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# Leather Export of Bangladesh, "The Current Scenario"

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Prepared for  
Chairman  
Internship and Placement Committee

Prepared by  
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Institute of Business Administration  
East West University

June 28,2001



June 28,2001

Chairman  
Internship and Placement Committee  
Institute of Business Administration  
University of East-West

Dear Sir:

Here is my report on Leather Export of Bangladesh, "The Current Scenario". This report complies my finding during internship program at Taurus Group Ltd.

The finding is based on primary data collected from extensive interviews held with leather export related persons. Some secondary data has also been used to supplement and support the finding from primary data.

The preparation of this report gives me a unique opportunity to apply my theoretical knowledge of marketing in practical field. I have thoroughly enjoyed working on this interesting topic and shall be available for any further clarification you may require.

Sincerely yours,

*Farida Easmin*  
28/6/01

Farida Easmin

ID-1997110034

## **Acknowledgement**

I could not have completed this report without help and support of a lot of people. Although space constrains me to put every one's name here, I shall at least put in the names of those without whose help this report would never have seen the light of the day.

First and foremost in my list of course my internship supervisor at BBA, Dr. Nusrat Chowdhury. My adviser Ms Afsana despite her very busy schedule, has never hesitated to help me, advise me and guide me in my work. I am forever indebted to her. Md. Mr Faraque Siddiky, The senior officer of Marketing and Sales at TG Ltd Mr. Habib, Marketing Manager Mr. Thuhin, they help me a lot. My internship supervisor and manager Market Research, Mr. Shumit Chowdhury has been very supportive too. A very special thanks are to Ms Shumi Sharmin, Executive off Ms Shumi, and TG Ltd for her overall support (not only regarding this report but in every other sphere as well). I must also thank all the other employees at TG Ltd for their Cooperation.

It will sound rather ungrateful if I forget to acknowledge the help and guidance I got from my teacher at BBA in course of completion of my 40 courses. I am sincerely thankful to all of them.

Thanks are also in line for all the Leather Export Persons I interviewed for giving their time. Leather Buying Houses, Shippers, Leather Buying Association, Leather Export Association and EPB all helped me and I am very thankful to all of them. Thanks also go to every other person who have helped me during my work and whose name does not appear in the above little list.

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## EXECUTIVE SUMMARY

This report is based on a 12-week internship program at TG, the leading leather export company in the country. The report is divided into four parts –the profile of Leather Industry in Bangladesh, Prospects of Leather Export of Bangladesh, Problems of Leather Export of Bangladesh, organization part and the project part. . The main object of the project was to find out what is the reason of decreasing leather export, where is the problem of leather export of our country.

TG Ltd is one of the leading leather exporter groups of Bangladesh. TG Ltd is the flagship of the leather-buying house. It is the single largest leather buying media in Bangladesh based on the success of TG Ltd, the group has embarked on a vertical expansion program in to leather export such as crust leather, Finished leather, leather shoe with this end in view, TG Ltd was set-up in March 16, 1985 as the 100% Export oriented leather and leather goods trader in Bangladesh. The office is situated at Dhaka, Zigatala near Hazaribagh tannery area. In Feb. 1987 to 1998 the company undertook a massive expansion program to increase sales capacity. Presently, TG Ltd has a capacity of selling 1 million sf finished leather export monthly. It exports varieties finished leather such as Cow, Buffalo, Goat China Kid, Drum Dyed etc The company has developed its competitive facilities company to its competitors.

The mission statement of TG Ltd “To become the best leather export Buying House company in the World”.

The structure of the organization is given in the annex. The managing director is at the top most position in the organization all the function of the company are carried out through six distinct functional areas or departments headed by six senior officers. These are -

1. Finance
2. Information technology
3. Export section
4. Marketing
5. Customer's service
6. Human resources-corporate affairs

For the project part, both primary and secondary information were collected. Primary information were collected through questionnaire and interviews with shippers, buying houses and buyers. The secondary information was collected from various sources. The sample size was for shipper 70, buying houses 30, buyer 20 were selected randomly from the database list of TG.

The specific objectives of the project were to find out

1. What is the problem of leather export
2. Where is the main obstacles of leather export
3. How we procure the problem
4. How we can increase leather export of the world

The findings of the survey are as follows

- 1.raw materials problem
- 2.delay shipment problem
- 3.quality problem
- 4.lacking information technology
- 5.price negotiation with buyer and shipper
- 6.Finance problem
- 6.environmental problem.
- 7.child labor problem
- 8 Technician problem
- 9 Machinery's problem

From the above findings, I will recommend the organization to increase in the TG Ltd as soon as possible .But shipper and buying houses have not same agreement to increase leather export.

# **Leather Export of Bangladesh” The Current Scenario”**

## **Chapter 1 INTRODUCTION**

### **1.1 Background of the Report**

This report is based on a 12-week internship program at TG, the leading leather and garments export company in the country the report is divided into two parts –the organization part and the project part. The project parts, the main object of the project was to find out what is the reason of decreasing leather, where is the problem of leather export of our country.

### **1.2 Purpose of the report**

The prime objective of the internship program is provide prospective graduates with on the job exposure and an opportunity to apply theoretical knowledge so far received into real life situation and the objective of the internship report is to meet the requirement for the degree of BBA

Specific objectives of the organization part of this report are as follows:-

- 1.To have an overview of the organization
- 2.To find the organization profile and departmentation
- 3.To identify the corporate culture

4.To have a detail knowledge of the activities of Marketing Department of an organization

### 1.3 SCOPE

This report deals with the export and marketing division of the organization. The primary emphasis was given to Marketing Department and its activities

### 1.4 Methodology

Both primary and secondary information were collected. Primary information was collected through questionnaire and interviews with shippers, buying houses and buyers. The secondary information was collected from various sources. The sample size was for shipper 70, buying houses 30, buyer 20 were selected randomly from the database list of TG.

## Chapter 2 The Organization

### 2.1 Background of the company

TG is one of the leading leather exporter groups of Bangladesh. TG is the flagship of the leather-buying house. It is the single largest leather buying media in Bangladesh based on the success of TG, the group has embarked on a vertical expansion program in to leather export such as crust leather, Finished leather, leather shoe with this end in view, TG was set-up in March 16, 1985 as the 100% Export oriented leather and leather goods trader in Bangladesh. The office is situated at Dhaka, Zigatala near Hazaribagh tannery area. In Feb. 1987 to 1998 the company undertook a massive expansion program to increase sales capacity. Presently, TG has a capacity of selling 1 million sqft finished leather export monthly. It exports varieties finished leather such as Cow, Buffalo, and Goat etc. TG is one of the leading leather finished export trader of Bangladesh. The company has developed its competitive facilities company to its competitors.

Although a little bit land is sufficient for the present venture. The promoter has decided to purchase about 3 acres of land for expansion for footwear in the future. Such a piece of land has been spotted in the Gazipur district. The proposed site is about 40 KM from Dhaka-Tangail road. The distance of Zia International Airport from the site is 25 KM. The finished goods will be air freighted to Europe, America and Japan.

TG is the largest buying media of buying leather house. The financial and operation result of TG for the period 1997 to 1999 are summarize bellow.

At the early stage of TG. It has earned on a specific area to grab the potential market in 1987 it started to export varieties leather where the operate their business. It also inherited a professional and technically competent management and work team in all its functional areas who had also been involved in the leather- buying house for a long time.

TG has been operation more than 15 years with initial focus on leather leading expert. The first two years of service were very difficult for the

company as it was a new buying media for Bangladesh. The employees were unskilled and as a result TG suffered losses due to low capacity Utilization and unleading performance for leather export.

nn, first stage, many buyers can call their order for on adequate leading performance, low skill level, and lack of knowledge, poor inf ast uct re and too many types of order that TG at that time did not have the capacity to export.

Table 1

Historical performance TG		
Particula s (TK) in millon	1997 to 1998	1999 to 2000
Turnover	3.25	2.25
Net profit after tax	1.25	1.00
Fixed Assets	1.20	2.00

## 2.2 Break through in Korea Market:

The 1<sup>st</sup> order was followed by an order from Korea for 10,00000 sf was ca celed due to quality problem of tannery, low service for buyers. However, recently the Korea market for normal leather exported to decline due to recession. As a result TG 's buyers suggested diversifying the leather product line like quality, thickness, grading etc.

## 2.d.Expansion of capacity for European Market:

In September 1998, the Company decided to diversify lt, customer base a d b ga to Search orders in European market. Second order was obtained and the result was very successful. During 1999, TG net profit was d.million and no order cancel with this backward linkage facility, TG. Was able to export

All type of finished leather as buyer's fa f icg a e a h g . i Significant investments were also Cakin3ain Human Resources in order to be able to f L a f advantage of the ai g mented 8spacit f. An in T e s i v 2 a N 2 2 O a 4 8 2 8 T a and training program was started in order to achieve dcardidi produch akthar level as tu canesum possible. urtartous r r h e n a r e n a capacity came R, ghga L e j u s t L g h e political ed S a d M a m d f M a o a e l d i p at the end of 1995 and from e e M a r a a b d a r d a f 1996 the aflax-15et6state of affairs was highly iedghMSdeFior instance .bcgr gr L bfenbi port the largest laDedef of faf country was paralyzed for a month can sequentially, ei erythin6ga3N 5 8 T 3 2 g 1 c g g b c o 2 2 g still. B b a i f e a r a a f a a i f a k i a f i g i was sh L e e i and there faeaf a lot of incidents of order cancellation. Due g r f i these reasoed the factory was e d g a b l e to operate on at full caeacicy of la D h r export during first half f a k t 8 5 .

2.4 Major Breakthrough j ha i Italian Market:

.. '.....f bl akthraf' b w a s required in 1987. Major break through f' d f made in .3e6 Italian Market expecting leather export. The c F b d f b . d a k t w a s broken good rel. c d 9 a o m p t a n n a r i 2 s, Rawhide problem, Thac D e f f a k a s e c a d f i l 2 m etc. The financial 2ey216 eps06 L t d f i a f u g h a n s i a i f a M e a n f e shown in the :IMar b a f B F M a b a f

Particulars	1995	1996	1997	1998	1999
Sales Gross Profit	\$76240	\$73432	\$73233	\$80875	\$85239
Fixed Assets	\$9775	\$15000	\$17245	\$20034	\$24314



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training in designing.

Conclusion: TG has been successfully buying house for both leather and garments. They have survived as ixinay buying media during l.fit ten years. They are in the third pobSoñh of buying house a socapAioakdf for their providing. TG is the leading multinational buying houses in the country this is a great achievement for them.

TG o5sg is to brovsle a better service to his customer it has a broad range of products and it's enjoy the a.ba et leading position in leacQualiPor. It has a good management team and disciplined work force. To become the number one buying house in tax country, it is sub grading iMplants, recruiting the most skilled and efficient executives, introducintfup to daeeIT n atSda.s etc. Recently it has announced its decision of merger with shoe export with America.

- Business enterprises NTfaimed at making aiganprbfic, out of this desire, they try to aScsvstensaustfens is the natural and ar. n objective of every Qualiaksystbaef.dabbThacfs practicable for any prvdurt or service and they are trying tdiprvdfre more productivity during the business period. But since moñt of the business enterprises are ena77sag into the market competition has forced the prTFBe addAdbanfranttroduce their anetlests to the consumers by their productivity, market sdasdy, business policy and the level of competition is very high for arITfua future prospective market. But in eaTffootwear market also there is nodin Bddifferent uñt any other industry. Now Bfdlay there a also going on much arec dmpetition So every d,y sominNeon new coaananaes and their new fashionable shoe and making new design for the cvnsdbecs wants and demand uey are finding new ideas on dasvstchseSd new views for business ablicy and new though for defTaaobsvstaspficnduc in the market. All of are NathSranaganThrsustfigh and gdcia e out with serr ess.

TG Ltd has taken the marketing strategy of serving multiple buyers. In spite of bulk orBGasBéGanBéandifuthe Adel chi of Italy, the largest buyer

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□ **Trade:**

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□ 2.16 Sales:

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The product is sold at the Duty Free Shop of Zia International & imported to 45 countries under direct export and payments are taken in foreign currencies and . . . . . to facilitate the business, it uses agents as middlemen. Presently, TG has an agent for the Italian market named Kaponi & Kaponi. The role and commission structure of agents in different markets is not Italy and Japan varies. . . . . is presently substantially involved in the EU market a distribution channel in the EU countries for footwear . . . . .

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The analysis on the strengths, weaknesses, opportunities and threats faced by TG Ltd major competitor is bellow.

2.17.1 Strengths: -

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2. Better mass merchandising of igdthhgexport in the world.+3

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8.Bsiind price .e.e34 and leather quality than Its competitor,+3

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+2	rs0	ee0	. 4
+3	-2	+11	<u>-4</u>
d3	-4		-15
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3.3 Economic Situation: -

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## 5.5 Leather Industry in Bangladesh

It is difficult to estimate the local market for leather goods on the basis of records, extrapolation, apparent consumption or any other statistical method. There is a lack of data relating to past levels of consumption, income and prices over a period of time. But it is obvious that leather goods in general have now become almost an essential item like food, clothing and shelter, particularly for the upper and middle segment living in the urban areas of the country. The total pair of shoes to be used in Bangladesh depend basically on the level of income and the size of the upper and middle class in the society. It is more so in case of consumption of leather goods, which are relatively expensive and sophisticated. Therefore, for demand estimation, people belonging to the upper and middle class of the society whose monthly income is Tk 5000 and above has been considered.

The current population of Bangladesh is about 130 million. Out of this, as per the statistical data available in Bangladesh 1996, about 10.87 percent belong to the upper and middle class. For demand estimation purpose, 10% has been considered to represent the upper and middle class excluding babies who use different types of leather goods. In this case, around 13.8 million people represent the upper and the middle class. Assuming each pair of quality shoes will last at least two years in view of the fact that the upper class prefer to move here and there in vehicles instead of walking, the estimated current consumption of quality leather shoes will increase at least at the same rate if in the future. On this said basis, the projected demand for leather will be 1.58 million pairs per month.

There are about 100 leather and footwear factories in Bangladesh registered with the Board of Investment (BOI) with an annual production capacity of 7.70 million pairs of shoes and 1 million leather suitcase and bags and 1.5 million pairs of shoes to meet the requirement. The

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the managerial and technical ability to complete this transfer. This is not only a challenge for the domestic industry but also for the government to enter new market segments in a global market.

As a modern footwear manufacturer, the industry has to invest in modern machinery, skilled labor, and technology. It is not only a challenge for the domestic industry but also for the government to enter new market segments in a global market. But there is a need to develop different designs and patterns like UK, Germany, Czech, and India, Bangladesh and Korea also have their interest in the footwear market. Another challenge is that they are still opting locally made spare parts. This is a barrier in reducing capital cost and increasing efficiency.

### 5.3 Political Aspect

Bangladesh is riddled with internal conflict and political instability. The major political parties are the Awami League (AL) and the Bangladesh Nationalist Party (BNP). Incidents highlighting this include the 1990 election and the 1996 election. Each party seeks to make political gains and has organized strikes. The political scenario in Bangladesh has begun to heat-up at the end of 1995 and the beginning of 1996. The prevailing condition of the country is state of emergency and in so doing everything remained paralyzed exports and shaken the buyers confidence. The political situation during first half of 1996 and thereby, could achieve 31.80% capacity utilization terms of pairage capacity. This is not a record for the country in 1996 than expected. The political situation since the parliamentary elections, there have been threats of strikes which could be a hindrance in decision



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## Chapter 6

### Project Part

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## Sampling frame

This refers to lists, indices, maps and other records of a population from which a sample may be selected. The Sample frame in this research is a list of persons from the database of TG.

This refers to maps and other records of the population who is a sampled.

## Sample

A collection of some, but not all, of the elements of the population under study, used to represent the population.

## Selecting the sample method

There are two sampling methods

1. probability sampling

2. non-probability sampling

Probability sampling follows by systematic ways for some selected leather export firms. The organization perceived as the opinion leader in this field for selection of other export persons simple

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 as can in demand decrease.

### 6.3 Raw materials

Raw materials is not available in the country. 50% of the raw materials are imported from tanneries abroad. The remaining 50% is the waste from tanneries. To reduce the cost of raw materials, the government should encourage the tanneries to use local raw materials.

	Percent
On the whole	82%
partly	15%
not at all	3%
Don't know	0
Total	100%

### 6.4 EPB's role in leather export:

Most of the buying houses that are registered with EPB do not carry out leather export. They do not collect sufficient data for the government to monitor the leather export. The government should encourage the buying houses to collect and report the leather export data to EPB.

## 6.5 Delay shipment:

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effect

others

6.11 n,ei3 problem:

Most average price is \$1.70. But buyer's price is \$1.60.


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6a	h4 p2ar7e2 -4.8b AN7p.51e	ti in4
2	8si4 8sl 9d.ss4	in in4
t4	uT+5eA Cp15-b	2.2
4	s5dt77 256aayeA Dp19-b	in ino4
5	oi2all pC2. evas	3.3
5a	s6ven75Nee9N7pl 52e	3.2
7	s5C7a ac76ea5v771 7aseAR7t1 52e	2.1
8	AC73dv7v d4la7b 247iny5-	
9		
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11	Service p42El 5-7b	n in4

# Chapter 7

## Data Analysis

### 7.1 94at -ntt This.

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	5°cth.dr5..	ed%5Thiss..	Cumulative
Yes	50	71.43%	50
7s.	0.	0	50
9.3 ..13 25st	20	28.57%	70
%s.20.	a0.	900. %	

2. 05t t5ot think 0r0. ee42°oe. 5ret reea%or%n05e570a2tt.s. erThis75a02.c°.  
c.ts,%.

Yes		Percent	
	5	7.14%	5
Yes	50	71.42%	55
			70
Do not know	15	21.44%	
Total	70	100%	

4.ii) Will you export leather?

	Frequency	Percent	C.F
Yes	5	7.14%	5
No	65	92.86%	70
Total	70	100%	

4. Do you sometimes delay in shipment?

	Frequency	Percent	C.F
Yes	60	85.71%	60
119	10	14.29%	70
Total	70	1005%	

5. Do you sometimes run short of working capital?

	Frequency	Percent	C.F
Yes	50	71.42%	50
NO	20	28.58%	70
Total	70	100%	

6. Do you have to align a business plan -m

	Number of Responses	Percentage	C.F
Yes	70	100%	70
NO	0	0%	70
Total	70	100%	

6 Do the tax as?

			C.F
Very high	40	57.14%	40
High	20	28.57%	60
Moderate	10	14.29%	70
Low	0	0%	70
Total	70	100%	


7 Do you need the following? (Yes/No)

Yes	ylgk,hgw,.	2hlwmt.	C.F
Yes	65	92.85%	65
NO	5	7.15%	70
Total	70	100%	

8. %py o .y lebs an mOianseeOdon

ondn	aanWin7eln	coaem7en	C.F
soen	50	71.42%	50
eno	20	28.58%	70
nOes2n	70	100%	

9. tOn IOin think 97e5M5moaMsaGana4M sppe sn nslMr sOns iaustsampus  
 -99C 9 E42ritaximsUSItust.r-US

	-antai uus	an Si rus	C.F
	5	7.14%	5
mni	65	92.86%	70
os7ooM	70	100%	

11. 4J G47. Think that it is appropriate in use child dSffi under the socio-

	Aicimchann	Scianinn	C.F
Yes	10	14.28%	10
No	50	85.72%	60
Total	70	100%	

1. ~~you think~~ that it is appropriate in use child dSffi under the socio-

	Aicimchiann	Scianinn	C.F
Yes	15	21.5%	15
No	50	71.5%	65
Do not know	5	7%	70
Total	70		

13. Do you face any problem with buying houses?

de		Percent	C.F
Yes	50	71.42%	50
NO	20	28.58%	70
a83d9	70	100%	

1. Do

decreased

Yes			
No			
Do			
Total			

2 Do

EPB

its

export?

Yes			
No			
Yes			
Do			
Total			

have sufficient timber materials for export **2000**

	Frequency	Percent	
Yes	25	83.3%	25
No	5	16.7%	30
Total	30	100%	

1012 face any other with timber

Response	Frequency	Percent	Total
Yes	25	83.3%	25
No	5	16.7%	30
Total	30	100%	

5. Do you

in shipment?

	oaaMhalamn	n7aa74en	C.F
Yes	29	o7o0n0e	29
NO	1	s5ns50e	nae
98 TMe	oae	aap0e	

6. Do n7ine7saeinuaerrun short 7 ai7a on5cp%9me0a

	eaamialsin	oaapa7en	C.F
Yes	m7e	o at0n0e	29
NO	1	s5ou3e	30
o7g%on	30	c aa0e	

7. o2ed2cea8c3ea28a de4d428atax?

	2746c3-nee	u38n3.ae	C.F
Yes	tua	8u9a	tua
NO	0	0	tua
Total	tua	9 2u9a	

\* Do you p2.Le148as3ax 8aa38Nhe

	s857c3.nee	278n3lae	C.F
Very	ta	3a79a	ta
High	7	a29a	a u a
Moderate	15	ia o3i9a	i4a
Low	5	53ht4a	tua
Total	tua	e3u9a	

9. feel

		Percent	

in

Yes			C.F
Yes			

		Percent	C.F
Yes		32.89	vua
NO	0	3ua	+ua
Total	30	eua	

Table 2. The effect of the 12% import duty on foreign market

	Number of firms	Percent	asda
Yes	4	72.5	p4a
NO	4a	32.5	tua
Total	tua	hua	

13. Do you believe that the social conditions in your country are better than in other countries?

	Yes	No	C.F
Yes	26	45	26
No	3	55%	1
	1	8	

FOR BUYERS:

import 0.Minttl with the tanneries ri

	Frequency	Percent	B.c.Gh
Yes	15	100%	as
bhi	6i	0%	as
Total	15	ass0	

2. How grhhfih if ii SiianBiii with Mg noeitn9

Year	Frequency
0 - s	9
5 e as	4
10 -20	4e
eryeo	cp

you faced any problems with shippers?

	Frequency	percent	C.F
Yes	10	66%	10
No	5	34%	15
<b>87s n</b>	<b>15</b>	<b>100%</b>	

4. Please mention positive sides and negative sides of leather export?

Positive sides

1. Quality is not so bad
2. More varieties product capacity
4. More cheaply finished leather than Italy, America, Canada and Australia finished leather cost.
5. Price is not so much high
6. Technology is not so bad.

Negative sides

1. Delay shipment

2. Quality problem

3. Raw materials price

4. Exchange rate

5. Selection of personnel

6. Contract amendment



times

technical. work

technician work in fdl anLdary3c.

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the f r country.

## 7.5 Findings

### 7.5.1 Shipper

- .t ICst materials, Price, Environment problem is the deir factor of decreasing lea er export. We will have to import Raw materials from other countries.
3. Substitute product: Raxin product is demandable for world market. So, leather export shift decreasing is one of the reasons.
- v.i We have to solve environment protection plant. We have to remove all tanneries from out side Dhaka city.
5. Since all of pdt tanneries machine import from foreign countries and too much expensive. Govt. should not charge any hi of the machineries import. Govt. should also some Machineries parts import so that tanneries will get machineries parts available in our country.
6. Maintenance good relation with shippers and buying houses.
- a.i Follow JIT Shipment schedule (tannery, buying house and cargo company)
8. Easy of getting information lt world market about present market situation.
9. There will 2475e any child labor in pp dmdrt

We, 219 to 41 as R. 8 ss 8 Large lts - 79 Rel

### 7.5.2 Finding for buying house

- **Delay** shipment is the main factor for leather export buyer dissatisfaction. So they will have difficulty following up of dissatisfaction.
- **Quality** of leather export is essential problem for buying houses. So they have to know about leather quality.
  - They have to know about the latest technology system for getting information quickly.
- Buying houses have to know global leather market information.
- Buying houses have to maintain a stable price from buyers and shippers sides.
- Buying houses must have adequate leading performance to expert buyers between buyers and shippers.

### 7.5.3 Finding for exporters

- Buyer must know Bangladesh leather market situation
- They must have faith about their buying agent's work on behalf of them.
- They must know Bangladesh business legal and restriction
- They must maintain a good relation with their buying houses.





- Manual Questionnaire -

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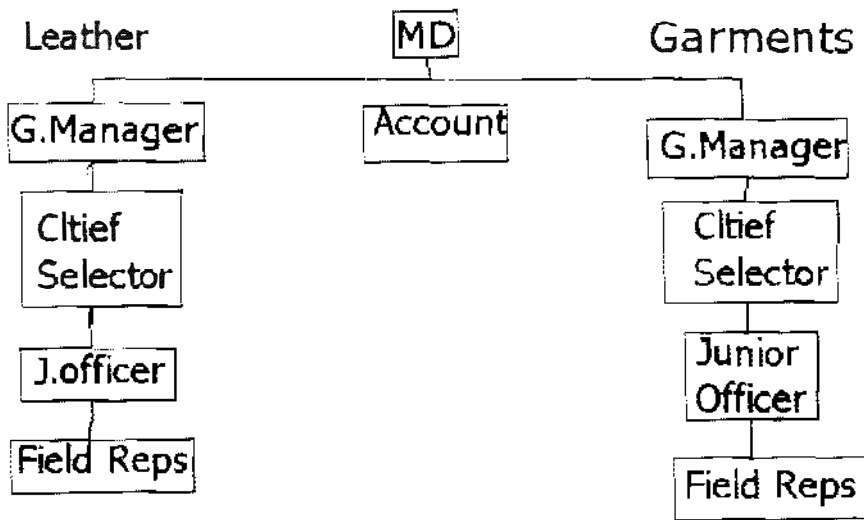
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7. Do

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9. Do the following

0.3 & 1.11 ... the ...

11. ... think ...

12. Do the following ... the socio-economic ...

13. & 1.11 ...

Buying ...

1. Do the following ... decreased in ...

2. Do the following ... export?

3. Do the following ...

4. Do the following ...

5. Do you sometimes have any...?

6. Do you have any... with capital?

7. Do you have any... export tax?

8. Do you consider the... rate as?

9. Do you feel the need for environmental protection plan?

10. Do you have any child labor in your factory?

11. Do you think that child labor is the main reason for the dissatisfaction with your product?

12. Do you think that the child labor is the main reason for the dissatisfaction with your product?

13. Do you think that child labor is the major reason for the dissatisfaction with your product?

14. Do you think that it is the main reason for the socio-economic condition of our country?

### For buyer

1. Do you have any leather goods business in the tanneries of Bangladesh?

2. How long have you been doing business with Bangladesh?

3. Have you had any problems with shippers?

4. Please state the positive and negative aspects of leather exports?

## Manual of the Questionnaire:

### shipper

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meF0es0 ehr7.0-P

1. This question aimed is to know the views of exporters, importers, and buyers, and to know the self to know the environment of tanneries areas.

2. This question aimed is to know the reasons for the implementation of the leather export promotion plan, or to know the reasons for the continuation of the plan.

3. This question aimed to know about child labor in the leather industry for the tanneries.

4. This question aimed is to know the major reason of buyer dissatisfaction.

5. This question aimed is to know whether child labor is not acceptable under socio economic conditions in the leather industry.

6. This question aimed to know the reasons for the implementation of the leather export promotion plan for the tanneries.

7. This question aimed to know the reasons for the implementation of the leather export promotion plan of buyer dissatisfaction.

8. This question aimed to know whether child labor is not acceptable to under socio economic conditions in the leather industry.

9. This question aimed to know the major factor for increasing leather export.

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9. This is the

10. This study is about the relationship between the number of leather goods exports and the number of leather goods imports in the United States.

11. This study is a major reason of buyer dissatisfaction.

12. This study is to determine the relationship between the number of leather goods exports and the number of leather goods imports in the United States.

13. This study is to determine the relationship between the number of leather goods exports and the number of leather goods imports in the United States.

14. This study is to determine the relationship between the number of leather goods exports and the number of leather goods imports in the United States.

15. This study is to determine the relationship between the number of leather goods exports and the number of leather goods imports in the United States.

16. This study is to determine the relationship between the number of leather goods exports and the number of leather goods imports in the United States.

### 6.16.3 Oeor7ao

1. This question is aimed at testing your understanding of the relationship between the exchange rate and the balance of payments. It is worth 5 marks.

2. This question is aimed at testing your understanding of the relationship between the exchange rate and the balance of payments. It is worth 5 marks.

3. This question is aimed at testing your understanding of the relationship between the exchange rate and the balance of payments. It is worth 5 marks.

4. This question is aimed at testing your understanding of the relationship between the exchange rate and the balance of payments. It is worth 5 marks.



5. This question is aimed at testing your understanding of the relationship between the exchange rate and the balance of payments. It is worth 5 marks.

# Bibliography

1. Philip Kotler “Principles of Marketing”
2. Carl McDaniel, Jr. “Contemporary Marketing Research”
3. Roger Gares. “Contemporary Marketing Research”