

# **“An Overview of the Strategies and Activities of the C&P Business Development Division of SGS Bangladesh Limited”**

By

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ID: 191041

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

BRAC Business

School Brac

University

May 2023.

## **Declaration**

It is hereby declared that

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

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

*Alif Mohammad Magdy*

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**Alif Mohammad Magdy**

ID: 19104141

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

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**Ms. Fabiha Enam**

Senior Lecturer  
Brac Business School  
Brac University

## **Letter of Transmittal**

5<sup>th</sup> May, 2023

Ms. Fabiha Enam

Senior Lecturer

Brac Business School

Brac University 66 Mohakhali, Dhaka-1212

Subject: Letter of transmittal for internship report

Dear Madam,

With due respect and humble submission, I would like to apprise you that I have completed my internship from **SGS Bangladesh Limited** and the topic of my internship report is **“An Overview of the Strategies and Activities of the C&P Business Development Division of SGS Bangladesh Limited”**

I joined SGS Bangladesh Limited as a Marketing intern on 15th January, 2023 and worked with the Sales and Marketing of their C&P division till 17th April, 2023. During my internship period, I have learned the critical aspects of business development, different marketing strategies, methods and types of business communication, importance of customer relationship and the overall operational activities of SGS Bangladesh Limited. I have worked alongside my supervisor and colleagues to develop business opportunities for the organisation and learned the work culture and activities of an MNC.

I would like to express my appreciation and gratitude towards you for your guidance and feedbacks that helped me process the information and knowledge to complete this report. I have done my best to prepare my internship report and I hope that my submission will fulfill your expectations.

Sincerely yours,

Alif Mohammad Magdy

ID: 19104141

BRAC Business School

BRAC University

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between SGS Bangladesh Limited and the undersigned student at Brac University, Alif Mohammad Magdy, ID: 19104141, the obligation to avoid disclosing of any confidential data belonging to SGS Bangladesh Limited.

I have not provided any sensitive data in this report or any useful information without obtaining the authorization from my supervisor.

Alif Mohammad Magdy  
ID: 19104141  
BRAC Business School  
BRAC University

SGS Bangladesh Limited

## **Acknowledgment**

First of all, I want to express my utmost gratitude to the Almighty for giving me the capability and strength to complete my internship and the internship report.

I am very thankful towards my academic supervisor, Ms. Fabiha Enam for her valuable inputs and guidance. She gave me her valuable time to clarify the aspects of an internship report and helped me to finish this paper.

Moreover, I would also like to show gratitude to my on-site supervisor Md. Imran Hossain (Deputy Manager and In-Charge- Sales & Marketing) for helping me adapt in an MNC like SGS Bangladesh Limited. Despite his busy schedule, he took his time to assist me overcome the challenges I experienced while working on my internship project. And I am very thankful that he's been very understanding regarding my issues and weaknesses.

Furthermore, I would also like to thank all my coworkers who cordially welcomed me and created a friendly environment in the workplace. They are extremely busy but spared their time to teach me about their activities and strategies which will help me throughout my professional life. Without their cooperation, it would be really difficult for me to work as an intern and learn about marketing. I would also like to show appreciation towards my parent who supported me through my internship period.

Lastly, I would like to thank SGS Bangladesh Limited for giving me the opportunity to work as a Marketing intern and learn about the strategies and activities of a multinational organisation.

## **Executive Summary**

This report gives an overview of the activities, strategies of the teams of C&P business development division of SGS Bangladesh. It explores the way they serve their clients, acquire and retain clients, generate business opportunities, provides customer support, promote services, ensure sales.

It is crucial to highlight how SGS operates and plays a vital role in ensuring compliance with regulations and quality of the important industries of Bangladesh such as RMG, leather, food and agriculture.

The first chapter illustrates my responsibilities, contributions, challenges as a Sales and Marketing at SGS Bangladesh Limited.

The second chapter gives an overview of the market SGS operates and this part show their different strategies, characteristics and also a competitive analysis of the market.

The third and final chapter explores the overall marketing strategies, roles of different teams, their activities, which is crucial to learn about how an MNC like SGS operates in Bangladesh and their role in the local industries. Also, it shows how SGS uses customer survey to make further improvement to their organisation.

The overall purpose of this paper to gain knowledge and experience regarding SGS Bangladesh and their business development activities and strategies.

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## Chapter 1: Internship Overview

### 1.1 Student Information

<b>Name</b>	Alif Mohammad Magdy
<b>ID</b>	19104141
<b>Program</b>	Bachelor of Business Administration (BBA)
<b>Major</b>	Marketing
<b>Minor</b>	Human Resource Management

Table 1: Student information

### 1.2 Internship Information

#### 1.2.1 Period, Company Name, Department/Division, Address

<b>Period</b>	3-months period (January 15, 2023 to April 17, 2023)
<b>Company Name</b>	SGS Bangladesh Limited
<b>Department/Division</b>	Sales and Marketing (C&P Business Development)
<b>Address</b>	Noor Tower 2nd, 6 <sup>th</sup> to 9 <sup>th</sup> & 13th Floors 110 Bir UCR Dutta Road Dhaka-1205, Bangladesh.

Table 2: Internship information

### 1.2.2 Internship Company Supervisor's Information:

<b>Company Supervisor's Name</b>	Md. Imran Hossain
<b>Position</b>	Deputy Manager and In-Charge Sales & Marketing

Table 3: Company supervisor information

### 1.2.3 Job Scope

As a marketing intern of the C&P Business Development division's Sales & Marketing Team, I had some job responsibilities. My responsibilities are listed below-

- i. In the beginning of my internship period, I used to go out on visit various with my colleagues from Savar team and sometimes with the Narayanganj team to visit different RMG manufacturers and exporters and meet different clients where we would meet and greet them with gifts such as official gifts and pens of SGS. And I was assigned to keep notes of our visits and clients which included list of the company's business leads, tests from garments or clients for buyers. I also had to note down different buyers and name of garments that we visited on a daily basis.
- ii. I had to take a survey on behalf of my department regarding SGS lab development so I had to call around 50 people to acquire valuable and appropriate feedbacks that are necessary for SGS' business development and improvement. Then, I was responsible for summarizing the survey result of 254 clients.
- iii. Along with my colleague, I had to find the addresses and the areas of unlisted garments or buying houses and then update the database and filter them based on their areas so that the teams could visit them in the future as they are potential clients of SGS.

## **1.3 Outcomes of Internship**

### **1.3.1 Student's contribution to the company**

As a part of my internship program, I was assigned to do a project where I would create a database of the companies who do the ZDHC tests and GRS audits for their garments. I had to call around 300 clients to acquire information regarding their ZDHC and GRS service provider, last and next service date. I also had to find out if they were willing to do those tests with SGS so I also had to promote our services and asked if we could send our prices for ZDHC. I gathered information about their interests in doing business with SGS and passed the inquiries to my supervisors and colleagues so that they could send price quotations and proceed with further communication.

I assisted my colleagues to create a database for the clients that require services for Textile Exchange standards such as Organic Content Standard (OCS), Global Recycle Standard (GRS), Recycled Claim Standard (RCS) etc., so that SGS can generate business leads in the future.

I helped our Senior Deputy Manager, Mr. Easin Sir to note down the new adjusted prices for 2023 year and sometimes I helped my colleagues from KAM different to create or edit their price lists for different buyers and clients for their convenience.

I helped my colleague to find the names of garments for the buyers who are no longer in business with SGs and create a new database and sort them for certain tests such as for the company's convenience as it is going to be a new venture for the company.

### **1.3.2 Benefits for the individual student**

An intern can get the real-life experience of working for an organisation due to their internship period. For an individual like me with no experience in working in an office can get themselves familiarized with how employees carry out their tasks and how a company performs to serve their clients and improve their business. As an intern, this internship has been really beneficial for me as I had no prior experience of working in an office and I had little to no knowledge regarding service marketing activities, strategies. This internship at SGS helped me learn about strategic service marketing, methods of maintaining client relationships and client retention, business development, customer service activities, communication with international buyers and so on. As an MNC, SGS has taught me a lot about conducting surveys, communication,

interpersonal relationships, aspects of service marketing and so on. Visiting various factories taught me about different brand that I had never heard of and most important, I learned what goes on behind the scene's different garments or products and why these tests are required and necessary for the international buyers are who outsourcing these clothing and products from Bangladeshi garments.

I was paid 5000 a month as remuneration and 200 a day for lunch when I visited garments in Savar and Narayanganj. Also, I got to have tea or coffee in the canteen whenever I wanted.

Most importantly, I have learned how an MNC work, I have gained experience from working in an office environment, I have learned about work culture and ethics which will help me progress in my professional life. And the skills I have learned or improved will certainly boost my professional career.

I have learned about many renowned international brands and RMG manufacturers and exporters of Bangladesh which are SGS clients so if I want to work in the RMG or TIC industry, the knowledge and experience I have obtained from this internship at SGS will certainly help me in the future. I have also learned to communicate and maintain interpersonal relationships with some of my colleagues so it will effective in the future.

### **1.3.3 Challenges and obstacles experienced throughout Internship**

First of all, getting familiarized with the employees, their day-to-day activities, building a relationship, maintaining communication have been tremendous difficulties for me at the initial stage of my internship. I am a freelancer and I have never worked in a disciplined workplace where I need to maintain my routine and follow certain rules and ethics so making myself adjust to the environment was a huge challenge. I had to improve my communication skill and interpersonal to learn about my colleagues' duties and activities which helped me acquire knowledge regarding the activities of SGS. Without overcoming these obstacles, it would be impossible for me to adapt to a MNC environment like SGS. I have never engaged with people face to face in my outsourcing experience so I had to overcome these obstacles of to work as an intern properly.

Then, as an Intern, I had to take a survey for SGS' business development on behalf of a colleague and I had to call 50 clients (garments or buying houses). I was not familiar with phone interviews or surveys so I needed to improve my communication skills to conduct the surveys. Also, I was not familiar with how to approach the clients and ask for their feedbacks so it was challenging for me but with the help of my colleagues I could conduct the survey properly.

Additionally, I had to call more than 300 clients regarding ZDHC and GRS service requirement related project which was given to me by my manager as a task during my internship so learning about ZDHC, GRS and researching about the factories and clients to gather information about them before acquiring data for the project was the most difficult but interesting challenges I experienced during my internship.

Moreover, I wasn't familiar with the aspects of testing, inspection and certification business so I had to invest a lot of personal time and office time to learn about different types of testing, the testing methods, their sample requirements, their purposes and their impact in the multiple industries and our environment. I was unaware that RMG industries are so reliant on these testing so I had to explore and learn more about them in order to work as an intern at SGS. I needed a month to learn about the services SGS provides to their clients, their service delivery methods, activities of CS, KAM and SAM so that I could get the whole picture of SGS' activities. To this day, I'm still learning about the TIC industry and their importance so it was a real challenge for me during my internship.

Additionally, as an MNC, SGS maintains strict policies regarding IT security and privacy so they do not allow interns or any employee to use other employees' laptop or electronic devices to prevent data breaches. They also don't have any electronic devices allocated for their interns so I had to complete my survey manually on a paper so writing down the information and organizing them were bit challenging for me. It was time consuming and costly for me as I also needed to use my own mobile phone and purchase data to research about the clients, different brands, different tests before conducting surveys or learn about SGS' services.

Furthermore, working from 8:30 am to 5:30 pm in a routine schedule has been really challenging for me during my internship as I had to adapt myself to the timetable of the

organisation and get familiar with workplace environment.

#### **1.3.4 Future internship recommendations to the SGS Bangladesh Limited**

SGS should provide a dedicated laptop for their interns which will dramatically reduce time and personal cost of purchasing mobile data. Interns will be able to research about the brands or clients easily if they have their own laptops. These laptops will make information processing far more accessible and manageable as it is more convenient to keep track of data on a laptop instead on a diary or notebook. Also, providing a dedicated space for the intern to work on their duties will be really convenient.

## Chapter 2: Organization Part

### **2.1 Overview of SGS Bangladesh Limited**

In 1878, SGS is an MNC, currently based in Geneva, Switzerland which was founded in Rouen, France, by Henri Goldstuck, who seized the opportunity to test the grain shipments at the country's one of the biggest ports. SGS moved their headquarter to Geneva after the first world war. SGS provides testing, inspection and certification services to companies from varied industries. Ever since its establishment, it has been renowned for its integrity and outstanding services in the TIC industry. Currently 97000 people are working for SGS and they have 2650 offices and labs around the world.

SGS Bangladesh started its operations in Bangladesh in 1974. SGS mainly focuses on the garments industry, food industry, leather industry and they cover other consumer testing services which cover textile, garments, soft line, hardline, footwear, audit, certifications, environmental projects and so on. They provide wide range of testing services to ensure quality, compliance to various regulations. Their clients are some of the largest RMG exporters in Bangladesh such as Palmal Group, Epyllion Group, Al – Muslim Group, Beximco Apparels, AKH Group, Square Fashions, Envoy Group, Mondol Group, Ha-Meem Group, DBL Group, Esquire, IRIS Fabrics- which produce RMG for world renowned brands. SGS provides their wide range of testing, inspection and certification services for brands such as C&A, Hugo Boss, Michael Kors, Guess, Nestle and Bangladeshi brands like Apex Footwear, JTI, Pran, RFL and even Bangladesh police tests their apparels from SGS due to their no compromise testing services.

Based on assessment, SGS provide certificates such as ISO 9001, ISO 14001, ISO 45001, FSSC 22000 etc. to their valued clients like Pran- RFL Group, C.P Bangladesh Limited, Unilever Bangladesh and Marico Bangladesh Limited (The News Times, 2023).

They also assess the tanneries of Bangladesh to ensure health and safety standard and rewards them for adequate compliance with the standards (The Daily Star, 2023). SGS assess these tanneries to improve the workplace safety, eliminate or minimize the risks.

SGS also provides certifications to students as part of their CSR activities and recently, they have given certificates to undergraduate students after their training to become skilled

compliance professionals in Bangladesh (New Age, 2023).

SGS has been focused on reducing e-waste from RMG and leather manufacturers in Bangladesh so they have a dedicated e-waste management which focuses on recycling, processing and sorting e-waste (Business Inspection BD, 2023). SGS is adamant on reducing and eliminating waste and toxic materials from water and landfills so they are always promoting ZDHC (Zero Discharge of Hazardous Chemicals) and chemical waste management through their promotional activities and services.

During the COVID-19 era, SGS made testing local PPEs as their main priority to ensure that PPE meet international health and safety standards (Dhaka Tribune, 2020). They did this in order to ensure that Bangladeshis are using effective PPEs to secure themselves from the deadly coronavirus.

As a 150-year-old MNC operating in Bangladesh for nearly 50 years, SGS says no to compromise in quality and integrity in their services and they are always striving for innovation in Bangladesh so that they can make the Bangladeshi garments manufacturers and exporter meet or even surpass the standards of international companies (Textile Today, 2022).

### **2.1.1 Products and Services of SGS Bangladesh Limited**

SGS doesn't sell any physical products but instead, they provide and sell services to RMG manufacturer and exporters in Bangladesh and internationally reputed brands. The services SGS provides are listed below-

- i. Garment Testing Solutions – International brands require the Bangladeshi garments to test their clothing or accessories to test from a third-party testing company such as SGS so SGS provides various types of testing services such as color fastness, tensile strength, durability, for clients and their buyers so that they can examine the quality of the products before purchasing (SGS, 2023).
- ii. Product Quality Inspection – Clothing, leather, accessories and various product quality testing service is also provided by SGS to the RMG manufacturers of Bangladesh.



- iii. Leather & Footwear Testing – SGS provides Chromium VI and Mold testing services for leather related products such as bags and also for footwears. Also, they ensure sole and shoe sizes, test leather materials for quality and harmful substances.
- iv. Food & Water Testing – SGS also tests products for companies in Bangladesh to test if there are any harmful substances or if they meet regulations of end buyer's country. SGS provides tests for drinking water for clients and brands to ensure that the water has appropriate minerals and ingredients and safe for drinking.
- v. Environmental Health, Safety and Services – SGS provides Health, Safety and Environmental (HSE) services to Bangladeshi businesses to ensure that their workplace is maintaining the regulatory healthy and safety standards to eliminate and reduce workplace risks.
- vi. Technical Audits – SGS provides different technical audits so that the RMG manufactures can ensure their workload and equipment capabilities, material and product procedures, management structures, quality management system, handling and storage of raw materials, quality assurance, manufacturing techniques and so on are up to the required standards of their international buyers.
- vii. Functional Testing m Calibration Services – Laboratory of garments, leather goods manufacturer, food manufacturer needs to calibrate their machines periodically so that the test output is correct and has little to no error and SGS provides calibration services to their clients so that they can keep their testing machines up to date.
- viii. Food Contact Materials (FCM) Services – Container foods needs to have its container free from harmful substances and they need to be reliable so that the containers do not contaminate or impact the food quality during shipment or delivery. FCM services of SGS ensures that the FCM or the container of a food material is safe and reliable for containing the food.
- ix. Certification Services- They provide ISO 9001, ISO14000, ISO 22000 certifications to companies in Bangladesh to help them meet international standards (SGS, 2023).
- x. Cross business- Their cross businesses include Pest Control (Agri NR), ZDHC, chemical management, drinking water test etc.

## **2.2 Management Practices of C&P Business Development of SGS Bangladesh Limited**

SGS follows a democratic management style in their organisation. In the C&P Business Development division, Mr. Mahfuzur Rahman (Manager – Marketing & Sales, KAM, CS), Mr. Imran Hossain (Deputy Manager and In-Charge- Sales & Marketing) and Mr. Mohammad Easin (Senior Deputy Manager- Business & Development) lead the activities of Sales and Marketing, KAM, CS and make the decisions but they usually allow the employees to have their opinions before making any decisions regarding business or project. Their democratic management style has been successful in years as they continue to increase their business growth by acquiring more clients. Also, Engr. Abdur Rashid, the first ever Bangladeshi Manager Director of SGS in Bangladesh follow the democratic leadership style and sets KPI which are realistic and achievable by the employees.

## **2.3 Marketing Practices C&P Business Development of SGS Bangladesh Limited**

### **2.3.1 Marketing strategy**

In order to promote business, increase sales, gain and retain more customers, SGS is always trying to implement effective marketing strategies so that can generate more revenue. SGS is always trying to be efficient in their business and marketing strategies so these are the current marketing strategies they are applying-

**Daily Market Visit:** The employees from the Business Development and specifically the personnel from Sales & Marketing team visit the garments or buying houses from their designated areas to promote their services, ensure sales. These daily visits also show their dedication and sincerity to their clients so it is important for retaining their customers. Also, they visit factories where they do not usually get business so that they can promote their services to increase sales and gain more customers. During daily market visits they greet their clients with official SGS diaries and pen to keep them content with the company and as a result, they get more samples or tests from their clients from different international buyers. Daily visit is an effective way of communication and it really helps SGS to maintain and build a relationship with their clients which is impactful in the long run. It also makes their business relationship more sustainable with their clients.

**Regular Phone Calls:** SGS teams always maintain their relationship with their clients by

calling them on a regular basis. They also promote new services to clients and ensure upcoming businesses by calling them on the phone. Also, inquiring about clients' needs and then service promotions are done by phones. SGS marketing teams also call their clients to follow up on their business offers and prices and ask for feedbacks to resolve issues or to negotiate prices.

**Scheduling Meetings:** SGS managers, teams of C&P division schedule meetings with their clients and buyers regularly. Then, the teams and managers visit the garments or factories to discuss businesses, improve business relationships, ensure sales.

### **2.3.2 Target customers**

SGS target customers in Bangladesh include readymade garments manufacturers, RMG exporters, food manufacturers, leather manufacturers, accessories manufacturers, pharmaceutical companies, electronics manufacturers including Walton, who needs to test their products, materials for quality and harmful substances. The manufacturers who are required to comply with certain rules and regulations, the companies who are mandated to do different types of audits to ensure compliance, manufacturers who are required to ensure quality of their product, businesses who need inspection and certification services to meet buyer requirements – are the target customers of SGS.

### **2.3.3 Positioning strategy**

As the world's leading testing, inspection and certification company, SGS is focused on delivering the values and benefits to their clients. They have positioned their brand in such way they can focus on promising their customers value proposition and delivering the utmost value through their services and communication. Their prices are a bit on the premium side but compared to their rivals, but they are not willing to compromise and confident on providing the services and value related to the prices their customers are paying. With their tagline and their message "When You Need To Be Sure", SGS has positioned their company using value proposition strategy.

### **2.3.4 Marketing Channels**

SGS uses these marketing channels to promote their services to their clients-

- i. Direct Channel** – SGS teams visit their clients on a regular basis and communicate professionally to promote and sell their services. It includes their

regular clients and potential clients. As they are not spending on advertisements and only selling services through direct communication, it is cost effective for SGS to promote their services using the direct channel.

- ii. **Email Marketing** – SGS sends emails to their customers on a regular basis to maintain relationships and to get updates of their businesses. They also use emails for business communications which include price negotiation and sending of price quotations.

### **2.3.5 New Product Development**

SGS is always conducting market research to study the needs and requirements of their clients. Recently they have conducted research to gather information of their potential clients so that they can provide GRS services and Textile Exchange services. GRS, chemical management, Textile Exchange are the new services that SGS is trying provide in the near future.

## **2.4 Financial Performance and Accounting Practices**

SGS in Bangladesh do not post their financial statements publicly. They prepare their financial reports internally and then send to the SG headquarters. SGS collects all of their financial information from global offices and combine them to post on them half yearly and annually which can be found on their main website (SGS, 2023).

## **2.5 Information System Practices**

SGS uses Starlims as their information system to process TRF and lab reports. They store client and buyer information such as garments like esquire knit and their buyer such as Tommy Hilfiger etc. are stored in Starlims, sample acknowledgment, sample information such as quantity, color, dimension and other metadata can be outputted from Starlims. Also, sample acknowledgment, report status are also updated and can viewed in Starlims so when a client asks for their report status, concerned sales executive, CS employee or KAM employee can easily and instantly inform them about their report status. Report status are stated like draft, ready and released if payments are made which means the report are released to the buyer. SGS CS persons or Sales persons inputs folder numbers on Starlims and they can see the information of the folder that contains report status, metadata which contains buyer or client information or

sample information so that they can follow up and provide support to the clients or buyers. Point to be noted, the reports are always sent to the buyers (brands), not to the garments (clients) who sent the samples. Only exception is when the garments send samples of tests in self-reference so the results are sent to the clients. Starlims can be sluggish at times due to storing a lot of sample, client or buyer related information but it eased the process of viewing and organizing the report or sample information.

## **2.6 Industry and Competitive Analysis**

### **2.6.1 Porter's Five Forces**

#### **Threat of New Entrance: Low**

Renowned international brands such as Inditex, C&A, Tommy Hilfiger, only trusts and require Bangladesh garments to test their products using SGS and other existing rivals who have been in this business for more than 100 years. So, the brands are less likely to shift to a new entrant in this TIC industry despite their pricing or service availability as SGS has been providing these services in Bangladesh since 1974 and they have built a reputation for themselves in this specific market. So, they can only face rivalry from the existing and know rivals such as Intertek or BV, but not from the entrants in this business so the level of threats of new entrance is relatively low.

#### **Threat of Substitutes: High**

The competitors of SGS in Bangladesh are always keen on providing the most competitive prices and in some cases, clients look for reduced price instead of the renowned quality services of SGS as some of their buyers approve test results or certification approved by any lab. So, the clients who are not mandated to use SGS lab by their buyers have the opportunity to choose any substitution if it suits their pricing or convenience.

#### **Bargaining Power of Buyers: High**

SGS has multiple competitors in Bangladesh and the clients and buyers have the opportunity to bargain the prices with SGS as they have multiple options available if SGS refuses to provide discount or reduce the prices. Clients have the ability to ask for price reduction if their buyers

do not have SGS as their sole testing partner., So, buyers or clients have high bargaining power as they can compare prices with rivals and ask for reduced price from SGS in Bangladesh.

### **Bargaining Power of Suppliers: Low**

SGS suppliers provide chemicals and machines for testing purposes so that SGS can provide testing services to their clients. There are multiple suppliers who can provide chemicals to SGS labs and SGS lab can always negotiate prices or choose suppliers according to their preferences. SGS also leases or rents testing machines so they have the options to choose suppliers based on quality, availability and prices so the bargaining power is low here.

### **Competitive Rivalry: High**

Despite being the world's leading company in the TIC industry, SGS faces fierce competition from their rivals such as Intertek (ITS), TUV SUD, TUV Rheinland, Bureau Veritas, GSCS, GCL, USB, Control Union. In Bangladesh, these competitors sometimes provide lower prices which an MNC like SGS struggles to match. For example, Intertek, Control Union and Bureau Veritas are leading the market of ZDHC and GRS service due to their low pricing whereas SGS pricing is a bit high despite more acceptability of buyers. But the clients (garments) are looking for lower prices despite guaranteed quality service of SGS so they can easily shift to other third-party lab if SGS doesn't provide discounts. TIC industry of Bangladesh is really crowded with labs like SGS so they have to compete with them. So, competitive rivalry is really high in this segment. SGS and its competitors such as Intertek (ITS), TUV SUD, TUV Rheinland, Bureau Veritas, GSCS, GCL, USB, Control Union are always competing with each other in this market to get more samples and provide more services even at marginally low costs compared to SGS. They are willing to sacrifice or be lenient with their reports which SGS is competing. If a client finds a competitor suitable to their needs, they can easily switch to a new competitor.

## **2.6.2 SWOT Analysis**

**Strengths:** The worldwide and countrywide reputation of SGS and their accreditation amongst some of the biggest international brands around the world are their vital strengths. Their no compromise approach, integrity in business and testing procedure help them to present themselves as the go to lab for testing purposes for their clients. Most of the brands around the

world who are using Bangladeshi garments to produce their products recommend SGS for testing purposes as SGS is known for their experience and error-free testing procedures. Even Bangladesh Police is one of the biggest clients of SGS and they use SGS to test their uniforms as SGS always priorities delivering the best service. Hence, most clients choose SGS and have long relationship with them despite a bit higher price. SGS has unarguably the best customer support among other labs due to their experience teams and personnel and clients are assured of the best technical support which are strengths of SGS. Also, SGS maintains effective communication with their clients to deliver service efficiently, resolve issues as soon as possible. They have dedicated pickup team which ensures faster sample pick up support for the clients so it is one of their biggest strengths, The CS team is well trained so they provide immediate and proper technical support to the clients and sends prices immediately to ensure business. Moreover, SGS is always dedicated to provide faster responses on client queries so whenever new or existing clients communicate them, they get replies or solutions very quickly. These traits are the biggest traits of SGS which make them stand out in the competition and make them distinct from their rivals.

**Weaknesses:** The biggest weakness is that SGS price is too high from what I have observed from working as an Intern and interviewing clients. Whenever I visited the garments or factories the merchants, lab engineers, compliance manager always brought up the pricing issue and requested us to revise and reduce the price. They have also informed us that their price discouraged them from sending samples for tests and influence them to choose other labs despite their will to do tests with SGS.

SGS doesn't have nominations for renowned brands such as H&M, Tesco, Walmart, Gap, Ralph Lauren. From my visits to various garments or clients I have observed that there are lots of orders and business opportunities from these brands and SGS is missing out on these businesses and revenue just because they lack their nominations. The demand for H&M and Walmart is huge as almost every garment is making their products and the demand for testing their products is also huge.

SGS also lacks some testing capabilities and they can't do every test from their catalog which have to be outsourced by a third-party lab such as Intertek, most of the time the tests are outsourced to SGS Hong Kong and SGS India.

**Opportunities:** SGS can try to bid for H&M's nomination to gain more clients and do more business as the opportunities are lying there for them to seize. They need to capture this opportunity as it is a fruitful prospect for their business. SGS used to be exclusive service provider for Tesco a few years ago so they can bid again in auction to regain their nomination. These are the opportunities SGS can take to increase their business and leap forward in the competition to gain an advantage over their rivals.

**Threats:** SGS rivals such as Intertek, Bureau Veritas and Control Union are dominating the market with their ZDHC and GRS businesses but SGS is struggling to keep up due to their high price. SGS also isn't providing GRS certification as of now which is why they are missing out on revenue and their competitors are gaining more business and revenue because of GRS services. Also, SGS rivals have nominations for H&M, Walmart, Gap, Tesco so they are generating these business opportunities and sales more than SGS due to the fact that they are getting more orders from areas where SGS isn't getting business leads.

## **2.7 Summary and Conclusions**

SGS is operating in a very competitive market but their reputation in both local and international market as well as their strategies are helping them grow constantly. They always trying to generate more sales and promote their services to reach more clients and the recommendation from international buyers are helping them get business from the Bangladeshi RMG, food, agriculture, leather manufacturer and exporters. But they lack in some areas where some improvements will hugely help them gain advantage over their rivals.

## **2.8 Recommendations**

- i. In order to gain competitive advantage over its rivals, SGS should reevaluate its pricing and revise them. From my market visit, phone survey and thorough observation, I have observed that some clients are reluctant to continue their businesses with SGS as their prices are a bit high compared to their rivals. Despite the fact that SGS is the leading organisation in this TIC industry, they should adjust their pricing for certain services a bit for their clients. There's always room for negotiation but the initial pricing can be off putting for some clients who might be



demotivated by that despite the quality and assurance from SGS.

- ii. Despite doing ZDHC and ZDHC as per GRS standards which result is accepted as GRS for some clients, SGS needs to start doing GRS services for their clients as rivals leading the market already in this area.
- iii. SGS has lost or do not have nominations for some renowned international brands and they are missing out on their samples and testing opportunities. These brands include Walmart, Tesco, Ralph Lauren, Gap and most notably H&M. During my visit and from observing the clients, they have several business opportunities for SGS if they were able to do tests for H&M but SGS doesn't have nominations for testing H&M products. They are missing out on a large portion for revenue due to lack of these nominations so if they can acquire H&M and these brands, they will be able to gain a massive advantage over their competitors such as ITS, Bureau Veritas, Control Union and so on.

## **Chapter 3: Analysis, Interpretation, and Findings**

### **3.1 Introduction**

The RMG industry of Bangladesh is more potent than ever and the industry constantly growing. As they renowned international brands are increasing their orders and the garment manufacturers are exporting more products abroad, they both require quality assurance, compliance with global regulatory standards, proper inspection and certification for acceptability. Moreover, increased production is leading to more chemical waste in Bangladesh and emission is also increasing due to production of garments, leather products and accessories such as zipper, rivet etc. SGS is providing their sincere service to the local clients such as RMG manufacturers and exporter of Bangladesh and renowned international buyers or brands who require quality products and compliance with global environment regulations. SGS is using their C&P business development division and its team to promote their services, build business relationship, gain more clients, increase revenue and grow their business so that they can prosper in the ever-growing competitive market.

#### **3.1.1 Literature Review**

The main objective of SGS and its C&P business development division is to promote their services to the RMG exporter and manufacturer of Bangladesh and their internationally renowned buyers. Also, creating brand value, ensuring quality and compliance with global standards of products are also the aims of SGS in Bangladesh. They are also trying to generate more business opportunities and acquire more clients to become the leader in the local market and gain competitive advantage over their rivals. They are trying to bring innovations every day and that's why they are dedicating their business development teams to apply effective marketing strategies to be more efficient in their business. It is really important for an MNC like SGS to integrate its teams to promote their services and make more sales so this report will give an in-depth look into the activities, roles, importance and strategies of the different teams of the C&P business development division of SGS Bangladesh Limited.

#### **3.1.2 Objectives**

The purpose of this internship report is to study the different roles, activities, strategies and importance of C&P Business Development division of SGS Bangladesh Limited. This report will explore the methods SGS Bangladesh Limited apply to promote their services, maintains

their relationship with the clients, and how they improve their service by taking feedbacks from their clients.

### **Specific Objectives:**

- i. To explore the company's sales and marketing strategies of the C&P Business Development of SGS Bangladesh Limited.
- ii. To understand the service delivery method and customer support of SGS Bangladesh Limited.
- iii. To explore continuous improvement process SGS Bangladesh Limited.

### **3.2 Methodology**

I have obtained the necessary data for report from daily visit to clients, telephone survey, observations, first-hand job experience, notes from observing team activities and face to face conversations with the colleagues from C&P business development teams so I have used primary methods in this case. Additionally, I have used available materials such news articles, website materials from the internet to prepare this report so I have also used secondary method of research.

### **3.3 Findings and Analysis**

As the world's leading testing, inspection and certification company, SGS is adamant on maintaining their integrity, quality, reputation in the TIC industry of Bangladesh where they provide their line of services to ensure compliance and quality of ready-made garments, food, agriculture while ensuring that the clients are complying with the regulations to create and maintain a sustainable environment while reducing risk and hazardous substances. In Bangladesh, many people are unaware about the activities that go on behind the scenes of these RMG, food industry and their manufacturing process and how their quality and compliance with international standards are ensured. In order to drive their business growth and promote their services, SGS has been relentlessly applying their own marketing strategies and performing marketing activities to promote their services while ensuring quality and sustainability for their clients and the report has identified its activities and strategies for their

high-performance in-service promotion and delivery.

### **3.3.1 Overview of the Activities and Sales and Marketing Strategies of SGS Bangladesh Limited**

The C&P Business Development Division of SGS Bangladesh Limited consists of 4 departments – Sales & Marketing, KAM (Key Accounts Management), SAM (Significant Accounts Management) and CS (Customer Support). All these teams are integral part of SGS in promoting services, increasing sales and revenue, providing support, taking feedbacks, responding to inquiries, creating and maintaining relationship with clients and buyers. They also work as an integrated team to ensure efficiency and effective service delivery to their clients of Bangladesh and renowned international and national brands.

It is essential to close the gap between service design and delivery to improve customer satisfaction and increase the performance of an organisation so SGS integrated these teams to create a structured method of promoting and delivering services to increase their customer satisfaction.

### **3.3.2 Strategies and Activities of Sales & Marketing Team**

Clients are the most critical aspects of a business as ultimately the business is trying to promote its business to serve its clients which generates revenue and their business. As part of SGS marketing strategy, they focused on gaining more customers, build a great relationship to ensure future business and promote their offerings in the process. It is important for an MNC like SGS to have a great relationship with its clients as it builds its reputation in the industry which influences other competitors' clients to shift their preferences towards SGS. SGS heavily focuses on creating and maintaining connection and network with both existing and potential customers as end of day, they will only be able to translate their efforts into sales if they apply their marketing strategies.

**External Marketing Strategy:** Sales and Marketing team uses their relationship and interaction with their clients and their direct marketing strategies to promote SGS services. They are constantly doing market research such as studying their existing and potential clients

on a regular basis, potential tests and audits that are beneficial for the organisation to promote their services to the clients to grow the business. The team also takes feedbacks from their clients to improve and strengthen their services and promotional activities. This strategy is really critical for retaining current customers and also important for acquiring new ones. Sales and Marketing team also visits the clients to provide gifts such as SGS branded diary and pen to their clients to convince their business decision and influence them to do more business with SGS. Also, based on the business history, Sales and Marketing also negotiates with their clients and provide discounts as per company's rules.

**Internal Marketing Strategy:** Internal communications such as emails, messages, phone calls between employees regarding sample status, business status, service-related information, newsletter, annual incentives work as internal communication and SGS uses these methods to apply their internal marketing strategies within their organisation to motivate their employees, increase employee engagement, increase brand awareness. Also, these internal marketing strategies empower their employees of Sales and Marketing who directly deal with their clients.

**Interactive Marketing Strategy:** The Sales and Marketing teams conduct annual survey to analyse the customer satisfaction level with SGS and the team. They use the survey to collect customer feedbacks regarding SGS services and then they promote their services to the clients based on the responses. They promote new and potential services such as GRS, Textile Exchange, Pest Control, Drinking Water Test, ISO Certifications, Audits – which might be necessary for their clients. During this survey, the team and the clients interact with each other to discuss services, resolve issues which helps the organisation to build a trustworthy relationship, improve experience and advertise their services. The teams use these interactive marketing strategies to retain their customers effectively while promoting their services which is essential for SGS.

#### **Activities of Sales and Marketing Team:**

The clients are from different areas in Bangladesh. In order to reach their clients and promote services effectively, the clients are divided into 3 areas and 3 teams after these different areas.

Sales and Marketing is responsible for visiting their existing and new clients on a daily basis.

They are only available in the office for the early hours and then they go out in the market to visit their clients. Before their visit, they make a visit plan to decide which clients they should visit that day. They check previous and current sample flow and recent business with SGS by looking at the sales and business data. They can visit up to 5 clients on a normal day as traffic in Bangladesh impacts their plans. During their meet, the Sales and Marketing team greet and inquiries about their current business with SGS. These teams ask their clients about upcoming business, potential business and generate business leads based on information. During their visits, the team asks their clients if they need other services for their buyers as SGS is offering numerous services that are compatible and usually required by those buyers such as Primark, C&A, Inditex (Zara) and so on. They also promote their cross-businesses such as pest control services, water test, drinking water test, chemical management, ZDHC to these clients, Either the Sales and Marketing teams ensure their business on spot or they are asked to send price quotations for further negotiation. They pass the information to CS or KAM department based on buyers and then those teams send the clients price quotation. These teams mostly contact with the merchandisers, compliance managers, HR managers as they are in charge of sending samples for lab tests and ensuring cross businesses such as ZDHC and pest control. They regularly make phone calls to their clients to close the business leads and generate them into sales. Also, if there is any issue, they follow up to resolve them. Also, calling them and meeting the clients shows total sincerity from SGS which is vital for customer retention. It builds a reputation which spreads to other clients and helps the organisation to acquire more customers. These marketing strategies of Sales and Marketing team helps SGS to stay updated with current business and generate more sales for the future as they get the opportunity to promote service through daily visits and regular calls. Their communication and approach help SGS to translate the business leads to sales which is critical for the company's revenue and growth. Additionally, their strategies help them to convince the clients take their services instead of their rivals or even shift their businesses with SGS from another competitors. Sales and Marketing teams execute these strategies effectively to ensure that the clients are sending samples regularly and generating revenue which is important for business sustainability.

### 3.3.3 KAM (Key Accounts Management)

In order to focus on buyers from specific region, SGS has KAM department to provide services and respond to inquiries of buyers. KAM department has specific personnel that are responsible for dealing with specific buyers from specific regions. KAM deals with multiple regions and their buyers for a smoother service and communication. It is really essential for SGS to utilize their KAM division as it reduces their time consumption and increases their productivity as other divisions don't have to (except for SAM) work on maintaining price chart or sending prices to the buyers.

**KAM Regions:** KAM is basically responsible for looking after some regions where they are experienced in dealing with region specific buyers. The regions KAM handle and some of the buyers are listed below-

<b>Region</b>	<b>Buyers (Brands)</b>
US and Canada	Nautica
UK (England, Scotland, Ireland)	John Lewis
Germany	Cecil
France	Teddy Smith
Australia and New Zealand	Verner
Others (Spain, Ukraine, India etc.)	LPP

#### **KAM Activities:**

Provide brand specific pricing: SGS has buyer specific prices as different regions require different methods for testing. Compliance regulations, testing parameters, sample requirements, buyer's sample flow, previous business quantity and history with SGS impact their pricing so these different regions and their different buyers get discount based on these aspects. KAM personnel are in constant communication with them and when a specific buyer from regions such as UK or Germany asks for price quotations for certain tests such as flammability, abrasion, piling, tensile strength, color fastness etc., KAM uses their database which contains pricing and discount instructions for specific buyers. Buyers from a same region can get different prices based on the aforementioned aspects like, A German buyer who barely does business with SGS can get 20% discount while another prolific buyer from Germany who

are their regular buyers with large number of samples and contribute to higher revenues obviously get bigger discounts due to their business relationship.

Provide brand specific discounts based on previous business records: with SGS The pricing list is well organized and always updated based on inflation, market. So, when a new buyer inquires SGS about their test prices, KAM uses their price manual to provide prices for specific tests as previously mentioned, testing methods and parameters vary from one region to another. For instance, some buyers from a certain region may require 3 washes to test their appearance after washing and some buyers require 5 or more cycles of washes for testing their samples' appearances. So, the prices actually vary in case of different buyers and different regions and KAM is responsible for communicating appropriate prices and applicable discounts to their buyers.

KAM also solves issues with international brands to increase their satisfaction which builds reputation. They might have issues with the reports or testing procedures and KAM looks after these issues to resolve them. They also visit and various brand delegates for promotion or creating business relationship which is essential for SGS' brand reputation and business growth

#### **3.3.4 SAM (Significant Accounts Management)**

SAM has the identically the responsibility as KAM but SAM is responsible for dealing with SGS' biggest buyers around the world such as G-Star, Guess, Michael Kors, Hugo Boss etc. SAM is responsible for maintaining communication and relationship with these accounts and they are not part of KAM. In order to make the business relationship sustainable and grow their relationship, SGS uses their SAM department to communicate with clients and their listed significant buyers to get more samples for business. It is really essential for an MNC like SGS to prioritize their prominent buyers so that their business grows more. It is also part of their marketing strategy as it influences other buyers of KAM and new buyers to increase their business with SGS to contribute to a greater revenue as it leads to more benefits and discounts. SAM works with these top 50 buyers to resolve their issues as soon as possible. They also communicate on a regular basis and if there's a query, they follow up instantly. It is usual for organizations to prioritize their biggest accounts and SGS is no exception. SAM is responsible for looking after the issues or ensuring faster report delivery or price quotation delivery. SAM



helps SGS to increase their top buyers' satisfaction with them which is essential for their future business growth. It's part of their marketing strategy to provide more services to these buyers and the other existing buyers as SGS business with these SAM allocated buyers help them build a reputation in the TIC industry.

Some of the buyers that SAM look after and the regions they deal with are listed below-

<b>Region</b>	<b>Buyers (Brands)</b>
US and Canada	Guess
UK (England, Scotland, Ireland)	Marks & Spencer
Germany	s. Oliver
France	Auchan
Australia and New Zealand	Target Australia
Others (Spain, Ukraine, India etc.)	Inditex

### **3.3.5 Role and Importance of CS (Customer Support)**

Without a proper customer support team, an organisation such as SGS cannot provide good after sales service and technical support when their clients need them. CS team of SGS ensures that their clients are properly guided regarding filling up the TRF, using proper care labels, filling out important test details, specifying test methods and so on. Clients inquire prices of tests and audits to CS or Sales and Marketing Department and based on the inquiry and buyers' requirement, CS sends the clients price quotations of different tests and audits. The pricing varies from one client to another as mentioned in the KAM section. But CS differs from the other departments as they only contact with the clients, but the buyers or brands. They provide technical support such as correcting wrong information on TRF, fixing issues with care labels, ensuring that the tests are properly mentioned on TRF and clarifying other TRF related issues. When samples have issues during acknowledgement on the 2<sup>nd</sup> floor where they receive samples and check them according to TRF, if there is anything missing or wrong with the provided information on the TRF, or if the TRF requires clarification on testing methods, colors, missing labels, CS contacts with the clients to solve them as it is crucial for ensuring that the clients have provided adequate and correct information otherwise it will lead to wrong test results. Ensuring correct test methods, end buyer information, suggesting methods for the

clients who want to test their products for themselves – these activities are performed by CS. Their activities and actions help SGS create brand value and provide seamless experience to their clients so it is really important for a company like SGS to integrate their CS with their marketing strategies. As they send price quotations for different tests and audits and suggesting them based on the buyer's usual requirements, CS is also promoting the services to their clients so SGS is using CS as part of their marketing strategies to promote their services and values to their valuable clients.

### **3.3.6 Continuous Improvement Process of SGS Bangladesh Limited**

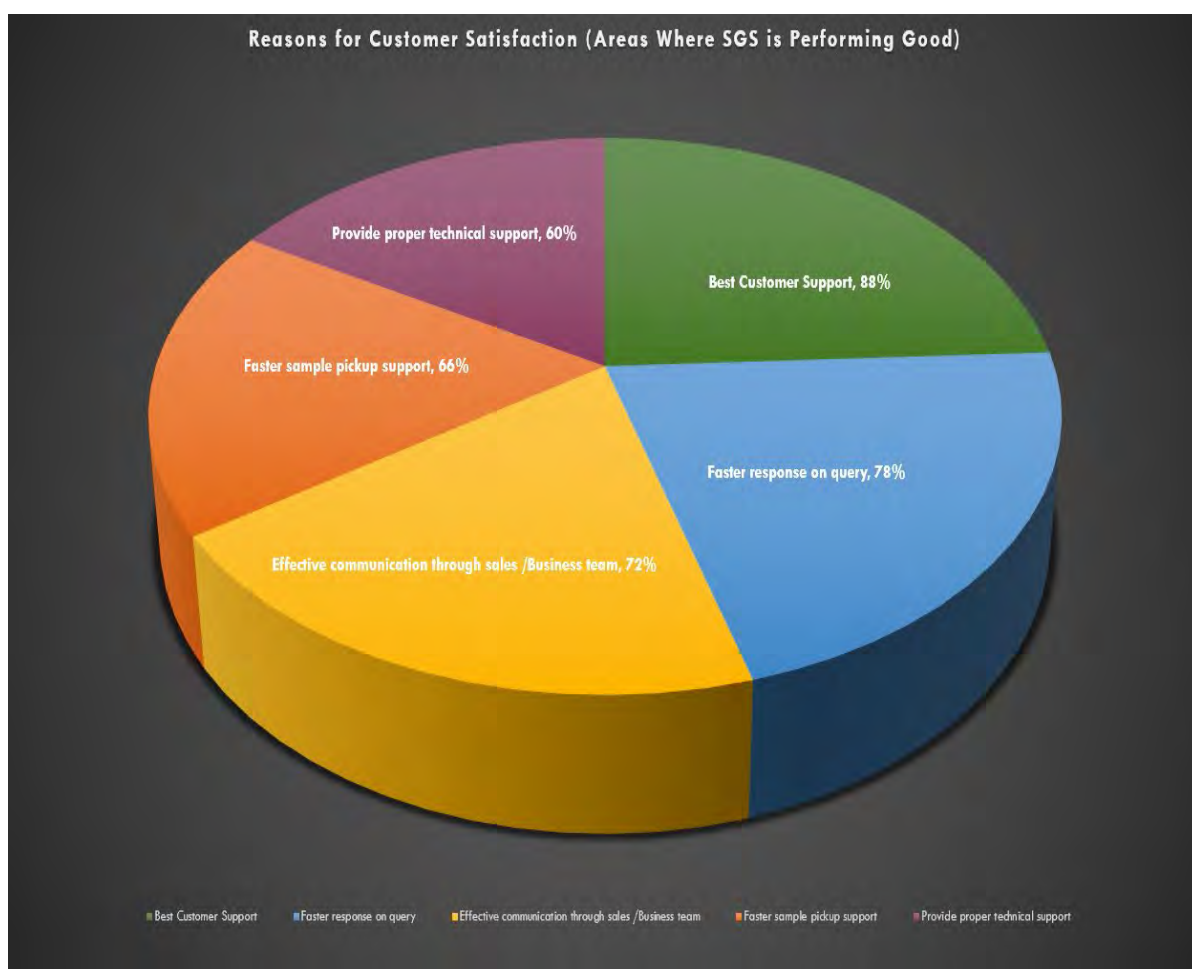
In order to provide effective and efficient services to hundreds of clients in Bangladesh and renowned international and national brands, SGS is constantly taking feedbacks from their clients to improve their services, activities, delivery methods, business strategies so that they can improve as a company and gain competitive advantage in the industry. But the most important reason behind their continuous improvement process is that testing, certification and inspection companies such as SGS are not error free and this is why SGS is always trying to improve their various aspects of business areas to develop new strategies while eliminating or at least reducing their errors, and improve their weak areas to be exceptional in their business. Their continuous improvement procedure to develop more strategies to promote their services as well as it enables them to be effective and efficient in delivering their services which is good for their reputation and sustainable relationship with the customers. As a result, their client retention rate is improved and their other services are promoted with ease.

SGS takes client surveys to gather information regarding the areas they excel at and the areas need to improve in the future. In order to gain relevant and necessary for their business improvement and development, they develop a questionnaire and the survey is done annually as form of face-to-face survey during daily visit and telephone survey. As an Intern, I had to call 50 clients to conduct a survey on behalf of my colleague of Sales & Marketing team and I was responsible to collect the clients' feedbacks regarding SGS' service delivery, performance, areas of improvement, areas of excellence and so on. This survey also served as a method to find out the clients' satisfaction with the company. This survey allowed customers to choose both areas of satisfaction and dissatisfaction at the same time so we had to take the most selected options from both areas to summarize and interpret the result.

The findings of the survey are given below-

**Reasons for Customer Satisfaction (Areas Where SGS is Performing Good)**

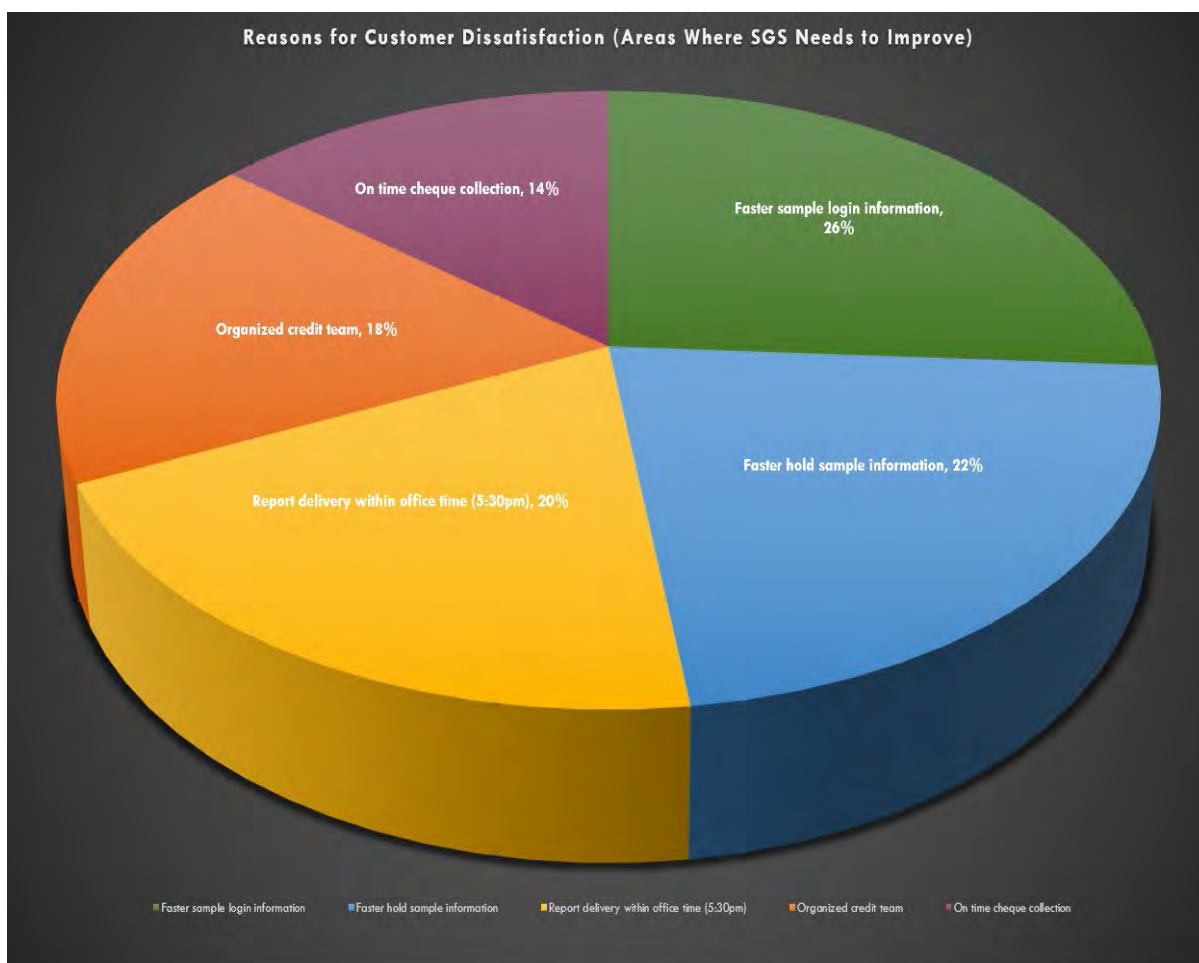
Criteria	No. of Clients
Best Customer Support	44
Faster response on query	39
Effective communication through sales /Business team	36
Faster sample pickup support	33
Provide proper technical support	30



In this area, 88% of the respondents stated SGS has best customer support, 78% of the clients stated SGS has quick response rate on query, 72% stated SGS sales teams maintain effective communication, 66% clients stated that SGS provides fast sample pick up support for them and 60% respondents stated that SGS provides proper technical support to them.

### Reasons for Customer Dissatisfaction (Areas Where SGS Needs to Improve)

Criteria	No. of Clients
Faster sample login information	13
Faster hold sample information	11
Report delivery within office time (5:30pm)	10
Organized credit team	9
On time cheque collection	7



In this area, 26% clients stated that SGS need to login their sample information faster, 22% clients suggested that SGS informs them regarding the hold samples with issues so that they can resolve the issues soon, 20% of the clients suggest us to deliver the reports during office time of 5:30 pm, suggestions of having an improved credit team came from 18% of the respondents and 14% customers suggested us to collect their cheque on time so that tests start quickly

### **3.3.7 Summary and Analysis of Survey Result**

We counted 5 criteria of areas of customer satisfaction and 5 areas of improvement from the options chosen by our clients as they had the option to choose options from both areas.

The response rate was 100%, so all of the 50 clients responded to the survey

Based on the survey result of reasons for customer satisfaction, SGS is doing excellent in certain areas but they still have some aspects to improve and strengthen to ensure the absolute satisfaction.

So, SGS needs to improve these weak areas based on the survey to eliminate their weaknesses while improving customer satisfaction.

Based on the overall result of the survey it can be said that the customers are highly satisfied with the service delivery and activities of SGS but if the company take their recommendations in consideration, their service will be improved a lot in the future.

### **3.3.8 Customers' Recommendations for SGS:**

- i. Improve Sample Acknowledgement – The clients have recommended us to acknowledge the samples and login their information into their system as soon as they receive them so it clears their confusion and gives them a status of their samples
- ii. Improve Follow Up – Only a few clients have suggested to improve our follow up procedure and time as our C&P teams are sometimes engaged in business meetings or daily visits.
- iii. Provide PI status on the same day of sample submission – The customers have suggested us to provide the PI status on the day SGS receives the samples from their companies so it is convenient for them to update their payment.
- iv. Revise Prices – Many of our clients have recommended SGS to revise and reduce the prices so that they continue doing their business and send more samples in the future.
- v. Provide hard copy of reports on the same day of issuing report – The clients have informed us that sending the printed copy of the reports along with the soft copy will

be convenient for them.

### **3.3.9 Importance of C&P Business Development Division in SGS**

As C&P division of SGS consists of four different teams - Sales & Marketing, KAM (Key Accounts Management), SAM (Significant Accounts Management) and CS (Customer Support), they are all essential in promoting services and growing businesses of SGS. These four teams have different responsibilities and despite the differences in their activities, they are somewhat similar and always interlinked with each other, Their contribution and activities are so important in promoting services, growing and ensuring business, maintaining and improving relationship with customers and expanding their operations.

Sales and Marketing is constantly bringing business leads which is critical for growing SGS revenue. Sales and Marketing team is also responsible for maintaining and building relationship with their customers which is important for sustainable business. This team is the most responsible for identifying areas for promoting their services, they are always working on finding out new customers and opportunities to promote their services which is vital for SGS. Checking up on clients on a regular basis shows their sincerity which is vital for a sustainable business relationship and brand value.

It is also essential for a company to provide proper customer service, follow up on feedbacks and inquiries to build up a reputation and long-lasting relationship. These activities of CS essentially help SGS to promote their service quality and their brand as good after market and customer support create value for a brand that plays a vital role in their marketing activities. CS contributes to customer loyalty and customer retention as the clients and buyers know they will get proper support if they face any issues in dealing with SGS. It inspires clients to provide more samples which results in business growth. Clients keep coming back to take SGS services due to their CS along with their other department. Both existing and new clients expect SGS to meet or exceed their expectations due to their age-old reputation and CS contributes to improve SGS' customer

The teams of C&P help SGS to grow lifetime value which helps them increase customer retention rate. It leads to more revenue. Most important thing is, customers always feel

convenient and satisfied with an organisation that has teams that can meet their or exceed their expectation while providing values with their services. They are also most likely to stick with the same company despite the existing rivals and substitutes with cheaper price offering and they are willing to pay more due to proper relation and great customer service. From my observation and 3 months experience working with these teams, it can be said that customers are more willing to pay a premium price due to great service quality and customer service. So, in case of a price increase, the customers are influenced to stick or return to SGS as their C&P teams help them provide value with their services.

### **3.4 Conclusions**

SGS is one of the leading testing labs in Bangladesh with a quick growing rate and various business opportunities. The company is filled with highly skilled personnel and their C&P business development teams are highly effective in their roles and in applying their strategies. The managers, the teams, the marketing strategies, the activities and capabilities are helping SGS to serve and promote their business to more clients. They are really competent in the TIC industry and with a vision to surpass their rivals in terms of growth. Based on their activities and promotional procedures, they are generating more business opportunities than ever and from my perspective, they are going to ensure that the Bangladeshi RMG producers are up to the level of global standards while complying with the environment regulations to reduce pollution. The contribution of SGS to RMG industry, leather industry, food industry, export industry and the environment of Bangladesh is undeniable and their strategies are helping them to grow more.

### **3.5 Recommendations**

There are multiple business opportunities out there for SGS in Bangladesh. The rivals are gaining advantage in some areas but SGS leap ahead in the competition if they consider making adjustments and bringing some changes in their strategies and activities. Some recommendation to improve the organisation and grow business have been given below-

- i. SGS in Bangladesh do not have any dedicated social media page or website. They do not promote their services or activities through digital media, they only have an internal newsletter that are sent to their employees and their main headquarter in

Switzerland. In this age of digital marketing, it is a no brainer to have a social media page to explain and portray the activities of SGS to general people, their existing and potential clients. A strong presence in the social media can definitely boost their image and spread their brand reputation around Bangladesh. Digital marketing plays a vital role as marketing strategy for companies to promote their services and SGS can really convince clients to take their services and change their service provider if they regularly post about their internal and external events on social media along with promotions for their services as it can reach to wider range of customers and gain more business. In my opinion, it is essential for an MNC operating in Bangladesh to be present on the social media to promote their services as many of the garments are still not convinced or clients of SGS. It will hugely boost their business in Bangladesh if they open a local website or most importantly a social media page dedicated to promoting their services and activities.

- ii. SGS can also advertise their services using billboards around industrial and garments area who are the largest part of their client base in Bangladesh. Their advertisement and messages of social media and advertisement will stay in people's and their clients' memories which will influence their business decisions.



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## **Acronyms**

SGS – SGS Bangladesh Limited

C&P – Connectivity and Products

KAM - Key Accounts Management

SAM - Significant Accounts Management

CS - Customer Support

JTI – Japanese Tobacco International

RMG- Readymade Garment

ZDHC- Zero Discharge of Hazardous Chemicals

OCS- Organic Content Standard

GRS- Global Recycle Standard

RCS- Recycled Claim Standard

## Appendix

Sample of survey question

<b>SGS</b>	<b>Quality Assurance</b> SGS Bangladesh Laboratory Services Formats, Registers and Records	Format number : LABDOC/06
		Issue no : 01 Revision : 00 Effective date: 20 March 2020 Page 1 of 1

**SURVEY ON LABORATORY DEVELOPMENT**

Customer Name:	
Contact Person:	
Department:	
Address:	

**SGS Laboratory doing good on :-**

<input type="checkbox"/> Faster sample pickup support	<input type="checkbox"/> Best Customer Support
<input type="checkbox"/> Faster sample acknowledgement	<input type="checkbox"/> Faster response on query
<input type="checkbox"/> On time report delivery	<input type="checkbox"/> Effective communication through sales /Business team
<input type="checkbox"/> Quick support on revise report	<input type="checkbox"/> Organized credit management
<input type="checkbox"/> Provide proper technical support	<input type="checkbox"/> On time invoice submission and follow-up

**SGS Laboratory need to care on :-**

<input type="checkbox"/> Faster pickup sample collection	<input type="checkbox"/> Arrange training to the supplier on buyer protocol
<input type="checkbox"/> Faster sample login information	<input type="checkbox"/> Organized Credit team
<input type="checkbox"/> Faster hold sample information	<input type="checkbox"/> One point contact
<input type="checkbox"/> Report delivery within office time (5:30pm)	<input type="checkbox"/> On time cheque collection
<input type="checkbox"/> Faster response on query	<input type="checkbox"/> Provide proper technical support

Your further suggestion will help on development path –

_____ Signature of customer/ Representative	_____ Name and Signature of surveyor
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