



Internship Report

Marketing Activities & Strategies Of Berger Paints Bangladesh Limited (BPBL)



**Marketing Activities & Strategies
Of
Berger Paints Bangladesh Limited (BPBL)**

Prepared For

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Letter of Transmittal

03 February, 2020

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Subject: **Submission of the Internship Report**

Dear Sir:

I would like to submit my internship report titled “Marketing Activities & Strategies of Berger Paints Bangladesh Limited (BPBL)”, which has been prepared as a requirement for the completion of the BBA Program of United International University.

Berger Paints was established in 1760. At a later stage, it was started their operation in Bangladesh as named Berger Paints Bangladesh Limited (BPBL).

While working on the report, I have tried to follow each and every guideline that you have advised. It has been a very enlightening experience to work in this new venture and I have thoroughly enjoyed my internship period at BPBL. The authority of BPBL has also extended their cooperation whenever required.

Sincerely,

Md. Moim Samad
ID - 111-132-250

ACKNOWLEDGEMENT

I would like to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman who has helped me in every step of my internship. I am very much grateful to Ms. Rahat and for giving me the opportunity to learn from his experience in Berger paints. I am sure that their dynamic managerial activities will give inspiration to anybody to build one's career properly.

I practically share information with them, try to share their perception, feelings and experience on the basis of my realization, I prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get benefit from this report at present and in future.

DECLARATION

I am Md. Moim Samad, student of School of Business and Economic (Marketing) of United International University, Bangladesh, do hereby declare that the internship Report on “Marketing Activities & Strategies of Berger Paints Bangladesh Limited (BPBL)” is an original work and has not been previously submitted for any degree, diploma, title, or recognition.

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Executive Summary:

This report has been written on Berger paints Bangladesh Ltd. One of the largest paint/ painting chemical firm in Bangladesh. The purpose of the report is to find out Berger's marketing activities and strategies to support in the highly competitive paint market industry as well as to safeguard their offered product and service in Bangladesh.

To please the function I have carried out a methodical evaluation externally, besides, to internally on Berger and also the paint sector of Bangladesh in identifying the reasonable situation it obtains compared to its competitors. In locating the reason behind the success of Berger its core proficiency for circumstances as well as the superior strategies entered the sight in every facet of the study.

Although being the market leader with the techniques and also operations coincide Berger has been recommended with a recommended organization version as well as some changes in their strategies so that the company can be much more effective in the future.

Moreover, as a result of a lack of time allowed to calculate all the data a very deep tentative research study was not feasible, yet satisfactory analysis of the firm within the moment structure was created to figure out their methods, troubles and recommend remedies.

1.1 Company Profile:

Berger is among the names from the paints industry and also the nation's major firm with ingredients and products dating back into 1760. A national, Louis Berger based pigment and Dye Company in England. Louis Berger and Sons Limited grew quickly with a solid reputation for entrepreneurship and innovation culminating in maximizing the procedure for earning Prussian blue a profound blue dye, a color broadly employed for the uniforms of several European arenas. Production of this dye and pigments evolved to generation of coatings and paints, which until now, remains the core work of Berger. The firm grew quickly by setting branches all around the world and throughout Berger and acquisitions along with other top coating and paint manufacturing businesses.

Berger's assignment in 2008 was to Increase its earnings by 100% using all the five year. To achieve this Berger boosts its sales division to boost the earnings through advertising and large number of endeavors and traders. The business may improve its earnings. The business recently introduced a manufacturing system that was guide referred to as" for its creation of 27 moving colors of Robbialac Acrylic Plastic Emulsion, 10 sunglasses if 15 colors of Weather Coat and Robbialac Synthetic Polyvinyl Distemper. These are think about moving objects as the averages earnings of those 52 sunglasses are less compared to their batch dimensions. So production of those sunglasses from mill increase the inventory amount which increase the product price per unit and fixes the funds. The goals of the system was to decrease the strain on factories manufacturing capability by ensuring that the creation of the moving colors from client requirement and from warranties that the place delivery from depot.

Berger's among the prime Goals would be to provide best client support-connecting customers to engineering through technical services such as free technical information about surface preparation, color consultancy, particular color schemes etc.. Berger has established Home Decor Service from which can find a range of services to reinforce consumer satisfaction.

Investment in plant and engineering Capacity is more evident from Berger Paints Bangladesh Limited in Savar's mill. The mill is an addition to the capability of Berger. To not forget about the Double Tight Can unit in its own Chittagong factory. All, jointly with a commitment into D & R to ensure it is the most center of Applied & Basic Research in Resin Technology and Paint, evidence the dedication that Berger has for the business.

Using its supply Berger, Community has reached every corner of Bangladesh. Nationwide Dealer Network, endorsed by 7 Revenue Depots strategically located in Dhaka, Chittagong, Rajshahi, Khulna, Bogra, Sylhet and Comilla has an unmatched capacity to respond to paint demands in nearly anywhere in Bangladesh.

The invention and Growth driveway is reflected. The product range comprises, technical paints of exceptional Marine Paints, Color Bank, their weather conditions, Textured Coatings, Heat Resistant Paints, Roofing Compound and Epoxies. Berger will continue to do so and has been the leader.

Berger's among the prime Goals would be to provide best client support-connecting customers to engineering through technical services such as free technical information about surface preparation, color consultancy, particular color schemes etc. Berger has established Home Decor Service from which can find a range of services to reinforce consumer satisfaction.

Additionally the firm That the" Channel I functionality award 2004" for the effort in boosting the youthful Architects and architects throughout the hamburger painter's artwork of the nation Young and promotion architects award. This award recognized Berger's role

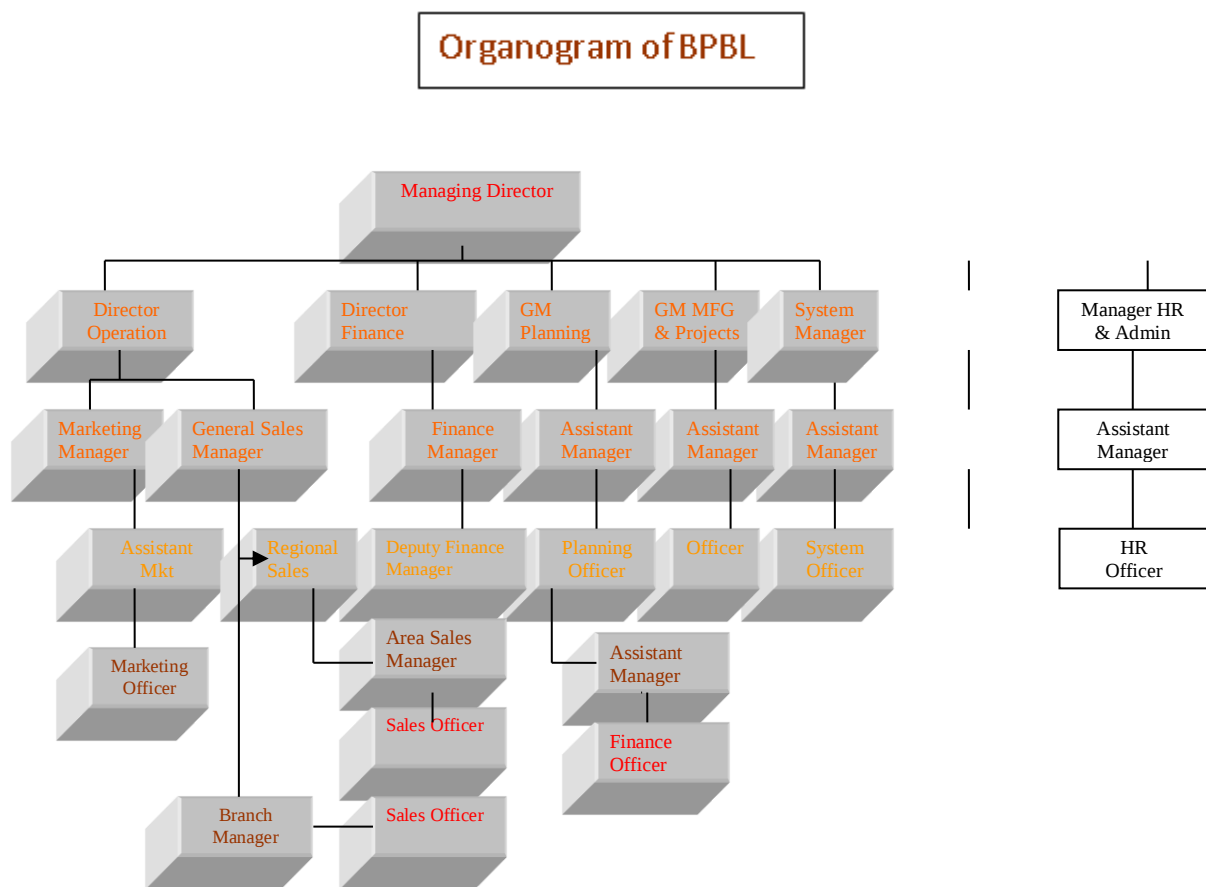
1.2 Focusing points of BPBL

1. Commitment to accomplish complete client fulfillment.
2. Dedication to forecast the firm as an ethical and also socially accountable one.
3. Dedication to proceed as the market leader with consistent sales growth, boosting performance as well as developing new products befitting client demands.
4. Guaranteeing continual renovation in operation through application of extremely specialists and also devoted team, proper process management and also engagement of the stakeholders.
5. Setting quantifiable target at suitable phases and also continuously monitoring them

1.3 Nature of Business

The core service of Berger 'is making and also advertising of paints, varnishes and coatings. It generates a wide variety of paints including building paints, commercial finishing, marine paints as well as powder coatings. For improving consumer satisfaction, Berger has likewise presented end-user oriented solutions such as shade financial institution, home décor, pro link and also tinting. It's completely possessed subsidiary, JENSON & NICHOLSON BANGLADESH LIMITED, is taken part in tin container manufacturing-- most of which is provided to their mother company.

1.4 Organization Structure



1.5 Major products of Berger paints Bangladesh limited

The main products of the company are:

Major categories

- a) Decorative
- b) Synthetic enamel
- c) Interior emulsion
- d) Exterior emulsion
- e) Distemper
- f) Cement paint
- g) Industrial
- h) Marine
- i) Powder coating

1.6 Function of the Organization

Berger performs different functions, like-

- Provide their customers A-Z solution of paint service.
- Give their clients a vast category of paints.
- Train the painter's better training.

2.0 Major Competitors of BPBL

Berger runs its service in a competitive atmosphere with equally neighborhood and multi-national companies. Presently the business holds 56% market share although the rest of 46% market share holds by the various other multi-national as well as neighborhood firms. It's plainly shown that Berger paints Bangladesh Ltd remains in the leading position among all various other competitors in the paints industry. The majors participant of the paints sector are; Eastern Paints, Elite Paints, Romana Paints, Roxy Paints, Aqua Paints, Pailac Paints, Al-karim Paints, Uzalla Paints, etc. Amongst this company just Asian Paints is international and others are all neighborhood manufacturers. Asian Paints has actually begun its operation in Bangladesh extremely recently. Already it expands its company with massive ranges of shade as well as product accuracies.

But still Berger paints Bangladesh Ltd holds its leading placement with solid circulation networks, reliable and also reliable management group and also personnel.

2.1 Industry BPBL Belongs to

Berger Paints is one of the oldest names in the paint industry and one of the most technologically advanced companies in the country. With more than 250 years of rich heritage, Berger manufactures world class paints for all kinds of substrates.

Bangladesh's paint industry has been growing at a double-digit rate for the past several years riding on the increasing demand from the construction sector. A recent study reveals its market size based on demand is estimated at Tk 1,000 crore and domestic production capacity Tk. 920 crore. Leading private commercial bank Prime Bank conducted the study. The demand supply gap, according to the study, is Tk 80 crore. The paint industry in Bangladesh is still growing for which now RAK group a UAE based conglomerate is going to set up a paint factory in Bangladesh.

Only a few players Berger, Asian, Roxy, Pailac, Aqua and Elite etc. are operating in the market with over 90 percent market share. The Prime Bank study shows Berger alone holds almost half the market share, followed by

Companies	Market Share (%)
Asian Paints	13 %
Roxy	09 %

Rak	8 %
Pailac	7 %
Aqua	7 %
Elite	5 %

2.2 Marketing Strategies of Berger Paints BD Ltd.

Marketing methods of Berger is built on STP-- Segmentation, Targeting and also positioning. Berger uncovers different demands and also teams in the market location, target those demands as well as teams that it can satisfy in the remarkable method and after that place its offerings, to make sure that the target audience acknowledge the firms distinct offerings and image. Marketing approaches of Berger depends upon

- 1) Segmentation of products.
- 2) Target market selection.
- 3) Positioning their product.

2.3 Segmentation strategies of Berger

Before segmentation their product Berger segments its business through the year. Generally the summer and winter is the peak season not only for Berger but also every paint producer. October to June is peak season and July to September is the lean season for the paint industry in Bangladesh, which is related to weather conditions.

Berger's three categories segments are.

- i. Decorative.
- ii. Industrial.
- iii. Marine.

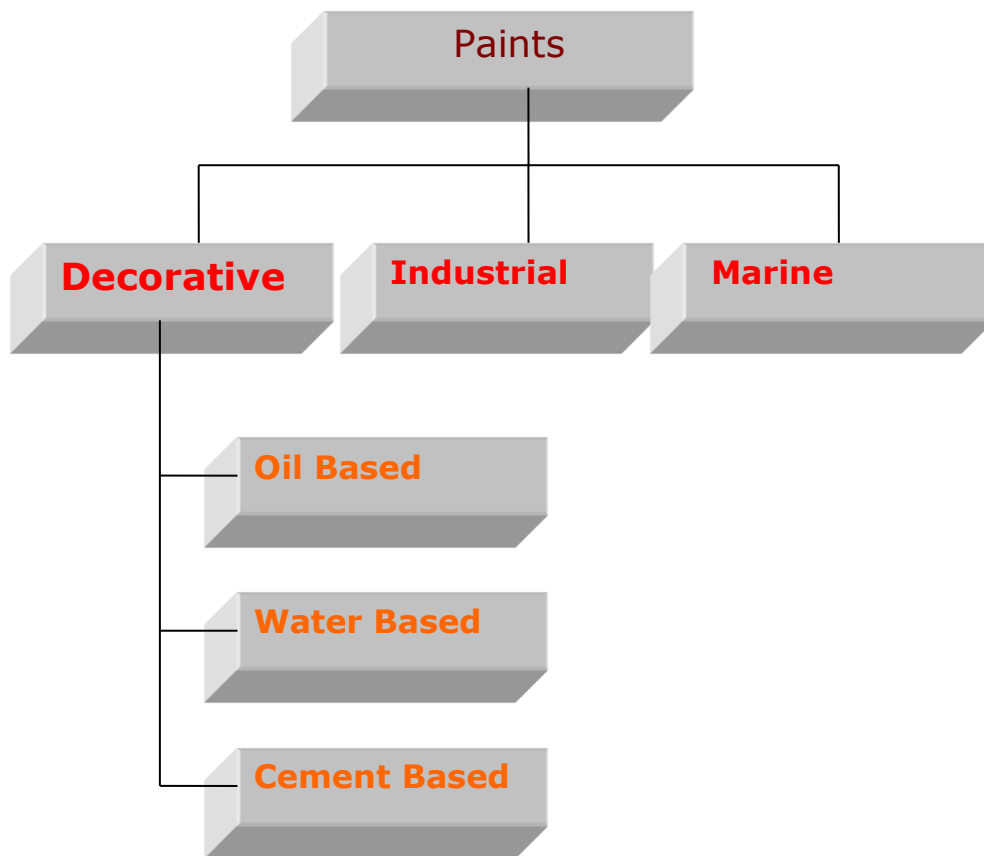
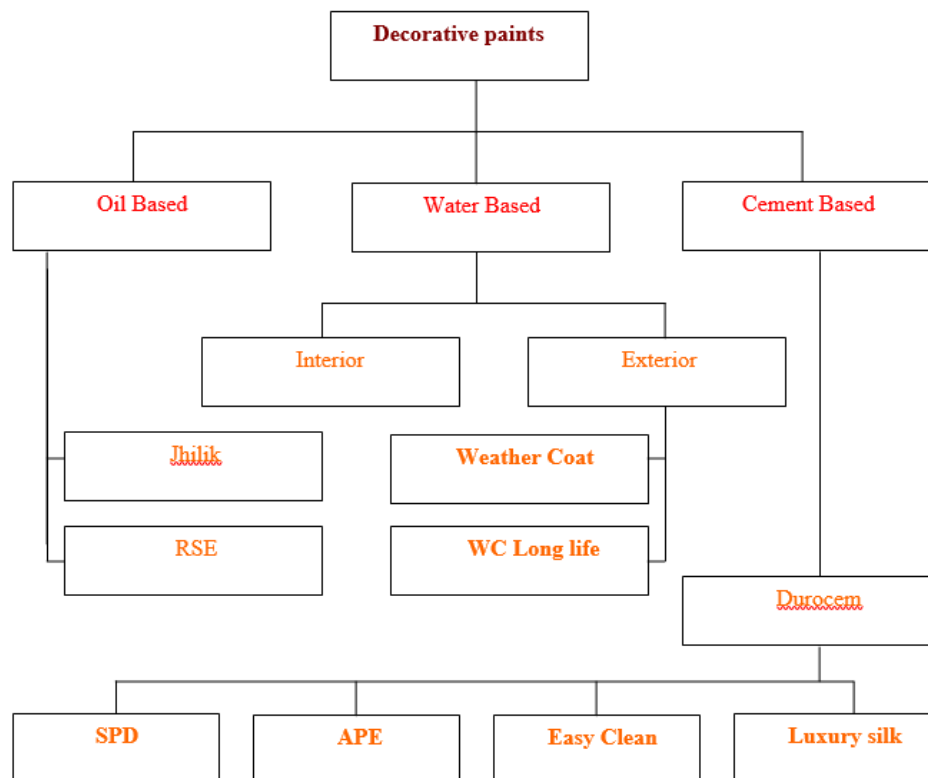


Fig: Major category of paints

2.4 Decorative:

Premium emulsions, emulsions that are routine original quality enamels, exterior finishes, automotive refinishes- you'd expect a firm the paint business in Bangladesh, like BERGER, to own top brands in all these types. Berger paints Bangladesh Ltd provides exterior and interior paints. It leads the method of presenting coat and excellent color bank goods finishes paints at Bangladesh. These products guarantee long life of wood, metal, bamboo, hardboard, cement plaster etc., and its attractiveness. Recent Berger provides Robbialac clean that is high quality wall finishes useful for cleanable and walls. Exterior paints are offered by it such as weather jacket that is high excellent outside durocem and liquid is electricity. Both are water-resistant mosquito and weather resistant. In addition, it gives undercoats primers, thinners and other products that are cosmetic.

2.5 The following chart shows the classes of Decorative products of Berger paints:



2.6 Color Bank

Berger Color bank presents you to the worldwide way to paint with an unlimited option of shades to match your taste-instantly. The shade cards in Berger Shade Financial institution stores are just a measure of the incredible choice Berger Color Financial institution can give you. The remainder is up to your imagination and also your fingertips. Every Berger Shade Bank shop has a computerized color tinting device to assist you pick as well as take home your own shades from our top quality series of paints. Schedule of your chosen tones is constantly made certain as the paint is developed as well as dispensed by the equipment before you're really own eyes. What's even more, as you see the shades of your option on the display, it also recommends three various other shades to match it

2.7 Industrial Paints:

This is a different industry of Berger's variety of paints mainly utilized for the marketplaces both as sources and also as protective paints for the gadgets and likewise frameworks. Berger commercial paint is the financial situation trademark name of business paints. Protecting business properties is dramatically ending up being essential owing to climbing property rates, extreme weather along with putting chemical contamination. Subsequently asset owners are taking a look at specialized protective layers details to their demands. We view this to be simply the excellent setting for Berger Paints to show its expanding technological sturdiness.

The Protective Coatings from Berger paints supply a selection of high-performance, sturdy finishing's, created to protect properties against the particular harsh atmosphere they are subjected to. Berger Paints Safety Coatings are taken a look at under extreme problems to guarantee that they are durable as well as can endure the variances of the various weather troubles. Today the variety of treatments uncover use across varied industries such as nuclear, thermal or hydel nuclear power plant, chemical, petrochemical or plant food plants, refineries, sugar, pulp as well as paper field, offshore structures, medicines etc

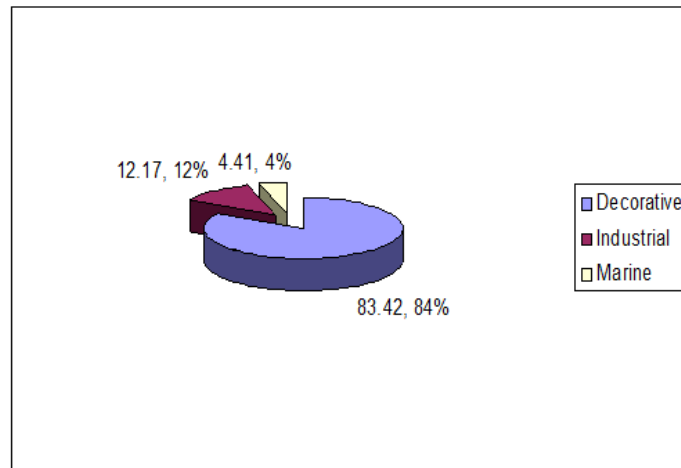
2.8 Marine

Berger generates entirely different top coat surfaces, unique finishing, guides as well as thinners for ships, watercrafts and also other marine vessels. These paints are solely generated to preserving sea as well as river vessels & other building and constructions besides sea as well as river Berger has a large range of Marine paints. 2.7 Target market selection Methods

Berger has actually picked target audience to co-operate for general company in a socially liable way. The overall size of the paint market in Bangladesh is approximated at taka 4.39-4.44 billion in 2005. The paint market can be split right keen on 3 sections.

- a) Decorative.
- b) Industrial.
- c) marine.

The ornamental sections of the marketplace makes up a tremendous 83.42% of the complete sector, whereas commercial, aquatic sectors contribute 12.17%, and 4.41%, specifically



2.9 Positioning Strategy

Berger develops the firm's offerings and also image to occupy unique location in the mind of the target audience.

For placing in the mind of the target audience Berger has separated its variables.

2.10 Product differentiation

Product differentiation on the basis of dimension, shape, color shade, convenient size of their paint container, plastic container and so forth. It's likewise preserve its far better top quality item, finest color shade, durable & durable paint, and also they are likewise responsible to the client desires as well as complete satisfaction.

2.11 Service differentiation

Berger want to be the most effective service business and also capturing most of the market share. Berger distinguishes their solution linking to the other rivals. These are.

- Ordering ease
- Consulting with customer and delivery

Ordering ease

Buying simplicity of Berger refers to just how very easy it is for the client to place an order to the firm. So they introduce the online solution in case of order. So the consumer can get and also get its product deprived of mosting likely to market.

Consulting with customer and delivery



With a view to strengthening customer fulfillment, Berger Paints Bangladesh Limited has presented "Berger Home Decoration" on June 15, 2002 where one can obtain a variety of services concerning paint.

Berger Home Decor offers two-stage services:

- Trail Service
- Paid Service

Berger Home Décor is currently offering wide range of services to its prospects and existing consumers embracing:

2.12 Technical advice on surface preparation and application guideline

- Paint option.
- Supplier option.
- Professional choice and also
- Color scheme.

There is specified Telephone number, 02-9354067 for inquiries. By ringing merely in the top can make question or seek offered solutions from the company. According to the nature of question, the business offers options.

2.13 Personnel differentiation

Berger always gain a strong competitive advantage through having much better skilled people. To hire workers Berger complies with some techniques that are

- ✚ Ability & expertise.
- ✚ Politeness, pleasant.
- ✚ Dependability.
- ✚ Approachability.
- ✚ Interacting skill.

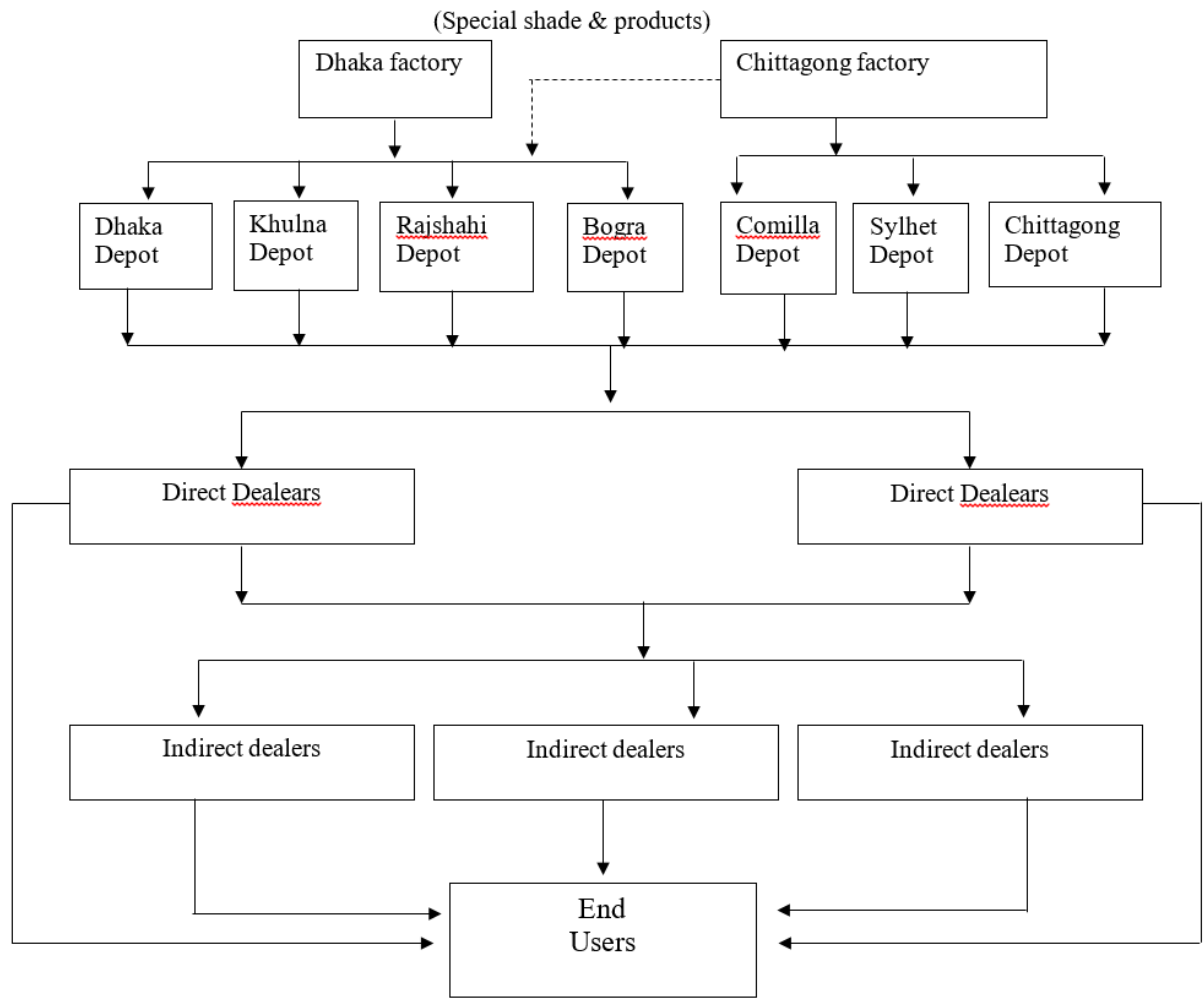
2.14 Network distribution

Berger attain competitive benefit with the method they develop their delivery networks protection, proficiency as well as efficiency.



2.15 Distribution of product

Berger has actually grasped practically every edge of Bangladesh. Their across the country dealer network, sustained by 7 sales depots tactically located in Dhaka, Chittagong, Rajshahi, khulna, Bogra, Sylhet as well as Comilla has an unrivaled capacity of satisfy the demands of the customers of paints items, practically anywhere in Bangladesh..



2.16 Image differentiation

Berger has taken numerous effective advertising and marketing methods to construct a high photo out there. It has strong motto as well as signs to recognize picture powerfully.

2.16 Media & sponsorship

Media is the mainstream to shape and develop picture not in our country however additionally throughout the world. Brger accumulated its image via marketing, sponsoring different social and also cultural activities.

2.17 Social responsibility

Berger paints has actually been organizing Youthful Painters; Art Competition for the last nine (9) years as well as additionally introduced Young Architects' Award from 2003. The business

consistently adds to a number of reasons as well as social welfare organizations via donations as well as sponsorships.

2.17 Quality policy of the company

Berger's goal is to achieve organization excellences via top quality by understanding, accepting, meeting as well as going beyond consumer expectations. Berger adheres to worldwide criterion on high quality monitoring system to make sure consistent top quality of product or services to attain customer complete satisfaction.

2.18 ISO Quality Policy

Berger Paints Bangladesh Limited is devoted to attaining complete consumer satisfaction. They devote to forecast themselves as an honest and also socially accountable business. Berger dedicates to proceed as the marketplace leader via constant sales growth, boosting productivity and also creating new products proper customer requirements. It shall make sure continuous renovation in their operations with usage of extremely professional and specialized team, appropriate procedure monitoring and participation of stakeholders. Berger will set quantifiable targets at appropriate phases and shall constantly check them.

2.19 Environment strategies of Berger for marketing

Berger is devoted to maintain the unified equilibrium of our eco-system as well as consequently frequently seeks ways to produce and also create products in an ecofriendly way. From its inception, Berger has actually played a pioneering role in introducing brand-new paint and also paint innovations to the Bangladeshi market; Berger's initiatives have actually developed it as one of the most esteemed paint company of the country and also have contributed dramatically in its growth. Berger means to continue its unending endeavors in the future years, as well as it is anticipated that such efforts will certainly add immensely to the continual and growing success of the firm's organization..

2.20 Technology orientation

Berger has always been one of the most modern technology oriented paint company of the nation. It has the most modern-day cutting edge production centers installed in its Dhaka factory. Its Research and Development (R&D) and Quality Assurance (QC) departments are furnished with the most effective modern technologies in this nation. Such innovation driven technique will certainly aid the future company development of the business.

2.21 Market responsiveness

Berger has actually constantly tried to respond quickly to market feedback. AS a result, Berger appreciates competitive advantage over its competitors. It is anticipated that Berger will certainly take pleasure in more development in the future, if it continues to be so be market receptive.

2.22 Social Commitment

The 9th term of Berger Youthful Painters' Art Competition has been finished efficiently in 2004. We were urged to see the enhancing degree of interest amongst the young painters. This year additionally, a great deal of participants participated in this nationwide Art Competitors. Berger has actually always been a responsible business resident. This distinct Art Competitors is just one of the instances of Berger's social commitment as an accountable business resident.

2.23 Pricing strategies

The intense competitors has actually additionally made the market very cost affordable. Most of the rivals take into consideration pricing as one of the major marketing tools. The cost approach of Berger is to provide a top quality item at a competitive rate. They established its rate in relation to the value supplied and view by the customer. Since it believes that if the cost is more than the worth viewed, the firm will miss potential profits and also if the rate is lower than the worth obtained the company will fall short to harvest possible profits.

3.0 Marketing Analysis

SWOT Analysis

To express the marketing & general approach of Berger paints Bangladesh Limited, (BPBL) the administration 1st examine their objective as well as purpose and afterwards utilize the steps of SWOT analysis to discover the strength, weak point, possibilities as well as threats and then learn the primary approaches for the business.

Strength

- ✚ Solid brand image.
- ✚ Worthy credibility amongst customers
- ✚ Qualified top monitoring.
- ✚ International experienced of Berger.
- ✚ Favorable accessibility to circulation network
- ✚ Solid marketplace segment.
- ✚ Excellent success.
- ✚ Solid solvency.
- ✚ Satisfying MIS.

Weakness

- ✚ Revealed of money threat.
- ✚ High expense structure

- ✚ Absence of access to the most effective natural deposits
- ✚ Absence of accessibility to key delivery channels
- ✚ High cost for importing basic materials

Opportunities

- ✚ Growing need on paints.
- ✚ An unsatisfied client demand in many cases
- ✚ Coming of new innovation
- ✚ Work loose of guidelines
- ✚ Elimination of global trade obstacles

Threats

- ✚ Changes in customer preferences far from the company's products.
- ✚ Appearance of replacement products.
- ✚ Different guidelines.
- ✚ Raised trade obstacles.
- ✚ A brand-new rival in your house market.
- ✚ Rate battles with rivals.
- ✚ A rival has a new, innovative service or product.
- ✚ Opponents have premium accessibility to networks of circulation.
- ✚ Taxation is presented on your product or service.

3.1 The SWOT Matrix

A company needs to not unavoidably follow the extra money-making possibilities. Instead, it may have a improved possibility at evolving a competitive advantage by determining a fit between the company's strengths as well as upcoming chances. In many cases, the firm can get over a weak point in order to prepare itself to pursue a compelling opportunity. To develop approaches that consider the SWOT account, a matrix of these aspects can be built. The SWOT matrix is shown listed below:

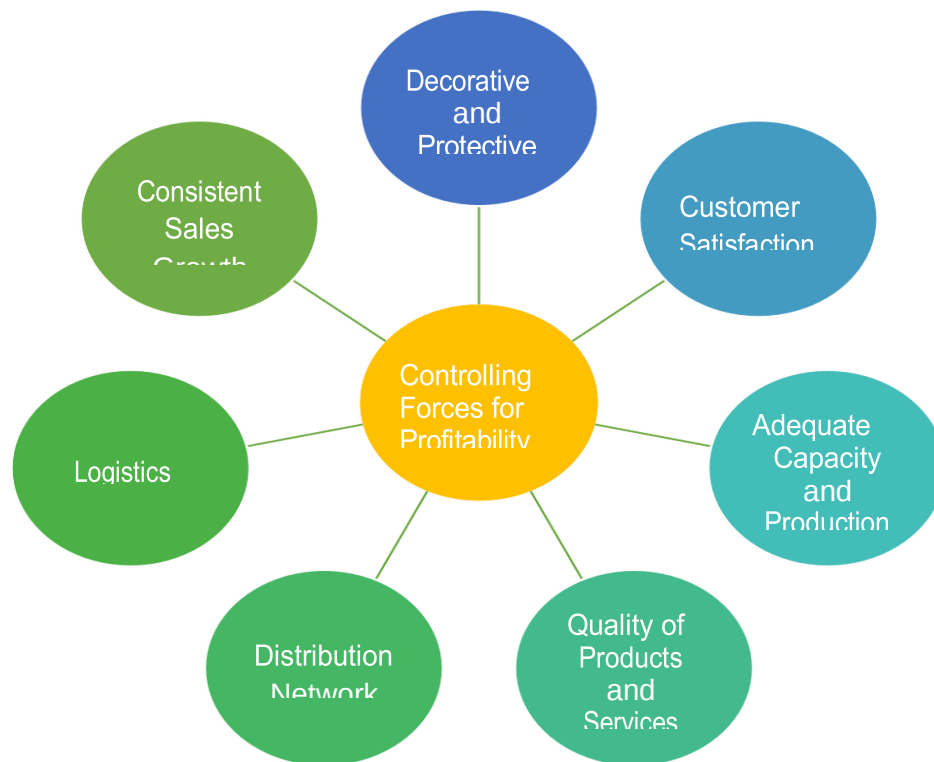
	Strengths	Weaknesses
Opportunities	S-O strategies	W-O strategies
Threats	S-T strategies	W-T strategies

3.3 Controlling Forces for the Profitability and Industry Profitability

Industry profitability focuses on some of the following issues



Controlling forces for profitability for the paint Industry in Bangladesh are as follows:



3.4 PESTLE Analysis

A) Political:

The last year has actually been one of one of the most troubling years for Bangladesh in the recent past in regards to domestic political instability brought on by strikes, clogs and hostility for months which impacted all sort of business consisting of the paint sector also. Products were transported with much trouble with better dangers and greater cost throughout political violence pertaining to the political election problem. Frequent changes of government and policymakers' lack of enthusiasm or failure to implement development oriented policies is a huge problem for the paint industry persistently changing in terms of technology. Bangladesh has seen a rising trend in real GDP over more than past 15 years which means that companies doing business in industries such as painting could do even better as with rise in real GDP affordability and demand for normal products like paint is likely to increase.

However, the most obvious issue i.e. political uncertainty such as modifications in national government, strikes, civil commotion, severe government, bribery, etc. has actually continuously been a big barrier which influences such sectors adversely.

Factors	Reason	Impact
Political	Political Instability such as government, strikes, extreme bureaucracy, corruption, etc. has always been a huge barrier	Negative
Economical	The composition of growth trend in Bangladesh suggests a positive shift towards a modern ; increasing trend of GDP and income of people is also increasing slowly	Positive
Social	More job opportunities are opening up slowly and hence desire to enjoy a better lifestyle and living conditions according to affordability is increasing	Positive
Technological	Bangladesh is still lagging behind from this perspective.	Negative
Legal	Sometimes due to trade restrictions paints are unable to get into the country through the port, and hence works get hampered	Negative
Environmental	With increase in competition, paint companies are also trying to act in a more eco-friendly, some companies are now becoming more committed to maintain the harmonious balance of eco system and therefore constantly seek ways to manufacture and produce products in an eco friendly manner; can be more costly.	Moderately Positive
Overall		Moderately Positive

B) Economic:

In the point of view of customers acquiring power, in various ways Bangladesh is an inadequate nation. As well as with such reduced GDP per head and also a bulk of the populace under poverty level, way too much of the population, an essentially average priced gallon of paint could seem to be pricey for them. Also, due to political problems, The World Bank International Monetary Fund, Bangladesh Bank (BB) and many experts have projected the gross domestic product (GDP) to be lower than 6%, which is much below the target of 7.2% for FY2014. Reduced growth will have negative consequences that might lower efforts for poverty reduction. Though public investment has actually boosted, private, residential and also international financial investments is yet disappointingly low. Nevertheless, this situation may transform as it is likewise real that Bangladesh is having an enhancing fad of GDP over a number of previous years as well as income of individuals is additionally enhancing gradually which does opens up great chance for industries such as paint to do organization below. The composition of growth trend in Bangladesh suggests a positive shift towards a modern economy with a little more drive hence it is likely to affect the paint industry positively.

C) Social

The paint industry has actually most definitely made an effect on the work market of the nation, various neighborhood and multinational paint brand names taking in thousands of employees and also producing new career chances daily. Likewise, the need for business to act properly towards society has increased day-by-day and numerous business are acting in such means, for instance, Berger paints has been organizing Youthful Painters; Art Competitors for the last 9

years and likewise presented Young Designers “ Award from 2003. The firm consistently contributes to a number of causes and social welfare organizations through contributions and also sponsorships. These initiatives causes a better picture for BPBL, as minds of the public, that are, besides, customers of their items. In this globalized era as well as de-territorialization of boundaries, people are obtaining more subjected to numerous cultures, luxurious lifestyles, far better services and products, etc, this opens possibility of paint industry to grow here with various kinds of paint products.

As Bangladesh is attempting to boost its economy, more task possibilities are opening up gradually as well as thus need to enjoy a far better way of life and also living conditions according to price is enhancing. So, by having products of various classifications to satisfy individuals of various income degree consumers, great company can be done, and also in general the action towards an international society and also other social facets consisting of a calculated growth in employment are likely to contribute positively to the industry in the upcoming years.

D) Technological:

Technology is one of the most prominent factors in the industry. The value of the global production of paints and coatings was about 13% higher in 2012 than in 2010. Demand in Asia continues to rise faster than elsewhere in the world, and that region now accounts for nearly 50% of global consumption but still Bangladesh does not have an infrastructure that allows for research and development of large scale even though paint industries changes persistently with technologies. However, recent drives to automate day to day activities have been taken by a majority of paint brand companies for example; Berger has actually constantly been one of the most technology oriented paint company of the nation. It has the most contemporary state-of-the-art manufacturing centers set up in its Dhaka factory. Its R & D (R&D) and Quality Control (QC) departments are outfitted with the very best innovations in this nation. As reviewed earlier, the prospective market as well as opportunity to succeed in this sector is most likely to raise in Bangladesh, nevertheless, as still no proper assistance is provided from the technical side and as Bangladesh is still hanging back from this viewpoint, this affect adversely to the paint market in the complying with years.

Legal

According to the Construction legislations, firms are not permitted to utilize any kind of materials that bring damage to human life or environment. -- Yet in reality, specific firms are getting non- brand or reduced spending plan paints which are developing a lot of ecological results. The capital city is polluted enough to call for stern measures from various stakeholders including academic researchers There are middle man in many situation who take advantage of the big projects and suggest or sell paints which are harmful in the long run. Hence, the company is losing a lot of money in re painting those structures or buildings. For e.g. Navanagroup’s director, Mr. Shubro NGL experienced such scenario during 2002-2003. The construction business was growing at that time, and they were buying paints in bulk amounts from different 3rd party, to make maximum profit he used to buy non brand paints, so in the long run he experienced that he had to repaint those buildings again after 2-3 years. Which, in fact, cause him a loss. This has turned out to be a major problem, as this trait is limiting the number of potential paint market in Bangladesh Paint Industry. Top class companies who buy

branded paints, has to sell apartments at a high price, but they are not bothered until people are appreciating the color.

The companies and consumers who are using Berger paint currently had to look for the availability of the paint. Mostly the companies get the paints directly from Berger Paints. But the consumers who want to paint their individual apartments or house had to look for hardware stores. So, at times the paint is not available. Sometimes due to trade restrictions paints are unable to get into the country through the port, and hence there are works hampers and lots of other problems which effects negatively to the paint industry.

E) Environmental

With rise in competitors as well as understanding, paint firms are also trying to act in an extra eco-friendly manner to shield the environment for example, Berger is devoted to keep the unified balance of eco system and as a result constantly seeks ways to manufacture and also generate items in an ecofriendly way. From its creation, Berger has actually played a pioneering function in presenting brand-new paint and also paint modern technologies to the Bangladeshi market. It is noted that the capital city is already polluted enough to call for stern measures by various stakeholders, including academic researchers (Rummana et al., 2008). Other companies like Asian Paints approaches the environment issue from the perspective of waste minimization and conservation of resources. Determined to reuse, recycle and eliminate waste, Asian Paints' material losses in manufacturing have reduced substantially over the last few years. Traditional painting materials and processes can have harmful effects on the environment, including those from the use of lead and other additives. Bangladesh in agreement of a global resolution is contemplating to ban paints containing lead by the end of this year. The household enamel paints are widely blamed for causing harmful effects in biological systems. It has actually additionally been seen that the rules as well as regulations regarding environment defense can quickly be escaped as there is still no strong enforcement; nonetheless, some companies are getting more worried regarding environmental problems to accomplish sustainable advancement, which yet may verify to be a bit more costly operations that might influence the sector in a reasonably favorable manner.

Thus from PESTLE analysis as the six industry factors give mixed results, it can be said that the external factor will have a moderately positive effect on the industry.

3.5 Porter's Five Forces Model

3.5.1 Threats of New Entrants

Threats of new entrants in the paint industry are low as there are many barriers the new entrant will face in setting up a new business.

Those barriers consist of:

High capital requirement

Huge amount of capital is required to set up new factory with working set of paint manufacturing plant. One such set of plant which can produce paints up to 100,000 tons

annually roughly costs \$50,000 as per one suppliers of machineries from China. And there are also other machines required after producing the basic product paintlike the container, labeling, weighting etc.

Existing companies in the market

Berger Paints, Asian Paints, Elite Paints, RAK Paints and many more companies are already competing in the market. Now suppose a new investor opens up a new company, it will be very tough to grab market share, where the existing companies are fighting to grab a decent amount of share from Berger.

Knowledge about the product/market/industry

A lot of knowledge is required for commitment in this industry. Starting from sourcing cheap raw materials while maintaining good quality, technological knowhow about the production process to efficiently produce the product, and also being able to produce the products within the industry average production cost to maintain a standard retail price.

3.5.2 Bargaining Power of Suppliers

In the era of globalization there are thousands suppliers available over the world. A supplier simply cannot charge whatever he likes. The company will find alternatives as they also tend to have different department dealing with supply chain management and procurement. So the bargaining power of the supplier is low.

3.5.3 Bargaining Power of Buyers

There are lots of paint brands in the market. Different brands offer different benefits. The customer has the complete freedom to choose from the available brands in the market based on his/her needs. If the customer thinks that the brand he has been using in the past was unsatisfactory he can easily switch as there is no switching cost. The same applies for pricing as well. If one brand is significantly cheaper than another while maintaining a good quality, the customer is more likely to buy the cheaper. So the bargaining power of the customer is very high in the paint industry.

3.5.4 Threat of Substitute Products

As previously mentioned, there is no alternative of paint if the consumers want to fulfill their coloring needs. So there is no substitute of paints. Thus, the threat of substitute products is low for paint manufacturing industry.

3.5.5 Intensity of Rivalry among Competitors

The intensity of rivalry among competitors is high in the paint manufacturing industry. Different brand offers different features/benefits to the consumers. One company opts for huge collection of colors, one offers superior durability and another company offer lower price. Every company is fighting to grab market share from its competitor.

Factors	State	Attractiveness
Threats of New Entrants	Low	Unattractive
Bargaining Power of Suppliers	Low	Attractive
Bargaining Power of Buyers	High	Unattractive
Threat of Substitute Products	Low	Attractive
Intensity of Rivalry among Competitors	High	Unattractive

Based on the analysis of the five forces in paint manufacturing industry, we say that the industry overall is unattractive in perspective of new entrant to set up a new company.

3.6 Impact of Macro Environment on Porter's Five Forces

Technological Changes:

With the evolving technology new things are invented every day. As of now there is no substitution for paints, but in the future we never know there could be new type of product that will satisfy coloring needs.

Economic Conditions:

Economic conditions affect the buying power of the end consumer and also the rivalry among the major players in the market. So any major changes in a country's economic environment can impact on the bargaining power of the supplier and also the buyer and change the competitive scenario among the companies in the industry.

Legal and Political Factors

Legal and political factors always involve a business in its operation. Government rules and regulations have a substantial impact on potential new entrants. In a country like Bangladesh where corruption is at a very high level, some may find it easy to enter a industry with the help of lobbying and bribery and some may not be able to enter due to incompliance with the political leaders or the political system.

4.0 Current Business Canvas

4.1 Key Partners

IT Partners:

Berger needs information technology support that consists of internet and hardware which is provided by mainly three companies. Aamra Networks Limited provides the high speed internet service as per Berger's requirements. Smart Technologies Limited provides hardware support whereas SEP India provides them with both internet and hardware support.

Financial Partners:

Accounts of Berger Paints Bangladesh Ltd along with other core banking services and letter of credits is maintained by Standard Chartered Bank (SCB). Third party accounts of Berger are maintained by Citibank N.A. and Dutch Bangladesh Bank Ltd.

Marketing Partners:

Berger communicates its values and offerings on a massive level through creative and mesmerizing advertisement campaigns. They use numerous mediums like television, radio, billboards and all sort of print mediums for advertisements. The media and paper advertisements are mainly created by Grey Advertising Ltd and Unitrend Advertising agency. Awareness programs and social campaigns are carried out by a company named One Step as per Berger's report. The advertising agencies come up with marketing ideas and submit the ideas to Berger's marketing department. Then it is Berger's marketing department who chooses and approves the advertisement ideas to be selected.

Manufacturing Partner:

Becker Industrial Coatings Holding AB, makes up a joint venture with Berger to help Berger manufacture coil coatings.

4.2 Key Activities

Manufacturing paints and vinyl for diverse purposes:

Berger tries to cover all the areas that can be covered by their paint products. Their product mix consists of decorative paints, industrial paints, marine paints, powders, coatings, adhesives, textile products, auto refinish products, wood coating, pretreatment chemical, brush & rollers. Thus throughout Bangladesh, Berger remains the number one company in terms of coverage of segments and market share holding.

Marketing and Branding:

As mentioned earlier, Berger markets its offering through various mediums Television, radio, billboards, magazines, print advertisements and marketing campaigns. They use all sort of traditional and newly emerging technological or innovative means to communicate its message to its numerous target segments. Whenever they find a region where their opportunity is

lucrative but demand is comparatively low, they put enormous amount of effort to create the demand in those areas by marketing activities. The brand in the long run aspires to be the most preferable customer delight and that's how they try to position the brand in customers 'minds through their marketing efforts.

Developing and Maintaining R&D platform:

The Research and development division of Berger is highly equipped with modern paint testing equipment and analytical instruments. The activities performed by the department are coming up with cutting edge researches, product and process development, providing technical support to customers and manufacturing units. They also support the raw material procurement teams by identifying alternate or new raw materials and by developing new vendors. Berger also possesses technology tie ups with companies like Valspar (USA), Orica (Australia), DuPont (France), and more.

Maintaining Relationship with Stakeholders:

Berger is very sensitive to complaints against their products or services as it positions itself as the number one paint manufacturer provider of the country. This is why they respond and communicate with their best efforts to hold onto their stakeholders. Dealers are provided with incentives so that they distribute Berger's products in the way Berger wants. Customer relationships are maintained by providing them superior services through their dealers and home decors. If any complaints are received from the customers regarding the product they provided, Immediately the R&D team rushes to the place where their product has been used and they collect samples of the product to research and find out the cause of the quality mismatch.

Striving overall to achieve a greater market share:

Within the next 5 years Berger Paints Bangladesh limited wants to increase their revenue with 100% and they are basically taking all sort of measures needed to achieve this goal.

4.3 Key Resources

Brand value and recognition:

Since its arrival in Bangladesh in 1980 Berger has successfully captured the top position in the paint industry and is still the biggest paint manufacturer and provider of the country.

Berger – Color it! 'Motto is harmonizes with any painting or decorative project all across Bangladesh for every place where paint is required.

Strong R&D sector:

As discussed earlier, Berger possesses high expertise through its qualified personnel and high tech equipments in their research and development division. By this they develop their products, come up with various product lines and mixes. Within the paint category they have profuse number of paint categories which are manufactured for different weather conditions and surfaces. These are all products of intense research and development expertise.

Strong Manufacturing and Quality control:

Berger Paints Bangladesh Limited manufactures its products in manufacturing plants located in Dhaka and Chittagong. They import high quality raw materials and manufacture their products using effective and efficient machineries which are high tech in nature. After manufacturing the paints, heavy quality control test are undertaken with their advanced methods to verify if there's any deficiency in quality of the produced material.

Wide range of products:

The wide range of paint categories according to use of paints is a strong product line and resource that they Berger possesses.

Financial resources

Berger Paints Bangladesh Ltd. excels in capturing the biggest market share of every product category they hold onto. Each year's revenue and profit is increasingly and they are aiming for 100% increase in revenue within the next five years. Thus their financial resources are very strong and investments are high overall.

Strong Distribution Network and countrywide reach

The distribution of products is done through numerous dealers and eleven main sales depots owned by Berger in Multiple districts like Dhaka, Chittagong, Rajshahi, Borga and more. Through this wide network, Berger successfully covers almost all the corners of the country.

4.5 Value Propositions

Nation-wide reach of product and services:

Eleven sales depots located in separate districts carry the products of Berger to almost every edge of the country through huge number of retailers. As distribution and situational factors contribute to customer choice (Gehrt & Yan, 2004), Berger attempts to extend their distribution coverage as much as possible throughout the country. This makes Berger's paints available and easily accessible to its consumers.

Covering all possible range of segments:

The offerings of Berger diversify into every sphere of the industry, from decorative paints to industrial, marine and powder coatings. For each segment of consumers depending on the demographic, geographic or industrial factors, the demand comes as requirement of the target segments. The response to all these demands are made by providing the target segments the appropriate category of paints they require. For instance paint needed for a ship and the paint needed for a school is not the same, as is manufactured per requirement.

R&D efforts to provide safest paints:

Chemicals that pose health hazards from paints are avoided best by Berger with the help of their R&D efforts. They strive to create the best mix of paint and as well as paint that is safe for human beings. Factors like harmful chemicals or unpleasant smell from paints are finely eradicated through R&D efforts and quality control.

After sales services:

If there is ever any form of deficiency in the paints sold to the consumers, Berger's R&D team immediately collects the sample of the product with defect and tests those to figure out the cause of the problem. Customers are also provided with quality replacements afterwards. Performance as well customer service dimensions are needed to develop strong brand equity (Keller, 2013)

Overall View of Value Proposition:

Value proposition is the key for effective branding (Delay, 2005). Berger Paints Bangladesh Limited, being the biggest painting company of the country, holds a share of more than fifty percent in the market. It grew to such huge stature by capturing value from customers and by providing value to them. Berger recognizes its diverse amount of customer segments from all over the country and strives to fulfill their needs according to the demands specified by each segment. Just with the name itself, Berger is recalled before any other name in the country because of its strong brand value and image. The world class research and development division of Berger experiments and guides the production of different categories of paint needed for different purposes and segments. Demand itself is created by Berger's marketing efforts through its dealers in regions they need to cover. High quality of product is ensured by quality control tests after manufacturing and safe paints that are not hazardous or irritating to human beings are marketed while quality remains superior. After sales services regarding any defect, shortcoming or inefficiency of product is given to the customers immediately. Berger also tries to communicate a superior value it provides, which is lead free and environment friendly paints.

Customer Relationships

Berger Paints Bangladesh has a huge consumer base as already mentioned in the previous sections. They maintain strong ties with customers by providing expert services both before purchasing and after purchasing their products. The services like the ones which Berger Home Décor provides help maintain good relationship with customers by understanding and responding to customer specific needs and serving according to the requirements. Sales incentives are often given. Various campaigns like art competitions for handicapped children, free coloring of street islands and many other events and programs are sponsored by Berger to provide the customers both the emotional appeals and product category benefits. A lot of industries need constant supply of paints. Incentives for high volume purchase is given to them and through actions, the overall quality control and superiority of Berger paints is always communicated over and over to their customers. Some major events and programs recently carries out by Berger are:

- i. Regional Program for Berger's dealers and their families.
- ii. Contribution for Welfare of autistic children.
- iii. Berger Award for Excellence in Architecture.
- iv. Berger Diamond Jholok Scheme. (An attractive scheme titled for valued dealers)
- v. Berger Paints National _A'Chess Championship.

Channels

Berger Paints has their main manufacturing plants in Dhaka and Chittagong. For the distribution of the products, an overall of eleven sales depots are there in the entire Bangladesh. The locations of these depots are strategic locations which are Dhaka, Chittagong, Rajshahi, Khulna, Bogra, Sylhet, Comilla, Mymensingh, Barisal, Rangpur and Feni. These depots help and in fact enable them to cater to all the parts of the country. Various retailers and dealers are used to sell their products and the coverage is almost as near strong as reaching all the corners of the country. Home Decor service outlets are also located in some Urban areas which provide customers with expert home decorating ideas and designs and also provides products needed for decoration.

Customer Segments

Berger serves numerous market segments to co-operate in the interest of the overall company in a manner that is socially responsible. To make the segmentation simpler we can say that the major segments consist of three parts, which are Decorative, Industrial and Marine.

Around more than 80% of the segment consists of the decorative segment whereas the industrial and marine covers around 15% and 5%. So it is evident that the major focus of the company is on the decorative segment which generates the biggest portion of revenue for Berger and this segment consists of homes, offices, schools, malls, etc. As Berger market share in the artificial enamel category is increasing slowly, its continuing success will certainly lead to significant development of the total market share of the company. This makes it possible for Berger to combat its rivals with a solid ground to depend on.

4.6 Cost Structure

Fixed Costs:

As a paint manufacturer, Berger has to incur a lot of fixed cost coming from land, equipments, rent and all the costs associated with manufacturing and running the company.

Agent banks:

Banks that control the accounts of Berger and all its affairs have to be paid for their services.

Supplies from exporters from abroad:

To provide superior quality, Berger imports raw materials that make up the ingredients for them to manufacture paints which are of international standard. MITSUI, MOBIL, DUPONT, BASF are examples of companies which provide them with raw materials from outside the country. So, these exporters forms a big part of the cost structure.

Supplies from within the country:

There are abundant suppliers of necessary materials within the country as well for Berger for whom costs are incurred. Padma Oil for example, due to their massive reserve and comparatively lower price, supplies Berger with oil.

Wages and Salaries:

Employee wages and salaries plus incentives are costs for Berger.

Advertising agencies:

Good amount of payment is required for the advertisements created by advertising agencies.

Dealers/Retailers:

Costs incurred in capturing good relationship with dealers and creating channels through them. Incentives are also given at times.

Technological Support Providers:

Berger has a wide variety of sectors where technology is more than vital. To support these technologies, Berger also has to incur high costs.

4.7 Revenue Streams

Products:

Berger's major revenue streams come from their products. Selling of various categories of paints makes up the biggest portion of the revenue. Along with these Berger also sells products like paint brushes and adhesives. The selling is carried out by the dealers in each district and to all the consumers of the decorative, industrial and marine segments.

Services:

Berger's revenues also flow in from their Home Décor services where expert advice and designs ideas are provided by the personnel.

Events and Programs:

As mentioned earlier, Berger organizes and sponsors a lot of events, competitions and programs, most of which are to create awareness. But some of these, as aired in televisions and purchased by audiences, do generate few revenues for the company.

Marketing Strategies:

Segmentation techniques rely on STP (Segmentation, Target audience option & positioning) so first it segments its market on the year basis (October to June is peak period as well as July to September is the lean period for the paint market in Bangladesh, which belongs to climate condition) and after that product basis. Attractive is the primary item of Berger, it adds most to their overall profits. Then they pick their target market. After choosing market they place its product by product distinction, service distinction and picture differentiation. This distinction is required for effective marketing (K. M. Rahman, 2016). Their fundamental Segmentation, Target Group and Positioning are as follows:

Segment- Anyone who can afford their product

Target Group- Home owners, Professionals, Industry Users, any group who might require paint and their related product

Positioning: Fulfill your imagination of colors

Berger additionally does Product diversity on the basis of dimension, form, color shade, practical size of their container and so forth.

They likewise separate their solution by convenience of getting and also customer consulting as well as distribution:

For strengthening consumer complete satisfaction, Berger Paints Bangladesh Limited has actually introduced-- Berger House Decoration || on June 15, 2002 through which one can get a variety of services referring to painting. (Report on Marketing Strategies of Berger Paints Bangladesh Limited)

5.0 8ps in Marketing

1 Product:

The product range of Berger includes: Decorative, Industrial, Marine, Powder Coating, Adhesive, Textile Products, Auto Refinish, Wood Coating, Pre Treatment Chemical, Brush & Rollers, Mr. Expert Construction Chemical, Breathe Easy.

Berger markets both water based as well as solvent based paints in our country. Beside this Berger likewise market Concrete paint which can be made use of for external wall surface covering. Along with that Berger likewise markets small quantity of powder covering paint. Paint can be separated right into various types by thinking about different elements.

- ✚ Painting is mainly of three categories: Decorative (exterior/interior), Industrial, Marine
- ✚ From the application sequence, paints can be considered as: Primer, under coat, finish coat
- ✚ Paints can be divided into two categories according to thinner/ solvent usage: water-based, solvent-based

The famous brands of Berger are given below: it is to be noted that all these are market leader in their respective category:

Brand	Category
Robbialac	Decorative
Parrot	Decorative
Luxury Silk	Decorative
Jensolin	Industrial
Seabore	Marine
Weather Coat	Decorative
Walmasta	Decorative
Acrylic Emulsion	Decorative

Berger Paints Produces attractive, commercial, marine, coverings together with binders/different polymers (for paints and also textile market) and also glue in its two factories located in Dhaka and Chittagong. The factories use modern-day technologies for the objective that includes automatic as well as semi-automatic manufacturing as well as filling lines. In

addition, although any green marketing effort is yet to be seen from Berger Bangladesh, its Indian establishment is already seeing some action in this regard. For example, Green Horizon, an initiative from Berger India Ltd., is seen as an endeavor to create a greener future, and make sure that every step it takes in consonance with the mission & vision which lay down the responsibility and accountability towards the environment- according to Mr. Abhijit Roy, MD and CEO, Berger Paints, India. It is noted by researchers that green orientation in marketing is appreciated by customers while making their purchase choices of various products (Measure et al., 2011).

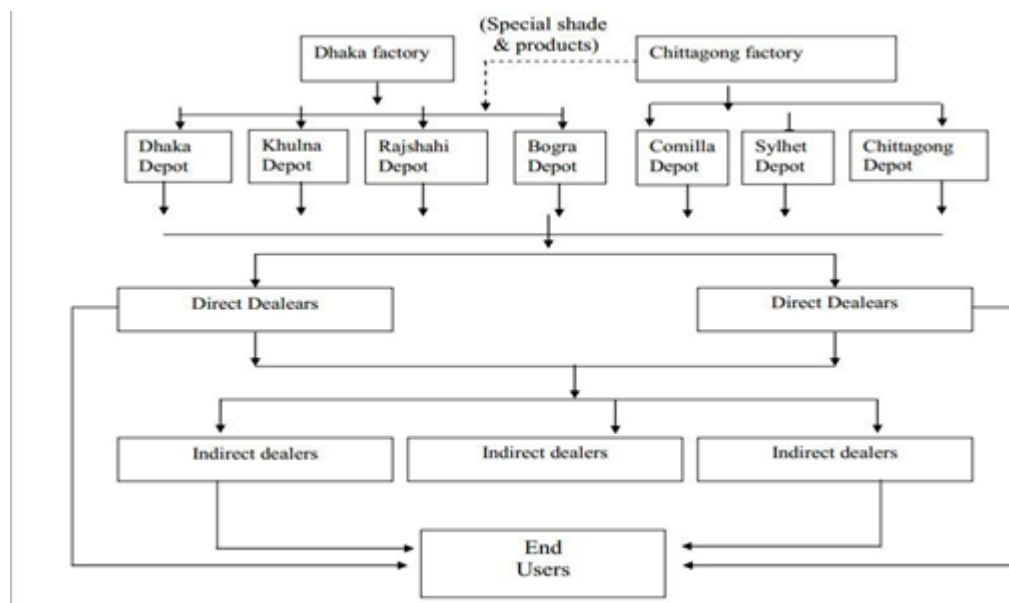
Production as well as quality screening equipment from renowned makers in Asia, Europe and also America makes sure accuracy of operations and also excellent quality of the product. Raw materials of consistent top quality from popular brands are being made use of and the very best of the professionals in the industry look after the production and quality assurance procedures. Berger hence makes sure manufacture of the most effective high quality items at an affordable price using green production strategies.

2 Price:

Price approach of Berger can be defined in complying with manner Supply high quality Item at extremely budget friendly rate. At some locations Berger needed to change higher price than that of their competitor due to strict Compliance of top quality and federal government monetary regulation. Close to this Berger additionally think about Compensations/ Price cut to Dealerships as well as Retailers while preparing the rates method. Berger supplies their item to Dealerships via some establishes discount basis. They also supply some special compensation and also price cut price for their premium Dealerships, which can cross the criteria, established by Berger. In addition, it was seen in past investigation that to be able to charge premium price, an organization could follow green marketing to attract environmentally-oriented customers (K. Rahman & Haque, 2011). Therefore, Berger may consider this option in future.

3 Place:

With its solid circulation network, Berger has actually reached almost every edge of Bangladesh. The nationwide supplier network, supported by eleven sales depots tactically situated at Dhaka, Chittagong, Rajshahi, Khulna, Bogra, Sylhet, Comilla, Mymensingh, Barisal, Rangpur and Feni has actually allowed them to strategically satisfy all parts of the nation. (Annual Report, 2013)



4 Promotion:

Berger generates different slogans with different messages to promote their various products. In their promotional activities they also promote different messages for their different products, so that become familiar to their customer. Various promotional tools are integrated by Berger (360 degree branding) to promote themselves all over the world and also Bangladesh. It also uses multiple media to spread its messages, as it would give any organization the desired coverage (Stern, 1994).

Advertising: Berger undertakes advertising through TV, radio, billboards and print media. For this, they take the help of firms such as Unitrend and Grey. Berger does different advertisements tailoring to the needs of different countries including Bangladesh

Public Relations: They also undertake several public relations activities such as, the painted footpaths in Uttara, Dhaka to create public relations. They also engage themselves in various CSR activities such as arranging art competitions. For creating social awareness and managing PR activities in Bangladesh, Berger takes the help of One-step. They also take help of one firm to make novelty items. i.e gift items for customers. **Sales Promotion:** Provides discounts to its dealers and various customers. They also provide dealers with several incentives to maintain close ties. Therefore, promotion is an inevitable part for any consumer product (Todorova, 2015).

5 People:

Berger believe that “Our People‘are Our Strength”. These individuals with their productiveness, enthusiasm and artistic minds have actually made business effective. They are well educated as well as have the extensive knowledge of the business. High concern is positioned in creating personnel’s. Value is given on pertinent on-the-job, in-house and also external training programs, to ensure that workers are well geared up with needed abilities. According to the company, Berger Bangladesh's society urges professionalism and trust, promotes synergy and advertises advancement strengthened with high ethical criterion.

6 Processes:

This is related to services presented by Berger paints. They make their own items in Dhaka Supply Chain Administration covers all motion as well as storage of resources, work-in-process stock, and completed items from point-of-origin to point-of-consumption. The business's aim is to optimize and settle sources and also processes for a low-priced but reliable, establish and manage simplified and also efficient supply network to achieve a high degree of service, develop a continual enhancement society driven by efficiency steps and also reward. Supply Chain administration is thought about as the Firm's "Development Enabler" as well as "Price Optimizer" for which BERGER has actually reorganized the Supply Chain of Berger Paints Bangladesh Limited to boost the general performance along with effectiveness at both useful as well as functional level.

7 Physical Evidence:

In today's world physical layout also plays an important role unlike in the past where factory appearance would not matter at all. Companies need to appeal to its customers by making changes to their physical layouts according to their changing environments. For Berger in Bangladesh, they have 11 sales depot through which they supply to the dealers who in turn sell to the final consumer. However they also have their website which is quite informative and benefits the consumers as they can see their offered products, and contact Berger for assistance. In June 2012, they opened Berger Home Décor 'to provide direct assistance to customers. Services appear to be a major branding element for many companies indeed (Berry, 2000).

8 Productivity and Quality:

Berger never compromises with their product quality or productivity. Almost most of their raw materials are imported from abroad. Then, they produce their product in their own factories in Dhaka, Chittagong. After that, they do not just release the product, rather they do quality testing and only after proper inspection, they release their product in the market. Even after purchase, if their customers complain about their products, their R&D team directly goes to the customer's place and try to solve the problem immediately, thus ensuring good quality. They also try to ensure same good quality as the parent company across all the countries

6.0 Conclusion

Berger Prints Bangladesh Ltd is the marketplace leader of paint industry worrying 41% shares. The company has strong circulation network throughout the nation. It has more than 1000 straight dealers. Additionally, different additional dealerships running in the outskirts of the considerable markets are taken part in providing the items of the business. BPBL presented numerous brand-new items into the industry like outside remedy, silk option, readymade wall surface area putty and so on it first offered Color Financial institution back in 1998, which allowed the customers to select his needed tones from an unique range of over 6,000 tones. It in addition introduces residence design solution. It has excellent brand picture. Berger has actually been trying to raise its brand picture much better via even more media visibility, preparing developers like Berger Youthful Painters are competitors, Berger Youthful designer's honor, and scholarship program for design trainees of BUET. It is continually

working to boost its products excellent quality with comparative research along with consumer remarks in order to maintain affordable edge.

7.0 Recommendation

By reviewing report it can be recommended that:

- The company should find out new sector.
- Reduce dependence on special brand as decorative.
- They should expand their sales depot countrywide.
- They should deal more with construction firm.
- It should constantly attend to the dealership's growth price, take inventiveness to recover invalid and also always monitor their activities.
- Berger paint ought to restructure its sales system. Its can restructured with employing more salesman, boosting its distribution system, enrich end-user activities, frequent market go to and better communication with circulation.
- Its basic sales treatments like collecting order, formulating billing, cataloging of billing, organizing thrashing plan, lining items for loading of cars ought to be automated.
- Security stocks ought to be managed in the product to ensure the immediate distribution against Customers require concerning the products.

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