



**Bashundhara A4 paper**

**PROJECT REPORT ON**

**Bashundhara A4 paper**

**Marketing Research (MKT426)**

**Submitted To:**

**Dr. Mohammed Tareque Aziz**

**Assistant Professor**

**BRAC Business School**

**BRAC University**

**Submitted By:**

**Masrura Tasnim**

**ID: 09104099**

**BRAC Business School**

**Aynul Islam**

**ID: 09104108**

**BRAC Business School**

**Section: 01**

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# Chapter 1

## Introduction



## Introduction

'Marketing Research' is the appropriate term when marketing research is being conducted on a specific customer group in a specific geographic area. The purpose of marketing research is to link the consumer to the marketer by providing information that can be used in making marketing decisions. Successful marketing decisions taken by companies require extensive information through conducting marketing research. In today's world of rapidly changing technology, consumer tastes are also characterized by fast changes. To survive in the market, a firm has to be constantly innovating and understand the latest consumer trends and tastes. That's why marketing research should be used to ensure the firm is customer oriented.

We are making a research report on the Bashundhara A4 paper which was assigned to us by our Honorable teacher Dr. Mohammad Tareque Aziz, the course instructor of Basic Marketing research course. We will learn how to make a research report through this project. We are following the instruction of our instructor.



### Background of the study:

During the Han Dynasty paper was invented by the Cai Lun by 105 AD and spread slowly to the west via the Middle East. After that Paper was making and manufacturing in Europe and then it was started in the Iberian Peninsula, today's Portugal and Spain and Sicily in the 10th century by the Muslims living there at the time, and slowly spread to Italy and South France reaching Germany by 1400. In medieval the handcraft of papermaking was machines by the use of waterpower. The first water peppermill was been built in the Portuguese city of Leiria in 1411. The rapid expansion of European paper manufacture was truly enhanced by the invention of the printing press and the beginning of the printing revaluation in the 15th century. The word "paper" derives from papyrus, which is Ancient Greek and it is come from Cyprus papyrus plant. During the Shang and Zhou dynasties of ancient China documents were ordinarily written on bone or bamboo, making them very heavy and awkward and hard to transport. The light material of silk was sometimes used, but was normally too expensive to consider. The first use of paper has been excavated in China. The reign of Emperor Wu of Han from the 2nd century BC uses paper for purposes of wrapping protection for delicating bronze mirrors. Although paper used for writing became widespread by the 3rd century, paper continued to be used for wrapping purposes.

The first paper mill was water-powered mill that pounded the pulp by the use of trip-hammers. The mechanization of the pounding process was an important improvement in paper manufacture over the manual pounding with hand pestles. While the use of human and animal powered mills were known to Chinese and Muslim papermakers, evidence for water-powered paper mills is elusive in both of them.



The A4 paper is the standard paper size used worldwide with the exception of countries in North America. The US, Canada, and Mexico have standardized 8.5 inch by 11 inch paper, typically referred to as "letter" size. The A4 paper is slightly longer, at about 8.27 inches by 11.75 inches. In the present 21st century of our globalization the whole world is thought as a unity of global village. In this global village Bangladesh is one of the most important country who produce A4 paper and place an important role in global market. Bangladesh is the country where the A4 paper was not only produce but also export in many other countries. Because the availability of the raw material and the low cost of labor. The most remarkable companies are Bashundhara A4 paper, Double A Bangladesh Ltd, Papertech company Ltd, Century A4 paper company Ltd, Paper A1 products Bangladesh Ltd, and Bangladesh Paper Mills Ltd. In Bangladesh these companies are really place a significant role in Bangladeshi market as well as all over the world. Moreover, A4 paper is mostly used for keeping office printing document. Additionally students are also using the A4 paper for academic purpose. So the use of A4 paper in Bangladesh has been increasing day by day.



## Problem statement

The sales of Bashundhara A4 paper is not increasing.

## Research objectives

Our research objectives is to find out

- The ways Bashundhara A4 paper can beat the existing market leader and become future market leader.
- The strength and weakness they have regarding their marketing strategies (4P) and overall management
- The ways they can get more acceptability to the customers as well as retailers in order to increase their sales.

## Definition of the key terms

- **Likert scale:** It is a format of response measurement by which the intensity of respondent's agreement & disagreement is measured.
- **Above the line:** Above the line (ATL) is an advertising technique using mass media to promote brands. Major above-the-line techniques include TV and radio advertising, print advertising and internet banner ads.
- **Below the line :** Below the line (BTL) is an advertising technique. It uses less conventional methods than the usual specific channels of advertising to promote products, services, etc. than ATL (Above the line) strategy, these may include activities such as direct mail, public relations and sales promotion for which a fee is agreed upon and charged up front.
- **Gantt Chart:** A Gantt chart is a type of bar chart, developed by Henry Gantt, that illustrates a project schedule. Gantt charts illustrate the start and finish dates of the terminal elements and summary elements of a project.



- **Dichotomous questions** : Dichotomous close-ended questions has only two options, “yes”, “no.
- **Study population** : It means the entire group under study as specified by the objectives of the research project.
- **Cross-sectional study**: it measures the units from a sample of the population at one point in time.
- **Reliability measure**: It obtain identical & very similar responses from the same respondent.
- **Validity**: It measures the validness or truthfulness of information obtained.

### Significance of the study

If we observe the market scenario of A4 paper industry in Bangladesh, A4 paper of foreign Brands grab a large number of market share. Bashundhara A4 paper is one of the domestic products in local market. Though many customers prefer domestic product rather than foreign product, they don't buy Bashundhara A4 paper. This brand can't be able to attract customer as well as grab the market share because of some lacking. We are pretty much sure that none of researchers made a research paper on why the sale of Bashundhara A4 paper is not increasing. However, for the first time we did a market research on Bashundhara A4 paper and found out some lacking of this brand. If they can overcome those lacking, they will be able to grab a huge amount of market.



## Chapter 2

# Literature Review



## **Introduction**

In this chapter, we have described a brief history of Bashundhara group and their A4 paper. They are producing this A4 paper successfully in local and saving a huge amount of currencies that had been spent for importing A4 paper of foreign companies. Moreover they are providing the employment as well as contributing remarkably in Bangladesh.

## **Brief descriptions on all the terms**

Bashundhara Group began in 1987 as real estate venture. It was founded by Ahmed Akbar Sobhan. Bashundhara invested in new fields, including manufacturing, industry and trading in 1990 including cement, paper, pulp, tissue paper and steel production, as well as LP Gas bottling and distribution. Bashundhara Group (BG) has been successfully producing quality papers locally for years now. According to this company, its papers are produced using local materials. As raw materials are not imported from abroad, it saves a huge amount of foreign currency. Local industries also provide employment for lot of people and makes important contribution to the country's economy.

Bashundhara Group launched its A4 paper in the local market in October '09. The paper has a monthly demand of one thousand metric tons in the country. The factory of Bashundhara group at Meghnaghat has the capacity to produce nearly two thousand metric tons of the paper every month. So if the factory operates in its full capacity then the A4 paper can also be exported abroad after satisfying the local market needs.



As the paper is produced locally buyers are able to get them at a 25% lesser price. The papers are available at 100 sheet and 500 sheet packets in the market. The paper is produced from local materials apart from a few chemicals which are imported from abroad. By producing A4 paper locally Bashundhara Group is saving up to nine to ten million dollars in foreign currency a year. The factories are also employing up to seven to eight hundred people. For years Bashundhara has been successfully producing offset paper, white printing and writing paper, wrapping paper, color paper, newsprint, laser paper, poster paper, glossy paper, paper cement bags, tissue papers and other varieties of papers for the local market. According to Bashundhara Group officials, the papers had to be imported from abroad in past. But now they are produced domestically for the local market. Its factories are providing many with employment and contributing greatly to the economy of the country.



# Chapter 3

## Methodology



## Introduction

In this chapter we have explained what was the procedure that we followed in our research. We decide our objective. Then chose the research design based on the types of information. Select our study population. After that we chose our sample and developed questionnaire. Finally, we collected data as well as analyzed the data to interpret.

## Gantt chart

	10-20 September	20-30 September	1-10 October	11-20 October	20-31 October	1-10 November	11-20 November	21-30 November	1-10 December
Determining the Research design									
Identifying the information type and source									
Determining the method of accessing data									
Designed the data collection form									
choosing 30 sample									
collecting data from Nilkhet									
collecting data from Kataban									
Collecting data from Mohakhali									
Collecting data from Banani									
collecting data from Shantinagar									
collecting data from New market									
collecting data from Shegunbagicha									
Analyze those data									



### Research design

Research design is a set of advance decision that master plan specifying the method and procedure for collecting and analyzing the needed information. Basically there are three types of research. 1. Exploratory research 2.Descriptive research 3.Causal research. We followed the Descriptive research. Descriptive research is undertaken to obtain the answer of the question Who, What, Where, When and How. When we wish to know our customers are, what Brands they buy and in what quantities, where they buy the brands, when they shop and how they found out about product. We turn to descriptive research. Descriptive research is also desirable when we wish to project a study's findings to a large population. If a study's sample is representative, the findings may be used to predict some of interest such as sales. Our research designed would be categorized under cross-sectional study of descriptive research method.

We followed descriptive research analysis with setting structured questionnaire first & doing face to face interview with respondents. It was a quantitative research approach. As we are doing a research about the sales of Bashundhara paper and our study population is all the retailers/wholesalers of A4 paper in Bangladesh, we wish to know our retailers/wholesalers demography , what brand of A4 papers they buy & sell and in what quantities, to whom they sell the brands, what are the market demand condition, what are the strength weakness of the brands, how their consumer behavior change with product's marketing strategy etc. By studying our sample representative, it has been easier for us to predict the sales.

### Measurement rationale

We used open ended question to find out demographic information from 1 to 6. To find out the current condition of the industry of A4 paper, we used multiple category of close ended question in question no 7 where we focused on the daily average sales of A4 papers. Again, we used multiple category of close ended question in question no 8 to know to how much of the total sales of each outlets is contributed by the most sold A4 papers of those outlet, by this we would be able to understand the popularity level of most sold A4 papers. We used dichotomous in



question 9 to know the acceptability of Bashundhara A4 paper in each and every outlet. To find out the intensity of weakness in the perspective of quality, demand and incentive (commission) offered, we used likert scale in question no 10, 11, and 12. Additionally we used likert scale on question no 13, 14, 15 and 16 so that we can able to find out how a much strength the market leader has regarding the quality, Brand image, pricing strategy and distribution strategy . Again we used liker scale in 17, 18 to know about the target market as well as the knowledge of the respondent about their customers. Likert scale is being used by us in question no 19 to know how many people agree or disagree about the superiority of the market leader in promotional activities. We used dichotomous type in question no 20 to know whether customer have negative perception about the quality of Bashundhara A4 paper due to its pricing strategy or not. If the answer is yes then “why?”. We used multiple category of close ended question to know the answer of “why” in question no 21. We used dichotomous type question in question no 22 and 23 to know whether packaging of the market leader has any kind of impact in its success in the market or not and the negative impact on the sales of Bashundhara A4 paper. As we are instructed to give close ended question we used multiple category of close ended question to know the answer of “why” in question no 24. It is necessary to know how people do agree or disagree about that a different packaging of “Bashundhara A4 paper” that will help to generate more revenue by increasing more sales. That’s why we used likert scale in question no 25. To find out a specific problem of Bashundhara A4 paper we used multiple category of close ended question in question no 26. Finally in question 27, we used liker scale to know how many people agree that the sales of Bashundhara A4 Paper will dramatically increase, if they make more “printer friendly” papers remaining the same price and what is percentage.

### Study population

Study population means the entire group under study as specified by the objectives of the research project. It is necessary to use the description of the population very precisely. Our study population is all the retailers of A4 paper in Bangladesh which can be approximately 5 lacks in all over the Bangladesh.



## Sampling

A sample is a subset of the population that suitably represents the entire group. It very necessary to assess the degree of representative of the subgroup that will be selected as sample. We have taken 30 retailers of A4 paper of Dhaka as our sample because of limited time, limited capital due to the fact that it was a student administrated project. Moreover, as we live in Dhaka, it has been more convenient for us to do our research within Dhaka. Most importantly, we took limited sample size as 30 because our respondents are institutional enterprises who provide homogeneous information. We chose our sample randomly. We chose the sample from eight particular areas. These areas are: Mohakhali, Banani, Nilkhet, Kataban, Kakrail and shantinagar, New market and Segunbagicha.

## Data collection procedure

We made structured questionnaire based on our objective. We developed a structured questionnaire. Our questionnaire was standardized and it was for the all types of response category. We made our questionnaire in such a way it can speed up the process of data analysis as well as serve as permanent record of the research. First of all we determine our objectives and decide data collection method. Then we our question was evaluated and approved by our course instructor. Then we have taken 30 retailers of A4 paper of Dhaka as our sample from Mohakhali, Nilkhet, Banani, Kataban, Kakrail and shantinagar. We choose these areas cause these are considered as busiest places in Dhaka city in terms of academic & official gatherings & also key business places for A4 papers. After choosing the sample, we collected data from those areas.



## Gantt chat

	1-10 October	11-20 October	21-31 October	1-10 November	11-20 November	21-30 November
Choosing 30 sample						
Collecting data from Nilkhet						
Collecting data from Kataban						
Collecting data from Mohakhali						
Collecting data from Banani						
Collecting data from Shantinagar						

## Survey approaches

A person administered survey is one in which an interviewer we took face to face interview of our 30 sample. Though face to face interview is comparatively costly rather than other type of interview, we preferred this interview for getting better feedback. Moreover our respondents are ordinary retailers/wholesalers of A4 size paper. They are not that much educated. As interviewer we can be able to adaptable to respondent difference. We had to help step by step about the questionnaire in order to understand how to respond the question. Through this interview type, we had been able to ensure whether they are appropriate respondent or not false answering the question. We made a structured questionnaire which included open-ended, multiple category close ended questions, dichotomous questions & likert scale questions. That is why it was easier for us in administering, coding and analyzing.



## Data analysis

The purpose of data analysis is to summarize the data that has been gathered in the research project, applying the understandable conceptualizations, finding of the underlying patterns, generalizing sample findings to the populations in a data matrix

Our research is focusing on descriptive analysis by describing the variables in a data matrix. Here, averages, frequencies, percentages will be used to analyze the data. For that, pie chart & frequency distribution tables has been used. Pie chart will visually show the categorizing of responses by expressing those in percentages where frequency distribution table will show the frequency of different responses of a question.

Question number 1-6 is used for acquiring demographic information only.

Question number one & two simply enlisted the names of retailer/ wholesaler & the owner of the outlets.

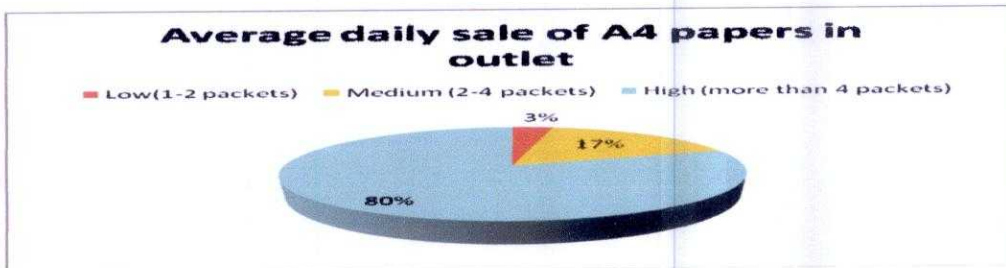
Question number three, recorded the age of the shopkeeper/ respondent of the outlets. Here, minimum age found was 20 years & maximum 40 years with an average of 30.53 years.

Question number four required the number of years, for which the outlet is running business in that location. The minimum year of operating was 1 year where maximum years of operating business is 58 years. The average year was 11.43 years.

Question number five required the number of employees that works in the outlet. Maximum number of employees is 8 & minimum number of employee is 1. Here the average number of employees is 3.4.

Question number six listed the locations of Dhaka city where the research project has been carried out. The places are Nilkhet, New market, Katabon, Mohakhali, Kakrail, Segunbagicha, Shantinagar, Banani market.

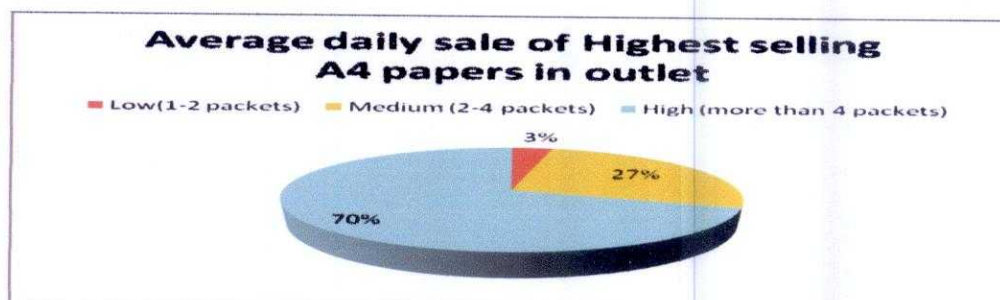
From the next questions we shift to the quantitative research part with quantitative information. Pie chart & frequency distribution table is used there.



Question number 7 was “what is the average daily sales of A4 papers in your outlet?” This was a multiple category close-ended question. In reply to this question 80% of the respondents answered that the average sales of A4 papers in their outlets is high (which is more than 4 packets a day) where 17% of the respondents answered it is medium in their outlets (which is between 2-4 packets a day) & the rest 3% of the respondents answered that the A4 papers sales is low in their outlets (which is between 1-2 packets). The frequency table is given below,

Low(1-2 packets)	1
Medium (2-4 packets)	5
High (more than 4 packets)	24

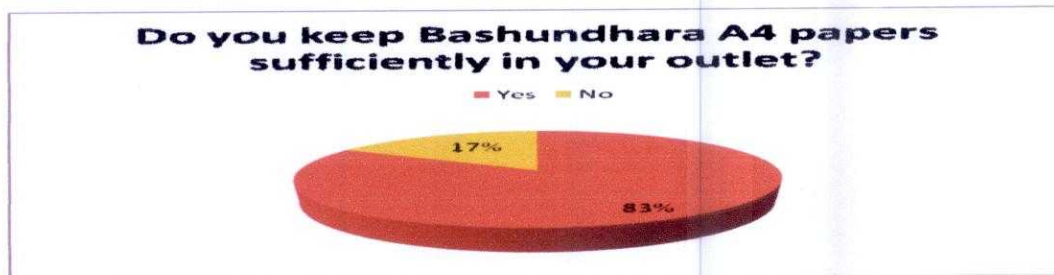
From the frequency table it is seen that maximum respondents that is 24 respondents do sell A4 papers in high volume ( more than 4 packet a day) where only one of them incur low sales volume.



Question number 8 was “what is the average sale of the highest selling A4 paper in your outlet?” In reply to this question 70% of the respondents answered that the average sale of highest selling A4 papers in their outlets is high (which is more than 4 packets a day) where 27% of the respondents answered it is medium in their outlets (which is between 2-4 packets a day) & 3% of the respondents answered that the highest selling A4 papers sales is low in their outlets (which is between 1-2 packets). The frequency table is given below,

Low(1-2 packets)	1
Medium (2-4 packets)	8
High (more than 4 packets)	21

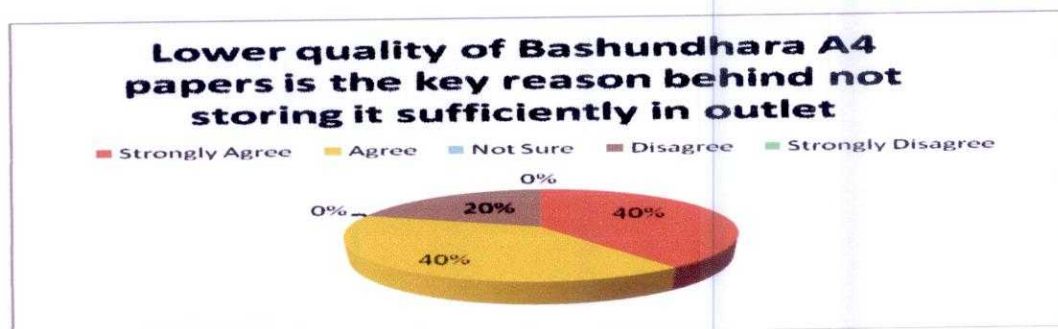
There are different A4 papers brands in market & different outlets may have different brands as their highest selling A4 paper in those outlets. From the frequency distribution table it is seen that 21 of the respondents do sell their highest selling A4 paper at high volume where one of the respondents incurring low volume( 1-2 packets).



Question number 9 was “Do you keep Bashundhara A4 paper sufficiently in your store?” This was a dichotomous close-ended question with responses “yes” & “No”. In reply to this question 83% of the total respondents said that they keep it sufficiently in their outlets where 17% of the total respondents said they do not keep it in sufficient amount in their store. The frequency table is given below,

Yes	25
No	5

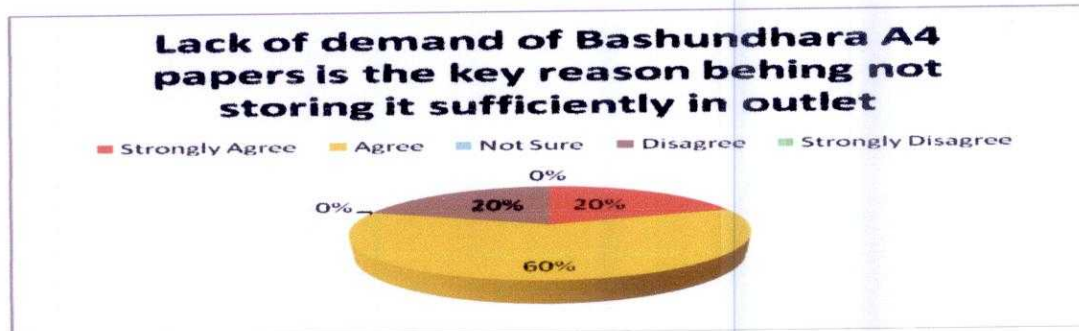
From the table we see 25 respondents do keep Bashundhara A4 paper sufficiently where 5 of the respondents do not.



Question number 10 was, if the previous questions answer is “No”, then “Lower quality of the paper is key reason behind it?” Here “Likert scale” response-format is used to tap the responses of this question where the labeled responses were “Strongly agree”, “Agree”, “Not sure”, “Disagree”, “Strongly disagree”. Only 5 respondents from the total 30 respondents from the sample size answered “No” to the previous question number 9. So, reasonably this question was asked to those 5 respondents only. Amongst those 5 respondents, 40% of the respondents “strongly agreed” with the question statement where another 40% of the respondents “agreed” with the question statement. Remaining 20% of the respondents “disagreed” with the question statement. None of those 5 respondents chose the options “Not sure” or “strongly disagree” options as those options do not reflect their opinions. The frequency table is given below,

Strongly Agree	2
Agree	2
Not Sure	
Disagree	1
Strongly Disagree	

From the table we see, out of the total 5 respondents of this question 2 of the respondents replied “strongly agree” & 2 of them replied only “Agree” where only One of them expressed disagree.



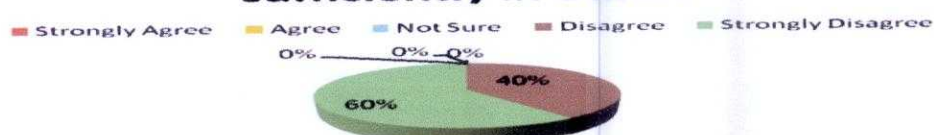
Question number 11 was, “If the answer of question 9 is no, then lack of demand in the market is key reason behind it”. Likewise the previous question “Likert scale” response-format is used to tap the responses of this question. Amongst the 5 respondents, 60% of the respondents “Agreed” with the question statement where 20% of them “Strongly agreed” & rest of the 20% “Disagreed”. The frequency table is given below,

Strongly Agree	1
Agree	3
Not Sure	
Disagree	1
Strongly Disagree	

From here it is seen maximum 4 respondents expressed agreeableness to the statement.



**Lower commission given by  
Basundhara A4 papers is the key  
reason behind not storing it  
sufficiently in outlet**



Question number 12 was, “If the answer of question 9 is no, then the lower commission given by Bashundhara company is key reason behind it” Likewise the previous question, “Likert scale” response-format is used here. Amongst the total 5 respondents, 60% of the respondents “Strongly disagreed” with the question statement where rest 40% of the respondents “Disagreed” with the question statement. So, cumulatively, 100% of the respondents actually denied the question statement. There were no answers in the “Strongly agree”, “Agree”, “Not sure” category as the respondents simply did not find their opinion’s reflection in those options. The frequency table is given below,

Strongly Agree	
Agree	
Not Sure	
Disagree	2
Strongly Disagree	3

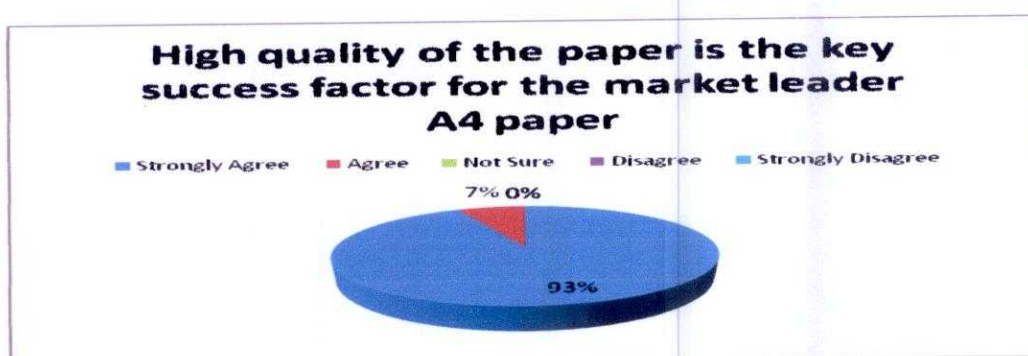
From here it is seen all of the 5 respondents of this question expressed disagreeableness to the statement.



Question number 13 was, “Pricing strategy is the key success factor for the market leader of A4 paper”. Likewise, the previous questions it was a scaled response/likert scale question. Amongst the total 30 respondents of this question, 20 respondents (which means 67% of the sample size) replied that they “disagree” with the question statement where 17% of the respondents strongly disagreed & 16% replied “not sure”. None of the respondents anyhow agreed with the statement. The frequency table is given below,

Strongly Agree	
Agree	
Not Sure	5
Disagree	20
Strongly Disagree	5

From here we see that total 25 of the respondents expressed disagreeableness where 5 of them are not sure.



Question number 14 was, “High quality of the paper is the key success factor for the market leader of A4 paper”. Likewise, the previous questions it was also a scaled response/likert scale question. Amongst the total 30 respondents of this question, 28 of them replied that they “Strongly agree” with the question statement (which means 93% of the total respondents) where 2 of the respondents simply agreed with the statement. None of the respondents expressed any sort of disagreeableness to this statement. The frequency table is given below,

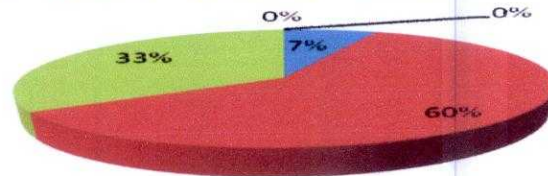
Strongly Agree	28
Agree	2
Not Sure	
Disagree	
Strongly Disagree	

From here we see that 28 of the respondents strongly agreed where rest 2 just agreed which makes all of the respondents expressing agreeableness to the statement.



**Good brand image is the key success factor for the market leader A4 paper**

Strongly Agree Agree Not Sure Disagree Strongly Disagree



Question number 15 was a statement “Good Brand image is the key success factor for the market leader of A4 paper.” Likewise the previous questions “Likert scale” response-format is used to tap the responses of this question. Amongst the total 30 respondents of this question, 18 of them replied that they “agree” with the question statement (which means 60% of the total respondents) where 2 of the respondents simply “strongly agreed” with the statement. Rest 10 of the respondents replied “not sure” (which means 33% of the total respondents). The frequency table is given below,

Strongly Agree	2
Agree	18
Not Sure	10
Disagree	
Strongly Disagree	

From here we see that 20 of the respondents expressed agreeableness to the statent where rest 10 are not sure about it.



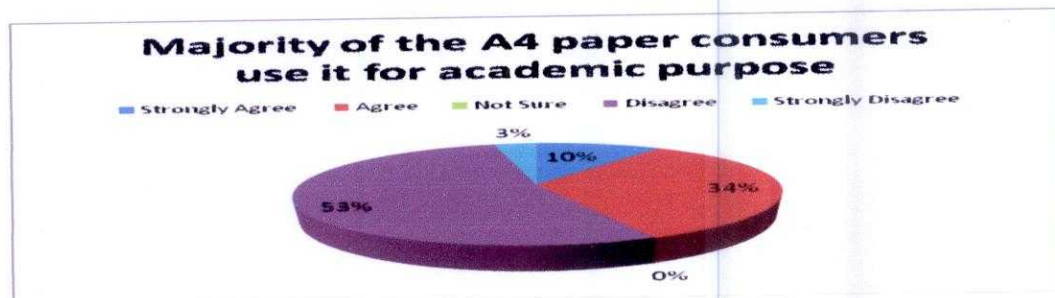
**Distribution strategy is the key success factor for market leader A4 paper**



Question number 16 was a statement “Distribution strategy is the key success factor for the market leader of A4 paper. Again, it was a “likert-scale” response format question, in response to which in total 84% of the respondents expressed their disagreeableness (64% disagree & 20% strongly disagree). Only 3% of the total respondents expressed agreeableness where rest 13% of the respondents said they are not sure about it. The frequency table is given below,

Strongly Agree	
Agree	1
Not Sure	4
Disagree	19
Strongly Disagree	6

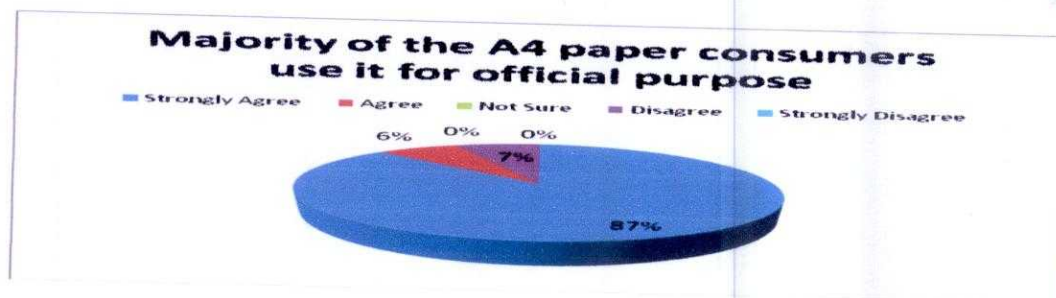
From here we see that 25 of the respondents expressed disagreeableness where 4 are unsure & 1 is agreed.



Question number 17 was a statement “Majority of the A4 paper consumer use it for academic purpose” where the question was designed in “likert-scale” response format. In total 56% of the respondents (including “strongly disagree” & “disagree”) expressed their disagreeableness to the statement where the rest 46% of the respondents (including the “strongly agree” & “agree”) expressed their agreeableness to the statement. The frequency table is given below,

Strongly Agree	3
Agree	10
Not Sure	
Disagree	16
Strongly Disagree	1

From the table we see that 17 of the respondents expressed disagreeableness where 13 of the respondents expressed agreeableness to the statement.



Question number 18 was a statement “Majority of the A4 paper consumer use it for academic purpose” where the question was designed in “likert-scale” response format. In total approximately 94% of the respondents (including “strongly agree” & “agree”) expressed their agreeableness to the statement where the around 7% of the respondents disagreed to the statement. The frequency table is given below,

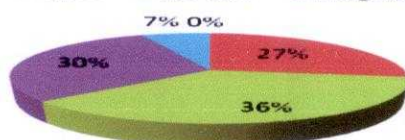
Strongly Agree	26
Agree	2
Not Sure	
Disagree	2
Strongly Disagree	

From the table we see that 28 of the respondents expressed agreeableness where only 2 expressed agreeableness to the statement.



**The promotional activity of market leader A4 paper is superior to Bashundhara A4 paper**

Strongly Agree Agree Not Sure Disagree Strongly Disagree

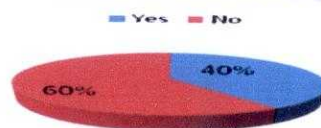


Question number 19 was a statement “The promotional activity of market leader of A4 paper is superior to Bashundhara A4 paper.” Likewise the previous question-responses, this question was also designed in “likert-scale” response format. In total approximately 37% of the respondents (including “strongly disagree” & “agree”) expressed their disagreeableness to the statement where approximately another 37% of the respondents said they are not sure about it. Around 27% of the respondents expressed their agreeableness to the statement. The frequency table is given below,

Strongly Agree	
Agree	8
Not Sure	11
Disagree	9
Strongly Disagree	2

From the table we see that 8 of the respondents expressed agreeableness where 11 of the respondents expressed disagreeableness to the statement & 11 of them are unsure.

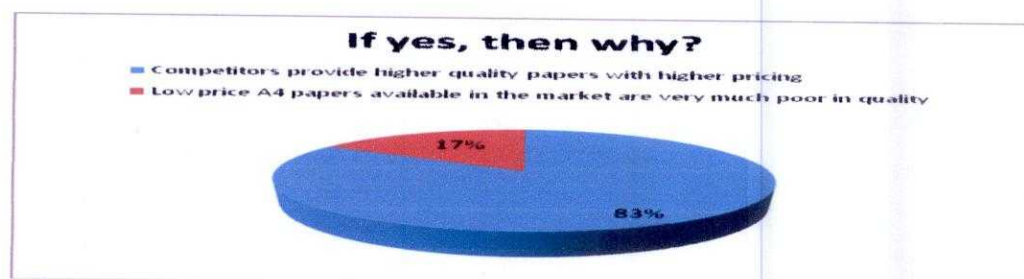
**Do you think consumers have negative perception about the quality of Bashundhara papers due to its pricing strategy?**



Question number 20 was “Do you think customer have negative perception about the quality of Bashundhara A4 paper due to its pricing strategy?” Unlike the previous question, this question was designed in “dichotomous” response format with responses “yes” & “no”. In response to it 60% of the respondent said “no” which means they do not think that consumers have negative perception about the quality of Bashundhara A4 papers due to its pricing. On the other hand 40% of the respondents replied “yes”. The frequency table is given below, The frequency table is given below,

Yes	12
No	18

From the table we see that 18 of the respondents said “No” where 12 of the respondents said “yes”.



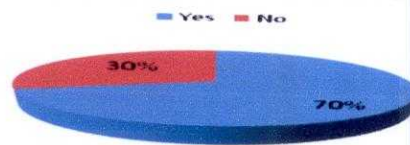
Question number 21 was “If the answer of the previous question is yes, then why?” This question was designed in closed- ended response format with two options which are “competitors provide higher quality papers with higher pricing” & “Low price A4 papers available in the market are very poor in quality”. Logically only 12 respondents out of the total 30 respondents are eligible for responding to this particular question as it is for those who answered yes in the previous question & the frequency of “yes” response of that question was 12. Out of those 12 respondents 10 respondents( that is 83% of them) replied that they said yes to the previous question because the “competitors of Bashundhara A4 papers provide higher quality papers with higher pricing”. The rest 2 of the respondents ( that is 17%) replied that they said yes to the previous question because “Low price A4 papers available in the market are very poor in quality”. The frequency table is given below, The frequency table is given below,

Competitors provide higher quality papers with higher pricing	10
Low price A4 papers available in the market are very much poor in quality	2

From the table we see that 10 of the respondents said “Competitors provide higher quality papers with higher pricing” in the response option where 2 of the respondents ticked “Low price A4 papers available in the market are very much poor in quality” option.



**Do you think packaging of the market leader of A4 papers has any kinds of impact in its success in the market?**



Question number 22 was “Do you think packaging of the market leader has any kind of impact in its success in the market?” This question was designed in “dichotomous” response format with responses “yes” & “no”. In response to it 70% of the respondent said “yes”, which means they do think that packaging has impact on the success of market leader A4 paper. On the other hand 30% of the respondents replied “no”, which means they do not think that packaging has any kind of impact on the success of market leader A4 paper company. The frequency table is given below,

Yes	21
No	9

From the table we see that 9 of the respondents said “No” where 21 of the respondents said “yes”.



**Do you think packaging of Bashundhara A4 paper create any negative impact on its sale?**

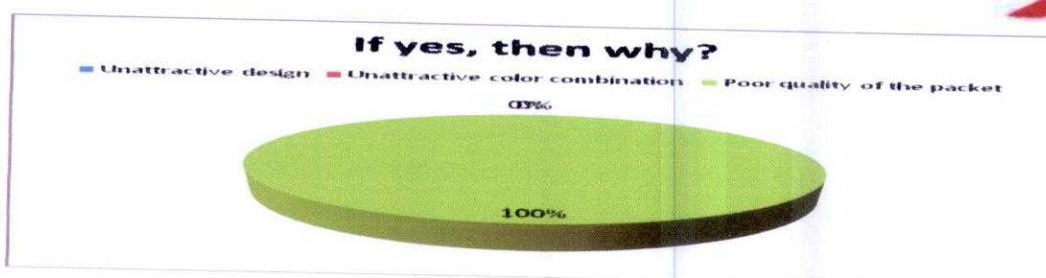
■ Yes ■ No



Question number 23 was “Do you think packaging of the Bashundhara A4 papers create any negative impact on its sales?” This question was designed in “dichotomous” response format with responses “yes” & “no”. In response to it around 57% of the respondent said “no”, which means they do not think that packaging of Bashundhara A4 papers has negative impact on the sales of it. On the other hand around 44% of the respondents replied “yes”, which means they do think that it’s packaging has negative impact on the sales of it. The frequency table is given below,

Yes	13
No	17

From the table we see that 17 of the respondents said “No” where 13 of the respondents said “yes”.



Question number 24 was “If the answer of the previous question is yes, then why?” This question was designed in closed- ended response format with three options for responding, which are “Unattractive design”, “unattractive color combination”, “poor quality of the packet”. Logically only 13 respondents out of the total 30 respondents are eligible for responding to this particular question as it is for those who answered “yes” in the previous question & the frequency of “yes” response of that question was 13. All of those 13 respondents (that is 100% of them) replied that they said yes to the previous question because of the “poor quality of the packet”. The frequency table is given below,

Unattractive design	
Unattractive color combination	
Poor quality of the packet	13

From the table we see that all of the 13 respondents of the question marked poor quality of the packet in their response.



**A different packaging of Bashundhara A4 papers will help to generate more revenue by increasing sales**



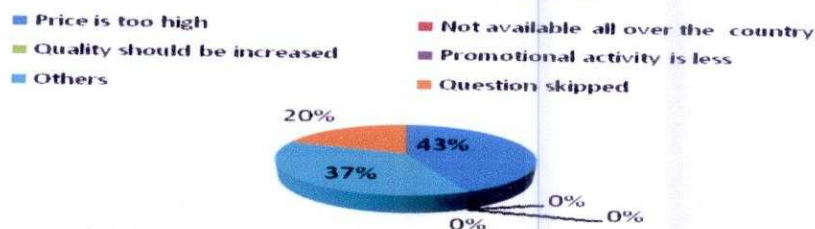
Question number 25 was a statement “A different packaging of “Bashundhara A4 paper” will help to generate more revenue by increasing more sales”. This question was designed in “likert-scale” response format with “strongly agree”, “agree”, “disagree”, “strongly disagree” options. 40% of the respondents agreed with the statement where approximately another 34% of the respondents said they are not sure about it. Rest 26% of the respondents (including “disagree” & “strongly disagree”) expressed their disagreeableness to the statement. Frequency table is given below,

Strongly Agree	
Agree	12
Not Sure	10
Disagree	7
Strongly Disagree	1

From the table we see that 12 of the respondents expressed agreeableness where 8 of the respondents expressed disagreeableness to the statement & 10 of them are unsure.



**A specific problem of market leader  
A4 paper in the industry which  
should be solved**



Question number 26 was “Do you notice any specific problem of market leader A4 paper in the industry which they should solve?” This question was designed in closed- ended response format with five options for responding, which are “price is too high”, “ quality should be increased”, “not available all over the country”, “promotional activity is less” & “others”. Only the first & last options were “ticked” by 24 respondents as they did not find their opinions reflection in the other options. There were 6 respondents who skipped this question maybe because they do not see any kind of negative points of market leader A4 paper or they intentionally skipped it in order to maintain the privacy of their opinion regarding the question. In percentage 43% of the respondents replied the issue that price of market leader A4 paper is too high where 37% ticked the others option where they mentioned many other kinds of points related to it which carried qualitative information regarding the question. Rest 20% skipped the question. Frequency table is given below,

Price is too high	13
Not available all over the country	
Quality should be increased	
Promotional activity is less	
Others	11
Question skipped	6

From the table we see that 13 of the respondents ticked the “price is too high” ption where 11 ticked “other” option. 6 of the total respondents skipped this question.



**Do you think the sales of  
Bashundhara A4 paper will  
dramatically increase if they make  
more "printer friendly" paper...**



Question number 27 was “Do you think, the sales of Bashundhara A4 Paper will dramatically increase, if they make more “printer friendly” papers remaining the same price? This question was designed in the likert-scale response format with format 73% of the total respondents expressed strong agreeableness where 23 % of the respondents expressed agreeableness. In total around 97% of the respondents agreed to this statement where only one respondent from the sample size expressed that he is not sure about its reality. Frequency table is given below,

Strongly Agree	22
Agree	7
Not Sure	1
Disagree	
Strongly Disagree	

From the table we see that 29 of the respondents expressed agreeableness where 1 of the respondents is unsure.



## Chapter 4

# Findings



## Introduction

In this chapter, it is reflected what we found after analyzing the data. Overview of the collected the data, profile of the respondents and result according to the each and every question are mentioned in this chapter.

## Overview of data collected

Through collecting data we got to know about the average daily sales of each of the outlets. majority of the respondents answered that the average sales of A4 papers in their outlets is high (which is more than 4 packets a day) where some of the respondents answered it is medium in their outlets (which is between 2-4 packets a day) & the rest of the respondents answered that the A4 papers sales is low in their outlets (which is between 1-2 packets).

We also came to know the average sale of the highest selling A4 paper of each outlet. Majority of the respondents answered that the average sale of highest selling A4 papers in their outlets is high (which is more than 4 packets a day) where some of the respondents answered it is medium in their outlets (which is between 2-4 packets a day) & very few of the respondents answered that the highest selling A4 papers sales is low in their outlets (which is between 1-2 packets). There are different A4 papers brands in market & different outlets may have different brands as their highest selling A4 paper in those outlets. 21 of the respondents do sell their highest selling A4 paper at high volume where one of the respondents incurring low volume (1-2 packets).

25 respondents do keep Bashundhara A4 paper sufficiently where 5 of the respondents do not keep sufficiently because of the lower quality. Amongst the 5 respondents, 4 respondents agreed that low quality of paper is key reasons behind it where 4 others also agreed lack of demand is another reason of it. All of the 5 respondents denied the existence of commission giving system on sales.

Amongst the total 30 respondents of this question, 20 respondents (which means 67% of the sample size) replied that they “disagree” with the question statement that pricing strategy is a



a key success factor for market leader A4 paper, where 17% of the respondents strongly disagreed & 16% replied “not sure”. None of the respondents anyhow agreed with the statement.

Amongst the total 30 respondents of this question, 28 of them replied that they “Strongly agree” with the question statement (which means 93% of the total respondents) that high quality of the paper is the key success factor for the market leader of A4 paper where 2 of the respondents simply agreed with the statement. None of the respondents expressed any sort of disagreeableness to this statement.

67% of the respondents do believe that good brand image is a key success factor for market leader A4 paper. On the other hand 33% of the respondents said they are not sure about it, as all of our respondents are not equally educated enough & also aware about modern day’s business system it is their lack of knowledge for which they fail to understand the value of “branding” in modern days business & its impact on product’s success.

84% of the respondents expressed their disagreeableness (64% disagree & 20% strongly disagree) to the statement that distribution strategy is the key success factor for the market leader of A4 paper. Only 3% of the total respondents expressed agreeableness where rest 13% of the respondents said they are not sure about it.

56% of the respondents (including “strongly disagree” & “disagree”) expressed their disagreeableness to the statement that majority of the A4 paper consumer use it for academic purpose where the rest 46% of the respondents (including the “strongly agree” & “agree”) expressed their agreeableness to the statement. Again, approximately 94% of the respondents (including “strongly agree” & “agree”) expressed their agreeableness to the statement that majority of the A4 paper consumer use it for official purpose where the around 7% of the respondents disagreed to the statement.

In total approximately 37% of the respondents (including “strongly disagree” & “agree”) expressed their disagreeableness to the statement that the promotional activity of market leader of A4 paper is superior to Bashundhara A4 paper where approximately another 37% of the



respondents said they are not sure about it. Around 27% of the respondents expressed their agreeableness to the statement.

Do you think customer have negative perception about the quality of Bashundhara A4 paper due to its pricing strategy? 60% of the respondent said “no” which means they do not think that consumers have negative perception about the quality of Bashundhara A4 papers due to its pricing. On the other hand 40% of the respondents replied “yes”.

If the answer of the previous question is yes, then why? 12 respondents out of the total 30 respondents are eligible for responding to this particular question as it is for those who answered yes in the previous question & the frequency of “yes” response of that question was 12. Out of those 12 respondents 10 respondents( that is 83% of them) replied that they said yes to the previous question because the “competitors of Bashundhara A4 papers provide higher quality papers with higher pricing”. The rest 2 of the respondents ( that is 17%) replied that they said yes to the previous question because “Low price A4 papers available in the market are very poor in quality”.

Do you think packaging of the market leader has any kind of impact in its success in the market? In response to it 70% of the respondent said “yes”, which means they do think that packaging has impact on the success of market leader A4 paper. On the other hand 30% of the respondents replied “no”, which means they do not think that packaging has any kind of impact on the success of market leader A4 paper company.

Do you think packaging of the Bashundhara A4 papers create any negative impact on its sales? In response to it around 57% of the respondent said “no”, which means they do not think that packaging of Bashundhara A4 papers has negative impact on the sales of it. On the other hand around 44% of the respondents replied “yes”, which means they do think that it’s packaging has negative impact on the sales of it.

If the answer of the previous question is yes, then why? Logically only 13 respondents out of the



answered “yes” in the previous question & the frequency of “yes” response of that question was 13. All of those 13 respondents (that is 100% of them) replied that they said yes to the previous question because of the “poor quality of the packet”.

“A different packaging of “Bashundhara A4 paper” will help to generate more revenue by increasing more sales”. 40% of the respondents agreed with the statement where approximately another 34% of the respondents said they are not sure about it. Rest 26% of the respondents (including “disagree” & “strongly disagree”) expressed their disagreeableness to the statement.

Do you notice any specific problem of market leader A4 paper in the industry which they should solve? In percentage 43% of the respondents replied the issue that price of market leader A4 paper is too high where 37% ticked the others option where they mentioned many other kinds of points related to it which carried qualitative information regarding the question. Rest 20% skipped the question.

Do you think, the sales of Bashundhara A4 Paper will dramatically increase, if they make more “printer friendly” papers remaining the same price? 73% of the total respondents expressed strong agreeableness where 23 % of the respondents expressed agreeableness. In total around 97% of the respondents agreed to this statement where only one respondent from the sample size expressed that he is not sure about its reality.



### Profile of the respondents

We got an idea about the profile of the respondents through collecting data. We got demographic information from first six questions. We got to know the name of the owner, age of the respondents. Here, minimum age found was 20 years & maximum 40 years with an average of 30.53 years. The average of the establishment of the outlet is 11.43 year. Those outlets consists maximum eight employees or minimum number one employee. Here the average number of employees is 3 to 4. The respondents' outlets' location are Nilkhet, New market, Katabon, Mohakhali, Kakrail, Segunbagicha, Shantinagar, Banani market.

### Results (question and sub category wise)

**Demographic results :** Question number one & two simply enlisted the names of retailer/ wholesaler & the owner of the outlets. Question number three, recorded the age of the shopkeeper/ respondent of the outlets. Here, minimum age found was 20 years & maximum 40 years with an average of 30.53 years. Question number four required the number of years, for which the outlet is running business in that location. The minimum year of operating was 1 year where maximum years of operating business is 58 years. The average year was 11.43 years.

This averages are showing that our average sample units were experienced enough to participate in the survey & providing reliable , valid information, thus making our reliability & validity of research strong.

### **Quantitative result:**

Question number 7 reveals that 80% of the respondents achieve high sales (which is more than 4 packets a day) in their outlet, where 17% of the respondents achieve medium sales in their outlets (which is between 2-4 packets a day) & the rest 3% of the respondents answered that the A4 papers sales is low in their outlets (which is between 1-2 packets).



**Interpretation of Q.7 :** The research has been done with 30 sample units who were wholesalers/retailers of A4 papers in various locations of Dhaka city. As Dhaka city is the capital & the most modern city of the country with maximum number of offices & educational institutions it is no wonder that 80% of the respondents replied the sales of A4 papers is high in their outlets as the consumption of A4 papers in this city is very high.

On the other hand 3% of the respondents replied that the sales of A4 papers is low in their outlets due to the fact that those outlets are situated in locations where competition is too high such as the “Nilkhet book market” area .There are few very small outlets in those areas whose main business is book business & very small amount of A4 paper are kept in those outlets. So, due to the fact of high competition & small size of business those outlets fail to sell A4 papers in high amount per day.

As 80% respondents daily A4 paper sales is high it means the scope & opportunity of doing good business in this industry is quit good which servers our research objective with the insight that Bashundhra A4 paper has opportunity to do well.

**Question number 8** reveals ,70% of the respondents answered that the average sale of highest selling A4 papers in their outlets is high (which is more than 4 packets a day) where 27% of the respondents answered it is medium in their outlets (which is between 2-4 packets a day) & 3% of the respondents answered that the highest selling A4 papers sales is low in their outlets (which is between 1-2 packets).

**Interpretation of Q.8:** There are different A4 papers brands in market & different outlets may have different brands as their highest selling A4 paper in those outlets. As 70% of the respondents said that the sales of highest selling A4 paper of their outlets is high, it indicates that the maximum portion of the total A4 paper sales in those outlets are occupied by the highest selling A4 paper brands of those outlets. It also reveals that consumers of A4 papers in those outlets do not generally go for consuming different brands of A4 papers rather they usually stick to a single brand of A4 papers. On the other hand 3% of the respondents replied that the sales of highest selling A4 papers is low in their outlets due to the fact that those outlets are situated in



such places where competition is too high, the business size of the outlets is very small & consumers of those outlets are not brand loyal or quality conscious. So, due to the fact of high competition, small size of business & less brand/quality conscious consumers, those outlets fail to sell even the highest selling A4 papers of their outlets in high amount (more than 4 packets a day).

As 70% of the respondents said that the sales of highest selling A4 paper of their outlets is high, it indicates that the maximum portion of the total A4 paper sales in those outlets are occupied by the highest selling A4 paper brands of those outlets. It also reveals that consumers of A4 papers in those outlets do not generally go for consuming different brands of A4 papers rather they usually stick to a single brand of A4 papers. These information serves our research objective with the insight that the strength & popularity of market leader is quite high which in particular places the market follower Bashundhara A4 paper has managed to achieve.

**Question number 9** reveals, 83% of the total respondents said that they keep Bashundhara A4 paper sufficiently in their outlets where 17% of the total respondents said they do not keep it in sufficient amount in their store.

**Interpretation of Q.9:** Since, the brand name “Bashundhara” has a familiarity & reputation due to “Bashundhara” group of industries various good products & services in Bangladesh, its product line “Bashundhara A4 papers” also carries that image to a certain extent to the general people of Bangladesh & managed to grab a good market share in this particular industry within a short span of time. So, no wonder 83% of the sample units store it sufficiently in their outlets as it has a certain demand in the market especially for the consumers who look for “fair” quality A4 papers with comparatively cheap price rate.

On the other hand 17% of the total respondents replied that they do not keep “Bashundhara A4 papers” sufficiently in their outlets due to the fact that most of those outlets are wholesalers of A4 papers who sell A4 papers in bulk amount majorly to different official places & business enterprises. These wholesalers do not sell those A4 papers which do not have very high quality



of papers & significant demand to their consumers, in short they do not follow “push strategy” in their distribution process. They observe that the quality of “Bashundhara A4 papers” is not up to the mark & for that reason their consumers do not usually go for it. It creates a low demand for “Bashundhara A4 papers” although its price is comparatively cheap, but their majority consumers are quality sensitive rather than price sensitive while consuming A4 papers.

83% of the sample units store it sufficiently in their outlets which serves our research objectives with the insight that its demand is not still fallen much in the market & thus it has the opportunity to grow again if it can solve the reasons of demand stagnancy.

**Question number 10** reveals, 40% of the respondents “strongly agreed” with the question statement where another 40% of the respondents “agreed” with the question statement. Remaining 20% of the respondents “disagreed” with the question statement. In short 80% of the 5 respondents do not keep it sufficiently in stores for low quality purpose.

**Interpretation of Q.10:** Dissatisfactory quality is the key reason behind not storing “Bashundhara A4 papers” sufficiently in stores by the 80% respondents of total 5 respondents (an accumulated percentage of “Strongly agree” & “agree” response) because they strictly maintain the quality of their business service. These respondents are wholesalers & they do not compromise on quality at all because their consumers use A4 papers for official purpose & those consumers count on products quality not on the price. Rest 20% of the total 5 respondents disagreed with the question statement. These respondents are retailers & have small size outlets. These outlets are situated in such places where neither there are many official enterprises nor there are significant consumers who look for low price A4 papers. So, there daily sale of A4 papers is medium (between 2-4 packets a day) ,therefore there focus is not on the quality of the papers but on the bulk of amount that they may sell a day. They find it easy to sell Market leader A4 paper due to its high demand, though they believe that “Bashundhara A4 papers” quality is not bad either.



This result serves our research objectives with the insight that it is the low quality/ unsatisfactory performance of “Bashundhara A4 papers” which is one of the prime reasons of stagnant demand.

**Question number 11** reveals, 60% of the respondents “Agreed” with the question statement where 20% of them “Strongly agreed” & rest of the 20% “Disagreed”. In short 80% of the 5 respondents do not keep it sufficiently in stores for its low demand in market.

**Interpretation of Q.11:** Lack of demand is the key reason behind not storing “Bashundhara A4 papers” sufficiently in stores by the 80% respondents of total 5 respondents (an accumulated percentage of “Strongly agree” & “agree” response). These respondents are mostly wholesalers of A4 papers who sell A4 papers in bulk amount, majorly to different official places & business enterprises. They impose importance on the fact that their maximum sales of A4 papers incurs by market leader A4 paper & in comparison to that, the demand for “Bashundhara A4 papers” is quite low to their consumers. Due to this fact, they do not want to keep “Bashundhara A4 papers” sufficiently in stores. Rest of the 20% respondents “disagreed” with the question statement as they may see that the demand for “Bashundhara A4 papers” is not low, because there are significant level of consumers in the country who seek moderate quality A4 papers at a cheap rate. Still, these retailers/wholesalers do not keep it sufficiently in their outlets as they do not make any compromise in providing quality products to their consumers by overlooking the demand of the product.

**Comparative interpretation of question 10 & 11 responses for errors:** 80% of the respondents of question 10 replied that lack of quality of the papers is the key reason behind not storing “Bashundhara A4 papers” sufficiently in outlets. On the contrary, 80% of the respondents of the question 11 replied that the lack of demand in the market for this product is key reason behind not storing it sufficiently in outlets.. We found out that there is one respondent among the total 5 respondents of these question who ticked “agreed” option in both of the questions. As expressing same level response options for both of the questions makes it a “contradictory response” & very complicated to interpret, that is why this response got error. If we try to interpret this particular response than the interpretation would say that the respondents do not see any significant difference between the quality of the product & it’s demand & thus positively



correlate this two variables. However, we are considering this response as an error as it was clearly mentioned in the questionnaire to tick the “Key” reason behind the action. We are marking it as data-collection error & it can be termed as respondent’s error which is caused by various unintentional respondent’s errors like attention loss, misunderstanding, distractions, fatigue etc.

In these two particular questions the likert scale format response like “strongly agree” & “agree” help to express the intensity of respondents agreeableness. If we deduct the error from the responses which means now total respondents of this question would be four, we see 50% of the respondents express a strong agreeableness towards the quality reason for not keeping it sufficiently while 25 % express a strong agreeableness towards the lack of demand reason. As in likert scale response format we focus on the level of intensity of responses, we find that quality as the key reason between the two reasons as 50% of the respondents express a strong agreeableness towards the quality reason for not keeping it sufficiently in their outlets.

This result serves our research objectives with the insight that these respondents find a correlation between products quality & demand & thus their opinion brings same output. It also reveals the demand of “Bashundhara A4 papers” is very low particularly to the official consumers of it.

**Question number 12** reveals, 60% of the respondents “Strongly disagreed” with the question statement where rest 40% of the respondents “Disagreed” with the question statement. So, cumulatively, 100% of the respondents actually denied the question statement.

**Interpretation of Q.12:** Out of the 5 respondents of this question 3 of them, that is 60% of the respondents strongly disagreed with the question statement as they do not see any kind of “commission” giving system in this particular industry. Currently in this industry, it is not required to offer commissions by the companies to increase their sales in the wholesaler’s/retailer’s outlets therefore it cannot be a reason to store “Bashundhara A4 papers”



sufficiently by the wholesalers/retailers. On the other hand 40% respondents disagreed with the question statement as they also do not face any kind of direct “commission” giving system in this particular industry. Although they see some sort of promotional offerings in this business where A4 paper companies occasionally offer monthly payment for setting up billboards or leaflet papers of their company in front of the outlets .According to them this promotional strategy cannot be marked as commission giving system on sales volume.

This result serves our research objectives with the insight that the commission system on sales does not exist & it do not currently creating competitive advantage, but Bashundhara A4 paper may use this tool to increase their sales.

**Question number 13** reveals, 67% of the respondents replied that they “disagree” with the question statement where 17% of the respondents strongly disagreed & 16% replied “not sure”. In short 74% of the respondents denied the statement.

**Interpretation of Q.13:** Majority of the respondents disagreed with the question statement because they do not find the pricing strategy of market leader A4 paper as a competitive advantage in market as they have seen the price of market leader A4 paper changing over times but the demand for it in the market did not change with that. So, they do not see any correlation between these two variables rather they see other parameters as competitive advantage of market leader A4 paper. On the other hand 16% of the respondents replied “not sure” to the question as they were confused because they are somewhat convinced by the fact that there are consumers in the market who measures the quality of the product by its pricing. It is the perception of consumers that sometimes motivates the marketers to raise the price of products in order to portray it as a quality product.

This result serves our research objectives with the insight that pricing strategy do not play as a key competitive advantage for market leader A4 paper.



**Question number 14** reveals, 93% of the total respondents strongly agreed with the statement where 7% of the respondents simply agreed with the statement. None of the respondents expressed any sort of disagreeableness to this statement. In short 100% agreed the statement.

**Interpretation of Q. 14:** In accumulation of the percentages of both of the responses (strongly agreed & agreed), here 100% of the respondents believe that high quality of papers is the key competitive advantage of market leader A4 paper in this industry. These 30 respondents are from different locations of Dhaka city, many of whom are A4 paper wholesalers or having sufficient experiences in working in this industry. Their experiences support the fact that the main purpose of creating A4 paper is to use these papers for computer printing. Here, high quality of these papers is the core function for which people actually consume it. According to the respondents experience & observation, from the very beginning the market leader A4 paper producers have succeeded in constantly providing high quality A4 papers which satisfied consumer's for years & gradually earned consumer's reliance. In comparing to them the other brands failed to maintain such satisfaction level of consumers & consequently high quality of papers became market leader A4 paper's "key success factor" in the current market.

This result serves our research objectives with the insight that high quality is the dominant competitive advantage of market leader.

**Question number 15** reveals, 67% of the respondents agreed with the statement where rest 33 % respondents are unsure.

**Interpretation 15:** In accumulation of the percentages of both the responses (strongly agreed & agreed), 67% of the total respondents agreed with the statement where rest 33% of the total respondents said they are not sure about it. In today's business world, brand image plays crucial role in the success of a company as well as the products. Both the market leader A4 paper & "Bashundhara A4 paper" brands has significant level of images in the existing market. As our respondents got experiences in this related business industry, they also share the idea that often



“brand” of the product plays vital role in identifying a products quality by playing a credential role for the product. So, 67% of the respondents do believe that good brand image is a key success factor for market leader A4 paper. On the other hand 33% of the respondents said they are not sure about it, as all of our respondents are not equally educated enough & also aware about modern days business system it is their lack of knowledge for which they fail to understand the value of “branding” in modern days business & its impact on product’s success.

**Comparative interpretation of question 14 & 15 responses for errors:** Here in these two questions we found out that there were two respondents who answered “strongly agree” for both of the questions, which indicates an error as same level of response for these two questions create contradictory situation as it was mentioned to find out “the key factor”. If we deduct these two responses & recount percentage considering only 28 respondents, then we see that more than 90% of the respondents express strong agreeableness to the fact that “high quality” is a key success factor for market leader A4 paper, on the contrary there is no one who showed strong agreeableness to the statement of question 15. Only more than 60% of the respondents expressed simply agreeableness to the statement of question 15.

This result serves our research objectives with the insight that high quality is the dominant competitive advantage of market leader but beside that good brand image also adds value to their overall competitive advantage. Here, as Bashundhra is a popular big brand in Bangladesh, it should also use its brand image more efficiently.

**Question number 16** reveals, 84% of the respondents expressed their disagreeableness to the statement where 3% of the total respondents expressed agreeableness where rest 13% of the respondents said they are not sure about it.

**Interpretation of Q.16 :** The total 30 respondents of our sample size is from the different locations of Dhaka city & consequently they are directly experiencing the A4 paper distribution strategy that is executed in Dhaka city by the companies. According to them not only in Dhaka city but also in allover Bangladesh, nowadays in A4 paper industry ,the distribution strategy do not carry much of competitive advantage, because it has reached to a standardized form which



most of the companies are identically following, also the pros & cons of overall transportation system is similar for all the companies. So, in allover Bangladesh nowadays A4 papers are fairly available & this strategy is not a significant competitive advantage anymore according to this 84% of the respondents. Again 13% of the respondents are not sure about it because they do not have long years of experience in this particular industry that they can measure the impact of distribution strategy in the success of the A4 papers companies & also they do not carry much idea about outside Dhaka distribution system of the A4 paper companies. Finally, three percent of the respondents which is one respondent out of the thirty respondent ticked “agree” as he finds that particularly in New market & Kakrail areas, the availability/ distribution system of market leader A4 papers is much stronger than the competitors. This makes him believe that this similar condition may prevail in all over Bangladesh & thus this is a key reason of success by the market leader.

This result serves our research objectives with the insight that distribution strategy is not the dominant competitive advantage of market leader at all & here, Bashundhara has the chance to exploit the opportunity as they are local brand with extensive distribution facilities.

**Question number 17** reveals, 56% of the respondents their disagreeableness to the statement where the rest 46% of the respondents expressed their agreeableness to the statement.

**Interpretation of Q. 17:** The original purpose of producing A4 papers is to be consumed in occasions/places where printed papers are needed. In official purpose this sort of papers are highly consumed as there require a lot of documents paper & those papers are mostly needed in printed version. Consequently, 56% of the total respondents disagreed with the statement as they face the demand in reverse nature to the statement, which means they face high demand from offices & those offices purchase A4 papers in bulk where the individual consumer do not usually consume A4 papers in bulk. A considerably high percentage of our total respondents (that is 44%) expressed agreeableness to the statement, as in particular outlets of our sample size, consumers are mostly students of different levels. Especially the outlets that are located in Nilkhet, Kataban, Mohakhali areas face greater flow of consumers with academic purpose due to



the fact that there are higher number of educational institutions in those areas & students gather round there to purchase educational accessories at a cheap rate .

Since, the format of these questions is “likert-scale”, some respondents showed moderate agreeableness to the statement of question 17 by ticking “agree” option while to show their intensity of response most of them ticked “strongly agree” to the next question number 18, which is a contra-statement of the current statement.

This result serves our research objectives with the insight that there is a considerable consumer market of A4 paper which is acquired by academic consumers & Bashundhra A4 paper do have a significant popularity to them although the major consumer of A4 papers are from official background.

**Question number 18** reveals, 94% of the respondents expressed their agreeableness to the statement where the around 7% of the respondents disagreed to the statement.

**Interpretation of Q.18:** Due to the fact that A4 papers are created to make computer print outs of the papers, it has been explained earlier that why it is highly used in official documents. In line with this fact, approximately 94% of our respondents from sample size expressed their agreeableness to the statement as they experience this reality in Bangladeshi market by selling A4 papers in bulk amount to several official enterprises. On the contrary, 7% of the respondents disagreed as their outlets are located in places where their daily sales of A4 papers solely incurred by academic consumers & they also fail to sell it in bulk as the size of their business is pretty small. So, due to ignorance, they fail to realize the true use of A4 papers as well as its real consumers. But as majority of the respondents have the knowledge of true use of A4 papers & in reality, face higher demand from official enterprises for A4 papers, they supported the statement.

This result serves our research objectives with the insight that the major consumers of A4 paper are from official background & they consume A4 papers in bulk amount. So, Bashundhara



should align their resources & strategies to grab that consumer segment of the market as they has the maximum contribution in consuming A4 paper.

**Question number 19 reveals,** approximately 37% of the respondents (including “strongly disagree” & “agree”) expressed their disagreeableness to the statement where approximately another 37% of the respondents said they are not sure about it. Around 27% of the respondents expressed their agreeableness to the statement.

**Interpretation 19:** Here the percentage of “Disagree” & “Not sure” is similar as both the answers had same frequency level which is 11. In this particular industry the promotional strategies adopted by the companies are quit the same or insignificant & no companies is particularly ahead in this strategy as some of the respondents notice less promotional activities by the companies. Few other believe that in recent days Bashundhara A4 papers company have done more promotions in Bangladesh by putting advertisements in papers, setting posters on vehicles etc. That is why 9 of the respondents just disagreed with the statement where 2 of the respondents strongly disagreed. Similar percentage of the respondents said they are not sure about it as they do not possess much knowledge about above the line / below the line promotional strategies & thus they failed to realize the scale of these promotional tactics adopted by the companies. Moreover, in reality, in this particular industry very few “above the line” promotions are carried out by the companies for that reason these respondents are unsure about the statements reality. Rest , 27% of the respondents agreed because they mark out the fact that generally in the large stationary stores/outlets the leaflets size posters of market leader A4 paper are seen more than Bashundhara A4 papers & on the basis of this, they come to the conclusion that market leader A4 paper is ahead in promotional strategies than Bashundhara A4 papers.

This result serves our research objectives with the insight that the promotional strategy is a highly competitive field & it is hard to determined the success on sales from the promotions. It also suggests BTL promotional strategy nowadays is best suited for this industry & Bashundhara should focus on that.



**Question number 20 reveals,** 60% of the respondent said “no” to the statement, which means they do not think that consumers have negative perception about the quality of Bashundhara A4 papers due to its pricing. On the other hand 40% of the respondents replied “yes”.

**Interpretation of Q. 20:** 60 % of the total respondents do not think customers have negative perception about Bashundhara A4 paper due to pricing as they view that the market share of Bashundhara A4 paper is quite good & if people had negative perception of quality due to pricing than this amount of market share could not be achieved. Moreover, their experience in this particular industry reveals that, the consumers of A4 papers firstly put priority on quality & brands of A4 papers not the price of it. On the contrary 40% replied “yes” as these respondents puts emphasis on the popular notion in the consumers mind about products & brands that “the high price of brands/products is the sign of their high quality”. In the market the 80 GSM A4 paper packet of market leader A4 papers is sold at BDT 390 per packet where the same 80 GSM A4 paper of Bashundhara is sold at BDT 280 per packet. As, their remain more than 100 taka price difference between these two brands, consequently some consumers may fix concept about Bashundhara as an inferior product comparing to market leader’s. But, real conception is build when one actually consume/ experience the product or brand & from that perspective the majority of the respondents of our sample size did not agree with the question statement.

This result serves our research objectives with the insight that the pricing strategy is a not the key reason behind the stagnant demand condition of Bashundhara, although it do have a kind of impact on consumer perception on it.

**Question number 21 reveals,** Out of those 12 respondents 10 respondents( that is 83% of them) replied that they said yes to the previous question because the “competitors of Bashundhara A4 papers provide higher quality papers with higher pricing”. The rest 2 of the respondents ( that is 17%) replied that they said yes to the previous question because “Low price A4 papers available in the market are very poor in quality”.

**Interpretation 21:** As, their remain more than 100 taka price difference between the competitor brands & Bashundhara A4 paper & the competitors brands also provide very high quality of



paper, as a consequence some consumers may fix concept about Bashundhara as an inferior low quality product comparing to those brands who ask for higher price. From this marketing point of view 83% of the respondents of this question ticked the first option of the question. On the other hand 17% of the respondents of this question ticked the second option as they think it is the very poor quality of the low price A4 papers available in the market which enhances the negative perception due to pricing strategy. It indicates the fact there are A4 paper brands in the market whose price is comparatively low (BDT 200-250 per packet) to Bashundhara A4 paper's, but their quality is also quite low in comparison to the market standard. As the price range of those brands are quite close to Bashundhara A4 papers, consumers may build negative perception about the quality of it as well.

This result serves our research objectives with the insight that, high pricing strategy adopted by the competitors with high quality provided do create negative impact on Bashundhara's sales.

**Question number 22 reveals,** 70% of the respondent said "yes", which means they do think that packaging has impact on the success of market leader A4 paper. On the other hand 30% of the respondents replied "no", which means they do not think that packaging has any kind of impact on the success of market leader A4 paper company

**Interpretation 22:** 70% of the respondents replied "yes" because with the experience they have in this related industry that suggests that in marketing, successful brands/products always do focus on the packaging & the market leader A4 paper is no exception to that. According to the 70% respondents the packet of market leader A4 paper is not only well designed & attractive in color combination but it is also very high in quality which supports the storing of the products in the outlets safely. The packaging of it ensures the security of the A4 papers inside of the packet, additionally the numbers & size of the A4 papers in the packets are found perfect when opened, which enhances the brand's reputation both to the retailers & consumers. On the other hand 30% of the respondents do not find it creating any impact on market leader A4 paper's success as they put priority on the superior quality of the market leader A4 papers for its success. Moreover, they may not be educated enough to realize the modern day marketing concept where packaging plays a



vital role in order to grab consumers primary attention from the display of the outlets as well as ensuring the products secured quality by building a packaging.

This result serves our research objectives with the insight that good packaging can contribute to grab reputation & brand awareness among the retailers/ wholesales.

**Question number 23 reveals**, around 57% of the respondent said “no”, which means they do not think that packaging of Bashundhara A4 papers has negative impact on the sales of it. On the other hand around 44% of the respondents replied “yes”, which means they do think that it’s packaging has negative impact on the sales of it.

**Interpretation 23:** 57% of the respondents replied “no” because they view that the packaging of the A4 papers do not carry much value to the consumers as consumers are mostly concerned with paper’s quality/price & therefore it is not able to create negative impact on the sales. According to them the packaging associated problems of Bashundhara A4 papers is an important concern to the retailers/wholesalers as they need to store the product in their outlets & consumers do not need to bear those problems like the retailer/wholesalers. So, it can not be a reason for negative sales. On the contrary, a significant percentage of the respondents, that is around 44% of the respondents expressed the opposite view as they agreed that packaging of Bashundhara A4 paper create negative impact on its sales. Their argumentation is that often the problems associated with packaging makes the retailers/wholesalers disturbed or dissatisfied with the product as a result of which they tend to store or sell the product less in amount. More importantly, as the majority, consumers of A4 papers are official enterprises & they purchase it in bulk amount while consume it by storing in the offices, they also faces the shortcomings of Bashundhara A4 papers packaging & thus become dissatisfied with the product. So, according to them this particular point should not be ignored by the marketers of A4 papers & for that it should be solved in order to eradicate the negative impact of it on sales.

This result serves our research objectives with the insight that a significant level of respondents believe (44%) that packaging of Bashundhara A4 paper creates negative impact on its sales.



**Question number 24 reveals,** 100% of them replied that they said yes to the previous question because of the “poor quality of the packet”.

**Interpretation of Q.24:** The 13 respondents of this question shared a common view by choosing the same option “poor quality of the packet”. They simply shared the same problem that they are facing as a retailer/wholesaler of the product. According to them the packaging of Bashundhara A4 papers is failing to serve the very basic reasons of packaging that is ensuring the safety & security of the inside material & enhancing storage. They faced various problems like the packet often found opened as the it is not sealed well from the factory while producing as a consequence of which they as well as the consumers forced to feel that the packet has been a used product by others. Moreover, the number of sheets often found incorrect in a packet, which means often in a newly opened packet the numbers of papers are found less than 500, which again strengthens the assumption that the product is used. Security is less in this packaging due to another fact that it is not hard enough to protect the inside papers & thus often the papers get crunched by outside force. However, these respondents do not see any problem in the design & color combination of the packaging.

This result serves our research objectives with the insight that the poor packaging of Bashundhara A4 paper is one of its biggest weakness & thus they should work on it.

**Question number 25 reveals,** 40% of the respondents agreed with the statement where approximately another 34% of the respondents said they are not sure about it. Rest 26% of the respondents expressed their disagreeableness to the statement.

**Interpretation of Q. 25:** Plurality of the respondents (that is 40% of the total respondents) expressed agreeableness to the statement as they view the fact that a different packaging of it by solving the existing shortcomings associated with it will help to increase its acceptability to both the retailer/wholesalers group & to the consumers. Because, they are experiencing these



problems directly & they understand the consumer buying behavior as well from that they think, this acceptability will definitely help to increase its current sales & revenue. Again, 34 % respondents are skeptical about the impact of packaging on the sales increase, some of them do believe that bad quality of packets can bring a negative impact on sales but just solving those problem & coming out with new kind of packaging can only stop that negative impact but may not create positive change in sales though. Moreover, some of them are also not experienced enough to understand the impact of packaging on consumer minds. Lastly, 26% of the respondents disagreed with the statement as there are respondents in our sample size, who focuses on quality

of their service more & whose market knowledge about this particular industry suggests that it is the quality of the A4 paper, which is the top priority to the consumers of it. Once they are very satisfied with the quality they do not look for the other benefits like packaging. So, according to their experience only the betterment of packaging will not incur more revenue for Bashundhara A4 papers unless its quality is increased.

This result serves our research objectives with the insight that a significant portion of the respondents believe that a good quality packaging may increase its sales.

**Question number 26 reveals,** 43% of the respondents marked the issue of high price of market leader A4 paper where 37% ticked the others option where they mentioned many other kinds of points related to it which carried qualitative information regarding the question. Rest 20% skipped the question.

**Interpretation of Q. 26:** As mentioned earlier the price of market leader A4 papers is significantly high than the market followers A4 papers. This difference of pricing is by more than 100 taka. Although, according to the market trend in this particular industry, the gradual price increase of market leader A4 paper over times did not create significant negative effects on its sale. Thus consumer were always ready to pay higher when they are ensured with high quality service by the papers. Still, as the industry changed with time by the entering of new foreign/local competitions, consumers also experienced A4 papers with a cheap rate & they still remain a significant demand in the market for fairly cheap rate A4 papers with fairly good



quality. This demand is actually served by the market followers A4 papers like Bashundhara, Century etc. According to the retailers this significant demand could also be served by market leader A4 papers if they reduced their price a bit more & for that reason 43% of the respondents ticked that option. In the “others” option the respondents mentioned many pitfalls of market leader A4 papers business & service which served us qualitative information. Here the issues like, syndicating by local dealers in order to increase price rate, fluctuation of pricing due to change in the price of dollar, the counterfeit 80 GSM market leader A4 papers in low price found in the market, possibilities of different distribution process through different agents in sub-continent & area wise fluctuation of wholesale pricing in Dhaka city, were mentioned.

**Question number 27 reveals,** 97% of the respondents agreed to this statement where only one respondent from the sample size expressed that he is not sure about its reality.

**Interpretation 27 :** It was previously mentioned earlier that the original purpose of creating A4 papers is to be used in the computer printings. Consequently, the high quality of A4 papers is determined by the smoothness level & exact size of the papers which we termed as “printer friendliness” & when an A4 paper is very “printer friendly” then the demand for it rises. According to the market reality the current quality of Bashundhara A4 papers is not up to the mark in comparison to the market leaders quality due to lacking in its “printer friendliness”. So, 97% of the respondent that is 29 respondents out of 30 respondents agreed with the statement as they believe it will help to increase the sales of it dramatically. Only one respondent said “not sure” as the respondent achieve medium amount of A4 paper sales in his outlet & it is located in a place where the demand for A4 papers is low & due to the lack of experience about this products characteristics/ consumption purpose ,this retailer failed to realize the term “printer friendliness” or its impact on sales. Reasonably, the respondent is not sure about its use & impact, thus replied “not sure”

This result serves our research objectives with the insight that only focusing on the better performance in printers will help them to reach to the market leaders market share & beat them.



# Chapter 5

## Discussion & conclusion



### **Contribution of the research:**

Our research brings out facts that they should focus on their overall management of production & distribution as it is too weak. Its also reveals that not only the products quality is unsatisfactory but also the packaging of Bashundhra A4 paper is very unsatisfactory which causes its stagnant demand. Moreover, they should re-plan their pricing strategy in order to maintain a good brand image.

### **Limitations & Future research direction:**

- Our first limitation was that we had to do the research project on Dhaka city only.
- Secondly, we did not have the exact data about our study population.
- Respondents error may took place in particular.
- In future research on this kind of study, the researchers should prepare more structured questions
- If a big sample size is taken than a more accurate results can come.
- Certainly in future research all over the loction of Bangladesh should covered to achieve more reliability.

### **Conclusion**

Finally we can say that Bashundhara A4 paper can bit the market leader if they can overcome that lacking that we found out of them.



## Reference

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3. <http://www.bashundharacity.net/?tag=paper>



## Appendix

appendix 1: Questionnaire

appendix 2: Output of the Excel sheets

## Questionnaire

*Dear Respondents, we are the student of BRAC University & we are doing a research survey on “Bashundhara A4 papers” in our “Marketing Research” course. It would be very kind of you if you assist us in completion of the survey by filling up the following questionnaire.*

1. Name of the Retailer and wholesaler:
2. Name of the owner:
3. Age of the shopkeeper:
4. Establishment of the Retail outlet:
5. Number of the employees:
6. Location of the retail outlet:
7. Average daily sale of A4 papers in your outlet:
  - ☐ Low (1-2 packets)
  - ☐ Medium (2-4 packet)
  - ☐ High (more than 4 packet)

## Questionnaire

8. What is the average sale of the highest selling A4 paper in your outlet?

☐ Low (1-2 packets)

☐ Medium (2-4 packets)

☐ High (more than 4 packet)

9. Do you keep Bashundhara A4 paper sufficiently in your store?

☐ Yes

☐ No

10. If it is no, then lower quality of the paper is key reason behind it.

☐ Strongly agree

☐ Agree

☐ Not sure

☐ Disagree

☐ Strongly disagree

11. If the answer of question no 9 is no, then lack of demand in the market is key reason behind it.

☐ Strongly agree

☐ Agree

## Questionnaire

- ☐ Not sure
- ☐ Disagree
- ☐ Strongly disagree

12. If the answer of question no 9 is no, then the lower commission given by Bashundhara company is key reason behind it.

- ☐ Strongly agree
- ☐ Agree
- ☐ Not sure
- ☐ Disagree
- ☐ Strongly disagree

13. Pricing strategy is the key success factor for the market leader of A4 paper.

- ☐ Strongly agree
- ☐ Agree
- ☐ Not sure
- ☐ Disagree
- ☐ Strongly disagree

14. High quality of the paper is the key success factor for the market leader of A4 paper.

- ☐ Strongly agree
- ☐ Agree

## Questionnaire

- ☐ Not sure
- ☐ Disagree
- ☐ Strongly disagree

15. Good Brand image is the key success factor for the market leader of A4 paper.

- ☐ Strongly agree
- ☐ Agree
- ☐ Not sure
- ☐ Disagree
- ☐ Strongly disagree

16. Distribution strategy is the key success factor for the market leader of A4 paper.

- ☐ Strongly agree
- ☐ Agree
- ☐ Not sure
- ☐ Disagree
- ☐ Strongly disagree

17. Majority of the A4 paper consumer use it for academic purpose.

- ☐ Strongly agree
- ☐ Agree

## Questionnaire

- ☐ Not sure
- ☐ Disagree
- ☐ Strongly disagree

18. Majority of the A4 paper consumer use it for official purpose.

- ☐ Strongly agree
- ☐ Agree
- ☐ Not sure
- ☐ Disagree
- ☐ Strongly disagree

19. The promotional activity of market leader of A4 paper is superior to Bashundhara A4 paper.

- ☐ Strongly agree
- ☐ Agree
- ☐ Not sure
- ☐ Disagree
- ☐ Strongly disagree

20. Do you think customer have negative perception about the quality of Bashundhara A4 paper due to its pricing strategy?

- ☐ Yes
- ☐ No

## Questionnaire

21. If Yes, then why?

☐ Competitors provide higher quality papers with higher pricing.

☐ The low price A4 papers available in the market are very much poor in quality

22. Do you think packaging of the market leader has any kind of impact in its success in the market?

☐ Yes

☐ No

23. Do you think packaging of the Bashundhara A4 paper create any negative impact on its sale?

☐ Yes

☐ No

24. If Yes, then why?

☐ Unattractive design

☐ Unattractive color combination

☐ Poor quality of the packet

## Questionnaire

25. A different packaging of "Bashundhara A4 paper" will help to generate more revenue by increasing more sales.

- ☐ Strongly agree
- ☐ Agree
- ☐ Not sure
- ☐ Disagree
- ☐ Strongly disagree

26. Do you notice any specific problem of market leader A4 paper in the industry which they should solve?

- ☐ Price is too high
- ☐ Not available all over the country
- ☐ Quality should be increased
- ☐ Promotional activities is less
- ☐ Others (mention specifically)

27. Do you think, the sales of Bashundhara A4 Paper will dramatically increase, if they make more "printer friendly" papers remaining the same price?

- |   |  |
|---|--|
| <input type="checkbox"/> Strongly Agree | <input type="checkbox"/> Strongly Disagree |
| <input type="checkbox"/> Agree          | <input type="checkbox"/> Disagree          |
| <input type="checkbox"/> Not Sure       |  |

1.	SK Mart	Nazmul Hossain	20	2 years	2	Nilkhet	High	High	Yes
2.	Friends Trading	Atiar Rahman	33	20 years	4	New Market	High	High	No
3.	Evergreen Mart	Md. Nizam	28	16 years	4	New Market	High	High	Yes
4.	Capital Stationary	Masudul Haque	38	8 years	2	New Market	Medium	Medium	No
5.	ABC Stationary	Masud Ahmed	40	30 years	8	New Market	High	High	No
6.	Mayer Doya	Anowar Hossain	29	1 year	1	Segunbagicha	High	High	Yes
7.	Arcadia Trade link	Tuhin Khan	28	5 years	4	Kakrail	High	High	Yes
8.	Khaza Stationary	Shamsul Alam	22	25 years	3	Nilkhet	High	Medium	Yes
9.	Arafat Enterprise	Jahangir Alam	27	3 years	3	Kataban	High	High	Yes
10.	A to Z Books	Mir Md. Zakir Hossain	31	1 years	1	Nilkhet	Low	Low	Yes
11.	Azad papers	Imdadul Haque	33	7 years	4	Nilkhet	High	Medium	Yes
12.	Didar Store	Abdul Malek	25	22 years	2	Nilkhet	Medium	Medium	Yes
13.	Unique Stationary	S.M Monir	38	15 years	2	Nilkhet	High	High	Yes
14.	N. Islam Enterprise	Md. Nurul Islam	26	4 years	2	Kataban	Medium	Medium	Yes
15.	Al Zahara	Md. Rana	40	7 years	1	Shantinagar	Medium	Medium	Yes
16.	Anayanna Stationary	Hasan Mahmud	27	7 years	6	Mohakhali	High	High	Yes
17.	J & J Books	Prokash Chandra	45	11 years	3	Mohakhali	High	High	No
18.	Versity Computers	Mizanur Rahman	27	4 years	4	Mohakhali	High	High	Yes
19.	Farhana Stationary	Yousuf Mirza	38	9 years	2	Mohakhali	High	High	Yes

1.				Strongly Disagree	Strongly Agree	Agree	Strongly Disagree
2.	Agree	Agree	Strongly Disagree	Strongly Disagree	Strongly Agree	Agree	Strongly Disagree
3.				Not Sure	Strongly Agree	Not Sure	Agree
4.	Agree	Strongly Agree	Strongly Disagree	Disagree	Strongly Agree	Not Sure	Not Sure
5.	Strongly Agree	Agree	Disagree	Disagree	Strongly Agree	Agree	Strongly Disagree
6.				Disagree	Strongly Agree	Agree	Disagree
7.				Strongly Disagree	Strongly Agree	Agree	Disagree
8.				Strongly Disagree	Agree	Not Sure	Disagree
9.				Disagree	Strongly Agree	Strongly Agree	Strongly Disagree
10.				Disagree	Strongly Agree	Not Sure	Not Sure
11.				Disagree	Strongly Agree	Strongly Agree	Not Sure
12.				Disagree	Strongly Agree	Agree	Disagree
13.				Disagree	Strongly Agree	Agree	Disagree
14.				Disagree	Agree	Not Sure	Disagree
15.				Disagree	Strongly Agree	Not Sure	Disagree
16.				Disagree	Strongly Agree	Agree	Disagree
17.							
18.	Strongly Agree	Disagree	Disagree	Disagree	Strongly Agree	Not Sure	Strongly Disagree
19.				Disagree	Strongly Agree	Agree	Disagree
				Disagree	Strongly Agree	Not Sure	Disagree

1.	Strongly Agree	Disagree	Strongly Disagree	No		Yes
2.	Strongly Agree	Agree	Strongly Disagree	Yes	Competitors provide higher quality paper with higher price	Yes
3.	Agree	Strongly Agree	Not Sure	Yes	Competitors provide higher quality paper with higher price	Yes
4.	Disagree	Strongly Agree	Not Sure	Yes	Low price A4 papers available in market are of poor quality	Yes
5.	Disagree	Strongly Agree	Not Sure	No		No
6.	Disagree	Strongly Agree	Disagree	Yes	Competitors provide higher quality paper with higher price	Yes
7.	Disagree	Strongly Agree	Disagree	Yes	Competitors provide higher quality paper with higher price	Yes
8.	Agree	Disagree	Not Sure	No		Yes
9.	Disagree	Strongly Agree	Disagree	No		Yes
10.	Agree	Strongly Agree	Not Sure	No		No
11.	Disagree	Strongly agree	Disagree	No		No
12.	Agree	Strongly Agree	Not Sure	Yes	Competitors provide higher quality paper with higher price	No
13.	Agree	Strongly Agree	Not Sure	No		Yes
14.	Strongly Agree	Agree	Not Sure	No		No
15.	Disagree	Strongly Agree	Not Sure	No		No
16.	Agree	Strongly Agree	Agree	Yes	Competitors provide higher quality paper with higher price	Yes
17.	Agree	Strongly Agree	Agree	No		Yes
18.	Agree	Strongly Agree	Not Sure	No		Yes
19.	Disagree	Strongly Agree	Agree	Yes	Low price A4 papers available in market are of poor quality	Yes

1.	Yes	Poor Quality packet	Disagree	Others	Strongly Agree
2.	No		Not Sure		Strongly Agree
3.	No		Disagree	Others	Strongly Agree
4.	No		Not Sure		Agree
5.	No		Not Sure	Too much High Price	Strongly Agree
6.	Yes	Poor Quality packet	Agree	Too much High Price	Strongly Agree
7.	Yes	Poor Quality packet	Agree	Others	Strongly Agree
8.	No		Not Sure		Strongly Agree
9.	No		Disagree	Others	Strongly Agree
10.	No		Not Sure	Others	Strongly Agree
11.	No		Disagree		Agree
12.	No		Not Sure	Too much High Price	Agree
13.	Yes	Poor Quality packet	Agree		Agree
14.	No		Not Sure	Too much High Price	Agree
15.	No		Not Sure	Too much High Price	Not Sure
16.	Yes	Poor Quality packet	Agree	Too much High Price	Strongly Agree
17.	Yes	Poor Quality packet	Agree	Others	Strongly Agree
18.	No		Agree	Too much High Price	Agree
19.	Yes	Poor Quality packet	Not Sure	Too much High Price	Strongly Agree

20.	Book Villa	Sourav Hossain	39	58 years	3	New Market	High	Medium	Yes
21.	Modern Stationary	Mozammel Haque	30	31 years	8	Kakrail	High	High	Yes
22.	Yeasmin Stationary	Nurul Islam	40	11 years	3	Mohakhali	High	High	Yes
23	Neha Stationary	Abul Hossain	25	4 years	3	Mohakhali	High	High	Yes
24.	Frinds Corner	Md. Pasha	30	1 years	4	Shantinagar	Medium	Medium	No
25	Neha Computers	Shamsur Rahman	21	6 years	2	Banani market	High	High	Yes
26	Paradise stationary	Abdul Mannan	28	12 years	5	Banani market	High	High	Yes
27.	Shikdar Enterprise	Mozahed Islam	24	8 years	5	Banani market	High	High	Yes
28.	Banani Stationary	Delowar Hossain	25	8 years	6	Banani market	High	High	Yes
29.	Plus Point	Md. Kamruzzaman	27	3 years	3	Mohakhali	High	High	Yes
30	Rakib Stationary	Khosru Matin	32	4 years	2	Kakrail	High	High	Yes

20.				Disagree	Strongly Agree	Agree	Disagree
21.				Not Sure	Strongly Agree	Agree	Disagree
22.				Disagree	Strongly Agree	Not Sure	Disagree
23.				Not Sure	Strongly Agree	Agree	Disagree
24.				Not Sure	Strongly Agree	Not Sure	Disagree
25.	Disagree	Agree	Strongly Disagree	Not Sure	Strongly Agree	Not Sure	Disagree
26.				Disagree	Strongly Agree	Agree	Disagree
27.				Not Sure	Strongly Agree	Agree	Strongly Disagree
28.				Disagree	Strongly Agree	Agree	Disagree
29.				Disagree	Strongly Agree	Agree	Disagree
30.				Strongly Disagree	Strongly Agree	Agree	Not Sure
31.				Disagree	Strongly Agree	Agree	Disagree

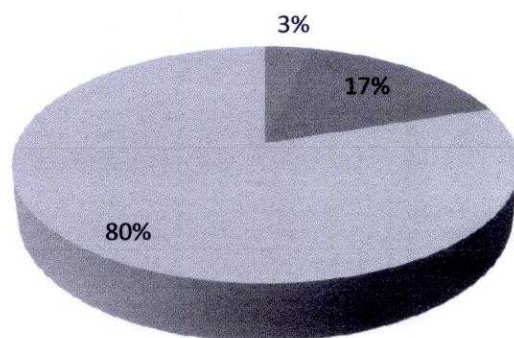
20.	Disagree	Strongly Agree	Disagree	No		No
21.	Disagree	Strongly Agree	Agree	Yes	Competitors provide higher quality paper with higher price	Yes
22.	Disagree	Strongly Agree	Agree	No		No
23.	Disagree	Strongly Agree	Disagree	No		Yes
24.	Agree	Strongly Agree	Not Sure	No		Yes
25.	Agree	Strongly Agree	Disagree	No		Yes
26.	Disagree	Strongly Agree	Agree	Yes	Competitors provide higher quality paper with higher price	No
27.	Disagree	Strongly Agree	Disagree	No		Yes
28.	Disagree	Strongly Agree	Disagree	Yes	Competitors provide higher quality paper with higher price	Yes
29.	Disagree	Strongly Agree	Agree	No		Yes
30.	Strongly disagree	Strongly Agree	Agree	Yes	Competitors provide higher quality paper with higher price	Yes

20.	No		Strongly Disagree	Others	Strongly Agree
21.	Yes	Poor Quality packet	Agree	Others	Strongly Agree
22.	No		Not Sure	Too much High Price	Strongly Agree
23.	Yes	Poor Quality packet	Agree	Too much High Price	Strongly Agree
24.	No		Disagree		Strongly Agree
25.	Yes	Poor Quality packet	Agree	Others	Strongly Agree
26.	Yes	Poor Quality packet	Disagree	Too much High Price	Agree
27.	No		Agree	Too much High Price	Strongly Agree
28.	Yes	Poor Quality packet	Agree	Others	Strongly Agree
29.	No		Disagree	Too much High Price	Strongly Agree
30.	Yes	Poor Quality packet	Agree	Others	Strongly Agree

Low(1-2 packets)	1
Medium (2-4 packets)	5
High (more than 4 packets)	24

### Average daily sale of A4 papers in outlet

■ Low(1-2 packets)   ■ Medium (2-4 packets)   ■ High (more than 4 packets)

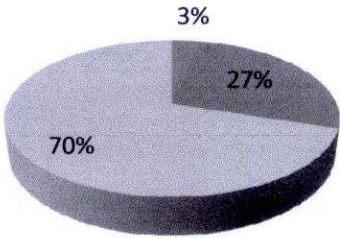


Low(1-2 packets)	1
Medium (2-4 packets)	8
High (more than 4 packets)	21

### Average daily sale of Highest selling

#### A4 papers in ou

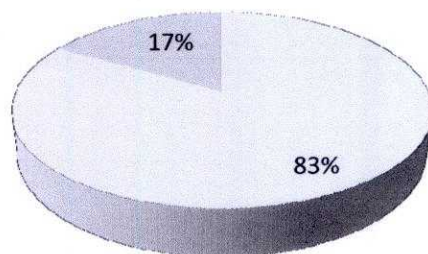
■ Low(1-2 packets)
 ■ Medium (2-4 packets)
 ■ High (more than 4 packets)



Yes	25
No	5

**Do you keep Bashundhara A4 papers sufficiently in your outlet?**

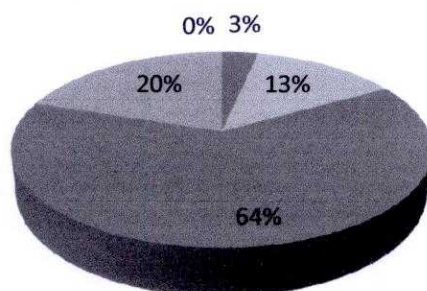
■ Yes ■ No



Strongly Agree	
Agree	1
Not Sure	4
Disagree	19
Strongly Disagree	6

## Distribution strategy is the key success factor for market leader A4 paper

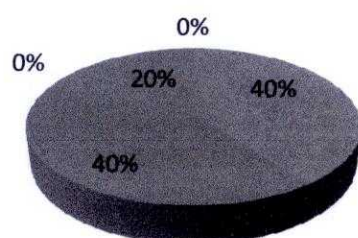
■ Strongly Agree
■ Agree
■ Not Sure
■ Disagree
■ Strongly Disagree



Strongly Agree	2
Agree	2
Not Sure	
Disagree	1
Strongly Disagree	

## **Lower quality of Bashundhara A4 papers is the key reason behind not storing it sufficiently in outlet**

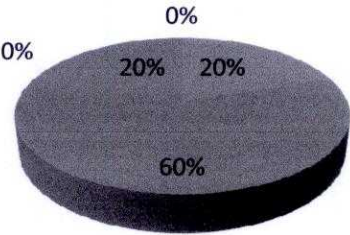
■ Strongly Agree
■ Agree
■ Not Sure
■ Disagree
■ Strongly Disagree



Strongly Agree	1
Agree	3
Not Sure	
Disagree	1
Strongly Disagree	

**Lack of demand of Bashundhara A4 papers is the key reason behing not storing it sufficiently in outlet**

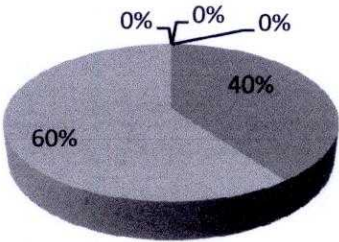
Strongly Agree   Agree   Not Sure   Disagree   Strongly Disagree



Strongly Agree	
Agree	
Not Sure	
Disagree	2
Strongly Disagree	3

**Lower commission given by Basundhara A4 papers is the key reason behind not storing it sufficiently in outlet**

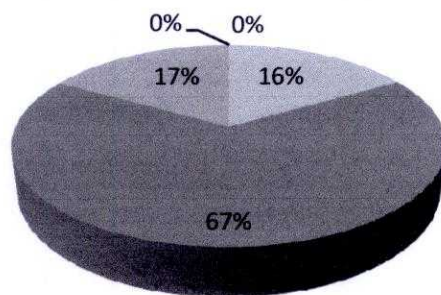
Strongly Agree   Agree   Not Sure   Disagree   Strongly Disagree



Strongly Agree	
Agree	
Not Sure	5
Disagree	20
Strongly Disagree	5

## Pricing strategy is the key success factor for the market leader A4 paper

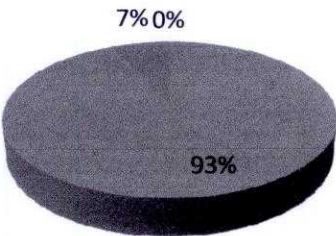
■ Strongly Agree
■ Agree
■ Not Sure
■ Disagree
■ Strongly Disagree



Strongly Agree	28
Agree	2
Not Sure	
Disagree	
Strongly Disagree	

**High quality of the paper is the key  
success factor for the market leader A4  
paper**

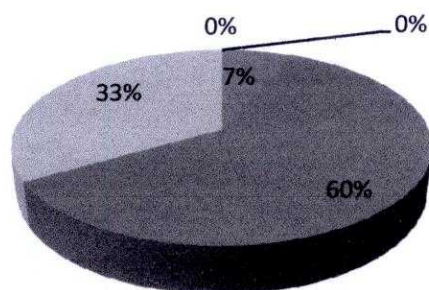
Strongly Agree   Agree   Not Sure   Disagree   Strongly Disagree



Strongly Agree	2
Agree	18
Not Sure	10
Disagree	
Strongly Disagree	

## Good brand image is the key success factor for the market leader A4 paper

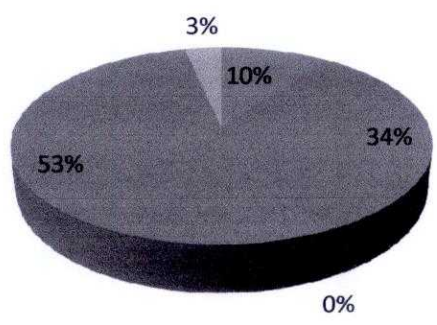
■ Strongly Agree ■ Agree ■ Not Sure ■ Disagree ■ Strongly Disagree



Strongly Agree	3
Agree	10
Not Sure	
Disagree	16
Strongly Disagree	1

**Majority of the A4 paper consumers use it for academic purpose**

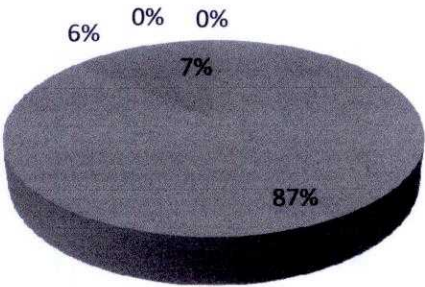
■ Strongly Agree ■ Agree ■ Not Sure ■ Disagree ■ Strongly Disagree



Strongly Agree	26
Agree	2
Not Sure	
Disagree	2
Strongly Disagree	

### Majority of the A4 paper consumers use it for official purpose

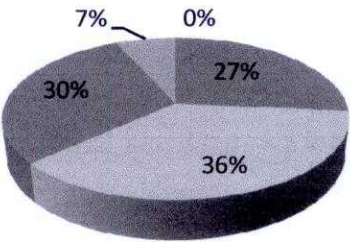
Strongly Agree   Agree   Not Sure   Disagree   Strongly Disagree



Strongly Agree	
Agree	8
Not Sure	11
Disagree	9
Strongly Disagree	2

**The promotional activity of market leader A4 paper is superior to Bashundhara A4 paper**

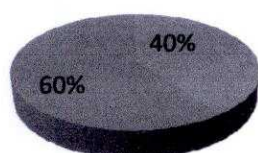
Strongly Agree   Agree   Not Sure   Disagree   Strongly Disagree



Yes	12
No	18

**Do you think consumers have negative perception about the quality of Bashundhara papers due to its pricing strategy?**

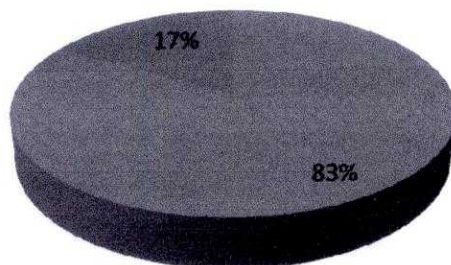
■ Yes ■ No



Competitors provide higher quality papers with higher pricing	10
Low price A4 papers available in the market are very much poor in quality	2

### If yes, then why?

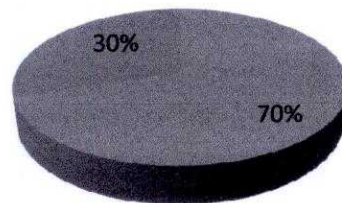
- Competitors provide higher quality papers with higher pricing
- Low price A4 papers available in the market are very much poor in quality



Yes	21
No	9

**Do you think packaging of the market leader of A4 papers has any kinds of impact in its success in the market?**

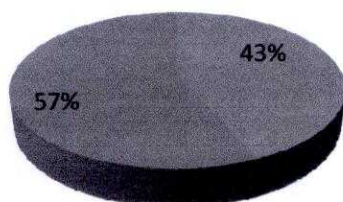
■ Yes ■ No



Yes	13
No	17

**Do you think packaging of Bashundhara A4 paper create any negative impact on its sale?**

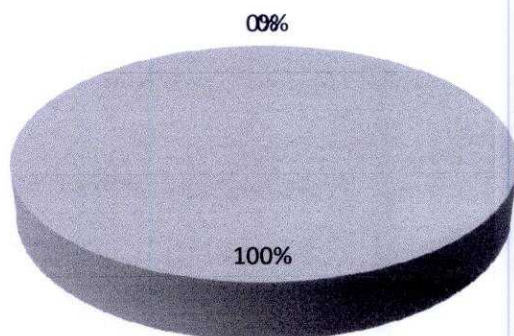
■ Yes ■ No



Unattractive design	
Unattractive color combination	
Poor quality of the packet	13

## If yes, then why?

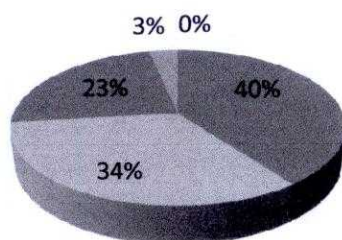
■ Unattractive design   ■ Unattractive color combination   ■ Poor quality of the packet



Strongly Agree	
Agree	12
Not Sure	10
Disagree	7
Strongly Disagree	1

### **A different packaging of Bashundhara A4 papers will help to generate more revenue by increasing sales**

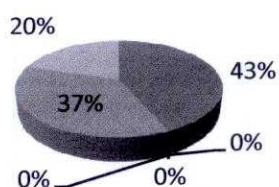
■ Strongly Agree
■ Agree
■ Not Sure
■ Disagree
■ Strongly Disagree



Price is too high	13
Not available all over the country	
Quality should be increased	
Promotional activity is less	
Others	11
Question skipped	6

### A specific problem of market leader A4 paper in the industry which should be solved

- Price is too high
- Not available all over the country
- Quality should be increased
- Promotional activity is less
- Others
- Question skipped



Strongly Agree	22
Agree	7
Not Sure	1
Disagree	
Strongly Disagree	

**Do you think the sales of Bashundhara A4 paper will dramatically increase if they make more "printer friendly" paper remaining same price?**

■ Strongly Agree   ■ Agree   ■ Not Sure   ■ Disagree   ■ Strongly Disagree

