



Internship Report
On
Factors Affecting to Fulfill the Customer Target of Premiaflex Plastics Ltd.

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Submitted on: 7th December 2017

**Factors Affecting to Fulfill the Customer Target
Of
Premiaflex Plastics Ltd.**

Letter of Transmittal

7th December 2017

Humaira Naznin

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Madam,

I am here by submitting my Internship Report, which is a part of the BBA Program curriculum. It is a great honor to work under your active support and supervision. This report is based on, “Factors Affecting to Fulfill the Customer Target of Premiaflex Plastics Ltd)”. I have got the opportunity to work at Premiaflex Plastics Ltd in “Marketing” under the supervision of Tanveer Ahmed, Senior Sales Manager. To prepare this report I have collected most relevant information to make this report more logical and reliable. My primary sources of information regarding this report are my superior’s and colleagues. I have tried my best to achieve the objectives of the report and hope that my effort will serve the purpose.

I will be grateful if you are kind enough to enlighten me by providing your valuable judgment regarding this report. It would be my huge pleasure if you find this report useful and informative to have an apparent perspective on the issue. Thank you for your concentration and patience.

Sincerely Yours,

Ibrahim Khalil

ID: 13304034

Acknowledgment

I am grateful to many individuals for completing my internship report successfully. First of all, I wish to express my gratitude to the almighty Allah for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. I am deeply indebted to my University Advisor Humaira Naznin, Senior Lecturer of BRAC Business School for her whole-hearted supervision during my organizational attachment period. I am also grateful to Tanveer Ahmed, Senior Sales Manager of Premiaflex Plastics Ltd, as my organizational supervisor. It would have been very difficult to prepare this report up to this mark without their guidance. My gratitude goes to entire BRAC Business School for arranging Internship Program that facilitates integration of theoretical knowledge with real life situation. Last but not the least; I would like to convey my gratitude to Mahmudul Haque Jishan, Planning Executive of Premiaflex Plastics Ltd. for helping me in furnishing the report. Moreover, I would also like to express my gratitude to my Premiaflex Plastics Ltd fellows, seniors and colleagues who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things.

Executive Summary

The report is the reflection of my learning and observation acquired through my internship program in Premiaflex Plastics Ltd. Premiaflex Plastics Ltd. believes in continuous improvement and thus conduct constant upgrading and investment in new machineries and skilled manpower push us in the top position in packaging industries. Such endeavors have ensured that Premiaflex Plastics Ltd. is a well-known brand in the market. Premiaflex Plastics Ltd. strives to provide the best quality packaging materials to its valued customers to gain customer's trust and achieve sustainable business. By maintaining the high quality in their product, they always fulfill the customers' target. They always try to maintain the quality as per their customers' requirement. As a result, the customers are highly satisfied about their product quality. The whole report is divided into three parts. First part is about company overview. Here, I talked about Premiaflex Plastics Ltd., their history, present situation and upcoming updates etc. Secondly I talked about the factors affecting fulfilling the customer's target of the sales. Here, I tried to find out the reason behind the factors. Also I conducted a survey with the sales team. I talked with my supervisor while doing the survey and he has provided enormous support while collecting information. Although completing the whole report was not easy. I had to concentrate on my job and collect information for my report at the same time, which was little bit challenging for me. Also I was not allowed to disclose all the information that I have collected about the company and the process. Also, I was not allowed to disclose the name and contact number of the team members of the sales department that have surveyed in this report. However, I tried my best to complete the report meaningfully and really hopeful, this will help the organization and assist for further research.

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I-Part 1

1. Organization Overview

1.1 Company Background

ACI was established as the subsidiary of Imperial Chemical Industries (ICI) in the then East Pakistan in 1968. After independence the company has been incorporated in Bangladesh on the 24th of January 1973 as ICI Bangladesh Manufacturers Limited and also as Public Limited Company. This Company also obtained listing with Dhaka Stock Exchange on 28 December, 1976 and its first trading of shares took place on 9 March, 1994. Later on 5 May, 1992, ICI plc divested 70% of its shareholding to local management. Subsequently the company was registered in the name of Advanced Chemical Industries Limited. Listing with Chittagong Stock Exchange was made on 22 October 1995.

Premiaflex Plastics Limited (Subsidiary of ACI Limited) is a private limited company, incorporated in 2008. The factory is located at Gazipur. Premiaflex Plastics is a growth oriented company, specializing in the manufacture in flexible packaging. The company supply quality products of printed flexible packaging material using fully automated root gravure printing technologies for various forms of laminates with foil, film & paper. The operation expanding rapidly to meet the growing needs of the local markets. Continuous investment in new machineries and skilled manpower push us in the top position in packaging industries.

1.2 Mission and Vision

Mission: Innovative solution of Flexo Packaging with sustainable quality & good service.

Vision: Adding value to customer product through innovation and technology.

Values:

- Quality
- Customer Focus
- Fairness
- Transparency
- Continuous Improvement

- Innovation

1.3 Technology

Premiaflex manufactures from its own factory in Gazipur; all kinds of flexible packaging materials using advanced technology machinery and fully automated Rotogravure technology to fulfill the needs of the local market and also tap into the export market.

Particular	Quantity (Sets)	Origin
Printing Machine (10 Color)	5	Korea, Taiwan
Dry Lamination Machine	3	Korea, Taiwan
Solvent less Lamination Machine	1	Korea, Taiwan
Film Making Machine	3	Korea, Taiwan
5 Layer Film Making Machine	1	Korea, Taiwan
Cone Ice-Cream Pouch Making Machine	1	Korea, Taiwan
Extrusion Lamination Machine	1	Korea, Taiwan
Slitting Machine	6	Korea, Taiwan
HMA Soap Wrapping Machine	1	Korea, Taiwan
Pouch Making Machine (Centre Sealing & Bottom Cutting)	4	Korea, Taiwan
3 Side Sealing & Stand up Pouch Machine	2	Korea, Taiwan
Glue Machine for Shrink Sleeve	2	Korea, Taiwan
Cutting Machine for Shrink Sleeve	2	Korea, Taiwan

1.4 Available Raw Materials

PET (Polyester), BOPP (Bi-Oriented Polypropylene), PA, Tea Tag Paper

MPET, MCP, MBOPP, Alum-Foil

LLDPE (Linear Low Density Polyethylene), LDPE, HDPE

Peal Film, Shrink Film

Heat Sealable BOPP/PP

Shrinkage LLDPE

Multilayer Film Barrier

Blister Foil, Strip Foil

Stiffener Paper

HMA Coating Paper
Ink, Chemical, Adhesive

1.5 Packaging Lab Equipment

Universal tension compression test machine
Coefficient of friction test machine
Vacuum leakage test machine
Weighing scale
5 color pantone matching tool
Light fastness test machine
Moisture test machine
Viscosity test machine
Melt flow index test machine
Optical density test meter
Moisture vapor transmission rate (MVTR) test machine
Oxygen transmission rate (OTR) test machine
Film free shrink test machine
Dart impact test machine

1.6 Achievements

Premiaflex Plastics Limited already achieved:	-ISO 9001:2008 Certificate
	-Sedex Certificate
	-FSSC 22000 Certificate
	-HACCP Certificate

1.7 Services

Cosmetics & Toiletries: Soap, Detergent, Shampoo, Cream, Lotion, etc.

Foods: Biscuits, Chips, Chanachur, Candy, Chatni, Salt, Rice, Attam, Maida, etc.

Drinks & Beverages: Mineral Water, Soft Drinks, Juice, Drinks, Ice-Cream

Agro Products: Fertilizer, Pesticides, Animal Health, Seed, etc.

Pharmaceuticals: Blister & Strip Foil

Oil Poly: Soybean & Mustard Oil pouch

Vacuumed Poly: Frozen Meat, Frozen Vegetable, Frozen Food

Garments: Zipper Pouch

1.8 Business Partners

Premiaflex believes in continuous improvement and thus conduct constant upgrading and investment in machineries and manpower. Such endeavors have ensured that Premiaflex is a well-known brand in the market. Premiaflex strives to provide the best quality packaging materials to its valued customers to gain customer's trust and achieve sustainable business growth. The company serves a multitude of multinational and local customers namely Unilever (BD) Ltd., GlaxoSmithKline (BD) Ltd., Nestle (BD) Ltd., Perfetti Van Melle, Reckitt Benckiser (BD) Ltd., Arla Foods Bangladesh Ltd., Bayer Crop Science (BD) Ltd., Marico (BD) Ltd., Bangladesh Edible Oil Ltd. (BEOL), Transcom Beverages Ltd., Emami , Ceylon Biscuits (BD) Ltd., ACI Limited, Godrej, PRAN Group, HRC, Ispahani Group, Cocola Food Products Ltd., Haque Group, Partex Group, Olympic Industries Ltd., Meghna Group, Dekko Food, Prince Group, Kohinoor Chemical (BD) Ltd., Dan cake, Keya Group, Bangas Limited, Romania, Novartis, Healthcare Pharma, Square Group, City Group, S. A. Group, The Consolidated Tea Ltd. (Finlay), Getco Group, Supreme Seed, Polar Ice-Cream.

1.9 What Makes Different

Established brand in packaging sector

Having the best technologies & machineries

Skilled manpower

Well-equipped QC lab to ensure the best quality product

Strictly maintain the delivery schedule

More focus on customer

We have ISO, Sedex, HACCP, FSSC Certificate

Corporate social responsibility ensured while being a responsible tax payer

Fully automated Roto Gravure technology

Our valued customer gets priority service

1.10 Safety Environment

Fire: Fire mock drill in each month, instant extinguisher & sand bucket, exit marking on production floor.

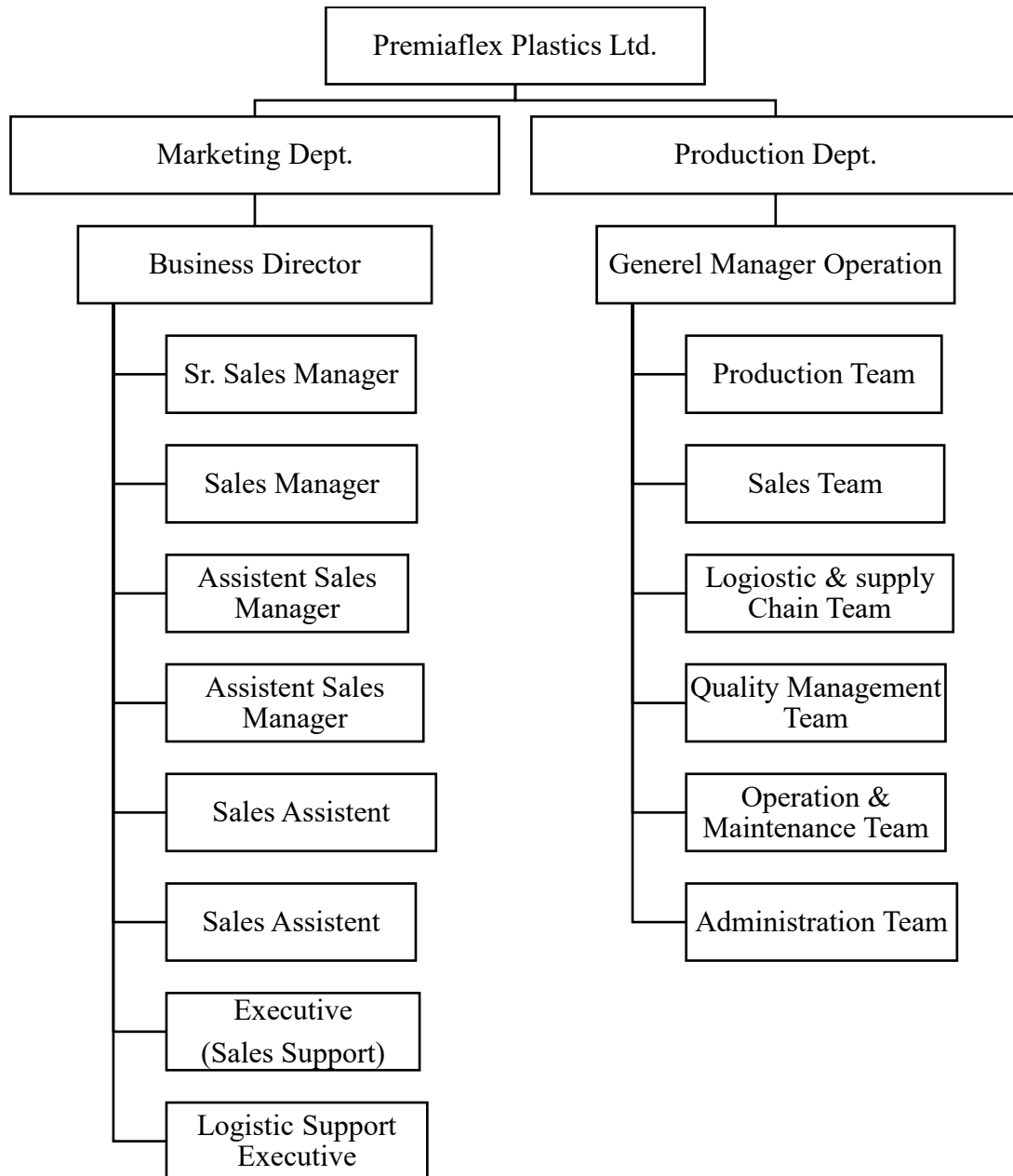
Media: Frequently health check-up program agreement with hospital for emergency support.

PPE: Provide personal safety equipment for each employee.

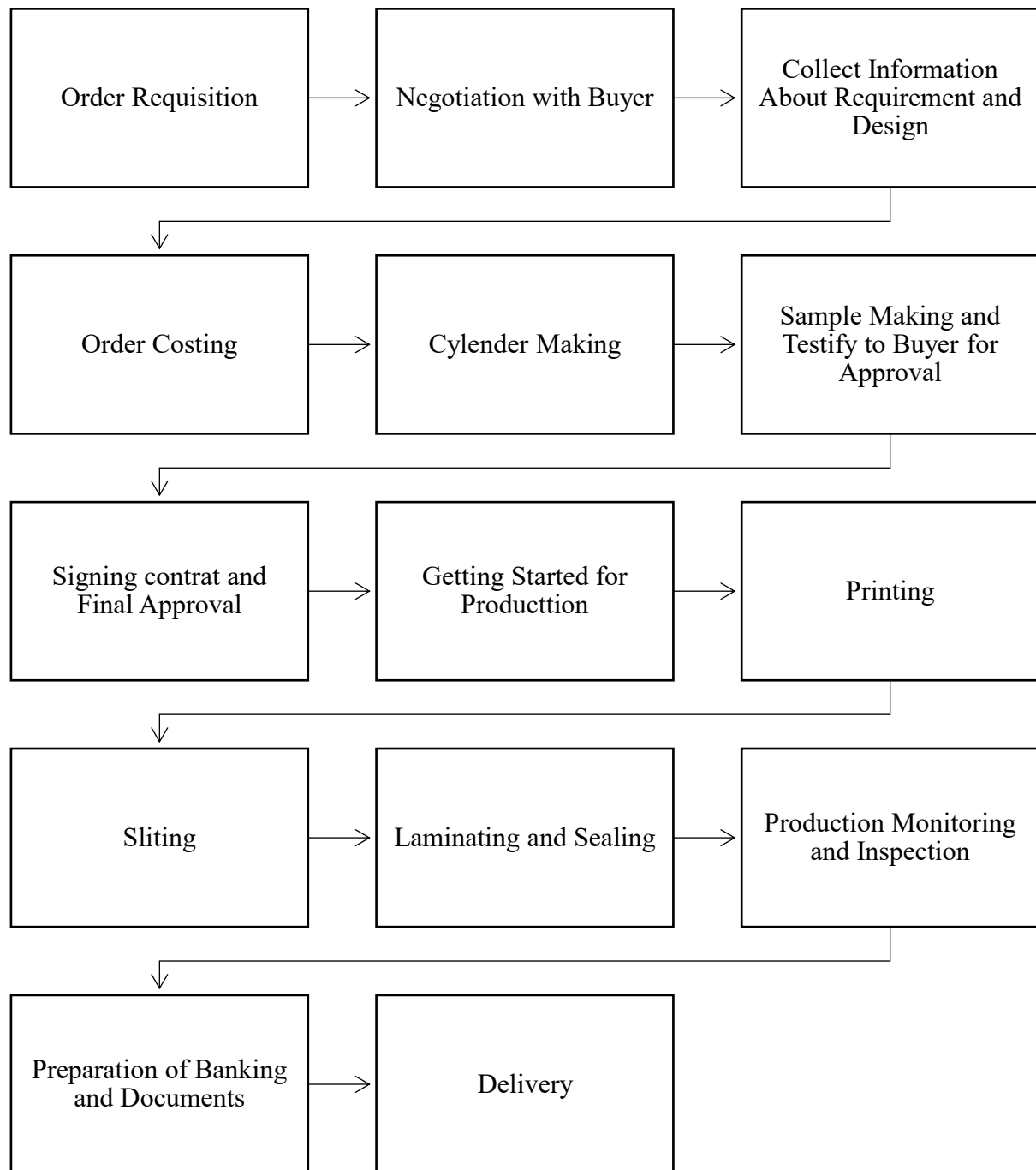
Training: Frequent training on personal safety & development.



1.11 Organogram of Premiaflex Plastics Ltd.



1.12 Process Flowchart of Premiaflex Plastics Ltd.



II-Part 2

I-2.1 Introduction to the Report

Organizational attachment is an obligatory requirement for the completion of BBA program, BRAC Business School, BRAC University. And accordingly within the internship period at marketing department, Premiaflex Plastics Ltd, I find the report work area marketing and sales under the recommendation and close supervision of my internship supervisor Humaira Naznin. The intern supervisor helped me to find and work on the topic: “Factors Affecting to Fulfill the Customer Target of Premiaflex Plastics Ltd.”

2.1.1 Problem Statement

Fulfilling the sales target.

2.1.2 Limitations

There were some limitations and obstacles that I have faced during preparing this report. The main difficult part was to collect necessary information from the company. To collect primary data some individuals did not show interest while trying for interviewing them. Along with these, there were some other major limitations which I have faced while collecting the information. The can be pointed out as below:

- Time limitation was a major constraint to gather the data.
- Some of the employees were no willing to share information regarding the company as the company follows a strict code of conduct.
- Interns were not allowed to have access in some areas.
- Soft copies of the data were sometime inaccessible for the interns.
- Relevant data collecting was very difficult as the organization remains confidential.

Lastly, I have to say that I have tried my best to arrange and organize all the data within a very short period of time. As an intern, sometime it was very hard to get all the necessary data in hand, but I tried to make it look as organized as possible.

2.1.3 Objectives

Broad Objectives

To increase the sales and profit as well as target new customers.

Specific Objectives

- To find out the problem fulfilling the target of the customers.
- Try to find out the market competition.
- To know about the market position.
- To know about the relationship with the customer by giving proper customer support.
- To know about credit collection of payment terms.

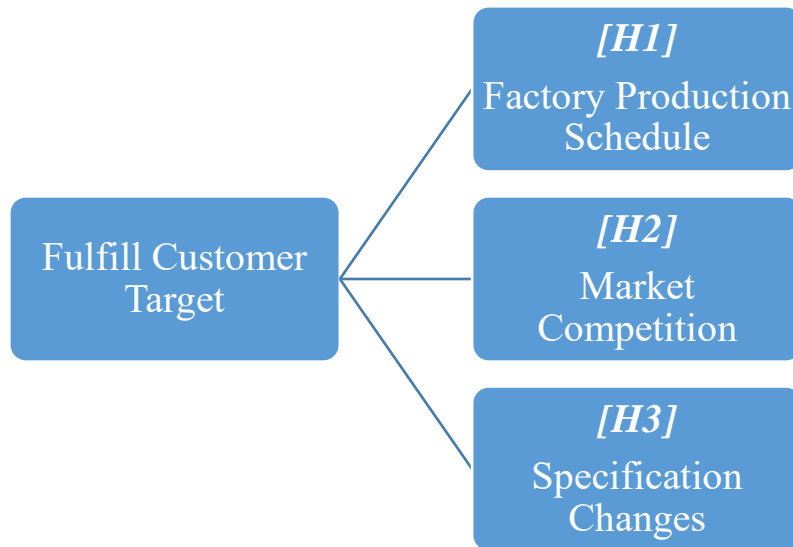
II-2.2 Literature Review and Hypothesis

A major difference between what customers said was important and what really drove their conduct. Customers demanded price and product aspects were the dominant factors that influenced their opinion as a result, their purchasing decisions. The most important factors were product or service features and the overall sales experience. The two things right is significant: a primary supplier seen as having a high performing sales force can boost its share of a customer's business by an average of 8 to 15 %. The sales experience matters, and a good one starts by getting the basics right. Organization should examine exactly how they are performing.

Competitor pricing is largely difficult, highly valuable and mostly expensive. The main reason for this is that pricing models are increasingly complex. Definitions of 'product' in most markets have broadened to encompass service benefits and intangible brand benefits. The services associated with a product are sometimes priced separately as add-ons, and sometimes included as part of one 'all-in' price. Even the product benefits themselves can be priced as part of one overall price in some cases.

Dependent Variable: Fulfill Customer Target

Independent Variables: 1) Factory Production Schedule; 2) Market Competition; 3) Specification Changes.



Factory Production Schedule: Factory production schedule is an important issue to fulfill the customer's target. On time delivery is help to maintain the production schedule. Some issue is affecting on maintaining production schedule, specification of product, material thickness, GSM; bonding strength by 4 layers, color shade matching.

Market Competition: To fulfill the customers target market competition is a big challenge. Here, the price of the product, quality of the product, on time delivery these are help to compete in the market. Maintaining good relationship with the customers by providing customers support is important to increase the sales.

Specification Changes: Specification changes are helped to convince the customers. Here the product design is involved, the design converted into price and also making the cylinder. If there is more color the price will be high. The finish product sample delivered to the customers as their requirement. They checked the sample and matched with their requirement to accept. If the sample is accepted the main production will started, if it not then the sample has to change as per requirement of the customer.

Methodology

Research Design

Exploratory research: It is an approach which gives a better meaning of the issue of research. By name it helps to explore the knowledge which is unknown without giving any finalized answer. Through this research the evidence can be gathered of a problem which requires further analysis. This research also gives a floor to the new issues on which no research has been done previously. Because of having all these criteria, the research I have done is an exploratory research as no research had been made on Premiaflex Plastics Ltd. before I did. In addition to that, I want to gather information about the problem to fulfill the customer's target of Premiaflex Plastics Ltd.

Qualitative research: It is the approach of research which provides answers of views and opinions. The research helps to get in depth information about topic. Through this research the qualitative information gathered through interview and survey. It has been conducted to get more in depth information of sales.

Respondent: 10

Questioner: 25

Question type: Likert Scale and Open ended

Data Collection Instrument: Laptop, Pen & Paper.

Primary Sources:

Primary Data was derived from the practical deskwork. Moreover, the employees of Premiaflex Plastics Ltd. Sales department helped me to get information directly by informal discussion.

Secondary Sources:

Internal sources: Different documents provided by Plan Executive of Premiaflex Plastics Ltd and different circulars, manuals and files of the organization.

External source: Different websites related to the B2B sales and online resources.

Analysis and Data Interpretation

For this research purpose, I had made questionnaires which include twenty five questions in total. I have conducted the survey by ten employees of Premiaflex Plastics Ltd. who are in the sales team. Among them three are Senior Sales Manager, four are Sales Executive and three are Assistant Sales Executive.

Do you think that your pricing system is better than your competitor?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20.0	20.0	20.0
	Neutral	4	40.0	40.0	60.0
	Agree	2	20.0	20.0	80.0
	Strongly Agree	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

Among 10 respondents 20% are disagree about their pricing system compare their competitor, 40% are neutral, 20% are agree and 20% are strongly agree because of their premium product and they maintained the product quality highly.

How much are you gaining from the product pricing system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20.0	20.0	20.0
	Neutral	5	50.0	50.0	70.0
	Agree	2	20.0	20.0	90.0
	Strongly Agree	1	10.0	10.0	100.0
	Total	10	100.0	100.0	

Gaining from the product pricing system, there are 20% are disagree, 50% are neutral, 20% are agree and 10% are strongly agree.

Is your customer are satisfied with your pricing system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	1	10.0	10.0	10.0
	Neutral	4	40.0	40.0	50.0
	Satisfied	5	50.0	50.0	100.0

Total	10	100.0	100.0
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From the analysis, 50% responded agree where their customers are satisfied in pricing system, 40% are neutral and 10% are disagreed because they ensured the product quality.

How much are you focused to maintain the quality to your product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	2	20.0	20.0	20.0
	Strongly Agree	8	80.0	80.0	100.0
	Total	10	100.0	100.0	

20% respondents are agreed and 80% are strongly agreed that they are highly focused on quality products. They always try to produce premium class product for their customers.

Are your customers happy with your product quality?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Satisfied	6	60.0	60.0	60.0
	Highly Satisfied	4	40.0	40.0	100.0
	Total	10	100.0	100.0	

From the analysis 60% are satisfied and 40% are highly satisfied that their customers are happy with their quality product.

Whenever customer think about quality product, do your company name come up first?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	4	40.0	40.0	40.0
	Strongly Agree	6	60.0	60.0	100.0
	Total	10	100.0	100.0	

Whenever customers think about quality products, Premiaflex Plastics Ltd name come up first. Here 40% respondents are agreed and 60% are strongly agreed.

Up to what extent are you able to maintain your product delivery duration commitment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10.0	10.0	10.0
	Neutral	4	40.0	40.0	50.0
	Agree	4	40.0	40.0	90.0
	Strongly Agree	1	10.0	10.0	100.0
	Total	10	100.0	100.0	

Maintaining product delivery duration commitment, 10% are disagree, 40% are neutral, 40% are agree and 10% are strongly agree.

Are your customers satisfied with your product delivery system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	30.0	30.0	30.0
	Satisfied	6	60.0	60.0	90.0
	Highly Satisfied	1	10.0	10.0	100.0
	Total	10	100.0	100.0	

30% are neutral, 60% are satisfied and 10% are highly satisfied that their customers are satisfied with their product delivery system.

Do you think you need to improve your delivery system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10.0	10.0	10.0
	Neutral	2	20.0	20.0	30.0
	Agree	4	40.0	40.0	70.0
	Strongly Agree	3	30.0	30.0	100.0
	Total	10	100.0	100.0	

Improving product delivery system, 10% are strongly disagreed, 20% are neutral, 40% are agreed and 30% are strongly agreed because of they need better delivery system for product delivery to the customers.

How satisfied are your customers with the level of customer support you provide?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	10.0	10.0	10.0
	Satisfied	8	80.0	80.0	90.0

Highly Satisfied	1	10.0	10.0	100.0
Total	10	100.0	100.0	

The level of customer support they provide, 10% are neutral, 80% are satisfied and 10% are highly satisfied.

How skilled is your sales team to represent your product to the customers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	8	80.0	80.0	80.0
	Strongly Agree	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

80% are agreed and 20% are strongly agreed about how skilled the sales team to represent their company they need more training for updating their sales and communication skill.

To what extent are you able to meet your customer's requirement till now?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	8	80.0	80.0	80.0
	Strongly Agree	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

80% are agreed and 20% are strongly agreed about how much able to meet their customer's requirement till now. If it does not match with the customer requirement again they send it to the lab for correct as the customer requirement.

How responsive are you to your customer's needs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	4	40.0	40.0	40.0
	Strongly Agree	6	60.0	60.0	100.0
	Total	10	100.0	100.0	

They are 40% are agreed and 60% are strongly agreed about the responsive of the customer's needs.

How could you rate your customer's relationship with your company?

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Agree	5	50.0	50.0	50.0
	Strongly Agree	5	50.0	50.0	100.0
	Total	10	100.0	100.0	

From the analysis 50% are agreed and 50% are strongly agreed about the relationship with their customers and they always try to make their customers happy.

What is the present position of your company in the packaging market in Bangladesh?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	100.0	100.0	100.0

The respondents' are 100% strongly agreed about the first present position of their company in the packaging market in Bangladesh.

How flexible are you to the customers for bill payment within due date?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	30.0	30.0	30.0
	Agree	5	50.0	50.0	80.0
	Strongly Agree	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

30% are neutral, 50% are agreed and 20% are strongly agreed about that they are flexible to the customers for bill payment within due date because they provide 45 days to 60 days for credit payment.

How much are your customers loyal to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	10.0	10.0	10.0
	Agree	7	70.0	70.0	80.0
	Strongly Agree	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

The respondent 10% are neutral, 70% are agreed and 20% are strongly agreed about the loyalty about their customers as they are providing quality products.

Findings

After conducting the survey it is clear that the pricing system is higher from their competitor, because the price of raw materials are higher as they provide high quality product and the production cost is higher as well as they have to maintain the Government actual rules and regulation of giving VAT. As a result they have to add more prices in their product, where their competitor does not maintain VAT rules and they gave fewer prices in their product. As example, Local company give 50 BDT rate, but PPL have to give 70 BDT rate in their product.

Premiaflex Plastics Ltd. maintains the high quality in their product and they always fulfill the customers' target. They always try to maintain the quality as per their customers' requirement. As a result, the customers are highly satisfied about their quality. Whenever, the customer thinks about quality product, Premiaflex Plastics Ltd. name come up first because of their quality.

Their sales team is not that much well enough to represent their company the reason is communication gap. As a result they missed to convince the new customer.

They maintain product delivery duration commitment as their possible way. Sometimes their customers are not satisfied with your product delivery time because they have to maintain the factory production schedule of long process and availability of raw materials is important for the on time delivery.

The major competitors of Premiaflex Plastics Ltd. are the Marchent Ltd., Bengal Flexipack, Al-Mostofa, Kaliar Replica, Famous Printing Pack, Arbab Printing & Packaging, Shahjinaz and Robin Printing. The present position of the company in the packaging market in Bangladesh is first.

The unique features of the product and the reason customers will choose PPL, mainly for the product Quality. The relationship with the foreign clients is strong. They are more flexible to the customers for bill payment within due date. Their customers are loyal to Premiaflex Plastics Ltd.

Recommendations

However, from the above discussion to fulfill the Customer Target of Premiaflex Plastics Ltd. is that sales team need to make their customers understand that their product has the best quality so that they are doing their work term by term and need adequate time to finish. As they have skilled team but it is the obvious thing that need more skilled people to represent to the customers in a convincing way. In addition based on representation contract is fixing, so that the company can give necessary training to them that they can represent in more skilled way. They need six days training, for the communication build up skill need one day, for enrich the sales skill need three days and two days for presentation build up skill.

In their delivery system, they need more aware about product delivery on time. They can plant new technology for faster production, they already working on it. Schedule breaking for the emergency customers is another problem to maintain product delivery as a result they do not want to serve the emergency customers.

As customers expectation never ends and they expect more and more by the changing trend they should be ready to face these kinds' expectations. As they have good amount of existing customers but they can target or expand more customer by their services.

As customers can't maintain the payment duration, they can expand the time with credit facilities so that they can feel comfortable to pay. They can give incentive to the customers for early payment.

Conclusions

Above all it's been a wonderful journey with Premiaflex Plastics Ltd. they are well enough as well as they have some lacking to fulfill the customer's target. By maintaining the high quality in their product, they always fulfill the customers' target. They always try to maintain the quality as per their customers' requirement. As a result, the customers are highly satisfied about their product quality. Whenever, the customer thinks about quality product, Premiaflex Plastics Ltd. name come up first because of their quality. The operation of Premiaflex Plastics Ltd. expanding rapidly to meet the growing needs of the local markets as well as foreign clients. Premiaflex Plastics Ltd. believes in continuous improvement and thus conduct constant upgrading and investment in new machineries and skilled manpower push us in the top position in packaging industries. Such endeavors have ensured that Premiaflex is a well-known brand in the market. Premiaflex strives to provide the best quality packaging materials to its valued customers to gain customer's trust and achieve sustainable business as well as gain customers loyalty.

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Appendix

Premiaflex Plastics Ltd.

Name: _____ Contact No: _____

1. Do you think that your pricing system is better than your competitor?
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
2. How much are you gaining from the product pricing system?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
3. Is your customer are satisfied with your pricing system?
☐ Highly Dissatisfied ☐ Dissatisfied ☐ Neutral ☐ Satisfied ☐ Highly Satisfied
4. How much are you focused to maintain the quality to your product?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
5. Does the product quality affect to fill up the customer target?
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
6. Do your product quality matching with your customer requirement?
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
7. Are your customers happy with your product quality?
☐ Highly Dissatisfied ☐ Dissatisfied ☐ Neutral ☐ Satisfied ☐ Highly Satisfied
8. Whenever customer think about quality product, do your company name come up first?
☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
9. Up to what extent are you able to maintain your product delivery duration commitment?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
10. Are your customers satisfied with your product delivery system?
☐ Highly Dissatisfied ☐ Dissatisfied ☐ Neutral ☐ Satisfied ☐ Highly Satisfied
11. Do you think you need to improve your delivery system?

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

12. How satisfied are your customers with the level of customer support you provide?

☐ Highly Dissatisfied ☐ Dissatisfied ☐ Neutral ☐ Satisfied ☐ Highly Satisfied

13. How skilled is your sales team to represent your product to the customers?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

14. To what extent are you able to meet your customer's requirement till now?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

15. Do you have any additional plan for your customers in future?(If yes please describe)

☐ Yes

☐ No

16. How responsive are you to your customer's needs?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

17. How could you rate your customer's relationship with your company?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

18. Who are your major competitors?

19. What is the present position of your company in the packaging market in Bangladesh?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

20. What are the unique features of your product for which your customers will choose you?

21. How would you rate your relationship with the foreign clients?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

22. Do you have any plan to improve your customer relationship?

23. How flexible are you to the customers for bill payment within due date?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

24. What kinds of problem do you face during payment recovery?

25. How much are your customers loyal to you?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5