

Internship Report

On

The prospect of plastic industry in Bangladesh: A case study on Alvi Plastics

Submitted to:

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Letter of transmittal

16th October, 2024

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Subject: Submission for Internship Report

Dear Sir,

I go by the name Mansura Islam with the ID number 111 181 049. Just wanted to share my report titled "The prospect of the Plastic Industry in Bangladesh: A Study on Alvi Plastics " which is part of my internship experience at this company Alvi Plastics. During my internship at Alvi Plastics, I had the opportunity to understand many frameworks and techniques of sales management and performance evaluation, which I have incorporated into this report with attention to detail; I am however confident it will illuminate the issues under discussion.

I appreciate your support, consideration, direction, and advice throughout the process which have certainly helped me in my professional development. My contacts are open to you in case you have questions or have something to clarify concerning this report.

Sincerely yours

Mansura Islam

Name: Mansura Islam

ID: 111 181 049

School of Business & Economics

Declaration of the student

I, Mansura Islam, attest that the data employed in this research is accurate and relevant. No direct quotations have been derived from prior studies. The data collection process incorporated both primary and secondary sources, all of which were carefully examined before inclusion. Additionally, this research complies with the accepted guidelines for formal report writing.

Mansura Islam

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Acknowledgement

First and foremost, I would like to pay my tribute to the Almighty God. I would also like to extend my sincere gratitude to the people who have supported me in the course of this great project. Their dedication and hard work are commendable.

I would like to acknowledge my supervisor, Dr. Muhammad Rehan Masoom of United International University, who participated in this research and gave useful insights. He motivated me to continue the work with a view of reaching my goal. His major contributions were in his calmness and understanding, where he was very concerned that this dissertation meets quality standards and went out of his way to ensure this even when times were difficult. I also take this opportunity to gratefully acknowledge everyone who provided crucial information necessary for this undertaking because their input was highly appreciated and helped a lot.

Finally, I am extremely thankful to the interns and staff members of Alvi Plastics who were always there and willing to help me if I needed assistance. Their knowledge of office procedures made me comprehend the subject better. I also want to thank them for their facilities which aided my investigation to a large degree. Despite best efforts to ensure a flawless report, I understand that there could be a few mistakes. I regret for 'any unintentional errors' and will try to correct the same in future.

Executive summary

The plastic industry in Bangladesh is of great importance as it encompasses around 5,000 companies that create job opportunities for approximately 1.2 million individuals. Plastic is integral to various sectors such as textiles, healthcare, construction, electronics, energy, automotive, and more. Bangladesh focuses on manufacturing household items, packaging for food and pharmaceuticals, garments, toys, sanitary products, and construction materials like PVC pipes. This study aims to conduct a comprehensive examination of Alvi Plastic's sales operations within the Bangladeshi market, with a specific focus on competition dynamics, market leadership, and strategic positioning. One of the main goals, in this case, is to evaluate how effective these existing advertising techniques are and what factors stand in the way of achieving the desired level of sales management. To counter these challenges, some recommendations have been put forward. Such include the use of active report devices, simplification of the sales process in order to maximize efficiency, assessing and adding new technologies, and putting in place effective customer care systems. Additionally, enhancements to customer support systems and improvements in client assistance mechanisms are suggested. Advanced strategies such as sophisticated data analysis, targeted training programs to motivate sales professionals, and further optimization of sales procedures are also recommended. Moreover, aligning the brand's strategy with emerging successful trends is emphasized as crucial for sustained success in the competitive Bangladeshi plastics industry. This analysis seeks to provide a comprehensive understanding of Alvi Plastic's current market position, aiming to support strategic initiatives that enhance market presence, stimulate growth, and reinforce the company against formidable industry competition. Through the implementation of these recommended strategies, the organization aims to achieve its objectives effectively and ensure sustainable business success.

Key words:

- ❖ Plastic industry, Bangladesh
- ❖ Alvi plastic's: Plastic sourcing company
- ❖ Main goals: customer satisfaction market expansion, supplier relationships, operational efficiency, compliance/sustainability

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CHAPTER I: INTRODUCTION

I.1 Background of the Report

Plastic is one growing sectors in the industry in Bangladesh and it is very much important for the economy of the country. Plastic is a flexible material and can be molded into various shape and used to produce different items of our daily life, as seen around us. For instance, a simple toothbrush, shopping bags, statues, mobile switch, ball pen, decorative plastic flower and many more. Approximately 5000 plastic factories in Bangladesh provide employment to about 1.2 million people and manufacture great varieties of products for local consumption and export. It is worth noting that winsome plastic plays an important role in the textile, healthcare, construction, electronics, energy and automobile industries as well, among others. Almost all types of products are made including domestic utensils, food grade-pouches and containers, fast moving consumer goods, wholesale- bags for garments, dolls, washroom products and calcium-based Pipes for construction.

Plastics-based products account for a decent portion of the overall chemical composition of the country's economy, and the same is stratified with the valuation of approximately BDT 80.54 billion (US\$ 1 billion) where BDT 57.634 billion (US \$714 million) is composed of internal market valuation rest being exports market. The industry consists of about 3,000 manufacturing units with more than two million people employed within the industry, both directly and through indirect means (Recycling International, 2012). The estimation of the annual local sales of commodities made of plastic could reach BDT 150 billion, BDT 20 billion of which comes from the sales of commodities in the category of "Household goods". As reported by BPGMEA, 300 producers annually ship BDT 30 billion worth of plastic commodities overseas, though the domestic market is around BDT 200 billion.

Alvi Plastics displays its skills in manufacturing and adhering to the quality standards through a broad range of products it offers. Within this operation, the company is involved in the exchange.

I.2 Objective of the Report

The focus of this specific research is to enhance knowledge concerning various factors related to success and development in the field of Plastics. Such an evaluation will enable me to look into various industrial principles as well as universal export practices appropriate to the process in question thus equipping me with the right skills in relation to my career aspiration.

The specific objectives of the study are as follows:

- ❖ Assess the active market developments and changing tastes of consumers to come up with better business approaches.
- ❖ Enhance relationships with suppliers and manufacturers for purposes of maintaining quality and reliability in the products.
- ❖ Increase client satisfaction by introducing more customer oriented approach, reducing the time of order processing, and improving response to the clients.
- ❖ Apply a SWOT (strengths, weaknesses, opportunities, threats) analysis.
- ❖ Propose measures to overcome the challenges that have been clearly stated above.

I.3 Motivation of the Report

The rationale behind an internship report on a plastic manufacturing company is subjective. In the first place, it acts as a means to learn the nitty-gritty of the industry, hone practical skills and gain more insights about the business processes in question. Furthermore, the report counts

towards my grades, thus helping me meet the requirements of the academic curriculum. It also presents an avenue through which one can assess the company in question, its merits and demerits, and suggest ways in which it can improve. On top of this, such a report will be useful to the existing literature on the industry and its various aspects. So finally, the report will help him and other interested individuals understand the career dynamics in the plastic industry.

I.4 Scope of the Report

This study explores impact of Alvi Plastic's marketing strategy on sales growth. It combines a review of existing literature with primary research methods, including interviews with customers, and surveys employees, and industry professionals. The goal is to obtain a thorough understanding of how effective Alvi Plastic's marketing tactics are in driving sales growth, using insights from key stakeholders.

I.5 Limitations of the Report

This is my first ever experience working on a project outside of the academic coursework which is a big step into real life. I am in the BBA program and very close to the end of my study thus, trying practical work poses a challenge, since there are no real engagements due to lack of both theory and practice. Additionally, several constraints compound the situation:

- ❖ **Difficulties of time:** There is a time limit for this assessment as well which may limit the degree to which Alvi Plastics different marketing strategies can be expounded on.
- ❖ **Current data are not accessible:** the reliance on secondary sources could result in an inaccurate description of the present marketing status of Alvi Plastics.
- ❖ **Small Sample Size:** Primary research was conducted to a relatively few people and this affects how representative the findings are to the other divisions of Alvi Plastics.

Although the results are predominantly Bangladeshi in nature, they are transferable to other countries due to the extensive business interests of Alvi Plastics.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

The plastic industry is a crucial sector in Bangladesh, significantly contributing to the nation's economy. With around 5,000 plastic companies operating in the country, the sector provides employment to approximately 1.2 million people and produces a wide range of products for all the domestic and export markets.

The plastics industry in Bangladesh is one of the country's most successful sectors, and plastic has significantly transformed our everyday lives. We engage with plastic products in numerous ways, as they play a key role in daily activities, from the morning alarm clock to the dinner table, coffee cups, desktop computers, buses, and airplanes. Plastics are used in nearly every aspect of human life, making things easier and more efficient. People increasingly depend on plastics because of their beneficial properties such as durability, flexibility, versatility, and inertness. Some important characteristics of plastics include:

- ❖ High combustion temperature
- ❖ Low water absorption
- ❖ Polymers have much lower water content compared to biomass
- ❖ Growing availability in local areas

The plastics industries of Bangladesh is relatively new compared to textile and leather sectors. It started as a small-scale industry in the 1960s. However, since the early 1990s, the rise of a free market economy has contributed to the rapid growth of the plastics industry. The plastic sector is one of the most emphatic and export capable sector in Bangladesh's wide range of export business. Plastic market is \$570 billion (Tk47,88,000 crore) and growing at a steady growth of 20% every year. The head of the plastic industry in Bangladesh wants to raise the country's share of the global market from the current 0.5% to 3% by the year 2030. In the local context, the market size of the plastic industry is BDT 40000 Crores and around 80% of the local demand is met through local production. The industry is also experiencing an impressive annual growth rate

of 20%. Per capita plastic consumption in Bangladesh is 6 kilograms, which is half of what it is in India. In comparison, the average consumption in Southeast Asia is nearly 30 kilograms and 40 kilograms in the Middle East.

Top Plastics Company in Bangladesh

1. RFL Plastics Ltd
2. Bengal Plastics
3. Partex Plastics
4. Navana plastics
5. Aman Plastics

2.1 Company Analysis

2.1.1 Overview and history

Md. Ripon is the founder of Alvi Plastic established in 2008 with various registrations. Alvi plastic is a plastic company and a Nobel among plastic industries. Alvi plastic however within the last fifteen years has attained a very high status of a High-Tech Private Enterprise due to his zeal in the production of quality products that are in line with the domestic demand in Bangladesh's ever changing markets. Situated in Bahadur Street, Rajbari, Dhaka City's plastic market locality, Alvi plastics has not only been in the business for more than a decade but has also maintained its good reputation for quality and innovation. The company is a plastic product manufacturing oriented company working on the products, which are needed mostly by its distinguished consumers from across the world who target only very high-end clients. The quest for perfection at Alvi plastic does not rest there but rather continues on the R & D to enable the company launch interesting fresh looks and styles every other year. And these offerings are not

merely given to satiate the yearning of the customers but to delight them in the superior manner that the company knows best.

Alvi Plastics provides a complete range of plastic solutions both locally and in rural areas, specializing in products such as buckets, plates, jugs, and more to meet every day needs. They offer a diverse selection of various plastic items, including products designed specifically for children. The company emphasizes timely deliver and offers online order tracking for added customer satisfaction.

Mission

Our mission is to consistently exceed customer expectations, providing outstanding value that sets us apart from the competition as we strive for limitless achievement.

Vision

Alvi plastic endeavors to be fiscally sustainable, environmentally conscious, and responsible company. The company aspires to lead the market, setting the bar for superior performance within the sector.

Goals

Our goal is to be the leading company in our industry, consistently delivering high-quality products and services to all our clients. We accomplish this by implementing strict quality policies throughout our operations.

Objectives of the Report

The aim of this research is to formulate an understanding of the different facets of success and development within the Plastic industry.

The study's objectives can be summarized as follows:

- ❖ To examine Alvi Plastic's market leadership, strategic stance, and its position within the competitive environment in industry.
- ❖ The purpose is to evaluate the challenges and growth prospects inherent in Alvi Plastic's sales management, with the goal of supporting strategic enhancements.
- ❖ To evaluate the effectiveness of Alvi Plastic's existing marketing strategies, particularly their impact on boosting sales growth. To improve Alvi Plastic's sales outcomes by implementing advanced and impactful marketing techniques.
- ❖ To evaluate and explore the primary factors contributing to Alvi Plastic's sales growth, providing insights into the key drivers of success.
- ❖ To develop actionable recommendations based on the evaluation, aimed at improving Alvi Plastic's sales performance through the adoption of advanced and impactful marketing strategies.

These objectives aim to drive sustainability, competitiveness and growth, within the Plastic industry's.

Market Scenario of the Plastic Industry:

This segment provides an in-depth analysis of the current trends within Alvi Plastic's vast conglomerate. It outlines how Alvi Plastics impacts multiple industries by staying aligned with evolving trends, addressing challenges, and focusing on key factors that influence the market landscape. The purpose is to provide such a comprehensive picture of the Alvi Plastics market that its stakeholders will appreciate the detailed intricacies and prospects within its multifaceted portfolio of businesses.

Market Size and Growth

The plastic sector of Bangladesh is scaling up at a fast pace of 20% year on year due to the ever-increasing domestic and international consumption. During the 2020-21 fiscal year, the industry recorded a considerable market figure of BDT 30,000 crore with the increase of plastic exports that improved to 31 percent which was equivalent to \$117 million (Plastic Industry, 2023). As many as 142 varieties of plastic products are manufactured in Bangladesh, which intends to get 3% of the world market by the year 2030. Bangladeshi plastics industry over the past ten years underwent tremendous changes and today with the market roughly amounting to \$2.99 billion. Of this total, 83.4% is attributed to domestic consumption, while the remaining 16.6% is directed towards international markets.

As for the past few years, in the year 2022, the export figures released by the Bangladesh Plastic Goods Manufacturers & Exporters Association were impressive and stood at a figure of \$1.2 billion and it has been on consistent annual increase of 4.5 percent from year 2014. It is worth mentioning that the packaging is the most significant contributor to the total export, which is in line with the strategy of the country.

The current market size of Bangladesh's plastic products sector stands at USD 4 billion, with projections to grow to USD 6 billion by 2025. This expected growth is driven by factors such as rising disposable incomes, continued urbanization, and the expansion of the industrial sector.

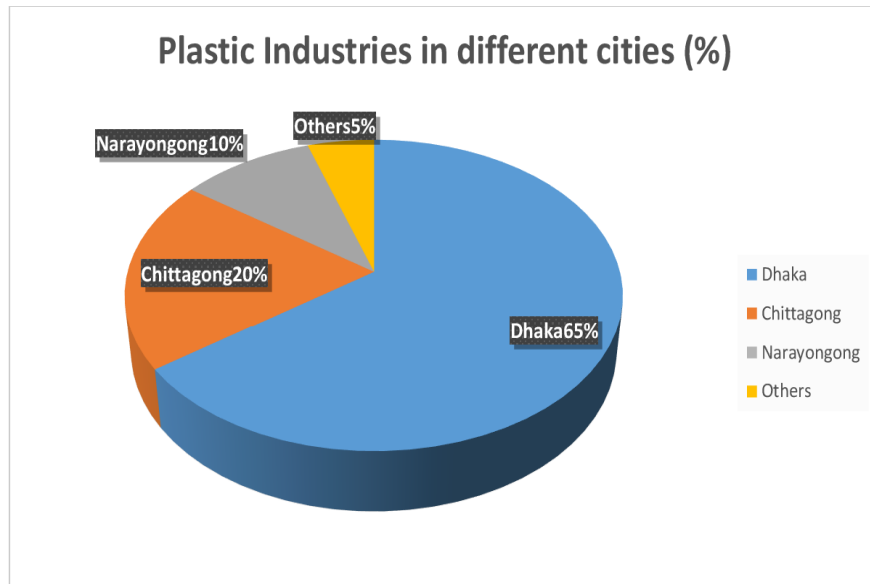


Figure 1: Plastic industries in different cities

Plastic has become one of the most widely used engineered materials in Bangladesh, emerging as a key industrial sector in recent decades. The domestic market is valued at more than several billion euros. With an abundant labor force, large population, and the rapid growth of plastic waste recycling industries, Bangladesh enjoys significant advantages in competing on the global stage. Despite this, the plastics sector remains one of the rapid-growing markets in the country.

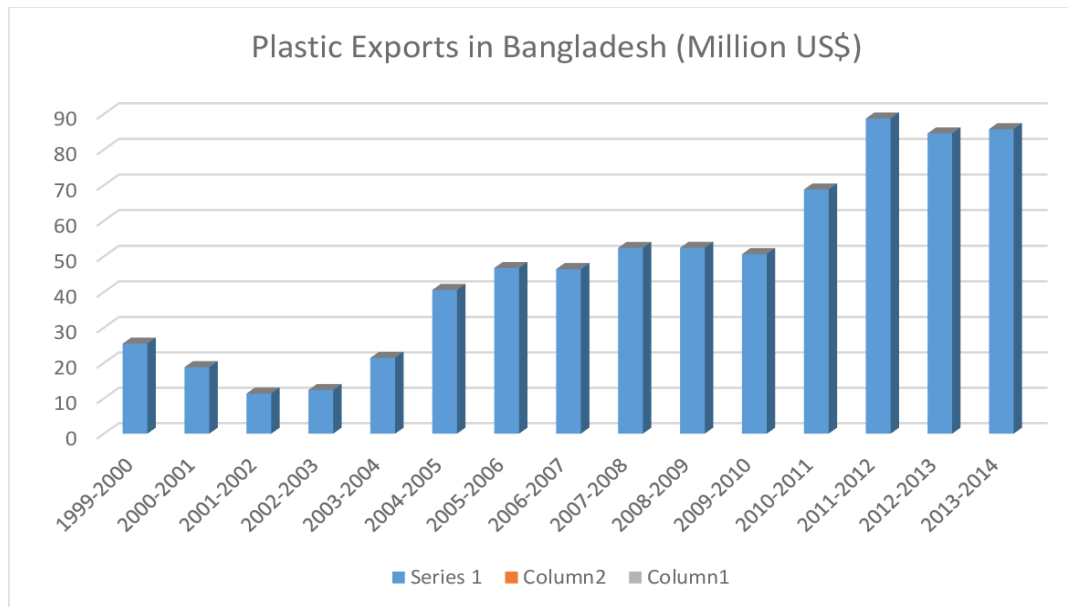


Figure 2: Plastic export in Bangladesh

The plastic industry, known for its wide variety of products, is playing a growing role in contributing to Bangladesh's GDP. Despite being a relatively new player in the export sector and encountering challenges such as a lack of skilled workers, underdeveloped infrastructure, and weak administrative systems, the industry has considerable potential for growth. This paper seeks to evaluate the current export earnings from the plastic sector. By employing a log-linear model, it is demonstrated that a 1% rise in plastic export earnings leads to a 0.75% increase in GDP. To further promote the industry's development, several suggestions are made, including relocating production to areas with fewer environmental risks, government involvement to address administrative issues, and enhancing recycling efforts.

Distribution Channels:

One of the standout features of Bangladesh's plastic sector is its well-established distribution network (Afrooz, 2020). This system allows companies to market their products to customers

across various regions of the country. The methods of distributing the products involves retailing buying gas cylinders at gas station, selling these to some retailers or distributors and finally selling direct to industrial end users, with the latter being a major channel. This network enables businesses to reach customers nationwide, including in rural areas where demand for plastic is on the rise. This broad distribution system ensures companies can effectively reach their target markets.

Import and Export:

The plastic industry in Bangladesh shows an interesting extent of dependence on international trade both for imports and for exports. As the local production rises in volume, it heavily relies on imported machinery and raw materials, which account for approximately US\$660 million in total imports. The main importers include China, Saudi Arabia, Taiwan, Korea and Thailand (Seyoum, 2021).

In parallel, the country has also witnessed a remarkable increase in the exportation of plastic goods, which now accounts for USD 400 million. These exports comprise a range of products from fully finished household plastic products and packaging materials to semi-finished materials such as plastic granules and plastic sheets. Such products are exported to around 80 countries including prime regions such as the USA, Canada, Europe and other South Asian countries.

To ensure the plastic industry of Bangladesh's ongoing growth, it is imperative to reduce the reliance on imports, adopt new technologies and implement green initiatives. Focusing on expanding its export sector and market trends, Bangladesh has all the opportunities to become one of the leading countries in the plastic industries.

Key Drivers of Plastic Market

Bangladesh's plastic sector serves as a prime example of rapid growth in a developing nation. From 2020 to 2023, the market value grew by over 20% annually, exceeding USD 4 billion.

- ❖ **Population Growth and Urbanization:** Bangladesh's population is projected to surpass 214 million by 2030, driving a high demand for affordable and durable plastic products (Wilson et al., 2021). Similarly, Urbanization increases this demand since urban households need several plastic items for all forms of shelter, construction and consumables.
- ❖ **Expansion of the Upper Middle Class:** The rapidly evolving upper middle class and its spending abilities, increases demand for many plastic wares such as toys, appliances, furniture and packing materials. Such an economic trend is anticipated to aggravate further the expansion of the plastic sector with several growth prospects.
- ❖ **Industry Growth:** Thanks to the economic growth and geographical dispersal of clean assets in the textiles, and construction and packaging industries, room for the consolidation of the plastic goods manufacturing industry expands.
- ❖ **Export Growth:** The scope of Bangladesh trade is being enhanced, as the country is not only exporting basic plastic products, but rather higher segment products such as technical plastics, agricultural films, and medical disposables, which assist in increasing the range of exports and the income.
- ❖ **New Plastic Developments:** There is a great potential for the growth of the economy in the advances of bio plastic and recyclable plastic. The search is on to find solutions to the problems created by conventional plastic's.

- ❖ **Affordable Assortment and Standards of Services:** The plastic products of Bangladesh cost lower than the plastic products of other countries worth reproduction making them attractive both to the locals and in the foreign market. The sector is improving the quality of products manufactured and designing them to meet international standards thus making it more competitive.
- ❖ **Government's Backing:** At the very core of the many strategies under the Ministry of Industries, the Government of Bangladesh is fervently pursuing the development of plastic sector, and as such has adopted the Plastic Industry Policy 2018. This policy creates investment opportunities, supports export promotion of goods and services and promotes cleaner production technologies in the industry, among others.

Alvi Plastic market size and growth

Alvi Plastic, strategically located within the plastic market sector, is on a strong growth path fueled by several key factors. As a major player, the company imports machinery from Japan and distributes finished products to local manufacturers in Bangladesh. Its success is driven by the growing local market and rising consumer demand, particularly in emerging economies. By consistently supplying high-quality products to local manufacturers, Alvi Plastic plays a vital role in the plastic supply chain.

The firm's development is attributable to its understanding of enhancing the supply chain efficaciously. Enhancing the procurement process and working on the distribution network helps in increasing the overall efficiency, reducing the expenses, and increasing the speed of deliveries. Utilizing these innovations in efficiency further enhances the prospects of Alvi Plastic. Creativity is captured as the company also attempts to reorganize its structures to offer products outside its core business. Its search for 'green' substitutes and related expansion provide its protection and enhance its position in the market. The increasing focus of Alvi Plastic on sustainable practices contributes positively to the image of the company and helps in attracting the environmental-sensitive segment of customers.

The firm's versatility, effective management of its supply chain, pursuing diversification, value of safety to the company, and initiatives on upcountry growth all combine to place them in a better position to grow in the market and lead the industry.

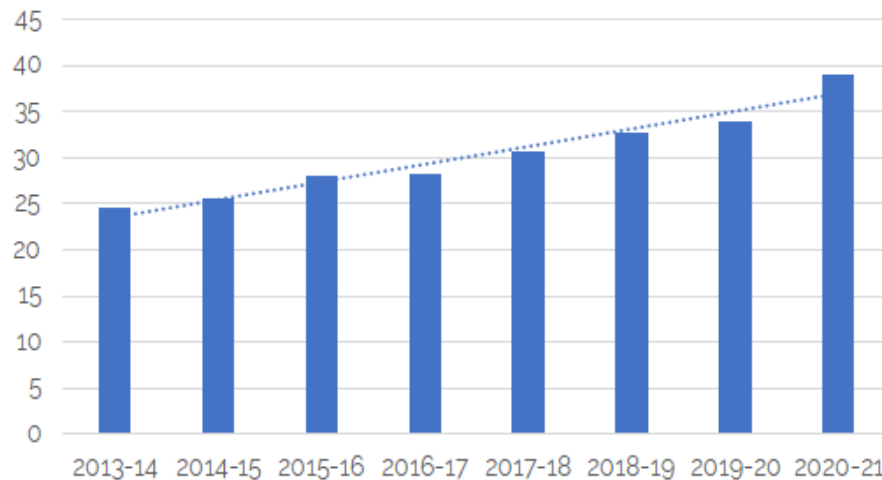


Figure 3: Alvi Plastic growth trend

From 2013 to 2021, Alvi Plastic experienced consistent growth each year. As the industry evolves with new opportunities, Alvi Plastic remains competitive by staying up-to-date with the latest trends, importing high-quality materials, and supplying them to the local market. Their products stand out for their quality and unique features, making them increasingly popular among consumers. The rising demand for plastic products, driven by factors like population growth and shifting consumer preferences, has also contributed to the company's success. Alvi Plastic holds a competitive edge over other manufacturers due because of its cheaper pricing strategy, better distribution networks and enhanced brand equity, all contributing to its constant expansion.

Trend

Taking into account the aforementioned data, we can infer that there is an increasing trend in the company's product demand.

2.1.2 Customer mix

Understanding buyers behavior is essential in marketing efforts since it involves all the actions that can be seen either prior to, during or after a purchase is made. Identifying, analyzing, and reacting to this behavior is key to creating a mutually beneficial strategy for both marketers and customers.

2.1.3 Product/service mix

there are some products of Alvi Plastic:



Figure 4: Some products of Alvi Plastic

Alvi Plastic Bangladesh stands as a prominent manufacturing organization in the plastic industry offering a wide and varied range of products. The Company provides a number of plastic commodities from different categories to serve the diversified needs of consumers. The wide assortment of products offered by Alvi Plastic illustrates the company's preparedness to stay flexible and versatile in the rapidly changing plastic market.

2.1.4 Operations

- ❖ **Network of Distribution is Extensive:** Alvi Plastic has a broad distribution network that spans a significant portion of Bangladesh, accounting for more than 60% as indicated in the study by Wahid(2023), which allows for a wide distribution of the company's products as well as the timely delivery of the products throughout the country.

- ❖ **Sales Team:** Alvi Plastic's sales force is result-oriented, professional and has a system of performance-related rewards, hence the good performance. The company implements customer relationship management (CRM) systems to collect and interpret clients' information making it possible to tailor its marketing and the sales processes. This ensures enhancement of the customer base and retention of the brand loyalty.
- ❖ **Innovative and Diverse Product Range:** Alvi Plastic boasts of numerous innovative and creative products satisfying various market niches. The company is involved in the research and development of new products strategies to cope with its customers ever changing demand.
- ❖ **Competitive Pricing Through Partnerships:** Alvi Plastic offers competitive prices on its products because of the partnership arrangement that it strikes with its suppliers and the effective operation of the production processes. Also they give additional value to the customers for instance provision of technical services and after-sales services.

2.1.5 SWOT analysis

A SWOT analysis provides an avenue within which a company can tackle factors such as its positioning, the quality of the products offered, the weaknesses present, the risks posed, or the advantages obtained. It ultimately outlines the merits which the company possesses over its competitors. It also helps in evaluating the standing of the firm it refers to within the relevant market. The SWOT analysis of Alvi Plastic is presented below to assist the reader in understanding the scope of activities of the company.

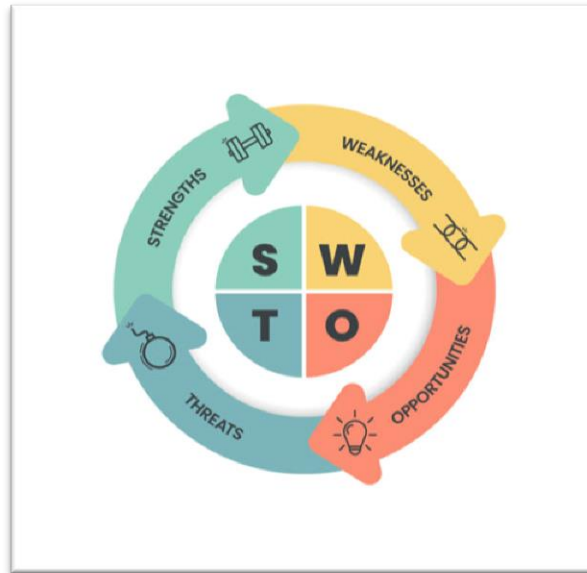


Figure 5: SWOT analysis of Alvi Plastic

Strengths:

- ❖ Alvi Plastic's business management systems are always focused on delivering exceptional service.
- ❖ Alvi Plastic is proud to have a team of dedicated and responsible employees.
- ❖ The company maintains effective communication between senior management and staff.
- ❖ Challenges in adhering to regulations arise due to government intervention.
- ❖ Alvi Plastic is able to provide bespoke products tailored to the requirements of its customers.

Weakness:

- ❖ Government interference poses challenges to compliance with regulations.
- ❖ Dependence on external factors such as the costs of resources, currency and politics is potentially hazardous for the profitability and sustainability of operations.

- ❖ The firm also encounters the competitive advantage rivalry because of the plastic industry where the firm operates is very competitive and may put pressure on prices which in turn reduces profit margins.
- ❖ Operational challenges, including supply chain disruptions and production delays, can hinder the ability to meet customer demands and uphold the company's reputation.
- ❖ Insufficient government policies worsen these challenges.
- ❖ Market coverage in Bangladesh is inadequate.

Opportunity:

- ❖ Each one of them turning towards the newly emerging foreign buyers coming into the market, attracting them within the country.
- ❖ Enhancing the quality of services offered to outdo the rivals.
- ❖ Elevating customer satisfaction levels by provision of superior quality products.
- ❖ Exploiting available chances for achieving high profitability.
- ❖ Use of social media and online advertising to target more customers and make purchase easier for them due to the growing trend.

Threats:

- ❖ Increase in the number of local consumers.
- ❖ Development efforts are hindered by government interventions.

2.2 Industry analysis

In Bangladesh, the plastic industry is one of the key industries and makes a considerable impact on the modern economy. Plastic is a key raw material for many sectors of the economy including textiles and healthcare, building and construction, electronics, energy and transport and

automotive industry. In Bangladesh, the major production focuses on items like household lights, food processing, and packaging of pharmaceutical products, and fast moving consumer goods including garment bags and accessories, toys, sanitary products, building materials like pvc pipes and clay products.

The extraordinary triumph of the plastic saga is today appreciated worldwide. Considering current accomplishments and likely challenges, with adequate control and management, there are excellent chances of its extension and even acceleration. As it approaches however, such great hurdles remain, it's definitely possible for Bangladesh to sail through them. Indeed, the plastic industry is of much significance in Bangladesh in terms of foreign exchange earnings, the creation of employment and the reduction of poverty. At the moment, it is the number one generator of foreign currency and number one employer in the country of Bangladesh.

2.2.1 Specification of the industry

Every aspect of dealing with plastic products, be it pre-sales or post-sales service or concerns such as delivery, pricing among others for the manufacturers or distributors, quality control holds paramount importance. One must also pay attention to such quality-related factors as pricing, delivery and various customer services prior to or following sales activities. The quality of the products supplied to the consumers depends on their prices. Quality management is the system in charge of formulating and executing quality policies in every sector of management. Quality assurance is comprised of all activities of the organization that help achieve a high quality of production output. Inspections are made by a designated person during the process, and how the inspected quality conforms to the acceptance levels is shown on a control chart. The intention of the inspection of plastics is to check a sample of the units from a shipment visually without measuring whether they are within the specifications provided and follow the instructions/samples provided.

2.2.2 Size, trend, and maturity of the industry

There are many sectors such as foods and drinks, consumer products, vehicle manufacturing, and even machinery where an escalation in the need for plastics can be observed. The global plastic market size is at an approximate value of USD 507.16 in the year 2023. Further, it will grow in value to USD 532.64 billion in 2024 and by 2032, it is “estimated” to be worth USD 778.67 billion with a compound annual growth rate (CAGR) of 5.1% from the year 2024 to the year 2032. The worth of the plastic manufacturing in the People’s Republic of Bangladesh, as spoken today, stands around 2.99 billion US dollars. Out of this sum, 83.4% is consumed domestically while 16.6% is set aside for sale in external markets. Together with thermoplastics, domestic consumption as well as production of gas, has displayed a more than phenomenal growth tendency of more average annual growth rate exceeding 20%.

Also the demand for engineering plastics has grown due to their superior strength and durability compared to standard plastics. These materials offer enhanced thermal and mechanical properties while being lightweight and cost-effective. The increasing need for advanced polymer solutions in various sectors, such as machinery, construction, and component manufacturing, is driving market growth. Additionally, the rising trend of replacing metals with engineering polymers is expanding their use across industries like automotive engineering, construction, solar energy, and water systems, as these materials offer significant advantages over metal structures.

In Bangladesh, plastic production mainly centers on household goods, kitchenware, sanitary ware, toys, construction materials, and packaging for processed foods, pharmaceuticals, and fast-moving consumer goods (FMCG). In 2020, the average plastic consumption per person in Bangladesh was 9 kilograms. Currently, 142 different types of plastics are used in production, with this number expected to grow. The sector produces a diverse range of 2,500 plastic items, with value addition during manufacturing ranging between 51% and 70%. In Bangladesh, a significant proportion of household plastic products and packaging materials is manufactured locally.

2.2.3 External economic factors

Economic factors are those elements of an economy or a market which have the capability to impact a company's performance. These external factors are very important in predicting the performance of a firm and investors use them in valuing businesses or even investments. They help in estimating the risk associated with a particular investment and therefore they help in decision making. Alvi Plastic is no exception since it also employs the assessment of the economy for the purposes of forecasting the prognosis of industries in the long run. The focus of this analysis is to help evaluate these elements in regards to their effect on the operational sector of the business and the market as a whole.

There are economic factors both direct and indirect considerably control the micro environment of businesses as they affect supply and demand which control the interconversion of goods and services within an economy. Nearly 75% of exports are influenced by factors external to it. Cost leadership is the primary reason for outsourcing from Bangladesh. It is expected that increases in labor costs will be compensated by improvements in efficiency and sustaining low prices over the long term. In addition to lower wages and tariff preferences, the country of Bangladesh has also the extra benefits of cheap labor and low property costs.

External factors affecting business:

- ❖ **Economic stability:** The economic situation in the states where Alvi Plastic is engaged in the production of plastic goods dictates the volume of consumer expenditure on plastic products. Success for the plastic company is closely related to economic stability in these regions.

- ❖ **Inflation Rates:** Production expenses, prices and strategies all change over time as a result of inflationary changes and hence the definitions and understanding of business environment must be broad based.

2.2.4 Social factors

- ❖ **Public awareness of plastic pollution:** Growing concern over plastic pollution and its environmental impact may influence consumer behavior and government regulations. Assess the current public perception of plastic use in the country and how it could affect Alvi Plastic's brand reputation and market position.
- ❖ **Exploitation of the market:** Sustainable and environmentally friendly products are the focus of more and more consumers nowadays. Describe whether or how Alvi Plastic can change the composition of the products that it offers or the way in which they reckon the products in order to give in to such demands.
- ❖ **Workplace safety and labor rights:** Being an ethical organization, Alvi Plastic must put the interest of its employees above everything else and also adhere to the provision of just labor relations. It is necessary to carry out an assessment of the existing practices of the organization in this respect and see how the shortcomings can be addressed in order to improve the effective recruitment, retention, and public relations management.

2.2.5 Environment factors

- ❖ **Depletion of resources and the effects of plastic production on the environment:** The production of plastic relies heavily on resources that are non-replenish able. therefore, there is a very high risk of harming the environment. Assess the extent of resources wasted by Alvi Plastics and propose measures to enhance the company's environmental sustainability.

- ❖ **Climate change and extreme weather events:** These factors can disrupt supply chains, increase production costs, and damage manufacturing facilities. Evaluate the potential impacts of climate change on Alvi Plastic's operations and explore how the company can adapt to these challenges.
- ❖ **Sustainable Production of Plastics and Circular Economy:** A model of production and consumption is realized under the circular economic model where waste generation is kept to the barest minimum and the use of organic biodegradable synthetic consumption materials is maximized.

2.2.6 Technological factors

Alvi plastic implements advancements in materials, machinery, and business processes, which include:

- ❖ **Advancements in plastic manufacturing and recycling technologies:** Alvi Plastic can leverage emerging technologies to improve production efficiency, reduce waste, and create innovative products. Analyzing these advancements will help determine how the company can utilize them to gain a competitive edge over rivals.
- ❖ **Digitalization and automation:** The introduction of software and automating processes will assist in simplifying Alvi Plastic's business processes, increasing efficiency, and reducing costs. Prior to this, the company's existing level of digitalization must be evaluated to establish possible improvement areas.

- ❖ **E-commerce and online marketplaces:** The emergence of e-commerce and other online platforms provides prospects, while at the same time poses threats, to Alvi Plastic. Exploring how the company can use these channels to attract new customers and expand its market reach is crucial for its growth.

2.2.7 Barriers to entry

Barriers to entry mean obstacles that interfere or make it difficult for new enterprises to participate in the ongoing competition in a given market, therefore reducing its openness and competitiveness. In any competition, it is expected that the markets with higher barriers to entry are not as competitive. These barriers are most crucial in the case of monopolistic markets. Nevertheless, the plastic industry in Bangladesh still remains very competitive that allows small entrants.

- ❖ **Brand Loyalty:** A well-known brand is difficult to compete against, thereby inciting consumers to resist any new competitor in the market. Creating such loyalty often requires significant advertising expenditures, which can act as a barrier to newcomers. In some cases, a brand's consumer loyalty may be so deep that even extensive advertising by competitors may not be enough to challenge the dominant firm.
- ❖ **Limit Pricing:** In this situation, limit pricing entails fixing the price of the goods at such a level that no newcomers would venture to join the market. Although this strategy may reduce profits, monopolistic firms may use it to ward off potential competitors. This approach is closely linked to the concept of economies of scale.

- ❖ **Economies of Scale:** Economies of scale happen when increasing the level of production reduces the average costs. New firms, which will be in the case producing at lower production levels, may have higher average costs making it hard for them to compete with existing firms enjoying lower costs through economies of scale. This cost disadvantage can discourage new entrants into the market.

2.2.8 Supplier Power

Given limited availability of certain raw materials within the country, Bangladesh remains import-dependent which poses no risk in negotiating for favorable terms with its suppliers. Established backward linkages appear to be quite difficult due to this dependency factor and increasing supplier power, still Bangladesh competes successfully in the global context for inputs. The export oriented industry of Bangladesh still retains its appeal to investors as it promises a lot of room for expansion and golden prospects.

At the same time, due to the entrance of numerous local players in the field who apply integrated supply chain management in order to enhance the quality and boost the production, the supplier power is on the rise on the local market. Such firms are becoming more and more supported with the supply of the materials, lightening the production load, rendered by local suppliers who undertake the raw materials and the major parts imports. This is mutually beneficial for the suppliers and Bangladesh's industrial clusters.

Bangladesh with its good image in the global arena is able to get goods and services at a reasonable price from both local and international suppliers. While those trying to supply their products in beneficial conditions are in short supply, they still consider Bangladesh as a market with low risks, disciplined and promising in terms of turnover time and maintenance of appropriate supplies of raw materials. This is important as it also allows the country to build effective networks of supply with insulates the productions operations from interruptions.

- ❖ Many raw material suppliers: Existence of Many suppliers of raw materials makes it impossible for one particular raw materials supplier to dictate and control prices as there are other alternatives.
- ❖ Fluctuations in the prices for oil: Price changes of oil affect the cost structures and pricing policies of suppliers and therefore, indirectly affect Alvi Plastic's profitability.
- ❖ Limitations of local sourcing: dependency on local materials and other inputs translates in some control by the suppliers over the market.

2.2.9 Buyer Power

Bangladesh has a sound understanding of the buying power focused on the procurement process, particularly in concern with the developments by China and India. Such an environment gives rise to alertness among Bangladeshi producers and suppliers, thus, enhancing the room for price and cost discussions. Focus is placed on providing the lowest possible production costs together with trained personnel in order to fit into the global markets. Moreover, cost-efficiency is considered a fundamental to exploiting the buyers' elasticity of demand for Bangladesh delights more than other countries.

The greatest source of competitive edge for Bangladesh remains the ready supply of inexpensive manpower which will act as a shield against new entrants to the market until labor standards improve. It has this rich resource, but foreign and local investors do not rush to do business in Bangladesh. Hence, it offers a chance for other countries to draw the prospective consumers from Bangladesh.

- ❖ **Consumer base:** The presence of different types of customers in various industries means there are not many buyers.
- ❖ **Switching costs are low:** These low costs of switching enable customers to move from one manufacturer of plastics to another hence reducing their bargaining power.
- ❖ **Price sensitivity:** Alvi Plastics' profit margins are further affected by the fact that most consumers are very price sensitive.

2.2.10 Threat of Substitutes

- ❖ **Alternatives to plastics, e.g. paper, glass and bio based materials:** There is an urgent call for other materials like paper, glass and biodegradable alternatives, with the growing awareness of plastic wastes which poses a challenge to the market share of Alvi Plastics.
- ❖ **Alternatives to plastic materials innovation:** The patentable technologies and innovations concerning alternative to plastic materials, have made other products less reliant on plastics thus in turn the need for plastic has greatly reduced.
- ❖ **Product diversification:** Threat of substitutes can be mitigated for Alvi Plastic by the introduction of eco-friendly and innovative products in the company's portfolio.

2.2.11 Industry rivalry

Research on the plastic sector in Bangladesh walks in an extremely competitive environment as it is noted that many companies would want to capture the market share even in the face of

numerous challenges and existence of opportunities. This is greatly influenced by Such Factors Large External Environment and the Degree Profits.

- ❖ **Competition:** The industry has considerable competition, as most of the market is controlled by big companies such as Alvi Plastic, however there are numerous small and medium sized companies in the industry that pose a stiff competition to Alvi Plastic
- ❖ **.Price competition:** The lack of differentiation among plastic products leads to price competition, creating a highly competitive environment centered around pricing strategies.
- ❖ **Geographical concentration:** While Alvi Plastic's presence in specific regions may offer some protection against national competitors, local rivals can still pose significant challenges.

CHAPTER III: METHODOLOGY

3.1 Types of data and method

There are two types of data collecting method.

1. Primary sources

Primary sources of data are put together from the following:

- ❖ Interviews with Alvi plastic company staff members.

- ❖ In-person meetings
- ❖ Citation
- ❖ By means of a phone call
- ❖ To the Book

2. Secondary sources

The secondary data collected from the following sources:

- ❖ Online sources

3.2 Data or Information collecting procedures

In this report I mostly used primary data, I also used different records, process documentation and also conducted some interviews, both formal and informal, in order to draft this report. Other primary data sources were also used.

CHAPTER IV: INTERNSHIP EXPERIENCE

As a marketing intern at Alvi Plastic, I have had the opportunity to learn and gain valuable hands-on experience. From the start of my internship, I have been welcomed into a friendly and supportive work environment, with all staff being incredibly kind. This position has allowed me to put the practical knowledge from my academic studies into action. The office itself is beautifully designed and well-organized, situated in a natural setting. Working alongside a highly experienced team has made this internship both rewarding and enriching for me.

4.1 Position, duties, and responsibilities

In the category of the Marketing Intern at Alvi Plastic, Interaction with team is appreciable. I, as an intern had to perform several tasks including handling, payment processing, invoice checking, stock take and quality control, and record keeping (especially for new assignments) for the firm. Furthermore, during the internship, came the duty of scrutinizing all the Purchase Orders (POs), and other related expenditures.

Despite being a computer-based company, the employees also practice a parallel transaction paper work system. This approach helps to solve the issues with the existence of the actual proof. During my internship, I dealt with some of this paperwork, which meant that I would receive and file the bills.

4.2 Training

As they say, "No battle plan ever survives active combat." This epigram had its practical application made to the interns, especially on the very first day; I came to understand what this meant. The tasks were new to the members, and therefore embracing the overall picture was difficult for the latest member. The fact that she was the only intern attending that particular session increased the tension further. However, in due course, the intern was able to fit into the environment, courtesy of the team spirit that had been established. Over a period of four months interns were assigned several tasks, including but not limited to organizing and facilitating discussions and group meetings. Even though interns were still trainees, they became part of the family and were equally respected like all members. The warm and friendly culture of the work place availed the best avenues for growth and development. Considering various assignments, and intern accepted every single one of them with determination and effort which in turn assisted the accomplishment of the team's goals.

4.3 Contribution to departmental functions

On this internship episode, as an intern exhibited great commitment to the company for example:

Inventory: I keep the record of daily products that comes from factory and also maintain a list of products so that after sales I can report factory manager for new ones.

Bills verification: With the arrival of bills, the next stage is the processing of bills. This entails matching the quantity delivered with the quantity ordered, analyzing the Material Received and Inspection Report (MRIR) in relation to the received and checked quantities, accounting for the quantity of rejected materials that has been excluded from the initial bill, and resolving any problems with the bill if there are any. After these adjustments have been made, the bills are dispatched for payment further processing.

Quality Assurance: Check every single product to make sure there is no defect. Standards and Guidelines like establishing clear quality standards and guidelines that products or services must adhere to is essential for maintaining consistency. Also gathering and analyzing customer feedback plays a vital role in identifying areas for improvement and ensuring customer satisfaction.

Filing and Folder Preparation: There were times when I was required to create personal files and other documents to address a particular problem. Such files were arranged according to the individual employee names and company code. Moreover, I filed the bills to the respective folders for their easy retrieval and management.

4.4 Evaluation

During the final phase of the internship, the intern was assessed in accordance with the Alvi plastic policy by the supervisor. Alvi plastic policy assesses interns based on a set of eight criteria, which include the following ones:

	Excellent	Good	Satisfaction	Fair	Unsatisfaction
Attendance		✓			
Punctuality		✓			
Learning capabilities	✓				
Verbal communication		✓			
Reliability			✓		
Workplace conduct		✓			
Work standard		✓			
Overall efficiency		✓			

4.5 Skills applied

The internship forms an integral component of the BBA program, and it remains one of the requirements for the award of the degree. It gives students a chance to have a real-world experience as they are able to learn and practice in the fields they are interning. Similarly, this time also provided an opportunity to make full use of different skills. During the course of the internship, a number of skills had to be employed, for instance:

Interpersonal skills are an important aspect because a person should be able to effectively relate with others so that the desired communication is achieved. This skill is especially crucial when interacting with customers or suppliers and work colleagues or managers. It is essential to all and the remaining parties to actively create and maintain relations that are pleasing, so that everyone enjoys working together. Interpersonal skills are regarded as an important trait by nearly all

employers, for employees are expected to be in a position to empathize with the feelings of other people.

Teamwork is so obvious even when one is an intern, either when working with other interns or even the company personnel. The achievements in this context depend on the ability to communicate well, relate to others, and focus on the purpose of the team. Teamwork encourages contributions that help balance the workloads depending on individuals' strength and weaknesses so that colleagues can work effectively.

During the period of my internship, I engaged in fieldwork activities such as factory visits and evaluations. I also assisted in record keeping, price analysis, and checking products quality. Accomplishment of these functions was backed by the prior knowledge of marketing strategies. The Marketing Department provided me with an opportunity to practice customer targeting as part of my internship. This knowledge helped me in getting the work done quickly and effectively on both programs. Apart from that, I had a course on other advances studies such as marketing, supply chain management, branding, social relations.

4.6 New skills developed

There were many lessons being imparted during the internship, which would be beneficial in the future - for example, the following.

Initiatives: It was important, while undertaking the internship, to engage actively in order to pursue avenues for value add and champion positive change rather than waiting for the given instructions. I explored ways on how best to streamline work processes and encouraged staff members to help in the designing of processes as well. In this regard, moving forward, it will be important to bear in mind during the interviews that I have such a proactive attitude and people looking for such calmness should be the ones who have very strong roles to play in an organization and are able to deliver without supervision.

Receptiveness: In addition to taking the initiative, I also understood that being receptive to feedback was equally essential. For example, when explaining some errors, I stressed the importance of recognizing the feedback first, followed by a showing of how one addressed the feedback. This way of presenting myself – willing and able to address areas of weakness – reflects my understanding that both personal as well as professional development is crucial.

Corporate skills: I placed much emphasis on acquiring basic corporate skills like working with other workers, managing time, and communicating adequately with others throughout the internship. I was able to learn how to deal with relations and improve productivity as I adapted to the work environment.

Research and analysis: The internships done in relations to my studies, exposed me to some form of research and analysis. During the interviews, I was not shy to present the empirical research works, as this also built up the appreciation that I know how to handle and organize new information as well. That is proof enough that I am capable of performing any duties that may be given to me within the company.

Ability to use the technology: Although I am not an expert on the platform, which the company is looking for, especially in a narrow field, I have basic computer skills. In addition, since I am

good at using the most popular tools, I will be able to adapt to the technological expectations of the company pretty fast.

4.7 Application of academic knowledge

At the start of the internship at Alvi Plastic, I encountered a variety of tasks that I managed effectively thanks to my previous experience. Furthermore, my academic background in courses such as marketing, brand management, and consumer behavior was highly beneficial. Throughout the internship, I developed valuable social communication skills that significantly enhanced my ability to handle various responsibilities. During this period, I applied several aspects of my academic knowledge, including:

Time Management: In every term, effective time management was needed to finish the coursework as well as availing the term assignment on time. This was also very important during the internship where all the activities were done within their given time.

Presentation Skill: The confidence, effectiveness in the audience and the senior staff, and the manager, as well as the other students' relationships, were improved due to the fact that the course was done in trimesters and presentations were given in the course of the program.

Critical Thinking: Critical thinking is the process of identifying the elements of a situation or issue, evaluating them, and reach a conclusion. To possess critical thinking skills is to be ready to inquire, grasp the problem from several viewpoints, and have a creative answer. Its usefulness is often stressed by my teachers in solving difficult problems.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

- ❖ During my tenure at Alvi Plastic, it was evident that the organization was really good at execution of tasks. The organization, which values the principle of fair play in business, has created a conducive and cordial environment. Everybody encourages integrity in their conduct, and all categories of staff appreciate the value of teamwork resulting in enhanced organizational performance. It is however not easy for me to advise companies of this size like Alvi Plastic because most of my colleagues are more experienced, qualified and educated. Nevertheless, I would like to make a few recommendations directed towards improving Alvi Plastic operations:
- ❖ In order to increase Alvi Plastic's competitive edge and clarify the strategic positioning of the company, it is imperative to reorient the product mix in response to the regional market trends characterized by increased demand for eco-friendly and sustainable plastic products.
- ❖ Trainings on the local industry should be conducted from time to time in order to equip the sales team with the relevant skills and knowledge that will help them in that particular local market. The local market will help the team in solving problems and addressing challenges which will in turn help in expansion.
- ❖ Utilize contemporary analytics to understand better the consumption patterns and consumer behavior in Bangladesh to facilitate new direction in strategy and effectiveness of marketing.
- ❖ In order to enhance the efficiency of the sales processes and find out the factors that help Alvi Plastic increase its sales, it is necessary to perform a customer interaction analysis.
- ❖ Include artificial intelligence and other new technologies for better forward-looking analysis in order to compete with other firms within the sector, hence increasing revenue.
- ❖ Through improving client feedback and putting into place a systemic approach to control feedback, Alvi Plastic sets the stage for sustained customer satisfaction and therefore better results of the current marketing strategies.
- ❖ For example, consider adopting real-time reporting mechanisms to hasten the process of responding to the changing dynamics of the regional market for more feasibility and effectiveness of the marketing strategies developed.

- ❖ In order to promote services and services more effectively, there is need to allocate funds for digital marketing services such as SEO, social media and micro brands.
- ❖ Work towards identifying potential additional services for expansion in conjunction with parties such as retail, vendors and suppliers.
- ❖ Present the findings every year and periodically perform market research to analyze the level of demand and supply in the market, the strategies employed by competitors and the changing needs of the customers within the business environment
- ❖ Increase customer loyalty and retention by providing exemplary services, extra value propositions and product and service continual enhancement.
- ❖ Introduce active marketing programs such as contests, coupons, and loyalty programs to win new customers and keep the existing ones.

5.2 Key understanding

This has contributed to a robust comprehension of the workings of the Plastic sector, including aspects such as the supply, demand, trends, and overall structures of the market.

5.3 Conclusion

As a developing economy, Bangladesh has experienced remarkable growth in a variety of sectors, and the plastics sector is also not left behind. This paper seeks to analyze all the factors influencing the development of the industry in the country – economic, environmental, and technological – as well as the drivers, determinants and constraints. Furthermore, it examines

possible measures that can be put in place to ensure that growth is attained sustainably and how important innovation is with respect to the changing trends in the plastics industry in Bangladesh.

Alvi Plastic becoming the most popular brand in Bangladesh's plastics sector. One such analysis is this report which presents the sales activities of the Company in the Bangladeshi market and its perspective on a wide range of these activities in general. It also incorporates comprehensive information considering the market structure, strategies, and competition of Alvi Plastic. The study was intended to study the present difficulties regarding the market of Alvi Plastic. The report provided analysis of the market challenges and growth opportunities faced by Alvi Plastic's sales management. To assess the current marketing strategies, evaluate the problems and challenges affecting the current marketing decisions and recommend better selling techniques, marketing strategies and combinations of these techniques in order to improve sales performance. Alvi plastic's emerges as the preference for local entrepreneurs. Focused on introduction, marketing and selling of quality Plastics that are available in Bangladesh, The company has grown considerable since it recognizes the need for effective marketing and distribution. This in turn, furthers its goals of optimizing processes and making them easier for the actors in the plastic goods supply chain, either the buyer or the supplier.

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