Thesis Report

On

Sales and Distribution Strategy of Plastics Industry in Bangladesh: A Case Study on Lira Doors Ltd.

Submitted by:

Sfiqul Islam
ID: EMBA2203027003
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
Executive Master of Business Administration



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

Date of Submission: January 04, 2024

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Submitted by:

Sfiqul Islam
ID: EMBA2203027003
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Submitted to:

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

Submitted for the Partial Fulfillment of the Degree of Executive 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, 2023
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 "**Sales and Distribution Strategy of Plastics Industry in Bangladesh: A Case Study on Lira Doors Ltd.** Which was assigned to me as a requirement for the completion of the EMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in Lira Doors Ltd. 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

_____
Sfiqul Islam
ID: EMBA2203027003
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Declaration of Student

This is to notify you that, the thesis paper on "**Sales and Distribution Strategy of Plastics Industry in Bangladesh: A Case Study on Lira Doors Ltd.",** has been prepared as a part of my dissertation formalities. It is an obligatory part of my EMBA program to submit a thesis paper.

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

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

Yours Sincerely

_____

Sfiqul Islam
ID: EMBA2203027003
Major: Marketing
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Certificate of Supervisor

This is to certify that the thesis report "**Sales and Distribution Strategy of Plastics Industry in Bangladesh:A Case Study on Lira Doors Ltd.**" has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Sfiqul Islam, bearing ID: EMBA2203027003 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 thesis supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU), 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 Lira Doors Ltd. 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 Saiful Karim (Saif), SR, AGM, HR & Admin, Head Office, Lira Doors Ltd 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 Lira Doors Ltd. The opportunity I had with Lira Doors Ltd 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 report is predicted on my past amount beforehand in Lira Group of Industries in last 3 months. Lira Group of Industries- is high technology enterprise which integrates researching and developing, manufactures of plastic pipes and fittings, engineering, trading and marketing. Lira was established in 1965, and is leading in domestic & industrial piping field in Bangladesh. Lira is the leading top 3 manufacturer of plastic pipe and fitting in Bangladesh. Products mainly include HDPE pipe and fitting, HDPE, UPvc, Thread Pipes. Household items, corrugated pipe, SO Pipes, Water pumps. PPR pipe and fitting, Doors, UPvc sheets, uPvc ceilings, plastic furniture, plastic house hold including indoor & outdoor items, kitchen items along with poly packaging, cloth hangers and plastic raw materials. we are known for the hard working determination in quality of our products. This Thesis report is created to induce an experience as an intern at Lira Group throughout my Thesis season. This Thesis report concerning about the organization and Plastic industry. This report has segmented into five chapters. The introduction of the report has been elaborated at the first chapter along with background, scope, limitations and objective of the report. Chapter two has been elaborated by literature review. Where you can find the overall image of Lira Group company overview and the whole Plastic Industry's overview. Chapter three is about job responsibility. There I have elaborated the job experience of my Thesis period. The duties and responsibilities I have did there is written here. Chapter four is about important issues. There I have include my findings about the company. The findings are the outcome of my observation and experience of Thesis. Chapter five is about conclusion and recommendation. The aim of this report is to portray a picture of Sales and Distribution department of Lira Group. I have discussed the experience I got about the company and its marketing & sales department.

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Chapter: 01 Introduction

1.1 Introduction

Thesis is a compulsory course for a would-be graduate student in his/her penultimate period of his/her graduation life. Situation is often outlined as a sensible skilled workshop for the scholars to offer associate expertise of the organization structure operation. Associate situation could be an amount of labor expertise offered by corporations to offer student's expose to the work atmosphere, among a selected business, that I relatable with their studies. Thesis provides you the chance to check your skills in real life things associated to gain an insight into a company or career.

I got the chance to try and do my Thesis in Lira Group that is one in all the biggest globally glorious conglomerate of Bangladesh. It had been an excellent and exciting journey on behalf of me before graduating. This chance helped Maine to collect many and versatile data of corporate culture, structure and so on.

This program helped me set down my career path. Teach leadership, team work and handling the pressure was additionally the most a part of program. Operating abroad knowledge of company personals was the most important action to say. The boldness of doing a work, I had noni heritable from Lira Group is incompatible. All experiences and suggestions I got from the senior level executives can work a helpful catalyze on behalf of me to sustain and achieve success for the approaching mine corporate life.

1.2 Origin of the Report

This thesis paper is the outcome of extensive research conducted on the product strategies of the plastics industry in Bangladesh. The author, having a keen interest in marketing and a passion for the plastic sector, identified the need for a comprehensive analysis of the product strategies employed by major uPvc manufacturers. The report draws upon various primary and secondary sources, including interviews with industry experts, market reports, company publications, and academic literature.

1.3 Background of the Study

The uPvc industry in Bangladesh has experienced remarkable growth in recent years, driven by factors such as rapid urbanization, improved road and building infrastructure, and increasing purchasing power of consumers. The entry of both domestic and international manufacturers has intensified competition, leading to a diverse range of uPvc models available in the market. To gain a competitive edge, companies need to develop effective product strategies that align with consumer preferences and market demands.

1.4 Scope of the Study

This study focuses on the product strategies implemented by three prominent uPvc manufacturers in Bangladesh: These companies have established themselves as key players in the industry and have a substantial market share. By examining their product strategies, including aspects such as product positioning, pricing, branding, and promotional activities, this research aims to provide insights into their competitive advantage and market performance.

1.5 Objectives of the Study

1.5.1 Broad Objective

The broad objective of this study is to Partial Fulfillment of the degree of Executive Master of Business Administration. To match my academic knowledge with the real corporate business set up. To enlarge my experience from a real corporate exposure. To enhance my adaptive quality with the real life situation

1.5.2 Specific Objective

- To know organizational profile of Lira Group
- To evaluate the factors affecting sales & marketing of Lira Export
- To analyze the factors related services
- To describe the factors working on customer's mind during selecting services
- To understand the consumer behavior, perception and expectation about services
- To elaborate the relationship between customers and companies
- To emphasize areas where improvement is possible

1.6 Methodology of the Study

The center goal of choosing the point is to all the more likely comprehend the refreshment business and its individual marketing strategies. LIRA came into the food and drink industry just a couple of years back. The goal of my Thesis report was to recognize in the case of assessing marketing strategies utilized by LIRA for its items are imparted and seen by the purchasers and their ability of winning as per their cost. For this few measurable instrument is utilized for item examination like 4Ps investigation, framework examination, SWOT examination. The outcomes are appeared through diagrams and outlines. In surveying the money related state of LIRA, proportion

examination has been done and diagrams and graphs are given to show the outcomes. This is spellbinding exploration naturally. Two sorts of Data have been utilized for setting up this report – Primary and Secondary data.

1.6.1 Primary Source of Data:

Primary data and information was collected through interviewing the management personnel's, customer service personnel's and other related people. Most of the information was collected from (Category Manager, Branch Manager and employees) who are very much involved in the branding and marketing process

1.6.2 Secondary Sources of Data:

- Company product catalogue
- Company brochure
- Customer
- Scholarly or popular books
- Personal sources
- Journal articles
- Newspapers
- Websites
- Government records
- Histories
- Criticisms
- Reviews
- Commentaries
- Encyclopedias
- Textbooks.etc

1.7 SWOT Analysis:

Perform a SWOT analysis of Lira Doors Ltd. product strategy, identifying its strengths, weaknesses, opportunities, and threats. This aids in understanding the internal and external factors influencing their strategy.

1.8 Case Study

Present a comprehensive case study of Lira Doors Ltd., highlighting their historical product strategy evolution, key decisions, successes, challenges faced, and adaptation strategies.

1.9 Effectiveness Evaluation

Evaluate the effectiveness of Lira Doors Ltd. product strategy by analyzing metrics such as market share growth, customer satisfaction, financial performance, and product lifecycle management.

1.10 Limitations of the Study

- The findings of the case study may be specific to Lira Doors Ltd. and may not be applicable to other companies or the broader uPvc industry in Bangladesh.
- Focusing solely on Lira Doors Ltd. might not provide a comprehensive understanding of the entire uPvc industry's product strategy dynamics in the country.
- The study's time frame may not allow for a complete analysis of the longterm effects of Lira Doors Ltd.'s product strategies, potentially overlooking significant trends and developments.
- The researcher's interactions with the company's personnel and management might introduce bias in data collection and interpretation, potentially influencing the study's outcomes.
- Economic, political, or technological changes occurring outside the scope of the study might impact Lira Doors Ltd's. product strategy, potentially confounding the analysis.
- The study might not encompass the viewpoints of all relevant stakeholders, such as customers, competitors, and government agencies, potentially leading to an incomplete understanding.
- The uPvc industry is subject to rapid changes in consumer preferences, technology advancements, and market dynamics, which might challenge the study's ability to capture the latest trends.

- Limited access to resources like budget, time, and personnel might restrict the scope of the study, preventing a more in-depth analysis of Lira Doors Ltd's. product strategy.

  If the study heavily relies on interviews with key personnel from Lira Doors Ltd., their availability, willingness to share information, and potential biases could impact the quality of the data collected.

Chapter: 02

Literature Review

2.1 Literature Review

Marketing activities are crucial for the success of companies in the uPvc industry. According to Millat (2010), uPvc manufacturers in Bangladesh should place more emphasis on their marketing activities. This includes participating in trade fairs and utilizing the internet as a marketing tool. Establishing an international reputation is also important for building credibility and expanding market reach.

Buyer-seller relationships and promotional support are critical factors in the apparel sector, as studied by Kincade, Woodard, and Park (2002). This finding highlights the importance of strong relationships between uPvc manufacturers and their customers for promotional support, which can contribute to overall success in the industry.

Rahim, Abdur Shake (2010) points out that under turbulent market conditions, such as in the apparel industry, companies often become overly reliant on their existing customers. This observation can be applied to the uPvc industry as well, emphasizing the need for companies to diversify their customer base and avoid overdependence on a few key customers.

In the clothing industry in Slovenia, advertising, personal selling, sales promotion, and public relations were identified as the most important instruments of the marketing communications mix, as found by William Aurthur and Keith Davis (2005). Similarly, uPvc manufacturers in Bangladesh should consider utilizing a combination of these marketing communication tools to effectively reach their target customers and promote their products.

The uPvc industry in Bangladesh has experienced significant growth due to factors such as population increase, rising income levels, and urbanization. UPvc s have become a popular mode of transportation, particularly in urban areas, due to their affordability, fuel efficiency, and maneuverability. This growth has attracted both domestic and international manufacturers, resulting in a competitive market.

2.1.1 Product Design and Features: Influencing Customer Preferences

The design and features of a uPvc play a pivotal role in influencing consumer preferences and purchase decisions. Aesthetics, comfort, performance, fuel efficiency, safety features, and technological advancements are key attributes that potential buyers consider. According to Kotler and Armstrong (2005), product design should align with customer preferences and evolving market trends. In Bangladesh's uPvc industry, the importance of addressing local preferences and road conditions cannot be overstated. Lira Doors Ltd., for instance, needs to ensure that their product design accounts for factors like road infrastructure and consumer lifestyles.

2.1.2 Pricing Strategies: Determining Value Proposition

According to Gary Dessler (2006) Pricing strategies are crucial for establishing the perceived value of uPvc products. Companies must strike a balance between affordability and profitability. The choice of pricing strategy can significantly impact market positioning. Penetration pricing, where products are initially priced lower to capture market share, might be effective in a pricesensitive market like Bangladesh. Conversely, skimming pricing, setting higher initial prices to target a premium segment, could work if Lira Doors Ltd. positions itself as a brand with superior features and quality.

2.1.3 Branding and Market Positioning: Creating a Unique Identity

In a competitive market, building a strong brand identity and effective market positioning are paramount. According toKhan and Haque (2017), brand image influences customer perceptions and loyalty. For Lira Doors Ltd., this implies not only establishing brand awareness but also communicating the unique value their products offer. Effective branding should highlight factors such as durability, service network, and innovation. Market positioning should emphasize how LIRA DOORS 's offerings stand out amidst a crowded market.

The uPvc industry in Bangladesh has witnessed remarkable growth in recent years due to a combination of socioeconomic factors, including population increase, rising income levels, and urbanization. UPvc s have emerged as a popular means of transportation, particularly in urban areas, driven by their affordability, fuel efficiency, and agility in navigating congested traffic. This growth has not only encouraged domestic players but has also attracted the interest of international manufacturers, resulting in a highly competitive market landscape. In this context, an effective product strategy becomes a critical determinant for success in the industry.

2.1.4 Product Design and Features

Product design and features hold significant sway over customer preferences and purchasing decisions in the uPvc industry. Aesthetic appeal, comfort, performance, fuel efficiency, safety features, and technological advancements are all pivotal aspects influencing consumer choices. As evidenced by the study conducted by Robbins, Stephen, P and Decenzo (2003), a welldesigned uPvc that amalgamates style with practicality can carve a niche for itself in the market. Research by William P. Anthony (2009) underscores the role of innovation in product features as a catalyst for sustained customer interest and competitive advantage. Therefore, uPvc manufacturers must

continually innovate and integrate new features that align with evolving customer demands and aspirations.

2.1.5 Pricing Strategies

According to Pricing strategies assume paramount importance in shaping the perceived value of uPvc products and affecting consumer perceptions. The complexity of pricing decisions in the uPvc industry necessitates a holistic consideration of factors such as production costs, market competition, demand dynamics, and target customer segments. Mania and Whinston (2006) propose that companies often face challenges in striking a balance between affordability and profitability, making pricing decisions a delicate balancing act. Penetration pricing, skimming pricing, and value-based pricing are some strategies that uPvc companies can adopt based on their market positioning and business objectives. A study by Khan and Haque (2017) emphasizes the significance of adopting pricing strategies that align with the company's long-term goals and the competitive landscape.

2.1.6 Branding and Market Positioning

Branding and market positioning strategies are pivotal for uPvc companies aiming to differentiate their offerings from competitors and establish a distinctive market presence. The creation of a robust brand image, augmented brand awareness, and the cultivation of brand loyalty are all central components of successful branding endeavors. Additionally, market positioning involves positioning a product in the consumer psyche vis-à-vis rival alternatives, accentuating its unique value propositions. Research by Keller (1993) highlights the intricate interplay between brand image and customer perceptions, suggesting that a strong brand can influence customer attitudes and behaviors. Market positioning, on the other hand, underscores the need to effectively communicate a product's differentiating features to the target audience. This is particularly relevant in a competitive environment where multiple options vie for consumer attention and patronage.

2.1.7 Challenges and Opportunities in the UPvc industry of Bangladesh

While the uPvc industry in Bangladesh presents significant growth prospects, it is not devoid of challenges. Infrastructure limitations, regulatory complexities, and changing consumer preferences necessitate an adaptive approach to product strategy. The work of Hoque et al. (2020) highlights the impact of government policies and regulations on the industry, underscoring the need for uPvc manufacturers to align their products with evolving legal requirements.
Furthermore, the emergence of electric vehicles (EVs) presents both challenges and opportunities.

2.1.8 Case Study: Lira Doors Ltd

A pertinent case study within the context of the uPvc industry in Bangladesh is Lira Doors Ltd. Established as a subsidiary of Lira Doors Company, an Indian conglomerate, the company has leveraged its parent's expertise and experience to create a distinctive market presence. Lira Doors Ltd. has demonstrated an astute understanding of customer preferences, evidenced by the launch of innovative models equipped with features tailored to local requirements. The company's product strategy emphasizes a balance between affordability and performance, aligning with the demands of the Bangladeshi market.

Lira Doors Ltd.'s. branding and market positioning efforts have contributed to its growing market share. Through effective communication and promotional activities, the company has managed to foster brand loyalty and increase consumer recognition. Furthermore, the company's commitment to aftersales service and customer support has reinforced its positive brand image, contributing to sustained customer patronage.

In conclusion, the uPvc industry in Bangladesh is undergoing rapid expansion due to a confluence of factors, including urbanization and increasing income levels. A comprehensive product strategy is indispensable for uPvc manufacturers aiming to navigate this competitive landscape successfully. This strategy encompasses critical aspects such as product design, pricing, branding, and market positioning. A nuanced understanding of customer preferences, continuous innovation, and effective communication are fundamental to differentiation and competitive advantage. Case studies such as Lira Doors Ltd. exemplify how companies can strategically align their product offerings with local market requirements to achieve sustainable growth. As the industry evolves, manufacturers must remain attuned to changing trends and opportunities, ensuring that their product strategies remain agile and adaptive.

2.2 Sales Strategy

According to Philip Kotler (2006) eveloping an effective sales strategy often requires consumer research, marketing analytics and a framework that organizes the customer's needs by their place in the sales process. If you're involved in sales or marketing, learning ways to map your potential customers' purchase journey can help you improve your promotional and service strategies, which might lead to greater profit and higher customer retention rates. One method of mapping the customer sales cycle is by using Kotler's five A's. In this article, we define Kotler's five A's framework, explain each stage in the process and provide tips for using this system.

2.2.1 Set Clear Objectives:

Define specific, measurable, and achievable sales objectives. Align objectives with overall business goals.

2.2.2 Know Your Target Audience:

- Identify and understand your target market.
- Create buyer personas to guide your sales efforts.
- Tailor your approach to meet the needs and preferences of your audience.

2.2.3 Positioning and Differentiation:

- Clearly articulate the unique value proposition of your products or services.
- Differentiate your offerings from competitors.
- Communicate how your solution addresses customer pain points.

2.2.4 Sales Team Structure and Training:

- Structure your sales team based on the complexity of your sales process.
- Provide ongoing training to keep the team updated on product knowledge and sales techniques.
- Ensure alignment between sales and marketing teams.

2.2.5 Sales Process:

- Define a well-structured sales process from lead generation to closing the deal.
- Clearly outline the steps involved in converting leads into customers.

Implement tools and technology to support the sales process.

2.2.6 Pricing Strategy:

- Set a pricing strategy that aligns with market expectations and the perceived value of your product.
- Consider various pricing models (e.g., value-based pricing, cost-plus pricing).

2.2.7 Sales Forecasting:

- Develop a reliable system for sales forecasting.
- Use historical data, market trends, and other factors to predict future sales.

2.2.8 Sales and Marketing Alignment:

Ensure collaboration and alignment between sales and marketing teams. Coordinate efforts to generate leads and convert them into sales.

2.2.9 Customer Relationship Management (CRM):

Implement a CRM system to track customer interactions and manage relationships. Use data from CRM for personalized and targeted sales efforts.

2.2.10 Performance Metrics and Analytics:

Define key performance indicators (KPIs) to measure sales success. Analyze data to identify areas for improvement and optimization.

2.2.11 Adaptability and Continuous Improvement:

- Stay agile and adapt the sales strategy based on market changes.
- Encourage a culture of continuous improvement within the sales team.

2.2.12 Feedback Loop:

- Establish a feedback loop to gather insights from the sales team and customers.
- Use feedback to refine the sales strategy and address challenges.

2.3 Distribution Strategy

According to Philip Kotler (2006), "A distribution channel is considered the path of a product from producer to the final consumer". Elements commonly present in a distribution channel include Manufacturer, Distributor, Retail Point, and Consumer.

2.3.1. Channel Selection:

- Identify and select the most appropriate distribution channels for your product or service.
- Channels may include direct sales, wholesalers, retailers, online platforms, and more.

2.3.2. Market Coverage:

- Choose the level of market coverage based on your target audience.
- Options include intensive distribution (wide availability), selective distribution (limited outlets), or exclusive distribution (exclusive outlets).

2.3.3. Logistics and Supply Chain Management:

- Develop efficient logistics and supply chain processes to move products from manufacturing to end-users.
- Consider factors such as transportation, warehousing, and order fulfillment.

2.3.4. Inventory Management:

- Optimize inventory levels to balance demand and supply.
- Implement just-in-time (JIT) inventory systems to reduce carrying costs.

2.3.5. Distribution Partnerships:

- Establish relationships with distributors, retailers, and other intermediaries.
- Ensure effective communication and collaboration with distribution partners.

2.3.6. E-commerce and Online Presence:

- If applicable, integrate e-commerce into your distribution strategy.
- Develop and maintain a strong online presence to reach a wider audience.

2.3.7. Geographic Expansion:

- Consider expanding distribution to new geographic areas.
- Adapt distribution strategies based on regional differences in demand and preferences.

2.3.8. Product Packaging and Presentation:

- Ensure that products are packaged appropriately for distribution.
- Consider the impact of packaging on transportation costs and shelf appeal.

2.3.9. Customer Convenience:

- Prioritize customer convenience in distribution methods.
- Offer multiple delivery options, such as home delivery, click-and-collect, or thirdparty pickup points.

2.3.10. Technology Integration:

- Utilize technology for efficient order processing and tracking.
- Implement software solutions for inventory management and order fulfillment.

2.3.11. Risk Management:

- Plan for contingencies in the supply chain to mitigate risks such as disruptions or delays.
- Diversify suppliers and distribution partners when possible.

2.3.12. Compliance and Regulations:

- Ensure compliance with local and international regulations.
- Understand and adhere to laws governing product distribution.

2.3.13. Customer Service and Support:

- Provide excellent customer service throughout the distribution process.
- Address issues promptly and proactively.

2.3.14. Performance Metrics:

- Establish key performance indicators (KPIs) to measure the effectiveness of the distribution strategy.
- Monitor and analyze data to identify areas for improvement.

2.3.15. Sustainability:

- Consider sustainability in distribution methods to reduce environmental impact.
- Explore eco-friendly packaging and transportation options.

Chapter: 03
Organizational Profile

3.1 History

In 1982 Bari Plastic was launched in Bangladesh. It was the pioneer in manufacturing Poly bag, shopping bag and packaging items. It was one of the leading companies in Bangladesh to export poly bags in different countries in bulk quantity. But in 2002 due to promulgation of Government restriction and from the sense of social responsibility, one of the directors of Bari Plastic, Mr. K. M. Alamgir Iqbal started his business again with different products. Lira Industrial Enterprise Ltd., Lira Plastic, Lira Doors Ltd., Samrat Packaging Industries, Bari Plastic are the major concerns of the group and contributing a significant role in the industry.

Lira Group is one of the market leaders in the plastic industry in Bangladesh with its history of pride, trust of the people and quality of products, since 1965. The company's aim to provide consumers with uPVC Pipes & Fittings, Plastic Household & Furniture, uPVC Doors & Ceiling, Water Pumps & Motors and many other related products for their needs and convenience.

We accomplish this by listening to consumer's needs and wants and translating this information into improved products that will gain their full satisfaction. We continuously develop a comprehensive line of products for different purposes and aims to become the best manufacturing company in this sector in Bangladesh, and soon globally

3.2 Mission

Liras mission is to counterpoint the standard of lifetime of the individuals through accountable application of data, technology and skills. Lira is committed to the pursuit of excellence through world-class products, innovative processes and authorized workers, to produce the very best level of satisfaction to our customers.

3.3 Vision

- Provide products and services of high and consistent quality, making certain price to our customers.
- Endeavour to realize a footing of leadership in every class of our businesses.
- Develop our workers by encouraging authorization and bounties innovation.
- Promote an environment for learning and private growth.
- Attain a high level of productivity in all told our operations through effective utilization of resources and adoption of acceptable technology.
- Promote inclusive growth by encouraging and helping our distributors and suppliers in rising potency.

- Ensure superior come to investment through even handed use of resources and economical operations, utilizing our core competencies.

3.4 Strategic Objectives LIRA DOORS

- Specific: Objectives should be clear and well-defined, leaving no room for ambiguity. They provide a concrete direction for the organization.

- Measurable: There should be a way to quantify progress and success. This allows organizations to track their performance and determine whether objectives are being met.

- Achievable: While objectives should be ambitious, they should also be realistic and attainable given the resources and capabilities of the organization.

- Relevant: Objectives should align with the overall mission and vision of the organization. They should contribute to the organization's long-term success.

- Time-bound: Each objective should have a specific timeframe for completion. This helps create a sense of urgency and accountability.

3.5 Core Values LIRA DOORS:

Lira has some own set values to apply and maintain the benchmark:

- Quality
- Customer focus
- Innovation
- Fairness
- Transparency
- Continues improvement (Mission, Vision, Values)

3.6 Location

Assign Dream Heaven (1st & 2nd Floor), House # 09, Road # 53, Block -J, Gulshan -2, Dhaka 1212, Bangladesh 3.6 Corporate Information:

Name: Lira Group
Industry: Lira Doors Limited
Founded: Mr. K. M. Alamgir Iqbal
CEO: Mr. Joynal Abedin Faraque

Employees: Several thousand worldwide

3.7 Milestone:



The year 2020 has definitely been one for the history books with unprecedented events, but also marks a milestone for Lira Brand as our 10-year anniversary. As the modern diamond anniversary, Lira Brand began with strong beginnings forging cutting edge products and treatments from the co-founders 'Think Tank' approach. Created by established, Brand skincare professionals, Lira Brand introduced the international market to Smart Peels in 2010. Using the latest in plant stem cell technology, each peeling solution was carefully formulated for a Peel with Heal methodology. As one of the pioneering companies offering peeling solutions with reparative plant stem cell technology, as well as understanding that skin achieves the best results with limited inflammation, Lira Brand developed unique Brand formulations. Proven hydroxy acids and enzymes were combined with melanin suppressants, potent antioxidants, and wound healing mineral technology creating the immediate results clients expect to see and feel.

3.8 Product List

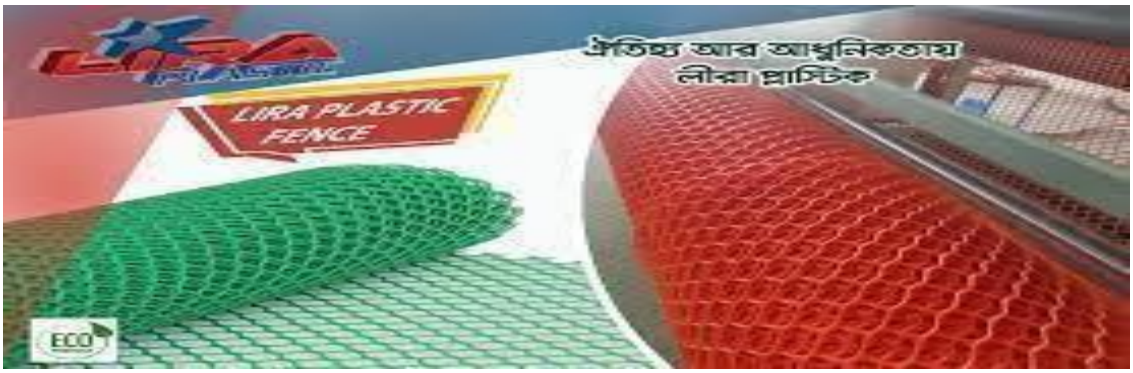
- HDPE Pipe and Fitting, HDPE
- Upvc
- Thread Pipes
- Household Items,
- Corrugated Pipe,
- SO Pipes,
- Water Pumps.
- PPR Pipe and Fitting,
- Doors,
- Upvc Sheets,
- Upvc Ceilings,
- Plastic Furniture,
- Plastic House Hold Including Indoor & Outdoor Items,
- Kitchen Items Along with Poly Packaging,
- Cloth Hangers
- Plastic Raw Materials.

No	Product Name	Price
	HDPE Pipe and Fitting, HDPE	Tk. 230
	Upvc	Tk.120
	Thread Pipes	Tk. 150
	Household Items	Tk. 78
	Corrugated Pipe	Tk. 52
	So Pipes	Tk. 90
	Wate Pumbs	Tk. 250
	PPR Pipe and Fittings	Tk.900

	Doors	Tk.145
	Upvc Sheets	Tk.165
	Upvc Ceilings	Tk. 240
	Plastic Furniture	Tk. 250
	Plastic House Hold Including Indoor & Outdoor Items	Tk. 325
	Kitchen Items Along with Poly Packaging,	Tk.200
	Cloth Hangers	Tk. 300
	Plastic Raw Materials	Tk.400






ঐতিহ্য আর আধুনিকতায়
লীরা প্লাস্টিক
LIRA PLASTIC
FENCE
ECO



Chapter: 04
Sales Strategy of Lira Doors Ltd.

4.1 Sales Strategy

A sales strategy is a plan that outlines an organization's approach to selling its products or services. It involves setting goals, defining target markets, determining sales tactics, and outlining the steps the sales team will take to achieve its objectives. A well-defined sales strategy is essential for businesses to effectively reach and convert potential customers into actual customers. Here are key components of a sales strategy:

4.1.1 Define Your Sales Objectives:

Identify specific, measurable, and time-bound sales objectives. These could include revenue targets, market share goals, customer acquisition numbers, or other key performance indicators.

4.2 Understand Your Target Market:

Clearly define your target audience. Understand their needs, pain points, and purchasing behavior. This will help tailor your sales approach to resonate with potential customers.

4.3 Develop a Unique Value Proposition:

Clearly articulate what sets your product or service apart from the competition. Highlight the unique value it brings to customers and why they should choose your offering.

4.4 Sales Team Structure and Training:

Structure your sales team appropriately, considering factors such as territories, specialization, and skills. Provide ongoing training to keep the team updated on product knowledge, industry trends, and effective sales techniques.

4.5 Sales Tactics and Techniques:

Define the specific tactics and techniques your sales team will use to reach potential customers. This could include cold calling, email campaigns, social selling, in-person meetings, or a combination of these approaches.

4.6 Sales Funnel and Process:

Map out the stages of your sales funnel, from lead generation to closing deals. Define the steps your sales team will take at each stage, and establish clear criteria for moving leads through the funnel.

4.7 Sales Technologies:

Implement tools and technologies that support the sales process, such as customer relationship management (CRM) systems, sales mation tools, and analytics platforms. These can help streamline operations and provide valuable insights.

4.8 Sales and Distribution Alignment:

Ensure alignment between the Sales and Distribution teams. Collaboration is crucial to delivering a consistent message and ensuring a seamless transition of leads from marketing to sales.

4.9 Customer Relationship Management (CRM):

Use CRM systems to track customer interactions, manage leads, and maintain a centralized database of customer information. This helps in understanding customer behavior and preferences.

4.10 Metrics and Analytics:

Define key performance indicators (KPIs) to measure the success of your sales strategy. Common metrics include conversion rates, average deal size, customer acquisition cost, and sales cycle length.

4.11 Adaptability and Continuous Improvement:

Regularly review and adapt your sales strategy based on performance data and market changes. Foster a culture of continuous improvement to stay agile and responsive to evolving customer needs.

4.12 Incentive Programs:

Implement incentive programs to motivate and reward the sales team for achieving or exceeding targets. This could include commission structures, bonuses, or other recognition programs

4.13 Selling Strategy

A selling strategy outlines the approach and tactics that a salesperson or sales team employs to persuade potential customers to purchase a product or service. It involves understanding customer needs, building relationships, and guiding prospects through the sales process. Here are key elements of an effective selling strategy.

4.13.1 Understand the Customer:

Begin by thoroughly understanding the needs, preferences, and pain points of your target customers. Tailor your approach based on this understanding to demonstrate how your product or service can address their specific challenges or desires.

4.13.2 Develop a Relationship:

Building a strong relationship with the customer is crucial. Establish trust and rapport by actively listening, empathizing, and addressing their concerns. This relationship-building process often begins with the initial contact and continues throughout the customer lifecycle.

4.13.3 Product Knowledge:

Possess in-depth knowledge about the product or service you are selling. Be able to articulate its features, advantages, and benefits clearly. This knowledge instills confidence in the customer and enables you to address their questions effectively.

4.13.4 Effective Communication:

Communicate with clarity and confidence. Clearly articulate how your offering solves the customer's problems or improves their situation. Adapt your communication style to resonate with the customer's preferences and understanding.

4.13.5 Tailor the Pitch:

Customize your sales pitch to align with the unique needs and characteristics of each prospect. Highlight the aspects of your product or service that are most relevant and valuable to them. Handle Objections:

Anticipate and address potential objections that customers may have. Develop strategies to overcome objections through providing additional information, offering solutions, or sharing customer success stories.

4.13.6 Create a Sense of Urgency:

Encourage customers to make a decision by creating a sense of urgency. Highlight limitedtime offers, special promotions, or the potential benefits of acting quickly.

4.13.7 Provide Value:

Focus on delivering value throughout the sales process. This includes not only the value of the product or service but also the value of the relationship with your company. Demonstrating value helps justify the purchase decision.

4.13.8 Close Effectively:

Develop effective closing techniques to guide the prospect toward making a decision. This might involve trial closes, asking for commitment, or offering incentives to close the deal.

4.13.9 Follow-Up:

After the sale, maintain contact with the customer to ensure satisfaction, address any concerns, and explore opportunities for upselling or cross-selling. A strong follow-up strategy contributes to customer retention and loyalty.

4.13.10 Utilize Technology:

Leverage sales technologies, such as customer relationship management (CRM) systems, sales and communication platforms, to streamline processes, track interactions, and enhance efficiency.

4.13.11 Continuous Learning:

Stay informed about industry trends, competitor offerings, and evolving customer needs. Continuously refine and adapt your selling strategy based on feedback, results, and changing market dynamics.

4.14 Distribution Strategy

A distribution strategy outlines how a company will get its products or services to its customers. It involves decisions related to the channels of distribution, logistics, and inventory management. A well-defined distribution strategy is essential for ensuring that products reach the target market efficiently and cost-effectively. Here are key components of a distribution strategy:

4.14.1 Channel Selection:

Determine the most appropriate distribution channels to reach the target market. This could include direct sales, retail partnerships, e-commerce, wholesalers, distributors, and more. Consider factors such as customer preferences, product characteristics, and industry norms.

4.14.2 Market Coverage:

Decide on the level of market coverage: intensive (wide distribution), selective (targeted distribution), or exclusive (limited distribution). The choice depends on the nature of the product and the company's overall market positioning.

4.14.3 Logistics and Transportation:

Develop a logistics plan for transporting products from manufacturing or distribution centers to end customers. Consider factors such as transportation costs, lead times, and the reliability of logistics partners.

4.14.4 Inventory Management:

Implement effective inventory management practices to ensure the right level of stock is available to meet customer demand without excessive carrying costs. Use technology and data analysis to optimize inventory levels.

4.14.5 Order Fulfillment:

Design a system for order processing and fulfillment. This includes the steps involved from the moment a customer places an order to the delivery of the product. Streamline processes to minimize lead times and improve customer satisfaction.

4.14.6 Distribution Network Design:

Evaluate and design the physical distribution network, considering factors such as the location of warehouses, distribution centers, and the overall supply chain structure. Aim for efficiency and responsiveness to market demands.

4.14.7 Technology Integration:

Utilize technology, such as enterprise resource planning (ERP) systems and supply chain management software, to integrate and streamline distribution processes. This can enhance visibility, reduce errors, and improve overall efficiency. Channel Partnerships:

Build strong relationships with channel partners, including distributors and retailers. Collaborate closely to ensure mutual success and alignment with brand values. Provide training and support to channel partners to enhance their effectiveness.

4.14.8 E-commerce Strategy:

If applicable, develop a strategy for selling products online. This could involve creating an ecommerce platform, partnering with online retailers, or using third-party marketplaces. Ensure a seamless integration between online and offline channels.

4.14.9 Customer Service and Support:

Implement customer service and support mechanisms to address inquiries, resolve issues, and provide assistance throughout the purchasing process. A positive post-purchase experience can lead to repeat business and brand loyalty.

4.14.10 Compliance and Regulations:

Stay informed about relevant regulations and compliance requirements related to product distribution. Ensure that your distribution practices align with legal and industry standards.

4.14.11 Performance Measurement:

Establish key performance indicators (KPIs) to measure the effectiveness of the distribution strategy. Monitor metrics such as order fulfillment time, inventory turnover, distribution costs, and customer satisfaction.

4.14.11.1 Market Research Reports: Industry-specific reports from research firms often include data and insights on sales strategies within a particular sector.

4.14.11.2 Business Journals and Magazines: Publications like Harvard Business Review, Forbes, or industry-specific journals may feature articles, case studies, and research findings related to sales strategies.

4.14.11.2 Sales and Distribution Conferences: Summaries or proceedings from conferences focused on Sales and Distribution can provide valuable insights into the latest trends and research in the field.

4.14.11.3 Online Business Platforms: Websites and platforms that focus on business and entrepreneurship may offer articles, whitepapers, or case studies related to sales strategies.

4.14.11.4 Professional Associations: Industry-specific associations or organizations often publish research findings and insights related to sales strategies within their sectors.

Chapter: 06
Findings

6.1 Findings:

- **Product Diversification**: LIRA DOORS Bangladesh (LIRA DOORS) in the Bangladeshi uPvc industry follow a diversified product strategy, offering a wide range of uPvc models catering to various customer preferences and market segments.

- **Market Segmentation**: LIRA DOORS Bangladesh effectively segments the market based on factors such as price, engine capacity, and target customer demographics, allowing them to address specific consumer needs and preferences.

- **Technology Adoption:** The case study reveals that LIRA DOORS Bangladesh place a strong emphasis on adopting modern technologies in their uPvc designs, such as fuel efficiency improvements, electric powered options, and enhanced safety features.

- **Brand Positioning**: LIRA DOORS Bangladesh employ distinct brand positioning strategies to create a unique identity for their products in the Bangladeshi market, differentiating themselves from competitors and building brand loyalty.

- **Pricing Strategies**: The companies employ competitive pricing strategies to gain a competitive edge, considering factors such as production costs, market demand, and competitor pricing.

- **After-Sales Services**: The study highlights the significance of after-sales services in the uPvc industry, with LIRA DOOR Bangladesh offering comprehensive maintenance services to enhance customer satisfaction and loyalty.

- **Marketing and Promotional Activities**: LIRA DOORS Bangladesh actively engage in marketing and promotional activities, leveraging various media channels and events to create brand awareness and boost sales.

- **R&D and Innovation**: The case study reveals that LIRA DOORS Bangladesh invest significantly in research and development to introduce innovative features and technologies, ensuring their products stay ahead in the competitive market.

- **Distribution Network**: The three companies maintain an extensive and well-established distribution network in Bangladesh, allowing for widespread availability of their products across the country.

- **Customer Feedback and Product Improvement**: The companies actively seek customer feedback and use it to make necessary improvements to their existing uPvc models, demonstrating their commitment to customer satisfaction.

- **Government Regulations and Policies**: The thesis report highlights the impact of government regulations and policies on the uPvc industry in Bangladesh, influencing product development and market strategies.
- **Market Share Analysis**: The case study analyzes the market share of LIRA DOORS Bangladesh in the Bangladeshi uPvc industry, revealing insights into LIRA DOORS Bangladesh's performance and competitive standing.

- **Consumer Preferences**: The study identifies key factors influencing consumer preferences in the uPvc industry, such as design aesthetics, fuel efficiency, and reliability, guiding product development decisions.

- **Market Trends and Challenges**: LIRA DOORS Bangladesh proactively respond to emerging market trends and challenges, including environmental concerns, changing consumer preferences, and economic fluctuations.

- **Long-Term Growth Strategies**: The thesis report assesses the long-term growth strategies adopted by LIRA DOORS Bangladesh, including expansion plans, partnerships, and market penetration strategies, to secure a strong market position for the future.

These findings provide valuable insights into the product strategies of LIRA DOORS Bangladesh in the Bangladeshi uPvc industry, offering a comprehensive understanding of how LIRA DOORS Bangladesh competes and thrives in this dynamic market.

Chapter: 07

Recommendations and Conclusion

7.1 Recommendations

- **Market Research and Segmentation**: Conduct extensive market research to identify customer preferences, needs, and demographics. Use this data to segment the market effectively and target specific customer groups with tailored product offerings.
- **Affordable Pricing**: Offer competitive and affordable pricing for uPvc s to attract a broader customer base, particularly in a price-sensitive market like Bangladesh.
- **Localization of Manufacturing**: Consider setting up manufacturing facilities or assembly plants in Bangladesh to reduce import costs and make the products more accessible to consumers.
- **Focus on Fuel Efficiency**: Emphasize fuel efficiency in product development to align with the cost-conscious mindset of Bangladeshi consumers and their desire for economical transportation options.
- **Quality and Reliability**: Place a strong emphasis on quality and reliability to gain the trust of consumers, as durability and performance are critical factors when choosing a uPvc.
- **Incorporate Local Design Preferences**: Tailor the design of the uPvc s to resonate with the local culture and preferences of Bangladeshi consumers.
- **Offer Diverse Product Range**: Introduce a diverse range of uPvc s, including commuter, sport, and off-road models, to cater to the varied needs and preferences of consumers.
- **Invest in Technology**: Incorporate advanced technology features like digital instrument clusters, smartphone connectivity, and safety systems to appeal to tech-savvy consumers.
- **Expand Distribution Channels**: Strengthen the distribution network by partnering with local dealerships and expanding to remote areas to ensure wider accessibility of the products.
- **After-Sales Service**: Establish a robust after-sales service network to provide timely maintenance and repairs, enhancing customer satisfaction and brand loyalty.
- **Promotional Campaigns**: Launch targeted marketing and promotional campaigns to increase brand awareness and highlight the unique selling points of each brand.
- **Engage in Corporate Social Responsibility (CSR) Initiatives**: Participate in community development and CSR initiatives to build a positive brand image and gain consumer trust.

Offer Financing Options: Collaborate with local financial institutions to provide attractive financing options, making uPvc s more affordable for a larger segment of the population.

7.2 Conclusion

In conclusion, this thesis report delved into the product strategies employed by three prominent uPvc manufacturers in Bangladesh, namely LIRA DOORS Bangladesh. Through a comprehensive case study, we analyzed their approaches to product development, positioning, branding, and market penetration in the dynamic and competitive landscape of the Bangladeshi uPvc industry.

The study revealed that each company has distinct product strategies tailored to their target market segments, highlighting the significance of market segmentation in the industry. LIRA DOORS, with its focus on delivering value-for-money products and emphasizing technological innovations, has successfully carved a niche for itself among price-conscious consumers.

On the other hand, LIRA DOORS product strategy revolves around versatility and performance, catering to a wide range of customer preferences. Their diverse product portfolio, which includes commuter bikes, sporty models, and premium offerings, has enabled them to gain a significant market share and cater to various customer segments.

Hero, with its strong brand presence and reputation for reliability, has implemented a strategy centered on providing dependable and fuel-efficient motorcycles. Their wellestablished distribution network and after-sales service have contributed to their competitive advantage in the Bangladeshi market.

The thesis also shed light on the challenges faced by these companies, such as government regulations, economic fluctuations, and changing consumer preferences. To thrive in this industry, it is crucial for manufacturers to adapt their product strategies continually, aligning them with emerging market trends and customer demands.

In conclusion, the uPvc industry in Bangladesh remains fiercely competitive, demanding constant innovation and customer-focused strategies. The case study of LIRA DOORS Bangladesh has highlighted the importance of understanding consumer needs, segmenting the market effectively, and tailoring products accordingly. As the industry evolves, further research and adaptation of product strategies will be essential to sustain growth and success in this vibrant marketplace.

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