# Thesis Report
# On
# Marketing Strategy of Plastic Industry in Bangladesh: A Case Study on Akij Pipes and Fittings Ltd.

**Submitted by:**

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ID: EMBA2203027008
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:**

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ID: EMBA2203027008
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**Submitted to:**

**Sharmila Sikder**
Assistant Professor
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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

Date: January 04, 2024
Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of thesis paper.

Dear Madam,

I am here by submitting my thesis paper entitled "**Marketing Strategy of Plastic Industry in Bangladesh: A Case Study on Akij Pipes and Fittings Ltd.**" which was assigned to me as arequirement 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 Akij Pipes and Fittings 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

_____

Tanvir Ahammad Chowdhury
ID: EMBA2203027008
Major: Marketing
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## Declaration of Student

This is to notify you that, the thesis paper on "**Marketing Strategy of Plastic Industry in Bangladesh: A Case Study on Akij Pipes and Fittings 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

_____

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## Certificate of Supervisor

This is to certify that the thesis report "**Marketing Strategy of Plastic Industry in Bangladesh: A Case Study on Akij Pipes and Fittings Ltd.**" has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Tanvir Ahammad Chowdhury, bearing ID: EMBA2203027008 under my supervision. The reportor 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 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 Akij Pipes and Fittings 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 Md Rafiqul Islam, GM, HR & Admin, Head Office, Akij Pipes and Fittings 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 Akij Pipes and Fittings Ltd. The opportunity I had with Akij Pipes and Fittings 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

The uPvc Plastic industry in Bangladesh has witnessed substantial growth in recent years, driven by factors such as increasing disposable income, improved road and Building infrastructure, and changing consumer preferences. This thesis paper presents a comprehensive analysis of the marketing strategies adopted by three prominent uPvc Plastic manufacturers in Bangladesh: Akij Pipes and Fittings Ltd. The study utilizes a case study approach, incorporating both qualitative and quantitative research methods. Primary data is collected through interviews with key stakeholders, including executives from the respective companies, industry experts, and consumers. Additionally, secondary data from industry reports, academic literature, and online sources are employed to complement the primary findings. The analysis examines various aspects of the product strategies, including product development, market segmentation, and branding, pricing, and distribution channels. Furthermore, it explores the unique challenges and opportunities faced by each company in the competitive landscape of the Bangladeshi uPvc Plastic industry. The findings reveal that all three companies have implemented distinct product strategies to cater to the diverse needs and preferences of Bangladeshi consumers. Akij Pipes and Fittings Ltd. have introduced a wide range of uPvc Plastic models with features and specifications tailored to different customer segments. Additionally, they have emphasized effective branding and marketing strategies to enhance their brand equity and attract target customers. The study concludes by providing valuable insights into the product strategies of Akij Pipes and Fittings Ltd. in the Bangladeshi uPvc Plastic industry. The findings contribute to the existing body of knowledge on product strategy and provide practical recommendations for uPvc Plastic manufacturers operating in Bangladesh. It is hoped that this research will serve as a valuable resource for industry practitioners, academics, and policymakers interested in understanding and improving the uPvc Plastic industry in Bangladesh.

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