THESIS REPORT

ON

Promotional Activities of Tissue industry in Bangladesh: A Case Study on Bashundhara Tissue

Submitted by:

Md. Salim

ID: EMBA-2101022003

Program: EMBA

Major: Marketing

Semester: Spring 2022

Submitted to:

Department of Business Administration

Sonargaon University (SU).

Submitted for the partial fulfilment of the degree of Executive Master of Business Administration



Sonargaon University (SU)

Date of Submission: May 11, 2022

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Submitted to:

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU).

Submitted for the partial fulfilment of the degree of Executive Master of Business Administration

Sonargaon University (SU)

Date of Submission: May 11, 2022

Letter of Transmittal

Date: May 11, 2022

To

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU).

Subject: Submission of Thesis paper on "Promotional Activities of Tissue industry in Bangladesh: A Case Study on Bashundhara Tissue".

Dear Sir

It is my pleasure to submit the Thesis paper on "Promotional Activities of Tissue industry in Bangladesh: A Case Study on Bashundhara Tissue". I think that this Thesis paper is really essential for the fulfillment of my EMBA degree. The Thesis Paper was a valuable experience for me. I found my work challenging and interesting.

I have tried my level best to follow the guidelines of yours. The whole experience of this report enables me to get an insight into the real-life solution of "Promotional Activities of Tissue industry in Bangladesh: A Case Study on Bashundhara Tissue"

Yours Sincerely

_____

Md. Salim

ID: EMBA-2101022003

Program: EMBA

Major: Marketing

Semester: Spring 2022

Sonargaon University (SU).

Student Declaration

I hereby solemnly declare that the work presented in this research Monograph entitle **"Promotional Activities of Tissue industry in Bangladesh: A Case Study on Bashundhara Tissue"** has been carried out by me under supervision of **Sharmila Sikder,** Lecturer, Department of Business Administration, Sonargaon University. I also declare that it has not been previously submitted as a whole for any other degrees at Sonargaon University or at any other institution.

_____

Md. Salim

ID: EMBA-2101022003

Program: EMBA

Major: Marketing

Semester: Spring 2022

Sonargaon University (SU).

Letter of Authorization

Certified that this project report titled **"Promotional Activities of Tissue industry in Bangladesh: A Case Study on Bashundhara Tissue"** is the bona fide work of M.T.S. Alam Ananto, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part other project report or Thesis on the basis of which a degree or award was conference on the earlier occasion on this or any other candidate.

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU).

Abstract

The study has practical implications for the entrepreneurs, investors, policymakers, industry experts, media, and domain experts to discuss and create a unified voice for tissue paper production and marketing in Bangladesh. The purposes of the study are to explore and to analyze the use or application of 4Ps model of McCarthy—product, price, place and promotion as controllable tactical marketing tools for the effective marketing of eco-friendly and hygienic brand like Bashundhara Tissue in Bangladesh, especially in Dhaka city. I has found out that Bashundhara Paper Mills Limited uses different mixtures of 4Ps: product, price, place (distribution), promotion as controllable tactical marketing tools to target and position its different consumer segments creating brand loyalty to its eco-friendly and hygienic Bashundhara Tissue. The company should ensure the eco-friendly, hygiene and wellbeing of the consumers ensuring the highest quality of its brand, differentiate its pricing strategy, penetrate its brand into the rural markets with its business partners to boost up its market share, develop alternative channels of distribution (online distribution) and set up a research department to get feedback of the customers following customer-oriented marketing strategies. The study will help to originate the value to both the tissue paper marketers and consumers if the effective and efficient mixtures of 4Ps can be utilized more rigorously for creating better brand loyalty of the segmented markets. As a result, eco-friendly and hygienic tissue paper marketers can incorporate the convenient 4Ps structure in order to provide an insight for the tissue paper industry to evaluate the effectiveness of their marketing strategies.

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Chapter One

Introduction

1.1 Introduction

Only a lot of theoretical knowledge will be little important unless it is applicable in the practical life. EMBA program is a mixture of both the theoretical and practical knowledge. To fulfil this requirement, a student is required to obtain real life exposure in an organization and thereby gain demonstrable skills and expertise in the field and also an understanding of the organization. We need proper application of our academic knowledge to make it more fruitful. Such an application is made possible through internship. Internship is an integral part of EMBA program, arranging for the students who have completed all academic courses required for EMBA. Students also have to submit an internship report on an assigned topic. I was placed in BICL (Bashundhara Industrial Complex Limited) to complete my internship program under the supervision of two supervisors one is internal form the institute and another is from the organization. By consulting with my Internship supervisor it has been selected the topic "Promotional Activities of Bashundhara Group: A Study on Bashundhara Tissue."

1.2 Origin of the Report

Sharmila Sikder, Lecturer, Department of Business Administration, Major in Marketing of Sonargaon University (SU) authorized writing of this research report. The report is a part of the course for the students of EMBA. It was submitted by me on March, 2022.

1.3 Background of the Study

Tissue paper is now one of the most dynamic sectors of Bangladesh economy. For the last one decade, a basic change has been occurring in the tissue paper industry of the country. Bashundhara Paper Mills Limited, Unit 3, a sister concern of Bashundhara Group is at present the main trader of tissue paper products in Bangladesh. The company formerly known as Bashundhara Tissue Industries Limited, was founded in 1995 as the country's first basic tissue manufacturing factory. It was established at the face of growing popularity of tissue paper with fastchanging urban lifestyle and elevation of living standards as a whole. During that time, the use of tissue and related products was not so common in the country. At present, it is manufacturing wide range of tissue paper products including facial tissue, toilet tissue, pocket tissue, paper napkin, kitchen towel, paper towel, hand towel, clinical bedsheet etc. The import-substitute industry, Bashundhara Paper Mills Limited plays an essential role as a significant import-substitution industry. The brand name of the company is 'Bashundhara Tissue' The

company has recently started some degree of exports and has attained ISO 9002:1994 certification for its quality management system and ISO 14001:2004 certification for its environment management system. It establishes contacts and networking contacts. Contacts may help to get a job. That is, student can train and prepare themselves for the job market. A poor country like Bangladesh has an overwhelming number of unemployed education graduates. As they have no internship experience they have not been able to gain normal professional experience or establish networking system, which is important in getting a job. So practical orientation is a positive development in professional area recognizing the importance of practical experience, Major in Marketing of Sonargaon University (SU) has introduced a three months practical exposure as a part of the curriculum of EMBA. In such state of affairs the present aiming at analyzing the experience of practical orientation related to promotional activities of Bashundhara Tissue.

1.3 Scope of the Study

The report highlights the consumers' perception about the quality, customer service, and easy availability of Bashundhara Tissue. It also tries to find out the factors affecting sales and prospects of Bashundhara Tissue. The discussion is limited to an identification of market position and problems of Bashundhara Tissue.

1.4 Objectives of the Study

Board Objective

The broad objectives of the study are to explore and to analyze the use or application of the 4Ps model of promotion as controllable tactical marketing tools in the marketing of eco-friendly and hygienic brand, Bashundhara Tissue in Bangladesh.

Specific Objectives

With a view to optimize the broad objectives of the study, the specific objectives are as follows:

1. To identify the product strategy used for the marketing promotion of Bashundhara Tissue.
2. To find out the pricing strategy used for the marketing promotion of Bashundhara Tissue.

3. To figure out the place/ distribution strategy used for the marketing promotion of Bashundhara Tissue.
4. To find out the promotion strategy used for the marketing of Bashundhara Tissue.
5. To find out the gap between theoretical marketing mix strategy and Bashundhara Tissue's promotional activities and to recommend suggestions for policy implication.

1.5 Methodology

This report has been prepared on the basis of experience gathered during the period of internship program. For Preparing undergone group discussion, collected data and interviewed some of the selected Dealer and retailers. I hope these criteria will be enough to find out a different picture of industrial performance of the Bashundhara Tissue.

The study is basically exploratory in nature. The study has been conducted on the basis of collected primary and secondary sources of data and information. The sources of primary data are field survey. The study has targeted consumers and retailers of Bashundhara Tissue in Dhaka city as population. But the population size was unknown due to not having any accurate sampling frame for the present study. As a result, convenience sampling technique has been used for selecting the sample size from consumers and retailers of Bashundhara Tissue; 50 consumers and 30 retailers of Bashundhara Tissue have been selected from Dhanmondi and Gendaria areas of Dhaka city as respondents. Face-to-face interview technique has been used to collect primary data and information through two separate sets of semi-structured questionnaires. Both five-point Likert scale and rank order scale have been used in the questionnaires to collect and measure the primary data. SPSS software version 16 has been used for data analysis. Moreover, secondary data and information have been gathered and analyzed from various articles published in refereed journals, published books, conference proceedings, published reports and websites.

Data Collection

For our research purpose we need both primary and secondary data.

Primary Data:

There is lack of in depth study about the subject. As such, primary data is the building block of the research work. The data of this study were collected from the interview

conducted among the selected respondents in Dhaka. The interview was conducted with a pre-designed questionnaire. The questionnaire consists of both structural and unstructured question. The question was designed for dealers and retailers.

Secondary Data:

There is not much research work done on the subject. As such, sources of secondary data were very much limited. However some data were available in the organization data bank, internet, brochures etc. A thorough survey of all these were done to find out the useful information.

Data Analysis

Subjective Analysis: Qualitative data was analysed using judgment, guidance of the supervisors and knowledge.

1.6 Limitations of the Study

The main limitation of this research might be the access to the sensitive internal information about the organization. Organizations do not disclose the information or make it public. The other limitation of data error, random sampling errors, administrative errors, data processing error, interviewer error, time constraint, data integrity, cost of the research are considered and addressed with due weight.

While doing this research we faced the following limitations-

- I did not get positive attitude to conduct survey on individual information from respondents.
- Difficult to survey all over the country.
- Heavy workload at office was one of the main barriers of this study and additional time for doing the survey could hardly be extracted.
- The Large sample size could detect the problems more accurately.
- Lacking of practical skills.
- Information is not update.
- Some provide wrong information.

Chapter Two

Literature Review

2.1 Literature Review

There are insufficient studies and literatures in the context of tissue paper marketing and their expansion in Bangladesh. As a result, a few available published literatures have been reviewed for developing the research questions and objectives of the study.

The Marketing Mix

The marketing mix is one of the most dominant thoughts in modern marketing (Kotler *et al.*, 1999) which presents the marketer with a depot of controllable tactical marketing tools to innovatively compete in the new market-place and for delivering attractive market reaction in a target market. The marketing mix concept is credited to Jerome McCarthy (1960) who condensed Borden's (1953) twelve components and conceptualized them as the 4Ps; Product, Price, Place and Promotion (Goi, 2009; Constantinides, 2006; Anderson and Taylor, 1995; Van Waterschoot and Van den Bulte, 1992). McCarthy then analyzed these composite components within the framework of marketing manager with the consumer at the focal point of the entire process (Anderson and Taylor, 1995).

4Ps Model in the Marketing Mix

Product

According to Kotler and Armstrong (2006), product can be defined as anything that can be offered to a market for consideration, procurement, use or utilization that may fulfill a need or want of a consumer. It must give value to a consumer, however, does not need to be substantial in the meantime and essentially, it includes presenting new products or improving the current products (Booms and Bitner, 1981). Ferrell (2005) has opined that the product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. Product quality is one of the marketer's major positioning tools and quality has a direct impact on product or service performance (Kotler *et al.*, 2008). Since perceived product quality and brand image in a roundabout way affect buying aims (Keiningham *et al.*, 2005), brand and quality confirmation are chosen for the risk adjusting technique referencing product.

Price

Kotler *et al.* (2008) have defined price as the amount of money charged for a product or service or the aggregate of the values that clients exchange for the benefits of getting or using the product or service. Price can influence customer decision in a buy since the customer perceives exchange something of value–the price to have something of value i.e. the benefits (Kotler and Keller, 2006). Verma and Varma (2003) have opined that price is generally the adaptable elements to change contrasted with other elements of marketing mix. Companies frequently modify the fundamental price of a product to represent different client contrasts and evolving circumstances (Hunt, 2005). Price promotion is seen as better value to the customer in the general circumstance, since low price presumably pulls in clients (Fleischmann *et al.*, 2004, Yee *et al.*, 2005). Price is the most important measurement of repurchase intentions (Oh, 2000; Parasuraman and Grewal, 2000) and customers usually buy products on the basis of price rather than other attributes (Peter and Donnely, 2007) where money back guarantees are additionally helpful (Yeung and Yee, 2003).

Place

It alludes to the place where the customers can purchase the product and the product contacts that place through various channels, like wholesalers, retailers and internet (Booms and Bitner, 1981) as a set of interdependent organizations that caters to the process of making a product available to the consumers (Kotler and Armstrong, 2006). Hirankitti *et al.* (2009) have considered place as the simple entry which potential client partners to a service; for example, location and distribution. The strategy of place needs effective distribution of the firm's products among the channels of marketing like wholesalers or retailers (Berman, 1996). It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product (Copley, 2004).

Promotion

Promotion comprises of a particular mix of advertising, sales promotion, personal selling and public relations that convey the benefits of the product and persuade target customers to purchase it (Kotler and Armstrong, 2006). A communication program plays three vital roles such as providing needed information and suggestion, inducing target customers of the benefits of a particular product, and encouraging them to take action at particular

circumstances that are important in marketing strategies (Lovelock and Wright, 2002). However, the more the customers' perceived risk in purchasing a product, specifically when information is inadequate with regards to the greater the propensity to utilize word-of-mouth (Pocharski and Jacobson, 2007).

The focus of Cascade Tissue Group's philosophy is innovation and sustainability on every production level, coming from research team or an employee,' says Suzanne Blanchet, President and CEO at Cascades Tissue Group. The extent of thoughts is very boundless from straightforward methods for diminishing compressed air consumption, savings on the heating bill because of a superior insulation or utilizing energy saving lighting, to more propelled solutions originating from collaboration with Boralex, the Cascade's partner in biogas applications (Ng, 2011).

According to AC Nielsen's report published in April 2010, bathroom tissue and towel combined, Cascades Enviro brand is the no. 1 brand in the green segment that represents 12% of the aggregate market (Ng, 2011).

A current real improvement has been the trend toward diminished weight per product sheet lessening the span of the sheet and premise weight decreases without a price change and this trend has quickened since 2003, and keeping in mind that it may not totally stop, there are points of confinement to how much the fibre contents can be reduced (Kalil, 2008).

Both cultural and market differences between the US and Western Europe add to this trend, including the more progressed away from home tissue sector in the US, the generally positive attitude towards consuming and shopping, the more extensive assortment of tissue merchandise accessible, solid advancement of brands; and demographic/housing differences profiting US tissue utilization over that of Western Europe (Kalil, 2008).

In Japan, the Wash let a toilet that comes outfitted with a bidet and an air-blower is becoming progressively popular. Everywhere throughout the world, water stays a standout amongst the most well-known techniques for self-cleaning. Many places in India, the Middle East and Asia, for example, still rely on upon a bucket and a spigot. In

any case, as our economy continues to circle the drain, will Americans part with their beloved tissue paper so as to receive more money-saving measures (McRobbie, 2009).

Reviewing the above mentioned different literatures, the present study has focused on the following research questions:

1. What is the application of the concept of 4Ps Model of McCarthyproduct, price, place (distribution), and promotion as controllable tactical marketing tools for the effective marketing of eco-friendly and hygienic brand like Bashundhara Tissue in Bangladesh especially in Dhaka city?
2. How is the concept of 4Ps Model of McCarthy (product, price, place, and promotion) applied or used in the marketing of environment friendly and hygienic tissue paper in Bangladesh especially in case of the brand-Bashundhara Tissue?

Therefore, a significant gap exists in the literature as no attempt has been made to look at the application of 4Ps model of McCarty, i.e. the marketing mix framework in the tissue paper marketing of Bangladesh specially in the branding of Bashundhara Tissue. As a result, the purpose of this study is to fill this gap in the literature by adding a new viewpoint to the marketing mix phenomenon by looking at the use of 4Ps model of McCarty in the marketing of Bashundhara Tissue in the context of Bangladesh.

Chapter Three

Overview of the Company

3.1 Corporate Profile

THE BASHUNDHARA GROUP HAS STARTED OPERATION AS A REAL ESTATE VENTURE KNOWN AS "BASHUNDHARA" UNDER THE AEGIS OF THE GROUP'S FIRST CONCERN - THE EAST-WEST PROPERTY DEVELOPMENT (PVT) LTD IN 1987.

The Bashundhara Group has started operation as a real estate venture known as "Bashundhara" under the aegis of the group's first concern - the East-West Property Development (Pvt) Ltd in 1987. This project turned out to be a very successful one and had helped faster the growth of trust and confidence of the urban people in "Bashundhara". Dhaka's burgeoning population, coupled with a conspicuously slow growth of housing led to the landmark success of Bashundhara.

Driven by the ramifications of this success, Bashundhara geared up to invest in new fields, including manufacturing and trading. More enterprises were established in the early 1990s, covering diverse activities involving the production of cement, paper and pulp, tissue paper, LPG bottling and distribution, and a trading company, among others. The group experienced this tremendous growth in a span of less than 10 years. During this period, additional schemes on land development and real estate were launched and those projects focused more sharply on increasing responsiveness to client needs. The Group's first publicly-traded company, the Meghna Cement Mills Limited, is currently listed on the two Stock Exchanges of Bangladesh.

The Group now has over 20 major concerns located in different areas of the country. The multi-faceted shopping mall-cum-recreation center called the Bashundhara City (BCDL) has added glamour to the growth of the group. The BCDL is one step ahead in the longstanding effort to strengthen links with the general people through the unique offering of commercial operations and recreation facilities under single roof.

Latest addition to the group is its media house titled “East West Media Group Ltd” which was established in 2009. It now owns Bangla daily – “Kaler Kantho”, “Bangladesh Pratidin”, English daily “Daily Sun” and online portal “Banglanews24.com”. The media house is also planning to launch a FM radio and a television channel as well.

The Group has come a long way in reaching its goals by listening to client needs, learning real-time lessons from past projects, innovating and partnering its project implementation process. Through major investment undertakings in all key sectors, Bashundhara has meaningfully contributed to the country's economic stability in financial and capital markets. Underlying all of the Group's activities are the common threads of change, flexibility, and fostering closer ties with the Government, the City Corporation and Bashundhara clients. Most of its projects have been success stories - this fact alone is enough to justify a sense of confidence in the Group's future.

2.2 Mission, Vision & Values of Bashundhara

Mission

Bashundhara Group believes in serving the people and the country; not only in doing business and making profit. It had come into existence with that belief and adopted 'For the People, For the Country' as its core theme.

All the Bashundhara Group concerns always try to offer best possible services and products to customers for attaining their full satisfaction, as the group endorses the notion that customers are the ultimate determining factor in success of any organization. It always strives to introduce new products and services to the customers.

Bashundhara Group believes that no organization can grow without an able and dedicated workforce behind it. It values and nurtures its officials, employees and other members of the staff accordingly. Through various acts and measures, the group tries to create a sense of belonging among the workforce so that they explore their full potential and give full dedication to the organization and get evaluated accordingly.

As a business conglomerate, Bashundhara Group does not want to grow alone; it wishes to grow together with its partners, patrons, customers, employees and other stakeholders.

The group has reached out to many poor and underprivileged people through different philanthropic services and it wants to expand them across the country for the welfare of the people and development of the country.

Vision

Bashundhara Group has already become one of the largest conglomerates and the leader in many areas of business and industry in Bangladesh. It wishes to go far ahead from where it is now. The group wants to be the largest business house of the country and the biggest contributor, from the private sector, to the economic and social development. It also wishes to bring more and more people under job and thus become the largest employer in the private sector.

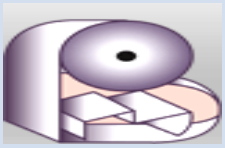
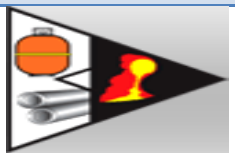
To accomplish the vision, the group has already ventured into many business and industrial areas, including some as pioneer, and has plans to be engaged in many more areas. The group has started works for going global and hopes to announce its global presence in a couple of years.

Doing business is not an easy task anywhere, particularly in the fast- changing global scenario, which invites many new challenges. However, Bashundhara Group is confident of continuing its march forward even at a faster pace in any situation – favorable and unfavorable – in the days to come and always uphold its core theme – For the People, For the Country.

Values

Bashundhara Group has adopted patriotism, honesty, fair practice and service to the nation as its core values, which act as the main basis in its decision-making. These values have created a moral compass for everyone at the group from the top management to ordinary employees and created the organizational culture accordingly. The group always tries to be driven by these values and not to deviate from them in any situation.

3.3 Enterprises of Bashundhara Group

Serial No.	LOGO	Name	Year of establishment
01		East West Property Development(pvt)Ltd.	1987
02		Meghna Cement Mills Ltd.	1992
03		Bashundhara Paper Mills Ltd.	1994
04		Bashundhara LP Gas Ltd.	1997
05		Bashundhara city Development Ltd.	1998
06		Bashundhara Steel Complex Ltd.	1999
07		Bashundhara Industrial Complex Ltd.	2000
08		Bashundhara Steel and Engineering Ltd.	2002
09		Bashundhara Logistics ltd.	2004
10		Bashundhara Foundation	2009
11		Bashundhara Convention Centre	2006

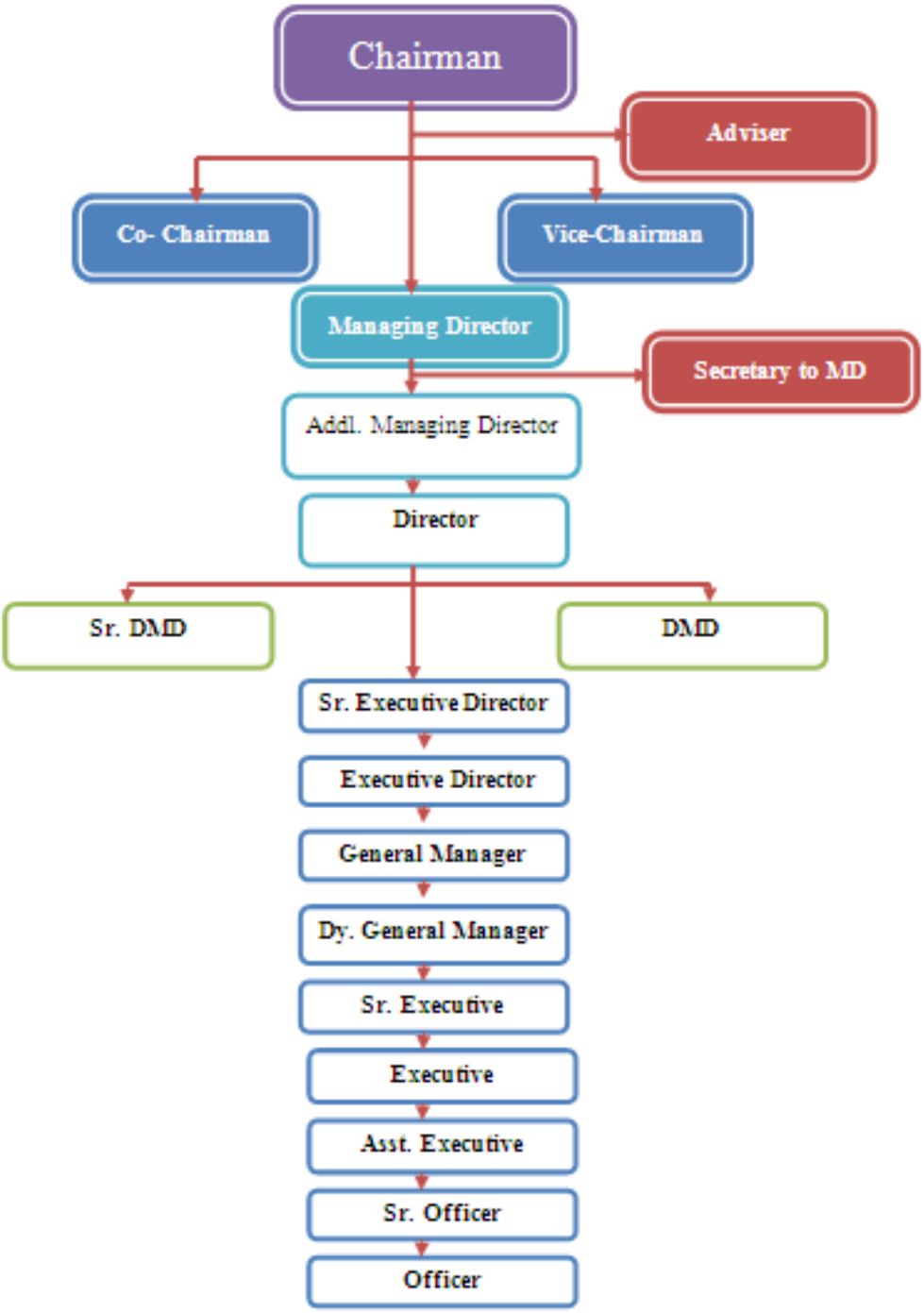
12		Bashundhara Dredging Company Ltd.	2010
13		Bashundhara Technical Institute	2010
14		Bashundhara Food and Beverage limited	2012
15		Sunderban industrial Complex Ltd.	On going
16		Bashundhara Tissue industries Ltd.	2011
17		East West Media Group Ltd.	2008

2.4 Key Department of Bashundhara Group

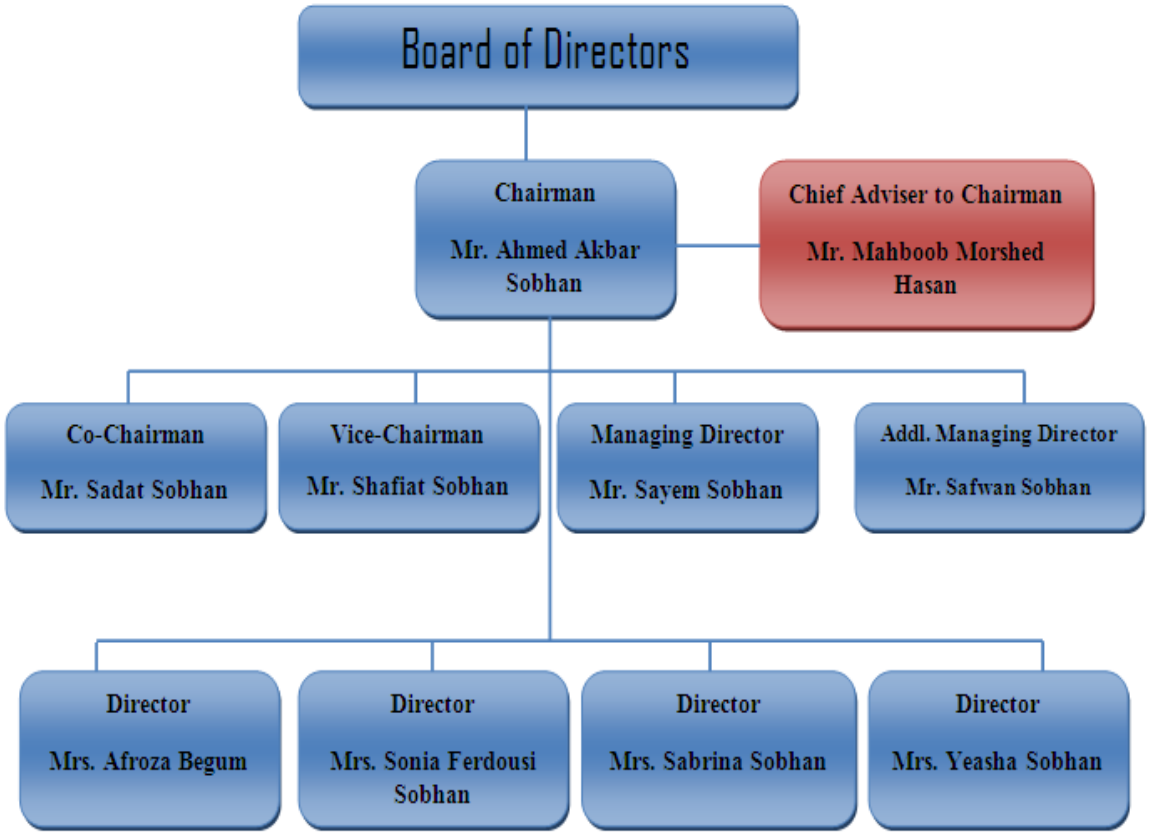
- **Human resource and Administration**
- Recruitment & selection
- Employee transitions
- Training and Development
- Evaluation
- General services
- Safety and security
- Transport & PABX
- Maintenance
- **Sales and Marketing**
- Business development
- Market penetration
- Sales Management
- Delivery and Distribution

- **Commercial & Banking**
  - Vendor development unit(VDU)
  - Banking matters
  - Tender control unit(TCU)
  - Purchase and Document control Unit
- **Accounts and Finance**
  - Collection
  - Disbursement
  - Payroll
  - Records
  - Planning and cash Management
- **Audit**
  - Internal Audit Planning
  - Auditing
  - Report
  - Follow up
- **CLPD(Central purchase Department)**
  - Local purchase
  - Vendor Selection
  - Delivery
- **IT(Information Technology)**
  - IT accessories installation
  - Networking
  - Trouble shooting
- **Research and Development**
  - Product innovation
  - Product development
  - Project planning both in the domestic and abroad level
- **Protocol**
  - Protocol Maintenance
  - Visa related activities
- **Land**
  - Procurement
  - Record Management
- **Press and Media**
  - Publication
  - Press release
  - Public relation

3.5 Organization Structure of Bashundhara Group



3.6 Board of Directors and Key Person



2.11 Bashundhara Tissue Brand Story

Bashundhara Tissue, the pioneer Tissue Brand of Bashundhara Paper Mills Ltd., was launched during May 2000 amidst a situation where people of Bangladesh were least conscious about personal hygiene due to expensive available means or lack of collective awareness. Bashundhara Tissue emerged as a light of hope, gradually spanned throughout every corner of Bangladesh – with its superior absorbent & soft texture, affordability, availability and not the least having specific message "Think Hygiene, Live Safe", very much inspired from its parent Bashundhara Group's motto "For the People, For the Country".

Today, Bashundhara Tissue is quite visible in every nook & corner of Bangladesh, be it a small Tong to luxury Department Store, thanks to its nationwide distribution network of over 350 exclusive & dedicated distributors and relentless production at enormous capacity world-class facility plant.

Bashundhara Tissue has been communicated in both ATL and BTL as the most caring Tissue brand in Bangladesh, esp. in 2020 the brand has celebrated its 20 years of passionate journey of Love & Care. Apart from various communication presences, Trade Scheme (annual), CP offers, campaigns, targeted promotion (regional & institutional) etc. run throughout the year to give the most to its consumers as well as channel partners. The vibrant & leading presence in the domestic market has paved the brand to excel in the International Arena, where currently the Tissue products in the Bulk form are being exported across continents, covering over 20 countries.

Like its present status, the future is also quite beaming where the positioning of Bashundhara Tissue has been projected as the most preferred Hygienic Lifestyle brand in South-East Asia in next 5 years, through the wider product line, attractive new style packs and attachment with different social segments. It all started with a commitment to provide hygienic management of lifestyle, however, the Bashundhara Tissue brand is still enthralled with its same brand promise, to help Bangladesh live on a hygienic and safe living.

Chapter Four

Promotional Activities of Bashundhara Tissue

4.1 Marketing Mix (4Ps) of Bashundhara Tissue in Bangladesh

The study has found out and analyzed the use of 4Ps model of promotion–the elements of marketing mix as controllable tactical marketing tools for the effective marketing of Bashundhara Tissue in its segmented target markets of Bangladesh, especially in Dhaka city. The study has been done based on the analysis of the information gathered from the selected respondents comprising of 50 consumers and 30 retailers of the brand and the websites.

4.2 Different Items of Bashundhara Tissue and their Features

The brand, Bashundhara Tissue, has its items with different categories. Hygiene is important for everyone's wellbeing. Bashundhara Tissue can help the consumers to be hygienic through its various items that can be used in every situation in their life. So, consumers can grab that tissue for a healthier and more hygienic life (http://www.bashundharatissue.com/). The study has found out different items of Bashundhara Tissue.

4.3 Consumer Analysis

Consumers' Perceptions about Different Brands of Tissue Paper

TABLE 2: CONSUMERS' PERCEPTIONS ABOUT DIFFERENT BRANDS OF TISSUE PAPER

Rank of Different Brands of Tissue Paper	Mean/Average
Rank of Bashundhara Tissue from the use of consumers	4.94
Rank of Bangla Tissue from the use of consumers	3.87
Rank of Fay Tissue from the use of consumers	3.95
Rank of Personal Tissue from the use of consumers	3.33

Source: Computed Primary Data

Interpretation

According to the Table 2, the study shows that the mean values of the respondents (consumers) are respectively 4.94 for Bashundhara Tissue, 3.87 for Bangla Tissue, 3.95 for Fay Tissue and 3.33 for Personal Tissue (at 5-point Likert Scale). So, consumers' first preference is Bashundhara Tissue, second preference is Fay Tissue, third preference is

Bangla Tissue and fourth preference is Personal Tissue. The study shows that consumers have different preferences on different tissue paper brands in the tissue market.

TABLE 3: CONSUMERS' LIKINGS ABOUT THE FEATURES (QUALITY, DESIGN, STYLE, PACKAGING) AND COST OF BASHUNDHARA TISSUE

Rank of Different Features of Bashundhara Tissue	Mean/Average
Rank of Quality of Bashundhara Tissue is compared to other tissue brands.	4.88
Rank of design and style of Bashundhara Tissue is compared to other tissue brands.	3.75
Rank of packaging of Bashundhara Tissue is compared to other tissue brands.	3.75
Rank of other feature of Bashundhara Tissue is compared to other tissue brands.	4.80
Rank of cost of Bashundhara Tissue is compared to other tissue brands.	4.08

Source: Computed Primary Data

Interpretation

According to Table 3, the study shows that the mean values of the respondents' opinions about the quality, design & style, packaging, other features and cost of the Bashundhara Tissue compared to other tissue brands are respectively 4.88, 3.75, 3.75, 4.80 and 4.08 (at 5-point Likert Scale) which means that the consumers do not like all the features in the same way. Choices of the consumers have some variations. The consumers like the quality of Bashundhara Tissue most. Consumers' second choice is other feature that represents fragrance in the study. Consumers' third choice is the reasonable cost. Here, consumers' likings are not equal because they have variation in the likings of Bashudhara Tissue though they prefer design & style and packaging of Bashundhara Tissue equally.

TABLE 4: CONSUMERS' CONSIDERATIONS ABOUT 4PS I.E. PRODUCT, PRICE, PLACE AND PROMOTION OF BASHUNDHARA TISSUE

Statements	**Mean/ Average**
Product design & style of Bashundhara Tissue are attractive.	3.90
Packaging of Bashundhara Tissue is eye catching/aesthetic.	4.18
Price of Bashundhara Tissue is higher than the competitive brands.	2.66
Price of Bashundhara Tissue changes over time.	2.68
Online facility is available for ordering of Bashundhara Tissue.	1.02
Discounts & Allowances are available at the time of buying Bashundhara Tissue.	1.20
Coupon, rebate, cents off deal, premium, contests; sweepstakes are available with the buying of Bashundhara Tissue.	1.16
Consumers know about the news, conference, press release, and grand openings of Bashundhara Tissue.	1.14
Different *programmes* & events are sponsored for Bashundhara Tissue.	1.18

Source: Computed Primary Data

4.4 Product Features of Bashundhara Tissue in the View Point of Consumers

According to Table 4, the study shows that the mean value of the respondents' opinions about the product design & style of Bashundhara Tissue is 3.90. Here, the mean value of the opinions is near to 4 (at 5- point Likert Scale) which means that the consumers have positive view about the design & style of Bashundhara Tissue. Consumers somehow like the design & style of Bashundhara Tissue. So the product features are good. The study also figures out that the mean value of respondents' opinions about the packaging of Bashundhara Tissue is 4.18. Here, the mean value of their opinions is above 4 (at 5-point Likert Scale), which means that the consumers have optimistic view about the packaging of Bashundhara Tissue. Here, consumers have little different views than the previous answer. The study also shows that overall product features of Bashundhara Tissue are satisfactory. So, the study does not find big gap between the theoretical product features and the practical product features of Bashundhara Tissue.

4.5 Competitive Pricing and Change of Price of Bashundhara Tissue in the Viewpoint of Consumer

According to Table 4, the study shows that the mean value of the respondents' opinions about the price of Bashundhara Tissue is higher than the competitive brand is 2.66. Here, the mean value of the opinions is near to middle of 2 and 3 (at 5-point Likert Scale), which means that the consumers have negative answer regarding the higher price of Bashundhara Tissue than the competitive brands. So consumer view is that price of Bashundhara Tissue is reasonable and not so high compared to its competitive brands. Here, the mean value of the opinions is also near to 3, which means that some consumers are undecided or unconscious about the price of the brand.

The study also demonstrates that the mean value of the respondents' opinions about the change of price of Bashundhara Tissue over time is 2.68. Here, the mean value of the opinions is near to middle of 2 and 3 (at 5-point Likert Scale), which means that the consumers have negative answer regarding the price change of Bashundhara Tissue over time. The mean value of the opinions is also near to 3, which means that some consumers sometimes are undecided or unconscious about the change of price. The study has found out that consumers' opinions about frequent price are positive because price of Bashundhara Tissue does not change frequently. So price of the brand is stable for a certain period. However, price of Bashundhara Tissue is reasonable as well as competitive.

4.6 Online Ordering System of Bashundhara Tissue in the Viewpoint of Consumers

According to Table 4, the study confirms that the mean value of the respondents' opinions about the availability of online facility for ordering of Bashundhara Tissue at the time of buying is 1.02 (at 5-point Likert scale). Here, the mean value of the opinions is almost 1, which means that the consumers strongly disagree about the statement. The online facility is not available for ordering of Bashundhara Tissue. So the consumers do not get online ordering system for purchasing their desired items of Bashundhara Tissue. Traditional ordering and distribution system is followed in delivery of Bashundhara Tissue.

4.7 Promotion Activities of Bashundhara Tissue in the Viewpoint of Consumers

According to the Table 4, the study shows that the mean value of the respondents' opinions about the availability of discounts & allowances at the time of buying Bashundhara Tissue is 1.20. Here, the mean value of the opinions is near to 1 (at 5-point Likert Scale), which means that the consumers' opinions are highly negative about the statement. So, discounts & allowances are not provided to the consumers of Bashundhara Tissue.

The study identifies that the mean value of the respondents' opinions about the availability of coupons, rebates, cent off deal, premium, contests and sweepstakes with the buying of Bashundhara Tisse is 1.16. Here the mean value of the opinions is near to 1 (at 5-point Likert Scale), which means that the consumers strongly disagree about the statement. Coupons, rebates, cent off deal, premium, contests and sweepstakes are not provided to consumers as promotion tools at the time of buying of Bashundhara Tissue.

The mean value of the respondents' opinions regarding the consumers' knowledge about the news, conference, press release, and grand openings of Bashundhara Tissue is 1.16 which represents that customers strongly disagree about the statement. So the study shows that customers oppose the statement, which means that news, conference, press release, and grand openings as promotion tools are not used for the marketing of Bashundhara Tissue.

The study shows that the mean value of the respondents' opinions about the sponsorship in different *programmes* & events for Bashundhara Tissue is 1.18. Here the mean value of the opinions is near to 1 (at 5-point Likert scale), which means that the consumers are strongly disagree about the statement. So, sponsorship as promotion tool in various events or programmes of other organizations is not provided for better marketing of Bashundhara Tissue.

The study demonstrates that Bashundhara Paper Mills Limited is not conscious about the use of consumer promotion tools such as discounts & allowances, coupons, rebates, cent off deal, premium, contests, sweepstakes etc. in marketing of its Bashundhara Tissue. However, the company does not sponsor events or *programmes* for better marketing of Bashundhara Tissue. So, the study shows that there is a huge gap between the theoretical

promotional knowledge and the promotional practices of the company for effective marketing of its Bashundhara Tissue.

4.7.1 Advertising Media Used for Promotion of Bashundhara Tissue

TABLE 5: RANK OF ADVERTISING MEDIA USED FOR PROMOTION OF BASHUNDHARA TISSUE

Rank of Different Advertising Media	Mean/Average
Rank of television where Bashundhara Tissue's advertisement is available.	7.54
Rank of radio where Bashundhara Tissue's advertisement is available.	6.33
Rank of newspaper where Bashundhara Tissue's advertisement is available.	7.56
Rank of Internet where Bashundhara Tissue's advertisement is available.	0.00
Rank of magazines where Bashundhara Tissue's advertisement is available.	6.50
Rank of billboards where Bashundhara Tissue's advertisement is available.	6.50
Rank of other media where Bashundhara Tissue's advertisement is available.	7.00

Source: Computed Primary Data

Interpretation

According to the Table 5, the study shows that advertisement of Bashundhara Tissue is available at television, radio, newspaper, magazines, and billboards. The mean values of the ranks by the respondents about the availability of advertisements of Bashundhara Tissue in television, radio, newspaper, magazines, billboard and other media are respectively 7.54, 6.33, 7.56, 6.50, 6.50 and 7.00 out of 8. Newspaper and television are mostly used for advertisements of Bashundhara Tissue. Radio, magazines, and billboards are used as a media of advertisement for Bashundhara Tissue. Here, Internet is not used as a media of advertisement. The study also finds out that 'mini screen' as other media is used at Bashundhara City where advertisement of Bashundhara Tissue is also available.

4.7.2 Buying Points of Consumers for Bashundhara Tissue

TABLE 6: BUYING POINTS OF CONSUMERS FOR BASHUNDHARA TISSUE

Rank of Different Buying Points	Mean/ Average
Rank of super shop as a buying point of Bashundhara Tissue	5.00
Rank of convenience store as a buying point of Bashundhara Tissue	5.68
Rank of chain store as a buying point of Bashundhara Tissue	5.59

Source: Computed Primary Data

Interpretation

According to the Table 6, the mean value of the rank of convenience store as a buying point of Bashundhara Tissue is 5.68 and the mean value of the rank of chain store as a buying point of Bashundhara Tissue is 5.59 out of 6. The study also finds out that the mean value of the rank of super shop is 5 out of 6 but only 3 consumers out of 50 consumers buy from super shop. The study shows that most of the consumers buy Bashundhara Tissue from convenience stores and chain stores.

4.7.3 Analysis of Retailers' Considerations about 4Ps i.e. Product,

Price, Place and Promotion of Bashundhara Tissue

TABLE 7: RETAILERS' CONSIDERATIONS ABOUT 4PS I.E. PRODUCT, PRICE, PLACE AND PROMOTION OF BASHUNDHARA TISSUE

Statements	Mean/Average
Reward of Bashundhara Tissue is more than the competitive brands.	3.43
Delivery process of Bashundhara Tissue is consistent.	3.83
Price of Bashundhara Tissue is higher than the competitive brand.	2.93
Price of Bashundhara Tissue changes over time.	2.67
Discounts, allowances and sample of Bashundhara Tissue are available for the retailers.	3.97
Credit sales are offered to retailers of Bashundhara Tissue.	2.30
Salespersons of Bashundhara Tissue communicate with retailers regularly.	3.63
Behaviors of salespersons of Bashundhara Tissue are satisfactory.	4.31

Source: Computed Primary Data

Retailer's Reward System and Delivery Process of Bashundhara Tissue

According to the Table 7, the study shows that the mean value of the retailers' opinions about the reward of Bashundhara Tissue is more than the competitive brands is 3.43 (at 5-point Likert scale). Here the mean value of the opinions is near 4, which means that the retailers have positive view about the statement. The study also identifies that the retailers get more reward from Bashundhara Tissue as a running brand than the competitive brands.

The study illustrates that the mean value of the retailers' opinions about the delivery process of Bashundhara Tissue is 3.83 (at 5-point Likert Scale). Here, the mean value of the opinions is near to 4, which means that the retailers have optimistic view about the delivery process of Bashundhara Tissue. The retailers' overall view about the delivery process of Bashundhara tissue is satisfactory. So, the study does not find out big gap between theory and practice here.

Competitive Pricing and Change of Price of Bashundhara Tissue in the View Point of Retailers

According to the Table 7, the study shows that the mean value of the retailers' opinions about the price of Bashundhara Tissue is higher than the competitive brand is 2.93. Here, the mean opinion is near to middle of 2 and 3 (at 5-point Likert Scale), which means that the retailers give negative answer about the statement. So retailers' view is that price of Bashundhara Tissue is reasonable and not so high compared to its competitive brand. The mean value of the opinions is also near to 3, which means that the retailers are undecided or unconscious about the statement. Retailers opine that the price of Bashundhara Tissue is reasonable and competitive.

The study demonstrates that the mean value of the retailers' opinions about the change of price of Bashundhara Tissue over time is 2.67. Here, the mean value of the opinion is near to middle of 2 and 3 (at 5-point Likert Scale), which means that the retailers give negative answer about the statement. So the retailers' view is that price of Bashundhara Tissue is static and does not change frequently. The mean value of the opinions is also near to 3, which means that the retailer sometimes undecided or unconscious about the change of price. The study finds out that retailers' opinions about frequent price change is

positive because price does not change frequently. So the price of Bashundhara Tissue is reasonable, competitive and stable for a certain period.

4.8 Promotion Activities of Bashundhara Tissue in the View Point of Retailers

According to the Table 7, the study shows that the mean value of the retailers' opinions about the availability of discounts, allowances and sample of Bashundhara Tissue for the retailer is 3.97. Here, the mean value of the opinions is near to 4 (at 5-point Likert Scale), which means that the retailers agree about the statement. The company provides discounts, allowances and sample as promotion strategy to the retailers of Bashundhara Tissue. As a result, retailers' opinions indicate that they are satisfied overall about the matter.

The study confirms that the mean value of the retailers' opinions about the offering of credit sales to retailers of Bashundhara Tissue is 2.30. Here, the mean value of the opinions is between 2 and 3 (at 5-point Likert Scale), which means that the retailers are disagree about the statement. So, credit sales are not available and offered to the retailers of Bashundhara Tissue as promotion strategy.

The mean value of the retailers' opinions about the communication of salespersons of Bashundhara Tissue with retailers regularly is 3.63, which represents that the retailers agree about the statement. So the retailers' opinions are positive and communication of salespersons of Bashundhara Tissue towards retailers is regular.

The mean value of the retailers' opinions about the satisfactory behaviours of salespersons of Bashundhara Tissue is 4.31. The mean value of the opinions is between 4 and 5, which represents that the retailers agree with the statement. So, the retailers have positive opinion that the behaviours of salespersons of Bashundhara Tissue are satisfactory.

Analysis about Retailers' Perceptions about Different Brands of Tissue Paper

TABLE 8: RETAILERS' PERCEPTIONS ABOUT DIFFERENT BRANDS OF TISSUE PAPER

Rank among Different Brands of Tissue Paper	Mean/ Average
Rank of Bashundhara Tissue	4.83
Rank of Bangla Tissue	4.09
Rank of Fay Tissue	3.67
Rank of Personal Tissue	4.33

Source: Computed Primary Data

Interpretation

According to the Table 8, the study shows that the mean value of the ranks by the retailers are respectively 4.83 for Bashundhara Tissue, 3.09 for Bangla Tissue, 3.67 for Fay Tissue and 4.33 for Personal Tissue (at 5- point Likert Scale). Though the mean value of Personal Tissue is 4.33, only 3 retailers out of 30 retailers have ranked Personal Tissue. The retailers have ranked Bashundhara Tissue as the first, Bangla Tissue as the second, Fay Tissue as the third and Personal Tissue as the fourth in terms of their selling amounts. The study shows that sales vary from brand to brand in the tissue paper market. So the study illustrates that Bashundhara Tissue is the market leader, Bangla Tissue is the market challenger, Fay Tissue is the market follower and Personal Tissue is the market nicher in the tissue paper industry of Bangladesh according to the opinion of the retailers.

Analysis about Retailers' Ordering System

TABLE 9: RETAILERS' ORDERING SYSTEM OF BASHUNDHARA TISSUE

Statements	Mean/ Average
Retailers use over phone as ordering system	-
Retailers use direct mail as ordering system	-
Retailers use Internet ordering system	-
Retailers use paper based ordering system	4.04
Retailers use delivery van as other way in their ordering system	5.00

Source: Computed Primary Data

Interpretation

According to Table 9, the study shows that the mean values of the retailers' opinions about the use of paper based ordering system by retailers and the use of delivery van as other way in their ordering system by retailers are respectively 4.04 and 5.00 (at 5-point Likert scale) which mean that the most of the retailers are agree with both the statements. Delivery van comes to the retailers' outlets and the retailers buy Bashundhara Tissue from there. The study also shows that none of the retailers use phone, direct mail, Internet in their ordering procedure. The retailers do not use all the procedures but they only use selective procedure for ordering of their necessary items of Bashundhara Tissue. So the delivery procedure of Bashundhara Tissue is traditional. Its supply chain is also traditional. Bashundhara Tissue can suffer from this type of traditional supply chain in near future. So the company needs to be careful and tries to improve the speed of supply chain of Bashundhara Tissue by using phone, direct mail and Internet.

Chapter Five

Findings and Analysis

5.1 Findings

Several types of problems have created barrier to conduct this study. The limitations of the study are as follows:

1. It has not been possible to spend more time in interaction with the respondents for gathering more insight investigation.
2. Due to non-vailability of sampling frame for identifying the population for the study, the non-probability convenience sampling technique has been used to select small sample size.
3. Theoretical arguments underlying the conceptualization are not up to the mark due to scarcity of previous research findings relevant to the present study in the context of Bangladesh.
4. Due to time and monetary constraints, it has also not been possible to explore more area of concern pertaining to the study.
5. Despite the level best effort, this study is not fully free of certain understandable limitations.
6. This study is an exploratory study on marketing mix strategy of Bashundhara Tissue Industries Ltd.
7. This study has been conducted depending on only 50 customers and 30 retailers of Bashundhara Tissue as respondents selected from Dhanmondi and Gendaria areas of Dhaka city using convenience sampling technique. So, the result of the study cannot be generalized. For the purpose of the study, a long period of time is needed for its in-depth analysis. But unfortunately, the study did not have so long time that could make the study more extensive and complete.
8. However, there is a scope for conducting more comprehensive qualitative and quantitative studies focusing not only on Dhaka city but also other cities of Bangladesh with rigorous statistical analysis in future by the interested researchers in this field of study.

Chapter Six

Recommendations and Conclusion

6.1 Recommendations

- Bashundhara Tissue is not only of the best quality but also hygienic for the consumers in Bangladesh.
- Bashundhara Paper Mills Limited can follow some guidelines which might be helpful for better marketing of its Bashundhara Tissue.
- The company needs to set up a research department and should do market research on regular basis.
- To raise the consumer satisfaction level, Bashundhara Paper Mills Limited may enjoy the advantage of price leadership for marketing of its brand. It should adopt a differentiated pricing strategy for its different targeted markets to face the growing challenges of price competition especially from its competitive brand.
- It has to find out alternative channels of distribution (online distribution) system to minimize cost and to maximize gain more control over the distribution network so that it can increase the marketing efficiency.

6.2 Conclusion

Hygiene and germy check are the crucial issues in today's modern life style of consumers. Bashundhara Tissue is not only of the best quality but also hygienic for the consumers in Bangladesh. However, competition is rapidly growing higher in the tissue paper market in Bangladesh. As a result, the use of the 4Ps model of McCarthy -- product, price, place, and promotion as controllable tactical marketing tools is important and helpful for effective marketing of the brand, Bashundhara Tissue to retain its customers for the long run. This will also help to ensure the eco-friendly, hygiene and wellbeing of the consumers in their daily lives. So, Bashundhara Paper Mills Limited can follow some guidelines which might be helpful for better marketing of its Bashundhara Tissue. The company needs to set up a research department and should do market research on regular basis. At the same time, it has to develop some feedback taking tools to monitor its consumers' responses. To raise the consumer satisfaction level, Bashundhara Paper Mills Limited may enjoy the advantage of price leadership for marketing of its brand. It should adopt a differentiated pricing strategy for its different targeted markets to face the growing challenges of price competition especially from its competitive brand. As the market leader, Bashundhara Paper Mills Limited will have to take initiatives to increase the overall market demand of its Bashundhara Tissue in

Bangladesh. It may penetrate into the rural markets with its business partners to boost up its market share. To attract more consumers, as a marketer, the company should focus on the needs of different market segments such as different age groups, income groups and different professions. It has to find out alternative channels of distribution (online distribution) system to minimize cost and to maximize gain more control over the distribution network so that it can increase the marketing efficiency. Promotion tools drive a customer to buy a product, so the company can focus specially on some promotion tools to capture more customers for Bashundhara Tissue. Eventually, following better marketing practices and the application of the marketing mix model of McCarthy, the company will continue to play a leading role in the economy for the wellbeing of Bangladesh providing momentum, direction and support whenever the need arises throwing up thousands of employment opportunities, providing a stream in the industrial and economic growth of the entire nation.

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