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S. Alam

# Analysis on the Marketing Strategies of LCD Television

# Internship Report

Analysis on the Marketing Strategies of LCD  
Television

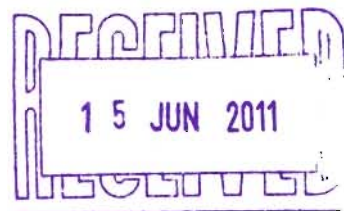
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**Date of Submission: August 18<sup>th</sup>, 2010**

## East West University

18<sup>th</sup> August, 2010

Mr. Sayeed Alam

Intern Supervisor

East West University

Dhaka

**Subject:** Submission of the Intern Report named “Analysis On The Marketing Strategies Of LCD Television”

Dear Sir,

I am pleased to inform you that, I had been able to meet the schedule to complete the report on “Analysis on the Marketing Strategies of LCD Television” in relation to the internship course.

I have tried to employ my best knowledge to prepare this meticulously as possible and surely it had offered me the opportunity to enhance my knowledge.

Furthermore, if you have any queries about this report, please ask me for further cooperation.

Sincerely Yours,

Tarzia Tasneem

ID: 2005-3-14-016

Department of Business Administration

## **ACKNOWLEDGEMENT**

I would like to thank my faculty Mr.Sayeed Alam, for allowing me to prepare this report and then helping me to develop the marketing strategy of LCD televisions. It would be literally impossible for me in completing this report without his generous assistance and continuous feedback.

I would also like to extend my gratitude to Mr. Tanyem Quarrar (Marketing Service Director), at Singer Bangladesh Limited for helping me to develop my report and explaining the competencies and the existing promotional campaign of Singer and the market scenario of LCD televisions and also the competitors positioning.

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## **Executive Summary**

In Bangladesh Singer Bangladesh Limited is a well established multinational company. It is a subsidiary of Singer Asia Limited which is engaged in the retail distribution of a wide variety of consumer durable products in selected emerging markets in Bangladesh with consumer credit and other financial services available to qualified customers. In some of the markets, Singer Bangladesh Limited is recognized as the leading retailer of products for the home. The company has a long variety of products. As consumers are to be satisfied with singer products, the company is always interested in market research to find out what kind of product has the right demand and takes steps accordingly to launch that to meet customer demand.

For more then 150 years Singer Bangladesh Limited is engaged in the distribution of consumer durable products through retail stores and wholesale channel. This is a business with significant potential to grow along with these emerging economies and the expansion of their consumer middle class.

For the changing dynamics of consumer behavior – luxury goods are now being perceived as necessities with higher disposable incomes being spent on lifestyle products. There is a noticeable shift in the consumers' preference in favor of higher-end, technologically superior branded products, the demand being spurred by increasing consumer awareness and preference for new models and different brands. This situation I find out in LCD market of Bangladesh. This is extremely growing up with a huge potential market in our country. LCD TVs catch the attention of customer and day by day it appears the LCD television is the craze. People are greatly interested in purchasing LCD televisions to get a cinematic viewing experience.

## **Introduction:**

Singer Bangladesh Limited is household name in our country. It is recognized as the leading retailer of products for the home. Singer has been operating in this region (now in Bangladesh) since 1905, when the first Singer sewing machines went on sale at Chittagong and Dhaka shops. Today, Singer Bangladesh Ltd. is a large, diversified company with unmatched presence throughout Bangladesh. It remains a member of the worldwide Singer family.

Singer has been operating in this region since 1905, when the first Singer sewing machines went on sale at Chittagong and Dhaka shops. Beginning with the sewing machine, Singer's product portfolio has diversified to cover to encompass a highly successful multi-Brand strategy combining products of top world marques with the company's own products across a range of household, industrial and financial categories. Singer holds the majority shareholder in the company, holding a stake of 80%. The public shareholding accounts for 20%. Singer Bangladesh was listed with the Dhaka Stock Exchange in 1983 f and Chittagong Stock Exchange in 2001.

The Singer Company virtually began its business with the above statement. They were the first to introduce the "hire purchase" scheme, whereby customers could buy the product now and pay later. This system required extensive ling term relationship with the customer. So, Singer began with a customer-oriented Culture which was rare at that time. This is reflected in the company's vision, mission and statements.

## **1.1 SINGER: HISTORY**

Since 1851, the name Singer has been identical with sewing. The spirit of practical design and creative innovation that characterized the company at its beginning continues today as we develop products for every level of sewing. We have celebrated many firsts, including the world's first zigzag machine, the first electronic machines and we now proudly produce the world's most advanced home sewing and embroidery machine. From home décor and clothing construction to embroidery and quilting, SINGER® is dedicated to help people express themselves through sewing.

In 1851, with a borrowed capital of only \$40, Isaac Merritt Singer set up a company to manufacture and sell a revolutionary product – a machine to automate and assist in the making of clothing. Little did he realize that the newly formed I. M. Singer and Company was destined to become the world leader in the manufacturing and distribution of sewing related products and that the Singer brand name would one day become famous around the world.

Founded in 1851, Singer is one of the world's leading sellers of consumer and artisan sewing machines. To date, Singer maintains a strong international presence, with manufacturing facilities in Brazil and China, 10 overseas marketing operations and a network of third-party distributors selling product in more than 190 countries. The company has a long history of innovation in the sewing machine industry, having produced, among other breakthroughs, the world's first portable machine in 1921 and its first computer-controlled machine in 1978.

As a youth, I. M. Singer, a native of Troy, New York, had an exceptional aptitude for mechanical things. Born in 1811, he spent his early adulthood as an actor. At the age of 38, he settled in New York City and devoted his time to become an inventor. His fascination with early attempts at automating the sewing process grew and by 1853, the first Singer machines, manufactured in a New York City factory, were selling for \$100. Two years later, with a first prize at the World's Fair in Paris, Singer originated the "hire-purchase" plan to increase sales, the first company ever to do so. This plan was to have almost as much influence as the brand name itself. Today, over half of Singer's sales in developing countries use this method of payment to generate sales and additional income.



Ten years later, the newly incorporated Singer Manufacturing Company held 22 patents, with annual sales of 20,000 machines. In 1867, Singer opened its first sewing machine factory outside of United States in Glasgow, Scotland. By 1880, world sales exceeded 500,000. Additional factories were established in the United States and within no time, one of the best known emblems – the Red “S” Girl trademark – became familiar worldwide.

By turn of the century, many exciting developments had taken place within Singer Manufacturing Company. In 1885, Singer introduced the first electric sewing machine. By 1890, the company claimed an 80 percent worldwide market share, with sales heading towards 1,350,000 machines. In 1904, a separate subsidiary, the Singer Sewing Machine Company, was established to handle sales and distribution in the Western Hemisphere and beyond. At this point, Singer’s rich heritage had become firmly established around the world. Singer Thailand provides an early example of this heritage. In 1863, the governess to the King of Siam presented a sewing machine to the King, heralding Singer’s presence in Thailand. This example was repeated in other parts of the world over time.

In 1908, the Singer Building at 149 Broadway in New York was inaugurated. The 47 stories building, which was the tallest in the world at the time, remained Singer’s corporate headquarters for the next 54 years. Singer soon moved into the manufacturing of industrial sewing machines, and in 1975, introduced its first electronic sewing machine. Singer’s manufacturing facilities are now strategically located around the world with major facilities in Brazil, India and China. In 1960 Singer Corporation brought a change in the business philosophy of the company. After dedicating more than a hundred years to manufacturing and marketing one single product – the sewing machine -- Singer began diversification of its product range. It acquired Packard Bell Electronics in 1966 and General Precision Equipment Corporation in 1968. Singer's manufacturing base of electronic and electrical products gradually spread in Asia, East Africa, Middle East, Latin and South America. Today Singer's name is synonymous with household goods across the World.

## **1.2 SINGER: BANGLADEH HISTORY**

### **100 Years of Operation in Bangladesh**

The presence of SINGER in Bangladesh dates back to the British Colonial era when the country was a part of the Indian sub continent. The first operation of Singer in Bangladesh began more than 100 years ago, i.e. in the year 1905. Later two sales centers were set up in Dhaka and in Chittagong.

After the partition of the sub-continent in 1947, Singer in East Pakistan operated as a branch of Singer Pakistan. With the emergence of Bangladesh on December 16, 1971, the East Pakistan Branch Office was elevated to a Country Office.

A change in the investment policy in 1979 created new business opportunities and Singer registered as an operating company. In 1983 the company was listed with Dhaka Stock Exchange (DSE) and in 2001, it was also listed with the Chittagong Stock Exchange.

### **Product Range Diversification**

Since its inception in Bangladesh, the name Singer has been synonymous with the sewing machine. Although sewing machines are Singer's core business, the Management realized that this product alone could not substantiate growth for longer periods. This realization led to a diversification into numerous product ranges. Thus, the transformation of Singer from a single product sewing machine company into a multi-product consumer durable company began in 1985 for further growth and expansion.

This diversification into consumer durables has continued unabated. At different times Singer has introduced Color and Black & White Televisions, Fans, Washing Machines, Irons, Microwave Ovens, Rice Cookers, Audio Products, Air Conditioners, Motorcycles, Instant Power Supply, DVD Players, Dish Washers, Room Heaters, Water Heaters, Vacuum Cleaner and Kitchen Appliances. Laptop and Desktop Computers are among its newest offerings.

Today Singer Bangladesh is a household name. It has earned the trust and confidence of the consumers and is one of the leading manufacturing and marketing companies of consumer durables in the electronics and home appliance sector of the country.

As part of company's continuous diversification program in 2006 Singer ventured into the manufacturing and marketing of household and industrial cables with the promise to keep your home safe.

**Multi Branding:**

With introduction of Singer plus stores is to provide valued customers with a variety of choice under the same roof. Singer is offering products of world famous brands with Singer branded products at Singer plus stores. Consequently same world famous brands like – Samsung, Haier, Whirlpool, Hitachi, MEG.XL, Kodak, Philips, Emeishan, Moulinex, Sebec and Yashica along with Singer branded products is available at its outlets.

## **1.3 CORPORATE DIRECTORY**

### **Board of Directors:**

#### **Chairman**

Mahbub Jamil

#### **Managing Director**

A. M. Hamim Rahmatullah

#### **Directors**

Akhter Imam

C.K.Hyder

Tobias Brown

Peter James O'Donnell

Gavin J.Walker

Sajidur Rahman Khan

#### **Company Secretary**

Muhammad Sanaullah

### **Audit Committee:**

#### **Chairman**

C. K. Hyder

#### **Members**

Akhtar Imam

A. M. Hamim Rahmatullah

#### **Secretary**

Mohammad Sanaullah

### **Management Committee:**

#### **Chairman**

A. M. Hamim Rahmatullah

#### **Members**

Sajidur Rahman Khan

Muhammad Sanaullah

Akram Uddin Ahmed

Tanyem Quarrar



Mokbulla Huda Chowdhury

Md.Ashgar Hossain

**Member Secretary**

Mokbul Ahmed

**Chief Financial Officer**

Akram Uddin Ahmed

**Internal Audit manager**

Abu Zafor Md.Ahmed

**Auditors**

Rahman Rahman

Chartered Accountants

**Legal Advisor**

A. Imam and Associates

Barrister & Advocates

**Bankers**

Dhaka Bank Ltd.

Eastern Bank Ltd.

Commercial Bank of Ceylon Ltd.

The Trust Bank Ltd.

Citibank N A

Pubali Bank Ltd.

Bank Altalah Ltd.

Standard Chartered Bank

**Registered Office**

39 Dilkusha Commercial Area Dhaka- 1000

**Corporate Office**

5B, Road -126

Gulshan- 1, Dhaka- 1212

**Singer Manufacturing Complex**

Rajfulbaria, Jhamur, Savar Dhaka- 1340

**Associate Companies:**

1. International Leasing and Financial Services Ltd. (ILFSL)

## **1.4 Company's Mission, Vision, Objectives and Strategies**

### **Singer's Vision**

*To be the most admired and respected family company in the country.*

Singer has been successful in realizing this vision by creating a lasting brand name in every household all over the world. Singer has continued to expand in the field of consumer durables by acquiring new companies producing related products.

It also describes aspiration for the future, without specifying the means necessary to achieve those desire ends. Singer has continued to expand in the field of consumer durable and also increasing social responsibility. It has created a lasting brand name in every household all over the world.

### **Singer's Mission**

*Our mission is to improve the quality of life by providing comforts and conveniences at affordable prices.*

The mission statement emphasizes on the company's inclination towards fulfilling the need of the people, by offering them a novel set of quality products at a reasonable cost. Over the years, Singer has come up with a variety of goods like Sewing Machine, TV, DVD, Air-conditioner, Refrigerator, Computer etc. to meet the ever-changing needs of people.

A vision becomes tangible as a mission statement. This statement has some parts, those are listed below:

- Improve the life of people.
- Providing comfort and conveniences.
- Affordable price.

Last but not in the list,

- Providing service generation to generation.

These entire conditions make Singer mission successful.

## Singer's Value

*To treat our employees, recognizing them as assets of the company to honor and maintain high ethical standards.*

1. **Consumers:** Singer lives up to the expectations of a responsible Organization by contributing to the improvement in the Quality of life of our customers through outstanding product & services.
2. **Employees:** Singer respects each other as individual and encourage cross functional teamwork while providing Opportunities for career development.
3. **Shareholders:** Company provides a reasonable return to our shareholders while, safeguarding their investment.
4. **Suppliers:** Singer develops its suppliers to be partners in progress and share company's growth with them.
5. **Competitors:** Company respects its competitors and recognizes their contribution to mixed value.
6. **Community:** Singer conducts its business by conforming to the ethics of our country and share the social responsibility of the less fortunate.

## Singer's Objective

*To be the market leader in our Product range and Market Segment.*

Provide our consumers with the best service & shopping experience in the country. Provide our consumers with products of latest technology. Develop our employees to achieve their real potential. Provide our shareholders with steady asset growth and return on investment above our industry norm. Grow our revenue and profits at a rate above the industry norm.

### **Management Strategy:**

Singer Bangladesh consistently focuses on growth and risk minimization through product diversification and increasing the market share of existing products by responding to changing customer needs.

### **Achievements:**

**SINGER BECOMES ISO 9001: 2000 Company:** Singer Bangladesh Limited has been awarded ISO 9001: 2000 in recognition of the organization's Quality Management System. The area of this certification will cover manufacturing and marketing of domestic cables and power cables, television, motor cycle and other consumer durables. Singer Bangladesh Limited is committed to offer quality products and service by maintaining quality at each and every level of its operational process. Achieving ISO 9001: 2000 is a reflection of its continuous effort to improve quality and maintain high ethical standard in every sphere of activities.

Although sewing machines are Singer's core business, the Global Corporation realized that this product alone could not substantiate growth for longer periods that leads to diversification of products. In 1985 Singer Bangladesh transformed into a multi-product consumer durable company in Bangladesh as has been in other countries. Today Singer Bangladesh is a household name. As part of its global diversification and spreading out strategy, Singer stepped into manufacturing and marketing of domestic and industrial cables in 2006 with the promise - Safety You Can Trust.

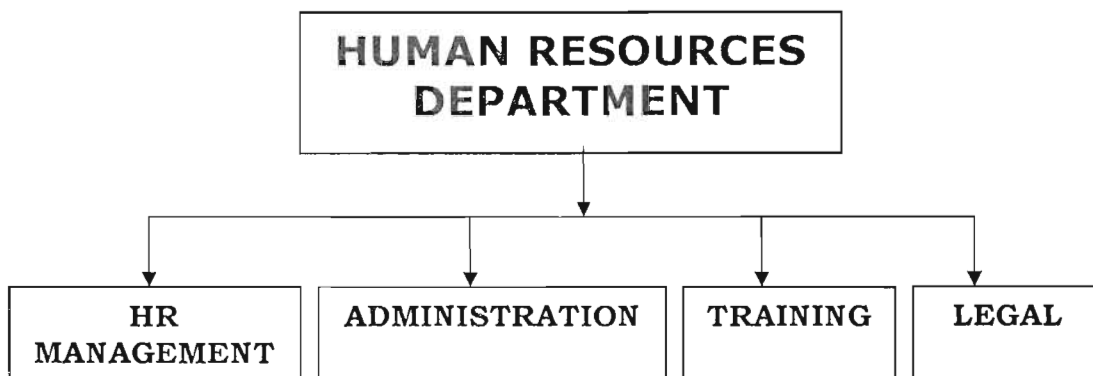
The new cable industrialized plant with most modern machineries combined with the sophisticated QC lab has been established at its own Complex at Savar, at the outskirts of Dhaka. The factory is well equipped to construct cables conforming to Bangladesh and international principles. A team of highly competent professionals are working at the plant to ensure top quality with excellent service. The plant is using best quality raw materials.



## **2.1 DIFFERENT FUNCTIONAL DEPARTMENT OF SINGER**

### **HUMAN RESOURCES DEPARTMENT:**

In a company Human Resource Department is a bridge between employee and employers. The success of any business organization depends on the quality of its human resources, their caliber and commitment. Singer Bangladesh is committed to ensure that the company is capable of continued growth and prosperity by fulfilling customer's needs and to offer employees with high level of job contentment. Creating harmonize and healthy working environment, Singer values its Human Assets and loyal to their growth and prosperity. Consequently, company's personnel initiatives are designed to encourage open announcement, inspiration, innovation and initiative. Because the Company believes well trained and proactive employees with high level of job satisfaction will ultimately contribute to the increase in profitability of the Company.



**Major functions of this department are:**

- Recruiting, transferring, promoting and terminating of employee.
- Arranging training both in-house and outside.
- Personnel policy evaluation and implementation.
- Maintaining protocol, counseling and discipline of organization.
- Legal aspects.
- Organize all types of workshop, seminar, and meeting.
- Arrange annual picnic.
- Recording employee's salary, leave administration and annual performance evaluation.

**HR Management**

The following activities are conducted by this unit-Personnel Policy formulation

- Human Resource Planning for the company for the next year
- Labor union handling
- Disciplinary action
- Promotion- Final Evaluation of employee is done by personnel manager with consideration of suggestion from respective departmental head.
- Construction of collective bargaining committee consisting of one member from personnel. and one from finance dept, & one from the factory management
- Preparing Job description and keeping records of all employees
- Determining over-time
- Bonus & salary administration
- Increment of salary purpose
- Travel and holiday planning
- Office maintenance including water supply, fax, telephone bill payment and administration
- Repair maintenance

**Legal and Administration:**

The Law & Admin Officer performs all the legal functions as well, as some of the administrative duties.

**Administrative Function:**

- Transport Maintenance.
- Insurance.
- Land, Property, Building Maintenance (Lease agreement).
- Telephone and fax installation & Maintenance etc. for BMO and four Plants and executive residence.
- Implement disciplinary action (inquiry committee formation) e.g. trade union (in ESSCO & Sewing machine factory).
- Law & Admin. Officer acts as a committee member when every 2 years negotiation takes place with management.

**Legal Function:**

- Ensuring and monitoring safety facilities for both plant & office, according to the law.
- All legalities involving Plant / showroom/ office/ ware-house acquisition.
- Following up the contract with shop manager.
- Following up the contract with sales agent.

**Training & Development**

This unit has been added to the HR Department in the early 1995, and is run by the training officer. Field-level training for shop managers have been initiated from then on. The training officer also arranges, organizes, conducts, coordinates in-house training for the all employees as well as, organizing outside training for management level employees on specific areas that may augment their skills and sharpness. For example, recently, a training of "Finance for Non-finance Managers" was arranged and conducted for the Singer employees.

Singer has given particular emphasis on training for shop managers, because they are the ones who deal directly with the customers, and the company's success depends on them.

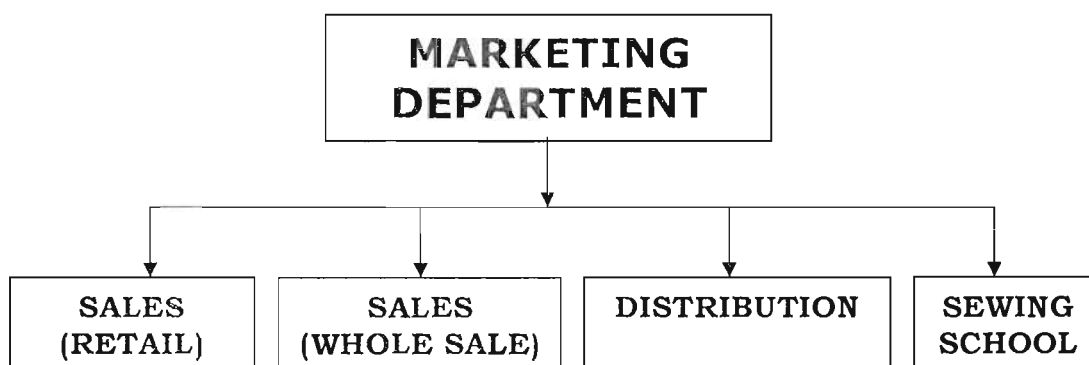
## MARKETING DEPARTMENT

Singer Bangladesh has a unique retail network. Its products are sold at more than 250 outlets across the country. These are strategically located all over Bangladesh. Singer is the only company in the country with such a wide-ranging retail network. As a retail company, marketing consumer durable products, Singer's efforts have been focused on the store-merchandising concept. The company has successfully given a different perspective to all the retail stores keeping in mind what makes up for a good shopping experience.

This division is headed by the Marketing Director, who is reportable to the Managing Director (MD). Under him have three units:

1. Sales
2. Distribution
3. Sewing School.

Marketing Director is assisted by two National Sales Managers. One is for Retail part another one is for Wholesale part. Also reported by Deputy Manager, who is assigned for Distribution part and Assistant Manager, who is assigned for Education part. All other employee works for this department and all time get connected. By this they report to their superior.



## **National Sales (Retail)**

National Sales Manager always looks after all sales center and display of sales promotional materials. Arrange control activities, forecast of sales and budgeting. Ensure business escalation and expansion of business activity. Act as bridge between sales force and other managers. Monitor Area Managers and so on. Set up new shops or agents. Determine logical movement of goods. Sales report generation. Monitor inter-area shop to shop transfer of inventory. There are many executive and non executive level people work under National Sales Managers. By them National Sales Managers run and control retail sales operation. Those positions are:

**1. Area Manager:** The seven area managers are responsible for all the district managers in the respective areas. They collect feedback from them on the activities of shop managers. The AM (Area Manager) is also responsible for organizations and preparation of area planning and area budget report. The responsibilities of the AM is largely administrative rather than sales (80% Administrative - 20% Sales). His office does the paperwork for the weekly business report, sales collection, documentation c hire-purchase etc. The functions of the area managers are:

- Monitoring District Manager.
- Send feedback to Sales Manager about:
  - Performance
  - Competitors' activity
  - Shop activity
  - District managers' activity
  - Recommendation and proposal on sales review, forecast, and action plan
- Arrange monthly meeting with district managers and shop managers from own area.
- Inter-district shop to shop transfer of inventory or shop to warehouse transfer.
- Communicate top level policy and instructions to district managers and see that these are executed.

- Area manager, along with district manager, rectifies any problems that might occur.

AREA MANAGERS		
Area	Station	No. of District Manager Under Area Manager
CENTRAL-A	DHAKA	4
CENTRAL-B	DHAKA	4
SOUTH EAST	CHITTAGONG	4
NORTH EAST	SYLHET	4
NORTH-WEST	BOGRA	4
WEST	RAJSHAHI	3
SOUTH-WEST	KHULNA	3

**2. District Manager:** There are currently about twenty four district managers under the Area Managers. Together they monitor all 240 shops and the sales agents all over the country. They perform the following functions:

- Monitor shop managers' and agents' activity.
- Motivate them for increasing collection, sales and developing customer relationship.
- Provide guidelines for day to day operations
- Prepare monthly district managers' activity report
- Check back the hirer's accounts paper
- Send monthly report to Marketing Manager and Area Manager
- Communicate written approval to top mgt. about new shop or agent
- Yearly sales forecast for own district
- Monthly report on  
- Sales

- Hire account open & close
- No. of agreement sent to BMO
- Arrearage position
- Comment on shop manager
- Must check 25 hire accounts directly each month.
- Authorized to ask credit inspectors to check particular hire-accounts.
- Arrange inter-shop or inter-district transfer of goods in case of Area Manager's absence.
- Commercial license issuance.
- Negotiate rent and terms with landlord of shop.
- Choose shop location and sales agent along with shop manager.

**3. Shop Manager:** The shop manager is the last managerial position in the sales hierarchy. The shop manager is an employee of Singer in the sense that he receives Singer products benefits, pension scheme but works only on commission. The company provides the shop, decorative items, furniture and pays the rent, most of the utilities etc. The shop manager is responsible for:

- Supervise up to four sales agents.
- Sell directly to customers.
- Collect revenue properly.
- Manage shop people.
- Maintaining proper accounts such as receipts, ledger and cash book.
- Reporting the amount of sales on a weekly and monthly basis.
- Converting daily sales into bank draft and mailing it to BMO on a weekly basis.
- Preparing inventory on a monthly basis.

**4. Sales Administration Officer:** The sales administration officer assists the Marketing Manager. He coordinates and presents sales data as required, and acts as liaison on behalf of the Marketing Manager regarding information or requisitions for goods. He also prepares report about the position of respective shop in terms of:

- Unit sale - current week & last week.

- Sales bulletin (monthly)
- Progressive report (of Unit sales)
- Latest sales status of each shop manager, and sends these to AM, DM, Shop Managers. and Management Committee Members.
- Target & Achievement Report (Monthly) for Area Manager in Particular.
- (FI-39) Short amount report (Monthly).
- Agents' Quarterly sales report.

### **National Sales (Wholesale)**

This unit looks after the sale of the industrial and domestic cables. The manufacturing plant is located in Savar. Singer produces two types of cables. A. Domestic Cables and B. Power Cables. Domestic Cables use for small house, office, factory etc. and power cables used for big industry, factory, high rise building etc. Now this new product demand is gone so high. National Sales Manager (Wholesale) look after this part. Under him there are five Territory Managers. These five Territory Managers distribute there works under these two types of dealership:

1. Domestic Dealer.
2. Industrial Dealer.

These dealers reports to these Territory Managers and Territory Managers reports to National Sales Manager. By this way they communicate each other to share their work.

TERRYTORY MANAGERS			
Territory	Station	Cables Type	Responsibility
Territory 1	DHAKA	Industrial Cables	Institutional Sale
Territory 2	DHAKA	Domestic Cables	Home Sale
Territory 3	CHITTAGONG & SYLHET	Industrial & Domestic Cables	Institutional & Home Sale
Territory 4	BARISAL & KHULNA	Domestic Cables	Institutional & Home Sale
Territory 5	RAJSHAHI	Domestic Cables	Home Sale



**Function of National Sales Manager (Wholesale):**

- Managing the sales.
- Procuring the orders.
- Monitoring after the sales has taken place.

**Distributions**

The Distribution Department takes over the goods from the day of delivery, after the goods have been cleared in the port, and is responsible up to delivery to the shops. A representative from the Distribution Department has to be present at the port to receive the imported goods. Along with the C&F agent, Customs appraiser, Customs official, Transportation company spokesperson. Singer Bangladesh has a exceptional retail network. Our products are sold through our own chain store numbering 234 and exclusive sales agents numbering 192, strategically located all over Bangladesh. Singer is the only company in the country with such an widespread retail network of its own. As a retail company, marketing consumer durable products, our efforts have been focused on the store-merchandising concept. We have successfully given a different perspective to all our retail stores keeping in mind what makes a good shopping experience.

**Sewing School**

The Assistant Manager (Education) is in charge of this social commitment project, the objective being the development of economically and socially deprived women. There are now about 78 sewing schools all over Bangladesh. Their trainers has to be certificate holders from a sewing institution and should have own house.

Steps in hiring sewing instructress:

1. Bio-data is checked
2. An exam is taken
3. The premise is checked by the Education Officer
4. An agreement form is signed
5. A foot sewing machine is given free of cost. After 30 students are admitted, up to 80% price discount for a second sewing machine is given.

"Suchi Shailee" Boutique center has been established in March, 1994. This center depends solely on Singer school teachers and students. The company provides monetary and technical assistance, and implements promotional programs for this center. Design & material is sent to teachers, they may send samples made by students, or samples may be asked from them. Profit from the sale of this clothes are used for the centers fund. The activities of "Suchi Sailee" are governed by an Administrative Committee. These committee members are from Singer Management.

## **MANUFACTURING DEPARTMENT**

Singer set up its first manufacturing facility for sewing machines in 1980 at Chittagong. In 1993 Singer's product range was enhanced with the establishment of a new Audio Video Plant at a rented premise at Savar near Dhaka. The company also initiated assembling of Washing Machines in 1996 at another rented premise. The company established Singer Electronics Complex on its own land at Savar, at the outskirts of Dhaka. For effective Management and Manufacturing Operations all its assembly operations were shifted under one roof with provisions to diversify into other product categories.

Singer's complex at Savar assembles the following products:

1. Colour Television
2. Motor Cycle (80cc, 100cc, 110 cc & 125cc)
3. Electric Cable

A new cable manufacturing plant with most modern machineries combined with the sophisticated QC lab was established at the Singer Manufacturing Complex in 2005. The factory is equipped to manufacture cables conforming to Bangladesh and International Standards.

This entire complex is now known as Singer Manufacturing Complex which also accommodates a pre-fabricated steel warehouse covering 10,000 square feet. The warehouse, which is in addition to the warehouse located inside the main building, will greatly facilitate inventory management.

Singer manufacturing complex is three stored building. In ground floor they manufacture cables. In first floor they assemble television. And in second floor they assemble motor cycle.

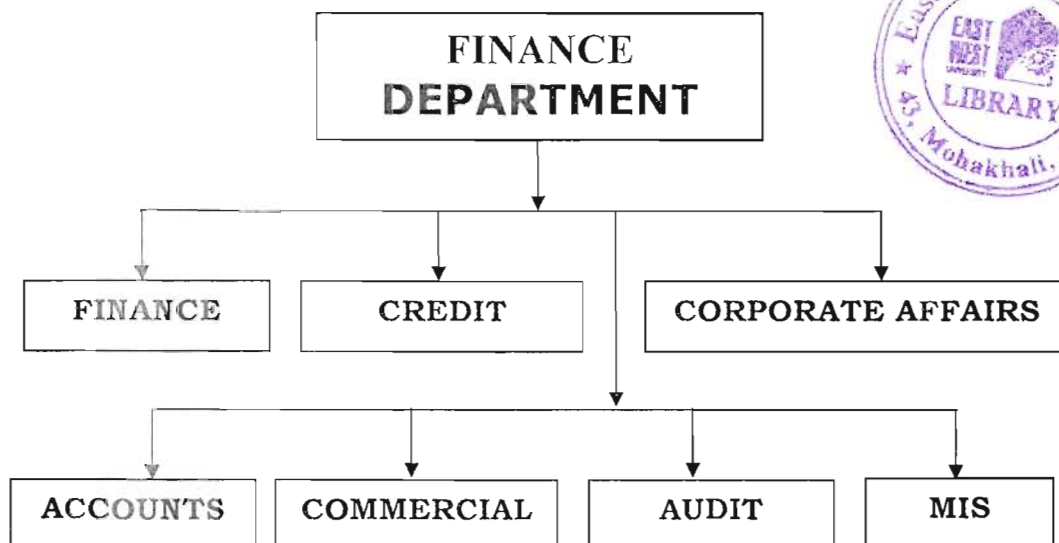
Daily average assembling amount of Television is 30-50. Average assembling amount of Motor Cycle is 7-20 and Cables production is depends on customer order. In factory for all kinds of product they have separate testing lab for Controlling Quality. Before distribution Quality Control Manager always test product in the testing lab.

Everyday they count and match with targeted production like, what amount they produced and what amount they should produced. In the factory on third they have little store for spare parts like pigeon hole. After complete production and packaging product either store in the warehouse or directly send to shops.

### **FINANCE DEPARTMENT:**

This department is responsible for ensuring optimum and most efficient uses of the company's resources through various controlling and monitoring activities. It is headed by the Controller & Finance Director, and consists of the Audit, Corporate Affairs, EDP, Credit, Commercial. MIS and Accounts. However, the last four units are reportable to the Chief Accounts Manager, who is himself reportable to the Controller. The Accounts unit may be considered a department by itself, for it has the following functional units - Sales Accounts, Costing & Inventory, Payables, Cash Management, and General Ledger.

The company accounts represent the financial statements of Singer Bangladesh Limited. The investment in associate companies was accounted under the cost method. The carrying value of associate company investments is shown at cost and only dividend income received from associate companies is recognized as income. The following is the organization chart of the department:



The functions of the Finance Department can be listed by stating the function of the individual departments:

1. Finance section is analyze and control cash flow.
2. Credit division deals with the hire purchase operation of Singer Bangladesh Limited and makes sure in its running smoothly.
3. Internal Audit makes sure the company's activities and operating system are in order.
4. Corporate Affairs deals with company related secretarial matters, share holders etc.
5. Accounts division creates and maintains records of company transactions for both internal and external audiences.
6. Management Information System (MIS) section presents ERP (Enterprise Resources Planning) for less time consume. ERP is a new division which deals with computerized financial data transaction within the organization. And shortly MIS will bring online record transaction.
7. Commercial section deals with all import transactions, opening of L/C's and all local purchases.

## **Financial Management:**

### **Credit Management**

The functions of this department range from the time of contract initiation through to its termination for each hire sale. Since 75%-80% of Singer's business is done through credit sales the activities of this department is quite vital for the company. Credit is the only direct controlling department that is working at grass root level. Credit Manager is in the overall charge of this department. Twenty credit inspectors along with five trouble shooters are headed by a Chief Credit Inspector. Though they are under the authority of the Chief Credit Inspector, they have to work in parallel with the district managers.

For each hire sale a history card is created and maintained.

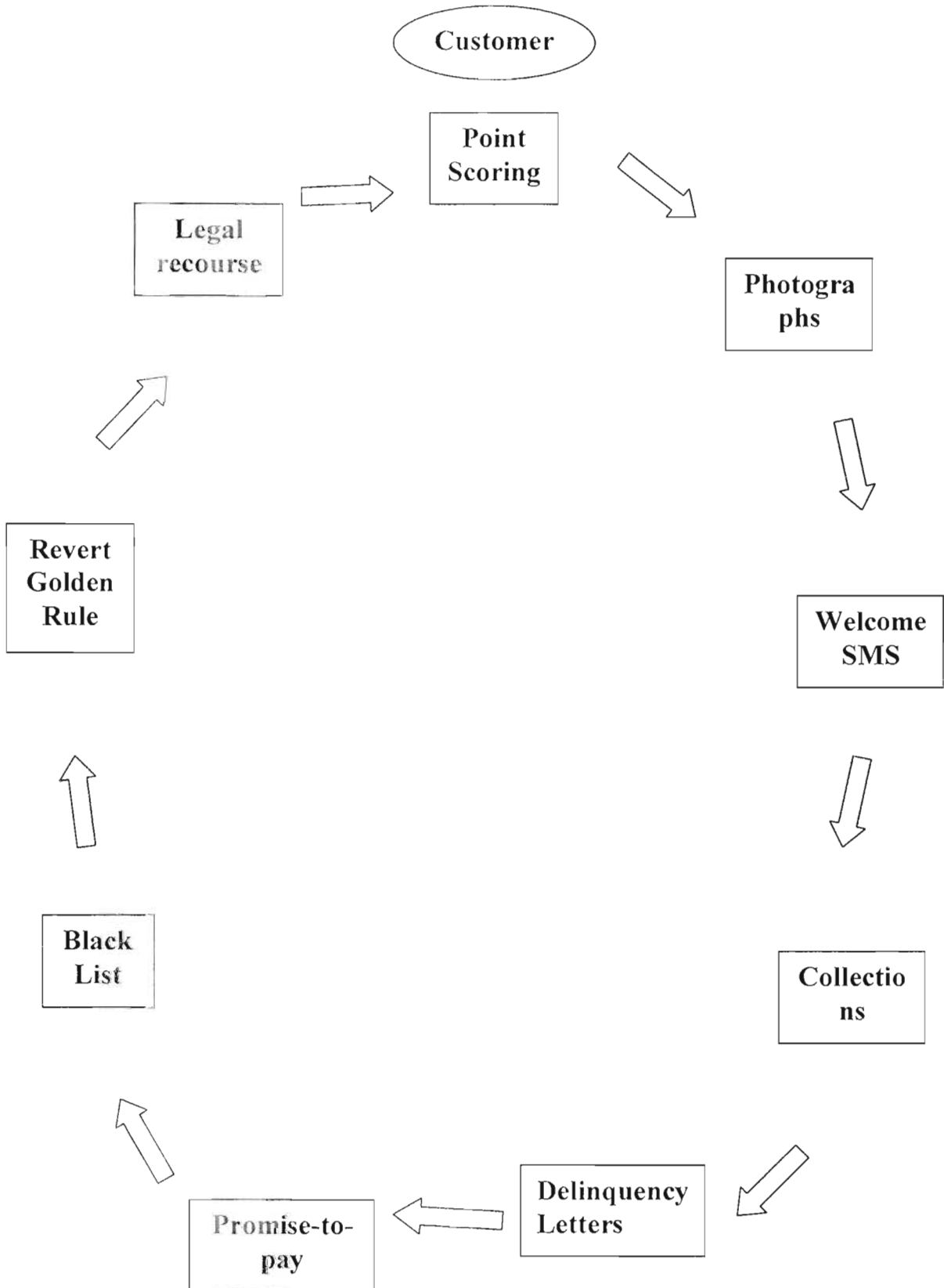
### **Chief Credit Inspector's Function:**

- Deal with shop managers bonus and yearly package.
- Monitor & communicate with shop managers and district managers.
- Inspectors travel program arrangement.

### **Inspectors' activities are mentioned below:**

- Checking Daily Transaction Entry Book (DTEB) and conciliation with receipts.
- Random sampling is done of F-128 or F-140 (summary of F-128) and inspected.
- Check if consumer has necessary transaction receipts and give an acceptance report to the customer.
- Check weekly report.
- Cash collection or report checking.
- Receipts books checking.
- Physical inventory checking.
- Check individual hirer status with shop record.
- Quarterly receivable reconciliation & modifications (BMO vs. shop record).
- Check minimum 100 accounts per month and 150 accounts if they have motorcycles.
- Monitor if hire sales is taking place properly.

# Credit Life Cycle



The hire purchasers can be categorized according to their payment habits in the following way:

- Regularly pays
- Repeatedly reminded
- Has to be reminded
- Defaults/accrues, and arrears.

Steps against Irregular Accounts

STEPS	INSTRUMENTS	REASONS	NOTICE FOR	TOTAL DAYS
1 <sup>st</sup>	Follow up & to take verbal commitment	Failing to pay to on monthly payment date	10 days	10 days
2 <sup>nd</sup>	Promise to pay	Failing to pay one installment	20 days	30 days
3 <sup>rd</sup>	Del- 1	Failing to pay one installment	15 days	45 days
4 <sup>th</sup>	Del- 2	Failing to pay one installment	15 days	60 days
5 <sup>th</sup>	Del- 3 (to guarantors as well)	Failing to pay one installment	15 days	75 days
6 <sup>th</sup>	To start the revert process	Failing to pay one installment	15 days	90 days
7 <sup>th</sup>	Conversation by Legal Constant	Failing to revert & four installment	30 days	120 days
8 <sup>th</sup>	Legal Notice	Failing the dialogue	30 days	150 days
9 <sup>th</sup>	Case file (1 or 2 nos to set an example)	Failing to response against Legal Notice	30 days	180 days

The hire purchase agreement has a fixed term period with a fixed rate of payment per month which leaves the customer with little flexibility. But if the customer pays the total amount before the required time period, he will get a certain rebate for over-compliance. Usually the hire purchase term is based on the time period of the warranty provided for the product. When buying the product by hire purchase, the customer has to pay a down payment along with a month's advance of security money. If he fails to make a payment during this contract period, then it is compensated with the security deposit. In case of due payment on hirers account, the shop manager gives a notice to the customer. If the hirer still does not pay the due amount, the manager tries to retrieve it from the guarantor of the hirer. Finally, as a last resort the shop manager informs the district manager, who together with the inspector gets the product back from the defaulting customer. This process of retrieving the product is known as "revert". Once the product is confiscated, the owner has one month to pay up the entire debt or else the product becomes company property.

### **Accounts Management**

Accounts department creates and maintains records of company transactions for both internal and external audiences. This department is headed by a Deputy Manager, Accounts who is assisted by an Assistant Manager, Accounts. Some of the general activities of this department are:

1. Writing all kinds of financial reporting for both Global and In-house use, e.g.,

Global	Local
- Advanced Sales	- Summary Income Statements
- Income Statement	- Full activities report (M-1 to M-7)
- Balance Sheet	- Unit Sales
- Bank borrowing report	
- Statistical reports	
- Inter-company payables report	
2. Two detailed reports are prepared in November and December, which includes company status, number of employees, square feet of shop space, etc. These reports are to aid the global tele-communication meeting.



3. Reconciliation of global financial reports,
4. Cost based and equity based reporting.

The Accounts Department consists of five sub-units:

- Costing & inventory
- Payable account
- Cash management
- Sales accounts
- General Ledger

The specific functions of these units are discussed below.

### **1. Costing & Inventory:**

#### **Inventory Management**

This sub-unit monitors all the inventory of finished goods that is owned by the company in both its-warehouses & the shops all over the country. The F-246 form that is sent to BMO from warehouses & from shops on a weekly basis provided the required the information such as-

- Opening inventory balance
- Closing inventory balance
- Sales in each week

The person in charge of the inventory management has the responsibility to reconcile the inventory figures with the help of warehouse vs. shop vs. sales figures cross-checking.

#### **Inventory Reconciliation Process**

- The warehouse data is input.
- Inventory information is checked against shops F-246 form. This information is generated by Sales Accounts Unit.
- A balance report is generated on a monthly basis - for the warehouse, and the shops.

## **Costing:**

Cost of each and every kind of procurement - both local and foreign (in dollar terms) is calculated by the costing unit. The necessary information is generated by the commercial department. Costing is done basically for - raw (SKD/CKD) and finished goods (CBU) purchased.

For each import all Costs are totaled up to delivery of the product to the plant, CKD's or SKD's and to the port in case of CBU's. Then the total cost involved is allocated unit-wise. In case of raw material purchased value-weighted cost allocation method is adopted. For monthly costing average-weighting method is used.

**2. Payable Accounts:** All kind of bills are prepared for institutional and staff purchases.

Some of the functions of this department are:

- All payments by issuing checks except salary and shop rents - after checking the proper nature of the approval given by the respective authorities
- Institutional customers are dealt here- for large amounts of discounts, approval of the management committee member or department head is required
- Bills and voucher copies maintenance
- Receipt generation
- Scrutinize
  - Validity of authorization, summation, etc.
  - Purpose
  - Company perspective, c.g. paying a day later to save bank interest
- Maintaining provision for future payable (liability creation)

**3. Cash Management:** All petty expenditures are disbursed from this unit.

**4. Sales Accounts:** Sources of data for this unit are from three types of forms:

- Cash
- Hire (down-payment)
- Collection of Installments

### **Steps of data processing:**

1. All information is first entered under three separate files against each shop. These are received by this unit on a weekly basis. Each hire's History Card shows both, down payment and current installment payment status. Also, a Journal Voucher (Cash & Hire) is received on a monthly basis.

2. Error checking is the next step. Any short or over in remittance are detected. Then a report (FL-39) is sent to the respective shop communicating the difference. In case of "short", the shop immediately sends the money and for "overs", the excess amount received is deducted from the next remittance. In case of these sorts of discrepancies the shop manager sends the Extract form to the Sales accounts unit. Finally, the accounts people match the figures with their records and reconciles. Each shop manager is sent a monthly report consisting of the delinquent list & the F-249 showing the hirer's current status. A report is also delivered through the shop manager by the sales account unit.

3. The following reports are generated on a monthly basis:

- Arrearage report - For each shop and District Manager
- Arrearage aging report - showing how long the hires have been defaulters
- Short/Over Remittance Report - for each shop
- Arrearage and receivables position - for each shop & agent

4. The reports are sent to the Assistant Manager Accounts and to the Chief Accounts Manager.

5. **General Ledger:** This is basically a recording unit, where all financial transactions are kept. The total transaction at the end of the year are summarized and checked for discrepancies. This also helps in the output of the various financial statements necessary. All the transactions in one year are put in book as a record.

## **CORPORATE AFFAIRS**

The Corporate Affairs division is headed by the Corporate Affairs Manager who is assisted by an officer and a couple of supervisors below that officer. The department is responsible for the following functions:

1. Arranging board meetings, compiling annual reports and other secretarial functions of the company.
2. Managing share transfer, dividend distribution, certification of bonus and split shares etc.
3. Fund Mobilization through internal and external sources. The sources are
  - Shares/ debentures issues
  - Retained earnings
  - Financial institutional borrowings

International and local norms and policies are taken into considerations here. Bargaining about interest rates and other conditions takes place. Then, a proposal is sent to the board by Company Secretary. The proposal is passed if the Board approves it.

4. The borrowings may be short term, mid-term and long term. The securities may be
  - Charge documents
  - Hypothetical receivables & inventory
  - Equitable mortgages
5. Taxation services: This department ensures tax payment for the company's executives upon their salary. Seventy five percent of the due income tax is deducted and directly paid by the company. The rest is to be paid by the respective persons themselves and for this reason this department gives the 108-Return Certificate to the individuals.
6. Fixed asset management: all fixed asset sale, record keeping, transfer, disposal are executed by this Dept.
7. Finalization of statutory account and annual report creation
8. Risk management (Insurance)
  - Fire
  - Burglary
  - Cash/stock in transit
9. Product liability

10. Fidelity of employees
11. Trademark preservations: international corporate team via Company secretary
12. Public relations, company relationship reports (CC, ICB, DSE, Financial, institutions)
13. Certificate of income for shop manager is issued and generated from here
14. Financial approval level policy-is reviewed from co. secretary
15. ESSCO's financial budgeting and planning

A very important function of this department is the policy making and mobilization of funds to finance the coming year's operations. The Corporate Affairs division analyzes and gives its opinion on the most appropriate way to finance Singer's operations which is then decided and implemented by the management and departments respectively.

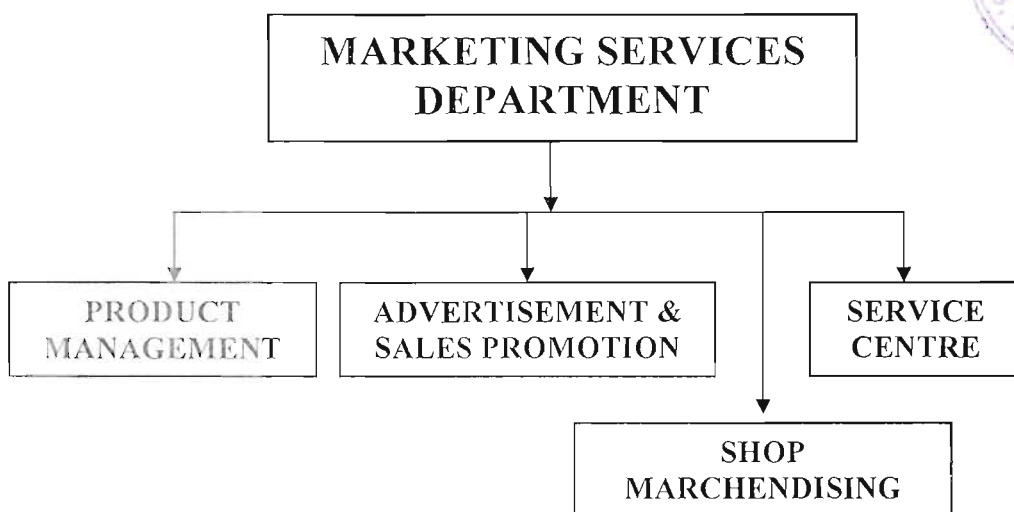
The Corporate Affairs division analyses the fixed assets that the company needs for its effective operation and integrates it in the annual budget for the coming year. Except for land purchases, this department is responsible for the planning of all the fixed assets from cabinets to computers. It gathers approval from Singer Headquarters for assets that would last more than a year and are relatively more, expensive.

The Corporate Affairs division prepares the part of the annual report that deals with share prices, total share issued, authorized capital etc. The topics to be discussed during board meetings; the formal agenda etc. are prepared by the officer in the department. On behalf of the company corporate management have all the authority to give the acceptance of financial statement.

## MARKETING SERVICES DEPARTMENT:

The head of this department, the Marketing Services Director, has three sub-sections management team under him. They are:

1. Product Management.
2. Advertisement & Sales Promotion.
3. Service Center
4. Service Center



The first section is Product Management, which is headed by the Business Development Manager. second is Advertisement & Sales Promotion, which is headed by Advertisement & Sales Promotion Manager, while the last section Service Centre is headed by Techno Service Manager. All these managers are under Marketing Services Director. And Marketing Services Director reports directly to Chief Operating Officer.

### Product Management

The Business Development Manager is responsible for supervising all the activities related to product management in this department. He reports directly to the Marketing Services Director and therefore, he needs to have all relevant information to report back

to the MD or help him make a decision. There are four product officers under him. These four people take responsibility of all Singer products for Product Management and do routine duties about product. They manage which product will come, which product will stay and which product will not come.

- Supervising the launching of new products. This involves "pushing" the product departments to find new products to sustain company growth, or advising them to study the feasibility of particular products.
- Continuous monitoring of the sales of new and existing products and analyzing.
- The reason for a decline in sales.
- Preparing the entire costing of each product.
- Working with the Marketing Department to ensure that the sales target is being met.
- Assisting the sales promotions team in media planning and advertising strategies for new and existing products, and approving it through the Managing Director.
- Reviewing trend analysis reports to find out long term demand for products and giving feedback to MD about marketing environment, in areas like Marketing, Production, Sales Projection, Promotion etc.

### **Process used in prospecting for future product lines is:**

1. Feasibility study of product: All feasibility studies are done through "in-house" teams, and no external agencies are used.
2. Sourcing: Some of the factors to be considered in Sourcing are:
  - Determining degree of optimum CKD. The more "knocked-down" lower the product cost per unit.
  - Determining which source is most efficient in terms of price, transportation cost, production cost. etc.
  - Determining when to bring, how much to bring, what frequency
  - Inventory plan
  - Financial feasibility

In case of deviance from annual plan, see if amendment is possible.

3. Market Competition Analysis:

- Analyze the competitors and what actions they are taking, and modify the product if necessary.
  - Recommend strategies to Management Board.
4. Specific promotion after evaluation of market.
5. Other functions of the Product Departments are:
- To inform the factory if any defects are found in the products
  - Analyze what effect would result from any changes in the product features
  - Suggest basic requirement for theme of promotion
  - In case of problem in product, negotiate with foreign manufacturer about possible ways of resolving them
  - Get feedback from technicians on fault, customer complaints, etc. The following is the information flow in case of customer complaints:
  - Providing support to plant manager who communicates to parent factory for raw materials.

The procedure from L/C and onwards are done by the Commercial Department.

However, the Product Department does the following activities of importing:

- Planning
- Designing
- Scheduling
- Price negotiation
- Maintaining communication with exporter

The Product Departments are also involved in the following activities:

- Determining investment required
- Expected sale
- Profitability
- Price
- Quantity to be imported
- costing of the products
- Forecast of sale



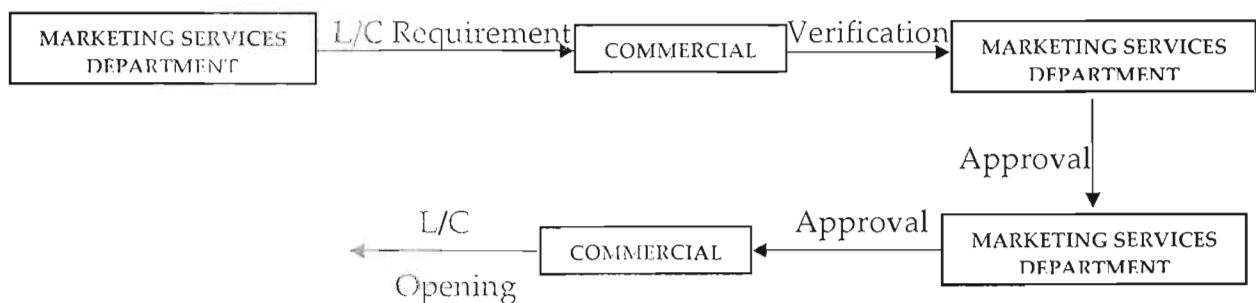
The Product Departments give proposals with alternate gross profit and expected sales, which have to be later agreed by all three departments - Marketing, Finance, and Marketing Services. In order to find the demand for a particular product, Singer conducts an in-house initial market survey to see if the product is in the market and whether it is selling well. Then, if that product is being manufactured in any of Singer's worldwide factories, a limited amount is imported and the product may be put in the retail shops to monitor sales. If sales is satisfactory, then the product is imported according to demand. Sometimes, Singer's overseas management imposes certain products to be tried in the Bangladesh market. In that case, a formal feasibility study is conducted to make sure the product is salable.

## COMMERCIAL

This department is headed by an Assistant Manager, whose job covers a wide variety of areas. He is responsible for:

1. Opening of L/Cs.
2. Keeping track of imported materials that are on the way to Bangladesh
3. The purchasing of all materials needed for office use.
4. Acting as a liaison between the Marketing Services Department and Marketing Department.

The L/C opening process is shown below:



The Assistant manager opens and prepares the LC's and various other bank documents on the products or raw materials required by the marketing department and then coordinate this with the finance manager to finalize and implement the plan. He is also responsible for all the office supplies and also for checking the status of the imported material every day. If there is some sort of a technical problem regarding the late delivery of products, then he has to sort it out together with the product manager, the officers, the supplier and the C&F agency. This department is headed by the assistant commercial manager. All sort of purchases, both local & international are dealt by this department.

### **Local purchase process:**

1. Requisition is placed through the appropriate forms by the respective departments.  
AR (appropriation request) form is used particularly for assets such as computers, furniture, vehicles, machinery, etc.
2. Quotations are collected after AR form is received.
3. Comparative statements are prepared based on different quotation prices of minimum three companies. Low price & high quality are adopted as the criteria for final judgment.
4. The proposal is sent to the Chief Accounts Manager along with the quotations.
5. Purchase order is issued after it is approved. Assistant manager will sign the purchase order. Quotations are not needed in case of reorder.
6. After the Chief Accounts Manager has signed it, the order is placed to the supplier. A copy of the bill & the receipt will be received by the Commercial department.
7. Goods Received Note (CRN) will be issued by the receiving party.
8. Finally the payment is made.

### ***Foreign purchase process:***

1. Again the requirements are communicated through Requisition form (L/C opening proposal) by the particular department. They may suggest the source (Supplier Company) along with the purchase dept.
2. After approval it comes back to purchase dept.
3. L/C is opened. LCA (L/C authorization form) is taken from the following banks:

- Bank Indo-Suez
  - American Express Bank
  - Dhaka Bank
4. Specific conditions are given regarding supplies/consignment with the filled up form, the insurance, and Proforma Invoice stating supplier's price offers & company's price acceptance signed by signatory. A copy is then sent to the bank.
  5. Bank opens L/C and sends copy to company. This is forwarded to Accounts Dept. Three month's lead time is needed for importing goods, if price has increased in the meantime, then L/C has to be amended, insurance amount is also amended.
  6. Consignment checking (quality, specification National Board of Revenue) is done through approved companies. The firm which Singer employs to check the consignment prior shipment or as agreed with the company is ITS (Inch cape Testing service).
  7. Supplier sends relevant paper (commercial invoice) to the company through fax. Along with packing list bill of lading issued by shipping company and also any pre-agreed papers
  8. Original copies are sent to supplier's bank by supplier; bank checks the documents and sends papers to receiver's bank.
  9. Exporter will send the original papers to the bank within 21 days of shipment. The bank rechecks the paper. sends feedback to the importer, who then makes the payment.

Clean Reports of Finding (CRF) is issued by Pre-shipment Inspections Company's local agent.

- Original copy is sent to supplier
- Supplier sends the copy to his bank
- The copy is forwarded to the importer's bank
- 1 copy is sent to the importer
- Discrepancies: if CRF or the necessary documents mentioned in the agreement is not sent
- Banks will endorse after getting the money and send the original copies to the importer.

## AUDIT

“We trust everybody and we trust nobody”- Main motto of Singers Internal Audit Team. The internal audit department was added during early 1995 when the management decided to keep a check on its vast internal operation. The Audit Manager heads this department, and is supported by two audit officers and four supervisors, as well as a deputy audit manager, which post is currently vacant. The main responsibilities of the manager are:

1. To ensure efficient and economic uses of resources
2. Check whether policy and procedures are correctly followed.
3. Ensure plan and mission accomplishment
4. Organization objective achievement
5. Verification of physical existence of inventory, check their origin and evaluate control.
6. Check reliability of accounting data
7. Demand information availability from any area

This unit also sees to the propriety of cash and hire sale, report recording. "Spot checking" is often done to investigate any records or materials. Audit has unlimited authority to inquire into any company matters in the best interest of the company.

The Internal Auditors often relies on their experience to evaluate the company activities. These methods are also developed through experience and on-the-job-training. The manager is in charge of conducting audit of Singer sales centers and shop managers. The auditors check into the following areas:

- Physical verification of cash.
- Inventory control.
- Stock of receipts and receivable.
- Short-over remittance.

The inventory is taken from the warehouses and the paperwork is done through a debit note. This debit note is sent both to the shop and the BMO. If there are any discrepancies between these two numbers, the auditors go to the shop and find out the reason. The audit department also performs shop audit on each of the sales centers once or twice a year.

## **MIS (Management Information System):**

ERP (Enterprise Resources Planning) is a new division which deals with computerized financial data transaction within the organization. There are more than 50 computers in the BMO. At present there is only a partial network of the computers, which is expected to be extended soon.

The Electronic Data Processing Department's functions are:

1. Maintenance of computer hardware and software.
2. To incorporate VAT related information.
3. Supports the Sales Accounts Department in preparing the reports.
4. Prepare some special reports such as unit sales report (shop and item wise) weekly or monthly.
5. Mail the shop performance report to each District Manager & each Area Manager.
6. Internal computer operation between employees to share data instantly.

Shortly MIS section will bring online transaction system. This system will connect all shops together. By this concern department can get idea about shops instantly. By this system real time transaction will record instantly.

## **Advertisement & Sales Promotion**

Advertisement and Sales promotion department always force sales pressure by giving advertisements and offering more n more promotional activities. These advertisements are telecast on Television, Radio, and Newspaper.

Singer Bangladesh uses two forms of promotions for its products: internal and external, which in marketing terms may be called "push" and "pull" strategies. Internal promotions are "push" strategies, whereby shop managers and sales agents are given financial, as well as other forms of incentives for increased selling. Also, to aid internal promotion there is in-house publication of a magazine, Singer Barta, which informs the employees about the company's activities, joining of new employees, marriages, birth of children to employees, extraordinary performances of shop managers, etc. This publication, where only Singer employees may give writings, goes a long way to cement the bondage of the 'Singer Family'.

The external promotions, the "pull" strategies, are relatively less important in case of Singer, and include merchandising, shop decoration etc., which are used mainly as reminders, and in some cases for informing customers about new products.

The Advertising and Sales Promotions Manager's main job is overseeing the external promotions, e.g., setting up the shops in such a way as to create maximum awareness of Singer products. Since, for all the sales centers of Singer, there are distinctive internal and external designs, as well as arrangement of the

Products specified by the company. For example:

- The Singer logo displayed in front of the shop has to be designed in a certain way.
- Some shops have plants outside which are arranged to be watered regularly.
- There is use of color combinations in such a way that it attracts the attention of the passers-by, but is not so glaring as to tire the customer's eyes, e.g. the 'Singer Red'.
- The goods have to be positioned in certain ways and in certain strategic positions to draw attention.
- Stickers and posters are displayed in the shops in optimum positions.
- All sorts of promotional materials are mailed to the shops every two months or so in order to replace the old ones.

The Manager's job is also to promote Singer products outside the shop premises, e.g. through newspapers, television, radio, bill-boards etc. The media designing is done by Bitopi, a private advertising agency, through consultations with this department. They suggest campaigns, slogans and jingles for Singer products which are then finalized by the management, and for this, there are arranged meetings of the two parties, at least once a week and often twice. The bill-boards, neon signs, etc. are designed and maintained by Neptune. Singer also holds stalls at trade fairs and exhibitions to promote awareness of its products and to promote the community work that it does through the sewing schools.

### **Service Centre**

There are two Service Centers owned BY Singer, in Dhaka and Chittagong. There are many other contract based franchise service firms. The Manager, Assistant Manger, Service heads these centers with the help of service supervisors and technicians. These centers provide repairing services for TV, stereos, refrigerator, washing machine, deck

set, etc. There are also technicians at shop levels who are given training periodically. Shop managers only pay them the salary.

A service center's role is vital in the sense that it can enhance customer satisfaction, help in avoiding non-payment of installment, and increase goodwill and company image.

### **Corporate Social Responsibility:**

Corporate social responsibility is the inherent part of organizational activities. The company seeks to combine business success with support for people, communities and environment. Singer recognizes that corporate social responsibility requires first and foremost listening to our customers to everything the company does and responds to their needs through the enduring excellent of our actions, policies and process. The Company remains focus on meeting Companies responsibility to our customers, suppliers, employees and shareholders as well as the communities where the company works.

### **Singer Sewing School:**

Already we know that Singer Sewing School is an embodiment of Singers social and it resolved to bring the company closer the people and community.

The Academy-

- Extends its service to the underprivileged woman of the society for income generation.
- Keep the art of sewing through the machine alive.
- Help the teachers to Franchise Schools earn a reasonable income from the fees while they give hands on training on sewing, embroidery, stitching and cutting of the student.
- Creates an opportunity for students who pass out successfully to open their own Franchise School in their community thereby keeping the cycle of sewing – learning-income generation alive.

On the average each year the sewing instructors provide training to approximately 2000 students. A student upon completion of training course is provided with a certificate in a simple ceremony. The certificate from the Singer sewing Academy is held in high esteem by both the Government and Bangladesh Garments manufacturers and Exports Association.



### **ILO Child Labor Elimination Program:**

In 2000 the European Union and United States of America took a strong stance to stop child labor (age below 14 years) in the garments industry. Consequently huge number of children laid off in many country including Bangladesh. These children were dropouts from school and found employment in garments to support their families. The laid off children were picked up by the Geneva based International Labor organization (ILO) which came up with a plan to develop their technical skills.

### **Employment to the Underprivileged:**

UNCP (Underprivileged Children Education Program) works with the underprivileged children for their betterment which done by providing technical training on different trades.

### **Mother and Child Health Awareness and Day Clinic:**

There are many areas where early marriage of woman is crating setback for our society for that woman are become mother at a very early age. Home birth, high level of malnutrition of both mother and children, how to keep clean, how to washing hand with soap these types of simple health tips is given by the day clinic.

Considering the poor scenario of rural health sector, Singer Bangladesh has taken up a initiative for making a significant in the lives of many rural people and bringing smile to many. Singer Bangladesh has partnered with one of Fareea Lara oundations to provide health education and primary health care of rural children and woman. Fareea Lara Foundation comes to existence in 1988 to uphold the memory of a young woman pilot by that name that died in a plane crash. The Foundation is a private organization which aims at serving and protecting the humanity.

### **The purpose of this initiative:**

- To build awareness about risk of improper hygienic practices, environmental contamination, usage of surface water for drinking and other household chores.
- To educate about appropriate food intake for mother and child.
- To train traditional birth attendant (TBA) for safe delivery.
- To encourage traditional birth attendants to refer complicated cases to medical centre located in Dhaka city. The company bridged the foundation with the



community hospital in Dhaka to provide free or charge minimum for treatment of such complicated cases.

### **Singers SWOT Analysis:**

Singer Bangladesh Limited has one of the biggest company in Bangladeshi has the largest number of outlets all over the country. Singer has 234 outlets or dealer shop in all the districts and also in all the divisional heads. Singer has a big factory in Dhaka city in Savar. The company has around 680 employees. The company has different research laboratories in all the departments attached to their factories. Singer is the first company in Bangladesh to introduce a Sewing Academy, an underprivileged employment program, a family assurance plan program and a joint project with ILO for the child labor elimination program.

As Singer is one of the oldest Multi National Company in Bangladesh. From many years Singer doing excellent performance in Bangladeshi market. It has created strength in different field and also got many opportunities in this country. In many factors it has weaknesses and for new competitors the company is also experiencing some threats also. The strength, weakness, opportunity and threats are described below:

#### **Strength**

- Products of Singer have unique features compare to other companies similar products.
- The company is providing better warranty and Guaranty package in their products.
- The company has already acquired customer trust in their brand name.
- The company has sufficient ability to research, develop and improve the products.
- High competence and expertise about electronics.
- Accumulated market
- Convenient products and usage facility
- Existing product facility.
- Dedicated employees
- Good relation with other foreign electronics companies.

#### **Weaknesses:**

- Competitive market

- Existing competitors
- Week after sale service
- Lack of market potential
- Doing slow marketing and advertising in this competitive market.

**Opportunities:**

- Existing strong distribution channel.
- Well organized shops
- Wide range of target market
- Existing brand loyal customers
- Wide range of imported product.

**Threats:**

- Very competitive market
- Well organized competitors
- Huge price competition
- Wide range of similar product with extra features is introduced by competitors.
- Outflow of technology.

**Strategies and Tactics Company use to solve their problem:**

Singer Bangladesh Limited has a strong and very experienced management committee. This committee always handles all kinds of strategic problem. If any kind of problem occurred the committee sits together and discusses the problem and finally takes the decision to solve the problem.

## **Introduction of LCD (Liquid Crystal Display):**

A **liquid crystal display (LCD)** is a thin, flat electronic visual display that uses the light modulating properties of liquid crystals (LCs). LCs does not emit light directly. They began to be sold in 1888. They are used in a wide range of applications including: computer monitors, television, instrument panels, aircraft cockpit displays, signage, etc. They are common in consumer devices such as video players, gaming devices, clocks, watches, calculators, and telephones. LCDs have displaced cathode ray tube (CRT) displays in most applications. They are usually more compact, lightweight, portable, and less expensive. They are available in a wider range of screen sizes than CRT and other flat panel displays.

LCDs are more energy efficient and offer safer disposal than CRTs. Its low electrical power consumption enables it to be used in battery-powered electronic equipment. It is an electronically-modulated optical device made up of any number of pixels filled with liquid crystals and arrayed in front of a light source (backlight) or reflector to produce images in colour or monochrome. The earliest discovery leading to the development of LCD technology, the discovery of liquid crystals, dates from 1888. By 2008, worldwide sales of televisions with LCD screens had surpassed the sale of CRT units.

Each pixel of an LCD typically consists of a layer of molecules aligned between two transparent electrodes, and two polarizing filters, the axes of transmission of which are (in most of the cases) perpendicular to each other. With no actual liquid crystal between the polarizing filters, light passing through the first filter would be blocked by the second (crossed) polarizer. In most of the cases the liquid crystal has double refraction.

The surfaces of the electrodes that are in contact with the liquid crystal material are treated so as to align the liquid crystal molecules in a particular direction. This treatment typically consists of a thin polymer layer that is unidirectional rubbed using, for example, a cloth. The direction of the liquid crystal alignment is then defined by the direction of rubbing. Electrodes are made of a transparent conductor called Indium Tin Oxide (ITO).

Before applying an electric field, the orientation of the liquid crystal molecules is determined by the alignment at the surfaces of electrodes. In a twisted nematic device (still the most common liquid crystal device), the surface alignment directions at the two electrodes are perpendicular to each other, and so the molecules arrange themselves in a helical structure, or twist. This reduces the rotation of the polarization of the incident light, and the device appears grey. If the applied voltage is large enough, the liquid crystal molecules in the center of the layer are almost completely untwisted and the polarization of the incident light is not rotated as it passes through the liquid crystal layer. This light will then be mainly polarized perpendicular to the second filter, and thus be blocked and the pixel will appear black. By controlling the voltage applied across the liquid crystal layer in each pixel, light can be allowed to pass through in varying amounts thus constituting different levels of gray. This electric field also controls (reduces) double refraction properties of the liquid crystal.

LCD with top polarizer removed from device and placed on top, such that the top and bottom polarizer's are parallel. The optical effect of a twisted nematic device in the voltage-on state is far less dependent on variations in the device thickness than that in the voltage-off state. Because of this, these devices are usually operated between crossed polarizers such that they appear bright with no voltage (the eye is much more sensitive to variations in the dark state than the bright state). These devices can also be operated between parallel polarizers, in which case the bright and dark states are reversed. The voltage-off dark state in this configuration appears blotchy, however, because of small variations of thickness across the device. Both the liquid crystal material and the alignment layer material contain ionic compounds. If an electric field of one particular polarity is applied for a long period of time, this ionic material is attracted to the surfaces and degrades the device performance. This is avoided either by applying an alternating current or by reversing the polarity of the electric field as the device is addressed (the response of the liquid crystal layer is identical, regardless of the polarity of the applied field). When a large number of pixels are needed in a display, it is not technically possible to drive each directly since then each pixel would require independent electrodes. Instead, the display is multiplexed. In a multiplexed display, electrodes on one side of the display

are grouped and wired together (typically in columns), and each group gets its own voltage source. On the other side, the electrodes are also grouped (typically in rows), with each group getting a voltage sink. The groups are designed so each pixel has a unique, unshared combination of source and sink. The electronics or the software driving the electronics then turns on sinks in sequence, and drives sources for the pixels of each sink. The three common states of matter, solid, liquid and gas, are different because the molecules in each state have a different degree of order.

In the (crystalline) solid state there exists a rigid arrangement of molecules which stay in a fixed position and orientation with a small amount of variation from molecular vibration. To maintain this arrangement there are large forces holding the molecules in place and therefore a solid is difficult to deform. In the liquid phase the molecules have no fixed position or orientation and are free to move in a random fashion and the liquid state has less order than the solid state. The random motions of the molecules mean that the intermolecular attractive forces that kept a solid together are now only strong enough to keep the liquid molecules fairly close together. A liquid can therefore be easily deformed. In the gas state the random motion of the molecules has increased to overcome the intermolecular forces and the molecules eventually spread out to fill any container that holds them. The order in a liquid which derived from the closeness of the molecules has therefore been lost in a gas which consequently has less order than the liquid. The probability of molecules in a certain region being in a rigid arrangement and of the same orientation can be used to define a positional and orientation order which is greatest in the solid state and least in the gaseous state.

The differences between the three states can be attributed to the temperature of the substance. Temperature is a measure of the randomness of the molecules and therefore the higher the temperature the less order exists and increasing temperature will cause the transition from a solid to a liquid and then to a gas. A thermo tropic liquid crystalline phase occurs in some substances in a temperature region between the solid and liquid states. In this state the substance possesses some properties of both liquids and solids. A liquid crystal is a fluid like a liquid but is anisotropic in its optical and electro-magnetic characteristics like a solid.

## History of LCD Television:

The discovery of liquid crystals is thought to have occurred nearly 150 years ago although its significance was not fully realized until over a hundred years later. Around the middle of the last century Virchow, Mettenheimer and Valentin found that the nerve fibre they were studying formed a fluid substance when left in water which exhibited a strange behaviour when viewed using polarized light. They did not realise this was a different phase but they are attributed with the first observation of liquid crystals. Later, in 1877, Otto Lehman used a polarizing microscope with a heated stage to investigate the phase transitions of various substances. He found that one substance would change from a clear liquid to a cloudy liquid before crystallizing but thought that this was simply an imperfect phase transition from liquid to crystalline. In 1888 Reinitzer conducted similar experiments and was the first to suggest that this cloudy fluid was a new phase of matter. He has consequently been given the credit for the discovery of the liquid crystalline phase. Up till 1890 all the liquid crystalline substances that had been investigated had been naturally occurring and it was then that the first synthetic liquid crystal, p-azoxyanisole, was produced by Gatterman and Ritschke. Subsequently more liquid crystals were synthesised and it is now possible to produce liquid crystals with specific predetermined material properties.

A detailed description of the origins and the complex history of liquid crystal displays from the perspective of an insider during the early days have been published by Joseph A. Castellano in *Liquid Gold: The Story of Liquid Crystal Displays and the Creation of an Industry*. Another report on the origins and history of LCD from a different perspective has been published by Hiroshi Kawamoto, available at the IEEE History Center. These are the stapes to taken for creation of LCD technology.

- **1888:** Friedrich Reinitzer (1858–1927) discovers the liquid crystalline nature of cholesterol extracted from carrots (that is, two melting points and generation of colours) and published his findings at a meeting of the Vienna Chemical Society on May 3, 1888

- **1904:** Otto Lehmann publishes his work "Flüssige Kristalle" (Liquid Crystals).
- **1911:** Charles Mauguin first experiments of liquids crystals confined between plates in thin layers.
- **1922:** Georges Friedel describes the structure and properties of liquid crystals and classified them in 3 types (nematics, smectics and cholesterics).
- **1936:** The Marconi Wireless Telegraph company patents the first practical application of the technology, "The Liquid Crystal Light Valve".
- **1962:** The first major English language publication on the subject "Molecular Structure and Properties of Liquid Crystals". by Dr. George W. Gray.
- **1962:** Richard Williams of RCA found that liquid crystals had some interesting electro-optic characteristics and he realized an electro-optical effect by generating stripe-patterns in a thin layer of liquid crystal material by the application of a voltage. This effect is based on an electro-hydrodynamic instability forming what is now called "Williams domains" inside the liquid crystal.
- **1964:** George H. Heilmeyer, then working in the RCA laboratories on the effect discovered by Williams achieved the switching of colours by field-induced realignment of dichroic dyes in a homeotropically oriented liquid crystal. Practical problems with this new electro-optical effect made Heilmeyer continue to work on scattering effects in liquid crystals and finally the achievement of the first operational liquid crystal display based on what he called the dynamic scattering mode (DSM). Application of a voltage to a DSM display switches the initially clear transparent liquid crystal layer into a milky turbid state. DSM displays could be operated in transmissive and in reflective mode but they required a considerable current to flow for their operation.<sup>[7][8][9]</sup> George H. Heilmeyer was inducted in the National Inventors Hall of Fame and credited with the invention of LCD.
- **1960s:** Pioneering work on liquid crystals was undertaken in the late 1960s by the UK's Royal Radar Establishment at Malvern, England. The team at RRE

supported ongoing work by George Gray and his team at the University of Hull who ultimately discovered the liquid crystals (which had correct stability and temperature properties for application in LCDs).

- **1970:** On December 4, 1970, the twisted nematic field effect in liquid crystals was filed for patent by Hoffmann-LaRoche in Switzerland, (Swiss patent No. 532 261) with Wolfgang Helfrich and Martin Schadt (then working for the Central Research Laboratories) listed as inventors.
- **1972:** The first active-matrix liquid crystal display panel was produced in the United States by Westinghouse, in Pittsburgh, PA.
- **1997** Hitachi resurrects the In Plane Switching (IPS) technology producing the first LCD to have the visual quality acceptable for TV application.
- **1998** Samsung develops the optical patterning technique that enables multi-domain LCD. Multi-domain and IPS subsequently remain the dominant LCD designs through 2010.
- **2007:** In the 4Q of 2007 for the first time LCD televisions surpassed CRT units in worldwide sales.
- **2008:** LCD TVs become the majority with a 50% market share of the 200 million TVs forecast to ship globally in 2008 according to Display Bank.



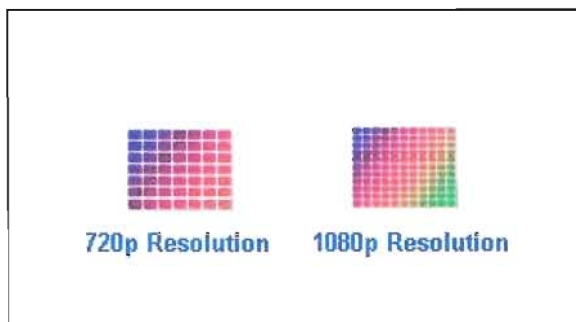
## **LCD Television in Bangladeshi Perspective:**

At the present time technology creating great impact in our mind. Consumers want to adopt the latest technology; one of the most eye-catching products in our market is LCD televisions. There is not any first date of introduction of LCD in Bangladeshi market. Some businessman were import some LCD monitor on the year of 2005 to understand the market situation of Bangladesh. After passing 1 or 2 year many company imported LCD televisions for Bangladesh's market. Now LCD is one of the demanding products in market. LCD television is the craze in our country. "People are greatly interested in purchasing LCD televisions to get a cinematic viewing experience. They want something different which give the best quality and also with best features. Electronics retailers said the market for LCD televisions has been growing fast in the past two years, encouraged by falling prices and increased availability, as manufacturers have shifted focus to LCD televisions from CRT ones. An increased production of LCD televisions has also contributed to the drop in prices. LCD televisions are making their presence felt in relatively well-off urban homes, spurred by dropping prices over the last two years. The market is growing by more than 60 percent a year. According to one estimate, more than 7,000 LCD units were sold in Bangladesh in 2009, up from 6,000 units a year ago. Increased warranty periods and an availability of easy bank loans also contributed to the rise in sales on the local market, which is still ruled by CRT televisions because of lower prices and high demand from low-income groups in urban and rural areas. According to electronics distributors, businessmen and corporate executives are the main buyers of large LCD televisions in Bangladesh. The price difference between a CRT and a LCD television is now low, which lures a section of consumers to prefer LCD television .In a newspaper which is called Financial Express was giving some information about LCD television. This information said that Hitachi, the globally-acclaimed top Japanese brand, has launched the world's first ultra-thin full high definition LCD television for the first time in Bangladesh. Magnum Marketing Limited, a sister concern of the group Samadsons, got the responsibility to market the luxurious product in Bangladesh as it is the only sole distributor of the world-class Hitachi home appliances in Bangladesh.

## **Key features of LCD Television:**

### **Screen resolution**

The native or screen resolution determines how much sharp the picture will look on the screen. CRT type TVs work well with standard definition and can show pictures of 330 lines resolution.



The screen resolution of LCD TV starts from 720p and higher (1080i and 1080p). This means its higher native resolution ensures that picture looks sharper, more detailed and clearer.

### **LCD Screen and profile**

Typically, LCD TV screen size varies between 26" and 40" although larger screen sizes are available at expensive price tags. Currently, the largest LCD TV available in commercial market has about 52" screen size and the models will be very few.

## **Advantages of LCD Television:**

LCD TVs have following advantages over the historical CRT television sets:

### **Occupies less space**

LCD TV has a thickness of 3" – 5" and weighs so less that it can be mounted on wall. Even when it is installed using table mount, it occupies much less space in your living room.



## **Elegant design of LCD TV adds beauty to the interior of your room**

LCD TV becomes an attractive element of your living room as it looks so modern and sleek. With wall socket, you can mount it on the wall or just place it on the stand. Whichever way, LCD TV is the cynosure of all eyes.

### **LCD TV causes less eyestrain**

LCD TV uses advanced video processing technologies so there is no flicker and scanning lines are almost invisible to eyes. LCD picture looks smoother and its brightness does not put so much strain on your eyes even when viewed from close distances. You can watch it for fairly longer period.

### **There is no screen glare**

LCD TV screen is not glassy like CRT TV or plasma TV so it does not glare off in ambient conditions. So, LCD TV looks bright even in well-lit rooms. Some key points of LCD television.

- Lower electrical power consumption
- LCD screens produce very little glare from other light sources
- Does not emit radiation.
- Higher available Resolution
- The lower weight
- High Contrast Ratio

### **Viewing distance**

<b>Screen size (in)</b>	<b>Viewing distance (ft)</b>
<b>15–26</b>	<b>5-8</b>
<b>26–32</b>	<b>8-11.5</b>
<b>32–42</b>	<b>11.5-13</b>
<b>42–55</b>	<b>&gt;13</b>

## The Marketing Strategy of LCD Television

### Product Overview:

As we know that the new craze in our market is LCD (Liquid Crystal Display) television. Singer Bangladesh limited is one of the big importers of LCD television. Singer import LCD televisions with its own brand name and also import world leading brand "Samsung's LCD television. Samsung producing LCD which are very renowned all over the world. LCD televisions extend the companies product line one step further and proper advertisement and promotion campaign will definitely make the success of LCD television.

### Product Feature:

LCD television nowadays is very famous in our country. It has amazing features .It provide high quality picture better than CRT (cathode Ray Tube). People are greatly interested in purchasing LCD televisions to get a cinematic viewing experience. They want something different which give the best quality and also with best features.

At present Singer have 3 Brands of LCD televisions of various sizes in our product line up.

BRAND	MODEL	SIZE	CONTRAST RATIO
SINGER	SLD24V10TC	24"	1920 × 1080 (FULL HD)
	SLD3218CV	32"	1366 × 768 (HD READY)
	SLD32M61TC	32"	1366 × 768 (HD READY)
SAMSUNG	LA26R71-BA	26"	1366 × 768 (HD READY)
	LA32S81-B	32"	1366 × 768 (HD READY)
	LA37S81-B	37"	1366 × 768 (HD READY)
	LA40R81-B	40"	1366 × 768 (HD READY)
	LA32B350 (NEW)	32"	1366 × 768 (HD READY)
	LA32B450C4M (NEW)	32"	1366 × 768 (HD READY)
	LA40B530P7RM (NEW)	40"	1920 × 1080 (FULL HD)
HAIER	L22T3	22"	1366 × 768 (HD READY)

## UNIQUE FEATURES:

- Full HD – The new Singer 32” LCD television (SLD24V10TC) has Full HD option which enables viewers to enjoy sharper image at an affordable price. For premiere customers another Full HD option is the new 40” LCD television (LA40B530P7RM) from Samsung.
- HDMI – is a compact audio/video interface for transmitting uncompressed digital data. It represents a digital alternative to consumer analog standards, such as radio frequency (RF) coaxial cable, composite video, Video, component, D-Terminal, or VGA. HDMI connects digital audio/video sources—such as set-top boxes, up convert DVD players, HD DVD players, Blue-ray Disc players, AVCHD camcorders, personal computers (PCs), video game consoles such as the PlayStation 3, Xbox 360, and AV receivers—to compatible digital audio devices, computer monitors, and digital televisions. These all functions create HDMI and with all this option Singer have their LCD televisions.
- HD READY
- WALL MOUNT – Wall mount option is available for all models.
- **32 Inch Samsung LCD TV:**



**Specification:**

	Screen Size -31.5" (1)
	Aspect Ratio- Widescreen
	Resolution-1920 (H) x1080 (V)
Video	Dynamic Contrast Ratio-100,000:1
	Response Time-4ms
	LCD 120Hz Yes
	Native Resolution 1080p
	Tuner- built in
Audio	Sound Effect System- SRS
	True Surround HD
	Sound Output (RMS) - 10Wx2
	Picture-in-Picture- Yes
	Game Mode -Yes
Features	HDMI-CEC- No
	Connect Share™ Movie -Yes
	Internet at TV- No, Touch of Color™ -Yes

**40Inch Samsung LCD TV**



**Video**

Screen Size-40" Class (40.0 inch diagonal)

Resolution -1080p

Dynamic Contrast Ratio-150,000:1

Response Time-4m

LCD 120Hz Yes

Native Resolution 1080p

**Audio**

Sound Effect System - SRS Theater Sound

Sound Output (RMS)

10Wx2

**Features**

Picture-in-Picture Yes

Game Mode Yes

HDMI-CEC Yes

Ultra Clear Panel Yes

Wide Color Enhancer Yes

AllShare Yes

USB 2.0 (MPEG Support) Yes

ConnectShare Movie Yes

Internet@TV Yes

Optical Link Yes

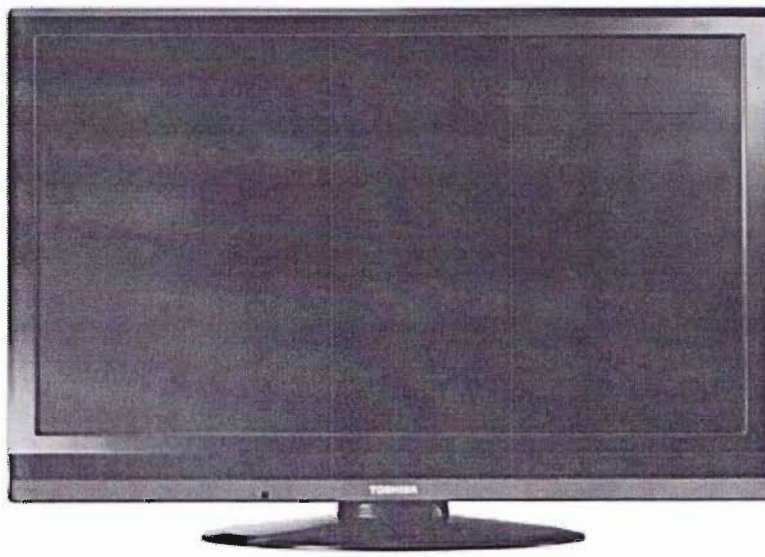
Touch of Color™ Yes

Energy Star rated Yes

## **Singer LCD TV**

Singer Bangladesh Limited import LCD from different country. They import LCD televisions with their brand name Singer. The LCD's size they import is mainly 24 inch and 32 inch LCD televisions.

### **Singer LCD Television-SLD32M61TC (32 Inch)**



#### **Features**

- Sound System- Surround
- Speakers- Yes
- S-Video Yes
- Component Video- Yes
- Number of HDMI 3
- HDMI Yes
- Product Series RV525
- Speakers –Yes
- Color –Black
- Digital Tuner ATSC
- Features Channel Labeling



## Singer LCD televisions- SLD24M 60TC



### Specification

LCD Panel: Size: 24.0"

Diagonal Display area: 518.4(H) x 324(V)

Brightness (Typical): 500 cd/m<sup>2</sup>

Contrast Ratio (Typical): 1000: 1

Viewing Angle : 178/178 degrees

Response Time: 16ms

Display Color: 16.7M Colors (true 8bit)

Resolution: Maximum resolution: WUXGA 1920 x 1200 @60Hz

TV / Video:

Power Supply: AC 100 ~ 240 VAC(+/- 10%) , 60/50 Hz 3Hz

Signal Cable:

Color: Black

**Special Features:**

Built-in TV and FM Radio Tuner

Attachable Dolby Speakers

Magic Color Pro

HDTV Ready

Picture-in-Picture

**Singer's Support:**

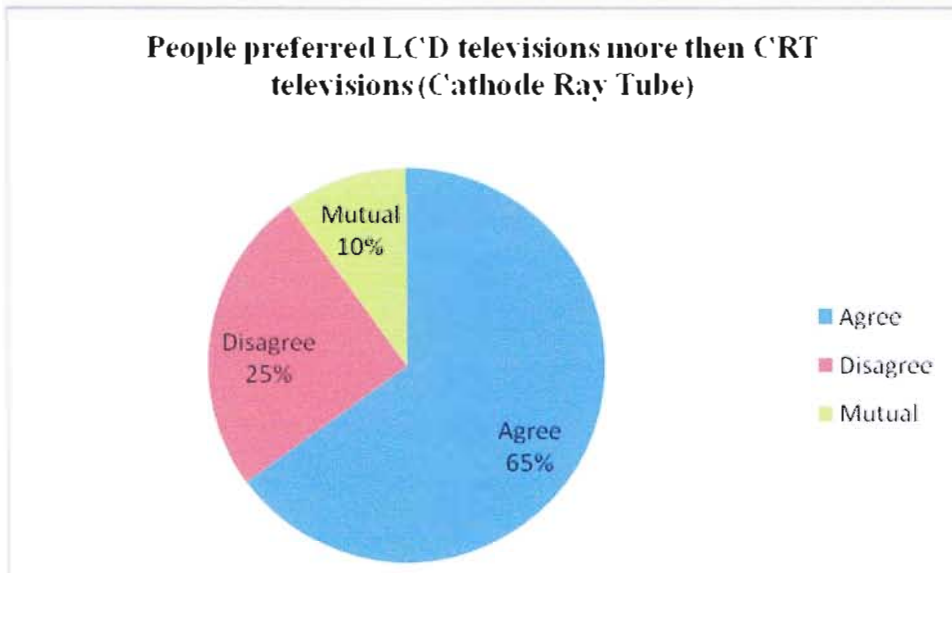
Singer always supports its customer with their service team. Singer gives many years warranty for their televisions customers and every after 2 years Singer extended its warranty. Singer gives 2 years warranty for service and parts and 5 years for picture tube. Singer has a team to serve the customer for after sale service. Repairs under warranty period shall be carried out by the company's authorizes personnel only. Customer can call for any type of help because Singer has a 24 hour call centre.

**Product-Market Focus:**

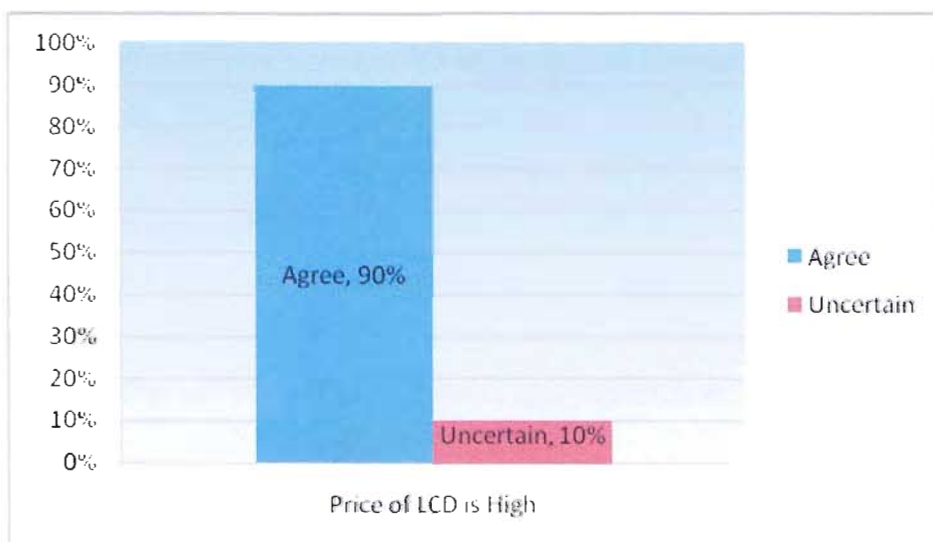
Singer Bangladesh has always tried to offer the latest features with different types of electric equipments to customer and also with latest technology. LCD television is very famous all over the world for the products features itself. Singer has always been a master in electronics equipments and has gained acceptance, trust and preference worldwide due to its innovative, Use friendly and environment conscious range of products. The LCD television is comes after doing a research of the market and evaluation to provide a better quality cinematic view at home. The company is giving warranty and giving the best quality LCD television for the target customer.

## Survey Part

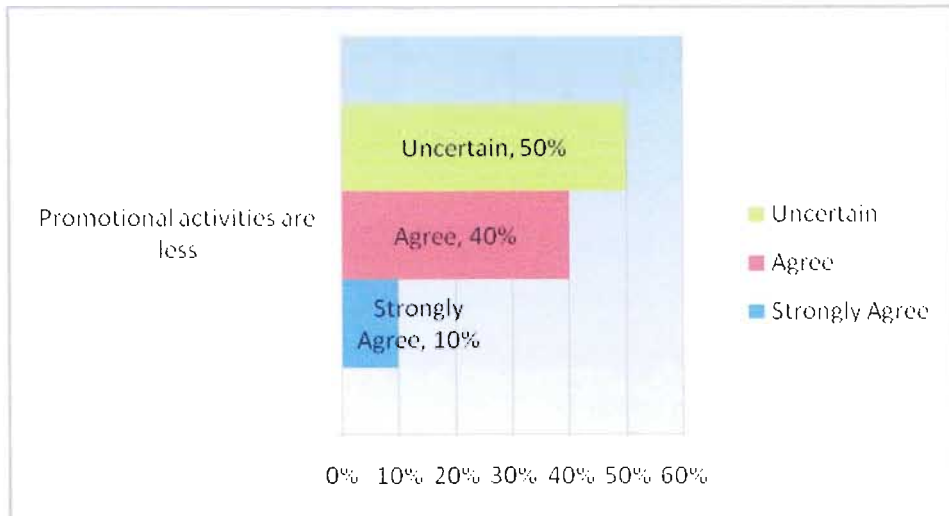
### 1 People preferred LCD televisions more than CRT televisions (Cathode Ray Tube)



### 2. Price of LCD is high



### 3. Promotional activities are less



#### **Target market:**

We think that LCD television is for upper class people who can afford to purchase and use this product but from this year government decreases the price of LCD televisions and also reduced an amount of the tax from it. So that we can say middle class people could buy the LCD televisions. Singer is giving the installment process so that people can come up with the money for this luxurious thing. In future times we can expect that the LCD televisions would be very famous if LCD televisions get huge promotion and attract the target consumer. But primarily Singer's target market is based on the cost-affordability basis. Customers are very price sensitive and LCD televisions price is not a small amount. In foreign country the price of LCD is half price than us because they are manufacturing it and sale for themselves. But in our country we need to import LCD televisions for that reason the price is much high. As it is a family product to be used and as it has no an effect or reactions to climatic, geographical or other external factors, classification and segmentation seemed unnecessary.

### **Price Strategy:**

Pricing is the process of determining what a company will receive in exchange for its products. Pricing factors are manufacturing cost, market place, competition, market condition, and quality of product. Though Singer imports LCD television so their cost is mainly based on the imported tax freight cost, transportation cost, distribution cost etc. The concept of LCD television is not new in our country but for the huge price people cannot buy easily. The needs of the consumer can be converted into demand only if the consumer has the willingness and capacity to buy the product. Price of LCD televisions is high in our country. Because a large number of tax we have to give the customs management because duty fee is high. Then the total costing would be increased. But now government decreased some duty on LCD television because this LCD's are available in all over the world and also in our neighbor country India also. Singer also imports LCD TV from India.

### **Promotion Strategy:**

Promotion is mainly the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision. Advertising is one part of the promotional mix and therefore advertising objectives, which in turn will relate to Singer Bangladesh's overall corporate objectives. In general, however there are three main categories of advertising objectives a business might set itself in terms of whether it seeks to inform, persuade or remind the target audience. In the factor of LCD televisions Singer not yet did any big promotional activity. This company only gives advertisement in daily newspaper. Singer is the daily home appliance company so they mainly focus on the daily salable products. Singer's advertising strategies consist of a creative strategy, which will describe what the company has to say and how they are going to say it and media strategy. Singer has the right media strategy which will definitely help its LCD advertisement to reach the target audience effectively and efficiently. Singer will be having its whole advertising planning program divided into two stages. These are –

**At the opening period or Roll-out stage:** Newspaper ads, TV spots, Press conference, cable TV spots, Internet.

**Continuation of the campaign:** Ads in newspapers, magazines, TV spots, posters, leaflets, flyers etc.

For the advertisement of LCD televisions the company needs to focus on some strategy and keep that in mind that what LCD televisions competitors are doing. That is a very important factor.

The strategy for LCD television is given below:

- **Print Media**
  1. Newspaper advertisement
  2. Posters
  3. Flyers
  4. Broachers of features
- **Electronics Media**
  1. Television advertisement
  2. Radio advertisement
- **Out of home Advertisement**
  - Unipools
  - Billboards
  - Electronics Billboards
  - Traffic canopy

LCD television is a new technology for Bangladeshi market so the advertisement should be attractive and also need to create an impact on consumer mind intensely. Although the media which company will use it has its own characteristic of reaching people, Singer's more focus would more on print media. It is less expensive and able to reach more of the target customers.

### **Television Advertisement:**

Television is a very strong mass media. It offers endless creative opportunity to reach viewer's hearts and minds along with sound and motion. Therefore the advertisement team decided to carry television advertising to reach LCD televisions target consumer in a more creative way. Television ad is cost effective. We can calculate cost –per- thousand to see the actual cost. We can select the programs that attract the audience and viewers. We need to reach these customers with more objectives and more vision. The ad should



be natural, eye soothing, attractive and colorful. This ad is for LCD television so we can make a story or a song for this.

### **Radio Advertisement**

Now in our country many radio stations are available. Radio ads will describe the product feature, product attributes and also warranty, quality etc. For a radio ads voice is very important thing. Singer will put its ad in any leading radio station.

### **Distribution Strategy:**

Even though having a product of superior quality and nature, the products will not be able to reach its buyers without a distribution channel. Since a company's main purpose is to sell its products to its customers, the lack of a strong distribution channel will not fulfill its main purpose. The area in which Singer is far ahead of its competitors is its very strong distribution channel.

Singer Bangladesh has a unique retail network. Its products are sold through its chain store numbering 192 and exclusive sales agents numbering 44, strategically located all over Bangladesh. Singer is the only company in the country with such an extensive retail work of its own. As a retail company, marketing consumer durable products its efforts have been focused on the store-merchandising concept. The company has successfully given a different perspective to all of its retail stores keeping in mind what makes a good shopping experience.

### **Future Strategies:**

With its strong distribution channel, Singer's distribution strategy will be to distribute its LCD televisions through its retail stores. Though it is a new product in the market and quite expensive so Singer will not distribute this product in its entire retail store. It depends on the market demand and product positioning. Though the LCD television is a new one and with a high price, Singer is focus on the Dhaka and Chittagong market when LCD first import in the company. Now Singer also retails it in Dinajpure and Rongpur district also. Because these markets are rich with people with high affordability and have the access to all the major competitors' products. Singer has not any strategy to doing any competition because in the market Transcom Digital Bangladesh is the leading company in the market and it is selling the branded LCD to the consumer.



### **Recommendation:**

- Singer Should take an aggressive marketing step.

In Bangladesh many company has already established as a big LCD selling company. Transcom Bangladesh Limited is one of the big companies of LCD television. So to compete with these companies Singer should go for aggressive marketing plan and promotion plan. This way Singer can create good impact into the market.

- Promotion should be effective

The promotional activity of Singer is not introduced for LCD televisions. It is very important to bring the new things in the market and to introduce with the consumer. Singer does not make any promotional activity for LCD TV. So to capture the market Singer should create its image with the new promotional activities which would be for LCD televisions. If the promotional activity captures the target customer then LCD will establish a place in their mind and people will more and more spellbound with this product and buy it. Today the marketing activities of any product are playing a great role to increase the sales and to get the customer acceptance. Because the present media are so much influential that it can easily influence the customers to purchase any product. Therefore the company will have to increase its marketing activities remarkably.

- Introduce innovative offers:

Singer should give both consumers and dealer's bonus offers. By offering this type of offer Singer can easily motivate the consumers to buy their product. With a LCD television Singer can give a LCD screen cleaner, LCD cover etc.

- Try to reach upper class and higher middle class

Through the market analysis I found that generally the upper class to higher middle class buy the LCD TV. Here the main reason is LCD is more costly than the CRT (cathode ray tube) which is not possible for lower middle class or lower class to afford. But here Singer has huge advantage. They offer hire purchase sale on LCD TV so that they can easily target the customer.



- Always maintain the quality factor:

To meet the customer satisfaction Singer always offer the best product best service but it is a expensive product. Which people not buy frequently so the quality factor is very important before buying or selling a LCD. Quality of a LCD means sound, colour, picture perfection that viewers mainly wants. The LCD sets should be ensuring the sound and colour that viewers will enjoy.

- The Company can develop customized marketing plan for different regions, if possible.
- The Company should have a strong R & D Department.
- It should have to develop tremendously its advertising activities all over the Bangladesh. The company will have to advertise in different way. It will have to use different types of advertising media such as-TV, Radio, Newspapers, Billboards, and Painting in retailers' shops, so that it can get the attention of the customers all over the Bangladesh.
- The Company can arrange different types of encouraging programs for the youth to encourage them to recommend using the brand.

## **Conclusion:**

While having my Internship Program at Singer Bangladesh Limited, one thing I have realized that I did make a right choice to had my tenor of Internship over there. This is because I found that Organization does have a Unique identity and Characteristics of being the Oldest one of its' kind nature upholding the tradition of the decades on one end and at the same time , engages all of its' commitment to the customer and mechanism to compete with the competitors of recent time, who are considered to be "Giant “and it has been found that Singer is running at a pace' required to ensure' both maintaining the prevailing solid foundation as well as attaining more of the Market Share through Aggressive Marketing Drive.

It was my opportunity to make a report on their recent product LCD television which is one of the big craze in the market now. And I had a great opportunity to visit their factory where they assemble their televisions and the big and very nice cable plant. Singer Bangladesh limited is big and old multinational. It maintains all its value customs and last but not the least the behavioral science. The behavior of every single employee was so helpful and excellent. That really has helped me to make a correlation between the Academic Knowledge and the Real Life Experience- Which I once again do like to offer my sincere thanks to all at Singer. It was very nice of them that I was also have the opportunity to introduce and get important knowledge from them' along with their 'Experienced Executive Teams' time to time, which made me understand the true implication of the subject I did go through at the University.

I think and hope that the “Analysis on the Marketing strategies of LCD Television” this report will help to know the overall market scenario of LCD TV. I do emphatically believe that through the 'combined efforts ' which all the concerned departments at Singer are putting on, Singer Bangladesh Limited Bangladesh will be able to achieve its ultimate goal through its new product LCD television.

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# Appendix

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