



Internship Report

SUBMITTED BY

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SUBMITTED TO – Kohinur Akter

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Internship Report On

**Market Share Analysis of Berger Paints
Bangladesh Limited**

At Savar

Letter of Transmittal

4th July, 2012

Mrs. Kohinur Akter

Sr. Lecturer

BRAC University

66 Mohakhali, Dhaka- 1213

Bangladesh

Subject: Submission of internship report

Dear Madam,

It provides me enough inspiration to submit my internship report on “**Market Share Analysis of Berger Paints Bangladesh Limited**” as a requirement for the internship course. I would like to give special thanks for giving such an opportunity to do the report on this topic.

This report really helps me to understand the difference between practical & theoretical knowledge of this Company. This is an original one and it has not been submitted before any diploma, degree or scholarship.

Sincerely,

Mirza Md. Maruf

O8104017

ACKNOWLEDGMENT

This report is the outcome of the contributions and sincere cooperation of different persons. For the fear of sounding like a vote of thanks speech, I could not possibly thank all of those marvelous people who have contributed something of them directly or indirectly in preparing this report successfully. They are off course some very special people who cannot go without mention. It gives me immense thank them for their cordial cooperation and encouragement.

First of all, I would like to thanks Almighty Allah and I express heartfelt gratitude to my respected madam sir Mrs. Kohinur Akter.

It will be an honor and I would feel proud to thank the authority of Berger Paints of Bangladesh for allowing me to do internship program in this organization. I have received help and active cooperation from supervisors, executives and officials in every stage.

Specially, I am very much grateful to Mr. Rajesh Sarker (Regional Sales Manager), Mr. Ridwan Ahmed Chowdhury (Area Sales Manager), Mr. Omar Hayat Khan (Sales Officer), Mr. Baizid (End User Activist) for giving me the opportunity and cooperating and helping me in collection of necessary data and in the preparation of this report.

In spite of sincere and denoted efforts, there might be some mistakes in the study report. I take the entire responsibility for such unintended errors and omissions.

Acronyms

BPBL	= Berger Paints Bangladesh Ltd.
AP	= Asian Paints
EP	= Elite Paints
Ting Ting	= Color Bank Products of Berger Paints
VAT	= Value Added Tax
PD	= Project Department
EUA	= End User Activist
SO	= Sales Officer
ASM	= Area Sales Manager
RSM	= Regional Sales Manager
GSM-D	= General Sales Manager – Decorative

Executive Summary

This report is mainly based on “Market Share Analysis of Berger Paints BD Ltd. (BPBL) at Savar” where Berger Paints is one of the leading paints company in the world. We found that the potentiality of increasing market share of Berger Paints BD Ltd.(BPBL) at Savar increasing day by day. Because the real estate development companies and individuals are investing here more compare to other area of Dhaka city. But the rivalry among the paints companies is so much high in here. But Berger Paints is the number one choice able paint company in case of individuals. In my survey 85% individuals use Berger paints. Because most of the individuals prefer quality paints. In that sense Berger Paints providing high quality paints in the market. They are quality and price leader in the market. Companies’ preference depends on its project location, price per square feet and motive of the company. In case of high price project a company prefers Berger Paints. At Savar industry environment says another thing that is here already has a great competition among the companies. Some are too strong in the market and their market share is also competitive. So to sustain in the strong competitive situation Berger Paints Company must to have some core competencies or uniqueness in the product which is not have to others. Quality can be considered as the core competencies of the company. Now Berger Paints BD Ltd. (BPBL) is one of the major market share capturer. They have some excellent strategies, which I discussed in this report. I also discussed about their future direction and assumption behind such strategy. Their strength is more than their weakness. For this reason Berger Paints BD Ltd. (BPBL) is one of the best companies in Bangladesh. Major findings of my report are, in Bangladesh the Paints sector is too much competitive and there are some large paints organizations who have the majority of market share and who have too much experienced in this sector. In this situation, I have recommended some things to entry in this competition.

CHAPTER 1

Introduction:

1.1 Origin

An internship is real life experience in a business organization that required after completion of the academic courses in order to complete the Bachelor of Business Administration Program in BRAC University. An Internship position at Berger Paints Bangladesh Limited was acquired and topic of the report was proposed to the supervisor of my internship course. With his approval and conscience this report was prepared.

1.2 General Objective

The report serves mainly the following purpose:

- To find out the market share of Berger Paints BD Ltd. (BPBL) at Savar area.

1.3 Specific Objectives

The specific objectives of this report are as follow:

These are -

- To find out the interior sharer of BPBL at Savar area.
- To find out the exterior sharer of BPBL at Savar area.
- To find out the market share of competitors of BPBL.
- Direct contribution of the company.
- To find out the individual preference.
- To find out the company preference.
- To find out the strategy of key competitors of BPBL that elements are used to capture the market share of Paint Industry.
- Positive and Negative sides of BPBL at Savar area.

1.4 Scope

This intern report is mainly based on the market share of Berger Paints Bangladesh Ltd. in Savar region. There is also the mention about the competitors of Berger paints and their position in market in comparison to Berger paints. It is also mentioned about both the preferences of company and end users choice of using paints. This report has mainly based on the answers of the questionnaire survey and some in depth interview. Though this report has been established through a three months time span, it would be much better if the time was bit extended.

1.5 Methodology

1.5.1 Type of Research:

I have done this research to gain better understanding of the dimensions of the problems. My study provides information to use in analyzing a situation. Usually exploratory research is conducted with the expectations that subsequent research will be required to provide conclusive evidence. It is serious mistake to rush into detailed surveys before less expensive and more readily available sources of information have been exhausted. I have done this research to help BPBL for better understanding of market condition at Savar. That's why exploratory research is appropriate for this study.

1.5.2 Sources of data:

In this report all necessary information to prepare are collected from both sources of data. These are:

i. Primary Data

Consist of Information that is collected from the market initially. Primary data is known as raw data.

ii. Secondary Data

This source of data contains all the information and that are already exists somewhere.

1.5.3 Data collection procedure:

1.5.3.1 Primary data: Primary data collection process includes:

- Questionnaire survey.
- Observation.
- In-depth interview.

1.5.3.2 Research Approach:

The primary data has collected through the market survey at the Savar. It took probably 10 weeks to complete the survey. . The secondary information required for the industry part and organization part was collected from the credentials, unclassified reports, website of Berger Paints Bangladesh Ltd.

This main part of this report has been prepared on the basis of primary data through interview. The interview has been conducted by structured questionnaire survey. The questionnaire was predetermined by my instructor Omar Hayat Khan (Sales Officer,). All the questions have been designed to know the market share scenario of products of Berger at Savar.

To collect the primary data through:

- Direct data gather from the projects Engineer, supervisor, owner (Individual Houses) and painter.

1.5.3.3 Secondary data:

The secondary data comes from:

- Website of Berger Paints Bangladesh Ltd.
- The secondary information required for the industry part and organization part was collected from the credentials and unclassified reports.
- Organizational brochures

1.5.4 Research Instrument (Questionnaire):

Questionnaire is very flexible and easy to collect answer than other instrument. So I choose questionnaire as research instrument to collect primary data for the report. All details about questionnaire are given below-

- **No of question:** 14 questions are in the questionnaire.
- **Questionnaire format:** Unstructured.
- **Question type:** Close ended liker scale and open ended.
- **Required time to complete answers of questionnaire:** as much as needed.

1.5.5 Data Collection Process:

The report is prepared on the basis of primary data and secondary data. The secondary data collection sources are given below:

-Organizational brochures

-Web site

1.5.6 Data analysis:

The data which I gathered from the primary sources and secondary sources those represented and analyzed by Pie chart, Bar and Table method. To represent this data I use some software those are MS Word and MS Excel. After analysis I have been able to reach findings.

1.5.7 Sample size of the study:

This is a survey based report so I use a sample size that is 150(approximately) in numbers. This sample size was determined by the organization and which was selected only based on user of paints.

1.5.8 Study period:

My internship period is 12 weeks and to complete the whole study I used 10 weeks out of these 12 weeks.

1.6 Limitations

The following was the main limitations that were faced while preparing the report:

- During the survey few people are not interested to give proper information about their projects.
- At some projects I cannot find proper person to communicate.
- At Savar, it is very difficult to find the actual owner of the projects.

CHAPTER 2

Company:

2.1 History

Berger Paints is one of the oldest names in the paint industry, yet, it is one of the most technologically advanced companies in the country. It is constantly striving for innovating superior quality products and services. With more than 250 years of rich heritage, Berger manufactures world class paints for all kinds of substrates and also provides unparalleled services.

Berger's inception was laid out in 1760 by a German national named Louis Berger, who started dye and pigment making business in England. Louis involved his family into the business and eventually changed the status of the company to Louis Berger & Sons Limited. The company grew and expanded rapidly with a strong reputation for excellence in innovation and entrepreneurship. In the initial years, Louis successfully refined the process of manufacturing Prussian blue, a deep blue dye. This dye was widely used for the uniforms of many European armies of that time. Production of dyes and pigments evolved into production of paints and coatings, which till today, remains the core business of Berger. The company grew rapidly by establishing branches all over the world and through mergers and acquisitions with other leading paint and coating manufacturing companies.

Berger Paints started 'painting' Bangladesh since independence. Over the past few decades, Berger has evolved and transformed itself in becoming the leading paint solution provider in the country with a diversified product range that caters to all your painting needs.

Berger Paints is operating in Bangladesh since 1950s. The major milestones of Berger Paints in Bangladesh are given below.

1950 – Started operation in Bangladesh by importing Paint from Berger UK

1970 - Establishment of Chittagong Factory

1980 – Named as Berger Paints (BD) Ltd. from Jenson & Nicholson (J&N)

1991 –BMRE in Chittagong Factory

1995 – Establishment of Double Tight Can Manufacturing Plant

1999 – Establishment of Most Modern State-of-the-Art Paint Production Plant in Dhaka

2002 - Construction of own building for the Corporate Office in Dhaka

2004 – Establishment of Powder Coating Plant

2.2 Berger Paints Bangladesh Ltd. at a Glance

- Own Corporate Office located in Dhaka
- 2 Factories at Dhaka and Chittagong
- 8 strategically located Sales Offices throughout the whole country. The locations of the Sales Offices are shown in a map attached in the annexure
- A wide distribution channel reaches the whole country with a network of almost 1000 dealers
- Major market share holder.

2.3 Vision and Mission of the Company

Berger Paints Bangladesh Ltd. (BPBL) operates with a very clear and concrete vision and mission. The vision and mission statement of the company is given below:

2.3.1 Vision

“We shall remain as the benchmark in the Paint industry by:



being an innovative and technology driven Company consistently delivering world-class products by ensuring best consumer satisfaction through continuous value added services provided by highly professional and committed team.”

2.3.2 Mission

“We shall increase our turnover by 100% in the next five years.

We shall remain socially committed ethical Company.”

2.4 The Company Profile

1. Origin : United Kingdom
2. Registered Office : 43/3, Chatteswari Road
Chittagong – 4000, Bangladesh.
Email: bergerbd@spnetctg.com
Web: <http://www.bergerbd.com>
3. Corporate Headquarter : Berger House
Plot – 8, Road No.-2
Uttara Sector –3, Uttara Model Town
Email: info@bergerbd.com
Web: <http://www.bergerbd.com>
4. Factory : Dhaka Factory - Nabinagar,
Chittagong Factory – 27 D, FIDC Road,
Kalurghat, Chittagong
5. Plant : 1. Powder coating plant – Nabinagar, Savar
2. Emulsion plant - Nabinagar, Savar,
6. Home décors : 1. Bonani, Dhaka,

2. Dhanmodi 27, Dhaka

3. Uttara, Dhaka

E mail: décor@bergerbd.com.

7. Sales office: :
1. Dhaka- 272 Tejgaon industrial area, Dhaka-1208
 2. Chittagong - 43/3, Chatteswari road
 3. Sylhet – H # 32, Block – A, Shahjalal Upashahar
 4. Khulna –
2 KDA Approach Road, Sonadanga.
Bogra – 31, Piari Sanker, Katnar Para
 6. Comilla – 576, Laksham road
 7. Rajshahi – 1458, Ramchandrapur Ghoramara,
Boalia
 8. Mymensingh
8. Subsidiary Company : Jenson & Nicholson (Bangladesh) Limited
70, East Nasirabad I/A
Baizid Bostami Road.
9. Date of Incorporation : 6th July, 1973
10. Commercial Production : 1973
11. Business Line : Manufacturing and Marketing of High Quality
Paints
12. Nature of Business Activities: The principal activities of the company
throughout the year continued to be
manufacturing and marketing of liquid and non-liquid
paints & varnishes and coating.

13. Status : Public Limited Company

(Enlisted in both Dhaka and Chittagong Stock Exchange)

14. Position in the Industry : 1st

15. Percentage of Market Share 50%

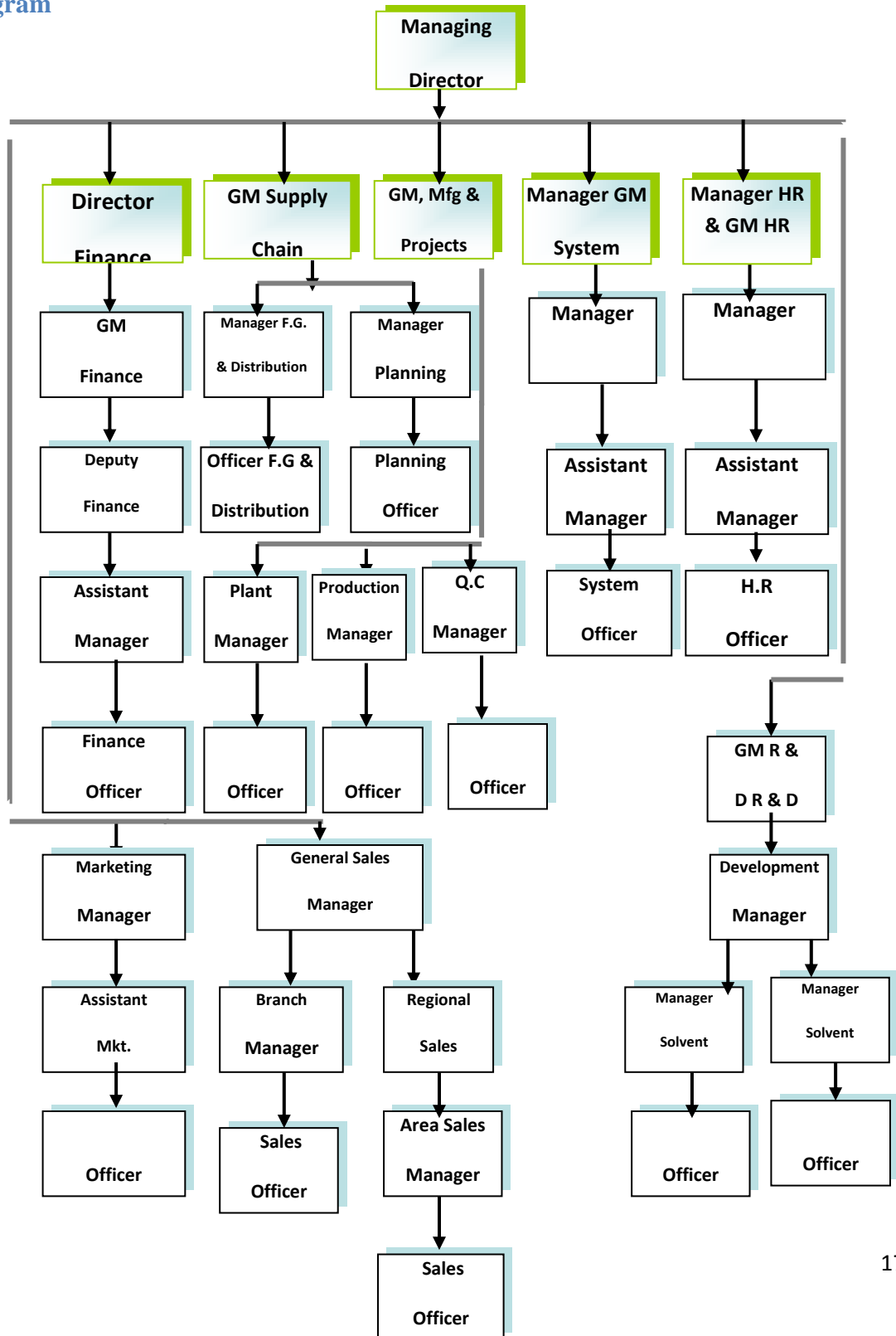
16. Special Achievement : ISO 9001: 2000

2.5 Focus of BPBL

Berger Paints Bangladesh Limited focuses on the following things:

- Commitment to achieve total customer satisfaction.
- Commitment to project the company as an ethical and socially responsible one.
- Commitment to continue as the market leader through consistent sales growth, increasing productivity and developing new products befitting customer needs.
- Ensuring continuous improvement in operations through utilization of highly professionals and dedicated team, proper process management and participation of the stakeholders.
- Setting measurable targets at appropriate stages and continuously monitoring them.

2.6 Organ gram



2.7 Products of Berger Paints



Berger Paints (BD) Ltd. offers a complete paint solution more than hundreds of products. Only major products are shown here under three broader classifications on the basis of users segments.

MOST COMMON PRODUCTS USED IN BANGLADESH:

Interior Paints:

- 1. Robbialac Acrylic Distemper (SPD):** A specially formulated acrylic co-polymer emulsion based washable distemper for elegant, smooth, durable, matt finish for interiors.
- 2. Radiance Interior:** A medium category plastic paint. Recently BPBL launch in the market.
- 3. Robbialac Acrylic Plastic Emulsion (APE):** One kind of standard emulsion paint formulated with acrylic.
- 4. Luxury Silk:** A marvel of international emulsion technology, Luxury Silk combines the best of aesthetic appeal with the best of functional properties like.
- 5. Easy Clean:** one kind of high quality interior paint, which can clean dust and spot very easily. It is an expensive but very high quality full paint.
- 6. Breathe Easy:** It is the latest product introduced by BPBL. It has low volatile organic compound which confirms the product is environment friendly. The product is also stain free.

Exterior Paints:

- 1. Durocem Cement Coating:** Durocem is an exceptional formulation based on selected raw materials and specially treated white cement that makes it ideal for both indoor and outdoor applications.
- 2. Radiance Exterior:** One type of water based medium category exterior wall finish.
- 3. Weather Coat Smooth:** Weather coat is smooth water based super exterior wall finish formulated to give exceptional durability in adverse climatic conditions.
- 4. Tartaruga Textured Coating:** This is one of the most famous BERGER formulations in the world. The product is paste like having special aggregate to facilitate drawing desired textured patterns on the surface.
- 5. Weather Coat long life:** The highest quality water based exterior wall finish with 7 years warranty.

Others Products:

- 1. Illusion:** Berger illusions is not just a paint it's a whole new lifestyle for your walls. A range of designer wear for walls with thousands of color options.
- 2. Robbialac Super Gloss Synthetic Enamel (RSE):** Robbialac Super Gloss Synthetic Enamel is hardworking, premium quality synthetic enamel formulated to retain its gloss and film integrity in the face of extreme climatic variations.
- 3. Jhilik Synthetic Enamel (JSE):** Jhilik Synthetic Enamel is economy synthetic enamel formulated for interior and exterior application to give a glossy durable surface.
- 4. Robbialac Aluminium Paint:** Robbialac Aluminium Paint is a superior 2- pack aluminium paint with a brilliant silver-like luster. It is ideal for application on the exteriors of storage tanks for water, petrol, oil.
- 5. Robbialac Damp Stop:** This specially formulated two-pack compound is based on selected binder system incorporated with inert pigments' and fillers, which seals the surface by eliminating the permeability of moisture and water that actually cause dampness.
- 6 Rust Blaster:** Very effective liquid which can able to clean Rust from any Metal Elements.
- 7 Power Bond:** This product is basically the Glue which is use for join the wood and ceramic based product.

2.8 Sales Department (Decorative)

This department is headed by GM- Mkt., Sales (D) & Distribution who is assisted by GSM (D).

7 strategic depots manage sales activities all over the country. 7 depots are

- a. Dhaka,
- b. Chittagong,
- c. Sylhet,
- d. Bogra,
- e. Rajshahi,
- f. Khulna and
- g. Comilla.

Activities of all seven strategic depots are monitored and controlled by the Sales (D) Office situated in Corporate Office. Time to time sales review meeting with the representatives of all sales depots is conducted to evaluate the current sales position of the Co., discuss the reasons for current success or failure, determine the next action plans to strengthen current position of the Co., kinds of incentives offered to boost up sales and etc.



2.9 Major Functions of Sales (Decorative) Department

- To prepare National Sales Budget detailing sales value, volume & growth and translates it into monthly and half-yearly budget.
- To express the national sales budget in terms of Sales Area, Zone, Product & Color Shade.
- To develop sales strategies to achieve sales budget.
- To respond to complains of customers efficiently and take necessary action(s) for arriving a favorable solution to the problem.
- To maintain relationship with existing dealers of the Co. and develop new dealers.
- To suggest marketing department to introduce incentive programs to enhance sales volume.
- To scan current market condition including competitors' current and probable future action pattern, customers' preference, dealers' business situation and etc.
- To monitor sales position of the Co. and initiate necessary actions if any deviation exists.
- To arrange sales review meeting timely basis.
- To ensure smooth distribution of paints.
- To train the sales personnel to handle customers efficiently.

2.10 Global Coverage

Berger Paints has a strong business in 46 countries in the world. In most of the countries this company is leading from the front. But this company is mostly strong in European market.



In many other countries, Berger Paints is doing business under control of other independent owner named as Berger International.

REGIONAL GROUPS: All global markets of Berger Paints are centrally controlled by the mother unit, Berger UK. To control the global market smoothly, nine regional groups has been created. The regional head control the regional group and he report to the mother unit. For all domestic markets, Managing Director is assigned to each market responsible for all activities within his country market, reporting to the regional head. Regional groups are:

- **Europe**
- **North America**
- **South America**
- **Caribbean**
- **Africa**
- **South Asia**
- **East & South-East Asia**
- **Middle East**
- **Oceania**

46 countries are operating their business and leading the global paint market under control of these nine regional groups.

2.11 SWOT analysis of Berger paints Bangladesh Ltd

Strengths:

- It is the pioneer in this industry and therefore enjoys first mover advantages.
- At the moment they are the market leader as they are paying discount in the different categories of product, Bonus Share to its shareholders, which is more than any other paint company in the country.
- Strong brand name.
- BPBL has very high skilled, energetic, hard working and motivated human resources.
- BPBL believes and practices participative management.

- BPBL is engaged in product diversification, this year they are expanding the illusion product division and also introduced Excellent Home Decoration to their product.
- Favorable access to distribution networks.
- BPBL has a very strong client base among the paint companies; most of which are the giant local and multinational organization.

Weaknesses:

- Their lacking of punctuality for delivering products to the dealer.
- Another major weakness of BPBL is lack of marketing activities to the customer.
- High cost for importing raw materials.

Opportunities:

- With growth in our corporate sector, the demand for painting is also growing and consequently, the paint industry.
- By introducing new products such as floor painting, illusion design & automobile paints BPBL can expand its market.
- Arrival of new technologies.
- Increasing product line.

Threats:

- There is a clear trend of increasing competition in the paint market with the entry of more paint companies.
- A new competitor in home market.
- The competitors have new, innovative product or service.
- Competitors have superior access to the price.
- Two more multinational paint companies are coming next year.

Chapter 3

Industry Analysis:

3.1 Definition of Paint

The general definition of paint is that, paint is a mixture of chemicals which creates color, increases beauty and protects from fading away when it is implemented on a surface. The functional definition of paint is that, paint can be described as any fluid material that can be spread over a solid surface and dried or harden to an adherent, coherent, colored skin or film.

3.2 Contents of Paint

Here are four basic chemicals that are found in all types of paints. These are:

- ❖ **Pigments and Fillers** – Pigment is the component of the paint which is responsible for creating color and opacity or hiding power. On the other hand, fillers are used to fill up the gaps of pigments. Fillers are necessary for Matt Finish paints as these reduce the gloss of the paint. But these are not always necessary for the Gloss Finish paints. These are sometimes used in the paints to reduce the costs. As Fillers fill up the gaps of the pigments and extend the performance of the pigments by reducing cost, fillers are also called extenders.

- ❖ **Resin or Binder** – Resins are the components which bind the various chemicals of paint together. Resins also bind the paint with the surface and create a film on the surface. So, resin is responsible for the adhesive power of the paint. For Water-based paints, Emultex is used as binder.

- ❖ **Solvent/ Thinner** – Solvent or thinner is the component of the paint which dissolves the resin and makes the paint liquid. It is also used to control viscosity of the paint. Water works as the solvent or thinner for the water-based paints whereas various solvents or thinners do the work for the solvent-based paints.

- ❖ **Additives** – These are basically various chemicals used in very small quantity for specific purpose. For example, Dryers (various oxidizing agents) are used to make the paint easy and fast dry one, P reservatives (used only for water-based paints) are used to preserve the paint till use and of the paint, Anti Fungal Solution is used in the exterior paints to protect from fungal attack, De-foamer is used in the water-based paints to protect the creation of foam in the paint. give the paint the desired shelf life, Dispersers are used to faster the dispersion process

3.3 Types of paints

Paint can be divided into various types by considering different aspects.

- ❖ Painting is mainly of three categories:
 1. Decorative (about 84% – 85%)
 2. Industrial
 3. Marine
- ❖ In Decorative sector, the two major classifications are:
 1. Exterior
 2. Interior
- ❖ From the application sequence, paints can be categorized as:
 1. Primer
 2. Under coat
 3. Finish coat
- ❖ Paints can be divided into two categories according to thinner/ solvent usage:
 1. Water-based
 2. Solvent-based

3.4 Parameters to categorize paint

There are seven parameters, using which we can categorize different paints into major categories. These are:

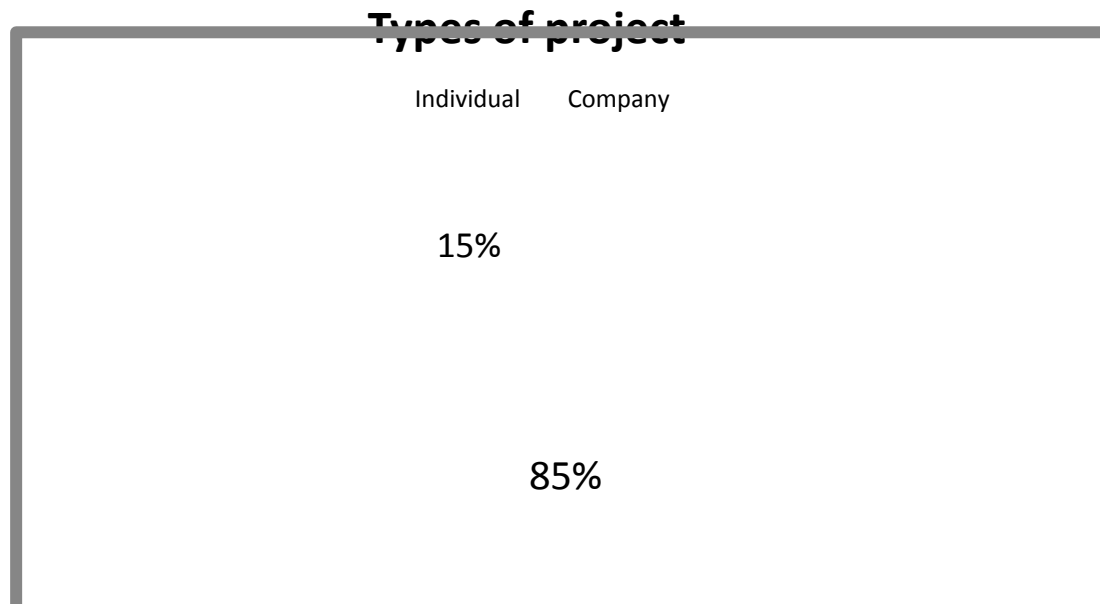
- ❖ Whether the paint is Water-based or Solvent-based
- ❖ If the paint is Solvent-based, what is the solvent
- ❖ Whether the paint is Decorative or Industrial or Marine
- ❖ Whether the paint is used as Primer or Undercoat or Finish coat
- ❖ Whether the paint gives Matt finish or Gloss Finish
- ❖ On what type of surface the paint can be used
- ❖ Whether the paint is used in exterior or interior surface

Chapter 4

Market Share Analysis:

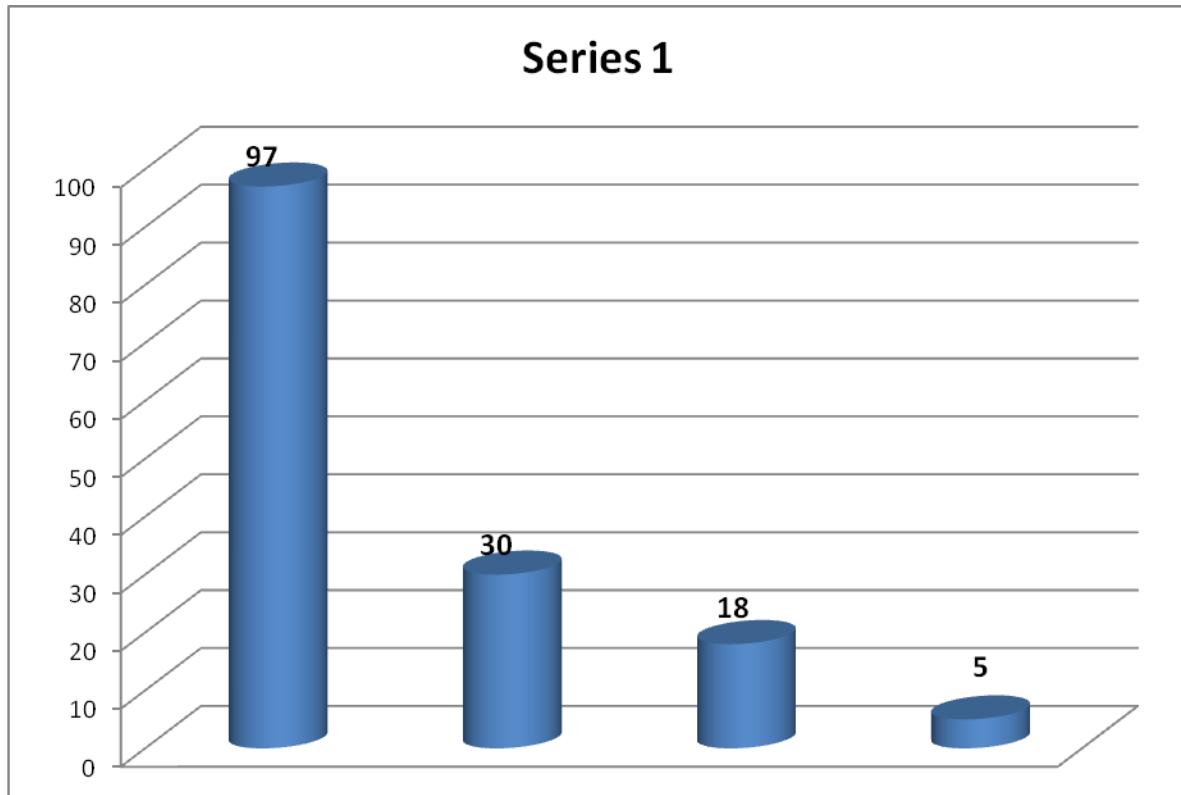
4.1 Types of projects in terms of ownership:

Types of projects	Number of Houses
No. of Individuals project	127
No. of company's project	23
Total Projects visit	150



In Savar 85% projects are initiated by individuals. There are very few developers. Most of the developers are local and are not that popular. Some developers are Urmi properties Ltd, Usha properties Ltd etc.

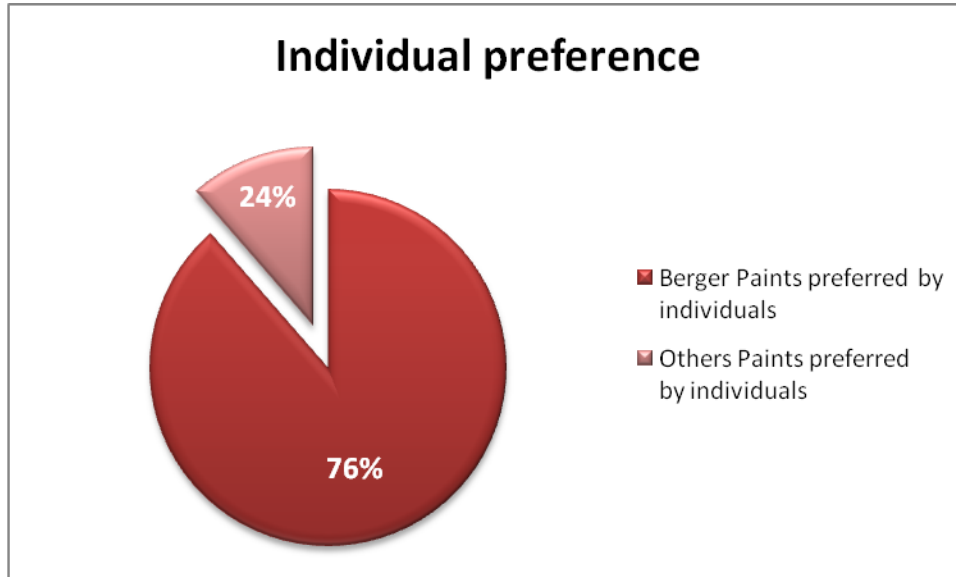
4.2 Preference in Number of Individuals and Companies:



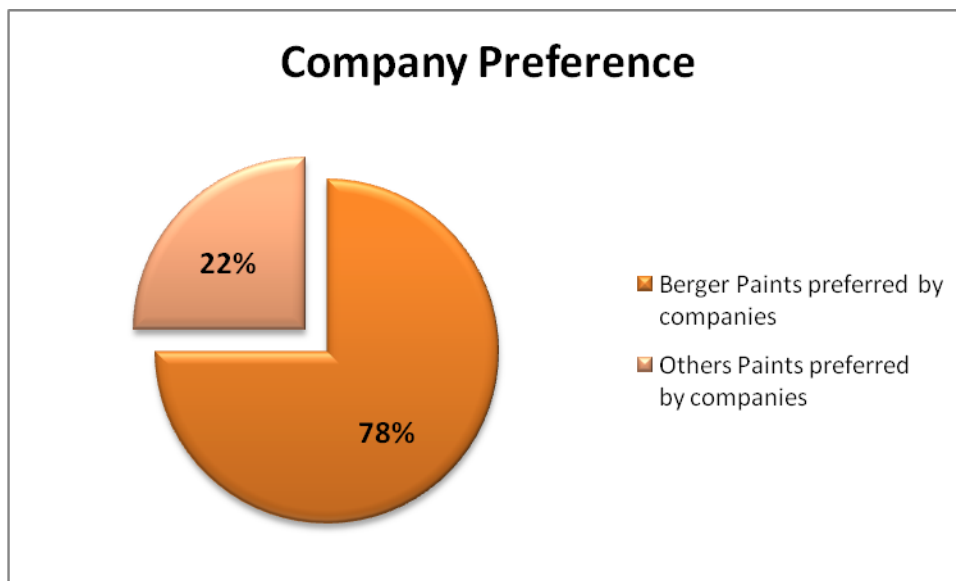
Berger paints preferred by individuals	97
Others Paints preferred by individuals	30
Berger Paints preferred by companies	18
Others Paints preferred by companies	5

We can see here 97 individuals prefer Berger Paints out of 127 individuals where as 18 companies prefer Berger paints and 5 companies prefer paints of other companies.

- **Preference in Percentage (%) of Individuals and Companies**



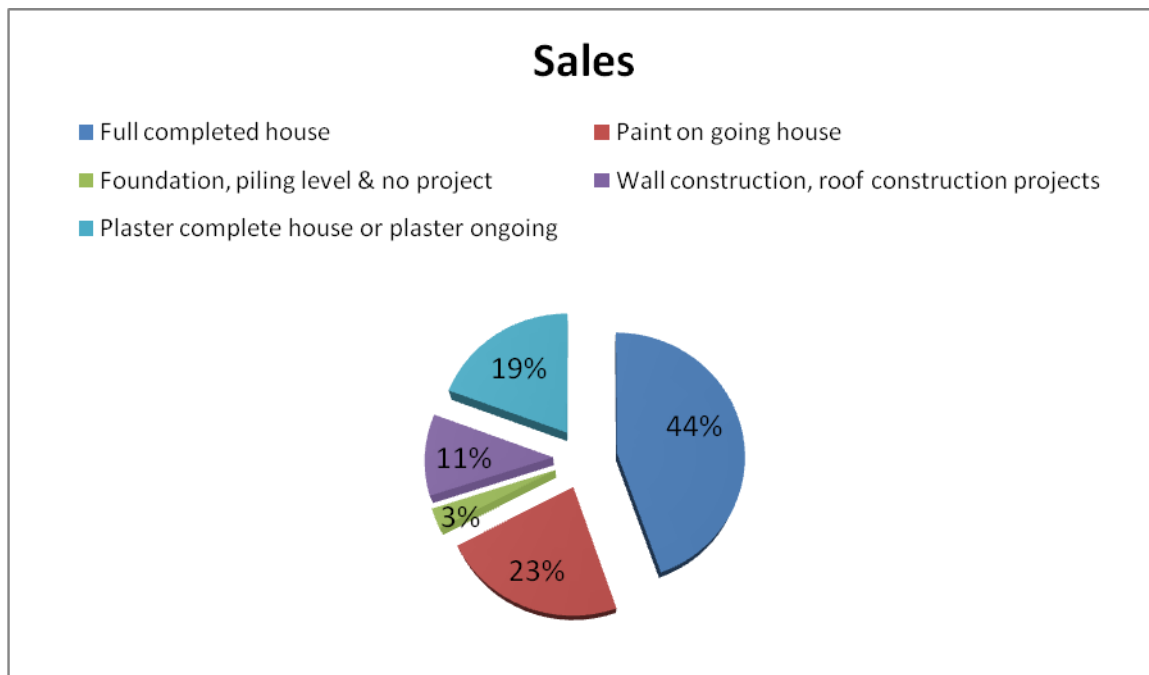
Most of individuals prefer Berger Paints to paint their home that's one kind opportunity for Berger paints. Almost 76% individual's choice Berger paints.



In case of companies the using percentage of Berger paints is 78%. The reason behind this I have described at Findings.

4.3 Types of Projects in terms of construction level

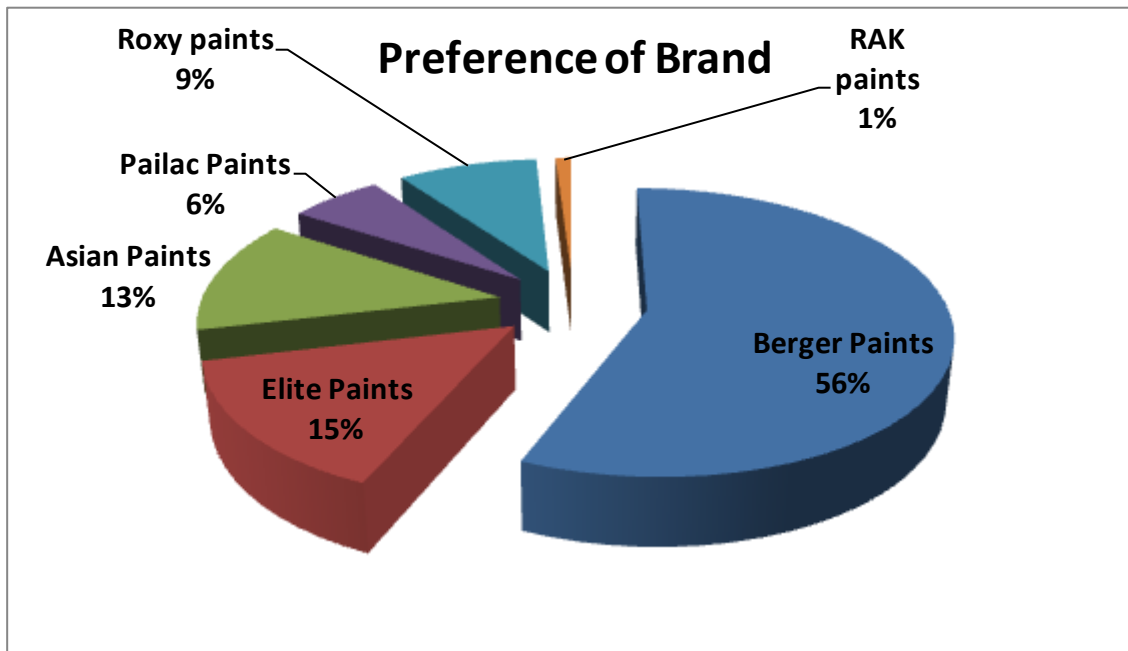
Types of the Projects	Number of Houses
Full completed house	67
Paint on going house	34
Foundation, piling level & no project	4
Wall construction, roof construction projects	16
Plaster complete house or plaster ongoing	29
Total	150



As we can see that 44% projects are full complete and 3% are paint on going but 19% projects are now at plaster completed or plaster ongoing level which can be the most potential customer for next three months.

4.4 Preference of Brand on paint complete & ongoing projects

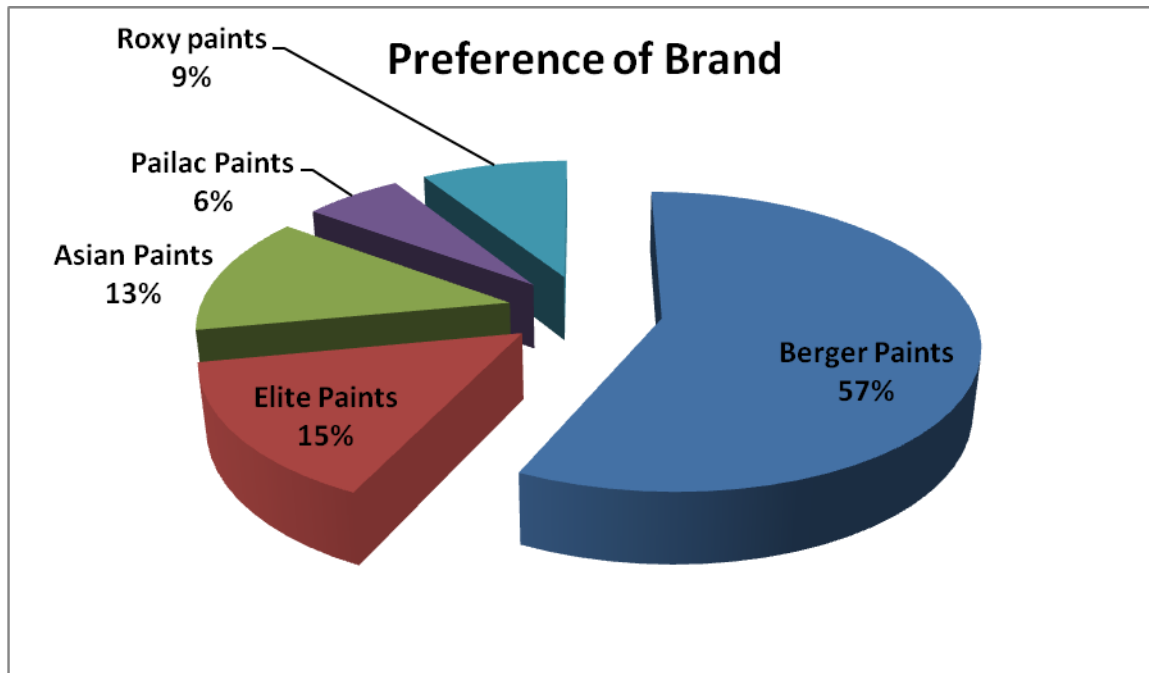
Preference of Brand	Number of houses
Berger Paints	57
Elite Paints	15
Asian Paints	11
Pailac Paints	8
Roxy paints	9
RAK paints	1
Total	101



In Savar Berger gets the major market share 56%. Second largest market share holder is Elite paint 15%. Asian paints get 13%, Roxy paint get 9%. Pailac paints get 6% and only 1% gets by RAK paints.

4.5 Preference of Brand for interior design

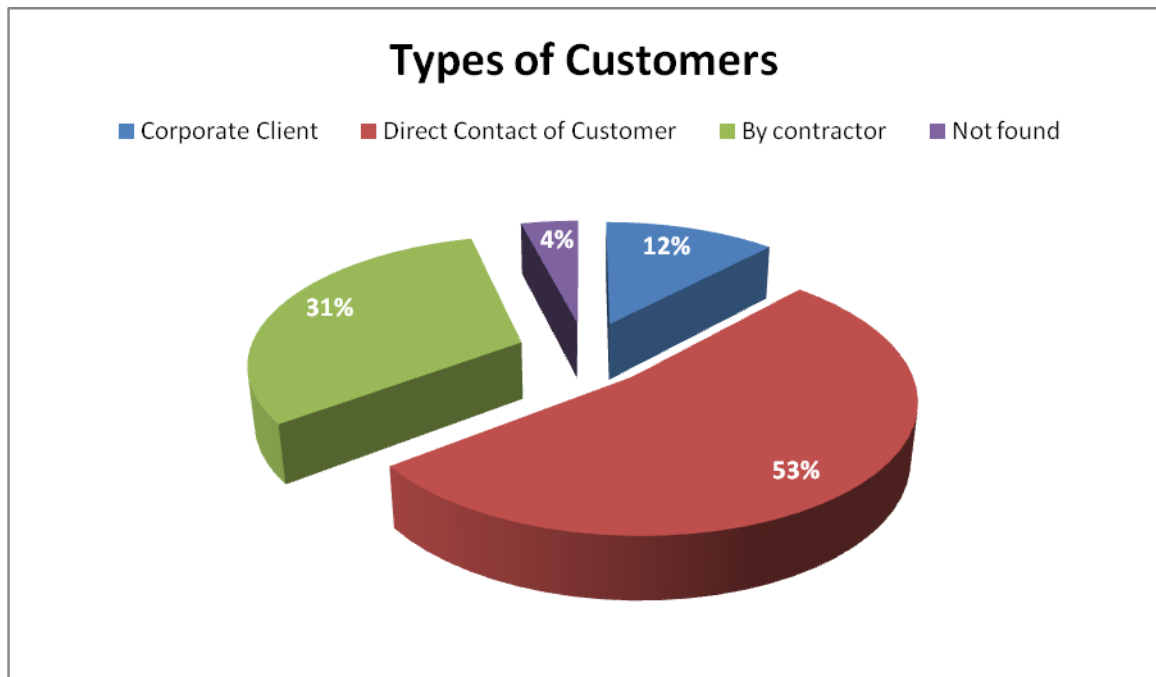
Preference of Brand	Number of houses
Berger Paints	58
Elite Paints	15
Asian Paints	13
Pailac Paints	6
Roxy paints	9
Total	101



For interior Berger gets the major market share 57%. Second largest market share holder is Elite paint 15%. Asian paints get 13%, Roxy paint get 9% and Pailac paints get 6%.

4.6 Customer Analysis

	Number of houses
Corporate Client	18
Direct Contact of Customer	79
By contractor	47
Not found	6
Total	150



In Savar 53% are direct contact customers. Corporate clients are very few in numbers and has 12%, 31% are by Contractor.

Chapter 5

Findings:

Reasons for Buying Paints from other companies:

- **Lower price preferable:** Suppose if a company use paints of other company they can save Tk. 20000-25000 per project (Consider project sizes 5 katha & 6 storied building).
- Painters get commission if they influence owner and buy paint of other company.
- Influence of dealer and sub-dealer.
- Personal relationship.

Most common complains against Berger Paint: (Weakness)

- Berger paint is thinner than two or three years back specially Acrylic Plastic Emulsion (APE).
- Price is not competitive.
- The 'End Users' who mainly assist the 'Sales Officer' are not very much motivated to their job for which they do not have a high-level productivity.

Marketing Strategy of Asian Paint to capture the Market: (Threats)

- Asian Paint is capturing market by advertising at Hindi channel. Because Bangladeshi people have vast interest to Indian channel.
- Asian Paint is capturing both Indian & Bangladeshi market by advertising at hindi channel. So in one sense, they are minimizing their promotional cost and other sense they



are diverting those promotional savings to Dealer, Sub-dealer and Paint contractor as commission to capture market.

- Asian Paint & Elite Paint is influencing people by offering more discount rate.
- Asian Paint is influencing dealer, sub-dealer and paint contractor of Berger Paint by providing more extra benefits such as commission, gift and party as well as personal relation
- Two more multinational paint companies are coming next year.



Recommendation:

From our findings we can say that Asian & Elite Paint is the key competitor of Berger Paint. Strategically Asian Paint is trying to hit Berger Paint and also to get the market position. Generally competitors hit the weak spot of the company.

So Berger should tries to retain its quality of product forever and to improve better than the present. Here we are telling specifically for quality improvement because in our some of data we found complain against Acrylic Plastic Emulsion (APE), this paint look like thin than before and reduced its coverage area.

So we suggest that Berger Paint should concentrate on complain against their product and try to understand the perception about general public.



Conclusion:

Berger is one of the established organizations in Bangladesh. As it is a multinational company and in Bangladesh it is expanding its business, so it always focuses on following many criteria of an identical organization. By improving their product quality to the fullest and by providing end user proper motivation to increase their productivity, Berger paint BD can reach their actual goal in less time. While analyzing its market share it is clear that they are the market leader today and they tried their level best to stay as market leader for the further future.

File No:

Questionnaire

Date:...../...../2010

Interviewee :

Designation :

Contact Number:

Interviewer :

Projects Name:

Type of Project:1. Company 2. Individual

(In case of company)

Company Name:

Company Address-

House/Plot :

Road/Lane :

Project Address-

House/Plot :

Road/Lane :

Land Area :

No. of floor :

Key decision maker/contact person:

Name :

Designation :

Contact Number :

Paint contractor:

Name :

Contact Number :

Painting Status: 1. Complete 2. Running 3. Incomplete

Category : i) U (Within 1 month) ii) A (1-3 months)
 iii) B (3-6 months) iv) Above 6 months

a) Is painting decision made or not?

1. Yes 2. No

If yes

b) Which paint company is being selected for interior?

1. Berger 2. Asian 3. Elite 4. Roxy 5. Others

c) Which paint company is being selected for exterior?

1. Berger 2. Asian 3. Elite 4. Roxy 5. Others

d) Dealer Attachment: 1. Uttara 2. Outside of Zone-11 3. Corporate client

e) Dealer Name:

Note:

CHAPTER 6

Strategic Employer Branding Concept:

8.1 Strategic Employer branding:

Strategic Employer branding has been defined as the sum of a company's efforts to communicate to existing and prospective staff what makes it a desirable place to work, and the active management of a company's image as seen through the eyes of its associates and potential hire. It is the conscious positioning of a company as a top-class employer. The main purpose of employer branding is to manage the perception as an employer – with the aim of attracting the right employees to the company.

Marketers have developed techniques to help attract customers, communicate with them effectively and maintain their loyalty to a consumer brand. Employer branding involves applying a similar approach to people management. It has become increasingly important in today's highly competitive labor market where the demand to attract and retain skilled labor is crucial to business survival. Not only can employers branding help recruit the right employees, it can also help an orderly company expansion by removing the drag caused by a high turnover rate.

Good employer branding leads to partially qualified recruitment candidates and enhances the probability of a good match between the applicant's expectation of the job and what it actually delivers. Poor employment branding can result in a mis-match between what an applicant expects in the job and what the cold hard reality turned out to be. From the employer's point of view it also makes sense to spend the recruiting effort on candidates who are already enthusiastic about your company rather than those who are just looking for a job.



8.2 SEB at Berger Paints Bangladesh Ltd.:

Employer branding helps companies attract and retain high performing employees. If your company wants to succeed in an increasingly competitive marketplace, leveraging employer branding may help. Employer branding sells your workplace culture, values and goals to potential and existing employees. By attracting and retaining people with the right fit, you can create a more productive workforce and position your organization for long term success. BPBL also has its own culture of branding their employee. While recruiting they follow some trend. For example in Marketing department they recruit maximum students from IBA and in sales department 99% of employee are from Dhaka University. In sales maximum task are based on field related. The task needs hard working employee and that is why their HR manager recruits DU students.