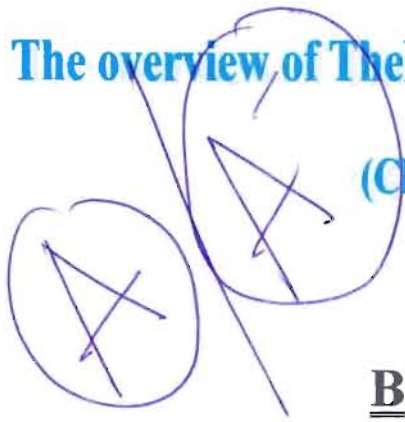


The overview of The Marketing Strategy Of Times International

(Chemical Indentintmg Firm)



BBA Internship Report

Report Submitted in Partial Fulfillment of the Requirements for Bachelor of Business Administration of East West University Bangladesh

Report No.
00184 (20)
BBA

Prepared By

Ali Muhammad Istiak
ID # 2004-2-10-189



East West University

Ali Muhammad Istiak, hereby declares that the report of Internship namely “The Overview of the Marketing Strategy of Times International” is prepared by me after the completion of the Internship in Times International Banani, Dhaka. I also declare that the paper is prepared for academic purposes only.



.....
Ali Muhammad Istiak

Date: 14th August 2008

ID No: 2004-2-10-189

Program: BBA.

East West University Bangladesh

CERTIFICATE

Certified that the Internship entitled

“The Overview of the Marketing Strategy of Times International”

Submitted in partial fulfillment of the requirement for the degree of Bachelor of
Business Administration of East West University, Bangladesh

By

Ali Muhammad Istiak

Under my supervision and guidance no part of this report has been submitted for other
award of any other Degree, Diploma, Fellowship or other similar titles or prizes and
that the work has been published in any journal or magazine.

Certified

Mr. Sayeed Alam
Faculty Member
East West University

August 14, 2008

Mr. Sayeed Alam
Faculty
Department of Business Administration
East West University University

Sub: **Submission of the Internship Report.**

Dear Sir,

It is my pleasure to submit the internship report on "The Overview of the Marketing Strategy of Times International" which has been prepared as a partial requirement of the internship program. The co-operation extended by the authority during the program deserves appreciation. A good deal of experience was, indeed, gathered while working on the report.

I have tried my level best to complete my internship program successfully. The whole experience of this internship program enabled me to get an insight into the real life situation. I am confident that, after going through this report, you will find it up to your satisfaction. I will be obliged to you if you kindly contact me in case you feel the necessity for any clarification or inquiry.

Thanking you In Anticipation,

Sincerely yours



.....
Ali Muhammad Istiak

ID: 2004-2-10-189

Department: BBA

Acknowledgement

This work is a synopsis of my recent study on “The Overview of the Marketing Strategy of Times International” as part of my internship program. The program has been a challenging as well as interesting to me. I have received help and active co-operation from colleague, superior and other officials.

At the very beginning I would like to express my deepest gratitude to almighty **Allah** for giving me the strength and the composure to finish the task within the scheduled time.

I am deeply indebted to my internal guide Mr, Sayeed Alam, Faculty of East West University for his whole-hearted supervision to me during the practical orientation period.

At last I want to give my gratitude to all the employees of Times International for their support and cooperation during my stay in the organization.

Table of Content

SL. NO	Topic	Page NO.
A	Chapter One	1-3
	1.1 Introduction	1
	1.2 Origin of the Report	1
	1.3 Objective of the Report	1-2
	Broad Objectives	2
	Other Objectives	2
	1.4 Scope of the Report	2
	1.5 Methodology of the Study	2-3
	Primary Data Sources	2-3
	Secondary Data Sources	3
	1.6 Time Frame	3
	1.7 Limitation	3
B	Chapter Two	4-7
	2.1 Background of the Company	4
	2.2 Mission	4
	2.3 Vision	4-5
	2.4 Product Line	5-6
	2.5 Management	6
	2.6 Organizational Structure	7
C	Chapter Three	8-23
	3.1 Market Structure	8
	3.2 Market Competitors	8-10
	Competitor's View	10
	3.3 Products	10
	3.4 Product Sales Strategy	11-15
	i. Surveys	11
	ii. Market Research	11-12
	iii. Cold Call	12
	iv. Advertising and Promotional Activities	12-13
	a. Direct Marketing	12-13
	b. Network marketing	13

	c. Business Marketing	14
	d. Affiliate Marketing	14-15
	3.5 Customer Base	15
	3.6 Marketing practices by Company	16-18
	Product	17
	Price	17-18
	Promotion	18
	Distribution	18
	3.7 SWOT Analysis	19-20
	3.8 Risk Analysis:	21
	3.9 Competitive Analysis of Times International	21-23
	3.9.1 Market Size	21
	3.9.2 Scope of Competitive Rivalry	21
	3.9.3 Market Growth Rate	21
	3.9.4 Number of Rivals and their relative size	21
	3.9.5 Number of Buyers	21
	3.9.6 Ease of Entry and Exit	22
	3.9.6 Product Differentiation	22
	3.9.7 Economic of Scale	22
	3.9.8 Product Innovation	22
	3.9.9 Technological Change	22
	3.9.10 Marketing Innovation	22
	3.9.11 Changing Societal Concern, Attitudes and Lifestyle	22
	3.9.12 Competitive Forces Working and Their Strength	23
	a. Rivalry among competing sellers in the industry	23
	b. Bargaining power of suppliers for inputs	23
	c. Bargaining power of buyers for products	23
	3.9.13 Strongest and Weakest position in industry	23
D	Chapter Four	24-58
	4.1 Phase of reaching of appropriate person	24-25
	a. Trough PABX	24
	b. Trough Cellular Phone	25

4.2 Attending Emergency Service call by	26-27
a. Service call center	26
b. Service Engineer	27
4.3 Attending Customer Complaints by	28-29
a) Information Call Center	28
b) Service Engineer:	29
4.4 Quality of Technical Advice	30-31
a) Room Layout, Pre-Installation, Estimating Engineering	30
b) Technical Field Personnel	31
4.5 Quality of Work	32-34
a) Service Engineer	32
b) Project Coordinator	33
c) Field Technical	34
4.6 Courteous, Friendly and accommodating relation	35-37
a) Times official/call center Personnel	35
b) Service Engineer	36
c) Project coordinator	37
4.7 Neat physical appearance and in proper attire	38-40
a) Service Engineer	38
b) Project coordinator	39
c) Service Technicians	40
4.8 Accuracy of billing (amount, office and delivery address etc.)	41
4.9 Collection Procedures	42
4.10 Delivery Goods and Services	43-46
a) Promptness\On Time	43
b) Correctness	44
c) Completeness	45
d) Courtesy of Staff	46
4.11 Quotations and Proposals	47-48
a) Promptness/On time	47
b) Competitiveness	48
4.12. Stock Availability	49-51
a) Availability of items/Services needed	49
b) Quick Accurate stock info given	50

	c) Accurate Lead Time Given	51
	4.13. Over-all rating of Times International services	52
	4.14. In order to you serve you better and to assist our future planning, which aspect do you think should consider improving? Please rank (1-5, being the most important)	53-56
	Site Services	53
	On time Delivery Services	54
	Order Completeness	55
	Technical Engineering Support	56
	4.15 Will you prefer to buy Times products in future considering your present experience with Times International	57
	4.16. What will influence you more to buy Times International Product again	58
E	Chapter Five	59-60
	Recommendation	59
	Conclusion	60
F	Bibliography	61
G	Appendix	62-65

Executive Summary

Internship is an important and unavoidable part of completing the graduation in business studies. Internship can help the student to fulfill and acquire practical knowledge about his or her particular learning. For the four years BBA program, Internship is a major requirement for sharing knowledge of the students. As a requirement for the BBA program I need to do the internship in any organization that is related to the marketing. As a student of marketing major I have to choose an organization that mainly related with marketing. My Internship Report title is "The Overview of the Marketing Strategy of Times International". Times International is a Chemical Indenting Firm company which has been doing its businesses for last few years in Bangladesh. They indent various chemicals for various industries and organization from different kind of hassles.

The topic has been selected to evaluate marketing strategy on the basis of existing work what it has done with in last three years. A major finding of this report is to show the growth trend of Times International. Different question had been asked to the existing fifteen customers to find out their satisfaction about the Times International's service. After analyzing the answers it has found that Times International's customer satisfaction level is in average. All the customers are willing to import the product from Times.

It shows that services of Times International are growing frequently. If Times International wants to grow up their services they have to compete with big companies. Times International should develop their services, technical supports and grow up their financial and marketing strengths.

1.1 Introduction:

Times International is a pioneer Trading & Distribution Company markets more than 3,000 products from 1,000 manufacturers around the globe in 15 different categories. Their divisional structure allows the company to strategically focus on the unique needs of individual markets. They are now mainly enriched with Petroleum & Petrochemicals, Hydrocarbon Fluids, Rubber & Polymer Technologies, Engineered Plastics, Adhesive & Sealants, Radio-Active Technologies, Nitro Cellulose, Coatings & Colorants, Performance Chemicals, Vitamins, Metal & Alloys, Health Care Products and Oleo chemicals.

Times International play an Instrumental role in bringing quality products to their customers and increasing its international brand awareness across many core sectors. They have also beefed up their presence in the domestic distribution market by successfully launching a series of strong foreign brands, capitalizing on the Group's most extensive, well-developed distribution network.

Times International is successfully pursuing a consistent strategy. Their goals are to build their brands and the value of their business, to improve their services. Through more than 6 years of operations, they have built a strong international reputation for high quality service to meet customers' needs.

1.2 Origin of the Report :

Mr. Sayeed Alam faculty of Business Administration, of East West University, Bangladesh has assigned this report to me for the completion of my Internship in the as part of the completion of my BBA program. The report topic is "The Overview of the Marketing Strategy of Times International" focus on Times and the tenure of my internship was 02 months.

1.3 Objective of the Report:

The general purpose of this report is to determine the Times International's marketing effort and how they pursuing their marketing strategy.

This reports attempts to identify the target market and growth of Times International and the reasons behind its growth. This report will also identify the capabilities of Times International for future prospective in the Indenting sector, and help know whether its expansion will have any impact on indenting industries or how much it will affect Times International itself. Therefore, the purpose of the report is:

- Identify their marketing strategy
- Identify the target market
- Future prospective of Times International
- Identify financial strength and capabilities of Times International
- Observe the quality and standard of service comparing to other indenting firm.

1.4 Scope of the Report:

The study covers information regarding marketing analysis. Successful businesses have extensive knowledge about their customers and their competitors. Getting accurate and specific information about your customers and competitors is a critical first step in market investigation and development of a marketing plan. Accurate market assessment and development of an effective plan is critical to the success of both new and existing businesses. The market impacts and directs all aspects of the company's activities and ultimately will lead to success or failure of the business.

1.5 Methodology of the Study:

All the required data and information has been collected by the following sources:

➤ Primary Data Sources:

Primary data is the information get through my own efforts which include observation, surveying, and experimentation. Primary data has been collected during the time worked in the organization and these include informal and unstructured depth interviews with some personnel.

➤ Secondary Data Sources:

Secondary data consists of information which has been gathered by someone else and is relevant to my study. Secondary data has been collected from annual reports, brochures and websites of the concerned organization.

1.6 Time Frame:

The time frame of this report has been considered from 2003-2007. The data of these four years has been collected for analysis.

1.7 Limitation:

While conducting the survey presumably I have faced some constraints, which are presented below:

- There are lacks of necessary information.
- Since my target group was mostly corporate sector and Industries, it was to some extent a difficult task to communicate with them.
- Moreover, the sample size is rather small to draw a conclusion or it is not sufficient enough to represent the whole scenario.
- Absence of the relevant reading material about our topic.
- Time Constraints

2.1 Background of the Company:

Founded in 2002 and presently headquartered in Banani, Dhaka. Times International is one the most dynamic and dashing Chemical Indenting Firm among the other renowned chemical indenting firm. Having more than 3,000 products from 1,000 manufacturers around the globe in 15 different categories. Their divisional structure allows the company to strategically focus on the unique needs of individual markets. They are now mainly enriched with Petroleum & Petrochemicals, Hydrocarbon Fluids, Rubber & Polymer Technologies, Engineered Plastics, Adhesive & Sealants, Radio-Active Technologies, Nitro Cellulose, Coatings & Colorants, Performance Chemicals, Vitamins, Metal & Alloys, Health Care Products and Oleo chemicals. Now the company plays an Instrumental role in bringing quality products to their customers and increasing its international brand awareness across many core sectors. They have also beefed up their presence in the domestic distribution market by successfully launching a series of strong foreign brands, capitalizing on the Group's most extensive, well-developed distribution network. Times International is successfully pursuing a consistent strategy. Their goals are to build their brands and the value of their business, to improve their services. Through more than 6 years of operations, they have built a strong international reputation for high quality service to meet customers' needs. At the recent time it emphasizes on CRM through which it can able to retain the old customers and attract as well as the new customers.

2.2 Mission:

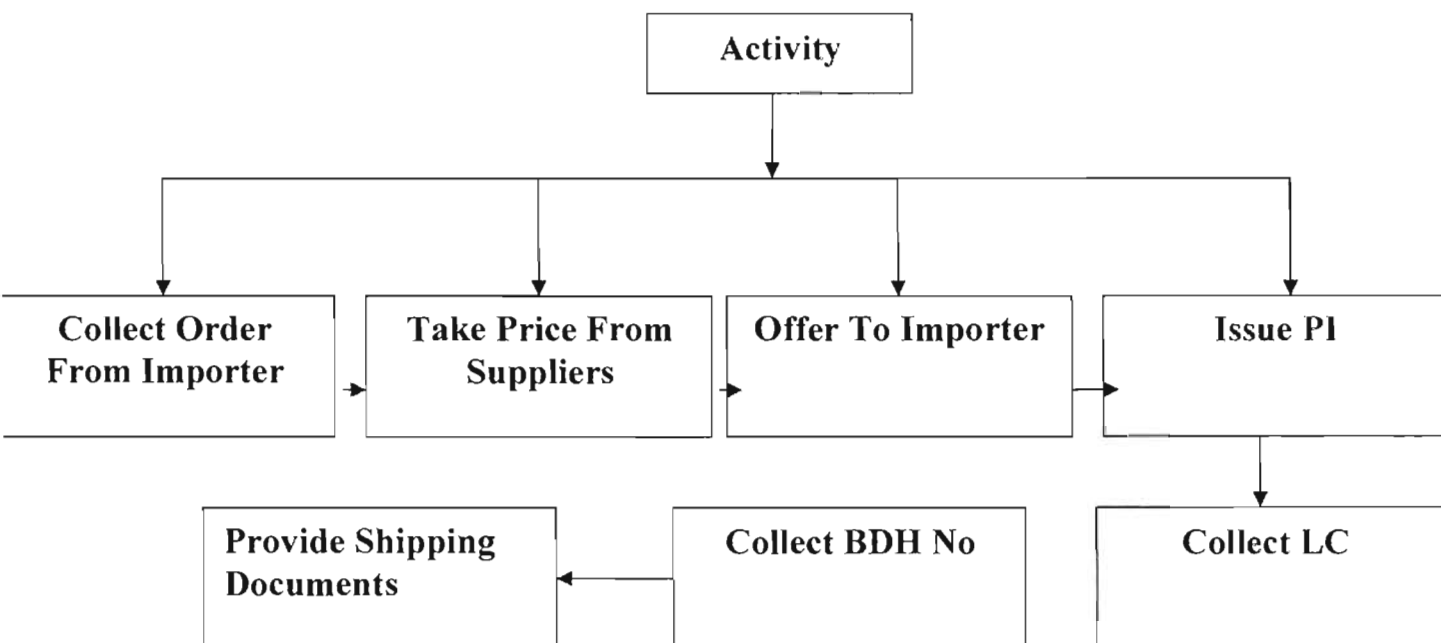
Our mission gives us purpose. Our size gives us opportunity. Our spirit gives us the qualities as individuals and as an organization that will enable us to turn our opportunities into achievements. Our spirit will guide, keep us focused and differentiate us form the competition." Quality, Affordability and Service are the watchwords as Times International up to the indenting challenges that confront our society in the 21st Century.

2.3 Vision:

At Times International, our aim is to provide all types of chemicals through creating a safe and secure environment for entire communities and we emphasize on competitive price but we never negotiates with quality. Following are our specific vision statements:

- ❑ A secure source of supply of high quality products.
- ❑ Compliance with regulatory requirements and customer expectation.
- ❑ Best in class cost.
- ❑ Leading edge practices and performance, at sites, in procurement and in all other global functions.

2.4 Activities at a Glance:



Following are the important terms that use frequently at the time of transaction:

FOB	Free On Board
CFR	Cost And Freight
CNF	Cost And Freight
CIF	Cost, Insurance And Freight
MT	Metric Ton
CTG	Chittagong
USD	United States Dollar
FCL	Full Container Load
LCL	Less than Container Load
LC	Letter OF Credit
TT	Telegraphic Transfer
PSI	Pre Shipment Inspection
BDH No	Inspection Reference Number
BL	Bill of Lading
PI	Performa Invoice

Products that Times offer:

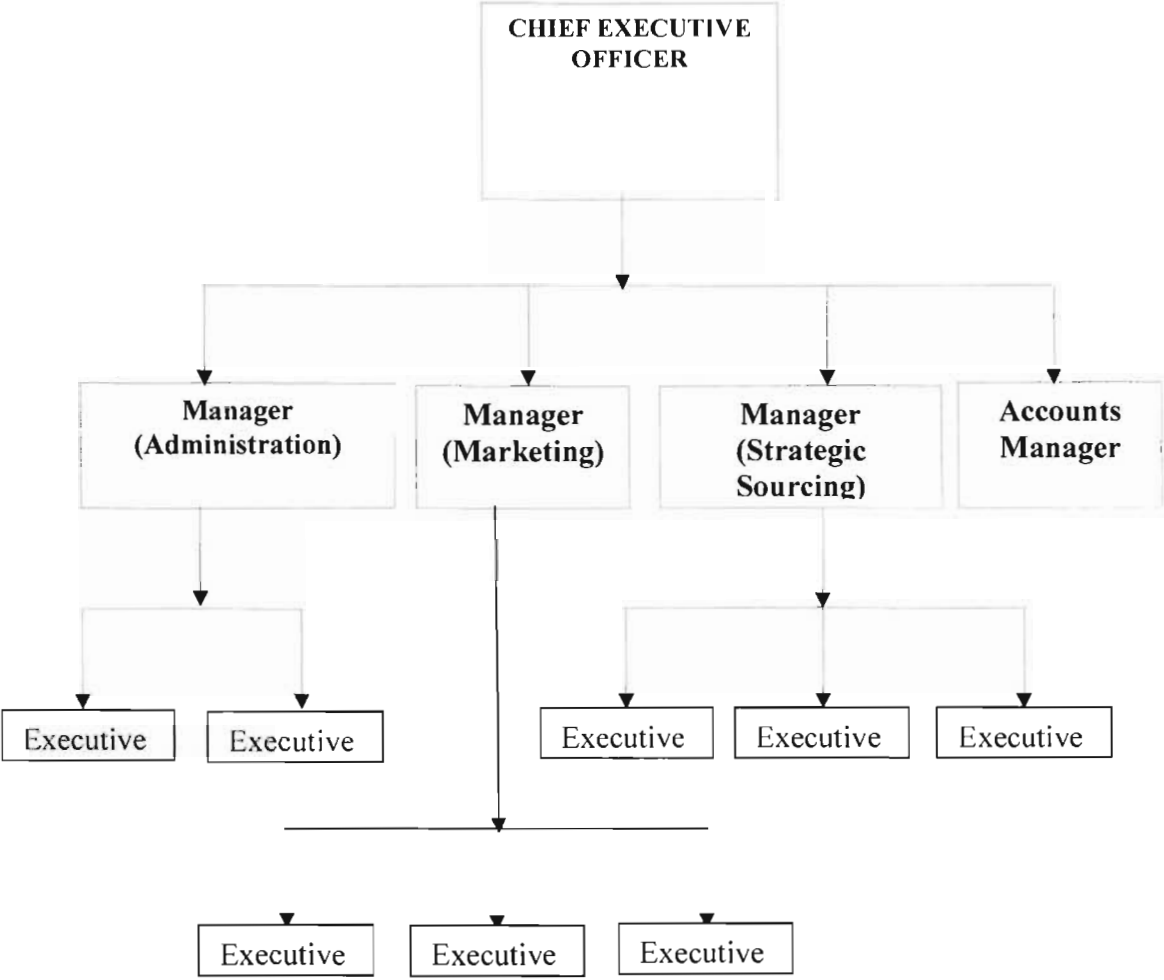
Our Major Products are oxalic acid, Formic acid, Rubber Grade Stearic Acid, Carbon Black, Synthetic and Natural Rubber including SBR-1052,1712,RSS, Latex, butyl Rubber, Gum Rosin, Zinc Oxide, RPO, Pine Tar Oil, Rubber Accelerate & Antioxidant, Polystyrene, ABS, Polypropylene, Polyethylene, PVC Resin, Calcium Carbonate, Solvents, Acetic acid, Citric Acid, Epoxy Soybean Oil, Pvc Stabilizer, Sorbitol, Liquid Paraffin, Paraffin Wax, Perbunan, Desiccated Coconut, MC, CR, DCP, DOP, PP, LDP, HDP, Coconut Oil, Synthetic Camphor Powder, Pet Resin, Aluminum Foal, Sodium Benzoate, Alum, Aluminum Sulphate, Sodium Citrate, Potassium Sulphate, Lithopone, Sodium Nitrate, Magnesium Oxide etc and so on.

2.5 Management:

Times International enjoys a dynamic and efficient management structure. We currently employ 25 people. Through our offices in Dhaka we are able to provide close support to our clients throughout the country.

The head of the management team is the Managing Director who is also the Chief Executive Officer. Mr. Mohammed Salauddin has over 10 years of business experience, and he has been trained in management concepts and practices in Japan and the United Kingdom.

Organizational Structure:



3.1 Market Structure:

Times International operating under perfect competition. There are more than 58 chemical indenting firms existing in the market who are promoting chemicals to the Market. Any time new company can emerge in the market because there is no restriction for opening similar company. There is large number of buyer like all corporate sectors, industries, Govt. Sector some time people integrate the chemicals to their residence. It is very difficult for a single seller to influence the price. Both buyers and sellers have access the perfect information. In effect of that high degree of competition helps allocate resources to most efficient use. Organization makes normal profit made in the long run and operating at maximum efficiency.

Market Structure	Seller Entry Barriers	Seller Number	Buyer Entry Barriers	Buyer Number
Perfect Competition	No	Many	No	Many

3.2 Market Competitors:

The Organization follows some strategic marketing. This means the organization does not follow same marketing process for every customer. It follows different marketing approach for its different target markets for which its strategic for marketing is not same for every approach to its customers. For example, according to the expectation of the customers sometime it gives value to the quality and sometimes it gives value to the price. It actually depends on the customer's category to decide the way to approach the concerned customers. Here's some competitor's name that are in the market for a long time and also have reasonable competitive advantages regarding their products and networks as well.

List of Major Competitors

1. Golden Business Association
2. Bimex Corporation
3. Elite Trading
4. Silicon Valley Corporation
5. Integrated Chemicals
6. Mills O' Kattsbi
7. MYA Trading
8. ICEL Private Ltd.
9. Core Automations Ltd.
10. Vertex Chemicals Ltd
11. Intellectuals Trading & Distribution Ltd.
12. Hong Kong International.
13. Camera Museum
14. Green Bengal Ltd.
15. Digital Chemicals Ltd.
16. Mobi Trading and Distribution Ltd.
17. Islam Enterprise Ltd
18. R.T. Design Ltd.
19. BELLS
20. Honey Well
21. DG Solution
22. Green Chemi
23. Chemical Zone
24. Black Cat's Indent
25. Defender Ltd
26. Active Chemicals Trading & Distribution

Competitor's View:

Times International is a growing organization. It is on the way to sustain in the market. But, there are other organizations in the market that are already in the market for a reasonable time period. Here the organization needs competitive advantages to fight & build a sustainable position in the market. The organization also needs strategic marketing to make it self sustainable in the market with the competitors.

3.3 Products:

Following Products are available in the Market:

Oxalic acid, Formic acid, Rubber Grade Stearic Acid, Carbon Black, Synthetic and Natural Rubber including SBR-1052,1712,RSS, Latex, butyl Rubber, Gum Rosin, Zinc Oxide, RPO, Pine Tar Oil, Rubber Accelerate & Antioxidant, Polystyrene, ABS, Polypropylene, Polyethylene, PVC Resin, Calcium Carbonate, Solvents, Acetic acid, Citric Acid, Epoxy Soybean Oil, Pvc Stabilizer, Sorbitol, Liquid Paraffin, Paraffin Wax, Perbunan, Desiccated Coconut, MC, CR, DCP, DOP, PP, LDP, HDP, Coconut Oil, Synthetic Camphor Powder, Pet Resin, Aluminum Foal, Sodium Benzoate, Adhesive, Urea moulding Compound, Melamine Resin, Boric Acid, Potash Alum, Aluminum Sulphate, Sodium Citrate, Potassium Sulphate, Lithopone, Sodium Nitrate, Magnesium Oxide, MMA Monomer, Bleaching Powder, Hydrogen Peroxide, Petroleum Jelly, DEG, PEG, VAM, Silicon Emulsion, Binder, Rubber & Polymer Technologies.

3.4 Product Sales Strategy:

Times International will incorporate a combination of distribution channels in order to pursue an aggressive and effective product sales strategy. Times International considers the integration of direct sales and industry distribution as the fastest and most cost-efficient approach to penetrating the Chemical market. In order to generate superior sales results and meet unit sales targets, Times International will provide special sales training programs to intermediaries and sales incentives to the direct sales force.

The Market of the organization is huge as Chemical is one of the basic needs of regardless of the types of industry and day by day business people are becoming more conscious regarding importing chemicals. To cope up with present response of people, Times International practicing the following marketing Strategies which are discussed below in detailed:

- i. Surveys
- ii. Market Research
- iii. Cold Call
- iv. Advertisements and Market Promotions



i. Surveys:

This is one of the most important materials in marketing to know the current position of the target market and the requirements of the target market. The organization follows different types of surveys in different sectors of its target markets to know the market and its requirements. With this procedure the organization get close to the target markets and get a clear view of the market needs regarding the products and services.

ii. Market Research:

This is another important tool of marketing to know the market very well. Times International follows this tool for its market to know the market and their current position very well. This tool is utilized by the organization in different sectors of target markets. After completing a particular research the organization gets a clear and outstanding view about the current market.

iii. Cold Call:

This is also an important technique to know the interest of the client about company product. Times International follows this tool very much frequently for getting the high profile target markets to know their interest regarding the product and services. To follow this procedure the organization arranges visual appointments with its

respective prospects to have the fulfillment of its desired expectations of marketing its products and services. Thus the organization finds its ways to furnish its way to reach the ultimate goal with this procedure to adopt the market.

iv. Advertising and Promotional Activities:

These are the common tools of marketing for any kinds of business activities to sustain in the market. The organization follows very little of these tools in various ways to explore itself in the market. For example, it advertises in local news papers, and yellow pages. it distributes organization also participates in various social and business activities and fairs to become the renowned brand in its market this tactics to build a solid global brand name and establish a high corporate profile.

Apart from above Times International also follows the following procedure for their marketing:

- a. Direct marketing
- b. Network marketing
- c. Business marketing
- d. Affiliate marketing etc.

a. Direct Marketing:

A direct communication to a customer or business that is designed to generate a response in the form of an order, a request for further information, or a visit to a store or other place of business. It means any marketing method whereby company sells their products directly to consumers. Examples include roadside stands, farm stands, U-pick operations, community supported agriculture or subscription farming, farmers' markets, etc. So, Direct Marketing is any method of distribution that gives the customer access to an organization's products and services without the need for an intermediary. Direct marketing differs from general marketing in that the result of a promotion is measurable in terms of response. Direct marketing is also largely dependent upon the use of customer files and lists. Direct marketing is utilized by virtually every type of business and

organization. However, the primary users are magazine publishers, catalog houses, political campaign organizations and financial institutions.

b. Network marketing:

The term network marketing is used in two ways. In popular usage it is a synonym for multi-level marketing and often mistakenly considered the same as a pyramid scheme. Network Marketing is a generic term that covers the realm of direct sales and multilevel marketing. As a network marketing agent, you would sell products through your own network of friends, neighbors, co-workers and so on. In some instances, you may gain additional commissions by recruiting other agents. A business in which a distribution network is needed to built. Usually such businesses are also MLM in nature in that payouts also occur at more than one level. Network Marketing is sometimes also used incorrectly to indicate that the business uses a network of product suppliers in order to offer a broader selection of products. It is usually used this way to differentiate them as a way to suggest that their program is superior to other such programs. Multi-level marketing (MLM) (also called network marketing (NM) or matrix marketing) is a business model which utilizes a combination of direct marketing and franchising. Typically, independent business owners (IBOs) become associated with a parent company in a contractor-like relationship. IBOs receive remuneration for shopping within their own business, for selling products and for expanding their network of people (“down line”) doing the same.

c. Business Marketing:

Business Marketing is the marketing of industrial/business products (which includes services) to *other companies, the government* (e.g. the Ministry of Transport), *institutions* (e.g. hospitals, the army) and *other bodies, agencies and organizations* (e.g. the Airport Authority). The purchase decision process for industrial/business products is much more complex than in consumer products. It involves *Purchase Decision Units* which may consist of one or more persons of different levels and from different departments.

d. Affiliate Marketing:

This is a system of revenue sharing between one site (the affiliate merchant) which features an ad or content designed to drive traffic to another site (the advertiser). The affiliate will receive a fee based on the amount of traffic generated. This is a system of advertising in which site A agrees to feature buttons from site B, and site A gets a percentage of any sales generated for site B. It can also be applied to situations in which an advertiser may be looking for marketing information, rather than a cash sale. It is popular among startups with very small marketing budgets. This is also a business relationship with a merchant or other service provider who allows you to link to that business. When a visitor clicks on the link at your site and subsequently makes a purchase from the merchant, you receive a commission based on the amount of the sale, a referral fee or a pay-for-click fee. Affiliate Marketing is a widespread method of promoting a website, in which an affiliate is rewarded for every visitor, subscriber and/or customer provided through his efforts. It is a modern variation of the practice of paying finder's-fees to individuals who introduce new clients to a business. Compensation may be made based on a certain value for each visit (Pay-per-click), registrant (Pay-per-lead), or a commission for each customer or sale (Pay-per-Sale). The organization follows direct marketing procedure for the personal networking clients and also in some shopping malls. The organization also follows direct marketing for real estate companies. Actually it depends on the type of customer to decide whether to follow direct marketing procedure or others.

Times International follows network marketing procedure based on the personal networks the employees of the organization. It also creates new contacts for network marketing.

The company follows affiliate marketing procedure to explore its reach to the customers. It creates various affiliations with various marketing organization to keep up the marketing in a run. The organization also creates market associates to conduct the affiliate marketing for its products.

Times International Basically emphasize on direct selling meant selling the information.

3.5 Customer Base:

Building a loyal customer base of corporate and retail clients involves implementation of the following strategic marketing actions:

- Implement an effective and competitive product mix strategy to successfully position the Chemical product line as the leading Chemical solution on the market.
- Development with well-documented and displayed inventory and effective, efficient, and hassle-free retail and corporate service and support.
- Aggressive advertising in print and electronic media to create brand awareness.
- Sales strategies implementation including reseller networks, affiliate programs, corporate sales development, and direct marketing campaigns.

List of Prominent Clients	
1.	Partex Group
2.	Square Toiletries
3.	Beximco
4.	Eastern Chemicals
5.	Chattak Cement Factory
6.	Shopan Plastic Ltd
7.	Rahmatullh Trading
8.	Euro Foods Group
9.	Pran Group
10.	Saidowla Fisheries Ltd
11.	Bashundhara Group
12.	Aqua Mineral
13.	Ha-Meem group
14.	Kushiara Composite Knitwear Ltd
15.	The Westin Dhaka
16.	Global Beverage

3.6 Marketing practices by Company.

Marketing is one of the major aspects of business. Without marketing business cannot survive. Marketing involves all those controllable and non-controllable elements that marketers deal with while work in real life situation. The success of marketing depends on both types of elements. The elements which marketers cannot control rather they have to adjust with are the non-controllable elements such as social and political environment,

govt. policies, religious restrictions and so on. Nevertheless, marketers can alter through their efforts the controllable elements and thus can bring success faster. These elements are commonly known as 'Marketing Mix' or 4Ps of marketing- Product, Price, Promotion and Place. Any firm that practices marketing, practices the 4Ps.

The Chemical Company of Bangladesh is having huge field for marketing. Yet in an age of high competition like today's firms are heavily spending and effectively practicing marketing. Now let us look at the practices by Times International



Fig: The Marketing Mix

- **Product**

In Marketing, product refers to the solution to an identified problem Times International has brands have some unique intangible attributes such as image value, superior quality and social benefits. Some major brands of the company are Arya, Rama, Beta etc and so on.

- **Price**

Price is the integral part of a product as it brings return out of it. Pricing decisions should take into account profit margins and the probable pricing response of competitors. Pricing includes not only the list price, but also discounts, financing, and other options. Times International generally follows the most elementary pricing method 'Mark-up pricing' that refers to add a standard mark up to the product cost of a particular product.

- **Promotion:**

Here the company tries to create its product brand image and they also have its product advertisement in newspaper, leaflet, websites and all yellow pages. The organization also has plans of promotional efforts after launching new products. (For example: discounts or scratch card offers).

Advertisements can come in all forms, depending both on the program type and the Advertiser's preference. Initially advertising policy would be to create for public awareness. Times International can use the following media which can be used as advertisement efforts:

- ❖ **Newspaper:** In major local and national newspaper and magazine.
- ❖ **Sponsorship:** Sponsoring some popular activities like games, sports, cultural show, seminar, social environment and health care.
- ❖ **Leaflet:** A printed, usually folded handbill or flier intended for free distribution.

- **Distribution:**

Distribution in marketing is known as the Achilles' Hills. Without a sound and well-establish distribution system no organization can effectively serve its target customers. This company does their own distribution. They do not have any external distributors. Times International Distribute the product at the Chittagong Port where the buyer present and on behalf of seller Times present. When the Product arrive at the port then after retrieving the product from the ship the inspection committee will check the product whether it is as it is written on the LC or not. This inspection will be done on behalf of the buyer. There are so many inspection companies are available but major are SGS, Cotecna Inspection Bangladesh Ltd, Intertek Testing Service (ITS). The exporter is not required to pay for the inspections. Generally the importer pays inspection charge.

Summary of Marketing Mix Decisions

Product	Price	Place	Promotion
Functionality	List price	Channel members	Advertising
Appearance	Discounts	Channel motivation	Personal selling
Quality	Allowances	Market coverage	Public relations
Packaging	Financing	Locations	Message
Brand	Leasing options	Logistics	Media
Warranty		Service levels	Budget
Service/Support			

3.7 SWOT Analysis:

Organizational strategies are the means through which companies accomplish their missions and goals. Successful strategies address four elements within which the company operates: (1) the company's strengths, (2) its weaknesses, (3) the opportunities in its competitive environment, and (4) the threats in its competitive environment. This set of four elements—strengths, weaknesses, opportunities, and threats—when used by a firm to gain competitive advantage, is often referred to as a SWOT analysis.

SWOT analysis of Times International is conducted in view of strengths and weaknesses of organizational analysis; that is, it is an audit of the company's internal workings, which are relatively easier to control than outside factors. Conversely, examining opportunities

and threats is a part of environmental analysis—which looked outside of the organization to determine opportunities and threats, over which it has lesser control.

The SWOT analysis provides an opportunity to examine the internal strengths and weaknesses of the organization. It also allows examining the opportunities as well as potential threats. The SWOT analysis for Times International is as follows:

Strengths	Weaknesses
<p>Good reputation among customers</p> <p>Recognizable brand names Patents</p> <p>Proprietary technology</p> <p>Exclusive access to resources</p>	<p>High price</p> <p>Low demand</p> <p>Low variety of products</p> <p>Lack of availability of products</p> <p>Lack of effective distribution system</p> <p>High cost of distribution</p>
Opportunities	Threats
<p>market circumstances offering opportunities for expansion and/or profit may be uncovered by an external analysis are:</p> <p>Finding new customer needs</p> <p>Relaxation of regulations</p> <p>New technologies & Special skills</p>	<p>Circumstances that pose danger and could harm the company are considered threats are:</p> <p>Changes in regulations</p> <p>Increase in competition</p> <p>New substitute products</p> <p>Changes in demographics</p>

3.8 Risk Analysis:

Here the company discussed about risk and compare with strength, weakness, opportunity and threat. Here it has been tried to show their weakness and threat could be and how management (we) can overcome that with strength and opportunity.

3.9 Competitive Analysis of Times International:

There are around 58 listed Chemical indenting firms in our country. From the total number of firms only ten major firms contribute about 75% of the Chemicals. As of data 2005, Times International holds the 28th positions in the Chemicals industry in Bangladesh.

The necessary information regarding the Chemical Company is given below:



3.9.1 Market Size:

20% of our total population lives in urban areas but only they are not the main consumers of Chemicals. Apart from this it speeded over 60% so comparing the total population market is not pretty small. But among the urban living people we have to count those consumers who are having minimum higher middle to upper class status.

3.9.2 Scope of Competitive Rivalry:

Price of foreign brands is so high that are vary from country to country. Chinese product price is very cheaper than the European Brand. Here people always look for economy brand (Chinese's & Taiwanese's Brand). But there is an exception too.

3.9.3 Market Growth Rate:

From The previous time people are already very much conscious about the Chemicals. As a results market growth are very high.

3.9.4 Number of Rivals and their relative size:

Numbers of brands are available in the market and major brands are fighting severely. Others are also in a very close conflict.

3.9.5 Number of Buyers:

We estimate that all the garments industries, Beverage industries, Cosmetic industries, Plastic industries and other corporate sectors are main buyer of the product. Sometime elite group of people implement the higher Chemicals for their resident.

3.9.6 Ease of Entry and Exit:

It can be said that entry in this and exit from this is not that much harder.

3.9.6 Product Differentiation:

Different brands available only in the name of Petroleum & Petrochemicals, Hydrocarbon Fluids, Rubber & Polymer Technologies, Engineered Plastics, Adhesive & Sealants, Radio-Active Technologies, Nitro Cellulose, Coatings & Colorants, Performance Chemicals, Vitamins, Metal & Alloys, Health Care Products and Oleo chemicals.

3.9.7 Economic of Scale:

Only few companies can utilize their total Chemical facility to the Market. Other companies like Times International can use their average facilities. So economic of scale has not yet been achieved.

3.9.8 Product Innovation:

Innovation brings competition. In chemical industry the rate of discovering the chemicals is very high.

3.9.9 Technological Change:

There are many new technologies is replaced by the old technologies. But in the way of product innovation scope of technological change is also very high.

3.9.10 Marketing Innovation:

There is a lot of scope for marketing innovation. In fact marketing is always innovative.

3.9.11 Changing Societal Concern, Attitudes and Lifestyle:

Increased rate of literacy and general knowledge of common people helped them to be more conscious about Chemicals and its uses. Nowadays they have grown up with more positive attitudes towards these. Modernized lifestyle is also another important factor.

3.9.12 Competitive Forces Working and Their Strength:

a. Rivalry among competing sellers in the industry:

This rivalry is found always among the service providers. Advertisement are found in the newspaper, Leaflet, yellow page etc.

b. Bargaining power of suppliers for inputs:

Since the number of companies are providing these service, so the suppliers have to depend on buyer as a result supplier can not influence much.

c. Bargaining power of buyers for products:

Buyers have a lot of options if they are dissatisfied over any company's products then probably the company will lose the company's profit forever. On the other hand lots of companies from different countries are supplying these products.

3.9.13 Strongest and Weakest position in industry:

This can be assessed by evaluating market shares of different firms;

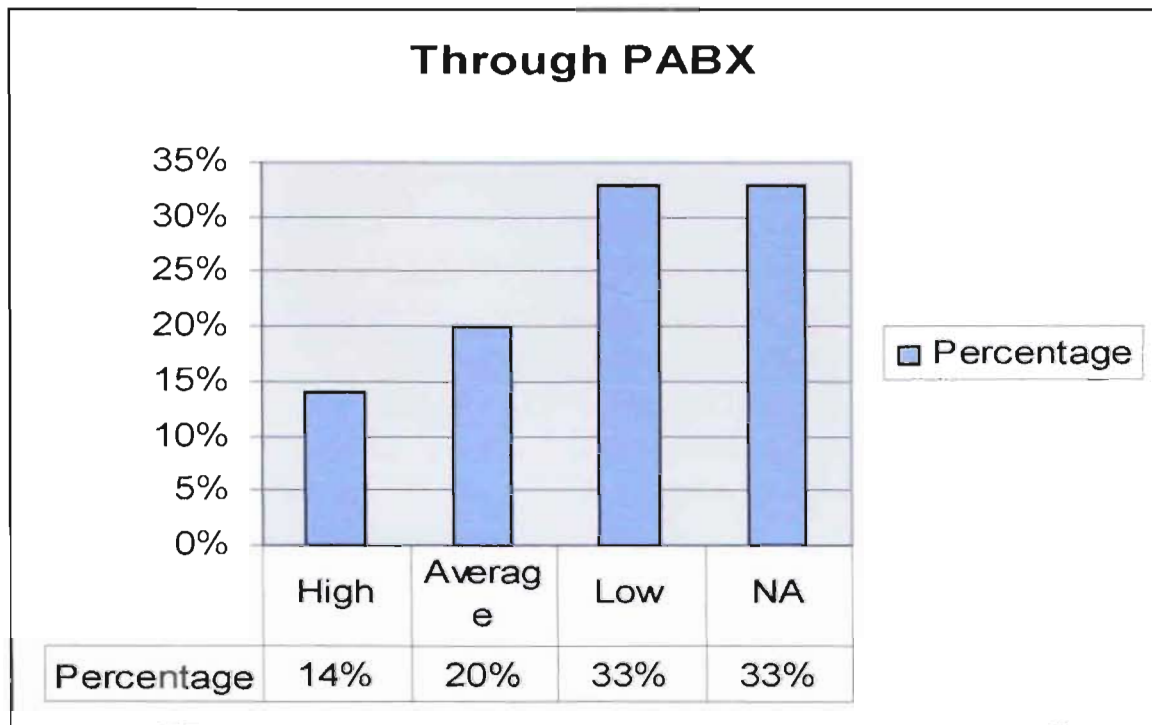
Company	Market Share
Bimex	14.2%
Golden Business Association	10.28%
Elite Trading	8.55%
Camera Museum	7.5%
ICEL	7%
Green Chemi Ltd	5.5%
Others	4.27%

04. Reaching of Answers of the Questionnaire:

4.1 Phase of reaching of appropriate person:

a) Trough PABX:

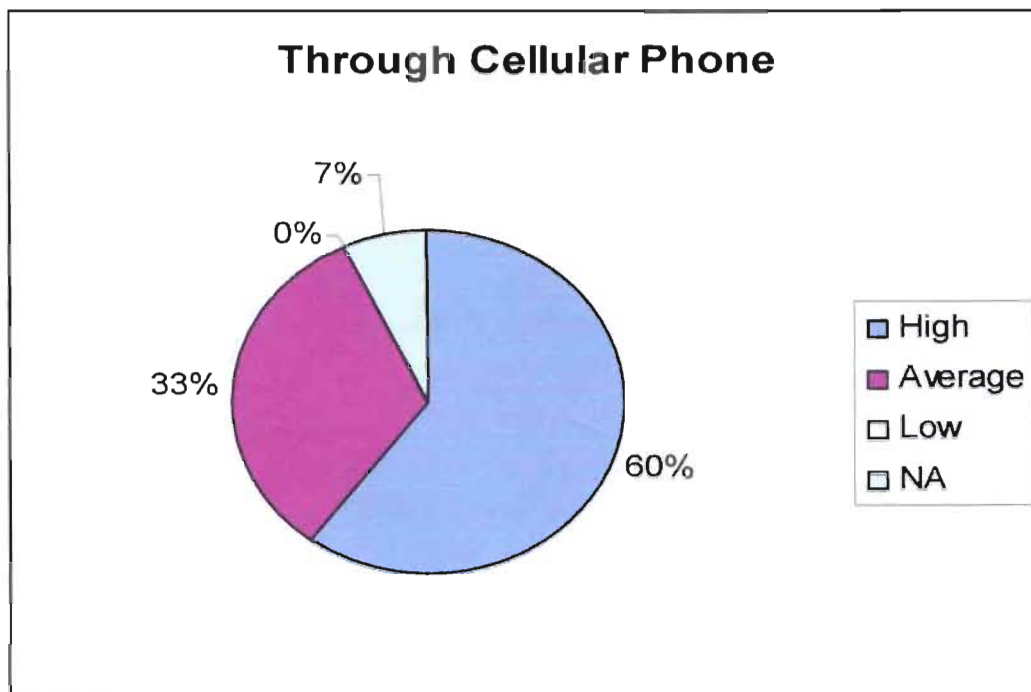
Particulars	Frequency	Percentage
High	2	14%
Average	3	20%
Low	5	33%
NA(Not Applicable)	5	33%
Total	15	100%



Interpretation: Tele –media is one of the best means of communication. It's making the communication process easier than contacting physically. Trough the response from the customers the above data and graph state that the contacting with the appropriate person through the PABX line is lower. According to the respondents 14% stated that the way reaching the right person through PABX is high. 20% said that average and 33% argued for low. 33% didn't try through PABX.

b) Trough Cellular Phone:

Particulars	Frequency	Percentage
High	9	60%
Average	5	33%
Low	0	0%
NA(Not Applicable)	1	7%
Total	15	100%



Interpretation: The use of Cellular Phone has made the business communications easier. It becomes the effective means of communication. According to the respondents the above data shows that the phase of attainment appropriate person through cellular phone is comparatively higher than PABX. Most of the respondents said that the way of attainment appropriate person through this media is high. 33% respondents said for average and 7% stand for NA the reason is that they might not use this means of communication.

4.2 Attending Emergency Service call by:

a) Service call center:

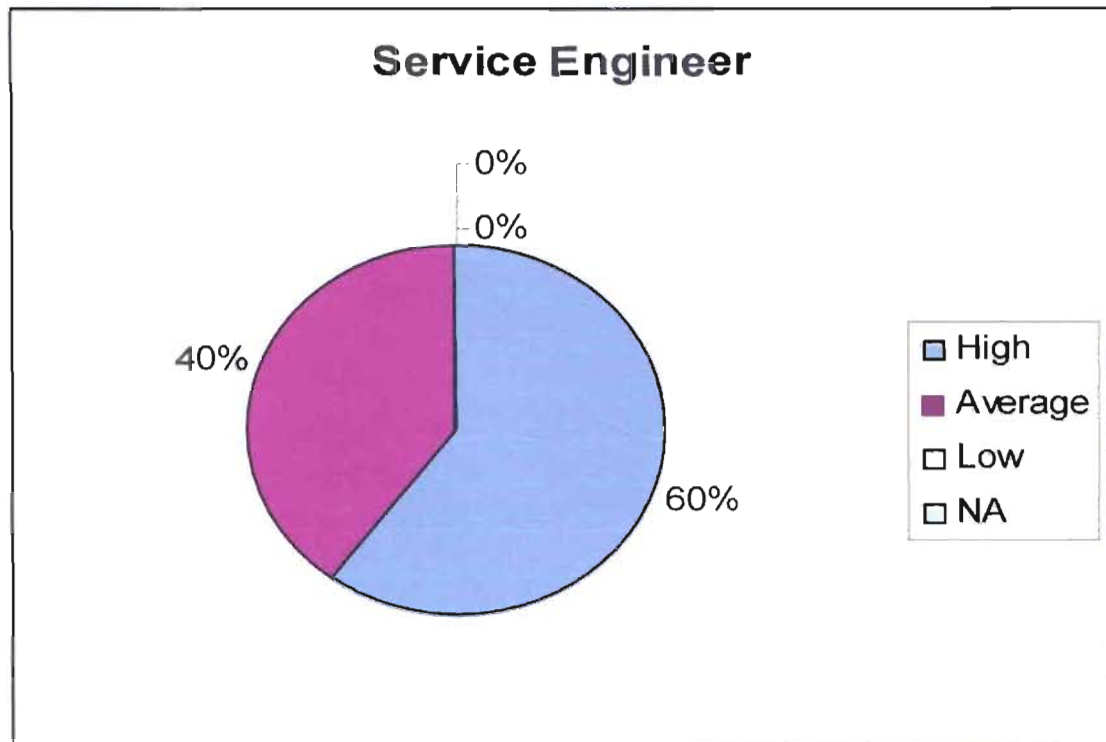
Particulars	Frequency	Percentage
High	2	14%
Average	11	72%
Low	2	14%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: More the quicker response towards customers calls more the satisfaction for the customers. According to the respondents attending customers' call by the center is better. 72% said that the response towards their call by the call center is average. 14% said its high and 14% respondents said low response.

b) Service Engineer:

Particulars	Frequency	Percentage
High	9	60%
Average	6	40%
Low	2	0%
NA(Not Applicable)	0	0%
Total	15	100%

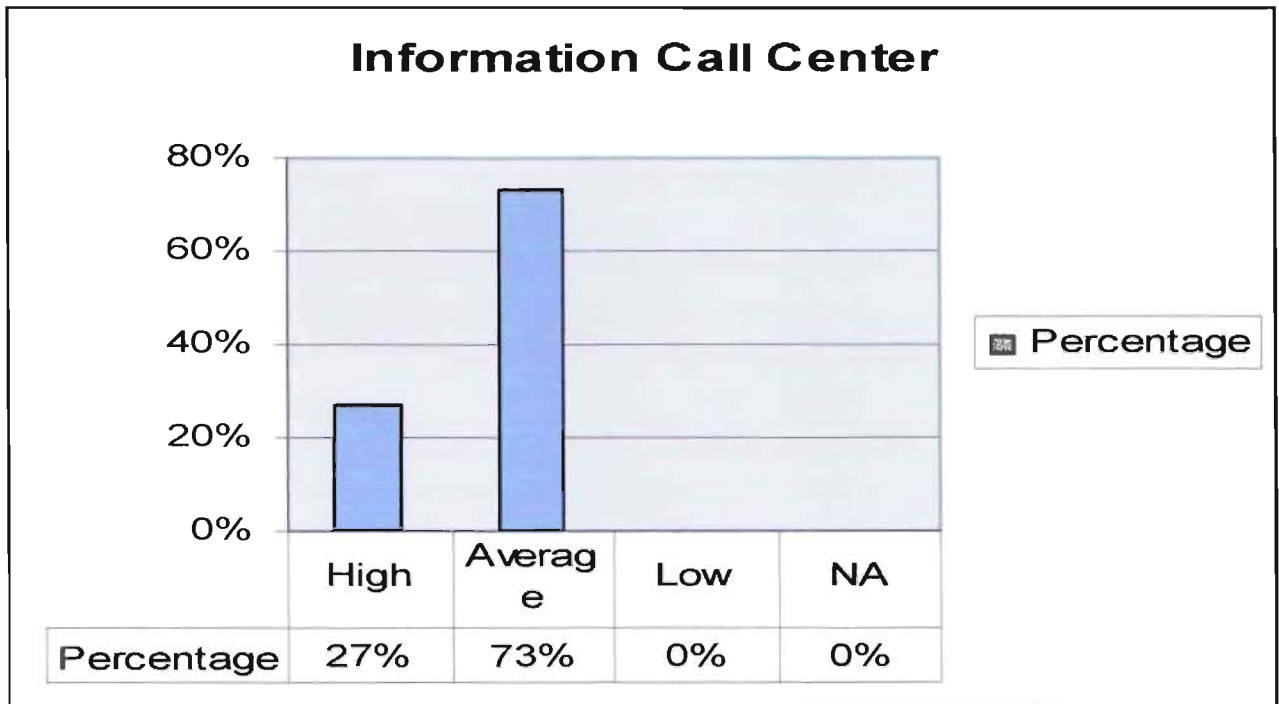


Interpretation: The response towards attending customers' call by the service engineers is efficient. 60% respondents said that the response is high and 40% said it average.

4.3 Attending Customer Complaints by:

a) Information Call Center:

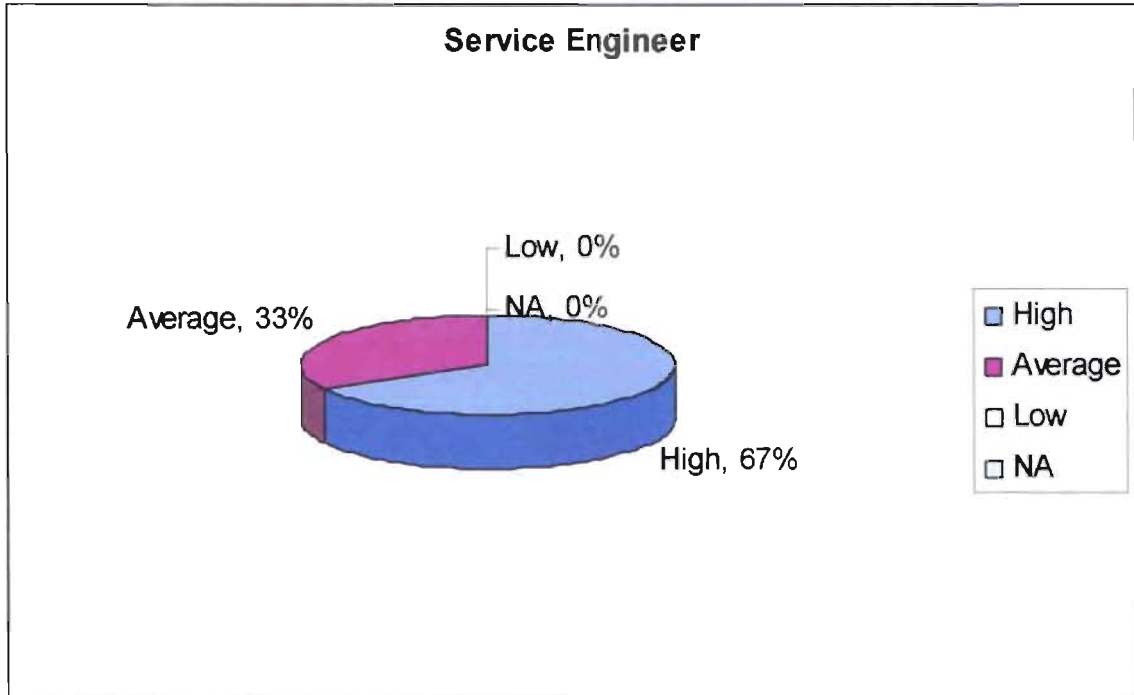
Particulars	Frequency	Percentage
High	4	27%
Average	11	73%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: Sooner the response towards customers complaints more the satisfaction for the customers. According to the respondents attending customers' call by the call center is better. 73% said that the response towards their call by the call center is average. 27% said the response is average.

b) Service Engineer:

Particulars	Frequency	Percentage
High	10	67%
Average	5	33%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%

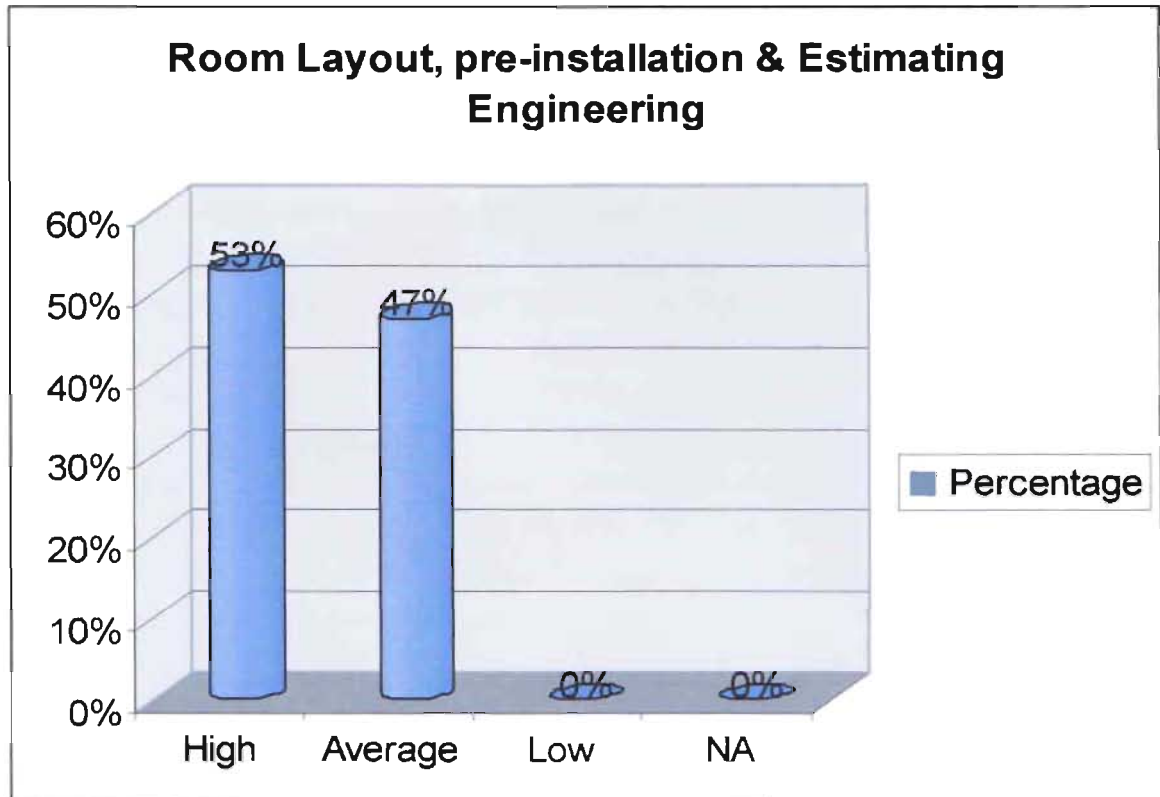


Interpretation: The response towards attending customers' complaints by the service engineers is efficient. 67% respondents said that the response is high and 33% said it average.

4.4 Quality of Technical Advice:

a) Room Layout, Pre-Installation, Estimating Engineering :

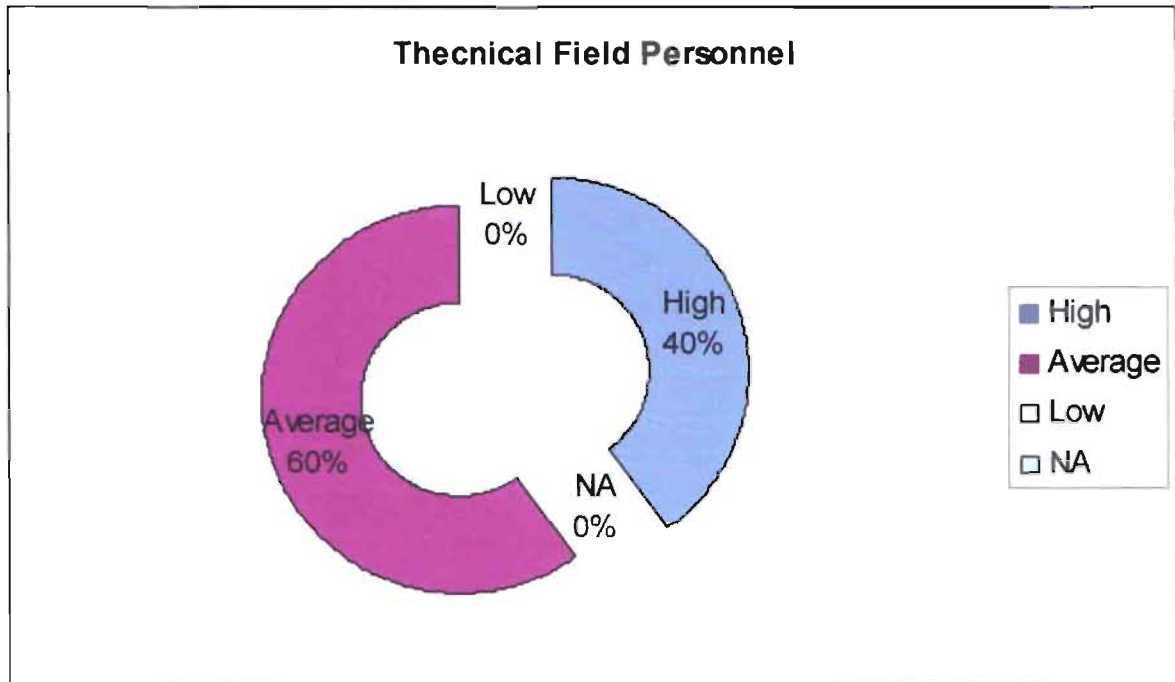
Particulars	Frequency	Percentage
High	8	53%
Average	7	47%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: The Company provides better support regarding Room layout, pre-installation & estimating engineering to the customers. According to the respondents 53% said that the quality of work regarding Room layout, pre-installation & estimating engineering is high and 47% said for average.

b) Technical Field Personnel:

Particulars	Frequency	Percentage
High	6	40%
Average	9	60%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%

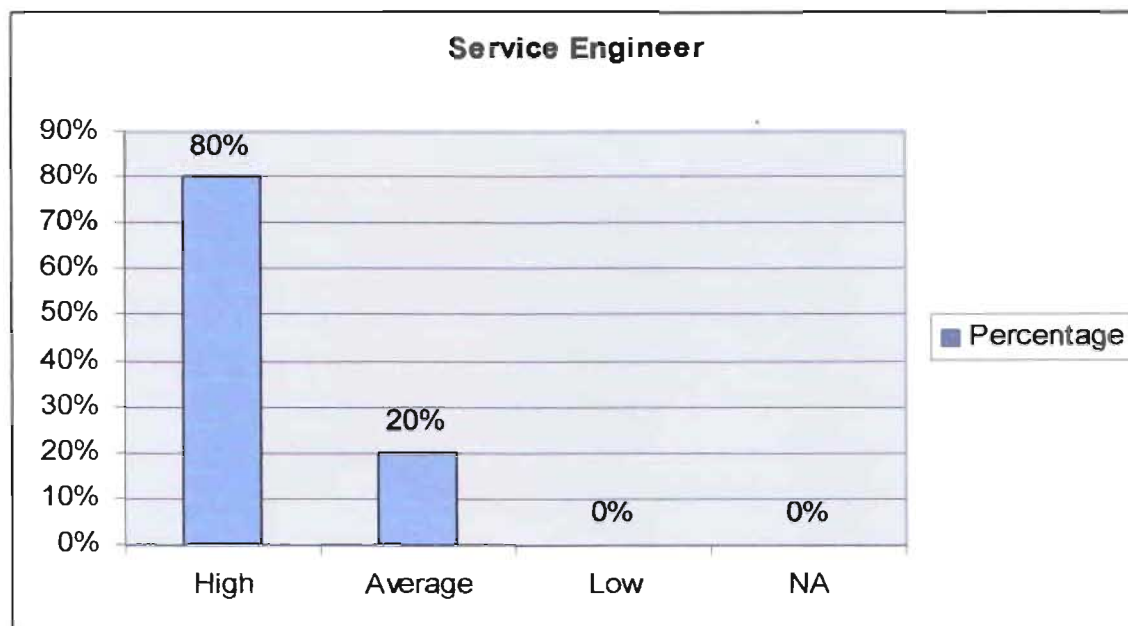


Interpretation: The quality of technical advises provided by the technical field personal needs to be efficient and effective that satisfied customers'. They need to provide necessary support whenever needed. 40% respondents said that the technical advises provided by the technical field personal is high and rest 60% said is average.

4.5 Quality of Work:

a) Service Engineer:

Particulars	Frequency	Percentage
High	12	80%
Average	3	20%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%

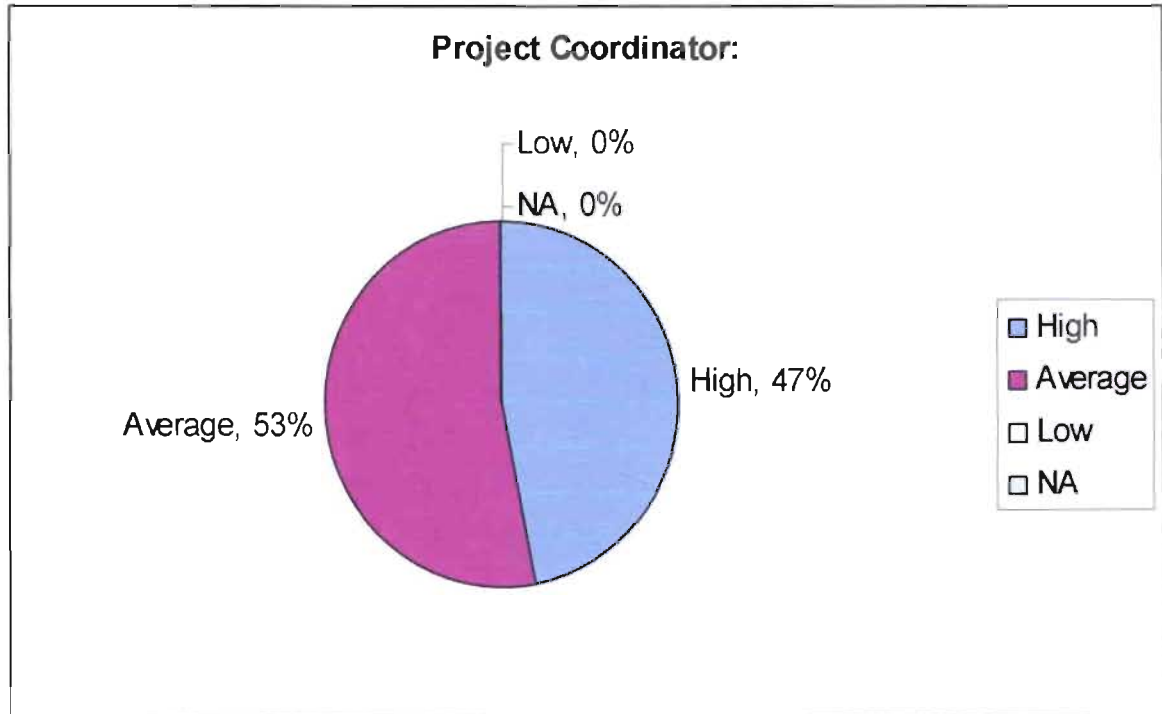


Interpretation: Quality is the thing that is directly related to the services and products. Its need to ensure higher quality in every stage of services provided to customers' that satisfied them. Among the respondents 80% said that the quality of work provided by the service engineer is high and 20% said it average.



b) Project Coordinator:

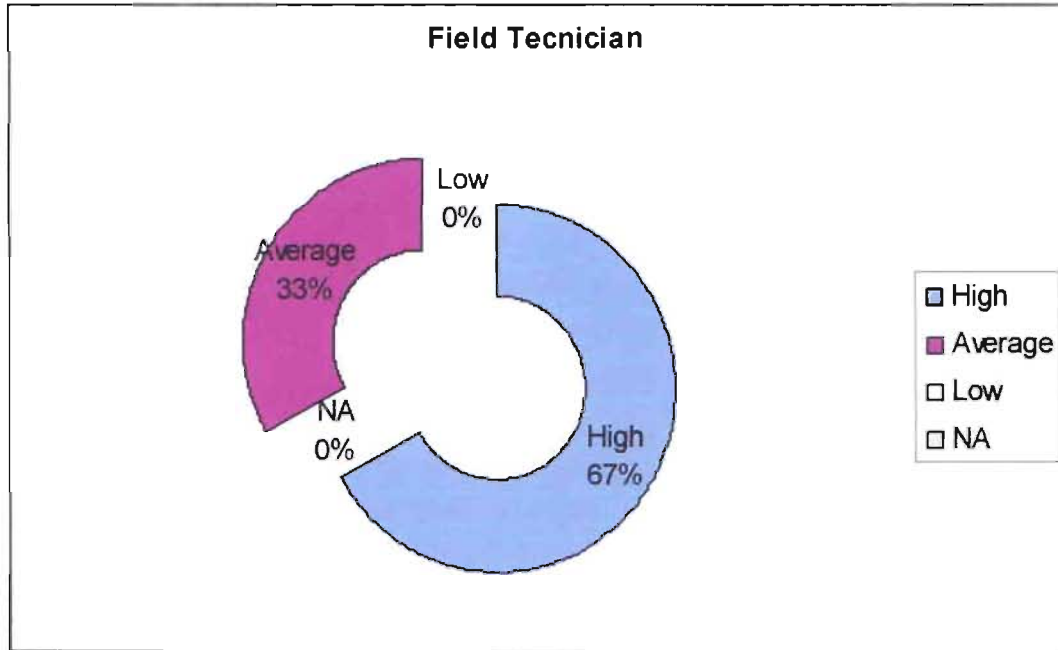
Particulars	Frequency	Percentage
High	7	47%
Average	8	53%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: According to the respondents the quality of work supported by the project coordinator is under satisfactory. The figure shows that 47% respondents said that the quality of service is high and 53% said its average.

c) Field Technical:

Particulars	Frequency	Percentage
High	10	67%
Average	5	33%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%

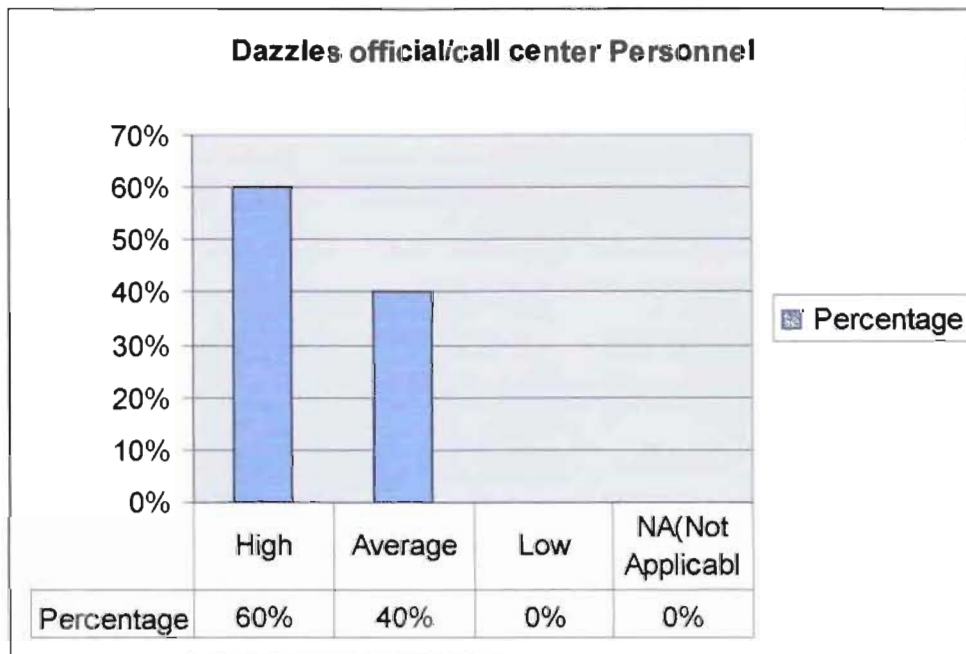


Interpretation: The quality of work provided by field technicians is also better. Among the respondents 67% said that the quality of work provided by field technicians is high and 33% said its average.

4.6 Courteous, Friendly and accommodating relation:

a) Times International officials/call center Personnel:

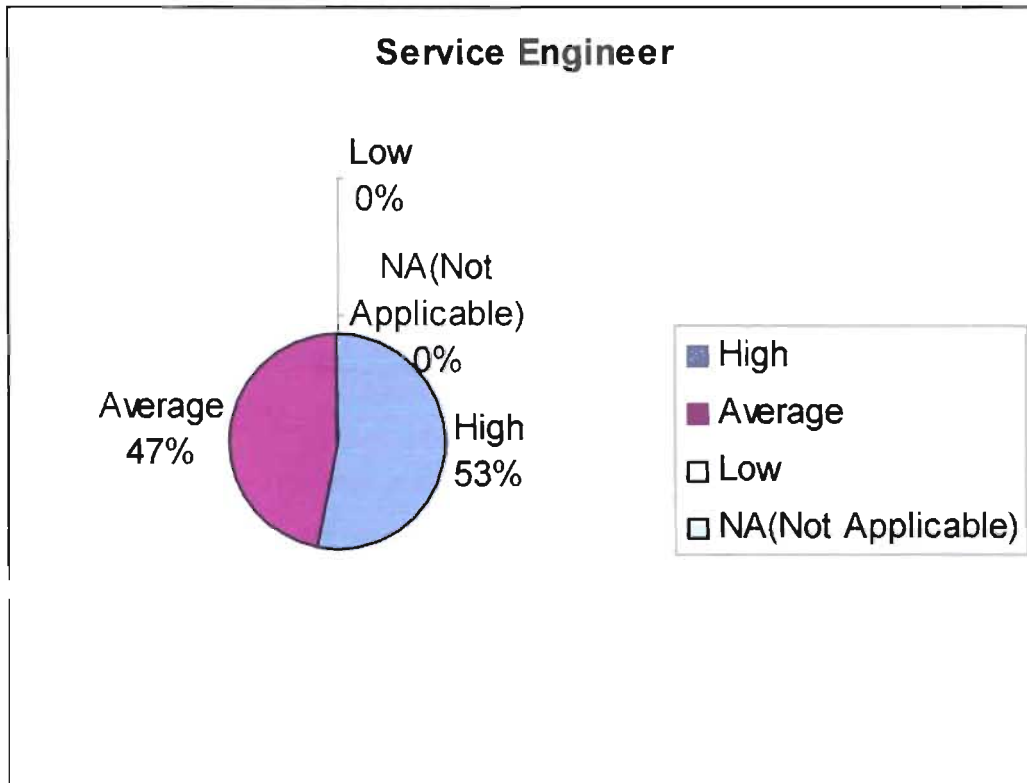
Particulars	Frequency	Percentage
High	9	60%
Average	6	40%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: In regard to services and products their needs to maintain a well behave relationship with customers. Better the courteous, friendly and accommodating relationship with the customers that convince them better for the company. According to 60% respondents the friendliness of office/call center personnel is high and 40% said its average.

b) Service Engineer:

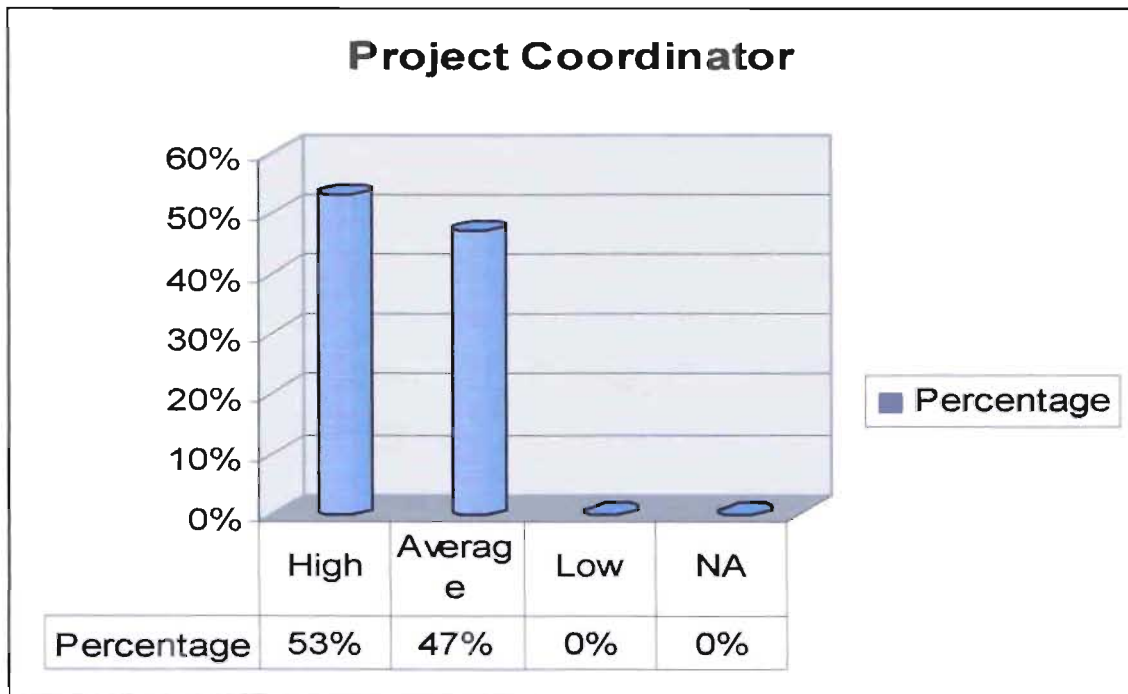
Particulars	Frequency	Percentage
High	8	53%
Average	7	47%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: In spite of better service and engineering support service engineers need to maintain an accommodating relationship with the customers. According to 60% respondents the friendliness of service engineers is high and 40% said its average.

c) Project coordinator:

Particulars	Frequency	Percentage
High	8	53%
Average	7	47%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%

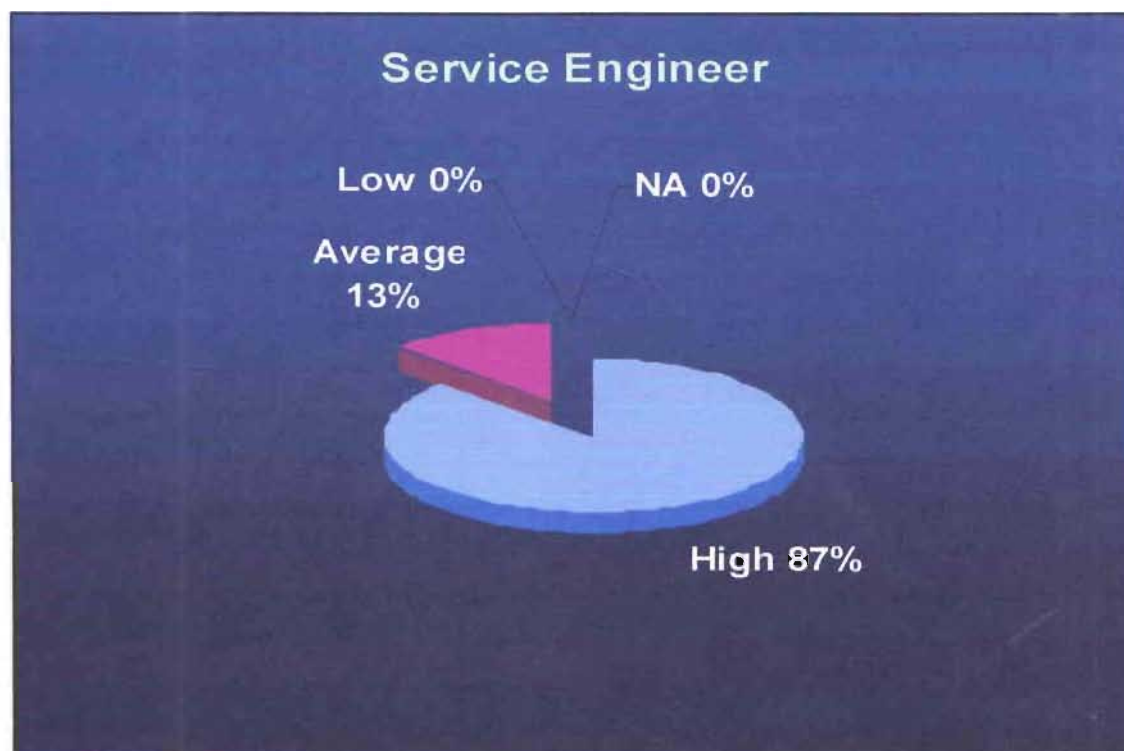


Interpretation: Project coordinator needs to maintain a friendly relationship with the customers. Among the respondents 53% said that the courteous, friendliness of project coordinator is high and 47% said its average.

4.7 Neat physical appearance and in proper attire:

a) Service Engineer:

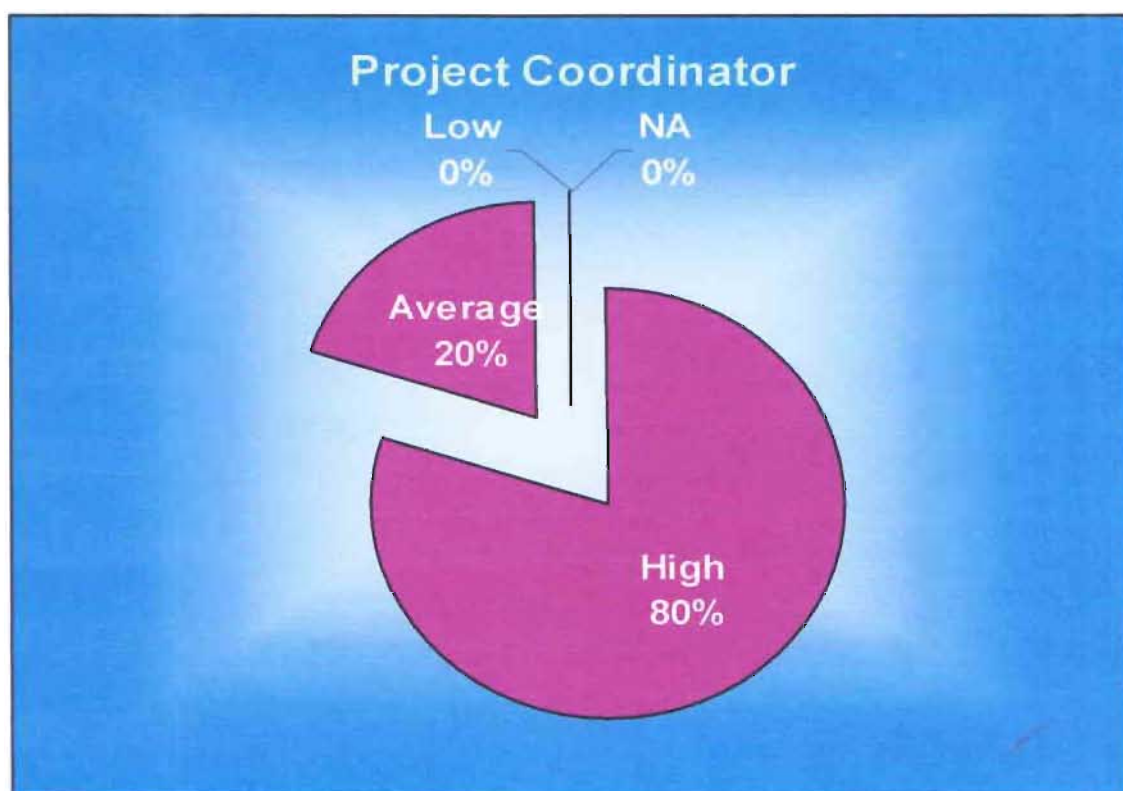
Particulars	Frequency	Percentage
High	13	87%
Average	2	13%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: In spite of courteous, friendliness and accommodating relationship the people dealing with customers should have maintained the proper physical appearances. It also carries the corporate image. Among the respondents 87% said that the neat physical appearance of service engineer is high and rest 13% said its average.

b) **Project coordinator:**

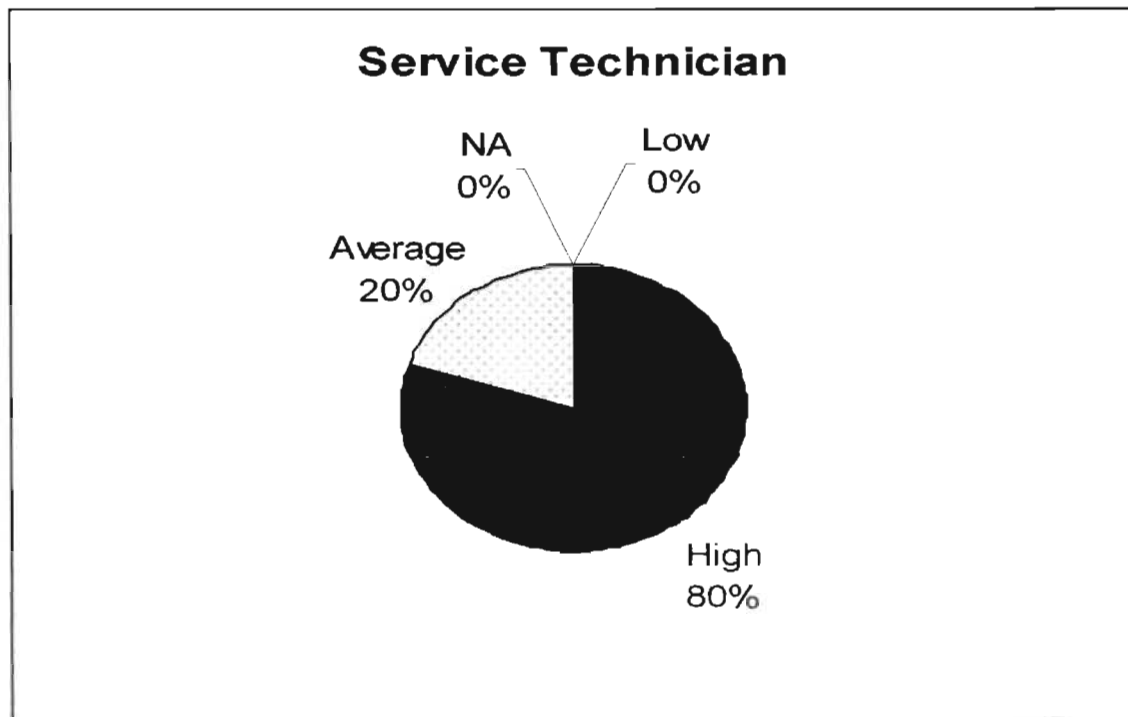
Particulars	Frequency	Percentage
High	12	80%
Average	3	20%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: The neat physical appearance of Project coordinator is high as the 80% respondents said. Others said that its average.

c) Service Technicians:

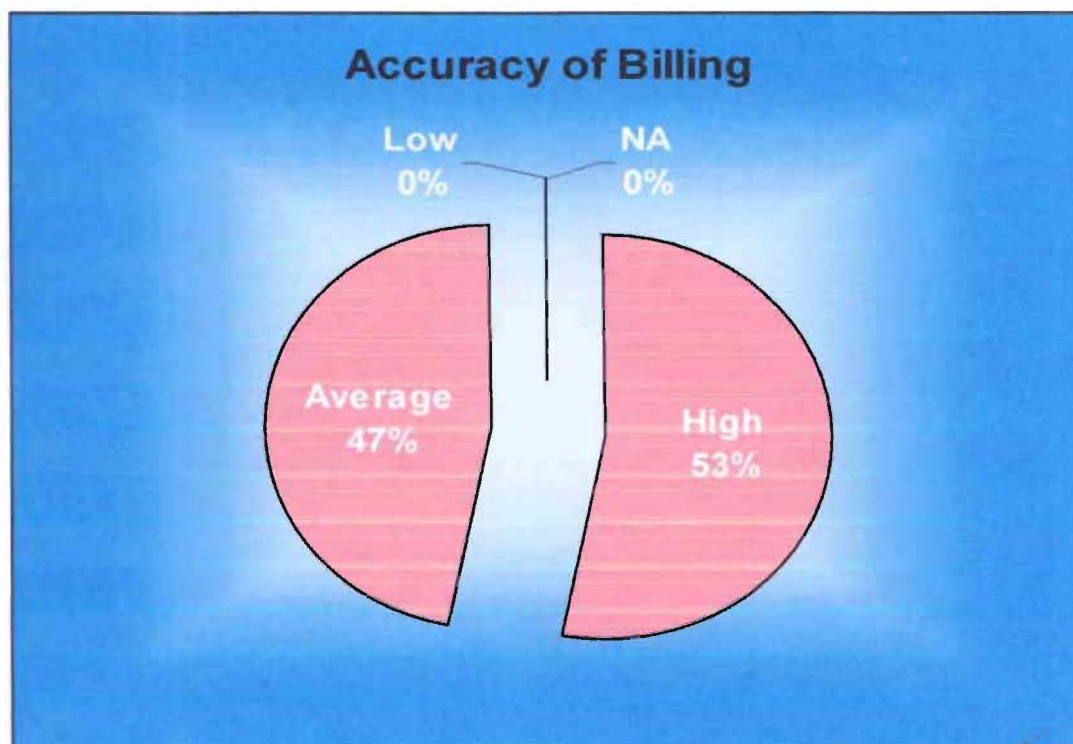
Particulars	Frequency	Percentage
High	12	80%
Average	3	20%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: According to 80% respondents the neat physical appearance of Secutronics Ltd's service technicians is high and rest 20% said its average.

4.8 Accuracy of billing (amount, office and delivery address etc.):

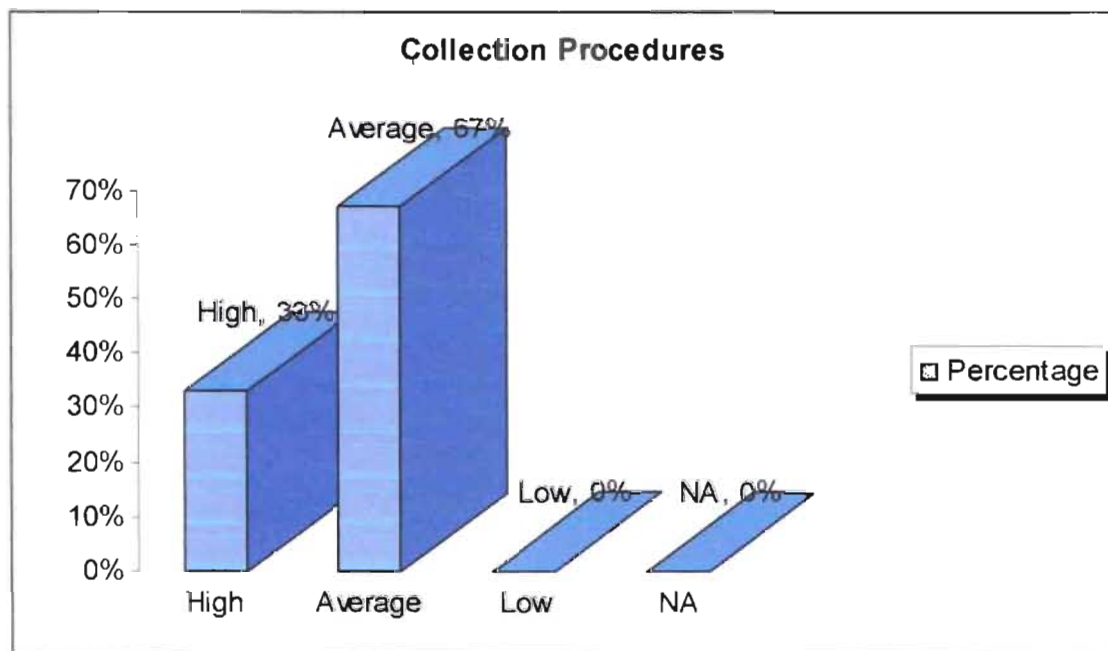
Particulars	Frequency	Percentage
High	8	53%
Average	7	47%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: In terms of billing company needs to provide proper and accurate bill to the customers in proper time. The hassle with billing might dissatisfied the customers, so it needs to maintain accuracy of in billing. 53% respondents said that the accuracy of billing is high and 47% respondents said that the accuracy of billing is average.

4.9 Collection Procedures:

Particulars	Frequency	Percentage
High	5	33%
Average	10	67%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%

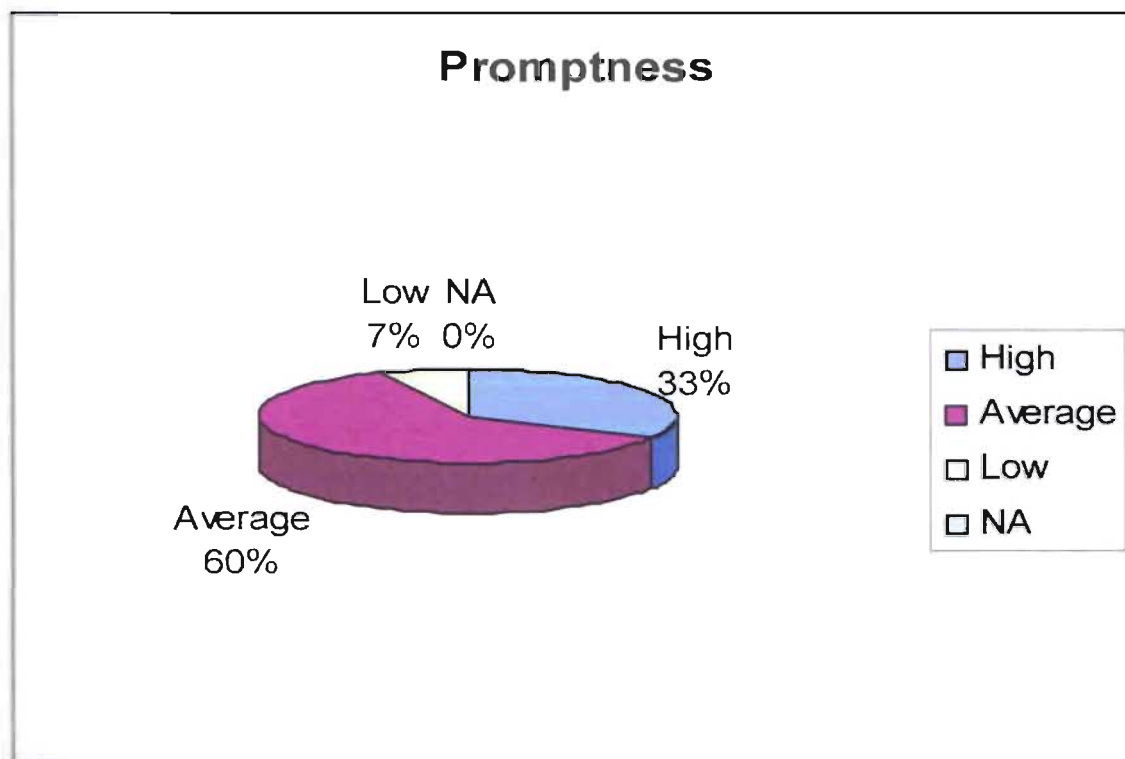


Interpretation: In Regard to proper billing regarding sales and services it needs to maintain proper collection procedures taking into account the convenient of the customers as well as the company. 33% respondents said that the collection procedure of the company is high and 67% respondents said its average.

4.10 Delivery Goods and Services:

a) Promptness\On Time:

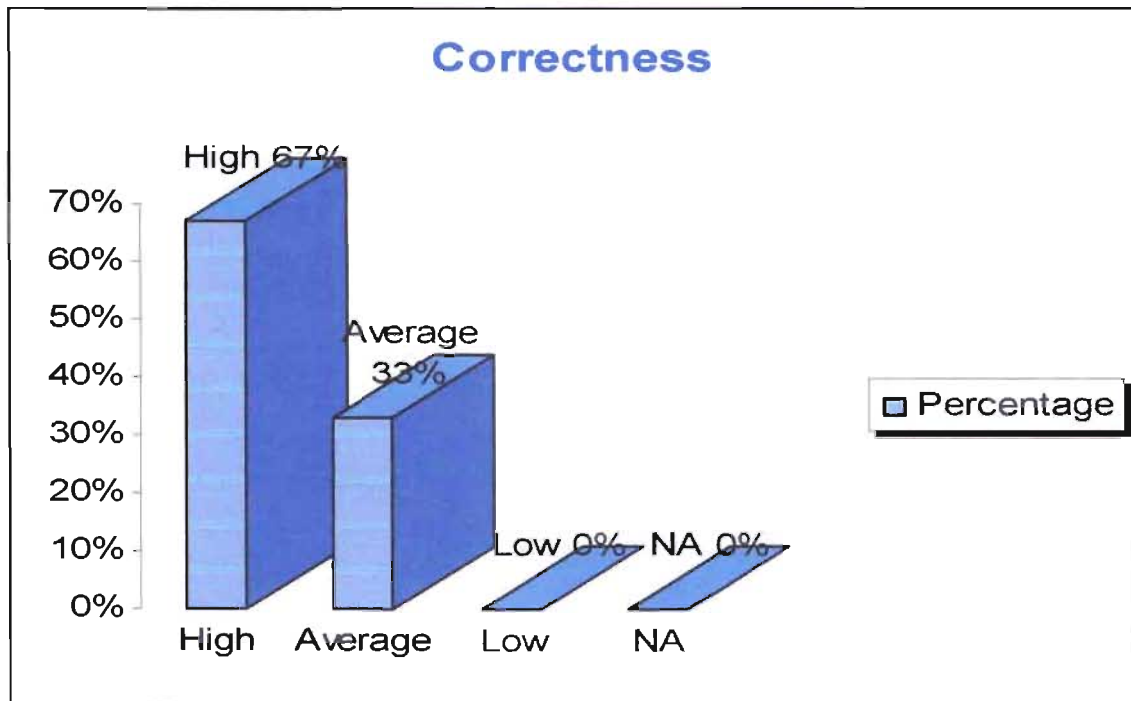
Particulars	Frequency	Percentage
High	5	33%
Average	9	60%
Low	1	7%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: While doing business the on time delivery of goods and services is a major thing. Company needs to maintain proper timing for delivery of goods and services based on the agreement made with the customers. 33% respondents said that the on time delivery of goods and services maintain by the Company is high, 60% said average and 7% respondents said low.

b) Correctness:

Particulars	Frequency	Percentage
High	10	67%
Average	5	33%
Low	0	0%
NA(Not Applicable)	0	0%
Total	15	100%

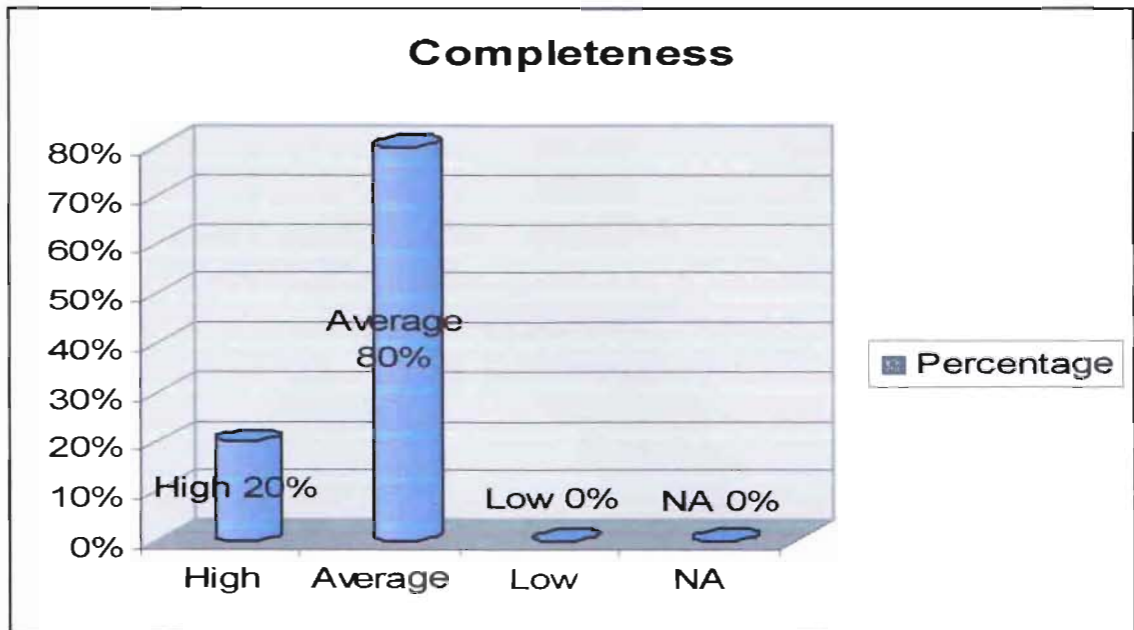


Interpretation: While delivering goods and services Company needs to ensure their correctness otherwise it would be consuming that may lead to customers dissatisfaction. Among the respondents 67% said that the correctness is high and rest of 33% said its average.



c) Completeness:

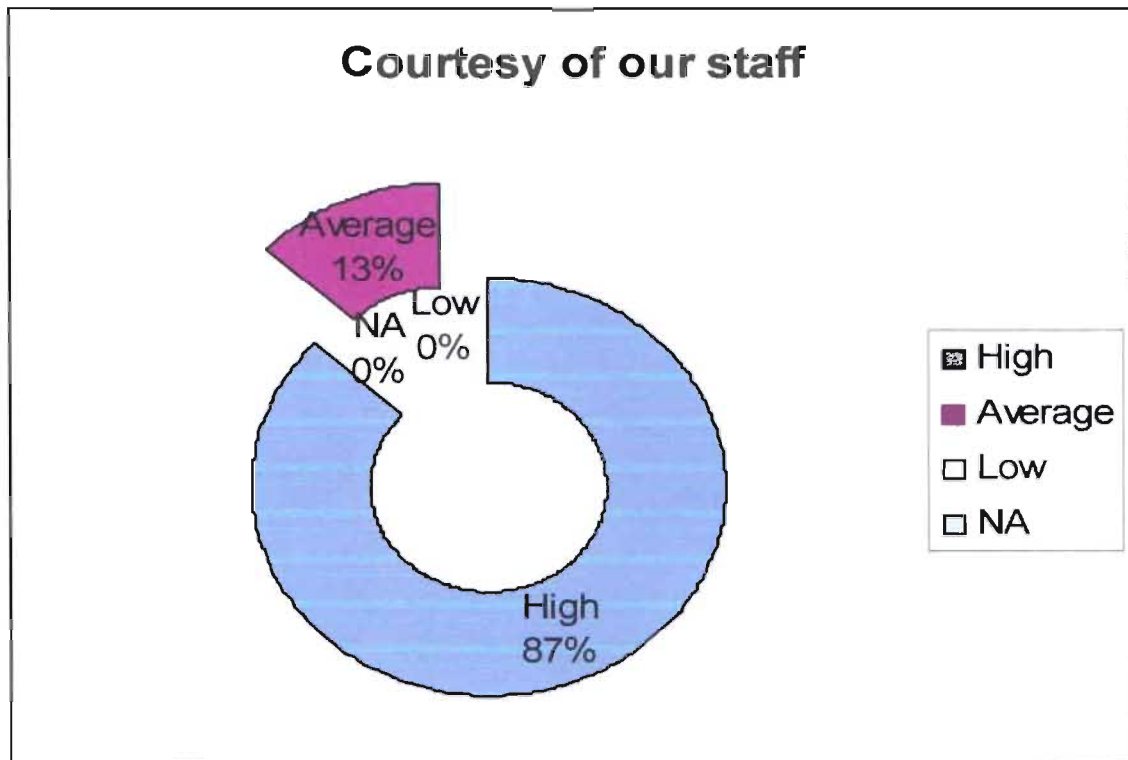
Particulars	Frequency	Percentage
High	3	20%
Average	12	80%
Low	1	0%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: Company needs to ensure that the customers order has been completed properly. An uncompleted work within time delays the fulfillment of order that might dissatisfy customers that's why it needs to complete the order properly. According to 20% respondents order completeness of the company is high and 80% agreed for average.

d) Courtesy of Staff:

Particulars	Frequency	Percentage
High	13	87%
Average	2	13%
Low	1	0%
NA(Not Applicable)	0	0%
Total	15	100%

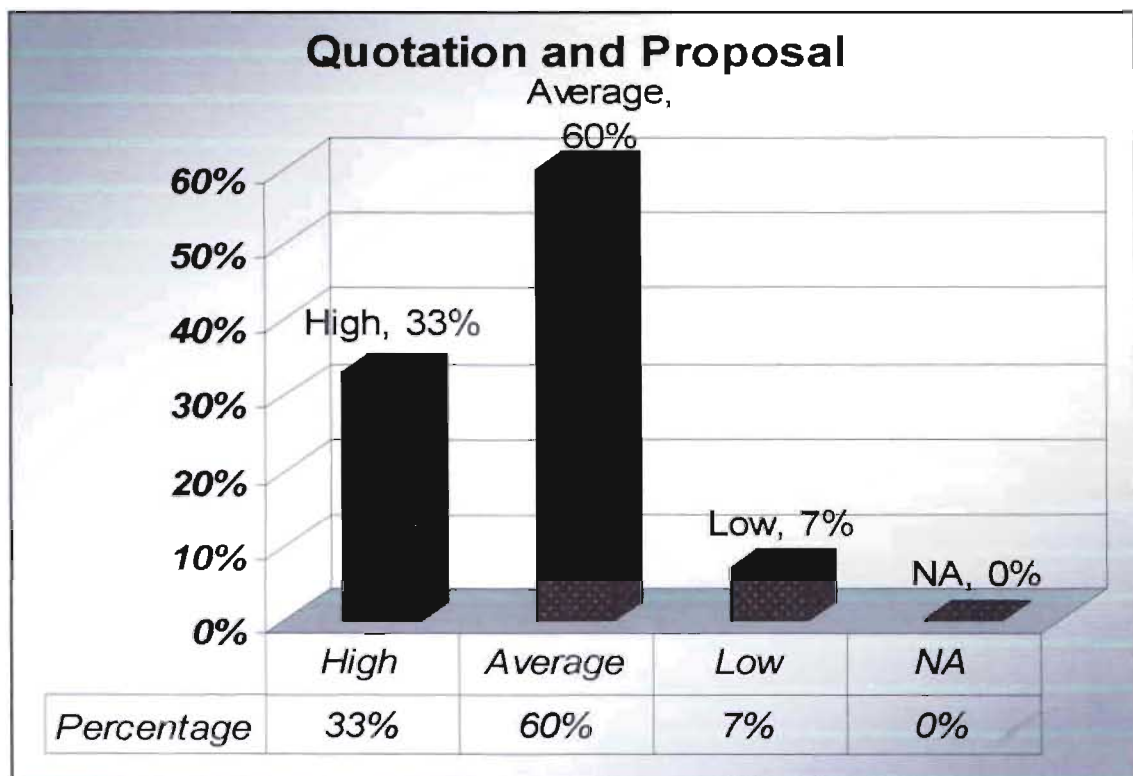


Interpretation: It is the people who directly maintain contact with customers, so they people who are related to dealings with customers from beginning to end need to maintain an accommodating relationship with the customers. 87% respondents said that the courtesy of Secutronics Ltd's staff is high and 13% said its average.

4.11 Quotations and Proposals:

a) Promptness/On time:

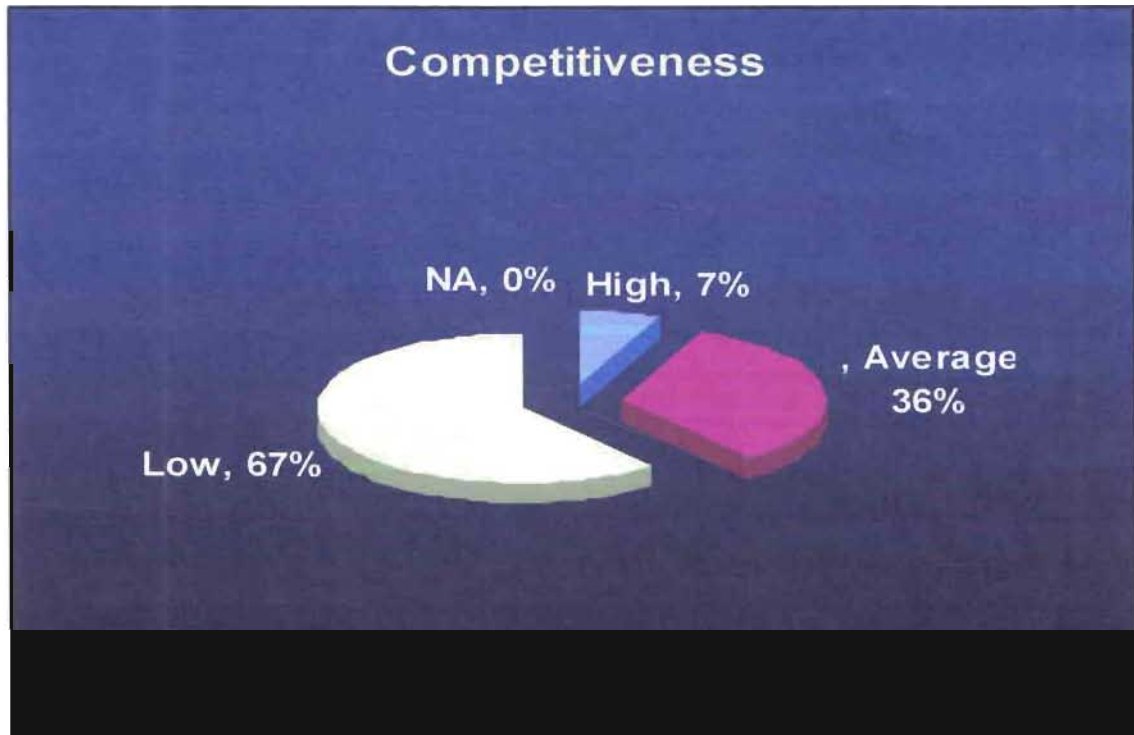
Particulars	Frequency	Percentage
High	5	33%
Average	9	60%
Low	1	7%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: Before agreement of sales usually seller needs to send quotation and proposal to the customers so that they can take the decision on time. It's necessary for initiating sale. So quotation and proposal need to be sending on time. According to 33% respondents the promptness of quotation and proposal of the Company is high. 60% and 7% respondents argued for average and low respectively.

b) Competitiveness:

Particulars	Frequency	Percentage
High	1	7%
Average	4	36%
Low	10	67%
NA(Not Applicable)	0	0%
Total	15	100%

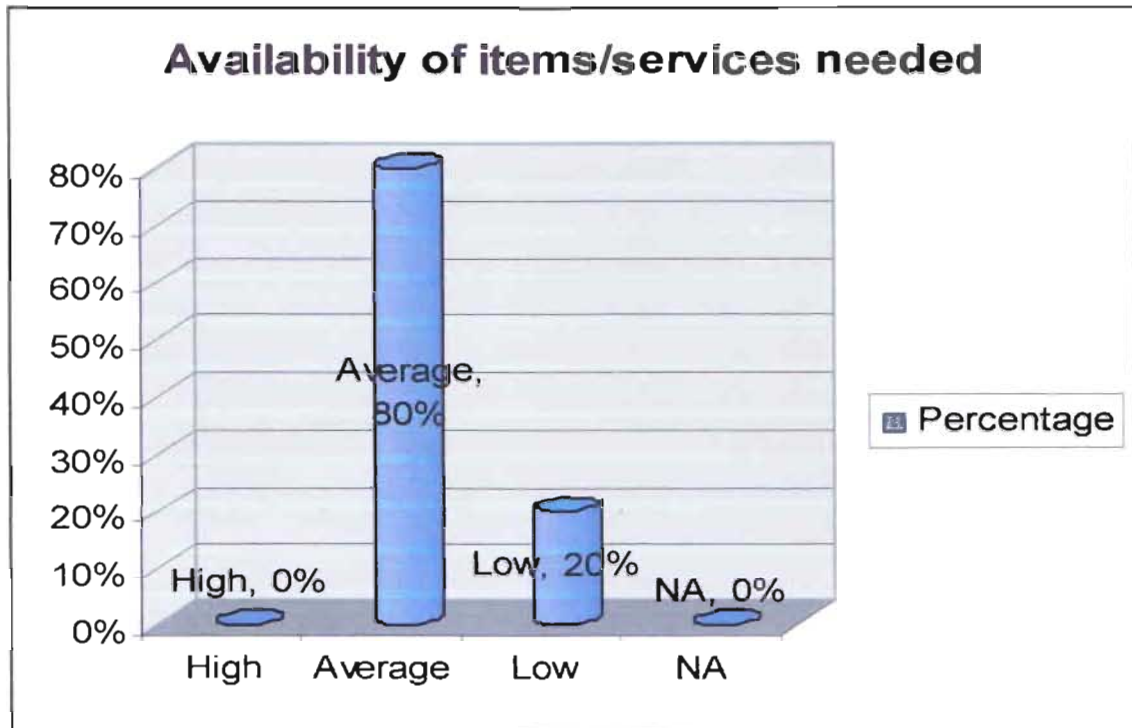


Interpretation: Before agreement of sales usually seller needs to send quotation and proposal to the customers so that they can take the decision on time. It's necessary for initiating sale. So quotation and proposal need to be sending on time. According to 33% respondents the promptness of quotation and proposal of the Company is high. 60% and 7% respondents argued for average and low respectively.

4.12. Stock Availability:

a) Availability of items/Services needed:

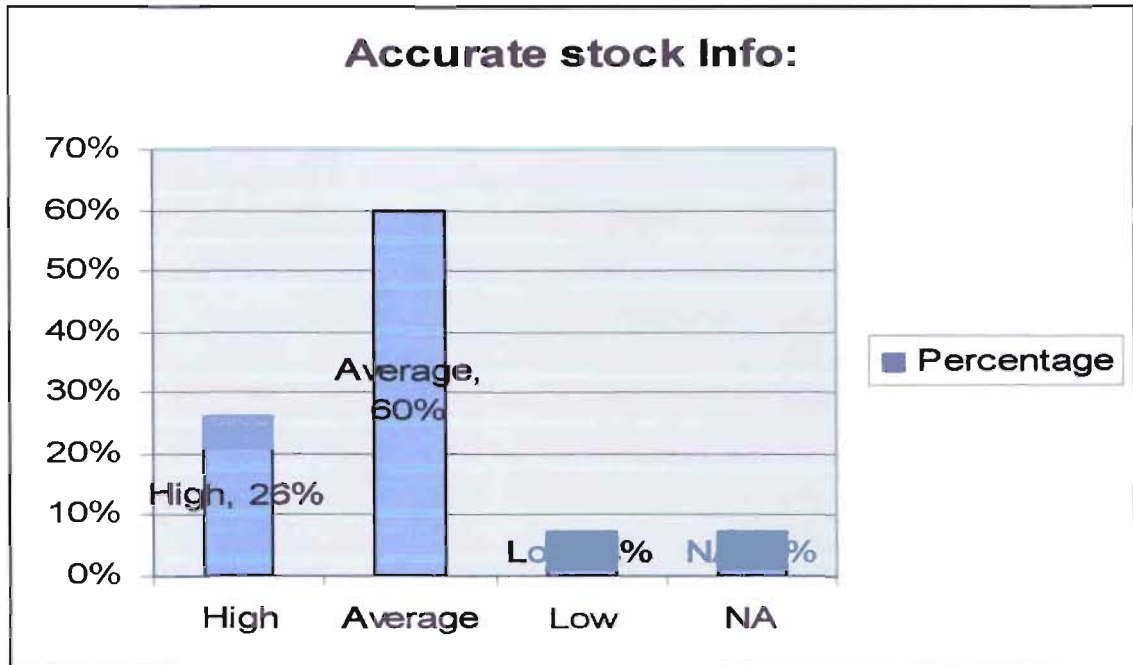
Particulars	Frequency	Percentage
High	1	0%
Average	4	80%
Low	10	20%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: Beside the completeness of order and providing the services Company needs to maintain a proper inventory level. The necessary goods have to be in the stock so that goods can be delivered to the customers whenever needed or asked by the customers. 80% respondents said that the availability of the items needed is average and 20% respondents argued for low availability.

b) Quick Accurate stock info given:

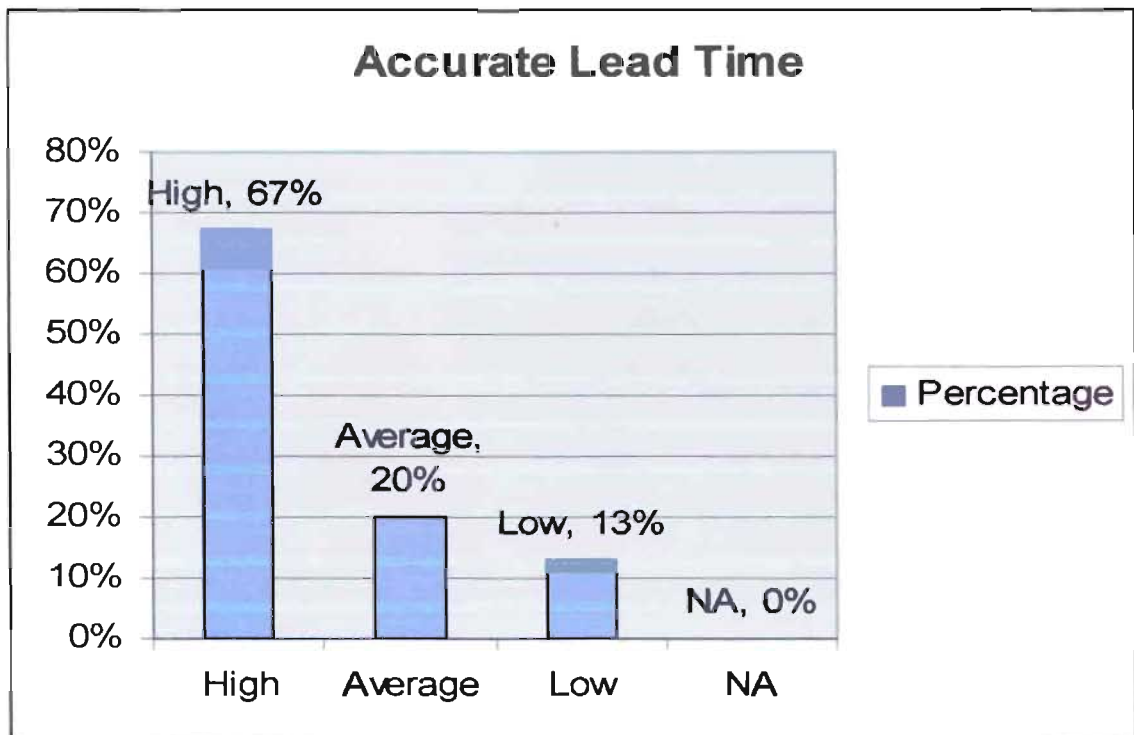
Particulars	Frequency	Percentage
High	4	26%
Average	9	60%
Low	1	7%
NA(Not Applicable)	1	7%
Total	15	100%



Interpretation: Company needs to provide accurate information regarding the stocks on time whether the stocks are available the expected time when the items would be available whenever asked by the customers. Among the respondents 60% argued for average, 26% for high, 7% sad it's low and rest 7% didn't asked for the information.

c) Accurate Lead Time Given:

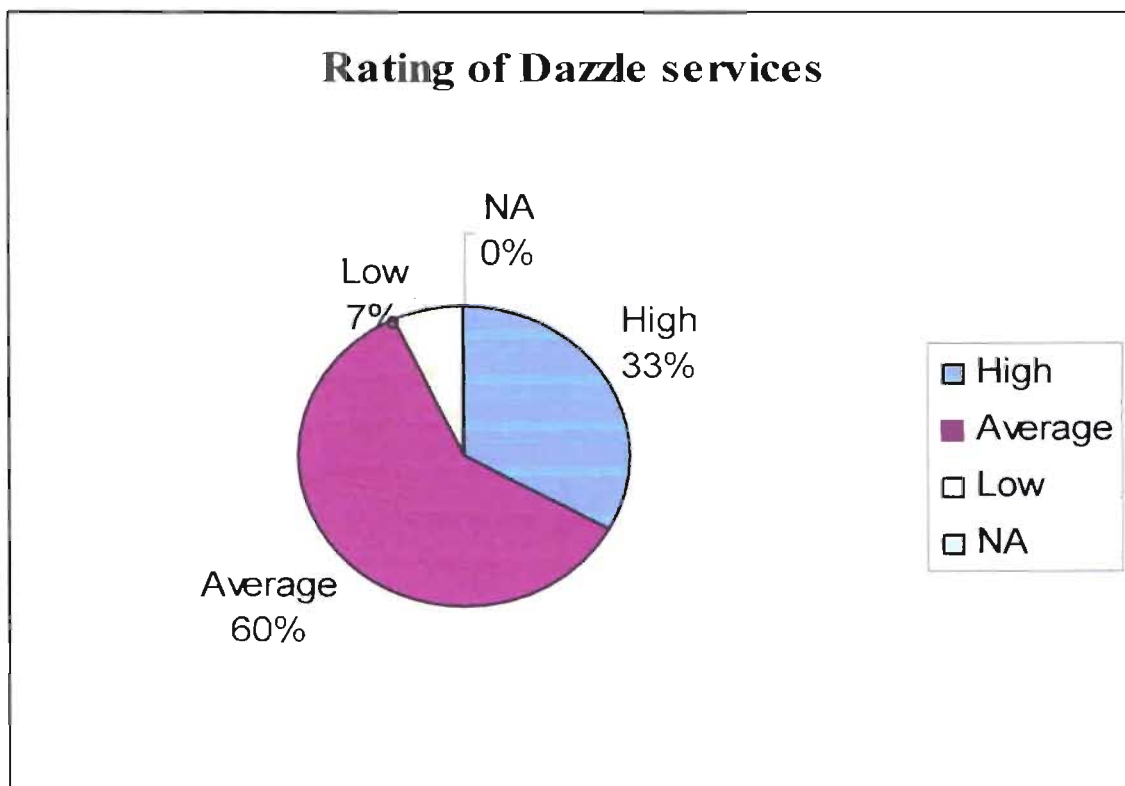
Particulars	Frequency	Percentage
High	10	67%
Average	3	20%
Low	2	13%
NA(Not Applicable)	0	0%
Total	15	100%



Interpretation: Lead-time is directly related to the completeness of the contact. It is the time between making the agreement of sales to delivery of the products and services. More the time over lead time less the possibility to complete the order on time that may lead to customers' dissatisfaction. 67% respondents said that the accuracy of lad time given by the Company is high. 20% said its average and 13% said the accuracy.

4.13. Over-all rating of Times International services:

Particulars	Frequency	Percentage
High	5	33%
Average	9	60%
Low	1	7%
NA(Not Applicable)	0	0%
Total	15	100%

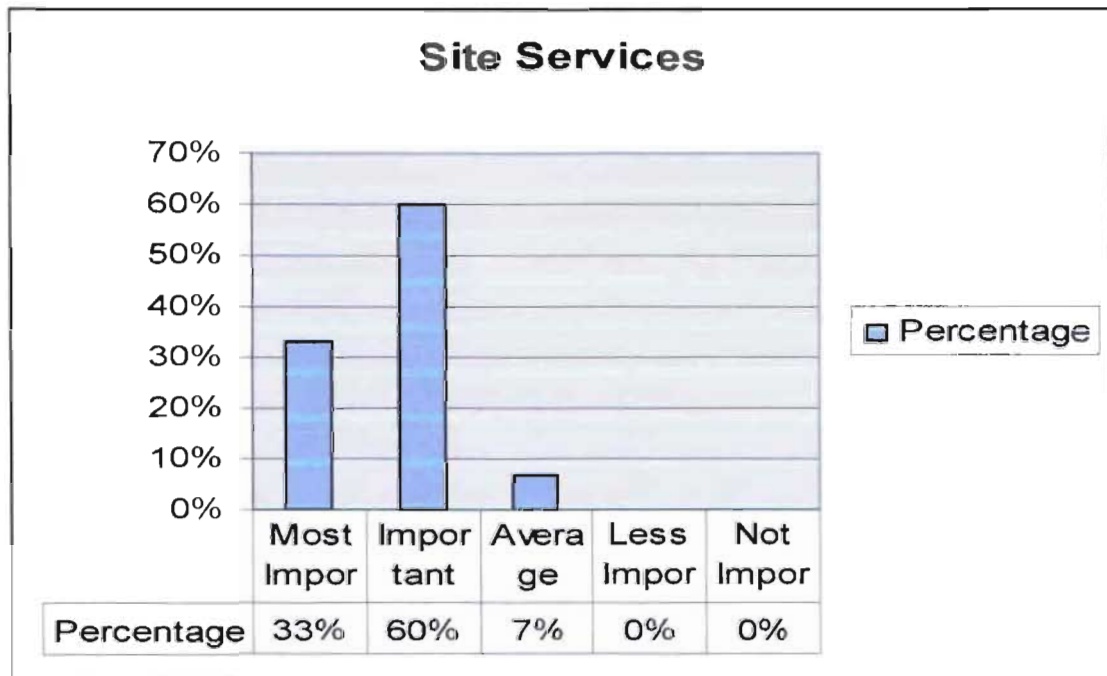


Interpretation: Based on the previous contacts and dealings with Times International's chemicals distribution and services 60% respondents said that the overall performance of Times International in an average. 33% respondents said its high and 7% argued its low.

4.14. In order to you serve you better and to assist our future planning, which aspect do you think should consider improving? Please rank (1-5, being the most important):

- Site Services :

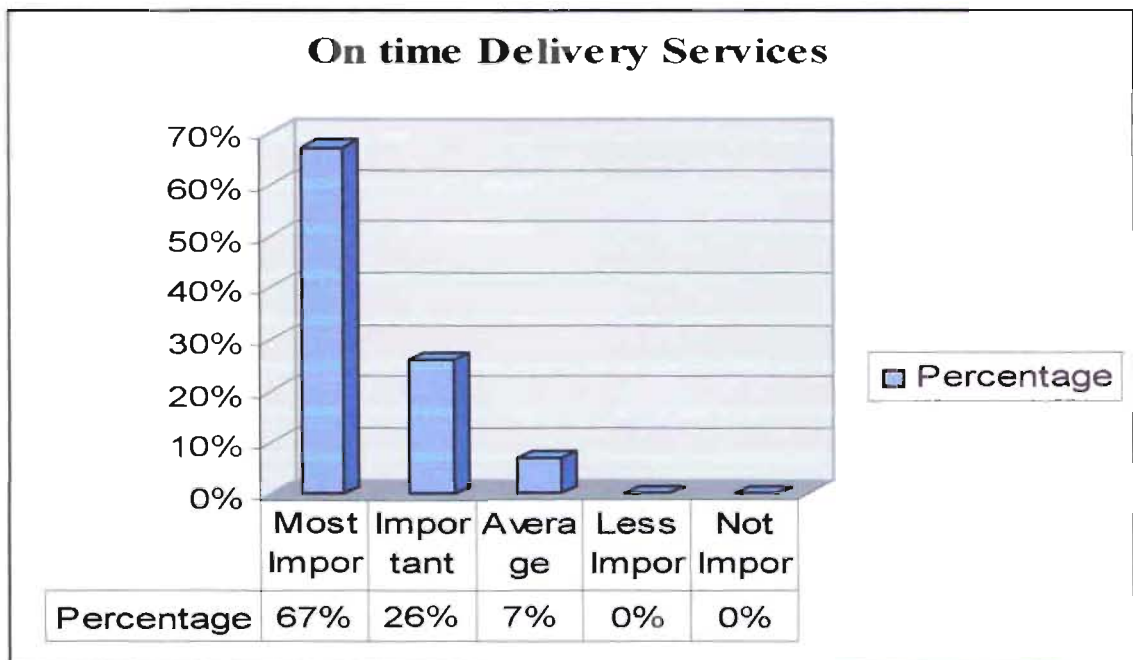
Particulars	Frequency	Percentage
Most Important	5	33%
Important	9	60%
Average	1	7%
Less Important	0	0%
Not Important	0	0%
Total	15	100%



Interpretation: To meet the customers' needs Company needs to improve the efficiency in work on routine basis. According to the response 33% respondents said it's most important to improve the site services. 60% said it's important and 7% said for average.

- **On time Delivery Services:**

Particulars	Frequency	Percentage
Most Important	10	67%
Important	4	26%
Average	1	7%
Less Important	0	0%
Not Important	0	0%
Total	15	100%

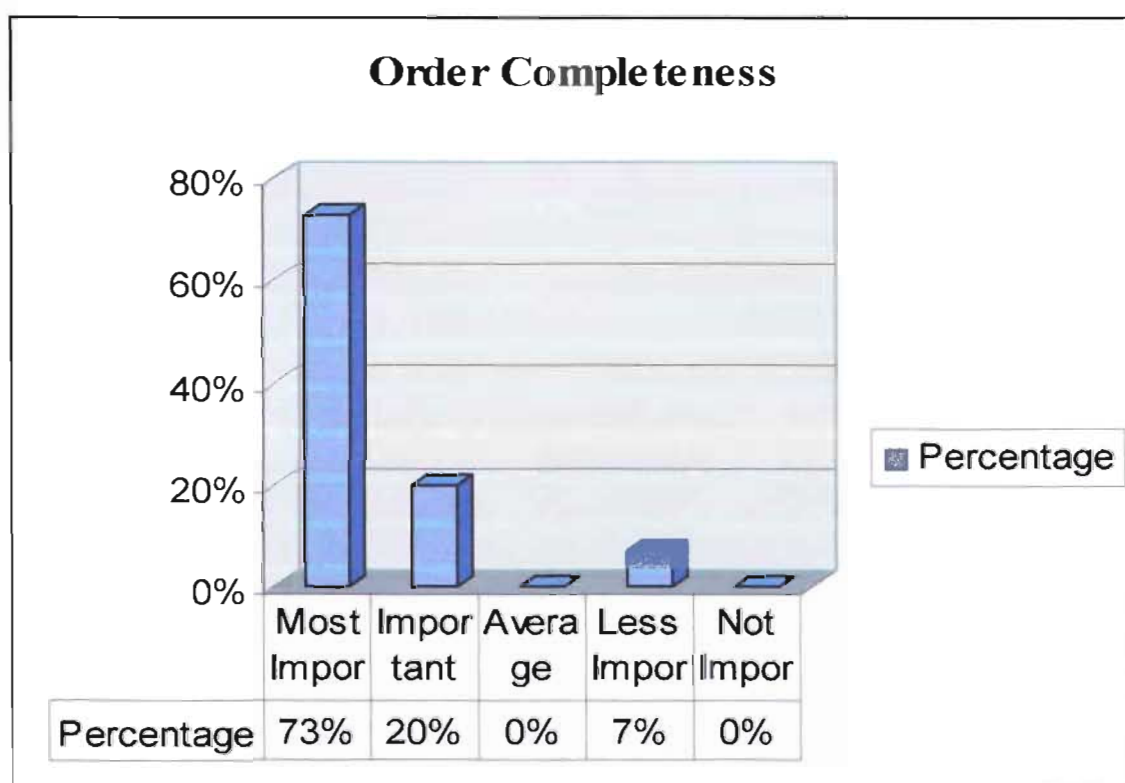


Interpretation: The delay in delivery of goods and services dissatisfied the customers. Services should be provided whenever asked for. According to the response 67% respondents said that it's most important to improve the efficiency on delivery of services. 26% said it's important and 7% said for average.



- **Order Completeness:**

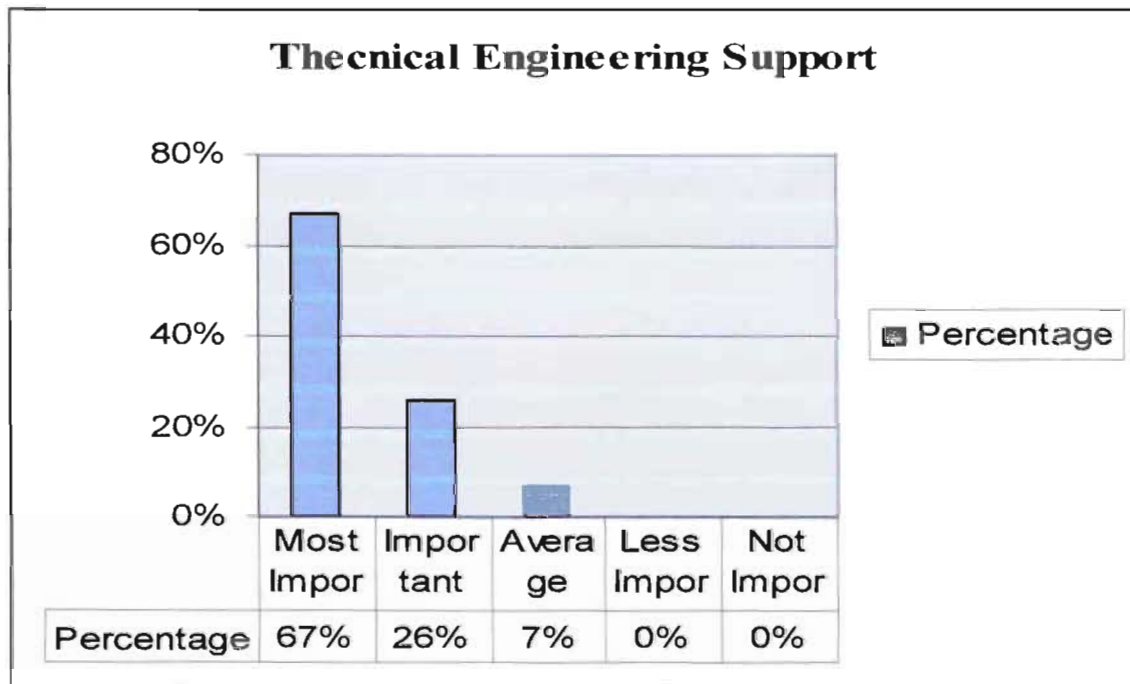
Particulars	Frequency	Percentage
Most Important	11	73%
Important	3	20%
Average	0	0%
Less Important	1	7%
Not Important	0	0%
Total	15	100%



Interpretation: Order should be completed on time. 73% respondents said that Company should increase the efficiency in completing the order by reducing the time. 20% think it's important and for 7% respondents it's less important.

- **Technical Engineering Support:**

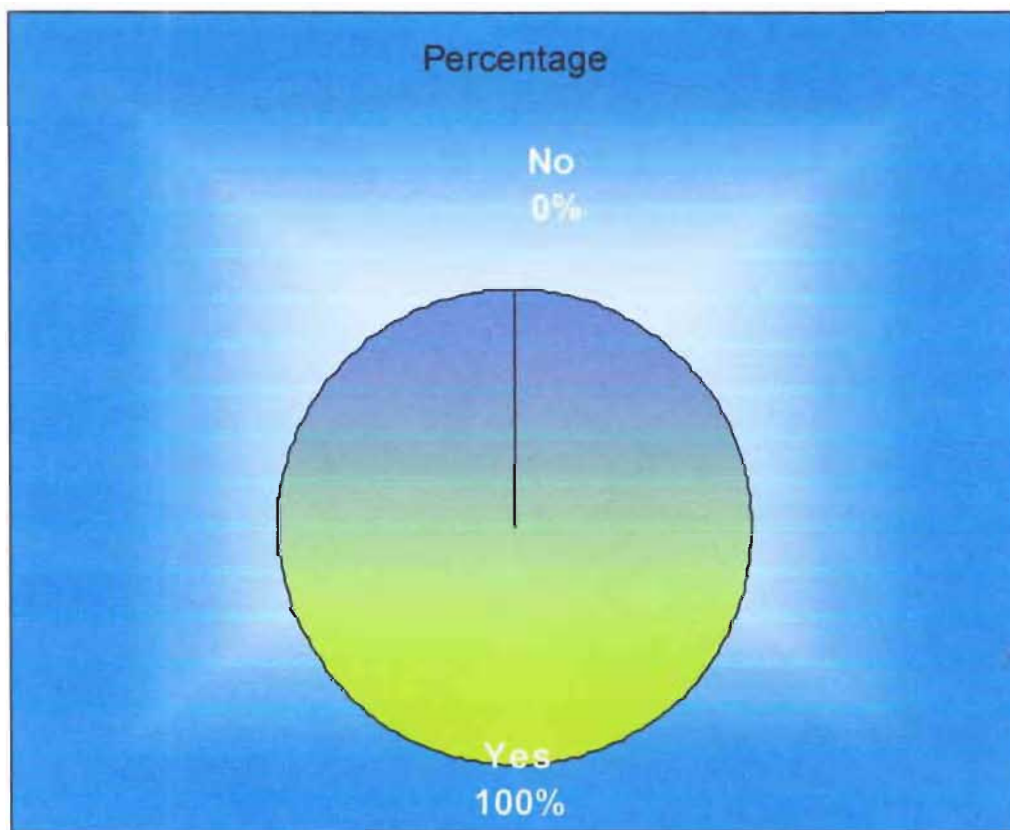
Particulars	Frequency	Percentage
Most Important	10	67%
Important	4	26%
Average	1	7%
Less Important	0	0%
Not Important	0	0%
Total	15	100%



Interpretation: It is the engineers who are the prime service provider. They should be cooperative towards customers. According to 67% respondents it's most important to improve the support provide by the technical engineers. 26% think it's important and for 7% respondents said its average.

4.15. Will you prefer to buy Chemicals products in future considering your present experience with Times International?

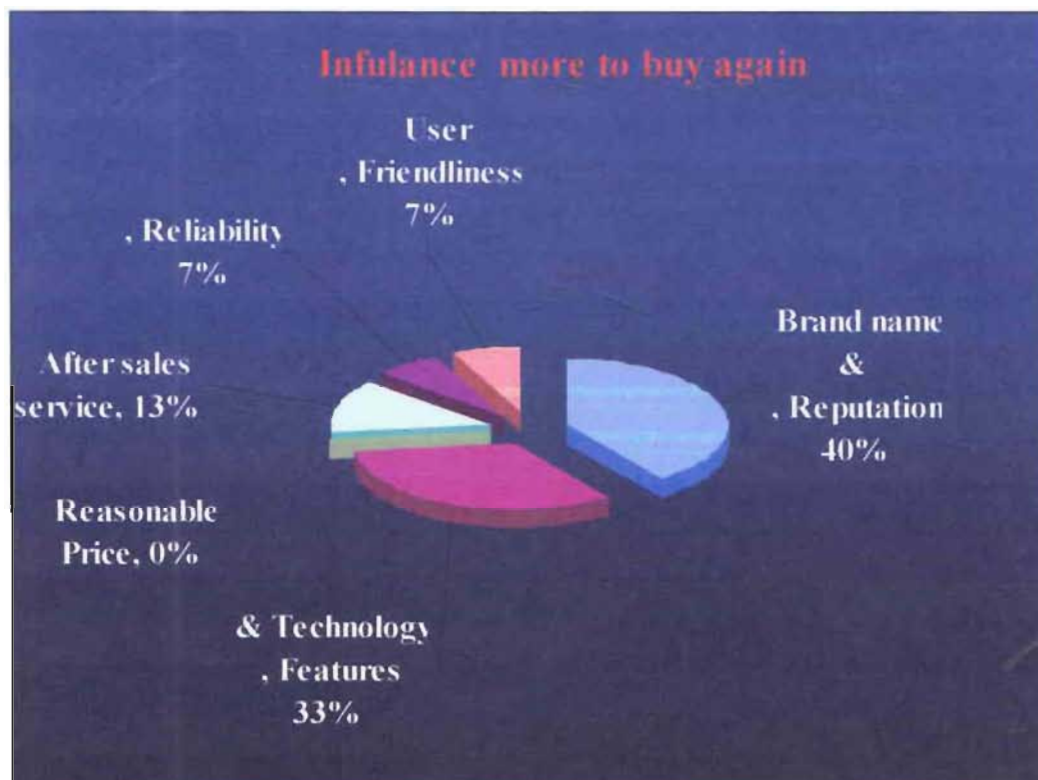
Particulars	Frequency	Percentage
Yes	15	100%
No	0	0%
Total	15	100%



Interpretation: Based on the prior experiences with the dealings of Dazzle all customers replied that they are willing to buy Chemicals product again from Times.

4.16. What will influence you more to buy Times International Product again?

Particulars	Frequency	Percentage
Brand name & Reputation	6	40%
Technology & Features	5	33%
Reasonable Price	0	0%
After sales cooperation	2	13%
Reliability	1	7%
Friendliness	1	7%
Total	15	100%



Interpretation: Different customers views products and services in different way. Some are influenced by the name of company, some buy products features and quality; some are price and so on. According to the respondents 40% said that the brand name & reputation influence them for future buying. 33% respondents said for technology and feature of the product influence them. 13% argued for after sales cooperation. 7% argued for reliability and 7% argued for friendless of not about the products but with the Stuff that Times International Have.

Recommendation

From the findings of the survey based on the customer response it has been seems that most of the customer said that the overall services of Times International is average. In some cases where the company shows greater efficiency, in some cases it bit lower. Company needs to work on its weaker point to improve the service efficiency to satisfy the customers more than effort. Here I have recommended some scope that might lead to increase the customer satisfaction thus enhance the sale of Times Product.

- More extensive and effective training should be given to the technical people handle the problems timely.
- Company should take more promotional activities to enhance the sales. Whenever new products and technologies come company could arrange exhibition for printing and distributing short brochure to the customers place so that taken easily know about new products that would help them to take purchase decision.
- According to the customers respond the competitiveness of Times product which comparatively lower and one of the major reason is the price of the Times product. So company should try to keep the price of the products in a competitive manner.
- The service charge is also higher as the customers respond, so company should work on it.
- Accuracy in every step should be strictly maintained. Accuracy in quotation and pricing, billing and other terms and conditions should be maintained properly so that it doesn't cause hassle for the customer.
- The delivery and completeness of order should be on time. The lead-time should be given by considering all the factors that might cause delay so that accurate time frame is provided to the customers.

Conclusion

Customers are vital for every business. It is not possible to make a profitable business without concerning the customers' benefits. Times International has a great potential in the country as a leading global brand. To achieve the desired position in the market, improvement in many sectors is essential. As the necessity and awareness of Chemicals are increasing day by day. Though the prices of Times International's chemicals are higher than others, the concern departments as well as sales and commercial departments should be more prompt and efficient to complete with the challenging opportunities of the future forward. The Executive management also should be enthusiastic in to the development of administration and operational system as per demand of the age.

BIBLIOGRAPHY

- ❖ Principles of Marketing: 11th Edition. By Kotler & Armstrong.
- ❖ Marketing Research: 4th Edition. By Noresh K. Malhotra,.
- ❖ Advertising Material
- ❖ Internal Source.
- ❖ www.Timescorp.com.bd
- ❖ Annual Report



Appendix

Questionnaire for Customers

We sincerely appreciate your patronage of Times International products and services. Please allow us to further improve our quality service by completing the questionnaire. All information provided would be kept confidential. Thus we seek your honest opinion & co-operation.

Name:

Designation:

Organization:

(Please put tick on the box to state your level of satisfaction with us)

(High, Average, Low Represent the level of satisfaction & NA means Not Applicable.)

	<u>High</u>	<u>Average</u>	<u>Low</u>	<u>NA</u>
1. Phase of reaching appropriate person through				
a) PABX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Cellular phones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Attending Emergency Service call by				
a) Medical call centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Service engineer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Attending Customer Complaints				
a) Medical call center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Service engineer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	<u>High</u>	<u>Average</u>	<u>Low</u>	<u>NA</u>
4. Quality of technical advice and calculations				
a) Room layout, pre-installation & estimating engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Technical Field Personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Quality of work				
a) Service Engineer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Project coordinator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Field Technician	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Courteous, Friendly and accommodating relation				
a) Times office/call centre personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Service engineer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Project coordinator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Neat physical appearance and in proper attire				
a) Service Engineer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Project coordinator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Service Technician	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	<u>High</u>	<u>Average</u>	<u>Low</u>	<u>NA</u>
8. Accuracy of billing (amount, office, and delivery address)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Collection Procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Delivery of Good and Services				
a) Promptness/on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Correctness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Completeness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Courtesy of our staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Quotations and proposals				
a) Promptness/on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Competitiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Stock Availability				
a) Availability of items/service needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Quick/Accurate stock info given	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Accurate lead time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Over-all rating of Times services

14. In order to serve you better and to assist our future planning, which aspect do you think should we consider improving? Please rank, (1-5, 1 being the most important).

- _____ Site service
- _____ On time delivery of services
- _____ Order completeness
- _____ Technical Engineering Supports
- _____ Others, Please Specify

15. Will you prefer to buy Times products in future considering your present experience with Times?

Yes No

16. What will Influence you more to buy Times Product again?

- Brand name & Reputation
- After Sales Service
- Others
- User friendliness
- Technology & Features
- Reliability
- Reasonable price

Other Comments & Suggestion: -----

Customer Signature & Date