

Internship Report





Internship Report

On

**The Scope of Improvements in Stainless Steel and Cast Iron Electrode Market and the
Branding Strategies of Linde Bangladesh Ltd: Market Analysis and Suggestions**

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Subject: Submission of Internship report.

Dear Sir,

This is indeed a great honor for me to present my internship report on —The scope of improvements in Stainless steel and Cast iron electrode market. I am also thankful to you for approving this topic for my report. It is a very prestigious and delightful moment for me as I got the opportunity to do my internship in a reputed multinational company, Linde Bangladesh Ltd. I have given utmost dedication and concentration to the successful completion of my internship so that I can end up with a successful internship report. Moreover, it is a great opportunity for me to present my internship report under your supervision. I am very much thankful for your valuable suggestions, guidelines and instructions.

I have tried to put my best efforts for the preparation of this report. Yet if any shortcomings or flaws arise, it will be my pleasure to answer any clarification and suggestion regarding this report.

Yours Faithfully,

Rafi Al-Mahmud Seum

ID: 111 132 154

Acknowledgement

—If you are grateful, surely I will give you more and more. (*Quran-Majid, Surah Ibrahim: 7*)

All praise to the Almighty and the Merciful. Without his blessings and endorsement this report would not have been accomplished. I am grateful to Almighty Allah for giving me the strength, courage and ability to complete my internship as well as the internship report within a scheduled time in spite of various complications.

Undoubtedly, it gives me immense pleasure to show gratitude to a substantial number of individuals for their cordial cooperation and encouragement which has contributed directly and indirectly in preparing this report.

Initially, I would like to show my gratitude to my internship advisor Md Habib Ullah. His valuable guidelines, feedbacks and suggestions made everything transparent. First, I was very doubtful whether I would be able to make a fruitful report but with his assistance, I found a way to do everything systematically and in time. He kept me up to the mark on the track to complete my report and his propositions were vital in making this report as flawless as possible.

Furthermore, I would like to express my sincere thanks to all the employees of Procurement department and Sales and Marketing Department of Hard goods of Linde Bangladesh Ltd who helped me during my internship period and made my experience a memorable one.

A special gratitude goes to Head of Sales and Marketing for their kind support and timely feedback regarding the guidelines and deadlines of internship completion.

Executive Summary

This report —The scope of improvements in Stainless steel and Cast iron electrode market and the branding strategies of Linde Bangladesh Ltd. is the reflection of the learning and experience acquired through an opportunity that associated within Linde Bangladesh Ltd, for an internship under procurement department. Along with that some other sub departments like Sale and Marketing department, Customer relationship, Product and pricing etc. provided their utmost support regarding the project report. The topic of dissertation was selected upon consultation with Internship advisor of respective department and the supervisor of the organization.

The main of aim of this report is to know about the price differences of Stainless steel and Cast iron electrode product since 2013 and the scope of improvements of those products in the market. It shows about the suggestive answers that can play a vital role in the emerging market form the company perspective. The major responsibilities as intern job title was to find the retail background in the distribution channels and meeting clients in order to seek out recent demands asked by the client groups.

Moreover, the report states about the other initiatives except pricing issues that can be taken as high attention for the market. Along with that it describes about the scopes and opportunities which can be used to gain productive results from the high competitive market. It is also transparent that to construct an operational marketing process on low end user for the respective products. Furthermore the company branding system and their initiatives are mentioned and operation process description.

Finally, the company ensures a solid ground for their high end user or customer by their products. But the report also tells about improvable scopes for low end user market to settle down solid sales and marketing initiatives. It indicates about measured improvements that are used for attaining and retaining customer both in high and low end. For thus, I have decided the report should be on —The scope of improvements in Stainless steel and Cast iron electrode market.

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Chapter-1

Organization Part

Organizational Overview

1.1 History

The Linde Group has a history of over 130 years built on a heritage of innovation with a strong focus on technology. The company's founder, Carl von Linde, invented refrigeration technology and pioneered a process of air separation. From then it has registered as Linde AG is a multinational industrial gases and engineering company founded in Germany in 1879. Today, it is considerable that Linde group is a global market leader in gases and engineering solutions.

It has over 600 affiliated companies in more than 100 countries with customers in the industrial, retail, trade, science, research and public sectors. Its supplies are most relevant with all kind of production industries from fabric to food. Its principal related companies operate in over 60 countries across the globe. (Linde group Organizational review, 2015.)

After Gaining tremendous opportunity in the market, in September 2006 the company acquired its UK based competitor Group. That company was founded by French brothers Arthur and Leon Quentin Brin. Finally nearly a century of intermittent courtship, BOC became a part of Linde Group and the synergy overtook air Liquid as the global market leader.)

Again, on 21 June 1879, Professor Doctor Carl von Linde invented developing mechanical refrigeration systems for the brewing and food industries. It was considered as a dimensional attempt for food storages. By getting successful response from the market he carried forward to developing lower temperature systems. Along from those inventions the company has developed equipment for the separation of air and other gases. One of the first large-scale air separation plants was installed near Munich in 1903. (Linde group, 2015)

1.2 Linde at a Glance

According to Linde group Organizational review (2015.), Linde at a glance states about the overall transformation of the Linde group since 1879 to 2011. It has been specified about the expansions and operations of the company in numerous dimensions. The details are described below:

1879–1890:

Refrigeration pioneer to international technology leader

1891–1934:

From air liquefaction to air separation

1935–1974:

War economy, collapse and economic miracle

1975-2004:

Becoming a global player, acquisition of AGAAB of Sweden which was followed in 2004 with the divestment of the original core of the Linde business - the refrigeration division to Carrier Corporation of the USA.

In 2006:

Acquired The BOC Group for €11.7 billion in cash and Following the acquisition, the combined gas and engineering group was rebranded as *The Linde Group*.

In 2011:

Linde Indonesia, a subsidiary of the Linde group, announced its plan to build an air separation plant in Cilegon, Banten, to supply industrial gas to PT KarakatauPosco's steel plant.

1.3 Linde Bangladesh Limited

Linde Bangladesh Limited (the —Company) is a listed company, limited by shares was incorporated in Bangladesh in 1973 under the companies Act 1913. The Company became a listed entity in the year 1976 and 1996 in Dhaka Stock Exchange and Chittagong Stock Exchange respectively. The Company is a subsidiary of The BOC Group Limited of United Kingdom which is fully owned by Linde AG of Germany.

As a pioneer in industrial gases in Bangladesh, Linde Bangladesh Limited, a member of the Linde Group has a long history and proud heritage — our roots go back to 1950's, even before the independence in 1971. It, has been contributing towards the development of the nation as a silent partner. A strong in-built culture with work values reinforced and developed Linde Bangladesh over the years which are reflected in the performance of its employees for more than 50 years with continuous expansion in operations and business.

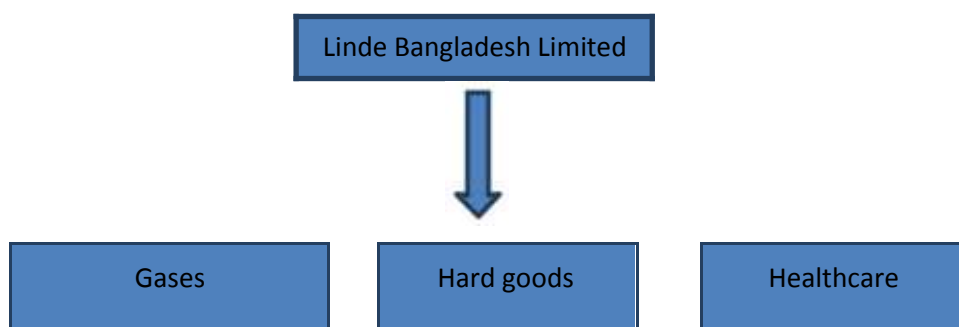
Linde Bangladesh Limited is an important Company in Bangladesh. The Company's principal activity is to manufacture and supply industrial and medical gases, welding equipment and products, certain medical products, anesthesia & ancillary equipment & consumables etc. for the development of Bangladesh. The company continued to be the principal supplier in the country of industrial & medical products. BOC Bangladesh Limited is both an old and a relatively new company. Old because it has been present in what are now Bangladesh, in one form or the other, since the days of British India. It's new because it was registered under its own identity only in 1973. The company began, after the independence of Bangladesh. BOC Bangladesh Limited started out as Bangladesh Oxygen Plants and 3 Dissolved Acetylene plants, one of each in Dhaka, Chittagong and Khulna. (Linde Bangladesh Ltd, 2013, linde operations in Bangladesh.)

In addition, it had an operating contract to run the Oxygen plants of Chittagong, Chittagong Steel Mills (CSM), which is still there today. For the manufacture of welding electrodes the company had only one very small extruder. From inception, the Company has remained the sole supplier of Medical Oxygen in the Country. In the early 80's the first liquid gas plant was imported from New Zealand and again installed in Dhaka. Bangladesh Oxygen Limited changed its name to BOC Bangladesh Limited in March 1995 in line with a world-wide program of the BOC Group. In March 1998 a second line of production was added to the integrated Electrode Factory at Rupganj, doubling capacity. Same year, a new site with a 20 TPD liquid plant was acquired in Shitalpur, Chittagong. With a modest appearance, afterwards, at the beginning, Linde Bangladesh's products are now part and parcel of all the industrial and economic activities of the country. Today, the turnover of the company has exceeded BDT 3.19 billion. From the information's of Linde Bangladesh Ltd, (2013), the company operations like nature of business, distribution channels and milestones of Linde Bangladesh are described below:

1.3.1 Nature of Business

The company's principal activities are manufacturing and supply of industrial and medical gas, welding products and equipment's and ancillary equipment. The Company also earns rental from cylinder used by the customers and from vacuum insulated evaporators installed at customer's premises.

The graphical content of Linde Bangladesh Ltd. business operation in market :



P.s: According to business operations proportionally hard goods generates 70%, industrial gases generates 20% and finally healthcare generates the rest 10% outcomes.

Gases: Linde Bangladesh is capable to produces all kind of industrial gases. It has both liquid and compressed formulations. It also undergoes with five suppression systems. E.g. Co2 (used in beverages like coke, Pepsi etc.)

Hard goods: Hard goods are most offered and produced product of Linde Bangladesh. The overall production is conducted for the increasing and high demand of hard goods among customers in industrial areas. Within this sector the most mentionable items are welding electrodes, GPMS-general purpose mild stainless steels, SSP- stainless steel and Cast iron. Various welding electrodes are described below:

Mild Steel all-purpose electrodes:

1. Ferro speed.
2. Vortic Marine.
3. Zodian Universal.
4. Bolarc 1400.
5. Bolwel.
6. Bolcraft.
7. Ferro craft 7016.
8. Ferro craft 11.
9. Ferroweld 1.
10. FerroCraft 61.
11. Ferroweld 2.
12. Duroid 350R.
13. HandCraft 650B.
14. MANGCRAFT.

Stainless Steel Electrodes:

1. STAINLESSCRAFT 308L-16.
2. STAINCRAFT 316L-16
3. STANCRAFT 309 Mo
4. STAINCRAFT 308-16.

Cast iron Electrode:

1. FERROLOID 1.

Healthcare: Healthcare business unit focuses on producing medical gases and medical equipment's. From this segment mostly services are conducted for hospital and medical areas. It aims about to produce Oxygen gas with cylinder processes.

1.3.2 Linde BD Milestones at a Glance:

1958: Pakistan Oxygen Limited

1971: Renamed as to Bangladesh Oxygen Limited (BOL).

1973: Incorporated in the joint stock companies and received government approval as the first full-fledged —Company of the newly formed country.

1976: First CO₂ plant was introduced

1979: Welding Training Centre started its journey

1995: The Company changed its name from —Bangladesh Oxygen Limited to —BOC Bangladesh Limited

1997: Rupgonj ASU Plant was commissioned.

1999: Shitalpur plant was bought over with 20TPD production facility.

2000: ASPEN and LPG Bottling plant was commissioned

2004: Moved into newly built Corporate Office.

2006: Acquired by the Linde Group.

2010: Achieved BDT 100 Core Profit.



1.3.3 Vision, Values and Principles of Linde BD

Vision

The Linde Group's vision is to be the world's leading global gases and engineering group - admired for our people, who create innovative solutions that make a difference to the world. According to Linde Bangladesh Ltd. (Linde Bangladesh Ltd, 2013, Linde spirit) the company strongly nourishes their own vision, mission and spirit to groom up them in the high competitive market. It even helps them to stay different from the rest competing groups in the market.

The Linde Spirit

Our core values are anchored in the Linde Spirit, our corporate philosophy. All of our actions are guided by a strong commitment to corporate integrity.

Values

- **Empowering people:** People are given the space to contribute and grow.
- **Innovating for Customer:** Relentlessly Linde has pursued some new ways to add value for our external customers and clients to attain success in market.
- **Thriving through diversity:** Diversity results in enriched collaboration and enhanced solutions.
- **Passion to excel:** Linde has the commitment and drive to pursue ever higher standards of excellence and it celebrate success

Principles

Safety: The Linde Group will avoid harming people and society.

Integrity: Linde's actions are honest, fair and ethical.

Sustainability: We are focused on today's success, but accept our responsibility for future generations.

Respect: Every human being deserves to be treated with respect.

1.4 Background

As an intern in Linde Bangladesh Ltd, I was assigned under the procurement department. Along with that I also had to participate under some other departments (like Customer relationship, sales and marketing department Product and pricing etc.) activities which even helped me to learn and experience about the multiple corporate operations. But my supervisor had specially handed me a job which is to find out the current market pricing of competing stainless steel and cast iron electrodes and to seek out the improvable scopes that we can use to make our market more progressive. From the information's of Linde's one of project (Six sigma project, 2013) I came know to know that stainless steel and Cast iron electrodes are the has the most flourishing market in our country. In here, I have given all the details of my collected information, conducted responsibilities and activities that are performed with my internship period.

1.4.1 Objectives of the study

Broad Objective:

To understand the current market situations of Stainless steel and cast iron electrodes with the most recent pricing of competing brands and to find out improvable Scopes in electrode market for Linde Bangladesh Ltd. that can initiate a progressive outcome.

Specific objectives:

- To acquire first hand information's.
- Sought out improvable scopes except pricing matters.
- To understand electrode markets distribution process.
- Observing most differential actions of the company that separate them from the competing brands.
- To find key activities of competing brands which they imply as marketing strategies to grab the market.
- To find suggestive information's for both internal and external aspect of the company to improvise the market position.

1.4.2 Methodology

Data Sources:

For preparing this report both primary and secondary data's were necessary.

Primary Data:

The primary data were taken to make an effective report while working in Linde Bangladesh Ltd. Main primary data sources were-

- Personal Observation and experience.
- Face to face interview with retailer group and End user as respondents.
- Personally visiting customer areas and sell centers.
- Taking consultation from the client and customers groups.

Secondary Data:

Some secondary data were explored and included to have a better understanding. Main Secondary data sources were-

- Documents from Six sigma project 2013 from marketing department.
- Electrode guide to understand electrode specifications.
- Product and service offering policies.
- Print media and websites.
- Linde Bangladesh Ltd. and Linde group internal websites.

1.4.3 Limitations of the study

A part from the supports many difficulties and hurdles were faced while preparing this report. Especially in Linde Bangladesh Ltd. departmental related information is confidential in nature. It was impossible to gather that sort of information such as sales and marketing and procurement reports. Then, the information of the project is also very confidential, for the sake of creating an effective report and analysis, some assumption were hypothetical as the exact information is very confidential and forbidden to express. As most of the information's were gathered from field level so this became a challenge to maintain time schedules properly. I had to manage all the works of the procurement department as an intern and also gave time to the organizational supervisor to understand their project and do the work properly.

1.5 Product Details

1.5.1 Stainless Steel/SS/Special Electrode

Stainless steel electrodes are considered as one of the most innovative welding system of current era which able to provide long time sustainability, durability, fine finishing and significant utilizations of the product. In such abilities in functions its gaining popularity among its users. More specifically it is a movement towards ever increasing market. It also provides notable changes that have vivid impact on Mild steel business market and operations. The market growth is potentially enriched with SS usages. Most uses are conducted in on site areas like chemical and fertilizer plants, paper and pulp, food and dairy industries etc.

1.5.2 Cast Iron Electrode

Cast iron electrodes are mainly used in the situations of filling the flaws, blowholes, and pockets through gray iron castings. It is considered most unique and premium price based the usages. In the perception of cast iron Linde have a steady emerging market. The product has a very sophisticated demand in the market based on the implementations in its operations.

1.6 Market operations of Linde Bangladesh Limited on SS and CI products

1.6.1 Linde Bangladesh Ltd. stainless Steel Electrodes:

As it is transparent that market has a significant demand on Stainless steel electrodes, Linde Bangladesh introduce the Stainless steel on 2014 for low end users. (Azad, A. April 26, 2016). It aims to provide the best quality product according to the demands of the consumer. For that instance the company has introduces the products which has different product grid and quantity. It is mainly conducted by the dependency on consumer's consumptions. The Stainless steel electrodes introduced by Linde Bangladesh are describes below with its significance:

Brand	Size/MM	No of stk.	Wt.kg/PKT	Basic price per Kg	Basic price per PKT	Add vat 15%	Net price per PKT
StainCraft 308L	2.50	57	1	950.00	950.00	142.50	1092.50
StainCraft 308L	3.20	57	2	800.00	1600.00	240.00	1840.00
StainCraft 308L	4.00	40	2	800.00	1600.00	240.00	1840.00
StainCraft 316L	2.50	57	1	1075.00	1075.00	161.25	1236.00
StainCraft 316L	3.20	61	2	975.00	1950.00	292.50	2242.00
StainCraft 316L	4.00	40	2	975.00	1950.00	292.50	2242.00
StainCraft 309Mo	2.50	58	1	1750.00	1750.00	262.50	2012.50
StainCraft 309Mo	3.20	61	2	1550.00	3100.00	465.00	3565.00
StainCraft 309Mo	4.00	40	2	1550.00	3100.00	465.00	3565.00

Figure:1

In such manner the differentiations remains under the product quantity and pricing. The pricing changes mostly demanding on product quantity. Mostly the VAT price and percentage remains constant. And in prior measures dealers are discounted based on order quantity.

1.6.2 Linde Bangladesh Ltd. Cast Iron Electrodes:

In the market, the cast iron electrode is in very much congested positions. It was brought before but for the demand issues and pricing implementations it hasn't set up any strategies. More precisely, the market has hypothetical views for such product based on the consumption process (In Bangladesh). Linde Bangladesh Ltd. also prepared a product for the initial purpose to settle the current unofficial need of the clients and consumers. The product and related information's are given below:

Brand	Size/MM	No of stk.	Wt.kg/PKT	Basic price per Kg	Basic price per PKT	Add vat 15%	Net price per PKT
Ferrolid-1	2.50	58	1	7200.00	7200.00	1080.00	8280.00
Ferrolid-1	3.20	66	2	6400.00	12800.00	1920.00	14720.00
Ferrolid-1	4.00	64	3	6400.00	19200.00	2880.00	22080.00

Figure: 2

The pricings are a bit costly regarding the product functions. Its quantities are smaller in amount in the contrast with the pricing. And on the other functional areas it remains the same. This data's are mostly received by confidential documents of six sigma project (Six sigma project, 2013) and official implementations are also narrated here.

1.7 Market situation and Competencies for SS and CI

1.7.1 Market Situation:

For generating updated information (As instructed by my honorable organizational supervisor) I have visited many potential members of distribution channels. Throughout the process some interesting facts brought up where I have found some relevant data to judge the situation of our market position. While having interaction with the consumer and dealer group, it is well stated that the current market of Stainless steel electrode is highly price sensitive. Moreover particular situations rose by the customer driven market that emphasizes cheap price and less concern about quality. As characteristics of Stainless steel product, the electrode is used for bulk sizes (on side). That is why consumer seeks for the cheapest one available in the market. One particular static need is thriving in the market which has also minimized the priorities on other product oriented advantage issues. It seems clear that the company is experiencing marketing myopia from last several years. According to marketing management theories (Kotler, P.2009. marketing management) marketing myopia happens when there is the difference between the company offerings and customer needs. Like the company might come up with some unique and innovative feature of product based on quality and quantity but most of the consumer group is not aware or not that much interested about it as they are following different mottos regarding such kind of products. The Linde Bangladesh Ltd is undergoing with similar situation regarding the products of stainless steel and Cast iron electrodes. Undoubtedly they are offering better quality products with moderate pricing in the SS and CI market. But the market is more concern about the pricing issue because cheap Chinese products are available in the market with almost same offerings. It is transparent that end users are taking those products only for considerable pricing System. But they are not taking quality product as considerable one. The most probable reasons would be unawareness and notable price gaps among the products. On the other hand these major issues helped Linde to gain a solid ground in Mild steel electrodes market. It ensures the needs of consumer with quality product and economical pricing range. On the other hand, in SS and CI market, the quality is assured but the pricing and others reasons are making the market isolated.

1.7.2 Market Competencies:

As the market is highly price sensitive, the competency level is also higher in such case. There are multiple products are available in the market. Most of them are imported by the local importers. The products are differentiated by brand, price and characteristics. In the market most SS product exporting countries are *China, Taiwan, and India*. From the marketing report (Six sigma project.2013) we found that the most dominating is China. Their advantages are that they keep a very low profit margin which is helping them to retain the market with competitive advantages. But these issues are infecting the quality oriented SS electrodes in the market. From the information's of the report some different SS brands from different countries available in the market are described below:

1. **Muller 308L**: It is mainly a Chinese brand providing SS electrode products in the market. The product MM is mostly 2.5 and 3.2. Talking with the local dealers and user it came across the pricing of products. They have state that, they purchase the quantity of 5kg on BDT 1700. It signifies per kg on BDT 340.
2. **Gemini 308L**: It is another Chinese SS electrode product operating over the market. Gemini is also mostly found on MM 2.5, 3.2. It appeared to be most demanding Chinese electrode product over the SS market. It is known that retailers are purchasing on 5 kg basis on BDT 2000. Most of them are wholesaled from Nawabpur.
3. **Goodweld 308L**: It is a Taiwanese based brand, currently cultivating the market with their product. It is aiming to provide quality oriented products on moderate price. Though many of consumers highlighted about the pricing facts which is high by their opinion. Goodweld adopted some strategies to make a channel that Linde can reach the customers through the dealers and SS service providers. The MM is 2 .5, 3.2, 4.00. One of consumer stated the quantity of 3kg cost 2100 BDT. The box contains 312 of sticks. And per Kg cost 700 BDT. It also created a progressive relation with a particular SS pipe selling company (Steel tech) that promotes and sale Goodweld's product to the respective end users. Even it play a very suggestive role for the particular product.
4. **Superon308L**: Superon products are from India which is doing well through the market currently. It aims to settle a position in the market to divert the consumers from the Chinese product trends. After having interaction with consumers it can be stated that the brand is totally new and had no past experiences. The MMs are 2.00, 2.5, 3.15, 4.00 and 5.00. One consumer stated that they have purchased the quantity 10kg and paid 5200. The price signifies about 520BDT on per kg.

1.8 Distribution Channels of Stainless steel electrodes

Throughout many task, my distinguish supervisor assigned me to find out the information about SS distribution channel and process. While visiting the market, I have come across some facts practically and official linde Bd Ltd. (Linde Bangladesh.2013) webpage which need to be inclusive on the report. Firstly, the most of beginning level operations start from Importers which happens in Nawabpur. Here majority of these products are supplied. Then from them it is distributed to the wholesalers. After that it depends on the next channel which could be either the reseller or final consumers. A diagram is shown with this content:

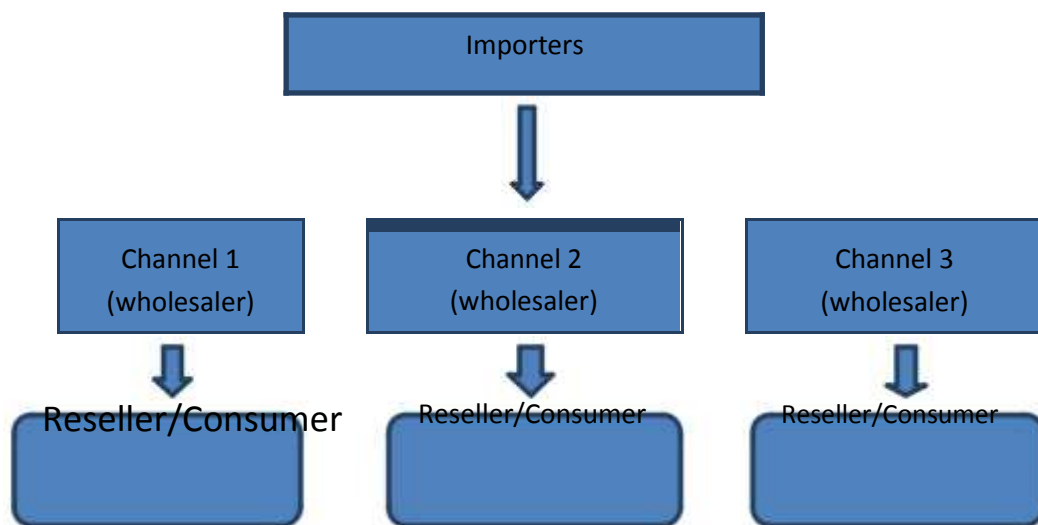


Figure: 3

Moreover, to have justified information's I went to root levels such as stainless steel pipe selling dealer. It is because for this type of product SS electrodes are must. To judge the competitors position and strategies I have interviewed particular group of SS pipe companies like SKS, Steal tech etc. In such case companies like Steal tech are following particular measures to show coordination with Good weld. It means the dealers of Steal tech are at a time selling good weld long with their Stainless steel pipes. The marketing strategy followed by Good weld to get the hype in market by the suggestive role of SS pipe dealer to final consumers.

1.9 The price difference of Stainless steel electrodes in last 3 years:

The market of stainless steel and cast iron is dynamic in nature. The shown data's are from the marketing report of six sigma project in 2013. Moreover depending on those issues pricing and other factors infects on the consumer behavior. Relating with this I have Included two product pricing list of particular years in my report. It aims about the difference and current market scenario. The table has shown below:

Stainless Steel Electrodes (2013)									
Brand Name	Country	Packing Wt. (kgs)	size	Length	Pcs/pkts	Price: Reseller/Retailers	Price: End Users	Price/Kgs	Resellers/Retailers Margin
MULLER	Chinese	5	2.5	350	275	2180	2450	436	11%
MULLER	Chinese	5	3.2	350	200	2200	2450	440	10%
GEMINI	Chinese	5	2.5	350	275	2200	2450	440	10%
GEMINI	Chinese	5	2.5	350	320	2450	2700	490	9%
GEMINI	Chinese	5	3.2	300	200	2200	2450	440	10%
GOOD WELD	Taiwan	3	2.0	250	312	2650	2900	883	9%
GOOD WELD	Taiwan	4	2.5	300	220	3150	3500	788	10%
YAWATA	Japan	5	2.5			3800	4200	760	10%

Figure: 4

The table shows about the competitor's product quantity and pricing method on market from retailer to end user in the year of 2013. The prices are based on weight and packets. Moreover the final compare prices are based on the per kg basis from above list.

Stainless steel electrodes In the view of 2016									
Brand Name	Country of origin	Packaging W.T.(KG)	Size	Length	PCS /PK TS	Price resellers retailers	End users price	Price/KGs	Resellers/Retailers margin
MULLER	China	5	2.5	350	275	1650	1850	330	10.81%
MULLER	China	5	3.2	350	200	1600	1750	320	8.57%
GEMINI	China	5	2.5	350	320	2000	2250	400	11.11%
GEMINI	China	5	3.2	300	200	2000	2200	400	9.09%
GOODWELD	Taiwan	3	2.0	250	312	2100	2350	700.00	10.64%
GOODWELD	Taiwan	4	2.5	300	220	2150	2483	537.5	13.41%

Figure: 5

In 2016, we can see the tremendous reduction of competitor's prices. Then, even the quantity and weight are also in same measures in the view point of retailer and end user. Along with that in the final pricing gaps are more than 100-300 BDT in per Kgs. It is transparent that these factors are helping our competitors to gain competitive advantages from the market.

1.10 The Scope of Improvements

The current market of stainless steel and cast iron is experiencing a very complex environment. It is more often conducted for mass market operation. And in most of cases high competencies are thriving out the market. Along with that there are still some significant opportunities present that can play a very vital role to make improvisation on sales and marketing operation. Some of the scope of improvements can initiates long term outcomes in further business operation. The most improvable scopes are suggested below:

1. **Pricing policy:** In such case of stainless steel and Cast iron products pricing our company has rationally settled 30% on profit margin. On the other hand, the competitors are playing an advance game by keeping profit margin averagely 10%. Even in some cases they are offering below 10%. This situation creates a challenging platform for us to provide high emergence on the market. Along with that Linde do have vivid scopes which can be gained by implementing some marketing tactical strategies. Likewise, the company could come up with extra service initiatives that will provide higher value to customer. This will transmit the message supporting that quality product and extra services are available within a standard price. At a time it will create different perception on the pricing system from the perception currently our customer poses on the pricing sensitivity. Then, the policy maker should implement an alternative pricing system that can at least assure the Reduction of price gaps with the competitors. That will definitely minimize the impact of aggressive market behaves. As the market is more price sensitive rather than considering other matter so the initiations should be only focus on prioritizing the pricing manner to operate over the Market.
2. **Strong distribution channel:** Then, the strong distribution channel plays a very vital role in such business operations. Based on such market scenario the company should involve both direct and indirect factors to make the channel strong and more proactive. For example, Linde Bangladesh Ltd needs to place the products in accordance with usage of prime product. Like SS electrode to SS Pipe and instrument dealer. It will enhance the floor of sales to the company and dealers. Moreover, the branding of the product will be ensuring whenever the SS dealers are providing credibility to the particular electrodes. Currently this process is conducted by the competing group Good weld with steel tech stainless steel pipe dealers. Though it is still not in an alarming position but these strategies of theirs dislocate the market for us. To have instant grab and regulate the market Linde must come up with the alternative dealing process involvements. On the other hand, our competitor's distribution channels are more or less concern of the importers of Nawabpur. From there the products are segmented in need basis of wholesaler and retailer. But the process results in less brand awareness for the demographic factors (Price and brand less recognition). Taking from that our best competitive advantages would be to drive the market by making customer group aware

Of brand value and strong supply chain factors. Finally it could be state that more interrelated factors within the distribution line and higher involvement of service offering will provide the successful outcomes.

3. **Regular incentives and reward to dealers:** As Linde knows that the dealer groups are our main representative in the mass market because most of our product transactions are made through retailing process. For this particular reason Linde have to play a very close and influential role towards their dealer groups. If they are able to provide up most facilitation to their dealers, undoubtedly they will be successful to cut a good figure in the market which is price sensitive. To maintain the close and operative relations they must adopt the efficient management process that will at a time motivates and support them to work positively for the company business operations. The dealer groups will be undoubtedly motivated if the regular incentives and sales reward are provided to them by time to time. The rewards will encourage them to gain more word of mouth marketing outcomes. If our company adopts the regular incentives and reward giving policy or initiative, it will definitely indulge more customer involvement on our SS and CI product purchases. Moreover this process will help us to maintain a transparent vision over the market activities and take down further actions for upcoming futures.
4. **Continues assessment of KPI of sales persons:** Linde Bangladesh Ltd performs their selling actions on regular (daily) basis. It ensures the needs of its customer in a very significant manner. Moreover they try their best to provide customer supplies within a very short time. Though selling adds productive value to the company but there are certain things which should be drawn more attentions. The sales are mostly different on the basis of sales areas. So the sale results are also not same in notion. To have an informative overview the organization must assess all the sales activities and sale people's key performance index. This process is more beneficial because it plays a very coordinative role within sales department. More likely, if one area made the sales up to mark, he can suggest some advice and instructions to others for making good outcomes on their respective areas. So the continues assessment would bring dynamic implementation and necessary changes to bring suitable outcomes. Moreover, it will show the flaws and challenges that will play a very important role in forecasting sale decisions. Along with that it also reserves a place to authority to customize the actions regarding sale operations. Finally, continues assessment of sales peoples KPI is must to drive in the market actively and upgrade other factor.
5. **Enhance value creation for product and customers:** customer only puts interest on the products which creates greater value to them. It only happens when customer gets the better service within their suitable price limits. As Linde is experiencing different scenario they must offer more services that helps to generate values among the customers. In our case the pricing might be a factor but if they drive the market by providing more valued services and answer the queries face by user then they would

Surely get a long lasting sound impact on their operations. The main reason of their current scenario is uneducated target market for product. If the awareness and service can be ensured by up to mark undoubtedly they will be able to acquire the market retention. Brand awareness mostly occurs whenever any customer group possesses high involvement value on purchases and usage of the product. So it has to be unique approaches to the customers that not only covers the sales but also aims at value creation. It is for the adaptable notions which they have made the customer groups to recall the product and express their interest regarding the issue. At end company should develop policies that profound s customer value creation rather than gaining commercial outcomes.

6. **Product development:** our company has already segmented its product based on the needs of customer. This has helped them to categories the needs of the customer. For These reasons products are differentiated based on its size, usage amount and pricing. Along with that company could bring package systems that will introduces new offers to customer to make them delighted about the products. More likely, this time the packaging would be highlighted for bulk amounts with significant amount price reductions. In the case of moderate price based product our aim would be to develop product base on very small quantity so that customers can earn the value and make the better utilization. Other than that in the packet of each product must have the conducted instructions which will help the users to know how to imply and take precautionary levels to omit accidents. Along with that developed product must come through test market proposition before launched in the market. Further, it needs to be positioned on the segments where customers do have only specific indulgent of using the products.
7. **Source of economical Supply (RAW materials):** Product manufacturing and pricing is highly dependable to supply items or raw materials. If the supply goods have availability and efficiency the cost effective manners can be gain. To make more distinct market cover our company should bring out some solutions which are able to trace supplies in economical price. This could also be done by making changes in business operation model. Like if alignment with foreign company to produce product in cheap price basis. Also it will be able to prove customer their desired product in economical price. The company itself is a MNC, so the regulated operations would be easier for them to consider this kind of actions. The process itself can create standardization approach to include marking the standard for the supply providing groups make the deals sound. The company should always have alternative product circulations if in case market drives to any particular components. Moreover the strong supply chain relations would be the best advantage provider in the potential market.

8. **More interaction and assessments with End users:** Any particular company considers their end user or consumer their prime resources. Because the overall market holds on them. If they backfire the company undoubtedly faces recessions. On the other hand the company able to earn reputation if customers are well satisfied. But this intention of end users creates complexity because their perception never remains static. To make cope with the customer group our fur most initiatives would be to involve more interactions with them. After that, the notable information should be assessed to observe that whether viable changes could be implemented or not. If they update their policy and bring attentions to the aspects that our customer wants, it's for sure we will be able to create higher value among them. This kind of dimensions in the product service offering will help to catch the market in very much significant manner. So it is essential to have regular interaction with customers and assess the data acquired from them.

9. **Organizing Training and seminar:** To create buzz and send message about safety issues we must aim to organize various training and seminar programs. It will create awareness among our clients to know more about both the advantages and disadvantages of product usages. Moreover, it will also show how to use the product in a very cost effective and perfect manner. In this kind of products the customers are always willing to know about the new things to measure and accomplish product use operations. After that this initiatives could also be treated as corporate social responsibilities to make farm presence in the market. It will not only aware them but also create a fare initiatives that possess higher concerns about safety and security measures. Along with that company should have more meetings and seminar with its stakeholders in order to take any productive decision. This approach would be more enlighten if expert from both country and abroad conduct these events. Undoubtedly it will create a platform for both customer and organization to value each other's and settles a constructive market place to operate business.

10. **Active participation of Customer service and relationship department:** We do have customer relation department that follow ups all the activities regarding customer concerns. But for the operation fact, the services are provided based on the necessity. In such case of our stainless steel and Cast iron electrode market our company should adopt something different strategies. Firstly, we must sort the customer groups whom are needed to provide premium facilities. Most of our businesses are conducted on B2B basis. So the main clients are industrial and construction farm that are need to have concern decisions of product on the product use. Then, to have higher prospect and value in customer mind we must maintain tactical follow up and field trip sessions. The representative will physically visit the respective customer from respective sales areas. After that the customer relation representative must admire self-motivated and proactive approaches to deal with the customers. Moreover, both after sale and sale services must

Have influential outcome towards the customer so that the transaction could go forward for long term relationships and serve value additions purposes.

- 11. Emphasizing more promotional and advertising initiatives:** Linde Bangladesh Ltd follows a very restricted marketing and promotion activities. For these particular reasons their operations are diversified in different areas. These issues often cause the dilemma of brand unawareness, scattered customer market, Alternative perceptions and derived motives from personal (customer) minds. The company's most hard good products are used for industrial usage (B2B operation). That's why the company follows a very confidential and restricted marketing policy for this respective populated market. Along with that we do have very potential number of end user customer group. They directly Purchase from us and use it by them. For this particular group the traditional marketing policies are less appropriate. This often result massive product and feature unawareness to the end using customers. To acquire more from the existing market our company should come up with regular promotional and advertising initiative to reduce product related confusions and unawareness. For making this initiative successful the startups should be made from the base level interaction. It will help the department to settle the placement of promotional and advertisement campaign. The active participation of end user will lead the organization towards the scopes which will support them to dig out the benefits from market from a coordinative manner.
- 12. Focus more on adaptation rather than standardization:** Stainless steel and cast iron electrode market shows us the diversified business policy by our competitors. So it is quite sure that market needs are surviving the purposes by variety of products. The market itself provides the mass opportunity for the different product based on usage. It highlights about the customer self-judgment approaches where the priority on comes by their own selections. It surely endures about the market which only suited for adaptation process. Adaptation process aims for the customization approach for the company where they settle their operation and strategies only base on customer need, want and demands. Unless the result won't go far more productive. On the other hand, standardization process sets up a standard for the customer market which the user must adapt for further Usage. Most of the standardize markets are set based on the brand awareness and concerns that customer bears on mind while being part of it. These markets have commonly strong and premium target groups for conducting business operations. But in our case we must attain adaptation process because our customer groups are free roamers. If by any means the standard process introduce any collision base term the market will undoubtedly go for the alternative options. So for SS and CI market adaptation would be the most considerable process.

13. Enhance importance on Public relations: As our company deals with reseller and end users, their needs are represented differently in respective manner. To make commence and settled management and marketing process we must fix the things by acquiring recent information's. Accomplishing the process need to start from maintaining public relation based on the dealing that is conducted. Moreover, our prime concern should be how we can communicate thoroughly with them and take out the recent priority they are seeking from the market. We follow a very rigid marketing system that shows little less concerns on air promotion and ad campaign. So that alternatively public relation would be the best way to reduce customer urges of brand awareness. It will definitely motivate the customer group to enhance relationship with us because we are providing the higher importance on their value. Surely, it will be one of the key aspects to create a win-win situation for both ourselves and our customer group. To being out more generative progress and productive transaction we should focus more on the initiations like public relation. Because this type of business performs soundly by keeping their resources like client and customer near. Finally we can say that enhancing importance on Public relation will ensure the ground of word of mouth for the company services and products.

14. Standardize process on investment: Investment processes are the most significant initiatives taken for the further management of business operation. As I have mentioned earlier, minimizing the overall cost and maximize the profit can be done by resource allocation and utilization. But the question for reserved resources remains constant. So the better investment policies can also bring the opportunity of acquiring resources in a very suitable manner where the problem of manufacturing, pricing gaps and other costing factors will be eliminated. The investment process should think twice about the current market scenario and then proceed for policies. The standard policy of investment must consider an area of operations that will help them to merge further more. Above all the investment has to be constructive so that it would not only invest for expansion but also can create futuristic opportunities. Like if Linde is able to manufacture certain hard goods by the supervision of company various other factors might get benefit from it. Elsewhere the company might feel operation disorders in the upcoming competitive days. Stainless steel and cast iron electrode market is increasing. Undoubtedly potential sales are also lying down with it. Linde must invest on those functional areas that will increase more production that can at a time fulfill the demand and secure a market position.

These are the most notable improvable scopes for Stainless steel and cast iron electrode market for Linde Bangladesh Ltd. It can surely be esteem part of greater progressive outcomes that can create a solid ground in electrode market to attain and retain major proportion of customer and client groups. It will also establish influences in both external and internal marketing operations of the company.

1.11 Job Duties and Responsibilities

Apart from the routine activities under Sales and Marketing Department, I had also been assigned under other departments to know about their operation process and to perform my other key responsibilities. From those, the most remarkable ones are described here which helped me to know and learn about new activities, tasks and how to handle them.

- 1. New shareholder registration:** I myself was fortunate enough to attend this year's Annual general Meeting (AGM) of the company. It mostly happens once in a year. In this event the company arranges a well discussed platform with its stakeholders to make settle down some important issues regarding the company policy and operations. In such meeting it is often found some new interested peoples to purchase share of the respected company. Regarding that matter, I was assigned to register those new shareholder information's and specially the number of share they are willing to purchase. It is conducted by their official software which keeps all the information's of its respected shareholders. Even in some cases I had to match the retained shareholders ID to inform the current statues and possible share purchase areas. The events also discussed about the future dividend and bonuses the shareholders going to have and initiatives taken by the company to deal to further prospects.
- 2. Sending Dividends and forwarding application letter:** After the Annual general meeting the company has to send the dividend and forwarding letters within 1 month time. Following that my supervisor has spared me from my official task and attached me to share department to support and sort down the things to send the dividend and forwarding letters to recipients. We were divided the letters and applications regarding the location codes. It showed me how to officially notify the shareholders and to show them how the action works. Moreover, the letters and forwarding applications shows up the ownership terms and the current statues of the company in share market. Even at a time it helped the new shareholders to resolve any further queries about their investments.
- 3. Visiting customer areas:** The Company produces hard goods products to meet up the needs of industrial purposes. To ensure the proper installation and usage of product a team from sale and marketing had to pay visits to the potential customers. There are total 18 sale centers over the country and most of them are doing the similar job. It even helps the team to grab out the potential area of interest of the customers. As an intern of Sales and marketing team, I had the honor to be the part of team and visit more than 20 customer sites within Dhaka and report those back to my supervisor.

- 4. Customer feedback generation:** As I were instructed to gather the information's to find out the improvable scopes in the market I had to maintain frequent interactions with the customer group. I have represented the company towards them to know their expectations from us. Even we had to discuss about the fact difficulties and problems regarding the usage of our products. Within the communication I used to mark the most important areas and report those to my supervisor. This process helped us to trace the tail to settle a positive market position to gain influential outcomes from that. Moreover the customers were very much willing regarding these initiatives. They played very supportive role to provide the feedbacks.
- 5. Recall letter placements:** My internship has taught me how to prepare convincing recall letters for product placements. The company I worked for suddenly identified some defects with several products which were earlier sold to different customers. As soon as it happened, I and my team sorted out the list of clients who received defective items. Then we issued recall letters under directives from our supervisor to concerned clients. The recall letters included earnest apologies for the defects and ensured immediate actions to make amends for the unwanted errors committed by the company. Moreover, soft and hard copies of the recall letters were delivered to the concerned customers without delay.
- 6. Product recall:** After sending recall letters, our team physically visited the establishments of concerned customers to practically check out the defects and to match the defects with the product numbers. Later on the defective products were classified accordingly. It may be added that I belonged to the team who executed this surveillance inside Dhaka city and I actively participated in the whole task. 18 (eighteen) sales centers across the country were brought under this surveillance drive and sales representatives of concerned showrooms submitted written reports to the corporate head office further taking effective steps to locate all the faulty goods and to take further actions.

- 7. Product replacement process:** The corporate head office informed the concerned foreign authority (Linde India Ltd.) about the total number of defective products which need to be replaced. The concerned foreign authority dispatched replacements to Dhaka according to demands and the local team communicated with each and every customer and replaced the faulty products with brand new ones. The replaced products were also checked by the local team to ensure smooth functions of each item. Moreover, a catalogue was handed over to each customer to help them with selection of further goods. Though it was a very challenging task, our team succeeded to implement it flawlessly within just 22 days.

- 8. Waiver set up for stakeholders:** Our stakeholders generally offer 5% waiver on product prices to recurrent buyers. On the other hand, 3% waiver is offered to infrequent customers. These things are operated by product pricing department. My supervisor attached me to this department during my internship. I uploaded all these facts and figures on the company software with necessary specifications under the oversight of the manager. Detailed reports about these waivers were conveyed to the stakeholders. The stakeholders found these reports highly satisfactory.

- 9. Product Service Offering (PSO) Brochure:** It needs to be stated with special emphasis that Linde Bangladesh Ltd follows a very stringent marketing policy for their products and services. They run no on-air advertisements. Neither do they host any promotional events for marketing purposes. Very recently they have decided to launch a brochure which aims to highlight all products and service offerings to draw customers. This initiative has been authorized by foreign branches of Linde Group. The entire brochure contains several process maps. As an intern, I cooperated with my team to illustrate those maps and charts so that the brochure imparts transparent ideas to the customers about the company's products and service procedures.

- 10. PSO distribution:** On receiving required approval, soft copies of the PSO brochure were emailed to individual sales representatives of all Sales Centers. In addition, the hard copies of the PSO brochure were sent to more than 3,000 (three thousand) customers. During my internship it was part of my duty to make sure all these brochures reach the right destinations and it was properly carried out.

11. Resale contract extension process: In the distribution channel of any company, retailers play massive roles. Similarly, in this company the retailers are highly emphasized to boost sales. Linde Bangladesh Ltd has certain contracts with retailers and these contracts are extended for those retailers who show extraordinary sales performance. I ticked off the outstanding retailers and sent contract extension letters to those sales centers to enhance their retail capability. Sales Centers then issue notification letters about extended contracts and we preserve an office copy of that notification in a specific portfolio for future reference.

12. Trade mark registration process: I visited concerned government organizations to know in details about trademark registration process. I observed how this process is taken care of and this experience has significantly bolstered my marketing knowledge in academic terms. Moreover, these visits have taught me the value of trademark registration and the necessity to prevent the access of fraudulent, unauthorized products in the market. The Product and Pricing Manager of Linde Bangladesh Ltd acted with full support to expand my knowledge on these points.

The tasks narrated above have proved to be very effective in making me familiar with the true spectacle of corporate activities. The knowledge I have obtained through these steps will have long-standing marks on my intellectual growth while making efforts to make myself a marketing professional in future. At the end of the day I have come to realize that my hard work as an intern in Linde Bangladesh Ltd has paid off. I am confident that this internship will facilitate my progress with marketing career in days to come.

Chapter-2

Project Part

2.0 Linde Bangladesh Ltd: Its Branding strategies

As a multinational company, Linde group follows very reserved marketing strategies. They have adopted these strategies mainly for the functional aspect of product and service offerings of their. But in terms of branding (Linde Group.2015) Linde group have maintained prime standards within their respective market and target audiences. It plots about the highest informative actions so that one individual can gain the best knowledge and awareness out of it. Moreover, Linde group has taken down the similar initiatives all over the world in their global branding image.

After the acquisition (Linde Bangladesh Ltd, 2013) with BOC (British Oxygen Company) in 2006, Linde group has to come up with proper branding strategies as they have expanded their target areas. From then the whole branding policies were applicable for whole global branches. It means the all branches of linde group international has bring the identical image of their official branding to all their respective customer and client groups. Even for the continuations of brand strategies implementations are observed by the authorized regional authorities to interpret the organizations activities and services.

Relating to that, Linde Bangladesh Ltd similarly has positioned authorized branding terms and strategies after taking down from BOC (Bangladesh Oxygen Company) like other branches. But for recent inductions in the market the company had to bring lot of customizations for their company operations. Though BOC was operating for a very long time in Bangladesh, Linde Bangladesh Ltd placed itself with better promising field in the market.

Within my internship period in Linde Bangladesh Ltd, I have come across with some important brand strategy and analysis based information's which are quite relevant with my academic learning and knowledge from Branding Courses. I have tried my best to put those things to my report so that I can provide a vivid view of the relative similarities of my academic learning and real life corporate world branding.

According to American marketing association from Pearson, K. 2010. Strategic Brand Management. Branding means a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of sellers and to differentiate them from those of competitors. It is also considered that trade mark and marks from provides legal protection because it is capable of exclusive appropriation. A trademark protects the seller's exclusive rights to use the brand name and/or brand mark. In here in can be stated that Linde Bangladesh ltd or Linde group follows all the criteria's of this branding action among their company. It has all the significance to identify their product from increasing computable market. For this approach, it can be shared that Linde Bangladesh Ltd also believes in providing remarkable experience to the respective customer by their product and service as branding actions.

Along with that, there are vast notable changes are found while transforming BOC brand to Linde Group. These changes show the brand positioning and efficiency in the market and at a time creates buzz about new company operations. The most vivid changes are on brand elements like Name, Color, logo, Slogan etc. Both of the companies have their unique remarks regarding the brand element placements.

In here, I have illustrated the brand element differences among two of companies and Brand logo positioning of Linde Bangladesh Ltd. Also, the justified information's with explanations are described below:

- 1. Name:** The brand name is a fundamentally important choice as it often captures the central theme or key associations of a product in a very compact and economical fashion. Brand names can be an extremely effective —shorthand means of communication. The Brand names are mostly deals with the term meaningfulness and memorability. Similarly both of the company does have their particular name which signifies different things.

BOC: The abbreviation stands for British oxygen Company (BOC). It shows about the meaningfulness of company from where it originates and conduct operations. Mainly the brand name suggested about the locations in first place and remaining stays the same as Oxygen Company. Mostly it varies with the country branch names like Pakistan oxygen company (POC), Bangladesh Oxygen Company (BOC) etc.



Linde Bangladesh Ltd.: On the other hand, Linde group follows the memorability of the brand name. It states about its founders name Professor Doctor *Carl von Lindeto* show him the tribute for his dynamic innovation. The company itself respectfully represents his name as the brand name of the organization. Moreover for its branches it just adds the locations after the name to signify the unity. Like Linde Bangladesh Ltd, Linde India Ltd, Linde Singapore Ltd etc.

- 2. Color:** The color of trademarks as brand signifies about the term transferability. It transforms product base information's to knowledge's in the considerable perception in the eyes of the clients or the customer. Moreover, it transmits long term influences toward the customers to adopt a frequent decision making process for those company products.

BOC: As a functional company, BOC (most commonly other branches) always used Red to mark the word BOC (Bangladesh Oxygen Company) and provided three bar under those shorten letters. Moreover, it is found that the background is always White and above that red mark BOC is written.



Figure: 6

Linde Bangladesh Ltd: On the other hand, Linde Bangladesh ltd (most commonly other branches)logo has a sky blue background. Within the background the name of the company is written in white color to grab the viewer's site.



Figure: 7

- 3. Logo:** A logo is an iconic symbol, graphic mark or emblem designed to represent a company, product or service. It also depicts an organization's personality. Moreover, it an icon of a trademark or brand, which is the shapes, colors, fonts and images usually different from others in a similar market. Within these approach both companies have similar a customizations.



BOC: In the logo of BOC (Bangladesh Oxygen Company), it shows white background with three Red bars along with alphabetical terms written in red color. In most of the cases red alphabetical terms signifies about the country name and rest is same like Oxygen Company. Then just below the three different bar where first bar is dark red color (for the country name), the second one is a bit lighter red and the third one is the least red among them that states about Oxygen and company. These things are most certain in the logo of BOC.



Figure: 8

Linde Bangladesh Ltd: A part from that, Linde Bangladesh ltd has different approaches towards their logo. In their logo, the background color is considerable as sky blue and the names are written in white colors. In the written form area in bottom it is written the name of Linde group founder Professor Doctor Carl Linde to show just tribute for his honorable innovation. On the top left, it is stated about the recognition by calling the word Linde group.



Figure: 9

4. **Slogan:** Slogans are short, often memorable phrases used in advertising campaigns. They are claimed to be the most effective means of drawing attention to one or more aspects of a product. Sometimes it provides very transparent motives to show the vital messages or the mottos they want to do with their work. In most of the cases slogans helped to predetermine a perception regarding the companies. Formerly BOC and now Linde Bangladesh are similarly found with this initiative. They both have separate slogans for their organizations which contains

BOC: British Oxygen Company was famous for providing gas and oxygen solutions across the world. They aimed for supplying the gas facilities that's why they have introduced the slogan as —Delivering solutions globallyl to ensure the clients group about their services. Moreover, the slogan doesn't only signify about particular country, it aims for being the global supplier as a functional brand.



Figure 10

Linde Bangladesh Ltd: Linde Bangladesh Ltd possesses a different meaning in their slogan. Mostly is has a greater significance about their motto about operations. Linde group has taken one big step about safety concern where priority has given in highest order to reduce accidents. To accomplish this mission they have highlighted the initiatives among themselves so that the action can be conducted from the root level to gain a positive outcome. The Slogan of Linde Bangladesh Ltd/ group is —Are you taking the lead? Or I am taking the lead.‖ It means in how progressive you are to take the lead for minimizing safety issues.



Figure: 11

5. Logo Positioning: Logo positioning plays a vital role in brand strategy implementations. Mostly it causes external influences about the company and also upraises the image of the company. Logo positioning is often conducted for creating a buzz and to show strong presence in the market. It also helps the customer group to gain further information's to take purchase decisions. Lind Bangladesh Ltd. /group also position their logo to enhance the future positive impact of organizations. Some logo positioned areas are shown below:



Figure: 12

These are the most notable brand elements which show the prime difference between the companies. Even, it describes not only about their brand preference differences but also its functional operations. As a result it creates higher influence among the customer group to choose the best option for service from the market.

2.1 Brand Differentiation: Differentiation is one of the most key role players in the branding terms. It helps to show the target people how they are different in their company mission, vision and operations. It also influences other to take the best considerable decision about the services. There are many differentiating ideas in branding world. Among those *being first is a differentiation idea* is the most relative with Linde Bangladesh Ltd. / Group. It is because Linde Group was the first company whom has introduce themselves as not only gas producing company but also to provide gas and electrode solutions in bulk industrial purposes. The company gains their desirable position because they were the only solution provider in the market and customer satisfaction provider. In here it is transparent that Linde group has taken the full advantages of being the first in market and as well in their business operations.

2.2 The Brand portfolio strategy: The brand portfolio strategy means the structure of the brand portfolio and the scope, roles and interrelationships of portfolio brands. The goals are to create synergy, leverage, and clarity within the portfolio and relevant, differentiated and energized brands. Within this process there are some brand terms which are mainly based on product defining roles. Like Linchpin brand, silver bullet, Cash cow and descriptor brand etc. linchpin brand are indirectly influences a business area by providing a basis for customer loyalty. It doesn't match with the terms of Linde Bangladesh ltd because they approach their offer directly from the business model so no scope for indirect influence. Then silver pin talks about the influence of other brand but the case differs here because Linde is a self-concerned brand. After that in terms of cash cow brand it means about slow decline but Linde includes more innovation and extended market more globally. The only relative branding terms goes with line is Descriptor brand which is described below:

2.3 Descriptor Branding: Descriptor branding sates about the offering a company does on the basis of their functional terms. It means mostly about direct way communication where the respective company takes down all the offerings and necessary arrangement according to the customer needs. This type of branding is mainly placed for industrial companies whom are bound to conduct their operations by taking supplements from Linde group. Moreover, Linde Bangladesh ltd. Also provides rental and other services to accommodate with needs of the clients. In brief it can be told that Linde Bangladesh ltd. Offers product and services which are used to manufacture other products as well. These are most relative reasons for Linde group for being under descriptor branding.

2.4 The 22 Immutable Laws for Branding.

Marketing icons like Al Ries and Laure Ries have presented 22 principles to be followed by organizations who seek to implement effective marketing strategies for successful branding of their products. These principles or laws are considered to be highly consistent by marketing experts though all these 22 laws are not inevitably followed by all companies. Since each company is separate from one another, there are certain variations in marketing policies. In the same way, Linde Bangladesh Ltd follows some of these 22 laws while some are not applied. I have elaborated the relevant things through the following points.

- 1. The Law of Expansion:** Narrowing down the image of concerned products is very important because expansion puts products at a risk of reducing its power and impairing its acceptability. Linde Bangladesh Ltd (LBL) sticks to this law. LBL intends to keep its focus on augmenting its image where its services are provided. LBL may expand its vision across other parts of the world after successfully materializing its goals in existing destinations.
- 2. The Law of Contraction:** This law refers to the idea of shrinking down focus on selected products, not spreading it out. Successful brands have set shining examples in the same way and their branding strategies should be studied for pragmatic lessons about marketing. LBL has in an identical manner segmented sales departments in sub offices to specifically and precisely look after each customer's demands to ensure utmost consumer satisfaction.

The 22 Immutable Laws for Branding.

- 3. The Law of Publicity:** This law is related to the delicate distinction between publicity and advertisements. Brands are born through publicity, not through advertisements—it is a widely trusted maxim in the business world. All the top-ranking brands across the globe have adherently followed this rule and they have been able to secure esteemed status for their products. LBL made its way to the business pages of different reputed newspapers, online portals and magazines and this is how LBL publicized itself to potential consumers. However, LBL should go for more publicity in my opinion as they have a rigid approach to advertisements.

- 4. The Law of Advertising:** Ideal advertisements are comparable to a country's defense budget. Wise business leaders advertise their products not just for generating sales, advertisements are done to make sure that a brand stands the test of time and survives through all odds keeping its head high. As stated in the previous point, LBL has a rigid advertisement policy but I believe LBL should liberalize its advertisement rules and go for promotional activities. It will help them reach for customers faster than their competitors.

The 22 Immutable Laws for Branding.

- 5. The Law of the Word:** Each successful brand is able to etch long-standing marks on the minds of customers. Therefore, powerful taglines and catchphrases play significant roles in branding. At the same time, it's important to prove to customers that the taglines are tested and proven words. LBL upholds an eye-catching tagline too and it works with valiant efforts to make the tagline sound real, not just business rhetoric.

- 6. The Law of Credentials:** Achieving credibility from customers is the biggest form of branding. On top of all marketing tools, authenticity comes first. Marketing agencies and professionals should remember that they have to keep the promises they make. LBL is very serious about upholding authenticity and transparency in all terms. Keeping a brand beyond questions regarding the point of authenticity is the greatest challenge for marketing people.

The 22 Immutable Laws for Branding.

- 7. The Law of Quality:** Quality is certainly vital for branding, but just having quality is not enough. Adequate dimensions of publicity, advertisements, credibility are equally essential to make a brand acceptable to customers. LBL is highly concerned with the point of quality. They have a self-motivated approach to maintenance of quality which they always regard as an indispensable instrument for business development.

- 8. The Law of Category:** As one brand includes different products, so there should be promotional initiatives for specific products which may be named categories. However, LBL prefers to promote its brand along with its products at a time. Moreover, LBL lays emphasis on global branding as their services are imparted to several countries worldwide.

- 9. The Law of the Name:** Brands are names at the end of the day. All successful brands eventually become popular names everywhere. One special thing about LBL is that it was named after its founder. There are lots of other brands which were named in this way. Founders of popular brands can make themselves perennial through efficient service and widespread customer satisfaction.

The 22 Immutable Laws for Branding.

10. The Law of Extensions: If a brand is found everywhere and on everything, it's a destructive phenomenon. Branding does not stand for repeated references to names of organizations or agencies to such a magnitude that they lose novelty. LBL is very careful with this thing. They don't allow their name to be stamped on anything except exclusive commodities belonging to their company.

11. The Law of Fellowship: Building up ties with other brands is known as —fellowship in business context. In a world of diversity, standing alone on a ground does not allow anyone to be accepted by people. However, LBL upholds a rather exceptional attitude towards fellowship. It does not have connections with other brands.

12. The Law of Generic: It is widely believed giving generic names to brands often lead to failures. Therefore, LBL always keeps away from attaching generic names to its products. Linde Bangladesh Ltd is not just a company's name, this name is a homage to the founder of the company for his outstanding contribution to the establishment of the brand.

The 22 Immutable Laws for Branding.

13. The Law of Company: Companies and brands are different things. LBL bought British Oxygen Company (BOC) in 2007. Since then LBL has changed various things of BOC to create new business dimensions and some more modifications were done to upgrade the company's image. In this way LBL has succeeded to merge BOC with its image.

14. The Law of Sub Brands: Sub-branding destroys the achievements of branding. That's why LBL very cautiously keeps away from sub-branding. Sub-branding most of the time overshadows the image of the original brands and makes it obscure. Sub-branding is harmful for a brand's acceptability too.

15. The Law of Siblings: Once a brand is firmly established in a market, companies may go for launching a second brand on the basis of the fame achieved through the first brand. We are familiar with words like —sister concern|| —associates|| —co-sponsored|| etc. However, LBL does not have any business siblings till now.

The 22 Immutable Laws for Branding.

- 16. The Law of Shape:** Preparing the right logo is indispensable for successful branding. The shape and design of the logo should be made in such a style that it can be easily viewed by the eyes of consumers and the logo should be enabled to convey a message to the inquisitive eyes about the concerned brand's quality and service. The sky-blue color found in the background of LBL logo signifies nature as LBL deals with natural resources.
- 17. The Law of Color:** Colors used in a company's logo should avoid imitating and should also abstain from looking similar to the colors used by competitors. LBL uses its original logo and colors and these things are the signatory components of the company. Besides, LBL does not have any potential competitor in Bangladesh.
- 18. The Law of Borders:** Branding is universal. It crosses all territorial boundaries and inhabits the minds and thoughts of consumers living in different parts of the world. LBL soundly exists in several countries and in this way it makes itself a universal brand.
- 19. The Law of Consistency:** Branding requires patience and hard work. A brand becomes an iconic image not within a short period; rather it takes a very long time to reach the peak of fame and popularity. Therefore, the first aim of branding is to survive and to flourish steadily with the passage of time. A successful brand always crosses several generations and still remains untainted in the view of consumers.

The 22 Immutable Laws for Branding.

20. The Law of Change: Frequent changes can prove detrimental to the image of a brand. However, if a change is necessary, it should be made in a very cautious way so that the concerned brand's appeal of originality remains unalloyed. LBL started off its journey in Bangladesh in 2007 and they have no likelihood to go for any change in near future.

21. The Law of Mortality: Everything in the world is perishable and the same goes for brands. So, if a brand cannot be sustained for any reason, it should be closed down by the concerned company before it declines to relics on its own. LBL intends to continue providing its services with unwavering customer satisfaction so that people of present and future times remember the company and its founder for their extraordinary contributions.

22. The Law of Singularity: Determination to remain focused on services is the most vital part of branding. The aim of branding to obtain success should not be allowed to digress to any other direction. LBL sticks to its norm of working with highest safety measures to reach its goals and LBL remains single-minded on this objective under all circumstances.

Through the above points I have made sincere efforts to interrelate globally trusted marketing principles with the business scenario I observed in LBL while working there as an intern. As a human being, I admit to have limitations but I have worked with full devotion during my internship and have illustrated my findings transparently in this report.

Chapter-3

Findings, Critical observation and Recommendation and Conclusion

3.1 Findings in Linde Bangladesh Ltd.

As a company, Linde Bangladesh Limited plays an extremely important role in contributing to smooth running of Bangladesh's economy as numerous industries are dependent on the products and services provided by this organization. Through my internship in this reputed organization, I have tried to help as much as I can in my respective department and related matters. But there are also relative points I have come across as findings for the organization and project within my internship turner and those are mentioned below:

Findings from Linde Bangladesh Ltd.:

- It follows a very strong corporate culture both in internal and external sides that often result in complex and uncomfortable dealing to clients.
- It has limited number of Customer relation offices in sales centers.
- The product pricing policy often shows aggressiveness that cause higher disadvantages in the market.
- Very Much less concerns reducing price for better dealings in the market.
- Pretty restrictions on further investment and new product launches.
- Workforce specifies within department but sale are conducted within sale centers.
- Customers are often slow to learn about the new product market and services.
- Company only taken foreign products as competitor not the local ones.
- They are the most considerable supplier of any particular industry of this country.
- The company has a higher reputation to bring about customer satisfaction even in tough market period.

Findings from Academic Project:

- Most effective Brand strategy is to narrowing down the image of product and service to Customers.
- For Brand functionality publicity is most considerable rather than advertisement actions.
- To achieve the higher proposition of the market Sub Branding would be not appropriate.
- No matter how harder initiatives are taken for branding, morality plays the greatest role.
- All the companies should have their own identification in the competing market from the competitors.

This are some of the topics I have encountered with while my internship period. Among for those some are most appreciable and others could be taken actions for improvising so that the company could attain higher positions and make successful attempts.

3.2 Critical observation and Recommendation:

Linde Bangladesh limited is one of the top MNC operating in Bangladesh. It is quite hard for me to recommend them how to improve the condition. Within the 3months' experience in Linde BD, I have found that the organization is very organized at accomplishing their respective tasks. All the employees here try to maintain integrity in their every task. All the departments here are properly co-coordinated which stimulates the organizational performance a lot. The importance of human asset is truly realized and all the employees are believed as the heart of the organization and that's why the employees work here with true motivation and sincerity. As I was under the Sales & Marketing department of Hardgoods I have found that employees of these departments are very much knowledgeable and skilled and very efficiently they plan and implement the marketing strategies. As we know that nothing is perfect, there is always room for improvement, so I have found during my internship that Linde Bangladesh can take the following suggestions-

Recommendations for Linde Bangladesh Ltd:

- Linde BD should make proper promotional activities and making people know about their product.
- Promotional activities like Billboard, Banner Ad can be used to spread its new name because most of the people know it as BOC Bangladesh Limited.
- Working environment can be improved.
- Renovate office space and office decoration.
- Employee motivational facilities should be improved.
- Training facilities should be improved.
- Official Computers software should be updated.
- Public relationship initiatives can take as importance.
- Creating awareness about safety measures of product usages.
- The maximum precautions for workers in industrial actions.
- Establishing more Customer relationship Department outside Dhaka areas.
- To make the official webpage more informative and transparent.
- Focus more for innovative and informative Packaging systems.
- Could interpret the English languages with Bangle for ease in understanding.
- Product demonstrations to customer by expert users for better utilizations.

Recommendations for Academic Project:

- Laying more emphasis on Brand elements for differentiation of companies.
- Must focus on slandered logo positioning based on relative theories.
- Some Branding theories of The 22 immutable Branding Laws are must for brand strategies implementations.
- Create awareness about generic terms in Branding actions.
- Consistency is a must for long term branding outcomes in particular business.

3.3 Conclusion

In this report we have discussed about the current market analysis and potential improvable scopes in the stainless steel and cast iron electrodes for Linde Bangladesh Ltd. The main assigned job was to determine the current market scenario of SS and CI products and to judge up potential outcomes from it. As it is a total marketing based situation, I have implemented some factors from my academic course learning's like marketing research, branding, and consumer behavior etc. while conducting the process I do came up with some significant facts.

Linde Bangladesh Ltd. ensures efficient, consistent and effective services to consumers that will continue enhance their reputation in upcoming days. But there are some more scopes that are need to be developed likewise customer relations, emphasizing on promotion and integrated market communication (IMC) process to acquire the most potential operations in the market.

Although the electrode market competencies are high in nature and some limitations are slowing the operation process down. But the company is spontaneously overcoming the situation and conducting research to settle alternative source for gaining productive outcomes. So, I can conclude by saying that Linde Bangladesh Ltd. Implemented marketing process as at level good enough but though not a perfect one.

Chapter-4

Supplementary Part

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Appendix

Data collection from: Reseller and End user respondents.

Data collection Form: Reseller/Retailer respondents.

Date:

1. **Name of the Store/Shop:**
2. Retailers Name:
3. Cell phone:
4. **Stainless steel electrodes Information's:**

Brand	Country	W.T/KG	Price	Price per KG

5. Mostly Sold SS Brand and Quantity :
6. Most Purchasing places (Whole selling's):
7. Mentionable Any Extra services towards The Retailers:
8. Margin of profit (Calculative):



Data collection Form: End User Respondents.

Date:

- 1. Name of the workshop:**
2. Customer Name:
3. Cell phone:
4. **Stainless steel electrodes Information's:**

Brand	Country	W.T/KG	Price	Price per KG

5. Most Demandable Brand and Quality:
6. Most preferable Retailing store:
7. Any Key particulates for that Retail shop:

