

Report On
Opportunities and Prospects in the wood coating industry of Bangladesh.

By
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17104175

An internship report submitted to the faculty of Marketing in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA)

BRAC Business School
BRAC University
October. 2021

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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 have acknowledged all main sources of help.

Student's Full Name & Signature:



Md Inzamam Khan
17104175

Supervisor's Full Name & Signature:

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Lecturer, Brac Business School
Brac University

Letter of Transmittal

Rahma Akhter,
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Brac University
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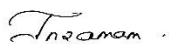
Subject: Submission of Internship Report.

Dear Maam,

I, Md Inzamam, am writing this letter to inform you that I would want to submit my internship report on "Opportunities and Prospects in Bangladesh's Wood Coating Industry.". I finished my internship at Berger Paints Bangladesh, a global corporation, where I had the opportunity to work in their Marketing department, specifically under the direct supervision of the brand manager. . In this report, I reviewed and provided comments on the industry as well as the company's operational culture and working method.

I'd want to convey my sincere gratitude and appreciation to everyone who assisted me in completing and submitting this report.

Sincerely yours,



Md Inzamam Khan

17104175

BRAC Business School

BRAC University Date: October 7th, 2021

Acknowledgement

This report would not have been feasible if the individuals who have assisted me over the last three months had not guided me in the way they have. First and foremost, I'd want to express my gratitude to Ms Rahma Akhter, Lecturer, Brac Business School, for continuously motivating and helping me through all of the challenging periods of my internship. It was a true honor to be able to do my internship under the supervision of someone with so much expertise in marketing and of different industries industry.

In addition, I'd like to express my gratitude to my organizational supervisor, Mr. Saadman Hussain, Product Officer of Berger Paints, for allowing me to work as his intern. It was a great honor for me to have the opportunity to work with such a passionate and inspirational individual.

I learned a lot from him, and it was a privilege to work with him. Finally, I'd want to thank and appreciate all of the other people I didn't include here for their assistance in ensuring that I completed my report correctly and on time.

Executive Summary

In this report, I described my experience as an intern at Berger Paints Bangladesh as well as the contribution I made while there. Apart from learning about the day-to-day operations of a marketing department, this three-month experience allowed me to grow as a professional and, most importantly, put the ideas we'd studied over the previous four years into reality.

In addition, I have included a comprehensive review of Berger Paints Bangladesh. Finally, I presented a clear picture of Berger Paints Bangladesh's marketing department's operational culture in contrast to Bangladesh's paint business, and how it may be improved smoother and better.

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Md Inzamam Khan

Id: 17104175

Program: Bachelors of Busines Administration

Major: Marketing and Human Resource Managemnet

1.2 Internship Information:

1.2.1 Company Details

Period: 13th June , 2021 – 12th September, 2021

Company Name: Berger Paints Bangladesh

Department/Devision: Marketing

Adress: Berger House, Rd No 2, Dhaka 1230

1.2.2 Internship Company Supervisor's Information

Name: Saadman Hussain

Position : Product Officer

1.2.3 Job Description

I was tasked with determining who the competitors are. Starting with what are the new products in comparison to Berger paints' wood coating products, through talking with the dealers and

understanding about their difficulties. In addition, on occasion, I was assigned to Tejgao's sells office to observe the operation of the sells office.

1.3 Internship Outcomes:

1.3.1 Students' contribution to the company

As a marketing intern at Berger, I made a significant impact throughout my time there. Dealers were having some difficulties. Competitors were likely to undertake a chance on it. Between the departments, there existed a small communication gap. As a result, dealers were not getting sufficient goods. I gathered all of the information and presented it to my supervisor. He then conversed with others. After that, they decided that each dealer may order a specific amount of goods and then purchase more from Berger after selling it. Berger has a wise dealer category. In such situation, all merchants will receive the same items.

1.3.2 Benefits to the Students.

These three months have taught me a lot and helped me put a lot of things into perspective. I got to see how a paint business operates, how it sells, and how the corporate office runs its day-to-day operations. I gained a comprehensive understanding of all Berger departments, as well as their responsibilities and procedures. Above all, it aided me in developing my communication skills and maintaining a professional attitude.

In addition, I learnt how to understand the dealers' problem as well as how to resolve it. Above all, the finest experience was when I was given the opportunity to speak with the sales manager

personally and notify him about the major issues. This was a huge opportunity. I was delighted to receive it.

1.3.3 Problems/ Difficulties

The only issue I had during my internship was that, because we were in the midst of a pandemic and, more importantly, a general lockdown began in the middle of my internship period, I did not have the opportunity to form strong bonds with the entire team as much as I would have liked. I have worked there for three months among that one month I worked from home. Because the situation requires everyone to work from home, I had the opportunity to work with all departments, but working in an office environment would have been a more exciting experience.

1.3.4 Recommendations

Given that I had to work in an unusual scenario, namely during a worldwide epidemic, this had a significant influence on how my internship was done. Although I had the chance to work there for at least two months and in the meantime, I was able to get all of the information I needed for my internship, these three months were insufficient to delve further into the organization's processes. I think the internship duration should be extended. Despite this, I had a fantastic time working with Berger Paints Bangladesh, and all of the top management and workers were incredibly kind and helpful.

Chapter 2: Organization Part

2.1 Introduction

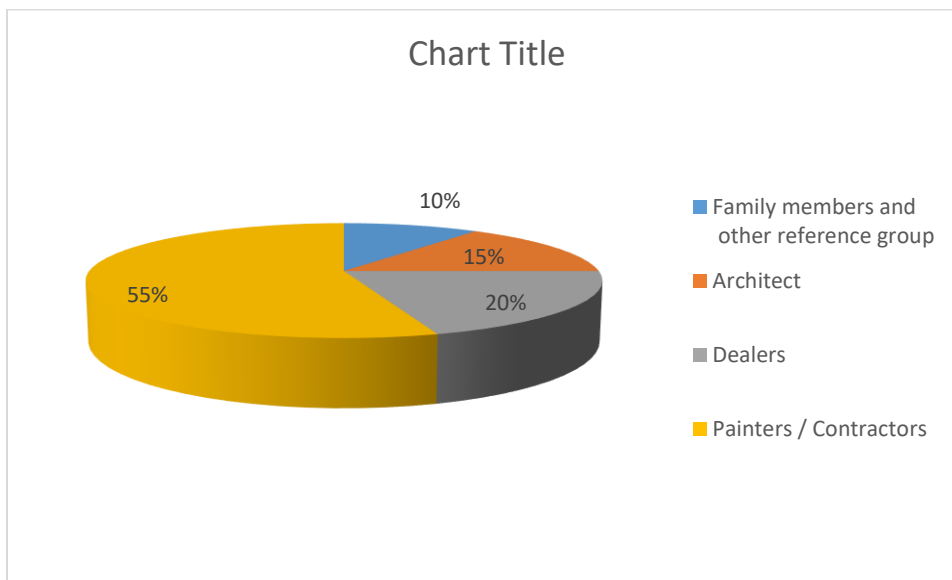
2.1.1 Objective

The objective of this report is to determine who the major market participants are and what their primary tactics are. Moreover, the current situation of the dealers Who can the market rely on, and what new items are on the horizon to compete with Berger's offerings? As a result, the report's main goal is to find answers to the following objectives

- Determine who the major market participants are.
- Dealers' bargaining strength
- Analyzing the external and internal environments
- An analysis of Berger's overall strategies
- Identification of critical business strategy decisions and their implications for the entire company
- Investigation of international market strategies, ethical corporate practices, internal operations management, and good governance promotion.

2.1.2 Methodology

For this investigation, two groups of people were interviewed (appendix 1). Those are the dealers and the purchasers. We have category-based dealers on the dealer side. Among them, certain dealers sell a large number of items. Buyers, on the other hand, come in a variety of shapes and sizes. Personal observations and literature evaluations were also included. The study will be beneficial for operations management graduates, researchers, and academics who want to learn more about Berger's wood coating market and the wood coating business in Bangladesh, especially their work and thoughts on Berger marketing.



Source of information: External and Internal

2.1.3 Limitaions

While working on this report, I had numerous constraints, the most notable of which was that we were in the midst of a pandemic, making it extremely difficult to grasp the actual core of the issue, especially because most of the work was done and performed from home. Furthermore, the time allotted was insufficient to get insight into the organization's actual work and operational culture.

2.1.4 Significance

This study depicts the present and precise state of the marketing culture of Bangladesh's paint industry, with a focus on Berger Paint Bangladesh, one of the most successful. I did my best to combine both my educational and internship experiences, and anyone interested in learning more about Berger Paints Bangladesh's work and marketing culture for wood finishing products would find it useful.

2.2. Overview of the Company

2.2.1 History and Journey

Berger Paints Bangladesh Limited (BPBL) has held a 50-55 percent market share in Bangladesh for a long time. Berger Paints, located in the United Kingdom, was compelled to improve its marketing approach by creating Color Bank, which features over 5,000 colors. The competition is fierce, as many businesses have decided to expand their capacity.



Bangladesh's paint business is a significant investment opportunity due to low per capita paint consumption, enormous potential to improve the market, restricted product selection, and rising

urbanization. In Bangladesh, there are 38 small and medium-sized businesses producing paint. The overall paint market in Bangladesh is projected to be around 50,000 tons worth around Tk 450 core. Around 250gm of paint is consumed per capita. Other competitors, including as Asian Paints, Elite, Romana, Roxy, Pailac, and Aqua Paints, are developing marketing strategies to expand market share by offering new products and special offers in response to growing demand. Berger's marketing mix includes promotion as one of the most essential elements.

According to several studies, Berger's most valuable asset in becoming Bangladesh's industry leader is consumer demand. This client need may be met not only through high-quality items, but also through appropriate promotional efforts. Berger is now ahead of the competition due to the majority of brand loyal customers. However, due to a 15% duty rise on titanium and dioxide, the primary raw ingredients, and a pricing war among firms, paint industries are going through a tough period. These two forces result in a significant shift in the company's promotional activity. Companies like as Berger are increasingly using a push approach rather than a pull one. Customers have seen Berger's commercial and other activities less frequently as a result of this big shift, which may have an impact on Berger's brand image and consumer demand. This study will attempt to ascertain the opinions of Berger's customers as well as the company's present practices and those of its competitors. This will aid in identifying and selecting the best promotional approach for Berger to maintain its dominance in Bangladesh's paint market.

2.2.2 Impact of Berger

Despite a bleak market induced by a recession in the country's housing and infrastructure sectors, Berger Paints Bangladesh Limited has thrived throughout the years. Over the last six years, the sale of the country's largest paint firm has increased by 11% on average every year, and this trend has continued through the first nine months of the current fiscal year. The company's net profit increased by 30% throughout the nine-month period, owing to lower raw material prices on the worldwide market. The company's fiscal year will end on March 31. Berger's sales totaled Tk1,364 crore from March to December 2019. The company's net profit was Tk162 crore, with an earnings per share (EPS) of Tk34.97.

According to a Berger Paint spokesperson, the country's yearly paint consumption is currently over 1.80 lakh tones. In recent years, the sector has grown by more than 6% year on year, owing to the country's rising urbanization. In the previous ten years, the local paint market has nearly doubled in size. It was valued at about Tk4,000 crore in 2019. However, due to a slowing economy, the market only expanded by 2% last year. According to market analysts, if the real estate market begins to revive, the paint market might expand by eight to ten percent annually. Paint is currently sold in Bangladesh by 45 foreign and domestic companies. According to data published by the Bangladesh Paint Manufacturers Association, Berger alone controls almost 50% of the market, followed by Asian Paints (16%), Roxy (5%), Elite (8%), and others. Pailac and Aqua Paints both have a 5% market share.

Rainbow Paints, RAK, Ujala, and Jotun Paints are among the 30 local enterprises that account for only 11% of the entire market share.

2.2.3 Mission of Berger Paints Bangladesh

The mission of Berger paints Bangladesh is as follows:

“We shall increase our turnover by 100 percent in every 5 years

We shall remain a socially committed ethical company”

2.3 Market segmentation and Target Market

2.3.1 Market Segmentation

Prior to segmenting their goods, Berger divides its operations into quarters throughout the year. Summer and winter are often the busiest seasons for paint manufacturers, including Berger. The paint business in Bangladesh has a high season from October to June and a lean season from July to September, which is determined by meteorological conditions. In the rainy season, drying the color is quite difficult. Based on the seasonality of the paint market, the following are the high and low months of the year.

Month	Condition
January	Peak
February	Peak
March	Peak
April	Peak
May	Peak
June	Peak
July	Lean
August	Lean
September	Lean
October	Lean
November	Lean
December	Lean

2.3.2 Target market

Berger divided its markets based on behavioral factors. This variable separates customers into groups based on the services they require. When separating their clients based on their advantages, Berger also considers the following factors: Quality, Service, and the customer's desire to save money.

Following market segmentation, Berger designs, implements, and maintains marketing mixes that are tailored to the demands of the target groups, resulting in mutually beneficial interactions.

2.3.3 The Marketing Mix

Berger Paint Bangladesh Limited categorizes their products into three groups. These are:

Decorative

Berger has leading brands in all of these categories: premium emulsions, normal acrylic emulsions, distempers, first-quality enamels, exterior finishes, wood coating products textured finishes, and automobile refinishes.

Industrial

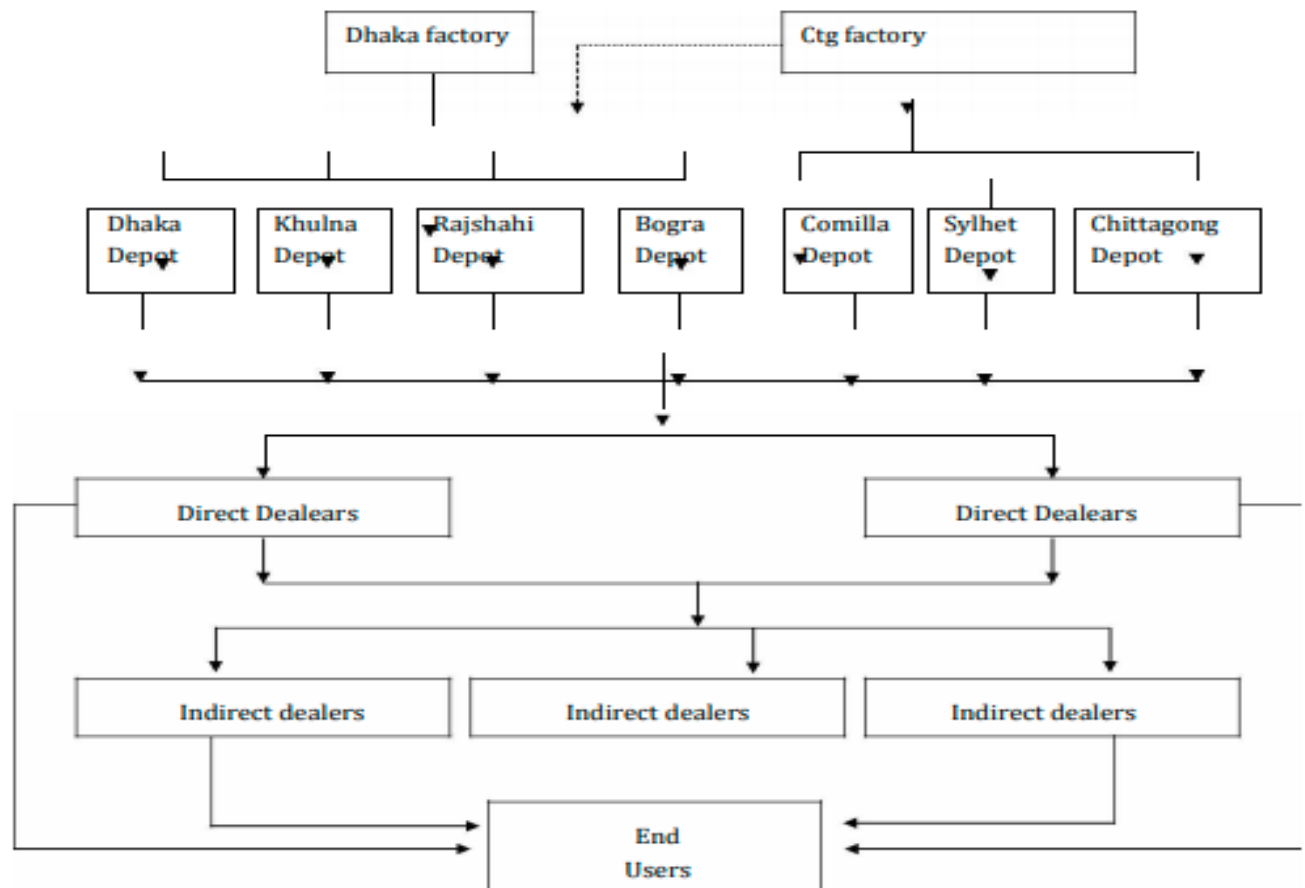
This is a distinct section of Berger's extensive paint line, which is mostly utilized in industries as both raw materials and protective coatings for equipment and structures. Berger industrial paint is a growing commercial issue for the corporation, covering both concrete and steel buildings.

Marine

Berger has produced a comprehensive variety of Marine paints ideal for enduring harsh maritime weather both at sea and at sea-coasts, as well as at rivers and river-ports, to meet the needs of maintaining marine boats and other buildings.

2.4 Market growth strategies

2.4.1 Place and distribution channel



Berger has touched nearly every part of Bangladesh thanks to its extensive distribution network. Their countrywide dealer network, which is backed up by seven sales depots strategically placed in Dhaka, Chittagong, Rajshahi, Khulna, Bogra, Sylhet, and Comilla, has an unrivaled capacity to meet the demands of paint product customers nearly everywhere in Bangladesh.

2.4.2 Price Strategy

Berger's pricing approach may be summarized as follows. "Provide a high-quality product at a reasonable cost." Due to rigorous compliance with quality and government financial legislation, Berger had to charge greater prices than their competitors in some locations. In addition, when establishing the price plan, Berger considers commissions / discounts to dealers and retailers. Berger sells its products to dealers at a discounted rate. They also provide a unique commission and discount rate for their premium Dealers who exceed Berger's criteria.

- Decorative paints are mostly distributed through the Company's authorized dealers.
- Personal selling is mostly used to market industrial and marine paints.

2.4.3 Environment strategies of Berger for marketing

Berger is dedicated to maintaining the ecological balance of our planet, and as a result, it is always looking for new ways to manufacture and develop items that are environmentally friendly. Berger has been a pioneer in introducing innovative paint and paint technologies to the Bangladeshi market from its establishment; Berger's efforts have positioned it as the country's most prestigious paint firm and have contributed considerably to its success. Berger plans to continue its tireless efforts in the next years, and it is believed that such efforts will make a significant contribution to the company's long-term and rising prosperity.

a technological mindset Berger has long been the country's most technologically advanced paint company. In its Dhaka plant, it boasts the most cutting-edge, state-of-the-art production facilities. Its R&D and Quality Control (QC) divisions are equipped with the most cutting-edge technology available in the country. Such a technology-driven strategy will undoubtedly aid the company's future business success.

2.5 Promotional Strategies

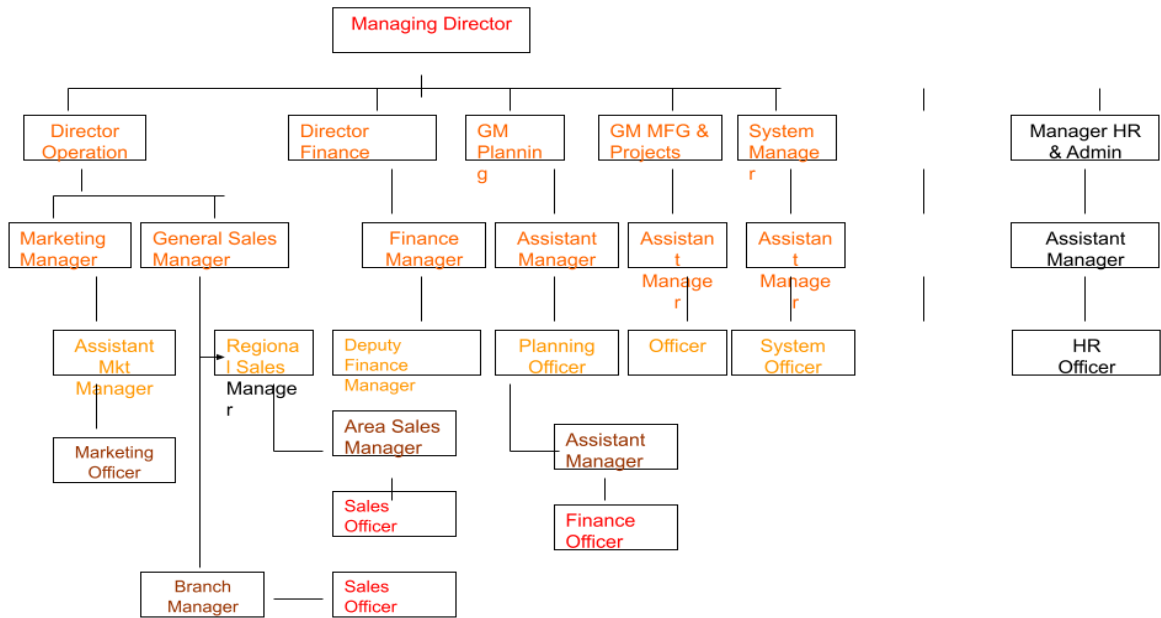
Berger comes up with a variety of phrases and treatments to advertise their varied goods. Berger's unique selling offer is to "Paint your Imagination." They also push diverse messages for their various items in their promotional efforts so that their customers become familiar with them. Berger has used these messages as one of his most effective promotional tactics in recent years.

Berger emphasizes on product features and benefits, as well as the target audience, in the majority of their advertisements. And this is how a business ensures that their items are well-known among potential customers who desire the advantage they want. At the same time, Berger was promoting certain advertisements aimed at decreasing consumer dissonance.

2.6 Responsibilities and Departments

BPBL, like many other manufacturing companies, has a traditional organizational structure. BPBL holds six board meetings per year, each of which is presided over by the chairman of the board of directors. The Audit Committee, Risk Committee, Remuneration Committee, Executive Committee, and Purchase Committee are created at BPBL, along with the Managing Director (MD) and other Executive and Non-Executive Directors. These committees meet at least once a month to approve various management ideas before they are implemented. Mid-level managers originate all ideas, which are subsequently forwarded to the Managing Director (MD) via the heads of divisions or departments. The firm also has legal issues that it must deal with in order for external auditors to undertake BPBL audits.

The company's Managing Director (MD) supervises four non-executive directors, two executive directors, and ten managers. Three of the ten managers' report to the Executive Directors directly, while the others report to the Managing Director. Each department's managers keep an eye on their subordinates' work, relay top management decisions, and offer required feedback in order to achieve the organization's goals and objectives. As a result, lower-level managers take their tasks seriously and report to their immediate superiors on a frequent basis.



2.7 Wood Coating products

In Bangladesh, wood coating is a fledgling industry that is quickly growing. BPBL offers three product lines in the wood finishes industry:

Innova — a line of high-end wood lacquer. This portfolio contains a wide range of items, as well as products that will be revolutionary (water-based and UV protection included) in the near future.

Wood Shine - This is the Innova line's budget variant. Because the product selection is limited, there are fewer possibilities for finishing and gloss levels.

Wood Keeper – This is the most basic form of the varnish, and it was created as a direct rival to the conventional Gala Varnish used by most wood sellers.

Innova Timeline:

Under this portfolio, Innova is the premium line of wood lacquer with the broadest choice of products. It comes in a variety of finishes (ranging from Matte to Super Gloss) and numerous distinct levels of finishing. The following is the basic application procedure:

- Putty - Putty is a type of filler that is used to fill up gaps in wooden boards. It's primarily used on knots in wood. The putty is applied with a putty knife or hexa blade.
- Filler - to conceal flaws in the hardwood surface, a foundation layer of filler is applied. The filler is applied using a cloth.
- Sealer - To form a layer between the surface and the topcoat, a transparent sealer liquid is employed. The sealer can also be used in conjunction with a stainer, resulting in a color finish that is incorporated into the same layer. Application by spray.
- Stainer - Creates the desired effect by applying color to the wooden surface. The coatings can be applied as many times as needed to get the desired finish. It can also be used in conjunction with the topcoat and sealer phases. Spraying Techniques
- Topcoat - The topcoat is the last layer, and it decides whether the finished product is glossy or matte. The topcoat comes in a range of colors and textures. Spraying of a substance

The gloss level of matte coatings ranges from 5-10-20-50 percent.

Semi-Gloss Finishes range from 40 to 65 percent gloss.

Gloss coatings account for between 90% and 100% of the total. A Super Gloss coating, which resembles glass, is also available. 100 percent Gloss and Super Gloss have various finishing formulas.

- Thinner and Hardener - These chemicals are used to blend the products together. In a 2:1:1 ratio, the sealer and topcoat are mixed together (Product: Hardener: Thinner). Thirty percent of the Filler will be thinner, while the remaining 70% will be the Filler product. Sanding is necessary after each stage of the wood coating process. As the phases progress, the sanding grit paper must get finer.

Product Details: Wood Shine

Wood Shine is the INNOVA line's entry-level product. It contains comparable phases, but there are less alternatives to pick from. The usual Wood Shine finish includes the following stages:

- Wood Shine PU Clear/Brown Sealer
- Wood Shine Top Coat 90 Gloss
- Hardener for Wood Shine

If Putty and Filler are necessary, they are found in the INNOVA product line. Spray application is ideal for Wood Shine. If you use a brush to apply the paint, there's a chance the brush marks will linger.

Product Details: Wood Keeper

Wood Keeper is positioned as a direct rival to the local carpenters' preferred Gala Varnish. It's essentially a low-cost PU Clear Lacquer. The user may purchase the paint and apply the color themselves, which is intended to be used mostly to restore old furniture. Teak, Mahogany, Walnut, and Blue finishes are available, as well as brush application. This product dries quite quickly when compared to the other BPBL Wood coating treatments. It dries in 20 minutes after being applied. It's a one-coat product that covers 170 square feet per liter.

2.8 Competitive Analysis

Berger Paints Bangladesh has a number of competitive advantages over its competitors as a prominent paint manufacturer with a 49-year history. The next sections go into the specifics.

2.8.1 Pestle Analysis of Berger

Political

Any organization's establishment, maintenance, and existence are all dependent on the political and legal stability of the country. Berger's extensive study of political and legal variables contributes to the company's operational stability. The legal consideration is the knowledge of numerous rules governing the import of raw materials and other similar items.

The extent to which the government intervenes in the economy is referred to as political considerations. Tax policy, labor legislation, environmental law, trade restrictions, tariffs, and political stability are all examples of political variables. Political considerations can also include products and services that the government wishes to offer or get (merit goods) as well as those that it does not want to receive. Furthermore, governments have a significant impact on a country's health, education, and infrastructure.

When looking at Bangladesh's political situation, it can be seen that from 1991 to 2013, none of the main parties were able to hold the government post for more than one term. Awami League has just been elected twice. There is a change; none of the parties were able to satisfy the public's expectations. They were also unable to resolve the dispute between them, so they unwittingly exacerbated it.

The citizens of the country are used to the country's political situation being more chaotic during elections. Other concerns, including as the disagreement over the caretaker government, the

attempted assassination of Awami League chairwoman Sheikh Hasina, and a more pressing worry about various terrorist organizations, have made Bangladesh's political situation highly unpredictable and unstable. And, as a result of the increasing political uncertainty, the economy suffers, and our country's paint industry suffers as well.

In order to run their company smoothly, the organization also has to support governing political party campaigns under the guise of 'chada,' which raises their operational costs while reducing their profit margin. Berger has difficult times ahead as a result of political instability and recent measures taken to deal with these uncontrolled circumstances. Berger, on the other hand, has maintained excellent connections with the government for the past decade and is expected to reap the benefits of that relationship in the near future.

Economic

Because the economy is an indicator of a nation's general health and well-being, economic factors are of importance to companies. This entails providing goods and services that people desire and pay for. Berger considers a variety of economic parameters, most notably inflation rates, currency rates, and income levels. The primary purpose for this is to maintain control over its assigned budget for local and imported raw materials, but most significantly, economic indicators must be monitored in order to establish Berger's pricing strategy to ensure that all sectors of the public can purchase their goods. Economic growth, interest rates, currency rates, and inflation are only a few examples of economic variables. These variables have a significant influence on how organizations function and make choices. Interest rates, for example, have an impact on a company's cost of capital and, as a result, how much it can develop and expand. In a given economy, exchange rates influence the cost of exporting products as well as the supply and price of imported goods.

The paint industry's entire sales volume has risen over time. In comparison to rival nations exporting paint, labor costs in the paint sector are quite cheap. Household spending has grown, indicating that demand for Berger's products would increase. Both a greater GDP and a higher consumption rate appear to be positive characteristics of Berger's products. To summarize, Bangladesh's economic situation is mostly favorable to the expansion of the paint industry in our nation.

Social

Institutions and other influences influence social values, perceptions, preferences, and behavior in the sociocultural environment. In the setting of a largely Muslim nation like Bangladesh, Berger has tailored its services to the culture of the country. Berger places a significant focus on ensuring that no 'haram' components are utilized when making paint.

Because it concerns individuals, marketing managers are interested in demographic forces. Markets are made up of individuals. Demography reveals the population's preferences. Berger believes that particular social structures and the rise or reduction in specific age groups are important. If there is a rise in the number of children, demographic considerations are advantageous. Population of teenagers (the most lucrative segment for the paint industry). Health consciousness, population growth rate, age distribution, career views, and a focus on safety are all examples of social variables. The demand for a firm's products and how that company runs are affected by societal trends. An aging population, for example, may suggest a smaller and less willing workforce (raising labor costs). Furthermore, in order to react to these societal developments, businesses may modify their management practices (such as recruiting older workers).

In Bangladesh, the average household size is 4.4 people per family, down from 4.060 in 2016 and 5.5 in 1991. This data clearly demonstrates a rise in the number of family sizes and households, owing mostly to urbanization. People's attitudes about commodities have evolved as a result of growing urbanization, more knowledge, and changes in lifestyle from stable and traditional families to divided and professional families. Due to a shortage of spare time for rigorous self-inspection in product purchases, the preference for sustainable items has risen considerably. Due to the competitive and demanding metropolitan lifestyle, which provides limited time for other activities, there has also been a significant increase in the desire for friendly and honest customer service.

In conclusion, a growth in the number of families and personal income has boosted the market size for this business. Furthermore, the mindset toward outstanding product quality and service has offered strong social support for Bangladesh's paint sector.

Technology

The influence of technology is regarded as the mix of skills and equipment that marketers employ in their day-to-day activities, and it is one of the most ubiquitous aspects in the environment. Berger employs technology in the form of automated cone baking equipment, chocolate-making machines, injection deep freezers, and chemical-processing devices, among other things. This cutting-edge equipment can create paints at a quicker pace without sacrificing quality, and its warehouse has storage capabilities in the thousands of liters. In comparison to other sectors in today's globe, the paint business in Bangladesh has not been exposed to major technical developments. However, some of the discoveries have altered the way the paint industry operates.

Because of technology developments, supply chain management has evolved. Computer automations have replaced all paper work, and Berger Paint uses an automated supply chain system to accept supplies and place orders. Because advanced technology is expensive to purchase and run, not every paint manufacturer can utilize it. In this area, Berger paint has an advantage over the competition.

New developments and discoveries are posing a challenge to Berger paint. This firm primarily concentrates on paint, which is targeted at the upper-middle to upper-class client sector. Customers in this category, on the other hand, are increasingly choosing paint from firms with foreign labels, and are ready to pay more for these brands. As a result, Berger's client base is suffering since it is lagging behind in catering and recruiting this customer sector.

In our fast-paced world, product life cycles are growing shorter. Every day, more and more new products replace the old ones on the market. Berger has to concentrate in this sector because they are still producing conventional paint. People typically do not want to acquire the earlier version of a popular solution (for example, the popularity of weatherproof paint). As a result, this firm must place a greater emphasis on design and quality innovation. They may also concentrate on making the paint more fashionable than the competition while maintaining a large profit margin due to their brand value.

Environment

In today's world, it is critical to achieve the objective of sustainable development, which implies that resources should be used in such a way that future generations will not be harmed.

Deforestation and industrialization are both rising at alarming rates. Organizations all around the world have embraced the notion of "Green Business." Paint-related businesses, on the other hand, rely heavily on chemicals.

Berger has lately made environmentally responsible steps. They have shifted their focus away from organic solvent-based paints and toward water-based paints, which are more ecologically friendly.

Legal

Many regulations pertaining to the paint industry have been passed in order to create a fair business climate and stimulate entrepreneurship. According to the Bangladesh Labor Act 2006 (Act No.42), each firm must have a minimum pay rate, compensation for accidents, the ability to form a trade union, health security, job security, welfare, and environmental concerns, among other things.

Berger Paints provides a variety of benefits to its employees, including the same pay scale as its sister companies in other countries, life and health insurance, and a legal team that fights adulteration and copyright infringement in the nation.

2.8.2 Porter's five forces

Intensity of Competition:

Berger has strong competition in Bangladesh's paint business, and standard economic theory predicts that this rivalry will push profitability to zero. However, it should be emphasized that competition isn't ideal, and businesses aren't always price takers. As a result, paint companies must seek for something that will provide them a competitive advantage over their competitors.

While conducting a strategy study of BERGER Paints Ltd, we discovered that economists typically use metrics of industry concentration to assess company competition.

For the Berger Paint of Berger Paints Ltd, industry concentration factors are detailed below.

A Large Number of Firms

The following paint brands are now available in our country's industry:

1. BERGER Paints
2. Asian Paints
3. RAK Paints
4. Jotun Paints
5. Dulux Paints
6. Roxy Paints
7. Romana Paints
8. Pailac Paints
9. Nippon Paints
10. Elite Paints

And each of them has a market share of consumers. Because all of these companies are competing for the same consumers and resources, this type of competition breeds strong rivalry.

We know that when businesses have equal market shares, competition rises, making it difficult to gain market leadership. Even though BERGER is the current market leader in our paint sector,

ASIAN PAINTS isn't far behind. Roxy is likewise attempting to acquire a piece of their devoted customer base.

- **High Market Growth**

Because BERGER is constantly under pressure from competitors in the market, it must continuously consider how to gain market share. Paint companies may always enhance their profits by making appropriate preparations because this is a developing market.

- **High Fixed Costs**

The firm's fixed cost is nearly constant and high in the paint industry. As a result of this fact, an economies of scale effect occurs, causing the industry to become competitive. To cover these expenses, businesses seek to sell more and create more. Then they fight for their desired market share in the market and strive to place their brand products in the chosen market segment. Because paint companies compete in the same market niche, there is more competition.

- **High Storage Costs**

Paint is a product that must be refrigerated to prevent deterioration; thus, companies must face significant storage costs. As a result, businesses tend to sell products as soon as they are created. This is true of all paint companies, including BERGER paint. As a result, competition for clients heats up as all of the paint companies want to discharge their wares at the same time.

- **High Levels of Product Differentiation**

Paint companies in Bangladesh have a very low level of product diversification. It gives Berger a competitive advantage by allowing them to outrun their competitors by offering high-quality products and cutting-edge paint technology.

Threat of Entry

In Bangladesh's paint business, established competitors aren't the only ones that represent a danger to BERGER Paint; the potential of new enterprises entering the sector also has an impact on competitiveness. Any business should theoretically be able to join and exit a market freely, and if this is the case, profitability stays minimal. However, industries have features that safeguard high profit levels of market businesses and prevent new competitors from entering the paint industry, and BERGER is no exception. This is referred to as obstacles to entry in Porter's five forces model.

The danger of entrance in the paint business is determined by two factors:

1. the height of existing entry barriers, and
2. the reaction incumbents are likely to have.

Some factors contribute to entrance barriers in the paint market:

1. Is Government Creating Barrier?

Although the government's primary purpose in a market is to maintain competition through antitrust actions, it also inhibits competition by awarding monopolies and imposing restrictions. Based on our research on the Bangladeshi paint business, we discovered that the government is not erecting any barriers in this sector.

2. About Patent and Proprietary Knowledge

Some factors contribute to entrance barriers in the paint market: Though the paint brand name is protected in Bangladesh through legal patenting procedures, the same cannot be said for the paint goods. We discovered that very few comparable types of paints are available on the market under distinct brand names. This demonstrates that anybody may manufacture a comparable sort of paint without having to deal with the patent difficulties that the initial initiator had to deal with. As a result, the entrance barrier is high since a significant investment is required.

3. Common Technology

It has become tough for new entrants in the Bangladeshi paint business to compete since the technology utilized to manufacture paint is not the same for all accessible brands. The technology utilized is expensive, and to keep the fixed costs in check, a significant volume of sales is required.

4. Supply Side Economies of Scale

Because this business in Bangladesh is now dominated by modest tech-based instruments, economies of scale in the paint industry are primarily determined by whether or not purchasing raw materials in larger amounts provides any cost benefit. BERGER strives to achieve the most cost-effective production level, which economists refer to as the Minimum Efficient Scale (MES). Unit costs for production are at their lowest point at this moment. We discovered that the cost of entry and the paint industry's MES are quite close, resulting in minimal entry barriers for this market.

Threat of Substitutes

While the danger of replacements usually affects a sector via price competition, there are additional factors to consider when evaluating the threat of substitutes. There aren't many alternatives for paint products. Some goods, such as floor paints, can be replaced with mosaic or tiles, but only on a small scale.

Bargaining Power of the Buyers

Customers' negotiating power is also defined as their capacity to put a company under pressure, and it also reflects the customer's susceptibility to price fluctuations. Firms can diminish buyer power by creating a loyalty program, for example.

1. When a buyer has a lot of options, he or she has a lot of buying power. People with event-specific demands are the primary target markets.
2. Purchases made in bulk by businesses or corporations.

3. High-end clients that are price averse yet quality averse

Customers' negotiating power is influenced by the following factors:

• **Buyer concentration to firm concentration ratio**

Firm concentration is higher than buyer concentration in Bangladesh's paint industry. Firms naturally acquire some negotiating power as a result of this.

• **Degree of reliance on existing distribution channels:**

The paint industry's distribution system is dependent on locally available shops. Because it is a moderate to high-cost product that demands a lot of storage space and is also suitable for large supermarkets. Leverage in negotiations, especially in sectors with large fixed costs: Because of the low switching costs of paint, customers are less likely to make impulse purchases, leading to a proclivity to negotiate before purchasing.

• **Buyer information availability**

It is impossible for businesses to obtain all of the information on their customers. As a result, companies are unable to engage in informed bargaining, but buyers are able to do so since they have market knowledge about other firms in the paint sector.

• **Lowering prices through coercion**

Because of the product nature, buyers do not have the power to push down prices. Although paint is a commodity that customers will purchase regularly, they have a wide range of options.

• **Bargaining Power of Suppliers**

Suppliers have strong bargaining power for Berger Paints since they have the essential input to differentiate their existing goods. As a result, Berger may need to purchase in bulk in order to maintain cheap and desired costs.

Suppliers of raw materials, components, labor, and services (such as expertise) to the company can be a source of influence over the firm when there are limited replacements, according to the paint industry's negotiating power.

Factors to consider:

•Expenses of moving suppliers vs. costs of transferring firms:

Supplier switching costs are greater in the paint business since there are few companies that can offer high-quality raw materials for several of the components. Switching costs are minimal for several common substances that are widely used across the world.

•The degree to which inputs are differentiated and how this affects cost

Suppliers will have greater negotiating power if more differentiated inputs are utilized; for example, suppliers of high-quality raw materials will have more bargaining power because it affects the cost of the completed paint item.

As a result, suppliers have a lot of negotiating power in the Bangladesh Paint business since they have a lot of say in the quality of paint.

2.8.3 S.W.O.T for Berger Paints:

Strength:

- According to B.P.M.A. data, Berger paint accounts for 52 percent of the Bangladeshi market.
- Salespeople have kept in touch with dealers on a regular basis.
- Salespeople have kept in touch with dealers on a regular basis.
- A strong brand name that aids in making a positive influence on the market.
- Customers are quite happy because they always get something fresh, and Berger has never compromised on quality.

Weaknesses:

- Other competitors obtain raw ingredients from an unauthorised source. They might be able to negotiate a very low price in that instance.

- Some competitors focus solely on the wood coatings market, giving them a better chance to succeed.

Opportunities:

- Berger's product has the potential to help a lot of unsatisfied clients. People nowadays require a large amount of stuff to live comfortably. As a result, there is a good likelihood of selling wood coating items.
- Wood coating products can be simply offered with the use of high-tech advantages.
- On the market, there is always a great demand, but it cannot be met completely. If Berger is able to make certain other products, they can be offered as such.
- With the help of the internet, it is now quite easy to attract customers. Customers are easily attracted by appealing advertisements.
- With the assistance of the R&D department Berger has a lot more potential than its competitors.

Threats:

- It's difficult to foresee a customer's preferences. Customers are always on the lookout for the latest fashion. As a result, long-term planning is required. It is simple to acquire clients, but it is far more difficult to keep them.
- On the market, there is fierce competition. Our concepts are incredibly easy to copy. The introduction of alternative products on the market is relatively high. Berger needs to come up with new benefits for the dealers.
- Because competitors are bringing raw materials in through illegitimate channels, raw materials must be obtained very cheaply.

2.8 Summary and conclusion

Berger Paints Bangladesh has undoubtedly grown from its humble beginnings in 1970 to become Bangladesh's top paint manufacturer. There is a significant risk of losing market share in a sector that is expanding on a daily basis with the introduction of innovative concepts, processes, and technical developments. To maintain their leadership position, businesses must invest more in research and development and make more aggressive decisions in order to remain ahead of their competition.

This internship provided me with a comprehensive understanding of how the paint business operates and how they conduct their day-to-day operations. I had the privilege of working with some of the most inspiring and creative people in the business, and I was able to immerse myself in their great work environment while also learning a lot from my senior colleagues.

2.9 Recommendation

Berger Paints Bangladesh has to focus more on its vulnerabilities, which are shown on the SWOT analysis, in order to develop and maintain its position in the nation, since this is currently one of their key worries. They should also bear in mind that in order to push their company to new heights, they will want more experienced personnel in the future. They should also start expanding their reach into fresh and developing countries, where they may be able to gain more exposure, given that there aren't many paint businesses in such areas.

Chapter 3: Opportunities and Prospects in the wood coating industry of Bangladesh.

3.1 Introduction

3.1.1 Overview

In the last few decades, Bangladesh's paint and coating business has grown at a consistent rate of roughly \$471 million.

The region's large population and fast urbanization have created numerous prospects for paint and coating manufacturers. Because of the region's large population and rising urbanization, there are several prospects for paint and coating manufacturers. However, the first half of 2019 and the first six months of 2020 have not been the best for the country's paint and coating manufacturers. Despite a year-and-a-half of slowing, the paint and coatings industry in the United States has seen some significant corporate activity and investment announcements from major paint and coating manufacturers. In mid-2018, Kansai Nerolac, a Japanese firm, entered the Bangladeshi market, while Berger Paints formed three new joint partnerships with renowned international corporations. Asian Paints, the country's second-largest paint and coatings manufacturer, began building on its second production site in January 2020. Currently, the sector employs about 50 people in the country. In Bangladesh's paint sector, Berger Paints Bangladesh is the market leader. Foreign companies control more than 80% of the paint market in the country. Berger, Asian, Roxy, Pailac, Aqua, and Elite are among these brands.

Berger Paints has a 48 percent market share, followed by Asian Paints with 18 percent, Roxy and Elite with 7%, Pailac with 5%, and Aqua Paints with 2%, according to data from the Bangladesh Paint Manufacturers Association.

Rainbow Paints, RAK, and Uzala Paints are among the 30 local enterprises that account for 13% of the entire market share. In recent years, the country's paint and coating business has drawn a flood of foreign paint and coating manufacturers.

Through its Indian subsidiary Kansai Nerolac Paints, Japanese Kansai Paint invested \$7 million (Tk 572.6 million) in RAK Paints in 2018.

Berger Paints Bangladesh Ltd. and Chugoku Marine Paints, Ltd (CMP) of Japan signed a cooperation and collaboration agreement in the field of marine and industrial paints in Bangladesh in January 2020. The agreement calls for cooperative efforts in Bangladesh to produce, distribute, and purchase marine and related industrial paints. Berger would be the first Bangladeshi business to produce international maritime paint standards in Bangladesh. Berger Paints has also formed joint ventures with two other companies, Becker Industrial Coatings

Holding of Sweden and Fosroc International of the United Kingdom, to offer coil coatings and construction chemicals to the Bangladeshi market as Berger Becker Bangladesh Limited and Berger Fosroc Limited. Berger Paints is Bangladesh's leading paint and coatings manufacturer. The company is a subsidiary of Indian paint producer Berger Paints, which owns close to 50% of the company. Berger Paints has been in operation in Bangladesh since 1970, when the country was still part of Pakistan. Berger Paints is one of the country's oldest paint and coating manufacturers. The company's production facilities are in Dhaka, the capital, and Chattogram, the second largest city in Bangladesh. Berger Paints reported total sales revenue of Taka 18, 820 million (\$221 million) in March 2020, an increase of approximately 6% over the previous financial year's sales revenue of Taka 17,733,311 million (\$209 million).

Asian Paints Bangladesh

Asian Paints Bangladesh, a subsidiary of Asian Paints, is the country's second-largest paints and coatings manufacturer.

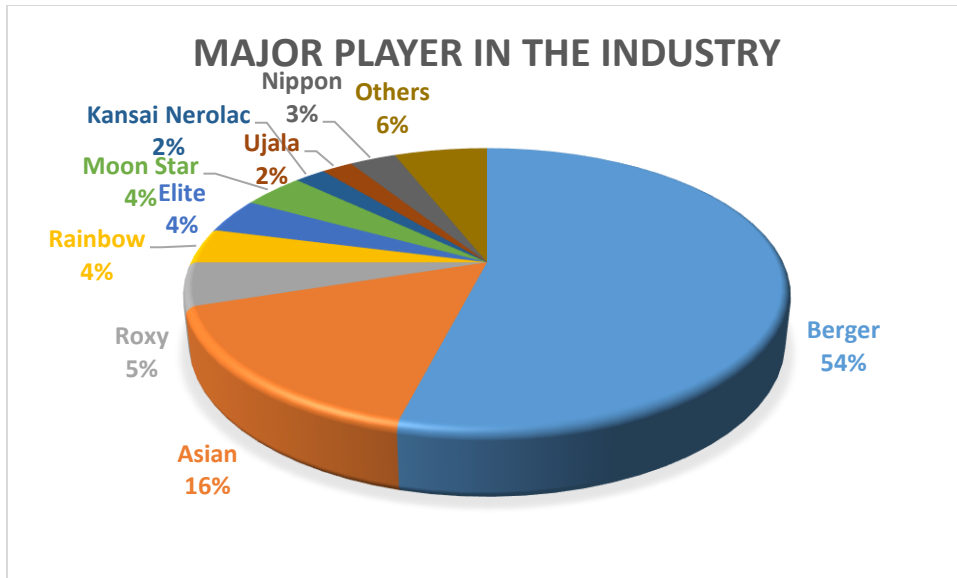
Gazipur is home to the company's cutting-edge manufacturing facility.

Asian Paints began building on its second production site in Bangladesh earlier this year at Chattogram's Mirsarai Economic Zone (MEZ).

Asian Paints will invest a total of \$20 million in the new facility, which is set to open in June 2021. The new factory will produce 30,000 tons of paint and related items at first. The facility will be built on a 20-acre plot of land and will be outfitted with modern amenities.

Kansai Nerolac

Kansai Nerolac has been concentrating heavily on the paint and coatings business in Bangladesh. The corporation has pleaded for a Metro Rail project to be built in the country. "In Bangladesh, we debuted the Nerolac range of decorative paints through our subsidiary RAK Paints Ltd and received a tremendous reaction from the market," H M Bharuka, managing director of Kansai Nerolac India, stated at the presentation of the annual report in August 2020.



3.1.2 Objective

With this report, I am hoping to get a better understating of:

- Who are the main players in the market for wood coating products?
- Why is Berger unable to maintain a 100 percent market share?
- How can Berger improve and provide better results for the stakeholders?

3.1.3 Significance

The sector has been paved by the competition between different paint industries and their capacity to get to the top. Companies can now perform considerably better with the aid of technology and R&D. As a result, good marketing is essential for achieving the greatest results in the shortest amount of time. The stronger the marketing, the more likely it is to sell. In this case, the preferences of the customers are far more significant.

3.2 Methodology

I collated the data from different interviews, literature research, and personal observations that I had while working at Berger Paints Bangladesh in order to confirm my report. The study will be beneficial to operations management graduates, researchers, and academics who want to learn more about Bangladesh's wood coating sector, especially their work and operations culture.

3.3. Findings and analysis

3.3.1 Opportunities and Prospects in the wood coating industry of Bangladesh.

Right today, there are a lot of companies selling wood finishing products. Almost all of them are for furniture stores. The rest are for offices, showpieces, and other similar purposes. Berger also sells wood painting and finishing products. It must now figure out how to become the industry's market leader in wood coatings. With the help of market research, it is possible to do so.

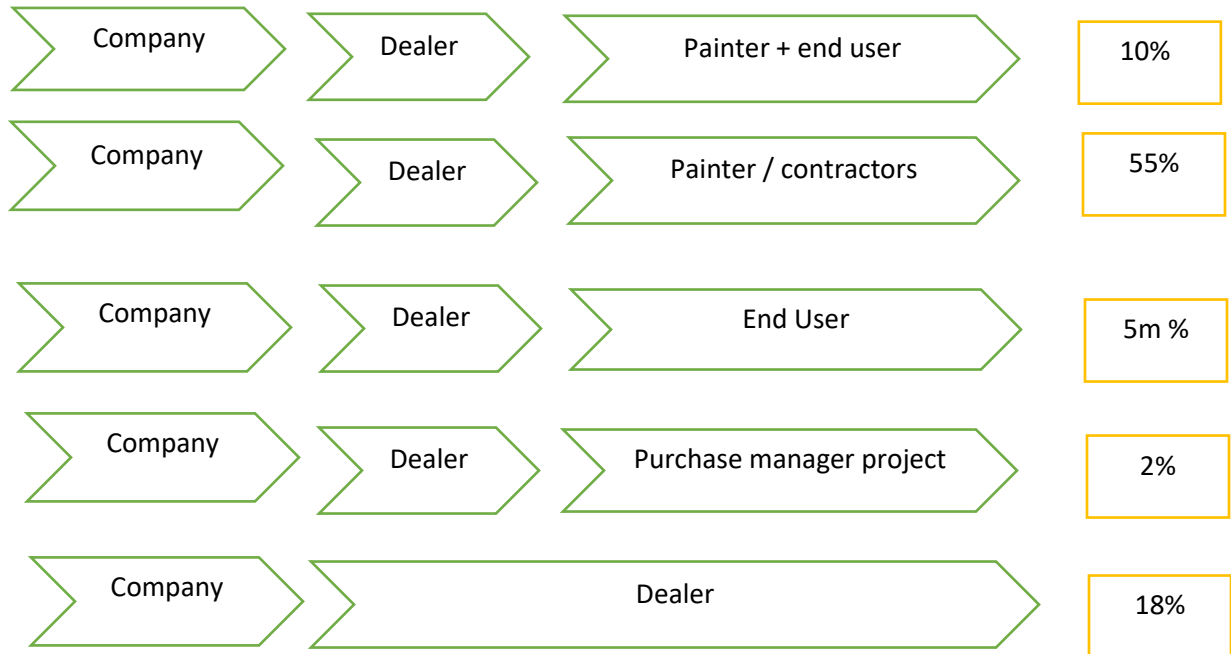
3.3.2 Growth of furniture Industry in Bangladesh

The Bangladeshi furniture business adds value to the consumer by offering high-quality items and ease. This sector has a lot of promise. Furthermore, the sector is expanding year after year. The industry has grown to become a significant economic contributor. It meets consumer need by either manufacturing locally or importing.

3.3.3 Market projection: In the last ten years, the furniture business has flourished. It has a 25% increase in exports. The industry is valued 67 billion dollars (source: EU technical reports). This industry is operated by a variety of macro and micro businesses.

3.3.4 Perception of the customer the customer's perspective has shifted dramatically. As a result, the market is in a time of transformation. Their changing tastes and perceptions have aided in the introduction of new furnishings on the market. It has also aided in the introduction of more wood finishing products. Customers nowadays desire furniture in a variety of colors that match their decor. Berger has created products such as Innova, Wood Keeper, and Wood Shiner for wood coating. These are really simple to use. Approximately 90% of Bangladesh's furniture demand has been met domestically. Outside of Bangladesh, there is a significant demand for Bangladeshi furniture. The industry was able to export USD 63.18 million from 2017 to 2018.

Common Paint Purchase Models



Top 10 modern home furniture:

- Hatil Furniture
- Partex furniture industries limited
- Otobi furniture
- Akhter furniture
- Brothers' furniture
- Nadia furniture
- Navana furniture
- Wood MARC
- Green furniture
- Woody Region

3.3.5 Demand Forecast: The demand for wood goods is steadily growing. This need will continue to rise in the future. By 2050, the demand for timber will have risen to 8.75 million cubic meters.

3.3.6 Current Trend & Market Share (Dealer):

Furniture makers are major OEM customers in the country. Hatil, Partex, Regal, Nadia, Navana, Brothers, BMTF, and Akter are among the notable contributors. The furniture business has seen significant transformations in recent years. According to the Bangladesh Furniture Industries Owners Association - BFIOA, exports of wooden furniture from Bangladesh totaled USD 63 million in the most recent fiscal year, up 20.27 percent from the previous year. Bangladesh now exports furniture to the UAE and other Middle Eastern nations, as well as Canada, Nepal, Bhutan, India, Malaysia, China, Japan, Australia, the United States, and Belgium, Switzerland, and other European countries. Hatil, the market leader in the furniture sector, has been the greatest exporter. Hatil is responsible for around 12% of total lacquer sales through OEM channels. Hatil exports furniture worth USD 250,000 per month to the Middle East, Canada, Nepal, and Bhutan, according to BFIOA. Partex, RFL, Navana, and Nadia each provide about 4% of the total.

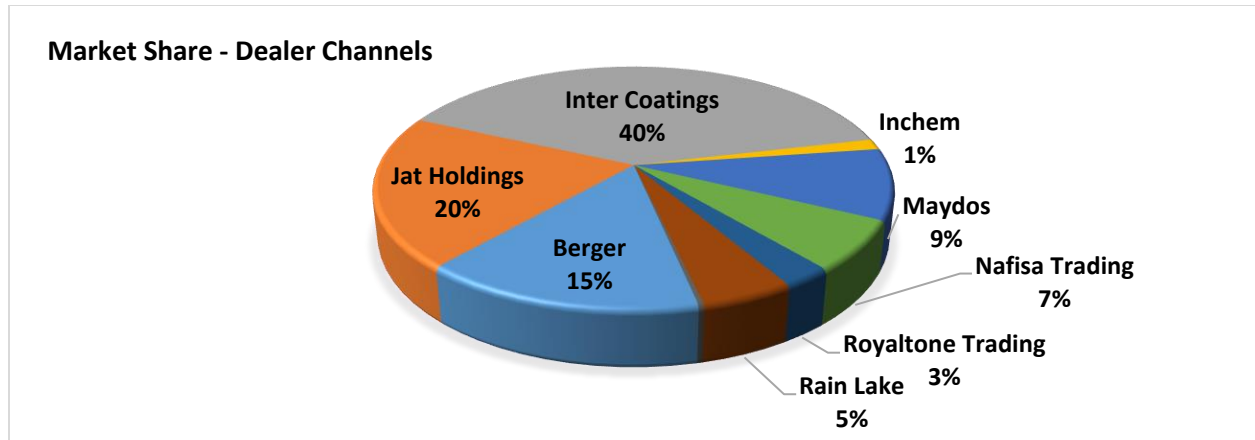
Syaerlack, a well-known Sherwin Williams brand, dominates the OEM market. JAT Holding Private Limited, a Sri Lankan corporation, distributes the brand. Berger Paints Bangladesh Limited and Inchem Holdings, a Singaporean firm owned by Sherwin Williams, control the remaining shares.

Because of their links to an Italian manufacturer, Sayerlack & Inchem have a competitive edge over other brands in the OEM network. One of the local dealers, K.K Enterprise, distributes Inchem goods. More rivals are joining the lacquer industry as they see the sector's potential.

Professionals with technical know-how will undoubtedly assist in increasing market share in OEM channels, since B2B firms rely heavily on relationship management with key decision makers. Furthermore, for this type of B2B firm, after-sales support is critical. Dedicated staff for OEM clients will aid in the development of better relationships with decision makers, the provision of effective after-sales care, and the tracking of customers' requirements for the next shipment of products.

In the OEM industry, product quality and consistency are the most important factors. When it comes to choosing a brand, price is a secondary concern. We now provide a comprehensive variety of products to meet the needs of OEM markets. However, we are receiving feedback from the market on product performance and consistency. We're collaborating closely with the manufacturing and quality assurance teams to ensure consistent product quality.

With export growth of furniture, we are expecting that the market leaders in the furniture industry will also be keen to avail quality lacquer products at a competitive pricing. Hence, there is a huge prospect in OEM channels for the wood coating industry in the coming days.



3.3.7 The unorganized industry

There are several furniture stores in Bangladesh. These stores produce furniture in a variety of price ranges, but they are not branded. For varnishing, the shop's proprietor utilizes Chinese materials. They now utilize Berger goods because Berger delivers the highest quality items at a low cost.

3.3.8 The organized industry

This area contains the majority of the branded stores. From the outset, these stores have dominated the market. They purchase wood coatings directly from the importer. Berger needs to create items at a low cost to compete with importers

3.4 Economic Scale and Economic Scope

3.4.1 Economic Scale

Berger Paint has risen to the top of the market. It has a far larger market share than its competitors. It can create more units for less money since it has a high market share and a unified distribution route. As a result, the overall cost is lower than the industry average. As a result, Berger can quickly cut costs and turn a profit. Employees have improved their job efficiency and effectiveness over time. Competitors have faced stiff competition as a result of both their experience and their economic scale.

3.4.2 Economic Scope

The following are the economics of scope:

- Berger can develop the market with the help of present potential growth.
- With the support of personnel, competition pressures are becoming stronger over time, and Berger can gain favor for future industry profitability by utilizing existing industry driving forces.

- People may now watch the entire world with a single click thanks to the internet. As a result, consumers from various countries may have different favorite colors. As a result, each new flavor or variety will be warmly received by consumers.
- Berger may benefit from emotional attachment in order to gain more customers. It is possible to achieve this through promotional actions.
- Because the consumer market is so broad, the amount of risk in this industry is minimal.

3.5 Findings

The wood coatings business is rapidly expanding. It's happening as a result of population growth. There are a few major companies in the industry, and there is fierce rivalry. This competition is focused on the ability of dealers to sell to end users and their relationship with the brand. This is why dealers are in control of the market. Berger's wood finishing products are 95 percent available on the market, but that may alter in the blink of an eye. Salespeople must develop good relationships with dealers in order to protect their market position. Berger runs a club named "Berger Club Supreme" to keep the dealers interested. Many dealers have been left behind to join this group.

Berger's departments are having some issues with communication. This must be taken care of as quickly as possible. As a result of the communication issue, products are not always available on the market but the demand is always high. More meetings can be held to overcome the communication gap.

Other than that Berger is performing well in the market. If this pattern continues, the company will be able to capture the whole market.

3.6 Market Research report of Badda and Mirpur (Product availability)

After visiting nine different stores in two separate areas, it is clear that Berger products are available in 99 percent of the stores. On the other hand, there is a lot of competition on the market. Despite the lower price, end buyers prefer Sayerlack's items because of their high quality. For instance, Berger's top coat costs 450 taka. The Sayerlacks top coat, on the other hand, costs 750 taka. End users continue to purchase Sayerlack. They have certain benefits for carpoly goods, one of which is "cash pay." In that instance, they might pay cash for new things while paying off prior debts. Inter Coating, Sayerlack, Carpoly, Multi Square, Milesi, and other competitors' products are currently available on the market. Jat Holdings, Nafisa Trading, Royal Ton Trading, Hedayat, Authentic, Associate, and Carpoly are the suppliers of these products. Because of their quality and cost advantages, the dealers believe Sayerlack and Carpoly are the greatest items on the market. From other competitors, the dealers receive invoice discounts, monthly discounts, annual perks, and cash / credit purchase discounts. Owners of unorganized furniture industry, applicators, and marketing agencies are the main customers, with the majority of them being male buyers. On the other hand, organized industry like Hatil Furniture, Partex Furniture Industries Limited, Otobi Furniture, Akhter Furniture, and Brothers Furniture buy

wood coating products directly from importers. The demand for Berger is enormous, but the supply is limited, according to a common refrain. Dealers also receive various incentives from other businesses, such as ornamental items for their stores. (Market report is on Appendix 1)

3.7 Summary and conclusion

Berger Paints has been operating in Bangladesh since the country's independence, and it is currently the market leader in the country's paint sector. Berger now has a market share of around 55 percent. According to several studies, Berger's most valuable assets for remaining the market leader in Bangladesh are consumer demand and brand image. This client need may be met not just through high-quality items, but also through effective marketing techniques.

Another factor to consider while selecting paint is the brand image. Berger's brand image and high-quality products create such a strong market demand that dealers are compelled to stock Berger items. Berger's organized distribution chain is directly impacted by this aggressive marketing campaign. To maintain its brand image and boost consumer demand while being the market leader in the Bangladeshi paint business, it is critical to choose an appropriate and well-organized communication mix.

The firm has a well-developed distribution network throughout the country. It has a network of over 1000 direct dealers. In addition, the company's products are sold by a slew of secondary dealers operating on the fringes of large markets. BPBL launched a slew of new items on the market. It also offers a home-decorating service. It has a positive image.

Berger has been attempting to strengthen its brand image by increasing its media presence and organizing programs such as the Berger Young Painters competition, Berger Young Architects Award, and a scholarship program for BUET architecture students. In order to retain a competitive advantage, it is always trying to enhance the quality of its goods through comparative studies and consumer feedback.

3.8 recommendation

- Customer desire should be prioritized by Berger Paints. It should meet the demands of the dealers and ensure product availability.
- It should pay attention to the growing pace of the dealers, take steps to close the gap, and keep a close eye on their actions
- Berger Paints' sales system should be restructured. It can reorganize by hiring more SOs, improving the day-to-day sales and delivery system, enriching end-user activist activities, visiting the market more frequently, and improving contact with distribution.

- Its general sales operations, such as receiving orders, producing invoices, categorizing invoices, creating a route plan, queuing items for loading, final inspection, and truck loading, should all be automated.
- It should also manage its distribution system by increasing store space in a methodical manner, updating its database systems that indicate product, pack size, and color availability on a regular basis, and increasing the number of delivery vans.
- More information should be included in the advertising. Ads should provide information on the product's functionality (basic structure, feature, and manufacturing method).
- Berger should offer a customer service hotline. Where any type of information, such as color mixing, pricing of each color according to the square feet desired by the client, may be obtained, and the procedure should be simple. Also, the phone number listed in the advertisement should be operational at all times.

The dealer's outlet should be more attractive, and buyers should have a variety of alternatives to choose from

Appendix

- Market visit report.



Market Research
Berger (1).xlsx

Drive Link of answers and Questionnaire

<https://drive.google.com/drive/folders/1PyhRzoZDu7IhvtiA374CEC79cpLDZqn?usp=sharing>

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