

Report On  
Customer Experience of Berger Paints Bangladesh Limited

By

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An internship report submitted to the Graduate School of Management in partial fulfillment of the requirements for the degree of Masters of Business Administration

Graduate School of Management  
Brac University  
September, 2021

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## **Declaration**

It is hereby declared that

1. The report prepare while doing my internship.
2. It does not contain the material published previously.
3. This is not submitted by anywhere.

**Student's Full Name & Signature:**

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**Mousumi Sarkar**  
Student ID-19164020

**Supervisor's Full Name & Signature:**

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**Mr K.M Jamshed Uz Zaman**  
Professor, Graduate School of Management  
Brac University

# Letter of Transmittal

K.M Zamshed Uz Zaman

Professor

Graduate School of Management

Brac University

66 Mohakhali, Dhaka-1212

**Subject: Submission of Internship Report on “Customer Experience of Berger Paints Bd ltd”.**

Dear Sir,

I am submitting a paper titled “Customer experience of Berger paints bd ltd.”

This report has developed for a better understanding of Berger customer relation.

I have attempted my best to finish this report.

I am certain this report will fulfil your expectations.

Faithfully yours,

Mousumi Sarkar

ID: 19164020

Graduate School of Management

Brac University

Date: 08.11.2021

## **Non-Disclosure Agreement**

This agreement has been made and entered into by and between Berger paints Bangladesh Ltd. and the undersigned student named Mousumi Sarkar for the commitment of preventing unauthorized disclosure of confidential information of Berger paints Bangladesh Ltd.

## **Acknowledgement**

To begin completing my report work, I would want to thank my supervisor, Mr K.M Jamshed Uz Zaman sir, the Professor of Brac University, for the amazing direction and help that he provided me during this thesis time. This report would not have been accomplished without his assistance and guidance

'Customer Experience of Berger Paints Bd ltd,' which also assisted me in conducting extensive research and exposing me to a wide range of new information. I owe him a huge debt of gratitude for his unwavering support and guidance during the production of my internship report. His helpful advice and suggestions greatly aided me in preparing this paper in a well-organized manner.

I'd want to express my gratitude to Md Shariful Islam Nyem, my office supervisor, for assisting me in completing my report in a more efficient and timely manner.

## **Executive Summary**

Berger is a well-known brand they convert their product decorative to industrial, marine, wood coating and so on. Berger has opened twelve depots in Bangladesh to help conduct its operations properly. Each unit needs a number of Sales Associates to represent Berger Brand to end-users. Berger has a well-deserved reputation for employee happiness and retention, and the quality and talents of its employees are indisputable thanks to the company's training and development program.

The first section explains the goal of this report as well as the methods I utilized to compile it.

This report depicts Berger Sales Support's relationship with a client. The background of Berger Paints Bd Ltd is presented in the second section of this report.

The third section depicts the aim of this report, as well as the client's relationship with Berger and the approach they use to sustain it.

The rest of the section consists of me analyzing the survey questions and attempting to come up with findings and recommendations for a better management process based on them.

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# Chapter 1

## Background of the study

### 1.1 Origin of the Report

The MBA program necessitates a three-month internship at a company, by a report written by the company's supervisor and approved by the faculty adviser. Berger Paints Bangladesh Limited offered me the opportunity to perform my internship (BPBL). K.M. Jamshed uz Zaman of Brac Graduate School Management, accepted the report as a part of my internship program.

### 1.2 Background of the report

Berger Paints Bangladesh Limited, Uttara is where I worked. In this paper, I will attempt to do a comprehensive analysis of Berger Paints Bangladesh Limited's customer satisfaction.

### 1.3 Objective of the Report

- I. **General Objectives:** Main goal is to learn more about this company, Berger Paints Bangladesh Ltd (BPBL), which is a multinational corporation with a focus on fastmoving consumer goods. Another goal is to make the report a standard guideline for those who will work on similar topics in the future, as well as to improve awareness of BPBL's overall activities and customer services.
- II. **Project Objective:** The report's project goal is to present a perfect picture customer satisfaction by analyzing the responses of the company's current customers.

### 1.4 Scope of the study

BPBL has played a significant role in economic development and has made significant contributions to the country's development. Because of globalization

and private sector reform, the painting industry in our country is rapidly increasing. A company's business should be developed with the customer's happiness in mind to.

## 1.5 Methodology

- I. **Primary Data:** Initially gathered data from the market. The Uttara market survey provided the original data. I completed the survey in around ten weeks.
  - Survey.
  - Marketing team opinion.
  - Interview.
  
- II. **Secondary Data:** This data source contains all of the data that already exists. Their own website was used to gather secondary information for the industry and organization sections. The secondary data comes from the following sources:
  - Berger own website.
  - Broachers from within an organization
  
- III. **Data collecting instruments:** A standardized questionnaire was created, and it was used as the primary method for creating the report.

## 1.6 Limitation of the study

- Due to time constraints, large-scale research was not possible.
- The study was conducted solely among Uttara Branch customers.
- Due to time constraints, the poll was confined to consumers of the corporate customer to personal one
- Organization's anonymity, gathering relevant data and documents was challenging

## **Chapter-2**

### **Organizational Overview**

#### 2.1 Introduction

Berger paints is a well-known brand they expand their business in wood coating, vehicle finish, industrial, marine product, sports related product, road marking, epoxy glossy and so on. Here they give the long-term painting solution to meet up customer all needs. The factory is located in Savar where all the products are produced. Berger also maintains the base product to produce tinting products easily which means they can make another shade with the help of a base product. Also, another factory is situated in Chittagong. It has twelve new depots located in different districts. Berger touches every part of Bangladesh to supply their products door to door. At first, they entered into the automobile industry now they are in all sectors. They plan their products with a difference in price and quality. Like at first, they entered into the marine sector to divert from decorative to marine products then they changed their product quality. They divide the sector like in ships they divide into four parts which are deck part, upper part, under water and over water which is a uniqueness to use their product in every sector. They also use their product in government sites like Dhaka Mawa highway which they use their road marking yellow and red one to give an excellent touch to know everyone their product.

## 2.2 Company Profile

Berger is one of the most recognizable names in the paint industry, as well as the country's largest company, 1760. Berger enters BD market in 2005. Their main moto is to establish a better Bangladesh. The company expanded rapidly. In savar factory demonstrates greater capacity. Berger's capabilities have been enhanced by the mill. Not to mention the Chittagong factory's Double Tight Can unit. All of this, combined with a commitment to research and development to guarantee Berger remains the leading center for applied and basic research in resin technology and paint, demonstrates Berger's devotion to the company. The road of creativity and growth is reflected. Technical paints of high quality, Colour Bank, weather conditions, Text bond, Heat Resistant Paints, non-flow, and Epoxy are all part of the product line. Berger innovate all new products.

## 2.3 Business Principles

Berger Paints Bangladesh Limited's (BPBL) vision and mission are extremely clear and measurable. Berger places a strong emphasis on the company's ethical commitment to producing top-notch products.

### 2.3.1 Vision

The main mission of the Berger is to set a standard in the paint industry. They consider the highest level of customer satisfaction things, to think about the customer they work one step faster.

### 2.3.2 Mission

In the following five years, the company's objective is to double its turnover. As a socially responsible and ethical business.

### 2.3.3 Objectives

Think to adding the values of the customer in all the sector of their activities so that profit maximization may happen easily.

### 2.3.4 Some delegate factors

- Dedicated to achieving complete client satisfactory factor.
- Loyal socially.
- Increase the sales goods to meet the customer need
- Assure all to continuing improvement of the organization so that they monitor all the day to day activities on the basis of their policy.

### 2.3.5 Strategy

Berger paints believe in marketing planning that maintain a long-term relationship with their customer. It helps to achieve their organizational goal easily. Berger produce new products to attract the new customer so that they are loyal their product long time. Like they introduce easy clean to reduce spot easily, likely breathe easy which main moto is keep the room paint smell free, whether weather coat antidirt long life safe the outside of the house.

## 2.4 Organizational Structure

BPBL has a traditional organizational structure, as do all other industrial companies. It holds six board meetings in every year. Review all the things monthly. All decision is centralizing so md, chairman and concern team always keep eye on them what happened to the next. Each manager monitors their assign team members activities day to day. They communicate their top level if any changes need to do to improve their current situation so that low level manager are committed mostly to their work.

### 2.4.1 Future Prospects

Paint demand is influenced by the country's economic growth and govt spend more on them, but this is so poor. The real state sector is likely continued to thrive.

#### 2.4.2 Major Competitors of BPBL

Berger is a well-known organization in Bangladesh. So many competitors like Asian paints, nerolac paints, roxy paints, uzala paints, nepon paints etc.

#### 2.4.3 Employee at Berger

"Our People" are "Our Strength," according to Berger Paints Bangladesh Ltd. These are the individuals who have made the company successful via their tireless efforts, dynamism, and inventiveness. Many of our long-serving colleagues deserve special recognition for their devotion and loyalty. They have a level of understanding of our industry that only years of experience can provide. Human resource development is really important to us. Their office building's physical infrastructure is well-designed and well-equipped. The corporation offers a variety of benefits, including free lunch, automobile parking for female employees and staff above the manager level, housekeeping for high officials, and transportation for industry executives. In leave day all employees are entitled to the benefits laid forth by the government. Employees can borrow money from the company if they have an unexpected need. Aside from that, the corporation offers employee benefits such as pensions, gratuities, staff provident funds, profit participation funds, and so on.

#### 2.4.4 Corporate Social Responsibility

- Young painter's art competition of Berger was established and presented by the firm in 2008 to promote young artists in their endeavors. Over the course of this time, 3500 paintings and 500 original art pieces were evaluated and shown, including 60 award-winning paintings.
- Since 2007, the firm has held a biennial competition for young architects in order to promote and encourage new architects. The corporation has contributed to a variety of sociocultural development projects run by various social organizations.

- Interns from various academic backgrounds are accommodated by the company in order for them to get corporate knowledge easily.
- People with special needs were recently appointed by the company.

#### 2.4.5 Environmental Issues

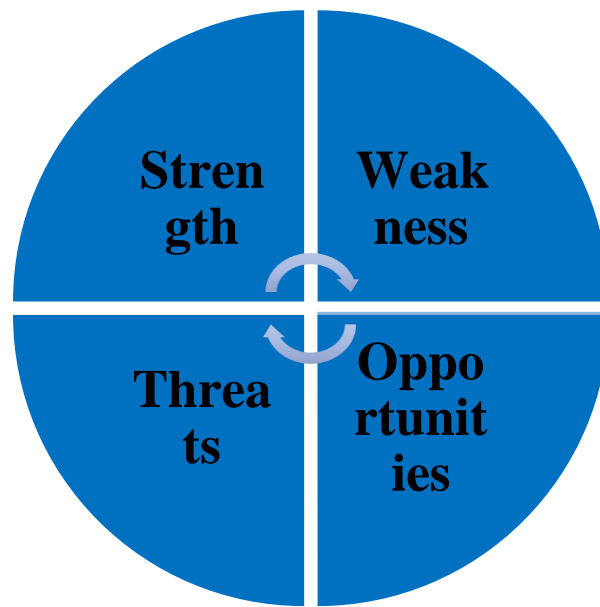
Berger thing about all the parties including investors, shareholders, employees, and, most importantly, consumers. IT is dedicated to environmental preservation, energy conservation, manpower development, and improving employee living standards. Berger handles chemicals as part of its ongoing commitment to environmental protection, guaranteeing that World Bank criteria are not only met, but exceeded. Power cogeneration is the process of recovering waste heat and converting it into a stream that is then used to cool and humidify important production zones. Staff training seminars are held by suppliers and specialists in this regard.

#### 2.5 SWOT Analysis

**Strength:** Berger is a well-known name in Bangladesh. There are numerous expert workers who put up their best effort in the production of the product. It has a strong reputation for producing high-quality goods. It has a strong management team that is constantly putting up significant effort to ensure its prosperity. They are forward-thinking, and they are constantly introducing new products to the market that satisfy the needs and expectations of their customers. Customers gain confidence from a positive image because they believe the brand is authentic and focused on creating the best. Berger paints have their strong balance sheet statement so that customer can rely on them easily.

**Weakness:** BPBL is known for its innovation and originality when it comes to new product development. However, they remain subject to the potential that, due to their inability, their manufacturer would be unable to provide product on time. The organization's collecting channel isn't well-structured

enough to ensure timely delivery of products from the manufacturer, which could be an issue in the future. The company doesn't have a strong web presence. They redesign procedures in artificial intelligence. They are working on their web system so that online services can be accessed from everywhere and that the problem can be resolved as quickly as possible.



**Opportunity:** Market penetration potential through a variety of items and increased sales. Selling via the internet and automating the transaction process are two things that come to mind when thinking about online transactions. Infrastructure development and private sector development are encouraged by the government's policies.

**Threats:** Weather condition is unpredictable in every industry. Floods, storm surges and tsunamis anything may happen. It harms our firm business. In pandemic situation our growth rate is getting down and also political situation harms this industry badly.



## Chapter-3

### Customer Experience & Data Analysis

#### 3.1 Customer Nature

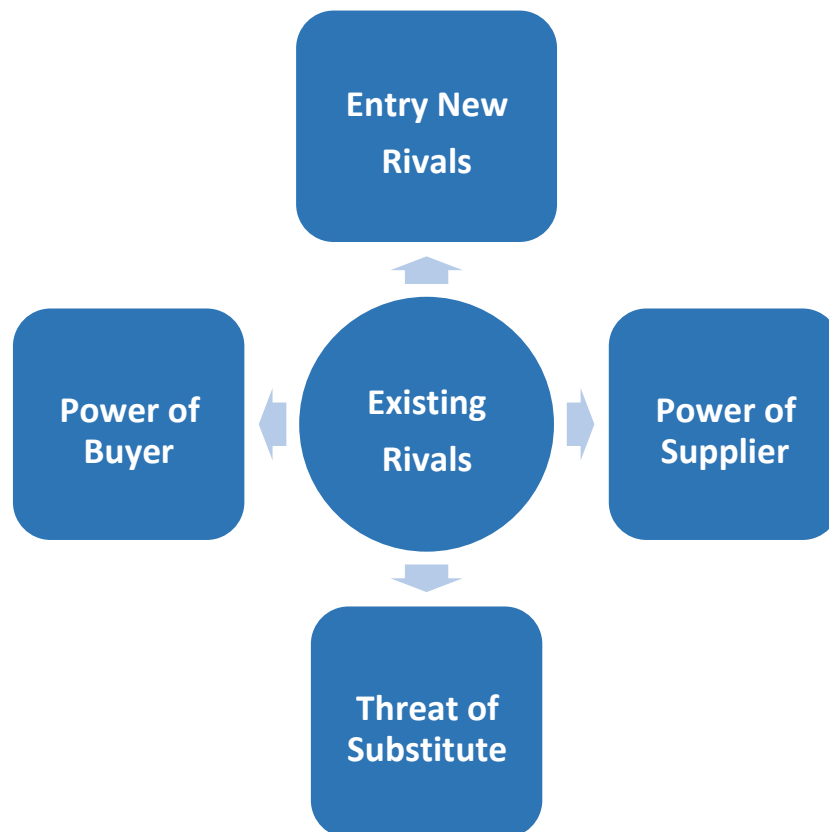
Working as an Intern I worked as a Sales Support Officer for Berger Paints BD Ltd. During my internship, I had a lot of fun at work. I had to do a market survey, go on a field tour, and deal with Berger Paints dealers. That's how I came to have a clear picture of Berger's marketing strategy. I needed to keep in touch with the dealer on a frequent basis. If I come across anyone who wants to use a different brand, I do my best to create a that Berger is a supreme brand.

#### 3.2 Marketing Situation

Every business should conduct a market analysis in order to predict how it will respond in certain scenarios. Porter's five forces model can be used to figure out a market's competitiveness. According to Porter's five forces, the Bangladeshi paint industry is as follows:

- i. **Barriers to Entry:** High competition has opened doors for new players in Bangladesh's paint business. Bangladesh appears to be an excellent opportunity for new entrants, thanks to high consumer demand. Many firms are reluctant to enter this market due to the high level of investment required. They can't afford to make such a large investment or take such a large risk in building a massive distribution network.
- ii. **Potential Entrants:** At the moment, potential direct entrants (entrants who intend to enter the country directly) to the paint sector in Bangladesh are generally unrestricted. However, due to the high investment requirements of this industry, only a few global companies are entering it. Local businesses often lack the necessary capital or are unwilling to invest such a large sum. Asian Paints, a

multinational conglomerate, has already entered the industry. Some international corporations, on the other hand, have recently discovered new ways to enter the market. RAK Paint, a joint venture between the UAE and Bangladesh, is launching its products on the market and has piqued everyone's interest.

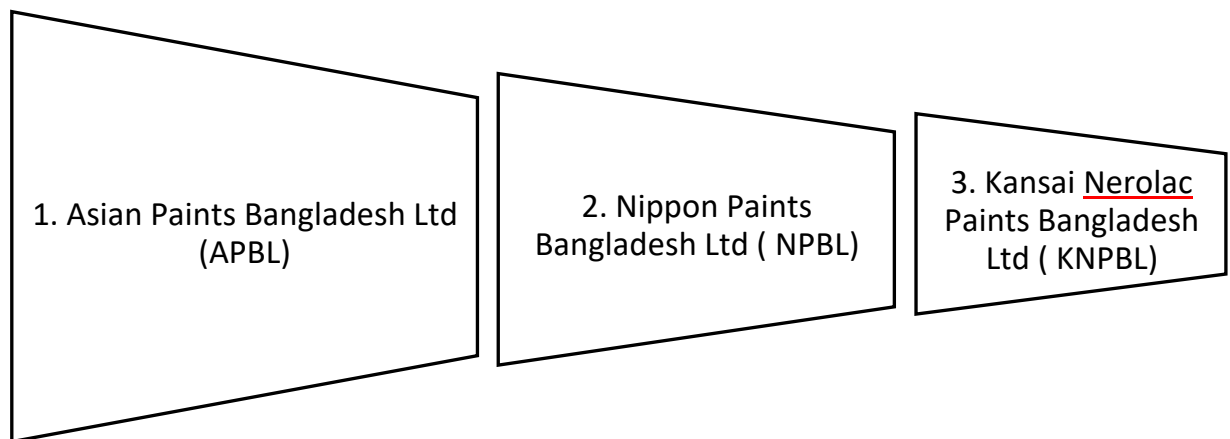


- iii. **Threat from Substitute Products:** Due to the increased availability of substitutes, industry participants are forced to lower their pricing. There aren't many paint alternative products available in Bangladesh's paint business. As a result, paint manufacturers pay little attention to alternatives. Between their own tournaments, they place a greater emphasis.
- iv. **Bargaining Power of Suppliers:** In some circumstances, suppliers have significant bargaining leverage within the industry. Berger must obtain its raw materials from foreign countries, and there are only a few of these sources on which Berger must rely.

- v. **Bargaining Power of Customers:** Customers in our country have complete bargaining power. Because there are so many paint brands on the market, switching allegiance is extremely inexpensive. For a better value, customers may choose to switch from one brand to another. Nothing will be able to stop this trend. In fact, we observe that today's customers have a proclivity to sample a variety of products. This trend is particularly prevalent among retail buyers. Bulk purchasers are also changing companies because there are now a variety of foreign brands available in our country. This demonstrates how influential consumers are in this industry as trend-setters, and this applies to every element of the firm, from product design to price.

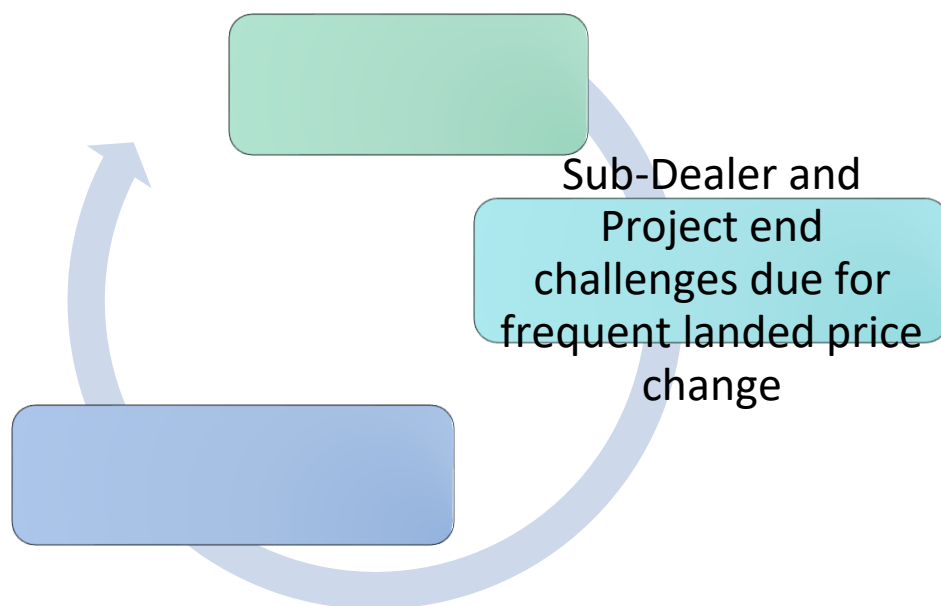
**Evaluation of the industry’s attractiveness:**

The paint sector has a high degree of rivalry within the industry, relatively low threat of new entrants and very low threat of replacement products, moderate bargaining strength of suppliers, and high bargaining power of consumers, according to the above Porter five forces outcomes. As a result of this circumstance, current players perceive the paint sector to be relatively appealing.



3.3 BCG matrix

It depicts the relationship between the rate of business growth and market share. Placing items in the BCG matrix creates four groups in a company's portfolio. Businesses with a strong growth rate but little market share are in the question mark. In most cases, it necessitates a financial investment. Businesses with a rapid pace of growth and a large market share are referred to as stars. It spends a lot of money and is a leader in the industry, thus it should earn a lot of money. Businesses with a modest growth rate and a large market share thrive in the cash cow. Multinational corporations, for example, are well-established in the market. The businesses in the dogs have a slow rate of growth and a low market share. This type of business is typically unprofitable, and it should be shut down. Berger Paints Bangladesh Limited is a Star in the BCG Matrix. They have a fast pace of business growth and a large market share. In comparison to other top paint industries in Bangladesh, their business growth rate is gradually improving. Take, for instance, Asian Paint.



### 3.4 Some Environmental Factors

Some issue is used to define a framework for analyzing macro-environmental issues.

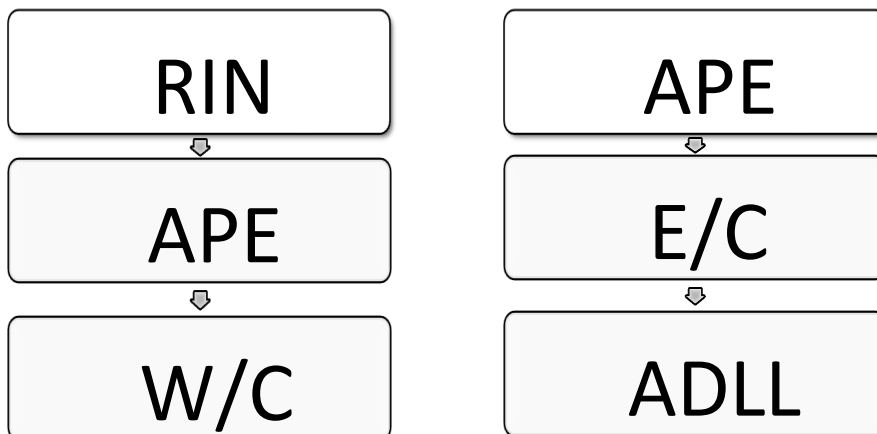
- i. **Political Factors:** Government laws and legal difficulties are examples of political considerations that define both formal and informal rules that the corporation must follow. Tax policy, labor legislation, are among them. Bangladesh's political situation is continually in flux. The paint business, which is continually changing in terms of technology, suffers from frequent changes in government and officials' reluctance or inability to execute or develop progress-oriented policies.
- ii. **Economic Factors:** Interest rate currency rates, and the rate of inflation are all examples of these variables. Bangladesh is, in many ways, a poor country in terms of customer purchasing power. A fairly priced gallon of paint is a luxury for too many people in a country with a low GDP per capita and a majority of the population living in poverty.
- iii. **Social Factors:** Social elements include the external macro-demographic environments and cultural features. These variables have an impact on client requirements and market size. Health awareness, safety are all social issues to consider. The paint business has had a significant impact on the country's labor market, with thousands of employees and new job possibilities being created every day by various local and worldwide paint brands.
- iv. **Technological Factors:** Technological advancements can lower entry barriers, affects the decision. Research & Development activities, the occurrence of are some of the technological elements to consider. Bangladesh, however, lacks the infrastructure required for large-scale research and development. A majority of paint brand companies, on the other hand, have recently made efforts to automate day-to-day tasks. Berger's workplaces are particularly environmentally friendly. To make the most efficient use of electricity, all of the air-conditioning systems are set to a temperature above 22 degrees Celsius. Air conditioning is also turned off during lunch and other breaks. To reduce the use of paper and manual systems, they employ the SAP system.

We can see from the PEST study that the macroeconomic environment in terms of Political, Economic, and Technological aspects can be complicated and difficult to navigate. The market for social variables is still thriving. Customers are still prepared to try new things and are continuously on the lookout for a new brand in the hopes of seeing the price drop even further.

### 3.5 Marketing Perspectives

The 4ps of marketing can be used to describe the marketing mix of the industry. In order to make decisions that are focused on the customers in the target market in order to create perceived value and produce favourable response. Berger employs multiple criteria to classify the whole paint market. Initially, the Company's overall business is separated into customer kinds. Berger divides the overall market into three categories: decorative, industrial, and marine. The decorative group is then subdivided into three categories: wooden, metal, and concrete. Again, the overall paint market is divided into sub-categories based on the internal and external surface categories. Price segmentation is utilized in the final step to generate a number of minor niches in the market – Premium, Regular, and Economy.

**i. Product:** Berger provided good quality of products to meet the customers need. By utilizing the technology Berger is constantly one step ahead of the competition. Introducing new product to give clients more bang for their buck.



**ii. Price:** Berger's pricing is typically cost-based. However, when it comes to pricing Berger items, this is not the standard. Because of the increased competitiveness in the paint industry, a competitor-based pricing policy is also applied. The pricing of the paints varies from one to the next. Berger's product portfolio includes hundreds of different paints. Prices range from 472 taka to 8075 taka for such paints. Power bind adhesive is one of the numerous options available. Berger's Berger Home Décor division is very important. In this area of Home Décor, paint costs are determined per square foot. The cost of a SQF ranges from 42 taka to 85 taka and above.

**iii. Promotion:** Berger paints are promoted their activities through different channel. These advertisements promote not only the broader Berger product line, but also specific Berger brands. Berger is using radio to reach out to potential targets that are difficult to reach via BTV or satellite. Market potentials have limited access to electronic media during the day, primarily in offices. They are instead accustomed to reading newspapers, magazines, and other periodicals. So, to some extent, Berger has used print media to draw people's attention. Furthermore, dealer's potential customer gets the shade card in printed form.

Berger's activities also aim to capture potential customers' attention and enhance the frequency with which they are exposed to Berger products while traveling to their destinations.

**Sales Promotion:** Consumers and merchants in the paint sector can benefit from a variety of Berger incentives. Because of the extended purchasing cycle of paints (about 3 years), technical elements of the paints, and other factors, traders have a significant influence in the market. The issue of traders also includes shop boys.

Furthermore, painters, as end users of paint, have a significant influence on the buying decision. As a result, Berger provides an incentive to encourage people to like Berger's paints.

**iv. Place:** The majority of paint manufacturers have set up distribution centers in Bangladesh. They may not have its own sales depots in all of the country's divisions, but they have a very good distribution

route, with Berger having the finest. They operate sales offices in nearly all of the country's main cities. Through their sales officers, they also keep a very quick distribution route. They also operate a customer service center where they reply to complaints and questions from customers. Dealers also have dedicated phone numbers for rapid resolution of any problems. Berger has its own sales force that distributes paints. Berger's distribution efforts are covered by seven (seven) strategic depots throughout Bangladesh. Berger's sales department distributes paints to dealers, who then sell them to end users. Some prominent dealers dominate the paint business in their respective regions in the twolevel channel. Paint is collected from large-scale merchants by small dealers. These little sellers are where ultimate users purchase paint.

### 3.6 Social Commitment of Berger Paints Bangladesh Ltd.

- i. Berger Young Painters' Art Competition:** Another bright example is the Berger Young Painters' Art Competition, which is held to bring forth young painters' hidden potential. Berger hopes that this honour will motivate young people to work more so that the country may be proud of them. Berger has hosted this competition for the past 15 years. The Berger Young Painters' Art Competition drew entries from all throughout the United States.
- ii. Provided Scholarship:** Berger Paints Bangladesh Limited granted scholarships to students at Khulna University studying architecture. Berger also funded the KUADBERGER Resource Corner, which featured all of the most up-to-date architectural learning materials and resources.
- iii. Architect Award Competition:** Berger took the initiative to recognize and prize the work of the country's most talented architects,

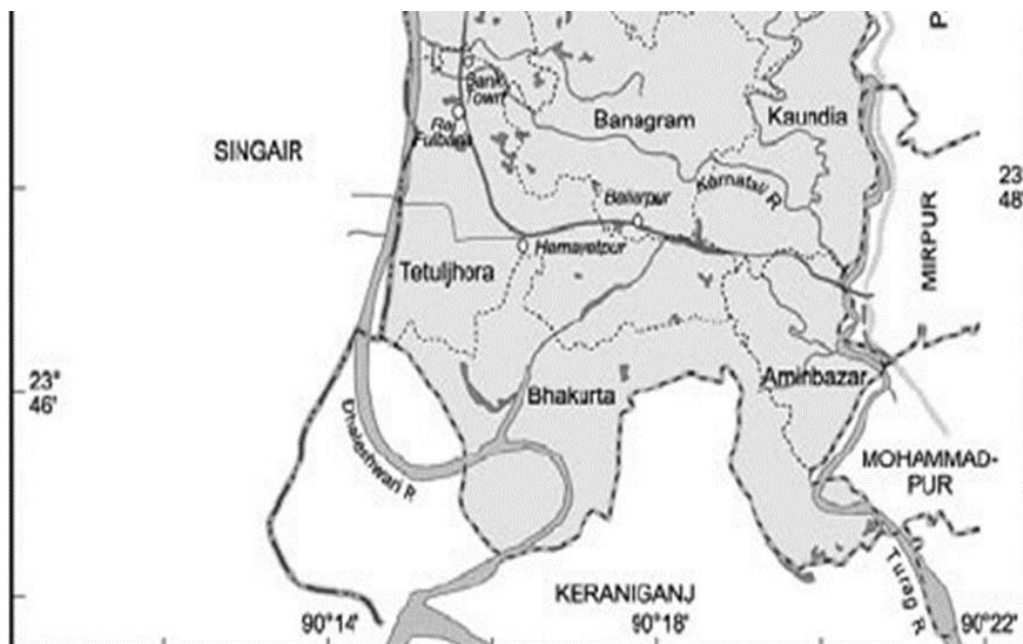


and this competition was held every two years. Two categories are included in the competition. The other major category acknowledges and awards prominent architects from across the country, in addition to Young Architects. Residential and Non-residential are the two subcategories of each category.

### 3.7 Data Presentation and Analysis

The normal distribution, which is the fundamental criterion for data analysis and interpretation, is used throughout the data analysis. I used Microsoft Word and Microsoft Excel to represent this information.

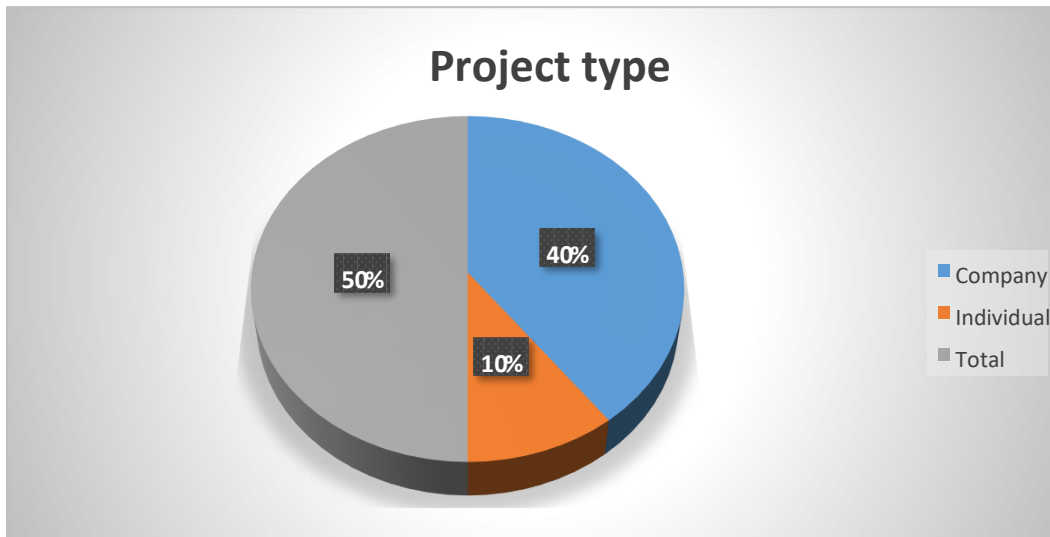
**Table 1: Project Type**



Options	Frequency
Company	365

Individual	95
Total	460

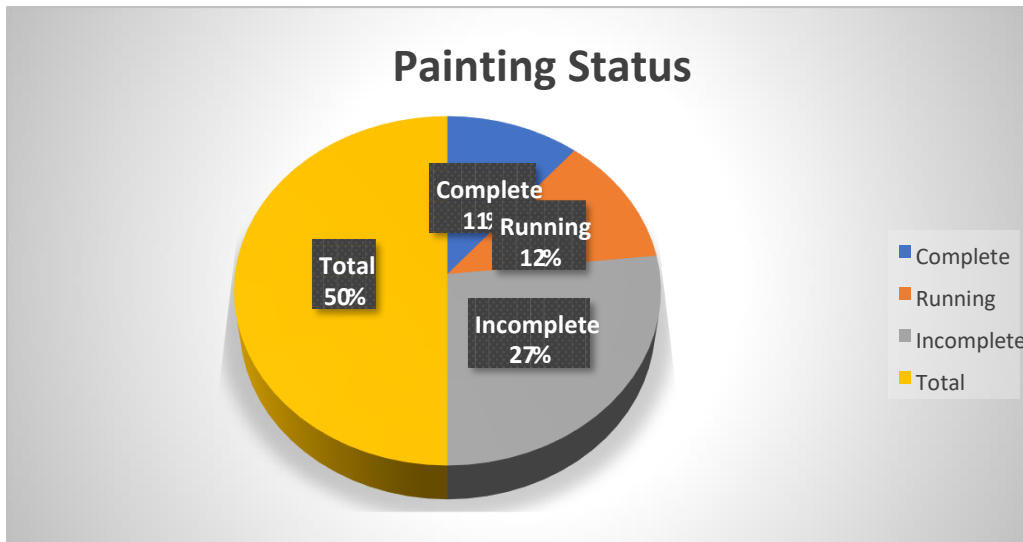
**Interpretation:** According to the results of my study, the majority of the sample 79% is owned by a corporation, while just 21% is owned by an individual. As a result, the company-to individual ratio is substantially higher.



**Table 02: Company Project Painting Status**

Options	Frequency
Complete	81
Running	89
Incomplete	195
Total	365

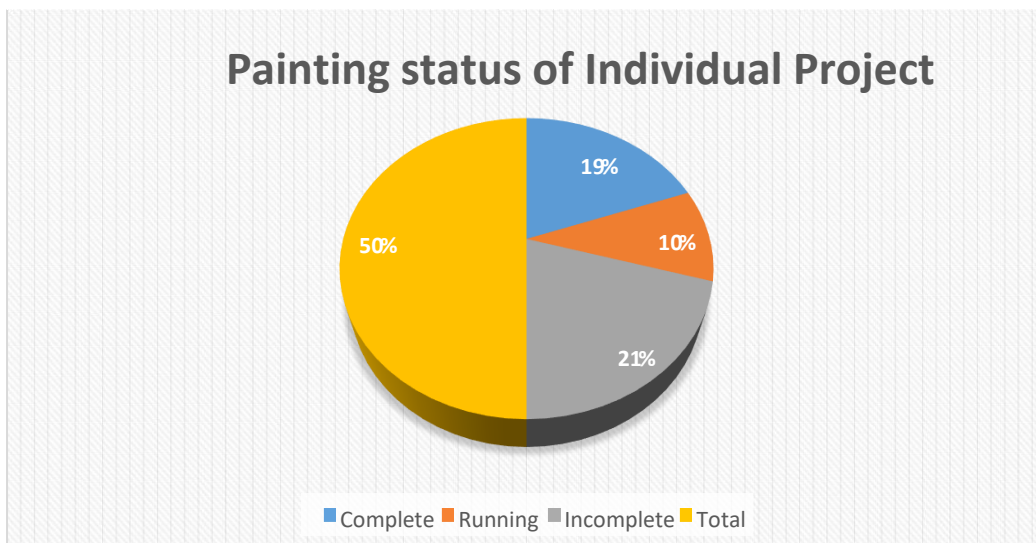
**Interpretation:** 365 samples that are the Company projects, I discovered that 22% of its Complete, 24% of its Running and 54% are incomplete projects.



**Table 03: Painting Status of Individual Project**

Options	Frequency
Complete	37
Running	19
Incomplete	39
Total	95

**Interpretation:** I discovered that 39% of the Complete, 20% of the Running, and 41% of the Incomplete projects are based on 95 samples.

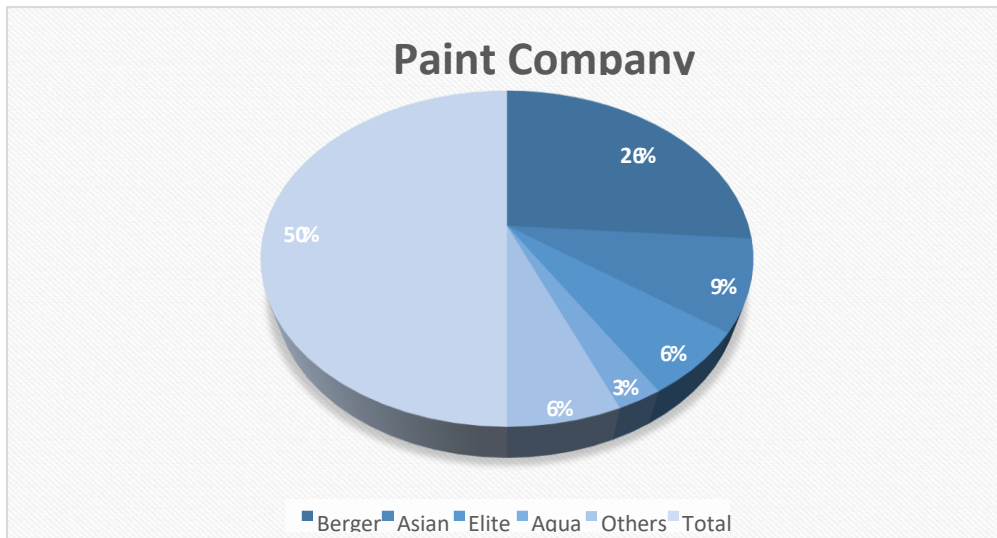


Territory	Zone	Actual (Apr'21-Aug'21)						Plan (Sep'21-Nov'21)		Plan (Dec'21-Mar'22)		Projected (Apr'21-Mar'22)	
		No. of Lead Creation Plan	NO. of Lead Actually Created	Target Achv %	NO. Of Lead Follow up Plan	NO. of Lead Actually Follow up	Target Achv %	No. of Lead Creation Plan	NO. Of Lead Follow up Plan	No. of Lead Creation Plan	NO. Of Lead Follow up Plan	No. of Lead Creation Plan	NO. Of Lead Follow-up Plan
T036	Z049	100	65	65%	140	110	79%	120	150	130	160	315	420

**Table 04: Which paint firm has been chosen to paint the house?**

Options	Frequency
Berger	42
Asian	14
Elite	10
Aqua	4
Others	10
Total	80

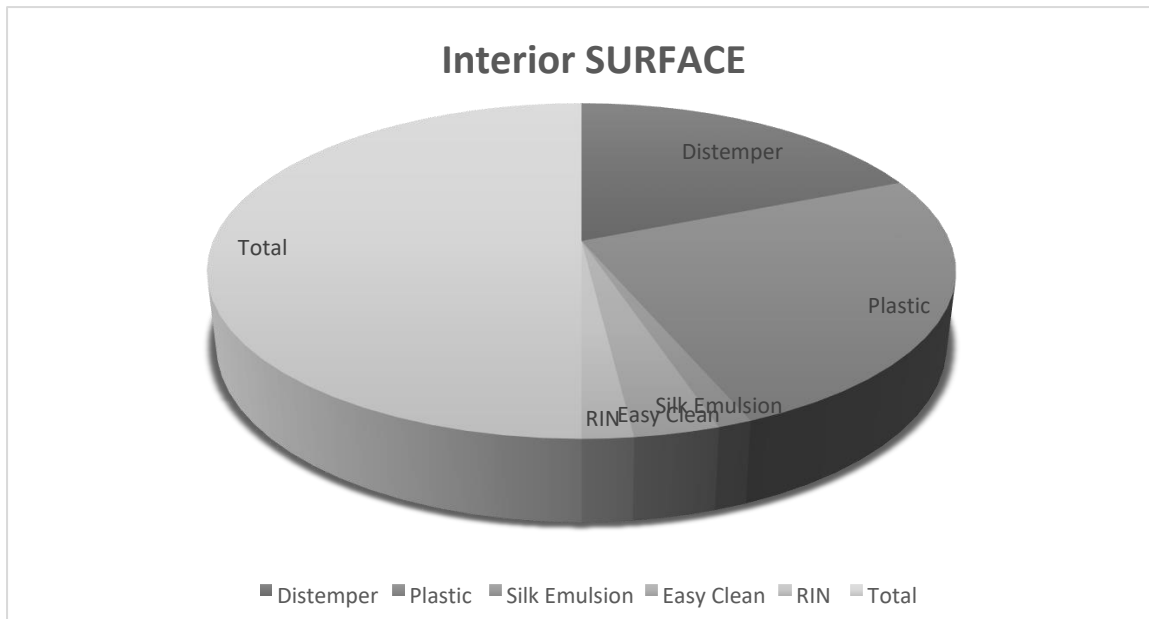
**Interpretation:** In our country, there are primarily five major paint brands. I was interested in learning about consumer preferences for paint brands. After conducting the survey, I discovered that Berger is the most popular paint brand, with 52% of respondents choosing Berger. Respondents chose Aqua 5%, Asian 17%, Elite 13% and Others brand 13% for the remaining paint brands.



**Table 05: Which interior surface brand was chosen?**

Options	Frequency
Distemper	30
Plastic	40
Silk Emulsion	2
Easy Clean	5
RIN	3
Total	80

**Interpretation:** In our country, there are primarily five major interior surface brands. I was interested in learning about consumer preferences for interior surface brands. After conducting the poll, I discovered that Plastic is the most popular interior surface, with 50% of respondents choosing Plastic. Respondents chose Distemper 37%, Silk Emulsion 3%, Easy Clean 6%, and RIN 4% for the rest of the interior surface brands.



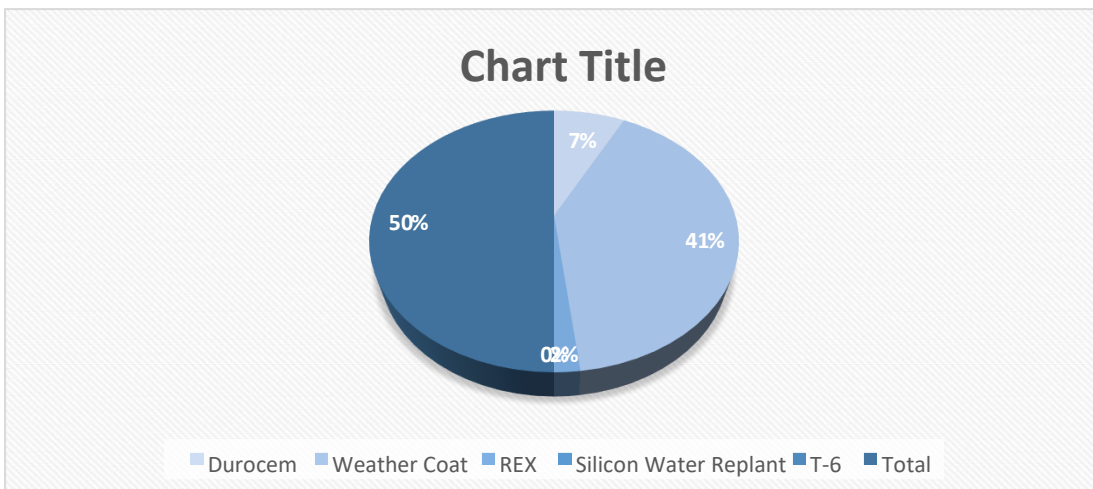
Product Wise Sampling				
Product Name	YTD Aug'21 (Actual)			Plan to improve performance in remaining days of CY
	Against Competition Brand or Uptrading	Numbers	Business Generated	
ADLL	Apex Ultima	3	2	4
Easy Clean	Easy Wash	1	1	3
Luxury Silk	Royale Luxury	1	1	3

**Table 06: Which exterior surface brand was chosen**

Options	Frequency
Durocem	12
Weather Coat	65

REX	3
Silicon Water Replant	0
T-6	0
Total	80

**Interpretation:** Currently, in our country, there are primarily five major exterior surface brands. I was interested in learning about consumer preferences for exterior surface brands. After conducting the survey, I discovered that W/Coat is the most popular exterior surface brand, with 81% of respondents choosing W/Coat. The rest of the exterior surface brands, such as Durocem 15% and REX 4% were chosen by respondents.

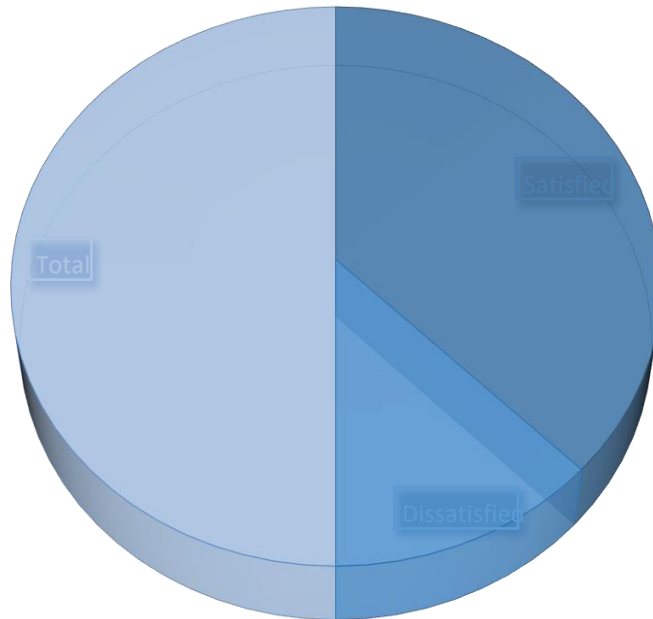


**Table 07: Satisfaction of the Berger Product**

Options	Frequency
Satisfied	60
Dissatisfied	20
Total	80

**Interpretation:** The majority of respondents were satisfied with the Berger product 75% and dissatisfied with the Berger product 25% respectively. Regarding the Berger product, the respondents' satisfaction level was really high.

## PRODUCT SATISFACTION

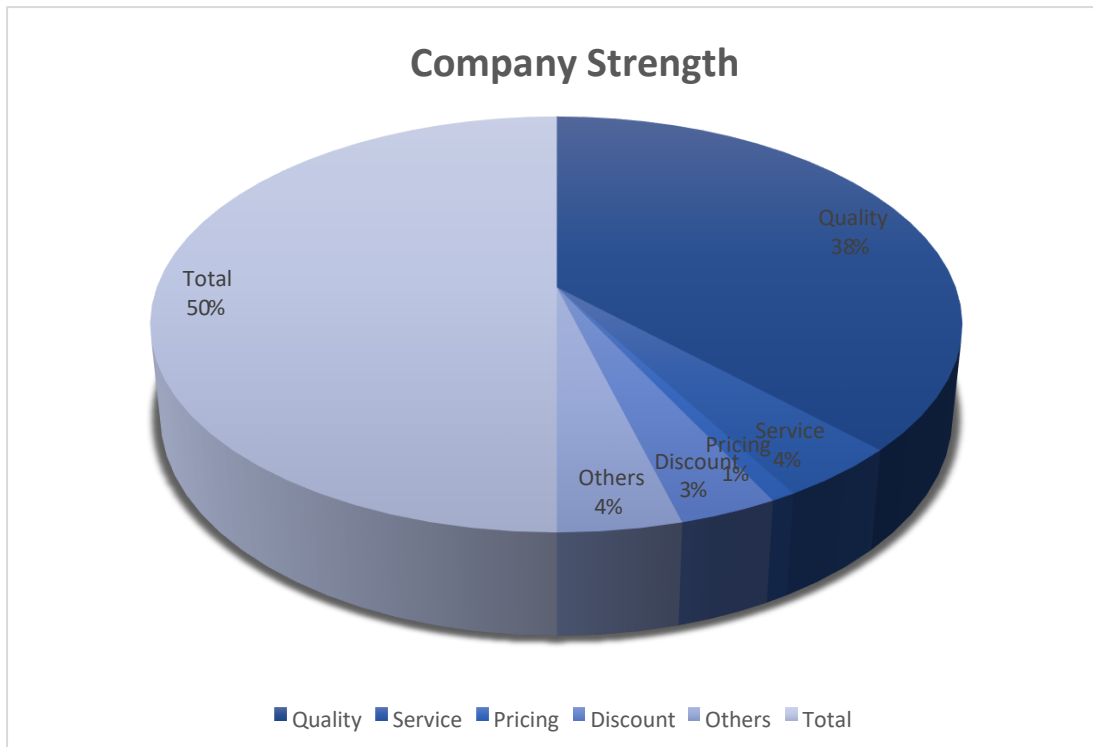


**Table 08: What are the Company's Strengths in the Case of Satisfaction**

Options	Frequency
Quality	45
Service	5
Pricing	1
Discount	4
Others	5
Total	60

**Interpretation:** Of the 60 respondents, 45 (75%) said they are satisfied with the quality of Berger products. Rest of the Service 8%, Pricing 2% Discount 7% and Others 8% satisfied with the Berger product. This indicates that people are generally happy with the quality of Berger's products.

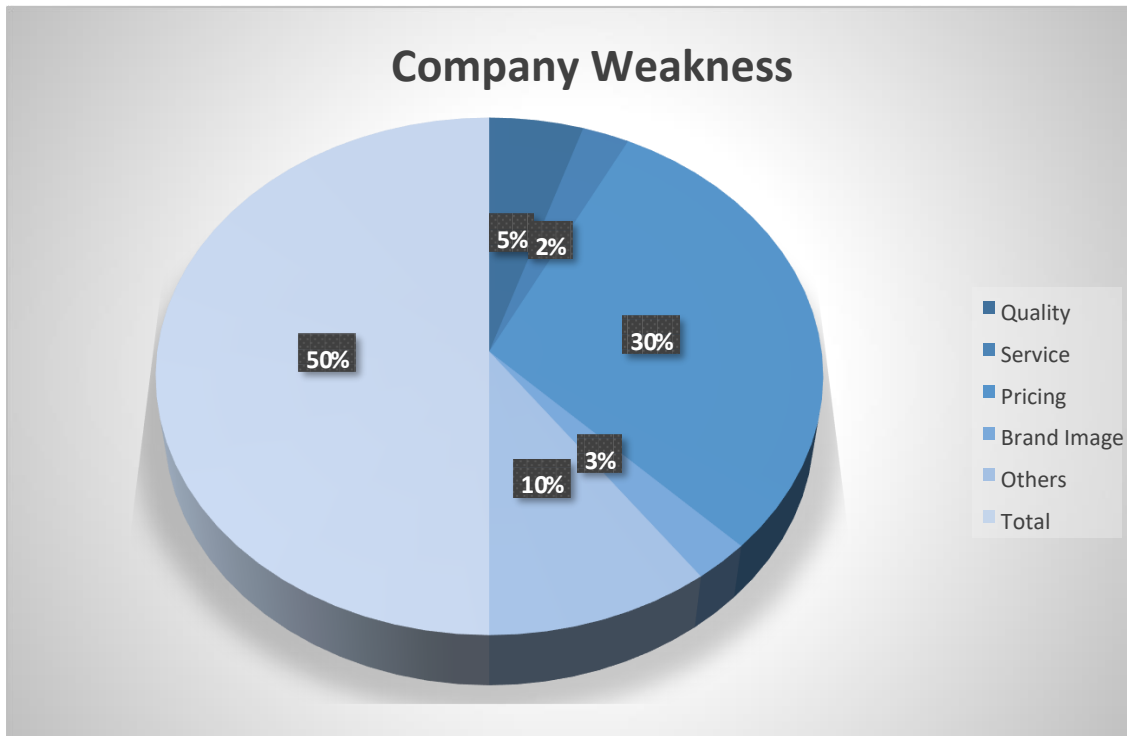




**Table 09: What are the Company's Weaknesses in the Event of Dissatisfaction?**

Options	Frequency
Quality	2
Service	1
Pricing	12
Brand Image	1
Others	4
Total	20

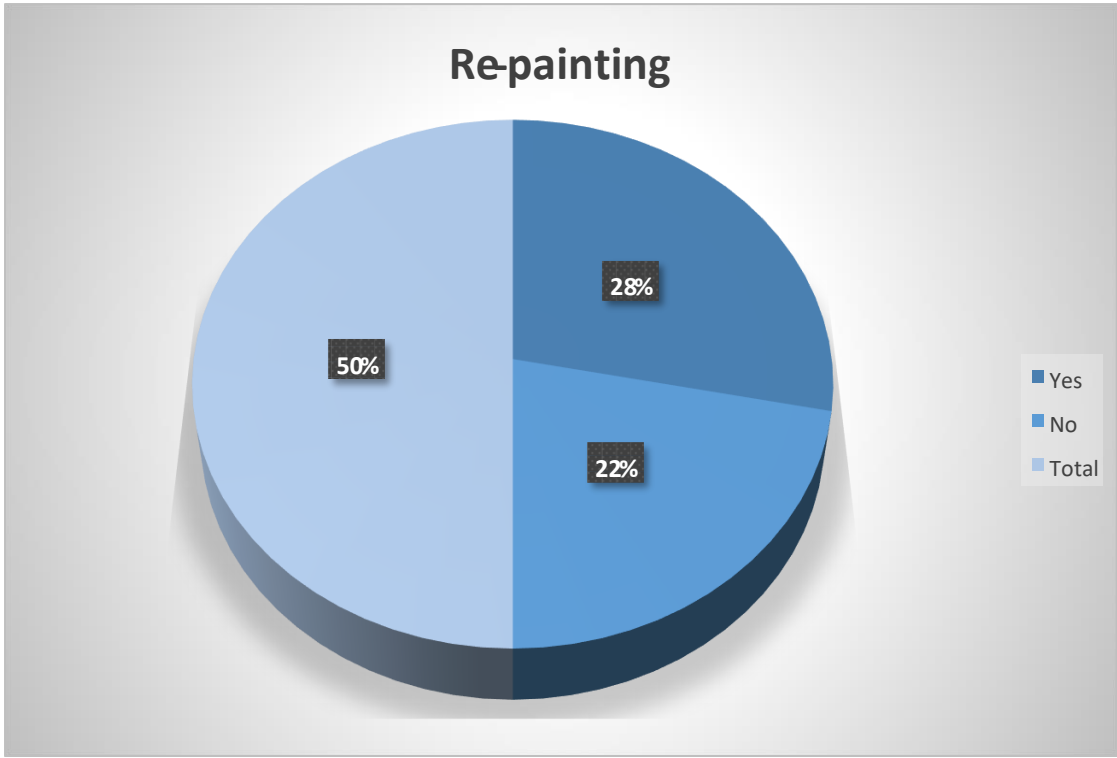
**Interpretation:** Any product's price is critical. And Berger had Weaknesses when it came to disgruntled clients at this point. The costs have displeased 20 respondents 60%. 5% unsatisfied with the rest of the service, 10% with the quality, 5% with the brand image, and 20% with the rest of the Berger product. The total level of dissatisfaction among consumers was Price Weaknesses.



**Table 10: Will they pick Berger for re-painting if they are dissatisfied**

Options	Frequency
Yes	45
No	35
Total	80

**Interpretation:** When respondents were asked if they would use Berger products in the future, the results were overwhelmingly positive. 80 people (56%) said they would definitely use a Berger product. The remaining 44% stated they would or might not utilize Berger products. Obtaining a total of 56 percent assurance from respondents is a very positive sign in terms of customer satisfaction.

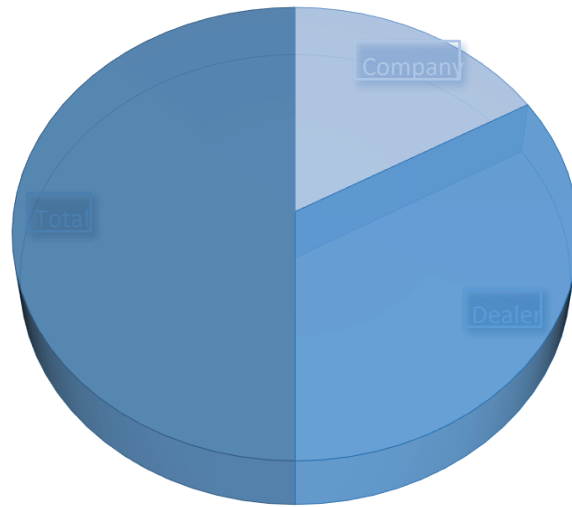


**Table 11: If yes, Source**

Options	Frequency
Company	15
Dealer	30
Total	45

**Interpretation:** The Source of Company is 33% and the Source of Dealer is 67%. As a result, I'd estimate that the majority of purchaser's purchase Berger paints from the dealer.

## MAIN SOURCE



Those are the response of clients about the Berger products, price, quality and their competitors. Also mention their future aspects.

## Chapter-4

### Findings & Recommendation

#### 4.1 Findings

Clients are delighted with Berger and its laws and regulations, according to the report. Nonetheless, each coin has a role. Apart from that, staff seem to be pleased with Berger. However, as a consequence of this voyage and survey findings, as well as a few days working with Berger, I've discovered certain difficulties with their management method, which I've listed below-

- Berger Management is confronted with an emergency at the eleventh hour, which means the Sales department receives a last-minute human request for a "sales assistance" role from the retail team and dealer point. Sales support executives and the Training department will have an increased task as a result of this. As a result, they are unable to hire the best salespeople for the various regions due to a lack of time. End-users are represented by sales associates. Berger HRD should have enough time to hire staff.
- For these sales support positions, Berger HRD has set particular hiring criteria. In this work situation, they prefer young blood and hire young people. However, they did not specify any restrictions or the highest level of education in their job offering, thus many post-graduates applied. COVID-19 is another indicator of the country's employment situation as the unemployment rate in Bangladesh rises.
- One-day Training and development session is not enough for this job.
- Waterproofing, building chemicals, wood coatings, and home hygiene products, when paired with differentiated product offers, provide an advantage even in bad circumstances.

## 4.2 Recommendation

After reviewing the entire process, several recommendations have been made that may assist Berger Paints Ltd. in improving their strategy process.

- To reduce time consumption and improve input efficiency, separate zone training teams might be developed.
- Each Berger employee is required to attend training every six months.
- As a decorative element, reduce your reliance on a specific brand.
- Berger Paint's sales system has to be restructured. It can be reorganized by hiring more salespeople, expanding its distribution system, enriching end-user activities, visiting markets more frequently, and improving contact with circulation.
- Carpenters are also a retail market target customer. This is due to the fact that they make selections about which paint manufacturer to utilize in many circumstances.
- Every year, a new paint company, such as Asian Paints, enters the market. Berger should adjust the market orientation from time to time in order to combat the new rival.
- Be more cautious when disbursing promotional gifts to ensure that customers receive them on time and without difficulty.

### 4.3 Conclusion

To conclude, one of the major parts of developing a satisfied client base, as seen in this project, is maintaining a continual interaction with the consumer and obtaining their input. In today's world, our country is home to numerous well-known domestic and international paint companies. Berger must be cautious and creative in both retaining and attracting existing customers. Customers must be properly informed about the company. The goal of this study is to increase client satisfaction while also attracting new customers.

Working for one of Bangladesh's leading companies was a fantastic experience for me. By researching and assessing operating functions, I hoped to gain a better understanding of Berger Paints Bangladesh Limited's clientele.

## 4.4 Reference

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