

The company prefers face-to-face communication and introduced a program named "Sompoko program" to reach the painters. For handling this program, there are many Zonal officers, and territory officers are designated. The zonal officers of each specific area contacted the painters of that area. Also, zonal officers of different are contacted with the painter's time to time. If painters face any problem, then they can contact the zonal officer any time.

Objectives of The Study

In this study, the main objective is to gathering knowledge about the functions of the Sompoko Program. The challenges faced by Berger in following the this approach. Also, to have an understanding of how the painters are influences by the traditional marketing approaches. Also, what are the impact and importance of this program, and how painters are being influenced. Furthermore, to analyze the satisfaction level of the painters and analyzing how Berger can get the benefits. Also, the satisfaction level on the Berger by this program. Lastly, to analyze how they are going to sustain for a long time.

3.1.2 Significance of the study:

Berger has been considered as the market-leading company in the paints industry in Bangladesh as well as worldwide. The company's success story has been remarkable as they are providing the best products in terms of quality and technology. Also, their products have no harmful effects on the painter's health. As Berger do their business on a dealership basis so, their target is consumers as painters. This report will give information about how they are reaching their target customers by following direct approaches. Also, what are the impacts and importance of the Somporko program. Also, what is the challenge is facing them. Also, a broader knowledge about Berger. The report will help the reader to understand and have more excellent knowledge about Somporko and the benefits proving by this company. This report will also help people to know the necessary information about the company.

Also, it would be helpful for both the company and me. Finally, this research will put great value to establish my corporate career in this field.

3.2 Methodology:

The term methodology mainly describes the systems in which we will collect, analyze, and interpret data. For this research, data is collected through 2 significant sources, primary source and secondary source. The described the sources below.

- **Primary Source:** Primary data refers to gathering information through direct involvement. For preparing the report, the primary source was my organizational supervisor, who provided me a lot of information and gave me an overall idea about their traditional approaches, the Somporko program many more. I gather a lot of information by witnessing various works of the company and my observation. The area manager of Berger also helped me a lot in getting the painters' survey, which helped me gather a ton of information. Also, I talked to painters in person, which helped me know the painter's satisfaction level.
- **Secondary Source:** For my report, I had used many secondary resources. I had to take information from the company website. Also, I used many journals, articles, and research work to gather in-depth information about the company and put value to my report. I had to depend a lot for more information on secondary resources.

3.2.1 Sample Size

To know the painter's satisfaction level, Berger did a telephone survey on the Dhaka, Khulna, Barisal during my internship. During that time, I got a chance to talk with the painters of these three cities. There were more than three thousand painters, and I talked with a portion of those painters. For my internship report, I choose a sample of 200 painters. This sample size of the population is mainly comprised of the painter from Dhaka, Khulna, Barisal. I conducted a telephone survey, as most of them are technology less knowledgeable. Also, due to corona, it is not possible to conduct the survey face to face. So, I collected all the information through the telephone survey.

3.2.2 Measurements

The company and I asked the respondents to know the information about painters and the Somporko program. The questionnaire also contains the age group. They are getting the Somporko coupon or not. They are satisfied with the Somporko program, zonal officer (ZO) or sales representative (SR) come regularly, SR needs to visit or not, and they have a problem. The survey was conducted by telephone, so there was no pattern in the questionnaires. We made a list of questions that were asked during the phone call.

3.3 Findings & Analysis:

3.3.1 Introduction of Somporko Program

Berger has introduced a program called "Somporko," and all the painters from all over Bangladesh who use Berger products are fallen under this program. The painters under this program receive many benefits. There are somporko coupons, Health benefits, gifts, and other benefits. Somporko coupon is introduced once a year, and people get benefits from those coupons after submitting them. There are other benefits to the Somporko program. The painter is benefited from health insurance, which they can use when they fall sick. Also, from time to time, many programs are arranged for these painters. In the program, the painters are trained with benefits that are provided to them. The painters are provided with some gifts when they use Berger products. It might be season-wise: umbrella or jacket or home appliances.

3.3.2 4P's of Somporko Program:

It includes the 4ps of the market: Product, Price, Place, and Promotion. Through this four-marketing mix, we can quickly evaluate the company in the paint industry of Bangladesh. The marketing mix of the company are discussed previously. Now I will discuss about the Somporko coupon 4P's which is given below:

- **Product:** the Somporko is a program. There many benefits are provided towards the painters to satisfy their needs also to build loyal painters. In this program the products are Somporko coupon, Health insurance, other benefits. The Somporko coupons are provided with every purchase of painters. If any painter buys Berger products then they get a certain point which varies product wise. After 6-8 months the company collected all the coupons and given that amount of monetary value or other gifts. Health Insurance is also provided to all painters. If they get sick then they can use the health insurance and get their treatment in low cost. Other benefits are also provided to painters. Here, they get jacket, gifts, cookerries, motorcycle, fridge, mobile and many things.
- **Place:** The Somporko program is a program which are introduced for the painters from all over the Bangladesh. So, the placement of this program is all over the Bangladesh which is 64 districts. Each district has different ZO who are designated for painters for that districts. The roles of them are to maintain the whole Somporko program and contact with the painters regularly in the painters need.
- **Promotion:** For the promotional part, the company organized programs every months where they invite all the current painters and contact with them, give them an idea about the program. Also, they arrange for some gifts and foods whoever joints the meeting. Also, if any exiting painter bought a new painter then both the painters get gift and discount on products. That is how they do the promotion for Somporko program.
- **Price:** there is no price for Somporko program as this is a program for painters which gives benefits to painters from all over the Bangladesh. When a painter buy berger products he gets some points or coupons along with the products. These points or coupons are given on

free basis. But these points are varies from product to products. In some products there is 5 point also in some products there is 150 points.

There are some challenges and benefits of following the traditional approaches. The challenges and benefits which are facing by Berger are describing below:

3.3.3 Challenges of Somporko Program

There are many challenges while maintaining the program and to reach the painters. They are given below:

- **Time issue:** Zonal officer time to time, visited the painters. Sometimes the painters are not available as they have many works to do in a different place. So, it becomes harder for the ZO to reach them.
- **Lack of Awareness of the Somporko program:** Sometimes, the painters don't know about the program and don't clear all the Somporko program's benefits. Some painters don't know how to use the Somporko coupon and how to use them and when to use them.
- **Less loyal Painters:** Many painters are loyal to Berger, and they have only worked with Berger in the working career. But also, there are many painters who not loyal to Berger. If they get more benefit, then they move to other companies.

3.3.4 Impacts of Somporko Program

There are many benefits to following the traditional marketing approach to reach the target customers painters.

- **Loyal Painters:** By following the traditional marketing approach, Berger can create some loyal customers. Berger follows face-to-face communication and provides many benefits to the painters to create some loyal painters. Also, many painters use Berger for their lifetime.
- **Increase in sales:** Because of their vast benefits by Somporko, most of the painters use Berger, which leads to an increase in sales.

- **Product improvement:** The feedback which is taken from painters is taken into consideration. The company ask the painters about product quality and improve the quality of paints and other materials.
- **New Innovation:** after talking to the painters, the company tries to analyze their needs and how the painters can perform their duties efficiently. By taking into consideration many things, they try to bring innovations day by day.

3.3.5 Analyzing Painters Satisfaction Level:

To analyze Berger's customer satisfaction level, the company sometimes arranged some programs where they talk with them to know the expectations, wants, and benefits given by the company. Also, they do telephone one to survey to know the painters are getting benefits or not. The painters also have any issues or not or have something to tell the company or complain about anything. This survey helps them to know the satisfaction level of the painters. During my internship program, I need to do many works and surveys on the painters, so I choose the topic "The impact and importance of Sompoko Program on painters of Bangladesh : a case study on Berger Paints Bangladesh" Internship report for my BBA program. During the report and my internship report, I learned a lot about Berger and their traditional marketing approaches. More details are given below with graphical representation.

3.3.6 Survey Information

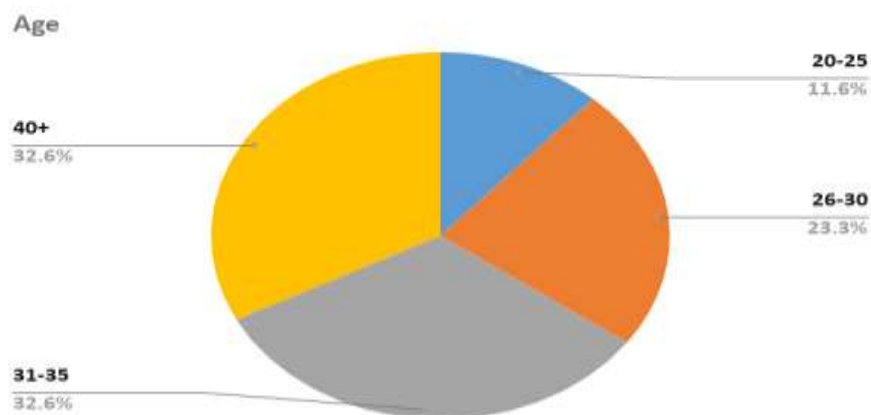


Figure 6:-Age of Respondents

- **Age:** From this chart, we can see out of 200 respondents, 11.6% percent people belong to age 20 to 25 group, 23.8% belongs to age group of 26-30, 32.6% people were from the age group of 31-35 and the age group of 40+ each.

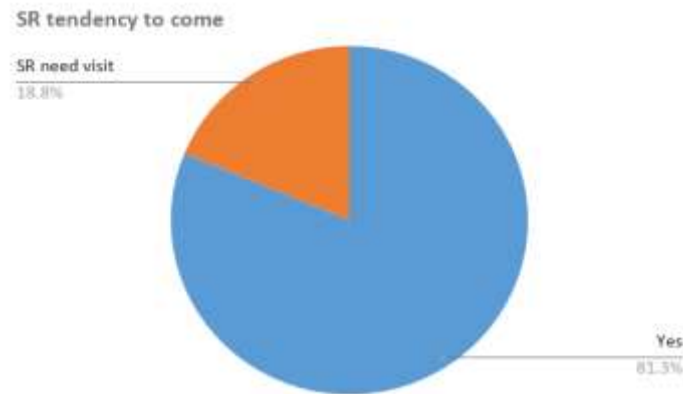


Figure 7:-SR Tendency to Come

- **SR Tendency to Come:** From this question we want to identify that the SR contacted or came regularly or no. also, they need more SR visit or not. From this chart we can say that majority of the respondents said SR come regularly and contacted with them and the percentage of that is 81.3% and 18.8% respondents were said that they need more SR visit.

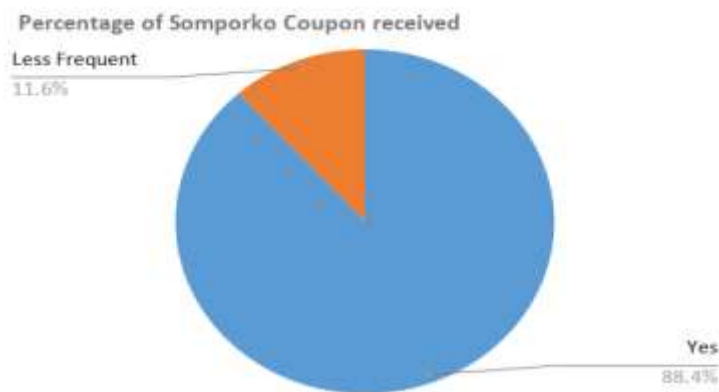


Figure 8:- Percentage of Somporko Coupon Received

- **Percentage of Somporko Coupon Received:** From this question we want to identify that the painters received the Somporko coupon on a regular basis or not. From this chart we can say that majority of the respondents said they received the Somporko coupon in

regularly and the percentage is 88.4% and 11.6% respondents were said that they didn't get the Somporko coupon regularly.

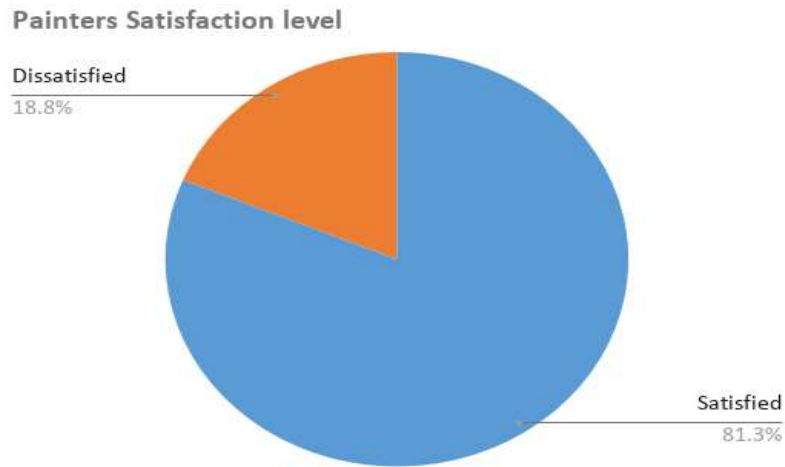


Figure 9:-Painters Satisfaction Level

- **Painters Satisfaction Level:** From this question we want to identify that the painters were satisfied with the Somporko program or not. From this chart we can say that majority of the respondents said they are fully satisfied with Somporko benefits and the percentage is 81.3% and 18.8% respondents were said that they weren't satisfied with the Somporko benefits.

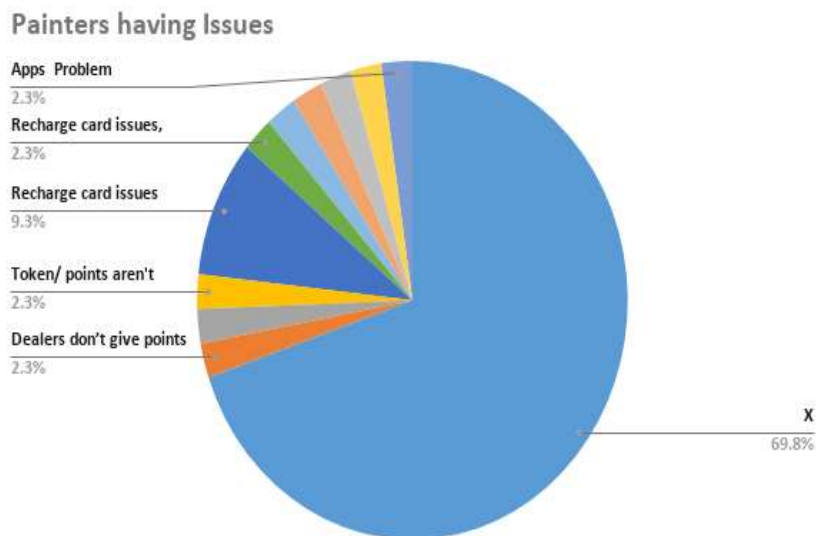


Figure 10:-Painters Facing Issues

- **Painters Facing Issues:** From this question, we want to identify that the painters have any problem or not improve the service of Service or Berger and modify the benefits. From this chart, we can say that most of the respondents said they have no problem and are fully satisfied with Somporko benefits, and the percentage is 69.8%, and others said they some issues they want to solve. The survey said 2.3% of respondents that they have apps problem, other 2.3% said they recharge card issues, 9.3% said have not received the benefits, 2.3% said that they had not received the token or points correctly and other 2.3% said that dealers don't give points properly.

3.3.7 Major Findings from Analyzing the Results:

The findings of the analysis are given below:

- The majority of the painters are more than 30 years old (65.2%), and all are males.
- The majority of the respondents think that SR is regularly contacted (81.3%) and don't think SR needs to visit.
- The majority of the respondents, 88.4 %, said that they received the Somporko coupon regularly.
- Most respondents are fully satisfied with the Somporko benefits (81.3%).
- The majority of the respondents, 69.8%, said they don't have any problem with Berger or the Somporko coupon's benefits.

3.3.8 Limitations:

There were many limitations of my report which hamper the findings of my report. They are given below:

- There is no report related to Painters of the Berger. For this reason, it was challenging to gather information on this sector.
- Somporko program of Berger was not available on the internet, which made the work harder. So, preparing the findings was difficult.

- The time allotted for preparing the report was no short but a bit harder topic where I need to talk with various persons and painters. Which leads to the project to complete within this time.
- Also, there were many company restrictions regarding some confidential information and data, which made my work harder.
- Many painters were not cooperative regarding giving the information, which also made the task difficult. Also, there were some language differences as the people were from different cities with different local languages.

3.4 Summary & Conclusions

Berger Paints Bangladesh needs no introduction as a company. It is considered one of the multinational companies in Bangladesh. With its proper planning and strategies and implementing those strategies, the company makes company different from the other competitors in Bangladesh. The company believes in being a company that is trusted worldwide. To retain their trusted position worldwide, they offer quality paints and serve their customers in the best way possible. For this purpose, they have divided their customers into three segments: luxury, premium, and economy. The company believes in serving their customers in the best way possible and serving their other related parties to the company: painters, dealers, and supplies with a lot of benefits to maintain their loyalty to the company.

Berger puts a lot of emphasis on Bangladesh's painters so that they stay loyal to the company and use their paints in their daily work. The company has initiated a program called the "Shomporko Program" for the benefit of the painters. Under this program, the painters can obtain a lot of benefits. For example, under this program, unprivileged painters can get health insurance if he/she or his/her family members fall sick. Under this program, painters get a "Shomporko Coupon," which is given once a year. Although it is given once a year, this program's benefits and importance to the painters are considerable. They are very much satisfied with the company through this program. I have surveyed the painters who have received the benefits of the "Shomporko Program," and around 90% of the painters are delighted with the company. They have also informed that they are very much loyal to the

company and use the company's paints only. The program has been a significant influence on the painters of Bangladesh. The company has been in partnership with the painters of a large number of districts. Through this program, the company serves the painters of Bangladesh to a large extent and is retaining the loyalty of the painters. This has impacted the sales of the company in the best possible way. This program's influence on sales has made this company the number one brand in Bangladesh's paint industry. The other competitors of the company are finding difficulties to cope with the competition with Berger because of their proper strategies and exemplary implementation of those strategies.

3.5 Recommendations

The recommendation for Sompoko Program is given below:

- Focusing on solving the app-based problem which is used for the Painters
- ZO needs to more train to help the painters
- There should always check whether the painters are getting the benefits or not
- They should be put more concentration on the Somporko program to ensure that painters are getting it properly
- The company should arrange the meeting with painters more frequently
- They can take suggestion from painters about what benefits the painters want more
- The company should ensure that the ZO visit the painters regularly
- The painters need to have a clearer idea about the benefits of the Somporko program.

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Appendix

The survey of the painters was taken over a telephone call as they are unable to fill up the survey form. As their time was limited, I had prepared short and specific questions so that it can be useful for preparing the internship report.

1.What is your age?

- a. 20-25
- b. 26-30
- c. 31-35
- d. 40+

2. Do SR come to visit or contact you?

- a. SR Need Visit
- b. Yes

3. Do you receive Somproko coupon regularly?

- a. Yes
- b. Less Frequent

4. Are you satisfied with the Somporko benefits?

- a. Satisfied
- b. Dissatisfied

5. Are you facing any problem regarding Somporko Benefits?

- a. Yes
- b. No
- c. Others