Thesis Report
on
Promotional Strategy of Polymer Industry in Bangladesh: A Case Study on A1 Polymer

Submitted by:

Md. Swapan Mahamud
ID: MBA2301028002
Program: MBA
Major: Marketing
Semester: Fall-2023
Sonargaon University (SU)

Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Master of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: January 04, 2024

Thesis Report
on
Promotional Strategy of Polymer Industry in Bangladesh: A Case Study on A1 Polymer

Submitted by:

Md. Swapan Mahamud
ID: MBA2301028002
Program: MBA
Major: Marketing
Semester: Fall-2023
Sonargaon University (SU)

Submitted to:

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Master of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: January 04, 2024

Letter of Transmittal

January 04, 2024

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Thesis paper.

Dear Madam,
I am hereby submitting my thesis paper entitled "Promotional Strategy of Polymer Industry in Bangladesh: A Case Study on A1 Polymer" which was assigned to me as a requirement for the completion of the MBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in A1 Polymer I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

_____

Md. Swapan Mahamud
ID: MBA2301028002
Program: MBA
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Declaration of Student

This is to notify you that, the thesis paper on "Promotional Strategy of Polymer Industry in Bangladesh: A Case Study on A1 Polymer", has been prepared as a part of my dissertation formalities. It is an obligatory part of my MBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor **Sharmila Sikder**, Assistant Professor, Department of Business, Sonargaon University (SU).

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

_____

Md. Swapan Mahamud
ID: MBA2301028002
Program: MBA
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the thesis report "Promotional Strategy of Polymer Industry in Bangladesh: A Case Study on A1 Polymer" has been prepared as a part of completion of the MBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Swapan Mahamud, bearing ID: MBA2301028002 under my supervision. The report or the information will not be used for any other purposes.

_____

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Sharmila Sikder, Assistant Professor, Department of Business, Sonargaon University, for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with A1 Polymer is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to Md Anwarul Haq, GM, HR & Admin, Head Office, A1 Polymer for his enormous help and endless support throughout the dissertation period.

And last but not the least; thanks to all my office colleagues working at A1 Polymer The opportunity I had with A1 Polymer is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

Abstract

This study delves into the promotional strategy employed by the Polymer Industry in Bangladesh, with a particular focus on the case of A1 Polymer. The Polymer Industry, a cornerstone of the country's manufacturing sector, faces intense competition and evolving market dynamics. This thesis investigates the marketing and promotional initiatives adopted by A1 Polymer to enhance its market presence and brand equity. The study employs a case study methodology, combining qualitative and quantitative analysis to explore the various facets of A1 Polymer's promotional strategy. Data collection involves interviews with key stakeholders, analysis of marketing collateral, and a review of market trends. The findings reveal a comprehensive promotional approach by A1 Polymer, encompassing digital marketing, traditional advertising, and strategic partnerships. The company emphasizes product differentiation and brand positioning to gain a competitive edge. Social media platforms and online channels play a pivotal role in reaching and engaging the target audience. Furthermore, the thesis sheds light on the challenges encountered by A1 Polymer in implementing its promotional strategy, including market saturation and shifting consumer preferences. The study concludes with recommendations for refining and optimizing the promotional strategy, considering the dynamic nature of the Polymer Industry in Bangladesh. This thesis contributes to the existing literature on promotional strategies in the manufacturing sector, offering insights into effective marketing practices within the context of the Polymer Industry. The findings are valuable for industry practitioners, policymakers, and academicians seeking a nuanced understanding of promotional dynamics in the evolving business landscape of Bangladesh.

Table of Contents

Cover Page..... i
Cover Page..... ii
Letter of Transmittal..... iii
Declaration of Student iv
Certificate of Supervisor..... v
Acknowledgment..... vi
Abstract..... vii
Table of Contents..... viii

CHAPTER 1..... 1
Introduction..... 1
1.1 Introduction..... 2
1.2 Origin of the Report..... 2
1.3 Background of the Study..... 2
1.4 Scope of the Study..... 2
1.5 Objectives of the Study..... 3
1.5.1 Broad Objective..... 3
1.5.2 Specific Objectives..... 3
1.6 Methodology of the Study..... 3
1.7 Limitations of the Study..... 4

CHAPTER 2..... 7
Literature Review..... 7
2.1 Literature Review..... 8
2.1.1 Product Design and Features: Influencing Customer Preferences... 10
2.1.2 Pricing Strategies..... 10
2.1.3 Branding and Market Positioning..... 11
2.1.4 Challenges and Opportunities in the LPG..... 11
2.1.5 Case Study: Activities of Accounts & Finance of Bashundhara LPG. 12

CHAPTER 3..... 13
Organizational Profile..... 13
3.1 History..... 14
3.2 Mission..... 14
3.3 Vision..... 14
3.4 Strategic Objectives..... 14
3.5 Core Values..... 14
3.6 Location..... 15

3.7 Milestones..... 15
3.8 Product List..... 16
3.9 Organogram..... 20

CHAPTER 4..... 21
Product Strategy of A1 polymer Bangladesh Ltd..... 21
4.1 Product Strategy of the Polymer Industry in Bangladesh..... 22
4.2 Product/Market Strategy..... 22
4.3 Strategy Evaluation..... 23
4.4 Sales & Marketing Strategy..... 23
4.5 Strategic Business Unit..... 23
4.6 Basis for Segmenting the Market..... 24
4.7 Definition of the Markets for the Product..... 24
4.8 Profile of the Customers in Each Segment..... 24
4.9 Scope and Dimensions of Each Market..... 25
4.10 Expected rate of Growth of each Segment..... 25
4.11 Requirements for Success in Each Market..... 25
4.12 Marketing Standing with Established Customers..... 25
4.13 Benefits Customers in Different Segments..... 25
4.14 Reasons for Buying the Product in Different Segments..... 26
4.15 Customer Attitudes in Different Segments..... 26
4.16 Overall Reputation of the Product in Each Segment..... 26
4.17 Purchase or use Habits that Contribute to this Attitude..... 26
4.18 Reasons that Reinforce Customer's Faith..... 26
4.19 Reasons that Force Customers..... 27
4.20 Life-cycle Status of the Product..... 27
4.21 Story of the Product line Quality Development, Delivery, Service..... 27
4.22 Product Reaches and Improvements Planned..... 27
4.23 Market Share Overall and in Different Segments..... 27
4.24 Deficiencies in Serving..... 28
4.25 Possibility of Reducing Services..... 28

CHAPTER 5..... 29
Findings..... 29

CHAPTER 6..... 33
Recommendations and Conclusion..... 33
6.1 Recommendations..... 34
6.2 Conclusion..... 37

Bibliography..... 38
Reference..... 39